



# Brandon

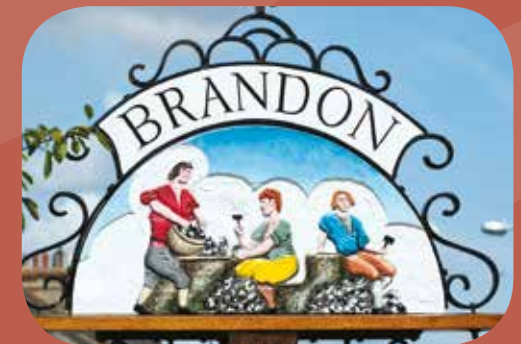
Manufacturing, construction, engineering and logistics businesses are based in Brandon, and the town is also a service centre for the local population and American air force families. It has a good range of services and independent shops as well as a twice-weekly market.



Modern Brandon has grown up around its good transport connections; it is 10 minutes from the A11 and Cambridge and Norwich are 30 and 36 miles respectively, both cities with expanding regional airports. There is an hourly rail service to Norwich and Cambridge.

The natural environment is also a factor in the town's prosperity. Brandon is in The Brecks, a protected area with a unique flora and fauna which draws visitors interested in its wildlife and beauty. The 'pine lines' – the mature

Scots pines which were originally planted as hedges – are a distinctive feature of the Brecks landscape.







Tourism presents many opportunities for local businesses and is an important part of the local economy, providing 22% of employment. The Center Parcs holiday village at nearby Elveden is a major employer and outdoor activities in Thetford Forest, from concerts to off-road cycling, bring tens of thousands of visitors every year.

Brandon's industrial heritage can be traced back thousands of years. It was the flint capital of Britain with the mineral in demand for building and weaponry. Flint buildings of all sizes are still a feature of the area. In the middle ages the fur trade developed following the introduction of rabbits by the Normans.



## Distances from Brandon





## Case study



# Center Parcs

Center Parcs chose Elveden Forest, north east of Mildenhall, to open its second holiday village in 1989.

The site was ideal, with excellent transport links and 400 acres of forest where the company could build its lodges and extensive indoor and outdoor activities.

James Barrett, General Manager of Center Parcs Elveden Forest, said: "The area has a great deal to offer and as a result, the village has gone from strength to strength."

Since opening 25 years ago, occupancy rates at Elveden Forest have been above 95% all year round with guests mostly travelling from within a two-hour radius of the village.

James added: "The village sits at the heart of a group of small communities. Our employees are the lifeblood of the

business and Center Parcs is one of the biggest employers in the local area.

"Elveden Forest has a team of 1,500 people (more than 90% of whom are from the local area), taking care of the operation of the village and ensuring guests have an exceptional experience.

"The economic importance for us of working with local communities and businesses is significant."

It is estimated that Center Parcs, which now has five holiday villages in the

UK, contributes in excess of £20m to the local economy each year through employment, attracting people into the area and working with local businesses.

**"West Suffolk has been an ideal location for us. It has the perfect mix of natural landscape and a good network of communities and businesses which contribute to our success."**



## Case study



# Omar Group

Omar Group, the UK's leading designer and manufacturer of park homes and luxury lodges, has been based in Brandon since 1975 and is reaping the rewards of continuing investment.

From its 13.5 acre West Suffolk headquarters close to the A11, which includes an 180,000 square foot facility encompassing manufacturing, offices and a show ground, the business serves a UK wide client base.

Building on the success of Omar Park & Leisure Homes, Omar Group acquired Wessex Unique Lodges & Park Homes in 2013. With a strong product portfolio and full order book, the group is expecting to see an impressive 40% growth in output in 2014, creating many more jobs. Over the past year the group has already increased the workforce from 140 to 230 people.

As well as selling park homes and leisure lodges to landowners and residential or holiday parks, Omar Group has



also recently launched Omar Park Development Services (OPDS) to help new and existing park operators in all aspects of their business. Built on Omar's experience and expertise, OPDS's services range from finding suitable sites for parks, through to creating the finished development ready to welcome guests.

Omar Group Chief Executive, Dean Westmoreland said: "We offer a best-in-class product backed up by outstanding customer service and after sales. This is how we delivered 20% growth in the last year, despite it being a tough market."

Confidence in their business and in being in the right place with the right

workforce, points to a bright future for Omar Group which has just won the industry award for Park Home of the Year.



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