

# Showcasing Innovation

Networking event - 18 July 2006



sied

Working with communities to develop enterprise







# SHOWCASING INNOVATION - KEY FACTS

## SIED - SUPPORTING INCLUSION IN ENTERPRISE DEVELOPMENT

SIED is innovative ways of delivering business advice and enterprise support to local communities

SIED is working with 25 Community Based Organisations (CBO) in 3 Local Authorities

SIED is creating new opportunities for economic regeneration in deprived urban areas

SIED is enabling 25 Community Based Business Advisers (CBBA) to access Continuous Professional Development, 7 of whom have achieved SFEDI accreditation

SIED is developing 25 CBOs through building their capacity to deliver effective services

SIED is supporting CBOs to achieve Customer 1st Quality Mark

SIED is promoting inclusive social, economic and community development

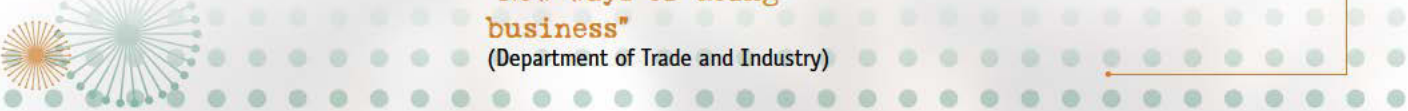
### INNOVATION is:

"A new method,  
idea or procedure"  
(Oxford Dictionary)

"Successful  
exploitation  
of new ideas."

"Anything that hasn't been  
tried out in the community  
before"  
(Community-Based Business Adviser)

"New ways of doing  
business"  
(Department of Trade and Industry)





# SHOWCASING INNOVATION - INTRODUCTION

Islington Training Network co-ordinated the Showcase Innovation in Enterprise event on 18th July 2006 on behalf of the SIED Project.

The cornerstone of the event was innovation in its myriad shapes and forms. It demonstrated the effectiveness of people centred and holistic service delivery in bringing together complex processes of social inclusion and economic/enterprise development.

Innovation adds a competitive edge to today's businesses but innovation by its very nature can also be a barrier to starting up. Therefore many unique ideas do not become reality. ITN wanted to provide an opportunity for showcasing the creative pool of ideas and talents that struggle for recognition and support from mainstream business support sector. A range of unique enterprises displayed and marketed their products and services such as handmade crafts, lighting, sculptures, photography, water cooler distribution and franchise for herbal products.

The event included presentations from motivational speakers, music from a Turkish and Kurdish band and 'Market Space' for businesses to promote their goods and services. A new business was launched at the event where they received their first order! It was a great opportunity for the entrepreneurs to network and share their experience of starting-up their business.

The key aims of the event were:

- To raise awareness of innovative businesses within the BME and refugee communities
- To celebrate and appreciate the talent and creativity that exists within the BME and refugee communities
- To provide an environment that will encourage participants to share their experience of starting-up innovative businesses
- To network and meet new contacts





# SURVEY RESULTS 1

ITN co-ordinated a small scale survey which was conducted by three Community Based Business Advisors (CBBAs), Charles Ajorgbor (UCKG Training Centre), Sima Azad (Iranian Community Centre) and Constantina Sampani (Arachne Greek Cypriot Women's Group). The respondents were 25 CBBAs from 25 community based organisations within Islington, Camden and Lewisham. The survey focused on the following questions:

**1** What type of innovative businesses have you come across?

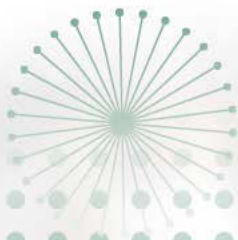
**2** What sources of finance have your clients used to start-up their business?

**3** What have been the barriers to starting-up the business?

**4** What makes a successful business?

**5** What support have you offered your clients?

**6** What have been the gaps in support?





## 1. Type of innovative businesses

### ARTS AND CRAFTS

1. Jewellery design and imports
2. Jewellery making\*
3. Iconography\*
4. Lighting\*
5. Importing carpets from China\*
6. Handmade/embodied clothes and blankets
7. Handmade cards\*
8. African handmade crafts
9. Hand-made table designs
10. Imported crafts from Algeria and Morocco
11. Imported crafts from Uzbekistan
12. Artist and sculptor\*
13. Handmade and decorated pottery\*
14. Handmade traditional Algerian clothes
15. Product design\*

