

# PeoplePlus **Self Employment Proposal**



# About PeoplePlus

PeoplePlus has combined our **unique experience and expertise** garnered from:

- Delivering the Department for Work and Pensions (DWP) flagship NEA programme, where we have helped **over 33,500** unemployed people explore self-employment (SE) since 2017.
- Delivering the Greater Manchester Start Smart and West Yorkshire Start Up programmes where we have helped **over 4,000** people, including Housing Association residents, consider SE since 2018.
- Delivering our Department for Education (DfE) Skills contracts which have helped **c. 300** unemployed people start their journey into SE.
- Delivering services in **50+** prisons.



## Evidence of success:

PeoplePlus Enterprise has over **30 years'** experience of in helping people to start and grow a business, supporting over **100,000** people to become self-employed during that time. We are the UK's largest provider of SE services for the unemployed and are particularly skilled in supporting those on out-of-work benefits, into SE - over the last year alone we have helped c.13,000 people across the UK to start or grow their businesses through our DWP, DfE, Local and Combined Authority, Scottish Government and MOJ contracts..

Recently PeoplePlus delivered SE workshops within HMP Wealstun, HMP Leeds, HMP Drake, HMP Littlehey, HMP Highpoint and HMP Holme House.



# Self-Employment Programme Proposal

We will **engage with prisoners:**



Who are nearing resettlement but can be adapted for long term prisoners who are interested in considering Self-Employment in the future. We will work with the HoESW, PEL, and LSM to identify suitable candidates



We can tailor delivery to work with cohorts that have gained a qualification that would be suited to self-employment on release (construction, barbering). For our course at HMP Drake Hall, we created a course specifically for women who had trained in Hair and Beauty.



**This course will run for 4 or 8 sessions over one or two weeks** to suit the cohort and the regime. Learners will be provided with course work to complete following each session.

## Group sessions on core topics, including:

**Is SE Right for Me?** informing participants of the various types of SE; identifying participants' traits, skills, and abilities to run a business and exploring their business ideas; considering whether being self-employed would suit their lifestyle, interests and personal situation.

**Business Formats & Subcontracting:** Understanding the Pros and Cons of business structures, Self-employment, Franchise and Subcontracting: Registration and Tax implications for Self-Assessment with a detailed understanding of the Construction Industry Scheme, outlining the key business issues needed as a subcontractor.

**Market Research and Business Planning:** researching markets, customers, and competitors, applicable legislation, and the key elements that contribute to business viability.

**Business Planning:** Participants will understand the content and start to complete a business plan template throughout the course with signposting to external support.

**Marketing/Social Media:** the importance of brand and selecting the appropriate marketing mix and social media platforms for their individual marketing requirements, providing an understanding of social media marketing strategies.

**Finance, cost analysis and Pricing for business:** understanding basic accounting, costing and pricing of products and services. Reporting and legal requirements of HMRC.

We have a growing number of vetted Business Advisors in the team and will work with each prison to ensure that delivery is tailored to suit establishment needs



If you would like more information on our Self Employment Proposal please email:  
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**“The department is still buzzing about this now, we have never had a group of prisoners more committed and engaged with something, and genuinely I believe this is just the start for them. The support that will be on offer to them now that they have this base knowledge will be what really makes the difference - not to mention as predicted they all went back to the wings, told their mates how good it was, and now we have several requests in to run it again”**

**Jess Tile** – Prison Employment Lead HMP Wealstun Awareness