

# Ethnic Minority Entrepreneurship (CREME)

With a reputation of excellence across regional, national and international fronts, the Centre for Research in Ethnic Minority Entrepreneurship (CREME) is leading research and business engagement activities to promote and drive enterprise and diversity. By engaging with business policy-makers and influential organisations, the Centre provides first-rate expertise to support ethnic minority small businesses and entrepreneurs.

The Centre focuses on engagement and collaboration as a driving force for transforming business practice. It collaborates with a range of stakeholders, including the private sector, and local and national government funded agencies to provide a concrete understanding of the needs of ethnic minority entrepreneurs and advice on how organisations can meet these needs in a progressive and mutually beneficial manner.

## Our expertise

- Leading-edge knowledge on ethnic minority entrepreneurship
- Effective engagement with business support agencies
- Advice on how to access markets and external skills
- Contribution to business growth
- Guidance on professional business support

## Success and impact

- Winners of the 2017 ESRC Impact Prize – Business Category
- Identified as one of the top five notable centres and institutes in Corporate Knights 2015 'Better World MBA' issue
- In 2017 CREME celebrated its 21st 'Annual Ethnic Minority Business Conference'

## Key projects

**Assessing the impact of the National Living Wage on small firms (project for the Low Pay Commission):** CREME researchers are collaborating with the University of Warwick to examine how the National Living Wage (NLW) is influencing the behaviour of small firms.

The findings of the research will contribute to the approach of the Low Pay Commission to the NLW and influence the measures which will be taken to enforce it.

**Enterprise and Diversity Alliance (EDA):** A unique network between researchers, ethnic minority entrepreneurs and an array of public and private sector representatives. Working as a collaborative initiative, the EDA is responding to the challenges identified by CREME researchers such as: accessing finance, engaging effectively with business support agencies, and limited access to markets and external skills. By doing so, it is advancing the positive impact of supporting diverse entrepreneurs who are keen to contribute to business growth in a wide range of sectors.

## Migrant business organising (a project partnership with Citizens UK):

This innovative partnership between CREME, the University of Birmingham's College of Social Sciences, and Citizens UK seeks to investigate and address the barriers facing migrant owned businesses, whose role is vital in integrating newly arrived communities into life in the UK, aiding urban regeneration, and facilitating the assimilation into the harsh conditions prevailing in the labour market that newly arrived immigrants enter. With fund support from the Greater Birmingham and Solihull Local Enterprise Partnership, this initiative has been empowering businesses in disadvantaged areas and delivering a sustainable programme of business development support.

**'CREME IS THE LEADING CENTRE FOR RESEARCH ON ETHNIC MINORITY ENTERPRISE IN EUROPE AND "A JEWEL IN THE CROWN" OF BRITAIN'S CONTRIBUTION TO THE GLOBAL UNDERSTANDING OF ENTERPRISE.' PROFESSOR SARA CARTER OBE, HUNTER CENTRE FOR ENTREPRENEURSHIP, STRATHCLYDE UNIVERSITY**



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APPLYING THE INSIGHTS AND FINDINGS FROM OUR HIGH QUALITY 'INTERNATIONALLY RECOGNISED' RESEARCH TO 'REAL' BUSINESS ISSUES

## Supporting migrant entrepreneurs with Ashley Community Housing

**Association:** Researchers at CREME have partnered with Ashley Community Housing Association as a host organisation for ethnic minority migrants. Both partners noticed the entrepreneurial mind-sets and skills that many migrants come with. Thus, this collaboration was established to develop a better understanding of the support that diverse migrant entrepreneurs need to set up their businesses, and how their interests in entrepreneurship could improve their own prospects, develop employment opportunities for others and add economic value to the areas they live in. Through this, they will be able to define the spatial distribution and support needs of migrant entrepreneurs in Birmingham.

## Getting in touch

To learn more about engaging with the University please contact:

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HELPING ETHNIC  
MINORITY BUSINESSES  
TO FLOURISH

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