

# GLITZ AND GLAMOUR FOR STARS



## THE BIGGEST NIGHT IN THE NORTH EAST CONTACT CENTRE INDUSTRY CALENDAR SAW MORE THAN (RSA) AND NHS BUSINESS SERVICES AUTHORITY NAMED AS THE REGION'S BEST.

The two centres, which are based in Sunderland and Newcastle respectively, picked up the top prizes at the North East Contact Centre Awards 2011, which were organised by Tyne and Wear Development Company.

Over 450 guests were at Rainton Meadows Arena in Sunderland for this year's vintage Hollywood themed awards ceremony to recognise the star performers in one of the region's most competitive sectors.

More Than (RSA) was named North East Contact Centre of the Year for centres with over 250 seats while NHS Business Services Authority won the equivalent award for smaller centres with fewer than 250 seats.

Fusion Contact Centre Services and Barclays Bank, both based in Sunderland, were named as runners-up in the over 250 seats category while Carillion Energy Services (Newcastle) and HP-PLSC (Peterlee) impressed the judges to take runner-up places in the fewer than 250 seats category.

Eight other individual and team awards were presented on the night to:

- **CONTACT CENTRE LEADING LIGHT**  
Diane Breen, Northern Rock PLC
- **CONTACT CENTRE SALES STAR**  
Tracy Clavering, Northern Rock PLC
- **CONTACT CENTRE SUPERSTAR**  
Lise Watson, NHS Business Services Authority
- **PEOPLE DEVELOPMENT HERO**  
Emma Vinter, RBS Insurance - Churchill
- **CONTACT CENTRE TEAM OF THE YEAR**  
Premier Telephony, Barclays Bank PLC
- **BEST TRAINING PROGRAMME**  
Track Training Programme, Sitel UK
- **BEST USE OF TECHNOLOGY**  
Business Connect, Barclays Bank PLC
- **CONTACT CENTRE DREAM TEAM**  
Sunderland Fraud Team, More Than, RSA

Sarah Gibson, marketing officer at Tyne and Wear Development Company, said: "The region's contact centres continue to impress with their outstanding professionalism and productivity and are admired

internationally. These awards are a chance to recognise this success.

"The industry has developed considerably over the last decade and we're delighted to have been hosting these awards during this time.

"The quantity and quality of the nominations we received was outstanding and we'd like to congratulate all our finalists on their success in this year's competition."

The 2011 North East Contact Centre Awards were organised by Tyne and Wear Development Company in association with headline sponsor NRG and associate sponsor Avanta.

Therese Liddle, managing director of NRG said: "NRG is delighted to be headline sponsor once again for this prestigious event.

"With the North East Contact Centre Awards now in its 9th year, it is clearly evident that the North East continues to demonstrate world class excellence across the contact centre industry.

"We have the skills, experience and dedication to deliver outstanding levels of customer service across a very diverse range of sectors, which is testament to the hard work, enthusiasm and empathy shown by every member of staff. This year seemed to be particularly competitive so many congratulations to all the winners, be proud of your achievements and good luck for next year!"

This year's award sponsors were NRG, Avanta, Already Sorted Limited, BQ Magazine, Contact Centre Professional, GEM Premium People Recruitment, Sinclair Voicenet, Sunderland City Council, Quorum Business Park and Hays Recruitment. The media partner was Call Centre Helper magazine.

For more information about the awards visit [www.contactcentrewards.co.uk](http://www.contactcentrewards.co.uk)

Tyne and Wear Development Company Ltd is a controlled company within the meaning of Part V of the Local Government and Housing Act 1989. The relevant authorities are Gateshead Council, Newcastle City Council, North Tyneside MBC, South Tyneside MBC and Sunderland City Council.



# THE INVESTOR

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## COMPANY MARKS 25<sup>TH</sup> ANNIVERSARY

TYNE AND WEAR DEVELOPMENT COMPANY IS CELEBRATING 25 YEARS AS THE MAIN DRIVER OF INWARD INVESTMENT AND BUSINESS SUPPORT IN TYNE AND WEAR.

The region's leading business development company has worked with thousands of businesses over the last two and a half decades and continues to deliver valued support in the current economic climate.

Set up in 1986 shortly after the first cars rolled off the production line at Nissan, Tyne and Wear Development Company's achievements are considerable. It has worked with organisations of all sizes, from global companies to growing SMEs, providing free and confidential support on all business related matters.

This includes organisations of the stature of Nike, HM Plant, Tesco Bank, Balfour Beatty, Teleperformance and the Government's Marine Management Organisation. These global names have all been attracted to Tyne and Wear and created many jobs in the process by the support, knowledge and expertise offered by Tyne and Wear Development Company.

