

CASE STUDY

NICE Enlist MIDAS for a Cost-Saving Relocation

NICE - a Special Health Authority of the NHS that provides national guidance on promoting good health and preventing and treating ill health, began considering whether to relocate in January 2006. Following an options appraisal on five northern cities, Manchester was chosen as the preferred location, offering cost savings, a good skills base, excellent travel links and a good quality of life for employees.

MIDAS was on hand to offer support and guidance to NICE in finding a suitable property. Offering advice on developments around the city region, MIDAS also set up meetings with property agents, arranged trips around Manchester and accompanied the NICE team on tours of all potential permanent offices in the city region.

With help from MIDAS, NICE has now identified a permanent office at Bruntwood's City Tower, offering them a large floor plate of newly-refurbished Grade A space near Piccadilly Gardens.

The 20,000 sq ft office on City Tower's first floor will, by the end of the year, be home to around 70 staff initially, but will have a capacity for up to 150. Designed to NICE's specification and at a very affordable rent, the office will also provide flexible desk space for visiting employees from London.

MIDAS has also been able to provide NICE with contacts across the city, particularly within the University sector.

"One of the reasons NICE came to Manchester was to tap into the belt of northern universities," said Mark Salmon, Corporate Services Director at NICE. "We did have some reservations about recruitment because many of our staff need a high degree of technical expertise but we have had a great response in terms of quality of applicants. Technical, project management and administrative positions have been filled from a good field of applicants."

Currently, NICE is working with London employees who are considering relocating to Manchester. MIDAS is on hand to provide relocation services, reconnaissance days, information on house prices, schools and lifestyle as well as seminars with other public sector agency staff who have made the move to Manchester.

Salmon said: "My advice for other organisations considering a move to Manchester would be to send a small forward team to provide a base from which you can build up your organisation, gather intelligence and fully research the accommodation options. Consider managed office space as an intermediate step while you grow your organisation and enlist MIDAS' help to provide you with information about local contacts and expertise."

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