

Self-employment

How PeoplePlus has supported new businesses to start up and support existing business to grow and flourish



FOREWORD.

“**What role does self-employment play in the economy? A massive one, is the short answer!**”

The role of self-employment in the UK economy is vital. Creating jobs helps the economy by growing GDP. We know that the solo self-employed population contribute an estimated £303 billion to the UK economy. These people bring life to communities providing local services that you and I access every day, from card makers to cleaners, builders to bakers, groomers to graphic designers and so many more – we even have some inventors in our midst.

Prior to the onset of the Coronavirus Pandemic, self-employment in the UK had been steadily increasing, peaking at 5.0 million people in December 2019 accounting for 15.3% of the total employment. Not unexpectedly those self-employed have suffered lasting impacts from the pandemic and have struggled to recover, notwithstanding the cost of living crisis we all now face only further exacerbating the situation. Since then, the numbers have fallen considerably, down to just under 4.2 million in December 2021, a level last seen in 2013. However, from January to March 2022, there was a slight increase to just over 4.2 million people in self-employment (13.0% of total employment and I think we can

expect to see that on an upward trend given that self-employment flows have displayed signs of returning to where they were in 2019 at peak.)

From January to March 2022, net flows into self-employment from other labour market statuses were all positive, at 39,000 from employees, 17,000 from unemployment and 38,000 from economic inactivity, totalling 95,000. This means, as of December 2022, there were around 4.3 million self-employed workers in the UK. Business support has never been more vital, the encouragement of new entrepreneurs in the face of diminishing support on a local and national scale for SME and micro start-ups. Coupled with a shift after the pandemic, we are seeing lifestyle is now a key factor in decision making for what type of career an individual embarks upon. As a market leader in the support of the self-employed, we at PeoplePlus are also well aware of the volume of individuals moving to self-employment as a way to balance the needs of their health condition with the need to generate income to sustain themselves. Regular employment doesn't give them the flexibility to work around their illness or condition whereas starting their own enterprise fits in with their individual needs and lifestyle.

I am very passionate that we are able to continue to support these groups of people and I know with our proven track record, PeoplePlus can coach and mentor them, progressing them to trading in a new start up or join them on their journey to accelerating revenues and elevating their current businesses to help them maintain, sustain and more importantly thrive, in what is the most difficult economy we have seen for years. **For me, given the contribution to our economy versus the disproportionate level of resource to support that, we would love to talk to you about how together we can impact the future for our entrepreneurs.**



Sally Bond
Divisional Managing Director for Employability

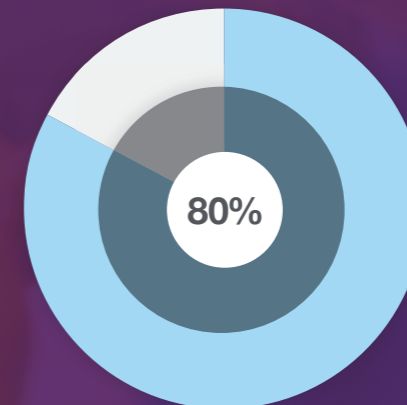
ENTERPRISINGYOU.

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Self-employment has risen rapidly in the last 20 years, accounting for c.15% of the working population.



Pre-Covid self-employment outstripped growth in ‘traditional employment’ at a rate of almost 3:1 and new technology/platforms have increased routes to market and reduced costs of sale. It is a driver of economic growth; in addition to their own job, 28% of the business owners we support go on to employ at least one person, with 6% employing 10 or more people.



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Traditionally the self-employed and gig economy workers groups are the least likely to have accessed business support and were most likely to face personal and business finance challenges. Although across the Greater Manchester region there was business support available, this tended to focus upon specific sectors such as technology, green and manufacturing or was targeted to those SMEs with high growth potential. Micro and traditional one person businesses were not able to access support to grow and develop. With almost 11% of people in Greater Manchester being self-employed and 89% of those being micro businesses, this meant there were over 95,000* individuals that could benefit from coaching and support to grow themselves and their enterprises.

In February 2020 EnterprisingYou was born to do just that.



*Nomis statistics February 2023

WHAT IS ENTERPRISINGYOU?



EnterprisingYou is a business coach led support programme that is bespoke to each client. It consists of several key elements aimed at developing the skills, confidence, and abilities of the small business owner. It includes:

 **One to one expert business coaching**

 **Health and well-being support**

 **Personal financial advice**

 **Access to a wide range of training sessions delivered by experts in the field.**

The programme commences with an in-depth diagnostic of both the business and the individual. This allows the Business Coach and individual to establish current performance levels and identify areas for focus. An action plan is created which then is used as the roadmap to progression.

