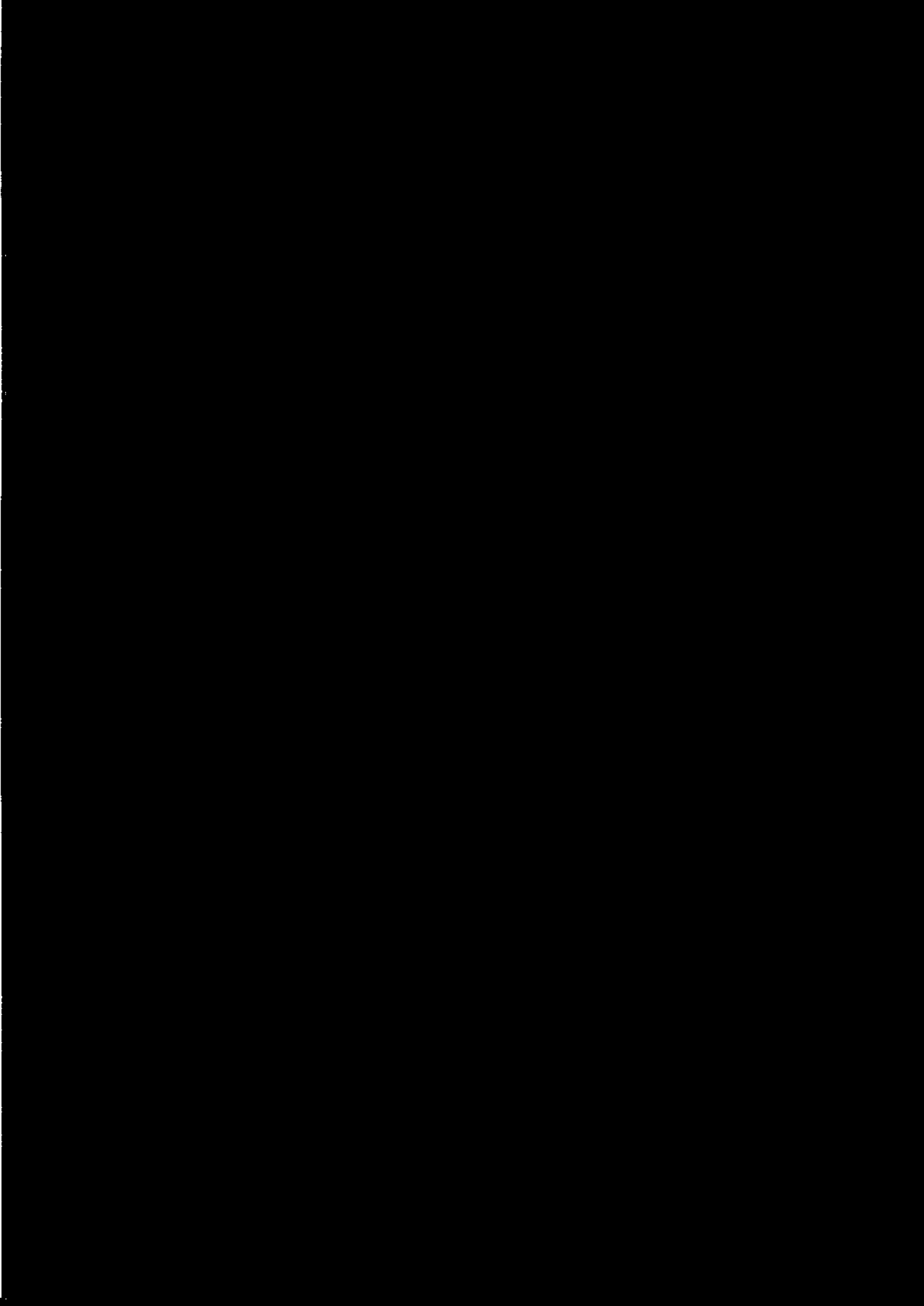


*An*  
*Introduction*



## ● **Contents**

2. *Introduction from the Rt Hon Peter Lilley MP*
3. *About the Enterprise Initiative*
4. *Consultancy Help*
  - *Business Planning*
  - *Design*
  - *Financial and Information Systems*
  - *Manufacturing Systems*
  - *Marketing*
  - *Quality*
12. *Managing into the '90s*
13. *The Export Initiative*
14. *The Regional Initiative*
15. *The Enterprise and Education Initiative*
16. *The Research and Technology Initiative*
18. *The Single European Market*
19. *The Environment*
20. *Support Services*
22. *Map and Local Contacts*

***New Edition October 1990***

● *Foreword*  
*from*  
*The*  
*Rt Hon*  
*Peter Lilley*  
*MP,*



*Secretary*  
*of*  
*State*  
*for*  
*Trade*  
*and*  
*Industry*

The Enterprise Initiative is a comprehensive package of DTI services to help enterprises of all kinds to build for the future.

Over 60,000 businesses have sought the help of outside experts through the Enterprise Initiative consultancy scheme since it was launched in January 1988.

The enthusiastic response of firms to this scheme, and the fact that thousands more businesses are receiving help and advice through the Regional, Export, Research and Technology and Enterprise and Education programmes show that British business is planning for the future.

The consultancy help available under the Enterprise Initiative is now wider-ranging and more flexible. It can help businesses focus on the key opportunities and challenges of the nineties: preparing for the single European market, improving their use of new technologies, responding positively to environment issues – and many more.

The Enterprise Initiative has already worked for many firms. Please read on – and make it work for your business.

A handwritten signature in black ink that reads "Peter Lilley". The signature is written in a cursive style with a long, sweeping tail on the final letter.

## ● *About the Enterprise Initiative*

The Enterprise Initiative is DTI's comprehensive self-help package of advice, guidance and practical help for British business. It aims to provide the tools for business to increase its competitiveness and achieve its potential. It can help to develop your business in a number of ways, for example, by:



*The "Vroosh" symbol used in Enterprise Initiative advertising and the network of Regional Offices are helping increase take up of DTI services.*

- **introducing you to experts who can help you to develop your business by providing you with key management skills,**
- **helping you to respond competitively to current issues affecting business,**
- **giving you advice on introducing best management practices,**
- **providing you with access to collaborative research projects and information about technological developments as well as providing help to develop innovative ideas,**
- **making available to you practical advice and assistance if you are exporting or planning to export,**
- **providing special assistance for firms in Assisted Areas and Urban Programme Areas,**
- **helping you to forge links with local schools, universities and polytechnics.**

There has never been a better time to think about building up your business. Read this brochure to find out what is available under the Enterprise Initiative. Then take it!



