

12 March 2020

Trailblazing programme to boost skills and job prospects for Greater Manchester's self-employed and gig economy workers is launched

THE MAYOR of Greater Manchester Andy Burnham this week (Tuesday 10 March) launched an innovative new programme to boost skills and increase opportunities for self-employed and gig economy workers across Greater Manchester.

[EnterprisingYou](#), delivered by GM Growth+, a new partnership between the Growth Company and PeoplePlus, will enable up to 2,500 of the city-region's self-employed people and gig workers to sustain and grow their businesses.

Greater Manchester has been chosen to launch the programme, where there are currently, according to the latest [official labour market statistics](#), 183,000 self-employed people working in a range of jobs from hairdressers to taxi drivers to construction workers.

Mayor of Greater Manchester Andy Burnham said: "Whether you're working in the gig economy or running your own business, you're likely to have questions about your business and personal finances, opportunities to help you sustain and grow your business, and what to do when you're unwell or unable to work.

"If we want Greater Manchester to be the best place to get on in work and employment, we have to make sure that people can access advice and support that adapts to changes in work and employment and that is relevant to their situation.

"EnterprisingYou comes at a crucial time, when gig workers and people who are self-employed understandably want certainty about the support and protections available to them. It's also in line with our commitment to make sure that everyone has the skills, support, and opportunities to succeed in our city-region."

EnterprisingYou, commissioned by the Greater Manchester Combined Authority (GMCA) with funding from the Department for Education (DfE), is the first programme of its kind in the country to provide free tailored support for self-employed people working across any sector.

Support will be provided through one-to-one business coaching, peer mentoring, personal finance management and access to well-networked co-working sites, alongside a range of practical information and advice on business areas such as recruitment of staff, advertising, marketing and insights on business development.

Hilary Centeleghe, Growth and Startup Lead at GC Business Growth Hub said: "EnterprisingYou has been designed to enable our region's self-employed workers to upskill and enhance their business knowledge, while gaining new practical and vocational skills for career progression, developing their business ideas or potentially retraining to increase future prospects. I'm excited to see what impact it can have on the lives of self-employed and gig economy workers in Greater Manchester."

One of the first participants in EnterprisingYou is [Luke Potts](#), a self-employed designer who runs his own business Studio Potts, and he has already seen the benefits: "As a branding professional, my passion is collaborating with businesses to discover, evolve and connect more effectively with their consumers' needs. In the same way, working in partnership with EnterprisingYou has enabled me to focus on developing the key areas I've identified to achieve growth and increase specialism, for the benefit of both Studio Potts and my clients."

All participants of **EnterprisingYou** must be a resident of Greater Manchester and be either self-employed or working in the gig economy with annual gross income below £27,000. Priority access will be given to Greater Manchester residents on a low income where self-employment is their primary source of income.

It will also actively engage those with health conditions or disabilities, women, older people, part-time workers on temporary contracts, carers and Universal Credit claimants; while being open to all eligible residents.

For more information, please visit www.enterprising-you.co.uk, contact our Enquiry team on 0161 667 6900 or email to info@enterprising-you.co.uk.

Photos:



(left to right) Cllr Sean Fielding - Leader of Oldham Council; Janine Smith, Head of Specialist Services – GC Business Growth Hub; Hilary Centeleghe, Growth and Startup Lead at GC Business Growth Hub; Mayor of Greater Manchester Andy Burnham; and Matthew Dooley – People Plus.



Mayor of Greater Manchester Andy Burnham delivering his key note speech at the launch of EnterprisingYou.

-ENDS-

Notes to editors

The EnterprisingYou pilot was commissioned by the Greater Manchester Combined Authority (GMCA) with funding from the Department for Education (DfE).

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Majority of participants will receive support from the programme for 26 weeks, with some expected to access the service for longer.

About The Growth Company

The Growth Company is an award-winning, not-for-profit social enterprise with a mission to enable growth, create jobs and improve lives. We provide individuals and businesses with a wide range of services that improve employment, skills, investment and enterprise for the benefit of all.



Supporting the **self-employed**
in Greater Manchester

About PeoplePlus Enterprise

PeoplePlus Enterprise is the leading industry recognised provider of Business Start-up Support in the UK. We have over 30 years' experience and have helped 90,000 people to set up and grow a business; 45,000 in the last 5 years.

For other enquiry, please email to Gaile.Yeung@growthco.uk or Michael.Ayre@growthco.uk
