

Welcome to the second edition of our new Economic Development E - Newsletter, your quarterly update from the Economic Development and Tourism Section at Tewkesbury Borough Council.

The newsletter will tell you about recent projects we have been working on and provide relevant updates from other services within the council. We hope that you find this newsletter useful. If you have any questions or would like to contribute to future editions, then please email:

katie.power@teWKesbury.gov.uk

B2B

TEWKESBURY



Tewkesbury Borough Council held its second B2B Networking Event at Hatherley Manor Hotel on the 18th November 2010 and it was a storming success with over 160 businesses attending. The event was organised in partnership with Smartline International Ltd and it also received sponsorship through the Federation of Small Businesses.

The delegates benefited from advice provided through the seminar sessions, the opportunity to network over lunch, and the chance to build new contacts.

Tewkesbury Borough Council's Lead Member for Economic Development and Promotion, Cllr Phil Taylor, said: "It was great to see so many diverse businesses at Hatherley Manor for the B2B event. It proves that Tewkesbury Borough is a vibrant place to do business and there's an appetite to do even more. I'm really looking forward to the next event scheduled for Spring 2011 in Winchcombe."

Antonia Coles, who attended the event and runs 'Just the Tonic' design, said: "This is the second B2B event I have attended and I find them extremely useful to my business. They provide valuable information, networking opportunities, potential business leads and food for thought."

The success of the event was also clear from the exit survey with 100% stating that they would like to attend similar events in the future!

Second B2B event is a storming success

Survey results also revealed that the opportunity for networking was the most important element of the day with 89% of delegates saying that this was their main reason for attending.

Attendees found the event to be relaxed, informal and well organised and particularly liked the format for the networking lunch with the opportunity to meet and talk to new business contacts.

Others commented that there was a great atmosphere and the exhibitors present provided a 'one stop shop' for finding local business and services.



The event followed in the footsteps of the first B2B event, at Tewkesbury Park Hotel in April 2010 and demonstrates the ongoing support from the business community.

The next event is planned to take place in Winchcombe in Spring 2011. For more information please visit: www.b2btewkesbury.co.uk

How do we use our retail centres?

A series of Pedestrian User Surveys were undertaken in the three retail centres of Tewkesbury, Winchcombe and Bishops Cleeve. The surveys provide key data on how people use the retail centres including:

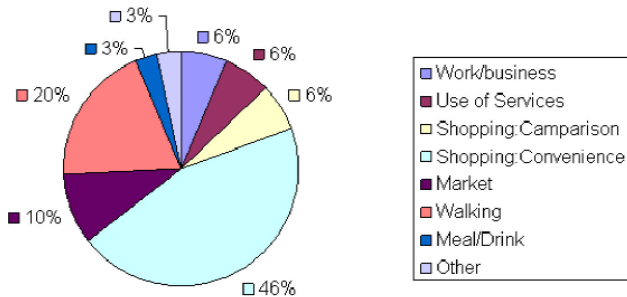
- How often people visit;
- Where people undertake their main food, top-up and non-food shopping;
- What people like about the retail centres; and
- Improvements that could be made to encourage people to visit the retail centres more.

The important role of convenience-based shopping in all the centres was highlighted and the high number of day-to-day trips emphasise the important local function of the three retail centres. A breakdown of the results from each of the three centres is shown below.

Winchcombe

- Majority of people visit Winchcombe regularly with 75% visiting at least once a week.

What is the main purpose of your visit today?



- The majority of respondents were on a convenience based shopping trip. Also 20% were on a walking trip, reinforcing the role of Winchcombe as a centre for walking.
- Only half of respondents visit Winchcombe in the evening either for a meal or drink.
- The majority of respondents undertake their 'main shopping' at Morrison's and this is either in Tewkesbury or Evesham
- Winchcombe is the most popular 'top up' shopping destination and pulls people from Cheltenham and Bishops Cleeve.
- Majority of respondents undertake their 'non food' shopping in Cheltenham, however a significant proportion also stated Winchcombe.
- Majority of respondents like Winchcombe because of the environment and the fact it is close to home. Followed by good customer service and good value.