## ● *Consultancy Help*

*Anyone in business knows how difficult it is to stand back and take a long hard look at that business. The Enterprise Initiative can help you do just that, with the benefit of outside expertise.*

Many businesses know what expertise they need to help them get ahead but don't always know where or how to get it.

Others want to expand or to develop but don't know how to start.

That's where consultancy help under the Enterprise Initiative can be useful. We can help you draw on the services of independent private sector experts in business planning, design, financial and information systems, manufacturing systems, marketing and quality and other aspects of good business practice.

### *The Facts*

To date we have received over 60,000 applications for consultancy help under the Enterprise Initiative. Over 20,000 projects have now been completed. The majority of our clients had never used consultancy help before and have been very pleased with their project. Indeed over half have plans to introduce consultancy help into their future management strategy. Isn't it worth finding out more?

### *What's in it for your business?*

Many thousands of businesses have drawn upon our consultancy help to improve their competitiveness.

For example businesses have successfully used it to help them get to grips with the reality of issues arising from the single European market, or to identify and plan for the increasing impact of environmental factors on their business competitiveness. We can also help to harness new technology to get the best out of your business, and to improve your management

*An Enterprise Counsellor  
conducting a free Business  
Review with businessmen in  
South East England.*



practices, for example through introducing improved purchasing practices.

These are just a few of the many important issues which face those in today's competitive business climate and which the Enterprise Initiative can help you to tackle.

### *How does it work?*

Help comes in two stages and as quickly as you can use it. *First* we arrange for an independent Enterprise Counsellor to carry out a short free Business Review with you. The Counsellor will help you decide whether you would benefit from strategic and specialist consultancy help and will advise you and DTI on your suitability for consultancy. A copy of the Counsellor's report will be made available to you.

### *How do I find the right consultant?*

Second, the Enterprise Counsellor's report is sent to one of our Scheme Contractors. They are reputable and independent organisations with a thorough understanding of the consultancy help that you need.

They put together lists of eligible and suitable consultants who may be invited to undertake consultancy projects. Alternatively, you may already have a consultant in mind. They will help to negotiate appropriate fee rates on your behalf.

On receipt of the Enterprise Counsellor's report, the Scheme Contractor will match your needs to a suitable listed consultant. They will approve the terms of reference agreed between you and the consultant and the programme of work to be undertaken to ensure that you get the best from the help on offer.

### *Who pays what?*

The initial Business Review is free. DTI will pay half the cost of between 5 and 15 days of consultancy. In Assisted Areas and Urban Programme Areas DTI will pay two thirds (see map on page 22). You pay the rest.

### *Who qualifies?*

If you manufacture or provide a service in Great Britain you can apply as long as you are an independent firm or group with fewer than 500 employees. Most sectors are eligible. Your local DTI Regional Office, the Scottish Development Agency or the Welsh Development Agency will be able to give you further details.

### *Want to know more?*

Pages 6 to 11 will give you further information about the consultancy help available through the Enterprise Initiative.

### *The next step?*

If, having read this booklet, you would like to find out more, contact your nearest DTI Regional Office, the Scottish Development Agency or the Welsh Development Agency from the list of contacts on pages 23 and 24.

*The Enterprise Initiative is reaching more businesses through the national programme of exhibitions and seminars.*



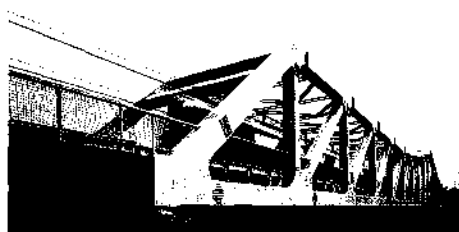
## ● *Business Planning*

*Regular long-term planning is not a luxury confined to the largest businesses or organisations. To survive and compete in today's market-place you need to be clear about where you want to be in three to five years time and how you intend to get there.*

Business planning is an analytical process which can help you succeed. The Business Planning Initiative puts you alongside experts who will work with you to identify the best way forward to well defined objectives, the skills and resources needed to get there and how to make it happen.

But there is more to the Business Planning Initiative than that. It might produce a business plan for your immediate needs but you should also be left with the basis for regularly reviewing your objectives and strategy, to respond to changing market conditions; developments such as the single European market; the opportunities presented by modern technologies or by suppliers; or perhaps responding to market pressures and opportunities concerning solutions to environmental problems or environmentally improved products.

The Business Planning Initiative, managed for DTI by 3i Enterprise Support Ltd, will help you to identify your business objectives and plan towards their achievement.



*The work of commercial and industrial painting contractors T. Taziker & Co Ltd of Farnworth, Bolton can be seen all over the country - from the swing bridge at Salford quays to the Queen Elizabeth II Metro bridge in Newcastle. The Business Planning Initiative helped the company to reorganise thereby boosting turnover and profits.*



## ● Design

*Look closely at any successful business and you'll find that design is an integral part of its strategy. While knowing your market helps you define the product your customers want, only good design can translate it into something they will want to buy.*

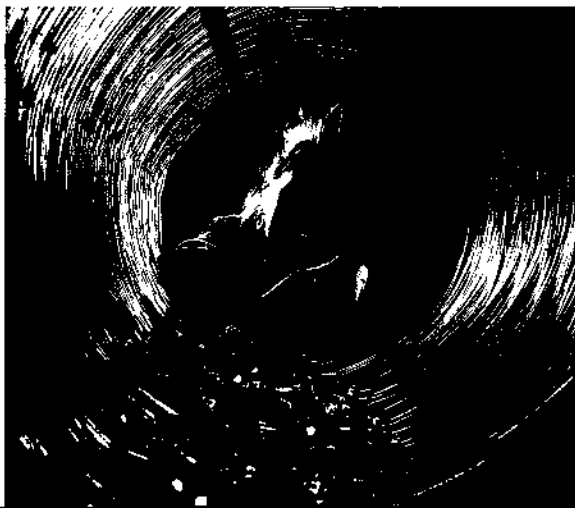
Good design helps you meet your customers' needs for performance and reliability and meets your needs on ease of manufacture and cost.

