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26 August 2010

Dear Jeff, Jim and Kevin

Shanghai Expo – The Need to Attend

As you are all aware, the final month of the 6 month Shanghai Expo is October and from an inward investment into Wirral and an urban regeneration point of view, it is the most important month for Peel and Wirral.

Although this will be the end of this Expo, it is the start of what we hope will be a sound and prosperous business relationship with Shanghai and other parts of China. Of all the countries in the world, China seems to be the least affected by the recession, if affected at all, and its desire to do business with “English speaking countries” to help prosper must be captured.

Remember what was announced by the Leader of the Expo on television when it opened in May – it was made clear that those who had sponsored and helped “their Expo” can expect China’s help with business in their own country and those who did not will not be favoured. Thus, we need and have a continued opportunity to capitalise on this.

If I recall correctly a Wirral Council delegation has visited China twice. The first was with your former Leader Steve Foulkes who met with high level delegates from Suzhou and Taicang and the second was to attend the Shanghai Expo.

During both visits we attended and mutually supported most of each other’s meetings and to say we made good progress would understate what we achieved for Wirral in such a short period of time as a place to bring new business to.

It was quite clear that at such meetings the relationship between ourselves was also being measured ie. Wirral as the local government public sector and Peel representing the private sector and major investor in Wirral. Showing how we work together in partnership is important to them and our efforts being there were clearly appreciated.

My view is that it is extremely important that a Wirral Council delegation attends the Shanghai Expo this October and by this I mean senior Directors and new Leader, Jeff Green and perhaps other Councillors to support our pitch for inward investment into Wirral. It is both mine and John Whittaker’s view that Wirral’s attendance and particularly the personal endorsement by you Jeff, as new Leader, needs to show support and that you welcome the Chinese business community to Wirral and indeed to share your ideas, views, commitments and future strategies.

From my point of view, the fact that we have a unanimous vote for planning permission for Wirral Waters is something that we also should be shouting from the rooftops, on the basis that we are all getting ready to do business at a holistic scale that will stretch over decades but under a true and friendly partnership. I think that it is important that you Jeff need to be there to be giving support to this.

John Whittaker fully supports the concept of Wirral Waters as demonstrated by our continued endeavours to get planning permission for 17 million square feet of mixed use floor space which, let us remind ourselves, is the largest project in the UK and John is joining me at the Expo to continue this support. I will also have a team of at least 6 others from Peel with me.

Peel's support for Wirral needs the continued help and partnership of Wirral Council so myself and John ask that you seriously consider sending a delegation for at least the period of 13th to 20th October so that we can jointly continue to promote Wirral, Wirral Waters and port related activity and bring in new business.

The cost of such a visit is insignificant compared to the major future benefits that this could bring to Wirral.

Can you really afford not to go?

Yours sincerely

A handwritten signature in blue ink that reads "Lindsey". The signature is written in a cursive style with a horizontal line under the name.

LINDSEY E ASHWORTH
Director