



COVID and BREXIT continue to present challenges across the local economy with a particular impact of the mismatch between labour supply and skills and the staffing needs of businesses to drive economic recovery. There is also a particular pressure on business accommodation as business reassess their requirements to reflect changes in working patterns and practices. The need to innovate to help develop new products and services for a changing market place is also very real for a number of local businesses.

Inspiring Eden has been setup to help local business and communities grasp the many challenges and opportunities faced and as a result drive economic recovery and thrive once more. Front and centre to Inspiring Eden will be a range of business support offers that will evolve to ensure the current and emerging needs are met and the full potential of economic recovery is harnessed. This prospectus details the offers as the basis for galvanising business support organisations and networks locally and targeting those businesses in greatest need.

### WHY DO BUSINESS IN EDEN?

- Located in one of England's most beautiful landscapes with great connectivity to regional, national and international markets.
- Eden is centrally located within Cumbria which is leading the way in terms of being one of the UK's fastest areas for economic growth. £25 billion of investment is planned in Cumbria over the next 10 years – primarily in the defence, nuclear and energy industries.
- Access to quality educational establishments around Cumbria and Lancashire.
- Attractive towns and villages to live in with access to Lake District / Yorkshire Dales National Parks and North Pennines Area of Outstanding Natural Beauty.
- Accessible support and advice from Eden District Council which meets the needs of local businesses.

### OPPORTUNITIES FOR GROWTH

- Developing eco-friendly business models that help drive the area's decarbonisation agenda.
- Increasing visitor spend and local job creation in the area's dynamic visitor economy.
- Sector focus growth – tourism / food and drink / land based businesses, creative sector and knowledge based industries.
- Quality business sites located close to transport infrastructure.
- Eden has the highest density per capita of social enterprises in the county and is home to the world's first Social Enterprise Town - Alston Moor.

### CHALLENGES TO EMBRACE

- Increasing access to labour force and skills base to support business growth.
- Providing the right mix of housing to attract investment and support the local workforce.
- Developing local transport networks to strengthen links between towns and villages and associated businesses.
- Encouraging the roll out of high quality IT connectivity within rural areas.



### BUSINESS SUPPORT NETWORKS

We aim to maximise opportunities through joint working to galvanise business support behind a collaborative approach and secure extra resources to support businesses to recover and thrive. This includes working with a range of business support organisations and networks.

Appleby in Westmorland Town Council	<a href="https://applebytown.org">https://applebytown.org</a>
Alston Moor Parish Council	<a href="https://alstonmoor.org">https://alstonmoor.org</a>
Alston Moor Business Association	<a href="http://www.visitalston.com/amba.html">http://www.visitalston.com/amba.html</a>
Cumbria County Council	<a href="https://www.cumbria.gov.uk">https://www.cumbria.gov.uk</a>
Cumbria Chamber of Commerce	<a href="https://www.cumbriachamber.co.uk">https://www.cumbriachamber.co.uk</a>
Cumbria Council for Voluntary Services	<a href="https://cumbriacvs.org.uk">https://cumbriacvs.org.uk</a>
Cumbria Farmers Network	<a href="https://www.thefarmernetwork.co.uk">https://www.thefarmernetwork.co.uk</a>
Cumbria Local Enterprise Partnership	<a href="https://www.thecumbrialep.co.uk">https://www.thecumbrialep.co.uk</a>
Cumbria University	<a href="https://www.cumbria.ac.uk">https://www.cumbria.ac.uk</a>
Department of Work and Pensions	<a href="http://www.dwp.gov.uk">www.dwp.gov.uk</a>
Eden District Council	<a href="https://www.eden.gov.uk/">https://www.eden.gov.uk/</a>
Eden Housing Association	<a href="https://www.edenha.org.uk">https://www.edenha.org.uk</a>
Eden Tourism Network	<a href="http://www.visiteden.co.uk/trade-pages/business-support-and-engagement/eden-tourism-network">http://www.visiteden.co.uk/trade-pages/business-support-and-engagement/eden-tourism-network</a>
Hubspot- Resources for Growing Businesses	<a href="http://www.hubspot.com">www.hubspot.com</a>
The Family Business Network	<a href="https://fambiznet.co.uk">https://fambiznet.co.uk</a>
Federation of Small Businesses	<a href="https://www.fsb.org.uk">https://www.fsb.org.uk</a>
Inspira	<a href="https://www.inspira.org.uk">https://www.inspira.org.uk</a>
Kirkby Stephen Town Council	<a href="https://www.kirkby-stephen.com/town-council">https://www.kirkby-stephen.com/town-council</a>
Lake District National Park Authority	<a href="https://www.lakedistrict.gov.uk/">https://www.lakedistrict.gov.uk/</a>
North Pennines Area of Outstanding Natural Beauty	<a href="https://www.northpennines.org.uk/">https://www.northpennines.org.uk/</a>
Penrith Business Improvement District	<a href="https://penrithbid.co.uk">https://penrithbid.co.uk</a>
Penrith Chamber of Commerce and Trade	<a href="http://www.penrithchamberoftrade.org.uk">http://www.penrithchamberoftrade.org.uk</a>
Penrith Industrial Business Improvement District	<a href="https://www.penrithbusinessparks.co.uk">https://www.penrithbusinessparks.co.uk</a>
Penrith Town Council	<a href="https://www.penrithtowncouncil.gov.uk">https://www.penrithtowncouncil.gov.uk</a>
Riverside Group - Housing Association	<a href="https://www.riverside.org.uk">https://www.riverside.org.uk</a>
Schools and Colleges in Eden and Cumbria	<a href="https://cumbria.gov.uk/schooldata">https://cumbria.gov.uk/schooldata</a>
Cumbria Social Enterprise Partnership	<a href="https://secumbria.org">https://secumbria.org</a>
Ullswater Association	<a href="https://www.ullswater.com/product-category/memberships">https://www.ullswater.com/product-category/memberships</a>
Yorkshire Dales National Park Authority	<a href="https://www.yorkshiredales.org.uk/">https://www.yorkshiredales.org.uk/</a>

