



Predicting a bright future for Cirencester

Jonathan Davies, President of the Cirencester Chamber of Commerce, looks to the future with confidence.



Cirencester is often referred to as the capital of the Cotswolds but I believe it is also the commercial and economic hub.

This reputation is well deserved as the town and surrounding areas are home to significant numbers of businesses that, at first thought, you would not necessarily associate with a market town in the middle of the district.

Cirencester is very fortunate to be home to a number of businesses that operate nationally and

internationally, and the town centre continues to build its reputation as great place to shop and visit due to the variety of independent retailers and outstanding choice of coffee shops and restaurants.

Many businesses choose to locate in and around Cirencester because of the quality of life opportunities the town offers, and this choice does not limit the opportunities for business growth.

The town is home to a huge variety of businesses ranging from software and app designers, financial institutions, manufacturers, to artisan bakers and confectioners. This wide range of businesses means that Cirencester has a very diverse business base and is well positioned to deal with the current challenging economic climate and continue to prosper. Compared with many other towns we are fortunate to have very few empty retail premises. Despite a few well known closures there always seem to be new businesses who want to open in Cirencester.

The future economic outlook in the country appears to remain uncertain and it is important that Cirencester continues to look to the future and does not rest on its laurels. The Town, District and County councils have a vital role to play in supporting economic growth in the town and it is essential they all recognise how essential a successful business community is to the everyday life of the town.

The plans and policies these councils bring forward must

support the business community and should not put in place any barriers that could harm the future economic success of the town.

Despite the challenging economic climate I believe the future for Cirencester is bright. The town has a solid business base covering many sectors with a large number of success stories. The one area where we can improve is telling everyone what we do in Cirencester and why we are a successful business community. The forthcoming Cirencester Business Awards will celebrate the success stories in and around the town and showcase the variety of businesses that the town is home to. If we can continually try to raise the profile of the town as a great place to do business it can only have a positive impact.

At the heart of any successful business are its staff and I would like to pass on a surprising successful business tip that I picked up from one of the entrants in this year's business awards. As part of their staff recruitment and retention package they offer a guarantee of a posh loo roll and free beer on Fridays. Apparently this offer is often talked about when they are recruiting new staff. Who would have thought that such detail would help in recruitment!

However in business, detail is important and this company has clearly got something right.

Forthcoming Public meetings at Cotswold District Council

14 May, 9 July 2013

Full Council, Council Chamber, Cirencester

9 May, 6 June, 4 July 2013

Cabinet, Council Chamber, Cirencester

7 May, 2 July 2013

Licensing Committee, Council Chamber, Cirencester

22 May, 12 June, 10 July 2013

Planning (Regulatory) Committee, Council Chamber, Cirencester

25 June 2013

Overview and Scrutiny Committee, Council Chamber, Cirencester

25 June 2013

Audit Committee, Council Chamber, Cirencester

Please check www.cotswold.gov.uk for start times and agendas details/minutes

Shop Campden – a great way forward for the local retail sector!

Some 50 businesses and supporters have joined forces to boost the appeal of shopping in Chipping Campden. They are promoting 'Shop Campden' - a new initiative which offers £500 worth of discounts and other special offers set out in a special booklet.

'Shop Campden' will be launched by Mayor Chris Jones on Friday May 10 when a 'blackout' is imposed from noon to 3pm to show how the town would be like with no shops open. This is followed by games and entertainment to celebrate the reopening of the shops.

The leaders of the project, Danielle McCabe (who owns The White Rose bridal boutique) and Sophie Welch (proprietor of gift shop Dandelion) believe that they are on to a winner:

"We think this is a great way of getting businesses to work together and strengthen the appeal of the High Street in the town. This project is providing support for firms – including the benefits they can derive from using social media like Facebook and Twitter to network and find new markets - and it is also reminding locals about the importance of shopping on their doorsteps to preserve and even improve the range of services on offer."

Julian Ebbutt of the Campden Business Forum has welcomed the idea with open arms:

"This is a superb way to connect the locals and the traders and should strengthen the retail sector in the town. We pride ourselves on the excellent range of shops in Chipping Campden but we cannot afford to be complacent, and we applaud any effort to keep things fresh while encouraging local support for our traders."

Come and join us! – Bourton Chamber of Commerce issues rallying cry

After a period of decline over several years, the Bourton Chamber of Commerce is taking action to attract new members and work together to boost trade in the town.

The group has a new chairman and boasts nine committee members who are all keen to strengthen the organisation by enlisting more businesses.

