

CLIENTS GIVE THUMBS UP AS BUSINESS-BOOSTING SERVICE IN EAST LONDON HITS BULLSEYE

Enterprising East End (EEE) – the project launched late last year to boost the fortunes of small and medium sized enterprises in London’s east end – is proving a real business success. Project management organisation Wise Owls has reported that ambitious targets for the scheme have been met ... and even surpassed.

The key aim of the operation is to address the issue of business failure across the boroughs of Hackney, Newham and Tower Hamlets through the provision of quality enterprise support services. EEE now offers one-to-one advice, workshops and seminars in crucial areas of commercial support including Company Formation and Legal Contracts; Accounting, PAYE and VAT; Marketing and Promotion; Business Planning; Access to Funding; Human Resources; Website Development; Health and Safety and Environmental Audits.

The 100 per cent-subsidised project (part-financed by the European Regional Development Fund operated through the Government Office for London and also part-financed by the London Borough of Hackney’s Neighbourhood Renewal fund operated through the Hackney Strategic Partnership) is provided through a joint partnership operation run by a panel of leading experts from within their fields: The Inland Revenue; Customs and Excise; The Health and Safety Executive (HSE); Hackney Community College; ACAS; The London Borough of Hackney’s Environmental Health and Health and Safety and Trading Standards Services; The Fire Brigade; The Halkevi Centre and the Hackney Chamber of Commerce.

Requests from the business community to join the service has been so great that Wise Owls has taken on additional staff and partner consultants to deal with the increased demand.

As part of the success of the EEE programme we are actively expanding into new areas of business guidance and are now developing partnerships and links with other service providers including the Turkish-speaking Business Association, Global Action Plan, the Hackney Law Centre, The Metropolitan

WiseOwls Employment Agency Limited.

(HQ) The Print House, 18 Ashwin Street, London E8 3DL

Tel: 020 7923 7771/020 7254 0206 ~ Fax: 020 7923 7077

~ Email: admin@wiseowls.co.uk ~ Web: www.wiseowls.co.uk ~

Police, London Metropolitan University, all of east London's Chambers of Commerce alongside the London Chamber of Commerce.

Our partnerships now involve four different ethnic minority business and community networks (including members of the Turkish, Kurdish, Columbian and Brazilian communities) working with local traders and business networks and organisations.

Our marketing strategy includes successful public relations, advertising in local and ethnically-targeted newspapers, newsletters, e-mail marketing and direct marketing to 9,000 businesses and 1,800 social enterprises (including telephone follow up to 2,500 businesses alongside personal promotion by Wise Owls staff including involvement in local events and networks). If you require we will be happy to provide you with copies of all our marketing and promotional materials.

Our dedicated website www.enterprisingeastend.co.uk and its support database are now fully functional and we are linked in with many other agencies including www.hackney.org and www.hackney.gov.uk. Our support website www.wiseowls.co.uk has recently been upgraded and it now allows partners and users to access and update aspects of the site unique to them.

We can provide any additional information you may require to promote the positive news which this project is generating, both internally to the relevant members of the council and to any external bodies. Please contact us should you need further clarification.

Yours sincerely,

Chris Walsh
Director Wise Owls