

BLACK. BRITISH. IN BUSINESS ...AND PROUD!

*Harnessing Our Rich Entrepreneurial
History for the Future.*

Black. British. In Business & Proud is a collaboration between the **Black Business Network**, **Lloyds Bank** and **Savanta** to learn more about the business journey for Black people in Britain.

Black entrepreneurs have a **long history** in Britain of **innovation, creativity and endurance** in business; from hair & beauty giants **Dyke & Dryden**, to the property ownership of **Caribbean & African migrants**, and the political power of the **Mangrove restaurant** and **Notting Hill Carnival**. We add to the richness of British economics and to the fabric of British culture. It's time that our contributions are documented and counted for **our own benefit**.

Every day, across the country Black entrepreneurs work to **push the boundaries in business**; challenging and surviving obstacles set by old **institutional structures**. Restricted access to resources means our experiences are often felt in silo. With the support of **Lloyds Bank & Savanta**, the **Black. British. In Business & Proud** survey allows us to share our collective understanding and draw on the lessons of the past, assisting us in removing those challenges and easing our journey moving forward.

This survey will be part of a **three-year research program** to try and develop a deeper understanding, not only of the challenges that Black business owners and leaders face, but to gain a **thorough and personal insight** as to what **support, guidance and facilities** would enable black owned businesses to **thrive and multiply**. The findings of this research will then be used to inform Lloyds Bank's future activities to support the growth of businesses owned and run by Black business leaders.

Over the last year, we have seen several research reports on entrepreneurs - **almost all highlighting the disadvantages Black entrepreneurs face due to institutional discrimination**. We have seen the discrepancies around funding, particularly for founders in various stages, however most only take a broad view look at the "BAME" community. Our research is focused **solely on the Black community**, inclusive of all black business owners regardless of stage, industry or business goals; with a view to understanding the changes we want to take as community to move forward, backed by real action from our allies.

We hope that you will share your honest views and experiences about life as a current or future Black business owner or leader; because as we have seen, when our narratives are left to the few, it produces outcomes that only serve some.

Lets harness our rich entrepreneurial history to kick down the door & disrupt the status quo because we are **Black, British, In Business & Proud!**

LET'S
SAY IT LOUD...



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OUR OBJECTIVE

The research will be ongoing over the next **three years**. For year one of the research, we will be conducting a **quantitative survey**, due to launch on **April 12th**; and subsequent **qualitative interviews** and **roundtable discussions with business owners and experts**. The **qualitative stage** will begin in **June through to July**; with a view to release the first report in **September 2021**.

The **Quantitative** and **Qualitative** questions will focus on **three areas**:

- **How Do You Want Your Business To Grow:** How Black entrepreneurs can be supported to future proof and protect their businesses post Covid and moving forward.
- **When You Started Your Business:** Gain an understanding of the barriers and challenges faced during the lifespan of the Black entrepreneurial journey.
- **Understanding The Landscape:** A full view of where the business focus is for the Black entrepreneurial community in the UK.

OUR AIMS

Black. British. In Business & Proud doesn't want to be just another survey delivering the message that Black entrepreneurs are at a disadvantage. With the support of Lloyds Bank, we have the opportunity to use our collective voice to dictate and create real change. Our aims are to deliver the following outcomes based on the research response:

- **Discover** and **quantify** the majority view of Black entrepreneurs' **vision for progression together**
- Create an **action plan** to support Black entrepreneurs in **future-proofing** their businesses
- Produce **tangible outcomes** and **products** via the **Lloyds Bank's Black Business Advisory Committee**
- Supporting Lloyds Bank in implementing **institutional change** that will **positively impact Black entrepreneurs moving forward**
- **Empower** a future-proof mindset for **Black entrepreneurs**
- **Lead by example** and **set a standard** for the **engagement and support Black entrepreneurs actually want!**

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GETTING INVOLVED

We need our **collective voice** to truly impact the changes **WE** want to see as a community, and therefore we need you to **share your entrepreneurial vision and journey**. The **quantitative survey** is open to all via our website blackbusinessnetwork.online/survey.

Survey responses remain anonymous outside of our **Black Business Network** portal.

Participation in our **quantitative survey** means entry into our **prize draw** to win fantastic gifts from **Black owned businesses** and **Lloyds Bank**.

If you have more to say; and aren't afraid to share your thoughts remember to select that you would like to be included in our **qualitative interview stage** at the end of the survey.

FIND OUT MORE




Community Conversations: Tune in to the **Lloyds Bank's Black Business Advisory Committee's** live discussion series, kicking off on **April 12th**. Click [here](#) to register your attendance.

JOIN THE CAMPAIGN

Be apart of our **social media campaign video** showcasing Black British businesses from the **past, present and of the future**. Contact us [here](#) if you want the chance to get your business on camera.

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