

Burslem Regeneration Trust

Making Burslem a great place for people to live, work and visit

Burslem Regeneration Trust

2016-2020 Strategy designed to promote, support and assist your business

The BRT has recently developed and launched its 2016-2020 strategy. With a strap line of 'Transforming Burslem', we are looking to bring together each and every interest group in Burslem to create a shared vision and to facilitate the delivery of a long term strategy.

Our strategy is based on five main objectives, the second of which is about supporting existing and new businesses.

BRT Objectives (2016-2020)

Renewal of heritage buildings	Supporting existing and new businesses	Seeking investment in local infrastructure	Promoting world class education and lifelong learning	Accessibility and growth of cultural opportunities and events
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What does this mean for your business?

We're building a business community, and using our new website to connect these businesses, improve traffic between websites, provision for an online presence for those businesses that need one, and helping generate interest in all businesses located in Burslem.

What can we do for you?

All of our directory, website and online promotion content is provided free of charge. Our volunteers help to support, maintain and update the site.

- We are including all local business in our online business directory
- We can provide links to your existing websites
- We can provide you with a dedicated page for your business on our site
 - This can complement your existing website
 - If you don't have a website, this can give you a great online presence
 - We can provide you access to do the updates yourself or, alternatively, we can do this for you

What have we done for other businesses?

Check out our new website at <http://burslem.info/> and see the business directory we are busy creating. Some companies have direct links to their own, and others have their own page on our website.

- <http://burslem.info/our-business-community> - the business directory
- <http://burslem.info/thehobbygoblin> - an example of a dedicated page for a local business

What can you do next?

Email our administrator Daisy Franklin Daisy.Franklin@synectics-solutions.com or complete the 'contact us' details on our website. Simply let us know what information and links you'd like included and whether you'd also like a dedicated page for your business. We'll do the rest and will continue to work on our strategy for supporting existing and new businesses in the town.

Regards

Steve Faulder

BRT Board Member