

# THE CHAMBER

THE BUSINESS MAGAZINE FOR EAST CHESHIRE

January 2017 / Issue 51

ANNUAL  
CHAMBER BUSINESS

# AWARDS

FRIDAY 7TH APRIL 2017

**REGISTER  
YOUR ENTRIES  
NOW\***

\*Entries close  
Wednesday 8<sup>th</sup> March 2017



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LUNCH**

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SHOOT AUTUMN**

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BUSINESS EXPO**

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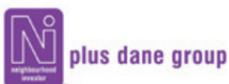
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## David Watson - Comments

# HAPPY NEW YEAR TO ALL OF OUR READERS

Welcome to the first edition of CHAMBER magazine for 2017 and may I take this opportunity to wish all our readers a very happy, healthy and prosperous new year.

When one looks back at some of the events of last year we must start to think that we should let nothing surprise us.

The referendum result in June came, I am sure, as a shock to many. At the Chamber we have not seen any reduction in export document requests since the Brexit decision, but if anything, a significant increase in new destinations for goods being exported. We can only hope that new trade agreements are secured by the government during the Brexit negotiations. The Chamber will keep members posted when information comes through. We will of course work closely with the Department for International Trade (formerly United Kingdom Trade & Industry) to ensure information is made available as quickly as possible. In our discussions with exporters since the referendum we have been surprised by some of the low figures quoted as a percentage of exports to Europe against figures for the rest of the world as a whole. This must be an encouraging factor to bear in mind, but there will be a need for the government to establish tariff deals on a global basis to secure market opportunities.

Surprise number two of 2016 must be the election results in America. Just as people did not expect the Brexit vote result, neither did they expect Donald Trump to become the new President of The United States of America. I think that all we can say is "watch this space".

One thing that is sure for 2017 is that on April 7th the East Cheshire Business Awards will take place at the usual venue, Cranage Hall, Holmes Chapel. Details of the awards can be found on page 13 of this magazine. We do hope that businesses embrace the awards as they have done for so many years and make them the usual success. Please nominate customers, suppliers and indeed any business that you think could be a worthy winner of one of the East Cheshire Chamber trophies.

On page 6 you will see that Paul Johnson of Direct Energy Associates was presented with a bottle of champagne for introducing new member Rob McAuley of Future Safe Consulting. I would like to make everyone aware that this introductory offer has been extended to 31st March of this year.

Best wishes to you all for 2017.

*David*

## Contents



East Cheshire Chamber Head Office  
Riverside, Mountbatten Way, Congleton,  
Cheshire CW12 1DY  
Tel: 01260 540570 Fax: 0845 6766376  
[www.eastcheshirechamber.co.uk](http://www.eastcheshirechamber.co.uk)  
[david.watson@eastcheshirechamber.co.uk](mailto:david.watson@eastcheshirechamber.co.uk)  
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A few words from  
**Jackie Randles**  
Chamber Director

I would like to wish you all the very best for 2017 and also take this opportunity to announce my new appointment to the Board of Directors of the Chamber.

Once again this year we have a very busy calendar with Thursday Thirty Networking meetings throughout the year, a Spring and an Autumn Clay Shoot and the Business Awards on the 7th April 2017. June will see the Annual Golf Day at Vale Royal Abbey and in December the Christmas Lunch at Peck's Restaurant, Congleton.

You will find a Business Awards nomination form inside this magazine and on page 13 there is some further information on the procedure of entering the awards which may be of help.

I look forward to working together with you in the year ahead.

Jackie

## EVENTS CALENDAR

### Cheshire East Council Budget Pre-Budget Consultation 2017/20

18th January 2017 14.00 hrs – 15.30 hrs

**The Boardroom**, Riverside, Mountbatten Way, Congleton, Cheshire CW12 1DY

### Thursday Thirty

26th January 2017 08:30 am – 10:00 am

**TEM Property Group**, Stocks Farm, Ashley Rd, Ashley, Altrincham WA14 3QF

### Thursday Thirty

9th March 2017 08:30 am – 10:00 am

**Franklyn Financial Management**, 4 John Bradshaw Court, Alexandria Way, Congleton, Cheshire CW12 1LB

### Annual Business Awards

7th April 2017 18.45 hrs – 00.30 hrs

**Cranage Hall**, Byley Lane, Cranage, Cheshire CW4 8EW

### Thursday Thirty

27th April 2017 08:30 am – 10:00 am

**Brighter Bills Ltd**, Details to be confirmed

### Clay Pigeon Shoot (Sponsored by Berisfords)

24th May 2017 Details to be confirmed

**Cloudside Shooting Ground**, Red Lane, Congleton, Cheshire CW12 3QG

### Events can be found on our website

'Events Page' [www.eastcheshirechamber.co.uk](http://www.eastcheshirechamber.co.uk)

Please email [jackie.randles@eastcheshirechamber.co.uk](mailto:jackie.randles@eastcheshirechamber.co.uk) for further details and booking forms

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# CLAY PIGEON SHOOT AUTUMN 2016

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**BEST LADIES' SCORE**  
Kate Hitchen, SAS Daniels



**SECOND PLACE**  
Rob Kane, SAS Daniels



**THIRD PLACE**  
Charlie Meredith, BJB



**THE WINNING TEAM**  
BJB



**CLAY CONSERVATION AWARD**  
Rebecca Lea, Tinsdills

The Business Doctors' sponsored Autumn Clay shoot proved, once again, to be a wonderfully enjoyable event. The sun shone for most of the day and this gave some competitors the excuse of...

