

Successful Outcomes

Sustainability	Investment to aid business expansion
Economic growth	Investment allowing diversification
Increased footfall	Creation of new events
Increased new business investment	Creation of new jobs

Organisations supported

- Coleford Music Festival
- Hillside Brewery
- Wye Valley & Forest of Dean Tourism
- The Resilience Centre
- CyclingGuides.com
- Café 16
- Way2Go Adventures
- Brockweir Events
- Maypole Stores
- Forest of Dean Entrepreneurs
- Dean Forest Railway
- Harts Barn Cookery School
- Puzzlewood
- Pedalabikeaway
- Coleford Music Festival
- Access Adventures
- Casa Interiors
- Elton Giant Mazes/Severn Dean Lions

“Encouraging a thriving economy”

Economic Growth Development Fund

December 2014 — March 2017



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Projects Supported

£75,875

Value of Grants

£228,374

Total Project Value

“Encouraging a thriving economy”

- Working with local businesses to create and sustain good quality local jobs
- Supporting tourism by promoting the Forest of Dean as a place to visit

Key objectives (May 2017)

Investing in Growth

Launched in December 2014, the Forest of Dean District Council made up to 99k of funding available to support events, projects, new businesses and initiatives that would demonstrate lasting benefits to the local economy.

Organisations were invited to apply for up to £5k per project but had to demonstrate at least 50% in match funding.

Projects supported

Weekend Music Festival and related activities

Enabled an event to return to the town, increasing footfall, spend and allowed the festival to take place the following year.

Business Events and Training courses

Assisted new business start-ups and helped many SME's to improve skills and knowledge to plan for growth.

Barn restoration, including facilities for indoor events and an outdoor play area

Facilitated the creation of new themed events, increasing footfall and repeat visits.

Norchard Gateway Development to improve customer welcome experience

Increased visitor numbers and turnover leading to job creation and investment to further develop the site.

Dedicated film and TV trail to promote key locations in the Forest

Generated substantial media coverage raising the profile of the area, leading to extended visitor stays, increased footfall and now serves as a prospectus for future filming opportunities.

Development of an events venue and kitchen space used for supper parties, conferences and local food producers

Supported diversification and expansion of an established business on site leading to new job creation.

Creation of sustainable development training courses and purchase of associated equipment

Resulted in a new permanent business activity and supported the local economy by creating extended partnerships with local suppliers.

Production of an augmented interactive 'app' to improve customer experience

The first to be delivered in the Forest of Dean, encouraging visitor interaction, leading to increased return visits and promoting new visitors.

A water and tear proof map promoting local walking/cycling routes and local businesses

Encouraging visitors to travel around the area and plan day routes and activities to support the local economy.

Key outcomes



Projects supported

Building an outdoor coffee shop and catering unit (driven by increased footfall)

Enabled the business to extend their opening hours leading to an increase in turnover and new job creation.

Training and staff development to diversify into event catering and bistro evenings

Improved the skills of the existing workforce enabling business diversification and growth while boosting the night time economy of the town.

New themed event 'Super Saturdays' in Coleford town centre

Increased footfall and spend into the town as well as bringing local businesses together in partnership.

Stand up Paddle boarding (SUP) equipment purchased

Provided an additional product offer to the business, allowing for expansion, encouraging visitors and the local community to try a healthy activity.

Adventure Camp to improve access to outdoor activities and enhance quality of life for disabled people

The first adaptive camp of its kind in the area, bringing together several local businesses in partnership. Supported a group of physically disabled people to promote the camp increasing and diversifying footfall.

Introducing a Soap Box Derby and creation of a community event organisation

Increased footfall into the village, enabled future event to be organised and encouraged local food producers to work together.

Relocation of an existing business into a larger premises in the same locality

Allowed the business growth and diversification retaining the business in the existing area encouraging new footfall into the village and boosting the local economy.

Refurbishment of an empty building and launch of a new general store

Encouraged new footfall into the village and retained local spend within the community.

A new chip timed running event with maze and obstacles

Brought in new visitors to compete and encouraged repeat visits through the year.

Key outcomes