

DELIVERING FOR FINGAL



blanchardstown area partnership

Supporting communities across Fingal



Social Inclusion &
Community Activation
Programme

ENTERPRISE REPORT

“ I’m writing to thank you for all your help with helping me get focused on where and what I want to do with setting up my own business. I think what you all do in BAP is fantastic. It gives people out of work or lost, a direction and I hope you stay funded and in business for a long time to come. I could not have felt confident enough to go ahead with my career without your supports and classes. Thank you again for everything. I will be in touch in the future and I will attend more classes. I have highly recommended you to friends. ”

Lisa Crookes

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Glossary of Terms

BAP	Blanchardstown Area Partnership
BTWEA	Back to Work Enterprise Allowance
CODAN	County Dublin Area of Need
CSO	Central Statistics Office
DAA	Dublin Airport Authority
DJEI	Department of Jobs, Enterprise and Innovation
DSP	Department of Social Protection
DHPCLG	Department of Housing, Planning, Community and Local Government
ED	Electoral Division
EU	European Union
ILDN	Irish Local Development Network
ILO	International Labour Office
LDC	Local Development Company
LCDP	Local and Community Development Programme
LES	Local Employment Service
LEO	Local Enterprise Office
PES	Principal Economic Status
POBAL	Formerly Area Development Management Ltd
QNHS	Quarterly National Household Survey
SAPS	Small Area Population Statistics
SICAP	Social Inclusion and Community Activation Programme
STEA	Short-Term Enterprise Allowance
TÚS	Community work placement initiative

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Introduction

This report provides an overview of the enterprise activities of Blanchardstown Area Partnership over a period of 21 months from April 2015 – December 2016. The report highlights the supports provided to individuals starting a new business, to local employers seeking to recruit staff and to the social enterprise sector across Fingal. During the life time of this report Blanchardstown Area Partnership have supported the establishment of three hundred and sixty new businesses.

Table 1: Trends in Enterprise Department Supports

Supports & Outputs	SICAP April 2015 – December 2016
Enterprise clients who attended BAP workshops and training courses	1558
New Businesses Established	360

Source: IRIS

Enterprise Support Team



Sarah Nic Lochlainn, Denise Brady, Jean Clifford, Mark Boylan

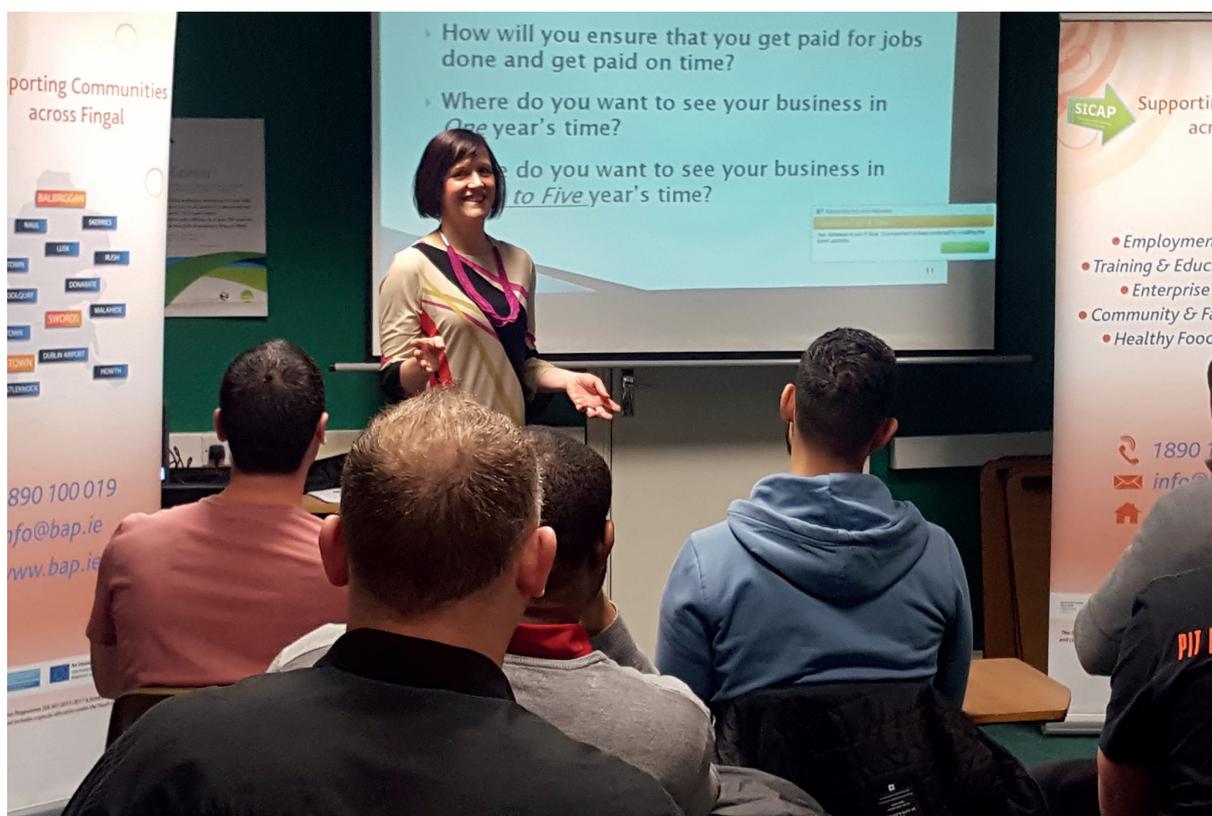
Policy Context

Enterprise 2025 sets the strategic framework for coherence across government departments to focus resources in order to foster a better future and to deliver sustainable enterprise growth and jobs (Ireland's National Enterprise Policy 2015-2025). According to national enterprise policy 'the activation initiatives as set out in Pathways to Work 2015 remain relevant and a more intensified engagement may be required with the reducing cohort of unemployed to achieve our ambition for full employment'.

SICAP is funded and overseen by the Department of Housing, Planning, Community and Local Government (DHPCLG). The programme is co-funded by the European Social Fund (ESF) and receives a special allocation under the Youth Employment Initiative (YEI). It aims to tackle poverty, social exclusion and long-term unemployment through local engagement and partnerships between disadvantaged individuals, community organisations and public-sector agencies.

The Back to Work Enterprise Allowance (BTWEA) was introduced in September 1993. The scheme was designed to encourage people who are long-term unemployed to take up self-employment opportunities by allowing them to retain a reducing proportion of their social welfare payment, plus secondary benefits, over two years. Since early 2009, the allowance is paid on a reducing scale over a two year period i.e. 100% of a person's social welfare payment in year one and 75% in year two.

BAP deliver enterprise support to individuals primarily through SICAP. Over the lifetime of SICAP and previous programmes, BAP has helped the government with its targets for economic growth and job creation.



About Blanchardstown Area Partnership

Blanchardstown Area Partnership (BAP) is a local development company situated in Fingal. The Partnership is responsible for a range of Government funded programmes to meet the needs of individuals, families and community groups in the area. These include the Local Employment Service (LES/JOBLINK) and TÚS in Dublin 15. We deliver Health Food Made Easy, We Can Quit and the Social Inclusion Community Activation Programme (SICAP) for the entire County of Fingal.

Blanchardstown Area Partnership (BAP) was established in November 1995 and has offices based in Clonsilla, Mulhuddart and Balbriggan. The key task of BAP is to develop initiatives which create positive change in these areas. This leads to social and economic improvements for communities and the people living in them. While we are in the process of changing the name of our company, our vision and mission remain.

Our Vision for Fingal is that it will be a place where **“every member of the community is valued; where education and training are provided to meet the needs of each individual; where there is a job for everyone who seeks employment and employment supports are available to those who require them; people live in a safe and secure environment, and the diversity of the population is accepted by all”**.

In order to achieve our vision our approach is to consistently bring relevant stakeholders together, identify the most appropriate response to an identified need and in turn pilot new ideas and programmes. Our vast experience working in collaborative ways with all stakeholders is particularly important in an ever-changing environment.

Our Mission is **“to bring people together to create a better place to live, work and grow”**.

Our mission reflects our desire to ensure that Fingal is a place in which everyone can maximise their potential and achieve at their own pace. The

inclusion of the words “to grow” reflect the strong emphasis on providing progression routes into education and training for the most marginalised in society, for whom that first step is vital. We are fully committed to our role as the lead agency promoting social inclusion in Fingal.

SICAP’s vision is to improve the life chances and opportunities of those who are marginalised in society, living in poverty or in unemployment through community-development approaches and targeted supports. The programme commenced on 1 April 2015 and will run until December 2017. This programme is overseen and managed at county level by the Fingal Local Community Development Committee (LCDC). Enterprise supports are provided in order to engage with marginalised target groups/individuals and residents of disadvantaged communities who are unemployed but who do not fall within mainstream employment service provision. Clients who are referred under SICAP are supported to take one step closer to the labour market and improve work readiness, by supporting them in accessing employment and self-employment and creating social enterprise opportunities.

Blanchardstown Area Partnership and the Back to Work Enterprise Allowance

This report covers the period April 2015 – December 2016 and outlines the activities and achievements of our enterprise supports.

The primary enterprise intervention to individuals through SICAP is supporting people to avail of the Back to Work Enterprise Allowance (BTWEA) and the Short-Term Allowance scheme. The BTWEA/STEA is a non-statutory scheme approved by Government and assists in the achievement of annual targets around Pathways to Work Initiative 2020 to reduce overall national budget the Department of Social Protection allocates to the social welfare budget.

A key government document Pathways to Work Initiative 2020 notes that the 'Department of Social Protection (DSP) has a key part to play in supporting people to move from welfare to work. One of the goals of the social welfare system is to be responsive to the needs of people who are unemployed and to facilitate them in taking up relevant employment or self-employment opportunities. BAP's self-employed clients are often 'necessity entrepreneurs' and for the most part running conventional businesses. In their initial stages, their businesses are not viable without the Back to Work Enterprise Allowance and therefore part of the analysis offered by BAP's enterprise advisers is to establish what the business needs to do to become viable and when it might become viable.