A strategic approach to design helps position your product and your business in the market. It doesn't matter if you're manufacturing luxury goods or serving the mass market. The story is the same.

Even if your product is up to scratch now, you will have to ensure it evolves to meet new demands such as extra competition or opportunities in the single European market and in developing technology. Design will also have a key role to play in ensuring that your business meets the increasing demand for products with improved environmental performance.

If the market doesn't recognise what you're offering, you're not fulfilling your potential.

The Design Initiative, managed for DTI by the Design Council, offers expert advice on design from product concept to point of sale. It can also help you improve your business's overall approach to design management.



*Estate Wire Ltd of Sheffield sought Design Initiative help for their wire joining device.*

*The award winning "Gripple", developed to ease the difficulty of joining fencing, has found many applications. By automating assembly of the "Gripple" the company plan to raise production five-fold to help satisfy the heavy demand from markets world wide.*



For example, you can get help with:

- **product innovation and feasibility studies,**
- **design for efficient production, making best use of technology,**
- **design for performance and reliability,**
- **mechanical and electrical engineering design,**
- **materials selection and use,**
- **industrial design and styling,**
- **ergonomic and product safety considerations,**
- **product packaging,**
- **design management and strategy, including working towards the design management standard BS 7000 - Guide to Managing Product Design.**

## ● *Financial and Information Systems*

*Making the right decisions for your business or organisation means having the right information. Effective information and control systems are essential to business success.*

Many businesses and organisations need independent, professional advice when it comes to introducing or managing information systems. For smaller businesses it's usually knowing where to start, while larger ones often need a strategy to bring existing systems together as the foundation for further developments.

The Financial and Information Systems Initiative offers advice on all systems which provide information about resources, production, customers and competitors. Projects can cover external data services and modern telecommunications to help you control and direct your business effectively.

Managed for DTI by 3i Enterprise Support Ltd, it offers expert advice on planning, designing, introducing and operating new systems or improving existing ones.



*Exclusive department store Carmichaels of Hull took the Financial and Information Systems Initiative and*

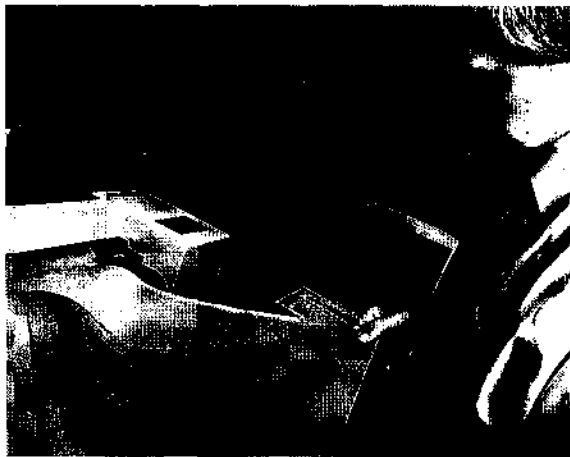


*introduced a computerised stock control system as a result. "Cash flow improved greatly and good sales are being achieved on lower stock levels," says Managing Director Rosemary Edwards.*

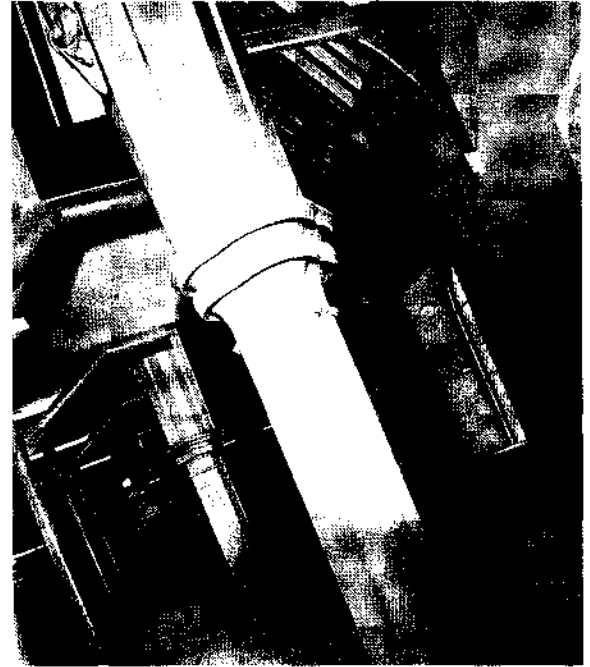
## ● *Marketing*

*The essence of good marketing is to provide your customers with what they want – not to spend time and money trying to persuade them to take what you've got. So wherever and whatever you're selling, it's important to understand both the market and your competitors.*

*Consulting Civil and Structural Engineers, Shire Associates from the West Midlands have only been*



*in operation since December 1988. However, with the help of the Marketing Initiative, from small beginnings they have grown into a thriving company and are currently involved in major projects worth over £12 million.*



The Marketing Initiative, managed for DTI by the Chartered Institute of Marketing, will undertake to examine every facet of your business, including the impact of the single European market, and then assist in the development of an overall strategy for creating new business in the UK, in other EC markets, and further afield. This could be a basis for further action through the Export Initiative (see page 13).

Not only will the selected specialist be able to identify the most profitable way to proceed, but will ensure your products or services meet European and overseas standards and regulations.

The Marketing Initiative can also show you how to make best use of existing technology, to meet the growing demand for environmentally improved products, services and technology.

The Marketing Plan emerging from your Marketing Initiative project will address such factors as pricing, distribution and after sales service. It will also help to alert you to competition, whether based in the UK or elsewhere.

In other words, it will provide you with a comprehensive and practical action plan, which is within your resources to implement.

## ● Quality

*It doesn't matter how much time and effort you put into marketing, design and production. If the product or service doesn't live up to your customers' expectations, you're wasting your time.*

If your product has to be checked constantly or sent back down the line for changes your profits are suffering.

Getting it right first time is the obvious solution. Production will speed up. Your inspectors can be returned to the line. Profitability will improve.



