

# Publicity

Business news from Preston, New City... New Opportunities

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## Welcome

Welcome to issue eleven of Publicity – the business newsletter from Preston City Council. Read about the new developments taking shape in the city.

## Preston's Floating World

Construction work is due to begin shortly on the Lancashire Wildlife Trust development, which forms part of Britain's largest eco-regeneration scheme.

## Real Help

Business Link Northwest is working to provide the region's businesses with the support and information they need to survive and thrive.

## UCLan Developments Move Forward

Plans submitted by the University of Central Lancashire have been approved.



Autumn 2009 Issue 11

# Publicity



## 'Blue Coat' BID Ambassadors Hit the Streets

On April 1st 2009 the Business Improvement District (BID) for Preston kick-started a three year plan for significant improvement throughout the city centre.

The BID has three core aims, to make the city safe and secure, to improve vibrancy and to make it more visually appealing. To help meet these targets a team of city centre Ambassadors has been employed to provide a day-to-day resource for businesses as well as acting as the public face of the BID. A key part of their role will be to provide a 'meet and greet' and information resource service for visitors and shoppers.

Ken Williams, Chairman of the Working Group set up to manage the BID, says: "Businesses tell us that they want the city centre to be a clean, welcoming, and safe place to be and we believe that the Ambassadors will be able to play an important role in delivering this activity."

## New Look Preston Vision Board Takes Shape

The search for talented leaders to drive Preston's ambitious plans to become the North West's third city has taken a major step forward. Preston Vision Ltd, the new company which will replace the city's Vision Board, has unveiled that Eliot Lewis-Ward will be its new Chief Executive taking up the role in mid-September.

The Preston Vision Board was originally created as an informal public / private sector partnership to support Preston City Council in turning the city centre into a vibrant area of opportunity.

Projects in which Preston Vision Ltd is involved include the Tithebarn regeneration scheme, plans to create a new Central Business District, and improvements to green spaces and under-utilised waterways.

Mr Lewis-Ward has extensive experience of regeneration schemes in the North West Region. He will be joining non-executive directors Roger Best, Nigel Blenkinsop, Jim Carter, Peter Church, Chris Earnshaw, Jeremy Gorick, Lesley Lloyd and Andrew Thompson on the board, with the search still on to find a new chairman to run the board and to provide a national presence.

## Are You in our Online Business Directory?

Preston City Council is publishing an updated 'live' version of its Business Directory online. If your business details are already carried in the directory it's vital that you check these are up-to-date.

Equally, if you find that your business isn't included in the 2,000 industrial and commercial companies listed, please complete the registration form on [www.preston.gov.uk/businessdirectoryonline](http://www.preston.gov.uk/businessdirectoryonline) to ensure we get your details.

It is intended that the online version will include retailing for the first time, so businesses within this sector are encouraged to register. Further information on the Business Directory / CD-ROM and support services is also available on the website.

## World Class From Central Lancashire Business Directory CD-ROM

There are 3,300 companies in Central Lancashire eager to do business.

READ ONLY CD-ROM: Price £25+VAT

- Full Search Facilities

ENHANCED CD-ROM: Price £70+VAT

- Full Search Facilities
- Print labels & listings
- Mail/Email merge
- Compile reports & save files

PAYMENT FACILITIES:

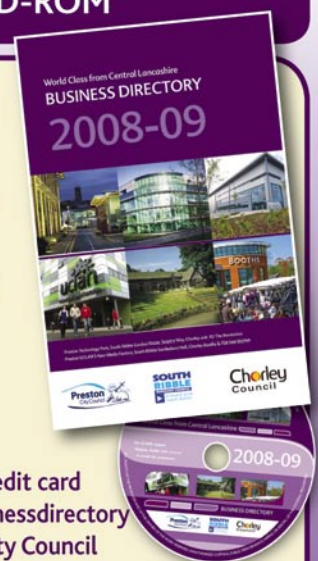
On-line payment with Debit/Credit card using [www.preston.gov.uk/businessdirectory](http://www.preston.gov.uk/businessdirectory) or Cheque payable to Preston City Council

CONTACT:

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## Preston Hotel Named One of the Best

Preston Marriott has been named 'Large Hotel of the Year' at the prestigious 2009 Lancashire and Blackpool Tourism Awards. Over the past two years the hotel has invested over £3million in bringing the impressive 1891 manor house into the 21st century.

