Starting Up Businesses In Liverpool

Thursday 15 August, 2013

Best-selling author claims entrepreneurs are the rock stars of the business world
Young people are forging ahead and starting up
70% new businesses now started at home
Entrepreneurs are the 'rock stars' of the business world, according to a start-up expert and best-selling author set to visit Liverpool next month.

Emma Jones, Enterprise Nation founder and StartUp Britain co-founder, says start-ups and micro businesses hold the key to turning around the flagging British economy. Her visit will be focused on helping city-based entrepreneurs to start and grow businesses.

According to official labour market statistics, more than 18,200 people in Liverpool are creating their own value by working for themselves - that's 5.8% of the working population.

Last year the city topped the list for business start-ups - seeing 300 new enterprises set up by city entrepreneurs under the Government's New Enterprise Allowance (NEA) - higher than any other area of the country with the scheme.

That picture strongly contrasted with the figures from 2011 according to the Liverpool Economic Briefing 2013, issued earlier this year by the City Council. That suggested Liverpool's overall start-up growth was still lagging behind that of other UK core cities as well as the national average.

Emma said: "I'm heading to Liverpool to get as many people as possible to take that first step to start a business. As I travel around the UK I am seeing amazing stories about how people are turning something they love doing into a business that brings in money.

"You don't need an office or a filing cabinet or any of the trappings that used to be associated with starting-up. You just need passion, an idea, commitment - and the confidence to get out there and do it.

"It's taking the first step that is the biggest leap. That's partly what StartUp Saturday is designed to help with.

"I want to see people in Liverpool who would like to take their passion, hobby, skill or who have spotted a gap in the market and want to know how to turn it into a great business in a day."

Emma, who was awarded an MBE for services to enterprise in the Queen's Jubilee Birthday Honours List, will be encouraging people in the city to turn a hobby or a passion into a money-spinning idea at Central Library on Saturday September 7, the third event on a whistle-stop tour of the UK.

"Entrepreneurship is exciting - and it's catching! Once people recognise that they can do it and that it's easier than they think, amazing things start to happen," Emma added.

Emma will be joined by Grassendale-based home business founder Eliane Strasser. She set up hand-made jewellery company Strasser Créations in 2011 after leaving behind a job in marketing for maternity-wear company La Redoute.

StartUp Saturday offers Liverpool entrepreneurs and companies within their first two years of trading all they need to know about starting and growing a business; from making sales to creating a website, managing finances and taking on extra help.

Emma's visit is supported by world-leading accountancy support network the ICAEW and quick-thinking virtual office provider Penelope.

The ICAEW's enterprise director Nigel Hastilow said: "We're thrilled to be part of the first national tour of StartUp Saturday. We look forward to meeting the start-ups and providing them with expert financial guidance from our ICAEW chartered accountants who will be available on tour."

Joanna Swash, director at Penelope, added: "We are thrilled to be supporting the StartUp Saturday initiative alongside Emma Jones and her team. Our partnership with Enterprise Nation is a great fit for Penelope as we are both dedicated to helping start-ups succeed and grow.

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"We know how important it is to have quality advice and support in the early days of a new business. Starting and running your own business can be difficult, but working alongside great people makes all the difference."

CASE STUDY & STATISTICS

Strasser Creations:

Paris-born jewellery designer Eliane Strasser set up her home-based business in Grassendale after falling in love and marrying a Liverpool lad.

The former marketing executive for French maternity-wear label La Redoute decided to find her creative side after her son Liam was born - and took an evening course in jewellery design at Riverside College in Cheshire.

She said: "I made some lovely pieces and I just loved it. After a while people started asking me where I got it from and I started to get some commissions. In 2011 I set up Strasser Créations and it's growing year-on-year."

Eliane found the Women's Organisation, based in St James Street, and got help with writing a business plan, as well as some good old fashioned encouragement to go out there and do it.

Eliane said: "They were amazing - and it really gave me the impetus and confidence I needed to build a business. Many people think that starting a business means taking out loans and finding premises etc. I started small - and slowly at my own pace and with my own savings - doing things one at a time as and when I can. It really works for me and I really love what I do - it's also wonderful to be 30 seconds away from my studio at any one time."

Eliane specialises in hand-made silver necklaces and earrings that typically take between a week and a month to make. Each piece is hall-marked at Goldsmiths in London and she sells much of what she makes via London outlets, as well as via her website.

She has now established a firm local network of people she can talk to and share ideas with, which she says is very important.

Eliane added: "StartUp Saturday will be a great boon for Liverpool. Often all people need is a little bit of encouragement and to feel like they are getting somewhere. I'm looking forward to helping other people in Liverpool the city as they get started."

STATISTICS

- 484, 211 businesses started in the UK last year - almost 10% increase on 2011
- 300 start-ups created in Liverpool under New Enterprise Allowance Scheme in 2012
- 29% rise in businesses started by 18 to 29-year-olds in 2012
- 70% all new businesses started at home

TICKET DETAILS

September 7, 9.30am to 3pm
Liverpool Central Library, William Brown Street
Ticket price for the event is £30 and every guest receives a copy of the 2013 StartUp Kit (valued at £12.99).

To find out more about the StartUp Saturday national tour, visit:
www.enterprisenation.com/events/startupsaturdaytour/

- Ends -

For more information please contact:

Liz Slee
E: liz@enterprisenation.com
T: 07540 060112

Company Contact:

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Rocket Pop PR

E. rocketpoppr@outlook.com

Additional Contact(s):
Jean Matthews
Samantha Jones

Beehive Mill
Jersey Street
Manchester
M4 6AY

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