



Release date: 14 August 2014

ATS EUROMASTER URGES COUNCIL TO HELP SAVE ITS ALTRINCHAM BRANCH

The Altrincham branch of ATS Euromaster is urging council officials and developers to include its thriving business in the proposed Altair development, after the Council confirmed its intention to take possession of the site.

The tyre and vehicle maintenance business had hoped to retain a presence on Oakfield Road and be allowed to co-exist alongside the new £70 million development, or be invited to be part of the project.

However, a compulsory purchase order (CPO) placed on its current site by Trafford Council, means the existing branch will be forced to close.

ATS Euromaster Group Estates Manager Rhys Jenkins claims the business has been unfairly excluded from the regeneration project by developers Nikal and council decision makers.

He says: "We have fought long and hard to stay where we are, or to be incorporated into the new plans. For some reason, unknown to us, we are being ignored. The Council wish to see a mix of uses on the site but for some reason refuse to see us as part of that mix."

ATS Euromaster was offered three other sites in Altrincham by the Council but these were all deemed extremely unsuitable, being out-of-town industrial estate locations with no retail frontage. Trafford Council have informed ATS Euromaster that it is under no obligation to assist local businesses which are under a CPO.

/more

ATS Euromaster urges council to help save its Altrincham branch / page 2

He continues: "Surely it's madness that the needs of local motorists and businesses, plus the full-time employment of five skilled technicians, are being overlooked in a project billed as something that will regenerate the area.

"There is strong demand for our services in Altrincham and we enjoy a very loyal customer base, which the team has worked hard over several decades to build. We receive great customer feedback on a very regular basis, both from individuals and organisations alike; we even look after the local ambulance service fleet.

"We understand and very much support the desire to attract more businesses and residents locally, but firmly believe this should not be at the expense of established operations."

ATS Euromaster was informed of development plans more than a decade ago but the plans have changed significantly a number of times since. The threat of the CPO during this time has discouraged investment and meant it has been impossible to find tenants to occupy the vacant office space above its workshop.

Jenkins adds: "The lack of a concrete timeline from the Council and the developer had left us uncertain about the future of the centre for many years. Now we are set to lose our current premises, we are urging the Council to see sense and include us in the new plans.

"Where one of our centres fell under a CPO previously, the Borders Council in Scotland saw a clear responsibility for trying to safeguard existing jobs alongside the major redevelopment of their town centre. They made a concerted effort, joined with us in seeking to solve the problem, and today our new facility in Galashiels is a flagship site. Without doubt, it's one of the most modern fast-fit centres anywhere in the country, and a valued business supporting the Galashiels community."

/more

ATS Euromaster urges council to help save its Altrincham branch / page 3

The current centre in Altrincham provides services for cars and vans and enjoys an excellent retail position, adjacent to a major supermarket. Many customers have expressed concern about the expected closure.

The site will form part of the Altair development, a 4.5 acre, £70 million regeneration project which seeks to provide space for businesses, residential properties and a new leisure centre. Building work is expected to begin in 2015.

For more information on the services available from ATS Euromaster visit www.atseuromaster.co.uk/.

ends

About ATS Euromaster

Birmingham-based [ATS Euromaster Ltd](http://www.atseuromaster.co.uk/), part of the [Euromaster Group](http://www.euromastergroup.co.uk/), was established in 1965 and operates approximately 345 centres, more than 820 service vans and employs nearly 2,600 people, providing coverage across Great Britain. It is the country's largest comprehensive tyre distributor, supplying tyres for cars, vans, trucks, buses/coaches, materials handling equipment, agricultural machinery and construction plant. The company's expertise also extends to car and van service, maintenance and repair (SMR), including: menu-driven servicing, Class IV & Class VII MoT tests, brakes, batteries, shock absorbers, oil, exhausts, fault diagnostics and air-conditioning servicing. ATS Euromaster is accredited by both [safecontractor](http://www.safecontractor.co.uk/) and the [Contractors Health and Safety Scheme](http://www.chas.co.uk/) (CHAS) and has been granted a [Royal Warrant](http://www.royalwarrant.co.uk/) as tyre specialists to Her Majesty The Queen. It is also an official 'industry partner' to the Freight Transport Association's [Van Excellence](http://www.vanexcellence.co.uk/) programme. For further information visit: <http://www.atseuromaster.co.uk/business>

Note to editor: For press information visit ATS Euromaster's [online newsroom](http://www.atseuromaster.co.uk/newsroom) or contact Faye McBride or James Keeler on 020 8647 4467, or by email to faye.mcbride@garnettkeeler.com / james.keeler@garnettkeeler.com.

ATS/546/14