Chairman, Phil Ralph, who owns Bourton News in the High Street, commented:

"The Chamber of Commerce is a vital hub in the community, and we want to get more traders involved so that we can maintain some of our very popular traditions such as the annual Christmas tree in the river and the Victorian shopping evening. We also

welcome fresh ideas and new blood can help us to move forward."

For more details about the Chamber of Commerce or to become a member, call 01451 821500.



Fairford and Lechlade Food and Drink Festival 2013 – ready for launch

This will be the fourth year that Fairford & Lechlade Business Club has organized this gastronomic delight, which brings together - in a traditional market place setting - a huge selection of local food and drinks.

All of the stalls have now been sold at both Food & Drink Festivals. This year, the Fairford event is being held a month earlier on Sunday 12th May and the Business Club is praying for good weather! The Lechlade Food & Drink Festival will be held the following month on Sunday 9th June.

At Fairford, visitors will be able to purchase a fantastic range of food including the world famous chocolate brownies from the 7a Coffee Shop complemented by home-baked savouries, cakes and preserves from Fairford Country Market. Other sweet and cake stalls will include Cotswold Finest Cakes, a runner up in the Business Club Awards Most Innovative Business of the Year category and Jacqui's Homemade Sweets selling home-made fudge, fruit pies and crumbles. For hot food aficionados, there will be quality dishes from Mr Miah of Curry King, and hot dogs, lamb burgers and other treats from Rowland Read's Leighfield Lodge Farm (near Cricklade.) Meat lovers will adore the free-range Hereford beef from 'Love My Cow' of Bourton and Cerney Cheeses will also be on hand to provide a wide range of quality fromages. To wash down all the food, what could be better than Compass Brewery bottled or draught beer from Carterton, or real ale from Halfpenny Brewery, Lechlade?

As well as many old favourites at Lechlade, there will be several new and fun stalls. Bombillo will be shaking and stirring their traditional English fruit cocktails à la Tom Cruise, and children can enjoy a prize 'Tomato Trail' competition.

New Wave Seafoods will be at both events tempting the public with fresh fish and fine foods. From different ends of the globe, the M'Hencha will be selling North African Berber cake and The Old Chapel Fudge Company will offer home-made Scottish butter tablet. The complete list of stalls is truly impressive – and don't forget the live music planned for both events - for more details see www.fairfordlechladefoodanddrink.co.uk

PS Don't forget that the Tetbury food and drink festival will take place between 18 and 22

September – to find out more, including details about booking stalls, go to <http://www.tetburyfoodanddrinkfestival.com>.

Additionally, the new-look Stow-on-the-Wold Cotswold Festival of Food, Fashion and Fun, will run from Saturday 25 to Monday 27 August 2013 – see www.stowcotswoldfestival.com for more information.



Tetbury company prospers on the world stage while helping wildlife

Encouraging and improving wildlife habitats is an ever increasing global priority and Wildlife World, which is based near Tetbury, is making a very positive contribution. The company creates and markets a range of products including bird boxes, butterfly feeders and bat boxes, and demand has grown steadily in the UK over the ten years that it has been in business. The company is now reaching out to a wider market, and recently secured over 100 new contracts abroad after demonstrating its products



at a trade fair in Nuremberg, Germany. As a result, Wildlife World will soon be exporting to countries such as Russia, Slovenia and Sweden and is in the process of recruiting more staff to cope with the demand.

Commenting on this success story, Wildlife World sales and marketing manager James Allan thanked representatives from the government's UK Trade and Investment (UKTI) department:

"The UKTI set up the Passport to Export programme which helped us to understand how to expand into foreign markets and develop the educational appeal of our projects and this has led to many orders from schools and kindergartens. We are also due to receive some funding from the European Regional Development Fund to help us expand."

For more details about the Passport to Export programme see <http://www.ukti.gov.uk/export/>



Street trading consents in Cotswolds

All streets within the Cotswold district are known as consent streets. Street trading means the selling, exposing or offering for sale any article (including a living thing) in any street. This includes:

- Trading from mobile or static structures, including kiosks
- The sale of food or drink in a street
- Ice cream vans
- Mobile artists and musicians who sell their recorded work on the street
- The sale of Christmas trees and other festive items



Exempted street trading activities include:

- A pedlar with a valid pedlar's certificate issued by a Chief Constable of the Police
- Trading in a charter market or statutory market
- Trading in a trunk road picnic area under the Highways Act 1980
- Trading as a newsvendor within a maximum area of 0.25m² and only selling newspapers and periodicals
- Trading as a roundsman
- Undertaking a permitted street collection
- Trading on premises used as a petrol station
- Trading carried on at premises used as a shop or in a street adjoining premises so used and as part of the business or shop
- Trading in a kiosk placed on a highway under the Highways Act 1980
- Operating refreshment facilities under the Highways Act 1980

