

# WINSFORD 1-5 BUSINESS BULLETIN

WINTER 2006

Issue number 16



**OASIS**  
business park  
ROAD ONE  
WINSFORD INDUSTRIAL ESTATE

Light Industrial/Business units



▲ New Development

## NEW DEVELOPMENTS LAUNCHED FOR ESTATE

*Winsford*  
Business Environment Group





*Gary Chester*

## Message from Gary

Since the businesses on the Estate gave an overwhelming "YES" vote in November 2005, people could be forgiven for thinking that everything has come to something of a standstill. In actual fact, this couldn't be further from the truth. It is worth bearing in mind that although the ballot was in November 2005, the BID program actually runs from April to March so we are in fact only 8 months into our first year. Take off a couple of months to start getting the money in and the real timescale is quite reduced. We haven't been resting on our laurels during this period though – here are some examples of the work that has been undertaken on behalf of the businesses:

- **Executive Group has been elected and formed, meeting bi-monthly**
- **Constitution has been drafted and approved by the members**
- **Service Level Agreements have been drafted and agreed between Winsford 1-5, Groundwork and Vale Royal Borough Council**
- **Mike Kelly, our Estate Manager who is funded through the BID process, has been as busy as ever supporting businesses on the Estate, and has now conducted a formal audit of the Estate streetscene which has resulted in a number of improvement works by Cheshire County Council**
- **Hard negotiations are underway on a number of key spend areas to ensure that we get the most appropriate technologies at the most cost-effective price**
- **Liaison meetings have been held with Cheshire Constabulary on various topics**
- **Liaison meetings have also been held with the Planning Department of Vale Royal Borough Council, and an application for the Winsford 1-5 Group to become an official consultee for all planning applications affecting the Estate**
- **Development work has been progressing on the new estate Web Site**

We have welcomed some new business styles to the estate recently, not least the excellent Rucks to Eat on the corner of Road Four providing a much needed facility to support the Estate's businesses. There are new retail units too such as the Pet Food Warehouse on Navigation Park, Road One as well as alternative use centres such as the children's activity centre Polar Palace on Pineapple Park, Road One. The diversity that these new operations bring is welcomed although we must ensure that the overall feel of the Estate remains that of an Industrial Estate primarily, so a voice at the planning stages is particularly important here.

There is much happening on the Winsford Industrial Estate. I feel that it is truly changing from the old 1960's estate to a modern, vibrant business environment. We are well on the way to our vision of becoming the premier industrial estate within Cheshire and the North West. Becoming the UK's first Industrial Estate Business Improvement District is just the beginning.

Thank you for your continuing support.



◀ Navigation Park Development



▶ Oasis Park Development

## Sport relief success at Henkel

For this years sport relief, held earlier in the summer, Henkel encouraged staff to run the mile using a course set up around the estate. The event proved to be a huge success and raised £570 and involved 250 staff from Henkel. To encourage staff to take part in the event, Henkel closed down 1 hour earlier for the event, and even the Henkel 'ducktape' duck put in an appearance!!



▲ Henkel Staff Running

## Mike Kelly – Estate Development

Over the past 12 months we have had some exciting new developments on the industrial estate which have made a contribution to the estates appearance and future prosperity.

Pride of place must go to Burke Developments who have created the eye catching high quality Oasis Park on the derelict Diversey site. Already the developer has attracted two new companies (TWM and EverGreen) onto the estate and is expecting a further three in the near future.

To the North of the estate we have seen land developed to create Navigation Park, which is attracting interest from four potential new companies who are looking at the smaller units which are available for purchase. The Pet Food Warehouse which is open to the general public became the first company to operate out of Navigation Park and there is a possibility of a children's play barn being a future tenant.

Other new companies arriving onto the estate have been Polar Palace, Avantech, Lifestyle Arts and Crafts, Fiss Management, Myloans.co.uk., Warnhill Tool Hire, VKR Logistics, Furniture Finders and the Safety Zone.

Companies expanding include Storm who have centralised their recycling operations onto road three and Firestone Flexible Building Products who sadly are moving to customised premises away from the estate after many successful years trading out of Meridian House.

The 3 hectare piece of land between Nash and Linpac is being utilised to create a warehouse with offices which will be another welcome expansion of the estate's enterprising business community. Vernons on road three are developing land to the rear of their premises and already have keen interest from one perspective client. And finally established company KC Autos who have just completed a wonderful refurbishment on road three.

