



Summer Bulletin 2010

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Please find below the latest news from the Forest of Dean District Council's Economic Development Team. Simply click on the headings to access the full story or use the menu on the left

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ECONOMIC DEVELOPMENT NEWS

Local action offers opportunities to strengthen the economy and services of the Forest of Dean

Ideas are invited for rural development projects.

South West launches pioneering design support programme for business

Support is available to help you develop a business continuity plan.

REGENERATION NEWS

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Bringing you up-to-date on these vital groups.

Business Clubs contacts

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Abattoir relocation gets the go ahead

Planning permission is granted for new Ensors abattoir in Cinderford.

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Bringing you up to date on Cinderford's regeneration.

BUSINESS SPOTLIGHT: The Old Shambles Village, Newent

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New Visitor Information Kiosks

Information for visitors at the touch of a button.

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SUPPORT & ADVICE FOR BUSINESSES

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FOREST OF DEAN DISTRICT COUNCIL





Local Action for local prosperity (1 of 2)

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Local Action offers opportunities to strengthen the economy and services of the Forest of Dean.

Local Action is one of the mechanisms for delivering the Rural Development Programme for England (RDPE). This funding comes from Europe through the South West of England Regional Development Agency.

The Forest of Dean Local Strategic Partnership recently led the development of a successful bid in securing **£2.6 million** worth of RDPE funding. A Local Action Group (LAG) has now been set up which is responsible for managing these funds on behalf of local people and delivering rural development projects in the Forest of Dean up until the end of 2013.

The funding programme is now open and we are looking for partners to deliver valuable projects and services.

Your project proposal must meet at least one and preferably more of the following themes that have been identified by the Forest of Dean Local Action:

Enabling Communities

Empower communities to enhance existing services, identify gaps in provision and broker innovative solutions to their social, economic and environmental needs.

1. **Communities enabled to have a greater influence in shaping their local area**
2. **Communities equipped with the skills and capacity to turn their ideas into action**
3. **Better use made of community facilities**
4. **Improved community participation and partnership working**



The Forest of Dean Local Strategic Partnership was recently successful in securing £2.6 million worth of funding, which will now be used for delivering rural development projects



Supported by the European Agricultural Fund for Rural Development: Europe investing in rural areas

Revitalising the Local Economy

Create innovative solutions to enable individuals and businesses to make a wider range of products and services available locally, which will increase local spend and reduce the need to commute.

1. Improve the local supply chain
2. Enable communities and businesses to become more environmentally and economically sustainable
3. Maintain and enhance the area's landscape, biodiversity, heritage and environment, and utilise them as a sustainable economic resource
4. Promote economic growth through skills development and training

Intelligent Economic Growth

Create a vibrant economy by identifying innovative solutions that sustainably maximise local resources to harness landscape, heritage, culture and local products, utilising the area's special qualities.

1. **Support the development/expansion/diversification of micro businesses**
2. **Improve usage of land for food production, timber, energy and other economic products**
3. **Promote sustainable tourism**
4. **Promote environmentally friendly approaches to development**

Who can apply for funding?

Funding is available for different kinds of organisations, including private businesses, farm households, sole traders, social enterprise, parish and town councils, voluntary sector and local community groups and charities. Please note that to be eligible, businesses must have ten or less employees.

How much money can I apply for?

The Local Action Group (LAG) is able to make funding contributions of up to £100,000. There may be a few exceptional circumstances where larger grants are given. Please contact the Programme Manager (Neil Batt) to discuss further, if you feel this may be the case.

Location

Projects must provide benefits to some or all of the Forest of Dean District. Preference will be

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Local Action for local prosperity (2 of 2)

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given to delivery organisations based within the target area, though outside organisations are welcome to apply.

Match Funding

Forest of Dean Local Action will generally fund up to 60% for local businesses and up to 80% for not for profit and statutory groups. The level of match funding required will depend on which of the programme priorities are being addressed. You will need to speak to the Programme Manager about your project idea who will then be able to provide further guidance.

What happens next?

When we receive your Expression of Interest Form, your project will be checked further against the eligibility criteria and programme priorities. You will then be contacted and if it is eligible for consideration you will receive further guidance and a full application form. Local Action staff will be available to provide assistance throughout the process. Completed applications will be first assessed and then



Funding is available for different kinds of organisations including private businesses, farm households, sole traders, social enterprise, parish and town councils, voluntary sector and local community groups and charities



For further details please contact:

Neil Batt

Local Action Programme Manager,
Forest of Dean Council, High Street,
Coleford, GL16 8HG

T: **01594 812608**

E: neil.batt@fdean.gov.uk

W: www.forestofdeanpartnership.org.uk

presented to a local panel, which is made up of representatives from different sections of the local community including members of the LAG with relevant expertise. The LAG will then consider the proposal and make a recommendation as to whether or not funding should be allocated. As well as a detailed assessment of your application, decisions will depend upon the availability of funding. You can expect the whole process to take around two to three months.

Please note that any expenditure incurred before receiving a written offer of grant will not be eligible for grant aid.

More information and how to apply

If you meet all of the requirements and believe that your project is suitable for LAG funding then please contact the Local Action Programme Manager who will be able to advise further. If your organisation and project is eligible then you will be invited to complete an Expression of Interest (EOI) Form.

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South West launches pioneering design support programme for business

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The South West European Regional Development Fund has announced a £1.4 million investment in a pioneering programme offering local businesses help to develop high growth and technology ventures in the South West.

Designing Demand was developed by the Design Council and is delivered by the South West RDA (Regional Development Agency) which has invested half of the £1.4 million. The programme aims to help companies become more competitive, increase their profits and boost their performance through the effective use of design. The service is accessible either direct or via Business Link.

Nigel Howells, head of competitiveness programmes at the South West RDA, said: “Designing Demand will have a significant impact on the success of high growth and technology firms within the region, helping them define routes to market and improving their long-term investment prospects.

“We are delighted to be able to offer funding to such projects. This is exactly the type of programme for which EU funds have been made available. Some of the key programme aims are to increase regional capacity for the effective use of

Nigel Howells, head of competitiveness programmes at the South West RDA: ‘Designing Demand will have a significant impact on the success of high growth and technology firms within the region’



**Solutions
for Business**

Funded by
government

innovation/design in small business, provide a driver for sustainable activity and embed the use of design and sustainable design as a strategic business tool.

“The programme has a mixture of skills-improvement activities and high value, high impact interventions. All the interventions will lead to an increase in the competitiveness, turnover and economic performance of the participating businesses.”

