



Institute for Small Business Affairs  
27th National Conference

# ENTREPRENEURSHIP & SME DEVELOPMENT

*“Creating Opportunities: Entrepreneurship  
& SME Development in Education, Policy & Research”*

2nd – 4th November 2004  
Newcastle Gateshead, UK

A photograph of the Gateshead Millennium Bridge at night. The bridge is illuminated with warm white lights, highlighting its unique, curved, and twisted design. The bridge spans across a body of water, with city buildings and lights visible in the background. The sky is dark blue.

**CONFERENCE  
PROGRAMME**

2nd – 4th November 2004 – Newcastle Gateshead, UK



Margaret Fay



[www.onenortheast.co.uk](http://www.onenortheast.co.uk)

## WELCOME TO THE NORTH EAST

The North East of England has a proud entrepreneurial heritage nurturing talented individuals such as George Stephenson, father of the railways, who had the foresight and skill to innovate and place our region at the heart of industrial progress.

One NorthEast recognises that our region needs to recapture this entrepreneurial spirit, to build a more diverse economy with a mix of new and developing businesses. Establishing an entrepreneurial culture is vital if our region is to become the economic and social success story we know that it can be.

Events such as this ISBA National Entrepreneurship and SME Development Conference hosted by the University of Teesside, signal the region's determination to support our business leaders of tomorrow.

This Conference brings top guest speakers - talented business people who have taken and overcome hard knocks on the road to success - to the North East, offering our entrepreneurs an invaluable source of practical information and inspiration to set them on the road to success.

*Margaret Fay, Chairman, One NorthEast. The Regional Development Agency for the North East*



Councillor George Douglas



[www.newcastle.gov.uk](http://www.newcastle.gov.uk)

## WELCOME TO NEWCASTLE

Newcastle City Council is proud to welcome the ISBA National Entrepreneurship & SME Development Conference.

With our partner organisations we are fully committed to a long term strategy to exploit our strengths in technology and build capacity for innovation with a focus on advanced design, technical creativity and knowledge transfer.

This includes developing a network of five Regional Centres of Excellence in advanced technologies. Working with industry, they will help to progress the development and funding of new businesses, products, processes and transfer of technologies.

We are very excited about the opportunities that these developments will bring and I hope that you will have a chance to enjoy all that Newcastle has to offer. I would like to take this opportunity to officially welcome you to Newcastle and wish you an enjoyable and productive Conference.

*Councillor George Douglas, Lord Mayor Newcastle upon Tyne*



Councillor Mick Henry



[www.gateshead.gov.uk](http://www.gateshead.gov.uk)

## WELCOME TO GATESHEAD

One of the most important challenges in the North East is to improve the rate at which new businesses are created.

We want to encourage people to take self-employment as a preferred career route and regard enterprising employees and entrepreneurship as an opportunity.

In Gateshead, delivering major projects such as BALTIC, The Sage Gateshead and Gateshead Millennium Bridge, has helped us to develop an entrepreneurial approach. Our recent development has been described as one of the most ambitious regeneration schemes in Europe.

These projects have improved Gateshead's profile on the world stage and helped to create a vibrant place for businesses where they can take their place in the global markets of today.

And to support them we have innovative business centres and long experience in business support to provide sound foundations for moving forward.

This Conference brings together those people who play a major role in making this happen. Good luck with it and I hope you have an interesting and enjoyable experience in Gateshead and the North East – one you will want to repeat.

*Councillor Mick Henry, Leader of Gateshead Council*

## WELCOME FROM THE UNIVERSITY OF TEESSIDE

As Vice Chancellor of the University I most warmly welcome you to the 27th ISBA National Conference. This University is proud of its role in building a prosperous new economy in the Tees Valley through the excellence and enterprise of its students and staff. Teesside is the Opportunity University, giving its 20,000 students the chance to reach their personal potential in learning and in enterprise.

Our many network and outreach activities provide crucial knowledge for the region's communities and this Conference is a fine example of collaboration in developing the region's global networks and reputation for enabling entrepreneurship and small business development. I am delighted that the University is leading this exciting and stimulating contribution to the national capability for enterprise.

*Prof Graham Henderson, Vice Chancellor, University of Teesside*



*Prof Graham Henderson*

[www.tees.ac.uk](http://www.tees.ac.uk)

## WELCOME FROM ISBA PRESIDENT

The 27th Annual Conference is a new departure. It is ISBA's own entrepreneurial experiment – innovating in the product and the way it is produced. It is a celebration of diversity in the entrepreneurship and small business field. This year we welcome the very best in academic papers and the very best showcases of practice in small business support.

The conference theme "Creating Opportunities: Entrepreneurship & SME Development in Education, Policy & Research" reflects a new direction and focus for the Institute, combining an increasing emphasis on education and entrepreneurship together with our traditional small business strengths. Entrepreneurship education now stands alongside research and policy as key areas for the Conference.

ISBA's role is to forge links between research and practice and this event will do just that. To reflect this, the title of the Conference has been changed to the National Entrepreneurship and SME Development Conference. This will be the biggest and most comprehensive community of knowledge and experience in the UK on entrepreneurship and SME development in education, policy and research.

I urge all members to attend the Institute's Annual General Meeting at 17.30 on Wednesday at Jurys Inn. With members' agreement, the AGM will move to rename ISBA as ISBE – The Institute for Small Business and Entrepreneurship with a mission to 'advance research, education and policy in small business and entrepreneurship'.