## Today's students are tomorrow's employees!

Mike Kelly, Winsford Industrial Estate Manager likes a challenge, so when he met with up Karen Entwistle and Barbara Tankard from Education Business Plus (part of the Connexions Service), and they told him of their target of getting 400 year 10 students into work placements next year, he was keen to lend his support.

**Karen and Barbara need a variety of placements in the Winsford area for students from the following schools.**

- 1. St Nicholas Catholic High School for 2 weeks from 4th June 2007**
- 2. Woodford Lodge High School for 1 week from 2nd July 2007**

### **3. Verdin High School for 1 week from 16th July 2007**

Winsford Industrial Estate's own Jiffy Packaging is also supporting the scheme. Mark Smith, HR Director says "Our company regularly takes students on one or two-week Work Experience placements and we never regret it! Our staff get real benefit from teaching an enthusiastic young person about their work – and they enjoy it too. Often the students make a genuine contribution themselves – whether it's just being a willing pair of hands to help an over-stretched maintenance engineer, doing a bit of long overdue filing or by bringing a little imagination to tired old spreadsheets or Powerpoint presentations!"

If you are interested in helping to shape the workforce of tomorrow and would like to find out more about getting involved, please contact Karen Entwistle or Barbara Tankard on 01606 555700 or e-mail [karen.entwistle@ebplus.org.uk](mailto:karen.entwistle@ebplus.org.uk).

## Your Executive Reports

---

An update on the activities of the Winsford 1-5 Business Environment Group Executive

### Jane Byrne, Treasurer – BID levy collection

I am pleased to report that Vale Royal Borough Council have been very successful (with all your support and co-operation!) in collecting the BID levies for the year to date. The monies have now been paid into the Winsford 1-5 Bank Account, held and managed by Groundwork. The monies will now be used to fund the range of improvements detailed in 'the plan 2006-11'.

### Tony Kershaw –Image Enhancement

The last few months have seen a number of plans begin development. In particular planting schemes have been proposed by Vale Royal Borough Council, utilising industrial artwork (see picture). This scheme is planned for implementation in this first year of the BID.



Mike Kelly, estate manager has conducted two image audits of the estate, and identified a number of improvements which are required. Following this audit Cheshire County Council have stepped up their programme of driveway enhancements for a number of sites (Iveco, Nash/Reflec and Minsups), and Road Two has been tidied up

along with a barrier replaced, that had been knocked down on the footbridge leaving the estate. Mike will carrying out an estate audit every quarter, and use the results from his audits to work with Vale Royal Borough Council and Cheshire County to ensure the estate is maintained to the standards required of a modern industrial estate.

### Peter Price – Business Support

A range of business support services have been implemented over the last few months, and others have been progressing at a rate of knots. Services implemented to date include the estate manager position (Mike Kelly), legal update services, first aid training, health and safety training and the estate news bulletin. The next significant development will be the launch of the estate web site [www.winsford1-5.co.uk](http://www.winsford1-5.co.uk) (see page 5 for a full review of what the website will offer).

### Dave Harrison – Security



Two key projects detailed within 'the plan 2006-11' have progressed well over the last three months. These are the security marking system for the estate and the proposal for CCTV camera at three key locations throughout the estate. I have been working with Mike Kelly to evaluate two products for use across the estate. Both products offer a unique 'dna' forensic tracer that means any product stolen from your company will be able to be traced back to you. The product which was approved at the last Winsford 1-5 Business Environment Group meeting on the 4th October was Selecta Mark, which is now being distributed to companies along with signage during December and January.

The CCTV camera project has been progressed through the collation of quotes for the cameras and associated hardware, however we are currently working with Vale Royal Borough Council and Cheshire County Council in order to obtain accurate quotes for electrical and telecommunications links to each of the sites.

### Steve Blackie - Transport

The position of executive member for transport has recently change, following Sean Alkers departure from DJM Packaging. However, prior to leaving Sean did hold meetings with the owner of the Brighton Bell, who is planning to develop a lorry parking facility, just off the estate. The Winsford 1-5 Executive is 100% behind this proposal, as they consider that it will bring a number of improvements to issues that currently affect the estate relating to lorry parking in the day time and over night. If the scheme is approved by Council planners, the key challenge for the executive will be to decide on the appropriate methods to support and encourage the use of the facility by lorries visiting the estate.

The other project under the transport portfolio is the car sharing web site, which has now been ordered from [liftshare.org](http://liftshare.org), and will form part of the [Winsford1-5.co.uk](http://Winsford1-5.co.uk) web site when it is launched.

