



Why not visit us?  
www.parklife.org.uk

Meet the **Parklife Team-**

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**Pictured:**

**Back row left-right:** Stuart Barnes: Business Advocate Forest of Dean. Mike Curran: Gloucester & Stonehouse Business Advocate. Mike Trust: Cheltenham, Cirencester & Tewkesbury Business Advocate.

**Front Row left-right:** Daniel Nicholls: Project Co-ordinator. Natalie Fisher: Project Assistant

**ARRIVALS & DEPARTURES**



Its not only stations and airports that are busy this time of year, Parklife has its own comings and goings.

Following the departure of Amelia, Natalie Fisher, a recent graduate of UWE will now take over the responsibility of providing administrative support for the Parklife team.

Please contact Natalie regarding the North Bristol Road Directory, the Forest of Dean Business Breakfast and other general enquires.

We are sad to announce that Shaz Siddiqui will be leaving the team at the end of December. Having helped a number of the County's firms work towards improving their environmental performance, Shaz will be greatly missed but would like to thank the companies he worked alongside for their support.



Unsure of where to access help and support in the downturn? **Contact us today**



**Pictured:** Peter Jones  
"It could be YOU and your business!"

tively email  
[gina.johnson@apprenticeships.org.uk](mailto:gina.johnson@apprenticeships.org.uk)

Entrepreneur Peter Jones, bodies such as the Federation of Small Businesses and the British Chambers of Commerce and businesses such as the BBC, BT and British Gas have supported Apprenticeships. They have put their name to a letter of support for apprenticeships and launching a radio and direct mail campaign aimed at employers.

For more information on Apprenticeships go to [www.apprenticeships.org.uk](http://www.apprenticeships.org.uk) or call Gina Johnson, Employer Services Manager, Gloucestershire on **07917 232475** or alterna-

**APPRENTICESHIPS- YOU'RE HIRED!**

Apprentices are a cost effective recruitment solution to help you fill skills gaps in your workforce and get you ahead of your competitors.

They are available for new and existing staff and will allow you to develop your workforce and grow as a business. With over 200 different frameworks available, Apprenticeships can fill roles across the whole of your business. Government funding towards the training is available and using our on-line Apprenticeship vacancies service can save recruitment costs.

**Parklife**  
BUSINESS  
Parks Project

Led by

**gfirst**  
growing gloucestershire

[www.gfirst.co.uk](http://www.gfirst.co.uk)

GLOUCESTERSHIRE  
FIRST

**PARKLIFE PAGES**

ISSUE 3: WINTER 2010 EDITION

**gfirst** growing gloucestershire  
**Parklife** BUSINESS Parks Project

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**POINTING YOU IN THE RIGHT DIRECTION**



A locally driven Business Directory which showcases all firms in Cirencester's Love Lane business area was recently unveiled at a launch event at Corin Group Plc . The Directory, which was compiled by The Love Lane Business Group and supported by Parklife, aims to promote direct local business to business trade and improve consumer choice by making Love Lane firms

more easily accessible.

The simplistic design allows the user to easily navigate through the directory and includes a colour coded map of the business area and latitude and longitude coordinates businesses can easily be located whether directly or through the use of SATNAV. It is hoped that the Directory will play a key role in helping to shape the wider business development in Cirencester such as 'Our Future Cirencester' which aims to make Cirencester a better place to live and do business and therefore will act as a platform for future initiatives.

The Directory reinforces the busi-

ness support work provided by Parklife which recently has included a Business Development Programme, helping firms work towards ISO 9001 and a Parklife Buying Group which helps Gloucestershire firms both reduce cost and benefit from becoming a supplier to the group.

If you would like further information about the Love Lane Business Group or would like a paper or electronic format of the Directory please contact Howard Burr (Love Lane Business Group Chair) via [howard@swst.co.uk](mailto:howard@swst.co.uk) or through Mike Trust (Parklife Business Advocate for Cirencester) via [mike.trust@glosfirst.co.uk](mailto:mike.trust@glosfirst.co.uk)

**QUALITY COUNTS- PARTIALLY FUNDED TRAINING FOR A SHORT TIME ONLY**

Helping your business stand out from the crowd is crucial in today's competitive business marketplace. This is why Parklife is trying to help businesses make sense of Quality Management Systems and whether it makes business sense for your organisation. Partially funded training is available for a limited time only.

