

IMPACT REPORT

2023-2024

Wenta Client:
Sophie Dean



40

Celebrating 40 years of supporting businesses



wenta
Supporting businesses since 1983

Contents

Our Annual Review – Chair’s Statement	4
40 Years of Growth and Innovation	6
Impact in Figures	7
Our Clients’ Stories	8
Finance Report	9
Wenta Partners	10



Wenta Client:
Sara Llewellyn,
Mighty Eve

Our Mission

Inclusive support making it easier and greener to start and run a successful business.



“ Wenta have been fabulous in supporting our business at the beginning of our exciting journey. From the one-to-one mentoring to all the helpful webinars, Action Zero support, and other business resources. We are so grateful!

”
Sara Llewellyn,
Mighty Eve

We're ambitious

To maximise opportunities to help grow your business.

To challenge ourselves to learn, to innovate and to adapt; realising even more dreams.

We're passionate, energetic and committed

Always driven to go the extra mile for clients and each other.

We have fun celebrating clients and our successes.

Our Values

We're supporting your dreams

Every day we enable someone to realise their business dreams.

We share your dreams by collaborating, listening and responding with the best business advice possible.

And we've been doing this for
40 years.



Our Annual Review – Chair’s Statement

I have been privileged to be the Chair of Wenta during 2023-24, in what is our 40th Year. To mark this special milestone for our partners, Board, staff and clients, in September 2023 we held a celebratory event on the Terrace of The House of Commons. During the event we shared our progress in helping businesses over the past forty years.

We also marked our first anniversary of our Action Zero service, launched in July 2022, which helps small businesses to take action to reduce their carbon footprint.

In collaboration with the Enterprise Research Centre (ERC), the **'Action Zero: Wenta experience of guiding small firms on their net zero journey'** research paper was published and launched at the event, documenting our key learnings from the service in its first year.

The findings of the research underpin our strategy to provide client services to SMEs, supporting their ambitions for sustainability. A number of our clients from across England shared their experiences and what they learned from going through the journey.

"The insights and support I received from Wenta were invaluable, helping me identify key areas for improvement and develop a clearer strategy for running a greener business."
Samantha Reed, Coulsdon

Through the research, we have learnt that skills, time and cost are the key barriers for small businesses when it comes to taking action on sustainability. To respond to these barriers, we are committing further to:

- Extend support on a free basis to small businesses, the Voluntary and Social Enterprise Sectors
- Extend our free CPD accredited skills training to the Action Zero service
- Make some of our Action Zero activities available in on-demand content formats, which will be available when and where clients want to access the support service
- Offer a free Carbon Footprint tool for small businesses to learn about their business emissions

Our approach to SME sustainability is just one of the ways in which we create our social impact.

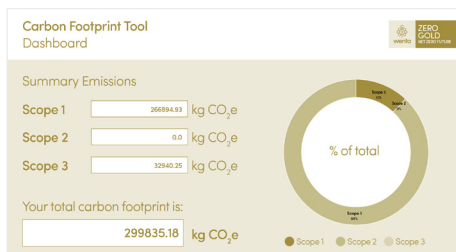
Our social impact in figures

- **1009** businesses started, that's £15.1M of gross value added to the UK economy
- **1091** jobs created, that's generated £70.9M in value for the UK economy
- **20,500** small business owners signed up to learning more about sustainability through Action Zero
- **56,539** hours of free, inclusive, business support delivered nationally
- **73** our Net Promoter Score from advice clients
- **£26,750** much needed grants paid to small business owners

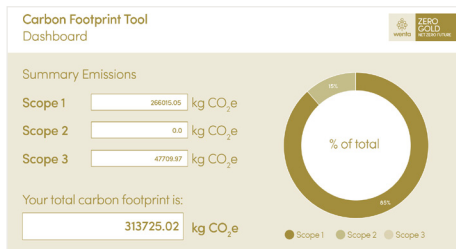
Our climate change progress

We continue to explore all of the ways in which Wenta, and other SMEs, can reduce their carbon footprint. Wenta did its baseline measurement in 2019/20 and this was followed up in 2022/23 following the pandemic.

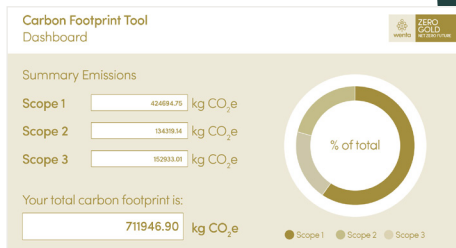
During 2023/24, our third year of measurement, we have reduced our carbon footprint by a further 4.3%, which builds on the 55.1% achieved in the previous year.