### Executive Board – New Appointments

Two members of the executive have had to resign due to work pressures and career development opportunities. However Gary Chester, Chair of the Winsford 1-5 Business Environment Group was pleased to announce in November that the Executive had voted to elect two new members to replace Sean Alker and Mark Smith. The two new executives are Graham Howarth, owner of Meridian House based Office Link. Graham will take up the role of Vice Chair. The second new executive is Steve Blackie, owner of 747 Freight Express (Road Three). Steve will take up the role of executive with responsibility for the Transport.

## Rucks 2 Eat

Ruck is now a familiar name to many on the estate because of the prominently positioned café which is now rustling up everything from the full English breakfast to tasty panninis and frothy lattes. Ruck are much more than a catering business and have diverse business interests led by MD Dennis Cookson and partner Mike Booth.

The company is involved in storage and distribution and are proud to be the sole distributor of Budweiser beer, (that's the beer from Czechoslovakia). Other customers include RHM makers of Bisto etc. Ruck is host to Julies catering business and also Mid Cheshire Colleges Learning Centre. Ruck also have a POS division which for the uninitiated means "point of sale". The company work closely with major retailers including Asda, Clinton Cards and Camelot to transform their retail premises in line with changing promotions and seasons so never a dull moment for the POS staff.

Away from Business Mike Booth likes to relax on the golf course. Dennis Cookson is very proud of the town he lives and creates business in. He is the chairman of the local Conservative club and a keen supporter of Winsford United football team.



▲ Rucks 2 Eat Café



▲ The opening of Furniture Finders

## Furniture Finders

Following the redevelopment of the SPX Copes Vulcan site on road two, a large manufacturing unit became surplus to requirements. This empty factory unit is now the new home of Furniture Finders. Over the past six months the staff have worked tirelessly to renovate and convert the premises to make it a pleasant desirable property to work and do business in. What do furniture finders do I hear you ask? Furniture Finders is a not

for profit furniture reuse project covering the Vale Royal district. They collect donated items of household furniture and electrical appliances. After repairs and cleaning, the goods are offered for general sale and to those in need within the borough at low cost.

By repairing and reusing items Furniture Finders reduces the number of items going to landfill sites as well as providing a service that our community needs. Gary Cliffe, one of the directors is hopeful that Furniture Finders will become a true community enterprise and assist with employment, training, recycling and ultimately make a real difference to people's lives. Amongst the key Furniture Finders staff are co director Deina Smith who is enthusiastic and dedicated to the project. Deina and Gary are supported by Steve Coleman as operations coordinator and Louise Bratt who is the admin and people manager.

The next time you are looking to purchase a quality piece of second hand furniture perhaps you will consider visiting the showroom on road two and equally if you are able to make a donation as you upgrade at home you will get a prompt response from this estate new comer. Furniture finders are always looking for volunteers to work on a range of activities. If this is of interest to you please call 0845 026 4727.

## Have you a little time to offer your local community – Winsford Mind Trustees

Winsford Mind provides a drop in centre and support to people living in the Vale Royal area who are experiencing or recovering from mental health problems. It is a registered charity and receives funding from Cheshire County Council and Central Cheshire Primary Care Trust, other funding is from small grants and ongoing fundraising by members. We are presently seeking further trustees who can offer their skills and experience to support the vision and work of Winsford Mind. Experience in finance and human resources management would be an advantage but not necessary. The trustees, as members of the executive committee, meet approximately six times a year, they are also encouraged to meet centre members in order to improve their understanding of the needs of our members. If you have some time to spare and have an interest in supporting and improving mental health services in your area then please make contact with:

Jacky Hooton – Chair, telephone 07885 541 681 or email [winsfordmind@uwclub.net](mailto:winsfordmind@uwclub.net)



Winsford Industrial Estate will soon have a website to be proud of. The site will deliver a range of services to a number of different audiences, so get ready to add [www.winsford1-5.co.uk](http://www.winsford1-5.co.uk) to your favourites on your internet browser.

## What is included?

The website will provide a single source for information about the estate, and includes nine key sections. The features on the site will range from a searchable property page, jobs bulletin board and car sharing website to a directory of companies on the estate and news on the latest estate developments.