The same is true of services. Extra pressure to improve standards is coming from major purchasers and retailers, not least in the context of the environment and of the single European market.

Ensuring that your business or organisation meets recognised standards means keeping on top of quality management. And, beyond that, making sure that everyone in your business or organisation is quality minded.

That's where the Quality Initiative comes in.

Managed for DTI by the Production Engineering Research Association (PERA) and in the North West by Salford University Business Services Ltd, it offers expert advice on how you can introduce a quality management system which meets the right standards – such as the important European standards now emerging in a wide range of product areas – for your kind of business. Strategic advice on total quality is also available.



*Taking the Quality Initiative led Chelful Ltd of Derby to become the first British toy manufacturer to gain quality standard, BS 5750 approval. Within six months their sales had grown by 20 per cent, they had expanded their overseas market and appointed an American agent.*



## ● *Managing into the '90s*

*In demanding and fast moving world markets the competitive edge rests with those companies where management action is coordinated, with all operations within a company pulling together and able to respond rapidly to new market situations.*

### *Why integrate?*

Practical information and advice on the integration of the management of design, quality, purchasing and production can be obtained through the "Managing into the '90s" programme. It offers a range of events backed up by written and audio/visual material. It is all designed to help those firms who want to act to improve performance.

*Lubricant and chemical*

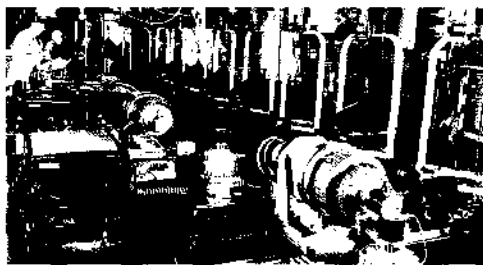
*supplier Batoyle Ltd of*

*Huddersfield (above right) adopted*

*Total Quality Management to*

*boost their efficiency.*

*Working closely with IBM on*



*Continuous Flow*

*Manufacturing led high*

*resolution tube manufacturer*

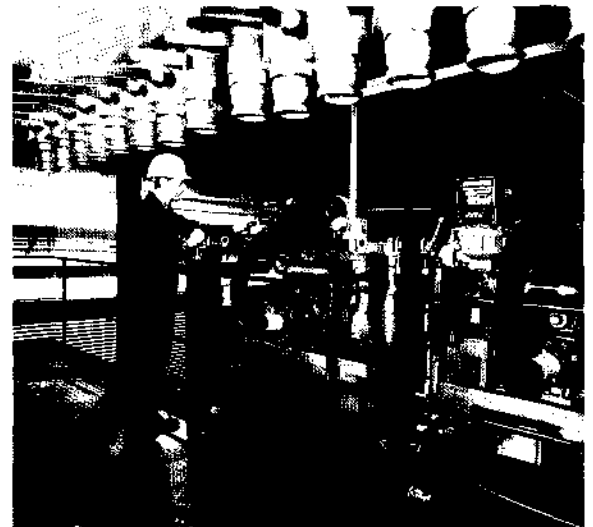
*Philips Components Ltd*

*(above) to open a new*

*Durham facility.*

*DTI can help you to take*

*advantage of such techniques.*



### *The next step?*

To be flexible and competitive, every business in manufacturing or service needs to adopt best practice in the management of design, quality, purchasing and production. Managers of these functions need to work together to ensure that each makes full use of the contribution the others can make, so as to integrate planning, enhance quality and serve total company goals.

A business should be totally responsive to the customer. It should find out what its customer needs rather than finding a customer to buy what it is already providing. Then it should adopt techniques and technologies for designing the right product or service and providing it at the right quality and at the lowest cost to the firm.

The total quality style of management emphasises that all parts of a business are major players in the success of the business, creates a climate where each part of the business can rely on the other, and is essential to integrating a company's operations.

### *Want to know more?*

If you would like to find out more about the "Managing into the '90s" programme contact your nearest Regional Office, Scottish Office or Welsh Office from the list on pages 23 and 24.

## ● *The Export Initiative*

*Good profits can be earned in overseas markets. Most firms, no matter how small, can succeed in the export market. But success takes patience, careful planning and a deep commitment throughout your firm. And it will help if you take the Export Initiative.*

### *What is the Export Initiative?*

Through DTT's export arm, the British Overseas Trade Board, the Export Initiative can help you plan, research, make contacts and sell successfully elsewhere in the European Community and in other overseas markets.

Export Marketing consultancy available under the Marketing Initiative (see page 10 for more details) can help you develop a planned approach to exporting, building on your strengths and a sound understanding of your customers' needs.

We can act as a guide through the whole export process; finding the right market, getting the product right and promoting it overseas, finding agents, coping with documentation, red tape and getting paid.

We can provide you with access to a wealth of export information: directories, statistics, development plans as well as a central bank of product and industry information on world markets. You can also tap into a regular flow of information, including specific sales opportunities, in chosen markets and product areas.

We can assist with in-depth research into particular markets, guide you through the jungle of foreign tariffs and regulations and help you meet technical standards.

We can make it easier and cheaper for you to visit the market with trade missions or as an exhibitor with a British group at trade fairs



abroad. And you will benefit from pooling experience with other British exporters who take part with you.

The Export Credits Guarantee Department can help you to reduce your financial risks.

### *The next step?*

If you would like to find out more, contact your nearest Regional Office, Scottish Office or Welsh Office from the list on pages 23 and 24.



