

Solway Pages Local Web Site Directory

Solway Rural Initiative's highly successful local directory helping the regeneration of rural North Allerdale is now going live on the Internet.

www.solwaypages.org

Over 650 local businesses and organisations registered free with SRI's Solway treasury regeneration project have already appeared in the user friendly SolwayPages Directory. Over 17,000 homes in the area have now received the larger second edition and support and praise for the free publication has been received from all over the area.

Norman Hammond of Aspatria was so impressed that he wrote saying "your local directory is an excellent little publication compared with Yellow Pages where it is almost



Bill Knowles

impossible to find out what you want. You have a real gem! Well done."

Small businesses, from one-man bands to larger employers, have all benefited from additional local customers and extra business in the six months life of the first directory. A survey of only half the registered businesses shows 274 new customers have already bought from local businesses directly from finding out about them from the SolwayPages directory.

The new SolwayPages website helps local

rural North Allerdale.

The home page of the website contains a fast and easily understood guide to all the local goods and services with a fast link to either the telephone number and address or a separate web page. Other useful information about computer, other lifestyle courses and Solway Rural Broadband availability can be accessed on the site.

A wide range of courses for absolute beginners through to anyone wishing to obtain a formal qualification certificate can be found. Training is made

training may take longer. Details of what is on offer are listed together with contact names, numbers and addresses.

Lifestyle workshops include Reiki & Baby Massage and more.

If customers have queries about where to find goods or services they can either telephone the SolwayPages hotline number, 016973 21111 or email requests to solway-pages@srcumbria.org.

Anyone wishing to register a business can do so straight from the website or contact SRI's other partners to find out more about how any of the services can help their organisation.

Partners giving help to small businesses across the area include Business Link providing expert help and advice to anyone seeking to set up a new business or expand an existing one.

Rural Women's Network who offer free business and training support for women in Cumbria.



The Geographical Area Covered page from the web site

businesses to move one step further into the 21st century. All businesses registered with SRI are now being included "online" under their own business type headings. The first lucky 380 applying to join before last Christmas received a free web page with picture or links to their own site. Anyone wanting to upgrade their listing to a web page or link to their own site can now still do so at a cost of £55 up to the end of March 2004. Companies wishing to advertise can do so on a monthly basis knowing that all proceeds are fed back into helping SRI's other regeneration projects in the area, including their efforts to get broadband made available to all parts of

available with SRI's project partner, Cumbria Credits operating from SRI's Aspatria Resource Centre and Kirkbride, Silloth and Wigton Community Development Centres. Thanks to funding from the government's Small Business Service, SRI registered businesses receive the initial training assessment or Gateway course free of charge with extra courses only costing £10 or £15. Extra courses usually run for two hours over a five week period but some qualification level

Finally North Allerdale Partnerships has details of



how you may contact and get involved in the local Market Towns Initiative

aiming to promote regeneration in and around Aspatria, Silloth and Wigton.

www.solwaypages.org

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