

ENTERPRISE ENFIELD IMPACT REPORT

2024 - 2025

*Celebrating 40 years of empowering
businesses to start, grow and succeed*



Proud members of:



CAPITAL
ENTERPRISE



Enterprise Enfield is an
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Enterprise Agency



Department for
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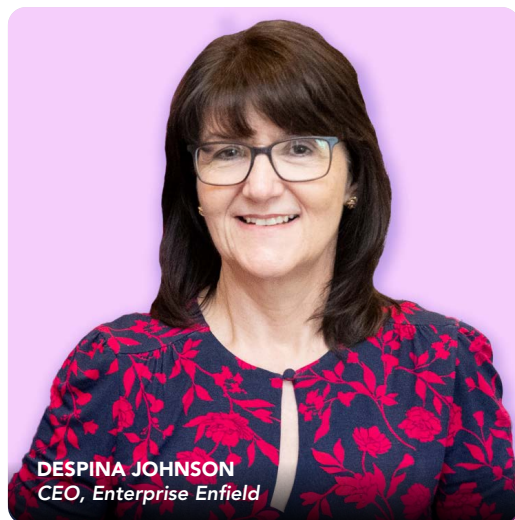
WELCOME



In June 2025 Enterprise Enfield reaches an important milestone, the company will have been operating as a social enterprise for 40 years and to mark the occasion, will host a celebration event early next year. This will be a fabulous opportunity to recognise the work of the team, highlight our achievements and showcase our impressive and inspiring clients.

Humble beginnings

At this point, it's interesting to look back and remember why our organisation was needed. In 1985 the UK was emerging from the early 80s recession, but with 3 million people unemployed and the lack of employment opportunities, many were considering self-employment. Enfield Council was receiving a lot of enquiries from people interested in starting their own businesses, however, no one was really qualified to give the advice required.



The Mayor of Enfield at the time was focused on stimulating new business activity and the idea of an enterprise agency was first put forward. With support from the Council as well as local business owners, the idea took form, and Enterprise Enfield was created with the objective "To encourage the establishment and growth of small businesses and to assist existing small businesses to prosper and expand in the London Borough of Enfield". Our remit has largely remained the same, with the exception that we have expanded our reach to provide business support services in other areas of London.

Thanks to strong leadership from our board of directors and long-standing support from the RSA Trust, Enterprise Enfield has grown to become a self-funding, independent enterprise agency with a dedicated team of 25, including staff, business advisers, digital experts and volunteer directors.

Digital Transformation

As a longstanding enterprise agency, we have evolved our services to meet the changing needs of new and existing small businesses. Over the past 4 years, we have focused on providing much needed digital advice and support to assist

business owners improve their digital knowledge and skills to become more competitive and boost the efficiency and resilience of their operations. In the last year we introduced additional support to help owners use AI business tools effectively and to increase their cyber security awareness.

The LONDON E-Business Support Programme is our latest digital skills programme for businesses in London. Working with partners from the Business for London consortium, this programme has delivered expert digital advice and support to over 1,300 businesses in the capital (overachieving the target by 20%). The programme has created 60 new jobs and safeguarded over 1,000 jobs so far. As a consequence of the demand from businesses and successful results, this programme has been extended for a further year until March 2026.

Supporting Female Entrepreneurship

There continues to be a high demand for enterprise support from women and 62% of our clients are female. To meet this need, with the support of the RSA Trust, we continue to deliver our flagship Inspiring Women Start Up Programme. Since 2008, the programme has empowered over 400 women in Enfield, Waltham Forest and Haringey to become ready to launch their own businesses. Mindful of the unique challenges which women face, the course content is adapted each year to ensure participants are provided with the most up to date business and digital advice, enabling them to create robust and sustainable business models.

Enfield Enterprise Centre

During 2024/25 we proceeded with planned improvement works at our 55-unit Enterprise Centre in Ponders End – which included the refurbishment of four large units and the creation of new signage. We are delighted to offer these much-needed workshops and offices in the east of Enfield, and our current 96% occupancy rate illustrates the demand for these types of premises.

Looking Ahead

We are very excited and proud to be marking Enterprise Enfield's 40th anniversary with plans to showcase the success of our valued clients – many of whom have received advice and support from us over a number years. Please read our clients' case studies in this report to fully appreciate the impact of our services and the difference they really make to businesses.



OUR IMPACTS



DURING **2024 - 2025** WE PROVIDED:

4,479

hours of expert advice

2,189

advice sessions

1,019

training/ webinar
sessions attendances

915

clients with advice,
training, webinars
and events

55

low-cost workshops,
offices and units in
Ponders End

51

businesses started

Our Clients:

61% Ethnic
Minorities

62% Female

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



RSA Trust Inspiring Women Start Up Programme



Enterprise Enfield has run its flagship [Inspiring Women Start Up Programme](#) for the past 18 years. During that time the support has empowered over 400 women with the business skills, knowledge and confidence to turn their ideas into viable enterprises. The programme, which is open to women resident in Enfield, Haringey and Waltham Forest, offers a comprehensive package of start up support delivered over 6 months – including: webinars, in-person seminars and 121 advice. All support is fully funded by local charity, the RSA Trust.