“ I have attended many courses at BAP over the past number of years. I found the trainers and training to be of a very high standard and the new skills I learned very easy to put into practice. I would highly recommend them. Thank you all at BAP. ”

¹ Clients also received a follow up phone call if they did not respond on the first occasion. If they still did not reply they were emailed a link to an online version uploaded onto SmartSurvey, where they could complete it via their smartphone or laptop.

Referrals

Our clients are either self-referred or advised by a government body or state agency. Many others are already engaged with BAP under another programme, e.g. the Local Employment Service.

Fingal Local Enterprise Office

In 2016/2017, BAP referred over 40 individuals to the Fingal Local Enterprise Office (LEO) to help increase the number of enterprise collaborations and stimulate 'mobile entrepreneurs and emerging companies' across Fingal. These are individuals who set up in business and would have attended various workshops run by the Partnership and/or received mentoring supports.

Methodology

Blanchardstown Area Partnership applied a mixed methods research approach to obtain feedback from clients who set up their own business. A desk telephone survey was conducted through administering a structured questionnaire with clients¹. The survey instrument was designed by BAP's Research and Evaluation Officer in consultation with the Enterprise Officer. The survey sample frame was 234 and direct feedback was obtained from 141 new business Start-Ups equating to an overall response rate of 60%. The survey findings are considered representative.

In addition, field research with persons who have set up their own businesses was also conducted though one to one interviews. As a result, a series of qualitative case studies and client testimonials have been included. This combination of field and desk research has provided us with a greater understanding of the needs of individuals who have gone onto establish their own business due to the supports provided by BAP. The learning sourced will help inform our enterprise interventions into the future.

Client Registration

When a person registers with a BAP caseworker they share up to 30 fields of personal and sensitive data, which are subsequently input onto IRIS – the performance and monitoring system for the Social Inclusion and Community Activation Programme, as well as signing a data consent form. All the subsequent supports/interventions they receive from BAP are recorded on the IRIS system, which is based around a logic model (LM) approach. As such, one can extract very detailed profile data about the enterprise caseload profile from IRIS and track their progression as portrayed in a sequence of bar and pie-charts further on. This data is monitored not only at a local level but also nationally by POBAL. It is important to point out that a number of target groups who are at a higher risk of social exclusion have been prioritised for SICAP by the Department of Housing, Planning, Community and Local Government, as well as individuals who are living in disadvantaged areas. The specific target groups are as follows with further detail provided in Section 2.4 of the SICAP Programme Requirements Version 1.7:

- ▶ Disadvantaged Children and Families
- ▶ Lone Parents
- ▶ New Communities – including refugees/asylum seekers
- ▶ People living in Disadvantaged Communities
- ▶ People with Disabilities
- ▶ Roma
- ▶ The Unemployed – including those not on the Live Register
- ▶ Low Income Workers/Households
- ▶ Travellers
- ▶ Young unemployed people living in disadvantaged areas
- ▶ NEETs – Young people aged 15-24 years who are not in employment, education or training

BAP requests information from individuals about the quality of courses delivered and wider supports offered to them. Evaluation sheets are provided to individuals after each course. The feedback is closely examined and lessons are taken on board to shape the delivery of future courses.



Overview of the Research Findings

The three overarching strategic objectives of the organisation from an enterprise perspective are that:

1. Individuals are better informed of local self-employment opportunities (including social entrepreneurship) and have enhanced skills and capacities to avail of these opportunities.
2. Self-employed individuals can access good quality post-enterprise supports and training to better ensure the sustainability of their business (See case studies & testimonies).
3. Young people are encouraged to consider entrepreneurship as a viable career route and are assisted in setting up their own business (See vignette).

The Enterprise Officer meets face-to-face with individuals to discuss the setting up their own business. These appointments can last several hours and are critical meetings in helping a budding entrepreneur decide on whether it is feasible to run a business or not under the BTWEA/STEA schemes. In addition, clients can also receive one-to-one business supports via a clinic where individuals can speak directly, on a confidential one-to-one basis, with an accountant.

However, on top of the above during 2015/2016, BAP delivered a wide range of workshops and courses to 1,558 individuals interested in starting a business and those who have already set-up in business. From a geographical coverage perspective across the county, the Partnership delivered:

- ▶ 19 start your own business courses in Blanchardstown
- ▶ 10 start your own business courses in Swords
- ▶ 6 start your own business courses in Balbriggan

The schedule of workshops and seminars covered topics from *Marketing on a Shoestring, Social Media, Pricing, Make the connection... and get the sales, Drive traffic to your website, Facebook, Market Research, Taxation, VAT.*

- ▶ 52 workshops were delivered in Blanchardstown and
- ▶ 32 workshops were delivered in North County Fingal

Many clients are also referred to other programmes such as Fáilte Isteach or ESOL (under Goal 2 of SICAP) to improve their English language skills or other labour market activation programmes.

From April 2015 to December 2016:

- ▶ **360 persons went onto establish a new business**
- ▶ 30% women and 70% men
- ▶ 9 were aged below 25 years of age who benefited via the European Youth Guarantee scheme.
- ▶ 89% of persons who set up in business (321) did so via the Back To Work Enterprise Allowance scheme and 5% through the Short-Term Enterprise Allowance scheme.
- ▶ 92% also set up as sole traders.
- ▶ **The top 5 most common sectors of the economy where new businesses were created are;** trades and construction (91), other professional services (58), professional, scientific and technical activities (39), transportation and storage (34) and human health/social work activities (30).
- ▶ 22 persons were also recruited by these new Start-Ups, which highlights the wider impacts of the BTWEA scheme in terms of a multiplier employment effect in the local labour market.

The *average* number of interventions for persons who started up their own business was 4.5. This ranged from a minimum of 2 interventions up as far as 12. As such BAP ensures that it enhances the *'relevant skills and competencies that meet the needs of enterprise and reduces risk of unemployment'* reoccurring.

Profile of Clients

- ▶ 350 persons who set up their own business had no attachment to the labour market (Figure 1) on approaching Blanchardstown Area Partnership. In fact, 251 of them were either long-term unemployed or unemployed but not signing on the live register for more than one year when registering with BAP. This clearly demonstrates the importance of BAP's function in promoting entrepreneurship at a local level.
- ▶ 129 individuals (36%) of persons who set up their own business had a third level qualification whereas 60 or 17% are considered early school leavers.

Survey Findings

1. Business survival: 91% of all survey respondents indicated they were still successfully operating a business.
2. Staff recruitment: 15% of all new Start-Ups stated they had recruited staff since commencing their own business.
3. Importance of the BTWEA/STEA: 46% considered the BTWEA to be extremely important, 41% very important, 11% reasonably important in helping them commit to setting up their own business.
4. How businesses are performing: 4% of respondents indicated their business was performing extremely well, 42% reasonably well, 43% getting by, 10% struggling a little, 1% struggling a lot.
5. 80% of all respondents trading income was reportedly under €37,500 and 7% was over €75,000 in their first full trading year.

“BAP have given us invaluable help at all stages of our journey into the world of business. From the courses and workshops, to one-to-one meetings, they gave us the practical help and advice that enable us to make decisions and progress with our business. Without a doubt BAP is the single greatest resource that we have utilised thus far in starting our own business.”

