



THE
GLOUCESTERSHIRE
BUSINESS SHOW

Gloucestershire's Festival of Business & Innovation

#GBS20

Gloucestershire
Business Show
2020

Cheltenham Town Hall

10th & 11th June 2020

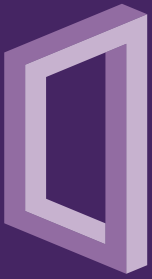


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Cheltenham Town Hall, Imperial Square, Cheltenham, GL50 1QA

In association with





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Introduction

Welcome to The Gloucestershire Business Show, a project owned by County Business Shows Ltd and developed when the team was challenged to build a communications tool for businesses in the county.

After 18 months of consultation following the deepest recession in a generation, the first Gloucestershire Business Show was held in May 2015 and it has steadily grown each year, working to embrace as widely as possible businesses across scale, across sectors and with an interest in Gloucestershire as a place to do business.

Understanding Gloucestershire

Gloucestershire's Business economy turned over approximately £14.82 billion in 2014, representing 12% of the value of output in the South West region.

Current Population of Gloucestershire is estimated to be in excess of 628,000 people of which:

22.6% were aged 0-19;

56.6% were aged 20-64;

20.8% were aged 65 and over

By 2024, Office of National Statistics (ONS) predicts the population will be 657,000 and looking forwards to 2039, ONS predicts that the working age population in Gloucestershire will have fallen from 57.1% to 49.6% with a significant increase in the older population creating a greater stress on the county infrastructure.

The county of Gloucestershire is governed by Gloucestershire County Council and five local councils: Cheltenham, Gloucester, Cotswold District, Forest of Dean District, & Stroud District.

Gloucestershire has three universities (University of Gloucestershire, The Royal Agricultural University, Hartpury University) and the business community is represented and supported by GFirstLEP and The Growth Hub in Gloucester with Satellite Growth Hubs in Tewkesbury and Cirencester with more planned for the coming years.

The county has 27 towns ranging from just under 2,000 population to over 128,000.

There are approximately 30,000 businesses in Gloucestershire, supporting over 291,000 jobs. Approximately 4,000 new start-ups were formed in 2017 of which 25% were in Cheltenham, 19% in Gloucester, 17% in the Cotswolds, 16% in Tewkesbury, 15% in Stroud and 8% in the Forest of Dean.

Gloucestershire employment by sector

(2014 figures)

Health	14%
Manufacturing	13%
Retail	9%
Education	8%
Business administration & support services	8%
Accommodation & food services	7%
Professional, scientific & technical	7%
Construction	5%
Public administration & defence	5%
Wholesale	4%
Information & communication	3%
Finance & insurance	3%
Transport & storage (inc postal)	3%
Arts, entertainment & recreation	2%
Motor trades	2%
Property	2%
Other services	2%
Mining, quarrying & utilities	2%
Agriculture, forestry & fishing	1%



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The Gloucestershire Business Show – a Festival of Business and Innovation

The Gloucestershire Business Show is a festival. Our model embraces a wide range of topical issues each year and we will offer our audience more choice than they can fulfil. From the exhibition, through to the wide-ranging content, we invite you to choose what is right for you, spend time building relationships, be inspired by new ideas and thoughts and come back next year to tell us how it went!

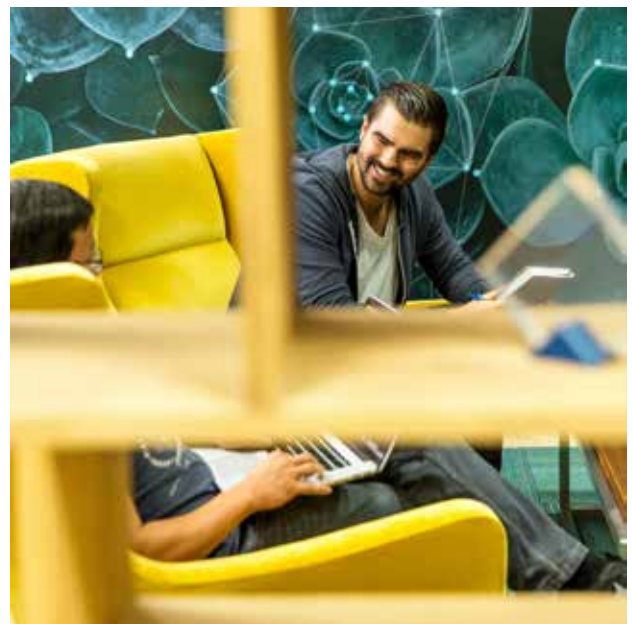
All this set in an exhibition of businesses who are focused on offering products and services that will help to make Gloucestershire an even better place to do business.