Wenta's Carbon Footprint reduced by a further 4.3 % in 2023 - 2024



CFT 2022 - 2023



CFT Baseline year

This has been achieved by:

- Increasing our levels of recyclable waste
- Ensuring that all contracts for energy supplies are for renewable energy
- Reducing our consumption through replacing inefficient light systems and bulbs with LEDs and motion sensors
- Installing 27 electric vehicle chargers to reduce the impact of staff business travel and commuting
- Replacing refrigerants on an end-of-life basis with less impactful HFC air conditioning units and tracking technological gains
- Mitigating Scope 3 emissions through our staff team and the Action Zero Academy, empowering decisions and responsibility at local level
- Incentivising staff to take up the use of electric vehicles

During 2024 – 2025, we will continue to focus on areas of improvement in reducing our carbon footprint. We expect these to include further investment in our buildings, further training of key staff in EPC, reprocurring Waste and other contracts to focus on reducing emissions, ensuring that new energy contracts are 100% renewable.

Looking Ahead

I am proud to say that in our 40th Year, the second year of our 2022 - 2027 strategy, we have had a record year in our service delivery and impact. We have seen a significant increase in demand across our business centres, advice services and in the number of businesses that we have supported to start up.

Despite the uncertainties of the last year, clients around the UK tell us that they value the opportunity to get as much support as they need, for free. To support this growth in the year ahead, we will be investing further in a number of strands related to our **REACH. IMPACT. GROWTH.** plans.

During 2024 - 2025, we will be implementing a number of digital services supported by systems and technology to make them accessible for all.

We envisage initiating significant investment in our property portfolio, so that we can support even more SMEs to grow. We will also be giving clients more choice and control of when and how they access business skills training.

None of our work would be possible without you.

Thank you for your support, partnership and engagement during our 40th Year and I look forward to another year of supporting our communities.

Dom McKenna,
Chairman



“

By having someone to touch base with and clarify the steps that I was taking, it saved me a substantial amount of time feeling my way through in the dark.

”

Stephen Spencer,
Stephen Spencer
Voiceover

40 Years of Growth & Innovation

Over the past 40 years, we've had the privilege of supporting 65,948 clients — each with their own dreams and ambitions. Looking back, it's incredible to see how far we've come, starting with just 1,950 clients in our first 13 years to now supporting over 40,000 in the last five.

Moving forward, we continue to innovate and pivot our support services in response to what clients need, when they need it. In a rapidly evolving world of artificial intelligence, the importance of trusted, independent business support cannot be overstated. In the near future, as AI technologies become more integrated into everyday life, concerns about data privacy, ethical use and reliability are likely to grow. We can see trusted business advice in the future, becoming even more crucial in building and maintaining confidence of business owners, and we'll be here to provide that support.

Whilst our impact numbers reflect positive economic outcomes from our support, our Mission continues to focus on making a real, positive difference in people's lives, for those that have dreams of starting and running a successful business of their own.



Wenta Client:
Lorraine Dillon
Twisted Kombucha

“
It's shown me that I am an entrepreneur. I can be a Mum and run my own successful business. I have the confidence to market my costumes, set-up photoshoots and arrange everything in support of my business.
”

Louise Sterling-Jackman,
Infinite Mass

“
The support I have received has been amazing and has really helped me with growing my business. There is so much free advice from free webinars so that I can develop and enhance my skills, scale up, and grow my business.
”

Zoe Church,
Wildest Dreams Flowers



Wenta Client:
Respair Therapy

“
I was clueless about how to properly run a business, particularly the finance side of things, so I reached out to Wenta to guide me through my business's first year. I don't think I would have had the confidence to tackle that had I not had support from Wenta.
”

Debbie Sherringham,
Respair Therapy



WENTA CENTRES:

- The Business and Technology Centre, Stevenage
- Chells Industrial Units, Stevenage
- The Wenta Business Centre, Watford
- The Enterprise Centre, Potters Bar

*Up to March 2024.

