



# What Business Link does! in (rural) Essex



# Business Link East “*The Place to Go*”



## Covering today: for Essex Rural Partnership

Where, Who, How & What!

What is Rural? (is Essex?)

Recession

Specifically in Essex (partnership work)

Some good news



Keith Hughes- Partnership Director  
Business Link East

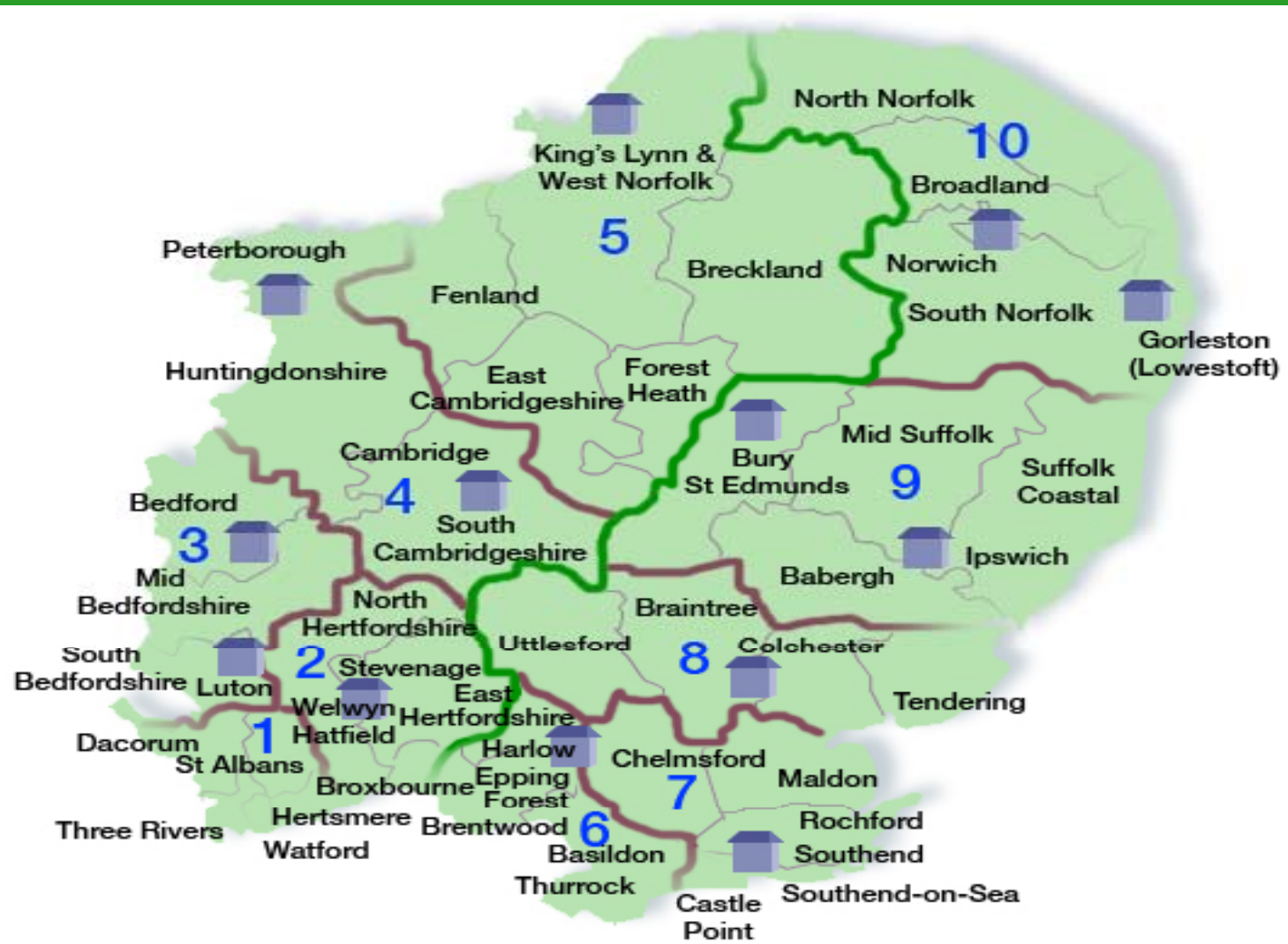
# Where is Business Link East?



