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Media Release

Putting the *business* back into Cambridgeshire Business Ltd

New chief executive Greg Byrne has pledged to put the *business* back into Cambridgeshire Business.

Greg has got the backing of his board for a revitalisation programme and is working on plans to develop new commercial services, target new funding streams, and develop premises for small businesses.

He said: "Cambridgeshire Business Ltd is a local social enterprise and as such does not distribute any profits to shareholders. We exist solely to support the diverse economy of the county of Cambridgeshire."

"However, if we are to advise others on how to do it we must also improve our own business and become more entrepreneurial ourselves. That means practising what we preach and making profits. So my starting point has been putting the *business* back into Cambridgeshire Business Ltd."

Greg, 54, has 30 years experience in the field of economic development and regeneration, and has worked at director level both in the public and private sector.

As director of economic development at Cardiff City and County Council, followed by eight years running his own management, business development and economic regeneration consultancy, Greg has been involved in many successful initiatives and partnerships. They include advising the Welsh Assembly Governments European funding programme as a member of its Business Assets Strategic Partnership and Thematic Action Groups, chairing FSI Wales which attracted financial and business services investment to the country, and founded what is now the Wales Call Centre Forum, which attracted thousands of jobs to south Wales.

Greg, who has relocated to Ely from Pontypridd, took up the new post in January and has spent his first few months assessing the current business and investigating opportunities to drive it forward to new levels.

He also takes over responsibility for Cambridgeshire Enterprise Services, the umbrella organisation under which Cambridge Enterprise Agency, Huntingdonshire Enterprise Agency, Peterborough Enterprise Programme and East Cambridgeshire Enterprise Agency offer support and advice to new firms and people considering setting up their own business.

Cambridgeshire Business, which operates across the county from offices in Huntingdon, Chatteris and Cambridge, provides consultancy and specialist support services as well as management development schemes, and training workshops. Its members (founders) include St John's Innovation Centre, GPP, Peterborough City Council, Cambridgeshire Chambers of Commerce and Cambridgeshire County Council.

Notes to editors

Greg Byrne is available for interview.

Visit the Cambridgeshire Business website at www.c-b-s.org.uk

Visit the Cambridgeshire Enterprise Services website at www.cambsenterprise.co.uk

For more information or to request an interview with Greg, contact Hannah Barrett on 01733 865040 or Rebecca Stephens on 078 796 33 796.

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