Paul Buie, manager, said: "The impact of Tyne and Wear Development Company over the years cannot be underestimated. Thousands of jobs have been created and millions added to the economy through projects the team has been involved in.



Paul Buie, Tyne & Wear Development Company

"Some of the biggest projects can take months and even years of bridge building to drive through."

A cornerstone of the organisation's success has been its collaborative approach to business support which has seen it work with many business support bodies, property agents and local authorities.

Bill Naylor, managing director of Naylors Chartered Surveyors who has worked in partnership with the agency over the years on a number of location projects said: "Tyne and Wear Development Company has been

and continues to be a great asset to the business community in the North East and to those looking to locate here.

"The team has a wealth of experience and contacts both in the private and public sectors which enables them to guide enquirers on a wide range of issues providing un-biased advice drawn from a depth of knowledge built up over a great many years."

## APPETITE FOR SUCCESS

TYNE AND WEAR DEVELOPMENT COMPANY'S CONTINUED APPETITE FOR ENCOURAGING BUSINESS GROWTH IS DEMONSTRATED BY ITS LONG TERM SUPPORT FOR ONE OF THE COUNTRY'S LEADING BRANDS.

Newcastle baker Greggs, which has ten regional bakeries supplying over 1,500 shops in the UK, has been able to tap into a range of services over the last ten years through Tyne and Wear Development Company's Strategic Account Management programme.

Greggs, which recorded sales of over £600 million last year, has just opened a new £16.5 million state-of-the-art bakery at Balliol Business Park – a project Tyne and Wear Development Company supported.

Nigel Oldham, supply chain director at Greggs, said: "We have a strong relationship with Tyne and Wear Development Company. Over the years the team has been very proactive in assisting us with all manner of projects and we're very appreciative of that.

"We're excited about the new facility and the input we received was important to the progress of our plans. Their level of service and attention to detail is impressive."

Paul Buie, manager of Tyne and Wear Development Company, said: "Greggs is a big success story for Tyne and Wear. It's a major employer and investor in this area and the new, purpose built site will play a big part in the company's future success."

Tyne and Wear Development Company's Strategic Account Management programme is designed to provide ongoing advice and support to growing companies across Tyne and Wear.

Companies such as Greggs benefit from a dedicated 'aftercare' service delivered by skilled business advisors that is designed to meet long-term development needs and ensure that support does not simply end once a particular project is complete.

Working closely with businesses, Tyne and Wear Development Company provides ongoing support to address key challenges and maximise growth opportunities. This includes help with networking opportunities, the development of new technologies and markets as well as access to finance and other business initiatives.

## FOR ASSISTANCE OR INFORMATION

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## REGIONAL GROWTH FUND INVESTMENT SECURES JOBS



(L to R) Martyn Campbell (Shasun) with Jim Malloy and John Wiper

**TYNE AND WEAR DEVELOPMENT COMPANY HAS HELPED TO SECURE A £17M INVESTMENT PACKAGE THAT WILL CREATE OR SAFEGUARD JOBS IN KEY SECTORS ACROSS TYNE AND WEAR AND THE WIDER REGION.**

Five businesses across Tyneside and Northumberland will benefit from Regional Growth Fund (RGF) investment after Tyne and Wear Development Company worked closely with Northumberland County Council to develop a package of business support to secure RGF backing.

Over 180 jobs will now be created or safeguarded by the companies, including Shasun Pharma Solutions. The multimillion pound project will lead to the creation of up to 29 new jobs at the company's Dudley site in North Tyneside.

Shasun conducts contract research and manufacturing for many of the world's leading drug companies. In conjunction with one of those clients it plans to develop and manufacture a pioneering new pharmaceutical ingredient used in the treatment of Alzheimer's disease.

John Wiper, site leader at Shasun said "This project will contribute to the development and production of a marketable API with efficacy against a disease which represents one of the biggest challenges facing the

medical sector worldwide, the treatment of Alzheimer's disease and age related dementia."

Jim Malloy, strategic account manager at Tyne and Wear Development Company, said: "We are delighted that Tyne and Wear and Northumberland's collaborative approach has been so successful in bringing much needed new job opportunities to the area.

"Both organisations have extensive experience in providing specialist business support and advice to local employers. Pooling our efforts in this way shows just how effective partnership working among local business support agencies can be and how the region can benefit from an integrated approach to economic development activities."

## SITEL CELEBRATES 10 YEARS IN THE REGION

**SITEL'S NORTH EAST CONTACT CENTRE HAS CELEBRATED ITS 10TH ANNIVERSARY WITH A SUCCESSFUL 2011 DURING WHICH IT PICKED UP A STRING OF NEW CONTRACTS.**

Sitel, a leading contact centre outsourcing, saw its site on Balliol Business Park grow its workforce from 200 at the start of the year to around 500 at peak thanks to new business with a series of major brands.

