



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.
- Agreement of the Tottenham Business Charter follows the Club's application in 2024 to increase the number of Major Non-Football Events at Tottenham Hotspur Stadium. All parties agree that there is an opportunity to create an ongoing 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. Although on a voluntary basis after the expiry of the obligation, Tottenham Hotspur intends to support the Charter in perpetuity, with an ongoing 3 yearly review of the Charter and the effectiveness of the programmes and initiatives within it.
- The Club is the lead agency responsible for the delivery of the Tottenham Business Charter. Delivery will be monitored by Haringey Council's Social Value Monitoring Officer via the Club's Business and Community Liaison Group. a forum to be determined. In conjunction with the Council's Social Value Monitoring Officer, the Club will demonstrate and report on the impact of the Charter interventions.

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, including the ongoing review of the Local Area Management Plan (LAMP), 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 channels and within Major Event Day information sent directly to ticket holders ahead of the first MNFE in 2025
- All parties will continue to identify opportunities to help businesses effectively tell their stories, through appearances from Club Ambassadors throughout the community from October 2024, including at notable civic events throughout the year e.g. the switch on of Christmas lights at Bruce Grove. These will be forecast annually where such events are known.
- 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 ahead of the first MNFE of 2025.
- 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 'Business Directory' will be created and maintained highlighting the food and drink offerings available around the Stadium before the first MNFE of 2025. This will be distributed and promoted ahead of all subsequent MNFEs.
- 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. This approach will be further developed through existing relationships prior to any Additional MNFEs.
- Possibilities relating to existing place promotion initiatives like the Tottenham Hotspur Heritage Trail will be explored prior to any Additional MNFEs.
- All parties will work with the NFL UK to identify opportunities to take advantage of the NFL Games in October 2025. This could involve the promotion of NFL specific activity at Scotland Green as fans make their way to the Stadium. The viability of this will be explored for future years.
- 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, the first of which will be held in Q1 calendar year 2025.

Organisation	Name	Title	Signature
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Haringey Council	Keith Trotter	Lead – Economic Development	KEITH TROTTER