*David Harvey, President ISBA, Chief Executive, Society of Trust & Estate Practitioners*



*David Harvey*



[www.step.org.uk](http://www.step.org.uk)

## WELCOME FROM CONFERENCE CHAIR

As Chair of the Conference, I extend a welcome to all of you engaged in education, policy, research and support of entrepreneurship and SME development.

Entrepreneurship creates and sustains diversity, which every successful economy needs. Over the 27 years of the internationally renowned ISBA Conference, we have witnessed greater diversity in society and in the contexts for enterprise.

The dynamics of enterprise in diversity is what the Conference will address. The inclusive design provides many opportunities for the cross fertilisation of ideas and wisdom and facilitates networking between like-minded delegates who specialise in each part of the entrepreneurship and small business spectrum.

It will be a feast of knowledge and networks, with top guest speakers and contributions from the best quality academic research, education, professional practice and policy in nearly every area of entrepreneurship and small business.

The event will be tremendously enjoyable with good and committed company in a unique location. The whole event has been achieved through networks and positive collaboration – exactly the kind of enterprising behaviour to lead the challenges of the future.

*Prof Ted Fuller, Professor of Entrepreneurship and Strategic Foresight, Teesside Business School, University of Teesside*



*Prof Ted Fuller*



[www.tees.ac.uk](http://www.tees.ac.uk)

## OUTLINE PROGRAMME

The Conference begins with an optional Doctoral Day Seminar on Tuesday 2nd November followed by a Welcome Reception that evening. On each day the Conference will follow a similar timetable with one Plenary Session and three sessions of parallel Workshops. An Exhibition of relevant publications and services for SMEs, their advisers and researchers will be open from 12.30 Wednesday until 14.00 Thursday in Jurys Inn. Study Tours are planned for Tuesday and Thursday afternoons.

Tuesday 2 November		Wednesday 3 November		Thursday 4 November	
09.00-09.30	Doctoral Seminar Check-in at University	08.00-09.00	Conference Check-in at Jurys Inn	08.00-09.00	Conference Check-in + Exhibition open
09.30-16.30	Doctoral Seminar at Centre for Enterprise University of Teesside	09.00-10.30	<b>Parallel Workshops Series 1 at Jurys Inn Keynote Presentations</b>	09.00-10.30	<b>Parallel Workshops Series 4 at Jurys Inn</b>
		10.30-11.00	Coffee break at LIFE Science Centre	10.30-11.00	Coffee break at Jurys Inn + Exhibition open
12.30	Conference Check-in opens at Jurys Inn	11.00-12.30	<b>Plenary Session I (in LIFE Science Centre) "SME Policy – Entrepreneurship creating Opportunities"</b>	11.00-12.30	<b>Parallel Workshops Series 5 at Jurys Inn</b>
14.00-16.00	<b>CITY BUS TOUR OF NEWCASTLE- GATESHEAD</b> (Free to Delegates and Partners)	12.30-14.00	Buffet lunch at both LIFE Science Centre & Jurys Inn + Exhibition open at Jurys Inn	12.30-14.00	Buffet lunch at both LIFE Science Centre & Jurys Inn + Exhibition open at Jurys Inn
		14.00-15.30	<b>Parallel Workshops Series 2 at Jurys Inn</b>	14.00-15.30	<b>Plenary Session II (in LIFE Science Centre) "Entrepreneurship Education – Creating the next generation of Enterprises"</b>
		15.30-16.00	Tea break at Jurys Inn + Exhibition open		
		16.00-17.30	<b>Parallel Workshops Series 3 at Jurys Inn</b>		
17.30-18.30	Shuttle Buses from Jurys Inn to BALTIC	17.30-18.00	<b>ISBA AGM at Jurys Inn</b>	15.30-16.00	Tea break at Jurys Inn
18.00	Conference Check-in at Jurys Inn closes	18.30-19.00	Shuttle Buses from Jurys Inn to Civic Centre	15.30-17.00	Post Conference Study Tour 'Silicon Alley', Newcastle
18.30-20.00	<b>Welcome Reception at BALTIC on Gateshead Quays</b>	19.00-20.00	<b>Lord Mayor's Reception at Civic Centre</b>	16.00-17.30	<b>Parallel Workshops Series 6 at Jurys Inn</b>
20.00-late	Evening free on Quayside or City Centre	20.00-late	<b>Gala Dinner &amp; Awards at Civic Centre</b>		

**NOTE** Plenary Sessions will be held in the LIFE Science Centre. Parallel Workshops and the Exhibition will be held in Jurys Inn. Buffet lunch will be served in both places. In order to avoid over-crowding, all delegates are asked to take lunch at the location specified on their individual lunch tickets or to change their tickets at the Conference Check-in desk.



William Sargent



Prof. David Storey



Caroline Hughes

## PLENARY SESSIONS – in the LIFE Science Centre, Scotswood Suite

### PLENARY SESSION I – Wednesday 3rd November 11.00-12.30

#### **“SME Policy - Influencing Government: The Role of the Small Business Council”**

The purpose of this plenary session is to offer some insights into the policy-research ‘interface’. It aims to help researchers and practitioners to understand the ways of policy makers and to articulate current research needs within government with respect to entrepreneurship and SMEs.

The Small Business Council (SBC) provides a direct sounding board to the DTI with respect to their small business and entrepreneurship policies. It is not the only path that new knowledge takes into the minds of policy makers, but it is significant and ‘has the ear’ of the Secretary of State and the Prime Minister.

