



the benefits of ict active

ict active...

- benchmarks your premises against a clear set of criteria, so you can be sure of the strength of your ICT offering.
- gives you detailed feedback and a practical, jargon-free report that you can show to prospective occupiers.
- opens up additional channels to market, through a searchable website, publicity and links with inward investment and regional development agencies.
- helps make your property stand out from the crowd.
- is based on a new Publicly Available Specification developed with the British Standards Institute – PAS 700.

When your property achieves **ict active** status, you receive:

- **Certificate** – verifying your achievement
- **Wall Plaque** – to display in the reception area of the building
- **Internet marketing** through the **ict active** website – 2 years presence on the **ict active** website and within our searchable database. Within two weeks of achieving the **ict active** standard, your property will be featured on the **ict active** website complete with a photograph, a description of the ICT capabilities of the building, contact details and a link to your website.
- **Publicity** – the **ict active** communications and marketing team provide a variety of publicity opportunities including newsletters, press releases and case studies relating to the certification of your building.
- **Technical survey report** – giving a full summary of the technical details covered by the survey, which you can use to answer technical questions from prospective tenants.
- **Plain English report** of what your building offers potential and existing tenants – created in an A4 format and including a photo of your building. Ideal for marketing purposes.
- **Recommendations for improvement**, with suggestions on how you can improve your offer to stay ahead of the competition, generate new income streams or attract different tenants.
- **ict active CD** – containing pdfs of all the reports for you to reproduce as needed, plus **ict active** logos and information for use on websites, letterheads, marketing materials etc.
- **Help your tenants combat e-crime**, with access to free advice and support from the Business Crime Reduction Centre.



For more information about the **ict active** assessment process, or to book an assessment, please contact:

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Supported by



The Region's
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