

New Look Issue

North & East London

Sector Clubs Newsletter

Issue 10 Summer 2002 • Together it's good business

It's Official!
Enfield is the most
Profitable Place to do
Business in London!

Big Future for Furniture
Furniture Link launch event
'a resounding success'

Fashion Capital
Readying for Autumn Launch -
We explain the concept

The Sector Clubs initiative is going from strength to strength. This edition's featured article highlights Furniture Link, which was launched earlier this year.

Furniture Link is already stimulating interest across all organisations within the sector. The network now includes over 30 manufacturers that see the business development opportunities this initiative brings to the area and more importantly the local furniture industry.

Also still in it's early stages, the Light Engineering Sector Club will soon be requesting feedback from businesses. Information collected will help to drive forward the initiative to meet the needs of light engineering businesses.

Good news for the area. Recent research shows that North and East London is a great place to run a business with Enfield and Romford being within the top five most profitable locations for business in Britain.

This edition also features a number of initiatives geared to assist and help businesses in north and east London. Ranging from a new collaboration between Business Link for London and the Engineering Employers Federation designed to improve the productivity of business, to very localised ideas such as those being developed in Barking.

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New Sector Club needs feedback

Businesses in the North and East London areas will soon be receiving a letter inviting them to comment on the Sector Clubs development of the new Light Engineering Sector Club.

A short survey with a simple format that allows extensive use of tick boxes is being designed to establish a picture of engineering business activities.

"Many of the businesses that Sector Clubs have already contacted in relation to estate and environmental improvements will be able to identify their needs in terms of support, supply chain, marketing and products and services offered" says Craig Taylor, Light Engineering Sector Development Executive.

"It is vital that we understand the nature of each business activity. Only then can we match the development of the club to the needs of the businesses. I hope to be able to create a network of manufacturers who can work with each other and for each other. The advantages of using local sourcing of components are

engineering
LINK



well known. If London manufacturers can work together in some sort of partnership the smaller business can flourish and take on larger contracts or even offer turnkey solutions that none of the partners can achieve individually."

The club will continue to offer informal network events - After a short seminar or talk aimed at informing and advising, the business can meet specialists or simply chat to other manufacturers.

Links between the sector club and existing organisations such as the North London Manufacturers Action Group (NLMAG), the Thames Gateway Manufacturers Action Group (TGMAG) and the London Chamber of Commerce and Industry (LCCI) will provide an opportunity for influence and lobbying.

The project is funded by the Government through the London Development Agency.

If you wish to support this initiative please get in touch with Sector Clubs. Contact Craig Taylor on 020 7010 1454 or email crtaylor@bl4london.com.

Manufacturing Advisory Service gets go-ahead

London's firms will soon be able to benefit from a new service to help them improve their manufacturing processes and use of new technology and techniques.

After a lengthy competitive tendering process, a partnership of Business Link for London and Engineering Employers Federation (EEF) South was recently given the approval to establish a Regional Centre for Manufacturing Excellence in London which will incorporate the Manufacturing Advisory Service.

Hands on help will be delivered through a team of manufacturing specialists who will work in conjunction with existing service providers and organisations such as Made in London. The specialists are being specifically recruited for their ability to help firms make bottom line improvements in a short space of time.

They will particularly focus on:

- **Operational Effectiveness through 'Lean' & Agile Manufacturing'**
Reducing waste, improving productivity and creating sources of operational competitive advantage from sales order processing to despatch.

- **Supply Chain Excellence**
Improving the logistics and costs of procurement through partnerships, clusters and e-solutions.

- **Best Practice in Product Development**
Innovation in design and a reduction in time to market and product costs through concurrent engineering (embracing environmental and sustainability concerns)

Above all, the aim is to help improve the productivity and profitability of businesses. The benefits of using the service will be tangible and sustainable.

Business Link and EEF South are currently involved in recruitment and plan for a full launch in October of this year. However, some elements of the service and activities are already available now.

If you would like to register your interest in the initiative and receive regular updates on progress and services, please send an email to Peter Russell at Business Link for London, his email address is prussell@bl4london.com. Alternatively you can telephone Peter on 020 7010 1457.

IT's OFFICIAL! Enfield is the most Profitable Place to do Business in London!

According to an recent survey by D&B (formerly Dun & Bradstreet), Enfield has been placed top of London's boroughs with the highest percentage of profit making businesses.

Enfield also narrowly missed the top spot on the list of UK business locations, by coming close in third place behind Brighton and York who jointly shared first place in the survey.

Enfield boasts over 84.8% of its top businesses being in profit - slightly lower than the national winners Brighton and York at 85%. The UK as a whole had 73.1% of businesses in profit - 4% down on last year.

Rod Lyons, Head of Enfield Council's Regeneration Team said: "This is great news and

is evidence that Enfield is an excellent location for business."

"My team have worked closely with many businesses in the borough along with Business Link for London, Made in London and the North London Manufacturers' Action Group, and we have no doubt that we have among the most innovative and flexible businesses in the country."

Regeneration projects and partnership working have seen significant investment made in the local infrastructure during recent years. These include the London Science Park at Innova, with the London Business Innovation Centre at its heart - which together with the Business Park will soon provide employment to 3,000 people.

