

impact report

2017



Insight from the Chair

Welcome to our 2017 Impact Report

Graham Marley, National Enterprise Network Chairman reflects on the last year



My first year as Chairman of National Enterprise Network has been both interesting and a challenge.

Since securing the Ready for Business

contract with partners at the Cavendish Consortium, the Board have been looking at ways to develop a sustainable future for NEN. In my time as a Member, NEN has always had to supplement subscription income with additional contracts such as those with Barclays, and for those with longer memories, the New Entrepreneurship Scholarship.

NEN, again working through the Cavendish Consortium umbrella was successful in securing RGF funding for *Start & Grow*. The Board saw this initially as a vehicle to generate an income base that would provide increasing reserves, whilst also providing work for Member agencies in Yorkshire & Humber and the West Midlands.

Unfortunately, over the term of the contract, due to constraints placed on it and to a lesser extent the challenges faced by our delivery partners, the contract has not been as remunerative for NEN as we originally expected.

The Board did not see the contract as a 'silver bullet'. However, over the last four years, as well as remaining focused on the representation work which members consistently tell us is their number one requirement from NEN, we have been exploring alternative funding opportunities. While we have had some successes, to date these have been relatively small, and have largely benefited a small number of members rather than NEN itself. An example of this is our work in prisons where we have worked alongside the Centre for Entrepreneurs, Enterprise Exchange and NBV.

It's also worth remembering that in the current climate, there are fewer contracting opportunities available at a national level, with the majority now being routed through the Local Enterprise Partnership structure. With years of austerity behind us and Brexit uncertainties ahead, it is difficult to see any significant opportunities in the short term.

In this situation, this year it has been necessary for the Board to make difficult decisions to reduce our cost base, so it aligns more closely with our core membership income. I would like to thank Mike Stanley and Paul Hopper, who both left the organisation in 2017, for all of their hard work supporting the membership. I would also like to thank Dawn Whiteley who leaves NEN after our Annual Conference. Dawn has done so much to support enterprise development both in her earlier career and during her time with NEN.

The Directors have all agreed to fill the gap left by these staff changes – so each Director will have responsibility for Member engagement in a defined geographical area, and each will act as a relationship manager to a cohort of stakeholders. This will ensure that we can continue to deliver our key objectives of representing, promoting and connecting Members' interests.

Notwithstanding the funding challenges already mentioned as a Board, we continue to look for contracting opportunities that will underpin NEN operations and/or provide work for Members. We are also having discussions with potential partners to see if there are opportunities for closer working that will benefit NEN and our membership. As soon as we are in a position to update you on discussions, we will. As a membership organisation, the Board are driven by doing what is best for the collective.

Representing the enterprise support sector across England

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Getting closer to the members

Developing our peer support networks

NEN Forums

Connecting our members to people and projects inside and outside the Network, to share valuable knowledge, skills and opportunities for even greater success is one of our key values, and a core part of our mission. Over the last 12 months, we have facilitated a number of Member Forums. These were organised after being mooted in a Member survey, where the idea was met with enthusiasm. The aim of the Forums is simple – against a backdrop of turbulent times within the enterprise support sector – to provide Members with the opportunity to participate in face to face discussion with their peers. A range of Forum topics were proposed and during 2016-2017 the following Forums have taken place:

- **Chief Executive's Forum (October 2016, April 2017)**
- **Managed Workspace Forum (held in 2 different locations in March 2017)**
- **Working with Prisoners and Ex-Offenders Forum (September 2017)**

The Forums were very well attended and well received. Representatives from 22 Member organisations joined the CEO Forums, 18 colleagues from across the membership attending the Managed Workspace Forum and 10 Member organisations were present at the Prisoners and Ex-offenders Forum.

Members highlighted that attending the Forums provided valuable opportunities to:

- **share information and obtain insight from peers who are facing very similar challenges**
- **have direct dialogue with NEN**

After each Forum, a summary of the key discussion points were shared with the rest of the membership. Watch this space for more coming in 2018.....

