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Epsom on course to connect Surrey businesses

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An innovative initiative to help Surrey businesses benefit more from spending in the region's £50 billion economy will soon launch. Source in Surrey has been developed by Surrey Chambers of Commerce after it secured a grant from Surrey County Council's Economic Growth Fund.

The six-figure initiative is designed to strengthen the regional economy by connecting small and medium-sized businesses with larger organisations for major contract opportunities. It kicks off next month, with the first of 10 roadshow events taking place in Woking on February 11.

The programme will also include sales masterclasses and the creation of an AI-powered platform, streamlining connections between buyers and suppliers.

Source in Surrey is one of several projects funded via the council's Economic Growth Fund, which pools public and private funds — including government Shared Prosperity Funding — into a single pot.

Since launching in April, more than £3 million has been invested via the council in local businesses and organisations to support business growth, innovation and employment opportunities.

Cabinet Member comment

Matt Furniss, Surrey County Council's Cabinet Member for Highways, Transport and Economic Growth, said:

"Source in Surrey will tackle a real challenge – helping our smaller businesses access the kind of major contracts that can transform their growth trajectory. By connecting SMEs with larger organisations and equipping them with the skills to compete, we're not just creating jobs and boosting our economy, we're building a more resilient and collaborative business community across the county.

"We're pleased to have been able to support the initiative via the Economic Growth Fund and I look forward to seeing our people, places and businesses benefit from closer connections in the future."

How the programme works

Source in Surrey will look to bridge the gap by focusing on four key areas: enhancing selling capabilities, improving procurement access, building customer databases and forging closer connections, starting with a county-wide roadshow programme.

Each roadshow session includes a keynote session from a business leader. Attendees will also be introduced to the AI platform, designed to help businesses find and procure suitable contracts.

Roadshow dates and venues

The roadshows, which are free to attend, take place at:

- Dukes Court, Woking (February 11)
- Tandridge Golf Course, Oxted (February 24)
- Hartsfield Manor, Betchworth (February 26)
- Login Lounge, Camberley (March 3)
- The Thames Club, Staines (March 11)
- Farnham Maltings (March 17)
- Reigate Manor, Reigate (March 24)
- Guildford Pavilion (April 14)
- **Epsom Racecourse (April 23)**
- Brooklands Museum (April 28)

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Sales training programme

The initiative also includes expert-led sales training courses delivered by Anita Saini of HX Solutions. Sessions begin on 10 February at Login Lounge, Camberley, and 10 March at Dukes Court, Woking.

These practical courses aim to equip smaller businesses with the confidence and skills needed to compete for and win significant contracts.

Surrey Chambers comment

Louise Punter of Surrey Chambers said: “The Surrey economy is large but much of the spend of the larger organisations is made outside of Surrey, so we want to encourage larger businesses and organisations to ‘buy local’ and make it easier for smaller businesses to win contracts. By bringing these different parts of the business eco-system together we will also facilitate other ways of supporting the smaller businesses through training opportunities and economies of scale.”

Further information

Businesses can find out more and book onto announced events online at:
https://www.surrey-chambers.co.uk/event-listing
Alternatively, enquiries can be made by email to:
sourceinsurrey@surrey-chambers.co.uk

Surrey County Council

Source in Surrey lanches with Matt Furniss (centre) alongside Charlotte Webb (Surrey Chambers) and Dawn Redpath (SCC Director for Economy and Growth)

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