

## Brief

BE Group completed the original feasibility study for the proposed 142 hectare 'Wirral International Business Park'. Following this BE Group was commissioned to produce and implement a marketing strategy for WIBP.

This also included engaging private sector developers in a Wirral International Business Park Partnership.



## Activities

- Marketing and media programme, capitalising on its North West regional strategic site status
- Lobbying Estates Gazette and Insider magazines to produce dedicated Wirral / WIBP features, rather than inclusion under wider 'Merseyside' banner
- Market research amongst potential occupier target sectors
- Creation of a unique marketing partnership between developers, to fund a promotional campaign aimed at property decision influencers throughout the North West, switching emphasis from the attraction of developers to end users, included:
  - Promotional events involving property agents
  - Corporate advertising
  - PR activity at local, regional and national level.



## Outcome

The WIBP Partnership comprises Wirral MBC, Wirral Direct, North West Development Agency, Unilever and private developers: Bromborough Industrial, Chapelgate, Langtree and Pochin. Two further developers who have recently acquired sites are interested in joining the Partnership.

Almost £100 million of private and public sector investment (10:1 ratio) attracted.

Overseas companies Tulip and Meyer have commissioned major manufacturing facilities.

Over one third of a million square feet of speculative B1, B2 and B8 floorspace has commenced construction or received planning consent.

