

Press Release: East End businesses among worst performing in UK

Business streamlining service brings news of Eastern promise

Businesses in Hackney, Tower Hamlets and Newham have welcomed a new enterprise-boosting initiative with open arms, according to the organization Wise Owls which is running the new service called 'Enterprising East End'.

Aimed at encouraging east London's small to medium enterprises (SMEs) become better and more effective at business through workshops, one-to-one consultancy advice and targeted training the project has already attracted over 50 businesses from across the east end.

Projected to run for another two years, the project is aimed at providing firms with high-quality information, advice and guidance which companies can access through a voucher scheme worth £1,600. The scheme boasts an ambitious programme of events on issues such as Company Formation and Legal Contracts, Accounting, PAYE, Marketing and Promotion, Funding and Human Resources, Website Development, Health and Safety and Greening your Company which includes a free Environmental Audit for local businesses.

'Enterprising East End' (www.enterprisingeastend.co.uk) brings together the expert knowledge and experience of leading business advice groups including the Inland Revenue, Advisory Conciliation and Arbitration Service (ACAS), the London Fire Brigade and Wise Owls Employment Agency. The principle funding for the scheme is provided by the Government Office for London, the European Regional Development Fund and Hackney Council.

"We are hoping to address the shocking fact that the east end is among one of the seven worst regions for business failure in the UK" says Wise Owls Marketing Director Jo Norman. "Enterprising East End is aimed at sharpening up business practice in this part of the capital so that it can compete to the best of its abilities".

- For further information please contact Wise Owls on 0207 923 7771 or by email marketing@wiseowls.co.uk