Within PeoplePlus our vast experience in supporting small businesses means we know that for true success, we need to support the entrepreneur to become the best version of themselves if they are to succeed - it is not enough to focus solely on the business. Therefore, our action plan takes a holistic approach, identifying not only areas of strength but also those areas where the entrepreneur feels there's room for improvement; be that in skills development, knowledge acquisition or personal development.

EnterprisingYou is flexible in terms of programme length. Some clients join and require just eight weeks of support and others require longer, sometimes up to 6 months. We work around the individual's needs, current situation, and agree a programme length that suits them. Should life get in the way of the original plan, this can be flexed to ensure the individual is supported to overcome barriers that arise. It is also flexible in that each journey is unique. It is a bespoke blend of coaching, training and specialist support that fits their needs. Some people simply require a business coach to act as listening ear and bounce ideas off, whereas others benefit from the full suite of support from health and wellbeing, personal finance and expert led workshops.

Our expert led workshop content is based around common areas that small businesses need support with. Some example content delivered on the programme includes:

- **How to complete online self-assessment**
- **Social media and SEO (Search Engine Optimisation)**
- **Marketing strategies**
- **Tendering for business**
- **Setting up a community interest or non-profit business**
- **Podcasting**
- **Sales**

At PeoplePlus we know that being a small business owner can be lonely and challenging. This is why the health and well-being content is aimed at addressing frequently identified needs of entrepreneurs such as stress management, work-life balance, time management and sleep techniques.

Once the client feels they have achieved their goals they are able to move into our after-care programme which includes events, networking days and information briefings which are sent on a monthly basis.

THE IMPACT ON GREATER MANCHESTER BUSINESSES AS A RESULT OF PEOPLEPLUS' DELIVERY OF ENTERPRISINGYOU

84%

Increase in turnover



91%

Increase in profitability



1320

total number of PeoplePlus Starts



14%

Reduction in benefits



75%

Feel more positive



94%

Satisfaction rate



69%

Developed skills to run a business



97%

thought EnterprisingYou was a positive experience



3326

Helped generate £3,326,036 of turnover for businesses



82%

Completer percentage



974

Completers



ENTERPRISINGYOU CASE STUDIES



Although the performance metrics of EnterprisingYou evidence the far-reaching benefits of the programme, the individual impact is also worth celebrating.

Here are some case studies of our clients: **David Sudworth**, Director of Mr Soot, joined the EnterprisingYou business growth programme in March 2020. David is the director and owner of a Chimney Sweeping business and worked with business coach, Adam Butler, over a period of 6-months. David was looking for support to grow his business.

As part of the EnterprisingYou programme, David accessed training and personal development with a view to refreshing some of his marketing skills. He was also matched with a business mentor, who supported him in growing his business.

David felt that he benefited most from the support offered by the business coach, and he gained a lot from the conversations discussing ideas on how he could grow his business. He welcomed that the business coach had real life business experience and was relatable to David's business.

Since joining the programme, David's business has really taken off and he has expanded to four permanent staff, an online booking function and geographical expansion into new areas including Wigan, Liverpool, Manchester and Salford. His most recent growth plan has seen him diversify by opening a training centre where he will develop the next set of chimney sweeps.

EnterprisingYou Business Coach, Adam Butler said....

“David really benefited from the regular open dialogue that we had together. We regularly spoke about ways he could expand his business and about the merits and challenges of subjects including franchising, taking on commercial work, online bookings, and the recruitment of staff.

I got the sense that David liked the independence of having me as his business coach and as a former business owner myself; I understood the challenges he faced. David was formerly a regional newspaper editor and unsurprisingly had an enquiring and inquisitive mind, which has subsequently transferred to the sound commercial decisions he has taken to expand his business”.



LISA MARIE PAYNE joined the EnterprisingYou programme hoping to expand her print and greeting card business.



During the development of her personal plan, it was established that she also ran her own life drawing classes at a venue in Levenshulme on a monthly/bi-monthly basis and it was identified that this would be one of the focus areas for business growth.