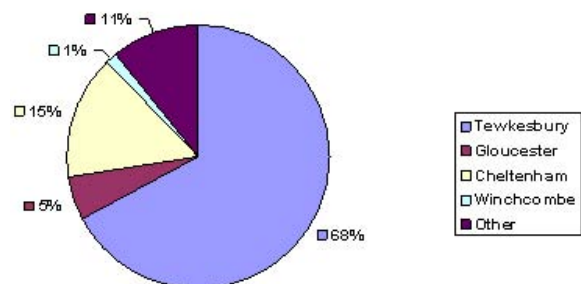
- Respondents stated that an improved range of supermarkets and reduced congestion would encourage them to visit the town more.

- Just over half (58%) of respondents felt the town provided for their shopping requirements.

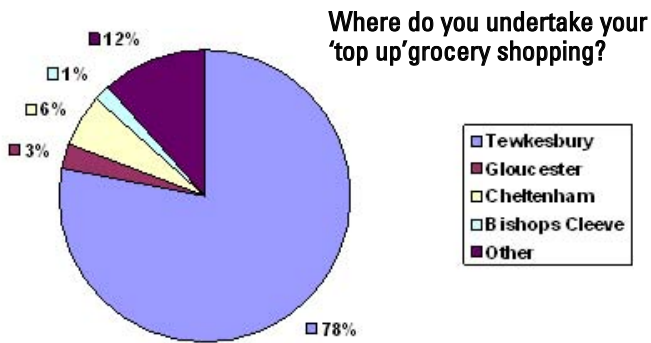
Tewkesbury

- Majority of people visit Tewkesbury regularly with 74% visiting once a week or more.
- 62% of respondents visit Tewkesbury during the evening - 21% for a meal, 14% for a drink and 12% for the cinema.
- Majority of people were visiting Tewkesbury for convenience shopping (22%), work (20%) or comparison shopping (19%).
- Majority of respondents undertake their main shopping in Tewkesbury and use Morrison's (34%), Tesco (20%) or the Coop (14%).

Where do you undertake your main food grocery shopping?



- Tewkesbury is the main destination for respondents (78%) when undertaking their 'top up' food shopping and they use Tesco (25%), Morrison's (23%), Local Shops (21%) and the Coop (15%)

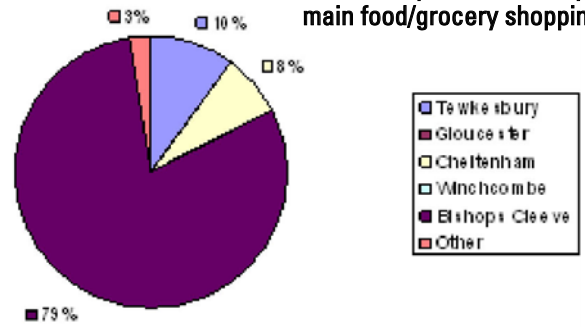


- The majority of respondents undertake their 'non food' shopping in Tewkesbury.
- When asked what they like most about Tewkesbury the majority said because it was close to home and the town environment. Followed by good customer service, range of shops and the market.
- Respondents stated that an improved range of non food shops, reduced congestion, more independent retailers and improved range of supermarkets would encourage them to visit more.
- Only half of respondents felt that the town provided for all their shopping needs.

Bishops Cleeve

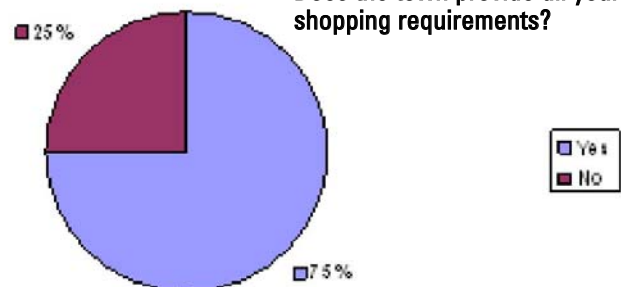
- The majority of people were regular visitors to Bishops Cleeve with 84% visiting at least once a week.
- The majority (54%) of people were visiting the centre on a convenience based shopping trip followed by 15% for comparison shopping and 15% local services.
- The majority of 54% said that they do not visit Bishops Cleeve in the evening. Out of those that do people were either visiting for a meal (23%) or a drink (24%).
- Bishops Cleeve is the main destination for respondents when undertaking their main food shopping and 58% use Tesco and 21% use Lidl.