The nine main sections are:

1. Car share facility
2. Jobs bulletin board
3. Property bulletin board
4. Key information and statistics about Winsford Industrial Estate
5. Local information and attractions
6. The Winsford 1-5 Business Environment Group
7. Winsford Industrial news bulletins
8. Winsford Industrial Estate Business Directory
9. Contacts and links

## How will it be promoted?

Winsford1-5.co.uk will be promoted several ways. Links will be set up from partner's web sites including public agencies and local authorities. In addition, leaflet drops will be carried out across Winsford, to ensure the local residential population is aware of the site, and in particular its jobs bulletin board. With thousands of local residents commuting out of Vale Royal every day for work, it is expected that the web site will enable these key workers to find jobs in Winsford on the estate. In addition the website will also be promoted through adverts and magazine articles in local press, and finally it will be given a web profile by registering the site with key search engines including google.

## Winsford Industrial Estate, a model to others

Following the success of Winsford Industrial Estate as the UK's first Industrial Estate Business Improvement District, a feasibility study is being undertaken by Groundwork to identify further estates across Cheshire & Warrington which could benefit from becoming Green Business Parks and eventually Business Improvement Districts.

The Cheshire & Warrington Economic Alliance is part funding the cost of the study to identify a further five Green Business Parks, out of a potential ten, across Cheshire & Warrington. Those chosen will then benefit from £2.2m of investment over the next 3 years subject to NWDA approval.

The model ensures that businesses on the estates are fully involved in their regeneration and ultimately, through the setting up of the estate as a Business Improvement District, the continuation of work through private sector funding, after public funds have ceased.

## How will it be used?

The site will be very interactive, with a number of the key sections having advanced search features, to enable job seekers to search for specific jobs, inward investors to identify properties for rent/sale, and a car share web site to enable employees on the estate to link up with each other, share lifts to work and reduce congestions.

The site will also hold copies of minutes from meetings, estate bulletins and a directory of businesses located on the estate.

## Who is it aimed at?

The estate website has a number of audiences including:

1. Estate companies and other local businesses looking for local service providers or goods,
2. Job seekers,
3. Inward investors,
4. Business start ups looking for property,
5. Partner organisations seeking information on the development of the estate and the Business Improvement District.



BUSINESSES are being urged to tackle problems with back pain at work. Research suggests that 4.9 million working days are lost due to back pain.

Vale Royal Borough Council has teamed up with the HSE to promote the Backs campaign which gives advice on sensible workplace precautions that reduce the risk of back pain. Visit [www.hse.gsi.gov.uk](http://www.hse.gsi.gov.uk) or contact Linda Green at Vale Royal Borough Council on 01606 862862.



**SICKNESS COSTS YOUR BUSINESS UP TO 10% OF PAYROLL**

**HEALTH ADVICE FROM US COSTS NOTHING.**

The Northwest has the highest level of absence from work in the UK. An average of 4.3 million days each year are lost in the region to work related ill health. It cost around £1,200 per worker, a huge strain on any business.

That's why Workplace Health Connect has been set up. It's a new free service that advises on ways to make your workplace - and your business - healthier.

You might think everyday conditions like stress or back pain are something you just have to put up with. In fact, there are some quite simple, low cost steps you can take.

For confidential, expert advice, call Workplace Health Connect now.



**Workplace Health Connect**  
**0845 609 6006**

Free and impartial advice on health at work in partnership with the HSE.

## Five Things Your Business Should Do In 2007 to Help Tackle Climate Change

1. Become more efficient. Write a resource efficiency action plan for your business to reduce your energy, waste and raw materials. Savings of 1 – 4 % of turnover are attainable and will contribute significantly to your bottom line.
2. Consider renewables for providing your energy requirements. Biomass boilers, solar panels and wind turbines utilised in the right circumstances can offer a viable business option to non-renewable sources such as gas and oil.
3. If your making capital investments make sure they are listed in the Enhanced Capital Allowance (ECA) list (<http://www.eca.gov.uk>) and also take advantage of Carbon Trust Interest Free Loans (contact Groundwork for more details)
4. Raise awareness and make energy efficiency a priority. Encourage your employees, suppliers, customers and neighbours and anyone else who will listen to take simple steps to improve their personal energy efficiency. Turning computer monitors off at lunch time and home time along with ensuring that company vehicles are not left with motors running unnecessarily are two simple steps to reduce your energy impact.
5. Contact Groundwork to find out about their E3 service on 0870 241 5886 for free and subsidised advice for businesses in the Cheshire on reducing business costs through resource efficiency and enhancing business competitiveness through developing environmental policies and standards.