### PERFORMING ARTS

16. Community Theatre company (workshops and performances)\*
17. Theatre production\*
18. Drama Tutor\*
19. Folkdancing tutor
20. Small music education centre\*

### SPECIALISED CATERING

21. Organic Café
20. Homemade Indian catering for offices/meetings
22. Organic Algerian restaurant
23. Take away Turkish business specialising in Lacmacun and pide (Turkish style pizza)\*

### ALTERNATIVE HEALTH

24. Complementary therapy\*
25. Alternative therapy
26. Herbal products- including skincare and cosmetic products\*
27. Centre promoting good health and tackling obesity

### MEDIA

28. Internet Radio Project\*
29. TV project

### SPECIALISED SERVICES

30. Private tuition
31. Transport care (social enterprise)
32. Dog walking
33. Importing and repairing piano chairs
34. Water cooler distribution company
35. Selling second hand books\*
36. Leaflet distribution company\*
37. Food and Wine importers\*

### OTHER SERVICES

38. Florist
39. Café in the underground

\* All the business that are currently trading.



## 2. Sources of Finance

- The majority of the businesses that are trading have used their saving and/or loans from their family and friends.
- A small number of clients mentioned borrowing from banks and one client mentioned taking out a loan from Hackney Co-operative Development Trust.

## 3. Barriers to Starting-up

- Many CBBAs believe that access to finance is the main barrier to starting-up a business. It has been extremely difficult for their clients to access finance from mainstream financial institutions.
- The process of starting-up can be very lengthy due to factors such as the clients' weak English language skills and completing large amount of paperwork to register as self-employed. Furthermore, some of the Turkish/Kurdish clients were waiting for permission from the Home Office to start a business under the EC - Turkey Association Agreement.

## 4. What makes a successful business?

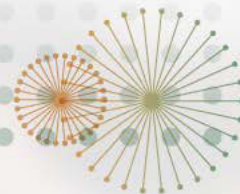
- One CBBA believed that the ingredients for a successful business included a unique idea, past experience and the confidence to succeed!
- Clients need to be willing to put in the effort and time to turn their business idea into reality. For example, undertaking market research and writing business plans.

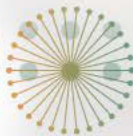
## 5. The CBBAs have offered their clients support to help them with the following:

- Write business plans
- Find accountants
- Guidance to market their goods and services
- Undertake market research
- Signpost clients to relevant services and information
- Clarify the UK system, institutions and laws e.g 'Health and Safety' laws and National Insurance and tax procedures.
- Explaining the roles of local business support organisations
- Encourage clients to move from informal to formal work
- Contacting regulatory bodies and registering with Inland Revenue
- Networking with other businesses

## 6. Gaps in Business Support

- CBBAs felt that they had limited connection with financial institutions that they could refer their clients onto.





# CONTACT DETAILS OF BUSINESSES

The following contact information is of clients of CBBAs who have participated in the Showcasing Innovation event.

## BUSINESSES THAT ARE CURRENTLY TRADING

### **ABI Leaflet Distribution Company**

Contact Person: **Shaun Miller**  
Suite 3, Buzz 53,  
Waltham Forest Business Park,  
5 Blackhorse Lane,  
Walthamstow, E17 6DS  
Tel: 0208 281 9702  
Email: [info@abidistribution.co.uk](mailto:info@abidistribution.co.uk)  
Website: [www.abidistribution.co.uk](http://www.abidistribution.co.uk)

### **Ace Bakhtyari**

(Professional photographer)  
Contact Person: **Ace Bakhtyari**  
Tel: 07726402577  
Email: [acebakhtyari@gmail.com](mailto:acebakhtyari@gmail.com)  
Website: [www.acebakhtyari.com](http://www.acebakhtyari.com)

### **Anatolia (Turkish and Kurdish band)**

Contact Person: **Ishmail Nacar**  
Tel: 07788760209  
Email: [ishnacar@hotmail.com](mailto:ishnacar@hotmail.com)

### **Bridge Multipurpose Services Company**

**Ltd** (services include construction, import and export, immigration advice)  
Contact Person: **Arash Nassouri**  
15 Pennard Road,  
Shepherds Bush,  
London, W12 8DW  
Tel: 0845 8726660  
Email: [arash.nassouri@bridgetld.co.uk](mailto:arash.nassouri@bridgetld.co.uk)

