

DRAFT MEDIA RELEASE

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Hackney and Bow 'Put Customer First'

Two business support organisations raised the flag for East London on Wednesday evening with a celebration event which marked a milestone for companies across the capital.

Key figures from enterprise-boosting initiatives met at the prestigious City Marketing Suite in the Corporation of London's HQ to toast the success and effectiveness of support services run to assist small and medium firms in the East End.

Both Hackney and Bow were each represented by organisations that had achieved the acclaimed 'Putting the Customer First' standard during 2004 as part of a commercial advice campaign run by Business Link for London.

To achieve the valued 'Putting the Customer First' accreditation, business support organisations are challenged to attain high standards in customer relationships, market awareness, and ensuring their personnel are fully developed and trained. Wise Owls Employment Agency Limited – an all-inclusive business and employment service dedicated to combatting workplace ageism – were the leading organisation for the borough of Hackney. The high-achiever from Bow was CLR Management and Training Consultancy which delivers diverse and dynamic professional services. As Cherry Hinkson, CLR senior manager, explains: "Everyone at CLR has worked hard to deliver a wide range of top quality support services to a broad variety of clients across the public, private, and voluntary sectors. The 'Putting the Customer First' framework has enabled us to develop more robust yet flexible systems within our organisation and we look forward to continuing to facilitate the growth and development of businesses within our region".

The successful event marks a key point for business advisory services in London and illustrates the valuable effect that the framework of 'Putting the Customer First' has had on all participants with CLR Management and Training Consultancy's Cherry Hinkson giving a revealing insight into the positive effect that the framework has had on her organisation.

The CragRats Action Training team provided entertainment for the night lending the event some action and drama with dynamic and captivating performances.

Laurie Hull, Network Development Manager for Business Link for London, is confident in the success of the framework and highlighted the positive action of the group : “Business Link for London is committed to raising the standard of business support throughout the city. The ‘Putting the Customer First’ framework is crucial in helping our capital to thrive economically. We want to ensure that local businesses have easy access to top quality services, support and advice, and our long-term goal is that 100% of London Business Support Network members will achieve the ‘Putting the Customer First’ standard. Wednesday night was a fantastic celebration of the leading business support organisations across our capital who have all proven their dedication and commitment to the framework. These companies are a leading example for all business support organisations“.