"...I missed the shot because the sun was in my eyes"

Well the sun was not in the eyes of the sharp shooters from Butters John Bee as the team they were in came in First Place, with Pete Hutchins and Charlie Meredith taking First and Third places in the individual scores. Second place went to Rob Kane of SAS Daniels. The best Ladies individual score was shot by Kate Hitchen, also of SAS Daniels.

The coveted Clay Conservation award went to Rebecca Lea of Tinsdills Solicitors.

Following the competition everyone enjoyed a magnificent steak pie dinner.

A raffle and auction raised £400 for the Chamber's Charity of the Year, The Rossendale Trust.

The photographer for the day was Lorna Kingdon, who kindly gave her services free of charge.

Thanks were expressed to Business Doctors for once again sponsoring this biannual event held at the very impressive Cloudside Shooting Ground.

# Bottle of Champagne

Introduce a new member to East Cheshire Chamber of Commerce & Enterprise and you will receive a bottle of Champagne!

For everyone you introduce, up to 31st March 2017, that signs up and becomes a member of the East Cheshire Chamber of Commerce & Enterprise, you will receive a bottle of Champagne as a thank you for the introduction.\*

Let's celebrate the continued success of our growing Chamber, with all the benefits and support it brings.

\*Please quote reference CC1.



Help us grow your Chamber



## Christmas Lunch 2016

Pecks Restaurant was once again the venue for the East Cheshire Chamber of Commerce Christmas Lunch and network meeting.

80 members and guests sat down to a delicious festive lunch served to Pecks usual high standard. A raffle and auction were held after lunch and this raised £2,240 to further enhance the proceeds of the Chambers efforts in support of The Rossendale Trust, this year's Chamber Charity of the Year.

One of the highlights of the Chamber's Chief Executive's report was the news that Jackie Randles, the East Cheshire Chamber Manager, would be appointed to the Board of Directors of the Chamber in the New Year.

Those guests who decided to carry on their merry making into the afternoon were given the option of transport to their next venue in a Bentley, courtesy of Pecks Restaurant.

## Welcoming FutureSafe Consulting to the East Cheshire Chamber of Commerce



Rob McAuley



David Watson presenting Paul Johnson (Direct Energy Associates) with a bottle of champagne for introducing Rob McAuley (FutureSafe Consulting) to the East Cheshire Chamber of Commerce.

Chamber member Paul Johnson from Direct Energy Associates recommended friend and colleague Rob McAuley to join East Cheshire Chamber of Commerce when he was setting up his new business 'FutureSafe Consulting'.

Rob arranged an appointment to see David Watson for a meeting and joined the Chamber straight away. Rob has already enjoyed the benefits the Chamber can offer by way of attending a Thursday Thirty and the Christmas Lunch.

We wish Rob all the best in his new venture!



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Held approximately every 6 weeks the popularity of the Thursday Thirty Breakfast Networking Meetings continues with meetings being hosted by a wide variety of businesses.

If you are interested in hosting a 'Thursday Thirty' please contact Jackie Randles at [jackie.randles@eastcheshirechamber.co.uk](mailto:jackie.randles@eastcheshirechamber.co.uk)

## Thursday Thirty Breakfast Networking Meetings



Prism Solutions hosted our October Thursday Thirty at their new offices on Alexandria Way, Congleton. Guests were electronically signed in by Prism Solutions and guests then enjoyed breakfast, a short presentation and networking. Prism held a business card draw which was won by Clive Spencer from Circle Insurance.



November's meeting was hosted by the charity Kidneys For Life and was held at The Queens Hotel in Congleton. Bacon sandwiches were served and Carol Bonham from Kidneys For Life gave a very informative and moving presentation about the charity.



