

Wiltshire Council Economic Development Update

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November 2024

Updates:

- UK Shared Prosperity Fund
 - Business Fit for the Future
- Wiltshire Towns Programme
 - Vibrant Wiltshire
 - Wiltshire Marque
 - Energy Support
- Project Gigabit

UK Shared Prosperity Fund

Community and Place

Demand
Responsive
Transport

Warm and Safe

Local Businesses

Invest in
Wiltshire

Business Fit for
the Future

People and Skills

Building Bridges

Sustaining Work

UKSPF Business Fit for the Future

Fit for Growth



The Wiltshire Fit For Growth Programme, led by BIC Innovation, aims to **foster business growth** in Wiltshire by supporting companies in various sectors including manufacturing, logistics, agritech, and life sciences.

Fit for Startup



The Fit For Start Up support programme offers **tailored workshops and coaching** for aspiring and **new business** owners. It includes a Foundation Workshop for exploring business ideas, Business Planning Workshops for launch, or seeking **funding**.

UKSPF Business Fit for the Future

Fit for Net Zero



If you want to understand your business' **carbon emissions** and how to manage them, **Fit For Net Zero** can help.

Through Wiltshire Council's Fit for Net Zero programme Severn Wye is currently offering SMEs in Wiltshire **free energy efficiency surveys** to help you **decarbonise** your business and save money on your energy bills.

Rural Hubs



The Rural Hubs Programme supports businesses and organisations in rural Wiltshire by offering **tailored workshops and personalised support** to strengthen community connections and drive **local growth**. It includes workshops for social enterprises, nonprofits, and rural business owners, covering strategic planning, financial management, marketing, and community engagement.



Wiltshire Towns Programme



Wiltshire Council

Events Wiltshire

Explore Wiltshire Events

Search by location, date, time or event type. For residents and visitors across our county.

Upcoming events

All Events Today This Weekend Tomorrow Next Weekend



18 DEC Jack & the Beanstalk...
Trowbridge



5 DEC The Hall - Guided Tour
Bradford on Avon



1 DEC Panto at Melksham Assembly...
Melksham

OPEN

Energy Support

- Funded by Wiltshire Council Severn Wye is offering free energy efficiency surveys to help Retail, Hospitality and Leisure SMEs decarbonise and save money.
- An energy survey report will identify a range of no-, low- and capital-cost measures to improve the energy efficiency of the business
- Following the report, businesses will be able to apply for 100% grant funding, up to a value of £6,000, for installation measures.



Vacant commercial unit grants

- Wiltshire Council has invested £580,000 into businesses that breathe new life into vacant units across Wiltshire's towns
- Since the Vibrant Wiltshire grant scheme launched in January, 61 grants have been approved.
- Match funding of at





The
Wiltshire
Marque

What is
The Wiltshire
Marque?

An accreditation scheme that highlights and celebrates the provenance of food and drink made in Wiltshire, funded by the Wiltshire Towns Programme.



Who *is it* for?



Growers

Farmers, fisheries, fruit and vegetable growers, and apiaries producing honey for example.



Processors

Processors are those who take raw ingredients and turn it into something special. Think brewers, bakers, and jam makers.