Designing Demand will offer businesses the chance to work with ‘Design Associates’, Design Council-approved experts selected for their outstanding track record solving problems with hundreds of small businesses. Businesses will also be introduced to Design Council tools to help integrate design into strategic decision-making. The Bristol SETsquared Acceleration Centre will host one cohort of Designing Demand technology businesses.

Anna Traylor, programme manager for Designing Demand in the South West, said: “Businesses which use design are faster-thinking, more innovative, quicker on their feet, more responsive and more customer-aware. We are delighted to offer Designing Demand in the South West, helping businesses to get the best out of working with a designer. We can make a real difference to their bottom line and so help the region become more competitive.’

For more information please call **0117 962 9671** or email design@businesslinkwessex.co.uk or visit www.swdp.org.uk

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Business clubs round-up

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COLEFORD BUSINESS ASSOCIATION



An update from the club's Chairman, Allan Wasley

The most recent meeting of The CBA took place in March, with approximately 20 local traders and business folk in attendance.

The group is now starting to get a grip on the more prominent issues that Coleford faces with awareness of what the town has to offer to those from far afield. It was agreed that the campsites can at times be full with tourists and it is those people that we need to see in the town. A member suggested that more prominent signage should be available, pointing newcomers to Coleford. Other matters such as town security, road closures, traffic wardens and The Carnival Of Transport were also discussed.

We believe as a group that it is about us small businesses being available and open when the town needs us. We should also try to make our premises as attractive as possible. Parking is clearly a problem in Coleford – however, we believe we must get on and deal with what we have got. Through forming the new group we have learnt so much more about the town and what is happening. This information has come to us a lot sooner than before and is subsequently emailed to those registered on our e-lists.

A new website will soon be available to all traders both for advertising and local information. The main idea of the site will be to create more awareness of what we have in Coleford and to act as an information point for those thinking of visiting the town.

If you have any ideas for the group to discuss, or would like to attend the next meeting please contact Allan Wasley on **01594 835751** or allan@deanestateagents.co.uk and he will contact you to discuss further.

What Are The Benefits Of Joining a Business Club?

Each club has unique member benefits but here's a list of just some of the incentives:

- Collective Marketing – work with other businesses to promote your town and attract more customers
- Website as a source of information on meetings, useful links etc
- Friendly meetings offering network opportunities to exchange news and information
- Comment on local authority consultations – have your say on things that affect your area and business
- Business-to-Business Promotion – spread the word about your business

Newent and District Business Club



NEWENT & DISTRICT BUSINESS CLUB

The Newent and District Business Club encourages businesses to network with each other and is planning to hold

quarterly breakfast meetings.

The group's recent news includes successes for Newent Plant Centre, which picked up both the Customer Service and Retailer of the Year awards at The Forester Business Awards.

Memento Gifts were also awarded Highly Commended in the Retailer of the Year category while the club's Chairman, Gareth Roberts scooped Young Business Person of the Year.

For more information please call Gareth Roberts on **01452 348163** or email Gareth@gdrsolutions.co.uk



LYDNEY TRADERS ASSOCIATION

The LTA is actively involved with the Lydney Festival.

Please contact Linda Beswick on **07702 989481** or **01594 842015** for more details.

New website coming soon: www.lydneytraders.co.uk

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Business Club contacts

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Being part of a group is key to the survival and growth of your business. Creating communities or forums for respite from the current economic difficulties helps you to build a following, build credibility and of course sales, as well as addressing common problems.

The following are business clubs that the Economic Development Team either organise, support or are kept up to date with. If you know of any other business clubs or networks that would be useful to businesses please let us know by contacting James Woodcock on 01594 812610 or e-mail james.woodcock@fdean.gov.uk

CINDERFORD BUSINESS CLUB

If you would like to get involved with the Cinderford Traders Association please contact Richard Morgan on
T: 01594 812642
E: richard.morgan@fdean.gov.uk

NEWENT AND DISTRICT BUSINESS CLUB

The club meets every three months. Enquiries to Gareth Roberts
T: 01452 348163
E: gareth@gdrsolutions.co.uk
Please see our Business Club Round-Up article for more information

COLEFORD BUSINESS CLUB

Enquiries to Allan Wasley
T: 01594 835751
E: allan@deanestateagents.co.uk
Please see our Business Club Round-Up article for more information

LYDNEY TRADERS ASSOCIATION

Enquiries to Linda Beswick
T: 01594 842015
or Louise Parker
T: 07810 646663
New website coming soon: www.lydneytraders.co.uk
Please see our Business Club Round-Up article for more information

GLOUCESTERSHIRE CHAMBER OF COMMERCE

Provides local networking and business support, lobbying and other services.
W: www.gloscci.org

WYE VALLEY & FOREST OF DEAN TOURISM ASSOCIATION

An organisation run by the tourism trade. For further information please contact 0845 053 1173
E: info@wydeantourism.co.uk
W: www.wydeantourism.co.uk

FOREST OF DEAN FEDERATION OF SMALL BUSINESSES

W: www.fsb.org.uk



BUSINESS FIRST



A networking group with some of the area's leading business people.

This new referral group aims to provide its members with business opportunities, the opportunity to learn from peer group experiences and access support and advice. The group meets every Tuesday from 07.15 to 08.30 at Bells Hotel, Coleford.

The joining fee is £45.00 for eligible businesses; this includes not only breakfast but also your own designated web page. Monthly subscriptions are also priced at £45.00. If you would like to sample the group before committing funds, an introductory rate of £10 is payable on the day of the meeting. Please contact the group to arrange.

Apply to join online or contact Allan Wasley
T: **01594 835751**
W: www.businessfirstglos.co.uk

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Abattoir relocation gets the go-ahead

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The District Council has granted planning permission for Ensors Gloucestershire Ltd to develop a new abattoir and meat processing plant on the Forest Vale Industrial Estate.

