

# Press release

PR 4103

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## New drive for investment and jobs in Devon

A major campaign to encourage businesses to relocate to Devon is being launched on Thursday.

The campaign is aimed at one million key business leaders in UK companies using targeted internet advertising.

And it will feature a number of highly successful Devon companies already selling their products across the world to demonstrate the diversity of the county's economy.

They include Supacat, Burts Chips, Goodridge, Actavis and Forest Fuels (see notes to editors).

The five-month campaign will highlight Devon's ability to host innovative businesses in contrast to its traditional image as a centre for tourism and farming.

And it will remind existing Devon businesses that are looking to expand exactly what the county has to offer.

The campaign is being developed and run by Devon County Council.

Devon's Cabinet Member for Economy, Enterprise and Employment, Will Mumford, said: "Business growth is really important for Devon's economy.

"We want to encourage the right businesses to locate to Devon and help to create higher skilled and better paid jobs for local people.

"This is an innovative, web-based campaign that will put Devon in the shop window as an ideal business destination and encourage firms to re-locate or start up here.

"And it will challenge the traditional view of Devon by demonstrating the range, depth and breadth of companies that are already operating highly successfully in the county.

"We are very grateful to all the companies that have agreed to take part in this campaign and their participation demonstrates the cooperation and

County Hall  
Topsham Road  
Exeter  
Devon  
EX2 4QD

Leader of the Council:  
Cllr John Hart

Chief Executive:  
Phil Norrey

Telephone:  
(01392) 383262

Fax:  
(01392) 382301

Email:  
[media@devon.gov.uk](mailto:media@devon.gov.uk)

Information Devon:  
[www.devon.gov.uk](http://www.devon.gov.uk)

Devon County Council News:  
[www.devon.gov.uk/media/](http://www.devon.gov.uk/media/)

### Fact File (2009/2010):

Devon is an excellent council which is improving well. The Audit Commission

- Budget £865 million
- Population: 750,100
- County Councillors: 62
- Schools: 364
- Pupils: 96,200
- Children looked after: 550
- Adults helped to live at home: 18,956
- Roads: 12,831 km (7,973 miles)
- Bridges: 3,500
- Residential Care: 3,564 adults
- Libraries: 61 (11 mobiles)
- Streetlights: 71,000
- Illuminated road signs and bollards: 10,917
- Recycling Centres: 19
- Recycling rate: 55%

partnership that already exists.

"In essence, we will be telling decision-makers how much better business is in Devon."

Mr Mumford said the campaign would emphasise Devon's success in winning Government funds to provide superfast broadband to at least 85 per cent of the county. This was an absolute necessity for almost every modern business, he said.

The Devon Delivers campaign will have a dedicated website at [www.investdevon.co.uk](http://www.investdevon.co.uk) and, as well as targeting key decision-makers, it aims to generate 10 million webpage impressions.

There will also be a media relations programme with the national Press and specialist magazines. A twitter account has been opened under the name Devon Delivers.

Mr Mumford said: "There are so many positive developments taking place in Devon with the introduction of superfast broadband to our rural areas, the creation of Exeter Science Park and Skypark in East Devon and, hopefully, the go ahead for the South Devon link road.

"We want to ensure business leaders in the rest of the country know about them and take those factors into account - as well as the fabulous environment and lifestyle that Devon offers - when they consider relocating their companies."

Ends.

Notes for editors: Will Mumford is available for interview on 07779 149373. The five companies are also happy to talk to the media.

Supacat - based at Dunkeswell, is an innovative design house and world leader in high-mobility, all-terrain vehicles. Contact Celia Turner on 07703 34425 or [celia@ctpr.co.uk](mailto:celia@ctpr.co.uk)

Burts Chips - based at Roborough, Plymouth is a world leader in premium crisps. Contact Nick Hurst, 07968 480947 or [nick@burtschips.com](mailto:nick@burtschips.com)

Goodridge - based at Exeter Airport, is a global leader in fluid transfer systems and supplies Formula One cars. Contact Claire Conibear 01392 440644 or [claire.conibear@goodridge.net](mailto:claire.conibear@goodridge.net)

Actavis - based in Barnstaple, is a world-leading pharmaceutical company that produces over 500 medicines. Contact Zoe Hurst on 01271 311 200

Forest Fuels - based in Okehampton, is a leader in the biomass fuel industry. Contact 01409 281977 or [admin@forestfuels.co.uk](mailto:admin@forestfuels.co.uk)

David Hutchings - Devon Newscentre - Devon County Council - 01392 382594 - [twitter.com/devoncc](https://twitter.com/devoncc)