John Laird, General Manager at the Preston Marriott commented: "We are all very proud to be awarded the prestigious title. The entire hotel team are committed to delivering continued outstanding customer service through the sustained investment in the hotel, our facilities and our associates. Receiving this honour really does put the Preston Marriott on the map in the North of England."

## Hike in Profits Sees New Jobs Boost

Emergency insurance firm Homeserve hopes to hire up to 50 new staff following new results showing a 13.5% rise in policy sales and 13% boost in profit before tax. Shares in the business, which employs 900 staff at its call centre on Fulwood Park, were also up by 1.4% following the news.

Chief Executive Richard Harpin said: "I think in these uncertain economic times, homeowners are prepared to buy cover to take away the risk of high repair bills. We expect to see more people employed as that key operation develops – that's 20 to 50 extra jobs in the next 12 to 18 months as we see continued policy growth in the UK."

## Carphone Warehouse Calls for New Recruits

Carphone Warehouse has confirmed that 90 jobs are to be created at its Tulketh Mill site within the TalkTalk customer services department. This follows an announcement that 450 jobs at Carphone Warehouse Group were under threat nationally.

Around 800 staff currently work at the Preston centre, which opened in 2006, and the company currently has proposals for a £7million revamp awaiting planning approval.

## Businessbriefs

### ■ Trading Southport for Preston

The business responsible for the online directory of companies throughout the region, North West Trader, is looking to relocate to Preston city centre from its current head office in Southport.

Spokesman Jim McCarthy said the company was looking to take on new staff as well as moving its existing four-strong workforce to the city.

### ■ Building a Base in Preston

Following a private equity management buy-out, Independent Inspections Ltd Chief Executive, Steve Watkins, has said that the company plans to strengthen its head office in Preston and sees the premises in Caxton Road as a base to build from.

Steve commented: "We see Preston as an area we want to stay in, there is a good labour pool here, the infrastructure around the area is good and we are looking to build the business there."

### ■ Preston's Piranha Bites Back

Preston based Piranha, a full service creative, internet and marketing agency, recently announced a leap in turnover for the year ending 2008, with the firm reporting an increase of 32%.

Director Don Fryer said: "These are undoubtedly challenging times and we have noticed a squeeze on margins and new business opportunities, but our strategy of focusing on quality and providing a one stop all encompassing marketing support service has paid dividends."

### ■ Global Account Win for Advance Performance

Fulwood based Advance Performance has won an international account to deliver three-day courses focused on developing leadership and employee interaction.

The courses will be delivered to Freemantle Media employees based in London, Los Angeles and Sydney and Simon Clarkson, Director of Advance Performance commented: "To work alongside a company of this stature is a significant coup for the business. The international account win bolsters our credentials as one of the UK's leading specialists in behavioural training to large, global businesses."

# Publicity Business and Growth



## Development Could Hold the Key to Preston Jobs Retention

**Negotiations are continuing around the development of 200,000 sq ft of office space and a 150-bedroom hotel on the former Staples and Maplin retail site on the corner of Ringway and Corporation Street. Towering up to 13-storeys, the £70million development will be a significant new city centre landmark and form part of the proposed Central Business District.**

It is hoped that Government workers could relocate to the new offices, as their existing office space will be affected when the Tithebarn development gets underway.

Roger Parker, from Parker and Company, agents for the developers, said: "It's a very impressive scheme which will make a dramatic improvement to an important gateway site. It will undoubtedly impress visitors to Preston as they get off the train and will act as a catalyst for further development over the next few years."

Details of this and other schemes within the proposed Central Business District can be found under the business section of [www.preston.gov.uk/business](http://www.preston.gov.uk/business)

## Success is on the Menu for Heathcotes

Preston based Heathcotes Restaurants has been awarded 'The Best Use of Technology Award' for its use of integrated reservation and marketing systems at the recent Catey Awards, held at London's Grosvenor House Hotel.

Participants are nominated, selected and rewarded by their industry peers at the awards, which have become a byword for quality, class and achievement. Beating competition from Premier Inn and catering company Compass, Paul Heathcote said: "We are a small company so it was a real honour to be the winner."