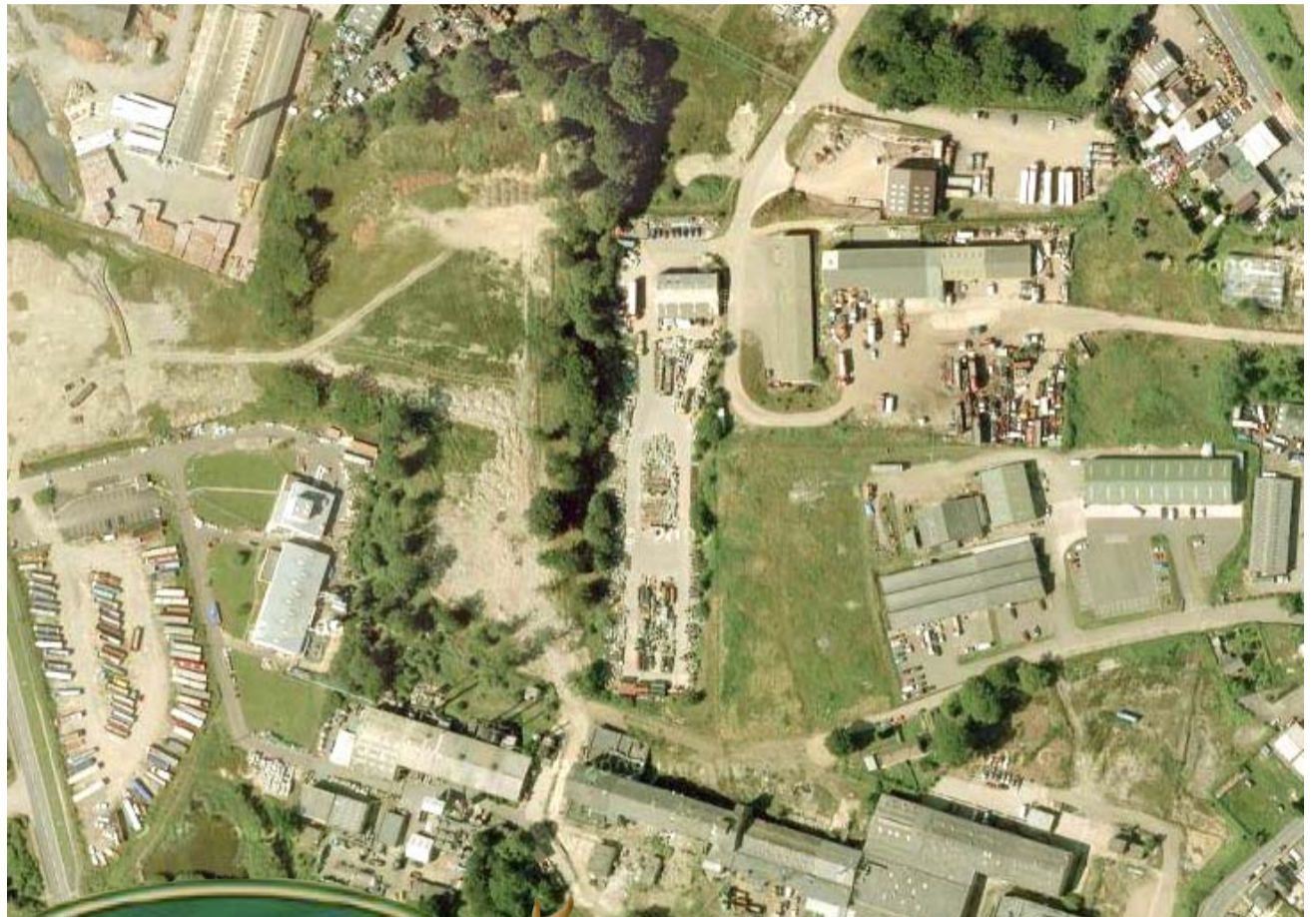
This is great news for Ensors as it means the business can expand as well as securing the future for the 125 people currently working at the two separate sites in Valley Road, Cinderford. The current abattoir site is unsuitable from an environmental and business perspective as it is surrounded by houses.

Steve Leyman, Managing Director at Ensors, said: "This ends our lengthy search for a suitable new site from which to grow our business. Ensors is family-owned and has operated in Cinderford for 76 years, so we are delighted to be able to continue to make our contribution to local livelihoods and the wider economy.

"The Bilson Green site will meet our needs perfectly, will reduce our carbon footprint through the consolidation of the two premises and, apart from the arrival and departure of livestock vehicles, there will be no evident external signs that an abattoir is operating from the site."

Ensors meat is sold across the country and prestigious accounts include the Ritz, Fortnum & Mason and major sporting events.

The proposed move helps unlock the development of the site, which is designated as land for much-needed new homes. The Homes and Communities Agency (HCA) is working with



TOP: Forest Vale Industrial Estate, which will be home to the new abattoir and meat processing plant

BELOW: Plans for the new Ensors development at Cinderford

partners on the proposed delivery of around 120 homes on the site, as part of the wider regeneration of the area. In line with District Council Policy, at least 40 per cent of the new residential units will be affordable homes.

The Council's Regeneration Manager, Wendy Jackson said: "Encouraging the successful relocation of the abattoir in Valley Road has been a long-standing priority for the Cinderford Regeneration Board. This planning approval will allow Ensors to invest in a first class facility in Forest Vale and at the same time will free up their current site for future housing development.

"Ensors is a significant employer in the Forest and their plans to bring all its operations together on a single site in Cinderford are clearly welcomed."

The Council, HCA and other partners are involved in developing an Area Action Plan and detailed masterplan for Cinderford to help regenerate the area.



Ensors is family-owned and has operated in Cinderford for 76 years, so we are delighted to be able to continue to make our contribution to local livelihoods and the wider economy

Steve Leyman
Managing Director, Ensors

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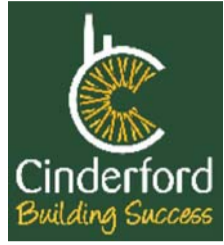


Cinderford Skills and Employment Plan

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The Council has been working with the Business Training Centre at the Royal Forest of Dean College, to prepare a Cinderford Skills and Employment Plan aimed at young people and town centre businesses.

The project aims to:

- Increase local skills through training
- Assist local employers to develop and meet business needs
- Decrease unemployment
- Attract new employers to the area

...and started with businesses being invited to complete a Training Needs Analysis with the College.

Several of these businesses currently provide training for their staff ranging from simple inductions to management courses, but many also identified training that could potentially increase their profitability. The project will help 27 businesses to source local training providers and work placements where possible.

As part of the project, the college worked with the local press who carried the 'Cinderford Needs You' survey to test current perceptions of Cinderford town centre with people already living and working in the town. The aim was to discover what local people think of the town, what they would change and what needs to be done to make this happen.

Some 70 per cent of the 835 people who completed questionnaires were from Cinderford, with 42 per cent using the town on a daily basis.



Regeneration Manager Wendy Jackson said: "I am really pleased with the level of response from the public about how they are currently using Cinderford's shops and services. I think it is fair to say that the local voice has been heard with this work."

