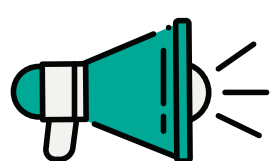


## What are COVID-19 reports telling us about business support?



Research reports are telling us vital information on how COVID-19 is impacting our communities and the economy, and offer up expert-based recommendations on what needs to change to truly build back better - now is the time to listen.

Here's what the experts say is needed in terms of business support...

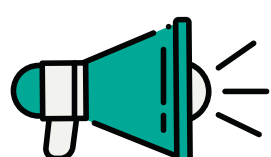


**ASK: Provide and invest in support specifically designed for:**

- People of BAME groups
- Women

**1**

Ensure businesses disproportionately impacted by COVID are supported to sustain and grow



**Prioritise clear communication to entrepreneurs**

**1**

Enable entrepreneurs to take advantage of changes in tech and consumer behaviour since start of pandemic

**2**

Address clear gaps in support for early-stage entrepreneurs

### Who is asking?

Women's Enterprise Policy Group -  
'Framework of Policy Actions to Build Back Better for Women's Enterprise'

The Women's Organisation -  
'Rethinking the Economy for an Inclusive and Sustainable Future'

Enterprise Research Centre -  
'Support for entrepreneurs critical for post-COVID recovery'