



Solutions & Services

#6 – Lobbying & Representation

CB4B can boast of a wealth of over 30 years experience in representing and lobbying for and on behalf of Cumbria's private sector businesses through Viv Dodd, one of CB4B's directors. He has taken delegations to Westminster and Brussels, countless meetings with politicians of all levels of government and was heavily involved in representing and lobbying for businesses in many high profile campaigns including during the foot and mouth outbreak, the Cumbrian floods, the West Coast Main Line Rail campaign and many smaller campaigns for individual businesses.

He can open the doors of many public sector bodies for you. He knows his way around the so called corridors of power. If you have a problem with the local authority or any public body come to us first. Don't start worrying. We will take up your case and let you get on with what you do best- running your own business. No issue is too small and none too large for us to take up on your behalf.

One of the benefits of membership is that you will be part of an independent, non party-political business organisation that can have a hand in influencing decision makers and opinion formers at local, regional, national and European level.

We will develop the service in such a way that it will be custom designed to meet your needs, for instance, many local creative businesses feel frustrated and constrained by the areas low-key image as a creative centre especially given the wealth of talent in the area and the quality of higher education available in the creative sectors. By lobbying and campaigning CB4B will ensure that Creative Carlisle and North Cumbria gets the recognition it merits.

No issue is too small and none is too large for us to take up on your behalf.

CB4B will prove to the public bodies that the private sector has opinions and ideas that demand to be listened to and taken into account. This will lead to better decision making which will benefit everybody.