

Enterprise Enfield Case Study

Client Name	Peter Lovell
Business Name Sector/Activity	North London Enterprise Club Business Networking Organisation
Business Address	3 George Mews, Enfield, Middlesex EN2 6JL
Background	<p>The NLEC is a not-for-profit organisation based in Enfield which currently has 400 members and covers North London Boroughs.</p> <p>Over the past 18 years, the NLEC has been supporting local business in north London by hosting networking events, fast tracking business advice and support from partner organisations and promoting businesses through their newsletters. NLEC members can also get access to finance through its sister organisation the North London Enterprise Credit Union (NLECU) or from other schemes run by our partners.</p>
Issues Affecting the Business	<p>In 2006, Peter Lovell felt that new members were needed to ensure that there was a good mixture of businesses at their networking events and, also to maximize marketing exposure to other businesses for the members. He also wanted to develop partnerships with the north London enterprise agencies to add to their clients' support through the NLEC.</p>
Description of support received and how this benefited the business	<p>These issues prompted Peter to contact Enterprise Enfield where he met with business adviser Andrzej Warhaftig and was provided with 10.5 hours of intensive advice over a period of one week.</p> <p>Andrzej helped Peter to develop a new marketing strategy aimed at increasing membership to the NLEC. They looked at the various business sector types in north London and used this information to target their marketing in these areas. They also reviewed their systems and processes for engaging with new members and devised new and more cost-effective methods of relating to their new client base</p> <p>Peter said that <i>“Enterprise Enfield helped me to create practical strategies which encouraged the growth of our client base and prevented stagnation.”</i></p> <p>Since the advice was given in 2006 the NLEC has increased their client base by 14%. They have since built partnerships with several enterprise agencies in north London and have also been receiving new member referrals to the NLEC from them.</p> <p><i>“Whenever I need advice and support I know that I can turn to Enterprise Enfield. The access to knowledgeable business advisers at the Agency is reassuring. I would recommend their service to any individual thinking of setting up or growing a business.”</i></p>

The NLEC Membership joining fee has remained frozen at only £35. If you are interested in joining the NLEC or would like to find out more about what they do please call them on **020 8366 8244**.

Date

19.01.2010