IMPACT IN FIGURES

Free support delivered across the UK in 2023-2024

APR 23 - MAR 24

Hours of business advice and support delivered

56,539

Training hours

45,845

Number of one-to-one hours

3,044

Business starts

1,009

Skills training satisfaction rate

94%

Training NPS

73%

On-demand sessions

4,717

Total live chats

2,718

Skills training sessions

31,286

Grants paid to small businesses in the last 3 years

388,750

Grants paid to small businesses

26,750

% from Global Majority

48%

Total GVA

86,050,000

Total GVA - jobs created

70,915,000

Jobs created

1,091

Celebrating 40 years of supporting businesses



The one-to-one free help and support is so valuable. The business advice isn't someone telling you what to do; it's like mentoring. The advisors provide the support you need to make your own informed decisions about your business and give you the confidence to move forward. Thinking about a new brand and how I market this has been really useful to discuss with an impartial business advisor how to grow and develop.

Hannah Ellis,
Active in the Office

My business coach had signposted me to Wenta, advising that they provide free support for small businesses. I contacted them on numerous occasions in the early days of business set-up.

Mark Longman,
Encore Football



The free training courses have been great - it's not as if you're taught things like managing taxes at school! We've had so much support with all aspects of developing our business that's helped us get to the next level.

James Croxford & Holly Robberts,
HKR Gifts

Our Client Stories

Each client story we share is a journey of ambition, inspiration and success. Every person we've supported once had a dream — an idea they believed in — and we're honoured to have played a role in helping them bring it to life.



The support from Wenta has been invaluable. They gave me crucial guidance on budgeting and costing, which helped me confidently set the right sales prices for my products.



Andrew Moorcroft, Everleaf Herbal

Andrew Moorcroft founded Everleaf Herbal to create natural skincare for people who can't rely on mass-produced cosmetics. With his expertise in skincare, he crafted high-quality products using gentle, effective ingredients. But when it came to structuring his business, he needed extra support. That's where Wenta came in, providing free advice, training and resources to help him grow.

Through Wenta's support, Andrew gained confidence in pricing his products sustainably while keeping them affordable. But the support was not just about numbers, the programme also provided a valuable network of advice and encouragement. With a clearer path forward, Andrew is now focusing on what matters most to his business — helping people find skincare that works for them.



Watch Andrew's story and see how Wenta helped him build Everleaf.

Learn more about Everleaf Herbal: www.everleaf.co.uk

Wenta Client:
Andrew Moorcroft, Everleaf Herbal



I had great support from Wenta. At the start, I honestly did not know where I would have begun. I used to joke with my advisor that I would be seeing them the most because, whenever I had a question, there was always a webinar for it — and there really is a webinar for almost everything!



Esher Williams, Anti-Racism Hub

Esher Williams founded Anti-Racism Hub to provide training and education that help adults and children create antiracist environments in education and social care. Facing common challenges — from setting up a website to managing cash flow — Esher found that the expert guidance and free resources from

Wenta were instrumental in her journey.

With personalised support and one-to-one consultations, Wenta enabled her to overcome obstacles with confidence, allowing her to focus on making a meaningful impact locally and beyond.



Watch a video on Esher's journey and how Wenta's support was a game-changer.

Learn more about Anti-Racism Hub: www.anti-racismhub.com



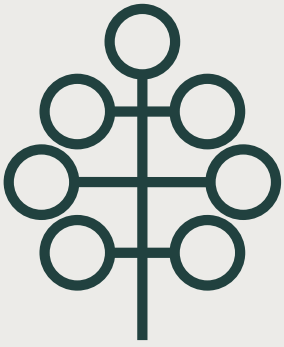
Wenta Client:
Esher Williams,
Anti-Racism Hub

“
The Wenta team provides us with a lot of flexibility, offering extra rooms and facilities whenever we need them. This has been crucial for accommodating meetings, training sessions, and other events.
”

Trinity Healthcare Plus,
The Wenta Business
Centre, Enfield

Finance Report

	Year to 31/3/2021	Year to 31/3/2022	Year to 31/3/2023	Year to 31/3/2024
Turnover	3,161,444	3,503,933	3,465,277	3,656,334
Administrative Expenses	-1,538,028	-2,109,091	-2,283,268	-2,348,568
Interest / Other charges	-69,725	-674,601	-4,880	94,626
Surplus on Ordinary Activities	481,024	720,241	1,177,129	1,402,392
Total Assets less Liabilities	10,766,171	13,080,968	14,258,097	15,660,489
Long Term Liabilities	-3,632,162	-1,089,654	-1,089,654	-1,089,654
Total Net Assets	7,134,009	11,991,314	13,168,443	14,570,835



A big thank you

As always, our support and impact is the result of dedicated teamwork and collaboration across our clients, staff team, Board and partners. Thanks to everyone that has contributed to this publication.