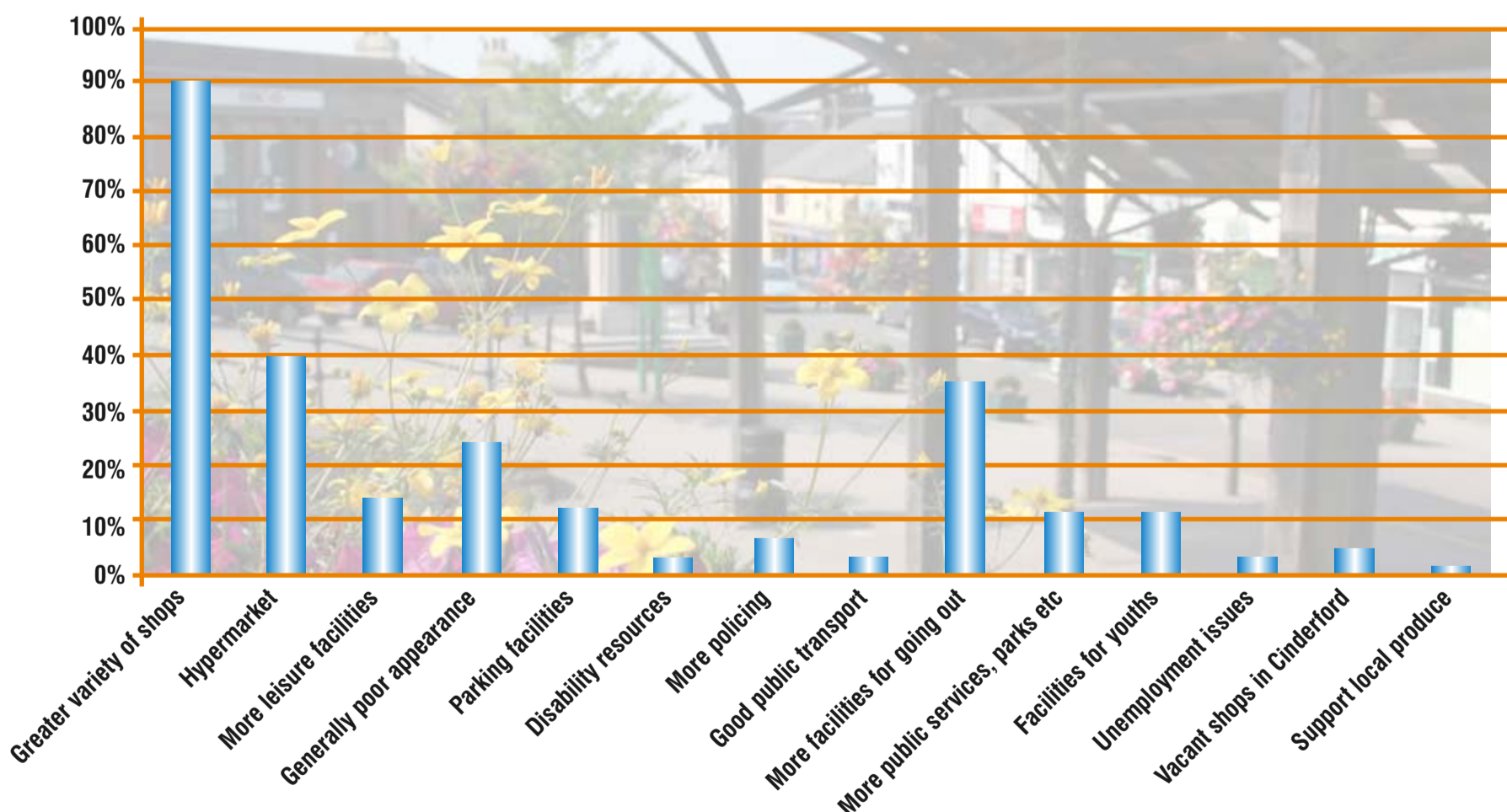
Most people described the general appearance of Cinderford as 'downbeat and scruffy' and said it needed a makeover. But when asked if the staff within Cinderford needed extra customer service training, most of those questioned were very positive and described them as friendly and helpful. However, several businesses who completed questionnaires did highlight a need for tailored customer care training for their staff.

In response, the first Cinderford Skills & Employment Plan course has been organised by Norma Barrett from The Learning Curve. The course, 'Customers Matter – Improve the Customer Journey in Cinderford' will be facilitated by Miranda Jenkins, a locally-based management consultant. The course is wholly funded by the European Social Fund.

Anyone wishing to reserve a place will need to contact Miranda directly on **07968 227736** or email miranda@skillstogo.co.uk. Fifteen FREE places are available. so Cinderford retailers will need to sign up quickly in order not to miss out on this opportunity. For information on additional business and management themed courses, please contact Miranda on the above number.

The work is all part of Cinderford's Regeneration, which seeks to tackle the social and physical needs of the town. There will be a community event for the town's local businesses and residents to hear the results and give feedback on the work that is being done. More details will follow soon...

Views from Cinderford residents



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BUSINESS SPOTLIGHT: The Old Shambles Village (1 of 2)

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In Church Street, Newent, an up-and-coming area of new shops can be found on the Old Shambles Museum site, now known as The Old Shambles Village. A variety of shops and studios display a wide range of goods for sale. The area is well worth a visit and can be accessed either through the Shambles Charity Shop or via the alley opposite The George Hotel, between Country Flowers and the new bike shop, Biker Dean. A large, well appointed charity shop filled with furniture, glass and pottery goods, books and a huge range of children and adult clothing also doubles as a tourist information point, with a touch screen in the window. **New businesses include:**



THE CAKE BOX

Began as a cake shop at the Shambles Village in August 2009, and in November that year relocated premises on the site which meant that a tearoom could be added. The owners John and Diane (known locally as Pearl) are both retired, but retrained as professional chefs and are at present undergoing a course at Gloucestershire College, Cheltenham to achieve the Diploma in Pastry and Patisserie.

The tearoom has wheelchair and mobility scooter access and an outside eating area. As well as traditional homemade cakes and pastries The Cake Box offers Continental pastries, desserts and sweets (some gluten and sugar/dairy free). John and Diane also provide light meals such as sandwiches, baguettes and jacket potatoes and offer daily specials. Specially-decorated celebration cakes can also be ordered.



The tearoom at The Cake Box

BELOW: Lara's Den



SOLID OBJECTS

You will find Solid Objects in the rear courtyard in the Old Granary. Peggy & Gisela have a wide variety of glass and stone items as well as lots more to see!

THE PICTURE FRAMERS Units 1 & 2

Richard & Alex can be found here. drop in and get that special picture framed.

SPECIALIST PHOTOGRAPHER Unit 3

Visit Alex in his photographic studio – all types of commissions taken.

GILL'S BOOKS Unit 5

Meet Gill Adamson in her bookstore and lose yourself in a reader's paradise whilst choosing that special book to take home and enjoy.