Six counties

13 centres

3 in Essex



# Who are we?



**advisors**  
**specialists**  
**information**  
**experts**  
**partnership**  
**directors**



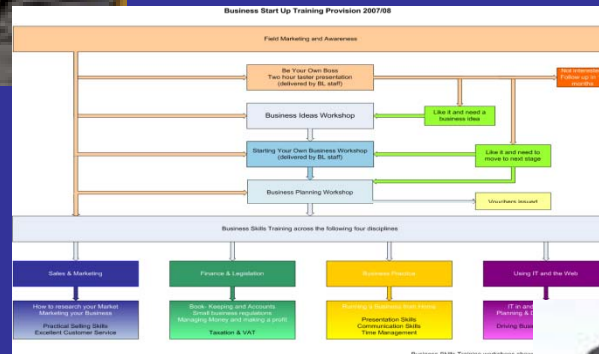
**Essex Rural Partnership**

# For Start-ups.



# Awareness

# Skills & viability



# 1:1 support



# How do we do it?



Information

Diagnostic

Brokerage



# A service that works

## Case Study: **Maydencroft Rural Ltd**

Rural construction.

### Business Link Impact

- Advice for putting the business plan together and taking his concept forward
- To date, Maydencroft Rural has exceeded its first year targets by 150 per cent, way before hitting the year one mark.