The street trading consent legislation was adopted by CDC in 1984. A recent Licensing Committee meeting agreed to a review of street trading procedures and fees to be undertaken this year. However, to support some recent events the committee resolved that the following activities be approved for inclusion in the list of exemptions from the requirement for the payment of a fee in respect of street trading consent applications:

- Fetes, carnivals or similar community based and run events of short duration (less than 1 day), eg Christmas Lights switch-on events
- Non commercial, community or charitable events where the profits are not used for private gain or are wholly passed to a charity, educational organisation or community based organisation

If you are planning to undertake a street trading activity and you don't already hold a consent you can apply via our website http://www.cotswold.gov.uk/nqcontent.cfm?a_id=483&tt=cotswold

Gloucestershire LEP presents a fresh approach to help the high street



In its role as a national retail Pathfinder, the Gloucestershire Local Enterprise Partnership (LEP) has a new toolkit available which could breathe fresh life into town centres and high streets.

Successful town centres - developing effective strategies offers a series of tools that will empower retailers, communities and local planners to take action and ensure their town centre meets the changing demands of local residents and businesses, and the new 24 hour economy.

Gloucestershire LEP worked on this project with support from the Department for Business, Innovation and Skills, the Association of Town & City Management and other partners.

Diane Savory, chair of Gloucestershire LEP, says:

“Local communities are passionate about their high streets and town centres. We now need to harness this energy and encourage these areas to develop their own personalities and unique traits. In the current economic climate and with the growth of online purchasing, it is now more important than ever for high streets to find their niche. Our toolkit and report help communities to work together with local authorities, town teams, LEPs and town centre managers to make sure our high streets thrive.”

The tools include:

- **A town centre classification matrix linked to a ‘personality test’** – every town centre can be classified as one of four main ‘personality types’, based on what they do and the perceptions of their visitors: *community-focused entrepreneurs; sustainable destinations; specialists; or global celebrities*. The classification system helps retail communities better understand their town centre, and informs future vision and plans for revival.
- **A new type of national performance framework for town centres** – this enables better monitoring and evaluation of the effectiveness of a town centre. It focuses on themes such as footfall, vitality, consumer perceptions and economic characteristics. It also takes into account local, regional, national and global trends which impact on a town centre’s performance.
- **A town centre performance toolkit** – this allows a monitoring and evaluation system to be put in place for any town centre to check progress towards its vision for the future. It is a ground-breaking way of demystifying town centre performance indicators and showing how to get the most out of them.

The report also includes a set of exemplars, applying the tools to ten English towns across the four town centre ‘personality types’.

To view the documents visit <http://www.gloslep.co.uk/sector-groups/retail/high-st-toolkit>

For more details, contact Sarah Webb at Gloucestershire LEP on 01452 328315 or 07817 035743 or email sarah.webb@gfirst.co.uk.

Say ‘yes’ to jobs for young people!

Do you have a training or employment opportunity that you can offer to a young person? Whether it’s a 3-year apprenticeship or a week’s work experience on offer, you can get your information straight to the very people you are looking for in a free, quick and easy way!

We need you to register your details on www.yes2jobs.co.uk - whether you have a current vacancy or not. You will then be able to post information about your opportunity onto the website which students are being actively encouraged to use as a first port of call.

For more information, contact Charlotte Merryfield 01452 328245 charlotte.merryfield@gloucestershire.gov.uk



What is the Cirencester Market Place Improvement Scheme?

Andrew Tubb, Chief Executive, Cirencester Town Council sheds light on the new proposals.

This is all about redesigning the Market Place in Cirencester and providing a shared space for pedestrians, cyclists, and vehicles. Whilst one of the main aims is to reduce unnecessary traffic i.e. by making Castle Street one-way towards the Market Place, it is not a fully pedestrianised scheme.

The proposed improvements are to:

- extend and improve the pavements
- provide a better road surface
- make better provision for the markets
- provide a community space and improve the area around the Parish Church
- make better provision for taxis
- ensure parking provision 7 days a week
- create a public transport area in nearby South Way

The scheme delivers the 'Our Future Cirencester' Community Plan, the Town Centre Supplementary Planning Document and the Local Transport Plan - all of which were adopted following public consultation by Cirencester Town Council, Cotswold District Council and Gloucestershire County Council.

But what's the cost? The full cost of the scheme will not be known until the consultation is complete and any planning requirements are known. However, we have a rough idea that it could cost anything between £1.2 and £1.5 million pounds.