## Lightening Fast Developments at BAE

BAE Systems has recently marked the completion of the first phase of a multi-million pound investment at the company's Samlesbury site.

The energy-efficient four-storey development will house staff working on a number of internationally important aircraft programmes, including the F-35 Lightning II – the largest contract of its kind in the world, with around 3,000 aircraft to be built for armed forces in the UK, USA and other countries.

Work on the next phase of the development has already commenced with a new high-technology machining facility, dedicated to the F-35 Lightning II programme, due to be completed in 2010.

Managing Director, Kevin Taylor said: "BAE Systems is a substantial contributor to the UK economy with around half of its UK employees based in the North West. The Samlesbury development demonstrates our commitment to the region and this investment will help ensure that Samlesbury remains an important centre of excellence for aerospace in the North West for many years to come."



## Capitol Centre Expansion

**The multi-million pound development of the Capitol Centre in Walton-le-Dale is set to create 280 new jobs and see five major retailers open new outlets. TK Maxx, Subway, Homesense and Starbucks are moving in alongside the recently opened 35,000 sq ft Tesco Homeplus store as part of a £6.2million expansion plan.**

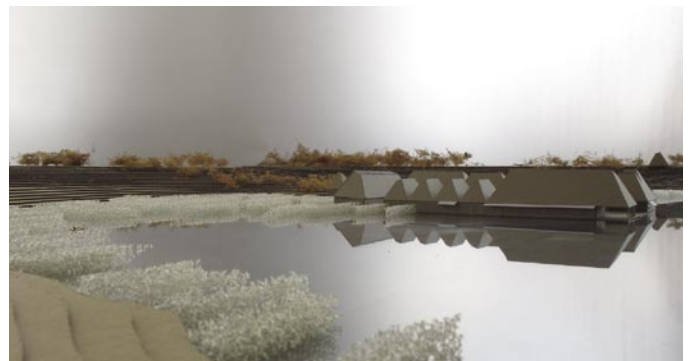
Hugh Evans, Policy Director at the North and Western Lancashire Chamber of Commerce, said: "This is excellent news for Preston and is especially welcome in the current economic climate. The retail sector has been badly hit in terms of job losses in recent weeks and so it's reassuring to see that it's not all doom and gloom out there."

## Work to Begin on Preston's Floating World

Following planning approval for Brockholes Wetland and Woodland Nature Reserve, construction work is due to begin shortly on the Lancashire Wildlife Trust development, which forms part of Britain's largest eco-regeneration scheme.

A carbon neutral construction, the proposed 'Floating World' will resemble an ancient marshland village and facilities will include a café, shop, gallery, education / exhibition facilities, fishing lakes, a watersports area and spaces for 350 cars.

The reserve is likely to create several dozen local jobs and is scheduled to open to the public in 2011, when it will be one of the key attractions in the new Ribble Coast and Wetlands Regional Park, which stretches down the tidal reaches of the River Ribble to the Fylde and Sefton coasts.



## Bluebell Way Takes up Roots

Preston's newest Park & Ride facility on Bluebell Way, located close to junction 31a of the M6, is now up and running. The site offers excellent facilities for visitors and commuters accessing Royal Preston Hospital and employment sites such as North Preston, Red Scar and Roman Way.

With over 500 car parking spaces, this third Preston scheme is a welcome addition to the already popular Portway and Walton-le-Dale services.

Served by the Preston Orbit 88/88A bus route, parking is available seven days a week – Monday to Saturday, 7.00am to 9.00pm, and Sunday, 10.00am until 5.00pm. From Monday to Saturday buses operate every 15 minutes, reducing to every 30 minutes on Sunday.

## Preston Tithebarn Plans Given the Go-Ahead

The Preston Tithebarn Partnership developers – Grosvenor Estates and Lend Lease – have been given the planning green light by Preston City Council.

The plans will now go to the Secretary of State for final approval and, following objections from neighbouring authorities Blackpool and Blackburn, the application may be the subject of a public inquiry.

Jim Carr, Chief Executive of the City Council, said: "This is a positive step forward, but we now await the Government's decision with baited breath. All the evidence shows that Tithebarn is the right development for Preston and for Lancashire."