Promoting the impact made by our Members

#TeamNEN campaign

Promoting the successes of our membership, demonstrating the impact they achieve and the value they add to both their local communities and the wider economy is another core part of our mission. Each year, we collect a large range of statistics from our membership, which include everything from their annual turnover and numbers of staff, through to how many clients they have helped and the demographics of these clients. In recent years, the statistics have been shared with the rest of the network and the wider press, as part of a campaign to promote the impact of our Members and Associates work. In November 2016, the online shareable #TeamNEN campaign was launched. The campaign had two clear aims:

1. **To promote the impact NEN members are having on the wider economy.**
2. **To remind NEN members of the importance of being part of a network.**

A two minute animation formed the centrepiece of the campaign, and was supported by nearly 100 other pieces of communication about the campaign including Tweets, Facebook posts, LinkedIn posts, member emails and a press release. Members were asked to support the campaign, by sharing the messages on their own communication channels. The campaign achieved excellent levels of engagement.

- **529 views of the animation**
- **141,929 total social media reach**
- **730,532 total social media impressions**
- **43% overall member engagement**

The campaign hashtag #TeamNEN continues to be used as a reminder to members of the importance and benefits of being part of the membership.

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Measuring the impact of our work in 2016/2017

The data collected from our membership during 2016/17 once again tells a strong story - in spite of facing economic challenges and uncertainty, there is still demand for enterprise support. And where help is given by a member of the NEN network, it provides that business with a much higher chance of survival.

2016-2017 has been a challenging year for both NEN and our membership; numbers have fallen and across the membership, much like NEN, some have faced income challenges. However, the need for the services provided by our Members and Associates and the value they provide to their clients is more apparent than ever.

How many people did our members help?



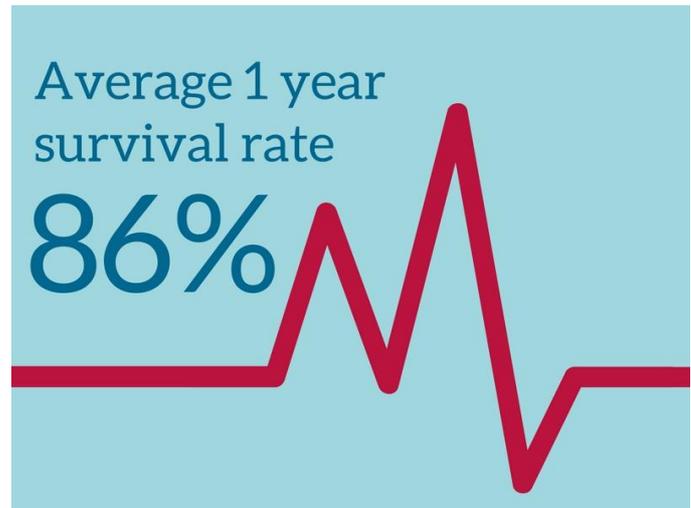
Who are our members supporting?