Rob & Steve
www.motionfox.com

Figure 1: Previous labour market status of Business Start-Up Owners

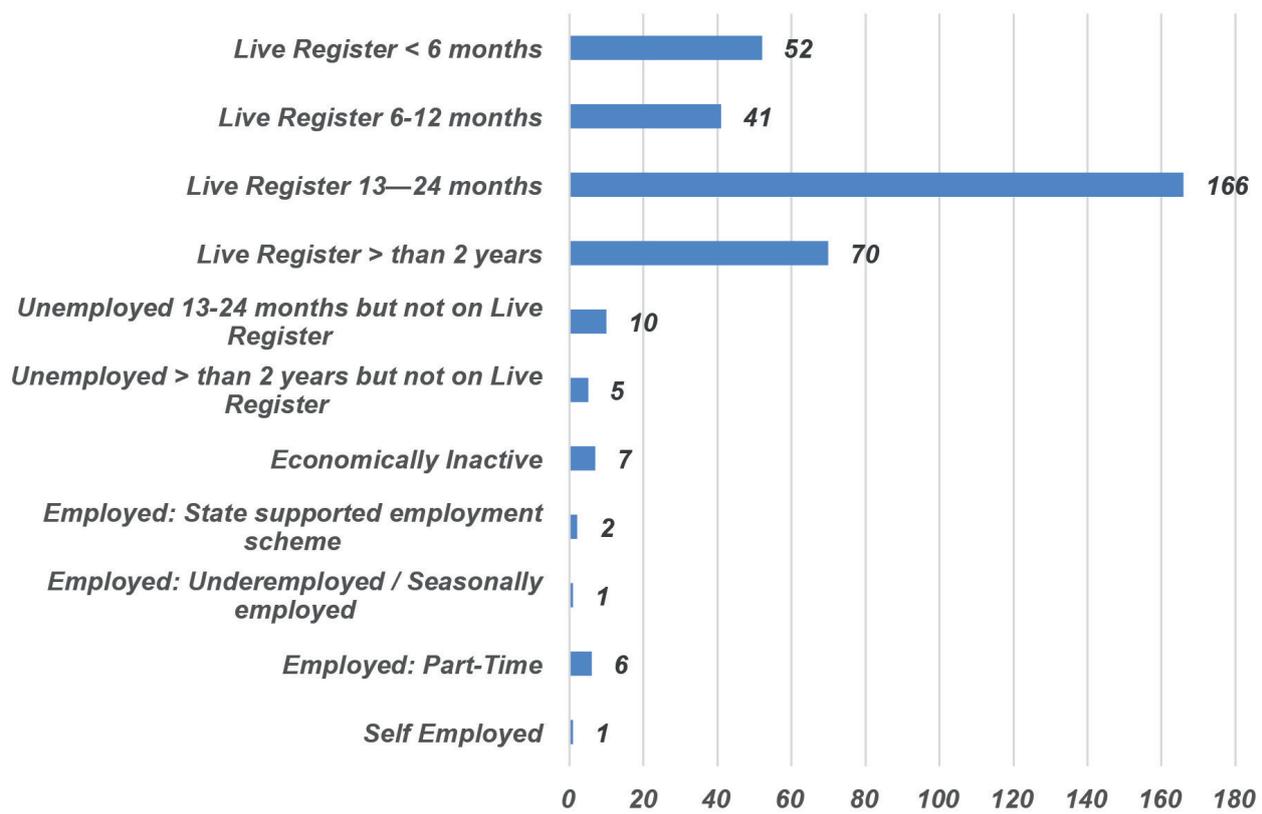


Figure 2: Type of enterprise scheme

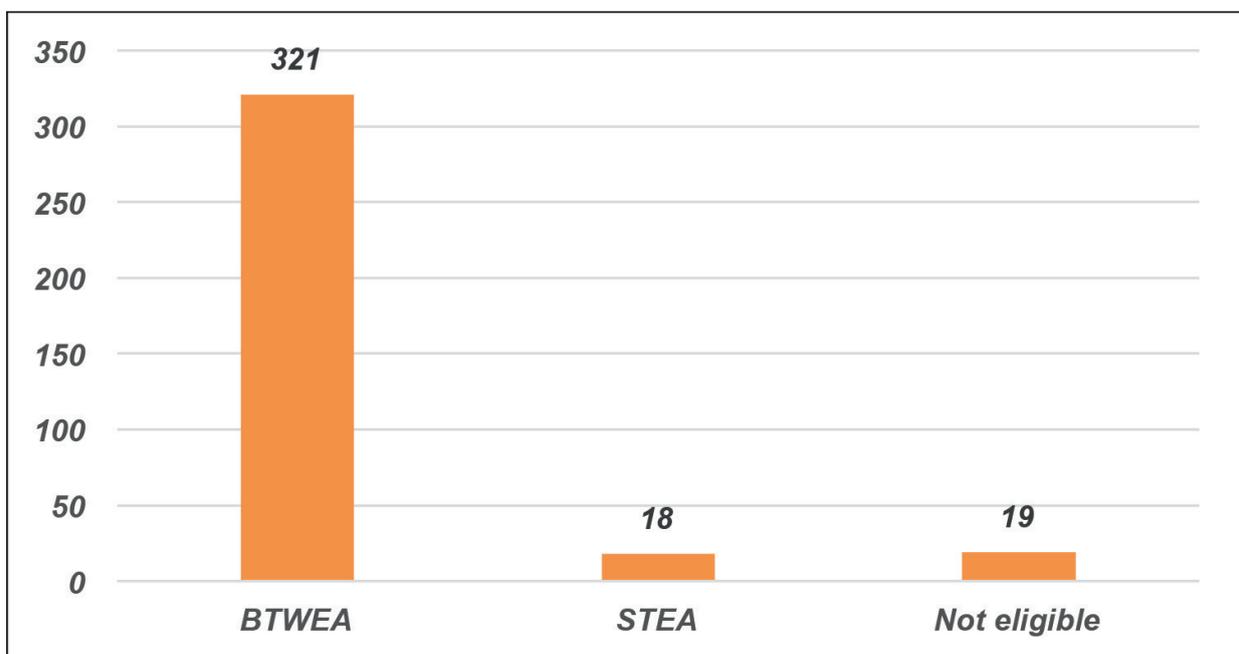


Figure 3: Structure of business Start-Ups

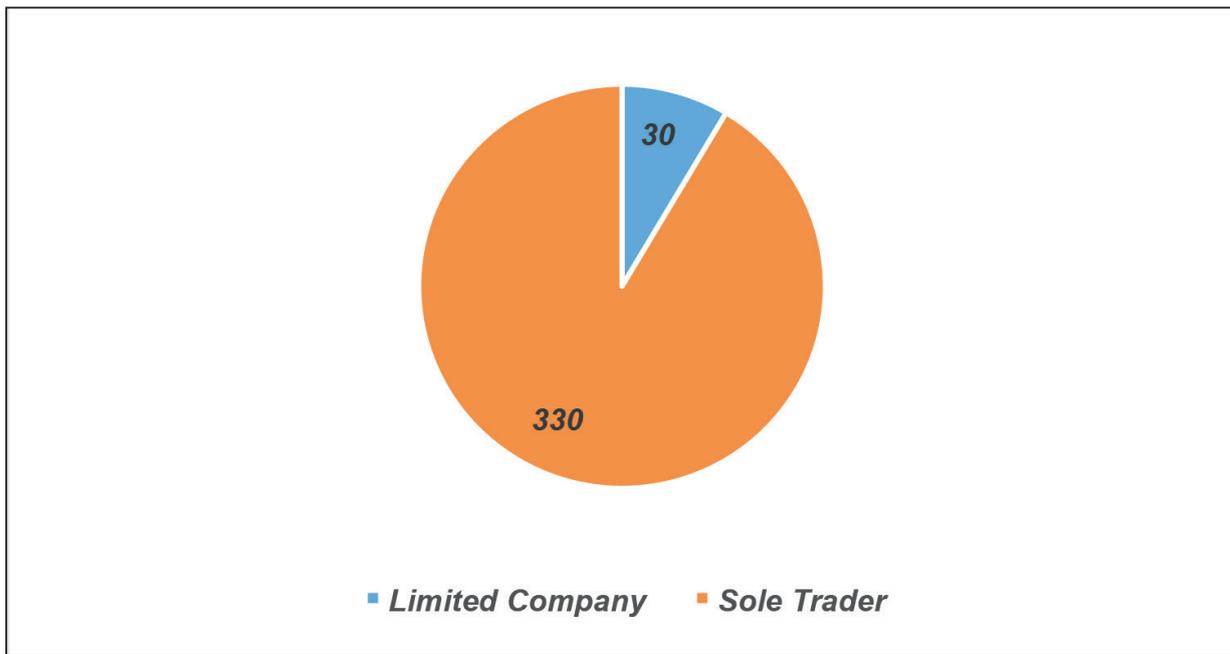


Figure 4: Business sectors new Start-Ups operate in

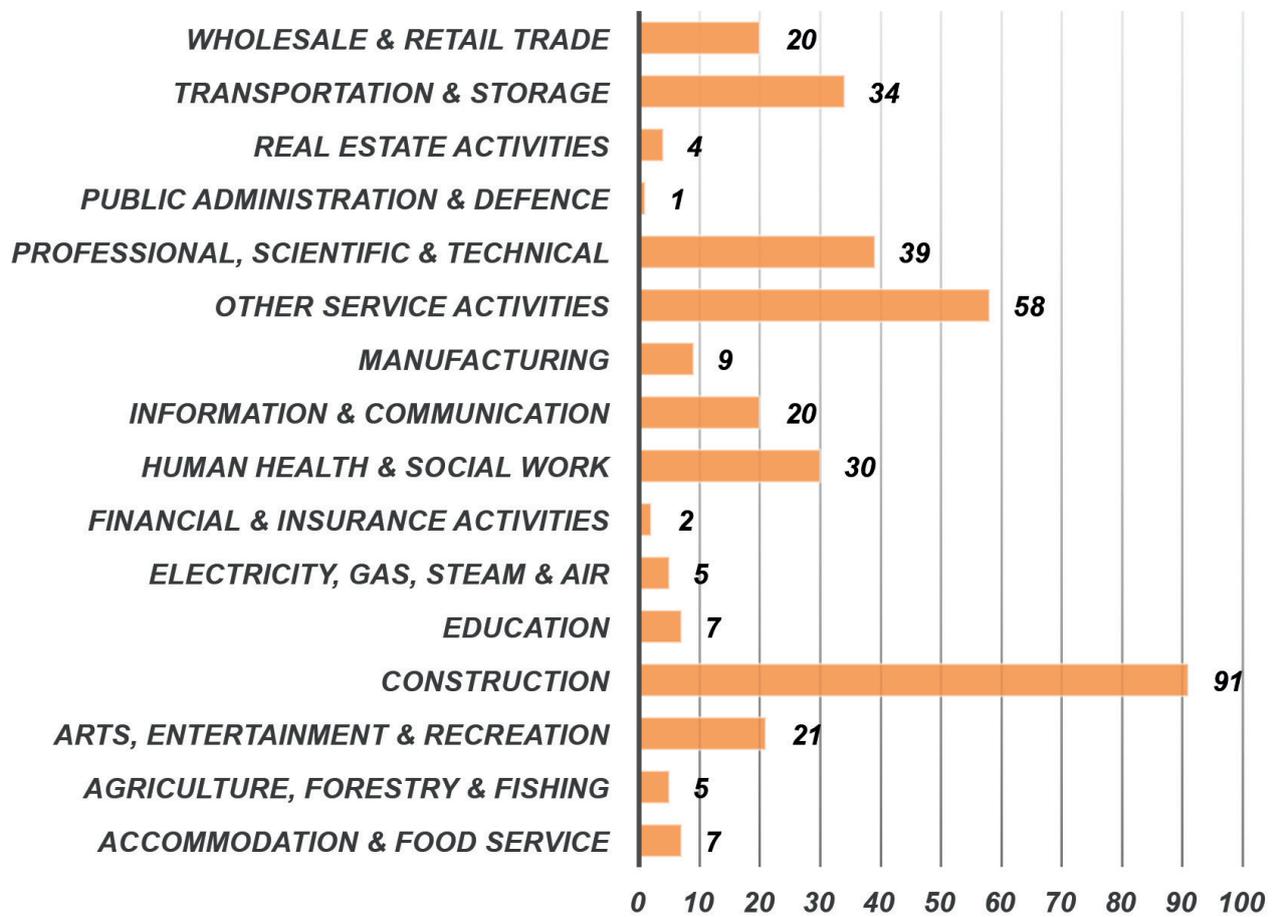


Figure 5: Gender of survey respondents

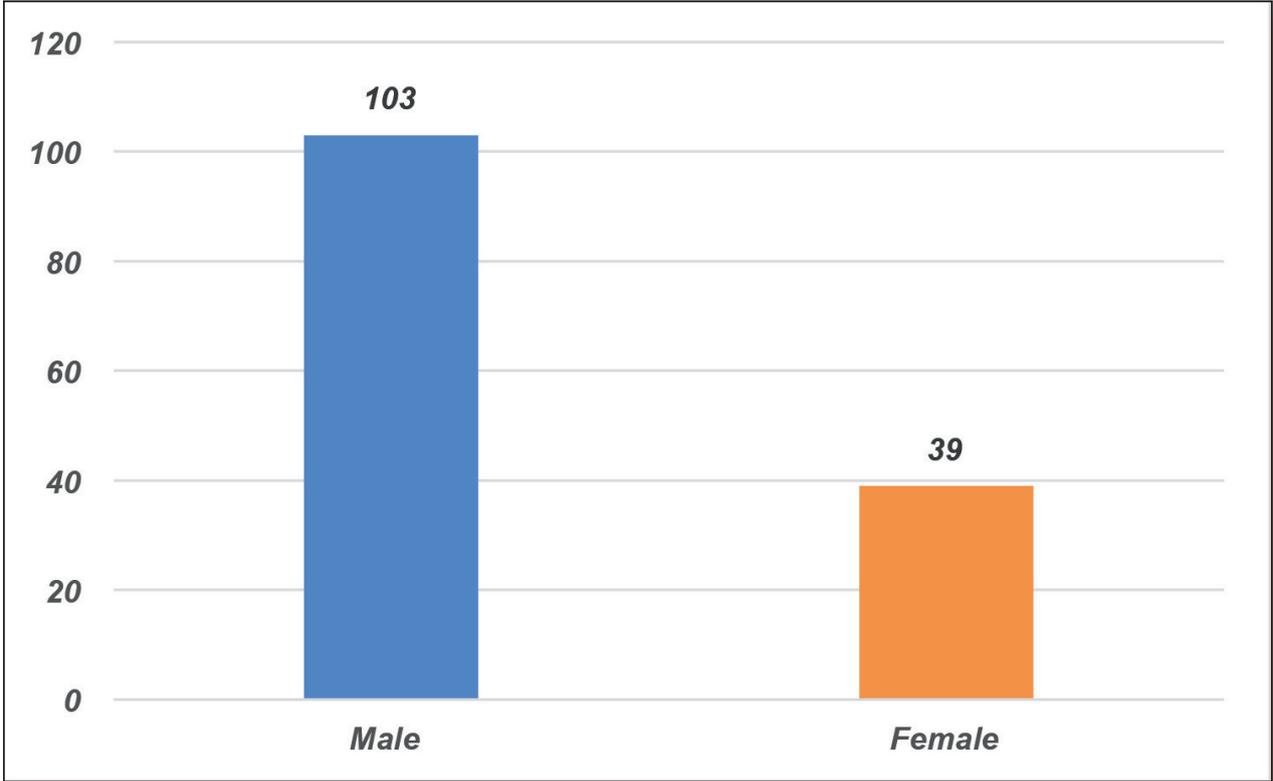


