

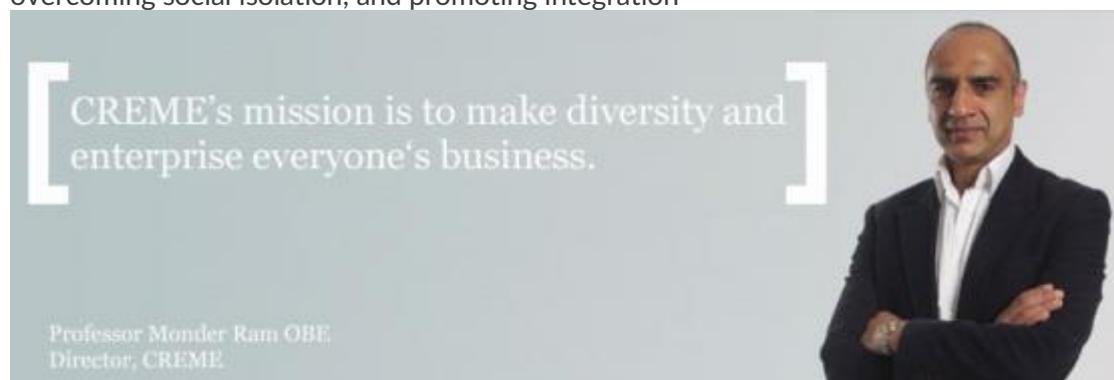
SUPPORTING NEW MIGRANT BUSINESSES IN BIRMINGHAM

Ground breaking joint project between Ashley Community Housing and the Centre for Research in Ethnic Minority Entrepreneurship

Ashley Community Housing (ACH) is excited to announce an innovative collaborative project with the **Centre for Research in Ethnic Minority Entrepreneurship (CREME)** to support entrepreneurial talent in Birmingham's new migrant community and refugees. ACH is a dynamic and growing social enterprise with a proven track-record of supporting newly arrived migrants to settle in the UK. **CREME**, based in Birmingham Business School at the University of Birmingham, is Europe's leading centre on ethnic minority enterprise, and has a strong commitment to ensuring that its research makes a difference to minority entrepreneurs. The Centre has a strong programme of research and knowledge exchange on recently arrived migrants with entrepreneurial ambitions.

Recent research undertaken by **CREME** has yielded important insights into the nature of new migrant businesses and their support needs. They include:

- An alarming dearth of information on the scale and nature of new migrant business activity
- Considerable interest in entrepreneurship as a career option amongst new migrants
- A lack of awareness of the existence and role of 'mainstream' business support agencies
- Active interest in pursuing appropriate support to develop their businesses
- A willingness to engage with business support professionals
- The important yet unacknowledged role of new migrant businesses in providing employment, overcoming social isolation, and promoting integration



Further research is needed to improve the evidence base and promote awareness of business support to new migrants. More work is also needed to fulfil the potential of existing and aspiring entrepreneurs in the city of Birmingham. Key recommendations arising from previous work

include the need for: a clearer picture on the profile of new migrant businesses; active engagement with new migrant entrepreneurs to understand their support needs; the 'showcasing' of entrepreneurial talent in migrant communities and effective support interventions; and the development of an integrated business support package that is embedded within 'mainstream' provision.

The project aim is to unlock understanding of the entrepreneurial capacity of refugees and how that can be further enhanced. ACH is increasingly seen as an authority in the field of resettling refugees.