

## APPENDIX 2

### Business Sheffield supports the United Women's Affiliation and its entrepreneurial members



Business Advisor Christina Lima Trindade met Dr Hawa Yatera in July 2021 and supported her to set up the charity United Women's Affiliation, the group has since built from 22 members to 76. Members are from Senegal, Gambia, Congo; central and republic, Rwanda, Tanzania, Kenya, Botswana, Zimbabwe, Satome – Principe and Ghana. Some of the women are fleeing from horrific and often traumatic experiences.

Dr Hawa's mission is that everyone in the group thrives and Christina has been supporting Dr Hawa to do this, the women have formed great bonds and friendships and with each step the women help each other to gain courage to move forward.

Through regular one to one meetings with Dr Hawa Christina has been able to advise Dr Hawa how to build the organisation alongside supporting the individual members of the group through group work and one to one meetings with the women who have an ambition to start up a business, many of whom have run businesses before they came to the UK. Start up workshops and ongoing one to support available through Business Sheffield has been brought in by Christina with the help of the Business Sheffield team including our Start Up Advisors and also Esther Morrison, High Street Business Information Officer, hospitality and BAME business expert all of which has been delivered at their premises at 12 o'clock court. Christina has also introduced the group to local entrepreneur Hawa Talbot of Fula Flavour who was able to talk to the group about her experiences of arriving at 17 in Sheffield from Guinea, also fleeing difficulties and then facing significant challenges in the UK to learn the language, experiencing levels of discrimination that included not been allowed to work "out front", going to college and then university, to setting up her own business from an initial idea to make and see authentic chilli sauces that were "just like home".

Through identifying a number of learning needs to realise these business ambitions, Christina introduced the group to colleagues in Opportunity Sheffield; Pippa Proctor and Asima Zahir. Opportunity Sheffield help people to access training, skills and employment opportunities – photos from the session and a video are included below. During the session the women were able to talk about their ambitions and their skills and training needs. The group are now exploring training with Pippa and Asima including English lessons, financial literacy, therapy and counselling training.

The support and collaboration will not stop here, Hawa has ambitions to find a permanent home for the group, a community launderette, commercial kitchen to provide meals for older members of the community, a training room and childcare facility all of which could really utilise the business

ambitions and skills of the group in its delivery. Christina and Esther will continue help Hawa and the members on their journey and helping Hawa to determine which of the premises they are looking at would best suit their needs.

The charity is still only 2 years old!