Enfield has consistently scored highly in the D&B annual most profitable town for business survey, but has never before come in the first ten - it came 20th in 2000 and 15th in 1998.

With Romford coming 5th in the table, North & East London are clearly becoming better places to do business.

The top ten winning towns with their percentage of profit-making companies and their 2001 rankings are shown in the following table:



Position	Town	2002 %	2001 %	2001 Place
1=	Brighton	85%	81.5%	25
1=	York	85%	82.5%	18=
3	Enfield	84.8%	78.9%	49=
4	Exeter	84%	85.6%	3=
5	Romford	83.6%	82.2%	21
6	Harrogate	81.9%	80.9%	31
7	Weybridge	81.7%	71.4%	131=
8	Grimsbay	80.3%	88.5%	1
9	Cheltenham	79.9%	80.2%	40=
10=	Blackburn	79.3%	78.9%	49=
10=	Stockport	79.3%	80.8%	32=

The National Top Ten, showing Enfield & Romford leading the way in London

Notes: The survey is based on information stored in the latest edition of Dun & Bradstreet's Key British Enterprises on CD-Rom which contains details of the latest profit and loss accounts of the 50,000 largest companies in the UK. The survey is ranked on the proportions of companies in a town or county making a profit. Towns with fewer than 60 companies in the country's top 50,000 have been omitted.



Business Link for London – Supply Chain Development

At no time has competition been so intense and Customers now expect not only the best price but also the best Value from their Suppliers.

The major Companies have recognised the strategic importance of Supply Chain Development in keeping their business competitive. The initiatives they are undertaking are having a major impact on their suppliers, some are not presently equipped to adapt to the change.

It is the smaller organisations (under 250 employees) who are most at risk. They are seeing their customers requirements becoming more demanding whilst having to drive their prices down to remain competitive, combined with limited resources and little expertise and

knowledge to adapt and change. Those suppliers who cannot or will not change will probably not survive.

Business Link for London now has a dedicated team for Supply Chain Development with the objective of improving London's supply chain activity by giving support to the Small to Medium Enterprises to enable them to provide better value for money, helping them to improve their competitiveness and increasing their profitability.

To find out more about how Business Link for London's Supply Chain Development team can help your business please contact: Michael Gutierrez Tel: 020 7010 1461, or by email: mgutierrez@bl4london.com.

Better Late, Than Never

Our appologies for the slightly longer than usual gap between this and the last issue, but we think you will agree with us that the wait has been worthwhile!

Following the recent expansion of our remit and circulation to cover east London, we've undergone a complete make-over. The result is a fresher, more modern look with an increase in the average number of words per page - allowing us to fit in the extra 'east' content.

As always, we welcome your feedback and the enclosed 'Faxback' form can be used to; comment on any aspect of this issue, request further information on any of the topics covered within the articles or amend your subscription details/add a colleague to our subscription list.

Post Budget Breakfast with Andrew Smith MP

Andrew Smith MP, Chief Secretary of the Treasury delivered a first-rate presentation on the 2002 Budget at a very successful breakfast briefing, held on Tuesday 14th May 2002 at the Royal Chace Hotel in Enfield.

Over 60 businesses from Enfield attended this networking event, which was organised by the North London Chamber of Commerce (NLCC) in partnership with Business Link for London, Barclays Bank and Joan Ryan MP.

Following presentations about the measures and practical implications of the 2002 Budget on businesses by Andrew Smith and Robin Worby from Moore Stephens, a local Accountancy Firm, there was a highly interactive and informative Question & Answer session.



Andrew Smith MP answered a number of questions from the audience with precision and clarity, making the event an enjoyable and memorable morning.

It was also a great day for Enfield Businesses as Joan Ryan MP announced Enfield as the most profitable place in London to do business, according to a recent industry report (see page 3).

Many businesses benefited from the presentations, networking and the opportunity to access a range of support services through the NLCC, Business Link and Barclays Bank. Hopefully, this event will pave the way for future Partnership events.

For information on future events please see the back page or contact either Yonca Ibrahim (Business Link) on 020 7010 1783 or the NLCC on 020 8443 4464.

Up to 50% funding for your Health and Safety Issues

Made in London are currently offering up to 50% match funding to support health and safety initiatives in your workplace.

Some businesses have already benefited from funded First Aid courses and Fork Lift training, but other training such as manual handling and food hygiene can also be supported under this scheme.

Other areas of support can include:

- ❖ Risk assessment
- ❖ Health & safety review/audit
- ❖ Health and safety policy writing and review

If you would like to apply for funding for health and safety training or consultancy, then please contact Rachel Widdows in the first instance to check your eligibility (you have to be based in the SRB6 area), but remember, this is a limited offer and when it's gone, it's gone!

Tel: 020 7010 1320

Email: rwiddows@bl4london.com



Andrew Smith MP

The Barking Industrial Estate

Following the positive developments on River Road (see page 5), the Estates & Sector Team has been shifting its focus to a new estate at the request of Barking Council. The Council feels that the Barking Industrial Estate could benefit from potential improvements aided by the Estates Team.

