



# NEWS RELEASE

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## Business Link launches anonymous helpline for recession hit business owners

Business Link has today launched a helpline that offers anonymity to business owners who want to discuss their business issues without disclosing their identity. Dialling 08453 13 45 10 will put the caller straight through to an experienced information adviser from the service who will provide confidential business support, without asking for contact or identity information.

Pat Smith, Chief Executive of Business Link in the East of England said:

“In the first instance, our aim will be to establish whether or not we can help. To do this the caller will need to share with us some non-specific information about their business, issues and problems. We will then try to identify a potential way forward, without pressing for any details that might identify the caller or their business.

“We recognise that for many business owners, admitting to themselves that their business is struggling can be difficult, so declaring it to others is even tougher. That’s why we’ve launched this new helpline, to enable those worried about the future of their business to anonymously seek help from our team of professional telephone advisers. Experience tells us that seeking advice early gives a business the best possible chance of survival.”

The business support organisation anticipates that anonymous callers will quickly gain trust in the service and go on to benefit from its existing package of help that includes free confidential business health checks, one-to-one specialist advice and skills workshops, together with vouchers towards the cost of consultancy services.

To contact Business Link anonymously, business owners should call 08453 13 45 10 or visit [www.businesslink.gov.uk/east](http://www.businesslink.gov.uk/east) for further information on the service.

## **NOTES TO EDITORS**

### **PRESS OFFICE**

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### **ABOUT BUSINESS LINK**

- Business Link in the East of England provides information, practical advice and support to help people to start, run or grow their business
- Our clients fall in to two main categories:
  - Those running or working in established small and medium sized businesses
  - Those who want to start their own business
- Both clients groups can access independent, impartial and, in most instances, free help and support from Business Link in the form of:
  - Free one-to-one help from an experienced business adviser (for established businesses only)
  - Workshops and briefings on a range of business subjects such as business planning, sales and marketing, legislation, developing people
  - Telephone and online support through our Information and intelligence centre
- Business Link in the East of England works with businesses and entrepreneurs in the 6 counties in the East of England: Suffolk, Norfolk, Essex, Bedfordshire, Cambridgeshire and Hertfordshire
- Business Link is a government initiative to promote enterprise, funded in the East of England by the East of England Development Agency