Figure 6: Business still trading or not

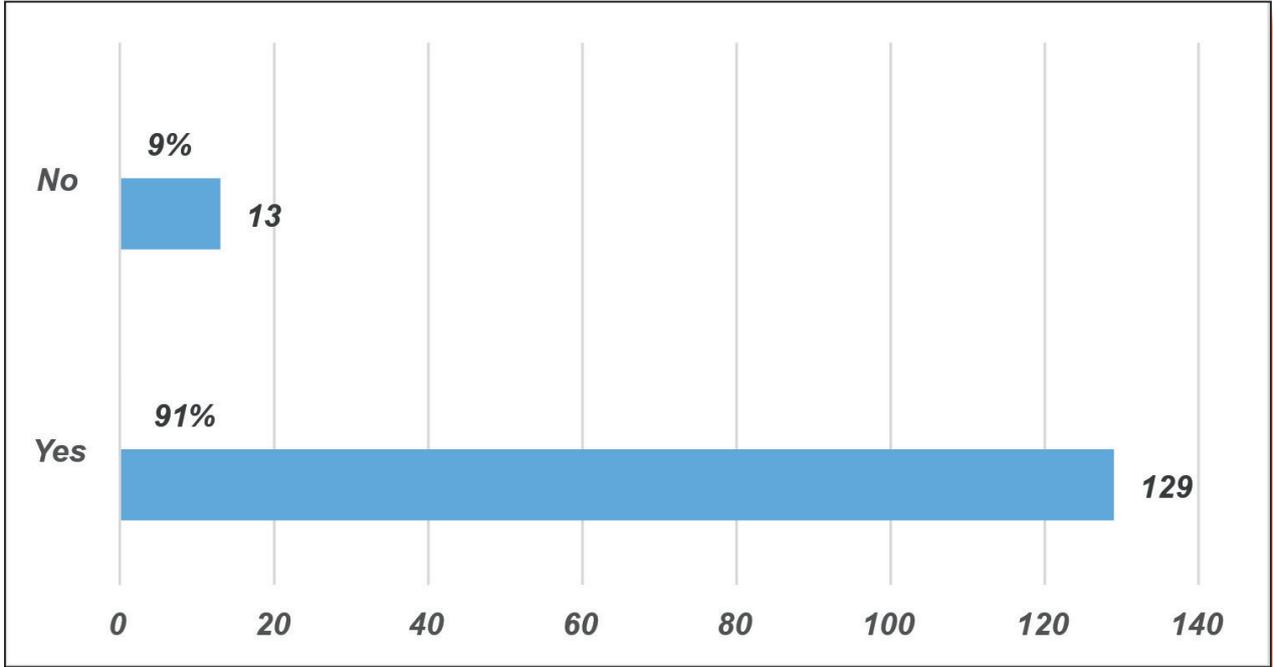


Figure 7: Importance of availability of the Enterprise Allowance schemes

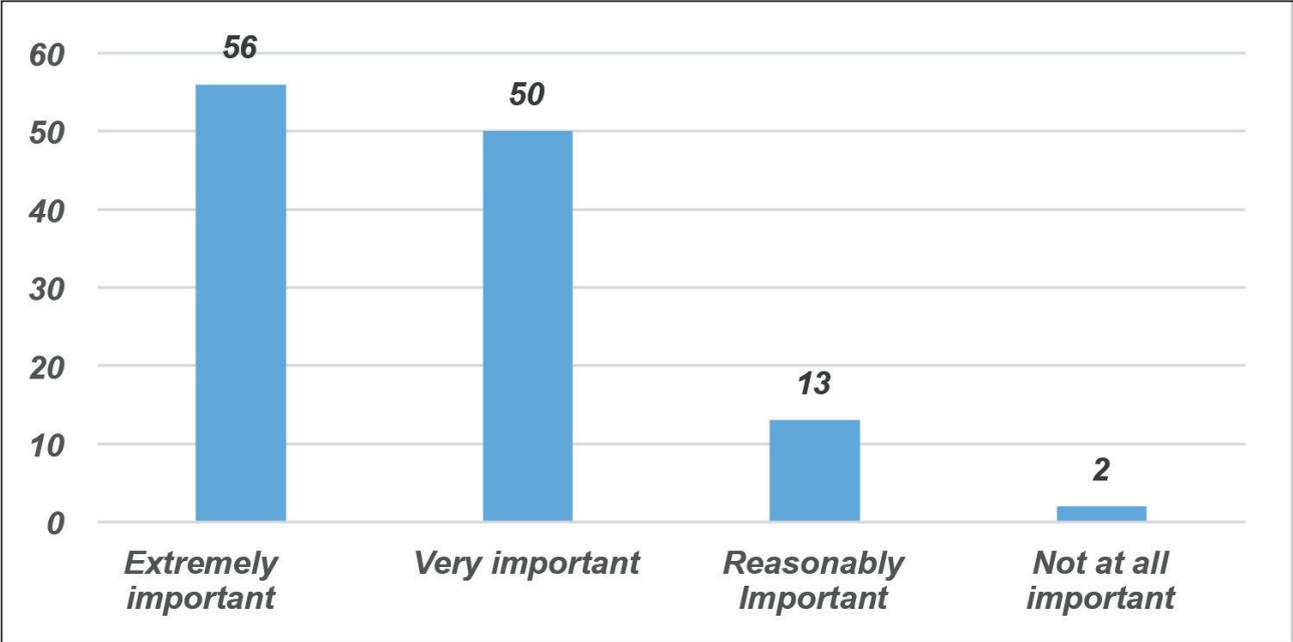


Figure 8: New Start-Ups perception of the business sector they are trading in

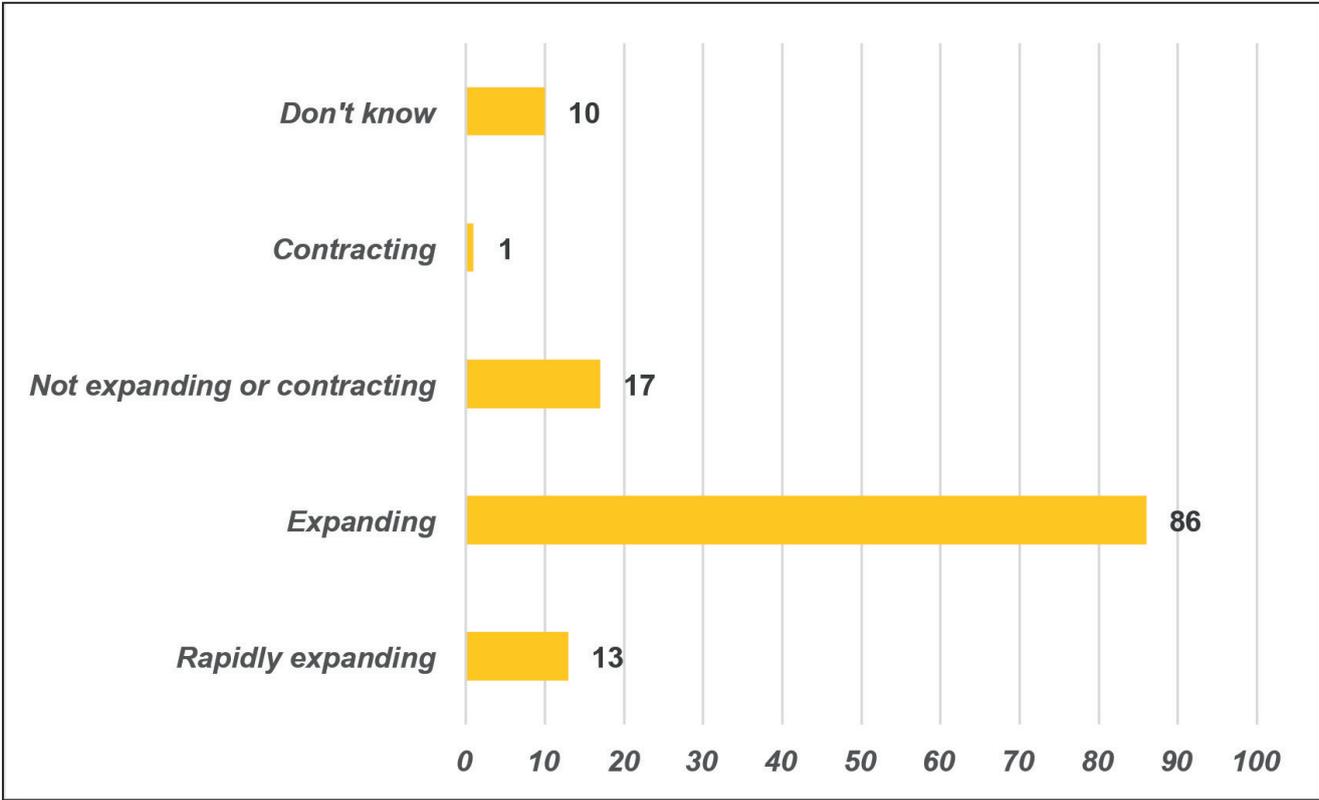


Figure 9: How the sectors are trading in today's business environment

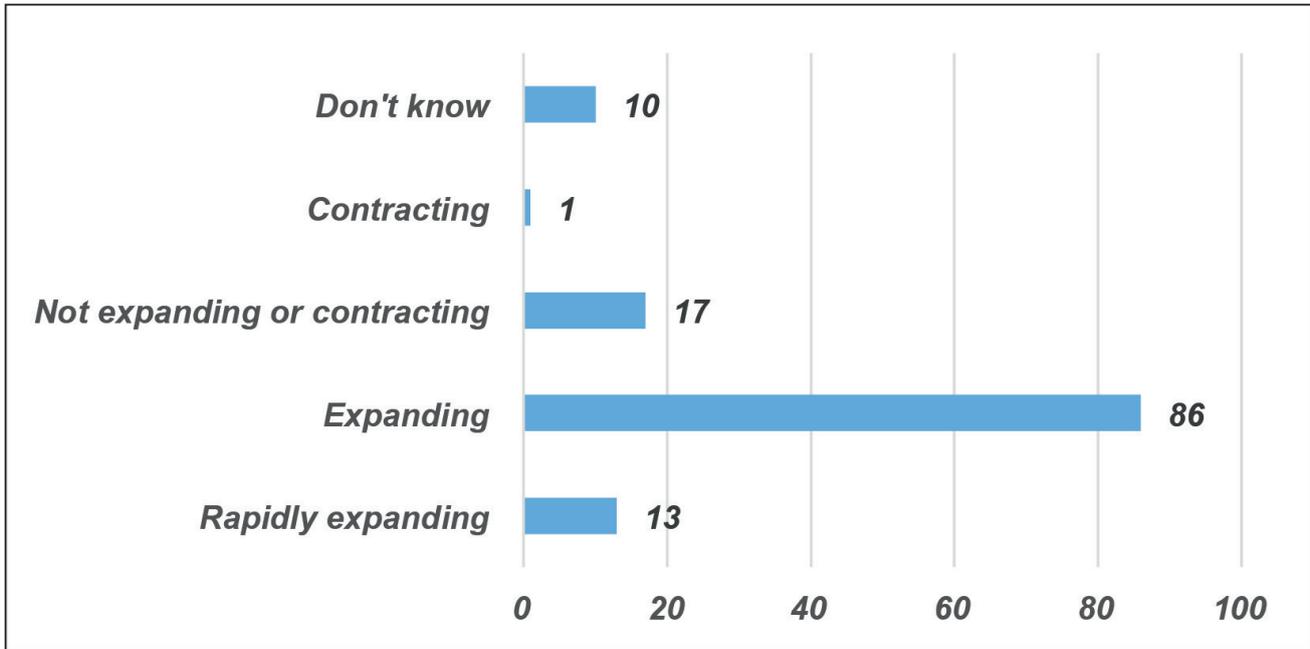


Figure 10: Annual turnover range of new Start-Ups