*The established family firm of Shaws in Huddersfield produces high quality pickles, chutneys and relishes for the catering and retail trade. With the help of DTT's Export Initiative, they have secured new agents and now sell to 11 countries steadily increasing turnover.*

## ● *The Regional Initiative*

*There's extra help for firms in the Assisted Areas or Urban Programme Areas. Plus a special scheme to help the very small firm invest and innovate. Have a look at the areas shown on the map on page 22.*

### *Regional Enterprise Grants*

If you are a small firm or intend starting a small business, employing fewer than 25 in one of the Development Areas or the Intermediate Areas of Derbyshire and South Yorkshire, there's a scheme specially geared to help you get started, modernise, expand or diversify. Regional Enterprise Grants can help finance viable projects for:

- **investment - DTI will pay 15% of the costs of plant and equipment and other fixed assets up to a maximum grant of £15,000.**

- **innovation - DTI will pay 50% of the costs of improving your products and processes or developing something brand new. Maximum grant £25,000.**



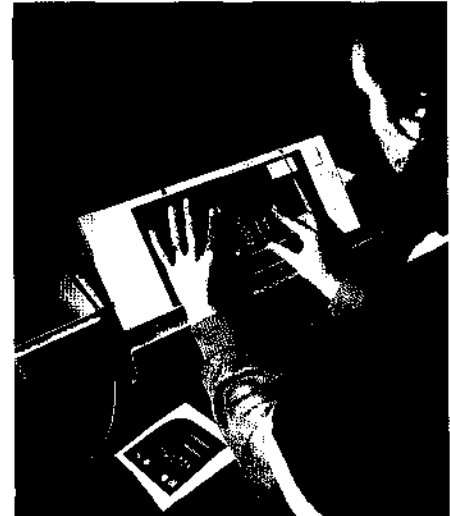
### *Regional Selective Assistance*

Selective assistance is available for investment projects undertaken by firms of all sizes in Assisted Areas.

Projects must be commercially viable, create or safeguard employment, demonstrate a need for assistance, and offer a distinct regional and national benefit. The amount of grant will be negotiated as the minimum necessary to ensure a project goes ahead.

### *Consultancy Help*

In the Assisted Areas and Urban Programme Areas DTI will pay two thirds of the cost of consultancy projects in key areas such as business planning, design,



financial and information systems, manufacturing systems, marketing and quality. See pages 4-11 to find out more.

### *The next step?*

It is important that you do not start your project before first obtaining further details about the Regional Initiative. Contact your nearest Regional Office, Scottish Office or Welsh Office from the list on pages 23 and 24.

*John McGavigan & Co Ltd, near Glasgow, produce instrumentation panels and fascias for automotive and industrial products. Using the Regional Initiative they have increased output and are now world leaders in the market. Major British and American automotive and information technology companies form their customer base and they have recently broken into the competitive Japanese car market.*



## ● *The Enterprise and Education Initiative*

*Your firm can help shape local attitudes to business, help your people to acquire useful skills and develop enterprising attitudes. How? By working more closely with primary and secondary schools, colleges and universities. DTI can help you make this happen.*

### *Working with schools*

Young people are Britain's most important resource. Yet soon there will be 25% fewer school leavers. Employers and teachers share a crucial role in developing the potential of Britain's youth and Britain's future. You can give a school child or teacher a taste of business by:

- **offering work experience in your firm to a local pupil, and**
- **offering teachers the opportunity of a short, structured placement in your firm.**

Schools welcome all forms of involvement from companies. DTI's Teacher Placement Service will ensure that you are fully prepared when you take a teacher. DTI's local Adviser on Enterprise and Education will enable you to discover how to become actively involved.

Many companies have already found that working with schools does not just make a company feel good. It leads to positive benefits on recruitment, new ideas and staff development. To find out more, telephone free on 0800 800 432.



### *The Teaching Company Scheme*

To undertake major changes, many companies require access to expertise not available in-house. Under the Teaching Company Scheme a company can benefit from a partnership with a local university or polytechnic department with relevant skills. In practice young graduates work in companies on key tasks under the joint supervision of company and academic staff. As a result the company improves its competitive position, the participating college benefits from industrial spin-off which can influence its teaching and research and the young graduates develop technological and managerial skills in a working environment.

Over 800 companies have taken part in the scheme to date. The Teaching Company Scheme is funded jointly by DTI and the Science and Engineering Research Council.

*Jaguar Cars of Coventry and  
Newcastle based Tracy Sue  
Children's Wear are two of*



*hundreds of companies  
benefiting from the Teaching  
Company Scheme.*

### *The next step?*

If you would like to find out more, contact your nearest Regional Office, Scottish Office or Welsh Office from the list on pages 23 and 24.



## ● *The Research and Technology Initiative*

*Taking part in collaborative research projects and making the best use of existing technology can be efficient ways of preparing your firm for future markets and competition – and there is help for small firms to develop their ideas into new products and processes.*

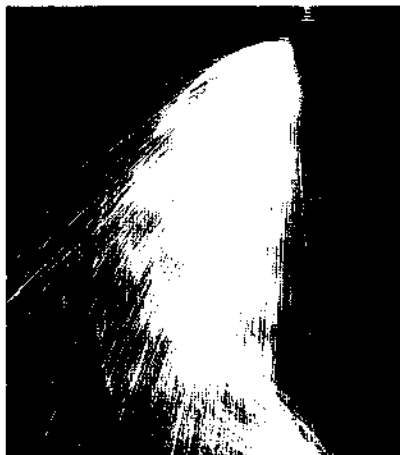
The solution to some of your technical problems may already exist, if only you knew where to look. Other challenges you are facing may require research, often most effectively carried out in collaboration with others.

### *What is collaborative research?*

Quite simply, it is research conducted jointly by more than one organisation.

Industrial and commercial firms, universities and polytechnics, Research and Technology Organisations and Government research laboratories can all be involved. A variety of arrangements is possible.

Collaboration helps to avoid wasteful duplication of research, reduces costs and risks and tackles projects which individual organisations would not undertake by themselves.



*With financial support from DTI's Research and Technology Initiative, the Welding Institute, Abington is leading one of the multi-million pound EUREKA projects that form part of Eurolaser – the European*



*challenge to develop high power lasers for materials processing. EUREKA has enabled UK companies to collaborate on Eurolaser with organisations from nine other countries.*

The benefits of collaboration are not confined to this country. There are major opportunities to collaborate in Europe as well.

### *How can DTI help?*

DTI can give information and support to help your collaborative research proposals. Grants of up to half the eligible costs can be available.

DTI particularly welcomes collaborative research programmes between business and universities through LINK and between British businesses and others in Europe (EUREKA). Programmes in advanced technologies and at Research and Technology Organisations and also individual



collaborative projects which are not part of wider programmes can be considered.

DTI can give advice about how to apply for support under the collaborative research programmes run by the European Commission.

### *Technology transfer*

You may also be able to benefit by making use of existing technology developed both at home and overseas. If you want to know more DTI can help through case-studies, seminars and demonstrations.