Offering speakers, workshops and forums, the event creates as well as teaching and informative discussion in areas that are challenging the business world.

By engaging our audiences, our aim is to inform and create momentum that will contribute to building a vibrant and engaged business community.

We believe passionately in collaboration and innovation. We embrace challenging thinking and our aim is to create a space for new thinking and new relationships that will lead to innovation, business development and transactions.

Innovation is at the core of our ethos in looking for new ways of operating and spotting strong and stimulating business ideas.



People do business with people

People do business with people, they work with businesses they understand and they buy the products and services they trust.

Business built on strong relationships will have a greater value, lead to more repeat business from a loyal client and be far more efficient to manage. That will create more capacity in your business to innovate, develop more business opportunity and grow.

Why does the show span two days? With a broad festival programme, so much to engage with and a diverse collection of businesses exhibiting, we believe you will need the time to find the programme items that will matter for your business, to meet and understand the exhibitors and to take time to meet new contacts and develop existing ones. It all leads to better, deeper and higher quality business development.

“As Director of Catherine Coates Consulting Ltd I have sponsored and been involved with the Gloucestershire Business Show since day one. My own interest is in innovation in all its forms and I have seen at first hand how new ideas and collaborations have sparked at the Business Shows. I strongly recommend any business interested in collaboration and keeping abreast of new developments to get involved and take part.”

Catherine Coates

Catherine Coates Consulting Ltd





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Building business

From pre-start up ideas to small, medium and large businesses, to corporate and multi-national organisations, we provide engaging and supporting ideas and experts to help you grow your business.

Every business and its management team constantly juggle the dilemmas and opportunities that form the path to growth. We look to cover many of these in our festival line up each year with returning threads around access to finance, innovation, business and the arts, cyber security, international trade, CSR and technology.

Each year we work with the county's strategic leaders, training providers and professional bodies to develop content that addresses current and future issues.

A regular feature of The Gloucestershire Business Show is the professional business forums, workshops and clinics that are chaired and presented by specialist sector professionals and allow businesses to discover more about what's happening in the sector, or to get advice and guidance on specific challenges that they may be facing.



"The Gloucestershire Business Show has firmly established itself as an important fixture on the county's business calendar. It is where businesses and business organisations come together to share ideas, expertise and support and to network in a friendly, positive and productive way. It has become a vital component of what has made Gloucestershire such a vibrant and exciting place to do business. Long may it continue."

Sam Holliday

Manager, Gloucestershire FSB Development

Building a community

Communities don't just happen, they are created over time through infrastructure, relationships and oversight.

We believe that the Gloucestershire business community has an exciting and diverse set of opportunities to grow and to support new, innovative businesses.

Where there is a strong business community, it will create employment, attract talent and produce a healthier, wider community across the county as a whole.

It's an objective worth working for.

"If people think Gloucestershire Business Show is a show like any other business show, just stands, and footfall, think again... the topics, the calibre of people from all sectors that meet at the show, and the discussions that take place benefit the whole county, and encourages collaboration, which is priceless – well done GBS, the legacy is there for all to see..."

Claire Thayers

Association of Gloucestershire Business Groups





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Across Sectors – Across Gloucestershire

Our ongoing challenge is to be as inclusive as we possibly can.

We're constantly working to explore how we can add value to any business and from any sector to involve them in what we do. For many, that will be in the exhibition where a transactional return on investment is a vital part of a business' commitment in cash, resources and time.

We work with event, marketing, videography and presentation consultancies to help our exhibitors get the best from their association with the show.

For some Gloucestershire-based businesses, their value comes in giving back to the county through input to the programme, offering advice and mentoring and being involved in the challenging



business discussions to which they can bring experience and wisdom.

For others, the Gloucestershire Business Games is the way forward where we are building a variety of challenges for individuals, business teams, apprentices and staff to work collaboratively to problem solve as well as work in teams within the business and with external businesses.

