

Enterprise Enfield

Impact Report

2023 - 2024

Proud members of:



**CAPITAL
ENTERPRISE**



Enterprise Enfield is an
approved Department
for Business and Trade
Enterprise Agency



**Department for
Business & Trade**

What We Do

Enterprise Enfield is an independent enterprise agency, a not-for-profit social enterprise approved by the Department for Business and Trade. The organisation, which has been operating for almost 40 years, offers a range of advice, guidance and business support services designed to inspire, educate and empower people to start, grow and develop successful businesses.

Many of our services are free or heavily subsidised by contracts we secure with funders such as: the **UK government's UK Shared Prosperity Fund**, **Local London**, **London Borough of Enfield** and the **RSA Trust**. With a strong commitment to delivering quality services, we are delighted that our information, advice and guidance (IAG) services have been quality assured by **Matrix** for the third consecutive year.



Welcome from **Despina Johnson** CEO, Enterprise Enfield

It has been another incredibly busy year for Enterprise Enfield, as we continue to provide expert advice, support and learning opportunities to empower business growth in our region.

Over the past 3 years, we have focused on providing much needed digital advice and support to assist business owners to improve their digital knowledge and skills in order to attract more customers, boost sales, improve efficiency and the resilience of their operations.



Introducing our new E-Business Support Programme

Initially these services were provided under our Local London-funded E-business Programme, which supported over 1,100 businesses in Enfield, Waltham Forest and Redbridge. Following on from the success of this programme, this crucial support is now continuing through our LONDON E-Business Support Programme, which is open to businesses across the capital.

In July 2023, Enterprise Enfield was awarded a UK Shared Prosperity Fund grant of £2,858,421 from the Greater London Authority to provide expert digital advice and support to 1,103 SMEs across the city. This support is being delivered through the Business for London consortium of 7 business support organisations located in the capital, and Enterprise Enfield is delighted to be operating as the lead consortium partner for this vital programme.

Continuing support for female entrepreneurship

We continue to provide bespoke business support services to women. Over 60% of clients are women and our flagship Inspiring Women Start Up Programme, which has been running since 2008 with the support of the RSA Trust, has empowered over 300 women in Enfield, Waltham Forest and Haringey to become ready to launch their own businesses. The 6-month course - which includes webinars, in-person seminars and 121 advice, offers participants a unique opportunity learn about all aspects of running a business from creating a business model and market research to digital marketing and selling online.

Looking to the future

Over the past 2 years, we have made an investment of £300k in improvements to our Enfield Enterprise Centre located in Ponders End, Enfield which consists of 55 units and offices. The full refurbishment has included: a new roof on the rear block, roof repairs on the front block, as well as re-wiring, painting and new signage.

As we look forward to 2025 – we are anticipating a particularly exciting year marking Enterprise Enfield's 40th anniversary. From humble beginnings in 1985 operating with just one Business Adviser and a handful of staff, the enterprise agency has come a long way. Our plans to celebrate this milestone will include showcasing the success of our valued clients – many of whom have received advice and support from us over many years and are eager to motivate and inspire the next generation of start-ups.

2023 - 2024 we provided:

4,215

hours of expert advice

1,021

clients with advice, training, webinars and events

55

low-cost workshops, offices and units in Ponders End

1,925

advice sessions

674

training / webinar attendances

31

businesses started

35 Business Hub Users with services including a mailing address

Satisfaction

98% of clients rate advice as good or excellent (78% rated excellent)

Our Clients:

61% Black, Asian and Minority Ethnic (BAME)

60% Female

6% with disabilities

Enterprise Enfield is committed to providing quality services and is accredited by Matrix



RSA Trust Inspiring Women Start Up Programme



The RSA Trust
Inspiring Women
Programme

The
RSA Trust

Fully funded by local charity, The RSA Trust and delivered by Enterprise Enfield, the Inspiring Women Start Up Programme is a comprehensive package of start up support to help women develop their business ideas and gain the knowledge, confidence and skills they need to be ready to launch their own business. The 6-month course is open to women resident in Enfield, Haringey and Waltham Forest, and consists of a range of webinars, in person seminars, advice and guidance.

Participants learn about all aspects of running a business including: creating a business model; market research; financial costs and expenses; legal requirements; tips for going green; digital marketing, selling online and making promotional videos. Our 2024 cohort also had the opportunity to receive 121 coaching to improve their speaking and presentation skills from a former participant and Confidence Coach.



Our 2024 Inspiring Women Start Up Programme Graduates

The 2024 programme impacts were:

17

women were empowered to start their own businesses

35%

have already started their businesses, 47% intend to start within the next year

65%

Black, Asian and Minority Ethnic (BAME)

100%

of participants strongly recommend the programme



Eleanor Hogg Unique Fitting Pointes

As a trained ballet dancer Eleanor Hogg had intended to make ballet dancing her career- but when injury forced her to change direction - she moved into HR, training and coaching for a living. However, she never lost her passion for ballet and always thought she could combine her skills, knowledge and resources to start a business connected with the industry. Her idea was to create a unique pointe shoe fitting experience for all ballet dancers – from beginners to experienced professionals.

