

Personas review

Based on research notes from <https://scotent.sharepoint.com/:f/s/Marketing-and-Service-Transformation/ElrxdQqQusNEgVz4kdgAJSsBgXqne-MHhtyMxlrX5Bg7xA?e=4MaDrB>



- We have an AM and she is great and would go to her for help / support / advice
- Perception that nothing available after start-up support
- In early stages of account management. No negative experiences.
- "I don't know what I need from the Govt, I would go to my Account Manager"
- Account managed, wants, personal touch
- I don't trust the government
- Generally expects to pay for services

Sam

"I've no idea what support is available from the public sector. Wouldn't know where to start."

Sam is the MD of a small business. They have never received any support from any public sector body and wouldn't have thought of it as a potential source of support or advice.

Generally, if they do feel the need for any advice or support for the business, they would talk to people they know and trust, like their bank manager or a contact at the local chamber of commerce.

Sam doesn't read a newspaper or watch much television. But Sam will listen to the radio while driving to or from work.

"No support from public sector"

"I can't think of anything from public sector.."

"Not really took help, pretty much done on my own"

"Receiving support from public - Not anyone we deal with - not aware off.."

Chamber of commerce, SIC energy industries council, catapult, DTI for international trade.

"I remember speaking to banks for money"

"we shouldn't be asking for Govt help as we are generating lots of profit, and therefore are investing our own money in the business"

"No real support from public sector"

Does not really search out support

"Would only look for help if we were struggling"

"We don't even know what grants are available"

"We are not looking for any support at present"

Charlie

"I'm sure we could get some help from the public sector, but I don't see what exactly they could do for us."

Charlie is finance director of a small business.

They're aware that there is support available that they would be eligible for, but they don't have any clear idea of what they need so have never really looked into it.

Charlie puts a lot of hours into running the business so this just seems like a very low priority. In Charlie's experience, public sector organisations are slow, cumbersome, bureaucratic and frustrating to deal with. So Charlie feels very little incentive to seek what support there is.

- Great to find out what is new and what's happening, everything that is available.
- "I don't know the difference between agencies so I don't care who provides the support"
- Experience up to now has been difficult. Account managed approach better, personal touch missing.
- Finds SE very difficult to deal with ... convoluted
- We have not thought about where to go for support yet
- "I don't have time to sit and look for grants"
- Process driven rather than people driven. Very bureaucratic.
- they are so difficult to deal with, convoluted, do they ever really achieve anything for smaller companies?
- No expectation of continuing support for established businesses

Jay

"I'd really appreciate some support to achieve my goals, but it's impossible to figure out who could help us."

Jay is fed up.

Jay has spent weeks trying to find someone to talk to for help with a very exciting opportunity they are working on. Jay feels that they just get pushed from one organisation to another. It's very frustrating and time-consuming.

Jay knows that if they get to talk to the right person they could get great support. But it shouldn't be this hard, and it shouldn't take this long.

And if the answer is no, just say so.

I am not in the office everyday, I need a quick response or at least an agreed time slot.

Trust in information provided by the government

If it the government then it will be correct.

"The process feels unequal - like I am at school"

Support is welcome from any organisation as long as it's right for my business

It doesn't matter who provides support as long as they have the right expertise and knowledge

Now on the radar suddenly after being nominated for award and supplying contract for social enterprise world conference

turned back for support, sent round the houses, a case of not knowing who to speak to, put off as treated as 'small cheese'

"I knew what I needed to access but couldn't get to it"

Highways and Roads Social Enterprise Case - creditless access through roadblock, went to road and crossing barrier, roadblock not removed, got to crossing by crossing it all down, so taking to small bridge and crossing it to reach the other side from the other side of the road.

Lou

"I know there's support out there. But I want to be sure I'm asking the right people for the right thing so I'm not wasting my time."

Lou is a serial entrepreneur. Lou owns and runs several businesses, and spins up new enterprises regularly based on fresh ideas.

Lou has had valuable support from public sector organisations in the past. They understand the value it can bring to their idea, though it can be tiresome as things take longer than they'd like.

Lou would like to understand what support - if any - they can get for their latest idea from the public sector. But Lou is more likely to call a contact than to make a formal enquiry. It's quicker, and gets the job done.

- Named contact important
- "I need a named contact"
- FSB offer some benefits to me
- "I just want to ask a question - face to face or online it doesn't matter"
- The cost of making a mistake is too high to risk
- "I only know what support to ask for when I understand what it is I need"
- I need things done very quickly, having a range of options available would be helpful and feedback from people who have used them that I could get in touch with would be great.
- "I need to be able to choose support that is tailored to me and flexible"
- "I want to be on an equal footing with the business support provider"
- "I want to choose the provider, I want to be in control, show me a list of providers and what they offer and I will choose what is relevant - I am an expert in my business"

Frankie

"We used to get really great support from the public sector, but they don't seem to be interested any more. It's like they've ticked all their boxes."

Frankie runs a small business that's grown steadily, if unspectacularly, for the past 5 years.

They used to have a close relationship with their local business adviser, but support seemed to dry up a couple of years ago and now it seems to be next to impossible to get anyone to engage with them.

The business would really appreciate some help with their plans to move to larger premises but Frankie's not sure it's worth the effort any more.

- "Further questions required going back to the start and making another application for support, starting again put me off and I am paying for it now."
- "I want to be on an equal footing with the business support provider"
- "not sure if BG will help/support me now, I initially approached them and they were very helpful"
- "It feels like it is being done to me - I am the expert in my business"
- On the phone I expect someone who knows his stuff, right dept and don't want to repeat myself - chat with them or email with them

- Goal of business support to give business confidence, check that you are covering all the bases
- SDS, DW, Local authorities through schools and colleges, working with them to do training and links to pupils.
- Wary of information on the internet
- Always on websites looking for new training that is available.
- Ethical model didn't fit with business model that they promote - no understanding of social enterprise, generating income as important as social purpose
- FirstPort start-up support - "not very helpful", "bog standard business support"
- very positive, very helpful, what was expected. Face to face, exploring ideas if they are viable, regular contact, market research reports, provide contacts with similar companies willing to talk and share about their similar journey.
- Biggest challenge at the moment is profile, developing business growth plan and marketing, expanding internationally, talking to HIE for help on this.