

Bralin Recruitment 01606 591991

Bralin Recruitment Ltd, based on Road One, is under new ownership after being taken over by Crewe-based Absolute Solutions Group.

Dan and Jessica Marshall, who have owned and run Absolute Recruitment UK Ltd since 2003, bought the recruitment firm from previous directors Pete and Jill McLoughlin for an undisclosed fee.

Bralin, which was founded in 1999, will continue to operate under its own name, providing staff across the industrial and commercial sectors, fulfilling hundreds of positions each week.

The new owners will offer a 24-hour recruitment service and are keen to maintain the company's reputation as the local agency for the Estate, offering all the benefits of an on-site consultant to businesses.

"Being in the heart of Winsford's industrial district is a massive benefit to our clients," said Jessica Marshall.

"It allows us to provide all the same services as an on-site agency but with the added benefit that our clients don't have to give up valuable space and resources within their premises.

"Whilst Bralin have always provided a fantastic service, we are keen to add value, therefore we will be adding a 24 Hour 7 days a week service which is crucial for industrial companies."



Fiona Welch, Jessica Marshall and Dan Marshall

Astra Telematics 01606 868500

A leading supplier of vehicle tracking products has moved into Meridian House on Road One.

Astra Telematics, which started trading on the estate in August 2009, is a privately-owned company backed by a small group of investors. It provides affordable and reliable GPS-GPRS tracking devices to the tracking service industry globally.

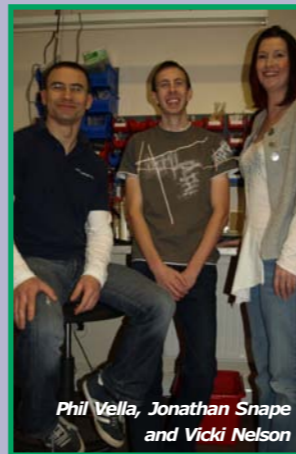
Its strategy is simple: To deliver world beating hardware solutions in all aspects of GPS telematics applications.

All its design work is undertaken in-house by permanent employees and the company works for dozens of clients all around the world.

The firm is already enjoying great success, with its AT100 model now the smallest and most power efficient GPS-GPRS tracking device in the world.

Founder Phil Vella has 10 years experience in the industry. He said: "We're delighted to be here on Winsford Industrial Estate.

"Setting up here was the obvious choice for us. Meridian House is accommodating, affordable and ideally suited towards start-up businesses."



Phil Vella, Jonathan Snape and Vicki Nelson

Profile Communication 01606 888111

Profile Communication, one of Cheshire's leading public relations and marketing agencies, has just completed its relocation to a new HQ on Winsford Industrial Estate.

The company, which was set up seven years ago, has grown into a leading player for marketing and PR and has moved from Sandiway to bigger offices on Road One.

A total of 11 staff – including PR specialists, designers and web developers – are now working at the new location.

Nicola Dufty, Director of Profile, said: "This is an important step for us and a significant investment in the future of Profile Communication, giving us more space to expand our services."

The company's operating space has now more than doubled in size giving Profile facilities to expand to meet an increased demand for PR, websites and web-based marketing.

Nicola added: "This is an exciting time for Profile. As the way people receive media changes, we are seeing an increase in demand for our online, digital marketing and website design.

"We are now planning to take this forward in bigger premises which have the room for us to develop our services and allow us to continue to expand in future years.

"We are looking forward to working with companies on Winsford Industrial Estate and extend a warm welcome to anyone who wishes to drop in and meet the team."



The team at Profile Communication

The Winsford 1-5 Estate Bulletin is funded by the Business Improvement District.

For further information about Winsford Industrial Estate and the Business Improvement District contact Groundwork on 01606 723175 or visit www.winsford1-5.co.uk or www.1-5bid.co.uk



Your Estate Manager

If you require information or advice about Winsford Industrial Estate, either as a tenant or a company looking to invest please contact **Mike Kelly on 01606 723175 Mobile 07792 618133 or email mike.kelly@groundwork.org.uk**

WINSFORD 1-5 NEWS BULLETIN



Dave Cross, John Roberts, Steve Pointon and Mike Kelly

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FOCUS ON estate security

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Gary Chester

2009 has for many of us been something of a difficult year. 2010 will hopefully see some green shoots of recovery in the economy, although for some this may take some time in showing itself. Amidst the gloom of recession, there are success stories, including many from Winsford Industrial Estate. Success, particularly in difficult times, is something worth celebrating but financial prudence is more important than ever. Knowing that cash is tight for many, we have taken the decision to not hold our annual awards ceremony in 2010. Instead we will look to a much smaller-scale event later in the year (along the lines of an awards lunch) so that we can still give recognition to some of the wonderful (and sometimes against the odds) successes over the past year.

The biggest single project we have undertaken as a group is the CCTV service for the estate. Orders are placed for the equipment and much of the underground and unseen preparatory work has been done or is

underway. Unfortunately, it is unlikely that the system will be fully operational before the new year, so we will be employing mobile security patrols over the Estate during the Christmas and New Year period to reinforce security for all.

