

The Tottenham Business Charter

Background

- The aim of the Charter is to support all food and drink; hospitality; retail; and service businesses in North Tottenham; Tottenham Hale; and Seven Sisters in taking advantage of the significant increase in footfall and expenditure generated by football and non-football Major Events at Tottenham Hotspur Stadium and encourage a partnership approach to cross promotion of the local area
- It has been identified by the parties that there is an opportunity to create an agreement that will underpin future working opportunities with tangible outcomes, to the benefit of those who live, work and visit Tottenham
- The below forms the basis of an agreement between Tottenham Hotspur, Haringey Council, representatives from the Tottenham Traders' Partnership and representatives from the wider business community. The agreement will be for a minimum 3 year term with an annual review at the end of the first year

Mission and objectives

- To agree a partnership approach to promoting Tottenham as an interesting and exciting destination to eat; drink; and shop to Tottenham Hotspur Stadium visitors
- To promote local businesses to a wider audience and increase the number of potential customers visiting Tottenham-based businesses
- To improve the economic vitality of Tottenham by enabling opportunities for increased spend and corresponding job creation
- To support local business owners, so that they can better take advantage of additional footfall associated with Stadium events
- To enable future investment opportunities into Tottenham by fostering a 'can do' and 'open for business' approach
- To enable the collaborative approach to foster a circular economy approach, where the Club is better enabled to participate in direct local economic development programmes
- To review existing infrastructure and arrangements, so that the business community can directly input into decisions taken
- To promote the partnership arrangement to the wider community, so that other businesses and residents are aware of the collaborative work being undertaken

Deliverables

- Where possible all parties will work together to promote local businesses including on the Club's official social media channels and within event day information sent directly to ticket holders
- All parties will continue to identify opportunities to help businesses effectively tell their stories, through appearances from Club Ambassadors throughout the community

- Relevant information about the local businesses on offer will be communicated to a wide range of supporters' groups, including the THST and groups such as Spurs Reach
- All parties will work closely together to promote awareness of Tottenham as a destination and identify opportunities to promote the varied cultural and business offerings across the area
- A map will be created and maintained highlighting the food and drink offerings available around the Stadium. This will be distributed and promoted ahead of major events such as the NFL Games
- The digital and marketing expertise of Club staff will be utilized for the benefit of local businesses, possibly through the delivery of workshops and training sessions
- Possibilities relating to existing place promotion initiatives like the Tottenham Hotspur Heritage Trail will be explored e.g. a map of local food and drink offerings shared with those that complete the trail
- All parties will work with the NFL UK to identify opportunities to take advantage of the NFL Games each year. This could involve the promotion of NFL specific activity at Scotland Green as fans make their way to the Stadium
- The Club will continue to develop its existing relationship with Haringey Works to support local supply chain schemes and support local businesses to showcase at Tottenham Hotspur Foundation's regular Job Fairs

We agree to work together to deliver as many of the listed deliverables as possible in a partnership, collaborative approach