

The Future Melting Pot



“Unlocking the Potential of People”

AN OVERVIEW

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WELCOME TO THE FUTURE MELTING POT

The Future Melting Pot is a Community Interest Company with an ambitious programme. We view people as our most precious resource. Everyone brings experience, knowledge and skills which are used to ensure the organisation is efficient and effective and consistently deliver high quality services to both its internal and external customers.

We value everyone's input and use our high professional standards as well as best endeavours to ensure that there are real opportunities for all.

This document provides you with an insight of The Future Melting Pot to help you understand Who we are, What we do and Why we are doing it?

Thank you in advance for your anticipated support and commitment in helping us to achieve our goals.

**Estella Edwards
Chief Executive**

VISION AND MISSION

The Future Melting Pot's vision:

To be a social enterprise based in Birmingham that seeks to unlock and empower the nascent entrepreneurial talents of women from the Ethnic Minorities and young people including those classified as NEET (Not in Education, Employment or Training).

The Future Melting Pot aims to build upon the innovative potential of individuals by promoting enterprising talent, developing and raising aspirations, thereby meeting the business enterprise needs of socially disadvantaged young people – ***helping their dreams come true***

Our mission

To provide business incubation support to nurture budding or aspiring entrepreneurs by helping to test and implement their business ideas.

To provide a unique 'one stop shop' of services such as the provision of business premises, an entrepreneur's forum, training, business and individual support and the development of networking skills – ***a pathway to success***

To provide each entrepreneur with a truly personalised service to help entrepreneurial activity prosper using a combination of e-learning and face-to-face interventions.

To provide hands on assistance in the implementation of the business idea and personal development coaching sessions to help build confidence and self esteem, facilitate the mindset for change and help break down the social, economic, educational and personal barriers faced by these target groups.

.....throughout the West Midlands

VALUES

*As a company **The Future Melting Pot** and its employees, volunteers and supporters will behave in a manner that supports the following values:*

- ✓ Act in an **honest, open and transparent** way at all times and under all situations.
- ✓ Be **client focused** – be they our supporters, business partners, sponsors, volunteers, other stakeholders and employees.
- ✓ Have a **positive** (can do) and **practical** (hands-on) approach to all things.
- ✓ Promote **innovation** and **creativity** through the encouragement of ideas and being solutions focused.
- ✓ Be **culturally sensitive** (do things right and do the right thing).
- ✓ **Celebrate success**
- ✓ **Listen** to supporters, business partners, employees and volunteers so as to share information and help with decision-making.

APPROACH

The Future Melting Pot aspires to work in partnership and as part of consortiums with existing business support providers such as Business Link as well as other organisations sharing a similar purpose in order to complement service delivery. This multi agency approach of public sector partnerships, private sector alliances and community networks will ensure the clients we serve receive the maximum benefit in achieving their goals.

We seek to work in a self-sustaining way by hosting annual joint partner fundraisers to bring in financial investment and raise awareness of the project. The entrepreneurs participating in the project have the opportunity to contribute a small percentage of their net profits as a legacy as well as being actively involved as ambassadors.

The work of The Future Melting Pot fits into the objectives of many government policies, including but not limited to, the Sustainable Communities Act 2007, Unlocking UK's Talent 2008 and Scaling New Heights 2006.

We already have received pledges of support from Birmingham City Council, Business Link and Advantage West Midlands as well as individuals.

The Future Melting Pot seeks to target interested parties wishing to work in partnership with us and other stakeholders.

As a Company The Future Melting Pot will:

- ***support the neighbourhood and worklessness agendas*** by providing sustainable employment opportunities through self employment
- **be *based on local need*** and will help influence policy makers
- **provide a *united voice for Young people and Women from the ethnic minority communities*** as members, participants, volunteers and ambassadors
- ***support the Sustainable Communities Act 2007*** and community cohesion in its work with vulnerable or marginalised groups from disadvantaged communities and its work in partnership with other organisations in the community

- ensure its entrepreneurs, employees and volunteers all help make *a positive contribution to the local community*
- become *integral* because it targets young people and women of all ages. The Future Melting Pot itself will be led by individuals from these target groups
- represents *excellence in business acumen and a heritage of best practice* in its procurement of highly skilled 'community consultants' to deliver specific elements of the service who are entrepreneurs in their own right and experienced in working with the private, public, and third sector as well as with the target groups

OBJECTIVES

The Future Melting Pot key objectives are:

- **To provide an alternative pathway(s) to business awareness creation, career development and enterprise formation for women and young people who are unable to access and engage meaningfully with traditional business and strategic networks.**
- **To address the needs of aspiring and budding entrepreneurs from the local community by responding to the issues or barriers they face in accessing business and strategic networks which can influence the outcome of their business ideas.**
- **To support the sustainable growth and reduce the failure rate of businesses set up through the provision of hands on implementation support, signposting, encouraging interdependence through a forum and personal development work.**
- **To increase the rate of business growth amongst young people from NEET and Ethnic Minority backgrounds.**
- **To raise a positive profile of The Future Melting Pot through celebrating local entrepreneurial talents and creativity.**
- **To provide a platform for local issues through The Future Melting Pot Forum and to inform and influence policy development on young people.**

CRITICAL SERVICES

The Future Melting Pot will house or provide the following services:

- **The Future Melting Pot Network Forum** for young entrepreneurs and women to network, share their opinions and concerns
- **A business incubation programme** which includes the provision of premises for business start-ups
- **Develop and manage a peer learning and mentoring programme** after the first cohort have been through The Future Melting Pot's business incubation programme
- **Facilitate regular collaborative opportunities** for young people to showcase their skills and creativity. This would involve diverse sponsoring of talent shows, events and enterprise exhibitions
- **Sourcing and managing funds** on behalf of members of the forum from different group giving bodies, private businesses, Trusts and the government
- **Design and delivery of bespoke personal and business development training** with a particular focus on soft skills, business ethics and etiquette
- **Develop and manage a peer learning and mentoring programme** after the first cohort have been through The Future Melting Pot's business incubation programme
- **Creating a learning environment (resource centre)** for enquiring about funding, procurement and networking opportunities.

THE FUTURE MELTING POT STRUCTURE

The Future Melting Pot is a Community Interest Company with a Board of Directors chaired by **Deidre La Brassiere**.

Estella Edwards the founder of The Future Melting Pot is Chief Executive.

The Future Melting Pot has its own Board of Directors. They are responsible for its activities and work closely with all interested stakeholders.

The Board is supported by various external specialist advisors and The Future Melting Pot Steering Group chaired by **Justice Williams MBE**. This supports company delivery and ensures engagement of key partners and fulfilment of our legal, charity or other obligations, proper management of our business and communication within and outside the organisation.

The full list of the Board is as follows:

Deidre La Brassiere – Chairperson

Estella Edwards – Chief Executive

Jed Eatough – Finance Director

Nathan Shillingford – Company Secretary

Justice Williams MBE – Patron and Chairperson of Steering Group

- ***The Future Melting Pot Board*** is responsible for the management of the business and delivering its business plan.
- ***The Future Melting Pot Steering Group*** helps the company maximise its influence and support from within the local community and with other agencies.
- **Internal teams (Marketing, Finance, Human Resource Funding, IT)** focus on the specific area of the business they are responsible for.

Contact us on: 0121 351 7373 or 07970650364