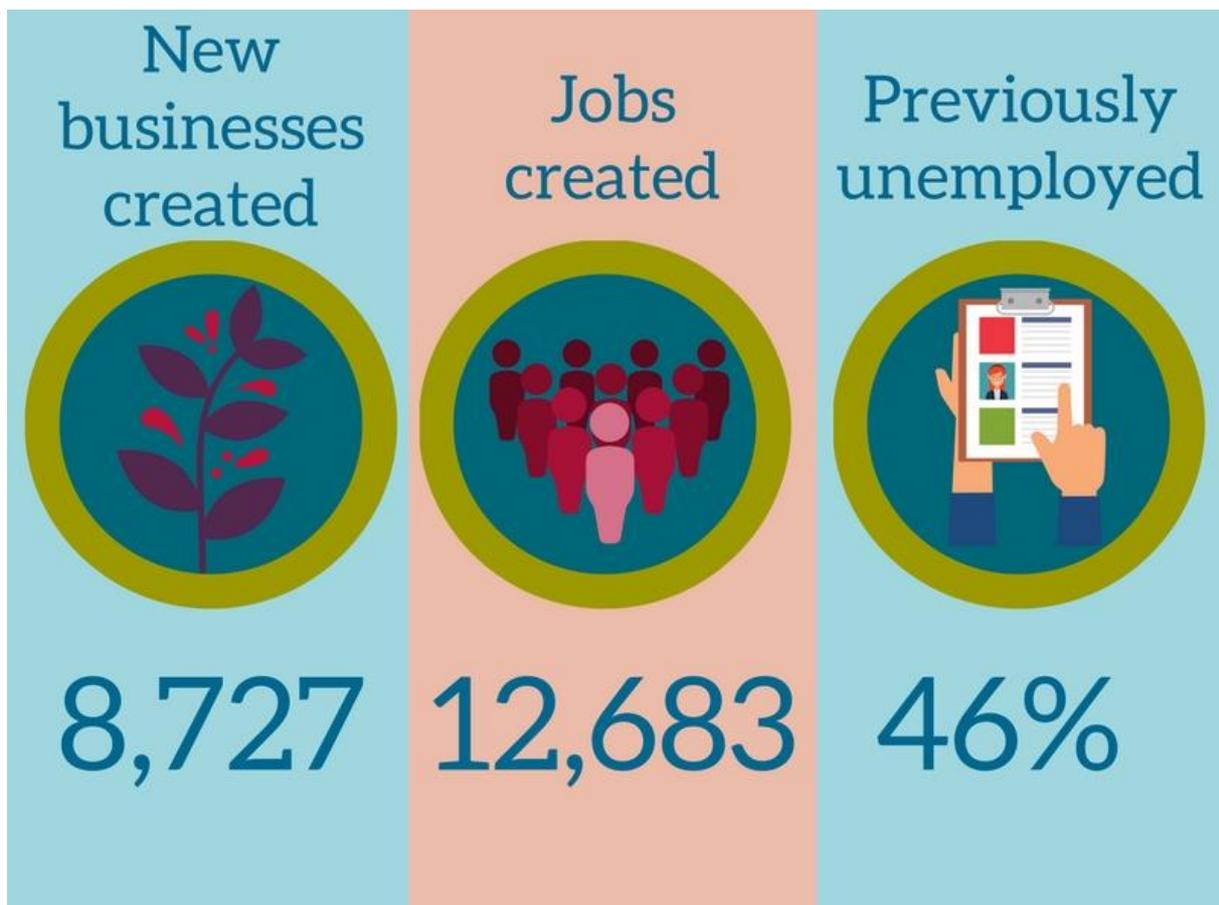
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What does it mean to be supported by a #TeamNEN member?

- When a new businesses is supported by a member of our Network, they have an 86% chance of their business surviving beyond the first year.
- Our members don't just provide their clients with advice. They also help them access finance and workspace.



What does it mean for our economy?



- Our members are making a huge impact on our economy by helping to support the start-up of 8,727 new businesses of which 46% were created by people who had previously been unemployed, in addition they have created 12,683 new jobs.

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Connecting NEN Members with opportunities for greater success...

2016 Annual Conference, 18th November 2016



On Friday 18th November 2016 over 120 delegates joined us at RBS's conference centre in London for our annual conference. The day long event featured insightful and thought provoking discussions, in a dedicated theme – **Navigating New Waters, the future of business and business support post Brexit.**

Sponsored for the second time by NatWest, the programme featured a range of speakers in a number of panel discussion sessions, with facilitation provided by BBC journalist Tanya Beckett. Chartered Financial Analyst Louise Cooper provided the day's Keynote while Paralympian Harriet Lee provided the day's motivational speech. Other speakers included Marcelino Castrillo, Managing Director of Business Banking at *NatWest*, Lynne Miles, Deputy Director, *What Works Centre for Local Economic Growth*, Phil Ashford, Director, *Enterprise Exchange*, Allen Pluck, Chief Executive, *Portobello Business Centre*, Richard Abbott Business Consultant, Dr Dawn Cranswick, Chief Executive, *PNE Group*, Adam Bryan, Director, *SE LEP* and Seb Francis, Co-Founder and Director of *Titus Learning Ltd.*



The aim of the conference was to look in detail at exactly how the enterprise support sector might be affected in the future against the backdrop of the Brexit negotiations. The panel discussions focused on sharing best practice specifically looking at *The future of business support* and *Alternative sources of funding for members* in the context of budget challenges faced by both NEN and our membership organisations.

The conference was attended by 64% of the membership and feedback from attendees was generally positive with 70% of attendees who completed the evaluation stating they found the speakers to be outstanding or good.

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2016 NEN Award Winners

The winners of our annual awards were announced at our 2016 Annual Conference.



