



**Genesis**



## **Genesis Shared Enterprise Club**

### **SUMMARY EVALUATION REPORT**

#### **1. Introduction**

This is a summary of the evaluation of the Genesis Shared Enterprise Club. The full evaluation report is available from Colin Gilfillan, [colin@sharedenterprise.org.uk](mailto:colin@sharedenterprise.org.uk).

#### **2. About the project**

The Genesis Shared Enterprise Club was developed and delivered by Shared Enterprise CIC, with funding from Genesis Community Foundation. The project funding covered a 12 month period which began in August 2016. The evaluation covers only the 12 month funded period, although the Genesis Shared Enterprise Club continues to meet on a regular basis.

The Genesis Shared Enterprise Club tested a fresh approach to helping vulnerable and disadvantaged people to unlock their 'inner entrepreneur' by exploring the enterprise potential of their hobbies and interests as a starting point upon which they can build entrepreneurship skills. The target participants were Genesis housing residents.

The Genesis Shared Enterprise Club was delivered through a series of introductory workshops which were followed by regular club meetings. Introductory workshops were two hour events which included entrepreneurship games and discussions. Five introductory workshops took place from February to April 2017. There were held in four locations and attended by 68 participants. Introductory workshop participants were invited to attend regular Club meetings, also two hour sessions, usually with between five and ten participants. Sixteen regular Club sessions took place over the

project funding period, with 35 individuals attending these sessions on a regular basis.

### **3. Key findings**

A total of 80 people participated in the Genesis Shared Enterprise Club. Of these:

- 55% are tenants of Genesis Housing or Barnet Homes (shortly to be merged with Genesis);
- 55% have a disability or learning difficulty;
- 20% are homeless;
- 80% are from black or other ethnic minority groups.

The results from evaluation questionnaires completed by Club members show a significant increase in confidence to set up their own business, with 80% agreeing that taking part in the club had increased their confidence. Participants also reported an increased likelihood that they would set up their own business as a result of their involvement in the Club.

Of the 35 people who were regular Club participants, 23 actively developed their business ideas, of which 10 are now trading in some form. These businesses are across a range of sectors with clusters in community activities, clothing, fitness and creative arts.

### **4. Conclusions**

The Genesis Shared Enterprise Club has been highly successful in many ways. Most significantly, it has helped individuals who face considerable disadvantages to build their skills and confidence to develop and manage their own enterprise activities. The scale of the challenges for individual participants should not be under-

estimated. The Club members are among the most vulnerable and under-resourced members of society. They include people with severe physical disabilities, homeless people, and a high number of people with mental health problems. Most participants are unemployed or, if in work, are in very low paid jobs so that, consequently, all are living with the stress of poverty.

The Genesis Shared Enterprise Club has delivered a large volume of activity with minimal resources. This has been achieved from a standing start; there was no existing base on which to build.

The Shared Enterprise Club concept has achieved solid and impressive results. The peer-led ethos of the Club has helped to develop the confidence and skills of many Club members, to the point where they are now organising and facilitating their own sessions. Additionally, the Club has helped to stimulate community engagement in all the locations where it has delivered, bringing together groups of near-neighbours who had not previously had any contact with each other.

Finally, the Club has helped to produce at least 10 possible new businesses; these are enterprises which are now trading, although may not yet be formally registered as businesses. Up to 10 more potential businesses are in the pipeline. Each of the entrepreneurs behind these enterprises has found the confidence, drive or encouragement they needed to get started or go further, through their participation in the Genesis Shared Enterprise Club.