



Base move was a Beacon for new business

Specialist tool company Gee-Force Hydraulics has bolted on extra business since it relocated to Great Yarmouth's offshore energy hub.

Its current base is on the Beacon Park Enterprise Zone, where smart new bigger premises were combined with a five-year rates free period bonus. The move there also brought an influx of new customers from the surrounding area.



Gee-Force was founded by managing director Graeme Cook in Burnley in 2004, then set up a Great Yarmouth presence in 2012 - before moving to Beacon Park four years later.

Gee-Force Hydraulics

Gee-Force Hydraulics sells and hires a range of heavy duty tools including hydraulic, pneumatic, electronic and manual bolting equipment.

Its major customer bases are the oil and gas, renewable energy and construction sectors.

Mr Cook said the move to Great Yarmouth was to be in the heart of the offshore oil and gas industry, and growing renewable energy sector.

It paid off, and saw the company outgrow its 1600 sq ft office and store, but struggle to find bigger premises which were good enough and affordable. "Beacon Park provided smart new premises which were double the size and the rate-free period in the Enterprise Zone was a major help in giving us a step up at the time," said Mr Cook. "We got better premises than we otherwise could have afforded - and we also invested in adding a mezzanine floor to give more storage."

The added bonus was attracting new clients from other offshore energy related companies in the area.

Mr Cook said turnover was up since the move to Beacon Park, including a 24pc increase in the past 12 months, through growth from both new and existing clients.

"Great Yarmouth is poised for significant economic growth"

There had been help through East of England Energy Zone partners, including some free consultancy, and he was expecting to speak to the EEEZ again as the business would be needing to relocate once again to cope with continuing expansion.

The new base and recent success saw Gee-Force, which is now part of the international HTL Group, win the East of England Energy Group Member of the Year award in 2016, and named as a finalist in the Great Yarmouth Spirit of Enterprise Awards the following year.

Why invest in the East of England Energy Zone?

"Great Yarmouth is the place to be because it is poised for significant economic growth in the oil and gas, renewable energy and decommissioning sectors thanks to some major investment in the outer harbour and third river crossing," - Graeme Cook, managing director.

For more information on relocation and investment opportunities in the East of England Energy Zone, please contact:

+44 (0) 1603 222731
info@theenergyzone.co.uk
www.theenergyzone.co.uk

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