Four members of the Small Business Council form the panel for this plenary:

- **William Sargent:** Chair of the SBC and joint Chief Executive and Founder of Framestore-CFC, one of the world’s leading creators of visual effects and computer animation for feature films, commercials and television drama. William will provide an overview of the SBC and its workings, including its linkages with policy sections of government and with the academic and practitioner communities.
- **Professor David Storey:** Director, CSME, Warwick Business School and an ISBA Fellow who has spent most of his academic career in small business research from an applied economic perspective.
- **Caroline Hughes:** Founder of ClickHere, a business services enterprise specialising in ICT training based in Teesside. Caroline is a relatively new member of the SBC and new to the working of government small business policy.
- **Professor Monder Ram:** Professor of Small Business, De Montfort University and a member of the ISBA Board. He joined the SBC in 2002. Monder will facilitate discussion between the other members by asking questions and also by taking questions from the audience.

**INTERVAL VIDEOS** – Two short videos on the regeneration of the North East will be shown during the intervals shortly before and after each Plenary Session:–

- \* **European Business Profile – North East Region.**
- \* **Competitive Newcastle – Competitive, Cohesive, Cosmopolitan.**

### PLENARY SESSION II – Thursday 4th November 14.00-15.30

#### **“Entrepreneurship Education – creating the next generation of enterprises”**

This Plenary Session asks whether the UK is at the cusp of a major change in the way it values and develops enterprise amongst young people. A major factor influencing the enterprise aspirations of the next generation in the UK is the education system; which incorporates the curriculum, the values and expertise of teachers and the embedding of enterprise practice in everyday learning at all levels.

Three key speakers address different aspects of entrepreneurship education in the Europe.

- **Dr Kim Howells MP:** Minister of State for Lifelong Learning, Further and Higher Education, has identified this subject as one of his priorities and he will emphasise the Government’s desire to foster entrepreneurship among graduates and young people. He will present key policies and directions from the Department for Education and Skills with regards to building the capacity for enterprise in the UK.
- **Professor Philippe Albert:** CERAM Sophia-Antipolis and President of the Entrepreneurship, Innovation and Small Business network (EISB) at EFMD will present some results from a recent EFMD/EFER European-wide study on entrepreneurship education in universities. This provides a map of current practice and analysis of directions and needs with regards to entrepreneurship education at tertiary level.
- **Professor Allan Gibb:** Professor Emeritus, University of Durham, has spent much of his career developing innovative approaches to enterprise education in primary, secondary and tertiary education. He will present some of the challenges associated with the institutional changes required to embed enterprise in the education system at all levels.
- **Professor Paul Hannon:** Professor of Incubation & Enterprise, University of Central England and a member of the ISBA Board, will chair the session.



Dr Kim Howells MP



Prof. Philippe Albert



Prof. Allan Gibb

## TRACKS & TOPICS

Workshop Sessions and Presentations have been arranged on the following key themes and topics:

Each track will comprise up to six sessions of 90 minutes per session with three or four papers in each.



David Brooksbank

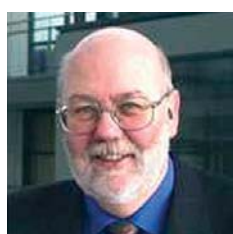


Paul Hannon

### A – Advancing entrepreneurship education: creating the next generation of entrepreneurs (6 sessions)

- Encouraging and supporting graduate entrepreneurship
- Entrepreneurship and enterprise education policy and practice
- Entrepreneurship in universities – UK and international experiences
- Online enterprise education – concepts, models and case studies
- Young Enterprise – stimulating enterprise education in schools

**Track Leaders: David Brooksbank, Glamorgan + Paul Hannon, UCE**



Bill Keogh



Lester Lloyd Reason

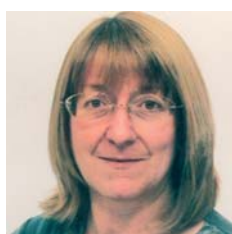
### B – Building entrepreneurial businesses: strategy, management and succession (5 sessions)

- Corporate entrepreneurship
- Critical success factors, models and strategies for success
- Family business management and succession planning
- Internationalisation of SMEs in a global economy
- Managing entrepreneurial small businesses
- Perspectives and styles of owner-managed businesses

**Track Leaders: Bill Keogh, Heriot-Watt + Lester Lloyd Reason, APU**



David Kirby



Lorraine Warren

### C – Creating new business: start-ups, incubation and outreach (6 sessions)

- Creating cultural and practical conditions for encouraging entrepreneurship
- Patterns in business start-ups in different regions of UK & Ireland
- People starting business
- Relationships between universities and small business
- Support programmes for new entrepreneurs
- Theory and practice in business incubation

**Track Leaders: David Kirby, Surrey + Lorraine Warren, Southampton**



David Smallbone

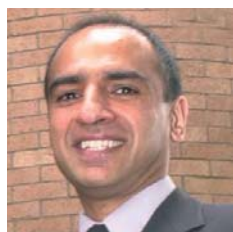


David Irwin

### D – Developing enterprise in different economies: a global phenomenon (3 sessions)

- Africa: Ghana, Kenya, South Africa
- Americas: Mexico
- Asia: India, Malaysia, Vietnam
- Eastern Europe: Albania, Bosnia & Herzegovina, Croatia.
- Middle East: Israel

**Track Leaders: David Smallbone, Kingston + David Irwin, Newcastle**



Monder Ram



David Bartlett

### E – Enterprise in diverse contexts: creating opportunities for all (3 sessions)

- Diversity Opportunity and entrepreneurship: one size does not fit all
- Entrepreneurship in the informal economy
- Ethnic and minority entrepreneurship and small business
- Inclusive entrepreneurship and small business
- Social, community and collective enterprise

