

# big horizons

Wirral's Business Newsletter  
Dec 07 Issue 1



## Chinese Ambassador visits Wirral

Wirral recently received a visit from The People's Republic of China's Ambassador to the UK, Her Excellency Madame Fu Ying at the invitation of Ben Chapman MP.

Madame Fu Ying spent two days in the borough and took the opportunity to meet with local businesses, visit Wirral Grammar School for Girls and Wirral Metropolitan College, and enjoyed dinner with civic and business leaders. She also sampled the delights of Prenton Golf course during her stay.

Madame Fu was very much looking forward to her visit. She said, "It will be a fantastic opportunity to understand better what issues matter to people in Britain because Ambassadors too often find themselves trapped in the London diplomatic bubble. I also hope it will help foster closer economic and cultural ties between Wirral and China."

According to Ben Chapman, "at a time when China's increasing global presence makes it impossible to ignore, her visit was a rare opportunity for people in Wirral to get a first-hand impression of this emerging superpower."



Above: Wirral's Mayor, Cllr Phil Gilchrist meets Her Excellency Madame Fu Ying

## WIRRAL INVESTMENT CAMPAIGN IS A HIT

"...THE NEW INVESTWIRRAL WEBSITE PROVIDES VISITORS WITH CLEAR AND CONCISE INFORMATION ON WHAT WIRRAL HAS TO OFFER THEIR BUSINESS..."

Wirral Council's new inward investment website is already proving a big hit with potential investors with over half the visitors to the site coming from the USA.

The [www.investwirral.com](http://www.investwirral.com) site was launched in July of this year in time for The Open Championship at Carnoustie and to coincide with the Council's new inward investment marketing campaign.

Since its launch the site has received over 200,000 hits with over 50% of visitors originating from the United States or from US registered companies. Among other overseas visitors to the site include interest from China, Sweden, Switzerland and Canada.

Council Leader Steve Foulkes said: "We identified in our Investment Strategy, launched earlier this year, the need to develop an effective brand for Wirral. We have many exciting opportunities to promote and this level of interest proves it."

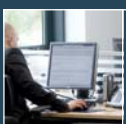
"The new investwirral website provides visitors with clear and concise information on what Wirral has to offer their business with large numbers of businesses from overseas registering for more information. The significant interest from the US proves how effectively we got our message across on the back of The Open Championship and gives us a real foundation on which to build."

Investment projects in Wirral this year have covered a broad range of sectors from food packaging to recruitment services and there are also a number of other development projects in the pipeline that will be high profile for Wirral.

The investwirral website is supported by a new brochure and suite of adverts which have been used to promote the borough in publications ranging from The Financial Times to The 2007 Majors Review with Peter Alliss.

For a copy of our new investment brochure, call **0151 650 6915**.

Above:  
Wirral's new  
investment brochure



Superb new offices mark  
Scantec's progress p2



IT giant Apple rates Wirral  
company p3

**Wirral**  
We're thinking big



## A word from the Chief Executive

After our profile was raised during The Open in 2006, this year has been a year of consolidation as a collective decision was taken to develop closer links with the borough's businesses and to create a clear identity and 'brand' to market Wirral to potential investors.

The Council's investment strategy was launched setting out our aims including the challenges and opportunities we face as we endeavour to make Wirral the best location for business.

With multi-million pound, landscape transforming projects in the pipeline we are determined to do all we can as a Council to see these flagship schemes become a reality.

I also value our existing businesses at what is an exciting time for Wirral and fully recognise the importance a successful and vibrant business community can play in making the borough an attractive place to live, work and invest.

This new look newsletter is an important part of our working in partnership and I hope you enjoy it.

May I take this opportunity to wish you all a prosperous 2008!

**Steve Maddox**  
Chief Executive, Wirral Council

Below:  
[www.investwirral.com](http://www.investwirral.com)  
homepage



Right:  
Staff enjoy their  
new office down  
by the dock

## Magnificent new offices given the 'personnel' touch

Wirral's Mayor Cllr Phil Gilchrist officially opened Scantec Personnel's new Birkenhead headquarters to celebrate the company's expansion and the creation of 30 new jobs.

The magnificent new 11,000 sq ft. dockside office at Spinnaker House, Twelve Quays, represents a £2million investment and enables the company to grow their workforce to 90 employees.

