



DPIB001

Press Release

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Downtown Preston in Business launches New venture sees return of the Mac

BUSINESS movers and shakers looking for greater say in how Preston tackles major economic and business issues are being invited to join an exclusive new private sector business club.

Downtown Preston in Business (DPIB) will open its doors in January 2007 and follows the hugely successful Downtown Liverpool in Business format which has gained a membership of 300 since its inception in 2005.

The body has made a significant impact in lobbying for change in Liverpool as well as generating over £100 million of new business for its members in 12 months, through its networking events.

The launch of DPIB sees the return to Preston of the business club's founder and Chairman, Frank McKenna, the former Deputy Leader of Lancashire County Council and Leader of the North West Regional Assembly.

Frank is planning to help Preston realise its true potential: *"I think I share the opinion of the majority of Preston's business and private community in that the city has stood still for too long.*

"I feel a sense of huge frustration amongst the many business people we have consulted on the progress of Preston since achieving city status. The passion for change amongst the business community in Preston is unwavering and we hope to create a blueprint for a better Preston."

Downtown Preston in Business will run a series of debates and seminars inviting distinguished speakers as well as lobbying local, regional and national Government. It will also operate a diary of networking events and awards.

Frank added: *"We have made enormous strides in Liverpool by representing the views of the region's most successful companies, entrepreneurs and business leaders to address the real agenda businesses face. We have facilitated introductions leading to £127 million of business in one year and each event attracts on average, 300 people.*

"It's a quality model with a proven track record. We look forward to achieving the same results in Preston."

Downtown Preston in Business is also working in association with the Media Factory at UCLan to develop an enterprise networking club and to provide mentoring and business support services to university graduates and Lancashire SMEs.

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