The Barking Industrial Estate, sited just off Ripple Road, has been attempting to instigate small improvements over the last few years, however grant monies available through the Made in London initiative will enable the estate to escalate its plans.

Preliminary scouting work has already commenced, with Milan Jankovich (Estate Development Executive) visiting the site, approaching the management association and talking to resident businesses.

Ideas put forward include upgrading the CCTV and resurfacing the roads. The next step is for the Team to attend one of the regular meetings of the estate.

If you want to know more you can contact Milan on 020 7010 1469 or email him on mjankovich@bl4london.com.

Tie Project Physical Improvements to Industrial Estates

During the last year the Tottenham Industrial Estate (Tie) Project has delivered improvements worth £260K, with 50% of the costs being funded from the private sector.

The improvement works covered areas such as drainage, re-surfacing of roads, landscaping, signage and security upgrades including CCTV and lighting.

The works took place on Milmead Industrial Estate, N17 Studios, Stadium Business Park and Triumph Trading Estate. These projects were funded through Single Regeneration Budget (SRB) and European Regional Development Fund (ERDF).

Haringey Council Environmental Services Department have applied for further ERDF funding to be delivered under the Tie Project. At the time of writing the Council were awaiting a contract from the Government Office for London before the new works can commence. The following estates have produced expressions of interest for improvement works:

- Hotspur Industrial Estate
- Florentia Clothing Village
- N17 Studios
- Stadium Business Park
- Triumph Trading Estate

MiL in Haringey

Haringey businesses are also fortunate enough to benefit from a further project active in North London called the Pan London Project, with a team employed by Made in London (MiL) and Business Link for London. This project will be working with the following estates over the next year, using SRB and ERDF funding:

- Peacock Industrial Estate
- Fountayne Road Industrial Estate
- Markfield Road Industrial Estate

If you would like to find out more about the Tie Project, North London Chamber of Commerce, Business Link for London or the Made in London Project, please call the North London Industries Centre on 020 7010 1234.

GTI Helps Manufacturing Companies “ Make It” In The Heart Of Thames Gateway

With all the rather depressing news for manufacturing and the growing competition from the Far East it is great to be able to announce some good news for local manufacturing and engineering companies.

Gateway To Industry has been awarded over £800k to help companies in Barking & Dagenham, Havering and Thurrock to train their staff in a wide range of topics from Safety Management to CAD/CAM with up to £1,000 for any consultancy which leads to training.

“We are delighted to be able to offer some real practical help to companies with less than 250 employees who face dramatic changes in terms of new technology and increased global competition,” said Jacqui Wordsworth Manager of the GTI.

“The grant can cover all areas required by a company to improve its business performance, although we are particularly interested in supporting structured training

that provides individuals and businesses with additional skills and abilities to aid competitiveness. We can honestly say that there is little to no bureaucracy involved in the process and that there are no limits on the number of applications a company can make!”

One of the first companies to benefit from the grant was Millennium Rail Ltd whose investment in internal and external thermal welding training helped them solve their skill shortage. They now have four newly qualified assistant welders, are about to take on a further four new recruits and are looking at environmental training ahead of government legislation.

“The training has proved to be a good investment which we wouldn’t have implemented by ourselves.” Said Robert Bull a partner at Millennium Rail Ltd, *“We found GTI extremely helpful as a sounding board to bounce ideas off”*

GTI, funded through the Heart Of Thames Gateway regeneration

programme, was set up to help companies take advantage of the transformation of the local manufacturing industry by providing a personalised service to solve their recruitment and training issues. It has been running a number of seminars on hot topics requested by local businesses such as Customer Service and Double Your Sales, and its newly expanded seminar series includes sessions on recruitment and retention, and finance for non-financiers.

It has also been providing a vital link between companies and sources of talented labour especially schools, by offering an extensive calendar of events including visits to East London companies, workshops with organizations such as the Design & Science Museums and specific careers guidance to young people in the local area.

To find out more about the grants or how GTI can help you, call Jacqui Wordsworth on 020 8526 1492 or email her at info-gti@heart-thames-gateway.org.uk.

Recycling Scheme Benefits Children’s Charity at Florentia Clothing Village

Work is in progress to set up recycling schemes in Florentia Clothing Village for textile, office paper, cardboard and plastics.

Textile waste will be recycled via Children’s Scrap Project, a charity based in Homerton which collects waste materials from businesses for use in arts & crafts projects by children and schools.

Trials to recycle white office paper have commenced, starting with Mark Anthony (the managing company of

Florentia Clothing Village). If this proves successful, the paper recycling scheme will be extended to include other businesses in the estate.

A decision will be made shortly on whether to purchase a baler to facilitate the recycling of cardboard and plastic waste.

If you are interested in setting up a recycling scheme in your company and would like more information please contact Esther Kaleb on 020 8411 2648.



Artists impression of Florentia II - opening soon

CCTV - River Road Industrial Area

A Case Study by Russell Sawers

Right from the beginning of the project at the River Road Industrial Area in Barking, it was realised that there were serious fly tipping and abandoned vehicle issues that required attention.