**Track Leaders: Monder Ram, De Montfort + David Bartlett, B/L Wessex**

**G – Government policy & practice – towards an enterprise culture?**  
(5 sessions)

- Approaches to policy and programme evaluation
- Developing entrepreneurship – the impact of Government policy
- National programmes of entrepreneurship and SME development
- Policy, regulation and effective entrepreneurship
- Regional policy, entrepreneurship and SME development

**Track Leaders: Robert Bennett, Cambridge + Dylan Jones-Evans, NEWI**



Robert Bennett



Dylan Jones-Evans

**H – Hi-growth, hi-tech business, networks and clusters – generating the future economy** (2 sessions)

- Growth businesses
- High technology / high innovation entrepreneurship
- Network and cluster developments
- University spin-outs

**Track Leaders: Colin Gray, OUBS + Leigh Sear, Wood Holmes Group**



Colin Gray



Leigh Sear

**O – Online entrepreneurs & E-business – ICT in SME development and growth** (4 sessions)

- E-business implementation for SMEs
- European experiences in e-commerce
- Linking growth, ICT adoption and innovation
- Regional variations in e-business adoption

**Track Leaders: Colin Gray, OUBS + Leigh Sear, Wood Holmes Group**

**S – Support for Small Business – changing policy and practice**  
(3 sessions)

- Adviser-client relationships
- Business adviser knowledge and skills
- Dynamics of business support structures
- Effective small business support

**Track Leaders: Brian Crangle, IBA + Robert Hale, UCLAN**



Brian Crangle



Robert Hale

**T – Transfer of knowledge and skills – learning, training & management development** (4 sessions)

- E-learning in small businesses
- Entrepreneurial learning in small businesses and networks
- Intrapreneurship
- Knowledge, learning and skills in SMEs
- Training and organisational development in SMEs

**Track Leaders: Robert Blackburn, Kingston + Geoff Whittam, Paisley**



Robert Blackburn



Geoff Whittam

**V – Venture funding for SMEs – business angels, cooperatives and micro-credit** (2 sessions)

- Business Angels – experiences and changing strategies
- Co-operative and micro-credit
- Financial planning and investment behaviour in SMEs
- Theory and practice in finance for small business & entrepreneurship
- Venture Capital schemes – opportunities for consolidation

**Track Leaders: Robin Jarvis, ACCA + Stephen Pegge, Lloyds TSB**



Robin Jarvis



Stephen Pegge

**W – Women's enterprise – raising the proportion of female entrepreneurs** (4 sessions)

- Training and supporting women into business
- Women's entrepreneurship and small business in UK
- Women's entrepreneurship development around the world
- Working around family responsibilities

**Track Leaders: Dinah Bennett, Durham + Sara Carter, Strathclyde**



Dinah Bennett



Sara Carter

Wednesday 3rd November							
Room	Workshop Series 1		Plenary		Workshop Series 2		Workshop Series 3
No.	09.00-10.30	Break	11.00-12.30	Lunch	27th National Conference 14.00-15.30	Break	16.00-17.30
1	Workshop A1 Track A: Advancing entrepreneurship education – creating the next generation of entrepreneurs				Workshop A2		Workshop A3
2	Workshop B1 Track B: Building entrepreneurial businesses – strategy, management and succession (6 sessions)				Workshop B2		Workshop B3
3	Workshop C1 Track C: Creating new business – start-ups, incubation and outreach (6 sessions)				Workshop C2		Workshop C3
4	Workshop G1 Track G - Government policy & practice – towards an enterprise culture? (5 sessions)				Workshop G2		Workshop G3
5	Workshop D1 Track D: Developing enterprise in different economies – a global phenomenon				Workshop D2		Workshop D3
6	Workshop O1 Track O: On-line Entrepreneurs & E-business				Workshop H2 Track H: Hi-growth, Hi-tech, businesses networks & clusters		Workshop O3 Track O: On-line Entrepreneurs & E-business
7	BLU Perspective: Developing Learning, Knowledge Sharing & Networking in BS				Workshop S2 Track S: Support for Small Business (4 sessions)		Workshop S3
8	Workshop T1 Track T: Transfer of knowledge and skills – learning, training & management development				Workshop T2		Workshop T3
9	Workshop W1 Track W: Women’s enterprise – raising the proportion of female entrepreneurs				Workshop W2		Symposium W3 Accelerating Women’s Enterprise – best practice
LIFE Science Centre	.....	Break at LSC	Plenary I	Lunch at both	.....	Break at Jurys Inn	.....



## WORKSHOP PROGRAMME

Thursday 4th November							
Workshop Series 4		Workshop Series 5		Plenary		Workshop Series 6	Room
09.00-10.30	Break	11.00-12.30	Lunch	14.00-15.30	Break	16.00-17.30	No.
Workshop A4 Entrepreneurs (6 sessions)		NCGE Symposium A5 Graduate Entrepreneurship: Policy & Research Agenda				Workshop A6 Track A: Advancing entrepreneurship education	1
Workshop B4 (6 sessions)		Workshop B5				Symposium B6 Secrets to Journal Publishing Opportunities	2
Workshop C4		Workshop C5				Workshop C6	3
Workshop G4		Workshop G5					4
Workshop E4 Track E: Enterprise in diverse contexts: creating opportunities for all		Workshop E5				Workshop E6	5
Workshop O4 Track O: On-line Entrepreneurs & E-business		Workshop H5 Track H: Hi-growth, Hi-tech, businesses networks & clusters				Workshop O6 Track O: On-line Entrepreneurs & E-business	6
Workshop S4 (6 sessions)		Workshop S5				Closed Meeting ISBJ Board	7
Workshop V4 Track V: Venture funding for SMEs		Workshop V5				Workshop T6 Track T: Transfer of knowledge and skills	8
Workshop W4 Track W: Women's enterprise		Demonstrations O5 1) – E-learning & E-business 2) – Captive Portal Websites				Closed Meeting ISBE Executive	9
	Break at Jurys Inn		Lunch at both	Plenary II	Break at Jurys Inn	STUDY TOUR "SILICON ALLEY" Project North East Incubation Centre	LIFE Science Centre

