

Meeting: Enterprise Partnership Board
Date: 9 March 2009
Report Title: Business and Enterprise Update
Report of: Karen Galey – Head of Economic Regeneration

Purpose:

To update the Enterprise Board on business and enterprise activities funded through the Area Based Grant

Summary:

This report refers to existing projects being supported by the Business and Enterprise Team, including Area Based Grant projects, Town Centres, The Wood Green Film Festival, Single Business Account, The Olympics and updates on the Credit Crisis Action Plan

Legal/Financial Implications

NA.

Recommendations

That the Enterprise Board notes the report

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1. Area Based Grant

The project is on target to achieve full spend and has already exceeded business support outputs.

Nine Business Support Initiatives are now running and being delivered by partner organisations across the borough.

Initiatives are being delivered by Keeping it Simple Training, FinFuture, Growing Aspiring People, Haringey Education Business Partnership, Selby Trust, Exemplas, Ethiopian Community Centre in the United Kingdom, The Crouch End Project and The Open University

These initiatives support our project objectives and will achieve the following outputs to support business sustainability and growth, encourage inward investment, and promote entrepreneurship and self employment among our residents.

- 155 existing businesses will receive support to encourage growth and sustainability
- 37 businesses will achieve VAT registration
- 78 residents will receive support and mentoring towards business start up.
- 10 residents will start their own businesses
- 150 young people at key stage 4 will benefit from an enterprise training programme
- 1 new traders association will be established in the west of the borough.
- 10 businesses will join existing traders associations

Work is underway on developing the Single Business Account with the Business and Enterprise team starting work with Customer Services.

Relevant data sets have been identified to create a Business Description Schema and work on data cleansing and aggregation has begun so that the schema can be added to the councils' customer relationship manager. A "temporary" officer has been employed by customer services to carry out this work and the first stage of this work will be completed by the end of quarter 4.

The Business and Enterprise Team are also working on practical initiatives that will support the objectives of The Single Business Account. The Business Information pack has been drafted and is now at the design and print stage and will be distributed to companies across the borough in March 2009.

Programmes and workshops have been delivered over the last quarter and with additional business engagement activity taking place during Enterprise Week in November the project has now exceeded targets around business support for existing businesses and residents.

We are making progress towards other targets but in light of the economic downturn the figures for VAT registration and business start-up are low, but in line with other boroughs. We expect to see more VAT registered businesses in Quarter 4 as they continue to work with our partner organisations. Two organisations have established partnerships with HM Revenue and Customs who have offered to provide practical support at events and workshops in quarter 4.

Haringey Education Business Partnership has delivered 13 enterprise workshops to 140 students at St Thomas More, Moselle, Mortimer, Park View Academy and Woodside High. A further eight courses will be delivered this quarter at Blanche Moore, Highgate Wood, Greg City Academy, Northumberland Park and John Loughborough.

FinFuture are making steady progress to establishing a traders association in the west of the borough with a number of businesses in Stroud Green coming forward to pull a formalised group together.

18 new businesses have now joined a traders association in Crouch End through work with the Crouch End Project. The project website is now live www.crouchendproject.com and almost 1,000 people have signed up to the loyalty card programme which provides special offers and discounts in local shops.

2. Single Business Account

Work continues with Customer Services to implement the Single Business Account.

We have gathered data concerning businesses and their contact details from Business Rates, Environmental Health and the Food Registration Team

Business records gathered from various systems:

NNDR ----- 6,867
Food Reg ----- 1,633
All Business ----- 3,037

Total Business Records collated: 11,289

Cleaning up the address data has established that these 11289 business records are based at 6909 unique addresses.

We have 4377 unique business records at unique addresses which leaves 8639 business records sharing 2352 addresses.

The next phase is to identify the correct business details from these duplicate records before we create the Single Business Account. We will be matching the information held on each file to ascertain the correct business name and contact details.

Once this unique list of businesses that interact with Haringey Council is complete, we will create them as records within SAP CRM to form the home of the Single Business Account. This work is on track to be completed by the end of 2008/09.

Further Development

Once the Single Business Account is live in SAP CRM, a number of options become available for further development of the SBA to maximise the benefits of this project:

1. Master Data Management: procure software to keep business records aligned between major IT systems so when a business tells us they have moved address for example, they only need to tell us once and this automatically updates all relevant systems. This would demonstrate joined up thinking on behalf of the Council to streamline our contact with businesses.
2. Develop the SBA to hold additional information against the business records, providing analysis by business sector: retail, manufacture, food for example. SAP CRM already has well developed reporting capabilities which would

enable SBA users to analyse contact with businesses on the basis of their location, sector of work or whatever additional information is incorporated into the SBA.

3. Introduce a marketing element to the single business account to record membership of trade associations, neighbourhood management schemes or interest in green initiatives for example. Outbound email, text or postal campaigns can then be actioned at a push of a button.

3. Olympics

John Armitt, Head of the Olympic Delivery Authority and Huw Edwards the ODA Government and Business Relations Executive were taken on a tour of key sites in the borough on 19th December

They met with Cllr Amin, Cllr Peacock, Nick Schlittner, Karen Galey, John Morris and Diane Edmonds. The visit raised awareness to the ODA of the Olympic opportunities that could be generated in the borough and how Haringey will be key to the success of The Olympic Legacy Plan.

An Olympic Procurement event will take place at CoNEL on the 12th of March Organised by Economic Regeneration, Corporate Procurement and The London Business Network.

