

African Caribbean Citizens Forum



Black Enterprise Leicestershire
2009

NOVARTIS CONSULTING



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1. Foreword

African Caribbean Citizens Forum (ACCF) commissioned Novartis Consulting to research Black¹ owned enterprises in selected towns across Leicestershire with a view to establishing a feel for their number, gender participation and survival rates. ACCF also wanted to understand the kinds of barriers to start-up faced by Black entrepreneurs, their business survival rates, whether they accessed support from business support agencies, the outcomes of such support and if they benefitted from their social networks as well as the extent of their non-trade engagement with the community.

Our research was carried out in Leicester City as well as the towns of Coalville, Hinckley, Loughborough, Market Harborough, and Melton Mowbray. Prior to field work, we estimated that there were about 113² Black owned businesses in the county as at 2001 and anticipated to find them spread across the locations. Contrary to our expectations, respondents were found only in Leicester City where we are pleased to note that our work added some momentum to a latent desire to establish a network of Black owned businesses.

This report will be an essential resource for enterprise support agencies like ACCF, Leicester African Caribbean Business Association (LACBA), Businesslink and others that seek to better focus their services on the needs of the Black community. It will be a valuable resource for policy makers at Leicester City Council, Leicester Shire Economic Partnership (LSEP) and East Midlands Development Agency (EMDA) who are charged with driving forward Regional Economic Strategy (RES) 2006 – 2020 strategic priorities on Economic Inclusion, Economic Renewal and Cohesive Communities. Researchers investigating topics related to economic inclusion, enterprise and gender in the Black community will also find it handy. The list in chapter 5 could be further developed into a publicly available directory of Black owned enterprises across Leicestershire.

¹ Throughout this report, 'Black' or 'African Heritage' includes all Black ethnic groups (Africans, Caribbeans and Other) as well as mixed races that include them.

² LCC (2003) Theme Table 13 – Leicestershire County: Ethnicity. Leicestershire County Council http://www.leics.gov.uk/index/your_council/about_leicestershire/statistics/research_info_population/research_info_census_2001/census2001_theme_tables/census2001_table13_ethnicity.htm . 113 was obtained as a sum of full time self-employed people figures across all black and mixed black categories.

2. Executive Summary

- We measured 45 Black owned enterprises all of which were located in Leicester City during this study. We estimate that an intensive census would probably reveal up to 70 enterprises.
- 73% of the enterprises are male owned and most engage in low value services. The largest single group is Retail (29%) followed by Hairdressing (18%) and Internet cafés (9%).
- 27% of the enterprises are Female owned/led, which is better than the national average (17%). Two of them *The Quarter* and *Somali Development Services*, have won countywide awards in recognition of their achievement.
- 3-year Business Survival Rates for Black owned enterprises (58%) are lower than the average for Leicester City (64%), Leicestershire County (73%) or the East Midlands (72%). A further half of those that survive beyond year-3 are non-existent at the 7th year.
- Finance (56%) was the most cited start up barrier followed by location (20%) and business skills (9%). Those who had worked for others in a self-employed capacity reported no start-up barriers.
- We recommend that stakeholders (ACCF, Businesslink, LACBA, Leicester City Council, Leicestershire County Council, LSEP, and EMDA) address the aforementioned areas of concern with the requisite vigour and resources. With some adjustment to their internal processes and business support delivery strategy, LACBA could be well placed to be at the front-end of any such initiative. In addition, we call for the creation of a function within Businesslink with the specific responsibility of supporting Black enterprise in the county, especially outside Leicester City.

3. Context and Methodology

Leicestershire is located in the U.K east midlands region. It is estimated to have a Black population of 25,000 out of a total of 925,000³. Close to 70% of them are resident in Leicester City⁴. Economic development in the county is championed by East Midlands Development Agency (EMDA), Leicester Shire Economic Partnership (LSEP) as well as the county and local councils.

3.1.1) Geographical Coverage: The total project area includes

- 1) Leicester City
- 2) Coalville (North west Leicestershire)
- 3) Hinckley (Hinckley and Bosworth)
- 4) Loughborough (Charnwood)
- 5) Market Harborough (Harborough)
- 6) Melton Mowbray (Melton)

3.1.2) Population

Estimated Black population⁵ of project area (2006 projections)⁶

| | Leicester City | N/W Leicestershire | Hinckley & Bosworth | Charnwood | Harborough | Melton |
|--------------|----------------|--------------------|---------------------|-----------|------------|--------|
| Total | 17,100 | 800 | 900 | 2,400 | 1,000 | 300 |

³ Source: Office for National Statistics (August 2008).

⁴ Source: Office for National Statistics (August 2008).

⁵ We have used population figures for the entire borough or district council as a proxy the main town of interest because black people like most ethnic minorities tend to congregate in the main towns rather than small villages.

⁶ Source: Office for National Statistics (August 2008).

3.1.3) Economy

This research was conducted during a period of very significant planned and unforeseen changes in the economy. Among the planned changes is EMDA's steady progress in delivering on the priorities of their Regional Economic Strategy (RES) 2006 – 2020. RES sets out an ambitious theme; *Achieving Equality*⁷ which is underpinned by 3 strategic priorities; Economic Inclusion, Economic Renewal and Cohesive Communities. EMDA are committed to spending Euro 142 million⁸ in ERDF⁹ funding on activities related to these priorities over 2007 – 2013. Another significant planned change was central government's implementation of their Business Support Simplification programme which designates Businesslink as the main channel through which enterprises can access government funding and business support. As we show further below Businesslink is the agency most used by Black enterprises. Thus this decision is likely to have a critical impact on such enterprises.

The single most significant unpredicted event was the advent in the last quarter of 2008 of a severe global economic recession that is predicted to last till the end of 2010 in the U.K¹⁰. It has forced some big companies and numerous small companies to shut down. We anticipate that the sum effect of these contrasting changes will be a reduction in the number of Black owned enterprises from our pre-survey estimate of around 113¹¹.

3.2) Methodology

We applied a combination of techniques for this study including desktop/online research, telephone enquiries and semi structured face-to-face interviews. Desktop/online research was used to find any existing work related to the study and

⁷ EMDA (2006) A Flourishing Region: Regional Economic Strategy for the East Midlands 2006 – 2020. Nottingham: East Midlands Development Agency.

⁸ EMDA (2007) East Midlands 2007 – 2013: ERDF Competitiveness Operational Programme. Nottingham: East Midlands Development Agency.

⁹ European Regional Development Fund

¹⁰ <http://news.bbc.co.uk/2/hi/business/7846266.stm>

¹¹ LCC (2003) Theme Table 13 – Leicestershire County: Ethnicity. Leicestershire County Council http://www.leics.gov.uk/index/your_council/about_leicestershire/statistics/research_info_population/research_info_census_2001/census2001_theme_tables/census2001_table13_ethnicity.htm . 113 was obtained as a sum of the Self-employed full time figures across all black and mixed black categories.

identify potential interviewees from the websites of relevant councils. We used face-to-face interviews with the entrepreneurs. This assured us of a high response rate. Participants seemed more eager to talk than fill in forms. It also gave us an appreciation of the physical environments in which the enterprises traded and a better understanding of their challenges. This would not have been possible had we mailed out questionnaires. Furthermore participants were happy to inform us of other enterprises they knew.

We could not hold interviews with a number of entrepreneurs before the end of the project. In these cases, we have included a shorter profile of their businesses.

A copy of our questions list is presented in Appendix 1.

4. Findings.

4.1) Leicester City

Individuals of African Heritage were quite visible in the city centre area where anecdotal evidence indicates they run a couple enterprises (Charles Street, Halford Street and Belgrave Gate for example). At each enterprise, we introduced our project and requested for a few minutes of their time for a short interview. In most cases, we were immediately obliged including while hairdressers worked on clients' hair. At other times we arranged a more convenient time and on a few occasions the entrepreneurs refused to be part of the survey.

4.2) Loughborough

We struggled to find any Black faces in the town centre area except for two individuals. One was visiting from Leicester and did not know about the town himself. The other was an international student. According to her, she always had to travel down to Leicester city from time to time to have her hair done by a hair dresser of African origin who could better do her kind of hair. Our extended phone discussion with the economic development manager at Charnwood Borough Council indicated that Black owned enterprises were very rare in Loughborough. His office has an extensive database of businesses based in Charnwood which is also available online. However, they did not collect 'ethnicity' data. He suggested we contact Businesslink who he thought were more likely to collect ethnicity data as part of their work with businesses.

4.3) Coalville, Hinckley, Market Harborough and Melton Mowbray

People of African Heritage were very rare to find in the centres of these towns. We validated our observation by speaking to officials in the council offices and the town libraries. Furthermore, we sought to arrange interviews with officials that dealt with businesses or ethnic minority affairs. At Coalville, reception staff informed us they did not deal with businesses at that level and that the official that used to deal ethnic minority issues locally had been transferred to the County Council offices at Glenfield. Nonetheless they mentioned that the 'ethnic minorities' they tended to have were new migrants from Poland and Central and Eastern European countries. At Hinckley, reception staff informed us that their council did not keep data on ethnicity but

suggested we contact Businesslink for possible help. Staff at Market Harborough said they had not encountered Black owned businesses in the town. Officials at Market Harborough and Melton Mowbray too did not think there was any Black owned business in their towns. They certainly had not encountered any and so could not point us in any direction in which we might find them.