Where do you undertake your main food/grocery shopping



- The majority (79%) of respondents also use Bishops Cleeve for their 'top up' food shopping and 54% use Tesco and equal proportions (15%) use Lidl and local shops.
- Majority of respondents undertake their non food shopping in either Bishops Cleeve (39%) or Cheltenham (33%)
- The things that people like most about Bishops Cleeve are because it is close to home and the town environment. Followed by access, good customer services, range of shops and products and independent shops.
- Respondents said that an improved range of non food shops, reduced congestion and improved range of supermarkets would encourage them to visit more.
- It is clear that Bishops Cleeve serves local needs with 75% of respondents stating that it provides for all their shopping requirements.

Does the town provide all your shopping requirements?



If anybody would be interested in learning more about the surveys please contact: Katie Power Tel: 01684 272249 email: katie.power@teWKesbury.gov.uk

Basepoint Brunch with Best of Tewkesbury



On the last Friday of every month, Basepoint Tewkesbury teams up with The Best of Tewkesbury to host a free, business networking brunch.

The brunch begins at 10.30am at Basepoint Tewkesbury and anyone is welcome to come along to meet and build relationships with other local businesses.

Renée Parry, centre manager at Basepoint Tewkesbury, said: "The Basepoint and Best of Tewkesbury Brunch sessions are a great opportunity for any local business to

take part in a free, informal, networking event which hopes to bring together different businesses from Tewkesbury Town Centre and the Tewkesbury Business Parks."

Renée continues: "We have a wide range of businesses based in the centre and aim to support them all, therefore encouraging a very varied business community. We have companies ranging from hair dressers and caterers to IT and health and safety training companies. This makes the brunch sessions useful as there is usually scope to forge partnerships."

Basepoint Tewkesbury offers a wide range of high quality office space and workshops which have been designed with small to medium businesses in mind. Thanks to Basepoint's easy-in-easy-out licensing agreements small businesses can take office space on

without being tied into lengthy contracts - just two weeks notice is required for a business to leave.

Situated off junction 9 of the M5, Basepoint Tewkesbury provides a wide range of high quality, managed office, workshop and meeting room space in friendly, purpose-built premises and on flexible terms. For details, contact the Basepoint team on 01684 854444 or email tewkesbury@basepoint.co.uk.

For more information on Basepoint and what they have to offer, visit www.basepoint.co.uk



Basepoint Tewkesbury appoints New Centre Manager



Basepoint Tewkesbury appoints new centre manager

Basepoint Tewkesbury is proud to announce Renée Parry as its new Centre Manager.

Renée has been appointed following an impressive career in retail management.

Renée said: "Together with the team at Basepoint Tewkesbury, I hope to expand the business community that exists within the centre and create a professional, friendly and supportive, environment that promotes networking and generates opportunities for the wider business community, as well as our licensees.

"We are also very keen to continue the positive work that Basepoint Tewkesbury has been doing in the local area - the centre has recently presented the Alderman Knight School with a cheque for over £1,000 to assist with the vital work that the school does for children with special needs in Tewkesbury."

Basepoint is wholly owned by the ACT Foundation, a leading UK grant making charity. As such, the revenue that Basepoint generates makes a real difference to the communities in which the business centres operate - each of Basepoint's 26 centres supports a local charity, in Tewkesbury, it is the Alderman Knight School - and all the money that is raised for that charity is match funded by the ACT Foundation.

For details, contact the Basepoint team on 01684 854444 or email tewkesbury@basepoint.co.uk.

Government announces package of support measures for SMEs

The Government recognises that small and medium-sized enterprises (SMEs) will be essential in the bid to secure sustainable economic growth due to their position in the heart of the economy, providing 60% of jobs and half of GDP. In order to help such businesses develop and grow, ministers have announced three major policies to:

- Improve access to finance;
- Make it easier to do business with the public sector; and
- Allow social tenants to start up their business at home.