# In Essex in 2008 -09?



Business  
base

64000

Established  
>1 year old

21149

People  
starting

5568

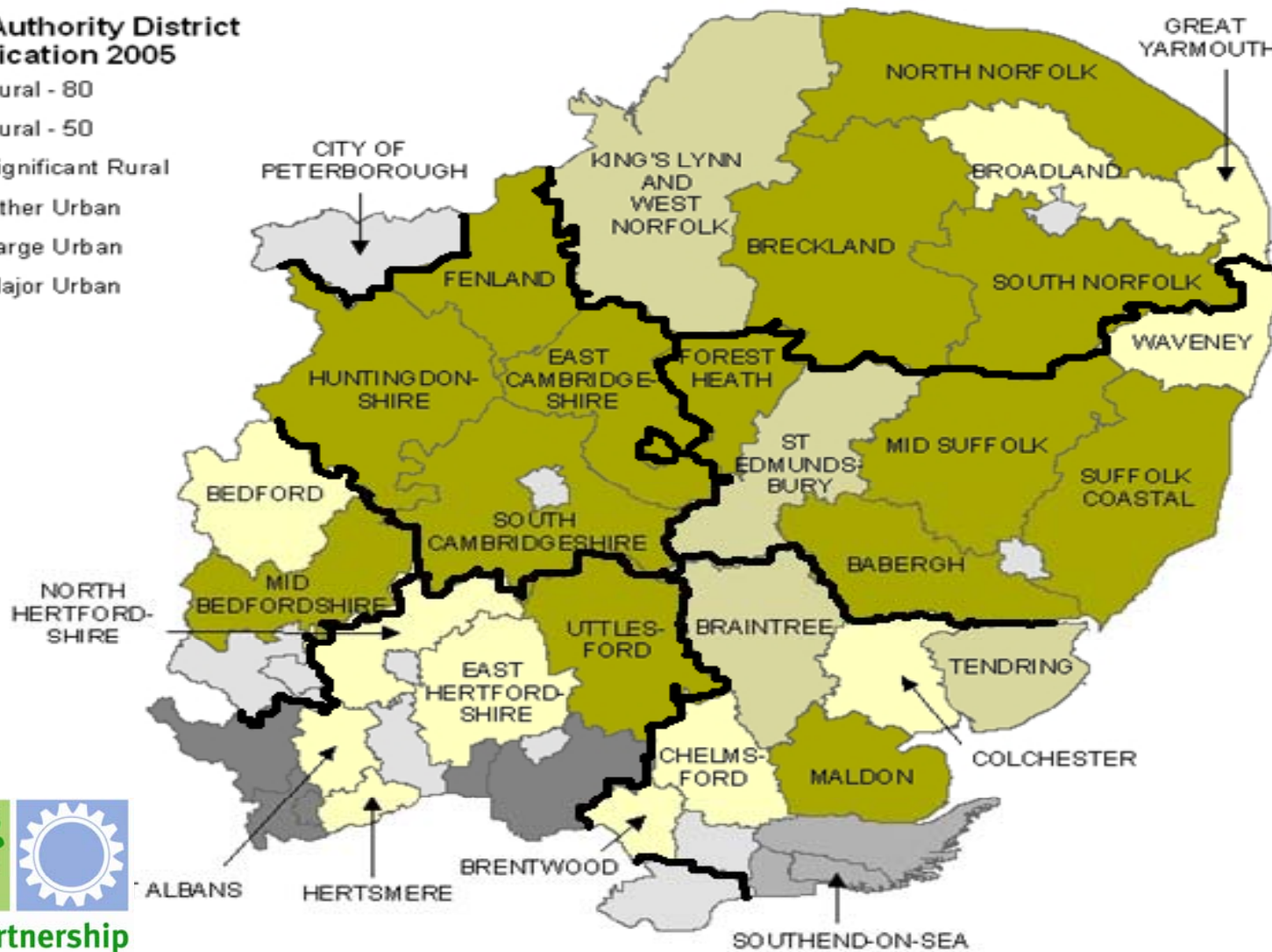
Start Up  
< 1year

1171

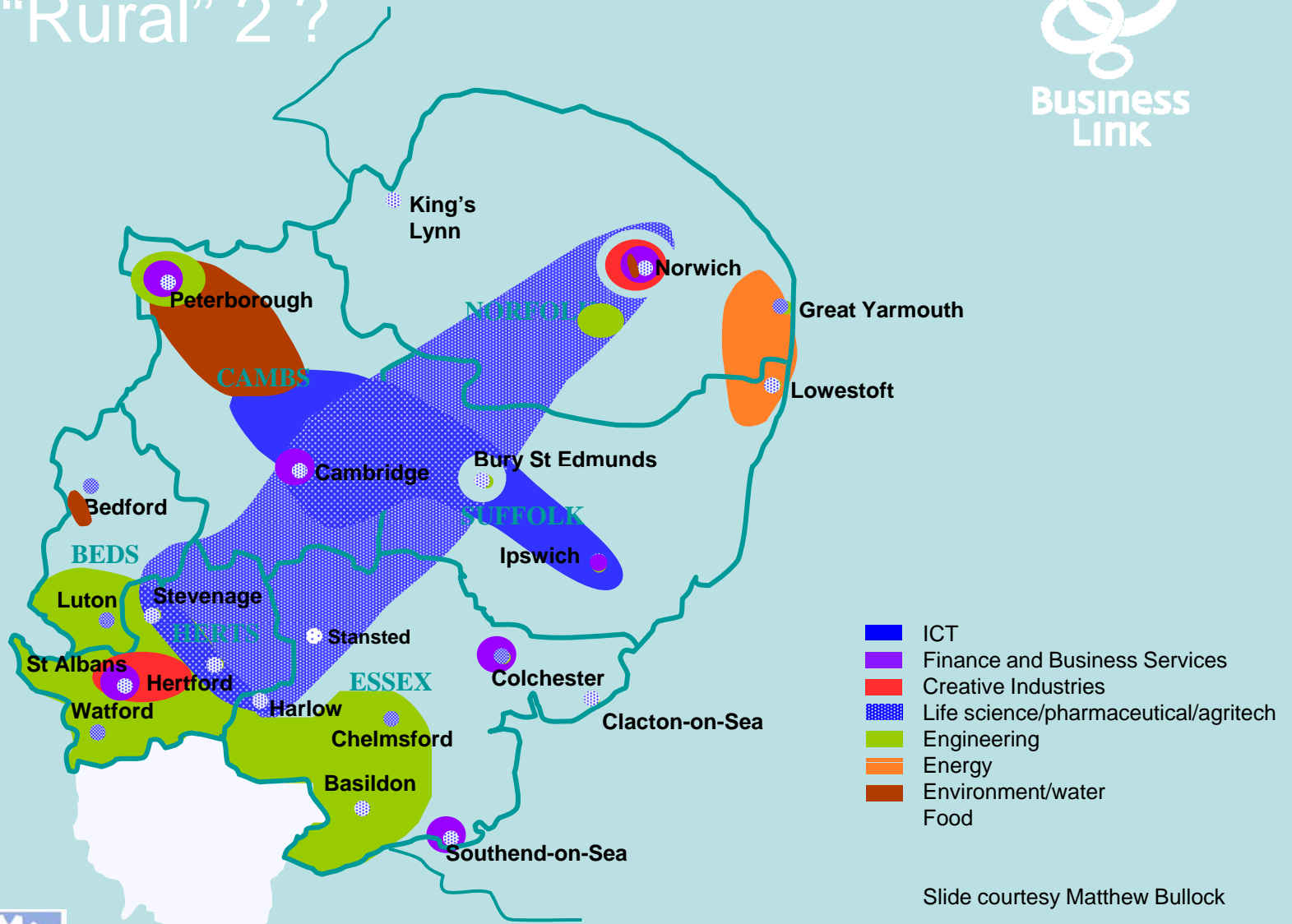
# What is "Rural" 1 ?