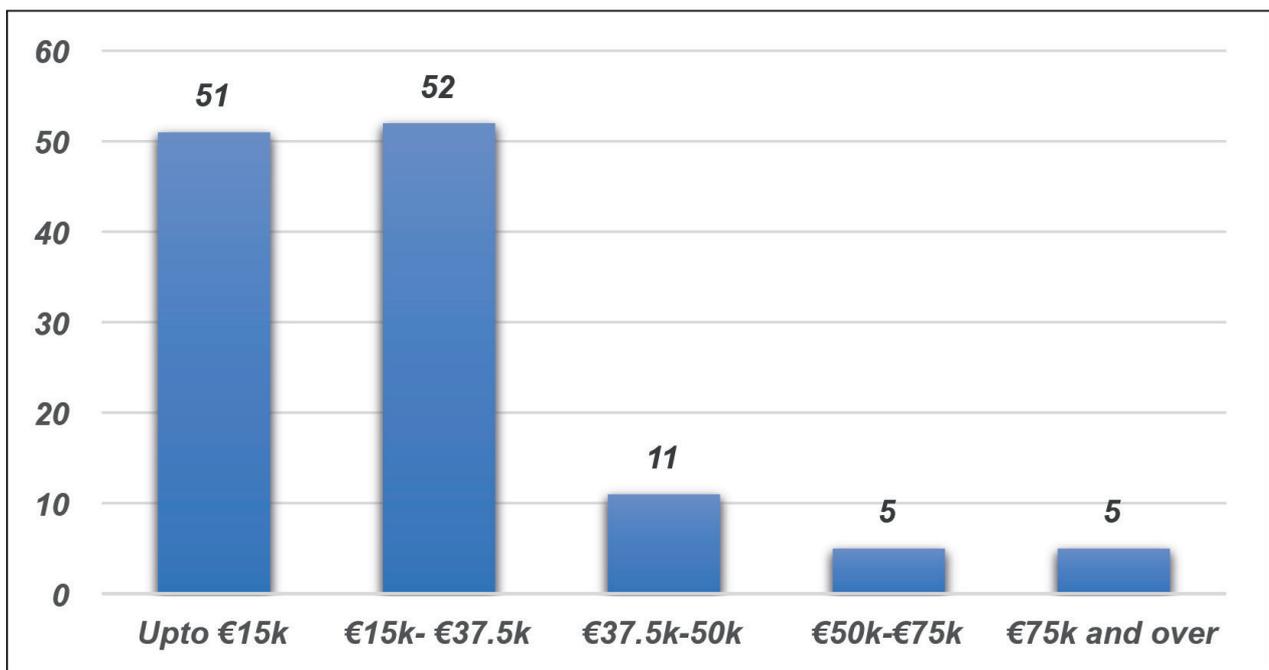
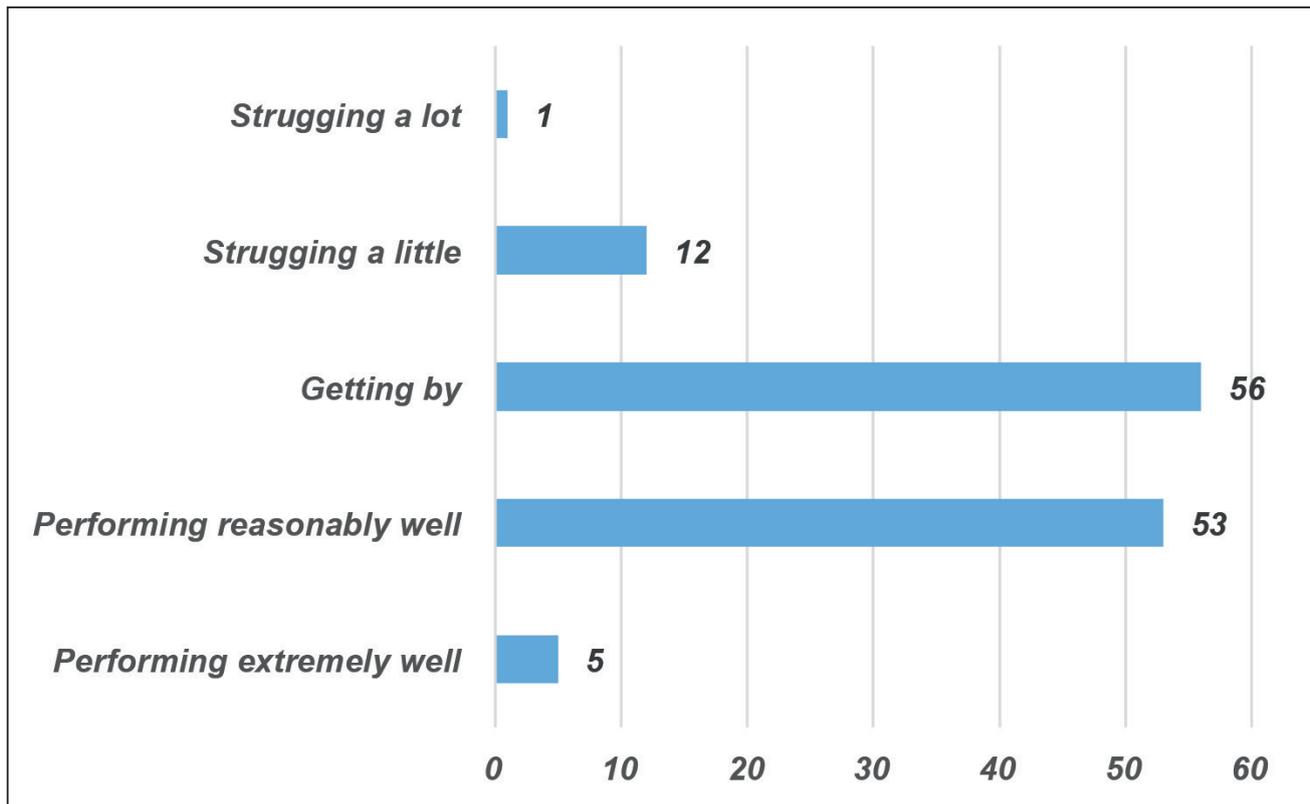


Figure 11: New Start-Ups perception of how their business is performing



“I came to this class with no knowledge of the course content and left with a clear understanding of how to put everything I learned to good use. Use of examples and simple language made the entire subject of SEO completely understandable to me. Very helpful class will definitely be attending more.”