This is not an exhaustive list and it is envisaged that others will come onboard over time

### SUSTAINABILITY AND GREEN PRACTICE

To help drive decarbonisation and achieve the zero carbon target sustainable and green practices will be incorporated into all work areas.

# Inspiring Eden

HELPING EDEN'S ECONOMY TO RECOVER AND THRIVE  
**BUSINESS SOLUTIONS**

CONSULTATION DRAFT



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VisitEden

### HOW TO FIND OUT MORE

Our Economic Development Team will be able to signpost you to help for your business. Why not get in touch today:

Email: [econ.dev@eden.gov.uk](mailto:econ.dev@eden.gov.uk)

Telephone: 01768 817817

Web: [www.eden.gov.uk](http://www.eden.gov.uk)

Business focused advice: [www.investineden.co.uk](http://www.investineden.co.uk)

Visitor destination site: [www.visiteden.co.uk](http://www.visiteden.co.uk)

Eden  
District Council

INSPIRING EDEN BUSINESS SUPPORT  
WORKSTREAM PROSPECTUS

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



## WHAT WE OFFER

Our Economic Development team offers a range of services that can be tailored to meet the needs of local businesses. Businesses can be assured of a personal service and you will be allocated a named contact within the team who will listen and signpost businesses to appropriate support and advice.

The current key services our team provide are:

### Free business advice and signposting to sources of information and funding

Eden District Council offer 1:1 business support and advice. Our advisors are able to have an informal, confidential discussion with you to talk about your business challenges and opportunities and provide help, advice and point you in the right direction to a range of advice and support provided by our partner organisations.

### Sector specific advice

Our team is able to offer sector specific guidance. Our tourism team work closely with tourism businesses across the district advising on a range of key areas including set-up, legislation and promotion. [www.visiteden.co.uk](http://www.visiteden.co.uk) is a destination website designed to attract visitors and promote tourism businesses. More information about the range of business advice and support offered to tourism businesses can be found here: [www.visiteden.co.uk/trade-pages/](http://www.visiteden.co.uk/trade-pages/). The Eden Visitor Guide is printed annually with a print run of 40,000 that are distributed nationally through a range of literature distribution channels.