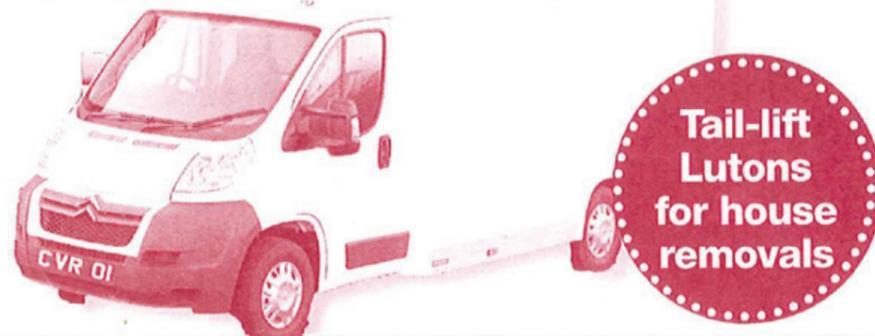
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Ted Darton  
Chairman

**What motivates you?**

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**What have you found to be the most satisfying moment in business?**

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**How do you spend your Leisure time?**

Golfing (poorly), gardening, when it's sunny and chasing around after the grandchildren. Bless them.

**What are today and tomorrow's challenges?**

The biggest challenge is to diversify and expand the business particularly in the U.S. Brexit has had no discernible effect on the business, so far, although large currency fluctuations can be problematic, both good and bad.

**How many hours do you work a day on average?**

I'm reducing my work-load although working from my home office at least an hour/day dealing with emails and keeping up-to-date with the business. I also spend about 6 days a month at the factory and travelling abroad meeting distributors and attending Trade Conferences.

**If you could talk to one person from history, who would it be and why?**

Margaret Beaufort; by age thirteen married, widowed and mother of a son, later Henry 7th. Married twice more (astutely) and much embroiled in the Royal Houses of York and Lancaster. Schemed and plotted her son's rise to power throughout the Wars of the Roses. A remarkable woman, how she kept her head is astonishing.



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**What motivates you?**

I've learnt that having your own business requires self-motivation so I enjoy reading business books, follow business leaders on social media plus receiving thanks from satisfied clients gives me a boost.

**What have you found to be the most satisfying moment in business?**

We recently booked one of our largest venues for 6000+ delegates at the ACC Liverpool so we had a good celebration for that one! I also find the flexibility of having my own business satisfying.

**How do you spend your Leisure time?**

I enjoy spending time with my fiancé, friends and family, reading a good book, traveling, walking in the countryside, I'm also a TV Support Artist in my spare time so that is good fun.

**What are today and tomorrow's challenges?**

Keeping up with social media is today's challenge, finding time to post content. 2017's challenge will see the launch of our new, Luxury Hotels London Collection booking service.

**How many hours do you work a day on average?**

The corporate meeting and events industry is seasonal so during the planning months I can easily work up to 9/10 hours a day, but during the summer months I have more of a work life balance. I enjoy my job so don't mind the hours.

**If you could talk to one person from history, who would it be and why?**

Nelson Mandela because he was so inspirational. We use one of his famous quotes on our corporate brochure to help inspire; "Everyone can rise above their circumstances and achieve success if they are dedicated to and passionate about what they do" Nelson Rolihlahla Mandela.



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# ANNUAL CHAMBER BUSINESS AWARDS

FRIDAY 7TH APRIL 2017

REGISTER YOUR ENTRIES NOW\*

\*Entries close Wednesday 8<sup>th</sup> March 2017

- BUSINESS OF THE YEAR
- EMPLOYER OF THE YEAR
- CHARITY OF THE YEAR
- INNOVATIVE TECHNOLOGY AWARD
- TRAINING AWARD

- EXCELLENCE IN CUSTOMER SERVICE
- CONTRIBUTION TO THE COMMUNITY
- EMPLOYEE OF THE YEAR
- MOST PROMISING NEW BUSINESS
- EXPORTER OF THE YEAR

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# The Business Awards Process from start to finish!



The Worshipful the Mayor of the Borough of Cheshire East, Councillor Hunter and Consort also attended and were presented to the staff.

The Lord Lieutenant congratulated the Company on its latest achievement. He said that Genesys was probably the only company in the UK to have achieved three Queens Awards in such a short 15-year existence. He gave a brief outline of the company's activities pointing out that 95% of production is exported to more than 50 countries on all continents.

Speaking on local scientific achievements, Mr Briggs told the audience about the successful redevelopment of Alderley Science Park and the new telescopic array planned for Jodrell Bank. Awards to Cheshire Businesses are at all time high and successful scientific companies like Genesys are following in the footsteps of today's technical giants, and long may it continue. He said that Genesys Staff should be justly proud of their high achievement. As a supplier of chemicals to the water purification industry the future is assured as long as the global population continues to grow and ever increasing amounts of clean water and good sanitation are needed. The company is well placed to meet these demands in the years to come.



## GENESYS GAINS THIRD QUEENS AWARD FOR ENTERPRISE

Astbury Golf Club was the venue for a party hosted by Genesys International Ltd. to mark the presentation of the Queens Award for Enterprise, International Trade. The Company owners Ursula Annunziata and Ted Darton are seen here with Mr D. Briggs (MBE) K.St.J. the Lord Lieutenant of Cheshire who presented the award on behalf H.M. the Queen. At an earlier ceremony held at Buckingham Palace two of the company's management team had met the Queen and other members of the Royal Family.