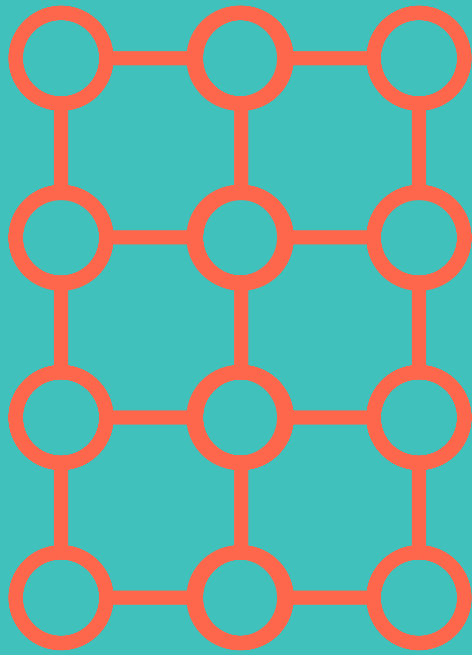
Special thanks go to our Board of Directors for their continued support during 2023-2024:

Dom McKenna
Graham Lane
Samantha Chaney
Lee Faetz
Leath Al Obaidi

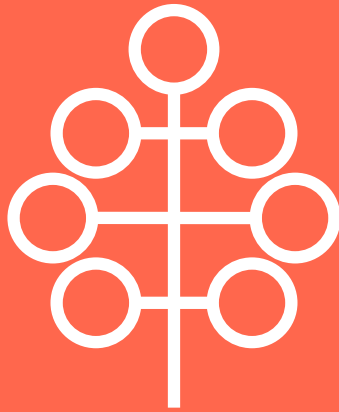
Louise Parkes
Ian Martin
Tony Silcock
Kit Davies
Ed Jordan

Wenta partners

ACAS	Exemplas	Letchworth Garden City Heritage Foundation	Sky Media (AdSmart)
Allan Smith Accounting & Tax	Finpoint	Luton Borough Council	Social Jooce
ASA Business Consulting	Fieldfare Consulting	Luton Rising	South Hill Centre
Barnet Council	FSB	Manchester City Council	Sparg Legal
Bedford Borough Council	Google Digital Garage	Machins Solicitors LLP	St Albans District Council
Bedford Job Centre	Great Ormond Street Hospital	Maximus	Start Up Loans
Bedford Jobs Hub	Habit Action	MCR Pathways	Stanta
Bedfordshire Chamber of Commerce	Harrow Council	MCS Creative	Stevenage Borough Council
BEIS	Hertfordshire Chamber of Commerce	Mentors Me	Stevenage Community Trust
BIZ4BIZ	Hertfordshire County Council	MHCLG	Swan Systems
Brasier Freeth	Hertfordshire Libraries	Michael Hadi Associates Ltd	Teevan Consulting
British Business Bank	Herts for Learning Ltd	Music	The Princes Trust
Broxbourne Council	Hertsmere Borough Council	Myers Clark Chartered Accountants	Three Rivers District Council
CACI	Hertfordshire Growth Hub	NatWest	UENI Ltd
Catch 22	Hertfordshire LEP (now Hertfordshire Futures)	North Hertfordshire College	University of Bedfordshire
Cheeky Monkey	HM Revenue & Customs	North Herts District Council	University of Hertfordshire
Central Bedfordshire Council	Ian Martin Consulting	Oaklands College	University of Northampton
Cobweb Information	Iceni	Ocean Outdoor Media	Veale Wasbrough Vizards
Clearchannel UK	Ingeus	Pipit Advisory	Vibe FM
Clearhead Media	Ixion Holdings	Reed in Partnership	Waterstons
Communities 1st	Iyadoor Marketing	Richmond Planning	Watford Borough Council
Communicorn UK	Jamcrackers	Rothamsted ROCRE	Watford Chamber of Commerce
Dacorun Borough Council	JETS Programme	Santander	Watford Community Housing Trust
Deyton Bell	Jobs 22	Scott & York	Watford & Three Rivers Trust
DWP	Kent County Council	Seetec	Webb Strategy Ltd
East Herts District Council	Kent Growth Hub	SEMLEP	Welwyn Hatfield Borough Council
Eastleigh Council	Kent Invicta Chamber of Commerce	SEMLEP Growth Hub (now South Midlands Growth Hub)	West Herts College
Enfield Council	L33 UK	Shaw Trust	



And last but not least,
thank you to all of our
Wenta staff team for
going the extra mile
every day for our clients.



wenta

Supporting businesses since 1983



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