Enterprise Support Organisation of the Year, turnover under £750k
StartUp Croydon

Community/Stakeholder Engagement of the Year
South Durham Enterprise

The Future of Enterprise Support Award, turnover under £750k
Airedale Enterprise Services

Unsung Hero of the Year
Lorna Oldham, WSX Enterprise

Client Engagement of the Year
Yorkshire in Business

Enterprise Support Organisation of the Year, turnover over £750k
PNE Group

Enterprise Communicator of the Year
Finance For Enterprise

The Future of Enterprise Support Award, turnover over £750k
Menta

Enterprise Team of the Year
Business Enterprise Fund

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Peer group successes

Taking pride in the work of our Members

Grenfell Tower Disaster

Like the whole country, we were shocked and saddened by the Grenfell Tower disaster on 14th June 2017. In the days that followed, when the true scale of the tragedy became apparent, we were heartened to see the response of the local and wider community as they worked tirelessly to provide practical support to all those affected. Just one day after the fire, we were contacted by one of our members – Portobello Business Centre (PBC) – whose Ladbroke Grove office is located only a mile from Grenfell Tower.

Chief Executive Allen Pluck got in touch and explained how their clients and local business community had been directly affected by the fire. He highlighted that local businesses had also been impacted by the fire, and were in need of support. Allen also shared with us the news that PBC had clients operating businesses out of Grenfell Tower and very sadly, a few days later he confirmed that some of the people they were working with had lost their lives in the fire, as well as their families. It soon became clear that businesses operating within the cordon were facing challenges, and that there was a growing need for immediate, on the ground coordination to help these businesses, as well as the ones that had been based in Grenfell Tower.



Allen explained how PBC were looking to help and asked for our support. We were only too happy to help! We worked together to get letters out to the Small Business Minister and the Mayor of London, both of whom responded and confirmed details of the Business Community fund that had been set up for businesses affected by the disaster. They both also praised the rapid response made by PBC in the wake of the disaster, describing them as a known and trusted local resource. The response made by PBC to the Grenfell Tower disaster was truly altruistic, and we are incredibly proud to have them as a member of the NEN network.



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Partnerships are key

Engaging with corporate partners to gain network-wide benefits

The relationships that we hold with our key external corporate partners and third party organisations are very important to us. We're proud to have engaged with these organisations and to have gained their official, dedicated support to our organisation and the wider enterprise sector.

We also hold valuable strategic relationships with a small number of partners within government and sector related organisations that operate within the enterprise and entrepreneurship environment. We provide consultation on enterprise support sector issues and opportunities – and ultimately build stronger links and alliances for our network.

Through these partnerships, not only can our messages be cascaded to a broader reach of audiences, but our members and their clients are also able to benefit from the additional opportunities delivered by these relationships.

In return our partners receive dedicated access to our membership, increased awareness within the sector as well as consultation on enterprise support sector issues and opportunities.

The new corporate partnership that began with NatWest in 2015 continues. Over the last three years they have provided the main sponsorship of our annual conference and provided us with their conference facilities at RBS in central London.

We'd like to thank all of the corporate and strategic partners that we have worked with this year. An illustration of just some of those organisations we have worked with is contained below:



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Summary of accounts 2016-2017

Profit and loss account

For the year ended 31 March 2017

	Year ending 31.3.17 £	Year ending 31.3.16 £
Turnover	255,026	147,891
Administrative expenses	327,237	279,098
Operating (loss)/profit	(72,211)	(131,207)
Other interest receivable and similar income	2,043	3,658
(Loss)/profit on ordinary activities before taxation	(70,168)	(127,549)
Tax on (loss)/profit on ordinary activities	409	732
(Loss)/profit for the financial year	(70,577)	(128,281)

Balance sheet

For the year ended 31 March 2017

	Year ending 31.3.17 £	Year ending 31.3.17 £	Year ending 31.3.16 £	Year ending 31.3.16 £
Fixed assets				
Tangible assets		914		1,718
Current assets				
Debtors	33,572		68,027	
Cash at bank and in hand	317,974		360,872	
Creditors	351,546		428,899	
Amounts falling due within one year	86,512		94,092	
Net current assets		265,034		334,807
Total assets less current liabilities		265,948		336,525
Capital and reserves				
Profit and loss account		265,948		336,525
Shareholders' funds		265,948		336,525

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