



WALTHAM FOREST CONNECTED BUSINESS DIRECTORY

CASE STUDY

Covid-19 has impacted the economy across the UK. The Waltham Forest Connected Business Directory was created to support businesses which have moved their services online during the lockdown period and demonstrate to residents the value in shopping locally to help boost the local economy.

The free service enables businesses of all sizes to profile up-to-date information on everything from opening hours, home delivery options and contact details. Since its launch in April this year, nearly 400 businesses have signed up to use the directory.

The directory has been a useful tool to help participating businesses keep existing and prospective customers up-to-date on their operations.

**KOJO ASHANTI -
Founder of CEMNA Services LTD, said:**



“The Waltham Forest Connected Business Directory could not have been more useful to us as a business, particularly in the challenging times we find ourselves in because of the global pandemic.

Since enlisting on the Directory CEMNA, Services Ltd has seen a marked increase in the number of enquiries and through that have won business in the local borough.”

Waltham Forest Council have recently used the business directory to search and procure a local company on a short-term contract worth £15,000.

**Matt Broughton -
Business Workspace Project Officer, said :**

“I found the business directory quick and easy to use. It was a great way to get contacts for local companies.

It saved me quite a bit of time searching through the internet and I would highly recommend using it to other companies or individuals looking for services.”