### **Compusoft Training Centre**

(provides accredited I.T courses, OCR and BCS (ECDL) qualifications)  
Contact Person: **Mohamed Cherifi**  
Suite 5, 2nd Floor,  
449-451 High Road,  
London, NW10 2JJ  
Tel: 0208 459 9016 (Office)  
07930388904 (Mobile)  
Email: [compusoft@london.com](mailto:compusoft@london.com)  
Website: [www.compusoft2000.co.uk](http://www.compusoft2000.co.uk)

### **Forever Living Products**

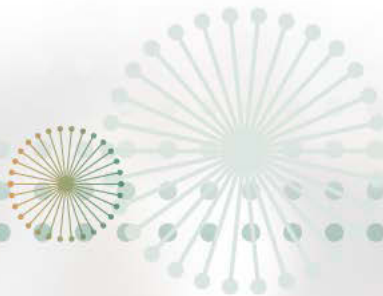
(Franchise selling herbal products including skincare and cosmetics)  
Contact Person: **Nessa Khanom**  
Tel: 0207 813 0611  
07877176712 (Mobile)  
Email: [m-nessa@hotmail.co.uk](mailto:m-nessa@hotmail.co.uk)

### **Hillside Clubhouse**

(Social enterprise which offer catering)  
Hillside House,  
1 Hilldrop Road,  
London, N7 0JE  
Tel: 020 7700 6408  
Email: [enquiries@hillsideclubhouse.org.uk](mailto:enquiries@hillsideclubhouse.org.uk)  
Website: [www.hillsideclubhouse.org.uk](http://www.hillsideclubhouse.org.uk)

### **NaturArmour Ltd**

(Food and wine importers)  
Contact Person: **Ricardo Amado**  
International House,  
226 Seven Sisters Road,  
London, N4 3GG  
Tel: 07974958861  
Email: [naturarmour@yahoo.co.uk](mailto:naturarmour@yahoo.co.uk)



# CONTACT DETAILS OF BUSINESSES

## Objects With Light

(Handmade unique lighting)  
Contact Person: Georgios Ignatiou  
07944 989 675  
Email: owl@georgiosi.com  
Website: www.georgiosi.com

## Ocean Wave

(water cooler distribution company)  
Contact Person: Runa Begum  
0207 431 2988  
07984 155 489 (mobile)  
Email: parbis@gmail.com

## Omukongo Arts and Crafts

(Handmade African crafts)  
Contact Person: **Apollonia N.Hango**  
020 8376 3358  
07929 207 055 (mobile)  
Email: Omukongo@blueyonder.co.uk  
Website: www.omukongo.com

## Peace, Love, Guidance and Hope

(Social enterprise that provides training and recruitment services for disadvantaged communities)  
Contact Person: **Vonley Joseph**  
245 Old Street,  
London, EC1V 9EY  
0207 490 5642  
Email: vonleyjoseph@plg.hope.co.uk  
Website: www.plg-hope.co.uk

## Qumars Sahebkhthari

(Artist and Sculptor)  
Contact Person: **Qumars Sahebkhthari**  
07961 883 771 (mobile 1)  
07904 372 975 (mobile 2)  
Email: qs13qs@yahoo.co.uk

## Wonderfully Made (Handmade cards)

Contact Person: **Kalema Reece**  
Tel: 07984101333  
Email: kalemareece@hotmail.com

## BUSINESSES CURRENTLY IN THE PROCESS OF STARTING-UP

### Foto Café

(Café that also includes photography workshops and exhibitions)  
Contact Person: **Maryam Ashrafi, Omid Ashrafi or Ali Ashrafi**  
0208 864 3517  
Email: maryam.ashrafi@gmail.com

### Surma Boutique

(Handmade Indian clothing)  
Contact Person: **Nahid Pervin**  
020 7388 7313  
Email: bwa\_businessadvice@hotmail.com

### A Star Learning Zone

(Private tuition for G.C.S.E and SATs level)  
Contact Person: **Stuart McGuinness**  
Tel: 0203 234 2031  
Email: stuart\_mcguinness@yahoo.com



## SIED PARTNER ORGANISATIONS

- |                      |  |
|----------------------|--|
| 1. Amalathas, Eva    | Islington Training Network                             |
| 2. Anderson, Stephen | CENTA  |
| 3. Bednall, Teresa   | Prevista   |
| 4. D'Arco, Marina    | Islington Training Network                             |
| 5. Dutta, Sumita     | Islington Training Network                             |
| 6. Fagbemi, Toyin    | Islington Training Network                             |
| 7. Goss, Susan       | ACBBA (Association of Community Based Business Advice) |
| 8. Jahanbin, Roya    | ACBBA (Association of Community Based Business Advice) |
| 9. Miller, Richard   | London Borough of Camden                               |