As many industrialists and residents know, this activity can completely destroy a streetscape and repel existing and potential businesses and residents.

Located in the centre of the estate, Longreach Road was one of the prime locations that had become a focal point for overnight tipping and car dumping.

One side of the road is being developed into an industrial park, with the other being fronted singularly by the leading employer of disabled people in the country, Remploy.

The installation of CCTV cameras was the obvious solution and consultation was initiated with the local authority as well as a private installation company, who were both asked to provide costs for the installation of

cameras to constantly survey the problem area.

Following the decision on which was the most competitive and attractive package, further thought suggested that approaching Remploy to request use of their building for mounting the cameras could not only give a direct benefit to the firm, but would also put the cameras in their most beneficial position for their intended purpose.

Remploy were happy to accept the proposal and now have access to a good quality CCTV system that enables them to monitor security of the grounds of their Barking offices thereby providing jobs to at least one more disabled person, whilst the first phase of combating crime on the estate is functioning and will no doubt prove successful.

Please contact the Estates & Sector Team on 020 7010 1234 to discuss how similar ideas could be implemented on your estate.



"We must identify common ground and work together"



Furniture Link formally launches

Furniture Link, an initiative to establish a network of business support within the furniture sector was launched on 8th May 2002.

The Furniture Link project was formally launched in Walthamstow, east London and the event was co-hosted by *Business Link for London and Made in London* under the joint Sector Clubs initiative.

The launch was well attended by many local businesses and included delegations from *BFM Ltd* (British Furniture Manufacturers), *FFINTO* (Furniture, Furnishing & Interiors National Training Organisation) and *FIRA* (Furniture Industry Research Association), providing an ideal opportunity for proactive businesses to meet and network.

The Sector Clubs, who are based in Tottenham, started the project early in 2002 as a result of their contact with several manufacturers in the area and with the specific aim of addressing the issues and concerns that directly affect the industry.

Based on the expertise in business and manufacturing support that the Sector Clubs team has to draw on, the objective is to identify common issues and business development opportunities for the furniture industry within the area.

One of the first things to do is to set up a steering group made up of local furniture manufacturers in order to ensure that the programme is business led.

Historically, the industry in London has operated from a position of stability with a rich vein of available resources.

However, Business Link for London and Made in London both recognise the fact that a decline in activity and demand is having a serious affect on local jobs and productivity. It is with this in mind that the programme has established close links with many major manufacturers and trade

associations in order to identify areas of best practice that can be disseminated to the benefit of all within the network.

Drawing on the various types of funding available for regeneration in the area, the project will be able to establish a long-term strategic approach that will provide businesses with quick wins and long term solutions. Substantial funding has already been earmarked for the project so, with the collaboration of the current partners and the resources available through Business Link for London and Made in London, the future is in the hands of the businesses themselves – a refreshing innovative approach!

Grant Baker, the Furniture Link Project Manager, has spent considerable time with local enterprises across the area identifying a needs analysis of the issues that business say they are most concerned with.

Grant, who presented at the event, was keen to get across the fact that Furniture Link was *"Established for the benefit of businesses and would only be successful with the support of the local industry."*

Following on from the event, specific projects to support current manufacturers and encourage new designer makers are already being considered based on the needs analysis and include projects such as, collaborative marketing, joint manufacturing ventures, designer showcases and environmental sustainability issues.

"Listening to the needs of business will prove vital to the success of the project" said Grant.

Paul Dickinson of Blueline Office Furniture based in Barking East London reported that *"We must identify common ground and work together"*.

Blueline are leading office furniture

manufacturer with major environmental awards to their credit are a typical example of best practice that we should be promoting within our industry.

The network is growing fast with over 30 manufacturers large and small currently engaged and include companies such as Parker Knoll Cabinets in Enfield who employ over 300.

The number of partner organisations linked to the project is also growing and currently includes: *The London Guildhall* headed by Guy Beggs; Stewart Anthony from the *Centre for Environment and Safety Management for Business*; and Dienneke Ferguson from *Mazorca Projects* who are specialist design consultants. Many other organisations involved with specialist training and recruitment are also showing a keen interest in linking with the project, so an opportunity exists to offer an extensive range of expert advice and support.

The most important message that Grant Baker wanted to deliver is that *"We don't have all the answers and have not contacted every furniture related company in London. We do know that this will take time, but with your support and input we can make a real difference to the current position and to the future of this vital sector of London's economy"*.

For further information please contact Grant Baker at Business Link for London / Made in London. North London Industries Centre, 312 High Rd, Tottenham, London N15 4BN
Telephone: 020 7010 1475
Mobile: 07779 717 196
Fax 020 8493 8845
email: gabaker@bl4london.com

A Big Future for Furniture

After the successful launch of the Furniture link project in May of this year the steering group has now been established and incorporates a good cross representation of the furniture industry in the sector. This initiative forms part of the Made in London and Business Link for London sector drive to support London's diverse manufacturing community.

Commitments from both large and small manufacturers including national trading and training organisations such as Furniture Furnishing & Interiors National Training Organisation (FFINTO), British Furniture Manufacturers (BFM) and Furniture Industry Research Association (FIRA) were assured and along with partners such as the London Guildhall, Government Office for London & the DTI there is now an opportunity to deliver substantial support.