4.4) Leicestershire County Council

We tried to locate any function within the county council in charge of economic development in the county but were informed the role had been outsourced to *Invest Leicestershire*. Furthermore we asked officials at the Research and Information unit (Chief Executive's office) about the data on their website indicating there were about 113¹² full-time self employed Black people in the county. We asked if they could suggest in which parts of the county the people were counted. They replied that the Ethnicity data was obtained in an aggregated form from the Office of National Statistics (ONS) and they did not have a breakdown into towns. Our enquiries with Invest Leicestershire indicated that they mainly worked on attracting new businesses into Leicestershire and even at that they did not have information on Black owned businesses.

4.5) Businesslink

Following suggestions from staff at Hinckley and Bosworth Council we called Businesslink to speak with any of their officials charged with supporting Black owned businesses in Leicestershire. We were referred to the Ethnic Minority Champion who did not respond to our request for introductory information on her work with Black owned businesses. On a separate enquiry with Businesslink we were informed that even if they had the kind of data we required, they could not supply it for data protection regulation reasons.

¹² LCC (2003) Theme Table 13 – Leicestershire County: Ethnicity. Leicestershire County Council http://www.leics.gov.uk/index/your_council/about_leicestershire/statistics/research_info_population/research_info_census_2001/census2001_theme_tables/census2001_table13_ethnicity.htm . 113 was obtained as a sum of the Self-employed full time figures across all black and mixed black categories.

4.6) Business activities

We measured 45 enterprises in Leicester City. Most were engaged in the delivery of low value services like retail of groceries, hairdressing and internet cafés. Higher value services were found in the *Design* and *Internet services* categories. For example *Standout Design and Marketing Ltd*, provide services to Blue chip brands like IBM, Triumph, Walkers Crisps and Clarins among others. *The Quarter* restaurant also caters to a mainly professional and relatively affluent clientele.

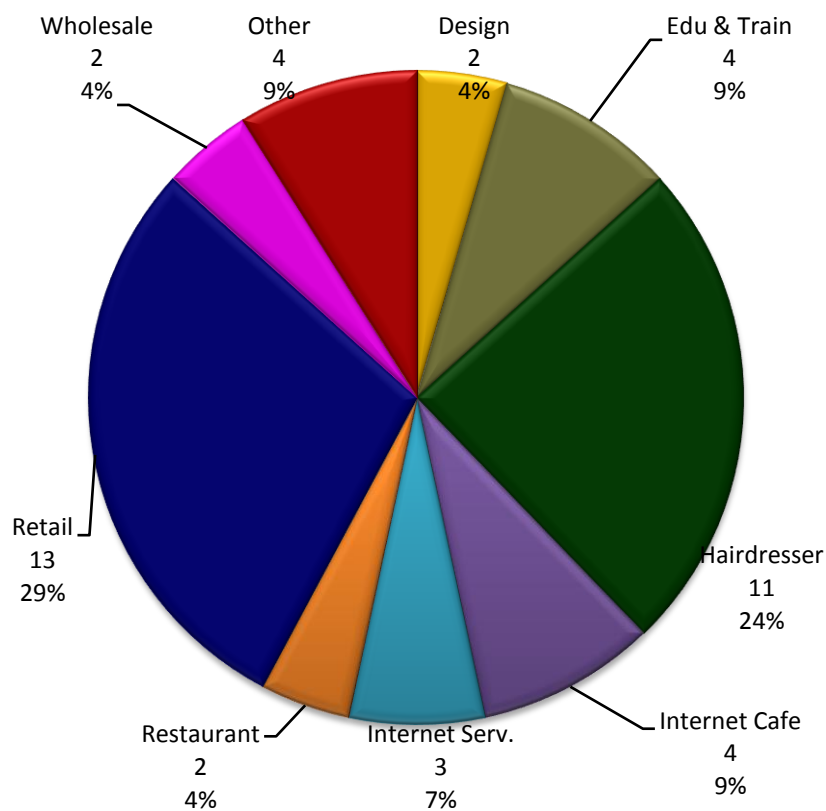


Fig. 1 Black owned business activities

Although we came across Black doctors in Leicester City, none of them owned or led an independent practice. As such we could not include them in our survey. Similarly we did not find Solicitors, Dental Practices, Chemists/Pharmacies or any manufacturing enterprise owned or led by Black people.

4.7) Gender:

Female ownership/leadership of businesses in Leicester's Black community is about 27%. This is higher than the national average of 16%¹³. The evidence suggests that

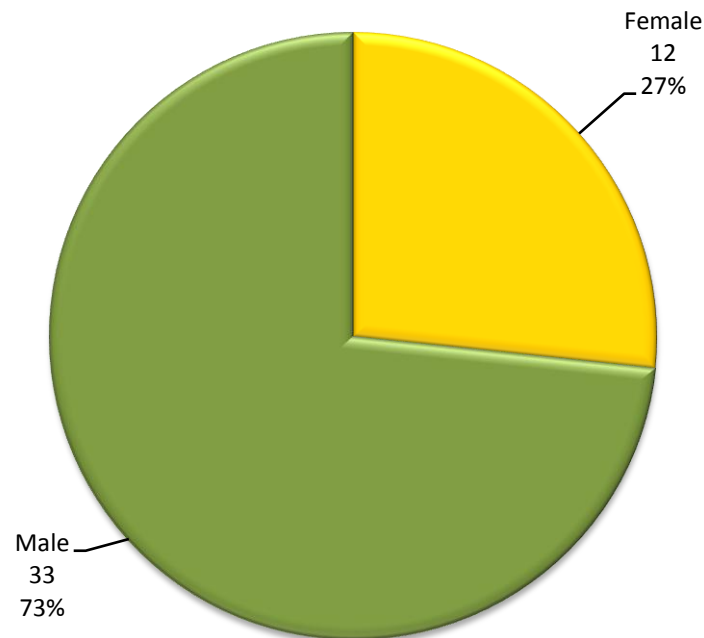


Fig. 2 Ownership/Leadership by gender

the achievement of Black female entrepreneurs is being recognised across the county and beyond. For example Ms. Jawaahir Daahir, Somali Development Services Ltd, was declared winner in the 'Woman in Community' category of the 2008 edition of *Women of Achievement Awards*. Similarly The Quarter Bar and Restaurant co-owned by Ms. Janice Gordon was the *Best Newcomer* at the *Leicestershire and Rutland Restaurant Awards 2007*.

The challenge for stakeholders like LACBA, ACCF and Businesslink is to ensure that higher¹⁴ value women-led enterprises like these continue to get the required support to enable them thrive and to facilitate an increase their number. Furthermore, they could be showcased as positive role models for young Black females.

¹³ NPCWE (2009) National Policy Centre for Women's Enterprise.
http://www.prowesspolicycentre.org.uk/assets/images/1237471821NPCWE_Press_Release.pdf

¹⁴ Compared to retail of confectionery and groceries

4.8) Business Survival

Our findings suggest that there is a problem of relatively low survival rates among Black entrepreneurs. Just 58% of enterprises Black owned/led enterprises in Leicester City survived beyond the 3-year threshold and a further half are non-existent by the 7th year.

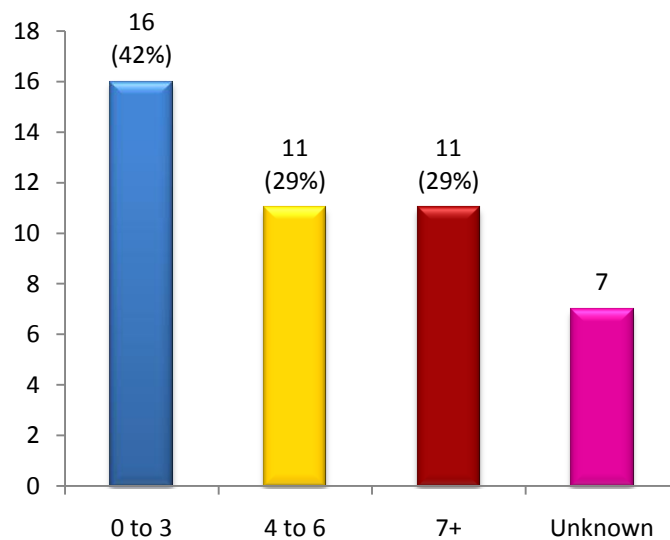


Fig. 3 Business survival rates

This is much lower than the averages for Leicester City (64%), Leicestershire County (73%) and the East Midlands (72%)¹⁵.

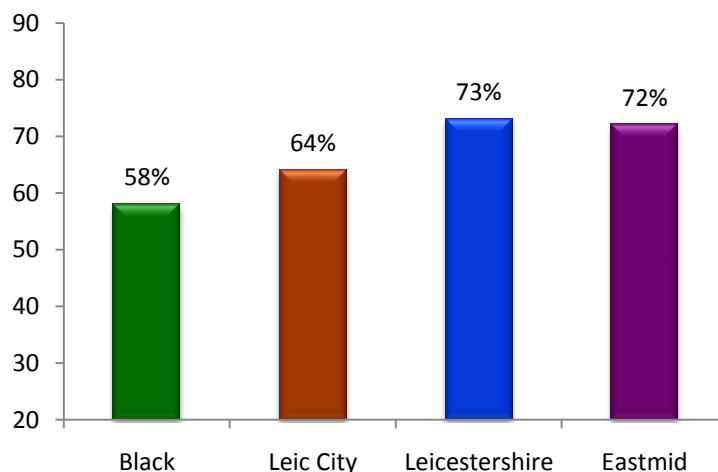


Fig. 4 3-yr business survival rates compared

¹⁵ DTI (2007) Survival Rates of VAT Registered Enterprises 1995 – 2004. DTI Small Business Service. <http://stats.berr.gov.uk/ed/survival/>

Stakeholders may wish to target more support at boosting the survival rates of Black owned enterprises especially given the prevailing economic recession. This problem of low survival rate may be partly responsible for the wide difference between our expected count of close to 113 enterprises and our actual count of just 45.