The only qualifier is an interest in Gloucestershire. Being based in Gloucestershire, selling in Gloucestershire, buying from Gloucestershire – it all grows the Gloucestershire business community.

“The Gloucestershire Business Show fulfils an important role within the County, providing a much-needed focus on business. Peter and the team create the platform for organisations to showcase their products and services, engage with other business experts to share insight, collaborate to make things happen and explore innovations for the future. It's the local business event of the year.”

Michael Ratcliffe MBE

Chief Executive, Cheltenham Chamber of Commerce

Our Exhibition

For 2020, our exhibition is set in Cheltenham's Town Hall. Built in 1903 with its high ceilings and Victorian splendour, it places the show at the heart of the community.

Approximately 100 exhibition stands, the majority in a shell scheme format are supplied with power and light. They are available in a range of size specifications from 2m x 1m through to 3m x 3m and larger.

We can offer space only stands where our exhibitors would rather not operate in a shell scheme. Exhibitors also have an opportunity to propose content for inclusion in our festival line up to give them wider exposure as well as broadening our event programme content.

Visitors to the exhibition will have open Wi-Fi available.

The exhibition is open to the public between 10:00am and 4:00pm on Wednesday and between 10:00am and 3:00pm on Thursday.

"I've taken part in Gloucestershire Business Show as a delegate, exhibitor and strategic partner. Each year the Business Show throws up new opportunities, shapes different thinking at the same time provides the opportunity to re-connect with colleagues across the county. The show is fun, interesting and thought provoking and yet another reason why Gloucestershire is a great place to live, work and do business."

Tom Beasley

*Director of Business Development,
Active Gloucestershire*





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Our Festival Line up

Working to the format of a festival, our line up comprises headline speakers, workshops, sector forums, the LIVEtalk stage, exhibitor events and partner events.

Headline Speakers

Hosted in our 50-seater auditorium, our headline speakers are selected to deliver expert comment, a panel discussion, or keynote advice around topical and relevant business issues.

Workshops

Hosted in our workshop venue, these 90-minute sessions provide an opportunity for delegates to engage in an expert-led session around a relevant business topic using practical and engaging workshop techniques

Forums

Our sector specific forums are a boardroom style discussion chaired by a sector professional with invited delegates from the same sector. These valuable discussions can give a strategic overview, tackle topical issues and also provide an opportunity for an audience to learn, ask questions and become better informed on the sector business.

The LIVEtalk Stage

The Livetalk Stage is set in the exhibition area with just over 20 seats plus standing room. The programming is more impromptu and the content designed to attract a walk-up audience. The opportunity exists for speakers to bring their engaging content to an audience who may have come specifically or who may have been walking by.

Exhibitor events

Some of our events are designed and delivered by exhibitors where they have an important service or message they can offer to visitors to the show. These may be events from workshops or clinics and will be publicised in advance as well as at the show.

Partner Events

Throughout the two days we host a series of partner events including two breakfasts, a lunch and a post-show networking get-together. These events are developed in tandem with our charity and other partners as both profile-enhancing opportunities as well as presenting specific networking opportunities.

Become part of the story

We would like to invite you to be a part of the story.

Whether as a partner, contributor, exhibitor or visitor, please consider collaborating in further building the Gloucestershire business community.

Innovation and productivity are maximised when we work together. If you're just starting out, becoming actively involved in the business community will only support you in reaching your goals.

If you're on the journey, then join us and look for the challenges and opportunities that will take you and your team to the next level. We never stagnate, we only move forward and grow. To grow we need to innovate and to innovate we need stimulation and inspiration.



“Squashed Robot Films is a great believer in creating lasting relationships with our clients to allow us to truly understand their needs – and this is exactly why the Gloucestershire Business show is so important to us. It’s a date for the diary which is so synonymous with the Gloucestershire business community that we simply couldn’t miss it and look forward each year to catching up with old acquaintances and to developing new relationships with suppliers and clients alike.”

Lex Beckett

Creative Director, Squashed Robot Films

If you have an established business and a proven strategy for development and growth, then you have an opportunity to share your stories and help others to conquer their challenges.

Wherever you are on your business journey, meet new contacts, think fresh thoughts, and develop the important relationships that will help you move your business forward.



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