The benefits of the scheme are varied such as enhancing the town's historic heritage and providing much needed improvement to the pavements and public space. In addition it will maintain and develop the economic

viability of the town in seeking to attract trade. It will also complement future developments such as a cinema and the re-opening of the Kings Head.

Delivering a major scheme would mean disruption but this would be minimized through careful planning and mini-size phases.

The Town Council will be sending a consultation leaflet to each business and resident in Cirencester. Please make use of this opportunity to find out as much as possible about the proposed changes and to ensure that you comment.

Please visit www.cirencester.gov.uk for more information.



Public Exhibition

**Friday 31st May 2013 – Saturday 8th June
10am – 6pm**

Niccol Theatre, Brewery Court Cirencester

Public Presentation

(including an opportunity to meet
the team and ask any questions)

Saturday 8th June 2013

County Council to finance local business growth through Funding Circle

Gloucestershire County Council and Funding Circle recently launched a new scheme to stimulate local economic growth and employment.

As part of an innovative partnership arrangement, the council will lend £100,000 to Gloucestershire-based businesses using Funding Circle, the UK's largest online marketplace where people lend directly to small businesses. This will see council funds injected into the heart of the business community in Gloucestershire, helping to drive growth and create jobs.

Launched in August 2010, Funding Circle's process sidesteps the high street banks with businesses receiving

finance in a matter of days compared with up to three months for a traditional bank loan. To date, more than £85 million worth of loans have been lent to small businesses across the UK in this way, including more than £12 million in the South West.

Funding Circle works by enabling established and creditworthy businesses to borrow money from groups of people and institutions. Once businesses pass Funding Circle's credit assessment processes, their loan is posted on the marketplace. From here, investors choose which type of businesses to lend to, and bid the amount of money they wish to lend, and the interest rate they want to earn. Investors often bid small amounts, from as little as £20, on lots of different businesses to spread their risk.

For more information contact the council on 01452 425000 or speak to David de Koning, Funding Circle, 0207 401 1131/07968 564 027, email: david@fundingcircle.com/
press@fundingcircle.com

SIGN UP NOW FOR BUSINESS MATTERS UPDATE

Calendar

Cirencester Chamber of Commerce

We are hosting the Cirencester Business Awards Dinner on Friday 17th June. Our next networking meeting is on Weds 12 June (6-8 pm) at Ingleside House, Beeches Road, Cirencester. Also don't forget that the AGM takes place on Weds 10 July – same time and venue. For further details consult <http://www.ccoc.org.uk>

Fairford and Lechlade Business Club

The FLBC's next meeting is on 23 May. Contact admin@flbc.org.uk for details.

Tetbury Chamber of Commerce and Industry

The regular monthly Chamber Committee Meeting is usually held either the first Wednesday or Thursday of each month, gathering from 6.00pm with the business of the Committee starting about 6.30pm. The meetings are currently held in the Lounge of The Snooty Fox Hotel, Market Place. Contact 01666 502436 for details or go to <http://www.tetburychamber.org.uk>

Bourton on the Water Chamber of Commerce

Cirencester businesses set to benefit from upsurge of interest in new 'Roman' app



Students from Deer Park School, Cirencester give 'thumbs up' to Roman app.

Cirencester's Corinium Museum has experienced a rush of interest in all things Roman since it launched a new mobile phone app during March. The 'Romans' app, created by local business TapMob, gives visitors to the town and the museum an in-depth experience of Roman Cirencester, including all the key archaeological sites around the town, an enhanced tour of the Museum, and teacher and pupil learning resources for primary and secondary schools. It is available to download via the Apple App Store and Google Play store for use on for use on iPhone, iPad and Android Phones and Tablets.

CLlr Barry Gibbs, Cotswold District Council's Cabinet Member for Leisure and Arts, believes the new technology will have spin-off benefits for traders:

"This app is introducing a whole new audience to the wealth of Roman history on our doorstep - this bodes well for the local tourism industry and retail sector as well as providing a boost to the learning resources in schools and at the museum itself."

TapMob's Managing Director, Laith Clark, comments: "We are very proud to have partnered with the Corinium Museum to create this app, which is unique on the App Stores, looks stunning and presents a huge depth of content for anyone downloading it."

For more information contact the Corinium Museum museum@cotswold.gov.uk or phone 01285 655611.

Training events

For details of training and business support services provided by Gloucestershire Enterprise Ltd, see <http://www.glosenterprise.co.uk/>



Saving paper – and the environment

As part of CDC's drive to save on unnecessary paper, Business Matters is published on-line only and no hard copy versions are available from the Council. You may, of course, print off your own copy for your personal use.