The event was attended by the Genesys staff, representatives from suppliers, transport companies, the Chamber of Commerce and the Department for International Trade as well as other local organisations and businesses that had contributed to the company's success.



The Genesys Team with the Lord Lieutenant of Cheshire and the Worshipful the Mayor of the Borough of Cheshire East, Councillor Hunter.

# Cheshire Business Expo Report



The Chamber usually has an open day in September to showcase the offers available to East Cheshire Chamber members. Last September we decided that instead of doing that we would exhibit at the Cheshire Business Expo at The Hallmark Hotel in Wilmslow which was run by innov8.

On 14th September East Cheshire Chamber teamed up with Macclesfield Chamber to showcase the benefits of joining the Chamber of Commerce and we had the opportunity to catch up with many current members and new companies resulting in new memberships. The day offered free networking and workshops

and a complimentary buffet lunch was also served. The day proved to be a great success, in total 40 companies exhibited and over 250 people attended.

Following the success of the first ever Cheshire Business Expo the Cheshire Business Expo will be return to the Hallmark Hotel Manchester Airport on the 18th September 2017. This one day event is designed to connect businesses with new suppliers, partners and customers.

East Cheshire Chamber of Commerce ran a business card draw which was won by Andrew Whiteley from Harts Chartered Accountants, Macclesfield.



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## Working Together



Once again we see Chamber members working together – this time with the sale of a Bentley Continental GTV8S to Mr Gerald Pickering - BPP Transport Engineers. The sale was arranged by Steve Johnson from Reliance Vehicle Management.

## Campaign to re-open the Sandbach to Northwich Railway line to passenger traffic takes a new turn

The former Middlewich Station Campaign has taken a new stance and now is concerned with improving rail travel to and from Crewe for passengers from Altrincham, Hale, Knutsford, Northwich, Middlewich and Sandbach plus all villages between those towns. The Campaign has changed its name to the Mid Cheshire Rail Link Campaign.

In a 40-page business case, the Campaign sets out the indisputable facts that re-opening the line to passengers will create a massive boost to the economy of Cheshire and will also improve travel opportunities to and from Manchester City Centre and South Trafford.

The biggest change from previous thinking is the inclusion of a new station at Gadbrook Park. This is in addition to the long standing proposal to re-opening Middlewich Station. Both of these proposed stations are in areas where there is severe traffic congestion and the opening of them will make life much easier for people travelling to and from work.

The proposal is now heavily supported by Cheshire East and Cheshire West and Chester Borough Councils and the Town Councils

of Knutsford, Northwich, Middlewich and Sandbach. The intention is that people from Altrincham, Hale, Knutsford and Northwich will get a direct rail link to Crewe, enabling them to connect to services which reach all parts of the country and in future to connect to HS2. People from Middlewich will be able to travel to Crewe, Manchester and any of the towns on the Mid-Cheshire Line, including Chester, and leave their cars at home.

The business case emphasises the importance of the scheme in supporting the proposals for the Northern Powerhouse and HS2 and in helping to relieve the traffic chaos on the A54, A556, A56, M6, and M56 thus improving connectivity between our Cheshire towns and villages and Manchester City Centre and South towards the Midlands.



Mid-Cheshire Rail Link Campaign Chairman Stephen Dent and Secretary Samantha Moss

**Any businesses which wish to support this proposal or wanting a copy of the business case are invited to write to the Campaign Chairman, Stephen Dent, by email at [stephen@ndent.freeserve.co.uk](mailto:stephen@ndent.freeserve.co.uk).**

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# Exciting New Opportunity for Cheshire East Schools

The Skills and Growth Company has partnered with The Careers & Enterprise Company to launch an exciting new 'Enterprise Adviser Programme' across Cheshire East.

The programme, headed up by Enterprise Co-ordinator Sam Norfolk, will develop a network of Enterprise Advisers from the world of work who will work directly with school and college leaders to bridge the gap between the worlds of education and employment. Sam will be working closely with East Cheshire Chamber of Commerce to deliver the programme.

Enterprise Advisers will be volunteers from local businesses across a range of sectors and sizes. Working with school and colleges, they will be responsible for helping to build careers, enterprise and employer engagement plans drawing on their own local business networks.

Roz Atherton, Head of Skills and Employment at the Skills and Growth Company comments; "Cheshire East has many excellent local businesses who offer exciting career opportunities for young people, the Enterprise Adviser Programme is an excellent opportunity to support our schools to further develop relationships with local businesses, inspire young people and raise the profile of local career opportunities."

If you are a school or business and would like to find out more about the programme in Cheshire East and how to get involved please contact Sam Norfolk, [sam.norfolk@skillsandgrowth.co.uk](mailto:sam.norfolk@skillsandgrowth.co.uk) or **01270 686558**.



