

## **Equal Round 2: Theme C Mainstreaming Strategy 2005**

This Thematic Mainstreaming Strategy for Equal Theme C is designed as a framework to guide Mainstreaming Partnerships in the planning and delivery of networking, dissemination and mainstreaming activities under Equal Action 3. It must be read together with the Mainstreaming Partnership Agreement form (the application form for Equal Action 3 funding) and its accompanying Guidance for Applicants.

The strategy describes a range of potential activities discussed during the planning stages of Equal Action 3. However, it is not intended to exclude other activities: Mainstreaming Partnerships may undertake activities or address policy target audiences not described in this document providing a sound rationale is provided in the Mainstreaming Partnership Agreement and providing they are consistent with the overall aims of Equal Theme C.

Mainstreaming Partnerships may combine any of the policy areas ("what"), target audiences ("who"), methods ("how") and timings ("when") in this document for their activity in Equal Action 3 providing a sound rationale (linking all four questions) is provided and providing that the outcome of the activity is consistent with the overall aims of Equal Theme C.

All themes and sub-groups identified should also consider joint activity (potentially across themes and sub-themes) to establish a mechanism for promoting the outcomes of participating DPs, to include: early PR activity; co-ordinated approaches to contacts with target audiences (potentially incl. an ICT solution to collect and share information on mainstreaming activity); a network of evaluators to co-ordinate evaluation approaches, pool evaluation outcomes and establish dialogue between evaluators and mainstream policy makers.

This Thematic Mainstreaming Strategy will be reviewed at six-monthly intervals.

Unless otherwise indicated, mainstreaming target audiences ("who") shown in this document refer to organisations operating in England. There may be organisations with similar remits operating in Scotland and Wales.

**The following guidance on methods ('how') and timings ('when') applies to all activities:**

### **How:**

Through

- additional research in response to demand from the policy target audience
- additional evaluation activities in response to demand from the policy target audience

- publications and reports of various kinds
- publicity and marketing materials
- holding meetings, events, workshops, seminars or conferences or contributing to those held by others
- study visits
- structured networking activities
- producing and maintaining databases, websites, exhibitions and other resources
- other methods consistent with the needs of the policy target audience

**When:**

Dissemination and Mainstreaming activities should be on-going. However, specific activities should be timed to coincide with opportunities to influence the development and implementation of policy, such as:

- government consultations
- events organised by policy target audience or at which policy target audience is likely to be present
- spending reviews and budgeting phases for government departments, regional agencies, etc.

This document should be read in conjunction with the following papers:

- Mainstreaming Partnership Agreement form and Guidance for Applicants (the application form and guidance manual for Action 3 funding)

You may also wish to draw on the following resources in order to complete your Mainstreaming Partnership Agreement:

- The Thematic Update Paper for your Equal theme (these regularly updated papers identify government departments and other relevant mainstreaming target audiences for each Equal theme)

All documents are available from the GB Equal Support Unit or from the GB Equal website at [www.equal.ecotec.co.uk](http://www.equal.ecotec.co.uk)

## Framework for Theme C Mainstreaming Strategy

<b>WHAT?</b> <b>Key policy /practice area or linkages, including equal opportunities and empowerment issues</b>	<b>WHO?</b> <b>The key audiences: Regional; national; Member State/Europe; practitioner.</b>	<b>WHEN?</b> <b>What are the key dates to achieve maximum impact on policy / practice?</b>	<b>HOW?</b> <b>What methodologies should be adopted to reach these audiences?</b>	<b>DPs involved (Indicate with * DP(s) to take lead)</b>
<b>Reducing disadvantage through business creation: Self-employment as an effective route out of exclusion and benefits.</b>				
<ul style="list-style-type: none"> <li>To undertake a study and activities that examine enterprise an option for reducing offending (EEE)</li> <li>Effective tools for people moving from benefits to income from enterprise. (SIED)</li> </ul>	Probation service; HO; SBSD; YJB; British Medial Association; The youth offending teams, business support agencies, Prince's Trust and Magistrates.	On-going	Conferences/seminars and other events, face-to-face meetings, reports and papers	
<b>Tailoring training and support provision to meet the needs of the target groups</b>				
<i>Delivery methods:</i> <ul style="list-style-type: none"> <li>Testing delivery methods for business skills training which appeal to diverse groups and different learning styles (EEE)</li> <li>Development of OCN e-business mentoring and coaching course specifically aimed at disadvantaged</li> </ul>		On-going	Conferences/seminars and other events, face-to-face meetings, reports and papers	