More publications you may be interested in

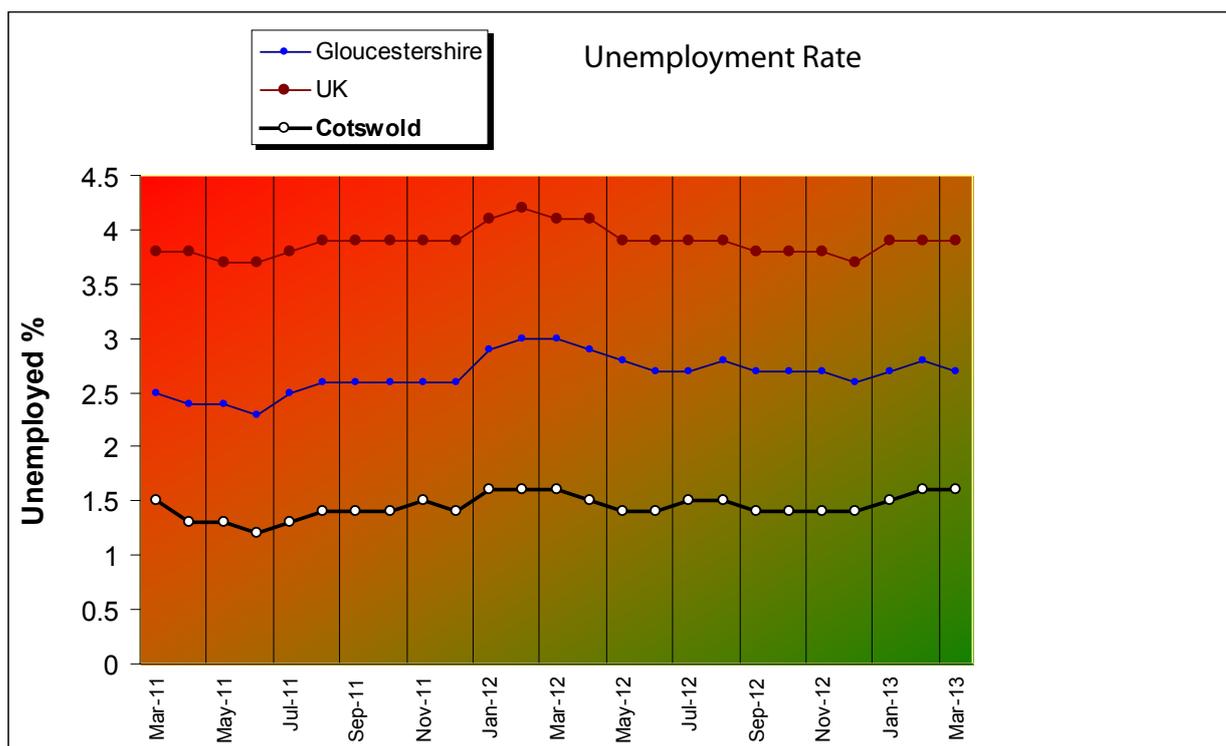
Don't forget that you can now subscribe to our food safety and licensing matters newsletters. For the latest editions, see

http://www.admin.cotswold.gov.uk/media/documents/Licensing/Licensing%20Matters/Licensing_Matters_September_2011.pdf and http://www.cotswold.gov.uk/nqcontent.cfm?a_id=2074

Additionally, you may wish to view the Tourism Matters newsletter which provides information about events and training courses for all accommodation and attraction providers across the Cotswolds.



Around the Region



Unemployment in the district remains low compared with county and national levels.

Census Information

Census 2011: Occupation	Cotswold	South West	England
All Usual Residents Aged 16 to 74 in Employment	41,529	2,560,384	25,162,721
Managers, Directors and Senior Officials	6,485 15.60%	28,3074 11.10%	2,734,900 10.90%
Professional Occupations	7,175 17.30%	422,807 16.50%	4,400,375 17.50%
Associate Professional and Technical Occupations	5,150 12.40%	310,428 12.10%	3,219,067 12.80%
Administrative and Secretarial Occupations	4,166 10%	281,607 11%	2,883,230 11.50%
Skilled Trades Occupations	5,868 14.10%	342,980 13.40%	2,858,680 11.40%
Caring, Leisure and Other Service Occupations	3,722 9%	250,304 9.80%	2,348,650 9.30%
Sales and Customer Service Occupations	2,724 6.60%	215,489 8.40%	2,117,477 8.40%
Process, Plant and Machine Operatives	2,109 5.10%	171,227 6.70%	1,808,024 7.20%
Elementary Occupations	4,130 9.90%	282,468 11%	2,792,318 11.10%

Source: Office for National Statistics