NOTE: This Workshop Programme is subject to changes to meet authors requests for specific presentation slots as far as possible.

The final Workshop Programme listing the papers in each Session will be issued at Check-in.

## BEST PAPER AWARDS

The Board of ISBA believes that it is important to encourage and develop the quality and dissemination of research and good practice in the field of entrepreneurship and SME development. By awarding prizes to authors for good papers, ISBA is contributing to its mission to promote the advancement of public education by research into matters relating to small business and entrepreneurship and by the publication of the useful results of such research. This year we are offering a total of eight special awards thanks to the generous support of several Sponsors:

### SPECIAL AWARDS CATEGORIES & VALUE

**1 ISBA best academic paper – £500**

The overall 'top' academic paper will be the one judged to most exemplify the general criteria opposite.

**2 AWE (Accelerating Women's Enterprise) Award – best paper on women's enterprise – £500**

The paper judged to have made the best contribution to understanding, enacting or supporting women's enterprise.

**3 Barclays Bank Award for best paper on entrepreneurship education – £500**

The paper judged to have made the best contribution to understanding or enacting entrepreneurship education

**4 Barclays Bank Award for best paper on small business finance – £500**

The paper judged to have made the best contribution to understanding or enacting the funding of enterprises and that its findings can be adopted in practice to improve funding for enterprise.

**5 International Small Business Journal (ISBJ) Award for academic rigour – £500**

The paper judged to have exemplary rigour in its approach to research or critical analysis. Papers nominated will be scrutinised by members of the ISBJ editorial board at ISBA and be eligible for publication in the ISBJ.

**6 Small Business Service Award for best policy paper – £500**

The paper judged to have made the best contribution to small business policy and that its findings can be adopted to improve small business policy.

**7 Teesside Business School Award for best paper on Opportunity and Diversity – £500**

The paper judged to have made the best contribution to understanding, enacting or supporting diversity and opportunity amongst enterprises in the UK. Areas will include: social enterprise, ethnic minority business and social inclusion.

**8 Wood Holmes Group Award for best practitioner contribution – £500**

The paper judged to best disseminate practice that improves conditions for, or specific developments of, SMEs or entrepreneurship.

### BEST IN TRACK CERTIFICATES

In addition, the Leaders of each Track will nominate a 'Best in Track' award for what they jointly consider to be the best academic or best practice paper in their track. These will reflect the general criteria specified opposite as appropriate to the topic. Authors will receive a personally inscribed and signed Certificate for this award.



## BEST PAPER AWARDS

### ISBA Awards Criteria 2004

These general criteria apply to all prize-winning papers, in addition to the specific criteria:

- A focus on an issue relevant to understanding entrepreneurship or small scale enterprise including entrepreneurial behaviour, the firm's internal operation and its external links with the wider economy and community. Alternatively the paper may be on policy-making, its implementation or the activities of bodies which affect the performance of the small enterprise;
- An awareness of the relevant contexts – including previous contributions to the research and policy literatures - of the issues examined in the paper;
- An innovative approach to the topic selected, supported by a well designed, well executed research design or survey and/or a well informed and rigorous approach to policy formation and its application;
- A high quality, convincing analysis of the results of any research or study undertaken which clearly adds to the understanding of the functioning of the small scale enterprise and/or offers a new, well argued policy alternative with a clear potential to support the small enterprise;
- A well written, clear style with data presented in an attractive accessible form so that the paper demonstrates both the intellectual quality ISBA promotes as well as relevance for a wider audience including small business owners themselves.

### Contributions to Practice

Practice showcases and papers describing 'best' practice should reflect the critical qualities above, but in particular should disseminate practice, i.e. they should:

- Clearly describe practice at a level of detail that assists dissemination and sharing;
- Articulate underlying concepts or principles that can be generalised and contribute to professional practice;
- Be grounded in actual practice and not merely in rhetorical or abstract reasoning;
- Include clear evidence of effectiveness in context.

### Judging process

Track Leaders will nominate papers for each Award. They may nominate ONE paper for each special award, which will normally include their 'Best in Track' nomination. Track Leaders cannot nominate their own papers for Best in Track or the special awards.

### Judging Panel

The main judging panel will comprise

- Conference Chair: Prof Ted Fuller, University of Teesside
- ISBA President: David Harvey, Society of Trust & Estate Practitioners
- ISBA Fellow: Prof Allan Gibb, University of Durham
- ISBA Fellow: Prof Ken O'Neill, University of Ulster
- ISBE 2005 Conference Chair: Prof Bob Ritchie, University of Central Lancashire

### Special Awards Judges

Sponsors of the special awards will be part of the judging panel for their award.

