

# WARWICKSHIRE

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## INVESTMENT PARTNERSHIP

### **Annual Report April 2010 - March 2011**

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A Partnership between Warwickshire County Council, Warwick District Council, Rugby Borough Council, Nuneaton & Bedworth Borough Council, North Warwickshire Borough Council, Stratford District Council, Advantage West Midlands, Coventry, Solihull & Warwickshire Partnership Ltd, Learning Skills Council, Coventry and Warwickshire Chamber of Commerce, Coventry City Council and Job Centre Plus.

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## INVESTMENT PARTNERSHIP

### Annual Report 2010-11 Executive Summary

Since its formation in 1998, Warwickshire Investment Partnership have directly assisted over 700 investors into Warwickshire, creating over 8,880 new jobs and safeguarding over 5,900 jobs. The effective working arrangement between the Economic Development functions of Warwickshire County Council, the five District & Borough Councils and other government agencies, has enabled the partnership to facilitate economic development and business growth in the county.

This report provides an analysis and evaluation of the 2010-11 annual figures for Warwickshire Investment Partnership. Over the past year the Partnership has received 536 enquiries, which is comparable to the previous year (2009/10). This suggests that the market is stabilising and we hope to see an upward trend in the coming years.

In context, the sub regional economy as a whole under-performs relative to the national average. Overall growth of the Coventry & Warwickshire economy has been lower than average (+86.5% between 1995-2008, compared to +99.1% for England), and GVA per head in 2008 was 5.4% lower than the England average.

However, the Partnership's annual figures for 2010-11 highlight that as we come out of the Great Recession, Warwickshire has seen a stable upward trend in terms of business growth. Over the past year the county has seen 44 investments creating 75 new jobs and safeguarding over 90 jobs for the County. The quality of investors attracted to the county is still high, with recent investors including Ocado, Coventry Prototype Panels and The Midcounties Co-operative.

Once again over 50% of this years enquiries were from businesses already located in Warwickshire. The Partnership provided a variety of support to these businesses which has strengthened the local economy and assisted the continued investment into the county.

New start-up and expansion figures this year have remained high with over 60% of enquiries specifying this reason for searching. This clearly demonstrates a strong entrepreneurial spirit in the county and a desirable business environment.

Enquiries through the website remain the most popular method of contacting the team and obtaining commercial property information. There is demand for small to medium sized premises mostly managed workspace which can house new businesses and allow for efficient growth.

During 2010/11 we have witnessed a large proportion of business activity within the food manufacture and advanced engineering sectors. Additionally, planned future growth at the University of Warwick, Coventry Airport and Jaguar Land Rover will play a vital role in encouraging business growth across the engineering, manufacture and research & design sectors in the coming years

The Partnership continues to perform well with a 8% conversion rate this year.

## Introduction

The Warwickshire Investment Partnership Annual Report is a document summarising the previous financial year (1st April 2010 to 31st March 2011), highlighting the level of inward investment enquiries and subsequent outcomes. This report is an indication of the current economic climate in Warwickshire and figures are compared to the previous year to assess enquiry and requirement patterns. The report is distributed to all Partners, as well as to internal colleagues at Warwickshire County Council and to property agents, developers and enquirers upon request.

The information for the last financial year has been collated from the Evolutive enquiry management system. The report has a rolling programme for researching investment, so the information below may be added to as more investments are discovered. The information is correct up to 31st March 2011. If you have any additional investments to add to the county successes, please contact Katy Hunter on 01926 412140 with details.

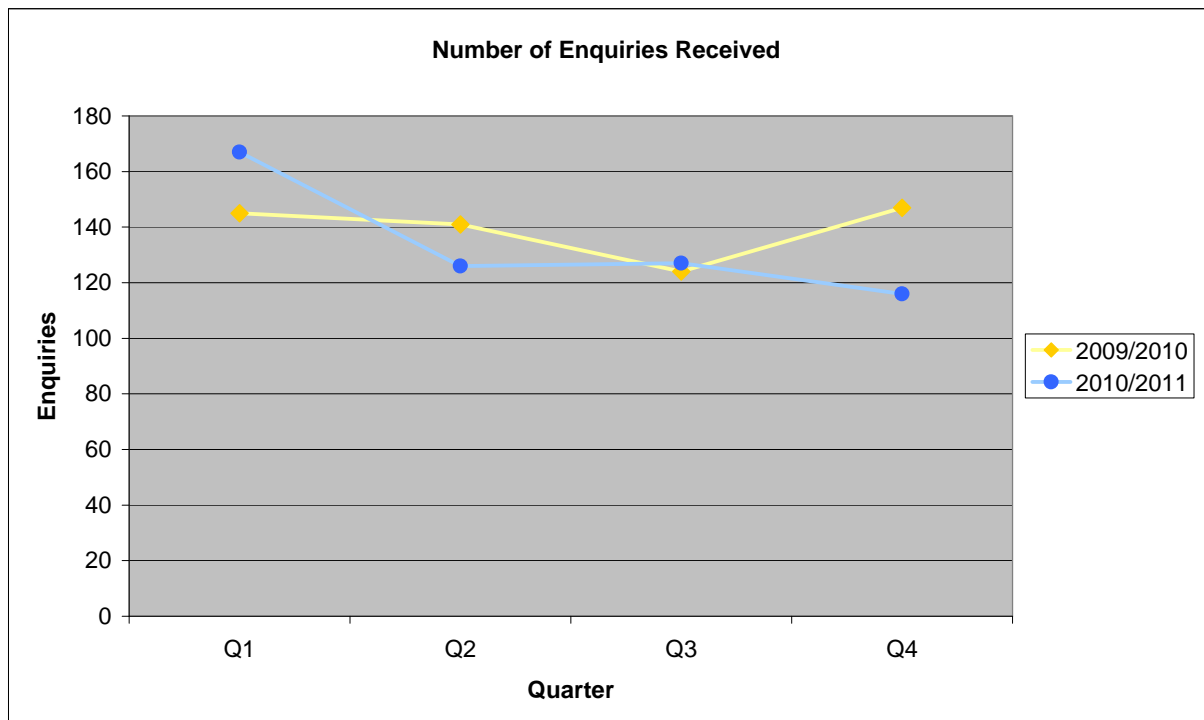
Table 1

Time Period	Quarter	No. of Enquiries
2009/2010	Q1	145
	Q2	141
	Q3	124
	Q4	147
	<b>TOTAL</b>	<b>557</b>
2010/2011	Q1	167
	Q2	126
	Q3	127
	Q4	116
	<b>TOTAL</b>	<b>536</b>

Figure 1 below shows the level of enquiries received throughout the year 2010-2011 in comparison to the previous year 2009-2010. In total Warwickshire Investment Partnership received 536 enquiries in 2010-2011 - a decrease of 4% on enquiry levels (21 less enquiries) in 2009/10.

The figures are a reflection of the current economic climate and global recession.