Impartial information is available on what the latest developments in information and manufacturing technologies, systems and standards could mean for you.

Regional Technology Centres have been set up throughout the country as "one-stop shops" to help firms find out about and benefit from technology.

### *SMART*

The Small Firms Merit Award for Research and Technology is an annual competition run by DTI for firms with fewer than 50 employees offering financial support towards the development of novel, soundly

based ideas with a good prospect of commercial success.

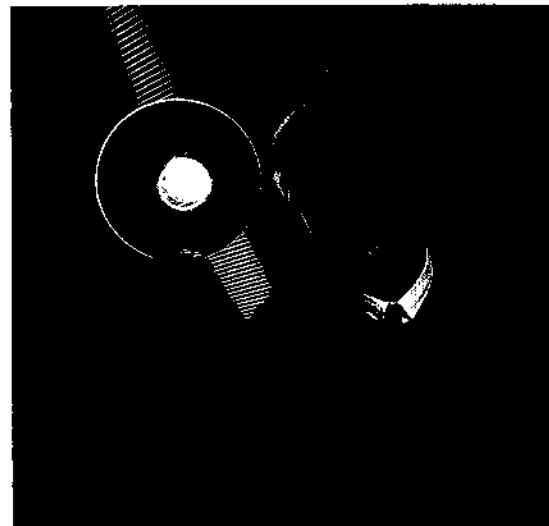
### *Consultancy Help*

DTI can also provide access to expert consultancy advice on introducing or making better use of technology. See pages 4-11 to find out how you can improve the competitive performance of your business through consultancy.

### *The next step?*

If you would like to find out more, contact your nearest Regional Office, Scottish Office or Welsh Office from the list on pages 23 and 24.

*Through SMART, small firms compete for funds to develop their innovative technological ideas. Next Technology Ltd of*

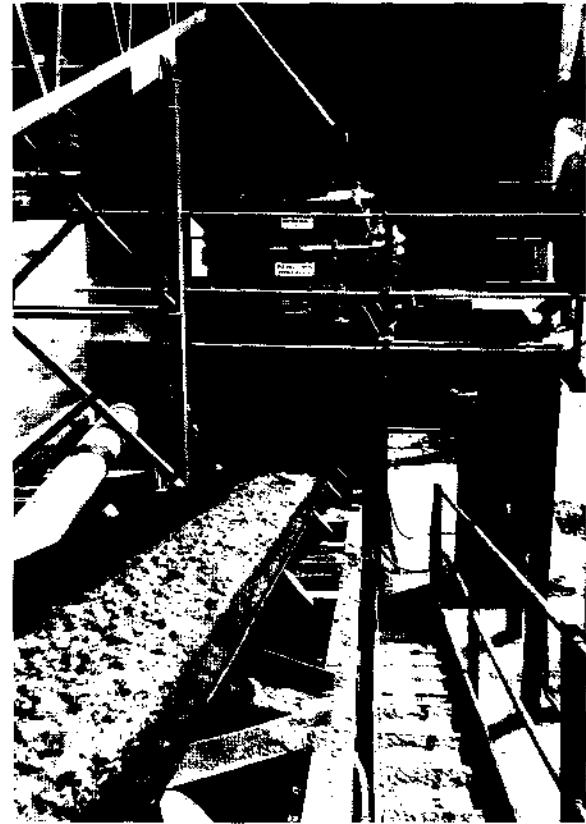


*Cambridge found that winning SMART also enhanced their image.*

## ● *The Single European Market*

The goal of completing the single European market is rapidly becoming a reality. About two thirds of the single market programmes have now been agreed and an increasing number of directives and regulations are being implemented in national legislation. The freer trading conditions of the single market are already affecting many firms – and will affect most firms in one way or another, whether their business is solely in the UK, elsewhere in the Community, or further afield.

DTI provides an authoritative and comprehensive range of information on the single market, including fact sheets, booklets on standards, a quarterly newsletter and action checklists. Also available are national and regional lists of business support organisations, such as chambers of commerce and trade associations, providing specific sectoral or other advice on doing business in the single market. Access to all of this information is through DTI's single market hotline 081-200 1992, which can also give you the names of expert contacts. The Enterprise Initiative can also help firms and business support organisations act on the range of information and advice available, to be ready for the changing and more competitive business environment.



*Shepton Mallet based manufacturers of rock crushing machinery Tidco Croft Ltd (above) and high tension coil manufacturers Houghton International Ltd of South Shields (below) used the Enterprise Initiative to make the most of the opportunities the single European market has to offer.*



## ● *The Environment*

Pressure for environmental improvement is now a key strategic issue for business. Whether such pressure comes from rising consumer demand for environmentally improved goods and services, tighter environmental regulation, or both, it requires a positive, properly planned business response aimed at meeting the requirements whilst maintaining competitiveness. As already highlighted in this booklet you can obtain expert advice under the Enterprise Initiative to help your business develop its response to environmental issues.

In addition DTI's Environment Unit offers a wide range of help to business. The Environmental Enquiry Point based at Warren Spring Laboratory provides advice on environmental issues affecting business. Over 5,000 callers have already used this service. Why not call them on 0800 585 794 to see if they can help you? Your call is free.

The Environment Unit also encourages business to improve waste management and minimise waste, to improve recycling and use of recycled materials, and offers help to research, develop and market environmental technology. The Enquiry Point can signpost you to further advice in these areas.



*Preparation of hyphae pads for removing metals from water, an environmental project supported by DTI (above).*

*Laboratory analysis of toxic pollutants being carried out at DTI's Warren Spring Laboratory (below).*



## ● *Support Services*

A range of further support services is available through DTI.

You can use these either to complement action taken under the Enterprise Initiative or completely separately.

### *Company Information*

Before starting to do business with another company in this country you may want to know more about it. Every limited company registered in England, Wales and Scotland must lodge documents regularly at Companies House (an Executive Agency of DTI). These papers are available for inspection in London, Cardiff and Edinburgh. For further information, telephone:

**London** - 071-253 9393;  
**Edinburgh** - 031-225 5897;  
**Glasgow** - 041-248 3315;  
**Cardiff** - (0222) 388588;  
**Manchester** - 061-838 5080;  
**Birmingham** - 021-233 9047;  
**Leeds** - (0532) 338338.