A large number of additional partners with expertise ranging from one to two manufacturing advice to help with export and ICT have also stated their commitment to working with the project.

A number of issues were raised at the first steering group meeting on the 2nd July and these will be prioritised in order to bring about some quick wins.

Long term issues concerning training and the unavailability of skilled labour will also be addressed by the team.

The Steering Group have agreed to meet bi-monthly and will be chaired by Alan Marshall from Blueline Office Furniture in Barking and Mark Oulds from Parker Knoll in Edmonton will sit as the vice-chair.

Grant Baker who is project manager of the Furniture Link initiative sees this as a very positive step towards a brighter future for the sector, stating that *"we do not have all the answers, so it is essential that the businesses themselves take a proactive role in this collaborative effort"*.

Over forty businesses from across the sector have now been engaged with the project with new ones joining every week.

Word is spreading fast on the good work the project is doing and "Furniture Link" has already had articles published with Furniture Manufacturer magazine.

Grant stated that *"improvement and support programmes are now in the planning stages so it is vital that we get input from businesses. This is their opportunity to make a difference, have a say and benefit from the programme"*.

If you are interested in Furniture Link and would like further information please contact: Grant Baker, Sector Development Executive,
Telephone 020 7010 1475
Fax 020 8493 8845
Email gabaker@bl4london.com



"we do not have all the answers, so it is essential that the businesses themselves take a proactive role in this collaborative effort"

Furniture Link brings together the organisations that can really help furniture manufacturers. The following case study shows how one Furniture Link member has clearly benefitted from this collaborative approach.



Tower Systems Win Contract for 400 Desks from a Global Bank!!

Tower Systems Furniture Ltd is a well established business based in Tottenham, employing 18 people. They manufacture a range of office furniture – mainly desks. Historically, Tower Systems sold to local Government where the expectation is that the purchase cycle for furniture is every 10 – 12 years.

Business Link for London successfully helped Tower to re-position the business to appeal to a wider customer base and reduce dependency on this lengthy purchase cycle. A launch of new marketing materials and new product development helped to achieve this.

September 11th had a very negative impact on the business and David Combridge (Managing Director of Tower Systems) turned again to Business Link for London for help with strategic direction.

Business Advisers, Alison Swaden and Prerana Phadnis assisted the company, with profiling new prospects in order to launch an exciting new product range. Assistance was also given on planning and managing the launch event of the new Beam BD2, desking system.

Following the launch, an order for 400 desks has just been received from a global bank in Canary Wharf. Managing Director, David Combridge said, *"The order book is much improved. The challenge now is to manage the growth. Thanks to Business Link for London for their timely advice and support in making the launch such a success."*

Furniture Link can put you in contact with the best people to help you with your business, call Grant Baker on 020 7010 1475 or email gabaker@bl4london.com.

Keeping Good Company

Business Advisor Benjamin Smart takes a look at what's involved in setting up a Limited Company

If you want your business to take the form of a Limited Company, you have no choice but to comply with rules laid down in the Companies Act.

The main distinction between a limited company and a sole trader is that a limited company has legal identity of its own, separate from the people who own it. This means that, in the event of liquidation, creditors' claims are restricted to the assets of the company.

The shareholders are working directors, unless the company has been trading fraudulently or wrongfully.

The insolvency Act 1986, amongst other things, brings into effect the notion that limited liability is a privilege rather than a right. Under these new rules, incompetent as well as fraudulent directors may incur a measure of personal liability for debts incurred in the face of looming insolvency. Directors found unfit to manage can also be disqualified from holding office elsewhere.

Other advantages for limited companies include the freedom to raise capital by selling shares and certain tax advantages.

The disadvantages include the legal requirements for the company's accounts to be audited by a chartered or certified accountant and for certain records of the business trading activities to be filed annually at Companies House.

In practice, the ability to limit liability is severely restricted by the requirements of potential lenders. They often insist on personal guarantees from directors when small, new or troubled companies look for loans or credits.

The personal guarantee usually takes the form of a charge on the family

house. Since the Boland Case, in 1980, unless a wife has specifically agreed to a charge on the house, by signing a deed of postponement, the lender can take possession in the case of default.

A limited company can be formed by two shareholders, one of whom must be a director or an outside person such as an accountant.

The company can be bought 'off the self' from a registration agent, then adapted to suite your own purposes. This will involve changing the name, the shareholders and the articles of association. Alternatively, a solicitor or accountant can form a 'tailor made' company.

To Register A Company

To register a company, a 'Form 10' should be completed – this is the statement of the first directors and secretary and the intended situation of registered office.

Form G12 – Statutory Declaration of Compliance with Requirements on application for registration of a company.

Signatories – A solicitor can be engaged in the formation of the company, there must be a deadline prior to registration and it must be completed in the presence of a Commissioner for Oaths, Notary Public, Justice of the Peace or solicitor with the powers of a Commissioner for Oaths.

