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### **Exciting new project in Aberdeenshire aims to kickstart local economies with community-led business support.**

Aberdeenshire Council has launched a new project with a dedicated team to support locals in starting and growing their own businesses.

'Enterprising Aberdeenshire' is designed, developed and delivered by Aberdeenshire Council and is entirely funded through the UK Government's UK Shared Prosperity Fund.

It aims to help local people start their own businesses by engaging in the community and providing tailored services informed by their needs.

Spanning all six areas within Aberdeenshire – Banff & Buchan, Buchan, Formartine, Garioch, Kincardine and Mearns and Marr – the project will have a dedicated co-ordinator within each area.

The project will foster enterprise activity and business success by offering free advice and support, while connecting communities through diverse events and workshops. The team will work to connect aspiring entrepreneurs and business owners to the right people and services to help them reach their full potential.

Co-ordinators have already been out exploring their respective areas and getting to know the businesses, with very positive feedback already coming from communities and firms alike.

Paul Macari, Head of Planning & Economy at Aberdeenshire Council, explains: "There is a recognition from our business communities that there is a need for a project that can fill the gap in supporting new and emerging enterprises across the North East while connecting them together in communities and business networks. The areas of Aberdeenshire are all unique and this project can really respond to local voices and shape activity to each individual community as led by its population."

Cllr Alan Turner, chair of the council's Infrastructure Services Committee (ISC), says: "Enterprising Aberdeenshire is a community-driven economic project, offering tailored advice and support across the region and will play an important role in prioritising local needs, fostering a vibrant culture of entrepreneurship and empowering businesses to thrive. It will help to support both start-up and existing businesses, helping them thrive and gain a competitive edge."

ISC vice-chair Cllr Isobel Davidson adds: "We recognise that business is more than numbers - it is about people, place and community. Our place-based strategy allows us to deeply understand the aspirations of entrepreneurs and small businesses. Through flexibility and collaboration, we will guide them towards their next milestone, leveraging existing resources or connecting them to tailored support."

Are you considering starting your own business or already a new entrepreneur? 'Enterprising Aberdeenshire' wants to connect with you! For further details about the project, visit <https://www.aberdeenshire.gov.uk/business/business-support/enterprising/>

To arrange a meeting with your local enterprise co-ordinator or if you require any business support or advice, please email us at [enterprising@aberdeenshire.gov.uk](mailto:enterprising@aberdeenshire.gov.uk)

## **ENDS**

For further information or to arrange a meeting, contact the Enterprise Support Leader, Keith Bell, at +447389706203 or [keith.bell@aberdeenshire.gov.uk](mailto:keith.bell@aberdeenshire.gov.uk).

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