4.9) Barriers to start up

The challenge most cited by the respondents was Finance. This was especially the

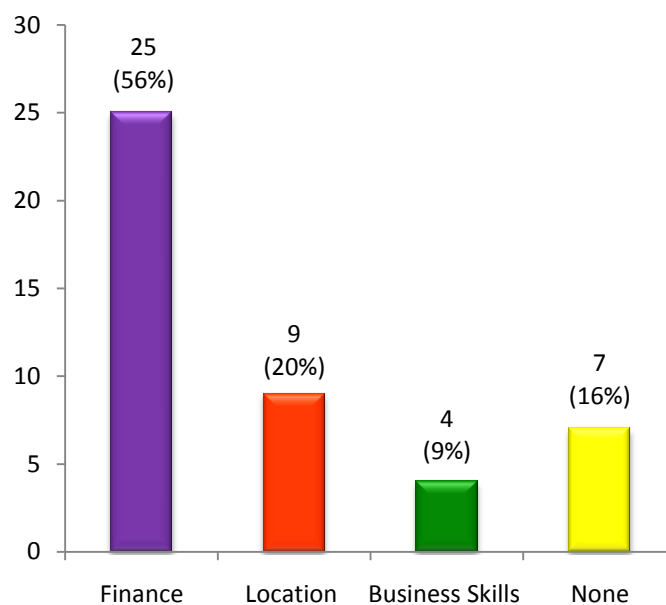


Fig. 5 Start up barriers

case for retailers who needed to buy and maintain stock. Business accommodation and skills were also a challenge for those who had not been in business before. Respondents who had previously worked for others in a self-employed capacity reported no start up barriers. They had an established client list, some equipment and financed the start-up period with their savings.

4.10) Engagement with community and Impact of social networks:

There appeared to be a correlation between the extent to which respondents had engaged positively with the community and reported that their social networks benefited their business. In both cases only about a third (36% and 33%) responded positively. Those who engaged with their community had accepted college students

on 'Work Experience', supported the 'Achievers Award' or sponsored the 'Leicester Afro Caribbean Carnival'.

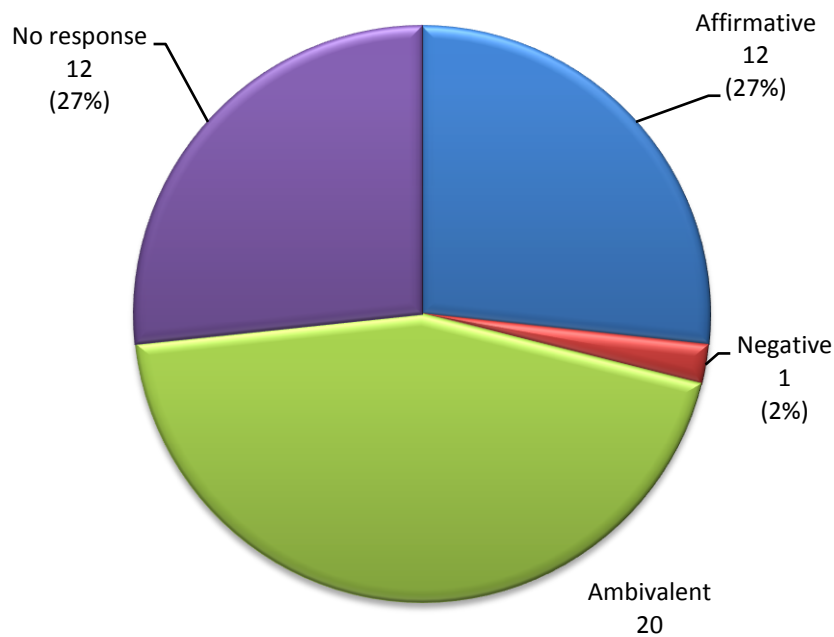


Fig. 6 Engagement with community

Benefits arising from social networks include family members helping with the business, and customer referrals through family and Church members.

Some respondents indicated their willingness to participate in 'work experience' or provide some form of business mentoring to new entrepreneurs if contacted in future.

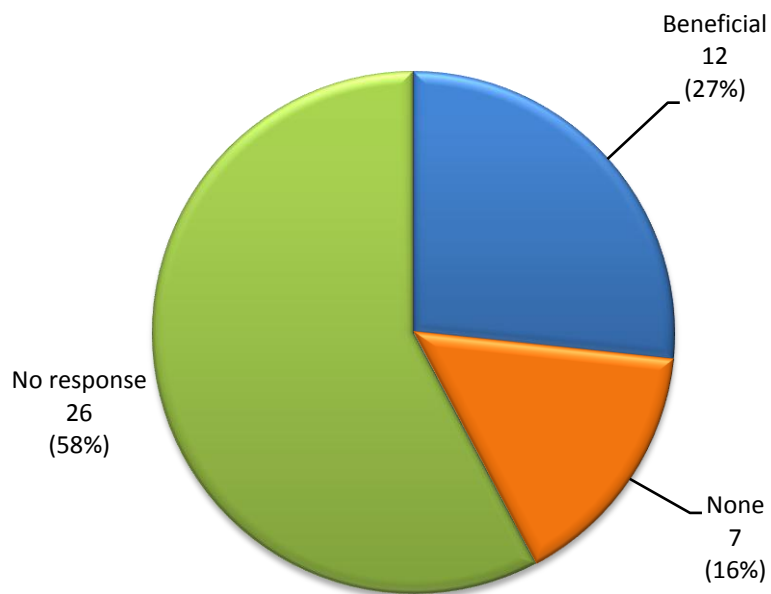


Fig. 7 Impact of social network

4.11) Support from Agencies and effectiveness

Under half (40%) of the respondents had accessed business support before. Most sought financial support but others sought help to improve their enterprise management skills.

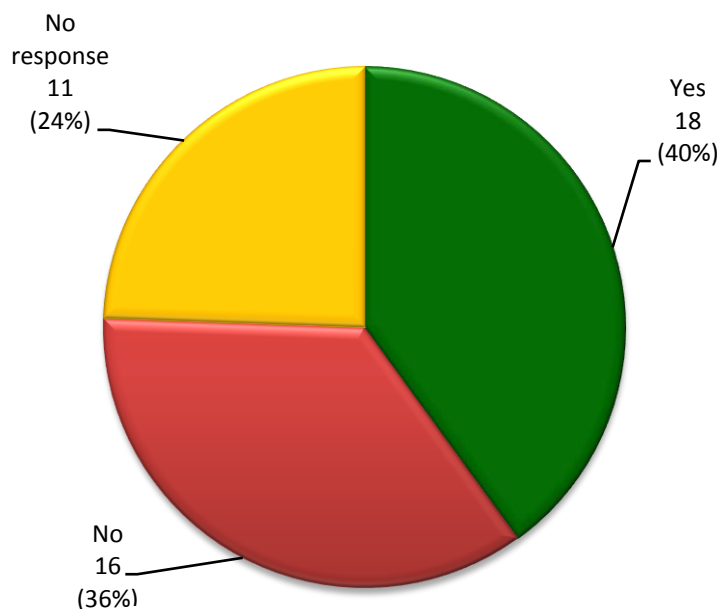


Fig. 8 Accessed agency support?

Many of those who did not access support self-excluded themselves. Some had negative feedback from people whose application for funding failed even after they had gone through a tedious and time consuming evaluation process. This complaint was made of Businesslink and LACBA. Others simply assumed it would be difficult to get financial support from any of the agencies. A respondent mentioned that the funding was sometimes targeted at specific activities that were irrelevant to his needs. For example shops overlooking *The Curve* from Charles Street were offered funding for new Signage. This entrepreneur could not benefit from such funding because he already had good signage but required funding for working capital.

Of those that had accessed support, more than half (56%) found such support effective. 44% reported that the support was not effective. The reason for this was chiefly their inability to secure financial support.

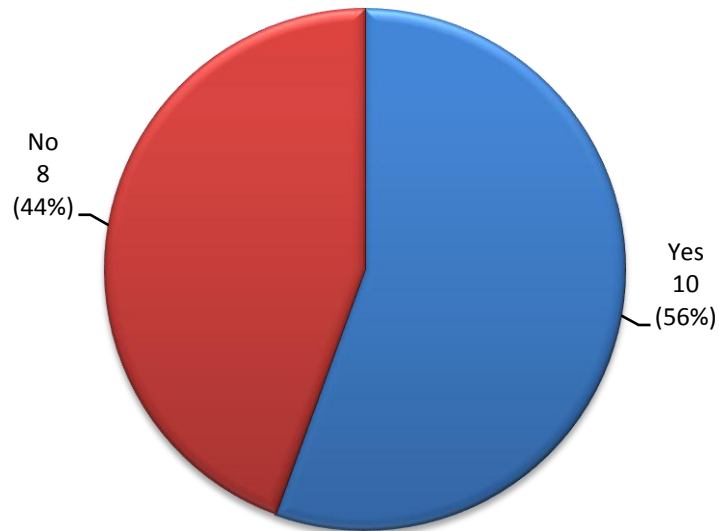


Fig. 9 Agency support effective?

