

High-tech boost for Hackney enterprises

The task of providing key business support and advice to Hackney's home-grown industry is set to improve with the launch of a new borough-wide information service. Hackney Strategic Partnership are launching a dedicated business-orientated hotline (**0800 180 4240**) and website (**www.hackneybusiness.com**) this month and it is hoped that the facility will give the borough a valuable financial boost.

The service – which is aimed at individuals and community and voluntary organisations working with Hackney's business community – has been designed to provide advice on a wide range of enterprise-building issues.

The free phone line will be staffed by skilled personnel offering information tailored to clients' specific needs while the hi-tech website facility has access to a wide range of materials from recommended information-providers. The combined service offers insight and advice around several key areas including: finance and cash flow issues, business planning decisions, fundraising matters, marketing and promotion-related ideas, advice on company law, assistance with employment and personnel and tax-related matters, for example. With nearly 10,000 companies located within its boundaries, Hackney is keen to encourage further commercial activity and potential employment prospects for local residents.

Wise Owls – the company contracted by Hackney Strategic Partnership to provide the Hackney Business Support Hotline with its sister website and search engine – are confident that the free service will prove to be popular. Chris Walsh, Director of Wise Owls, explained: "At long last there will be one point of reference for businesses where they will be able to find out exactly who can provide them with the support they need and how to get hold of the right support-provider. There has been a lot of confusion in the past among local businesses and enterprises about where to go for the support they need to grow."

Wiseowls – a leading Hackney-based training agency – are also keen to highlight a series of presentations which have been taking place in East London focusing on the specific needs of Hackney firms. The series finishes at the end of March and includes a number of seminars by skilled Inland Revenue personnel around issues such as PAYE, End of Year Accounts, Worker Status, Employee payment and Taxation alongside many other key factors critical to ensuring on-going business success.

The Hackney telephone and website hotline – which will be launched with a borough-wide advertisement and marketing campaign featuring the slogan "Profit From Our Advice" – will have access to a wide range of local, national

information and back-up agencies including Hackney Business Venture, Hoxton Bibliotech and Business Link.

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- The Hackney Business Support Hotline and website will be launched on Wednesday 10th March between 5–7pm at Hackney Central bar and restaurant. The Hackney Business Support Hotline can be called on 0800 180 4240. At the launch you will be able to phone the Hotline and view the website as well as receiving more detailed information about this new service. Light refreshments will be available.
- To confirm your attendance please respond to this e-mail
- Wise Owls is a “not for profit” organisation specialising in providing support to the over 45s looking for work. The company has carried out various research projects into different aspects of discrimination in the workplace in London, and has also provided business support and advice to companies on the benefits of employing a diverse workforce. As well as providing support to candidates through its website www.wiseowls.co.uk, it also provides e-learning courses and a comprehensive local learning availability search engine through www.wiseowlslearn.org
- For further details please phone us on 020 7923 9230, e-mail marketing@wiseowls.co.uk or write to us at Wise Owls, 18 Ashwin street, London E8 3DL. Ask for Jo Norman or Chris Walsh.