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, AI; selling online and making promotional videos. Our 2025 cohort also had the opportunity to join an additional workshop focusing on HR considerations.



DESPINA JOHNSON, ENTERPRISE ENFIELD CEO,
CONGRATULATES INSPIRING WOMEN PROGRAMME GRADUATES

2025 programme impacts:

- **17** women completed the programme and were empowered to start their own businesses
- **53%** started / registered their businesses. (**18%** will be starting in next 6 months)
- **100%** of participants strongly recommended the programme
- **Excellent feedback:** improving business skills and gaining new confidence
- **65%** ethnic minorities



GUEST SPEAKER, GLADYS MINTAH,
FOUNDER OF NATGAB SERVICES LTD

Tara Grant

With over 30 years' Executive PA and Administration experience in a range of sectors - from financial services and local authorities to charities and industry regulatory bodies, Tara Grant had acquired the skills and knowledge needed to set up her own Virtual Assistant business. Following her participation in Enterprise Enfield's inaugural Inspiring Women Programme back in 2008, she initially launched her business that year, however, due to the global financial crisis had to close it shortly after and return to full time employment. Since then, Tara remained in employment, but always had the desire to work for herself again, she explains:

"In 2021, I was diagnosed with breast cancer and underwent intensive treatment which ended in March 2023. The past few years has given me time to reflect on what is important to me and what I can do to achieve a more flexible employment solution for myself, which has brought me back to take another attempt at setting up my own business. With the change in my circumstances, this now feels like the right time in terms of moving forward, to create the future I want for myself, I am looking forward to running my own viable lifestyle business which will enable me to work from home and to choose my work schedule accordingly."

With a significant growth in the UK virtual assistant market since the Covid pandemic, coupled with an increasing number of people registering businesses, Tara recognised that this was the ideal time to re-launch her business. Eager to get advice and support to move forward with her plans, Tara applied for the 2025 Inspiring Women Programme. Once accepted, she seized the opportunity to refresh her knowledge and skills with webinars and workshops covering all aspects of business, she recalls, "The programme Adviser / Facilitator was invaluable with all the support and knowledge she provided - delivering each session in a way which was easy to understand. I found the digital webinars and workshops very impactful and interesting, they hit on so many topics that I've never considered but will employ in my business going forward."

"The Inspiring Women Start Up Programme was FANTASTIC, just what I needed to refresh my ideas and understanding. It has empowered me to embrace my strengths and step forward with confidence. It also inspired me to believe in myself, build resilience, and explore new tools to grow my business. I now have the courage, confidence, and skills to turn challenges into opportunities."



LONDON E-Business Support Programme

SUPPORTED BY
MAYOR OF LONDON

Funded by
UK Government

In 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](#), funded by the UK government through the UK Shared Prosperity Fund (UKSPF), was delivered by the Business for London consortium of 7 established business support organizations working across the capital. The scheme, open to all SMEs registered for over 1 month in London, offered participants 121 digital advice with E-business Advisers as well as an opportunity to learn more by joining a series of live webinars and networking events.

LONDON E-Business Support Programme

Impacts for London:

1,328 businesses were supported to make better use of digital tools and technology (over-achieved target by 20%)

Participants' turnover increased by **£3.9M** as a result of the support

60 new jobs created

1,069 jobs safeguarded

159 SMEs adopted new / improved products or services

193 SMEs engaged in new markets

106 live 'digital-topic' webinars were delivered

Participants:

91% stated they improved their marketing / sales strategy

89% stated that the support helped unblock an issue that was limiting their business

Beneficiaries were:

48% BAME

66% Women

9% Disabled

21% over 55 years old



Antonis Christodoulides The Blue House Framers Ltd

Antonis Christodoulides established his Wood Green based business in 2019, initially offering picture framing services to local artists and residents. The business was formally incorporated in 2023 as The Blue House Framers Ltd and has since diversified to include framing services for a wide range of artworks, from paintings to tapestries and sports memorabilia.

Antonis joined the [LONDON E-Business Support Programme](#) with Enterprise Enfield in May 2024 - keen to gain advice to improve his digital knowledge and skills to enhance his website, improve his blog and social media content and engagement. He was also eager to explore digital marketing opportunities and other ideas for growth and development - including hosting and promoting exhibitions. Once enrolled, his allocated E-Business Adviser supported and advised him how to maximise his online impact, including how to:

- **improve his website content and structure to convert visitors into customers**
- **use social media to showcase work and attract local art/photography clients**
- **improve 'Google My Business' listing for local SEO visibility**
- **make better use of email marketing**
- **map out a plan for seasonal promotions and community engagement- such as exhibitions or workshops**
- **add more customer reviews and testimonials online**

Following support received over 10 months, The Blue House Framers has seen a marked increase in sales, local enquiries and footfall and is in the process of recruiting an additional member of staff. The business has developed a much stronger online reputation, assisted by new positive online reviews, and Antonis has gained a good understanding of how to grow his business steadily and attract more customers.



www.thebluehouseframers.co.uk

"I was really impressed with the E-Business Adviser and the programme, I was quite sceptical at first because I didn't fully understand how these things could impact my business, it turns out they've really helped me shape the direction of my digital footprint and made me much more proactive in engaging with it."

