



THE SOUTH GLOUCESTERSHIRE BUSINESS SHOW

South Gloucestershire's Festival of Business & Innovation

#SGBS19

South Gloucestershire Business Show

Bristol & Bath Science Park
Wednesday 2nd &
Thursday 3rd October 2019

In partnership with



www.south-gloucestershire-business-show.co.uk
0117 233 0059

Bristol & Bath Science Park, Dirac Crescent, Emersons Green, Bristol BS16 7FR

In association with





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Introduction

Welcome to The South Gloucestershire Business Show, a project owned by County Business Shows Ltd and developed with our partners in South Gloucestershire to build a communications tool for Businesses in the region.

Following the deepest and longest recession in a generation, with fundamental changes to the banking and finance sector, to how UK businesses are supported, strategic re-developments that lead to the local enterprise partnerships and the government target to bring public borrowing down to sustainable levels, there were many bruised and battered businesses, skills shortages, dramatic changes in business thinking and a new environment for Governmental support.

The need, expressed by strategic leaders, business leaders, professional bodies, education and training providers alike was for a forum to allow businesses to have their voice and for the county's strategic bodies to consult and inform.

Following 18 months of consultation, we developed our first project in May 2015, then in October 2017 in partnership with The Bristol & Bath Science Park and South Gloucestershire Council's Economic Development Team started The South Gloucestershire Business Show. It has steadily grown each year since working to embrace as widely as possible businesses across scale, across sectors and with an interest in South Gloucestershire as a place to do business.

Understanding South Gloucestershire

South Gloucestershire is a unitary authority with multiple suburban areas to the north and east of Bristol and a significant rural landscape to the north of Bristol and the south of Gloucestershire county.

It was created in 1996 from the northern part of what was the County of Avon.

South Gloucestershire is a part of the West of England Combined Authority (WECA) with Bath & North East Somerset and Bristol and with an elected Mayor (presently Tim Bowles). WECA also provides support to the West of England LEP, and area with an economy worth £31bn, and with 43,000 businesses which have the highest survival rate for SME businesses in England.

Invest Bristol & Bath provides integrated and regionally relevant investment and trade services.

Businesses in South Gloucestershire employ 146,000 people, with 70.8% (103,900) in full time roles and 29.2% (43,000) in part time roles. It has an area of 537 sq km, with a population of 279,000. The unemployment rate is 3.3% (2018 figures) which is lower than the national rate for England and Wales of 4.3%.

The current population breakdown is similar to the national average with:

- 18.8% aged 0-15;**
- 63.7% aged 16-64;**
- 17.5% aged 65 and over**

South Gloucestershire has three Universities in the immediate area, University of the West of England, University of Bristol and Bath Spa University.

South Gloucestershire has 7 major towns ranging from just under 10,000 population to over 40,000:

Kingswood	c.40,700.
Bradley Stoke	c.27,800.
Yate	c.27,600.
Thornbury	c.12,300.
Stoke Gifford	c.11,500.
Patchway	c.10,500.
Filton	c.9,800.

South Gloucestershire is home to c.11,500 businesses of which:

81.7% are Micro business

(0 – 9 employees)

14.5% are small businesses

(10 – 49 employees)

3.2% are medium businesses

(50 – 249 employees)

0.6% are Large businesses

(250+ employees)



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The South Gloucestershire Business Show – a Festival of Business and Innovation

The South Gloucestershire Business Show is a festival. It's not a conference, our operating 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 the different festival line up content, we invite you to choose what is right for you, spend time building relationships, take away new ideas and thoughts and come back next year to tell us how it went!