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The building is managed by the owners who work closely with the tenants in developing and enhancing the office accommodation as their businesses develop and grow. These strong business relationships have created a thriving business community.

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# REGIONAL DIRECTORS PRESS RELEASE



## American Victor Kiam liked the shaver so much he bought the company.

Closer to home, a group of Business Doctors franchisees have taken inspiration from the Remington entrepreneur and done the same.

The Business Doctors 'gang of six' were no longer content to just run their highly successful individual franchises and wanted to be part of the company in a bigger way.

The half dozen, including HSBC Franchisee of the Year finalist Andy Mee, proposed to buy into the company as regional directors.

"After some discussion, franchisors Matt Levington and Rod Davies agreed to their offer of investment and are now welcoming six new members to the board who in total own ten percent of the business."

Kevin Cook will now oversee the North West, West Yorkshire & North Midlands, Andy Mee, the home counties, SE Midlands & the East, Graham Robson, the North East, North & East Yorkshire, Lincolnshire & Humberside, Chris Simpson, the South East and Richard Tidswell and Paul Neck, the South West.

Franchisor Rod Davies said, "As a franchisor this is the ultimate compliment: that your franchisees like what you are doing that much that they want to play a bigger part in it.

"We have always welcomed input from our franchisees and some of our national initiatives, including our Learning & Development Academy, have come about from their suggestions.

"The idea of regional directorships was another franchisee driven initiative and will be a fantastic development for the whole network. New and established franchisees will now be better supported than ever and recruitment for the remaining territories will step up a gear."

**Paul Neck, John Nelligan (Master Ireland), Graham Robson, Matthew Levington (founder) Andy Mee, Kevin Cook, Rod Davies (founder) Richard Tidswell, Chris Simpson**

Kevin Cook Said:

**"One of the original attractions of joining the Business Doctors Franchise, was that I would be working with a great team of like minded individuals, where as well as helping our own clients we could also contribute to the planned growth of the Franchise Operation."**



New Digital Service to Help more UK Businesses Launch onto Global Market.

- GREAT.gov.uk platform will give UK businesses preferential deals through the Department for International Trade to help them start exporting.
- Brand new searchable export directory will match businesses according to worldwide demand for UK goods and services.

A new service to help more UK businesses break onto overseas markets, and take advantage of the global appetite for UK goods and services was announced today by the International Trade Secretary Dr Liam Fox.

The launch of the GREAT.gov.uk trade hub for businesses will help them access millions of pounds worth of potential overseas business, give practical advice, and signpost support to help them win lucrative contracts.

The site will act as a single digital destination for trade and investment, bringing together and connecting UK businesses, international buyers and international investors. Whether businesses are new, occasional or frequent exporters, they will be able to take advantage of the new suite of tools and exclusive deals on fees or commissions with some of world's leading online marketplaces.

By registering, businesses will become part of a brand new searchable directory of UK exporters which government will use to match their products and services with worldwide demand.



**When importing or exporting, the right paperwork is crucial. Missing or inaccurate documents can increase risks, lead to delays and extra costs, or even prevent a deal from being completed.**

Whether you are importing or exporting, you need to understand what paperwork is required. It is up to you to make sure the right documentation is available.

Making sure you have the right documentation is a vital part of international trade. Thorough, accurate paperwork minimises the risk of problems and delays.

The 3 most popular certificates which are approved and stamped by your local Chamber of Commerce are:

- European Certificate of Origin which is a document declaring in which country a commodity or good was manufactured. The certificate of origin contains information regarding the product's destination and country of export and is required by many treaty agreements before being accepted into another nation. You can also apply for an Arab British Certificate of Origin through your local Chamber.

- EUR1 is a Movement Certificate which is used to support claims for preferential (usually zero) rates of duty in the country of importation. To qualify the goods must originate in the UK or EU and be supported by a correctly completed and endorsed EUR1.

- A.TR is a movement certificate which is used to enable goods to qualify for tariff preferences on imports and exports between the EC and Turkey.

The Chamber of Commerce are also able to authenticate signatures on invoices and other legal document.

All new exporters must initially complete both a Formal Undertaking and Signatory Form which are available from Jackie Randles at [jackie.randles@eastcheshirechamber.co.uk](mailto:jackie.randles@eastcheshirechamber.co.uk) before any applications for document certification can be applied for. Documents can be obtained electronically and from 1st February 2017 all new exporters must use the electronic system.

For further help in completing documents or registering on the electronic system please contact Jackie Randles.

**Email:** [jackie.randles@eastcheshirechamber.co.uk](mailto:jackie.randles@eastcheshirechamber.co.uk) **Telephone:** 01260 540570

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## DEVELOPING LAND – WHAT ARE YOUR OPTIONS?

