

## LGB Direct Thrilled as London is Praised For its Friendliness Towards New Businesses

Friday 21 November, 2014

With a number of London Boroughs receiving praise last week for their support of [new businesses](#), London based sales and marketing firm [LGB Direct](#) review what the future could hold for London and its start up communities.

London has often gained the reputation for being rude and unwelcoming in the past. However, a recent award ceremony has praised a number of London Boroughs for being extremely supportive of new businesses. The Small Business Friendly Borough Awards 2014 were organised by London Councils and the Federation of Small Businesses and looked to reward those areas in London that have not only embraced innovation, but actively encouraged and nurtured it in order to build a vibrant business community. The London Boroughs of Camden, Merton and Greenwich came out on top of the 16 Boroughs surveyed, whilst Barking, Dagenham, Ealing and Brent were also praised for their commitment to business development and growth.

LGB Direct was delighted to learn of the awards and that the sense of community among London business owners is finally being recognised and rewarded. As a London based firm LGB Direct have worked with both small and well established enterprises and have seen first-hand how small businesses are working hard to support the capitals' economy and as a result, are thriving in the city. London's small business community is helping reduce the city's population of job seekers by creating new flexible working opportunities which has seen London's unemployment rate fall substantially over the last year.

The winning Boroughs were praised at the awards for promoting the small businesses within their community and encouraging consumers to shop locally in order to support the growth and development of their local areas. LGB Direct believes this is an important step to ensure small businesses across London continue to emerge and hold their own among larger competing businesses.

LGB Direct are confident that the recent awards will help to promote the benefits of being a small business owner in the capital and prove that there is support available to prevent entrepreneurs feeling isolated as they set out on their business ventures. Small businesses make up 99 percent of businesses in London and the firm are pleased to see that local councils are making it easier for these businesses to succeed.

LGB Direct is an outsourced sales and marketing firm based in London Bridge. The firm work with businesses from a wide range of industries, offering innovative highly personalised direct marketing solutions. To help their clients boost their brand awareness, the firm meet with consumers one on one in order to open up a clear line of communication between consumers and a brand. The information and feedback gathered from consumers is then used to personalise their client's products and services to ensure they meet the needs of the brands target audience. By meeting with consumers directly LGB Direct are able to develop lasting consumer relationships which allow them to boost their client's customer retention and acquisition rates.

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