



Supporting Minority Businesses in the Film Video and Broadcast Industries

Our mission is to change the business landscape to enable all businesses to be successful

Our philosophy is to help without expecting and as a result of this we are well respected and trusted by the minority business community and business support agencies in the UK. We have a passion in making a difference to the UK's diverse communities and address in-equality through entrepreneurship. We support charitable activities in the most deprived and disadvantages areas in London and the UK.

ABi designs and delivers unique, innovative and tailored programmes enabling us to meet the needs of each individual and business to achieve sustainability. We have made a difference to many businesses. Over the past year alone, we have helped over 1000 individuals and businesses start and develop their enterprises.

Communities/groups we are working with

All minority groups.

Info about the sector

The programme supports minority business to enter or grow in the Film and Broadcast Business Supply Chain. This will be achieved by :

- Creating business networks across the UK - under the umbrella: The Diversity Production Network.

Black and Minority Ethnic Business

K N O W L E D G E C E N T R E

F A C T S H E E T



making a difference

Information provided by: **Gerry Smith**

Contact: gerry@abi.co.uk

Tel: 0208 438 4550

Address: The Grange, Neasden Lane
London, NW10 1QB.

Website: www.abi.co.uk

- Establish a National Knowledge Centre for the development of Diversity in the Supply Chain in Film, Broadcasting and New media.
- Encourage and support the formation of new businesses in the Film, Broadcasting and New Media sector from Black Asian & Minority Ethnic (BAME) communities, women and people with disabilities.
- Develop training programmes, business support work packages, business diagnostics and fact sheets to capacity build businesses to assist entry into the supply chain.
- Support existing mainstream SMEs in the supply chain to improve their policy and practices in diversity through advice, guidance and training.
- Influence the supply chain at policy, strategic and practical level.
- Research.
- Establish a marketing and outreach programme.
- Establish membership database.
- Provide web based company profiles.
- Provide service to Commissioners who require special production units.
- Establish a consultation group to feed sector knowledge into the project.
- Act as Interface between new companies and Supply Chain Managers.
- Provide support in technical and quality management to enterprises.

Equal



Black and Minority Ethnic Business

K N O W L E D G E C E N T R E

What do we hope to achieve?

- Use our well established links with Broadcasters to develop new entry points for production companies and other related supply companies.
- Establish a free support and information service to your company.
- Establish regional business network meetings in London, Bristol and Leeds.
- Assist your company growth by providing business support and mentoring by industry professionals.
- Size of businesses supported; mostly SME 2-10 employees.

Barriers/issues faced by BAME SMEs

1. Gate Keepers i.e. commissioners in Broadcast Channels.
2. Production Company not able to manage growth.
3. Company Skills/employee skills base.
4. Financial Management.
5. Ability to manage larger projects.
6. Ability to meet the time constraints of commissioners.
7. Ability to convince investors of commercial potential or professional.
8. Each Production is the establishment and delivery to completion of a mini business plan.
9. Leadership.

Many company support programmes start from a perspective of individual small company diagnostics, the development of business plans and then supporting company growth and developing new management skills.

This programme starts from the needs of the people who commission the work, identifying how they can improve the diversity of their supply chain and hence diversity of product, to reach wider markets.

The companies are then assessed in a context of those requirements and supported to grow and to react to real market opportunities.

The second component of innovation is the structure of the programme ensures that all parties have equal input into the design and development of the project.

It also takes a market led approach to the business case for diversity.

The utilisation of online diagnostics and networking will also be a first for BAME production business.

Support provided

- On Line Support
- One to One Mentoring
- Management Training
- Company Diagnostic
- Business Development Toolbox