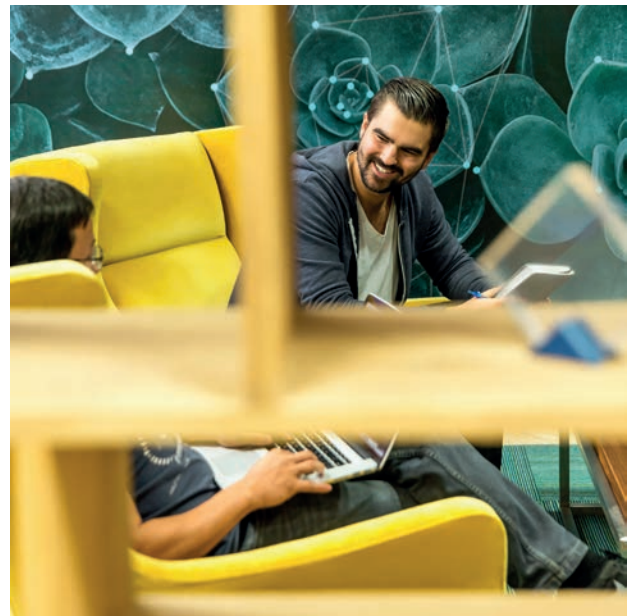
All this set in an exhibition of businesses who are focussed on offering products and services that will help to make South Gloucestershire a great place to do business.

Using a wide range of speakers, workshops and forums, the event creates engagement in some of the difficult areas as well as teaching and informative discussion in areas that are challenging the business world.

By engaging our audiences, some by invitation, 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 the space for new thinking, new relationships that will lead to innovation, business development and transactions.

Innovation is at our core looking for new ways of doing things and listening for strong and stimulating business ideas.



People do business with people

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

Business built on a strong relationship 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. It will improve productivity.

Short term “quick win” business is by the same virtue shorter lived, will usually have a smaller margin, be inefficient to sustain and your competition will be quick to undercut and win the business back.

People ask us why 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 deepen old ones. It all leads to better, deeper and higher quality business development.

“#SGBS19 will be once again a fabulous business festival held at The Bristol & Bath Science Park in the heart of the West of England Business Community. We hope you can join us for the third year and help us continue building an innovative and exciting business community in South Gloucestershire.”

Antony Merritt

*Strategic Economic Development Manager,
South Gloucestershire Council*





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Building business

From pre-start up ideas through the smallest of start up and micro business, through small, medium and large SME businesses to corporate and multi-national, we provide engaging and supporting ideas and experts to help you grow your business.

Every business and it's managing team constantly juggle the dilemmas and opportunities that will form the path to growth. We look to cover many of these in our festival line up each year with regularly returning threads around access to finance, innovation, business and the arts, 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 South Gloucestershire Business Show are the professional business forums, workshops and clinics that are chaired and presented by specialist sector professionals and allow businesses to find out more about what's happening in the sector, or to get advice and guidance on specific challenges that they may be facing.



"The South Gloucestershire Business Show has firmly established itself as an important fixture on the region'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 South Gloucestershire such a vibrant and exciting place to do business. Long may it continue."

Sam Holliday

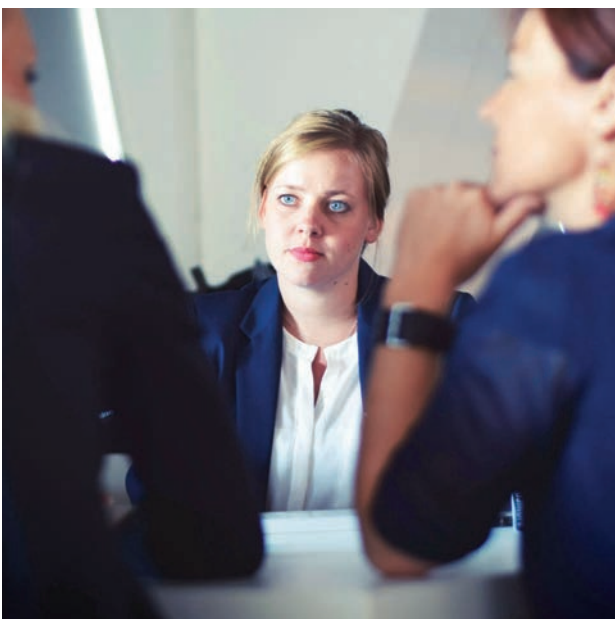
Manager, Gloucestershire FSB Development

Building a community

Communities don't just happen, they grow over time with infrastructure, relationships and oversight from those with experience.

We believe that the South Gloucestershire business community has an exciting and diverse set of opportunities to grow and to support new, innovative businesses to develop along side those which are growing into new phases and others that have been long established and can add value while innovating themselves and creating new opportunities in the county, region, nation and internationally.