Provisions retailer

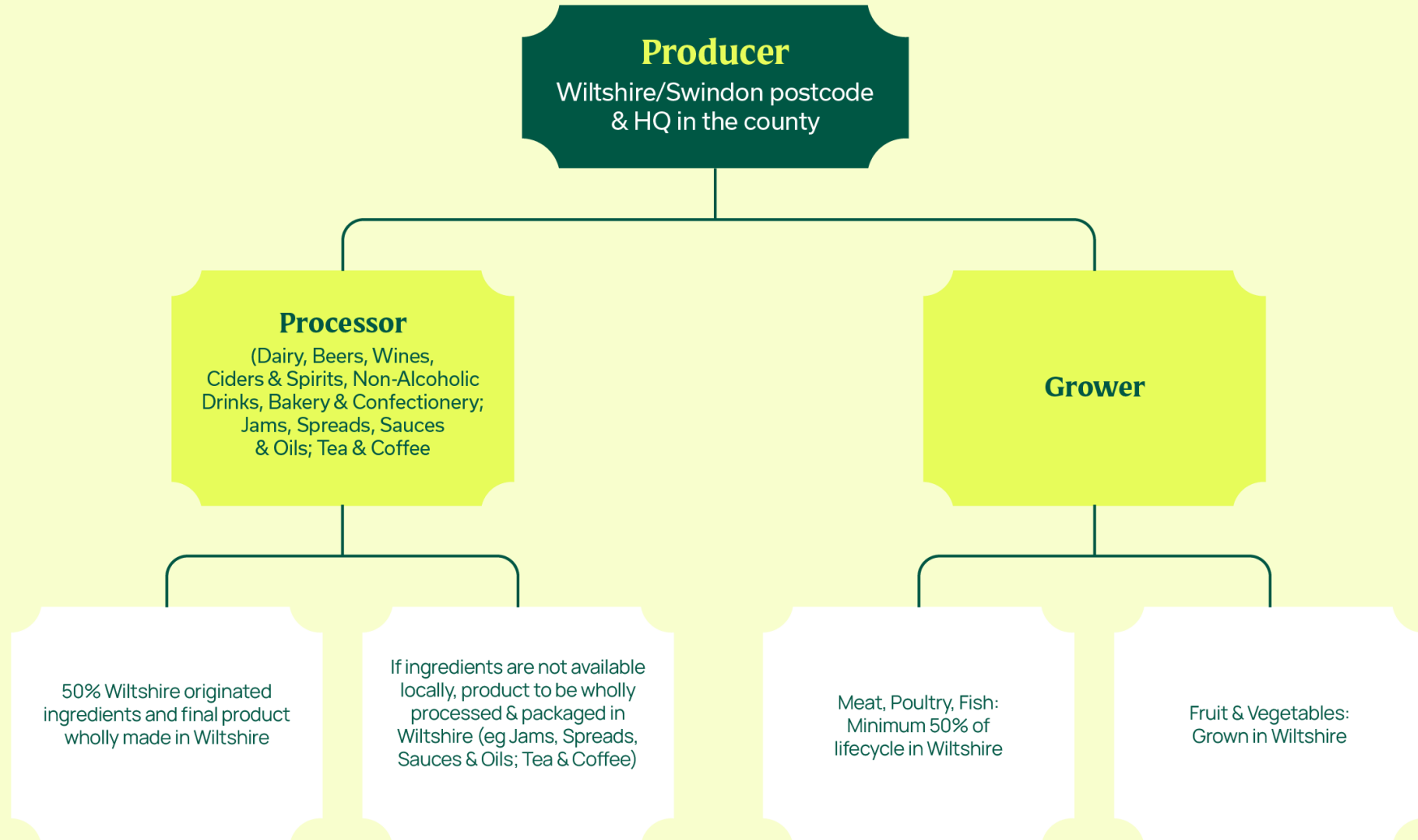
We have a range of fantastic shops and Wiltshire-based websites that sell local food and drink – you'll find more in our directory.