In order to **improve access to finance** several major policies have been announced, including plans to:

- Continue the Enterprise Finance Guarantee for the next four years, making around £2 billion available to viable small companies without a credit history or collateral;
- Commit a further £200 million to Enterprise Capital Funds supporting equity investments in the highest growth potential businesses over four years;
- Welcome the joint bid of business angels and the Government's SME investment arm, Capital for Enterprise, for a co-investment fund as part of the Regional Growth Fund to support angel investments into high growth potential early stage SMEs, particularly in areas worst affected by public spending cuts; and
- Work with banks on several areas launched in the Government's response to the green paper, Financing a Private Sector Recovery, including the £1.5 billion Business Growth Fund, mentoring and a new lending code.

To make it **easier for SMEs to do business with the public sector**:

- A goal has been set to have a quarter of Government procurement directed to SMEs;
- Government agencies will aim to remove qualifying barriers that prevent small businesses accessing Government contracts; and
- The commitment that 80% of prime contractors are paid within five working days has been re-affirmed so that all Government contractors will be required to pay their suppliers within 30 days if they wish to benefit from departments' procurement.

Allowing social tenants to **start up their own business** from home:

- The Government will work with social landlords to tackle the misconception that social tenants cannot start up a business, and encourage tenants to pursue their enterprising ideas; and
- The Enterprise Finance Guarantee will be made more accessible to small community finance institutions, to benefit businesses starting up in disadvantaged communities.

For further information the document Backing Small Business is available to view on:

<http://www.bis.gov.uk/assets/biscore/enterprise/docs/b/10-1243-backing-small-business.pdf>

Grant finding service

GRANTnet is a straight forward free to use service from GRANTfinder, which can help you identify suitable funding for an activity or project. It allows small businesses, social enterprises, community and voluntary groups, sports and other clubs and schools to search across a huge range of funding sources.

To access the GRANTnet service - please follow this link: <http://www.tewkesbury.gov.uk/index.cfm?articleid=3431>

News from The Federation of Small Businesses



Local Fund Raising

Tewkesbury Branch of the Federation recently presented Alderman Knight School with a cheque for £1200 to support school activities. The branch also supported the SARA's Tewkesbury Unit with a contribution of £600 towards their operating and equipment costs. The funds were

raised through a combination of donations and The Tewkesbury Night Fever Charity Dinner and Auction held at the Tewkesbury Park Hotel. Thank you to all the local businesses who contributed and we are particularly grateful to Rage Hair and Beauty and the Tewkesbury Park Hotel for their support and contributions to the charity event.

Small Business Rate Relief Update

Following extensive lobbying, the FSB recently succeeded in gaining a pledge from the Government to change the system for small business rate relief from 'claims based' to 'automatic' rate relief. We are continuing to lobby to ensure the necessary legislation is put in place to make this happen. Every year, millions of pounds allocated for eligible businesses goes unclaimed. Business rates are the third largest cost to many small firms who are often unaware they are entitled to rate relief, so it is a real win for the FSB and small businesses that the Government has pledged to make this automatic. If you think you are eligible to for Small Business Rate Relief please contact Tewkesbury Borough Council on: 01684 272132 for more details.

The local FSB team meets every third Tuesday of the month - more details at www.fsb.org.uk or contact Sue Lambert, Branch Chairman, Tel. 01684 293001 sue@twynetics.co.uk

10% OFF Corporate Membership at Cascades

Cascades Leisure Centre in Tewkesbury is now offering Corporate Memberships and would like to invite local businesses to sign up and join them!

A 10% discount will be offered to staff of local businesses who take up monthly memberships. All local businesses will be expected to do is sign an agreement to advertise the Cascades facilities and memberships to their staff, either with wage slips or on staff notice boards.

This will benefit local employers and their staff through the development of a healthy workforce.

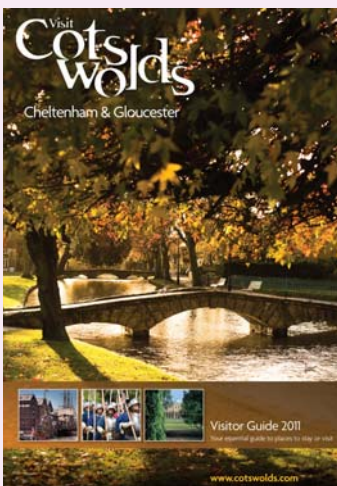
So... why not join those companies already signed up and have recognised the following benefits it can bring:

- Promotion of a healthy body and mind
- Increased production
- Decreased sickness absence
- Increased staff benefits

Cascades will organise everything including printing, promotions and exercise programmes. All employers need to do is sign an agreement to promote the membership to their employees. The only restriction is that you need to employ a minimum of five staff.