Figure 1



## Investment Progress Against Targets (10/11)

Figure 2

	Investments Made	New Jobs	Safeguarded & Relocated Jobs	Enquiries Received
Apr - Jun	11	10	25	167
Jul - Sept	14	17	17	126
Oct - Dec	12	37	11	127
Jan - Mar	7	11	45	116
<b>Running Total</b>	<b>44</b>	<b>75</b>	<b>98</b>	<b>536</b>
Annual Target	41	120	1316	557
Balance to achieve target	3	-45	-1218	-21
<b>Progress against target</b>	<b>107%</b>	<b>63%</b>	<b>7%</b>	<b>96%</b>

Figures in this report only account for companies that have been directly assisted by Warwickshire Investment Partnership.

Figure 2 above shows that, despite falling short of targets for jobs figures, the Partnership over achieved on the number of successful investments made in the county.

8% of enquiries were converted to successes for Warwickshire in 2010/11, which is lower than last year (2009/10) however due to improved follow up of online searches all enquiries are now counted as 'directly assisted'.

## Enquiries by Company Location

This table shows where companies are located when the enquiry is registered with Warwickshire. This helps us to identify confidence of indigenous businesses as well as to monitor which areas of the world potential investors are located.

Table 3

Company Location	2009/2010	Percentage	2010/2011	Percentage	Percentage Change
North Warwickshire	19	3.2%	18	3.2%	0.0%
Nuneaton & Bedworth	93	15.8%	93	16.7%	0.9%
Rugby Borough	36	6.1%	41	7.4%	1.3%
Warwick District	101	17.1%	108	19.4%	2.3%
Stratford-on-Avon District	38	6.4%	24	4.3%	-2.1%
Rest of West Midlands	141	23.9%	116	20.8%	-3.1%
Rest of UK	120	20.3%	127	22.8%	2.5%
Rest of Europe	3	0.5%	7	1.3%	0.7%
USA/Canada	2	0.3%	0	0.0%	-0.3%
Far East	0	0.0%	0	0.0%	0.0%
Rest of World	4	0.7%	2	0.4%	-0.3%

Figure 3

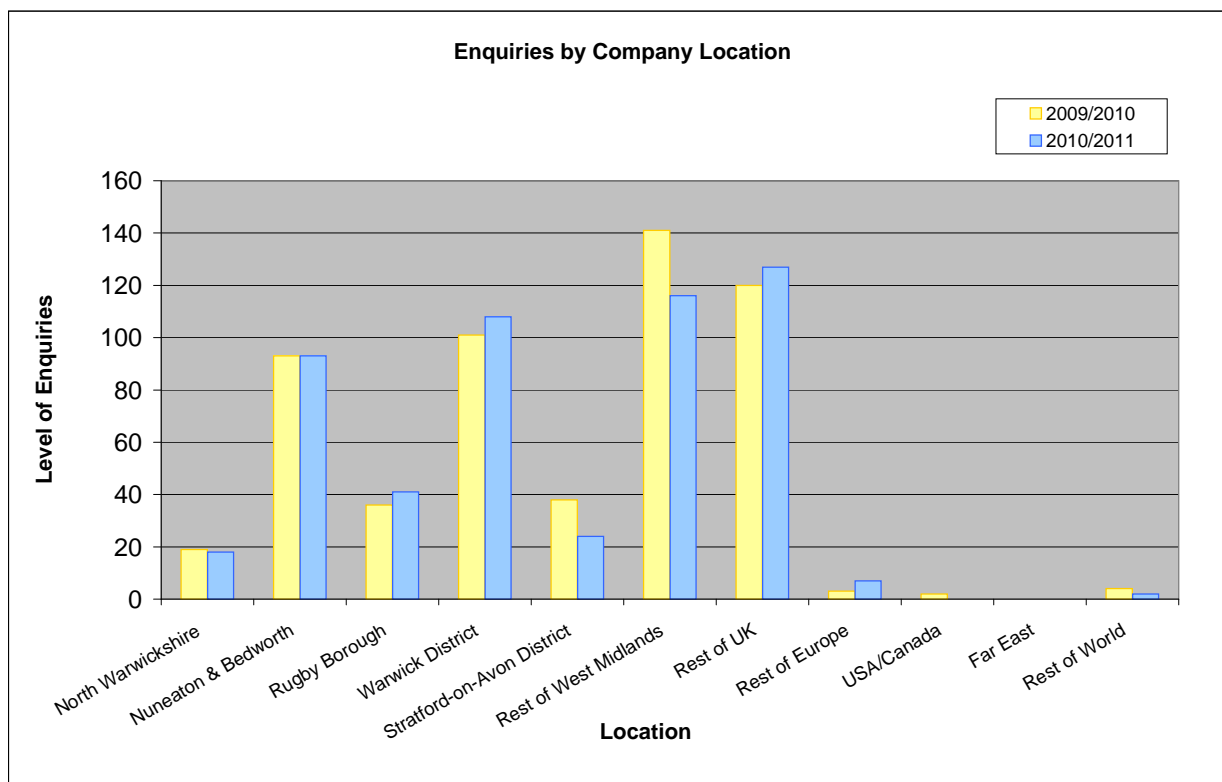


Figure 3 shows that, the figures for this year (2010/11) are comparable to the previous year (2009/10) in terms of the distribution of enquiries from companies located in North Warwickshire and Nuneaton & Bedworth Boroughs. However for the remaining districts in the county, Rugby and Warwick have seen a slight increase but Stratford has seen a 2.1% decrease.

In percentage terms, Table 3 above shows that the highest number of enquiries from within the county have come from Warwick district which is 2% higher than the figure from 2009/10.

53% of enquiries came from companies already located in Warwickshire, this is comparable to the previous year 2009/10. The majority of enquirers from outside of the county are located in the 'Rest of the UK' which has seen an increase of 2.5% since last year with over 22% of all fully recorded enquiries located here.

## Enquiries from Companies Already Located in Warwickshire

The following map spatially represents the location of new enquiries received from companies based in Warwickshire.