The plans, which focus around a re-development of 37 acres of the city, include a hotel, 500 one and two-bedroom apartments, cinema screens, bars, restaurants, a 36-bay bus station, three car parks and offices; plus a new John Lewis department store, a Marks and Spencer store and dozens of other retail units.

# Publicity

## PEP Calls for Help in the Downturn

The Preston Employment Partnership (PEP) is looking for employers to provide local employment opportunities as part of its ongoing work to reduce unemployment levels in the city.

PEP was set up in 2005, with the aim of reducing unemployment levels in the poorest areas of Preston, but with the onset of the recession has opened up its activity to all Preston residents requiring help.

Angela Callagher, Employment Development Officer at PEP comments: "We need employers that are committed to providing local employment opportunities to come forward and support the scheme."

For more information call  
**01772 905322** or email  
[a.callagher@preston.gov.uk](mailto:a.callagher@preston.gov.uk)



## Free Smart Marketing Event

This year's Central Lancashire Business Event will be held in the Great Room, Preston North End Football Club on 16th September 2009 – 6.00pm start, with a free buffet supper.

Providing a networking opportunity for local companies, the event will look at how to successfully promote businesses using fewer resources, as well as providing the opportunity to meet professional advisers who will be on-hand to discuss all aspects of running a business.

Expert business speakers at the event will be Bill Beaumont, ex England rugby captain, and Managing Director of Bill Beaumont Textiles in Chorley; Jeremy Gorick, former Managing Director at Liquid Plastics in Preston; and Sue Sharp of Sharp Marketing Consultancy in Chorley.

Further details of this year's event are available at [www.freebusinessnetwork.co.uk](http://www.freebusinessnetwork.co.uk) or you can register your interest in attending on **01772 625290**.

## Boost for Lancashire's Leaders

The Northwest Regional Development Agency (NWDA) recently launched a significant new £9.5million leadership development programme across the region, following a highly successful long-term pilot project at Lancaster University.

The expansion of LEAD (Leading Enterprise and Development) will enable a further 2,000 business across the North West to benefit from the programme up until March 2012. Five new providers in Lancashire now deliver LEAD across the area: CXL, Enterprise 4 All Ltd, Lancaster University, Learning & Skills Network Ltd and the University of Central Lancashire.

Business owners who wish to participate on or hear more about the LEAD programme should visit [www.businesslinknw.co.uk/lead](http://www.businesslinknw.co.uk/lead)

## Real Help from Business Link Northwest

Preston based, Business Link Northwest, is an independent, free-to-use business support and information service providing relevant and up to date information for North West companies and for people thinking of starting their own business.

The Government has streamlined and increased the level of support available, with a growing package of 'Real Help for Business' that can be accessed via Business Link Northwest. This includes small loans for business, grants for business investment and funding for training and development through the 'Train to Gain' service.

As the economic downturn continues to bite, businesses can rely on Business Link Northwest to help them address the issues they are facing; from cash flow and marketing to training staff. Face to face support can be provided by specialist industry advisers.

Financial support has had a recent boost through the launch of Business Link Northwest's 'Access to Finance' service, which diagnoses the financial needs of businesses, helps them develop funding strategies and can work with them to enhance their appeal to lenders and investors.



To find out more call **0845 00 66 888**, email [info@businesslinknw.co.uk](mailto:info@businesslinknw.co.uk) or visit [www.businesslink.gov.uk/northwest](http://www.businesslink.gov.uk/northwest)

# Publicity Recent Developments



## Ringway House Refurbished

Space is available to lease at Ringway House, located in a prominent position fronting Preston's main inner city ring road. The offices are approximately two miles from junction 31 of the M6 and office space from 580 sq ft to a total of 11,041 sq ft is available.

Refurbishment has been undertaken which includes a new double height glazed entrance, gas fired central heating, lift facilities, 44 car park spaces and new carpeting and decorating throughout.

For more information contact GVA Grimley on **0844 902 0304**.

## New Look for New City House

The 4,560 sq ft first floor of New City House, an eight-storey office building located on Ringway, is available to rent.

Having undergone a comprehensive refurbishment, the building now has an impressive new entrance area and provides quality air conditioned office space, suitable for open plan or cellular occupation.