If you are fortunate enough to be a land owner, you will require guidance on how you can maximise your returns when the time comes to sell part or all of your land holding. If you are selling land that has potential for development, it is worth knowing that you can negotiate a conditional uplift in the value of the land for development, if planning permission is granted in the future.

If you are a land developer, you will require guidance on how to safeguard the risks of securing land with the potential for development. It is essential to ensure you understand the options available to help you or your business secure the land, maximise the development potential and ultimately benefit from any increase in value.

Here is a guide to some common development frameworks with a short explanation of the benefits to the landowner and developer.

### Overage deeds

A landowner can share in any increase in the value that is realised after the property has been sold. For example, if a landowner is selling land that could be developed in the future, the landowner could request that an overage deed is entered into whereby the landowner will share in the uplift of the land if the buyer subsequently obtains planning permission. An overage deed requires the buyer to make a further payment to the seller, representing a share on the increased value of the property after the occurrence of an agreed trigger event. Examples of this trigger event could be:

- The granting of planning permission for development or change of use
- Sale of the property at a higher price within a fixed time period
- Sale of the property with the benefit of planning permission

An overage is most commonly used where there is a reasonable expectation that land may be redeveloped or that a valuable planning permission may be granted in the future.

**Benefit for landowner:** The landowner can sell at the current market value of the property without having to forgo a share in the development potential of the property when that is actually realised.

**Benefit for developer:** The developer is purchasing land which has strong potential for development and future profit.

### Promotion agreements

A landowner can enter into a promotion agreement with a promoter, whereby the promoter will apply for planning permission and market the property for sale once planning permission has been granted. When the land is subsequently sold, the landowner and promoter both get an agreed percentage of the transaction value.

**Benefit for landowner:** If planning permission is not obtained by a certain date, the agreement automatically terminates and the landowner does not have to reimburse the promoter's costs.

**Benefit for developer:** If planning permission is obtained, not only does the developer have all his costs reimbursed, but he will also receive a share of the net sale receipts.

### An 'Option' to buy or sell

This contract entitles the developer to purchase (usually for market value) land within a set period of time. Following completion of the option the buyer may apply for planning permission. The eventual purchase price is calculated as a percentage of the property's market value taking into account any increase in value due to the planning permission that may be obtained.



For more information on any aspect of selling or purchasing land for development, please contact Steven Percy on:

- ☎ 01260 282300
- ✉ steven.percy@sasdaniels.co.uk

**Benefit for landowner:** It gives the landowner the ability to sell the property at a purchase price which takes into account any increase in value due to the planning permission that may be obtained.

**Benefit for developer:** Securing an option agreement minimises any risk of losing the property to another buyer. For example, if obtaining planning permission takes longer than expected, the buyer can be confident that there is a legally binding agreement that prevents the seller from selling the land to another buyer.

### Contract conditional on planning permission

Where a buyer is purchasing property and intending to redevelop straight away, they may enter into a contract for the sale of the property, which is conditional on the buyer obtaining planning permission.

**Benefit for landowner:** The purchase price can be calculated on the basis of the market value using the planning permission that is being obtained.

**Benefit for developer:** Buying the land with the benefit of planning permission enables the buyer to develop the site and generate the development profit. The developer can also purchase the land with the certainty that they have planning permission and can redevelop the land.

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### Your key contact:



**Steven Percy**  
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- ☎ 01260 282300
- ✉ steven.percy@sasdaniels.co.uk

You can find us at: Riverside, Mountbatten Way, Congleton, Cheshire CW12 1DY



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# Chamber Forthcoming Events 2017



## Cheshire East Council

18th January 2017

Cheshire East Council are holding their annual Pre-Budget Consultation 2017/2020 in the Boardroom, Riverside, Congleton at 2pm until 3.30pm.

## Thursday Thirty Breakfast

26th January 2017

Thursday Thirty Breakfast is hosted by TEM Property Group, 9th March 2017 hosted by Franklyn Financial Management and 27th April 2017 hosted by Brighter Bills Ltd. Details to be announced.



## Spring Clay Pigeon Shoot

On 24th May 2017 the Spring Clay Pigeon Shoot is to be held at Cloudside Shooting Ground, Red Lane, Congleton, CW12 3QG and is kindly sponsored by Berisfords.

The day commences at 10.30am with breakfast, a clay practice at 11am, clay competition at 1pm and a meal at 3pm.



## Annual Golf Day

21st June 2017

A very popular full day event and dinner, the Annual Golf Day, 21st June 2017 will be held at the stunning venue Vale Royal Abbey Golf Club Nr Northwich, full details will be available in Spring 2017.

## Annual Chamber Business Awards

The prestigious Annual Chamber Business Awards, 7th April 2017 is to be held at Cranage Hall, Near Holmes Chapel, please see pages 13 and 14 for details on how to enter!