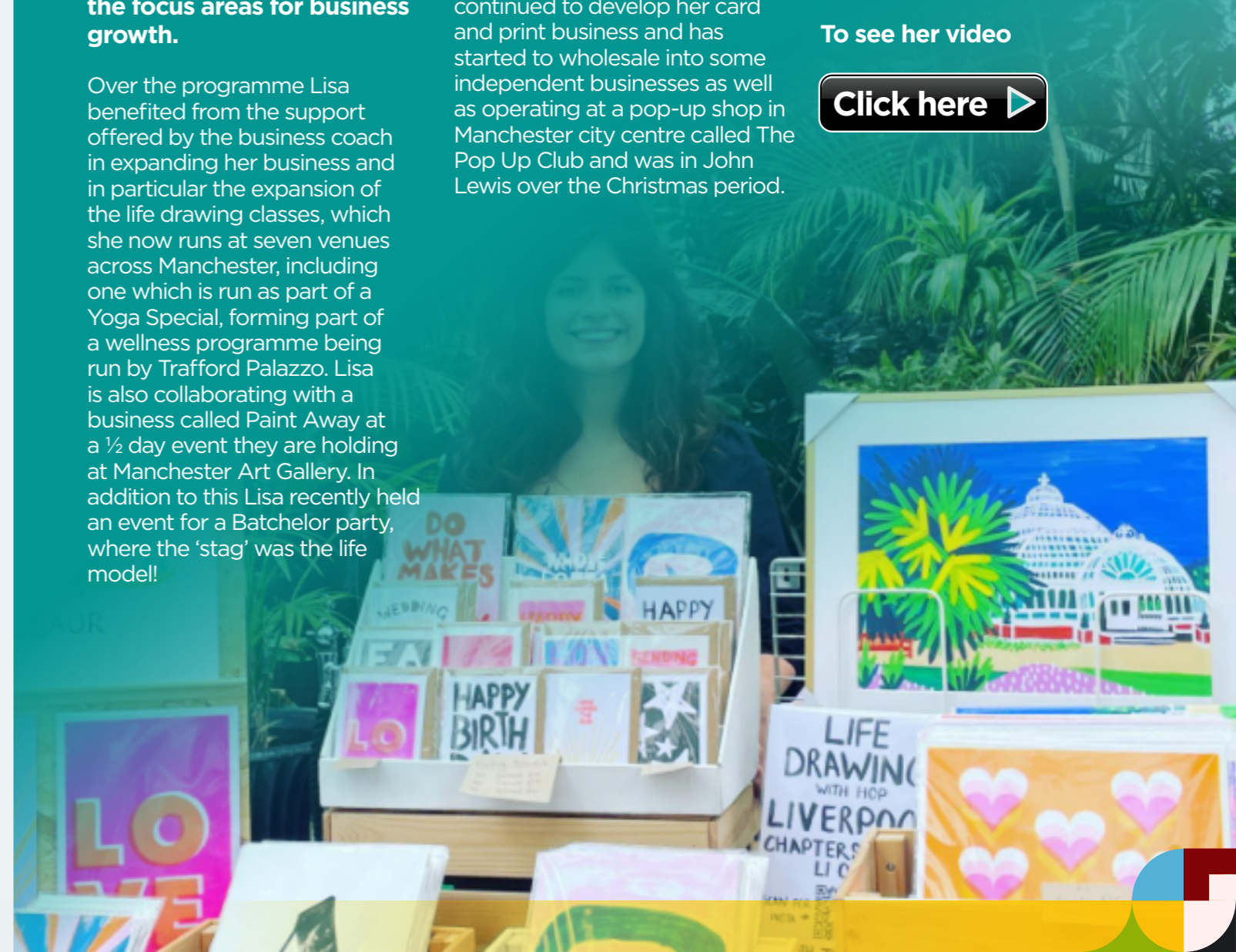
Over the programme Lisa benefited from the support offered by the business coach in expanding her business and in particular the expansion of the life drawing classes, which she now runs at seven venues across Manchester, including one which is run as part of a Yoga Special, forming part of a wellness programme being run by Trafford Palazzo. Lisa is also collaborating with a business called Paint Away at a ½ day event they are holding at Manchester Art Gallery. In addition to this Lisa recently held an event for a Bachelor party, where the 'stag' was the life model!

Lisa is exploring other venues so she can continue to grow her life drawing business and is determined and ambitious to advance her business with the aim of hosting two to three events per week, looking at new locations in and around the North-West. She has also continued to develop her card and print business and has started to wholesale into some independent businesses as well as operating at a pop-up shop in Manchester city centre called The Pop Up Club and was in John Lewis over the Christmas period.

Lisa attended several specialist training and personal development intervention sessions including cash flow, marketing, social media and how to complete a tax return. Attending these sessions enabled Lisa to improve her skills as a business owner.

To see her video

[Click here](#) ▶





To find out more about how PeoplePlus can help with self-employment, email **enterprise@peopleplus.co.uk**

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