2010 sees a draw toward the end of the five-year BID, and at our AGM this year a motion was passed to develop a successor BID proposal for the period 2011 to 2016. We will be working this up in earnest during 2010 in preparation for a vote toward the end of the year. Part of the development of the proposal will be extensive consultation of the businesses on the Estate – we really want everyone to become engaged in the process so that the proposal truly reflects the needs and desires of all the Estate companies.

Finally, please accept my best wishes for Christmas and the New Year.

Gary

Focus on estate security Continued...

Businesses on the Estate will benefit from improved security measures over the Christmas period.

The CCTV cameras are due to be installed in January and the 1-5 group is working closely with Cheshire Police and private security companies to ensure offices, workshops and warehouses are protected.

The increased measures are part of the BID funding which is managed by Groundwork Cheshire.

Greville Kelly, of Groundwork, said: "Security is a major priority for businesses on the estate and everything is being done to make them as secure as possible.

"CCTV will be a valuable tool in the fight to minimise crime and the system being implemented will be monitored 24/7. It will be one of the first of its type in the UK, enabling the provision of a joined up CCTV system to cover all entrance and exit points to Winsford Industrial Estate."

Alpha Omega – who already provide security for a number of businesses on the estate – have been commissioned to carry out additional patrols over Christmas.

"They will provide a visible deterrent to any criminals looking to target companies over the festive period," said estate manager Mike Kelly.

"Buildings on the industrial estate are now more protected and companies should feel more secure than ever before."

Ongoing measures to improve security include Selecta DNA marking, for valuable items, and the rapid text service which is used to communicate important messages quickly. Both are available free to estate businesses.

David Harrison, of Henkel and member of the 1-5 executive group responsible for security on the estate, said: "Security is so important to the estate at all times and particularly over the festive period. I believe this extra security measure will be welcomed by companies and together with the new CCTV investment will protect business interests."

The estate executive group has agreed to focus on security improvements and has postponed the annual awards ceremony. The decision was taken due to the current economic climate and the pressures on businesses. A smaller ceremony may be held over lunch, some time next year.

Dates for your Diary

Manual Handling Course	12, January, 2010
Risk Assessment Course	12, January, 2010
1-5 Group Meeting	21, January, 2010
Annual 1-5 Estate Quiz	4, February, 2010
First Aid at Work	14, 15 & 16 April, 2010

A discount is available to all companies on Winsford Industrial Estate for attending the courses detailed above. Visit www.winsford1-5.co.uk and download a booking form.

Positive feedback at the 1-5 AGM

The latest annual general meeting of the Winsford 1-5 Business Environment Group has painted a positive picture of business on Winsford Industrial Estate.

The meeting, which took place at H&M, on Road One of Winsford Industrial Estate, on Friday, October 9, highlighted several key achievements made by the group.

These included the success of training offered to businesses on the estate, improvements made to signage, and the close partnership working with Cheshire Police and Cheshire Fire and Rescue Service.

A vote also took place for the new proposed executive and chair of the group which was approved by all of the representatives that attended.

Gary Chester, of Ambassador Packaging, will now continue as chair with an executive board consisting of fellow business leaders Lucy Riley, Peter Price, John Roberts, Tony Kershaw, Graham Howarth and Dave Harrison.

With only 17 months left on the current Business Improvement District (BID) project the meeting was also provided with an opportunity to look to the future.

Greville Kelly, from Groundwork Cheshire, presented an outline of the plans for the project to be delivered in 2010, including improved security through CCTV.

A vote was also successfully carried out on an executive board request for £10,000 of financial support for development of a successor BID, and the appointment of a development chair to oversee this process.



Gary Chester with some of the attendees of the AGM

Premier move for company

Advanced Medical Solutions has begun to move staff into its new purpose-built building on Premier Park.

The firm, which is a major player in the \$15 billion global woundcare market, began the move in November. It signifies a major investment in R&D and manufacturing in the Northwest.

The manufacturing arm of the company will complete a phased move to the new building over the next year.

"Completing a move on this scale is like a military operation," said project manager Jim Durkin.

"It has taken 24 months of planning to ensure that the move is smooth and does not affect business in any way."

Founded in 1991, and quoted on AIM, Advanced Medical Solutions focuses on the design, development and manufacture of innovative woundcare products.

It employs 235 staff, the vast majority of whom will all be moving into the new building over the coming year.

The move will be completed by the end of 2010 and ends the company's 18 year stint on road three and at premises on Pineapple Park.

Don Evans, CEO, said the new multi-million pound building was a major boost for the company.

"We're very excited about the move," he said. "This is a key milestone in the development of the company.

Given the ever increasing regulatory requirements in the medical device industry, this investment allows us to compete in a state of the art facility with sufficient capacity to support our ambitious growth plans."



Jim Durkin and Don Evans

Fond farewell for Anita

Businesses at Meridian House have bid a fond farewell to Anita Lucock, who has left her role as the centre's manager after 19 years.

Anita is taking on a new position as Estates Assistant in Property Services at Wyvern House.

In a parting letter to customers at Meridian House, she said: "I wish to say a big thank you to everyone for all your help and support.

"I have thoroughly enjoyed working with you over the last 19 years and have fond memories of my time here."

Estate Manager Mike Kelly paid tribute to Anita for her dedication to the role.

He said: "I'd like to thank Anita for all of her hard work at Meridian House over the past 19 years.

"Everyone on the Estate wishes her well in her new job at Wyvern House."



Anita Lucock