Business Names

The name you choose now for your business should be the name you still have in five or ten years' time. Describing what your business does through the name you choose is a cheap but effective means of communicating your message to potential and existing customers.



Since 26 February 1982, when the provision of the Companies Act 1981 came into effect, there have been new rules affecting the choice of business name.

First, anyone wanting to use a 'controlled' name will have to obtain permission. There are some 80 or 90 controlled names that include words such as 'international', 'bank', and 'royal'. This is simply to prevent a business implying that it is something it is not.

Second, all businesses that intend to trade under the names other than those of their owner(s) must state who does own the business and how the owner can be contacted. So, sole traders or partnerships who use surnames with or without forenames or initials, are not affected if they simply use their full corporate names.

Some examples of names to avoid:

- HRH Salon
- London Borough of Barnet's hairdressers
- The Queen's Playhouse

If any names other than the 'true' name is to be used, the name if the owner(s) must be disclosed and an address in the UK given, to which the business documents can be sent. This information must be shown on all business letters, on orders for goods and services, invoices and receipts, and statements and demands for business debts. Also, a copy must be displayed prominently on all business premises.

The purpose of the Act is simply to make it easier to 'see' with whom business is being done.

Generally, if further advice on choosing the legal form of a business is required, contact should be made with a solicitor or accountant.

The Pros

- Shareholder's liabilities restricted to nominal value of shares
- It is possible to raise equity capital
- High status public image
- If income is substantial, corporation tax for a small business is lower than equivalent income tax rate
- The business has a life of its own and continues with or without the founder

The Cons

- Directors are on PAYE
- Audit required
- Trading information must be disclosed
- Supplier, landlords and banks will probably insist on personal guarantees from directors (except for government loan guarantee scheme)
- You cannot start trading until you have a certificate of incorporation

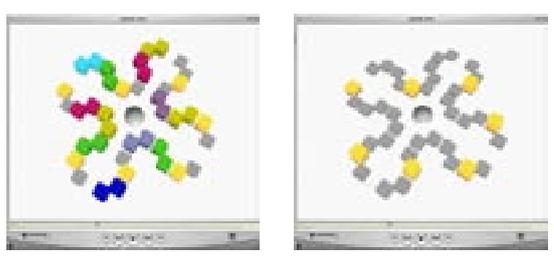


- BUSINESS SOLUTIONS
- LEARNING CENTRE
- CUSTOMER SERVICES
- NEWS DESK
- > COMPANY FINDER
- COMMUNICATIONS HALL

June 2002 saw the Cutting Edge Clothing Project helping to stage two days of rolling seminars at the London Developments Agency's (LDA) headquarters, in Docklands, explaining the concept behind the soon to be launched FashionCapital Internet Portal. A joint project being developed by Business Link for London and the College of North East London, with the assistance of the London Fashion Forum.

The concept, briefly explained on this page, was extremely well received and many enquiries were received, both during and after the seminars, from people wanting to 'get onboard'.

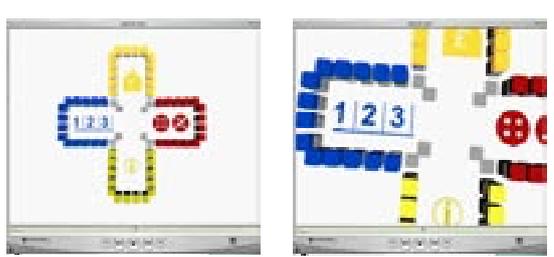
FashionCapital: The Concept - Combining the best of all worlds



Imagine a **Shopping Mall** - Big with lots of choice and variety, but scattered around a large area and not always easy to find.



Now think of a **Department Store** - Much smaller with nowhere near the same choice or variety, but what is there is much better organised with a friendly Customer Help desk if you need assistance.



FashionCapital aims to combine the best of all worlds. Big with lots of clearly presented, structured information made as easy to find and accessible as possible.

FashionCapital aims to provide a 'one-stop' online support resource for all areas of London's Clothing & Fashion industry.

One of FashionCapital's biggest attractions will be its 'Company Finder' More than just a directory, it will feature a manufacturers Capacity Register giving concise information on production volumes and other important data helping you to find the right suppliers and contractors.

In the run-up to the formal launch in September, a 'preview' version of the site will go on-line from late-July giving a taster of what the fully operational portal will have on offer.

Point your web browsers to www.fashioncapital.com to keep up with developments of this exciting new concept.

Fashion Capital: The Content - Hanging it all together

It's all well and good having a good structure and strong design, but that counts for nothing without having good, relevant, up-to-date and well researched content to back it up: Some of the key areas currently in development for the launch of FashionCapital include:

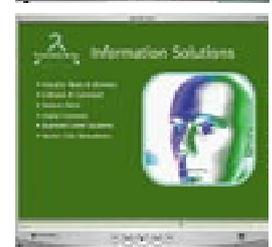
Business Solutions - Information and advice on setting up, successfully running and expanding a business. Details of what's on offer from Business Support Organisations such as Business Link for London and the LFF.

Communications Hall- Forums, Bulletin Boards and other interactive 'virtual networking' opportunities

News Desk - Relevant news for the industry updated daily. Editorial features. Useful contacts, Business Events Bulletins and diary, Newsletters and Newswires.

