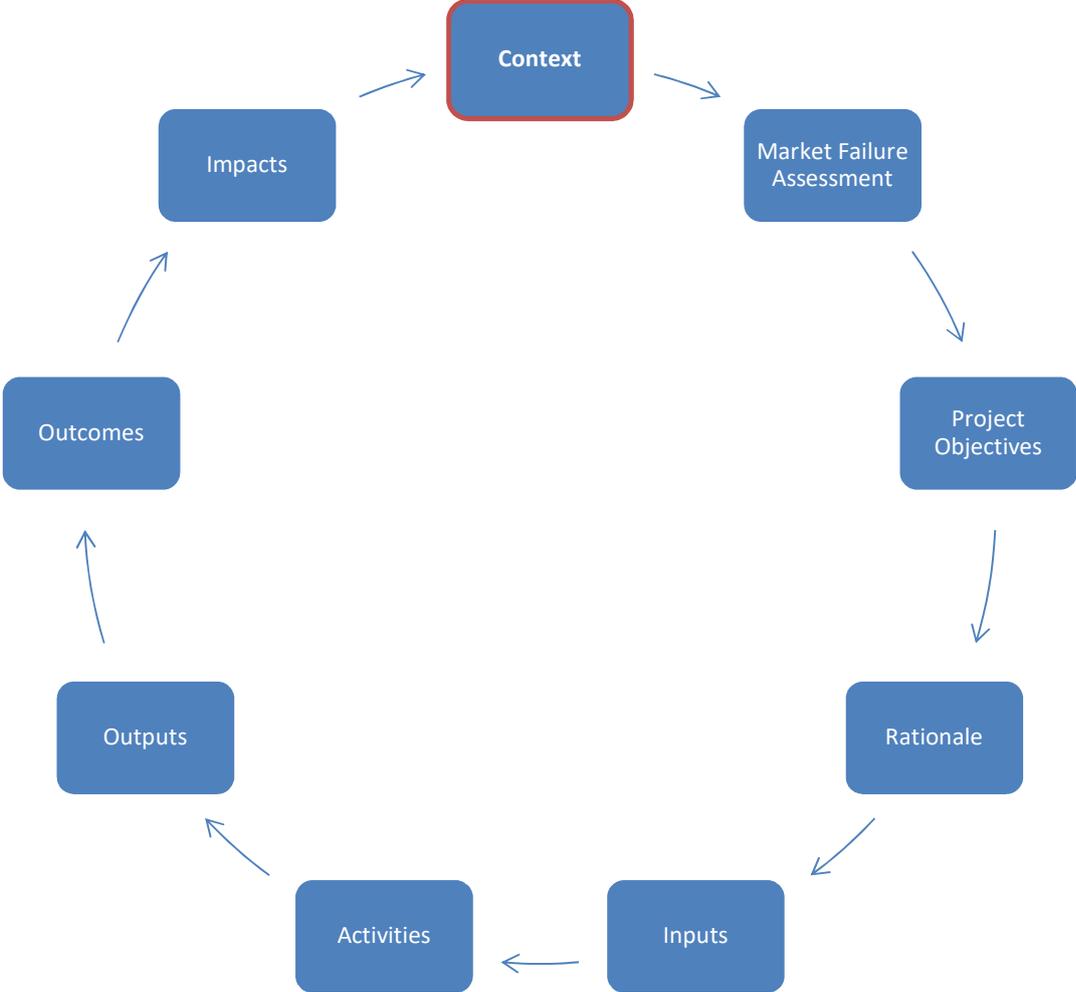


ERDF Summative Assessment Logic Model
ESIF-Form-011
Version 2 5th September 2016



Project

Enterprise for Everyone

Click on the arrows to navigate around the model. Tables can be edited directly in the model. To edit free text, click Edit under each title

Context

[Edit](#)
 The project will enhance Investment Priority 3a, promoting entrepreneurship by supporting enterprising ideas, leading to the creation of new businesses. It will address the barriers faced by existing businesses supporting them to grow, ensuring higher levels of survival. It will support clients with ambitions and aspirations to start-up a business particularly in areas with low levels of enterprise activity and amongst under-represented groups such as women and ethnic-minority led businesses. Entrepreneurship is a powerful driver of economic growth and job creation and with continuing business support new businesses enjoy much higher survivability rates and growth. As added value, the project will also work with SME's in supporting them to access finance, which can inhibit the ability of SME's to grow, and for many enterprises access to finance is an obstacle to survivability.

Market Failure Assessment

[Edit](#)
 Potential entrepreneurs and early stage SME's are largely unaware of the support and opportunities available to them and there is a lack of understanding and knowledge on how to approach relevant finance sources. The project will address market failures through our understanding of an ever changing economic market place and the small businesses we are working with on a daily basis at the centre. It will address many of the difficulties now facing new business start-ups and existing small businesses and be innovative in working alongside the SMEs with business support, enabling them to grow and become sustainable through business plan development and where relevant as a pathway into raising finance to secure the London business base. This project in turn will also support BAME owned businesses and women owned businesses, at the same time as supporting and attempting to safeguard jobs.

Project Objectives

[Edit](#)
 To increase levels of enterprise activity across the area; to address barriers faced by existing businesses; to support existing businesses to grow; to ensure higher levels of business survival; to ensure that businesses are equipped with the knowledge and skills needed to successfully develop and grow in London's highly competitive environment; to support growth and sustainability.

Rationale

[Edit](#)
 Clients will be offered a comprehensive package of business support, which will be flexible and tailored to meet the challenges and needs of London entrepreneurs; with this support businesses will improve their ability to compete and survive in the competitive London market.

Inputs

What	Value
ERDF funding	£633,549
ELSBC match funding	£633,549

Intended Impacts

What
Increase in local entrepreneurship
Increase in local employment and employment opportunities
Improved local business resilience and reduced mortality

Outcomes

ID	Intended Outcome	How is it Measured?	Level	Baseline	Actual
1	An increase in the number of business start ups	Company No., VAT No. or NIC2s registration or trading	Project		
2	An increase in attributable employment	SMEs declarations attributing new, permanent, paid, FTS jobs to intervention	Project		
3	An increase in the number of businesses receiving support	Documented provision of support/consultancy and or financial support	Project		
4	Improved performance of supported SME	Value of private investment matching public support	Project		
5	Recruitment of under-represented groups to supported businesses	Demographic data captured at registration	Project		

Outputs

What	Value
No. of Enterprises receiving support	260
No. of Enterprises receiving financial support other than grants	192
No. of Enterprises receiving non-financial support	68
Number of Enterprises supported	150
Employment increase in supported enterprises	50

Activities

What
Tailored one-to-one business support
Targeted engagement, outreach and mentoring
Workshops

Logic Model Text Values

Values are stored in this table to facilitate later import into the IT system. Once you have recorded your value, use the link to see the text within the logic model

Name	Value	Return	Character Length
Context	The project will enhance Investment Priority 3a, promoting entrepreneurship by supporting enterprising ideas, leading to the creation of new businesses. It will address the barriers	Return to Logic Model	182
MarketFailure	Add Text	Return to Logic Model	182
ProjectObjectives	To increase levels of enterprise activity across the area; to address barriers faced by existing businesses; to support	Return to Logic Model	182
Rationale	Clients will be offered a comprehensive package of business support, which will be flexible and tailored to meet the c	Return to Logic Model	182