



**SMALL  
BUSINESS  
CHARTER**

# The Dimensions

SEPTEMBER 2014

## Small Business Charter – Dimensions

### (A) Small Business Support for Growth

#### **A1 Small Business Growth and Leadership Programme(s)**

Current programmes focused on the growth and development of small businesses and/or their managers.

#### **A2 Innovation/Accelerator/Start-up Space**

The provision within the institution of dedicated innovation/accelerator/start-up space.

#### **A3 Publicly Funded Business Development Initiatives**

Experience of publicly funded business development initiatives such as voucher schemes and evidence of their performance.

#### **A4 Small Business / Enterprise Unit or Centre**

A dedicated facility with the capability and capacity to respond to the needs of small businesses.

#### **A5 Knowledge Exchange Projects with Small Businesses**

Experience of managing Knowledge Transfer Partnerships and other similar Knowledge Exchange projects with small businesses.

#### **A6 Small Businesses Active in Enterprise Programmes and the Alumni Network**

The active engagement of small businesses in alumni and mentoring, peer support, awareness raising and role modeling for university staff and students.

#### **A7 Individual Small Business Development Projects**

The opportunities for projects explicitly with a small business / enterprise focus.

#### **A8 Small Business Events / Workshops – Leadership and Management; General – Tax; Finance; International Trade**

The existence of wider provision to support the needs of small businesses / enterprise for growth and evidence of its impact.

#### **A9 Strategic Focus on Small Businesses and Entrepreneurs**

Evidence of the role enterprise and SME development plays within the mission of the institution / business school.

#### **A10 Small Business Research Outputs Including Co-production of Knowledge**

Evidence that research conducted within the institution / business school underpins and involves the enterprise / small business activity.

## **(B) Wider Stakeholder Engagement in Growth Agenda**

### **B11 Business School Governance – Small Business Role**

Small Business involvement in aspects of the governance of the school shaping its mission and strategy.

### **B12 Working with Other Business Schools in Design and Delivery of Small Business Initiatives**

Evidence of collaboration(s) that improve quality, achieve reach or scale activity; business school active participation in broader university-led engagement.

### **B13 Engagement with High Profile Small Business Leaders / Regional and National Entrepreneurial Networks**

Involvement in regional and national networks of entrepreneurs and small businesses (e.g. Entrepreneurial Exchange; E2E)

### **B14 Engagement with Small Businesses as Suppliers for the University or Institution**

Engagement with small businesses as suppliers to the university or institution.

### **B15 Partnerships with Private Professional Services and Financial Sector to Deliver Specialist Advice to Small Businesses**

Relationships with private sector providers and other private sector professionals to offer specialist advice to small businesses through programmes and workshops organized by the Business School/university.

### **B16 Integration with Public Sector Small Business Support**

Evidence of working with other government business support agencies, e.g. UKTI, MAS, Innovate UK.

### **B17 Business School Visibility as a Source of Advice/Support for Small Businesses**

The Business School's profile as a source of advice/support for small businesses and enterprise advice.

### **B18 Engagement with Small Business Representative Bodies**

Engagement by Business School with representative bodies for small businesses and entrepreneurs e.g. Chambers of Commerce, CBI, FSB etc.

### **B19 Engagement with Government Agencies and Authorities on Business Support Strategy and Growth Agenda**

Engagement with LEP/local authorities/devolved administrations on business support strategy and the national agenda for growth - especially with regard to involvement in developing strategies to support small businesses.

### **B20 Assessment of University / Institutional Impact on Small Businesses**

Evidence of how the Business School or wider university impacts on small businesses.

## **(C) Student Facing Start-up Support**

### **C21 Dedicated Start-up Space for Students (Incubators)**

Dedicated start-up space for students within the institution.

### **C22 Start-up Programme for Students**

Opportunities for students to participate in a dedicated business start-up programme within the Business School/university.

### **C23 Post-Graduation Support – Employment Opportunities in Small Businesses**

Post-graduation support for employment opportunities in small businesses.

### **C24 Internships in Small Businesses outside of a Student's Course or Programme**

Internships in small businesses outside of a student's course or programme (paid or unpaid).

### **C25 Placements in Small Businesses as Part of Course or Programme**

Placements in small businesses within a student's course or programme (core requirement or elective).

### **C26 Small Business Mentoring of Students**

Small business owners and entrepreneurs mentoring students.

### **C27 Role of the Entrepreneurship Society**

Entrepreneurship society integrated into the mission and work of the business school/university.

### **C28 Dedicated Small Business / Enterprise / Entrepreneurship Faculty**

Business/enterprise/entrepreneurship faculty that deliver programmes with appropriate expertise research knowledge and underpinning.

### **C29 Enterprise Modules Involving Small Business in Delivery**

Enterprise modules that involve contributions from current small business owners and entrepreneurs.

### **C30 Enterprise Modules**

Enterprise modules for students.