

CHELTHENHAM  
BUSINESS

PRIDE

Helping you in tough times...

# Support for local businesses

To find out more...

Contact Cheltenham Borough Council's  
economic development team:

Tel: (01242) 264230

E-mail: [business@cheltenham.gov.uk](mailto:business@cheltenham.gov.uk)

**T**he Credit Crunch is making headlines all the time, with many people worried about how they may be affected.

Cheltenham Borough Council is targeting its support at people who are most in need of help; those who are likely to face serious economic hardship both at home and at work. We've listened to the issues that you told us were making things difficult and have devised a range of service packages and measures to make things a little easier during this tough time.

#### Council support for Cheltenham businesses includes:

- **Training** - Specialist support, such as training courses for 150 small businesses (£8,500 per year)
- **Cheltenham Business Pride grants** - for small business-led initiatives which many business owners may not be able to pay for themselves- i.e. joint marketing, wireless hotspot (£50,000). Grants are available from £500 to £2000 to accommodate a range of business needs.
- **Business networks** - Getting businesses to work together to address their issues – for example, facilitating the setting up of traders associations, setting up two new business centres on industrial estates for businesses to meet, encouraging Business

Pride and Cheltenham Chamber of Commerce members to meet and socialise.

- **Conferences** - Business conferences on topical issues – the Cheltenham Business Pride Credit Crunch Conference and networking event was held on 26 November 2008. Further support will be available for future events in 2009, including a follow-up to November's conference.
- **Cutting costs** - Supporting 20 small businesses on industrial estates to achieve ISO14001 environmental support. The council has committed £20,000 over three years as an investment in our local businesses. Starting in January 2009, CBC and South West Energy Agency (SWEA) has invested over £45,000 in a three year Energy management project for small hospitality businesses.
- **Volunteering** - Financial support to encourage businesses to offer their staff to mentor start-up businesses/community groups to help them develop and grow in Cheltenham. Launched in January 2009, Three Sector Match is one of the UK's most innovative commercial/voluntary sector partnerships - see [www.threesectormatch.co.uk](http://www.threesectormatch.co.uk) for more details.
- **Tackling unemployment** - Help for people on incapacity benefits to get back to work, a project working with Job Centre Plus to provide additional interview skills training (£40,000 over two years). Started January 2009.
- **Hester's Way OutReach Programme** – working in conjunction with Working Links, we will be visiting the Hester's Way ward to understand and provide assistance to those who need help with vital skills in order to get them into sustained employment.
- **Business Start ups** - Financial support to help install and start-up 'Accelerator' unit for creative industries in Gloucestershire Media Group's film studio. Providing 5 desks free of charge for the first month and other marketing support (£4,000). Launched November 2009.
- **Training** - In partnership with Business Link, there will be provision for small match-funded grants for businesses with up to 10 employees (£15,000 grant fund), and vouchers for free training packages worth up to £250 each. Starts April 2009.

#### Help with Business Rates

Businesses can apply for rate relief if their rateable value is below £15,000 and they meet certain qualifying criteria, via the Small Business Rate Relief (SBRR).

If any business is having problems paying its rates they should get in touch with us immediately to see what help we can offer. Our staff are sensitive to the current difficult trading conditions and are actively encouraging those who have problems paying their business rates to contact us to discuss their situation. Each case is considered on its own merits taking into account individual circumstances. Where possible we will extend the time available to pay.

Cheltenham Borough Council's Business Revenues team can be contacted on 01242 264292, or via e-mail at [businessrevenue@cheltenham.gov.uk](mailto:businessrevenue@cheltenham.gov.uk) if any ratepayer is having difficulty paying and wishes to discuss a payment arrangement.

The Council is also doing its bit to help businesses, by paying its suppliers within 14 days of receiving an invoice, as our commitment to help local business' cash flow.

You can also get free and confidential advice and assistance from the following organisations –

#### Cheltenham Citizens Advice Bureau

For specialist debt, employment and benefits advice.  
Telephone 01242 522491  
[www.adviceguide.co.uk](http://www.adviceguide.co.uk)

#### Cheltenham Borough Council Housing and Council Tax

Advice on housing and council tax problems.  
Telephone 01242 775168 / 264341

#### Cheltenham Borough Homes

Advice for CBH customers.  
Telephone 0800 406 0000

#### Business Link South West Helpline

To discuss redundancy and any other business worries and access assistance.  
Telephone 0845 600 9966

#### Cheltenham Spa Credit Union

Members can save and benefit from cheap loans.  
Telephone 01242 584 853

#### Home Heat Helpline

Advice on how to lower your fuel bills.  
Telephone 0800 33 66 99

