

## The Enterprising Business Awards

### The aim of the award scheme:

Every year owners of smaller businesses find it challenging to grow their businesses. These awards have been devised to help such owners overcome barriers to growth by providing them with a programme of support. The support programme is intended to assist owner-managers identify opportunities for development and implement growth plans.

*The award scheme will help owner-managers by providing them with:*

- structure and time to think strategically and develop action plans for growth
- colleagues to do this with (like-minded business owners)
- access to funds to help them with their development needs
- access to the extensive resources of the higher education community.

### What is the Award?

Owner-managers who are selected will be awarded two elements of support with a total value of £2,500:

- A **free support programme** worth £1,500 over a 7 month period (1 half day per month). The programme provides access to a peer group of owners and professional expertise to help diagnose and address current business issues. Ten winners will meet on a monthly basis. The areas to be focused on are those which are proven to add value to businesses:
  - Customer base and marketing
  - Profitability and cash flow
  - Knowhow and intellectual property
  - Management of their team
  - Operations and facilities/business processes.
  - Strategies

The programme will be accredited by Kingston University and on completion owner-managers will receive a Postgraduate Certificate in Innovation and Entrepreneurship. Credits from this could be used to contribute to further study, such as a Postgraduate Diploma or Masters.

- **Consultancy** worth £1,000, agreed with each owner, providing 120 hours of work by supervised students. The work might include for instance:
  - New product development
  - Market assessment
  - IP (Intellectual Property) protection
  - Business analysis and advice.

The consultancy will address barriers to growth which have been identified in the course of the business support programme. The 10 owner-managers will be required to justify their needs and agree their consultancy aims among themselves over the 7 month period.

### **Who can enter?**

Any full-time business owner-manager who **wants to add value to their existing business**. The company will normally have been trading for at least 3 years and should employ at least one other person or have plans to employ one other person. The business needs to be within London or the South-east region of England and can be from any private sector or social enterprise.

### **How do I apply for an award?**

- 1) Simply complete an application form which you can find on our website [www.westfocus.org.uk/entrepreneurship](http://www.westfocus.org.uk/entrepreneurship) and return to WestFocus by Monday 4<sup>th</sup> January 2010. Please ALSO email a soft copy of your completed application form to: [a.faulkner@kingston.ac.uk](mailto:a.faulkner@kingston.ac.uk) and post a signed hard copy to A. Faulkner, WestFocus, The Enterprise Exchange, River House, Swan Wing, 53-57 High Street, Kingston-upon-Thames, KT1 1LQ.
- 2) Applications will be assessed by the managers of the WestFocus consortium. Those owner-managers short-listed will be contacted and interviewed by WestFocus during January 2010.
- 3) All applicants will be informed of the outcome of their application during January 2010.

### **Conditions of award**

By submitting an application for an award you are agreeing that:

- You are the owner-manager of the business
- If short-listed, to attend an interview or agree to a site visit by WestFocus for further assessment
- If subsequently selected for an award, to commit to the business support programme, attending one half day session per month over a 7 month period between February and September 2010 [excluding August]

### **Confidentiality**

All WestFocus staff working on the awards are covered by confidentiality and non-disclosure agreements.

### **What is WestFocus?**

The award scheme is run by the WestFocus Entrepreneurship Centre (based at Kingston University) for and on behalf of WestFocus. WestFocus is a partnership between higher education, the local community and businesses in South and West London, and the Thames Valley.

### **Key dates 2010**

- Deadline for applications: 4<sup>th</sup> January 2010
- Short listing/interviewing/visiting completed: late Jan/Feb
- Awards announced: early Feb
- Business Support Programme: Feb to September 2010.

### **For further information contact**

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