



▲ Members of the 1 - 5 executive group celebrate transport improvements on the estate.

## Estate is excellent

BUSINESSES on Winsford Industrial Estate have given a resounding thumbs-up to the on going work of the 1-5 group.

In a survey conducted over the summer, an impressive 79% of those who responded said the estate had improved as a place to operate since the BID was established.

And an unbeatable 100% considered the 1-5 group to be excellent or good.

*(Continues on page 2)*

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**Gary Chester**

Welcome to the first edition of our new-look bulletin. In business in the 21<sup>st</sup> Century it is more important than ever to continually review what you are doing and seek ways of improving what has gone before. The Winsford 1-5 Business Environment Group is no exception to this philosophy and I am pleased to announce three measures that have been taken recently to improve our offering to you:

- The 1-5 Business Bulletin. This issue sees the launch of a new format. Instead of publishing just two or three bulletins a year of eight pages, we will now produce four editions, each of four pages. This will enable us to deliver more timely and focused information and news as well as providing the opportunity to spotlight a different Estate business each quarter. We are also pleased that Profile Communication, who produce the excellent Business Update magazine, have agreed to partner with us and bring a more professional journalistic approach to the Bulletin.
- 1-5 Business Environment Group Meetings. There has been some deserved criticism of late regarding the Group Meetings that we hold three times each year. You felt that they were getting a bit stale, just focusing on reviewing progress toward implementation of our business plan. We have listened to your feedback and will be significantly reducing the time given over to the 'business' side of the meetings. In its place we will be introducing a guest speaker at future events who will have the lion's share of 'air time'.

- Estate Office for Estate Manager. Up to now, when meeting people on the Estate, Mike has often had to greet visitors on the roadside and rely on the hospitality of other businesses for meeting rooms and drinks etc. As many visitors could be prospective tenants on the estate, it is far from an ideal situation. We are pleased to announce that over the next few months, Mike will be establishing a small office on the Estate at Meridian House.

Other developments continue apace. You will have seen the recent installation of new bus shelters along Road One – an important step if we are to encourage people to use public transport for commuting and decrease the volume of traffic on the Estate roads. There is much more to come. Work towards the CCTV system is well underway. We have a review of the names on the entrance boards, including provision for business names from Wallace Court which, like its neighbour Ion Path, sometimes doesn't have the profile of the numerically named roads. Recent lobbying of the owners of the old Tesco building on Road One appears to be bringing some dividends as work has started to tidy it up. And investment in the estate continues to bring a vibrancy not seen for many years, with most of the units at the new Navigation Park having been let and new warehousing springing up next to Linpac.

Finally, I am really excited about our new breakfast networking club. For many years I have been preaching about the opportunities to Estate companies of trading with each other. This is a perfect opportunity to start to reap the benefits of such intra-trading, and I urge you all to support this club.

Enough from me for now – please enjoy the first edition of our new format bulletin.

*Gary*

*(Continued from page one)*

It's all music to the ears of Gary Chester, chairman of the 1-5 Group, who has been working with the executive to establish and implement their five year business plan.

*"The positive response is very encouraging,"* he said.

*"It is still early days but it's great to know that businesses on the estate are behind us and think we are doing a good job,"* he added.

*"However, we are not resting on our laurels. We have listened to suggestions for improvements and will be doing our best to make life on the estate even better,"* said Gary.

There was strong support for the development of a business networking club which has since been implemented, the first meeting of which took place at the end of September. Further meetings will be advertised.

Feedback from the survey shows 74% of businesses feel they have benefited since the establishment of BID, 92% feel less vulnerable to crime and 74% believe the image of the estate to be good or acceptable.

In addition, 84% said they were more likely to participate in local groups, and 69% felt more able to influence decisions affecting the estate.

Ideas for improvements include employment law and environmental training, supervisory and IT training, local structural engineering courses, Winsford Industrial Estate awards and a 1-5 golf day.

Gary added: *"Members of the executive and tenants on the estate have pulled together to create effective changes."*

To see the complete results of the survey, log on to [www.winsford1-5.co.uk](http://www.winsford1-5.co.uk) and click on news



- ▲ Businesses who completed the questionnaire were entered into a draw to win a case of wine. The winner was Dave Gough, from Bowers Iveco.

## Networking

BUSINESS and networking were on the menu at Rucks to Eat for the launch of the first Winsford Industrial Estate networking meeting.

More than 20 companies attended, and all were able to make introductions and exchange business cards over breakfast. Pete Price, 1-5 executive member responsible for Business Support on the estate, thought that the meeting was a great success.

*"We acted on the response from the BID survey which showed that businesses wanted to network with each other. The turn out has been excellent and we have agreed on a format which we will now take forward to promote more business links on the estate."*

The networking group has not yet been given an official title but any ideas will be welcomed at the next meeting. The group now plan to meet monthly at Rucks to Eat. For more information on the next event please contact Mike Kelly on 0870 241 5886.



▲ Are you networking with the 1-5 group?

## Pulling out the stops

JOURNEYS to and from work have improved for employees on Winsford Industrial Estate – thanks to the arrival of extra bus shelters.

New bus stops have been installed on Road One as part of the ongoing BID scheme transport initiative.

The new shelters now bring the estate total to 10, with a further two more planned for sites on roads Three and Five.

In response, Arriva are planning to increase the frequency of its services to the estate.