Businesslink¹⁶ was by far the most accessed business support agency. This might be a reflection of government's Business Support Simplification programme. It also points

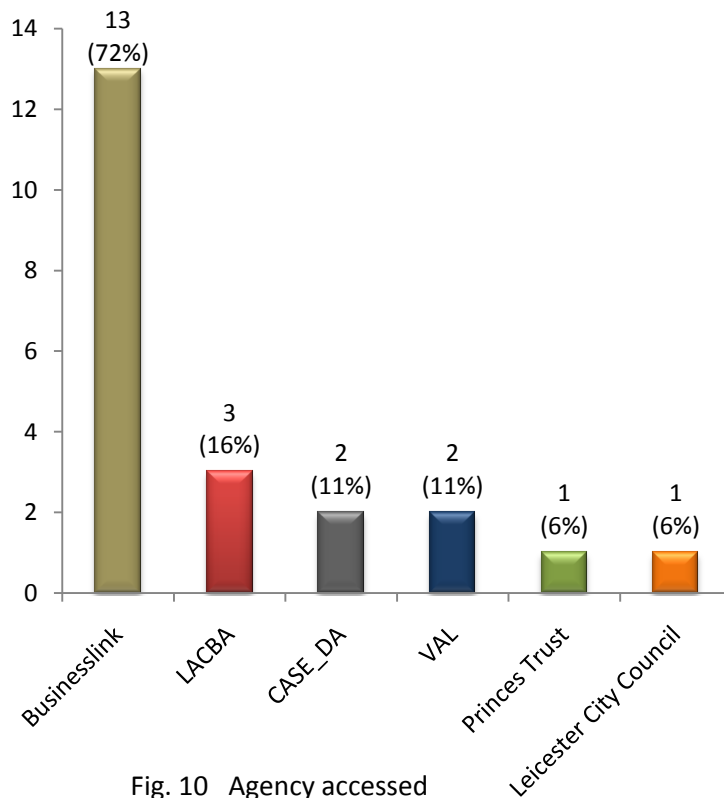


Fig. 10 Agency accessed

to the critical role of Businesslink in any attempt to support the enterprises.

¹⁶ Respondents sometimes accessed support from more than one agency

5. Directory of all enterprises

| | | |
|--------------|--------------------------------------|--|
| 1 | Business name | Afro Supermarket |
| | Lead Person | Mr. Mohammed Awwal |
| | Address | 85 - 87 Gravel Street, Leicester |
| | Telephone | 0116 253 6200 |
| | Business Activity | Retailer of African and Caribbean foods and drinks |
| | Established | 2004 |
| | Start-up barriers | Finance |
| | Impact of Social Network | N.A |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | No, did not think it would be helpful. Faces problem of shrinkage/loss |
| | Agency name | N.A |
| | Support Effective? | N.A |
| Other | Profit making | |

| | | |
|--------------|--------------------------------------|---|
| 2 | Business name | Aidaruss Sweet and Sour |
| | Lead Person | Mr. Aidaruss Abubakar |
| | Address | Unit 3, Kocha House, Malabar Road, Leicester, LE1 2PD |
| | Telephone | 0116 262 0008 |
| | Business Activity | Retailer of Groceries and sweets |
| | Established | 2007 |
| | Start-up barriers | Finance |
| | Impact of Social Network | Supported by sons |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | Yes |
| | Agency name | Businesslink |
| | Support Effective? | No |
| Other | Profit making | |

| | | |
|--------------|--------------------------------------|--|
| 3 | Business name | Al-Sunnah Bookshop |
| | Lead Person | Mr. Hassan Hussein |
| | Address | 8 Madras Road Leicester, LE1 2LT |
| | Telephone | 0116 262 6966 |
| | Business Activity | Retailer of Islamic books, CDs, clothes & Money Transfer Agent |
| | Established | 2006 |
| | Start-up barriers | Financial, Untidy location due to infrequent street cleaning |
| | Impact of Social Network | Store sometimes overseen by son |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | Yes, sought financial support |
| | Agency name | Businesslink |
| | Support Effective? | No, did not get any support. |
| Other | Profit making | |

| | | |
|--------------|--------------------------------------|--|
| 4 | Business name | Amal Express Telecom |
| | Lead Person | Mr. Ali Farah |
| | Address | 24 Madras Road, Leicester, LE1 2LT |
| | Telephone | 0116 262 5606 |
| | Business Activity | Internet Café, Telephone Cards, Money Transfer |
| | Established | 2005 |
| | Start-up barriers | Finance |
| | Impact of Social Network | Business co-owned by friends who share the work. |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | Yes, Finance |
| | Agency name | Businesslink |
| | Support Effective? | No, did not get any support. |
| Other | Profit making | |

| | | |
|--------------|--------------------------------------|--|
| 5 | Business name | Baardhere Café & Restaurant |
| | Lead Person | Mrs. Nasrah Warsame |
| | Address | Unit 5, Kocha House, Malabar Road, Leicester, LE1 2PD |
| | Telephone | N.A |
| | Business Activity | Restaurant |
| | Established | 2008 |
| | Start-up barriers | Finance |
| | Impact of Social Network | Supported by son |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | Yes |
| | Agency name | Businesslink |
| | Support Effective? | No, Advised to take a course which appeared irrelevant |
| Other | Profit making | |

| | | |
|--------------|--------------------------------------|---|
| 6 | Business name | Bobby's Bar |
| | Lead Person | Mr. Bonny Masina |
| | Address | 305 - 307 Saffron Lane, Leicester, LE3 6UE |
| | Telephone | 0116 261 9225 |
| | Business Activity | Events Venue Hiring (Weddings, Parties, Meeting) |
| | Established | 2006 |
| | Start-up barriers | Finance, Location |
| | Impact of Social Network | N.A |
| | Engagement with community | Supports 'back-to-work' schemes and Work Experience |
| | Accessed Support from Agency? | Yes |
| | Agency name | LACBA |
| | Support Effective? | Meeting Scheduled |
| Other | Profit making | |

| | | |
|--------------|--------------------------------------|---|
| 7 | Business name | Cameron's Cutz |
| | Lead Person | Mr. Cameron Hallam |
| | Address | 20 Evington Road, Leicester, LE2 1HF |
| | Telephone | 0116 255 3344 |
| | Business Activity | Men's Hairdressing Salon |
| | Established | 2005 |
| | Start-up barriers | Finance, staff |
| | Impact of Social Network | Family and friends help promote business, indentify service providers |
| | Engagement with community | Participant in 'Be Inspired' program. Speaks to African school children to encourage them to progress in study or to work |
| | Accessed Support from Agency? | Yes |
| | Agency name | Businesslink |
| | Support Effective? | Yes |
| Other | Profit making | |

| | | |
|--------------|--------------------------------------|------------------------------------|
| 8 | Business name | Cecelia's Unisex Salon |
| | Lead Person | Ms. Cecilia |
| | Address | 10 Evington Road Leicester, LE 1HF |
| | Telephone | 0116 254 2661 |
| | Business Activity | Unisex Hairdressing Salon |
| | Established | 1971 |
| | Start-up barriers | N.A |
| | Impact of Social Network | N.A |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | N.A |
| | Agency name | N.A |
| | Support Effective? | N.A |
| Other | Profit making | |

| | | |
|--------------|--------------------------------------|--|
| 9 | Business name | Coedma Enterprises |
| | Lead Person | Mrs M. Mlambo |
| | Address | 40 Halford Street, Leicester, LE1 1TQ |
| | Telephone | 0116 251 8827 |
| | Business Activity | Mail Boxes, Air/Sea Freight, Internet Café, Money Transfer and Word Processing |
| | Established | 2006 |
| | Start-up barriers | IT Skills |
| | Impact of Social Network | N.A |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | Yes |
| | Agency name | BusinessLink |
| | Support Effective? | Yes |
| Other | Profit making | |

| | | |
|--------------|--------------------------------------|--|
| 10 | Business name | D.C.R. Radios |
| | Lead Person | Mr. G. Carrot |
| | Address | 1a Market Centre, Leicester, LE1 5HQ |
| | Telephone | 0116 253 2739 |
| | Business Activity | Retail of clocks, watches & radios |
| | Established | 2002 |
| | Start-up barriers | Finance |
| | Impact of Social Network | Supported by wife and daughter |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | N.A, did not think it would be useful due to negative feedback |
| | Agency name | N.A |
| | Support Effective? | N.A |
| Other | Profit making | |

| | | |
|--------------|--------------------------------------|---------------------------------|
| 11 | Business name | Dalsan Trading Ltd |
| | Lead Person | Mr. J. O. Egal |
| | Address | 154 Wharf Street North, LE1 2AB |
| | Telephone | 0116 262 5305 |
| | Business Activity | Internet Café & Travel Agent |
| | Established | 2003 |
| | Start-up barriers | Finance |
| | Impact of Social Network | Supported by family |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | No |
| | Agency name | N.A |
| | Support Effective? | N.A |
| Other | Profit making | |

| | | |
|--------------|--------------------------------------|---|
| 12 | Business name | Dayax Development Centre |
| | Lead Person | Mr. Abdirashid Mussa |
| | Address | 57 St Stephens Road, Leicester, LE2 1GH |
| | Telephone | 0116 275 7042 |
| | Business Activity | Education and Employment Training |
| | Established | 2005 |
| | Start-up barriers | Finance, Location |
| | Impact of Social Network | None |
| | Engagement with community | Madrasah for children, free use of rooms for meetings |
| | Accessed Support from Agency? | Yes, Finance |
| | Agency name | VAL, CASE-DA, Businesslink |
| | Support Effective? | Yes |
| Other | Not for Profit | |

