

# LoveBusiness | Enterprise

## LoveEnterprise



**with STUART KLOSINSKI**  
 Industrial development manager for Furness Enterprise

## Racing ahead

**C**ARTMEL Racecourse – when it holds its May and August Bank Holiday and July race meetings – regularly attracts around 25,000 visitors into the Cartmel peninsula.

Communities like Haverthwaite, Newby Bridge and Grange always gets a boost from the influx of racegoers, with Cartmel village businesses benefiting too.

Perhaps a lesser-known aspect of the racecourse is the role its unique, rebuilt and enlarged grandstand conference and events facility is performing, as a venue offering superb rural views, a restaurant and conference facilities. An increasing number of corporate organisations are choosing to use the venue for their events or training of staff.

The venue is also attracting other users for weddings or social celebrations and offers something different to local hotel venues.

Educational users, and organisations such as the Riverside Trust and others, have chosen to use the facilities because of its good location good access off the A590, catering, parking and proximity to urban and industrial areas.

The racecourse event venue is now complemented by the nearby Lakeland Motor Museum tourism destination, which is meeting its forecasts for visitor numbers in its first year.

Playdale in Haverthwaite won the race for new business recently when Barrow Borough Council sought bidders for Dalton's new play area.

In Barrow, a local firm racing ahead in developing new business is Centric Office Equipment. From their location at Barrow's Furness Business Park, they have broadened their customer base by being first to respond to urgent client needs, an example being helping Cockermouth-based James Walker reinstate their office after it was affected by floods.

Centric have transformed their traditional office supplies and supply of furniture business so that it now offers a complete office interior design service, as well as traditional services. They also supply organisations such as police forces, industrial and public authority customers.

Part of the specialist supply chain support we offer to local companies like Centric involves assisting them to examine short and medium-term market opportunities worth racing for.

In 2011, Furness Enterprise's special support will continue to help companies position themselves to bid effectively for new business and thereby generate new job opportunities

A week ago, 41 companies came into our supply chain information hub, Waterside House, to learn about future supplier opportunities directly from BAE Systems, Sellafield Ltd, Dong Energy and local authorities. That masterclass provided a forum for exchange of best practice and allowed individual firms to identify future contracts to target.

That is being followed up this week with giving advice to a business new to the area on how it could expand the range of training courses it might offer to the energy sector. We are also hosting REpower UK, the wind turbine contractor, three days of demanding interviews for local people seeking one of the 14 technician jobs RepowerUK has on offer on their long-term Ormonde offshore wind farm project.

When companies want to race ahead into new markets, they seek Furness Enterprise as a partner of choice in identifying targetable and profitable opportunities.



**LIGHTING UP:** McGeoch's Karting Marshalling System in use

# Bright idea aids go-karting safety

**A**N Ulverston team has developed fixed marshals' flags that use bright LED lights for go-kart racing.

McGeoch LED Technology of Daltongate, Ulverston, hopes to repeat its success with LED fixed flags for Formula One car racing, which have augmented the marshals' traditional cloth flags since 2008 at all major Grand Prix races.

The small McGeoch team that designs LED lighting solutions for its 175-year-old Birmingham-based parent company, came up with the goods as it does for a range of applications, including LED systems for warships and submarines.

The company says in Formula One, its LED flags, which are mounted at fixed points, have helped to improve safety – although they have augmented rather than replaced traditional cloth flags.

Phil Logan, technical director, said the go-kart LED flags will help safety and will also enable organisers to run go-kart races with fewer marshals if they choose.

The lights are at every corner and are used for commands such as stop, go, caution, and for telling drivers to allow

the car behind to overtake when they have been lapped.

Mr Logan said: "They are more visible than cloth flags. They are positioned just above the driver's head as they go round a corner."

The McGeoch company began life as a ship's chandler. Fluorescent lighting systems made at its Midlands factory are on all the Astute submarines and will be on the Royal Navy's new aircraft carriers.

The company also provides LED systems for warships and submarines, including the automatic emergency lantern system for Astute.

Mr Logan, who has worked for Marl and Oxley Developments in the past, commuted to Birmingham to work for McGeoch at first until the company set up an office in Ulverston.

Mr Logan said: "Ulverston is recognised as a hub and centre of expertise for LED work."

The new go-kart system has been designed and developed as an affordable modular safety lighting system specifically for club and professional karting circuits.

McGeoch worked closely with the

Rowrah-based Cumbria Kart Racing Club, its director, Malcolm Fell, and the Motor Sports Association to adapt the existing marshalling system to accommodate karting requirements.

Successful trials at the Cumbria Kart Racing Club circuit generated positive feedback and prompted the Motor Sports Association to give it the green light.

The system made its official karting debut at Rowrah on November 13 and 14.

Mr Fell said: "Safety is paramount in all Motorsports."

"The introduction of McGeoch's Karting Marshalling System has proved to be hugely beneficial to both marshals and drivers alike and will be an integral part of track safety going forward."

The system helps streamline co-ordination, driver awareness and safety but the biggest boost is to the marshals and their ability to react to varying race conditions efficiently.

Key features of the system include high-intensity, focused LED arrays in red, yellow, green and blue all set against a high contrast background, and a flash function for waved flags.

Email [amy.fenton@nwemail.co.uk](mailto:amy.fenton@nwemail.co.uk) contact Amy Fenton on 01229 840143