

Wirral tells developers: We're open for business

DEVELOPERS from across the North west attended an "innovative" conference intended to showcase Wirral and attract investment.

Held at Egerton House, in Birkenhead, the event was intended to highlight how the council can help potential investors into the borough.

Kevin Adderley, the authority's interim strategic director of regeneration, said Wirral "wants to be the most business-friendly council".

He said: "We create the environment for others, and you developers, then build the buildings and create jobs."

Mr Adderley said the aim of the conference was to attract a wider range of developers to the borough and a specialist team has been created within the council to focus on this.

He outlined the opportunities surrounding the massive Wirral Waters plans, including the International

Trade Centre, which is due to begin construction next year, and the Wirral International Business Park in Bromborough, as well as already successful sectors such as off-shore wind, in which Cammell Laird is a major player, and world leaders such as Unilever and Bristol Myers Squibb.

The conference also heard from former Liverpool Vision chief executive Jim Gill and Iain Jenkinson, from GVA Grimley, who told developers of the opportunities available from the £30m Chrysalis Fund set up to be invested in commercial property and regeneration projects throughout Merseyside.

Mr Gill praised Wirral's approach to attracting new business, and this was echoed by council leader Phil Davies after the conference, who said it was a "really innovative way" to show investors what opportunities are available in the borough.

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