

Leading businessman and outsourcing chief, Anthony Hinchliffe, calls for Sheffield to do more to promote itself and attract businesses to the area

Submitted by: Tina Stanley & Associates

Wednesday, 4 July 2012

As the Sheffield 2012 futures report published by Sheffield First Partnership reveals one of the immediate challenges for Sheffield is to create jobs and promote employment growth, Anthony Hinchliffe, founder of leading UK contact centre outsourcer Ant, calls for Sheffield to do more to promote itself and attract businesses that have real growth potential.

Anthony Hinchliffe comments; “Recently we have been made aware of closures of both dementia and child care centres and told our roads are the worst in the country. This affects all age groups of our community. As a local businessman who has lived in Sheffield all my life, I am greatly saddened by this.

At Ant we represent a number of today’s leading worldwide brands and the great work we carry out on behalf of our clients is due to our local community and great workforce. However many businesses are unaware of what Sheffield has to offer and what services businesses such as ours offer. Sheffield is a great city but we need to do so much more to promote ourselves to attract businesses in the UK and internationally.”

Anthony continues; “According to recent Government reports many cities are faced with similar challenges and many are setting up a variety of initiatives. “Liverpool in London” was launched in 2011 with the aim of developing relationships and securing viable contracts in London. It recently celebrated winning hundreds of thousands of pounds of business through the city’s dedicated presence in the capital. Sir Howard Bernstein CEO of Manchester City Council has recently agreed a bespoke city deal with the Government that has created opportunities for the city to build on regeneration and growth. The 30 year deal starting in 2015 should earn back £30 million a year to invest in their infrastructure. These are the kinds of initiatives that Sheffield should be adopting.”

Ant, who recently invested over £2m in a fourth contact centre and now employ over 450 people, has recently celebrated several new business wins including one of the world’s largest insurance brokers.

Notes to editors:

- Photo attached of Anthony Hinchliffe, CEO and Founder of UK contact centre outsourcer, Ant.
- Ant is one of the UK’s leading contact centre outsourcers. Please visit www.antmarketing.com
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