Scantec have been supported in their expansion by the Council's inward investment team Wirral Direct for a number of years and John Robinson,

Managing Director of Scantec Personnel said: "Spinnaker House is a measure of our commitment to the recruitment industry and Wirral in general.

"The Wirral Direct team have been a great help to Scantec and very supportive of our efforts to grow the business for a number of years. This move and our new highly skilled team members have enabled us to reach our goal of being in the top 10 technical agencies in the country a year ahead of schedule." He added.

## WIRRAL BUSINESSES ELIGIBLE FOR INVESTMENT AID

Businesses in Wirral may be eligible for financial support as part of the Regional Investment Aid Merseyside programme.

The Merseyside scheme applies to Large, Medium and Small sized enterprises located within the assisted areas of Merseyside.

Aid for initial investment that promotes and supports job creation within a sustainable context will be given priority.

The programme may provide support for initial aid investment projects such as those relating to

the setting up of a new establishment or extension of an existing establishment including:

- Land and buildings
- Plant / machinery
- Wages of new staff provided they are sustained for at least 5 years for large enterprises and 3 years in the case of SME's.

To find out more visit:

[www.investwirral.com/support/wirraldirect/finance](http://www.investwirral.com/support/wirraldirect/finance)  
or email: [helpdesk@wirraldirect.co.uk](mailto:helpdesk@wirraldirect.co.uk)

## Carillion keeps building

Carillion, an international support services and construction company has announced that it is safeguarding and creating over 100 jobs in Wirral.

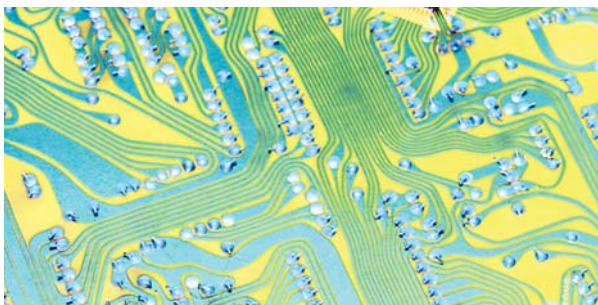
Carillion is relocating to modern office facilities at Gateway House in Old Hall Road, Bromborough.

Carillion Civil Engineering and Carillion Water will be undertaking various civil engineering projects around the North West from the office in Bromborough.

Andy Trewick, Operations Director for Carillion Regional Civil Engineering, added: "We are extremely pleased that we have been able to remain in Wirral and maintain Carillion's longstanding links with the area.

"The new offices at Gateway House provide us with a modern working environment in a location that is favourable for many of our employees."

Carillion's SkyBlue branch manager, Paul Quinn said: "We're looking forward to being able to grow the branch further and developing relationships with new candidates and clients.



## CUTTING EDGE TECHNOLOGY CATCHES APPLE'S EYE

A Wirral company's cutting edge technology has caught the eye of computer giants Apple and is now being developed for use with Apple's iMovie.

EditLite Limited has developed software called 'YourView' which uses simple graphic icons to edit video footage. The software, which has a number of worldwide patents, enables the user to filter hundreds of hours of film into clips available for viewing within seconds.

The company has been funded by Merseyside Special Investment Fund's Liverpool Seed Fund which has invested £300k into the business and has appointed Victor Kaminski, an experienced and successful ICT sector entrepreneur as Non Executive Director.

THE COMPANY HAS BEEN FUNDED BY MERSEYSIDE SPECIAL INVESTMENT FUND'S LIVERPOOL SEED FUND.

## Biodiesel Site Opens at Bromborough

D1 Oils plc, a UK-based producer of biodiesel made from vegetable oil, has commenced production at its new 48 acre site at Bromborough, Wirral. The company, a leader in this brand-new industry, purchased the site, a former fuel additives plant, in January 2007 with the aim of converting the existing facilities to produce green fuel. The first 50,000 tonnes of capacity was operational in October, and the site offers significant potential for expansion.

Recent UK legislation to blend all diesel sold at petrol stations with 5% biodiesel has meant that demand for biodiesel is growing. D1's Bromborough site will refine virgin oil and sell the

biodiesel to major refiners, who will then blend it for sale at the pump, and to haulage companies and other businesses aiming to expand their use of biodiesel.



Left: Wirral's Mayor, Cllr Phil Gilchrist and Dr Clive Morton, Non-Executive Deputy Chairman and Senior Independent Director D1 Oils Plc

## News in brief

### Young Birkenhead company keeps growing

2007 has been a fantastic year for Birkenhead based The Contact Company as they continued their rapid expansion and collected awards along the way!

