

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.

Sam's business is doing OK and they are happy to invest their own money rather than seek any outside sources. They'd only look for help if they were struggling.

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.



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.



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 generally trusts the information they get from government but 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.



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. They like to be sure that they've got all the detail they'll need before they'll engage with an agency.

But Lou is more likely to call a named contact than to make a formal enquiry. It's quicker, and gets the job done.



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. They feel like they are looked down on, and having to start from scratch every time is really frustrating.

