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Good news for East London businesses

Wise Owls – the not-for-profit company dedicated to tackling ageism – has won a new contract worth nearly £3/4 million from the Government Office for London (GOL) and the European Social Fund (ESF). The massive cash injection will help fund a bespoke business support facility titled 'Enterprising East End' which is aimed at boosting small to medium sized enterprises (SMEs) in London's east end.

The new service – set to go live from 23 November – is aimed at helping east London firms become more competitive ... and profitable! As part of the £700,000 contract, Wise Owls will provide SMEs from across Hackney, Tower Hamlets and Newham with the latest expert guidance from leading business-related organisations including ACAS, the Inland Revenue, the Health and Safety Executive (HSE) and key advisors from the legal and financial world.

Research has highlighted that boroughs like Hackney have some of the highest concentration of SMEs in the UK ... but also some of the worst business start-up failure rates. The Wise Owls project – successfully piloted in Hackney earlier this year – aims to provide sound business advice to those companies most in need and to help reverse the negative business trend.

'Enterprising East End' will include a full business 'survival' service incorporating: Company formation and legal contracts; Accounts, cash flow, tax returns and PAYE; Promotion and marketing; Raising finance; Website development; Up-to-date equal opportunities legislation and information on the benefits of diversity in the workplace; Personnel recruitment; Applying fire prevention & health and safety guidelines; Free environmental audits and green energy promotion; Plus information on developing a local / social enterprise. This complete support facility comes in the form of seminars, question and answer sessions and free one-to-one expert advice and consultancy.

Chris Walsh, Wise Owls Director, said: "We are delighted that we have been awarded funding to help build local business. This will help us to continue our work ensuring that Hackney businesses access the information, support and consultancy they need to prosper and grow in a competitive, customer-orientated and environmentally-driven business climate. The aim is to provide an easy one-stop approach for local business to access the information, expertise and support they need – for free. We are hoping that this will help overcome the problem of disproportionate business failure in the East End and make local businesses stronger. 'Enterprising East End' aims to make it simple for companies to get the support they need".

To book a place on a seminar (starting November 23) or to book a one-to-one meeting with a consultant please contact: Wise Owls Business Support Services on 020 7923 7771; Fax 020 7923 9230; E-mail marketing@wiseowls.co.uk. Any further enquiries on the programme are welcome.

'Enterprising East End' PDF available at: www.wiseowls.co.uk/documents/27.pdf

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