## EMPLOYERS URGED TO START WORK ON SMOKING BANS

Employers in England are being urged by the TUC not to wait until next summer before banning smoking in their workplaces. Employers should already be thinking about how to protect their staff by outlawing the poisonous fumes responsible for the deaths of around 700 workers a year, says the TUC.

In a guide published today - to coincide with the closing date for submissions on the draft smoking regulations - the TUC says that rather than put off the inevitable for a few months, employers should be sitting down now with employees to work out the most sensible ways of implementing the new smoke-free regulations.

The TUC guide says that every workplace should have a smoking policy, drawn up in consultation with staff, which protects smokers from persecution and offers them help giving up. It also needs to cover what happens to persistent smokers who breach the ban as well as breaks for staff that will soon have to go outside to light up.

TUC General Secretary Brendan Barber said: 'For every month that employers wait to introduce a ban more employees will die or become seriously ill as a result of second-hand smoke at work. 'With around 700 workers dying every year from smoking-related diseases, caused by passive smoking at work, there is no sensible reason why employers can't sit down with staff now to talk about how the ban will happen and how to make every workplace a safer, healthier place to be.'

If you would like more information on Smoking Cessation or smoking policies, please contact your local business advisor on 0870 241 5886.



## Cheshire and Warrington Economic Alliance Launches Action Plan for Cheshire & Warrington

The Cheshire & Warrington Economic Alliance and its partners have produced the final version of Investing in Success - the Sub Regional Action Plan for Cheshire and Warrington. This identifies projects that will have a significant impact on the sub region for which funding is being sought over the next 3 years.

This plan has now been submitted to the Northwest Regional Development Agency to inform future NWDA investment decisions. For further information visit [www.cwea.org.uk](http://www.cwea.org.uk).

## New Economic Development Officer for Winsford

Vale Royal Borough Council demonstrated its commitment to the future of Winsford with the appointment of Miranda Pearce as Regeneration Officer.

Miranda brings with her several years' experience of working within the public and education sectors. And this new role will coordinate a number of existing projects and potential new schemes. Miranda said 'One of my key tasks is to ensure that the aspirations of the community, businesses and residents are considered within any future regeneration proposals for the town.

Andy Evans, Head of Economics and Regenerations Services, said 'The Council is delivering major projects in Northwich and Frodsham via dedicated officers and this role will adopt a similar coordinated approach for Winsford.

There are a number of existing and potential projects planned for Winsford including the new Leisure Centre, the Winsford Learning Zone and new business units at Woodford Park. The Council will be conducting a number of consultations/roadshows in 2007.

## Date for the diary..

- **25th January 2007**  
Winsford 1-5 Business Environment Group
- **13th February**  
Waste Awareness Training at Groundwork
- **15th February**  
Fire Risk Assessments
- **27th February**  
Health Workforce~Health Profits - Workplace Health, Smoking Cessation and the Smoking Ban
- **22nd March**  
Winsford 1-5 Business Environment Group AGM and VRBC Forging Links Event

For further information on above courses contact Groundwork on 0870 241 5886 or email [mike.kelly@groundwork.org.uk](mailto:mike.kelly@groundwork.org.uk)

## Winsford Town Centre – A summary of the latest development taking place in Winsford

- A partnership of key stakeholders, including Mid-Cheshire College are driving forward the development of a Learning Zone for Winsford which will aim to help give local people the skills required by employers. A consultation with employers on their skills needs is currently being carried out.
- Plans to replace the Winsford Sports Complex with an exciting new multi-function development including a gym, swimming pool, theatre and restaurant are in full swing and work on the build is planned to commence in 2007.
- The Council is also building 23,000 sq ft of new space at Woodford Park to meet the current demand for units in the local area. These will be available from 2008.

## Your Estate Manager – One point of contact for Winsford Industrial Estate

If you require information or advice about Winsford Industrial Estate, either as a tenant or a company looking to invest please contact Mike Kelly, Estate Manager.

Mike can provide a range of services including:

- Guided tours of vacant premises.
- Information about accessing services and support from the Council and other business support agencies.
- Advice and information on health and safety management.
- Information on sourcing local supplies of products or services.
- Providing information via our estate company email service that may be of interest to estate based companies.



Anything else Mike can do to help...

### Contact Mike on:

Tel – 0870 241 5886

Mobile – 07792 618133

or email – [mike.kelly@groundwork.org.uk](mailto:mike.kelly@groundwork.org.uk)