

Start-ups & Ideas

MiFriendly
Cities

Creating innovative
Migration Friendly Cities
in the West Midlands

MiFriendly Social Enterprises

A social enterprise is a trading business set up to meet specific social challenges, all profits are retained and not distributed to shareholders.

MiFriendly Cities offered budding social entrepreneurs from across the West Midlands the chance to take part in the EVOLVE SOCIAL programme. This included:

- Introductory workshops that helped participants explore social challenges and how to face them
- A Toolkit to approach developing viable solutions to these challenges, including how to set up a social enterprise, marketing and business management
- Access to the Social Enterprise City Network of entrepreneurs who meet regularly to exchange best practice, provide peer support and mentoring with external invited speakers and training sessions

At the end of the programme, the participants had completed a business plan and the ability to pitch. MiFriendly Cities awarded the 16 best pitches up to EUR 5,000 funding each to help their start up and cover up to 12 hours of business coaching support.



This project is co-financed by the European Regional Development Fund through the Urban Innovative Actions Initiative



MiFriendly Cities



@MiFriendlyWM



www.MiFriendlyCities.co.uk

Below you can read more about the successful awardees and the great work that they do in the West Midlands.

- AKWABA CIC

A community space offering children breakfast and after-school clubs alongside maths tutoring. In Ghana, 'Akwaba!' means welcomed and in-keeping with this, the centre will have a warm and family-friendly atmosphere. The saying they live by? 'It takes a village to raise a child'.

- Chrysalis Craft Coventry

Works with migrant women to reduce social isolation, build confidence and improve mental health through crafts, skills and well-being workshops. Craft workshops use recycled materials to produce products that will be sold to support minority groups in Coventry.

- Game Changer

This clothing company offers a range of casual and smart wear clothes to 16-30 year olds of both genders. The clothes represent hope, confidence and power to make a positive impact in society. 10% of each item sold will go to Samaritan's Purse.

- VAEK LTD

A Ghanaian inspired Leisure wear brand catering to new mums and curvy women specifically (but not exclusively) within the BAME community. This brand also aims to create a supportive peer-to-peer community of women who are anxious to go to the gym but want to get back on track with their fitness.

- Repair Trust

PC and phone repairs for low income familiar and those that don't have access



to smartphones when they initially arrive in the West Midlands. Since opening the shop in January 2020, the owner has been able to diversify the business to help those in the community with language barriers to better use technology.

- My Angel

My Angel provides sewing classes and modifications to clothing to meet the needs of the Hijabi and Muslimah community to make western styles more modern, whilst teaching female Syrians basic sewing skills in order to create additional income streams for their families.

- Your Elegance

Women's tailoring and furniture upholstery. Provides sewing skills training for the Syrian and Arabic speaking community in order to reduce social isolation and unemployment.

- Miream App LTD

Has created an app that matches learner drivers with language barriers and specific needs – such as disabilities – to instructors that can support their specific needs.

- Boogie Taps

Has created an instrument designed to fit on the soles of any shoe to help engage users in rhythm and movement by creating a sensory sound experience. This device will be particularly effective for children who can use the boogie taps instead of replacing tap shoes, and people with limited mobility in order to help them to become more engaged in exercise.

- Way Forward

Hold craft workshops/fetes/fayres and other events in the migrant community



community in order to reduce social isolation. They create and sell jewellery in order to further support those that are affected the most.

- Care Angels Homecare

Care Angels Homecare provides care services to the elderly to enable them to live more independently in their own homes, whilst providing job opportunities in local communities by providing social care training, work experience and employment for those.

- Make Up by SaharX

Holds make up classes for migrant women to reduce social isolation, build confidence and mental health.

- Masai Shoe Hub

Helping migrant families in the UK find employment whilst tackling social isolation by being up-skilled to assemble shoes and accessories where the components are made in Kenya (Leather is supplied by the Masai tribes who breed the animals and cure the hides sustainably). Some of the profits are also being used to support school children in Tanzania.

- Qul Language Solution

A translation company that sets out to not only teach English but also teach migrants to use their own native language to become translators who are paid fair rates. The owner discovered that migrants and refugees were missing medical appointments due to not understanding written English, (text messages or letters) so they are also developing an app which will translate medical appointments for the migrant community.

- Photojinn





Photojinn supports deaf children through photography, by building communications skills between deaf children and their families through teaching photography using British sign language and story boarding

- Recycle Hub

Has set up a furniture up-cycling company that builds a sense of community from workshops educating residence on how to make use of old furniture. Tackling both isolation and furniture waste.