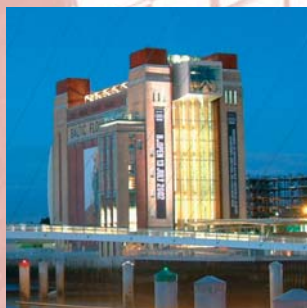
- Small Business Service Award for best policy paper (Katrina Reid)
- Barclays Bank Award for best paper on small business finance (Richard Roberts)
- Barclays Bank Award for best paper on entrepreneurship education (Richard Roberts)
- Wood Holmes Group Award for best practitioner contribution (Alan Holmes)
- Teesside Business School best paper on opportunity and diversity (John Wilson)
- ISBJ Award for academic rigour (Robert Blackburn and members of the ISBJ Board)
- AWE Award for women's enterprise (Sara Carter and Dinah Bennett)

### Award Presentations

The ISBA Conference Awards for Best Papers will be announced during the Gala Dinner when the presentations of certificates and cheques will be made and photographs taken of those authors present.



City Sitieseeing tours



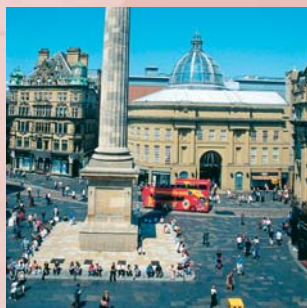
BALTIC, Gateshead Quays



Newcastle Quayside



Newcastle Civic Centre



Grey's Monument, City Centre

**SOCIAL EVENTS** - FREE to delegates and partners – booking NOT required.

**CITY SIGHTSEEING TOUR**

**Date & Time:** Tuesday 2nd November departing at 14.00 returning about 16.00.

**Starting from:** ISBA Bus Stop near Jurys Inn (Please show your ISBA Delegate badge)

**Dress Code:** Outdoors attire. (Note: the double-decker bus is partly open top so dress according to the weather!)

Those delegates who arrive early can go on the popular City Sightseeing Bus that tours Newcastle Gateshead several times a day but only from April until October – so we have hired it privately, exclusively for our delegates and their partners.

**WELCOME RECEPTION** – Optional extra – for delegates with pre-booked tickets only.

**Location:** BALTIC, Riverside Restaurant, South Shore Road, Gateshead Quays.

**Date & Time:** Tuesday 2nd November 18.30 – 20.00. Shuttle buses will leave Jurys Inn every 10 to 15 minutes between 17.30 and 18.30. (The earlier buses will allow more time to look around the BALTIC art displays.)

**Dress Code:** Informal plus outdoor coat if you wish to walk back to the Hotels.

Gateshead Council will host this Welcome Reception at the Riverside Restaurant in BALTIC, Centre for Contemporary Art, with unique views of the quayside and the City.

*Gateshead Quays is the historic heart of the town, a prosperous settlement in Roman times and a thriving industrial area during the Industrial Revolution and Victorian era. It fell into decline in the 1970's and is soon to be one of the largest cultural quarters of Europe.*

Prior to the Reception delegates may walk freely around the displays of contemporary art, which close to the public at 19.00. During the Reception, the President of ISBA and the Leader of Gateshead Council will welcome delegates.

After the Reception delegates may like to walk across the iconic Gateshead Millennium Bridge and choose from a wide variety of restaurants, bars and clubs along the Quayside. It is about 20 minutes walk from BALTIC back to Jurys Inn – mostly uphill! (Two buses will be provided for those who wish to be taken straight back from BALTIC to Jurys Inn at the end of the Reception about 20.00.)

**GALA DINNER & AWARDS** – Optional extra – for delegates and partners with pre-booked tickets only. (For late bookings ask at Conference Check-in Desk)

**Location:** Banqueting Suite, Newcastle Civic Centre, St. Mary's Place, Newcastle.

**Date & Time:** Wednesday 3rd November. Reception 19.00 – 20.00. Dinner 20.00 – 22.30. Shuttle buses will leave Jurys Inn every 10 to 15 minutes between 18.30 and 19.15.

**Dress Code:** Business attire plus outdoor coat if you wish to walk back to the Hotels.

The Sheriff and Deputy Lord Mayor of Newcastle, Councillor David Slesenger, and the Sheriff's Lady will host a Reception for delegates in the Grand Entrance Hall after which the Gala Dinner will be served in the baronial style Banqueting Hall at Newcastle Civic Centre. Seating will be informal except for the Speakers and invited Guests. (Delegates who have notified special dietary needs should give their name and meal type to their table waiter as soon as they are seated.)

The ISBA Conference Awards for Best Papers will be announced during the evening. Certificates and cheques will be presented and photographs taken of those present.

After the Dinner, delegates will be able to explore the wide variety of City Centre pubs, bars and nightlife, which are on or near the largely pedestrianised streets between the Civic Centre and our hotels. (Two buses will be provided for those who wish to be taken straight back from the Civic Centre to Jurys Inn after the Dinner about 22.30.)

**SILICON ALLEY STUDY TOUR** - FREE to delegates and partners – but pre-booking is essential – please notify Conference Check-in staff by 14.00 on Thursday.

**Date & Time:** Thursday 4th November starting at 15.30 returning about 17.00.

**Starting from:** LIFE Science Centre, Cafeteria Entrance – on foot.

**Dress Code:** Outdoors attire – plus ISBA umbrella if raining!

This short walking tour will visit the famous "Silicon Alley" where Project North East have started and supported many succesful small businesses since they took over the redundant premises in 1980. The Group will be escorted and introduced to some of the succesful entrepreneurs who are currently using the Incubation Centre and Small Business Mentoring Service for social enterprises in Pink Lane.

