



## Trend Chart on Innovation in Europe

UK 30

### General presentation of the measure/scheme/action/regulation

#### Country

United Kingdom

#### Geographical coverage, national or regional (state region)

(National)

#### Title of the measure

The Enterprise Zone

#### Information Source/Reference

<http://www.enterprisezone.org.uk>

#### Overview (nature, main goals)

The Enterprise Zone is an internet-based gateway to business information for SMEs. It selects relevant websites and provides a single point of access to them. It was launched in 1997 by the DTI and supported by Business Links, it is operated by The Dialog Corporation plc.

#### Action Plan objective addressed by measure

I.3. Raising Public Awareness

I.4. Innovation & Management

#### Administering agency

[DTI - Department of Trade and Industry](#)

151 Buckingham Palace Road, United Kingdom

Web Site: [www.dti.gov.uk](http://www.dti.gov.uk)

Business Links

, United Kingdom

#### Name of the manager(s) responsible for the implementation of this measure with address, fax, phone

[No specific contact](#)

DTI - Department of Trade and Industry

151 Buckingham Palace Road, United Kingdom

### Description of Scheme

#### General Information

#### Reference to legal basis (e.g. act, public document, ...)

"Enhanced Business Links – A Vision for the 21st Century" by Barbara Roche  
MP Parliamentary Under-Secretary of State for Small Firms, Trade & Industry oct-97

#### Does the measure receive central funding or regional funding?

Central

#### Start date

nov-97

#### Expected date of completion

indefinite

#### Previous measure (name, date, links with the current measure)

Builds on Business Links

#### Reasons for launching/modifying the new measure

:Improving the existing Business links service, facilitating access by SMEs.

#### Have any of the main features of the measure/scheme/action/regulation changed during its implementation

Improved Since the publication of the UK Government Competitiveness white paper: Building the Knowledge Driven Economy More emphasis on SMEs Launch of an "E-Commerce Resource Centre

#### What is the predominant role of the government?

Funding, Policy Steering

### Target Group

#### Who are the target groups of the measure?

SMEs/Industrial SMEs



Publications



Who is Who



News



Links



Search



Contact Us



FAQ



Disclaimer

## Organisation and Implementation

### Organisation and Structure

The Enterprise Zone is searchable website. Users are presented with options on a navigation bar, or can use keywords in the search box. The site is structured round the following themes:-Finance - Information Technology - Sales & Marketing - Legal - Business Start Up - Human Resources and Training - ExportGroups of relevant website are provided, focused around these key topics for business, reflecting common enquire made to business links and their advisers.

### What are the criteria for eligibility?

SME/Internet access.

### What is the mode of delivery of the measure?

Internet and via the Business Links network

### Financing : Overall budget allocated to the measure

See l.c.5

### Financing : expenditure per year

Annual Budget of the Entire Business Links programme is £190million per annum

### Financing : other budgetary sources (additional financing)

See l.c.5

## Results

### Result Measurement

#### What are the main indicators for the measurement of the results ?

Use of Business Links for is regularly monitored, with large proportion of the businesses using Business Links having less than ten employees.Number of Website "hits"

#### Where an evaluation has taken place, what were the main results achieved?

No evaluation yet

#### If no official evaluation has been undertaken, have there been any indicators of success?

Not known

## Observations

#### Which mechanisms seem to function well in the measure?

AccessibilityIntegration with existing scheme

#### Which mechanisms seem to be less successful in the measure?

Not known

#### Are there any other measures planned or in operation as a follow up to this measure? Direction of the planned measures? Objectives? Target groups?

Provision of better information for SMEs

