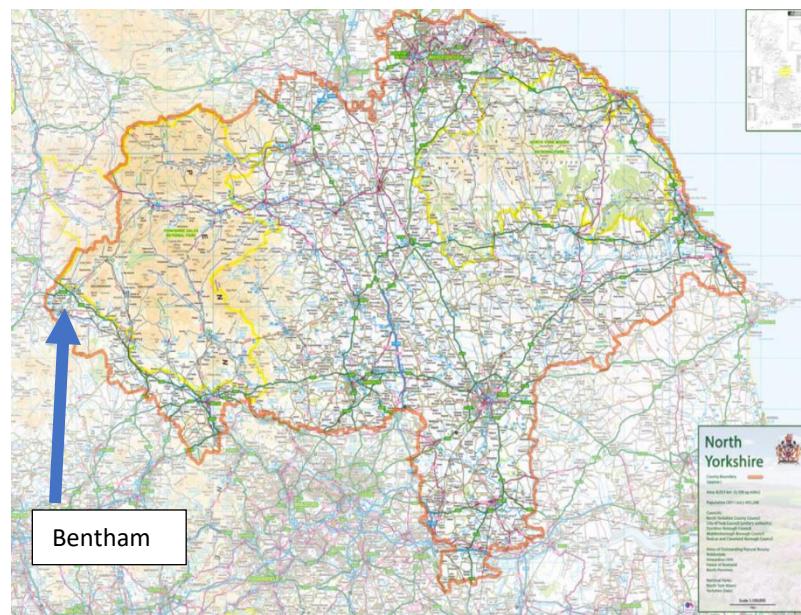


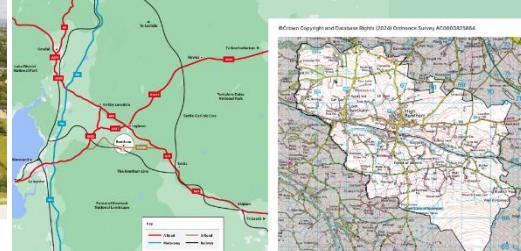
Bentham Boost – The Journey...



www.benthamtowncouncil.gov.uk – Resources – Masterplan



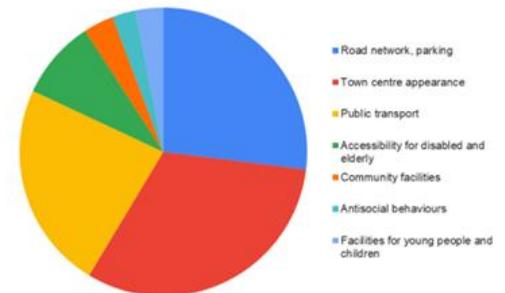
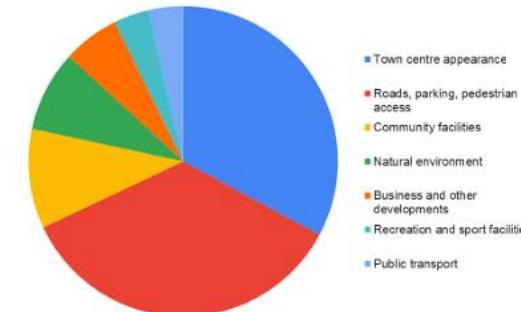
Creating a Distinctive Future
March 2024



Residents were asked what is the worst thing about Bentham?

And...

What small thing would make the centre of Bentham better and what change would you like to see immediately?



Bentham Business Boost

Delivered by Creative Theory

AI in Business

Date: Tuesday 16th January 2024, 10am-4pm or Tuesday 20th March 2024, 10am-4pm

Join us for a course, instead of a workshop designed to help you better understand and unlock the immense potential of AI for business. From improving customer experiences to optimising efficiency, the course will provide you with the skills and practical guidance on how your business can benefit from using digital technology.

Free training and workshops available to local businesses

Social Media and Marketing

Date: Wednesday 10th January 2024, 10am-3pm or Tuesday 20th February 2024, 10am-3pm

A 1.5-hour, interactive workshop designed to give you essential insight into driving your brand's audience and improving your social media strategy. We'll use proven social media best practices, specifically tailored to your needs, to help you understand how to use social media effectively and successfully. By the end of the session, you'll be equipped with the key social media trends on the horizon for 2024 – creating you a solid 2024 marketing plan, and ensure your online marketing remains fresh, relevant, and results-driven.

Smartphone Video Masterclass

Date: Thursday 8th February 2024, 10am-4pm (including lunch)

A 4-hour, interactive workshop designed to help you to confidently create professional-quality video content and share it online. You'll learn how to use video effectively to engage your audience and promote your business. By the end of the session, you'll be equipped with the skills and knowledge needed for anyone looking to boost their online visibility, generate leads and grow their brand through dynamic, accessible video content.

All sessions will take place at Bentham Golf Course and bookings will be available. Sessions will start promptly so please arrive in good time.

Bentham Business Boost

Bentham Business

Boost was created! A group of dedicated volunteers to form a partnership, two Bentham Town Councillors and business owners of Bentham; a group of people who are committed to improving Bentham.

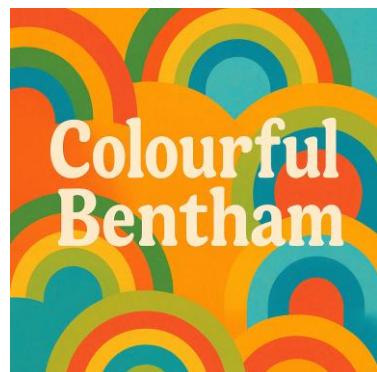
Initial pilot funding was £20,000:

- 12 monthly case studies in the local newsletter;
- A photo bank of digital images to be used by businesses as promotional materials;
- Shop front improvements grants;
- Planters;
- Training;
- And our beautiful Kingfisher.



This led to a successful application in **Phase 1** of the Vibrant and Sustainable High Street Mayoral Fund from the YNYCA of £40,000. This has been used to employ a Partnership Co-ordinator, conduct an options appraisal to improve the infrastructure of Bentham Main Street by making the area more accessible, easing parking issues and having a multifunctional communal space. To hold networking events such as a gathering at the Golf Club, a wreath making workshop and a Men's Pilates and well-being check workshop. Also, to extend the training available with more courses that were oversubscribed in the pilot and additional First Aid training.

Phase 2 application, also successful, of £50,000 extends on the idea of Colourful Bentham, re-imagining the spaces around Bentham Main Street, imagine lava running along walls and pavements, a river flowing with stepping stones, rainbows arching across walls, trails of art work, mapped around the town; finding the three blind mice or the three little pigs, chalkboards to express ourselves and planters with herbs for all to use. Bringing together the community; Bentham Community Primary School, Bentham Older People Together and Bentham and District Dementia Friendly Community.



Pride and creativity are taking off in Bentham, building on our original art work:



Impact of the initial pilot:



Phase 2: re-imagining of dull spaces:



And the future for Bentham; it certainly looks bright and most certainly will be colourful!

