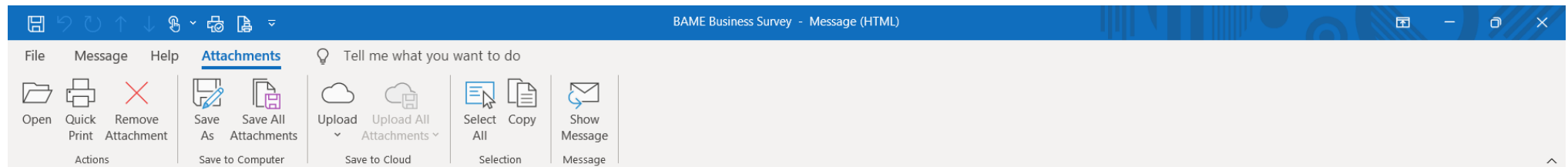


## Appendix 7 – Recommendations 3 & 5



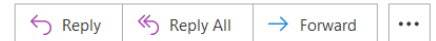
### BAME Business Survey



teesvalleybusiness <teesvalleybusiness@teesvalley-ca.gov.uk>

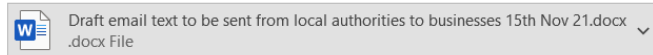
To Lisa Beattie; Julie Marsden

Cc Kay Wilson



Mon 15/11/2021 16:28

You forwarded this message on 19/11/2021 14:05.



#### Reaching out to BAME-led businesses

Thank you for taking part in an interview with Marketwise Strategies, in June, as part of initial research for Tees Valley Combined Authority's (TVCA's) BAME Business Engagement Programme. **I would like now to ask for your help again. As ever, your support will be vital in helping to shape future activities and the business support offer locally, to businesses in the BAME community.**

Over the next few weeks, the research will move into a second phase, which will include:

- an online survey among BAME-led businesses in the Tees Valley – to be launched towards the end of November
- a number of short interviews (approximately 20 minutes) with a selection of BAME businesses drawn from particular sectors and areas within the Tees Valley.

**I hope very much that Stockton Council will be able to help us to pilot the online survey questions in the next couple of weeks**, before the survey launch. The piloting exercise will involve 20-30 businesses completing the online survey questionnaire, and will begin in the next week.

**I would like, therefore, to ask if you would please:**

1. **Identify 7-10 BAME-led businesses that are currently trading and with whom you have worked or have had contact;**
2. **Approach them (using the email text attached) to ask them to register their interest in completing the survey questionnaire.** They can register interest via a short online form, that the email text takes them to.

If you have worked with or had contact with only a few BAME businesses, we would like to ask you to contact as many as you are able. A BAME-led business is defined as having a person from an ethnic minority in sole control of the business or having a management team with at least half of its members from ethnic minority groups. I have attached some wording that we would like you to use when contacting those businesses to request their help. This includes an explanation of the ways in which the survey responses will be used, confidentiality safeguards and the reasons why TVCA has commissioned this work.

We are making this request for help to each of the five local authorities in the Tees Valley. Marketwise Strategies **will contact selected businesses, and ask them to complete an online survey within three to four days. This will begin from Friday 19<sup>th</sup> November.**

Kind regards,

**Kaye Lake | Business Gateway Manager**

07557 214431 | 01642 527829 | [kaye.lake@teesvalley-ca.gov.uk](mailto:kaye.lake@teesvalley-ca.gov.uk)

Tees Valley Combined Authority