For more information contact Bailey Deakin & Hamiltons on **01772 337733**.

## Office Space Available at Bartle Court

New office space is available for sale or to let in a new development at Bartle Court, near Preston.

A semi-rural office complex with close access to the UK motorway network, the development comprises a series of offices ranging from approximately 1,000 sq ft to a total of approximately 25,000 sq ft.

For more information contact Robert Pinkus & Co on **01772 769000**.



## Free Property Search

For details of these and other recent developments contact Preston City Council on:

**0800 389 8392**

The Council operates a free sites and property register for Preston – covering all available industrial units, offices, shops and commercial development sites.

In addition, online details of Preston sites and property can be accessed through our website. There are also links to a database covering sites and property throughout Lancashire.

[www.preston.gov.uk/prestoncity](http://www.preston.gov.uk/prestoncity)



## Offices Let at the Speed of Light

International training firm Kaplan Financial has let the 1,350 sq ft ground floor suite at the Light Buildings in Walker Street as part of a three year deal with landlords Gladale North West Ltd. The two first floor suites of 608 sq ft and 1,350 sq ft have been let to Presentation and Design Services Ltd and New Bailey Chambers, both on three year leases.

## Developments Take Place at Spar's New Headquarters

The development of a new depot for Preston wholesaler James Hall and Co continues, with the completion of phase one building works to form a filling station and convenience store at Bluebell Way, on the edge of the city.

Phase two of the 36.5-acre site, located at junction 31a of the M6, is underway and will house a new warehouse and office facilities for the company's 400-strong workforce. Once completed, the development will allow the firm to make its own food and sell to rival retailers, taking the company's business operations to another level.

David Allen, Director of James Hall and Co commented: "You have to have confidence in the future even during a recession, because negativity can swamp you if you are not careful."

If work on the £30million depot continues on schedule, the opening is planned for next Summer.



# Publicity



## Marina Plans Set Sail for Approval

Plans to transform the 28-acre canal-side Cottam Brickworks site, which has been derelict and undeveloped for more than half a century, have been submitted to Preston City Council.

The £80million vision is to turn the site into a supermarket, marina, housing development and nature reserve, and it is hoped construction work will begin within two years, subject to planning approval.

The project will safeguard up to 100 jobs at Preston construction firm John Turner and Sons.

## Help is at Hand at Preston College

Preston College has become involved with several schemes and projects aimed at helping businesses and individuals work through the recession to the benefit of the local community.

**Preston Retail Skills Shop**, at the College, has been announced as a founder member of the National Skills Academy for Retail – a Government backed network of training centres, designed to increase and revive productivity in the recession-hit retail sector.

Leysa Kopciowski, Assistant Director for Retail at the Preston Retail Skills Shop said: "Preston College is very proud and excited to be part of the National Skills Academy for Retail. The high profile that it will bring to the career opportunities in retail and the professional development that it offers are vital to the retail economy in Lancashire."

The College has also joined forces with Preston charity, **Recycling Lives**, to provide homeless and jobless people with the chance to improve their education. Based in a satellite campus of Recycling Lives in Essex Street, the College will create programmes aimed at helping people get back into work.

## Rosy Apple Take a Bite of Success

Preston based nursery, Rosy Apple Childcare, has been crowned the best in the North West and been awarded the regional Apprentice Employer of the Year Award at the Learning and Skills Council's (LSC) North West Learner Awards.

Managing Director, Sharon Alexander went on to represent the North West as a finalist at the National Apprenticeship Awards in London.

## UCLan Developments Move Forward

Plans submitted by the University of Central Lancashire (UCLan) for a £16million leisure centre and children's nursery in Preston city centre have been approved.

The building includes a sports hall with a 300-seat viewing gallery as well as activity studios, squash courts and changing rooms and could be used as a training base for athletes preparing for the 2012 London Olympics.

UCLan's existing Marsh Building in Marsh Lane will be demolished to make way for the three-storey complex.

Plans have also been approved for a £12.5million upgrade of UCLan's forensic and pharmaceutical sciences studies facility. The planned development will include a five-storey complex, near the existing Maudland Building, and provide extensive laboratory facilities to house more than 160 students.