Figure 4

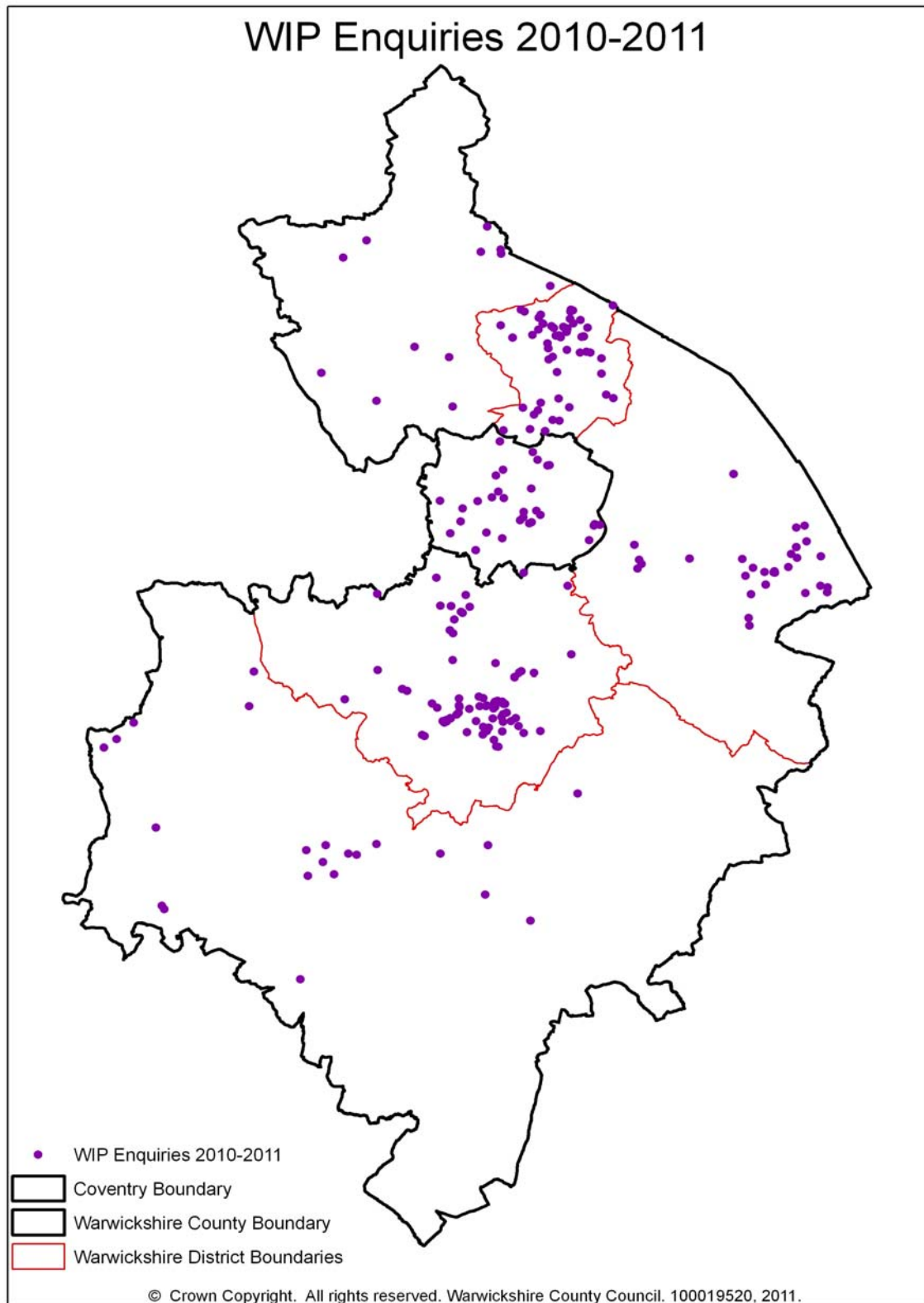


Figure 4 shows that the majority of enquiries originating in Warwickshire in 2010/2011 came from Warwick district closely followed by the borough of Nuneaton and Bedworth. The map shows an expected distribution with clusters being observed around the main urban areas of each district and borough.

\* Please note one dot can represent more than one enquiry.

## Enquiries by Source

Figure 5 shows the source of enquiries received in 2010/2011 by the Partnership. These results help us to monitor the sources from which the enquiries are coming from, as well as gauging the effectiveness of adverts, promotions, exhibitions and events.

Please note that 'direct contact' enquiries are where companies have contacted WIP directly and are already aware of the services provided to businesses wishing to expand or locate in the county.

Table 5

Enquiries by Source	2009-2010	Percentage	2010-2011	Percentage	Percentage Change
Agent	15	2.7%	8	1.4%	-1.3%
Advert/Promotion/Web	0	0.0%	1	0.2%	0.2%
Direct Contact	53	9.5%	75	13.5%	4.0%
Exhibition/Event	48	8.6%	64	11.5%	2.9%
Internal Contact/Aftercare	90	16.2%	97	17.4%	1.2%
Other Agency Referral	24	4.3%	46	8.3%	4.0%
AWM Far East/Rest of World	3	0.5%	0	0.0%	-0.5%
AWM Europe*	18	3.2%	1	0.2%	-3.1%
AWM North America	0	0.0%	1	0.2%	0.2%
WIP Website	270	48.5%	224	40.2%	-8.3%
District Contact	33	5.9%	19	3.4%	-2.5%
Lead Follow Up	1	0.2%	0	0.0%	-0.2%
Professional Services	2	0.4%	0	0.0%	-0.4%

\* AWM Europe includes UK figures

Figure 5

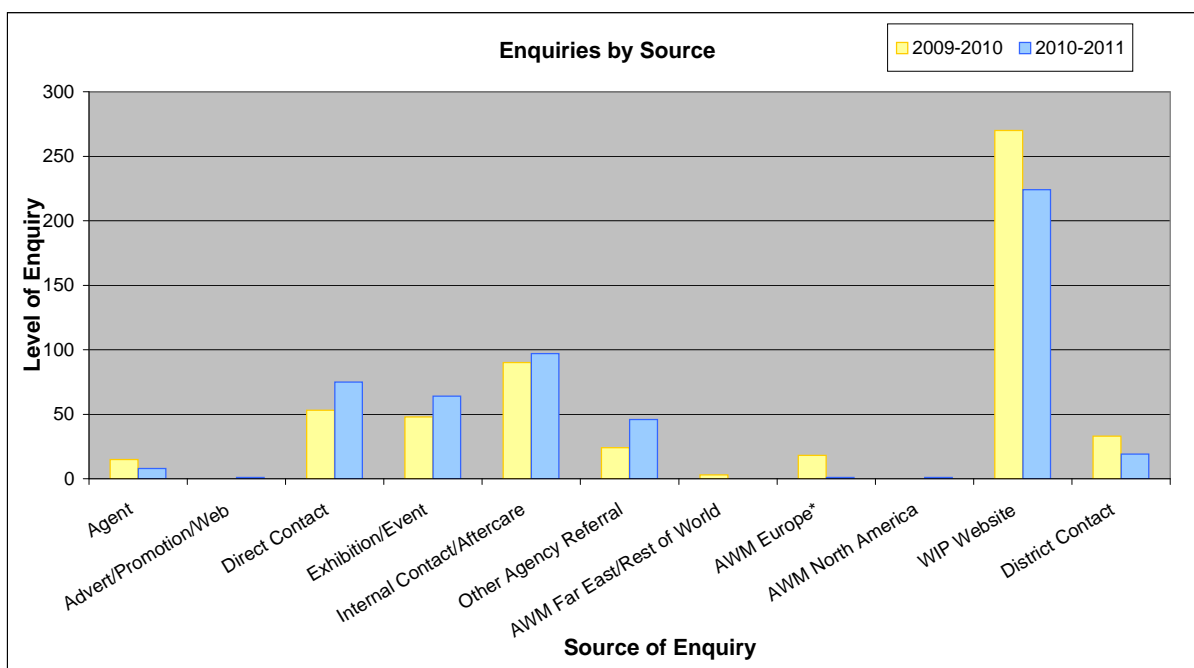


Figure 5 shows that the WIP website is the main source of all enquiries with 224 enquiries being received through this source in 2010/11, which is 42% of the total number of enquiries received. Since the set up of the online facility, enquiries through this method continue to be the major source of enquiries.

The levels of enquiries received through other agency referrals has almost doubled this year, up to 8.3% from 4.3% in 2009/10. This figure is due to the regular referrals from Perfect Information Property an enquiry portal online.