Steve Blackie, who is the Executive Member responsible for transport on the estate, said: *"These bus shelters will make a big improvement to those employees who travel to the estate on public transport."*

*"There are more than 12,000 journeys made each year to the estate on public transport and we are hopeful that these shelters will go further to increase passenger numbers, as well as making the journey to and from work a little more pleasant."*

The funding for the shelters has been made possible by ongoing investment from developers. They are obliged to set aside funds to finance the infrastructure on sustainable transport.

## New arrivals on Winsford Industrial Estate:

**Secondtek**  
**Howdens Joinery**  
**Indeco**  
**Embroidery 4 you**

*Is your business in the Estate Directory?*

To get your company included could not be easier go to [www.winsford1-5.co.uk](http://www.winsford1-5.co.uk), click on the Business Directory icon, complete your company details on the form, print it off and fax it to Groundwork on

**01606 723170.**

## Free business training for your staff

BUSINESSES on Winsford Industrial Estate are being offered numerous free training courses for their staff.

The Winsford 1-5 group are offering programmes on health and safety, first aid, stress awareness and employment law. Also, Damar Training has recently been awarded a contract from the Learning and Skills Council to provide work-based training in business skills.

Jonathan Bourne, Director of Damar Training, said it was a fantastic way for employers to improve the skills of their staff and help retain workers, at no cost to themselves.

*"This is a chance for employees to gain a nationally recognised apprenticeship qualification incorporating an NVQ at level 2 or level 3,"* he said.

*"Employers who offer apprenticeship training are improving the incentive package for their staff – and it won't cost them anything."*

*"Offering training to even the most junior members of the team brings improved reputation as well as performance benefits,"* he added.

Free training is available for most non-graduate employees aged between 16 and 24. The Learning and Skills Council has asked Damar to focus on business and administration in particular, but they can also provide free training for staff involved in dealing with customers and accounts staff.

Most of the training and assessment is carried out at the employers' premises at a time to suit them. Day release is minimal and every course is tailored to suit the employer and the trainee.

*"In many cases there are thousands of pounds worth of free support available,"* added Jonathan.

Any employer interested in taking advantage of this opportunity should contact Jonathan on 0161 480 8171 or by email at [jonathan@damartraining.com](mailto:jonathan@damartraining.com).

## Company Profile

MOVING to Winsford Industrial Estate is proving a blooming success for growing Environment Consultancy Oaktree Environmental.

The company has been based on the estate for a year and is already building strong working relationships with businesses on the estate.

Working from unit five at Oasis Park, Oaktree offers full planning and environmental consultancy, environmental compliance and training services.

Director Marco Muia said: *"We have settled in well and have already established great working relationships with a number of companies. There is certainly a good community spirit here."*

Marco has recently launched A 2 Shred, a confidential shredding service which helps businesses ensure the secure destruction of their confidential paper work.

Marco and his team are holding an A 2 Shred open day for all the businesses on the estate to call in and find out more about the business. The open day will be held on November 28 from midday onwards.

For more information call **01606 597530**.



◀ Marco Muia  
Director of Oaktree Environmental

## News in Vale Royal

### Is enough being done to secure employment for young people in Cheshire?

FIGURES from the Connexions service show that more than 400 young people in Vale Royal are unable to gain employment despite 10 per cent of 16 to 18 year olds having aspirations to enter employment or work based training.

Lyn Hamlett of Connexions said: *"We need to encourage more businesses to employ young people because there aren't enough job opportunities being made available for those aged 16 to 18."*

She added: *"Our message to businesses is that taking on a young person is a great opportunity because it gives more of a chance to mould an individual into a well skilled and motivated worker, who is likely to develop loyalty to the business and stay with it for a long time."*

Vale Royal Borough Council has set encouraging more young people into employment as one of its priorities and has recently held a major careers fair where young people could find help landing their ideal job.

Andy Evans, Head of Vale Royal Borough Council Economic and Regeneration Services, said: *"Young people are the next generation of business men and women and at this year's Jobs and Careers Fair we wanted to give 16 to 18 year olds as much information as possible to help them fulfil their potential."*

He added: *"The event proved to be a fantastic opportunity for businesses to see first hand the huge potential that lies for them in the young people of Cheshire."*

## Dates for your diary

All training is free of charge. To book log on to [www.winsford1-5.co.uk](http://www.winsford1-5.co.uk) and click on business training.

Health and Safety in the Workplace (CIEH Accredited Full Day)	6th December 2007, 26th February 2008
One Day Appointed First Aid Training	29th November 2008, 17th January 2008, 11th March 2008
Maunal Handling (CIEH Accredited) Half Day	11th December 2007, 28th February 2008
1 day introduction to risk assessment course	13th March 2008
Monthly breakfast networking meetings	(contact Mike Kelly for dates)
Winsford 1-5 Business Environment Group Meeting The next meeting will feature a talk on marketing for business.	17th January 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 suppliers of products and services.
- Providing information via our estate company email service that may be of interest to estate based companies.
- Updating the website with your news, vacancies and information.

Contact Mike on **0870 241 5886**,  
mobile **07792 618133**

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

The Winsford 1-5 Estate Bulletin is funded by Vale Royal Borough Council as part of the Business Improvement District.

For further information about Winsford Industrial Estate and the Business Improvement District contact Groundwork on

**0870 241 5886**

or visit [www.winsford1-5.co.uk](http://www.winsford1-5.co.uk)  
or [www.1-5bid.co.uk](http://www.1-5bid.co.uk)



▶ Mike Kelly  
Estate Manager