TAYLOR-MAY ART Unit 6

Visit Liz in her art studio and be blown away by her wonderful works. She also takes commissions.

FAIRCHILD TRADING Unit 8

Great products, great prices and friendly service at no extra cost. We stock costume and body jewellery, protein & training supplements, incense & scented oils, ash catchers & oil burners, dream catchers & glass pebbles, body art & tattoo sleeves, candles, lighters and tealights & holders. We have a nice selection of watches and fit watch batteries and strap pins. We will soon have a great selection of watch straps.

LARA'S DEN Unit 9

Enter the den and you will find wool, haberdashery, hand-made jewellery and

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BUSINESS SPOTLIGHT:

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The Old Shambles Village (2 of 2)

bags, hand-knitted goods, personalised greetings cards, hair ornaments etc. We also have hand-made, personalised bunting to suit every occasion – order some for a forthcoming baby or your child’s room. Have some made for a birthday or for Mother’s Day. You will find something here to interest everyone.

KIDS BITZ Unit 11

For new and quality barely used children’s clothes and toys. Here you will find baby and children’s clothes, toys and other goods – a child’s paradise. Visit Pearl to find that special something for that special child! Tel **01531 821840** or **07748 262073**

BIKER DEAN 18 Church Street

A must for motorcycle and bicycle fans. Lots on offer, not just at front of shop but in a huge room beyond. Bicycles galore, all sizes and makes, plus clothing, helmets, and spares. Tel **01531 821510**

Also at: 5 Newland Street, Coleford, Tel **01594 833837**

- **used bikes**
- **road bikes**
- **trail bikes**
- **customs**
- **scooters**
- **spares: most makes and models catered for**
- **accessories from air filters to undertrays**
- **helmets: caberg, ls2, nitro, wulfspport, nuvo**
- **clothing: tuzo, nitro, akito, wulfspport, bandero, buff, hardas jeans**

sales@bikerdean.co.uk
www.bikerdean.co.uk



A child’s paradise at Kids Bitz



All two-wheeled needs catered for at Biker Dean

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New Visitor Information Kiosks

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Currently there are two information kiosks located in the Forest of Dean – one in Coleford and one in Newent. Over the summer an additional six kiosks will be installed throughout the area, ensuring that visitors have access to up-to-date information that will assist with their visit.

It is anticipated that the first new kiosk will be installed by the end of August at Dean Heritage Centre, which already provides a wide range of leaflets to visitors.

All those businesses who currently advertise on the tourism website as a gold listing will automatically get their entry displayed on the kiosks. If you wish to enhance your entry to gold please contact Claire Evans on **01594 812384** or claire.evans@fdean.gov.uk.



The Dean Heritage Centre should feature its new kiosk by the end of August

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Staycation

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This word was introduced in 2003 and was commonly used in the USA during 2008 when gas prices increased causing more and more people to review their travel plans and stay at home. It is now widely used in the UK and was a very real experience for many families during 2009.

So is this change in holiday habits here to stay?

According to the Daily Telegraph on May 28th 2010: 'Air travel uncertainty leads to Bank Holiday staycation'. The paper reported that "up to a million more travellers would get behind the wheel than last year following the uncertainty over the BA air strike and the ash cloud from Iceland deterring many from taking foreign holidays."

How does this relate to the Forest of Dean?

Phil Morton of the Forestry Commission has informed the Forest of Dean District Council that this latest bank holiday weekend was the busiest weekend for Forestry Commission sites in the District ever!

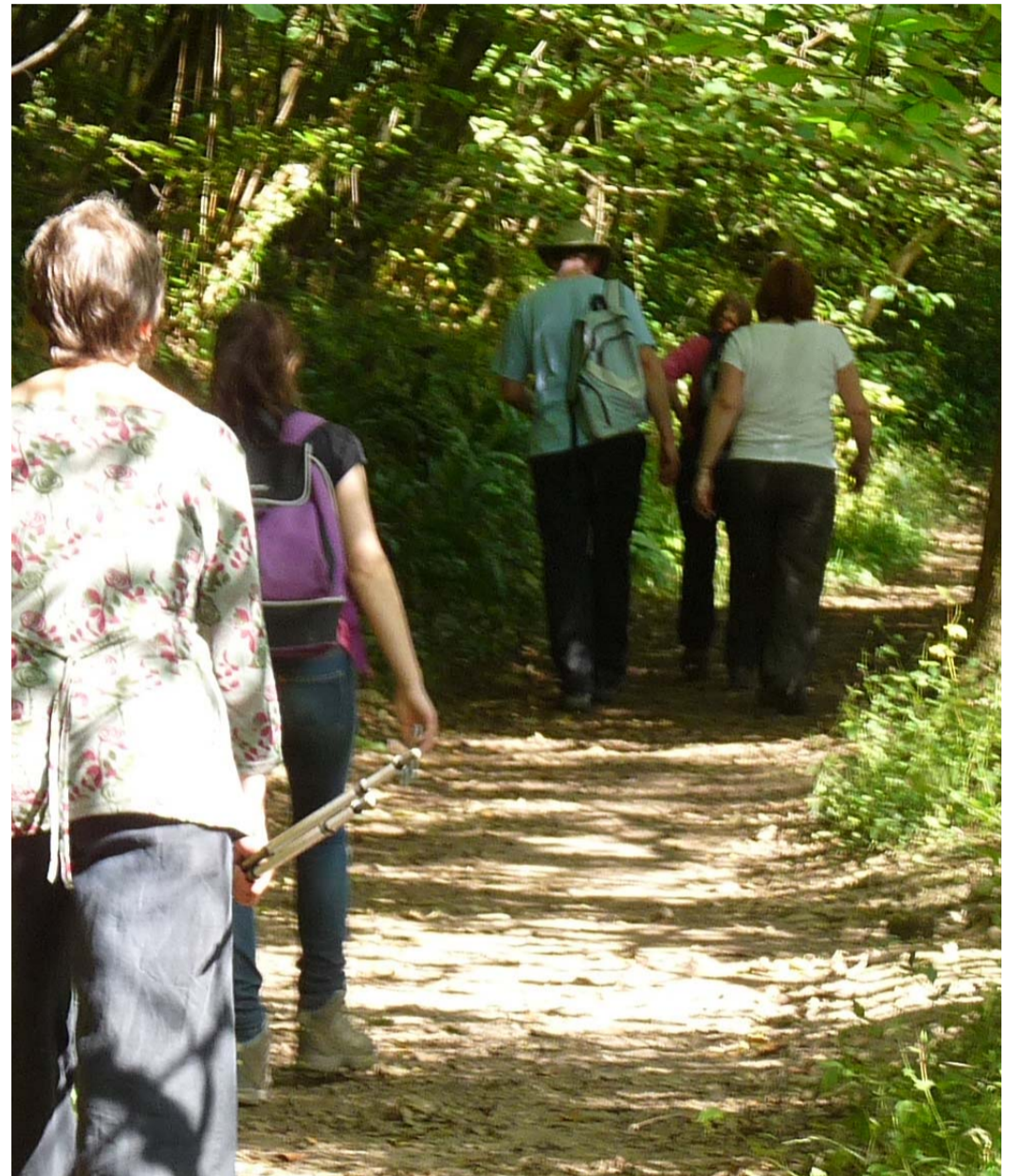
What are the benefits to the District of more visitors?