| | | |
|----|--------------------------------------|---|
| 13 | Business name | Dhalad General Store |
| | Lead Person | Mr. Mohamed Ahmed |
| | Address | 47D St Stephens Road, Leicester, LE2 1GH |
| | Telephone | 0116 212 5993 |
| | Business Activity | Retailer of women's clothes, Curtains and Grocery |
| | Established | 2008 |
| | Start-up barriers | Finance, Location |
| | Impact of Social Network | Supported by mother |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | No, but facing tough market and may close down soon |
| | Agency name | N.A |
| | Support Effective? | N.A |
| | Other | Profit making |

| | | |
|----|--------------------------------------|------------------------------------|
| 14 | Business name | Dur-Dur Enterprise |
| | Lead Person | Mr. Osman Abdullahi |
| | Address | 24 Madras Road, Leicester, LE1 2LT |
| | Telephone | N.A |
| | Business Activity | Wholesaler & Retailer of Groceries |
| | Established | 2006 |
| | Start-up barriers | Finance |
| | Impact of Social Network | N.A |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | No, but requires finance support |
| | Agency name | N.A |
| | Support Effective? | N.A |
| | Other | Profit making |

| | | |
|----|--------------------------------------|---|
| 15 | Business name | Easy Internet Service and Solutions |
| | Lead Person | Mr. Mark Esho |
| | Address | Westleigh House, 1a Westleigh Road, Leicester LE3 0HH |
| | Telephone | 0845 052 5279 |
| | Business Activity | Search Engine Optimisation, Web Hosting, Web Design online networking |
| | Established | 2000 |
| | Start-up barriers | N.A |
| | Impact of Social Network | Supported by Wife and daughter |
| | Engagement with community | Open to supporting work experience |
| | Accessed Support from Agency? | Yes |
| | Agency name | Businesslink |
| | Support Effective? | Yes |
| | Other | Profit making |

| | | |
|--------------|--------------------------------------|---|
| 16 | Business name | Excellence Hair by Mondella |
| | Lead Person | Ms. Mondella Galloway-Stanley |
| | Address | 37 Sparkenhoe Street, LE2 0TD |
| | Telephone | 0116 221 0300 |
| | Business Activity | Women's Hairdressing Salon |
| | Established | 2001 |
| | Start-up barriers | Finance |
| | Impact of Social Network | None |
| | Engagement with community | Offers work experience places to college students |
| | Accessed Support from Agency? | No |
| | Agency name | N.A |
| | Support Effective? | N.A |
| Other | Profit making | |

| | | |
|--------------|--------------------------------------|---------------------------------------|
| 17 | Business name | Fathi Halaal Takeaway |
| | Lead Person | Mr. Kassim Ahmed |
| | Address | 152 Wharf Street North, LE1 2AB |
| | Telephone | 0116 224 0066 |
| | Business Activity | Fast Food Shop: Pizza, Chicken, Chips |
| | Established | 2008 |
| | Start-up barriers | Finance |
| | Impact of Social Network | N.A |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | Yes |
| | Agency name | Businesslink |
| | Support Effective? | meeting planned |
| Other | Profit making | |

| | | |
|--------------|--------------------------------------|---|
| 18 | Business name | Global Communication Centre |
| | Lead Person | Mr. Osman Abdullahi |
| | Address | 59D St. Stephens Road, Leicester, LE2 1GH |
| | Telephone | 0116 255 9779 |
| | Business Activity | Internet café, Retailer of Mobile phones, Laptops, phonecards, drinks and confectionary |
| | Established | 2000 |
| | Start-up barriers | Finance |
| | Impact of Social Network | N.A |
| | Engagement with community | Provide retail service to customers close to their homes |
| | Accessed Support from Agency? | No, but needs support on how to grow and diversify |
| | Agency name | N.A |
| | Support Effective? | N.A |
| Other | Profit making | |

| | | |
|----|--------------------------------------|---|
| 19 | Business name | Hegan Communcations |
| | Lead Person | Mr. B. Farah |
| | Address | 18 Charles Street, Leicester, LE1 3FG |
| | Telephone | 0116 262 7300 |
| | Business Activity | Internet Café, Mobile Phones, Phone kiosks |
| | Established | 2003 |
| | Start-up barriers | Finance, Location |
| | Impact of Social Network | N.A |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | No, but needs finance and promotion support |
| | Agency name | N.A |
| | Support Effective? | N.A |
| | Other | Profit making |

| | | |
|----|--------------------------------------|---|
| 20 | Business name | J & N Gordon Ltd (the Quarter Bar & Restaurant) |
| | Lead Person | Ms Janice Gordon |
| | Address | 41 Halford Street, Leicester, LE1 1TR |
| | Telephone | 0116 251 1889 |
| | Business Activity | Bar & Restaurant |
| | Established | 2006 |
| | Start-up barriers | Finance |
| | Impact of Social Network | Took loans from family, mum helps with ironing |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | Yes |
| | Agency name | Businesslink |
| | Support Effective? | Yes |
| | Other | Profit making |

| | | |
|----|--------------------------------------|--|
| 21 | Business name | Joseph Essentials Ltd |
| | Lead Person | Mr. Peter Joseph |
| | Address | 34 Evington Road, Leicester, LE2 1HG |
| | Telephone | 0116 254 9447 |
| | Business Activity | Retailer of Wigs, Haircare Products & Jewelry) |
| | Established | 2002 |
| | Start-up barriers | Finance, marketing |
| | Impact of Social Network | Wife manages financial records |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | Yes, but still needs finance support |
| | Agency name | LACBA |
| | Support Effective? | No (IT course providers absent) |
| | Other | Profit making |

| | | |
|--------------|--------------------------------------|---------------------------------------|
| 22 | Business name | Net and More |
| | Lead Person | Mr. Ali Abubakar |
| | Address | 161 Granby Street, Leicester, LE1 6FE |
| | Telephone | 0116 247 0310 |
| | Business Activity | Internet Café, Phone cards |
| | Established | 2008 |
| | Start-up barriers | Finance |
| | Impact of Social Network | None |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | No |
| | Agency name | N.A |
| | Support Effective? | N.A |
| Other | Profit making | |

| | | |
|--------------|--------------------------------------|------------------------------------|
| 23 | Business name | Mama Asha & Sons |
| | Lead Person | Mr. Abdullah Hussein |
| | Address | 10 Madras Road, Leicester, LE1 2LT |
| | Telephone | 0795 610 1557 |
| | Business Activity | Wholesaler of Soft drinks |
| | Established | 2007 |
| | Start-up barriers | Finance |
| | Impact of Social Network | N.A |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | Yes |
| | Agency name | Businesslink |
| | Support Effective? | Meeting planned |
| Other | Profit making | |

| | | |
|--------------|--------------------------------------|--|
| 24 | Business name | Montsho |
| | Lead Person | Ms. Dawn George |
| | Address | 157 London Road, Leicester, LE2 1EG |
| | Telephone | 0116 285 4940 |
| | Business Activity | Unisex Hairdressing Salon |
| | Established | 1995 |
| | Start-up barriers | N.A |
| | Impact of Social Network | N.A |
| | Engagement with community | Work experience placement for students |
| | Accessed Support from Agency? | Yes |
| | Agency name | Prince's Trust |
| | Support Effective? | Yes |
| Other | Profit making | |

| | | |
|----|--------------------------------------|---|
| 25 | Business name | Muna Accessories |
| | Lead Person | Mr. Dahir Farah |
| | Address | 10a Market Centre, Leicester, LE1 5HQ |
| | Telephone | |
| | Business Activity | Repair of mobile phones & retail of accessories |
| | Established | 2005 |
| | Start-up barriers | N.A |
| | Impact of Social Network | N.A |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | No, did not think it would be beneficial |
| | Agency name | N.A |
| | Support Effective? | N.A |
| | Other | Profit making |

| | | |
|----|--------------------------------------|---|
| 26 | Business name | Pamuzinda International |
| | Lead Person | Mr. Tendai Zveushe |
| | Address | 65 Evington Road, Leicester, LE2 1HQ |
| | Telephone | 0116 255 2700 |
| | Business Activity | Convenience & Grocery Store |
| | Established | 2003 |
| | Start-up barriers | Lack of Business skills |
| | Impact of Social Network | Not helpful |
| | Engagement with community | Sponsored Miss Zimbabwe 2008, welcomes work experience students |
| | Accessed Support from Agency? | No |
| | Agency name | N.A |
| | Support Effective? | N.A |
| | Other | Profit making |

| | | |
|----|--------------------------------------|---------------------------------------|
| 27 | Business name | PC Media |
| | Lead Person | Mr. A. Ahmed |
| | Address | 231 Belgrave Gate, Leicester, LE1 3HT |
| | Telephone | 0116 253 9454 |
| | Business Activity | Computer Sales and Repair |
| | Established | 2006 |
| | Start-up barriers | Finance |
| | Impact of Social Network | |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | N.A |
| | Agency name | N.A |
| | Support Effective? | N.A |
| | Other | Profit making |

| | | |
|--------------|--------------------------------------|---|
| 28 | Business name | Renza123.co.uk |
| | Lead Person | Mr. Bonny Masina |
| | Address | 215 Belgrave Gate, LE1 3HT |
| | Telephone | 0116 251 5445 |
| | Business Activity | Retailer of Home and Office Furniture |
| | Established | 2006 |
| | Start-up barriers | Finance, Location |
| | Impact of Social Network | N.A |
| | Engagement with community | Supports 'back-to-work' schemes and Work Experience |
| | Accessed Support from Agency? | Yes |
| | Agency name | LACBA |
| | Support Effective? | Meeting Scheduled |
| Other | Profit making | |

