



# MARTINEAU LOOKS **NORTH** TO INVESTMENT OPPORTUNITIES

The vision and drive of Cumbria to be one of the fastest growing economies in the UK has captured the imagination and commitment of top 100 law firm Martineau. The firm, which has offices in London and Birmingham, hosted a ground-breaking event entitled "Cumbria is Open for Business", on 21 May attended by over 50 national business leaders eager to gain insight into Cumbria's Economic Strategy and commitment to becoming the Energy Capital of the UK.



**Standing:** Andrew Whitehead (Martineau), Iain Johnston (Martineau), Chris Pearson (Carlisle Regeneration) Ian McNichol (Carlisle Regeneration), Graham McWilliam (Invest in Cumbria), Clive Read, (Martineau), Stewart Swift (North West Development Agency), Richard Greenwood (Cumbria Vision), Bob Pointing (Barrow Vision). **Front:** Richard Greenwood (Cumbria Tourism), Rosie Mathisen (West Cumbria Vision), Sarah Briggs (North West Development Agency), Karen Basset (University of Cumbria)

**“We are committed and proud to be supporting Invest in Cumbria”**

The event, held at the Birmingham office of Martineau was co-hosted by Invest in Cumbria and Cumbria Vision and show-cased the launch of Cumbria's Economic Strategy 2009-2019; this was the first time it was presented to a commercial audience outside of the North West region. With attendees representing developers, investors, banks and energy companies the high-profile audience was able to appreciate first hand the range of excellent investment opportunities available in Cumbria.

Clive Read, the Martineau partner leading the firm's strategic partnership with Cumbria comments: "We are determined to ensure that Cumbria is seen not only as a place of outstanding beauty but is viewed as one of the UK's leading destinations to conduct business. As a firm we have strong connections with the region working with the University of Cumbria, Lancaster University, British Energy and National Grid. We are very much aligned to assist the development agencies in seeing as many regeneration projects get off the ground as soon as possible. We are committed and proud to be supporting Invest in Cumbria."

Martineau is well placed to advise the development agencies with the opportunities arising out of the energy and low carbon economy thanks to the vast experience across the firm's Energy and Utilities team. Clive continues: "We are ideally suited to help realise Cumbria's plan to deliver the Government's agenda for energy security and climate change through renewable sources such as wind and tidal and the potential siting of up to three new civil nuclear power sites centred along Britain's Energy Coast™."

With two of the firm's partners with permanent residences in Cumbria and with a



further two partners born and raised in the area, Martineau has more than a passing interest in the region.

Invest in Cumbria's Graham McWilliam comments: "We have big ambitions for Cumbria and need to work with leading firms that have the skills to be able to deliver complex schemes and have the insight and passion to really help us deliver the Cumbria Economic Strategy. Part of our role at Invest in Cumbria is to showcase the scale of opportunity available to investors from outside of the region and ensure that 'Destination Cumbria' is seen as a place to live, invest, work and play. Our relationship with Martineau gets us one step closer to that vision." In fact, it's with the support of leading advisors like Martineau, that some of the more complex schemes will get off the drawing board according to Invest in Cumbria's Graham McWilliam.



Andrew Whitehead of Martineau and Rosie Mathisen of West Cumbria Vision



Graham McWilliam of Invest In Cumbria and Clive Read of Martineau

At a macro level the UK Government has a well documented and clearly defined climate change strategy that centres much of its attention on the creation of sustainable fuel sources which forms the backbone of many of Cumbria's investment initiatives.

Richard Greenwood, Chief Executive of Cumbria Vision, added: "The UK is beginning to wake up to the huge potential of Cumbria as a place to live, work, visit and invest. This event has gone a long way to help major businesses based in and around the UK's second biggest city to appreciate the sheer scale of our ambitions. With more than £1.5 billion being channelled into a packed programme of regeneration projects over the next three years alone, there are certainly enough investment and development opportunities to whet the appetite of a whole spectrum of businesses.

"Our hope is the event has inspired some of those businesses to play a part in transforming our ambitions into reality. In the meantime Cumbria Vision and partners will continue to deliver the strong message - Cumbria is open for business."

"Cumbria is open for business" also included speakers from the University of Cumbria, West Cumbria Vision, Barrow Vision, the Northwest Regional Development Agency, Cumbria Tourism and Carlisle Renaissance.

For more information on this, please contact:

**Clive Read**, Partner  
Direct Dial: 44(0)870 763 1439  
Email: [clive.read@martineau-uk.com](mailto:clive.read@martineau-uk.com)

**Iain Johnston**, Partner  
Direct Dial: 44(0)870 763 1231  
Email: [iain.johnston@martineau-uk.com](mailto:iain.johnston@martineau-uk.com)