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<p>groups (EEE)</p> <ul style="list-style-type: none"> <li>• An alternative to mentoring for offenders which is a combination of life coaching+cognitive behaviour therapy + business start-up support (EEE)</li> </ul> <p><i>Training:</i></p> <ul style="list-style-type: none"> <li>• Development of business skills training aimed at specific groups including women, BME groups, offenders and those wishing to start a business in the creative sector (EEE)</li> <li>• Provision of more diverse, relevant BME skills training (BL4L)</li> <li>• Provision of business know-how training and personal development (Trading Up)</li> </ul> <p><i>Tools/materials:</i></p>				

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<ul style="list-style-type: none"> <li>• self help manual/toolkit for women; practical training tools and methods for delivering support for BME beneficiaries; didactic materials, assessment tools for BME groups, dyslexia tools, 'Basic skills for business' toolkit (EEE)</li> <li>• Tools to overcome barriers to policy implementation; business dev. tools in languages other than English (SIED).</li> <li>• Toolkit aimed at signposting beneficiaries to appropriate start up advice and guidance (Trading Up)</li> <li>• Business Start Up Resources Catalogue – an online and paper based pack of start up information and advice (BCP)</li> <li>• PIE website – business planning tool</li> </ul>				

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<p>with templates and relevant information (BCP)</p> <p><i>Sectoral focus:</i> Addressing barriers to enterprising self-employment in the Audio Visual industries (Skillset).</p>				
<b>Promoting enterprise in disadvantaged communities</b>				
<ul style="list-style-type: none"> <li>• Development of drama programme to create awareness about enterprise/social enterprise in disadvantaged groups, in particular young offenders.(EEE)</li> <li>• Trade shows/promotional events/community research events (EEE).</li> <li>• Attendance at relevant workshops/Trade/Social and community events to develop networks in the local</li> </ul>		<p>On-going</p>	<p>Conferences/seminars and other events, face-to-face meetings, reports and papers</p>	

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<p>community (Trading Up)</p> <ul style="list-style-type: none"> <li>• Developing a PR approach to highlight key outputs/outcomes from the project to feed into the marketing/recruitment campaigns at a local level (Trading Up)</li> <li>• Marketing and publicising specific elements of the DP to target individual/ policy groups (Trading Up)</li> <li>• Ongoing identification of working solutions to encourage entrepreneurship in excluded communities (SIED).</li> <li>• Market and publicise specific elements of CREATE+ service portfolio to target groups.(CREATE)</li> <li>• Research on factors influencing entrepreneurial development by newly</li> </ul>				

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arriving ethnic minority groups, particularly refugees. (SIED)				
<b>Improving the business and professional skills of potential entrepreneurs</b>				
<p><i>Tools and materials</i></p> <ul style="list-style-type: none"> <li>• Development of an ‘off the shelf’ business administration kit for new businesses (EEE).</li> </ul> <p><i>Training &amp; professional development</i></p> <ul style="list-style-type: none"> <li>• Developing AV businesses, i.e. projects supporting professional development of entrepreneurs and their employees. (Skillset)</li> <li>• Provision of business know-how training and personal development – tools and methods for BME applications &amp; sector initiatives for national roll-out (BL4L).</li> <li>• Provision of business start up training</li> </ul>		On-going	Conferences/seminars and other events, face-to-face meetings, reports and papers	

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and support leading to beneficiaries gaining SFEDI business start up vocational qualification (BCP).				
<b>Strategies for engaging with disadvantaged groups</b>				
<ul style="list-style-type: none"> <li>• Develop promotional materials and promotional mechanisms that are appealing to disadvantaged groups (BS)</li> <li>• Development of engagement strategies with disadvantaged groups. (SIED)</li> <li>• Work extensively with key agencies, representative organisations and beneficiaries to develop an agreed client engagement process appropriate for each region (CREATE+).</li> <li>• Undertaking a study of barriers facing under represented groups in Northamptonshire (BCP)</li> </ul>	SBS; NCVO; OPDM; LDA	On-going	Conferences/seminars and other events, face-to-face meetings, reports and papers	