“I enjoyed the course. His teaching was useful, insightful and at a level that I could understand and apply to the real world. I would recommend this course to anyone considering starting their own business.”

Case Studies

Get Cracking

Don and Nataliya Langan are the owners of **Get Cracking** – a home/office removal services and storage service in Dublin and across Ireland. Get Cracking were lucky enough to be approached by RTÉ to appear in a show called “Truckers” to compare them against a larger removals company.

“It was a big break and we got some work from it because of our story”.

Don heard about Blanchardstown Area Partnership through word-of-mouth. “I was on the social welfare at the time and couldn’t get a job. I didn’t like the idea of being on the dole”. He had searched for independent advice on setting up your own business beforehand but “found that it was ridiculously expensive”. During the next two months Don and his wife attended over 20 enterprise workshops in BAP such as taxation, build your own website, specialist advertising alongside meeting with the Enterprise Officer on a one-to-one basis. He “enjoyed the workshops a lot, found them very helpful, and didn’t even know there was a Back to Work Enterprise Allowance scheme”. In his own words “if you attend the right amount and the right classes you have everything you need to get going, there are no excuses”.

The most difficult and worrying decision for Don was making the decision to get off the dole. “There is a fear when you are sitting in the class thinking what will happen if it doesn’t work out. Having been on social welfare, it is not the place to be, it’s dead-end, it’s rubbish. It’s demoralising. If you can get out there and do anything it is better for everyone.” However, he also points out that “It’s difficult enough to get back onto the social welfare and you can’t reapply for the BTWEA for a

period of time. Fear and the worry was the biggest thing”.

The single piece of advice that Don would offer to people looking to set up their own business “to get off the social welfare and not be afraid. Definitely. Anyone who can do a day’s work should consider it”. The other piece of business advice that Don recommends to potential entrepreneurs is that young Start-Ups need to use the internet to promote their business to its maximum potential “We have 3 websites and another is being built”.

Get Cracking has expanded rapidly. Don set up the business as a sole trader but he and his wife are in the process of turning it into a Limited Company. They have recently applied to the Bank of Ireland for a commercial mortgage to purchase a larger warehouse than they currently operate from. If successful, this will enable Get Cracking to increase its storage capacity by 400% resulting in increased turnover and higher profit margins. Since starting up the business, Get Cracking has recruited two staff who work on almost a full-time basis and another 4-5 who work part-time.

For more information on Get Cracking see the following social media links: www.getcracking.ie

Get Cracking



Franco Matassa

Lusk resident Franco is the son of an Italian immigrant to Ireland. Franco worked in his father's Fish & Chip shop for almost thirty years. For personal reasons his father sold the family business and Franco began the search for new employment. Franco applied for many jobs and had a number of interviews but felt he never secured a job because of his age, low formal education qualification and lack of interview skills. After almost a year, Franco felt that maybe self-employment was a better option.

After nine months on the live register, Franco contacted BAP. According to Franco BAP were "very obliging and encouraged me. They genuinely want to help". His wife also encouraged him. Franco availed of several BAP enterprise courses that improved his marketing, financial management and planning. He was approved for Back To Work Enterprise Allowance, bought a van and paid for its insurance from his redundancy package. He now runs his own 'collection, removal and delivery service' and is registered as a sole trader. Franco feels that the redundancy money, BTWEA and family support was vital. He sympathises with people who are unemployed for several years and how easy it can be to get into a rut.

Franco's business is up and down on a week-to-week basis. He has promoted his business through the likes of adverts, DoneDeal, business cards, and Facebook. Many of his customers are repeat ones or through a referral from a former customer. In his eyes "he couldn't see himself work for someone else" and it would "kill me to sign back on the labour" because of a stigma he associates with collecting a payment from his local post office in Lusk. He realises it is "down to me to push it more,

I always have a few ideas in my mind"and that there is "no better feeling of getting wages into your own hand at the end of the week."

Bizman – Business Consultancy

On completing his Leaving Certificate, Paul Conroy held a number of jobs and spent over twenty years with one employer. "However in 2001 we parted company. With 23 years' experience and no third level qualifications I joined the job market. Larger companies wanted degrees, smaller businesses felt I was overqualified. A bit of a Catch 22. I needed an income to support my family, but was virtually unemployable. The only option left was self-employment, but what would I do and how would I finance it?"

"Throughout my employment I naturally ended up managing the situation. I'm damn good at it and I enjoy it!"

With the help of Blanchardstown Area Partnership Enterprise Officer Paul decided to use his business experience and management skills as a consultant. BIZ-MAN Business Management & Solutions Consultancy was born. In addition to consultancy, it provides bookkeeping, accountancy and management skills to new and existing enterprises. Large companies and multi-nationals have this expertise in-house. However, small businesses and the self-employed cannot afford this, so they employ a piece of Paul's expertise.



“The continued support of BAP is very much appreciated. They helped me set up my own business and I have not looked back. The BTWEA enabled me to retain benefits while I earned a living in the early days. Today I help people in similar situations to achieve their goals and ambitions too.”

Paul Conroy

Delux Mutz

Emma Fox was signing on the live register for over 2 years before she was referred by the Department of Social Protection to the Blanchardstown Area Partnership. Upon registration, she was advised by a SICAP caseworker to attend an initial 2-day workshop where the practical details around setting up one's own business through the Back to Work Enterprise Allowance scheme are explained.

During the initial session, participants draw up a detailed business plan workbook, which may be revisited over the course of several months between the individual and the Enterprise Officer. Emma outlined in her workbook that she had previously completed training in the highest-rated grooming school in Ireland before approaching BAP. She had completed City and Guilds exams and practicals in which her overall grade was a distinction as a "Fully qualified canine first-aid responder". She had also completed a 9 month internship in a busy salon, gaining valuable learning experiences in grooming and handling and received an excellent reference. All of this demonstrates the determination she had to set up her own business.

Emma attended additional enterprise workshops delivered by BAP in 2016 and several one-to-one sessions with a BAP business mentor who further advised her on setting up a business. In the first meeting, marketing ideas were discussed to create an awareness of how she might find her clients. Among a plethora of creative ideas, she announced "To be honest I will be down at the dog park handing out promotional material to everyone on a daily basis. I'll be talking to the dog owners, making friends with their dogs and offering free advice until they start to trust me."

According to her mentor, she had a good grasp of working in her business. She had already joined the professional association of dog groomers. The weakness in the plan was when she needed to work on the business, all the things a business owner needs to do to be successful but that nobody tells you about and nobody ever pays you to do. She had thought of lots of things and came with many questions.

In April 2016, she submitted version 2 of her business plan. At that second meeting she had already identified and negotiated a deal on her premises and had secured the funding to make the relevant minor alterations to the site. She had completed relevant competitor research and had identified opportunities to supplant her opposition through this process. The second plan was much more detailed and thought through, needing only a few further amendments to get her to a point of viability.

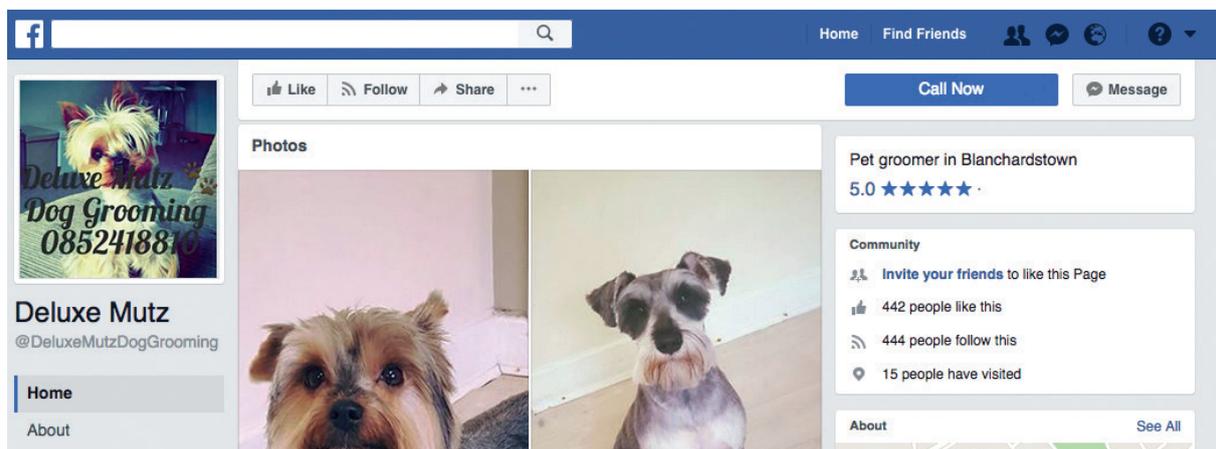
Emma significantly had the encouragement and support of her family behind her. In May she was approved onto the BTWEA scheme as a Sole Trader, as a professional Dog Groomer. Since then she has received additional supports from her BAP mentor.

Testimonial

"Our lil guy was in with Emma yesterday and he looks amazing! Emma listened to the style we wanted and we could not be happier! Riley had a ball too and was crying when leaving! Could not recommend Emma enough!"

Deluxe Mutz Unit 31 Coolmine Industrial Estate, Blanchardstown

For more details contact Emma at **085-2418810** or email: **Emmafox9192@gmail.com**



Tara O'Connor

Tara O'Connor is a resident of Swords and first approached Blanchardstown Area Partnership in 2016, having been referred to the organisation by friends/family. When she registered with BAP, she had been ill for an extended period of time and, not surprisingly, experiencing financial difficulties. Tara attended a 2-day briefing session on the Back to Work Enterprise Allowance scheme in Blanchardstown Area Partnership, BEaT Centre, Balbriggan in October 2016. At these sessions, she learned how the BTWEA scheme facilitates people who are unemployed to access self-employment. The opportunity of becoming self-employed suited Tara as she can tailor her working week around her chronic pain condition. She is also very passionate about allowing other sufferers of chronic pain to experience Class IV Laser Therapy, which has made such a difference to her life.