| | | |
|--------------|--------------------------------------|--|
| 29 | Business name | Somali Development Services |
| | Lead Person | Ms. Jawaahir Daahir |
| | Address | 39 Abingdon Road, Leicester, LE2 1HA |
| | Telephone | 0116 285 5888 |
| | Business Activity | Information and advice for new migrants, Young people & Family support service, Adult Learning and Training. |
| | Established | 2001 |
| | Start-up barriers | Office space to meet client access requirement |
| | Impact of Social Network | Very positive in accessing funding and development opportunities |
| | Engagement with community | Hosts the annual Young Peoples Conference |
| | Accessed Support from Agency? | Yes |
| | Agency name | Businesslink, CASE-DA, VAL, Leicester City Council |
| | Support Effective? | Yes |
| Other | Not for Profit | |

| | | |
|--------------|--------------------------------------|--|
| 30 | Business name | Stabana Cultural Products |
| | Lead Person | Mr. Randy Stabana |
| | Address | 119 Charles Street, Leicester, LE1 1FA |
| | Telephone | 0116 251 4393 |
| | Business Activity | Retailer of Hair and Bodycare products |
| | Established | 1996 |
| | Start-up barriers | Finance |
| | Impact of Social Network | Often patronised by members of Mum's Church |
| | Engagement with community | previously supported Highfield Rangers and Caribbean United football clubs, Caribbean Carnival, caribbean Credit Union |
| | Accessed Support from Agency? | N.A, grant criteria did not suit my needs. |
| | Agency name | N.A |
| | Support Effective? | N.A |
| Other | Profit making | |

| | | |
|----|--------------------------------------|---|
| 31 | Business name | The Barber Shop |
| | Lead Person | Mr. Mohamed Bahim |
| | Address | Unit 6, Kocha House, Malabar Road, Leicester, LE1 2PD |
| | Telephone | 07903 030 2047 |
| | Business Activity | Unisex Hairdressing Salon |
| | Established | 2007 |
| | Start-up barriers | Finance |
| | Impact of Social Network | N.A |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | No, did not feel finance would be forthcoming |
| | Agency name | N.A |
| | Support Effective? | N.A |
| | Other | Profit making |

| | | |
|----|--------------------------------------|---|
| 32 | Business name | Touch of Class |
| | Lead Person | Mr. Burke |
| | Address | 142a Charles Street, Leicester, LE1 1LB |
| | Telephone | 0116 262 1180 |
| | Business Activity | Unisex Hairdressing Salon |
| | Established | 2006 |
| | Start-up barriers | N.A |
| | Impact of Social Network | N.A |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | N.A |
| | Agency name | N.A |
| | Support Effective? | N.A |
| | Other | Profit making |

| | | |
|----|--------------------------------------|--|
| 33 | Business name | Tropicana |
| | Lead Person | Mr. Tony Duru |
| | Address | 63 Narborough Road, Leicester, LE3 0LE |
| | Telephone | 0116 254 5138 |
| | Business Activity | Retailer of African and Caribbean foods and drinks |
| | Established | 2006 |
| | Start-up barriers | N.A |
| | Impact of Social Network | N.A |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | No, but would like help to overcome shrinkage/loss, getting good staff |
| | Agency name | N.A |
| | Support Effective? | N.A |
| | Other | Profit making |

| | | |
|--------------|--------------------------------------|---|
| 34 | Business name | Uzuri Boutique |
| | Lead Person | Mr. Alex Robinson |
| | Address | 42 Market Place, Leicester, LE1 5GF |
| | Telephone | 0116 253 0699 |
| | Business Activity | Retailer of hair & bodycare products, women's hairdresser |
| | Established | 2004 |
| | Start-up barriers | Finance, business & hair dressing skills |
| | Impact of Social Network | N.A |
| | Engagement with community | Willing to provide placements |
| | Accessed Support from Agency? | Yes |
| | Agency name | Businesslink |
| | Support Effective? | Yes |
| Other | Profit making | |

| | | |
|--------------|--------------------------------------|---|
| 35 | Business name | Wigs and Notions |
| | Lead Person | Ms. Tendai Hove |
| | Address | Unit 6, Market Centre, Market Place South, Leicester, LE1 5HQ |
| | Telephone | 0116 262 4040 |
| | Business Activity | Retailer of Wigs & Haircare Products |
| | Established | 2007 |
| | Start-up barriers | Finance, Location |
| | Impact of Social Network | Not helpful |
| | Engagement with community | Interested but lacks capacity |
| | Accessed Support from Agency? | No, but would like support in areas of Finance, Planning, Promotion |
| | Agency name | N.A |
| | Support Effective? | N.A |
| Other | Profit making | |

| | | |
|--------------|--------------------------------------|---|
| 36 | Business name | X.DM Ltd |
| | Lead Person | Mr. Ambasa Bandele |
| | Address | First Floor, 1a Stamford Street, Leicester, LE1 6NL |
| | Telephone | 0845 625 0265 |
| | Business Activity | Graphic Design for Print, Brochures, Corporate Identity & Branding |
| | Established | 1995 |
| | Start-up barriers | N.A |
| | Impact of Social Network | N.A |
| | Engagement with community | Free services: Corporate I.D for Leicester Caribbean Credit union, Leicester Achiever's Award |
| | Accessed Support from Agency? | Yes |
| | Agency name | Innovation Centre, Leicester City Challenge |
| | Support Effective? | Yes |
| Other | Profit making | |

| | | |
|----|--------------------------|--------------------------------------|
| 37 | Business name | Akwaaba Ayeh |
| | Lead Person | Ms Pamela Campbell |
| | Address | 43 Chandos Street Leicester, LE2 1BL |
| | Telephone | 0116 247 1525 |
| | Business Activity | Mental health advocacy |
| | Established | 1989 |

| | | |
|----|--------------------------|--|
| 38 | Business name | Blue Marbles I.T. Solutions |
| | Lead Person | Mr. Leroy Stevens |
| | Address | Unit W15, 72 Boston Road, Leicester, LE4 1HB |
| | Telephone | 0870 165 1395 |
| | Business Activity | I.T. Solutions |
| | Established | 2003 |

| | | |
|----|--------------------------|--------------------------------------|
| 39 | Business name | Crystal Hair & Beauty Products |
| | Address | 8 Odeon Arcade, Leicester, LE1 5HJ |
| | Telephone | 0116 251 3556 |
| | Business Activity | Retailer of hair and beauty products |

| | | |
|----|--------------------------|---|
| 40 | Business name | Leicester International College |
| | Lead Person | Prof. Kingsley Okoronkwo |
| | Address | 132 - 134 London Road, Leicester, LE2 1EB |
| | Telephone | 0116 255 1818 |
| | Business Activity | Higher Education College |

| | | |
|----|--------------------------|-----------------------------------|
| 41 | Business name | Ngonneh Hair & Beauty Salon |
| | Address | 4 Cank Street, Leicester, LE1 5GW |
| | Telephone | 0116 251 5233 |
| | Business Activity | Women's hair dressing salon |

| | | |
|----|--------------------------|--|
| 42 | Business name | Enterprise Radio |
| | Lead Person | Mr. Ivor Humphrey |
| | Address | Melbourne Centre, Melbourne Street, Leicester, LE2 0GU |
| | Business Activity | Online Broadcasting, Black Business Breakfast facilitator, |

| | | |
|----|--------------------------|--|
| 43 | Business name | Open Mind Coaching UK |
| | Lead Person | Ms. Sandra Pollock |
| | Address | Suite 38, Melbourne Centre, Melbourne Street, Leicester, LE2 0GU |
| | Business Activity | Business coaching, training & mentoring |

| | | |
|----|--------------------------|-------------------------------------|
| 44 | Business name | Standout Design and Marketing Ltd |
| | Lead Person | Mr. Dan Barber |
| | Address | 139 Queens Road, Leicester, LE2 3FL |
| | Telephone | 0116 244 8222 |
| | Business Activity | Design and Marketing Services |

| | | |
|----|--------------------------|--|
| 45 | Business name | TM Security Ltd |
| | Lead Person | Mr Trevor Finlayson |
| | Address | Room 15, Imperial Buildings, Halford Street, Leicester |
| | Telephone | 0116 262 7195 |
| | Business Activity | Business coaching, training & mentoring |