# £10k raised at Prism Solutions' first Winter Wonderland

**On Friday 2nd December, the Winter Wonderland, hosted by Prism Solutions meant that Christmas came early at Congleton Town Hall. The night was full of food, fun and entertainment all with fundraising at the heart. The arrival of Prism's Winter Wonderland coincided with Congleton Town Hall celebrating its 150th anniversary.**

The fundraising reached an impressive £10,000 through the support of local businesses who were invited to purchase tickets for their employees to join the seasonal festivities. It was a great opportunity for local businesses, their teams, clients and suppliers to get together in an informal setting. Events on the night included games, a silent auction and a raffle with some sought after prizes on offer, including a signed Diego Maradona photo and helicopter flying lesson.

Over 40 organisations and 150 guests, many of whom were East Cheshire Chamber members, danced the night away to 'The Task', with all the profits going straight to the PETT scheme (Prism Empowering Through Technology).

"We were absolutely thrilled with the number of people who attended on the night and grateful for the commitment from our network who kindly supported the event with thousands of prizes and donations.

"From our own Prism team the effort was outstanding. Many employees bought their own ticket yet still volunteered to help on the night which was way above any expectations I had. Quite incredible." said Gary Smith, Prism Solutions Co-founder "Through our fund-raising efforts we aim to continue to support the groups we have helped over the years. These charities tell us that they wish to adopt more technology and we will use these funds to help them have the latest IT at their fingertips." said Richard Alexander, Prism Solutions Co-founder.

"Without the support of everyone involved the event couldn't happen. In particular, sincere thanks go to the main event sponsors, Franklyn Financial Management and to the fantastic compere on the night, David Watson, CEO of East Cheshire Chamber. Thank you, we are very grateful as are the charities that we help" added Gary.

Special thanks go to the Congleton Choral Society for their wonderful carol singing during the dinner.



# Make a difference in 2017 with your Charity of The Year!



Book a team building day with us on  
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Find out more at [www.rossendaletrust.org](http://www.rossendaletrust.org)

## Chamber Membership Subscription Rates:

Number of Employees	Subscription Fee (£)	Price Including VAT (£)
1-3	120.00	144.00
4-10	150.00	180.00
11-25	175.00	210.00
26-49	230.00	276.00
50-100	260.00	312.00
101-200	295.00	354.00
201-500	400.00	480.00
501+	490.00	588.00

From January 2016

## Chamber Magazine Advertising Rates:

	Members	Non Members
Front page	£580.00	£696.00
Back page (210 x 297mm)	£525.00	£630.00
Full page (210 x 297mm)	£445.00	£534.00
Half page (172 x 126mm)	£255.00	£306.00
Quarter page (83 x 126mm)	£150.00	£180.00
1/8 page (83 x 60mm)	£85.00	£102.00
Inserts (leaflets) per 2000+ distribution	£265.00	£318.00

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# 31 Reasons to join the Chamber Of Choice

