

PRESS RELEASE

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Kura secures key relationship with Crown Commercial Service and plans to expand Sefton employee base

- **400 seat Caspian House will act as a flagship site for the growing business**
- **Access to a potential £1billion worth of government contracts will help to drive new jobs in the Liverpool City Region**

Contact centre and software specialist Kura, who has a major base at Caspian House, Sefton and employs more than 200 staff, has been appointed to the Crown Commercial Service Framework for the next four years. This will enable Kura to bid for government contracts which could support hundreds of jobs in the borough.

The Crown Commercial Service (CCS) brings together policy, advice and direct buying; providing commercial services to the public sector meaning Kura has the opportunity to tap into a potential value of £1bn worth of government contracts.

Caspian House, with capacity of 400 seats, is the firm's first major new site outside of Scotland and the visit comes as Kura announces plans to expand their local employee base and hire more staff from around Sefton.

As part of the celebrations last week, the leader of Sefton Council and other dignitaries including Metro Mayor Steve Rotheram and Bootle MP, Peter Dowd, joined Arceeb Moughal, Director of Commercial and Hayley Marshall, Senior Operations Manager from Kura in a special visit to the Bootle operation.

Cllr Ian Maher, Labour Leader of Sefton Council, said: "It was a pleasure to visit Kura and see the fantastic work they are doing to create more jobs to the local economy. The call centre at Caspian

House is already expanding and we are seeing a whole host of new jobs and opportunities created within the borough.”

Arceeb Moughal, Director of Commercial, Kura, added: “We are absolutely delighted to be on this framework as it demonstrates we have the capability to support central government in their transformational agenda. We hope to win more business as a result of this framework and our plan is to put this work into our Sefton site bringing more jobs for people in the area. At Kura we’re out to build a very different business in our industry, we want to help people to develop and reach their full potential. We’re building a culture that shifts the mind-set from focusing on “things and stuff” to “people and behaviour”. We call this process “Crossing the Bridge”. Our vision is, to one day, be recognised as “Unrivalled in Developing People”. Caspian House will be a flagship site, creating the right learning environment for the culture we are creating.”

Cllr Ian Maher added: “They have been supported by the fantastic teams at InvestSefton and it is great to hear they are now included on the Framework being able to bid for new contracts, hopefully supporting existing and new staff in the borough. Kura selecting Atlantic Park as the home for its first contact centre outside of Scotland shows that it sees the borough as the perfect springboard for future growth in the UK and reinforces that Sefton is open for business.”

Kura provides award winning out-sourced contact centre and software services from its four locations across the UK.

Liverpool Combined Authority Metro Mayor, Steve Rotheram, said: “I was delighted to visit the Bootle contact centre, and learn about Kura’s success on being selected for the Crown Commercial Services Framework. This is a massive boost to the business and a great achievement. They have shown great ambition and determination to secure this opportunity, and I have every confidence that it will help them generate additional employment and business at Bootle.”



About KURA

Kura provides award winning outsourced contact centre services from its four locations across the UK. Our software subsidiary, Inisoft, develops advisor desktop solutions with full Omni-channel capabilities, which are sold globally. Kura is in business because we want to help people to develop and reach their full potential. We're building a culture that shifts the mind-set from focusing on "things and stuff" to "people and behaviour". We call this process "Crossing the Bridge". Our vision is, to one day, be recognised as "Unrivalled in Developing People".

To find out more, please visit www.wearekura.com