6. Directory of female owned/led enterprises

| | | |
|---|--------------------------------------|--|
| 1 | Business name | Baardhere Café & Restaurant |
| | Lead Person | Ms. Nasrah Warsame |
| | Address | Unit 5, Kocha House, Malabar Road, Leicester, LE1 2PD |
| | Telephone | N.A |
| | Business Activity | Restaurant |
| | Established | 2008 |
| | Start-up barriers | Finance |
| | Impact of Social Network | Supported by son |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | Yes |
| | Agency name | Businesslink |
| | Support Effective? | No, Advised to take a course which appeared irrelevant |
| | Other | Profit making |

| | | |
|---|--------------------------------------|------------------------------------|
| 2 | Business name | Cecelia's Unisex Salon |
| | Lead Person | Ms. Cecilia |
| | Address | 10 Evington Road Leicester, LE 1HF |
| | Telephone | 0116 254 2661 |
| | Business Activity | Unisex Hairdressing Salon |
| | Established | 1971 |
| | Start-up barriers | N.A |
| | Impact of Social Network | N.A |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | N.A |
| | Agency name | N.A |
| | Support Effective? | N.A |
| | Other | Profit making |

| | | |
|---|--------------------------------------|--|
| 3 | Business name | Coedma Enterprises |
| | Lead Person | Mrs M. Mlambo |
| | Address | 40 Halford Street, Leicester, LE1 1TQ |
| | Telephone | 0116 251 8827 |
| | Business Activity | Mail Boxes, Air/Sea Freight, Internet Café, Money Transfer and Word Processing |
| | Established | 2006 |
| | Start-up barriers | IT Skills |
| | Impact of Social Network | N.A |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | Yes |
| | Agency name | BusinessLink |
| | Support Effective? | Yes |
| | Other | Profit making |

| | | |
|--------------|--------------------------------------|---|
| 4 | Business name | Excellence Hair by Mondella |
| | Lead Person | Ms. Mondella Galloway-Stanley |
| | Address | 37 Sparkenhoe Street, LE2 0TD |
| | Telephone | 0116 221 0300 |
| | Business Activity | Women's Hairdressing Salon |
| | Established | 2001 |
| | Start-up barriers | Finance |
| | Impact of Social Network | None |
| | Engagement with community | Offers work experience places to college students |
| | Accessed Support from Agency? | No |
| | Agency name | N.A |
| | Support Effective? | N.A |
| Other | Profit making | |

| | | |
|---|--------------------------------------|--|
| 5 | Business name | Montsho |
| | Lead Person | Ms. Dawn George |
| | Address | 157 London Road, Leicester, LE2 1EG |
| | Telephone | 0116 285 4940 |
| | Business Activity | Unisex Hairdressing Salon |
| | Established | 1995 |
| | Start-up barriers | N.A |
| | Impact of Social Network | N.A |
| | Engagement with community | Work experience placement for students |
| | Accessed Support from Agency? | Yes |
| | Agency name | Prince's Trust |
| | Support Effective? | Yes |
| | Other | Profit making |

| | | |
|---|--------------------------------------|--|
| 6 | Business name | Somali Development Services |
| | Lead Person | Ms. Jawaahir Daahir |
| | Address | 39 Abingdon Road, Leicester, LE2 1HA |
| | Telephone | 0116 285 5888 |
| | Business Activity | Information and advice for new migrants, Young people & Family support service, Adult Learning and Training. |
| | Established | 2001 |
| | Start-up barriers | Office space to meet client access requirement |
| | Impact of Social Network | Very positive in accessing funding and development opportunities |
| | Engagement with community | Hosts the annual Young Peoples Conference |
| | Accessed Support from Agency? | Yes |
| | Agency name | Businesslink, CASE-DA, VAL, Leicester City Council |
| | Support Effective? | Yes |
| | Other | Not for Profit |

| | | |
|---|--------------------------------------|---|
| 7 | Business name | Wigs and Notions |
| | Lead Person | Ms. Tendai Hove |
| | Address | Unit 6, Market Centre, Market Place South, Leicester, LE1 5HQ |
| | Telephone | 0116 262 4040 |
| | Business Activity | Retailer of Wigs & Haircare Products |
| | Established | 2007 |
| | Start-up barriers | Finance, Location |
| | Impact of Social Network | Not helpful |
| | Engagement with community | Interested but lacks capacity |
| | Accessed Support from Agency? | No, but would like support in areas of Finance, Planning, Promotion |
| | Agency name | N.A |
| | Support Effective? | N.A |
| | Other | Profit making |

| | | |
|---|--------------------------------------|---|
| 8 | Business name | J & N Gordon Ltd (the Quarter Restaurant & Bar) |
| | Lead Person | Ms Janice Gordon |
| | Address | 41 Halford Street, Leicester, LE1 1TR |
| | Telephone | 0116 251 1889 |
| | Business Activity | Bar & Restaurant |
| | Established | 2006 |
| | Start-up barriers | Finance |
| | Impact of Social Network | Took loans from family, mum helps with ironing |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | Yes |
| | Agency name | Businesslink |
| | Support Effective? | Yes |
| | Other | Profit making |

| | | |
|---|--------------------------|--------------------------------------|
| 9 | Business name | Akwaaba Ayeh |
| | Lead Person | Ms Pamela Campbell |
| | Address | 43 Chandos Street Leicester, LE2 1BL |
| | Telephone | 0116 247 1525 |
| | Business Activity | Mental health advocacy |
| | Established | 1989 |

| | | |
|----|--------------------------|--|
| 10 | Business name | Open Mind Coaching UK |
| | Lead Person | Ms. Sandra Pollock |
| | Address | Suite 38, Melbourne Centre, Melbourne Street, Leicester, LE2 0GU |
| | Business Activity | Business coaching, training & mentoring |

7. Directory of enterprises three or less years old (as at 31 December 08)

| | | |
|---|--------------------------------------|---|
| 1 | Business name | Aidaruss Sweet and Sour |
| | Lead Person | Mr. Aidaruss Abubakar |
| | Address | Unit 3, Kocha House, Malabar Road, Leicester, LE1 2PD |
| | Telephone | 0116 262 0008 |
| | Business Activity | Retailer of Groceries and sweets |
| | Established | 2007 |
| | Start-up barriers | Finance |
| | Impact of Social Network | Supported by sons |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | Yes |
| | Agency name | Businesslink |
| | Support Effective? | No |
| | Other | Profit making |

| | | |
|---|--------------------------------------|--|
| 2 | Business name | Al-Sunnah Bookshop |
| | Lead Person | Mr. Hassan Hussein |
| | Address | 8 Madras Road Leicester, LE1 2LT |
| | Telephone | 0116 262 6966 |
| | Business Activity | Retailer of Islamic books, CDs, clothes & Money Transfer Agent |
| | Established | 2006 |
| | Start-up barriers | Financial, Untidy location due to infrequent street cleaning |
| | Impact of Social Network | Store sometimes overseen by son |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | Yes, sought financial support |
| | Agency name | Businesslink |
| | Support Effective? | No, did not get any support. |
| | Other | Profit making |

| | | |
|---|--------------------------------------|--|
| 3 | Business name | Baardhere Café & Restaurant |
| | Lead Person | Mrs. Nasrah Warsame |
| | Address | Unit 5, Kocha House, Malabar Road, Leicester, LE1 2PD |
| | Telephone | N.A |
| | Business Activity | Restaurant |
| | Established | 2008 |
| | Start-up barriers | Finance |
| | Impact of Social Network | Supported by son |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | Yes |
| | Agency name | Businesslink |
| | Support Effective? | No, Advised to take a course which appeared irrelevant |
| | Other | Profit making |

| | | |
|--------------|--------------------------------------|---|
| 4 | Business name | Bobby's Bar |
| | Lead Person | Mr. Bonny Masina |
| | Address | 305 - 307 Saffron Lane, Leicester, LE3 6UE |
| | Telephone | 0116 261 9225 |
| | Business Activity | Events Venue Hiring (Weddings, Parties, Meeting) |
| | Established | 2006 |
| | Start-up barriers | Finance, Location |
| | Impact of Social Network | N.A |
| | Engagement with community | Supports 'back-to-work' schemes and Work Experience |
| | Accessed Support from Agency? | Yes |
| | Agency name | LACBA |
| | Support Effective? | Meeting Scheduled |
| Other | Profit making | |

| | | |
|--------------|--------------------------------------|--|
| 5 | Business name | Coedma Enterprises |
| | Lead Person | Mrs M. Mlambo |
| | Address | 40 Halford Street, Leicester, LE1 1TQ |
| | Telephone | 0116 251 8827 |
| | Business Activity | Mail Boxes, Air/Sea Freight, Internet Café, Money Transfer and Word Processing |
| | Established | 2006 |
| | Start-up barriers | IT Skills |
| | Impact of Social Network | N.A |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | Yes |
| | Agency name | BusinessLink |
| | Support Effective? | Yes |
| Other | Profit making | |

| | | |
|--------------|--------------------------------------|---|
| 6 | Business name | Dhalad General Store |
| | Lead Person | Mr. Mohamed Ahmed |
| | Address | 47D St Stephens Road, Leicester, LE2 1GH |
| | Telephone | 0116 212 5993 |
| | Business Activity | Retailer of women's clothes, Curtains and Grocery |
| | Established | 2008 |
| | Start-up barriers | Finance, Location |
| | Impact of Social Network | Supported by mother |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | No |
| | Agency name | N.A |
| | Support Effective? | N.A |
| Other | Profit making | |

| | | |
|--------------|--------------------------------------|------------------------------------|
| 7 | Business name | Dur-Dur Enterprise |
| | Lead Person | Mr. Osman Abdullahi |
| | Address | 24 Madras Road, Leicester, LE1 2LT |
| | Telephone | N.A |
| | Business Activity | Wholesaler & Retailer of Groceries |
| | Established | 2006 |
| | Start-up barriers | Finance |
| | Impact of Social Network | N.A |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | No, but requires finance support |
| | Agency name | N.A |
| | Support Effective? | N.A |
| Other | Profit making | |

| | | |
|--------------|--------------------------------------|---------------------------------------|
| 8 | Business name | Fathi Halaal Takeaway |
| | Lead Person | Mr. Kassim Ahmed |
| | Address | 152 Wharf Street North, LE1 2AB |
| | Telephone | 0116 224 0066 |
| | Business Activity | Fast Food Shop: Pizza, Chicken, Chips |
| | Established | 2008 |
| | Start-up barriers | Finance |
| | Impact of Social Network | N.A |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | Yes |
| | Agency name | Businesslink |
| | Support Effective? | meeting planned |
| Other | Profit making | |