The contact centre has received support with its growth plans from Tyne and Wear Development Company. Sitel expects to continue this momentum in 2012 and hopes to reopen a second office facility on Balliol in the future.

Andy McCobb, site director for Sitel, said: "The momentum we are beginning to build is fantastic. The work we have picked up in the six months I've been with the organisation is a real testament to the quality of staff we have here.

"The nature of our business exposes us to lots of fantastic opportunities for repeat business. As we pick up additional work and reach capacity at our current site, it only strengthens our desire and need to open a second site within the near future."

Sitel is a leading provider of outsourced contact centre services, employing around 52,000 employees globally. The contact centre is one of over 135 sites across the globe.

Tyne and Wear Development Company was instrumental in helping Sitel to locate its site in North Tyneside a decade ago, identifying a suitable location at Balliol and helping to secure outside investment.

The agency continues to provide assistance through its long-term Strategic Account Management programme



Sarah Hinchcliffe-Smith, Sitel HR manager, with Alan Jones from Tyne & Wear Development Company

and has been working closely with the company in preparation for the expansion.

With the inward investment agency's support, Sitel has been able to develop a bespoke training programme with local training providers to boost employee skills. It has also received help with its recruitment programme.

"Newcastle's a great base for us in terms of both access to support and the quality of the workforce we have here. Many of our employees have been with us for years and benefitted from our proactive training initiatives," said Andy McCobb. He added: "Employee development has always been a core business goal and we're delighted to be reinvesting in our existing and future workforce with Tyne and Wear Development

Company's support. The input has been invaluable and is helping to underpin our expansion plans."

Alan Jones from Tyne and Wear Development Company said: "The contact centre sector is incredibly important to Tyne and Wear and the wider North East region as a whole.

"Sitel is a multi-national business and a key player in the regional contact centre sector and it's a good sign for the industry that the company is expanding here. The support we've provided is helping them to prepare for future success."

## BIG NAMES GROW

**TWO MAJOR INWARD INVESTMENT PROJECTS IN THE REGION ARE CONTINUING TO CREATE JOBS ON NORTH TYNESIDE.**

Construction giant Balfour Beatty has recently announced it will create an additional 200 jobs at its customer support centre, while Tesco Bank has seen its workforce in the region approach the 1,000 mark.

Both companies are developing operations at Quorum Business Park after support from Tyne and Wear Development Company influenced their decision to invest in the region.

Balfour Beatty's customer service centre opened in 2010 and provides centralised support services for the

14 companies it runs in the UK. The centre has already saved the company £15m in efficiencies and expects to employ up to 450 people by the end of next year.

Tesco Bank opened its contact centre in 2009, initially employing 500, and has seen the workforce in its general insurances division grow steadily ever since to almost 1,000.

Tyne and Wear Development Company made it possible to attract these high profile projects to the area by delivering a comprehensive package of business support and advice.

In both cases, the agency worked with consultants representing the companies for many months to identify suitable premises, provide background information and bespoke research on the region and introduce links to other sources of support. It also helped Tesco Bank secure government funding of £2 million.



Paul Buie, Tyne & Wear Development Company and Ian Dawson, Balfour Beatty

## HOTBED FOR CONTACT CENTRES

**THE REGION'S RENOWNED CONTACT CENTRE INDUSTRY HAS BEEN BOOSTED BY THE ARRIVAL OF TWO WELL KNOWN COMPANIES IN TYNE AND WEAR.**

Satellite giant Sky and BT Retail have both announced the opening of major operations in the area that will create hundreds of jobs.

The contact centre industry is one of the region's most successful sectors with around 60,000 people already employed in 145 centres.

Sky has moved into the £60m Wellbar Central development in Newcastle, adjacent to St James' Park, and will create 400 jobs. In addition to its broadcasting services, it also provides broadband and telephony services.

BT Retail is also growing with the announcement of a further 280 jobs at its flagship £10m operation in South Tyneside. The jobs will be created at its Harton Staithes complex and will help BT handle its increasing sales activity.

Paul Buie, manager of Tyne and Wear Development Company, said: "This is more positive news for one

of the area's most successful industries. The well earned reputation local centres have for productivity, skills and professionalism is continuing to create jobs and investment in the region.

"We're delighted to welcome Sky and BT to Tyne and Wear and wish them every success with their operations here."

Tyne and Wear Development Company has been instrumental in the development of the North East contact centre industry over the last decade, working closely with many of the region's centres to address strategic issues such as skills development, use of technology, outsourcing and image.

It also runs the Tyne and Wear Contact Centre Networking Group to provide a discussion forum for key decision makers in the industry and hosts the annual North East Contact Centre Awards.