In the following weeks, Tara received one to one mentoring from BAP's Enterprise Officer. She attended a 3-day Start Your Own Business course in Balbriggan. She also undertook BAP's suite of business training workshops in Swords and Blanchardstown, covering topics such as marketing, sales, taxation and bookkeeping. By December 2016, with the help of the Enterprise Officer, Tara had collated her knowledge and learnings into a robust business plan. She had rented a treatment room in Botanic Health Centre, Drumcondra. Her website was almost ready to be launched. With the assistance of Back to Work Enterprise Allowance, she was ready to open her business – Laser Therapy Healing. Deep Tissue Laser Therapy uses a Class IV therapeutic laser, which has the power to penetrate deep into tissue structures. Laser therapy is a high-tech; non-invasive approach to healing that directly stimulates the body's repair mechanisms to accelerate healing. It has been clinically proven to be an effective treatment for pain and inflammation in many conditions both acute and chronic, including those resistant to conventional treatment, such as: Arthritis Bursitis, Plantar Fasciitis, Carpal Tunnel Syndrome, Back/neck/shoulder/knee and joint pain, Tendonitis, Fibromyalgia, Sports Injuries and Neuropathic Pain.



Tara is a now certified Laser Therapist and one of the few people in Ireland to offer Class IV Deep Tissue Laser Therapy. She has an honours Biology degree from Newcastle University and has gone on to complete certificates in Laser Therapy and Medical Laser Safety with the AMLA (American Medical Laser Association) and the BMLA (British Medical Laser Association). Tara has experienced first-hand the incredible effect of Class IV Laser Therapy. Back in 2004, an accident left her with nerve damage and severe chronic neuropathic back pain, which was completely resistant to conventional treatment. She spent many years unable to work due to pain and underwent countless medical procedures and operations, which did not improve her situation. A failed spinal cord stimulator operation in 2010 caused further nerve damage to the back and legs, and left Tara dependant on crutches and on even larger amounts of pain medication.

Over the next few years, the only treatment option offered to her was to continually increase the pain medications; there was nothing else the doctors here could do. In 2013, her father moved to America and by pure chance moved in next door to a pain specialist who introduced her to Class IV Deep Tissue Laser Therapy. Since then, her life has changed completely. The laser therapy has been so effective in managing her pain that she has been able to come off all pain medication (under the supervision of her doctors), no longer needs crutches and is back working and living a full, active life (Botanic Health 12/6/17).

"In 3-5 years' time, I would like to have 2 clinics in Cork & Galway with 2 employees"

"My key message is lasting pain relief without medication or side-effects"

Tara is now dedicated to using this therapy to helping others living in pain. For more information, please call Tara on **087-6765480** or visit: www.lasertherapyhealing.ie

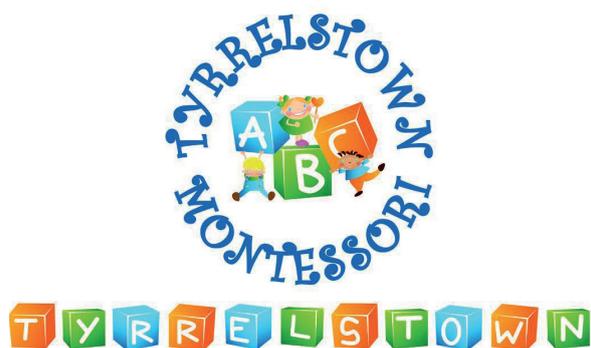
Christine's Story

Christine has been an LES client for almost a decade. Initially she took part in an Introductory Computer Course and following an Interest Inventory, it was identified that she had a desire to work with children. As a lone-parent, she felt that she would both enjoy and learn from this field of work. Starting with a basic childcare course, she continued her education in childcare right up to a Diploma in Montessori Care.

She worked for a number of years in a private crèche, but felt she could go out on her own. She attempted to set up her own crèche; however, it fell through due to failure to secure enough set-up capital. However, she was not to be denied! She continued as an employee and in conjunction with another workmate, they started the process of establishing as a partnership company.

They approached BAP's Enterprise Officer and received one-to-one advice. Christine attended the full suite of enterprise training at BAP, including marketing, taxation and bookkeeping. Christine and her business partner were ready to go. They put forward a viable business plan for a Montessori in the Tyrrelstown area of Dublin 15.

Christine and Caroline opened up their new Montessori in September 2012. It caters for children ranging in age from two and a half to eleven that is open fifty weeks of the year. It is located within one of the youngest and most ethnically diverse neighbourhoods in Ireland. Their business has expanded rapidly and they have hired three additional staff such is the level of demand from parents. According to Christine, they have plans to open a new Montessori in Balgriffin County Dublin in the near future.



Karl Swan

Karl Swan had previously run very successful businesses throughout the 1990s and 2000s, at the cutting edge of the fashion retail sector. During 2007/08, he was looking to further expand his business. Bank loans had been agreed upon but not signed off. Karl, in the interim, had committed his business to new contracts and leases.

In 2009, his lenders declared they were not willing to support his previously agreed loan arrangements. Karl was now left to personally finance contracts to six figure sums. Shortly afterwards, he was forced to leave his business and apply for assistance from Social Welfare.

It took Karl a long time to overcome the shock of this. By early 2011, Karl had decided that he wanted to create a new business utilising his business acumen to help other businesses that were in difficulty. Karl specialised in spotting trends long before they hit the mainstream. He would support small businesses through change.

On 18 August 2011, Karl was approved onto the Back To Work Enterprise Allowance scheme and commenced trading as ICH Consulting. Without the support of the scheme, starting this business would have proved extremely difficult; particularly surviving the first year until a client base and regular income was established.

Throughout 2011, Karl and his business partner had 1-2-1 meetings with the Blanchardstown Area Partnership to discuss and develop his business. Both attended numerous enterprise workshops delivered during 2011/12.

Over the preceding years, Karl looking at his teenage sons was becoming concerned about the pervading air of doom and gloom in Ireland and how this atmosphere was affecting the youth of Ireland. Inspired by a documentary about Jim Stynes, the GAA-turned Aussie Rules All Star, in 2010, he contacted Stynes's Australian youth foundation, Reach, with the aim of setting up a similar organisation in Ireland.

The seeds of his next enterprise had been sown. My wife had heard that Tony Griffin (former Clare All Ireland winning hurler) would be speaking at a sports injury clinic and suggested I go. After hearing the end of a radio interview with him, she felt he

might be receptive to helping me with something I was trying to do. By late 2011, the Soar Foundation was created. In its first year of trading, in December 2012, Social Entrepreneurs Ireland awarded Karl and Tony the Social Impact Award for 2012 and support of €200,000 for the Foundation.

More details can be found here:
www.soar.ie

The screenshot shows the homepage of the Soar Foundation website. At the top left is the logo for 'social entrepreneurs IRELAND'. To the right is a navigation menu with links for Home, Awards, Media + Videos, About us, Winners, Support us, Blog, Our Partners, and Ecosystem. There are also social media icons for LinkedIn, Facebook, and Twitter, along with a search bar. The main content area features a large image of a group of young people, with a text overlay that reads 'Tony Griffin and Karl Swan Soar Alumni 2012'. Below this is a blue box with the text: 'Soar equips young people with inspiration and critical life skills, with a focus on prevention, that empower and ignite action. Soar creates and delivers innovative programmes for young people within a safe and supportive environment.' To the right of this text is a smaller image of two men, one holding a sign that says 'WE BELIEVE IN THE POTENTIAL OF OUR YOUNG PEOPLE'. Below the main text are three sections: 'The Challenge', 'The Idea', and 'The Impact'. At the bottom right is the Soar logo, which includes a stylized figure jumping and the word 'SOAR' in large letters. Social media links for 'www.soar.ie', '@soar_foundation', and 'facebook' are also present.



Testimonials

“Mayca and I can't thank BAP's enterprise staff enough. They are such a dedicated, professional bunch of people that made us feel anything is possible! Setting up a new business is a daunting & very challenging task for anyone but at BAP they live for the challenge! Wapo probably wouldn't exist without their advice and guidance. We learnt so much along the way.”

Paul & Mayca – www.wapo.ie

“I attended many of the workshops run by Blanchardstown Area Partnership. They are one of the best resources I have found in setting up this business and I would recommend it to anyone. They get lecturers in that have real hands on knowledge of their area and you always come out of a session with new ideas and new ways of thinking, on marketing, networking, advertising, and the background running of the business. They are always there for a one-to-one chat and offer great advice and support. I would recommend to anyone to get in touch.”

DTMC Clinic

“I have attended a lot of courses within the BAP and found each one of them interesting and relevant. Some are free and some have a very minimal fee, which is great. It's excellent to see this within the community. If you're interested in business and looking for a few hints of inspiration I would highly recommend the 'Ideas Generation Workshop'. Keep up the good work guys.”

*Damien Deehan
www.passmytest.ie*

“Brilliant resource!”
*Aileen Canning,
Principal at AMTC
Consulting Services*

Start-Up – start your own business course

“Very well presented. I learned a lot even in areas I knew a lot. Well done and thanks.”

“Very helpful and very engaging style of teaching.”

“I found the course very beneficial and can't wait to take the next step.”

“Incredibly informative and engaging course. Thank you.”

“John is great at explaining the difficult parts, I feel much more confident now especially on the Tax side.”

Marketing for a New Economy

“Great course, a lot of brain storming in the group, about my business, was really helpful.”

“Brilliant speaker. Good training and excellent material/notes. Confident trainer.”

“Very well presented and great interaction. I learned a lot.”

“Well structured, great presentation, style, engaged and interacted well with trainee. Well done.”

“Very useful for an engineer trying to do marketing. Some good action to take away.”

“I enjoyed the course and feel it will help me when it comes to developing my business. Thanks a lot for allowing me to be involved.”