ECONOMIC

- Tourism accounts for 8% of employment in the District (*value of Tourism 2008*)
- Helps to diversify and sustain the local economy
- Helps to attract additional/new businesses

SOCIAL

- Brings in outside revenue to support community facilities and services
- Facilities and infrastructure developed for tourism can also benefit residents
- Fosters conservation and preservation of the natural environment



The latest bank holiday weekend has been the busiest yet, says the Forestry Commission's Phil Morton (left)

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New Vision Guestlink Update

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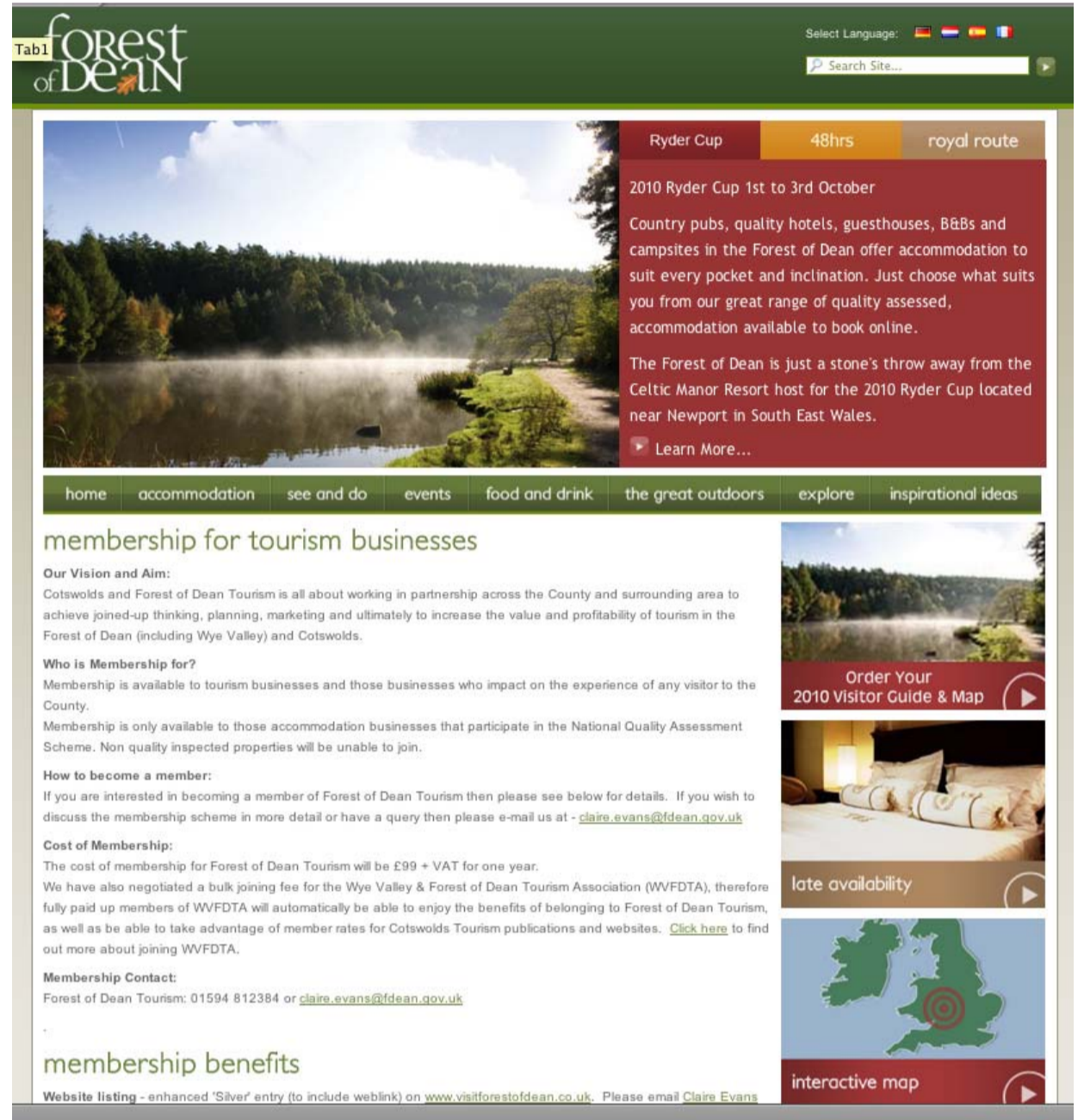
Those of you that advertise on the tourism website www.visitforestofdean.co.uk will be quite familiar with Guestlink and its features. Some of those features include:

- **HOME PAGE:** the page that is always viewed on initial log-in. Providing a summary, system news, notes and a 'Tip of the Day'.
- **UPDATING AVAILABILITY:** now is as important a time as ever to be updating your availability regularly, this ensures that the customer has a clear picture of when your property is available. Those of you with a gold listing, once an update has been completed your establishment will appear at the top of the accommodation list within your sector. Those with a silver listing will appear at the top of the silver listings. Please note that there is a maximum of eight updates in a 24-hour period.
- **MANAGE BOOKINGS:** view and manage bookings.
- **AMEND TERMS AND CONDITIONS:** templates are provided if required.
- **SPECIAL OFFERS:** highlight your own special offers for your customers.
- **UPDATE YOUR PROPERTY/VENUE DETAILS** (some details are subject to moderation).
- **UPDATE ROOM DETAILS** (some details are subject to moderation).
- **UPDATE IMAGES:** the number of images displayed depends on the level of advertising.
- **KEY PERFORMANCE INDICATORS (KPIs):** click on the 'Reports' tab and view KPIs, this information is updated one month in arrears.

NEW FEATURES

- **BOOKING/RESERVATION FORM:** you can now make changes via Guestlink to your booking/reservation form*. This includes removing the need for a customer to input credit/debit card details if you do not accept such payment.