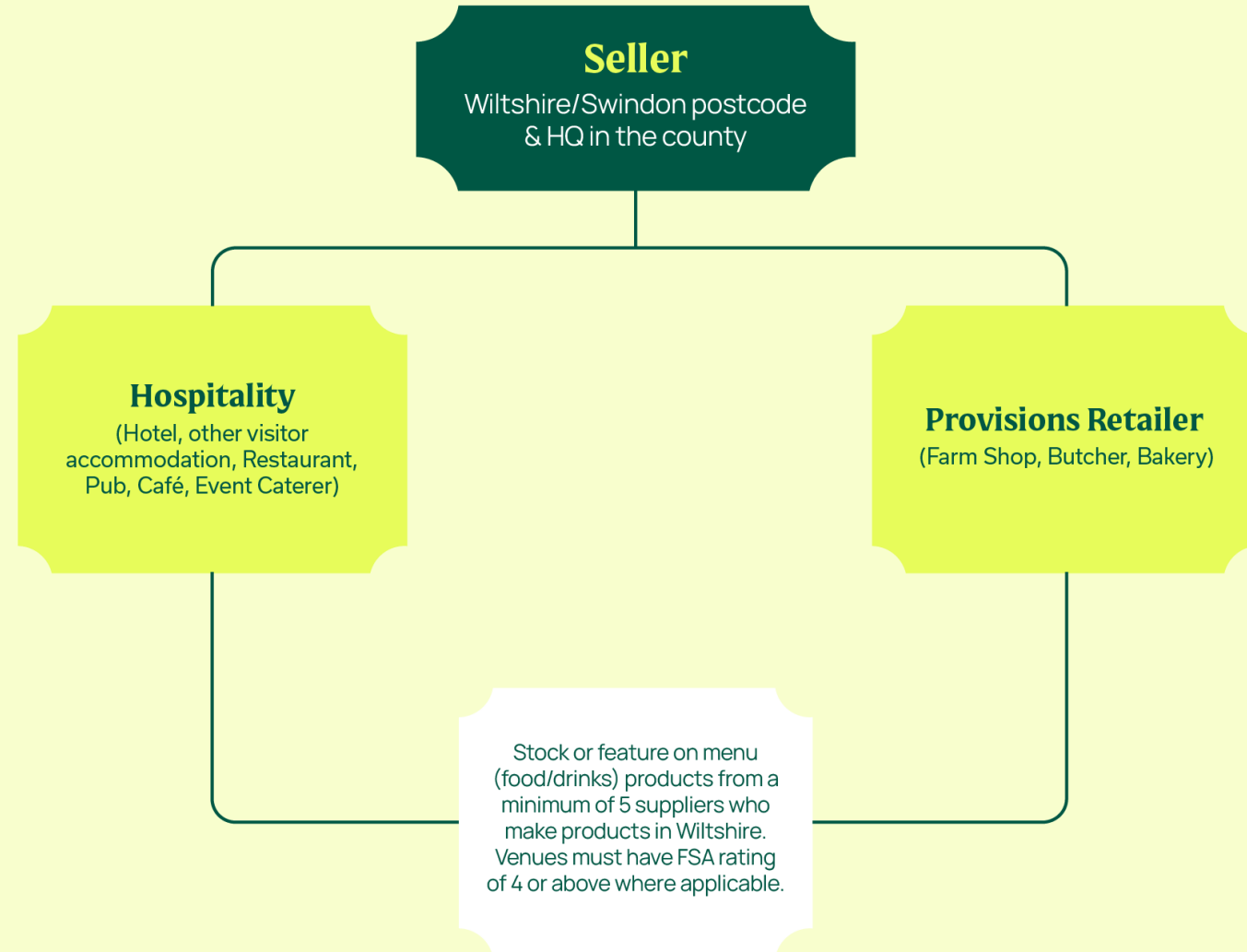
Hospitality

This category boasts all kinds of venues and caterers, committed to making things with Wiltshire ingredients. Think cafés, coffee shops and street food vendors to pubs, hotels, restaurants and event caterers.

Eligibility criteria



Eligibility criteria



Benefits *of the scheme*



Exposure in the online directory of Wiltshire makers and growers, including a product showcase and listing with links their website and social media channels



Promotional support around latest offers and news via the scheme's website and social media



Inclusion in marketing, PR and digital advertising campaigns



Networking events for Wiltshire Marque members



Funded business advice, training and access to Wiltshire Council programmes



Collaboration opportunities and connection to fellow makers and members to boost trade



Marketing and promotion advice to help members boost visibility of their brand and products



Use of the Wiltshire Marque insignia on products, websites and menus to show origin of products



