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TV channel relocates as growth continues

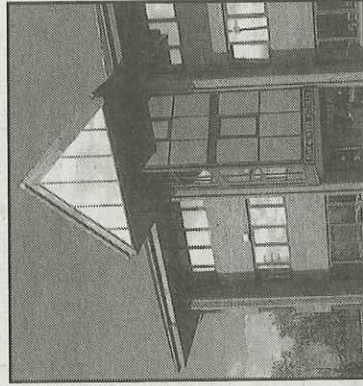
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A TELEVISION channel which broadcasts out of doctors' surgeries across the country has opened its head office in Preston.

The Life Channel has moved into Maritime Way in Riversway, having outgrown its old premises in Kirkham Road, Freckleton, near Preston.

It now has 90 staff based at the new office working on programming, administration and sales.

The channel promotes health and



NEW HOME: The Life Channel will be based on Maritime Way

beams privately through doctors' waiting rooms, schools, pharmacies and play

centres across the country. Managing director Phil Austin said it had hand-picked the 7,788 sq ft office after looking at similar locations throughout Lancashire.

He said: "The office in Maritime Way is in a superb location for us with easy access to all the major road routes in and out of the city."

Improve

"It also has great views over the marina which will undoubtedly improve the working environment for our staff who will be based at the new office."

The four-storey detached premises was previously an office for convenience food stores Day and Nite and includes a 820sq ft penthouse suite.

The Life Channel has secured the property on a 10-year lease in a deal with commercial property consultants Robert

Pinkus and Co. Surveyor Marcus Walsh, said: "The property was just waiting for the right tenant to come along."

"This building, given its size, will make a perfect new base for the Life Channel. It has some excellent internal features such as the penthouse offices that afford bird's eye views across the marina."

The channel was set up in April 2006 with a ten-strong team and has now grown to more than 100 workers.

Twelve of those are media sales staff based at the channel's office in London. It currently serves around 1,200 surgeries, 175 schools, 205 pharmacies and 115 play centres across the UK.

The channel is seen by 3.5m people every day, with viewers watching an average of 20 minutes of the channel per visit.

Profit blow for sports retailer

SPORTS World retailer Sports Direct International revealed a near 70% drop in profits today after being hit by a "challenging" market.

Half-year profits at the business, which was floated by tycoon Mike Ashley earlier this year, were at £21.2m - down from £70.1m last year.

The business also owns some of Britain's most popular sports brands including Slazenger and Dunlop.

It issued a profit warning in November after England failed to qualify for the Euro 2008 football championships.

City forecasts grim for year

COMPANY managers believe that 2008 will be a tougher year for business because of rising costs, higher levels of debt and a shortage of skills.

A survey of more than 500 bosses showed that only two out of five were optimistic about the year ahead, a fall of over 10% compared with a similar study a year ago.

Four out of five predicted an increase in household

National Sharewatch

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Company	Price	+/-	High	Low	Company	Price	+/-	High	Low

Company	Price	+/-	High	Low