Women in Business Workshop

“Just wanted to give you feedback on the Women in Business course. I thought I'd drop you a line to say the course was really enjoyable. Sarah is both informative and enthusiastic and delivers the content in a relaxed atmosphere, with a little humour (which always helps!).”

“I wasn't sure if this was for me when I read about it at first but am delighted I attended now. Thanks.”

Pricing Workshop

“Clear, concise informative session. I definitely will benefit in the future from this course.”

“Very informative, well presented.”

Facebook for Business Workshop

“Very nice presentation and nice venue. Thank you. Great course would welcome follow up or longer course.”

Supporting Employers

BAP Local Employment Services is a key strategic part of the Partnership's Economic Strand, and has excellent linkages with the Dublin Fingal Chamber and local employers across Fingal. Our Employer Liaison Officer offers an innovative community recruitment service, which links local employers to local jobseekers providing a free, fast and efficient service for local employers. The Employment Unit has a database of job seeking candidates with various skills, qualifications and experience. They help draw up a shortlist of suitable candidates for recruitment as well as provide employers with shortlisted CVs, arrange interviews and provide post recruitment support. A number of the employers we work with include the **Dublin Airport Authority**, **The Blanchardstown Shopping Centre** and **The Jelly Bean Factory**.

daa Strategic Partnership

We are delighted to announce a strategic alliance with the daa as a significant employer partner. This partnership will hold an inaugural event in November 2017 to raise awareness of employment opportunities and also about the recruitment and selection methods of the daa. This is another example of the concrete supports we provide to our clients and the action-based approach we take. Our strategy is to build a responsive culture to the ever-changing needs for the job seekers we work with. We are staying connected with employers and ensuring that our staff are equipped with the knowledge of the continuously developing recruitment and selection tools used by employers.

This initiative will connect job seekers across Fingal with sustainable employment opportunities and ITB students will be provided with the opportunity to secure seasonal and part-time positions. This relationship has developed since February of this year and is set to establish one of the largest employers in Fingal as a long-term partner with the leading social-inclusion programme in Fingal.

'We are delighted to share an ongoing collaborative relationship with the Partnership in creating sustainable employment and promoting social inclusion across local Fingal region'

Siobhan Winters, Head of Talent Acquisition, daa



Social Enterprise

A recent report by the Kemmy Business Institute (2016), creating an enabling supportive environment for the social enterprise sector in Ireland, for the Irish Local Development Network notes that "the sector is diverse in terms of the profile of the social entrepreneur and the nature and structure of the social enterprise, ranking across a spectrum of community groups to commercial and profit-making entities". A new national strategy on social enterprises will be launched in 2017 through the Department of Arts, Heritage, Regional, Rural and Gaeltacht Affairs that will inform BAPs supports to this sector of the economy that helps drive economic growth.

The Enterprise Officer of BAP and other members of staff including the TÚS supervisor provided supports and interventions to several local social enterprise businesses as depicted below, which in turn provide supports to the target groups of SICAP. This activity helped to sustain and expand these social enterprises. Since its launch in 2006 as the successor to the Social Economy Programme, the Community Services Programme (CSP) has supported service providers to provide a wide range of services in communities across the State. This support is in the form of a co-funding contribution towards the cost of employment of a Manager and/or Full-Time Equivalent (FTE) positions.

The CSP is underpinned by a social enterprise model with service providers expected to generate traded income from the services they deliver to meet their obligations as employers and to provide for overhead, operational and future development costs.

- ▶ Anchor Childcare Centre Ltd
- ▶ Balbriggan Enterprise Support Services
- ▶ BASE Enterprise Centre
- ▶ BAPTEC
- ▶ Community Maintenance Service
- ▶ Phoenix FM

The Board of the Blanchardstown Area Partnership manages TÚS and Údarás na Gaeltachta for the Department of Social Protection, which has overall responsibility for the scheme. The TÚS initiative is a community work placement scheme providing short-term working opportunities for unemployed people. This scheme began to be rolled out nationally across Ireland in 2011 by Local Development Companies (LDCs). Since then, thousands of people have been placed in a wide variety of roles across Ireland, including administration, art therapy, caretaking, caring, catering, childcare, cleaning, driving, development work, grounds keeping, maintenance, media and journalism, reception, sports coaching, youth work and IT. Local Development Companies have also recruited team leaders to co-ordinate activities within their catchment areas.

The TÚS programme has provided support to the community enterprises by providing these projects with TÚS participants. Not only are the organisations being supported but they are providing members of the community with relevant work experience and bringing them a step closer to the labour market.

The TÚS team also provided support to the social enterprises by:

- ▶ Providing support to the host during the application process by ensuring we understand their policies, procedures and expectations.
- ▶ Endeavouring to match the right person for the role and bringing them to the host for interview.
- ▶ Supporting the host to ensure that each Tús participant that we place in their organisation enjoys a positive work experience that reflects their skill level and ambition.
- ▶ Delivering ongoing support to both host and participant throughout the placement and particularly if any issues arise.
- ▶ Providing further training for the participant if required by the host for the role being carried out.
- ▶ Offering seminars on various topics including Governance, Health and Safety.



Case Study of BAPTEC

BAPTEC was established by Blanchardstown Area Partnership (BAP) as a direct community led response to meet the skills shortage within the IT Sector in Dublin 15. The gap for this local based service was identified in research commissioned by the Partnership (*Barriers to Employment, Local Employment Service, Murphy, P. 2001*) that informed its Area Action Plan. A voluntary management committee initially drove forward the action. The main objective of BAPTEC, which started out as a working group of BAP in its earliest stages of operation were to provide high quality and targeted training in a secure environment for those with little or no previous experience of Information Technology. Many of BAPTEC's clients in its initial years of operation were referred from BAP initiatives such as the Full Time Jobs Initiative, Community Employment and Network Support Service and the LES.

BAPTEC avoids duplication with other agencies by adapting its programmes to provide added value to other local provider's e.g. new accredited programmes such as E-Cert and "high-end" programmes such as MCP and MOUS. Strategic



partners on the Board of BAPTEC range from statutory bodies, national agencies and community organisations. The Enterprise Officer from Blanchardstown Area Partnership has represented the Partnership on its structures since its establishment.

BAPTEC has formed a central part of Blanchardstown Area Partnerships strategy to support persons into employment opportunities in the local labour market and to increase the capacity of local community representatives. BAPTEC has in the past co-ordinated all Fetac training through the Partnership and provided advice and support on all Fetac certification queries. For instance during 2016/2017, the company delivered courses such as *Future Options, Social Media, Power of Positivity plus accredited IT Level 3 and Community Development QQI Level 5* on behalf of BAP. BAPTEC design and develop courses for particular target groups to provide training with a specific requirement that would normally have a very poor take up. Using popular IT modules intertwined with more basic essential skills such as literacy, communication, personal development, career guidance increases the take up of courses and reaches a client group that would be far less likely to engage normally.

BAPTEC work very closely with the Blanchardstown Area Partnership (BAP). We provide training and certification for many courses and collaborate on projects such as Community Development and Leadership training. BAP provide ongoing support to BAPTEC and have always played an integral role in the development of our business. Our board has always had representation from BAP and the BAPTEC Manager sat on the board for the past nine years and is currently a member of the Training & Education Board. ”

Jennifer Cruise

Conclusion

360 individuals set up their own business, receiving one-to-one supports from Blanchardstown Area Partnership over a 21 month period. The qualitative case studies capture the real life stories of individuals who sometimes have overcome significant social, financial, and psychological consequences due to unemployment. They also portray the particular barriers to self-employment some have counteracted such as physical and mental health.

70% of people were long-term unemployed on registering with BAP, which clearly demonstrates the importance of the BTWEA and STEA in promoting entrepreneurship at a local level in Fingal. In fact, 94% of all new business established did so through the BTWEA/STEA. The *average* number of interventions for persons who started up their own business was therefore 4.5. The top 5 most common sectors of the economy where new businesses were created are; trades and construction (91), other professional services (58), professional, scientific and technical activities (39), transportation and storage (34) and human health/ social work activities (30).

91% of all survey respondents indicated they were still successfully operating a business when contacted and 15% of all new Start-Ups stated they had recruited staff since commencing their own business. 87% either considered the BTWEA to be extremely important/very important in helping them commit to setting up their own business. 46% indicated that their business was performing extremely well/reasonably well and 43% indicated getting by.

The Social Economy – more commonly known as the ‘Third Sector’ underpinned by the principles of community ownership, meeting social objectives, value-based has been supported by the Partnership for many years going back to the late 90s. The case study of BAPTEC located in the most disadvantaged electoral division in Fingal, illustrates how a local social economy project and a local development company can work collaboratively to help upskill a person’s lifelong learning skills and support them back into employment. The potential of the social economy in Fingal is considerable.

The screenshot displays the website for the Blanchardstown Area Partnership, which aims to support communities across Fingal. The navigation menu includes BAP Services, LES Joblink, TUS, Employment, Enterprise, Education, Resources, About Us, and Contact Us. The main content area features several service tiles:

- SAFE PASS & DRIVER THEORY TEST TRAINING - BALBRIGGAN**: Accompanied by an image of a chalkboard with 'TRAINING' written on it and terms like 'COACHING', 'SOLUTION', 'LEARN', and 'DIRECTION'.
- Employment Services**: Supporting unemployed people in accessing education, training and preparing for work opportunities.
- Start Your Own Business**: Assisting those looking to start their own business through focused training, workshops and one-to-one supports.
- Finance Clinics in D15 & Balbriggan - 10th July**: Monthly Finance Clinic, where you can speak on a confidential 1-2-1 basis to our in-house accountant. These clinics are held in Blanchardstown & Balbriggan.
- Free English Classes**: Free language classes to improve your conversational English & classes at different levels held across Fingal.

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blanchardstown area partnership

Supporting communities across Fingal



Department of Rural and
Community Development
*An Roinn Forbartha
Tuaithe agus Pobail*



EUROPEAN UNION
Investing in your future
European Social Fund

The Social Inclusion and Community Activation Programme (SICAP) is co-funded by the Irish Government and the European Union under the European Social Fund and includes a special allocation under the Youth Employment Initiative

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