



Enterprise Enfield Success Story

Name	Michael Wehrmann, Lead Consultant
Business Name <i>Sector/Activity</i>	RSA Island Village Ltd
Website	www.rsaic.org
Business Address	The RSA Island Centre, 35 Island Centre Way, Enfield, Middx. EN3 6GS
Background	<p>This Company, limited by guarantee, is based on the island site of the Royal Small Arms Factory in Enfield. The project began in 1995 when a group of local businessmen, who gave their time freely, sought to transform the then derelict site into a location that would support business regeneration and diversification and also provide housing and a range of community facilities to the local residents.</p> <p>The RSA Island Centre opened in 2001 and is fully occupied with twenty four businesses ranging from supermarket and doctors/dentist through to nursery, library, gym, luggage importers and tiling adhesive manufacturer whilst providing a thriving village centre on the island. Whilst the site is run as a commercial enterprise by this not for profit company the Directors review the surpluses each year and have donated them for re-investing in the economic development of the area.</p>
Issues Affecting the Business	Having operated for some time RSA Island Village had had a range of literature and promotional material developed which by 2006 no longer sat well together nor projected the image of success that the regeneration team had delivered. It was decided that the image needed to be revisited and that new promotional leaflets including the web site needed to be developed in harmony to demonstrate the successes achieved by the regeneration project, which was by then generating significant surpluses for reinvestment into the economic development of the area.
Description of support received and how this benefited the business	Enterprise Enfield (EE) was brought in to provide the resource needed to drive the rebranding activity forward and help transcribe the story of this successful venture into elements which would tell their own story e.g. the strength and determination of the team, the ability to obtain substantial funding from Europe and deliver a vibrant village centre. This included a new logo, facilitating an Island Youth Centre page, a community page for the Island Village and the Interpretation Centre allowing each to have its own

individually distinct presence but still within the new corporate imagery of the Island Village.

Said Mike Wehrmann, of RSA Island Village, *“All the directors of the company are volunteers with businesses of their own and able to donate only limited time to the company. Having EE on board to undertake the research and development work for us made a tremendous difference, allowing us to steer the project rather than having to undertake all the legwork – without which it would not have been feasible to deliver what we consider to be a superb outcome.”*

It was considered vital that the new imagery should demonstrate the contribution made by the dedicated unpaid local businessmen, Fairview, London Development Agency, London Borough of Enfield, government agencies whilst simultaneously demonstrating the financial success of the initiative and its role in regenerating that particular part of Enfield.

“We are delighted with what we now have in place” said Mike Wehrmann, *“It is a real success story as it establishes a model for utilizing European funds for regeneration which can also deliver year upon year surpluses to ensure investment into the economic revival of the area and the well being of the community”*

If you are looking to set up business in this part of the world then you would be hard pressed to find a better place to be.

Date

1st September 2009