*It's about the **people behind the products.***
*It's about the **processes. The skill.***
*The time-honed **craft. It's about the love.***
*The **pride. The dedication. It's about the passion.***
*It's about the **story, the journey and the personalities.***



Wiltshire: *The Makers' County*



Find your perfect taste of Wiltshire in our directory

Meet our makers

[View all](#)



16 September 2024
Maker Spotlight:
Hollychocs

[Read more](#)



16 September 2024
Maker Spotlight:
Pythouse Kitchen
Garden

[Read more](#)



16 September 2024
Maker Spotlight:
Witchmark
Distillery

[Read more](#)



Hollychocs

Bakery and confectionery

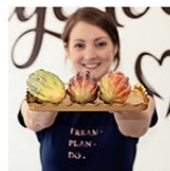
Pubs, restaurants, bars and cafes

Chocolate, café, experiences, gifts, hampers

Nestled in the heart of Wiltshire, you'll find Hollychocs, an award-winning chocolate makers and café. Holly Garner, owner and chocolate engineer, started the business in 2019 based on two great passions: chocolate and people.

Since then, Hollychocs has grown, adding The Beanery Café & Shop and winning almost 50 coveted industry awards for their handmade chocolates, each with a complexity of flavour that sets them apart from the rest. With a high cocoa content and low sugar, each chocolate is a blend of passion, chemistry and exceptional ingredients; all carefully engineered to provide you with the ultimate sensory experience.

Hollychocs uses a variety of local ingredients to flavour their delicious chocolates, and host chocolate experiences at their location in Devizes, where you can get hands-on and give chocolate making a go yourself with expert guidance from Holly and her team!



Address: Unit 1, Poulshot Lodge Farm, Devizes SN10 1RQ

Phone: 01380864048

Email: info@hollychocs.co.uk

Website: hollychocs.com

Social Media:



[Back to directory](#)



We're making
our Marque

Meet Lyall,
Wiltshire Maker

Lyall and his team of Salisbury-brewers use local suppliers to produce a range of beers. Simply, it would be Rude not to try them. Find more Wiltshire makers like Lyall by visiting wiltshiremarque.co.uk



10:36



The Wiltshire Marque

Sponsored

From cheesemongers and cafes to breweries and bakeries, there's something tasty around every corner in Wiltshire. Meet our unique makers on the Wiltshire Marque website.



wiltshiremarque.co.uk
Meet our makers

Learn More

1K

97 Comments

39 Shares

6.6M Views

Like

Comment

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Menu

Speak

Speak about the scheme to those in the food and drink sector and local consumers ensuring they know about the Wiltshire Marque and how to access it.

Help

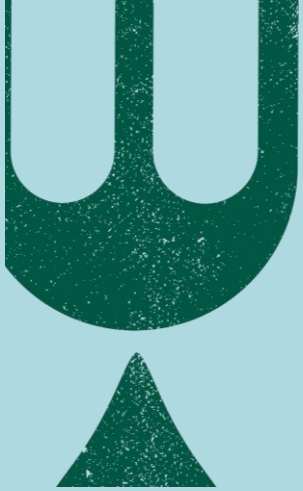
Help the local economy and environment by shopping local and buying Wiltshire-produced products.

Opportunities

Take the time when shopping locally to make sure the company you are buying from is aware of the scheme and the opportunities it can bring.

Position

Understand the scheme and how it works so you can position it positively to those business and consumers you speak to.



