

# CASE STUDY

## Supporting growth

Marketing Masters began trading in May 2003, operating out of serviced offices in Maghull, Sefton. The company provides marketing consultancy and direct marketing services to biotech and biopharma marketing and sales teams. With an impressive list of clients including Johnson and Johnson, Novartis, Allergan, Amgen and Bayer, Marketing Masters works with many of the largest companies in the world.

Soon after starting, the business expanded rapidly growing to five employees by 2005. It was at this point that MD Peter Price contacted the Invest Sefton team at Sefton Council.

The initial work undertaken by Invest Sefton was to identify suitable new premises within Sefton, ensuring that they met the business's current needs as well as allowing some room for growth. With advice and financial assistance through Invest Sefton, the company embarked on a new phase of growth that saw the business expand to 13 employees, with close to a 500% increase in turnover.

Originally the business had operated purely as a consultancy but has now developed into a full service marketing and sales services company.

Invest Sefton has continued to assist the business across a range of areas, including providing financial assistance – crucial in times of restricted cash flow. Sefton@Work has helped the business recruit new staff. As part of this Peter will work with Sefton@Work to provide opportunities to residents of the most disadvantaged areas within Sefton.

**Build Sefton** – Works with construction companies to help them maximise local supply opportunities arising from both Sefton and city-region building developments. It will also act as a direct referral source for residents seeking employment in the building and construction trades through links with Sefton@Work.

### Sefton Business Village Partnership

The overall aim is to strengthen the partnerships between the business community and the public sector, and to develop and deliver schemes that will benefit the trading environment, the public realm and the local community.

### Business Neighbourhood Officers

Covers four Area Management locations in south, central and north Sefton. This intervention will tackle key business concerns such as environmental blight, signage, lighting, crime and security issues that affect business confidence and investment in the area.

### Financial Assistance programme

This will provide investment support to individuals and businesses seeking to start or grow a business in the target Working Neighbourhoods Fund wards.



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