For further information contact Cascades on 01684 293740 or email: chris.bishop@teWKesbury.gov.uk

Visit Cotswolds, Cheltenham and Gloucester Visitor Guide 2011



In the last newsletter you may remember us telling you about a brand new combined visitor guide for the Cotswolds, Cheltenham and Gloucester which was being produced for 2011 by five local authority districts.

This guide is being launched next week and so here is a sneak pre-view of the front cover. It has been an excellent example of how we can save money for both the tourism businesses who advertise within it as well as the local authorities themselves through joined up marketing. Should you require a hard copy of the guide or an E-version of the guide please contact Anna Sanders on the details below.

If you have any queries regarding the Visit Cotswolds, Cheltenham and Gloucester Visitor Guide please contact Anna Sanders, Tourism Marketing Officer T: 01684 272096

Joint Core Strategy - planning policy update

The Joint Core Strategy (JCS) is a partnership between Gloucester, Cheltenham and Tewkesbury Councils. It will set out the councils' long term approach to new development, climate change and the environment. It is important that local people and businesses are involved, so please read on...

The JCS team is continuing to compile the evidence on which new planning policy will be based. At the same time, the coalition government is making regular and dramatic changes to the planning system. In July 2010, the government abolished the Regional Spatial Strategy (RSS) which provided housing and employment targets for the JCS to deliver, and asked local authorities to set their own such targets instead. On 10th November, the courts judged this abolition to be unlawful. The government is due to publish the Decentralisation and Localism Bill shortly which is the first step in (lawfully) abolishing regional planning once again.

In light of the Localism Bill and the fact that the South West RSS had never been adopted, One Legal (Tewkesbury and Cheltenham Council's shared legal service) has advised that "very little weight" should be attached to the reinstated RSS. The court decision therefore will not change how Members determine planning applications or deal with the JCS process.

The JCS team is keeping a close eye on proceedings while continuing its evidence gathering, and supporting Members and Development Control colleagues as required. An informal public consultation on emerging 'spatial options' is being planned for the new year (dates to follow); while a major statutory public consultation event will take place in summer 2011. This will address broad locations for growth and strategic policies - details will be announced closer to the time.

For further information, go to: www.gct-jcs.org or www.communities.gov.uk



New display for hygiene standards - guidance for businesses

Customers will be better informed when eating out thanks to a new scheme which tells them about the hygiene standards of food outlets.

Tewkesbury Borough Council has announced that it will switch to a new way of displaying the hygiene standard of food businesses to consumers. The Food Hygiene Rating Scheme (FHRS) will be run across the Borough from 1st March 2011.

The national scheme, developed by the Food Standards Agency (FSA) in partnership with local authorities in England, Wales and Northern Ireland, provides information on food hygiene standards to help people to choose where to eat out or shop for food. The new scheme will build on the success of the 'Scores on the Doors' scheme that Tewkesbury Borough Council has been running.

Food outlets, such as restaurants, takeaways and pubs, are inspected by Officers from Tewkesbury Borough Council to check that their hygiene standards meet legal requirements. The hygiene standards found at these inspections are rated on a scale ranging from zero at the bottom (which means 'urgent improvement necessary') to a top rating of five ('very good')

These ratings will be available for anyone to view on the FSA website at www.food.gov.uk/ratings and the food businesses will be given a sticker and certificate and encouraged to display these at the entrance to their premises. This is so their customers can easily see them and decide if they want to go in.

Around one million people suffer from food poisoning every year, and the FSA's aim in developing the FHRS is to reduce this number. Although Tewkesbury Borough Council has run its own successful scheme, a change to the FHRS will bring real benefits for local food businesses and the people that eat or shop in them. Having a single scheme which is consistent nationwide means the ratings will have the same significance wherever people are buying food.

Over the coming weeks Officers from the Council's food safety team will be contacting food businesses to provide further advice and support prior to the launch, including a series of workshops to be held in January 2011.

For further information please speak to a member of the Council's Food Team on 01684 272189 or 272191.