Learning Centre - Access to training and upskilling opportunities. Including subsidised courses from the College of North East London.

Company Finder - Easy to search on-line directory and capacity register.



Never too Late to Learn

Job Ready Alliance - Manufacturing Training Projects

The Manufacturing Training Projects, managed by The College of North East London, are now in full swing offering demand led training courses to manufacturing companies.

To date, 14 manufacturing companies and over 40 members of staff have already taken advantage of the offer of cost free staff training.

Training can often be an expensive 'extra' which companies cannot prioritise. However, under this programme which is subsidised by the European Social Fund and the Single Regeneration Budget,

training can be provided at no cost to manufacturing companies.

In order to respond to real business needs and to provide training businesses require, training programmes have been identified and organised in partnership with local manufacturers such as GR Wrights, Coca-Cola, Hiremech, Fisher Research and European Water Care during a number of meetings held at Coca-Cola and GE lighting.

Regular visits are made to companies participating in the scheme to ensure that current and future courses are demand led.

The Steering group, who ensure that the project meets the needs of businesses also includes Phil Young from the North London Manufacturers Action Group, Miles Parker from Made in London and Business Link, Despina Johnson from the Tottenham Industrial Estates Project and the North London Chamber of Commerce and Anthony Gopaul of Urban Futures.

If your manufacturing company is interested in providing training for staff, you can contact Alex Day, Senior Project Manager - See below for contact details.

What do businesses say about us?

Introduction to Recruitment and Selection

98 % of clients gave an overall rating of 'Excellent' or 'Good'.

First Aid course

98% of clients gave us an overall score of 'Excellent', 'Very Good' or 'Good'.

"The training was informal, clear and concise."

"Well designed course which progressed at a well controlled pace"

"A good variety of learning techniques were used"

What training courses are coming up?

Fire Warden Certificate plus NVQ III unit Safe & Healthy working environment. A one-day seminar followed by a number of visits to your workplace. Late July 2002

Risk Assessment Certificate plus NVQ III unit Safe & Healthy working environment. A series of visits to your workplace. August 2002

First Aid – Appointed Persons Certificate plus NVQ III unit Safe & Healthy working environment. A one-day seminar followed by a number of visits to your workplace. September 2002

Increasing Sales & Ensuring good customer service. September 2002. A short course giving you essential skills.

Train the Trainer – Chartered Institute of Environmental Health Professional Trainers Certificate. This course gives you the skills you need to train others at work. Late July 2002

NVQ III in Manufacturing – an in depth course for supervisors and managers. **Accounts** – chasing debts and purchasing. A short course to give you essential skills. August 2002

AutoCAD 4351 1 day per week course over 6 weeks. September 2002

AAT Accounts NVQ4 2 evenings per week 1 year course. September 2002

What are the benefits of staff training?

- Staff become better performers thus increasing productivity and quality.
- Keep up with your competitors.
- Make sure your staff are not left behind when using new technology.
- Increase job satisfaction and loyalty amongst staff.
- Staff can cover for others in the work place as they become multi-skilled.
- Decrease staff turnover.
- Ensure all staff work in a safer environment

What's the catch?

There is no catch! As long as you participate in the agreed training and provide us with registration information, you can benefit.

But I can't afford to give staff time away from work... We've listened to your problems and we are currently putting in place a Job Rotation Scheme to provide replacement staff.

What if my business requires specific training? **Contact us!** We'll try to help you with cost free training but if we can't assist you, we'll put you in touch with someone who can help.

What can you offer my business?

- **Skills Audit & Training Needs Analysis**
A trainer can visit your company to identify the training needed by your workforce and management. No charge is made for this service.
- **Individual Training Fund.**
You may be able to access the fund which is available for specialist training courses.
- **Local Training Centre**
Training is held in the local area. If you have over 10 employees to enrol on the same course, training can be held on your company premises at no extra charge.
- **Personal Service**
One point of contact to arrange everything.
- **Training Brokerage**
If we can't provide the training you need, we'll point you in the right direction for specialised training.

Your questions answered....

Contact: Alex Day,
Senior Project Manager
The Centre for Work Based Learning
The College of North East London
Unit 211, Lee Valley Technopark
Ashley Road, London N17 9LN
Tel: 020 8880 4518 07764 831 280
a.day@valleymedia.co.uk

Job Ready Alliance - Skills Training for the Manufacturing Sector

Want to increase productivity & profit?

Would you like to have well trained & satisfied staff?

Course / Training session	Start Date
> Risk assessment – A Safe & Healthy Working Environment Course includes St John's Ambulance Appointed Persons First Aid certificate Fully certified	Mid July
> Train the trainer – giving your staff the training they need to train others Chartered Institute of Environment Health Professional Trainer Certificate	Early September
> Get that Sale – get more business by improving your sales skills course includes the importance of excellent customer service.	Early September

Contact: Alex Day or Flo Khan
The Centre for Work Based, The College of North East London,
Unit 211 Lee Valley Technopark, Ashley Road, London N17 9LN
Tel: 020 8880 4518, Fax: 020 8880 4519, Mobile: 07764 831 280,
email: a.day@valleymedia.co.uk



The Training Bank provides customised training courses in Management Development, Personal Development, Employee Welfare, Customer Care, IT, Languages and Electrical/Technical programmes.

