



Enterprising  
**BRITAIN**

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A modern dynamic economy needs a strong entrepreneurial base. There are 3.75 million Small and Medium Enterprises (SMEs) in the UK, accounting for over 55 per cent of business employment and 52 per cent of business turnover. A vibrant small business sector creates wealth and employment, generates competitive pressure that drives innovative activity and improves the range, quality and affordability of goods and services for consumers. It is therefore vital that Britain continues to build a stronger enterprise culture.

## What is the Enterprising Britain competition?

The Enterprising Britain competition is intended to recognise, and celebrate enterprise achievement throughout the regions of the UK, encompassing Scotland, Wales and Northern Ireland. The competition will recognise the towns, cities and places in the regions of the UK which are successfully driving forward their enterprise performance and each year identify the town, city or place to be named the UK capital of enterprise.

The purpose of holding a competition is to help strengthen the enterprise culture in the UK, through creating a high profile focus on enterprise, championing best practice in policy making and implementation and raising the profile of promoting enterprise at a local, regional, national and international level. Entrants in the competition will be able to demonstrate the contribution of enterprise to business, public service, employment, regeneration, social inclusion and education.

The competition will also provide the opportunity for the development, and dissemination of best practice in enterprise policy and implementation, helping promote an enterprising culture across the UK.

Winners of the competition can expect to benefit from the prestige of winning the award and being recognised as a centre of excellence in enterprise.

## How will the competition work?

The competition will operate on an annual basis, in two distinct stages: a nomination stage, with one candidate chosen from each region and one from each of Scotland, Wales and Northern Ireland; and a UK wide competition between the nominated candidates. The South East England Development Agency will be responsible for selecting their candidate to be put forward into the UK wide competition. The procedure for selecting their candidate will be at the discretion of The South East England Development Agency. The period for selecting candidates will begin in July 2004 and nominations for the UK wide competition be made during October 2004.

The final stage of the competition will begin in November 2004 during Enterprise Week. Candidates will have the opportunity to showcase their bids at an event during Enterprise Week. A high profile, independent panel of business leaders and experts will judge each of the bids and determine the UK winner.

The first Enterprising Britain winner will be announced by the Chancellor of the Exchequer in Spring 2005.

The process will begin again in the summer of 2005 to find the Enterprising Britain winner for 2006.



HM TREASURY



small  
business  
service

**SEEDA** SOUTH EAST  
ENGLAND  
DEVELOPMENT  
AGENCY  
*Working for England's World Class Region*

“Working together we can do more to enhance Britain’s great entrepreneurial culture – ensuring there is no no-go area for enterprise in any part of Britain”

Gordon Brown  
Chancellor of the Exchequer

## How will candidates be assessed?

The South East England Development Agency are free to determine the process for choosing their candidate. However, to be eligible to enter the competition, the candidate must represent an identifiable town, city or place.

The South East England Development Agency will be expected to have considered a number of potential candidates, and be able to demonstrate this in an open and accountable manner.

The selected candidate must be able to demonstrate how it has affected a step change in its approach towards supporting & promoting enterprise over the last three years. The candidates will be assessed on the basis of a submission which shall specify how the nominated place has demonstrated:

- that it has faced the challenges of promoting enterprise in their areas
- that it has formed partnerships and policies to tackle those challenges
- that its actions have had a positive impact in promoting enterprise.

In their submission to an assessment panel, the successful candidate will be expected to show evidence of some or all of the following:

I. A well developed enterprise strategy with clearly defined objectives, and a business plan to deliver it, including, for example:

- local investment or other action to promote enterprise
- innovative approaches to business support
- steps to attract new investment and new businesses
- measures to enhance the links between the education system and businesses

- steps to promote enterprise in deprived parts of the local community
- initiatives to improve enterprise skills

2. Successful dynamic entrepreneurial activity with the private sector creating innovative ideas products and companies, working closely with partners to maximise the innovative potential of an area.

3. A programme of initiatives which will increase the awareness of enterprise and the importance of creating a strong entrepreneurial culture, particularly among the young and the business community.

4. The ability to ensure effective co-ordination and full partnership between stakeholders.

5. A clearly presented socio-economic picture of the area, including key statistics, population, education, business creation etc.

6. A well developed strategy that promotes themselves at home and abroad, and in particular is capable of exploiting the benefits of being the UK’s capital of enterprise.

Candidates will be expected to show that, working with Government, they have the ability to create an event that showcases best practice, spreads an entrepreneurial culture and facilitates the sharing of ideas.

Candidates will need to describe in 10,000 words, or less, plus any relevant supporting material, identifying how they meet the criteria.

Candidates must be able to bring this to life and showcase their bid during Enterprise Week. An expert assessment panel will judge each submission against the criteria outlined above.

## How to enter

The South East England Development Agency will determine their candidate to be entered into the UK wide competition. In the meantime, those wishing to express an interest in participating in the competition should contact the relevant point below:

[gregward@seeda.co.uk](mailto:gregward@seeda.co.uk)

For further information log on to [www.hm-treasury.gov.uk/enterprise](http://www.hm-treasury.gov.uk/enterprise)