The call centre business won the prestigious Liverpool John Moores University New Business of the Year at The Daily Post Regional Business Awards.

The ambitious young company continues to add to its list of important clients with retail giant Woolworths agreeing a contract.

### Cleaners launch franchise

Wirral domestic cleaning company Well Polished is expanding after opening its first franchise.

Founded in 2004 by Sandra Venables who began the venture as a part-time job from home, today it employs 70 cleaners and the number is set to grow with its first franchise, in Liverpool.

She said: "I knew the cleaning sector was a massive growth industry, because we are all under such time pressure, and more and more people I knew were employing cleaners. So I set up Well Polished, which introduces clients to vetted, insured cleaners, and provides holiday and sickness cover when the client's usual cleaner is away."

### Centre opens its doors to enterprising women

A unique service for female entrepreneurs has been officially launched at Egerton House situated in the heart of Birkenhead.

The Egerton Enterprise Centre for Women offers affordable, safe and professional business accommodation and state of the art IT equipment for up to 25 female-led start-up businesses in a prime, accessible location. For just £6 a week, women entrepreneurs will also be able to access a range of business support and mentoring services and a secure postal service in bright, modern office facilities seven days a week.

Right:  
The development  
opportunity at  
WIBP marked  
in red



## HUNDREDS OF JOBS TO BE CREATED AT INTERNATIONAL BUSINESS PARK EXTENSION

**“WE EXPECT THE  
SUCCESSFUL  
DEVELOPER TO  
CREATE A HIGH  
QUALITY  
SCHEME THAT  
WILL RAISE THE  
QUALITY OF THE  
WHOLE  
BUSINESS PARK”**

Hundreds of high-quality new jobs at one of the most important business parks in the North West are to be created by national regeneration agency English Partnerships and Wirral Council.

The Council and English Partnerships recently advertised for companies to submit proposals to develop the site at Wirral International Business Park for new commercial and industrial uses aimed at small to medium size businesses.

The eight hectare (20 acre) extension is to be built on land that has recently been reclaimed after being used by the Ministry of Defence as a bulk oil storage depot from the 1950s to the late 1970s.

Eliot Lewis-Ward, English Partnerships' Area Director for Merseyside and Cheshire, said: “Wirral International Business Park is one of the most important locations in the North West for attracting inward

investment and providing quality space for existing businesses to grow.”

Councillor Steve Foulkes, leader of Wirral Council, said: “This extension to Wirral International Business Park will continue the success of recent years in attracting new businesses and jobs to our local economy.

“We expect the successful developer to create a high quality scheme that will raise the quality of the whole business park and this key gateway into Wirral.”

The new buildings will be expected to create an impressive, modern, frontage close to the main A41 New Chester Road. They will also be expected to form a successful link between modern Riverside Park offices and the more industrial areas of the business park.

A decision on the appointment will be taken next year.

## Liverpool '08 - be part of it!

Businesses in Merseyside are being asked to take part in Liverpool's European Capital of Culture year by sponsoring their very own Superlambanana.

Go Superlambananas will see the streets, parks and open spaces of Liverpool transformed into an open air, free to view, mass public appeal art event in June 2008 for 10 weeks.

Over one hundred, 180cm tall Superlambananas, one of Liverpool's most iconic works of public art, will be painted, decorated and adorned by regional artists, community groups and celebrities.

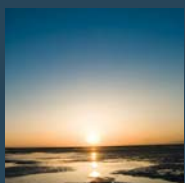
### Benefits of Association

- Sponsorship of one Superlambanana
- Acknowledgement on base of 'your' Superlambanana
- Acknowledgement in event Trail Map, circa 150,000 copies, Souvenir Guide, circa 10,000 copies
- Permission to use the 'Go Superlambananas' name and logo in your own marketing

To find out how your company can get involved visit: [www.wildinart.co.uk](http://www.wildinart.co.uk)



# bighorizons



Big Horizons is Wirral Council's inward investment newsletter.

If your business is looking to expand contact our business support team, Wirral Direct on: **+44 (0)151 650 6915** or email: [helpdesk@wirraldirect.co.uk](mailto:helpdesk@wirraldirect.co.uk)

For further information visit:  
[www.investwirral.com](http://www.investwirral.com)

 **WIRRAL**