Once again this year has seen a significant decline in the number of enquiries coming from Advantage West Midlands, with a total of just 2 for the year. This is no doubt reflects the change in Government Policy and the close down phase Advantage west Midlands are undergoing.

Another interesting point is the increase in the number of enquiries coming from exhibitions and events attended or run by the Partnership, totalling 11.5% (64 enquiries) an increase of 2.9% on the previous year 2009/10. Events attended this year include; BCSC, Business Start Up, Autosport and our own CSW: Winning Technology event.



## Enquiries by Reason

Figure 6 shows the reasons for companies contacting Warwickshire Investment Partnership for assistance.

### Definition of Terms

**Expansion** - Businesses looking to grow within the County.

**New Start Up** - Either local or other UK residents looking to start up their new business in Warwickshire.

**Relocation to Warwickshire** - Businesses looking to move their main operation from another part of the UK or elsewhere in the world.

**Relocation within Warwickshire** - Businesses looking to move their business location within the county

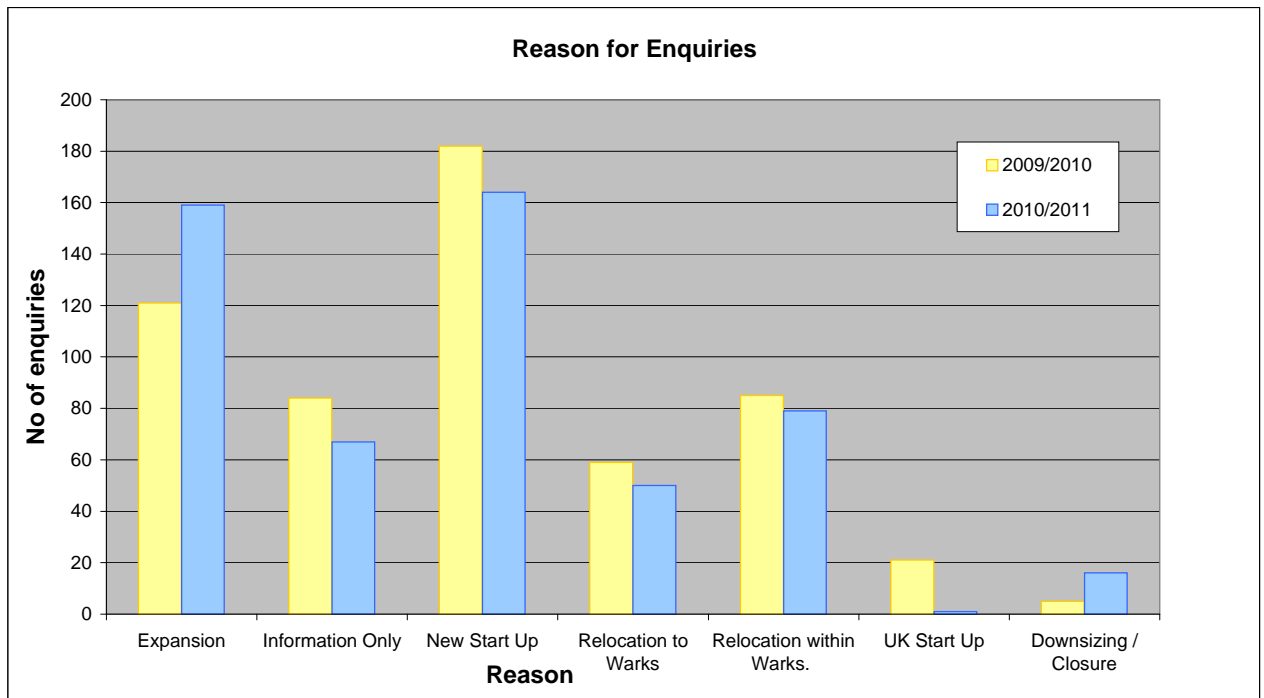
**UK Start Up** - Foreign businesses wanting to set up their first UK operation

**Downsizing / Closure** - Businesses wanting to find smaller and/or cheaper premises

Table 6

Reason for Enquiries	2009/2010	2010/2011
Expansion	121	159
Information Only	84	67
New Start Up	182	164
Relocation to Warks	59	50
Relocation within Warks.	85	79
UK Start Up	21	1
Downsizing / Closure	5	16

Figure 6



Once again new start-up companies requiring searches are the most frequent reason for property searches in Warwickshire and account for almost one third of all enquiries this year. This is encouraging in the current climate and with a range of starter units around the county it has made things easier for businesses to access advice and guidance. Equally positive is that the second highest reason for companies searching for premises is expansion, this is the same as last year (2009/10)

The 'relocation within Warwickshire' category records the movement of companies within the county, and this year it accounts for 15% of all enquiries received. This is also the same as last year (2009/10)

A new category was added to Evolute - 'Downsizing/Closure' in Quarter 4 2008/09. In 2010/11, 16 more companies have been recorded in this category. This is an increase of 11 in comparison to last year (2009/10)