### *Technology and Science*

Contract research and development, design, testing and analysis can be undertaken for you by DTI's own laboratories which are now Executive Agencies of the Department.

The laboratories' expert staff can provide independent and confidential advice on a range of topics covering mechanical engineering, including manufacturing technology; chemical and process plant technology; advanced materials; environmental matters and clean technology; chemistry; biotechnology and information technology. They also provide measurement standards; calibration services, laboratory accreditation and advice on weights and measures.

*For further information telephone:*

### *National Engineering Laboratory*

at East Kilbride near Glasgow, on (03552) 20222 (mechanical engineering, flow measurement, energy and environment technology, structural and systems engineering);

### *Warren Spring Laboratory*

at Stevenage, Hertfordshire, on (0438) 741122 (research and technical services in environment technology, particularly where process industries interact with the environment. WSL expertise is used to monitor pollution, to model its distribution, and to assess techniques for preventing pollution generation and release.

For advice on environmental issues and how they may affect your business, telephone 0800 585 794);

*Engineering technology  
research services provided by*



*the National Engineering  
Laboratory (above). The  
National Physical Laboratory  
(above right) offers professional  
measurement services. The  
Patent Office (bottom right)  
provides search facilities for  
registered products and brands.*



**Laboratory of the Government Chemist**  
at Teddington, Middlesex, on 081-943 7000  
(chemistry, biotechnology);

**National Physical Laboratory**  
at Teddington, Middlesex, on 081-977 3222  
(measurement standards, calibration, accreditation,  
information technology, materials);

**National Weights & Measures Laboratory**  
at Teddington, Middlesex, on 081-943 7272  
(type approval of weighing and measuring  
instruments, calibration and testing).

### **Patents and Trade Marks**

Protecting your innovative ideas, or the words and symbols used to brand your product or service, can help you establish and protect your competitive position.

Searching registered patents can also provide valuable technical information.

The Patent Office (an Executive Agency of DTI) can advise you on the role of intellectual property in successful innovation, and help you undertake patent and industrial property investigations. For further details, telephone 071-829 6512.

### **Other Government Services for Small Firms**

The Employment Department's *Small Firms Service* provides free information throughout the country on any matter of interest to a small business, whether established or just starting out. It also provides business counselling, though responsibility for counselling is now being transferred gradually to the emerging *Training and Enterprise Councils*.

The *Small Firms Service* can advise on other sources of help and information including the address of your nearest *Local Enterprise Agency*, which also provides assistance to small firms.

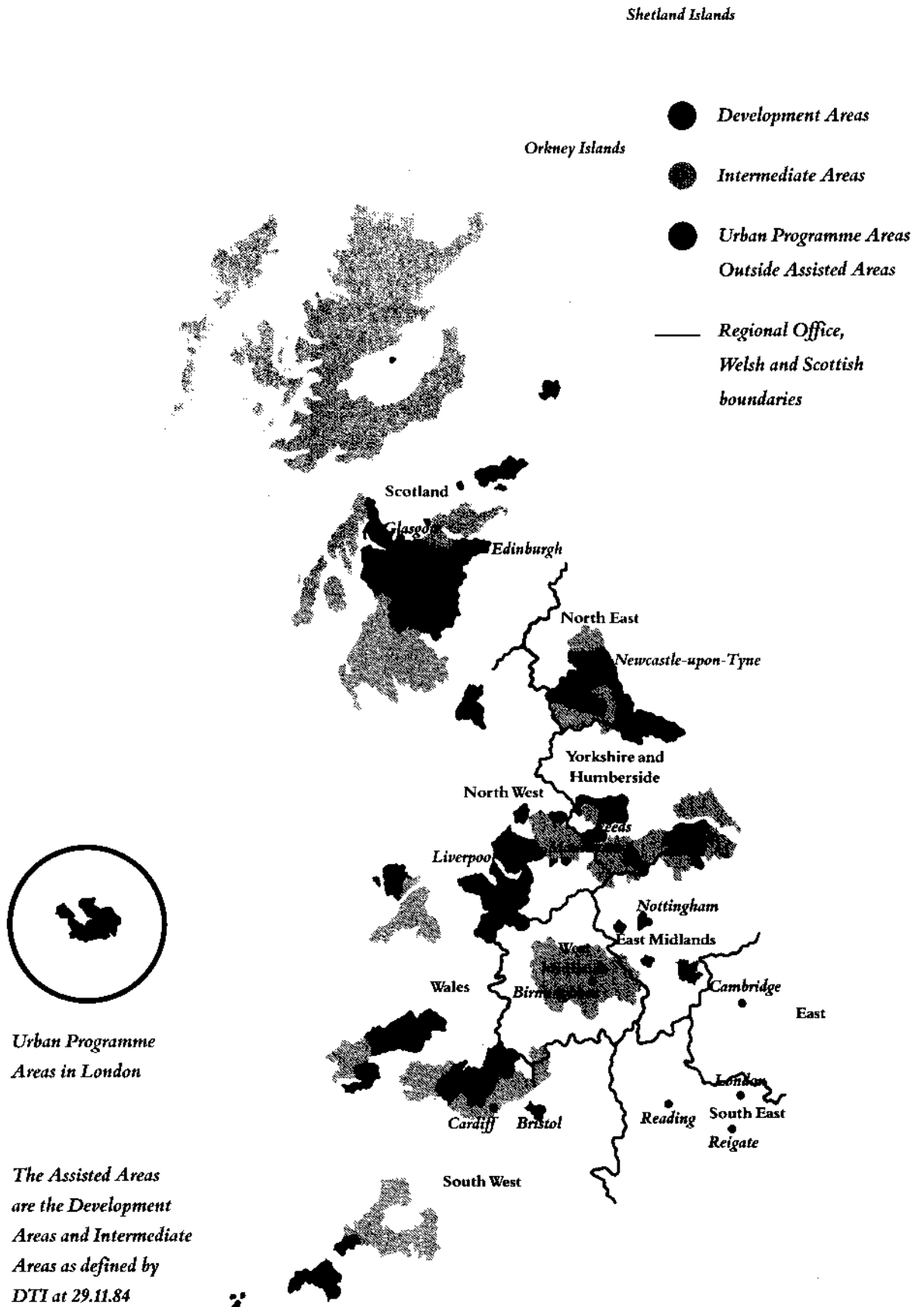
To contact the *Small Firms Service* telephone Freephone Enterprise on 0800 222 999.

