



**Enterprise Enfield**

**1. Our Purpose**

* The purpose of the Information, Advice and Guidance Service (IAG) is to encourage, guide and inform entrepreneurs to start up and develop sustainable businesses.
* Through IAG we assist entrepreneurs to understand most aspects of running a successful business taking in to account their individual experience, skills and circumstances.
* Entrepreneurs are guided through a route of identifying their needs, creating an action plan, following the plan and reviewing the journey and outcome.
* We signpost to appropriate partners when it is in the best interest of the client.
* We provide young and vulnerable adults with appropriate safety and protection whilst being provided with services, by us or a third party working on our behalf.
* We offer IAG through ‘one to one’ expert business advice, business skills seminars and programmes. In addition, we have created a package of services for new entrepreneurs through the North London Business Hub.
* As an Enterprise Agency we are driven by our mission rather than a focus on profit and there is a strong emphasis on service delivery and helping those groups of people identified as under-represented in business. In line with this ethos we seek to offer our service at either no cost or alternatively at a subsidised rate wherever possible.
* Many of Enterprise Enfield’s services are paid for by contracts it secures with funders, such as European Union, Greater London Authority and The RSA Trust.
* The IAG service contributes to Enterprise Enfield’s commitment to being ‘a leading centre of excellence for business support in our region’.

**2. Aim**

* We aim to assist people to start up and grow strong and sustainable businesses.

**3. Objectives**

* A commitment to providing a professional and high quality business advice service that is relevant to individual needs at the point of contact.
* To engage suitably qualified/experienced business advisers and trainers.
* To provide IAG that is independent, impartial and in our clients’ best interests.
* To always protect the confidentiality of the information supplied by clients.
* Encourage continual professional development of all personnel.
* Obtain feedback from clients on the quality of our services and use this to improve the service and let our clients know what has happened.
* Measure the success of our IAG service through surveying our clients periodically to review their progress and obstacles they are facing.
* We are committed to continual assessment, learning and improvement and have maintained the Matrix accreditation.

**4. Policies, standards and codes of practice that underpin the provision of IAG**

* Client Charter
* Complaints Procedure
* Data Protection
* Equality and Diversity Policy
* Equal Opportunities
* Quality Policy
* Safeguarding Policy

*Please find these policies on display in the North London Business Hub or request a copy from reception (telephone number 020 8443 5457).*

***External:***

The Matrix quality standard for information, advice and guidance services www.matrixstandard.com

**5. Feedback**

We welcome feedback from our clients and this can be provided to us:

* By e-mail info@enterpriseenfield.org
* After business advice sessions and seminars
* After visiting the North London Business Hub

We will let you know how we have responded under the heading of ‘You said’ ‘We did’

* On our website [www.enterpriseenfield.org](http://www.enterpriseenfield.org)
* Through our regular e-newsletter
* In the North London Business Hub

*Updated 29/01/21*