## COMMUNITY BASED ORGANISATIONS

- |                          |  |
|--------------------------|--|
| 1. Ajorgbor, Charles     | UCKG Training Centre                           |
| 2. Azad, Sima            | Iranian Community Centre                       |
| 3. Bulus, Can            | Halkevi (Kurdish and Turkish Community Centre) |
| 4. Dao, Huong            | An-Viet (Vietnamese Community Centre)          |
| 5. Dil, Orhan            | Day-Mer (Turkish and Kurdish Community Centre) |
| 6. Ejita-Erako, Theresa  | UCKG Training Centre                           |
| 7. Gbenedj, Rosie        | UCKG Training Centre                           |
| 8. Napoli, Antonello     | UCKG Training Centre                           |
| 9. Nasimi, Nooralhaq     | Afghan Community Organisation of London        |
| 10. Nduka, Felix         | UCKG Training Centre                           |
| 11. Previn, Nahid        | Bengali Workers Association                    |
| 12. Sampani, Constantina | Arachne Greek Cypriot Women's Group            |
| 13. Tse Blair, Katy      | Islington Chinese Association                  |

## BUSINESSES CURRENTLY STARTING-UP OR TRADING

- |                           |  |
|---------------------------|--|
| 1. Ahmed, Syeed           | Forever Living Company                             |
| 2. Albay, Niyazt          | Anatolia Band                                      |
| 3. Amado, Ricardo         | NaturArmour Ltd                                    |
| 4. Ashrafi, Ali           | Photo Café   |
| 5. Ashrafi, Maryam        | Photo Café   |
| 6. Ashrafi, Omid          | Photo Café   |
| 7. Bakhtiyari, Ace        | Professional Photographer                          |
| 8. Baylav, Cahit          | Anatolia Band                                      |
| 9. Begum, Runa            | Ocean Wave   |
| 10. Begum, Shabina        | Peace, Love, Guidance and Hope (social enterprise) |
| 11. Cherifi, Mohamed      | Compusoft Training Centre                          |
| 12. Choudhury, M.         | Forever Living Company                             |
| 13. Hango, Apollania      | Omukango   |
| 14. Hango, Ignatius       | Omukango   |
| 15. Hussain, Moshud       | Ocean Wave   |
| 16. Ignatiou, Georgios    | Objects With Light (OWL)                           |
| 17. Isen, Nihat           | Anatolia Band                                      |
| 18. Johnson, Matthew      | Peace, Love, Guidance and Hope (social enterprise) |
| 19. Joseph, Vonley        | Peace, Love, Guidance and Hope (social enterprise) |
| 20. Khanom, Nessa         | Forever Living Company                             |
| 21. Koyupinar, Ritza      | Anatolia Band                                      |
| 22. McGuiness, Steward    | A Star Learning Zone                               |
| 23. Mich, Shiplu          | Ocean Wave   |
| 24. Miller, Shaun         | ABI Distribution company                           |
| 25. Nacar, Ismail         | Antolia Band                                       |
| 26. Nassouri, Arash       | Bridge Multipurpose Services Company Ltd           |
| 27. Oladipo, Bola         | A Star Learning Zone                               |
| 28. Reece, Kalema         | Wonderfully Made                                   |
| 29. Riekettis, Zodie      | ABI Distribution Company                           |
| 30. Sahebekhtiari, Qumars | Artist and sculptor                                |





## WHAT DID YOU FIND MOST USEFUL AND ENJOYABLE ABOUT THE EVENT?

"This is an ideal meeting place to meet other professions"

"Meeting other people in business and also approaching community organisations"

"The cosmopolitan atmosphere"

## WHAT SUGGESTIONS WOULD YOU MAKE FOR A FOLLOW-UP EVENT?

"well established entrepreneurs need to discuss the best banks for lending capital, costs of marketing, accounts to approach, the merits and demerits of VAT registered"

"Every member needs to bring a marketing idea"







**Supporting Inclusion in Enterprise Development (SIED)**  
[www.sied.org.uk](http://www.sied.org.uk)

For further information please contact:  
Islington Training Network  
Tel: 020 7715 0300  
Email: [Sumita@itn.org.uk](mailto:Sumita@itn.org.uk)  
[www.itn.org.uk](http://www.itn.org.uk)

