

Press Release

Hunter Admin/ Gemma Hunter Attended a Special Event Celebrating Female Entrepreneurship

- *Small Business Britain and Starling host networking events for female entrepreneurs at Arsenal's Emirates Stadium*
- *More than 100 female entrepreneurs from across the country attended, celebrating female achievements as new figures show 82% plan to scale their business in the next year*

On 28th March 2026: West Sussex based business owner **Gemma from Hunter Admin** joined female entrepreneurs from across the country, at a special networking event at Arsenal's Emirates Stadium, as part of a partnership between Small Business Britain and Starling, celebrating the very best of UK small businesses.

More than 100 women were celebrated at Emirates Stadium, enjoying a day of networking, food and drinks ahead of Arsenal Women vs Tottenham Hotspurs.

As part of the partnership aimed at boosting UK female entrepreneurship, Small Business Britain and Starling surveyed more than 1,000 female entrepreneurs and asked about their barriers to success. The results showed a huge amount of ambition amongst the group, with 82% planning to scale their business in the next year and over half (53%) reported increased revenue since 2025.

Many of those in attendance took part in Small Business Britain's and Starling's Female Founder Fundamentals programme, a free 6-week course aimed at helping female founders grow in confidence, find investment, define their brand and eventually scale, with a module specifically around new markets and international trade.

The programme attracted more than 800 female founders covering topics including confidence building, securing investment, marketing and branding, AI for productivity, the power of networking, and scaling and growth - all tailored specifically for female entrepreneurs by female entrepreneurs. The programme is built to help women scale and offers specific training based on our research findings, specifically concerns around financial literacy, with 44% of women saying they do not feel they have received decent financial education and 51% do not plan to hire in the next year.

On being part of the Female Founder Fundamentals programme, Gemma said: *"The programme was invaluable to small businesses like myself, I would encourage others to sign up for the next programme"*.

Michelle Ovens, CBE, CEO and Founder of Small Business Britain, said: *"The results of our research confirm a lot of what we see here at Small Business Britain. The female entrepreneurs we help have drive, ambition and focus but need additional support to take things to the next level. Bringing all these women together in a celebratory event shows the*



power of female entrepreneurship, and what can be achieved with the right guidance and information.

We are proud to offer that helping hand and to help unlock the potential that these small businesses have.”

Michele Rousseau, Chief Marketing Officer at Starling, said, *“We are delighted to partner with Small Business Britain to deliver the Female Founder Fundamentals programme, providing necessary training to women looking to start and scale their own businesses. Research shows that if women were to scale at the same rate as men the economy would enjoy a boost of £250 billion [1] and we’re happy to help unlock this potential.”*

Small Business Britain has a stated mission to increase the number of female small business owners from 15% of all entrepreneurs to 30% by 2030. As part of this mission Small Business Britain will be working with Starling Bank to offer a range of support for female founders across the country.

To find out more about the Female Founders Fundamentals programme and join the waiting list please visit the [website](#).

About the Research

In February 2026, Small Business Britain surveyed more than 1,000 female entrepreneurs across the UK in partnership with Starling Bank.

Link to full research report can be found [here](#).

Interviews available on request. For more information, please contact Gemma at info@hunteradmin.org

About Hunter Admin

Hunter Admin is a UK-based Online Business Manager and Virtual Assistant service founded by Gemma Hunter, supporting small and micro businesses with the operational expertise they need to grow with confidence.

Based in Littlehampton, West Sussex, Hunter Admin works with SMEs to take the weight of business administration off founders' shoulders, delivering strategic support, streamlined systems, and real, measurable results.

Founded by Gemma, who brings a hands-on, founder-first approach to every client relationship, Hunter Admin has recently been recognised as part of *the Female Founder Fundamentals programme* — and attended a celebration of inspiring female founders across the UK.

Gemma's inclusion reflects both her commitment to building a business that genuinely serves other business owners, and her growing presence in the UK small business community.

Hunter Admin's mission is simple: *Your Vision. Our Expertise. Real Growth.*



For more information, visit hunteradmin.org or contact info@hunteradmin.org

About Small Business Britain

Small Business Britain is the UK's leading champion of small businesses, supporting the UK's 5.6 million small businesses, no matter their location, their sector, or their ambition level. Through a series of campaigns, networks, training and reports, Small Business Britain champions and informs small businesses in the UK. Committed to making entrepreneurship as inclusive as possible, it brings small business owners together to foster growth and increased confidence.

<https://smallbusinessbritain.uk>

Twitter: [@britainsmallbiz](https://twitter.com/britainsmallbiz)

Facebook: [@smallbusinessbritain](https://facebook.com/smallbusinessbritain)

Instagram: [britainsmallbiz](https://instagram.com/britainsmallbiz)