Two phases are available. Phase 1 is for firms new to ISO standards and would like to gain an acknowledgement that they are

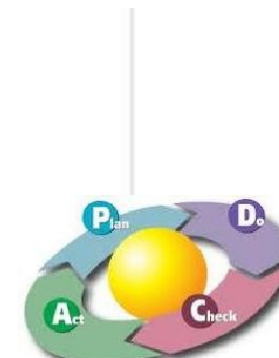
working towards the standards. Training takes place over two day's followed by a half day expert session. Parklife are offering **50% matched funding** so training worth over £500 is available to you for only £250.

Phase 2 is for businesses who want to gain the ISO Certification now. It includes a detailed gap analysis of your business against the standard, expert visits and certification at the appropriate point. The maximum cost is

£500 per day. However course availability is very much dependant upon business take up or this funding will be lost.

If you wish to find out more about how Quality Management can help your business please contact Business Advocate Mike Trust who has 25 years experience in this field on

**07581 574897** or via [mike.trust@glosfirst.co.uk](mailto:mike.trust@glosfirst.co.uk)



**Quality Counts:** Quality Management Systems made simple!

## J9/TEWKESBURY: BRINGING BUSINESSES TOGETHER

The latest J9 Business Group Meeting took place at Severn Vale Housing with an update on Parklife activity and initiatives and a presentation from South West Apprenticeship Company (SWAC) who aim to take the risk out of recruiting an apprentice. J9 Chair Sheldon Witney also asked businesses for ideas on how to take J9 Business Group forward.

On Thursday 18<sup>th</sup> November a free business networking event was held at the Hatherley Manor Hotel. The event, organised by Tewkesbury Borough Council in association with local business

and J9 Business Group member, Smartline. It followed the success of the first B2B event held in April 2010.

With over 130 local businesses in attendance, the event provided an opportunity to network over lunch and build new contacts. Attendees were also able to learn from an exciting range of seminar speakers, including Gloucestershire First's very own Chief Executive, David Owen and Richard Denny an expert in the field of business growth.

Road works continue in a num-

ber of areas neighbouring J9. Please visit

<https://twitter.com/J9Traffic>

for an update on your area.

The next J9 Business Group Meeting will take place in February 2011 at The Roses Theatre. It aims to bring together businesses from the town centre and Tewkesbury industrial estates. A Tewkesbury business exhibition planned for next summer.

Please look out for updates.



Bringing the borough together.

Speakers from the recent November event

## CHELTENHAM BUSINESS PARKS UPDATE

At the recent Cheltenham business parks event, Catriona Murray from Cheltenham Job Centre outlined what support is currently available to businesses. Steve Clark of AVM explained first hand how Job Centre Plus had helped his business grow. He also discussed how other businesses could also benefit. By taking up Job Centre initiatives such as *Work Trials*.

Parklife congratulates all at CF Roberts Plc, one of the UK's leading providers of Electrical and Mechanical Services, in their recent efforts to gain ISO 14001 status. ISO 14001 is a accreditation which helps organisations to become more environmentally friendly, by putting into practice methods to measure consumption and reduce waste to ultimately make substantial cost savings and reduce environmental impact.

This mirrors some of the work undertaken by Shaz Siddiqui with businesses across the county.

Improvements to Business signage kindly sponsored by Cheltenham Borough Council for both Kingsditch and Lansdown is currently ongoing. Please look out for an update in our next edition.



Job Centre Plus: getting ready for business

## FOREST OF DEAN ROUND UP

The Forest of Dean has been a hive of activity since our last update with many important developments taking place.

Firstly, there has been significant progress in the Local Action Group (LAG) bid for RDPE monies. The LAG has an overall aim of 'securing the Future of the Forest of Dean. This bid aims to build upon this by providing business support to the whole of the Forest with particular focus on micro businesses.

