

Ideal Standard

Statement from Fiona Bruce MP

For Immediate Release

I have visited the factory and seen firsthand the dedication and skills of the people working there. I have been impressed by the innovative approach which has been taken by the Middlewich management team at Ideal over several years to rise to the challenge of competition – particularly from the Far East. They have worked incredibly hard to develop skills and specialised products to a high specification – such as the development of hospital and school sanitary ware.

I shall do all I can to help the local management team at Ideal and support the workers involved as they consider their futures. I have already met with the Chief Executive, Senior Officers and Councillors of Cheshire East Council and discussed the matter, and offered support via the Sub-Regional Redundancy Support Team.

I am, in addition, asking Ministers how we can bring forward the Government's plans for an All-Age Careers Service so that this can be fully up and running in the Middlewich area earlier than the planned national launch date of April 2012.

A visit I had already planned for later this week at Ideal's factory to congratulate the Middlewich Management team on their latest Industry Standard Achievements will still go ahead.

17th January 2010