

Cheltenham – Rebuilding business confidence & growing inward investment

Cheltenham Means Business...

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Aims & Objectives

Key aims

- To encourage business growth and investment into Cheltenham
- To encourage start-up businesses within Cheltenham
- To attract and retain a skilled workforce and younger people
- To improve perceptions of Cheltenham as a great place to work and do business

A campaign that

- communicates a sense of ambition
- looks and sounds confident
- is forward thinking
- Inspires – particularly a younger audience
- changes perception
- recaptures a sense of pioneering, leadership and entrepreneurialism
- harnesses the energy and enthusiasm around Cyber

Proposition & Positioning

Elements that feed into the proposition

- **Enabling Council** – forward looking attitude
- **Partnership Approach** – CERTF + established partnerships
- **Quality of life** (particularly for families)
- **Major infrastructure and economic investment:**
 - Golden Valley; Minster; Hub8; Glos Coll Incubator; J10/WCTIS/A417 + Cheltenham Spa; Honeybourne Pl, Formal House, Quadrangle; Festival Trade Park; New School; High Street Vision...
- **Location** – centre of the UK
- **Attitude** – energy, creativity, entrepreneurialism
- **Growth** already happening and trajectory is for more to come

Positioning

- Confident
- Intelligent
- Focuses on place rather than an organisation/delivery
- Join Us

*We're moving
to Cheltenham*

www.movingtocheltenham.com