

# CHELTHENHAM business pride news

Cheltenham Borough Council - working to support local business

Summer 2008

## Wireless Hotspot launches new Business Pride scheme

Lansdown Industrial Estate was the first business area in Cheltenham to experience the benefits of the new Business Pride scheme.

In March, AVM Waste Ltd proposed the installation of a wireless hotspot scheme at the estate, which is home to nearly forty businesses, on both short and long term leases. AVM recognised that traders - especially those on three month leases - would be unable to set up their own broadband account due to time constraints.

Cheltenham Borough Council, working with Parklife, agreed that it is very difficult for SMEs to connect to the internet on such a timescale, and through Business Pride, match funded the landlord of the industrial estate and AVM's proposal for a sum of almost £800. SMEs as a result, are now able to trade via the internet.

"This was a significant

step in being able to offer businesses the ability to communicate and trade with the outside world", said Steve Clark, the managing director of AVM.

"We were delighted to support Cheltenham Business Pride from the offset, and we are now delighted that the scheme was able to support us with this project."

"Giving businesses in Lansdown access to the internet was one of our top priorities," said Keith Rog of Parklife.

"Business Pride has given local businesses the confidence to actively seek change where it is needed and make a difference. Businesses on this industrial estate can all now benefit from having broadband - especially the ones who are only on short-term lease agreements but still have an active role to play within the development of Cheltenham's local economy." •



• Niki Waugh (Director) & Steve Clark, (MD) with the council's Economic Development Manager Jenny Moss

### Welcome to Cheltenham Business Pride!

In June 2008, Cheltenham Borough Council launched a new scheme aimed at supporting local businesses, called Business Pride. The initiative is designed to bring together the borough's business community and through membership, will offer match funding, information and knowledge exchange aimed at bringing a tangible benefit to the local economy.

Business Pride was an initiative agreed by the borough's cabinet in 2007 to offer local organisations a platform to talk to other members, share ideas and exchange information through regular forums and events hosted by the council.

To register for Cheltenham Business Pride, please visit [www.cheltenham.gov.uk/businesspride](http://www.cheltenham.gov.uk/businesspride), or telephone (01242) 254230. •

# CHELTENHAM business pride *column*



## Council Leader Steve Jordan

As I write in this inaugural publication for Business Pride News, I am thinking that this is a good time to be in Cheltenham - a time for a positive change.

And this is why I am so pleased that Cheltenham Business Pride is happening, as it gives our local businesses the chance to apply for grants that better themselves and the local economy, but of equal importance, ensures that the communication channels between local authority and local businesses remain open.

Local businesses have been asking for a way



The Cheltenham In Bloom Business Pride Trophy 2008

to talk to and relate with each other and the council for some time, and the launch of the Cheltenham Business Pride website - [www.cheltenham.gov.uk/businesspride](http://www.cheltenham.gov.uk/businesspride) - provides the opportunity to tap into previously unavailable support and information, as well as a grant scheme. I genuinely believe that Business Pride will enhance and benefit individual organisations, as well as the economy of the borough.

Cheltenham Business Pride is about all of us taking pride of our businesses and the area in which we live. The scheme will develop business initiatives and bring improvements in the appearance and cleanliness of the borough. It will improve the economic buoyancy of the borough and the businesses in it through building competitive local markets. It will also provide a route for businesses to be engaged with the work of Cheltenham Borough Council, and the local economic activities.

As a consequence,

Cheltenham Business Pride has three objectives to achieve:

- To listen and respond to local businesses' needs
- To provide grants for local business projects that benefit Cheltenham's economy
- To promote local businesses' achievements in the local and national media

Through these aims, we will showcase business excellence, such as with the Business Pride Award at this September's Cheltenham In Bloom. We will take a sustained and committed approach to marketing and will promote business ventures within the borough, enabling businesses access to match funding and

information on business support and networking opportunities. Other benefits we would like to promote include such initiatives as environmental-led projects, that demonstrate cost-effective renewable energy solutions for local businesses, as well as supporting local economic-driven events.

This is an exciting time for Cheltenham, and Business Pride will be at the forefront of our economic activity in the coming months.

Therefore, I use this column to strongly urge you to sign up to Cheltenham Business Pride and make a difference to the economic climate in which we live.

*Steve Jordan*