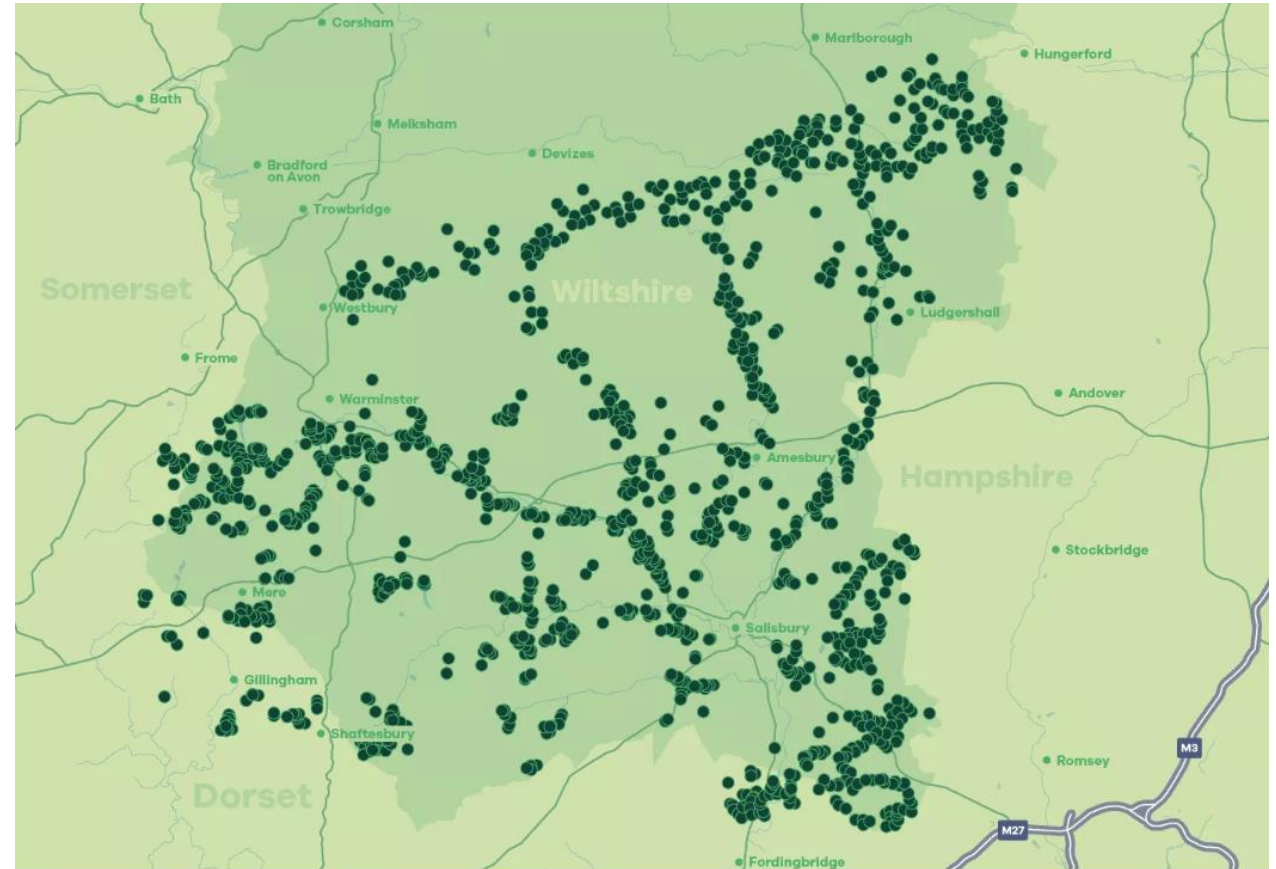


Wiltshire: *The Makers' County*



Project Gigabit

- [Project Gigabit South Wiltshire | Wessex Internet](#)
- The government has awarded an **£18 million Project Gigabit contract to Wessex Internet to deliver full fibre broadband to around, 14,500 homes and businesses in South Wiltshire.**



Useful Links

- [Warm and Safe: Warm and Safe Wiltshire - Centre for Sustainable Energy](#)
- [BusinessFitForFuture | GrowthHub](#)
- Wider Business Support: [Gateway To Business Success | Home | GrowthHub](#)
- Retail & Hospitality Energy Support: [Wiltshire towns small business energy efficiency – Severn Wye](#)
- Wiltshire Marque: [The Wiltshire Marque | Food and Drink in Wiltshire](#)
- Project Gigabit: [Project Gigabit South Wiltshire | Wessex Internet](#)