The London Business Network lead on Olympic Procurement and will promote the CompeteFor web portal where businesses can register for procurement opportunities.

The Draft Olympics Action Plan is currently being reviewed by the Olympics group and will be finalised in April.

4. Town Centres

A framework is being established for producing improvement plans for the following town centres:

- Wood Green
- Tottenham
- Crouch End
- Muswell Hill

This framework will consider town centres from the perspectives of planning policy, economic development strategy and core service delivery and will begin with a summary of current condition and a health check exercise. This health check will advise on priorities for each of the four centres. It is still proposed to look at four themes within town centres:

- Planning and Environment
- Business, Culture and Events
- Safe and Clean
- Town Centre Management

5. Business Pack

The Business Pack and Information leaflet are both ready for print.

We are planning to include information from local banks with the packs and are awaiting this copy

6. Recession Action Plan

This is the update of the 10 point action plan, produced by Economic Regeneration in December 2008. Further proposals include development of a credit union in the borough, a green new deal and stepping up our activities on apprenticeships and direct labour in major regeneration projects.

10 point plan updates

10 Point Plan	Updates
Launch of the Employer Zone in early 2009 to support residents and open up increased employment opportunities to Haringey Guarantee participants	Employer Zone launched 11 February 2009 – target to engage up to 100 businesses signposting them to Haringey Guarantee and Train2 gain provision with jobs and guaranteed interviews for Haringey Guarantee participants
Extra consideration to be given to funding projects through the Haringey Guarantee that specifically focus on engaging with people who have become recently unemployed	One main job brokerage contract on current HG programme reconfigured to allow engagement with and support to “non-stretch” target residents – i.e. short term unemployed
Closer working relationship with Jobcentre Plus so that appropriate jobseekers are referred to the Haringey Guarantee	SLA in place between JCP and Haringey Council allowing referrals from JCP to Haringey guarantee provision and HG advisers in Jobcentres.
Extra engagement with residents through the Haringey Guarantee programme after outreach venues were increased to 40	Outreach venues established across the borough and increased numbers engaging with the HG.
Meeting with local bank managers in late January 2009 to discuss support for local businesses	Meeting took place with X banks in attendance. Further meetings scheduled to take place throughout course of year.
Details of support for business to be circulated with annual rate demand in March 2009	A flyer promoting business support agencies will be circulated to businesses with the annual rates request. It will direct businesses to local and regional agencies that are able to provide professional advice, information and guidance on all aspects of running a business including business planning, access to finance, procurement, staff training, recruitment, trade associations and business networks.
New business pack to be circulated to businesses in March 2009 outlining relevant council services and support available from other agencies	The business pack is at the final design stage and will be distributed in March. The pack provides information on the services that the council provides to businesses, with full contact details for each service and sections on

	<ul style="list-style-type: none"> • Business advice and support • Business Rates • Commercial Environmental Health • Commercial Property • Greening your business • Licensing • On-line services • Planning • Recruitment and staff training • Selling to the council • Trading standards • Neighbourhood management
<p>Increased support to be offered to Homes for Haringey to help it further develop its apprenticeship applicants attracted more than 200 responses</p>	<p>The Employment and Skills team are working with CONEL and Homes for Haringey to develop their recent Expression of Interest sent to the LSC, to train a number of apprentices under the LSC Apprenticeship Expansion Programme.</p>
<p>Increased support to give local businesses more chance of successfully tendering for public contracts and the Olympic procurement programme CompeteFor</p>	<p>An Olympic Procurement event will take place at CoNEL on Thursday 12th March. It will be delivered by CompeteFor in partnership with The Business and Enterprise and Procurement Teams. CompeteFor will promote Olympic opportunities with the Procurement Team and local providers also be in attendance to advise on and signpost businesses to other procurement opportunities and relevant training</p> <p>CompeteFor estimate 100 businesses will attend and promotion will begin next week with flyers and a press release.</p>
<p>A requirement for all contractors involved in the Building Schools for the Future (BSF) programme to engage apprentices on their schemes</p>	<p>KPIs are currently being negotiated with contractors regarding the recruitment of local labour and the numbers of apprenticeship positions which will be offered.</p> <p>RM contractor for ICT managed services to schools have provisionally agreed to provide 10 IT apprenticeships on a rolling basis. Broadly this will be one apprentice at</p>

	<p>each secondary school site. These apprenticeships will prioritise young people in Haringey.</p> <p>Contractors have agreed in principle to offer 'work & skills' development for NVQ level 3 & 4 in the Value Bidding Stages of their Contracts, while the BSF programme itself has also employed an apprentice for administration.</p>
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7. Wood Green Film Festival

The 7th Wood Green International Short Film Festival will take place 16-22nd March 2009 at Cineworld Wood Green & selected local venues, showcasing the best new short films from around the world, as well as putting the spotlight on our own local talent.

We are pleased to continue our long running association with Cineworld Wood Green who once again will be our principal screening venue throughout the festival.

Fringe Events

The Big Green Bookshop will be showing a series of films during the Film Festival. A Film Quiz will take place at The Gate public House.

Youth Film Festival

We are delighted that Tottenham's **Fast Forward** organisation will be returning to run their ever-popular Youth Film Festival for the 3rd successive year. The event will take place at Cineworld Wood Green on Saturday 28th March. For more information on the Youth Film Festival visit: www.fastforwardyouth.com

Business Engagement

23 businesses will be offering special offers during the festival. These will be promoted through the film festival website, programme. Flyers and on screen during the festival.