

# £300,000 gamble for a pizza the action

OLDHAM'S economy driven by small businesses finding hard for good of local people. We want to hear from businesses - large and small who have some GOOD news to report. We will do our best to feature your company and give the publicity it deserves in a bid to be successful. Let us know - we'll do the rest...

Looking forward...

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SITING a restaurant in a business park is either a crass folly or the height of inspiration.

A visit to Fresca in Delph leaves you favouring the latter.

The 130-cover Italian trattoria has created 25 new full and part-time jobs and represents an investment of £300,000, a significant sum in these recessionary days.

Situated in 3,500 sq ft of space on the ground floor of a unit at the Gatehead Business Park in Delph New Road, Fresca represents a sizeable gamble by the three working directors - Paula Broadbent, from Greenfield, Charlotte Wharton, from Uppermill, and Chris Edwards, from Stretford, supported by silent partner Jeremy Broadbent.

The owners acknowledge they have opened at what is a challenging time for the economy but are firm in their belief

## Success on the menu for Italian restaurant

that Fresca not only has a future in Delph but is a brand that can be rolled out nationally.

"That is our intention," Paula said, adding: "We all believe that the Fresca brand can be extended to other areas, but that is for the future."

"Right now we have to make sure that we get this business right. We have been 18 months in the planning for the project and so far everything has gone to plan."

Director and general manager Charlotte, who ran a coffee shop in Uppermill before investing in the Fresca enterprise, added: "I was looking to open an Italian restaurant in Saddleworth as I believe there is big growth in the market in this area when I learned that Paula had the same idea."

"We got together and agreed there was little point in being in competition."

### Recruited

"We have worked together on the fit out and decor, and recruitment of staff, and know that we can make this business a success."

Matt Stephany has been recruited as head chef from his previous role at a renowned restaurant L'enclume in Cartmel, in the Lake District, and he has worked on many of the recipes and dishes with Paula and Charlotte.

The staff are particularly proud of their open kitchen and feature pizza oven, which has been imported from Venice.

Work on the fit out has been undertaken by a Saddleworth firm and furniture and equipment supplied by a company in Middleton.



OWNERS Charlotte (left) and Paula with head chef Matt Stephany (second from right), pizza chef Pasquale Mele (left) and Matt Clowes

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carries loose inserts such as and small catalogues

## Is your firm in a fit

WHILE Oldham has so far escaped becoming a swine-flu hot spot, local employers should be planning ahead in case the situation worsens as experts predict.

Employers have to ensure

### LEGALLY BOUND

by Mike Pitt, employment-law partner at Pearson Hinchliffe Commercial Law, Hollinwood.

includes warning them setting out current advice