“When I applied for the Inspiring Women Start Up Programme I already had a really good understanding of where I wanted to get to in terms of very bespoke fitting of pointe shoes. It's quite an unusual business and I had a little bit of a business background so I knew basically what I needed to do, but I really didn't have the detailed knowledge and the self-discipline to put that into practice.

“The programme has really joined those dots for me, it's made sure that I completely understand about the finances and keeping records as well as understanding my market and making sure that I am watching out for my competitors. Also it taught me to never lose sight of the strategy and the bigger picture. The course tackled what were for me more challenging and scary things like digital marketing - we had some very good sessions on how you market yourself online – which is very important for my target clients who are all in their 20s and early 30s.”



[linkedin.com/in/eleanor-hogg-2402239](https://www.linkedin.com/in/eleanor-hogg-2402239)

E-business Programme 2021 -2024

LOCAL LONDON
E-BUSINESS



From October 2021 to September 2024 Enterprise Enfield delivered the Local London funded E-business Programme providing 121 digital advice and support to businesses in the boroughs of Enfield, Waltham Forest and Redbridge. During that period, the programme assisted over 1,000 businesses to maximise their digital potential, by providing bespoke digital advice, guidance and support focused on helping them attract more customers, increase sales and improve the efficiency of their operations. Participants, and their staff, also had the opportunity to learn more by joining a range of webinars and recorded tutorials to improve their digital skills and knowledge, and were invited to attend regular networking events to connect and collaborate with other businesses.

From 2021 – 2024 the E-business Programme achieved the following impacts:

1,091 businesses registered for the programme and received digital advice and support

1,712 jobs safeguarded

212 businesses increased their turnover

Over **£15 million** total increase in turnover

226 new jobs created

138 businesses introduced new services



Tim Chege Optimum Group Partnerships Ltd

Optimum Group Partnerships Ltd is an Enfield based company, which has been trading for over 15 years as the parent company to a group of companies that provides security, safety and logistical solutions, systems and services to protect people, secure premises and safeguard property. The business, which currently employs over 50 people, has a number of affiliates based in the UK and Kenya that offer specialised solutions to their respective markets.

The company's CEO, Tim Chege, joined the E-business Programme in August 2022, and over the past couple of years, has seen the business grow significantly - with a turnover set to increase threefold along with the acquisition of 20 new part time staff.

"When I joined the programme I wanted to improve my marketing in all aspects. After exhausting many different options, I was worried that nothing would work or help after trying for many years. I also wanted an improvement in revenue for my business.

The digital advice and support I received enabled me to identify where the gaps were in our digital marketing which allowed us to create an effective plan to fill them and innovate other aspects of online marketing. We have now launched a new website with a much better structure which is attracting more prospects and visitors. In addition to the digital support, I also received business advice on managing finances and human resources which has enabled me to introduce a new plan of action, create a budget and make better decisions. I now have much a clearer idea of how to plan ahead. All together the support has had a profound impact on my business - the advice and help is top of its class from people who have experience. The investment and time they put in to help and support businesses is invaluable."

Following the support received, Optimum Group Partnerships Ltd has achieved notable successes including securing a \$2.8M contract with Coca Cola to implement a digital contractor safety management platform - the first phase of which will be implemented across an Africa-wide region by the Optimum Group Partnerships Ltd subsidiary company based in Kenya. The company has now been added to the global Coca Cola vendor list to provide solutions across the world.

Optimum Group Partnerships Ltd has also gained much-deserved recognition at the 2024 Outstanding Security Performance Awards (OSPA), winning the Kenya Outstanding New Security Product award for their innovative Askari Workforce Management solution.



optimum-group.co.uk



Ola Soneye Work Care and Thrive

Ola Soneye is the Director of Waltham Forest based business, Work Care and Thrive, which she launched in September 2023 to provide a range of support services to working and unpaid carers as well as help organisations become more carer-friendly, for their employees. Services include workshops, coaching, group programmes, public speaking and consultancy.

Ola joined the E-Business programme in March 2024 with aim of "increasing revenue and expanding our customer base by reaching potential clients who hadn't discovered our services yet. As a small business we recognise the importance of using technology effectively and this programme seemed like an attractive opportunity to drive growth through digital tools."

The 121 advice Ola received enabled her to enhance her website and optimise it for keywords to improve visibility as well as to

boost her knowledge and use of digital tools and online marketing. Following the support, Ola was successful in securing grant funding from the North London Forensic Collaborative NHS to provide a one month programme of online workshops and 121 coaching to support carers in areas such as managing stress and making the best use of time. She is currently utilising her digital skills to create course materials using Canva. She says:

"The programme offered more value than I initially anticipated. In addition to guidance utilising digital tools to boost the business, I also received a comprehensive review of our business operations, which helped to provide confidence that we're moving in the right direction. The investment in Work Care and Thrive is truly invaluable and greatly appreciated."



workcareandthrive.com

LONDON E-Business Support Programme

SUPPORTED BY
MAYOR OF LONDON



Funded by
UK Government

In July 2023 Enterprise Enfield was awarded a grant of £2,858,421 from the Greater London Authority (GLA) to provide advice and support to 1,103 SMEs to help them make the most of digital tools and technology to grow their businesses. The LONDON E-Business Support Programme, which is funded by the UK government through the UK Shared Prosperity Fund (UKSPF), is being delivered by the Business for London consortium of 7 long-standing business support organisations working across the capital. These include: Centa, Enterprise Enfield, London Business Partnership, PBC, Small Business Research + Enterprise Centre (SBREC), South East Enterprise and StartUp Croydon.

