



**SMALL
BUSINESS
CHARTER**

The Dimensions

AUGUST 2018

Small Business Charter – Dimensions

(A) Support for Growth of Small Businesses

- 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.

A11 Business Schools participation in the broader University-led engagement in the Design and the Delivery of the Small Business Initiatives

Evidence of collaboration(s) that improve quality, achieve reach or scale activity

(B) Stakeholder Engagement to Support Growth

B12 Business School Governance – Small Business Role

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

B13 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.

B14 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)

B15 Engagement with Small Businesses as Suppliers for the University or Institution

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

B16 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.

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 Integration with Public Sector Small Business Support

Evidence of working with other government business support agencies, e.g. DIT, Innovate UK, Business Wales, Invest NI, Scottish Enterprise

B20 Engagement with Government Agencies and Authorities on Business Support Strategy and Growth Agenda

Engagement with local, regional or national government agencies with respect to business support strategy and national agendas for growth

B21 Assessment of University/ Institutional Impact on Small Business

Evidence of how the business school or wider university impacts on small businesses.

(C) Encouraging Student Enterprise and Entrepreneurship

C22 Dedicated Start-up Space for Students (Incubators)

Dedicated start-up space for students within the institution.

C23 Start-up Programme for Students

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

C24 Careers and Employability Support – Employment Opportunities in Small Businesses

Post-graduation support for employment opportunities in small businesses.

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 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).

C27 Small Business Mentoring of Students

Small business owners and entrepreneurs mentoring students.

C28 Role of the Entrepreneurship Society

Evidence of nature and scale of the Entrepreneurship Society in terms of membership- this should be wider than a business school

C29 Dedicated Small Business / Enterprise /Entrepreneurship Faculty

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

C30 Enterprise Modules

Enterprise modules for students in business schools and the wider institution.

C31 Enterprise Modules Involving Small Business in Delivery

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