The *Loan Guarantee Scheme* helps small firms to obtain finance. The Government offers a guarantee to the banks or other financial institutions involved in the scheme to cover 70% (85% in some inner city areas) of the value of a loan to a small firm that is unable to offer the security or track record the bank would otherwise require. You can obtain details from most banks.

Training is vital in improving business performance. *Training and Enterprise Councils* and in Scotland *Local Enterprise Companies* can help firms at different stages of development – including companies just starting up. Details can be obtained from your nearest *Training and Enterprise Council* (in Scotland *Local Enterprise Company*) or, where these are not yet operational, your nearest *Training Agency Area Office* or through Freephone 0800 300 787.



# ● *Assisted Areas and Urban Programme Areas*



## ● **Local Contacts**

*If you would like more copies of this book please ring 0800 500 200. Your call is free.*

*If you would like to follow up any of the Initiatives described in this book please telephone or write to your local contact points shown below.*

- **DTI North East**  
Cleveland, Durham,  
Northumberland and Tyne & Wear.  
**Consultancy Help:**  
091-235 7292  
**Other Initiatives:**  
091-232 4722  
Stanegate House  
2 Groat Market  
Newcastle-upon-Tyne  
NE1 1YN

- **DTI North West (Manchester)**  
Cheshire, (except Chester,  
Widnes/Runcorn), Cumbria,  
Lancashire, Greater Manchester and  
the High Peak District of Derbyshire.

**All Initiatives:**

061-838 5000

Sunley Tower

Piccadilly Plaza

Manchester M1 4BA

- **DTI North West (Liverpool)**  
Liverpool, Widnes/Runcorn,  
Wirral/Chester and  
St Helens/Wigan.

**All Initiatives:**

051-224 6300

Graeme House

Derby Square

Liverpool L2 7UP

- **DTI Yorkshire and Humberside**  
North Yorkshire, South Yorkshire,  
West Yorkshire and Humberside.

**Consultancy Help:**

(0532) 338300

**Regional Enterprise Grants:**

(0532) 338390

**Other Initiatives:**

(0532) 443171

25 Queen Street

Leeds LS1 2TW

- **DTI East Midlands**  
Nottinghamshire, Derbyshire  
(except the High Peak District),  
Leicestershire, Lincolnshire and  
Northamptonshire.

**Consultancy Help:**

(0602) 596460

**Regional Enterprise Grants:**

(0602) 596475

**Other Initiatives:**

(0602) 506181

Severns House

20 Middle Pavement

Nottingham NG1 7DW

- **DTI West Midlands**  
The metropolitan districts of  
Birmingham, Coventry, Dudley,  
Sandwell, Solihull, Walsall and  
Wolverhampton, and the counties  
of Warwickshire, Shropshire,  
Staffordshire and Hereford &  
Worcester.

**All Initiatives:**

021-212 5000

77 Paradise Circus

Queensway

Birmingham B1 2DT



- **DTI East**  
Bedfordshire, Cambridgeshire,  
Essex, Hertfordshire, Norfolk  
and Suffolk.  
**All Initiatives:**  
(0223) 461939  
The Westbrook Centre  
Milton Road  
Cambridge CB4 1YG
- **DTI South East (London)**  
Greater London  
**Consultancy Help:**  
071-627 7800  
**Export Initiative:**  
071-215 0574  
**Enterprise and Education  
Initiative:**  
071-215 0564  
**Research and Technology  
Initiative:**  
071-215 0557  
**Other Initiatives:**  
071-215 0572  
Bridge Place  
88/89 Eccleston Square  
London SW1V 1PT
- **DTI South East (Reading)**  
Berkshire, Buckinghamshire,  
Hampshire, Oxfordshire and Isle  
of Wight.  
**All Initiatives:**  
(0734) 395600  
40 Caversham Road  
Reading RG1 7EB
- **DTI South East (Reigate)**  
Kent, Surrey, East Sussex and  
West Sussex.  
**All Initiatives:**  
(0737) 226900  
Douglas House  
London Road  
Reigate RH2 9QP
- **DTI South West**  
Avon, Cornwall (including Scilly  
Isles), Devon, Dorset,  
Gloucestershire, Somerset and  
Wiltshire.  
**Consultancy Help:**  
Bristol (0272) 308400  
**Regional Enterprise Grants:**  
Penzance (0736) 60440  
**Other Initiatives:**  
(0272) 272666  
The Pithay  
Bristol BS1 2PB
- **Scotland**  
**Consultancy Help:**  
031-346 9170  
The Scottish Development  
Agency  
Rosebery House  
Haymarket Terrace  
Edinburgh EH12 5EZ  
**Other Initiatives:**  
041-248 4774 (24 hour  
answering service)  
Industry Department for Scotland  
Alhambra House  
45 Waterloo Street  
Glasgow G2 6AT
- **Wales**  
**Consultancy Help:**  
**North and South Wales**  
Clwyd, Dyfed (except the  
Ceredigion District), Gwynedd  
(except the Meirionnydd District),  
West Glamorgan, Mid  
Glamorgan, South Glamorgan  
and Gwent.  
(0443) 841200 (24 hour  
answering service)  
Enterprise Initiative Section  
Welsh Development Agency  
Business Development Centre  
The QED Centre  
Treforest Industrial Estate  
Mid Glamorgan CF37 5YR  
**Mid Wales**  
Powys, the Meirionnydd District  
of Gwynedd and the Ceredigion  
District of Dyfed.  
Dial 100 and ask for  
Freefone New Wales  
Development Board for Rural  
Wales  
Ladywell House  
Newtown  
Mid Wales SY16 1JB  
**Other Initiatives:**  
(0222) 823185 (24 hour  
answering service)  
Welsh Office Industry  
Department  
New Crown Buildings  
Cathays Park  
Cardiff CF1 3NQ

**General enquiries for  
DTI Ring 071-215 5000**