Catalina Cotoara

Finance Director London Ltd

With over two decades of experience as a Finance Director, Financial Controller, and Accountant, Catalina Cotoara founded Finance Director London Ltd (FDL) in 2017 to help bridge the financial knowledge gap preventing small businesses from scaling up and achieving their full potential. The Haringey-based financial and accounting advisory firm offers strategic financial advice and business partnering services, focusing on helping businesses gain the insight and support they need to grow and succeed.

Catalina was keen to strengthen her digital marketing, improve her online client acquisition and integrate technology into her operations. She joined the [LONDON E-Business Support Programme](#) in March 2024 and started working with her allocated E-Business Adviser – who advised and supported her to:

- work with a web developer to create a much-needed new Wix website enabling her to manage and amend content herself
- improve her website's search engine ranking
- optimise her Google Business profile and boost her LinkedIn engagement - by sharing insightful financial content, engaging with business owners and leveraging LinkedIn's networking capabilities
- create an automated lead funnel through a lead magnet strategy, capturing potential client information and nurturing clients using email marketing and personalised outreach
- use Personalised GPT on a daily basis to improve emails and to streamline presentations

Having implemented recommendations from her Adviser over the course of a year, Finance Director London's online visibility has improved significantly, resulting in new leads and clients. The business turnover was boosted by 153% and its LinkedIn followers increased by over 2000%. Catalina is now at a point where she is ready to scale her business and has already recruited an extra member of staff.

"It was great having an E-Business Adviser dedicating time to me and my business to guide me through the digital challenges my business faced - it was like having a digital business partner. The support has really contributed to the success of Finance Director London."



www.financedirectorlondon.com

In February 2025 Catalina's achievements were recognised as she was shortlisted as a **Business Woman of the Year** finalist in the London Chamber of Commerce and Industry SME London Business Awards.

LONDON E-Business Support Programme

SUPPORTED BY
MAYOR OF LONDON

Funded by
UK Government

Following the success of the first **LONDON E-Business Support Programme**, in March 2025, the GLA granted Enterprise Enfield a one-year extension to the programme - with delivery taking place across London via the Business for London consortium. So far, through a combination of 121 digital advice, support and access to recorded webinars, **151 further businesses** across the capital have been empowered to grow their businesses online.

Inspiring Enterprise NCFE Level 1 Award in Investigating Enterprise Skills

Enterprise Enfield was delighted to offer its first NCFE accredited course - a Level 1 Award in Investigating Enterprise Skills in June/July 2025. The pilot scheme, promoted as 'Inspiring Enterprise', was fully funded by the RSA Trust, with NCFE the Awarding Body and Rinova, the Accredited Centre.

Delivered over 4 weeks, through a combination of both group sessions and 121 advice, the Inspiring Enterprise course offered participants the opportunity to explore and develop their enterprising skills, to recognise their strengths and identify areas for improvement. Students were given regular coursework assignments and took part in a range of enterprising activities and sessions, which included talks from successful entrepreneurs.

Final student coursework was assessed by Rinova and 100% of participants who completed the course passed the qualification.



North London Business Hub

North London
**BUSINESS
HUB**
CONNECT • INNOVATE • GROW

Our **North London Business Hub** continues to provide its members with a range of valuable services including: a professional mailing address; advice sessions; networking events and free Associate Membership of the North London Chamber of Commerce and Enterprise (NLCCE). Based at Barnet and Southgate College we work closely with the College to provide work experience placements at the Business Hub for its students.



The Business Hub hosts monthly networking events in partnership with NLCCE which include guest speakers and attract around 30 business owners to each session. Talks during 2024-2025 have covered the following popular topics:

- Business Communication Tips
- Top Tips for Boosting Your Marketing
- Understanding the Public Procurement Act – with Enfield Council
- A Practical Guide to Coaching
- Networking hosted at Fortuna Healthcare with a tour of their premises
- The GLA's Approach to Business Growth with GLA Assembly Member, Cllr Alessandro Georgiou AM
- Speak to Sell - how to present powerfully to win more business

Thank you to our:

Supporters:

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

Public Sector Programme Funders:

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 (LBP)
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)
Rinova
Royal Bank of Scotland
Small Business Research and
Enterprise Centre (SBREC)
South East Enterprise
Start Up Croydon (SUC)
Waltham Forest College

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