Useful business contacts

Tewkesbury Chamber of Commerce & Industry

David Bloxham - Chairman
Shelby Powell - Secretary
Tel: 01684 299633
Email: tewkesburychamber@googlemail.com
Visit: www.tewkesburychamber.org.uk

Bishops Cleeve Chamber of Commerce

President: David Billingham
Tel: 01242 676224
Email: DGB@billinghamandpartners.co.uk
Vice President: Peter Badham
Email: petebadham@hotmail.com
Visit: www.bishopscleevechamber.co.uk

Winchcombe Business Forum

Chairman: Roger Paine
Email: roger.paine@btinternet.com
Secretary: Nicola Vinrace
Email: Kevin@ladyjane.plus.com
Visit:
www.winchcombe.co.uk/business/forum

Federation of Small Businesses Tewkesbury Branch

Chair: Sue Lambert
Email: sue@twynetics.co.uk
Secretary: Debbie Taylor
Email: tewkesbury@thebestof.co.uk
Membership enquiries: Tony Newall 07753 738501

J9 Business Group (Including the J9 Travel Group)

Sheldon Witney
Tel: 08444 817 481
Email: sheldon.witney@redsixty.com
Visit: www.j9bg.co.uk

Gloucestershire First

The place promotion agency for Gloucestershire
Chief Executive - David Owen
Email: info@glosfirst.co.uk
Tel: 01242 864190
Visit: www.glosfirst.co.uk

Business Link

Advice service for local businesses
Contact: Grant Cozens
Email:
grant.cozens@businesslinksw.co.uk
or enquiry@businesslinksw.co.uk
Tel: 0845 600 9966

Tewkesbury Borough Council

Gloucester Road, Tewkesbury GL20 5TT
Katie Power
Economic Development Officer
Email: katie.power@tewkesbury.gov.uk
Visit: www.tewkesbury.gov.uk

Dates for your diary - Tewkesbury networking opportunities

Tewkesbury Business Breakfast Club

Meet last Thursday in the month at various local venues with interesting guest speakers
Chair: Richard Chatham, Sherdons Golf Centre, Tredington
Tel: 01684 274782
Email: info@sherdons.co.uk
Bookings: Carol Head - 01684 850033

Coffee Mornings @ Basepoint

Oakfield Drive, Tewkesbury Business Pk
Last Friday in the month from 10.30am - 12 noon.
Informal and free of charge
Contact: Renee Parry
Tel: 01684 854444
Email: reneeparry@basepoint.co.uk

B2B Tewkesbury

Following the success of the recent event which took place in November with over 160 attendees - Future events are already being planned!
Please keep checking the B2B Website for regular updates.
Visit: www.b2btewkesbury.co.uk

Local FSB Meetings

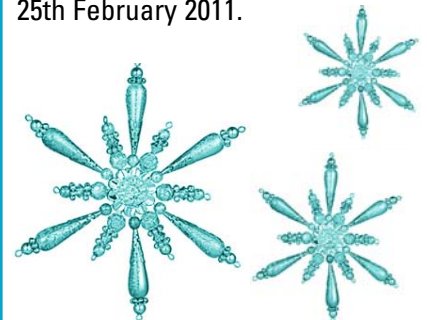
The local FSB team meets on the third Tuesday of the month for more details
Visit: www.fsb.org.uk
Contact Sue Lambert.
Tel: 01684 293001
Email: sue@twynetics.co.uk

Young Explorers Holiday Club launched at Tewkesbury's Heritage Centre

Tewkesbury's Heritage Centre 'Out of The Hat' has launched a brand new Holiday Club for children aged between 5 and 11. Young Explorers Holiday Club has opened its doors today - where parents can leave their kids in the run up till Christmas and in February half-term.

Christmassy Festive Fun will be running from 20 - 24th December, 9.30am - 4.30pm, so that parents can get on with last minute shopping or jobs before Christmas. Children attending the Club will be making Christmas gifts, cards and decorations, cake decorating, puppet making plus lots of fabulous games and story-telling.

The theme of the February Half-term club will be 'Wintery Animals and Snowflake Sparkle' and will run from 21st - 25th February 2011.



Young Explorers will cost just £15 per child (or £25 when booking 2 children). Places are limited so please book early on T: 01684 855040 or call in at Out of The Hat, Church Street, Tewkesbury.