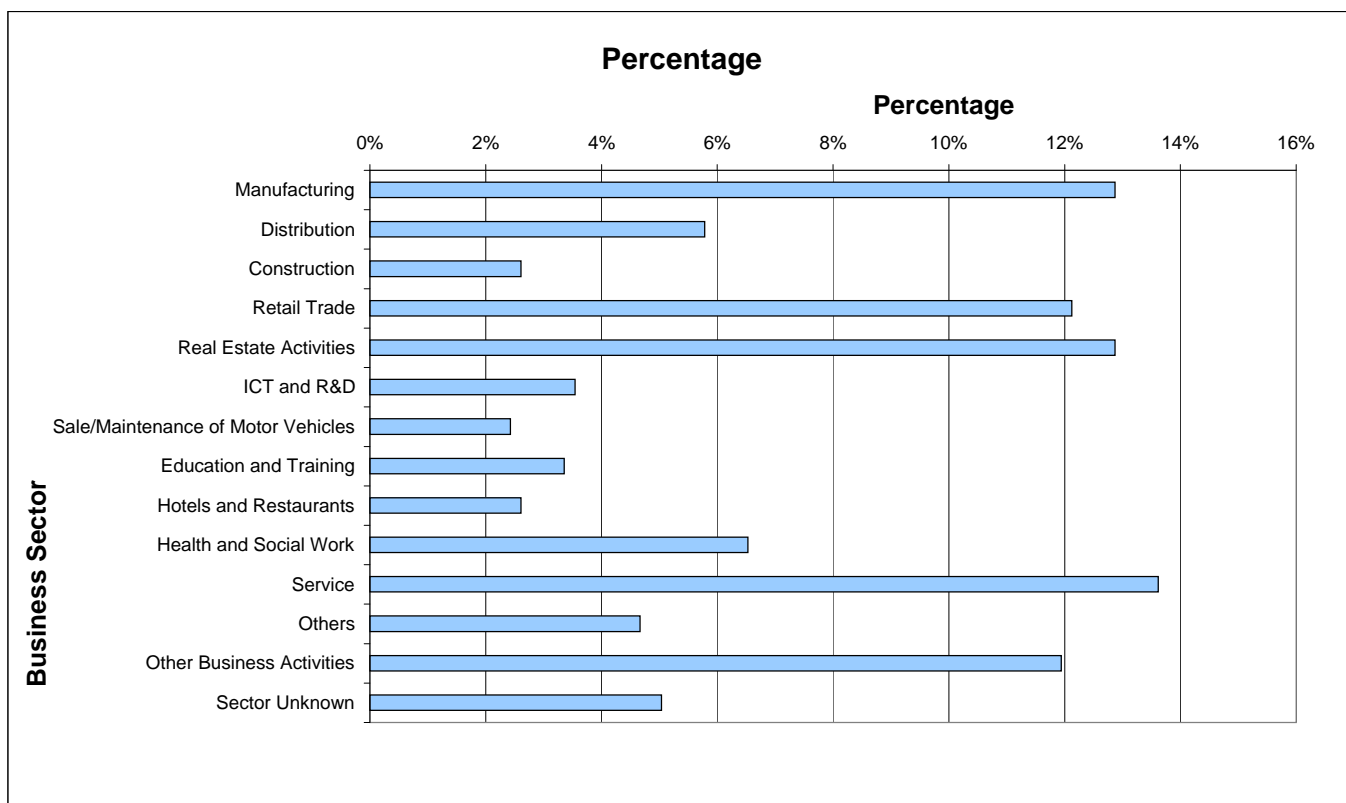
## Enquiries by Sector

Figure 7 shows the business sector of new enquirers based upon SIC codes.

Table 7

Business Sector	2009/2010	Percentage	2010/2011	Percentage
Manufacturing	103	18%	69	13%
Distribution	21	4%	31	6%
Construction	17	3%	14	3%
Retail Trade	64	11%	65	12%
Real Estate Activities	65	12%	69	13%
ICT and R&D	31	6%	19	4%
Sale/Maintenance of Motor Vehicles	13	2%	13	2%
Education and Training	11	2%	18	3%
Hotels and Restaurants	17	3%	14	3%
Health and Social Work	22	4%	35	7%
Service	76	14%	73	14%
Others	34	6%	25	5%
Other Business Activities	57	10%	64	12%
Sector Unknown	26	5%	27	5%

Figure 7



Enquiries from the service sector are the highest level of enquiries this year with 14% of the total number of enquiries. This is the same as 2009/10. Closely following behind are the manufacturing and real estate sectors which saw a level of 13% this year (2010/11). Manufacturing enquiries have decreased 5% since last year (2009/10)

Business sectors that have seen an increase this year are the health & social and the distribution sectors which have increased by 3% and 2% respectively. The retail sector has seen a slight increase in comparison to last year (2009/10) to 12% in total this year. Over the past year the Partnership has seen a growth in the range of retailers looking to expand into the county.

Only 5% of enquiries fall into the category of 'Sector Unknown' this year, which is the same as the previous year (2009/10). Not all information can be captured due to confidentiality with some enquiries and also failure to supply the information in regards to some internet enquiries. However, we are continually trying to improve the methods of information capture and have updated the SIC-code recording in Evolutive.

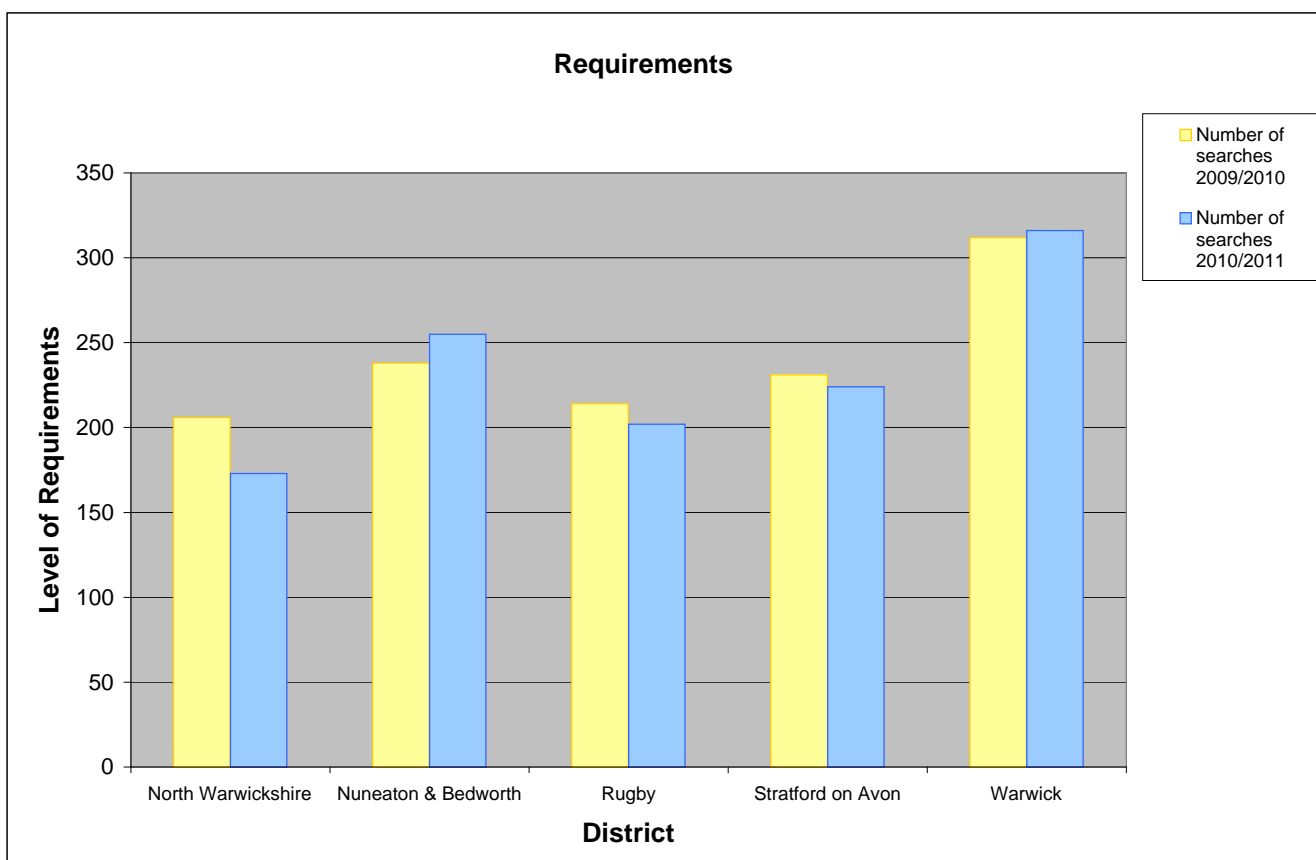
## Requirement by Specified District Location

Figure 8 below illustrates those areas in Warwickshire where companies have specified their preferred location. The number of searches is greater than the total number of enquiries received due to multiple and county-wide searches being undertaken.

Table 8

District	Number of searches 2009/2010	Percentage	Number of searches 2010/2011	Percentage
North Warwickshire	206	17.2%	173	14.8%
Nuneaton & Bedworth	238	19.8%	255	21.8%
Rugby	214	17.8%	202	17.3%
Stratford on Avon	231	19.2%	224	19.1%
Warwick	312	26.0%	316	27.0%

Figure 8



Warwick District is the most selected district location as it was in 2009/10, accounting for over a quarter of the total number of searches.