## HELPFUL INFORMATION

### Annual General Meeting

The ISBA AGM will be at 17.30 Wed 3rd Nov in Room 4 on the 1st floor of Jurys Inn. All current members and all full conference delegates are encouraged to attend, as there will be important resolutions to be considered on the future name and objectives of the Institute. Please look at Small Business Issues in Delegate pack.

### Audio-Visual Presentation Testing

All Speakers should bring their PowerPoint files on a disc or CD to the Testing Station on the 1st floor of Jurys Inn well before their scheduled presentation. Each Workshop will be equipped with a data projector and a laptop computer so that speakers can insert their own discs. For those who do not use PowerPoint, overhead projectors can be made available subject to advance notice.

### Business Centres

Jurys Inn has a Business Centre on the 1st Floor that can assist with photocopying, faxes, telephone messages and other office services on a chargeable basis.

### Car parking

Times Square multi-storey Car Park is adjacent to Jurys Inn with a clearly signposted footpath at ground level. Delegates may claim a 10% discount if they have their parking tickets stamped at the Hotel Reception Desk.

### Coffee & Tea Breaks

A choice of coffee, tea and water plus biscuits will be provided for the mid-morning and mid-afternoon breaks each day. The first Break on Wednesday morning will be located in the Life Science Centre (See map on page 14). All of the other breaks will be in Jurys Inn, with two serving stations on the 1st floor (non-smoking) and two on the ground floor (smoking permitted).

### Conference Secretariat

The Secretariat can be found either at the Check-in Desk when open or otherwise in Room 116, 1st Floor, Jurys Inn. In any emergency during the Conference call either 07836 537512 or 07816 937441 or 07733 461156.

### Dress Code

Conference dress code for gentlemen is informal, although most of our male speakers will be wearing lounge suits. The Gala Dinner is business attire NOT black tie – due to the luggage limitations of our long distance delegates. Ladies are of course welcome in whatever suits them best! An outer jacket or raincoat is advisable for the short walk between Jurys Inn and the Life Science Centre. We are providing umbrellas in all Delegates Packs just in case!!)

### Exhibition

There will be a display of publications and services relevant to delegates and their clients on the 1st floor of Jurys Inn near the coffee stations. The exhibition will be open from 12.30 Wednesday until 14.00 Thursday. In addition several publishers and service providers have inserted relevant literature in all Delegate packs. Please mention that you made contact with them through ISBA.

### Internet Café

A FREE multi-station Internet Cafe with high-speed broadband connection is being provided in Jurys Inn 1st floor by courtesy of the Online Services Department at Northumbria University. They should be used only for short periods up to 10 minutes at a time, with consideration shown for other Delegates needing the facility. For further information call 0191 243 7470.

In addition, Jurys Inn provides two Internet stations in the Hotel Foyer plus a wi-fi service in the Business Centre and an optional Internet access in every bedroom on a chargeable basis.

### Liability & Insurance

The Conference Organisers reserve the right to make any necessary changes and accept no liability howsoever arising from Conference booking or attendance. Please take good care of all personal belongings, particularly laptops. Do not leave these unattended in the Workshop Rooms.

Neither the Organisers nor the Institute will assume any responsibility for loss, damage or injury to persons or property during the Conference.

### Literature Display

There will be one large table at Jurys Inn where registered delegates may display small quantities of relevant technical literature for other delegates to pick up if interested. This facility must not be overloaded with multiple piles of similar leaflets from one organisation. Such piles and any other literature left lying around the Conference venues will be removed and scrapped.

### Lunches

A hot two-course Buffet Lunch will be served at both Jurys Inn and the Life Science Centre on both days. Delegates are asked to take lunch one day at each location. In order to ensure an even split between the two locations, delegates will be issued with numbered colour-coded lunch tickets which must be handed in to get a meal. If you wish to have lunch with colleagues in the other location, you may swap your tickets at the Check-in desk during the morning.

### Messages

Messages for delegates will be posted on the ISBA Message Board near the Check-in Desk in the foyer of Jurys Inn. Postcards for writing messages are available from the Secretariat.

### Restaurants & Bars

There are many Restaurants, Bars and Night Clubs in the centre of Newcastle and on the Gateshead Quays, within about 15 minutes walking distance of Jurys Inn. A pocket guide and walking map are included in Delegate Packs.

### Security Arrangements

We aim to ensure maximum security and to exclude potential gatecrashers. Therefore all delegates and all accompanying persons must wear their ISBA Conference Name Badges at all times within each of the Conference venues and when using the shuttle buses. In addition specific numbered tickets are needed for each lunch and for the evening social events. If not pre-booked, then it may be possible to arrange extra tickets at the Registration Desk, subject to the appropriate fees being paid in cash.

### Shuttle Bus Services

City Sightseeing buses will take pre-registered delegates and accompanying persons from Jurys Inn to the optional social events on Tuesday and Wednesday evenings. ISBA Bus Stop signs will indicate exactly where buses will pick up and drop off Delegates.

Delegates staying in other City Centre hotels should go to Jurys Inn. Delegates staying in any out of town hotels or guesthouses should take a public bus or share a taxi direct to the venue. All delegates will have to show the appropriate event ticket before boarding the bus or entering the venue if going independently.