We would be happy to discuss your specific training needs to ensure the training is exactly what you need at a time and venue convenient to you. More information is available on our website www.trainingbank.co.uk or ring Rosie Evans on 01992 411 594.

IT Training for Small Businesses

The Valleymedia for Small Business Centre has re-launched its IT training at the Tottenham Green Enterprise Centre.

Offering a full range of courses to meet your business needs, fully funded by the European Social Fund. The only requirement is to be a current employee or employer in the North or East London areas.

The new range of courses include:-

- > Business Accountancy Solutions (Sage Accounts) - Start date June 2002
- > Business Web Solutions - Start date June 2002
- > European Computer Driving License - Start date June 2002

For more detailed course info please visit <http://futuretrend.co.uk/learn-direct/>

Don't delay book your place today as space's are limited!

If you require any further information please do not hesitate to contact us on 020 8375 3497 / 3498

Middlesex University Professional Training Provision 2002

Workbased Certificate in Management:

Course of five one-day seminars covering Effective Communication, Successful Presentations, Managing Time and Work Effectively, Building Successful Teams. No fee.

Risk Management:

Series of one day seminars which allow an opportunity to examine current practice and identified best practice in a wide range of areas. Targetted at Owners and Managers of SMEs. No fee.

Advanced IT Skills:

6 week course (1 day per week) Word and Excel. No fee.

Lifelong Learning for SMEs:

Interview based audit of training skills and needs which will identify skill gaps across the organisation. No fee.

Community Entrepreneurs:

Business development for Community Development – 14 week programme ,Certificate awarded. No fee

Contact for all courses:
Middlesex University Professional
Unit 141, Lee Valley Technopark, Ashley Rd, Tottenham, N17 9LN
Telephone: 0208 880 4118 Fax: 020 8880 4518

Dates for your Diary



Aug '02

22 Effective Management within your organisation
For anyone interested in Investors for People
The Royal Chace Hotel, Enfield. 9.00am-1.00pm
£75 + VAT Contact Mary Bishop 020 7010 1885

22 Breakdown the Barriers of Financial Jargon
For liP Recognised enterprises based in North London
The Royal Chace Hotel, Enfield. 9.00am- 1.00pm
Free to liP Network Members. Additional places £35 + VAT
Contact Yonca Ibrahim on 020 7010 1783

29 Performance Review and Individual Achievement
For anyone interested in Investors in People
The Royal Chace Hotel, Enfield. 9.00am - 1.00pm
£75 + VAT. Contact Mary Bishop on 020 7010 1885

Sept '02

04 Implementing Investors in People (liP) - Making your Action Plan
For anyone interested in liP.
The Royal Chace Hotel, Enfield. 9.00am-1.00pm
£75 + VAT. Contact Mary Bishop on 020 7010 1885

12 Performance Review and Individual Achievement
For anyone interested in Investors in People
The Royal Chace Hotel, Enfield. 9.00am - 1.00pm
£75 + VAT. Contact Mary Bishop on 020 7010 1885

18 Investors in People - Preparing for Assessment
The Royal Chace Hotel, Enfield. 9.00am - 1.00pm
£75 + VAT. Contact Mary Bishop on 020 7010 1885

23 Developing Successful Brands
The Royal Chace Hotel, Enfield. 9.00am - 1.00pm
£99 + VAT. Contact Yonca Ibrahim on 020 7010 1783

26 The Benefits of Better Work-Life Practices
The Royal Chace Hotel, Enfield. 10.00am - 1.00pm
Free to liP Network Members
Contact Yonca Ibrahim on 020 7010 1783

Oct '02

10 Estates Event
Mini-Exhibition & Networking event. Hosted by business on the Angel Road Works and Eley Estates in Edmonton who have benefited from the support of the Estates and Sectors Team. Contact Yonca Ibrahim on 020 7010 1783

Information

North & East London Sector Clubs
North London Industries Centre
Business Link for London,
312 Tottenham High Road,
Tottenham, London, N15 4BN
Telephone: 020 7010 1234
Facsimilie: 020 8493 8845
Website: www.sectorclubs.org.uk

The Sector Clubs Team

David Franks	Business Services Manager
Miles Parker	Strategic Director 'Made in London SRB6 Programme'
Abdul Rahim	Sector Co-ordinator
Grant Baker	Sector Development Executive: Furniture
Craig Taylor	Sector Development Executive: Light Engineering
Devrim Zarif	Sector Development Executive: Clothing and Fashion
Phil Duscovitch-Davis	Website & Newsletter Manager (Sector & Estates Programme)

Delivery Partners



Financial Partners



Supported by:

London Regional Supply Office
North London Manufacturers Action Group
Urban Futures

SECTOR CLUBS
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LINK

North & East London Sector Clubs Newsletter

Is an initiative supported by Business Link for London in partnership with Made in London -

Together it's Good Business

Next issue due out in September 2002