

## Meeting with Harrogate Spring Water (HSW) 12 January 2016 – Background Information

The concept of developing a spa water bottling plant in Harrogate originated as an economic development initiative in the 1990's when Harrogate Borough Council identified an opportunity to secure significant economic and place marketing benefits for Harrogate by innovatively seeking to develop the existing 'spa town' brand. The concept has become a reality over the last 15 years via the successful development of Harrogate Spring Water at the Council-owned Harlow Moor Road site.

Harrogate Spring Water is one of two brands within the Harrogate Water Brands portfolio. By the very nature of the product, Harrogate Spring Water must be sourced (and bottled) within Harrogate. Their other brand - Thirsty Planet (not produced locally) - helps supports pump aid charities in Africa. It is his charitable work with Thirsty Planet/Pump Aid that brought James Cain (MD of Water Brands) his recent OBE.

HSW is not a large employer, although employee numbers at the company have steadily increased over time (now c. 60). Recent years have brought significant levels of financial investment in the business (most recently evidenced by c. £6 million of capital investment in to a second production line at the site, completed in 2014 and supported via LCR LEP).

It is the wider economic benefits that the company and its brands bring to Harrogate/LCR (particularly in terms of national and international place marketing via Harrogate Spring Water sales) which really cement them as a key business for our local economy. Indeed the positive impact of Harrogate Spring Water on the marketing of Harrogate as a 'quality' spa town is only set to increase as a result of the companies' expanding international customer base, their targeted growth of water sales within key transport industries (trains, planes, airports etc) and their pursuit of 'appropriate' brand sponsorship opportunities (e.g. Harrogate Spring Water is now the 'official water' of English Cricket and Royal Ascot).

Full facts and figures about the company will be presented by James Cain during the site visit on 12 January 2016.

### Summary of grants received via LCR LEP

	<u>Project type</u>	<u>Project cost</u>	<u>Grant received</u>	<u>Jobs</u>
Grant 1 - 2013	Premises expansion	£5,228,690	£430,000	28.5
Grant 2 – 2015	Equipment	£2,578,000	£241,800	25
Total		£7,806,690	£671,800	53.5