| | | |
|--------------|--------------------------------------|---------------------------------------|
| 9 | Business name | Net and More |
| | Lead Person | Mr. Ali Abubakar |
| | Address | 161 Granby Street, Leicester, LE1 6FE |
| | Telephone | 0116 247 0310 |
| | Business Activity | Internet Café, Phone cards |
| | Established | 2008 |
| | Start-up barriers | Finance |
| | Impact of Social Network | None |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | No |
| | Agency name | N.A |
| | Support Effective? | N.A |
| Other | Profit making | |

| | | |
|--------------|--------------------------------------|------------------------------------|
| 10 | Business name | Mama Asha & Sons |
| | Lead Person | Mr. Abdullah Hussein |
| | Address | 10 Madras Road, Leicester, LE1 2LT |
| | Telephone | 0795 610 1557 |
| | Business Activity | Wholesaler of Soft drinks |
| | Established | 2007 |
| | Start-up barriers | Finance |
| | Impact of Social Network | N.A |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | Yes |
| | Agency name | Businesslink |
| | Support Effective? | Meeting planned |
| Other | Profit making | |

| | | |
|--------------|--------------------------------------|---------------------------------------|
| 11 | Business name | PC Media |
| | Lead Person | Mr. A. Ahmed |
| | Address | 231 Belgrave Gate, Leicester, LE1 3HT |
| | Telephone | 0116 253 9454 |
| | Business Activity | Computer Sales and Repair |
| | Established | 2006 |
| | Start-up barriers | Finance |
| | Impact of Social Network | N.A |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | N.A |
| | Agency name | N.A |
| | Support Effective? | N.A |
| Other | Profit making | |

| | | |
|--------------|--------------------------------------|---|
| 12 | Business name | Renza123.co.uk |
| | Lead Person | Mr. Bonny Masina |
| | Address | 215 Belgrave Gate, LE1 3HT |
| | Telephone | 0116 251 5445 |
| | Business Activity | Retailer of Home and Office Furniture |
| | Established | 2006 |
| | Start-up barriers | Finance, Location |
| | Impact of Social Network | N.A |
| | Engagement with community | Supports 'back-to-work' schemes and Work Experience |
| | Accessed Support from Agency? | Yes |
| | Agency name | LACBA |
| | Support Effective? | Meeting Scheduled |
| Other | Profit making | |

| | | |
|----|--------------------------------------|---|
| 13 | Business name | The Barber Shop |
| | Lead Person | Mr. Mohamed Bahim |
| | Address | Unit 6, Kocha House, Malabar Road, Leicester, LE1 2PD |
| | Telephone | 07903 030 2047 |
| | Business Activity | Unisex Hairdressing Salon |
| | Established | 2007 |
| | Start-up barriers | Finance |
| | Impact of Social Network | N.A |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | No, did not feel finance would be forthcoming |
| | Agency name | N.A |
| | Support Effective? | N.A |
| | Other | Profit making |

| | | |
|----|--------------------------------------|---|
| 14 | Business name | Touch of Class |
| | Lead Person | Mr. Burke |
| | Address | 142a Charles Street, Leicester, LE1 1LB |
| | Telephone | 0116 262 1180 |
| | Business Activity | Unisex Hairdressing Salon |
| | Established | 2006 |
| | Start-up barriers | N.A |
| | Impact of Social Network | N.A |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | N.A |
| | Agency name | N.A |
| | Support Effective? | N.A |
| | Other | Profit making |

| | | |
|----|--------------------------------------|--|
| 15 | Business name | Tropicana |
| | Lead Person | Mr. Tony Duru |
| | Address | 63 Narborough Road, Leicester, LE3 0LE |
| | Telephone | 0116 254 5138 |
| | Business Activity | Retailer of African and Caribbean foods and drinks |
| | Established | 2006 |
| | Start-up barriers | N.A |
| | Impact of Social Network | N.A |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | No, but would like help to overcome shrinkage/loss, getting good staff |
| | Agency name | N.A |
| | Support Effective? | N.A |
| | Other | Profit making |

| | | |
|----|--------------------------------------|---|
| 16 | Business name | Wigs and Notions |
| | Lead Person | Ms. Tendai Hove |
| | Address | Unit 6, Market Centre, Market Place South, Leicester, LE1 5HQ |
| | Telephone | 0116 262 4040 |
| | Business Activity | Retailer of Wigs & Haircare Products |
| | Established | 2007 |
| | Start-up barriers | Finance, Location |
| | Impact of Social Network | Not helpful |
| | Engagement with community | Interested but lacks capacity |
| | Accessed Support from Agency? | No, but would like support in areas of Finance, Planning, Promotion |
| | Agency name | N.A |
| | Support Effective? | N.A |
| | Other | Profit making |

| | | |
|----|--------------------------------------|---|
| 17 | Business name | J & N Gordon Ltd (the Quarter Restaurant & Bar) |
| | Lead Person | Ms Janice Gordon |
| | Address | 41 Halford Street, Leicester, LE1 1TR |
| | Telephone | 0116 251 1889 |
| | Business Activity | Bar & Restaurant |
| | Established | 2006 |
| | Start-up barriers | Finance |
| | Impact of Social Network | Took loans from family, mum helps with ironing |
| | Engagement with community | N.A |
| | Accessed Support from Agency? | Yes |
| | Agency name | Businesslink |
| | Support Effective? | Yes |
| | Other | Profit making |

8. Top Black owned Enterprises in Leicestershire: Our suggested shortlist

We shortlist (by alphabetic order) below enterprises that we believe represent the best of Black owned enterprises in Leicestershire. They compare with the very best in their sectors across the county and perhaps regionally. Two of them, *The Quarter Restaurant and Bar* as well as *Somali Development Services*, have won awards in recent years.

| | | |
|---|--------------------------|---|
| 1 | Business name | Blue Marbles I.T. Solutions |
| | Lead Person | Mr. Leroy Stevens |
| | Address | Unit W15, 72 Boston Road, Leicester, LE4 1HB |
| | Telephone | 0870 165 1395 |
| | Business Activity | I.T. Solutions |
| | Website | http://www.bluemarbles.co.uk/ |

| | | |
|---|--------------------------|---|
| 2 | Business name | Easy Internet Service and Solutions |
| | Lead Person | Mr. Mark Esho |
| | Address | Westleigh House, 1a Westleigh Road, Leicester LE3 0HH |
| | Telephone | 0845 052 5279 |
| | Business Activity | Search Engine Optimisation, Web Hosting, Web Design online networking |
| | Website | http://www.easy-internet.co.uk/index.htm |

| | | |
|---|--------------------------|---|
| 3 | Business name | J & N Gordon Ltd (The Quarter Restaurant & Bar) |
| | Lead Person | Ms Janice Gordon |
| | Address | 41 Halford Street, Leicester, LE1 1TR |
| | Telephone | 0116 251 1889 |
| | Business Activity | Bar & Restaurant |
| | Website | http://www.thequarterleicester.co.uk/ |

| | | |
|---|--------------------------|---|
| 4 | Business name | Somali Development Services |
| | Lead Person | Ms. Jawaahir Daahir |
| | Address | 39 Abingdon Road, Leicester, LE2 1HA |
| | Telephone | 0116 285 5888 |
| | Business Activity | Provision of Information and guidance to new migrants, Young people & Family support service, Adult Learning, Training and Employment |
| | Website | Not available |

| | | |
|---|--------------------------|---|
| 5 | Business name | Standout Design and Marketing Ltd |
| | Lead Person | Mr. Dan Barber |
| | Address | 139 Queens Road, Leicester, LE2 3FL |
| | Telephone | 0116 244 8222 |
| | Business Activity | Design and Marketing Services |
| | Website | http://www.standoutuk.com/ |

9. Conclusion

This study has examined the presence of Black owned enterprises in selected locations across Leicestershire County; Leicester City, Coalville, Hinckley, Loughborough, Market Harborough and Melton Mowbray. Drawing on 2001 Census figures, we set out expecting to find about 113 enterprises spread across the locations. On the contrary, target enterprises were found only in Leicester City. At this location, we mapped 45 enterprises but believe an intensive census would reveal probably up to 60.

We attribute the significantly low count of Black owned enterprises, in part, to their relatively low 3-year survival rate compared to the averages for Leicester City, Leicestershire County and East Midlands. Another discovery of concern was the absolute lack of Black owned enterprises in county outside of Leicester city.

On a more positive note, Female led enterprises in the Black community (27%) exceed the national average (16%). Furthermore two of them, *The Quarter* and *Somali Development Services*, have won awards in recognition of their achievement. On the other hand, it should be mentioned that these two were exceptions among female respondents we interviewed. Most, as with the male respondents, were engaged in lower value services like retail and hairdressing.

We call on stakeholders (ACCF, Businesslink, LACBA, Leicester City Council, Leicestershire County Council, LSEP, and EMDA) to address the aforementioned areas of concern with the vigour and resources that they deserve. With some adjustment to their internal processes and business support delivery strategy, LACBA could be the front-end of any such initiative. In particular, we suggest that a function be created within Businesslink with the specific responsibility of supporting Black enterprise in the county, especially outside Leicester City. Their target could be to raise the proportion of Black owned businesses that survive beyond 3 years to 70%. Another specific target could be to foster the creation of at least 5 new enterprises by black people living in the county (outside of Leicester City) every year.

10. Appendix

Interview Questions

- 1) Business name, address and phone number
- 2) Lead Person and Gender
- 3) Business Activity
- 4) Year of Establishment
- 5) Start-up barriers
- 6) Impact of Social Network on business
- 7) Engagement of business with community
- 8) Support from agency
- 9) Agency name
- 10) Support Effective?

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