The number of searches across the other four districts and boroughs are comparable to the previous year (2009/10).

North Warwickshire requirements have seen a decrease of 3% (33 searches) in comparison to last year (2009/10).

## Land and Property Enquiries

These figures give a breakdown of the types of property businesses are searching for. Often where an enquirer is looking for industrial premises, a warehouse search is also undertaken, and vice versa. The same applies to Barn and Craft workshop, Leisure & Retail and Other Commercial, as well as Office and Serviced Office / Managed Workspace enquiries. Also note that some enquirers want both land and property searches undertaken.

Table 9

Type of Enquiry	2010/2011	2009/2010	Percentage Change
Barn	6.8%	7.8%	-1.0%
Craft Workshop	6.7%	8.0%	-1.3%
Managed Workspace (ind)	10.9%	9.6%	1.3%
Serviced Office			
Office	13.4%	12.9%	0.5%
Warehouse	12.5%	12.4%	0.1%
Industrial	12.0%	14.4%	-2.4%
Leisure & Retail	20.6%	17.8%	2.8%
Investment Properties	3.1%	2.5%	0.5%
Land	4.4%	5.2%	-0.8%
Conferencing Facility	1.5%	0.0%	1.5%
Other Commercial	8.2%	9.4%	-1.1%

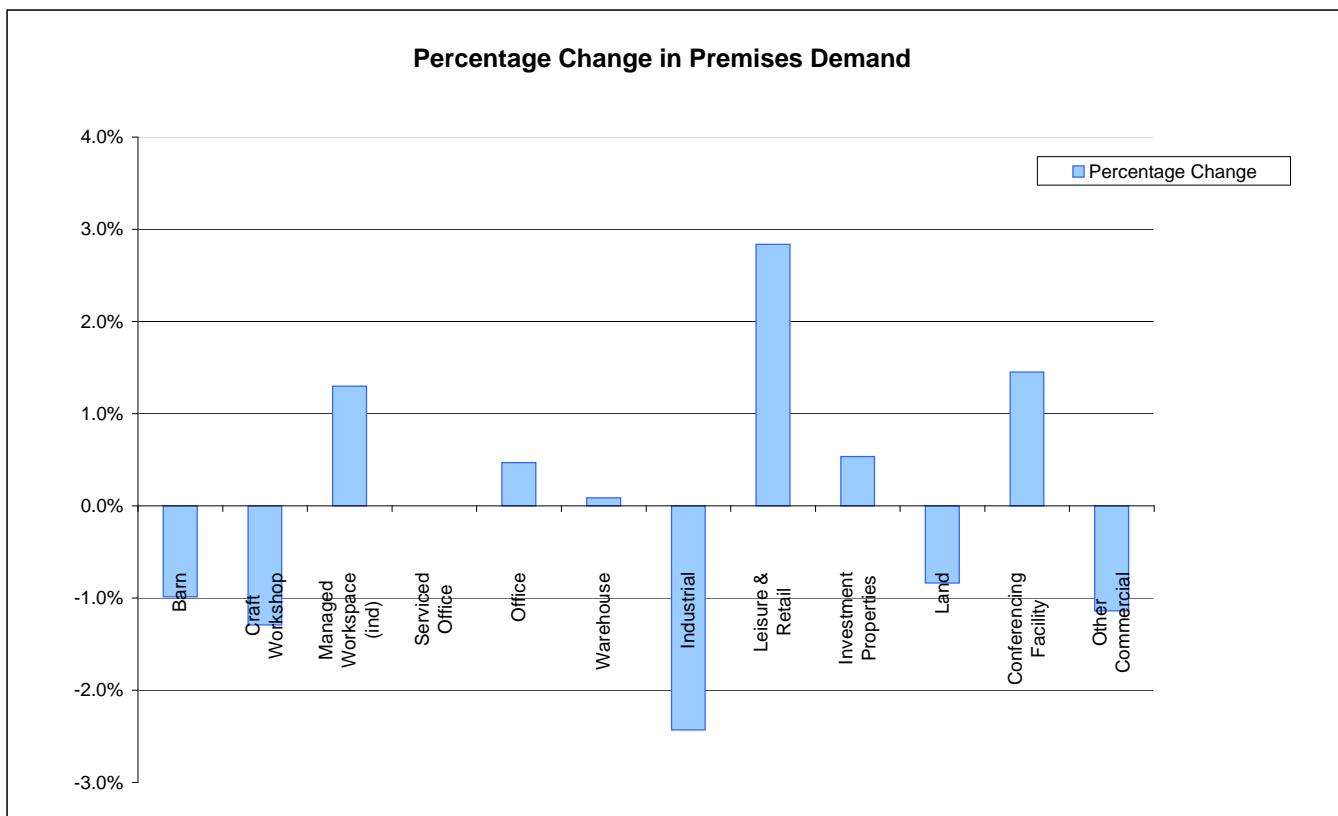
Please note that some enquirers select more than one type of premises to search

This year (2010/11) has seen a shift in demand for serviced office and industrial properties with less searches compared to 2009/10. The graph below shows that there has been an increase in the demand for managed workspace (industrial) units and further increases in the need for leisure and retail property in comparison to the previous year (2009-2010).

Demand for managed workspace searches has increased by 1.3%. Demand for warehouse premises has remained constant whilst the demand for office space has seen a small increase of 0.5%.

Land enquiries have decreased slightly by 0.8% and this year we have seen 19 enquiries (1.5%) for conferencing facilities in the county.

Figure 9



## Enquiries by Size

The information below relates to requirements by size of premises required across the whole County.

Table 10

Enquiries by Size (Sq Ft)						
Size Range	Industrial	Warehouse	Managed Workspace (Ind)	Office	Serviced Office	Retail & Leisure
1-250			22	49	75	249
251-500	20	37	9	22		
501-1000	16	21	12	28		
1001-2000	26	25	6	24		
2001-3000	21	40	5	10		
3001-5000	17			18		
5001-10000	9	10	2	6		
10001-20000	6	7		3		
20001-40000	6	8		2		
40001+	8	9		6		

\* Retail premises and serviced offices cannot be separated by size

Figure 10 illustrates that requirements for small and medium sized industrial units (under 5,000 sq ft) are more popular than those above 5,000 sq ft. There has been a large rise in requirements for industrial premises under 500 sq ft, with demand nearly tripling from the previous year (2009/10: 7). The most highly demanded industrial space is in the 1,001-2,000sq ft size range, a marked difference from the previous year where 40,000 sq ft units were most in demand, with current demand at only 8 (2009/10: 25). With regard to warehouse units, there is once again a high demand in the 1-500 sq ft size range, with a slight decrease in demand on the previous year (2009/10:41).

