# A blueprint for entrepreneurial places which are cared for – Interview guide

Informed consent: Yes / No

Interview length:

Pseudonym/Unique Identifier:

Age:

Gender:

Role:

Date:

Time:

## INTRODUCTION

Thank you for being willing to take part in a follow-up interview for this project. Can I first of all assure you that you, and all of the information you provide, will remain completely anonymous and no records of the interview will be kept with your name on them. Only pertinent quotes from the in-depth interviews shall be included within the proposed body of work with no sensitive nor identifiable information to do with you, your business or your practices being shared. You are free to terminate your participation at any time without penalty and without stating a reason why. You can answer in as little or as much detail as you feel comfortable with. The measures taken to anonymise your responses will continue to use pseudonyms at all points of reference as well as omitting precise and detailed information, such as names, companies, industry specifics and any other points which may threaten anonymity.

Also, I would like to ask for your permission to audio record this interview. This is so that there is an accurate recording of your responses and opinions, improving the validity of the data set. This will also facilitate the analysis of the data which will have to be conducted at a later date.

If you have no further questions I would like to gain your consent to continue with the interview:

[THIS INTERVIEW WILL CONCERN HOW YOU AND YOUR BUSINESS ENGAGE WITH, AND FEEL ABOUT, CAMBRIDGE].

My research topic is of increasing relevance given now EU regional development funds have gone there is rising uncertainty about how the Shared Prosperity Fund will be implemented, particularly as socio-spatial inequalities are on the rise due to COVID-19, making the ‘levelling up’ political mantra even harder to achieve. My research aims to respond to this, benefitting participants through heeding recommendations to map social exclusion at a lower level to tailor the need for political counter action whilst simultaneously providing a cathartic experience for individuals recounting life stories and how they managed to make progress regardless of exogenous and/or endogenous factors.

## GENERAL INQUISITION

Q1 Can you first remind me about the nature of your business? Has this changed since we last met?

1. What activities does the business do?
2. How many employees?

Q2 How have you been since we last met in summer 2017?

1. COVID – How has it impacted?
2. BREXIT – How has it impacted?

Q3 Has anybody in particular helped you on this journey?

* Business advisors? Networks? MEESS? Friends/family?

Q4 Do you feel supported by the local / national government?

1. Why?/Why not?
2. How has this developed more recently?
3. Do you feel as a business you get your voice heard? [Power]
   * With regards to local decision making [1st dimension]
   * Putting forth suggestions [2nd dimension]
   * Facilitating change [3rd dimension]
4. What could be done differently?

Q5 Do you feel as if you and your business belong here? [Social inclusion]

A) Why? / Why not?

B) What keeps you here?

Q6 Generally, how do you feel about Cambridge?

1. Do you have access to everything you need to succeed as a business in the local area? [Resource allocation]

* Resources? Courses/Grants? Sufficient labour market?
* Is there anything missing that would help you and your business?

1. Do you feel your business would be more or less successful if located elsewhere?
2. Do you make use of any networks here?

* Connections with the ‘key players’?
* Connections to MEESS?
* If struggling, probe further - networks within the supply chain?

1. How do you feel about Cambridge University and their presence / actions within the city?

* Are they a good neighbour to have?
* Do they support SMEs?
* Does the transient population impact your business?

Q7 Are there any activities you have done which have contributed to Cambridge’s development? Or the community? [Caring for place]

* Part of any community activities? What has this done for the area?
* Socioeconomic activities
* Collaborative cost-saving scheme?

Q8 Do you feel as if there is much inequality here?

* Cambridge = UK’s most unequal city multiple years running
* Is there an imbalance of power?
* What can be done to overcome this?

Q9 Last question, what are yours and your business’ plans for the future?

* Do you expect to stay in Cambridge?
* Do you feel things need to change?

Q10 Do you feel as if there is anything we have missed, or is there anything else you would like to talk about?

* Is there anything you would like to ask me?
* Is there anyone else you know / can recommend who may wish to talk to me about these issues?

## CONCLUSION

Firstly, I would like to thank you very much for your patience, it is much appreciated. Do you have any other comments at all about anything that we have discussed, or about the research as a whole?

If you want, a summary of the research findings can be sent to you? You are also more than welcome to have a full copy of the final report as well.