The programme, which follows on from the success of the E-business Programme, is open to SMEs trading over 1 month in a London borough. Once registered, participants receive tailored 121 digital advice with E-business Advisers as well as the opportunity to learn more by joining live webinars on a wide range of digital topics.

The LONDON E-Business Support Programme, held its official launch event on 22nd February 2024 at the Small Business Research + Enterprise Centre (SBREC) in the City. We were delighted to welcome over 100 guests including Alex Conway, Assistant Director, Economic Development and Programmes for the GLA as the keynote speaker, along with participants and stakeholders. On the evening, formal speeches were followed by networking and an opportunity for attendees to visit a selection of showcase stands of businesses enrolled on the programme.



Business for London partners celebrate the launch of the programme with Alex Conway, Assistant Director, Economic Development and Programmes at the GLA (4th from left). Enterprise Enfield CEO, Despina Johnson pictured 5th from right.



By March 2025 the LONDON E-Business Support Programme will achieve the following impacts across London:

Support **1,103** businesses to make better use of digital tools and technology to grow their businesses

79 SMEs adopting new or improved services/products

100 new jobs created

210 SMEs engaged in new markets

750 SMEs adopting new digital tools

825 jobs safeguarded

£12.5M of new business for participants

As at September 2024:

717 businesses have registered for the programme across London

104 of these are registered with Enterprise Enfield



David Paul and Helen Paul UGN Media



www.ugnjamz.com

UGN Jamz is an Urban Gospel Network Radio station led by husband and wife duo, David and Helen Paul. The station offers a blend of gospel R&B, hip hop, reggae, praise, worship, with soulful and uplifting sounds to nourish the spirit. David and Helen joined the LONDON E-Business Support Programme in November 2023 seeking advice and support to enhance the station's marketing, expand their reach and attract more listeners.

The digital advice and support received under the programme enabled Helen and David to develop and implement more effective marketing of the radio station, including a re-design of the website with improved SEO. New videos of radio presenters were created and used to promote the station, as well as new marketing flyers and merchandise. Valuable guidance was also provided on media tools to use for the website and on how to improve the effectiveness of their social media – which motivated them to step up their marketing through Facebook by joining more Facebook groups and post videos regularly on TikTok and YouTube channels.

Helen said, "The support provided by our E-Business Adviser, together with the webinars, has inspired us to develop an effective marketing campaign and ensure we stayed focussed to follow through with our plans. By developing our skills and knowledge of digital tools, we have enhanced and updated our website, increased the reach on our YouTube channel, created personalised videos and produced promotional items printed with our QR code."

With our Offices and Business Hub based at Barnet and Southgate College, we work closely with the college and offer talks on entrepreneurship from business owners and Business Advisers for its students. Our next talk to students on Business, Marketing and Travel courses, will cover the essentials of planning, launching and running a new business. Enterprise Enfield also provides valuable work experience opportunities for students - so far, 6 students from the college have undertaken various work roles in our Hub.

Our Business Hub members continue to benefit from a wide range of services including: a professional mailing address; regular business advice sessions; networking events and free Associate Membership of the North London Chamber of Commerce and Enterprise (NLCCE). The Hub plays host to monthly networking events and hire of its training room is heavily discounted for both Hub members and NLCCE members.



Many events have included talks from guest speakers on various topics such as:

- Top Tips to Boost Your Marketing
- Create Your Marketing Strategy Workshop
- Mastering Your Mindset to Win More Clients
- How to Sell to Barnet Council
- Sustainability for SMEs: Your Path to Becoming a Net Zero Business
- Enhancing Your Business with AI

Thank you to our:

Supporters:

The RSA Trust
Barnet and Southgate College
Barnet Council
Enfield Council
Haringey Council
Redbridge Council
Waltham Forest Council

Public Sector

Programme Funders:

(2023/24)

Greater London Authority
Local London

Partners:

Business for London
Capital Enterprise
CENTA
Dept for Business and Trade
Enfield Voluntary Action (EVA)
Jobcentre Plus
Lee Valley Estates
London Business Partnership
Middlesex University
Ministry of Housing, Communities and
Local Government (MHCLG)
National Enterprise Network
NatWest
North London Chamber of Commerce
and Enterprise (NLCCE)
North Star Community Trust
Ponders End Community
Development Trust (PECDT)
PBC
Rinova
Small Business Research and
Enterprise Centre (SBREC)
South East Enterprise
Start Up Croydon
Waltham Forest College

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