Parklife is currently looking into the possibility of reforming Business Link's former Breakfast Club which saw a great number of Forest based firms benefiting from educational and informative meetings. The Breakfast Club gives attendees the opportunity to listen to speakers presenting on carefully selected relevant and current topics and also aims to provide a chance B2B activity to take place.

The first event is set for **Friday**

**18th February**, why not put this date into your diary now?

Please look out for invites from Natalie in the near future.

Gloucestershire First have been successful in gaining partnership with Herefordshire in obtaining funding to expand high speed broadband to many areas in the Forest of Dean. Please watch this space for further updates in the future.



High-speed Broadband: Coming to a place near you thanks to a new BID

## STONEHOUSE SERVICE STATION - OPPORTUNITIES FOR YOU?

Stonehouse's Business Forum is continuing to go from strength to strength. The latest event was headlined by Mark Gale of Gloucestershire Gateway, who outlined the potential opportunities for both Stonehouse and its firms to become part of their new Motorway Service Area (MSA).

Planning permission has been obtained for the MSA to be built between junctions 11A and 12 of the M5. The £35 million service station aims to be eco-friendly, using only locally sourced produce and suppliers and providing 300 new jobs in the area.

With local companies eager to

learn more and understand how they can be involved, Parklife have promised to invite Gloucestershire Gateway to all future meetings so that Stonehouse businesses can be kept informed every step of the way.

Parklife have begun initial meetings to form a partnership with Stonehouse and Stroud Police to help identify ways to bridge the gap between local businesses and Gloucestershire Constabulary. The aim is to make businesses aware of how the police can help by identifying a point of contact, improve communication between local businesses and the police to help combat crime

in the area.

We are pleased to announce that Parklife have begun discussions on how Stonehouse Business Forum can be represented as part of the new umbrella group Vale & Valleys Business Partnership which aims to look after interests of all business groups across Stroud District. More information will follow in our next edition.

Omega Resource Group will be hosting an **Agency Workers Directive Seminar on 25<sup>th</sup> January 2011**, why not attend and find out how the new regulations will affect your business?



Support for local producers: Artist mock up of how the new Motorway Service Area may look



## GLOUCESTER: LIGHTING UP THE MATCH FACTORY

The campaign continues to relight one of the city's classic landmarks. The matches sign at the old Morelands match factory was extinguished when the factory closed down some years ago. Businesses based on the Morelands trading estate, now known as Bizspace, want to get it back glimmering again. Support the petition and put the spark back in Gloucester!

Make a MINT for your business - why not take advantage of Gloucestershire Libraries FREE

'Ask Us' service which allows Gloucestershire businesses to gather market research and mailing lists along with a whole range of information and advice to help boost business. Please call Gill Bryan from the Ask Us Service on **0845 230 5421** for more.

The North Bristol Road and Bizspace Directory is in the final stages of completion. Parklife are developing the Business Directory for the area with the aim of helping promote the

area's local businesses to a wider audience and enhance B2B activity.

Parklife in association with Gloucester Police are working to expand the existing Gloucester Business Watch to all firms in the Bristol Road. Many northern Bristol Road companies are unaware of its existence. A joint event will take place in March to let firms know have they can get involved along with the launch of the area's Business Directory.



The former lights in action!

## PARKLIFE BUYING GROUP - HOW CAN YOU BENEFIT?

Parklife have joined up with Buying Support Agency (BSA) to create the **Parklife Buying Group** to help save your business money. By focusing on purchasing BSA can help reduce company's costs by searching suppliers and finding cheaper prices.

The Parklife Buying Group provides companies across Gloucestershire with free a purchasing support service offering

cost reduction against a whole range of categories which are regularly reviewed and updated including parcel couriers. It also has the added aim of promoting local business-to-business activity.

Best of all there are no contractual lock in's (utilities and telecoms excepted) with cost **savings of up to 35%**. Firms can also boost their own business by be-

coming approved suppliers to the Group with local firms given priority as long as they meet the joining criteria.

Interested in joining the Buying Group either as a buyer or supplier? Contact Matt Roper of BSA direct either via

**Info@buyingsupport.co.uk** or **0845 555 33 44** or visit **www.buyingsupport.co.uk**



Helping you make every penny help!