

**Meeting:** Enterprise Partnership Board

**Date:** 5 May 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 Economic Downturn.

**Legal/Financial Implications**

NA.

**Recommendations**

That the Enterprise Board notes the report.

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## **1. Area Based Grant 08/09**

The project has achieved full spend and has exceeded business support outputs. Nine Business Support Initiatives were delivered by partner organisations across the borough. Initiatives were 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 supported our project objectives and by 31/03/09 had achieved the following outputs to support business sustainability and growth, encourage inward investment, and promote entrepreneurship and self employment among our residents. In light of the economic downturn the figures for VAT registration and business start-up are low, but in line with other London boroughs. We expect to see more VAT registered businesses over the next three months and will continue to monitor all projects over the next 12 months.

At 31/03/09

- 360 businesses received support to encourage growth and sustainability
- 14 businesses have achieved VAT registration
- 116 residents received support and mentoring towards business start up.
- 9 residents were working towards business start up
- 2 residents started their own businesses
- 258 young people at key stage 4 participated in enterprise training programmes
- A new traders association has been established for businesses in Stroud Green
- 20 businesses have joined existing traders associations
- 9 residents have completed the Open University Introduction to Business Module

## **ABG 09/10**

We are currently reviewing proposals that will address the Business and Enterprise agenda over the next two years. The ABG panel is scheduled to meet 30<sup>th</sup> April to approve projects.

## **2. Single Business Account**

The first phase of the Single Business Account project has been delivered in partnership with Customer Services and a Business Description Schema has been created for 7,300 businesses in the borough.

These details will be created 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**

An Olympic Procurement took place at CoNEL on Thursday 12<sup>th</sup> March. It was delivered by CompeteFor in partnership with The Business and Enterprise and Procurement Teams. 103 Haringey Businesses registered for the event and 63 attended.

## **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

As part of a series of visits to Town Centres, the Leader and our executive member Cllr Amin will be visiting green Lanes and Tottenham In May; there will also be follow up visits to Crouch End and Muswell Hill.

The newly created Wood Green Business Forum is scheduled to meet for the first time in early June, as is the first meeting of the Haringey Business Board.

## **5. Business Pack**

The Business Information pack has been distributed to 7,300 companies in the borough with contact information provided through the SBA Data.

The pack contains information and contact details for all the services that the council provides to businesses.

It has also been distributed through our partner organisations that provide business support services.

A booklet outlining external business support services was also sent out to all business rates payees in March.

## **6. Responding to the Recession**

The information on applying for Small Business Rates Relief was sent out to potentially eligible businesses. Officers prepared a statement on the how the recession is affecting council service delivery and this was submitted to Overview and Scrutiny Committee in February. Work is underway to reassess the viability of Credit Union's in the borough, a steering group has been set up to guide the creation of apprenticeship programmes in the borough and a recession taskforce is being formed to do horizon-scanning and flag up service issues related to the economic downturn.

## **7<sup>th</sup> Wood Green International Short Film Festival 16-22 March 2009**

This year the festival successfully expanded to a week-long event (previously 3 days) in order to increase the focus on Wood Green town centre, and engage and involve the local businesses. The fringe events during the week consisted of special interest film screenings and filmmaking workshops.

The main film festival screenings took place at Cineworld Wood Green, and attracted just under 1000 attendees throughout the weekend. Festival-goers were directed to of local businesses via a campaign of special promotional offers. The event was co-ordinated by the Business & Enterprise Team in Economic Regeneration, with external partners delivering some events.