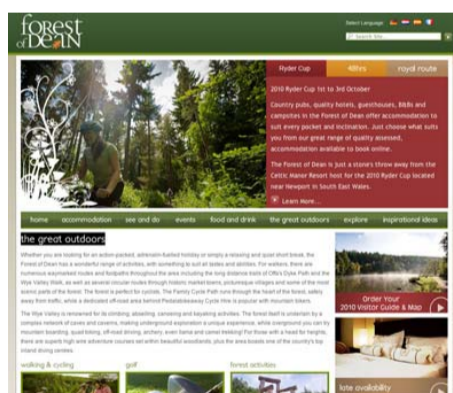
*Changes are optional.



The screenshot shows the Forest of Dean website interface. At the top, there's a navigation bar with tabs for 'home', 'accommodation', 'see and do', 'events', 'food and drink', 'the great outdoors', 'explore', and 'inspirational ideas'. A featured article titled '2010 Ryder Cup 1st to 3rd October' is highlighted, mentioning country pubs, quality hotels, and guesthouses. Below this, there's a section for 'membership for tourism businesses' with details on 'Our Vision and Aim', 'Who is Membership for?', 'How to become a member', 'Cost of Membership', and 'Membership Contact'. A sidebar on the right contains links for 'Order Your 2010 Visitor Guide & Map', 'late availability', and 'interactive map'.



This screenshot shows a grid of various tourism-related images and links, including a map of the Forest of Dean and a link to 'Order Your 2010 Visitor Guide & Map'.



This screenshot shows a detailed view of a tourism-related article or listing, featuring a large image of a forest and text describing the area.

Click here for the New Vision Guestlink update webpage: www.visitforestofdean.co.uk/outdoors/default.aspx

The layout list of the **attractions, activities and events sections** will be changing over the summer. To ensure you receive maximum benefit for this new feature please ensure you have a 'short description' of no more than 240 characters. (Updated through Guestlink or e-mail Claire on claire.evans@fdean.gov.uk with your description).

If you require assistance with Guestlink, have not used the system previously or would like further information of how the system can work better for you please contact Guestlink Helpdesk on **0845 166 2217** or e-mail helpdesk@guestlink.co.uk.

For further information on advertising or upgrading your existing entry on the tourism website please contact Claire Evans, tourism officer **01594 812384** or email claire.evans@fdean.gov.uk.

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Dean Heritage Centre

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LOCAL MUSEUM OF HISTORY AND HERITAGE FOCUSES ON THE FUTURE

A leading Forest of Dean attraction has reinforced its commitment to protecting and promoting local history by welcoming two new full-time members of staff.

The Dean Heritage Centre (DHC), based in Soudley, has taken on a new Centre Manager and a new Marketing Manager whose aims are to increase visitor numbers, raise the profile of the museum and promote it as a unique tourist attraction within Gloucestershire

New Centre Manager, Nathalie Hall said: "The DHC is a key resource for Gloucestershire as both a tourist attraction and important centre of education.

"My role is to ensure the continued growth and development of the museum, through new funding and investment opportunities, together with an innovative programme of events and exhibitions that are both entertaining and informative.

"It is vital that we have a sustainable, profitable and vibrant tourism industry in the Forest of Dean that attracts visitors from within the County, further afield and puts the Forest of Dean on the map. I see the DHC as playing an important part in achieving that goal."

New Marketing Manager, Kathryn Ashcroft said: "The DHC has a vibrant diary of activities that reflect the craft, culture and history of the Forest from family days out to a performance of Dennis Potter's The Blue Remembered Hills that you can bring a picnic to on Friday 27th August. The DHC is at the heart of the Forest of Dean and my role is to present its story by promoting the events, exhibitions and people that make it so special."

Together, Nathalie and Kathryn are planning an extended diary of events for 2011, developing much loved activities such as the Traditional Charcoal Burn and introducing new ideas to reflect the diversity and evolution of the Forest of Dean.



The new Dean Heritage Centre Manager, Nathalie Hall



The DHC's new Marketing Manager, Kathryn Ashcroft

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What's On: Dates for the Diary!

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Support these fantastic Forest of Dean summer events!

Various Gorge Scrambling Experience – Every Monday from July 26 to August 30.
Tel: 01600 891515 or visit www.inspire2adventure.com

Various Summer Events at Taurus Crafts – A range of events for children during July and August.
Tel: 01594 844841 or visit www.tauruscrafts.co.uk

Various Forest Open Studios – various locations throughout the Forest of Dean.
Tel: 01594 530324 or visit www.forest-of-dean-openstudios.org.uk



AUGUST

1,8,15,22,28: Blaize Bailey Forest Drive
This spectacular viewpoint will be open during August.
Tel: 01594 833057 or visit www.forestry.gov.uk

2-8: Local Cider & Beer Week – selection of local cider and beer
Tel: 01291 689228 or visit www.abbeymill.com

4,11,18,25: Dean Junior Rangers – summer holiday activities
Tel: 01594 833057 or visit www.forestry.gov.uk

5: An introduction to Bushcraft Skills
Tel: 01594 833057 or visit www.forestry.gov.uk

17: Have a go day at Mallards Pike!
Tel 01594 833057 or visit www.forestry.gov.uk

20-22: Days out with Thomas
Thomas the Tank Engine is returning to Dean Forest Railway.
Tel: 01594 845840 or visit www.deanforestrailway.co.uk



21-22: Sunflower & Sweetcorn Festival
Celebrate summer in a floral spectacular.
Tel: 01452 760795 or visit www.eltonfarm-leisure.co.uk



28-30: Traditional Charcoal Burn
Meet the burners and learn more about this ancient craft.
Tel: 01594 822170 or visit www.deanheritagemuseum.com

The above listings are only a sample of the events that are on during the summer in the Forest of Dean for a full listing visit www.visitforestofdean.co.uk

Don't Forget to tell us about your events

The Forest of Dean is host to a range of activities and events; in fact not a weekend goes by without something going on. Arts and craft exhibitions, guided walks, fetes, carnivals, sports, whatever your event, if it is open to the public let us know and we can promote it on our website and via the 24 hour touch screen kiosks.

To get your event listed on the website, e-mail claire.evans@fdean.gov.uk with your event news, details and image.

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Support and advice for business

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Top Marketing Tips – Women Entrepreneurs in Business

Would you like to make your advertising and promotions more cost effective and successful? Would you like to be privy to the top marketing hints and tips from an expert? Look no further.