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<ul style="list-style-type: none"> <li>Recruiting SFEDI accredited mentors from disadvantaged communities to engage with disadvantaged groups (BCP)</li> </ul>				
<b>Access to finance</b>				
<ul style="list-style-type: none"> <li>Research into attitudes about sources of start-up finance available in the Black Country.(EEE)</li> <li>Development of ‘user-friendly’ routes for accessing ‘start-up’ finance.(EEE)</li> <li>Culturally appropriate micro-credit schemes.(SIED)</li> <li>Creating sustainable opportunities for low cost entry to structured business formats (CREATE+).</li> </ul>	SBS; DWP; LDA; Community organisations; NGOs; Enterprise Agencies; minority ethnic community organisations.	On-going	Conferences/seminars and other events, face-to-face meetings, reports and papers	
<b>Developing the business support infrastructure</b>				

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<p><i>Quality:</i></p> <ul style="list-style-type: none"> <li>• Developing, implementing and ensuring quality of business support services in community organisations through 'quality circles'. (SIED)</li> <li>• Development of professional methodologies for community based business advisors.(SIED)</li> </ul> <p><i>Networks:</i></p> <ul style="list-style-type: none"> <li>• Development of models to link informal business networks in excluded communities with formal networks. (SIED)</li> <li>• Assist BME Business Networks with further support and capacity building, including integrating these with current mainstream infrastructure (BL4L)</li> <li>• Establish Strategic National</li> </ul>	<p><b>SBS; VCS; LDA</b></p>	<p>On-going</p>	<p>Conferences/seminars and other events, face-to-face meetings, reports and papers</p>	

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<p>Practitioners Forum on BME expertise within Business Links and RDA network</p> <p><i>Sectors: Franchising and Audio Visual:</i></p> <ul style="list-style-type: none"> <li>• Improving the capacity of the business support network to advise on franchising and other structured formats., including developing and testing standards for business advice re franchising and SBFs.</li> <li>• Building the infrastructure, i.e. projects contributing to the development to the infrastructure support for entrepreneurs in the AV sector. (Skillset)</li> </ul>				
<b>Creating an environment in which businesses can flourish</b>				
<ul style="list-style-type: none"> <li>• Empower BME trading networks to link into mainstream gov. organisations <ul style="list-style-type: none"> <li>○ Gain recognition of the 2 way trade occurring in BME communities (IMPORT &amp;</li> </ul> </li> </ul>		On-going	Conferences/seminars and other events, face-to-face meetings, reports and papers	

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<p>EXPORT)</p> <ul style="list-style-type: none"> <li>○ Formalise organisation to organisations ties globally. (BL4L).</li> <li>• Highlight the economic contribution of UK minority business sectors and the importance to their global communities (BL4L).</li> </ul>				
<b>Empowerment</b>				
<p><i>Process:</i></p> <ul style="list-style-type: none"> <li>• To test ways of involving beneficiaries in leading consultation events, design, delivery and evaluation of new enterprise support activities (EEE).</li> <li>• Development of computerized system that empowers people regardless of disability, culture, basic skills needs etc. to produce a business plan.(EEE)</li> </ul> <p><i>Output:</i></p>		<p>On-going</p>	<p>Conferences/seminars and other events, face-to-face meetings, reports and papers</p>	

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<ul style="list-style-type: none"> <li>• Empowering disadvantaged groups through developing entrepreneurial competence. (NU)</li> <li>• Approaches to build confidence and overcome barriers preventing women from starting a business (EEE)</li> <li>• 'Build your own rainbow' personal development and training programme and materials (BCP)</li> </ul>				
<b>Initiating the sustainable growth of social format franchising.</b>				
<ul style="list-style-type: none"> <li>• Disseminate key findings re. obstacles and critical success factors for utilising franchising within the social sector (CREATE+).</li> <li>• Start up support covering franchising and social enterprise (BCP)</li> </ul>		On-going	Conferences/seminars and other events, face-to-face meetings, reports and papers	

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<b>Exchange of working practice in opening up entrepreneurial support to all</b>				
<ul style="list-style-type: none"> <li>• Transnational exchange</li> </ul>		On-going	Conferences/seminars and other events, face-to-face meetings, reports and papers	