With strong business support organisations such as the West of England Combined Authority, the local authorities, our universities, colleges and



“worldpay have been exhibitors at The South Gloucestershire Business Show since it started in 2017. Building and supporting any business community is essential and SGBS brings together some exciting and innovative businesses and entrepreneurs for two great days in South Gloucestershire's flagship business venue. Worldpay provides essential finance tools that are essential to keeping commercial wheels turning and we're thrilled to be involved”

John Nowland

Regional Business Manager, Worldpay

training providers alongside our Chambers of Commerce, business groups and professional bodies, the county has the best opportunity ever to grow a strong and integrated business community that can support innovation and growth at all levels of business enterprise.

Where there is a strong business community, it will create employment, attract talent and drive a healthy wider community for the county as a whole.

It's an objective worth working for.



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Across Sectors – Across Scales – Across the Region

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 of any scale 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 businesses to help our exhibitors get the best from what they put in.

“Nettl proudly continues its role as associate sponsor of The South Gloucestershire Business Show as we continue to build a very special event that develops the business community whilst fostering creative thinking and innovation. SGBS gives everyone the opportunity to have meaningful conversations, develop worthwhile connections, and ultimately undertake new and exciting business.”

Chris Nyland

MD Absolute Creative Marketing t/a Nettle



For some businesses, based in South Gloucestershire, but who's trading focus isn't in the county, their value comes when they are able to put back into the county through input to the programme, offering advice and mentoring and being involved in the challenging business discussions where they can bring experience and wisdom.

For others, The South 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 South Gloucestershire. Based in South Gloucestershire, selling in South Gloucestershire, buying from South Gloucestershire, it all grows the South Gloucestershire business community.

Our Exhibition

The South Gloucestershire Business Show is set in the forum of The Bristol and Bath Science Park, a tech centred innovation space that works to support and provide space for the regions leading technology businesses and entrepreneurs as they develop and grow.

There are approximately 50 exhibition stands, the majority in a shell scheme format 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 also have space only stands where our exhibitors would rather not operate in a shell scheme. Exhibitors also have the opportunity to propose content to be included in our festival line up which gives them the opportunity for 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.

In Collaboration has been working with the #SGBS team for the last couple of years. In Collaboration is all about helping small businesses to succeed through mutual benefit ethos, creative thinking and collaborative support. We focus on supporting our members to get great results with business outcomes, growth and innovation all through a collaborative approach. The South Gloucestershire Business Show is aligned with our ethos of collaboration and creative thinking, I'd highly recommend anyone to explore the opportunities the show can offer and how it might help their business grow and develop new relationships.

Samantha Miles

Managing Director, In Collaboration





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Our Festival Line up

As with 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, or a panel discussion, or keynote advice around topical and relevant business issues

Workshops

Hosted in our workshop venue, the 90 minute sessions provide around 20 delegates seated at tables of 4 a chance to engage in a session led by a speaker on a relevant business topic that is dealt with using practical and engaging workshop techniques

Forums

Our sector specific forums are a boardroom table styled discussion chaired by a sector professional and with invited delegates from across the sector. There is an agenda based discussion that once a year provides an opportunity for a discussion. It takes in an overview of some strategic discussions, tackles some topical issues of the moment and also provide an opportunity for observers from outside the sector to take an interest, ask questions and get better informed on the sector business.

The LIVEtalk Stage

The Livetalk Stage is set in the exhibition area with theatre style seating and standing room. The programming is more impromptu and the content more designed to attract a walk-up audience. The opportunity is there 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 stages, 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, a post event networking event amongst other things. These are events developed specifically with our charity partner and other partners to raise profile and present specific networking and partner 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 being a partner in building the South Gloucestershire business community.

Innovation and productivity can only be achieved when we work together. If you're just starting out, then actively being involved in the business community will only add value and give support to help you more efficiently reach 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 stand still, we only move forward and grow or start losing ground. To grow we need to innovate and to innovate we need stimulation and inspiration.



“As Director of Catherine Coates Consulting Ltd I have sponsored and been involved with the South 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

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

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



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