(If any queries arise, the Area Manager of City Sightseeing is Andrew McGuinness Tel: 07776 213837)

At the close of the social events delegates are encouraged to walk back to their hotels if the weather is fine, but buses will be provided for those who need to be taken back to Jurys Inn. It is expected that most delegates would prefer to walk and explore the Quayside on Tuesday evening and the City Centre on Wednesday evening.

### Smoking

The Conference Plenary and Workshop Sessions and the Welcome Reception and Gala Dinner will all be non-smoking. In Jurys Inn, smoking is only permitted in the Hotel Foyer on the ground floor – but not by the Conference Check-in Desk or in the Breakfast Bar.

### Special Needs

Would delegates with special access, dietary or other needs please ensure that the Conference Secretariat have details so that every effort can be made to meet those needs during the event.

### Walking around Newcastle City Centre

Delegates may walk freely around the centre of Newcastle during the day or early evening without any need to worry. Late at night some care is needed, as in any large city. It is only a short walk from Jurys Inn to the historical centre of Newcastle, including Castle Keep, Grey Street and Grainger Town.



LIFE Science Centre



**PLENARY SESSIONS  
at  
LIFE Science Centre  
Scotswood Suite**

Tel: 0191-243-8282  
Fax: 0191-243-8201  
[www.lifesciencecentre.org.uk](http://www.lifesciencecentre.org.uk)

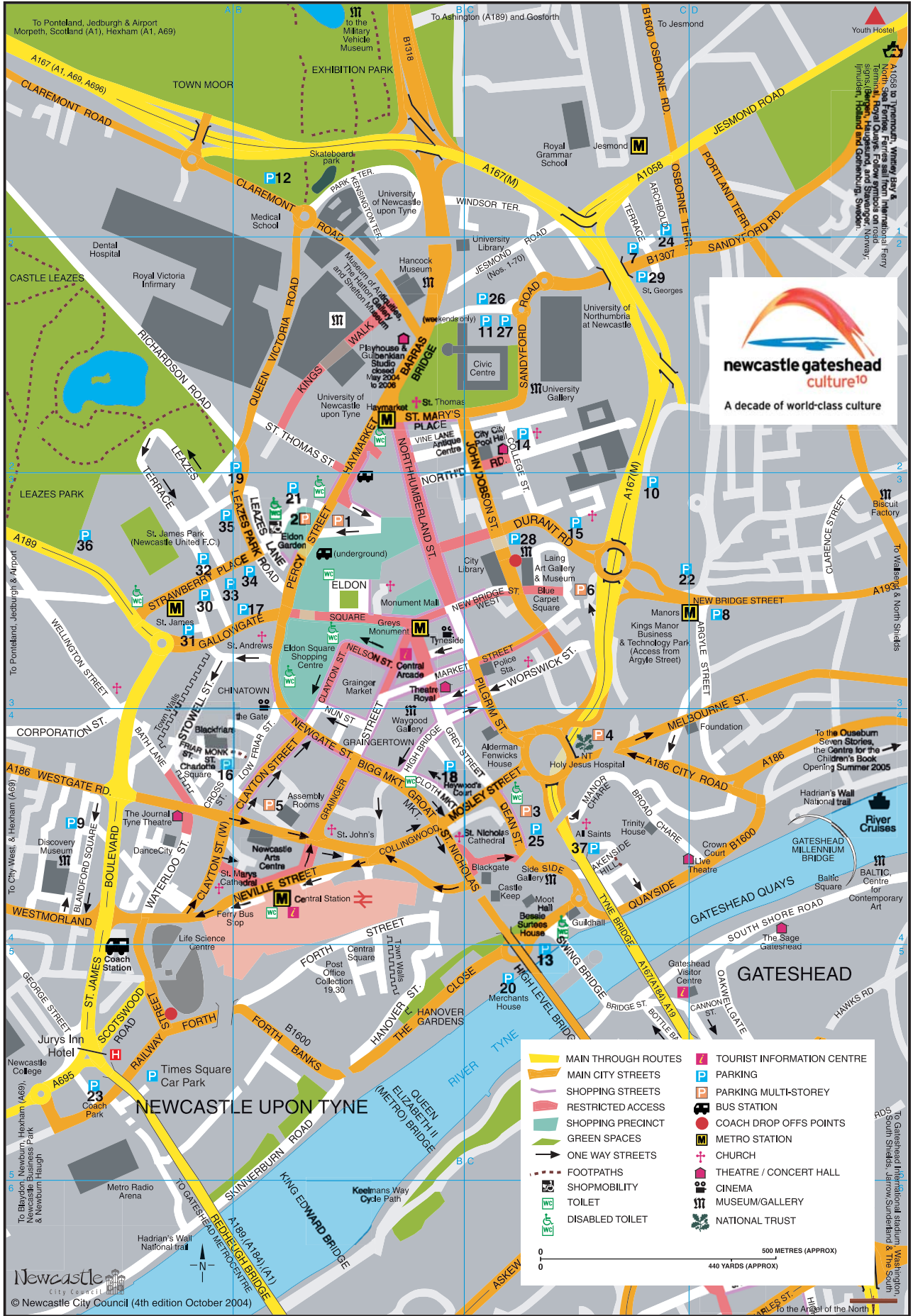


Jurys Inn, Newcastle

**WORKSHOP SESSIONS  
at JURYS INN, 1st Floor**

Business centre contacts:-  
Tel: 0191-201-4351  
Fax: 0191-201-4352  
email: [gemma.walton@jurysdoyle.com](mailto:gemma.walton@jurysdoyle.com)

COFFEE STATIONS  
Two on 1st Floor – non-smoking  
Two on Ground Floor – smoking



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