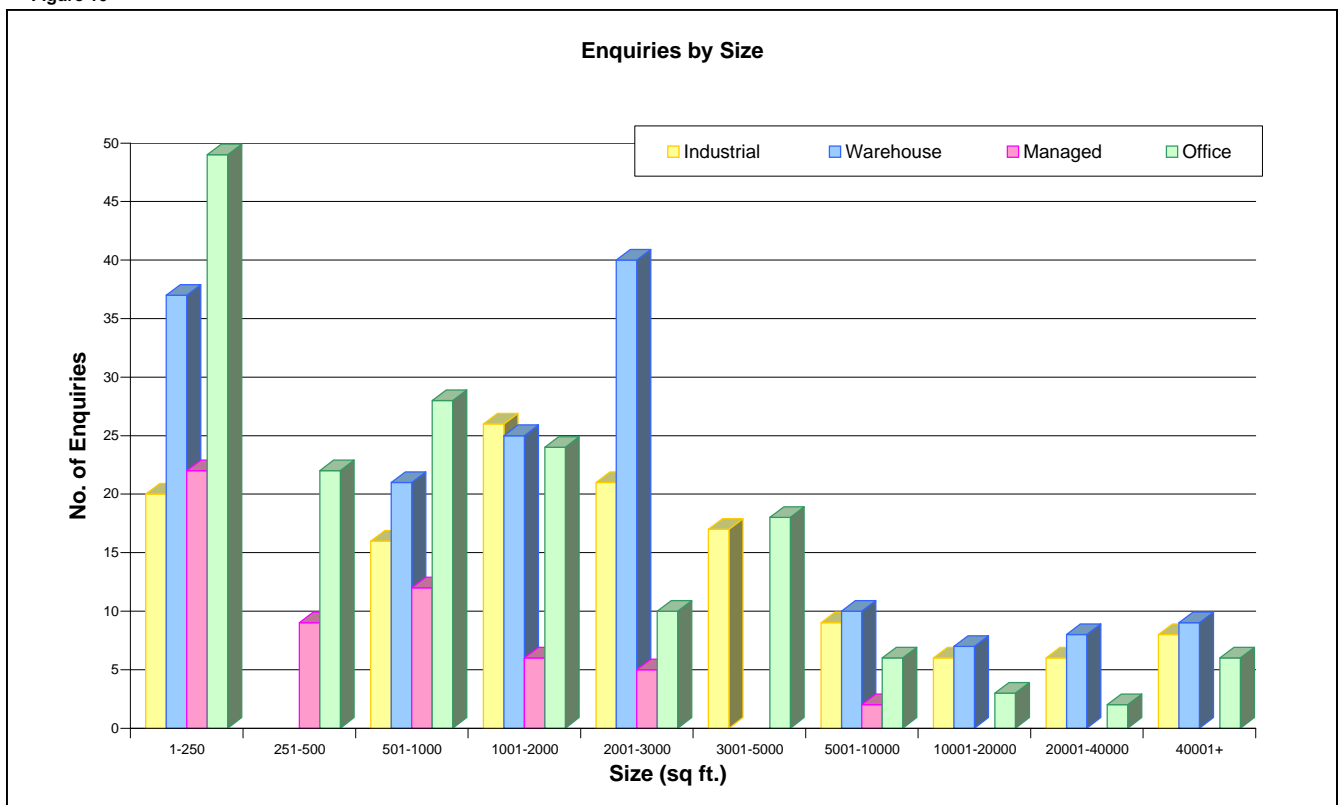
Office space demand peaks at the 1-250 sq ft level, however there is significant demand for offices up to 2,000 sq ft with over 70% of all enquiries for offices falling in this size range. This category has also seen a significant rise in demand for 1001-2000 sq ft size range, currently at a total of 24 enquiries, following a dip last year to 16

It is clear to see that the greatest demand in general is for small to medium sized premises. This reiterates that inward investment is changing from large-scale investors to the smaller investments, particularly new start ups, as suggested by Figure 6 earlier in this report.

In the retail & leisure category, property searches are still on the increase after 2008/09 (195) with 30 more enquiries than last year (2009/10: 219) and this year a total of 349, which is positive even though currently in the news the sector is said to be suffering from a drop in retail sales, the worst fall on record since 1996..

Table 10 shows that both managed workspace and serviced office accommodation has seen a rise in interest, both receiving 6 more enquiries than the previous year (2009/10).

Figure 10



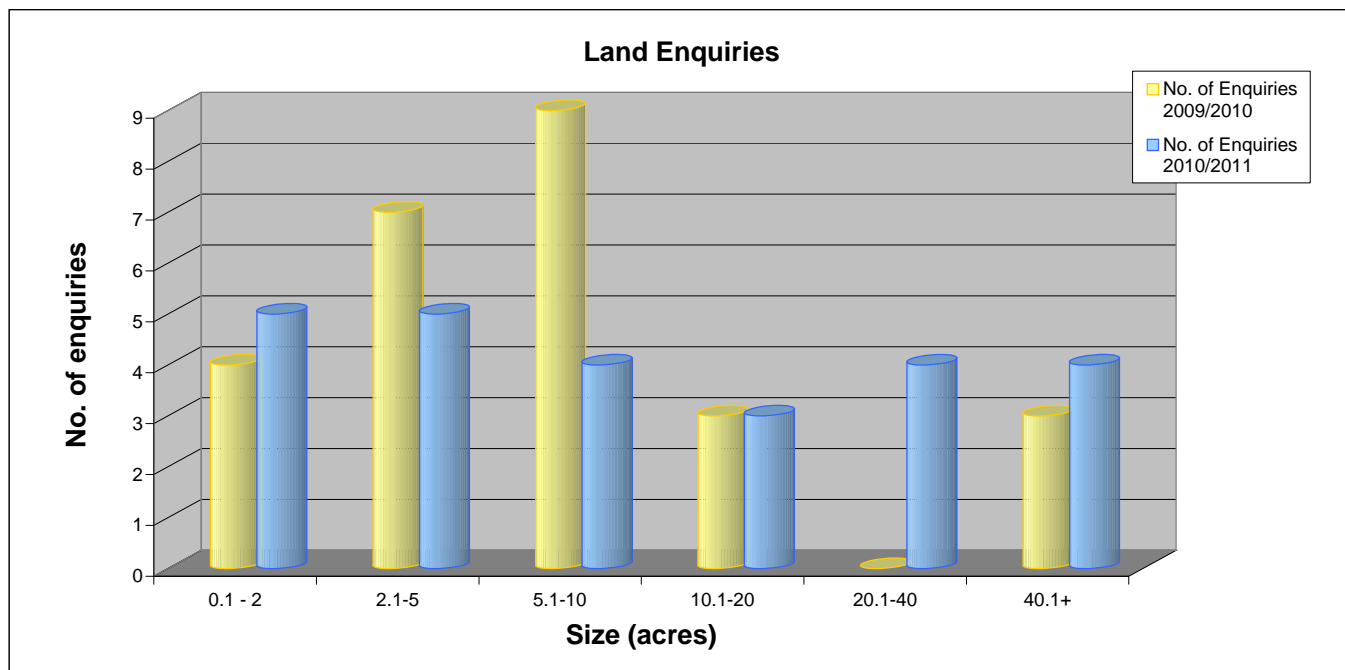
\* Please note figures for industrial and warehouse in the 1-250 sq ft column also account for the 251-500 sq ft column.