DATE: September 14

LOCATION: The Greenway Hotel, Shurdington, Cheltenham GL51 4UG

ORGANISER: Business Link with Gloucestershire Enterprise Ltd

EVENT TYPE: Breakfasts / Lunches / Dinners, Information Sessions, Networking, Seminars

COST: £5 per person

BUSINESS SECTOR: All industries

[Click for a more detailed description](#) ■

Making the most of your e-marketing – Cirencester Chamber of Commerce

Is your business making the best use of the internet to attract new customers and remain in touch with existing ones? Are you aware of the key benefits that effective use of internet marketing could bring to your business? Do you know enough about the new world of marketing on-line?

DATE: September 15

LOCATION: Riverside House, Watermoor Road, Cirencester GL7 1LF

ORGANISER: Business Link with Cirencester Chamber of Commerce

EVENT TYPE: Breakfasts / Lunches / Dinners, Information Sessions, Networking, Seminars, Workshops

COST: Free

BUSINESS SECTOR: All industries

[Click for a more detailed description](#) ■

The Future of Marketing

Join Business Link for an exciting FREE marketing seminar supported on the day by the Chartered Institute of Marketing. This will give you some insight into the future of Marketing communications; There'll be no crystal balls, just some insight from a range of experts on what the future holds in the wonderfully fast moving world of marketing.

DATE: September 22

LOCATION: Stonehouse Court Hotel, Bristol Road, Stonehouse GL10 3RA

ORGANISER: Business Link

EVENT TYPE: Breakfasts / Lunches / Dinners, Information Sessions, Networking, Seminars, Workshops

COST: Free

BUSINESS SECTOR: All industries

[Click for a more detailed description](#) ■

Business Finance Options – the choices simplified

Want your business to survive and thrive but don't know how you are going to finance it? Then attend this free of charge information seminar, delivered by Business Link's Financial Advisory Team. This seminar will address the building blocks of business finance, help you unravel the jargon and understand some basic concepts.

DATE: September 30

LOCATION: Conference Centre, Vantage Point Business Village, Mitcheldean GL17 0DD

ORGANISER: Business Link

EVENT TYPE: Breakfasts / Lunches / Dinners, Information Sessions, Networking, Seminars, Workshops

COST: Free

BUSINESS SECTOR: All industries

[Click for a more detailed description](#) ■

Search engine optimisation workshop

You've got your website in place but you would like it to feature highly in search engine results. You would also like to attract more visitors to your website but don't know where to start. This seminar, by Andy Poulton of Business Link, will give you hints and tips on how to optimise your website to make it more search engine-friendly.

DATE: October 7

LOCATION: Conference Centre, Vantage Point Business Village, Mitcheldean GL17 0DD

ORGANISER: Business Link

EVENT TYPE: Breakfasts / Lunches / Dinners, Information Sessions, Networking, Seminars, Workshops

COST: Free

BUSINESS SECTOR: All industries

[Click for a more detailed description](#) ■

Business Finance Options – the choices simplified

Want your business to thrive but don't know how you are going to finance it? Then attend this FREE information seminar, delivered by Business Link's Financial Advisory Team. This seminar will address the building blocks of business finance, help you unravel the jargon and understand some basic concepts.

DATE: November 25

LOCATION: The Manor House Hotel, High Street, Moreton-in-Marsh GL56 0LJ

ORGANISER: Business Link

EVENT TYPE: Breakfasts / Lunches / Dinners, Information Sessions, Networking, Seminars, Workshops

COST: Free

BUSINESS SECTOR: All industries

[Click for a more detailed description](#) ■

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Useful Contacts

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Below is a list of useful contacts who we work in partnership with:

BUSINESS LINK SOUTH WEST

Business Link provides the information, advice and support you need to start, run and grow a business, and are the Government's official gateway to business support. Their service is impartial and their motivation is to provide practical solutions to customers and offer a fresh insight and an independent solution to their particular business needs. They offer a range of services, from workshops for start up businesses to advice on buying or selling a business; from health and safety to employing people and international trade.

Tel: 0845 6009966

Email: enquiry@businesslinksw.co.uk

Web: www.businesslink.gov.uk/southwest

TRAIN TO GAIN

The Learning and Skills Council's Train to Gain service provides impartial, independent advice on training to businesses across England. It can help businesses improve their productivity and competitiveness by ensuring that employees have the right skills to do the best job.

Tel: 08456 047047

Email: traintogain@blpeninsula.co.uk

Web: www.traintogain.gov.uk

DEPARTMENT FOR BUSINESS INNOVATION AND SKILLS

The Department for Business Innovation and Skills is the Government department that brings together all of the levers of the economy in one place, from skills and higher education to innovation and science to business and trade:

Web: www.bis.gov.uk

EMPLOYMENT LAW

For advice about employment law, see the following web sites:

Web: www.acas.org.uk

www.emplaw.co.uk

RECRUITMENT

If you are looking for staff and would like to advertise a vacancy you can try Job Centre Plus:

Tel: 0845 601 2001

Web: www.businesslink.gov.uk and search for Employer Direct Online

TAXATION AND NATIONAL INSURANCE

See the HM Customs and Revenue web site:

Web: www.hmrc.gov.uk

GLOUCESTERSHIRE ENTERPRISE

Gloucestershire Enterprise works for the development of a more prosperous Gloucestershire'. It seeks to achieve this by providing a range of services and programmes designed specifically to assist and support smaller businesses in the County.

They are a 'not for profit' company but do need to cover their costs so have modest charges for their services.

If you would like to see how they can help your business contact **Emily** or **Georgina**:

Tel: 01242 864200

Email: info@glosebs.co.uk

Web: www.glosebs.co.uk

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Forest of Dean District Council

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The development of the local economy is a key priority for Forest of Dean District Council.

We encourage start-ups as they plan their first steps; provide services to help established businesses continue their growth and support relocating businesses to achieve fast and effective transition to a new and profitable environment.

The team is made up of Economic Development, Tourism and Regeneration staff to support all facets of the local economy.

We work closely with other key Council functions to provide holistic solutions for businesses in the Forest of Dean including:

BUSINESS SUPPORT:

We can provide you with useful advice and support and put you in touch with local, regional and national business support services. We facilitate business project development and help businesses to access council services and support local business clubs.

PREMISES:

Whether you are looking for office space, industrial units, retail outlets or land, our online database aims to give up to date information on premises available within the district.

PLANNING:

If you are looking to expand existing premises or check on the suitability of new premises, we can provide advice on planning applications, planning permission and building regulations to help you through the process.



CONTACT US

Tourism

Tourism businesses should contact Claire Evans.

T: **01594 812384** E: claire.evans@fdean.gov.uk

Economic Development

All other businesses should contact James Woodcock in the first instance.

T: **01594 812610** E: james.woodcock@fdean.gov.uk

Regeneration

Contact Wendy Jackson.

T: **01594 812645** E: wendy.jackson@fdean.gov.uk

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