### Greening Eden for Business Initiative

Through this project; funded by Eden District Council, managed and delivered by the CBEN Partnership, participating businesses will be offered the opportunity to have their carbon footprint, the commonly accepted metric for assessing the environmental impact of a business, calculated. For most organisations, the largest emissions will be from use of mains gas, LPG & transport fuel (Scope 1 emissions) and grid electricity (Scope 2 emissions). Larger organisations will be encouraged to look at emissions from their supply chain (Scope 3 emissions). The CBEN Partnership will complete the calculations using data provided by businesses and site visits to provide practical and cost-effective advice on how to reduce emissions. These could range from no-cost changes in behaviour, low-cost actions, or capital investment projects that deliver substantial emission reductions. Where capital investment projects are identified and agreed, the level of grant support available from the Greening Eden capital grant fund will be agreed prior to work commencing.

Find out more at: [www.cben.co.uk/greening-eden](http://www.cben.co.uk/greening-eden)

### Access to grants via Eden Apprenticeship Scheme

Eden District Council offers financial support to local businesses who are taking on new apprentices in Eden. Companies are offered a grant of up to £2,000 towards wage costs for each new Apprenticeship.

Find out more at: <http://investineden.co.uk/supporting-your-business/procurement/eden-apprenticeship-scheme>

### Free membership of a local business support network

Eden District Council can offer businesses the opportunity to sign up for free to a range of business support organisations in the region. We also offer membership of the Eden Tourism Network, which is a free support and information network for businesses based in the visitor economy.

### Access to support young people into employment via Eden Youth Hub

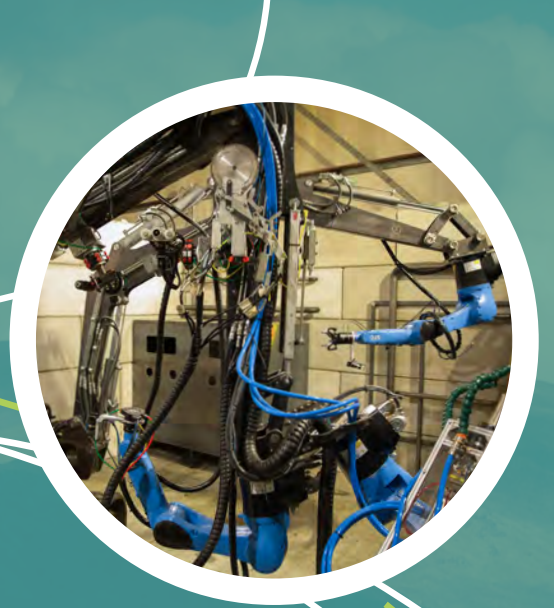
Eden jobseekers under the age of 25 are able to access extra support in their search for work through the Eden Youth Hub. Based in the Eden Foyer in Penrith, with outreach locations across the District, the Hub delivered by Inspira on behalf of Eden District Council and their partners, links young people with employers. It is part of the UK Government's multi-billion-pound Plan for Jobs. Young people will be encouraged to take part in new initiatives including Dragons Apprentice Challenge which encourages people to develop a range of enterprise and entrepreneurship skills.

### Access to Eden business loan scheme

Eden District Council has partnered with Enterprise Answers, a Community Development Finance Institution, each contributing £250,000 to create a £500,000 pot of money which local businesses can apply to support their growth and development plans.

Businesses applying for a loan would be expected to demonstrate through a business plan how they intend to grow, develop and upskill their workforce. The fund can provide loans of between £10,000 and £150,000 with repayment terms of up to 10 years. Unregulated lending solutions of £10,000+ are available for Limited Companies and £25,001+ are available for Sole Traders and Partnerships.

Find out more at: [www.enterpriseanswers.co.uk/eden-business-support-fund/](http://www.enterpriseanswers.co.uk/eden-business-support-fund/)



## THE ADDITIONAL SERVICES WE ARE PLANNING TO PROVIDE THROUGH 2022/23 INCLUDE:

- A focus on sector specific support via direct provision and partner organisations with a particular focus on start-ups, tourism, farming, knowledge based industries, creative businesses and social enterprises.
- Further business networking via specific events and campaigns.
- Fastrack job match initiative to help businesses to meet their labour and skills needs.
- Investment in key infrastructure including encouraging provision of flexible space to meet current and emerging accommodation needs.

For the latest up to date information on services we provide go to: [www.investineden.co.uk](http://www.investineden.co.uk)