## Land Enquiries

Table 11

Land Enquiries Acres	No. of Enquiries 2009/2010	No. of Enquiries 2010/2011
0.1 - 2	4	5
2.1-5	7	5
5.1-10	9	4
10.1-20	3	3
20.1-40	0	4
40.1+	3	4

Figure 11



There has been a decrease in the amount of land enquiries over the past year, and Figure 11 shows how these enquiries are distributed across size requirements. Compared to last year there has been a rise for land plots between 0 and 2 acres and for plots between 20 and 40 acres. The majority of land enquiries are once again for smaller areas of land up to 10 acres.

Table 12

Land	North Warwickshire	Nuneaton & Bedworth	Rugby	Stratford on Avon	Warwick
0.1 - 2 acres	2	4	3	2	3
2.1 - 5 acres	4	5	4	4	4
5.1 - 10 acres	4	4	3	4	4
10.1 - 20 acres	2	2	3	3	3
20.1 - 40 acres	4	4	5	3	4
40+ acres	4	4	4	4	4

Table 12 shows that the searches are fairly evenly distributed across the county. This is mainly due to the fact that most enquirers specify a county-wide search rather than specific boroughs and districts. The highest demand is for plots of land between 20 and 40 acres in Rugby borough and plots between 2 and 5 acres in Nuneaton and Bedworth Borough with a total of 5 each.

## Vacant Premises

Due to the current economic climate, the Partnership has seen an decrease in the number of commercial properties available on Evolutive from 746 on 31st March 2010 to 646 on 31st March 2011, which is a decrease of 14%.

## Annual Targets and Successes (April 2010 - March 2011)

The following table highlights the achievements of Warwickshire Investment Partnership over the last twelve months. 44 investments have been made in the County this year creating 75 new jobs and safeguarded / relocated a total of 98.

The following are the companies that have invested in Warwickshire over the last 12 months that have been helped by the Partnership. Companies are listed according to the District they have relocated to, set up or expanded within.

### Nuneaton & Bedworth Borough

- 10830** Trade wholesalers moved to Eden Business Park, creating 2 new jobs and safeguarding 3 jobs
- 11249** Company moved into EPIC relocating 6 jobs
- 11475** Moved into CBC safeguarding 4 jobs
- 11562** Moved into CBC safeguarding 3 jobs
- 11592** Moved into CBC safeguarding 2 jobs
- 10940** New store opened on Queens Road. 6 jobs created
- 11129** New start up electric bike retailer moved to Bulkington. 2 new jobs created
- 11324** New start up events company moved into Eliot Park Innovation Centre. 2 jobs safeguarded
- 11655** Company relocated within Nuneaton to Centenary Business Centre. 1 job safeguarded
- 10789** Bought premises at Grove Road, Stockingford. The special school will eventually employ 25 new employees.
- 11422** Children's clothing supply for books has taken a unit at EPIC. A short term let to try and re-establish the 'Mini Mode' range from Adams. The company has since gone into liquidation.
- 11567** The health and social company moved into a 25 sq m at EPIC creating 4 new jobs
- 11697** The electric fence specialist have taken 25 sq m at EPIC creating 2 new jobs
- 11821** Pottery and ceramics company took a unit at CBC safeguarding 3 jobs and relocating 3 others.
- 10994** Comic book wholesaler will be moving to Central Avenue, Nuneaton safeguarding 1 job
- 11797** Employment and labour solutions agency take 25 sq m office at EPIC relocating 3 jobs from Coventry
- 11549** The recycling machinery supplier took a 25 sq m office at EPIC creating 2 new jobs
- 11695** The fashion design and buying agency took space in EPIC creating 2 new jobs
- 11439** New business has taken premises at Davis Court for a dance studio, creating 1 new job.
- 11593** Stationery and office suppliers have expanded within CBC to take a second unit. Created 3 new jobs and safeguarding 1.
- 9994** A pre cast flooring company have expanded to take an extra unit on Pool Road, safeguarding 10 jobs.

Jobs Created	Jobs Safeguarded	Jobs Relocated
49	30	12

## Rugby Borough

- 11675** Specialist teaching for children relocated from Hillmorton to the Rugby Library. 1 job safeguarded
- 11702** Social enterprise set up in Rugby. 3 new jobs created
- 11356** Taken premises on the Cattle Market development in Rugby for a doctors surgery. Safeguarded 30 jobs and creating 5 new jobs.
- 11783** Lightweight packaging assembly company moved into Church Lawford Business Centre. 1 safeguarded job

Jobs Created	Jobs Safeguarded	Jobs Relocated
8	32	0

## Warwick District

- 10807** Marketing and sales consultancy moved to Warwick Innovation Centre. 1 job relocated
- 11305** Financial advice company moved from Stratford to Pure Offices in Leamington Spa safeguarding 1 job
- 11467** Cash and carry suppliers moved to Pure Offices in Leamington Spa. 1 new job and 2 jobs relocated
- 10558** New start up Portuguese Café opened in Leamington Spa. 2 new jobs created
- 11222** Expansion of lettings agency into Kenilworth. No job data supplied.
- 9357** New start up confectionery company, opened up in Leamington Spa. 2 new jobs 1 safeguarded job
- 11492** Research and Design company relocated to Kenilworth creating 1 new job and relocating 4 jobs.
- 10829** Dried fruits and nuts export company are renting an office at Warwick Innovation Centre creating 1 new job.
- 11054** Communication company moved from Warwick Innovation Centre to Pure Offices in Leamington Spa. 3 jobs safeguarded.
- 11825** Fertility diagnosis company have taken office space at Warwick Innovation Centre, creating 2 new jobs.

Jobs Created	Jobs Safeguarded	Jobs Relocated
9	5	7

## Stratford on Avon District

- 11311** Company moved to Shipston, safeguarding 1 job
- 11434** Company moved to Smallbrook Business Centre, creating 1 new job
- 11466** Golfing company moved to Studley, 2 relocated jobs, 6 new jobs in next 12 months (since Q1 2010/11)
- 10250** Internet based gift company expanded to premises with Stratford district. No job figures given.
- 11569** Opening a new café on Henley Street, Stratford. The café has created 1 FTE new job.
- 11433** Arboriculture and ecological consultants moving to unit 9 smallbrook safeguarding 1 job.

Jobs Created	Jobs Safeguarded	Jobs Relocated
8	2	2

## North Warwickshire

- 10906** Precision engineering company relocated out of Coventry to Arley, North Warwickshire. 4 relocated jobs 1 new job created.



11349 Company relocated from Water Orton to Coleshill. No job figures provided.

11681 Recruitment company relocated within the borough safeguarding 4 jobs.

Jobs Created	Jobs Safeguarded	Jobs Relocated
1	4	4

### Sub-regional Successes (Coventry & Solihull)

#### Coventry

11459 Commercial vehicle fleet services company relocated to Binley creating 28 jobs.

11812 Company provide technology solutions to the medical industry, relocated from Staffordshire to HDTI in Coventry. 4 relocated jobs and 1 new job created.

#### Solihull

11314 Adult arts teching centre now based in Hampton in Arden.

11504 Independent finance company relocated from Leamington Spa to Solihull.

9567 Flooring distributer set up new facility in Solihull.