- B2B Referral**  
Putting members together to create business opportunities.
- Access to Mailing Lists**  
Receive the latest news and event up dates via email to keep you in the networking loop.
- Use of Chamber Logo**  
Opportunity to use the East Cheshire Chamber logo in a publication 'Member of'.
- Membership Certificate**  
Once a member has joined they will receive a membership certificate.
- Free Legal Helpline**  
At Myers & Co we specialise in providing high-quality advice.  
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- Legal Benefit Package**  
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Please contact SAS Daniels on 01260 282300
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- Discounted Vehicle Hire**  
Contact Cheshire Vehicle rental for discounted rates on vehicle hire.  
Contact on 01260 280433
- Competitive Business & Vehicle Insurance**  
County Insurance Consultants offer 10% discount on all insurance policies and business insurance to members of East Cheshire Chamber of Commerce.  
Call your dedicated Chamber Insurance phone number of 0800 980 3466 or email [sales@countyins.com](mailto:sales@countyins.com) and quote 'Chamber Insurance'.
- Networking Events**  
The Chamber hosts a variety of networking events.
- Clay Pigeon Shoot**  
A Clay Pigeon Shoot is held each year.
- Email Shot Service**  
For £50 plus vat we can send out an email for you outlining the services that your business offer which will reach all the members of East Cheshire Chamber of Commerce.
- Roadside Rescue Package**  
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- Discounted Training Packages**  
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Jackie Randles on 01260 540570
- Employee Health Scheme**  
AXA Healthcare & Westfield Health are offering Chamber members Business Healthcare plans and corporate health insurance.  
Visit [www.axapphealthcare.co.uk](http://www.axapphealthcare.co.uk) or please call 0800 38 77 54  
Visit [www.westfieldhealth.com/hti](http://www.westfieldhealth.com/hti)
- Business Awards**  
Every year the Chamber holds an annual Business Awards event. This is a celebratory evening for all local businessmen and women to showcase the best of East Cheshire.
- Annual Golf Day**  
Join East Cheshire Chamber of Commerce at the prestigious venue 'Vale Royal Abbey Golf Club' for a fabulous day of golf followed by dinner at the Abbey.
- Discounts on Magazine Advertising**  
Members can advertise in 'The Chamber' magazine at reduced prices.  
Jackie Randles 01260 540570 or email [jackie.randles@eastcheshirechamber.co.uk](mailto:jackie.randles@eastcheshirechamber.co.uk)
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A voice to local and central government via our connectivity to our local authority and members of parliament.
- Service Solutions**  
Brighter Bills offer everything that your business needs to communicate and connect.  
Contact James Moore on 01477 770177 or email [jmoore@brighterbills.co.uk](mailto:jmoore@brighterbills.co.uk)
- Marketing Support**  
Free initial consultation provided by TMC giving Chamber Members access to high-level marketing advice and consultancy with the specific aim of making a real difference to your business.  
Contact TMC on 01260 295700
- Christmas Lunch**  
Christmas Lunch is a very popular event which is held at the prestigious Pecks Restaurant in Congleton.
- Free Strategic Health Check**  
Business Doctors has developed and helped transform hundreds of companies across a spectrum of industries - free consultation available to all members.  
Contact Kevin Cook on 07801 399508 or email [kevinc@businessdoctors.co.uk](mailto:kevinc@businessdoctors.co.uk)
- Chamber Open Day**  
The Chamber Open Day gives members the opportunity to showcase their business.
- Wealth Management**  
If you would like to have a no obligation meeting to discuss your financial requirements then please contact Anthea Kenyon at Franklyn Financial Management on 01260 291825 or [Anthea.Kenyon@sjpp.co.uk](mailto:Anthea.Kenyon@sjpp.co.uk)
- Free Employment Law Audits**  
Free health check of your employment contracts and other documentation.  
Contact Sarah Everton, Myers & Co Solicitors 01782 525005  
Examination of your employment contracts, policies and procedures, the initial consultation is free and on a no obligation basis.  
Contact James Heath, SAS Daniels Solicitors 01625 442110
- Fuel Card Services**  
Save money on refueling with The Fuelcard People. We offer you an unbeatable range of fuel cards covering every major station brand.  
To find out more visit [www.discountfuelcards.co.uk/association/east-cheshire-chamber-of-commerce/](http://www.discountfuelcards.co.uk/association/east-cheshire-chamber-of-commerce/)
- Roll up Banner Offer**  
For further details please contact Jackie Randles on 01260 540570
- Export Document Authorisation & International Trade Advice**  
David Watson and Jackie Randles have both completed a course on Certification Procedures. This gives them the right to stamp and authorise legal exporting documents.  
Contact Jackie Randles on 01260 540570
- Access to Professional Translation & Proofreading Services**  
With professional translators and proofreaders in 30+ languages, we provide top-quality services for all your language needs, meaning you can get on with what you do best -running your business. For document translation and/or proofreading.  
Contact Emma on 01565 228107 or email: [info@ecls-translations.com](mailto:info@ecls-translations.com)



\*For further details please contact Jackie Randles on 01260 540570 or email [jackie.randles@eastcheshirechamber.co.uk](mailto:jackie.randles@eastcheshirechamber.co.uk)



THE NEW BMW  
5 SERIES SALOON.

CO<sub>2</sub> EMISSIONS FROM

**108** g/km

BIK FROM

**21** %

COMBINED MPG UP TO

**68.8**



# INTRODUCING THE NEW BMW 5 SERIES. INNOVATION, ELEGANCE AND AGILITY.

As the most innovative car in its class, our latest model is the result of the ambition to push the limits of what's possible. For corporate customers, impressive efficiency and a wealth of innovative features mean that the new BMW 5 Series is a real game-changer. What's more, the BMW xDrive intelligent all-wheel drive system is available with selected engines, so drivers can remain in full control in difficult driving conditions. Inside, a truly lavish interior promises to redefine the day-to-day experience for your drivers.

**For more information or to register your interest, call us on 01270 212 525  
or visit [www.bluebellcrewebmw.co.uk](http://www.bluebellcrewebmw.co.uk)**

## **Blue Bell Crewe**

Fourth Avenue, Weston Road, Crewe  
Cheshire CW1 6XH 01270 212525 [www.bluebellcrewebmw.co.uk](http://www.bluebellcrewebmw.co.uk)

Official fuel economy figures for the BMW 5 Series range: Urban 60.1-29.7mpg (4.7-9.5l/100km). Extra Urban 74.3-47.8mpg (3.8-5.9l/100km). Combined 68.8-39.2mpg (4.1-7.2l/100km). CO<sub>2</sub> emissions 108-164 g/km.

Figures vary depending on driving style and conditions. Figures are subject to confirmation.

## **BMW Business Partnership**