## Local Authority District Classification 2005

- Rural - 80
- Rural - 50
- Significant Rural
- Other Urban
- Large Urban
- Major Urban



# What is "Rural" 2 ?



Slide courtesy Matthew Bullock



## East of England: regional clusters of excellence

## Is Essex “Rural” ?

- Population : 1.6million
- 72% of Essex is rural
- 7 districts classified as ‘rural’
- Almost 50% of parishes have no shop
- Largest coastline in the country
- Largest business sector  
Property & Business Services (27%)
- 2625 (3.6%) Agri-Business
- Smallest Business base:  
HARLOW
- 7700 (10.4%) Retail
- 4065 (5.5%) Hotels &  
Catering



You won't have seen much about it in the gloomy news recently, but one of the best-kept secrets of the recession is that many businesses in the East of England are not only preparing for **future** growth, but are also continuing to enjoy strong growth **now**.

To find out their secret, visit

[businesslink.gov.uk/east/supportnow](http://businesslink.gov.uk/east/supportnow)



Essex Rural Partnership

Government funded.  
Business led.



# Recession



## Massive 70% increase in calls

- Funding, grants, government loan schemes
- Help to grow their business - research
- Help to save their business
- Starting a business

- Free health check
- Anonymous helpline 0845 3 13 45 10
- Services briefings / workshops free
- Special guide(s)
- Specific events



Essex Rural Partnership

# Partnering practical examples in Essex



**Jobcentre Start-up Links**

**Local Area Agreement**

lead on Business Registration rate (NI 171)

**Adult Community Learning**

“Woosh” project developed around the E2V Ltd

**Library Services**

Start up workshops & simple referral flow chart

**Essex Business Partnership**

70 businesses, attended their most recent briefing

**2012 Olympic Legacy Team**

series of business events

**Banking on Essex**

in the access portal

**Braintree** Business Summit

**Harlow** Involved from bid to delivery in their Entrepreneurship initiative

**Tendring** Business Summit

**Epping** Multi partner “Support with-out Boundaries”



Essex Rural Partnership

**Basildon** Business Support Clinics &

# Business Briefings/Workshops

[www.bookevents.org](http://www.bookevents.org)



Come along to learn a little more or meet an adviser

# Just in time?



## **OPEN FOR BUSINESS**

Your guide to business advice and support available to publicans in the East of England

**FREE Business Health Check,**  
**FREE Business Workshops**

**Vouchers worth up to £500 to buy ?**



# The place to go for business support



Whether you're starting or growing a business, we can help. Contact us today.



08457 17 16 15



[businesslink.gov.uk/east](http://businesslink.gov.uk/east)



Essex Rural Partnership