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of commerce & enterprise

2 - Patrons of the Chamber

The Chamber Magazine

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David Watson - Comments

HAPPY NEW YEAR TO ALL OF OUR READERS

This is the time of year when we are all trying to keep to our New Year Resolutions and to those of you who have resolved to raising the profile of your business I would say take a look at the information on page 19 about our business awards, take the plunge and get involved. You could nominate a supplier, customer or any other business partner, and of course, nominate your own business for a category that you feel you could win. If however you do not want to compete but would enjoy an excellent evening out then join us on 8th April at Cranage Hall for the Awards Ceremony.

If the business awards are not for you but you want to engage with other members of the Chamber then look at the events listed for the first quarter of 2016 and I am sure that you will find something that fits the bill for you. Another way to raise your profile is to use the Chamber email shot service or advertise in forthcoming editions of the CHAMBER magazine.

As we enter another new year I am sure that we will all face new challenges and opportunities. Whatever they are I am sure that our business community will take them all in their stride as they have done in years gone by. The difference now is that many of the challenges are coming from different areas, not least from the ever growing threats related to the internet and cyber crime. All of us must keep ourselves up to date with developments in this area to protect our families, businesses and employees. The Chamber will play its part in this and I would urge you all to read the various emails that we send out to you on behalf of our partners, including Cheshire Police, who give us very helpful advice and information.







Contents









East Cheshire Chamber Head Office

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I would like to wish you all the very best for 2016 which will be very busy again this year!

We will be holding various events in 2016 with our popular Thursday Thirty networking meetings, the prestigious Business Awards which will be held a little later this year in April and, due to demand, we will be holding 2 Clay Pigeon Shoots this year in Spring and Autumn. The Golf Day will be held at Vale Royal Abbey in June and the last event of the year, as always will be Christmas Lunch at Pecks Restaurant!

I hope that 'The Chamber' magazine reminds you of the constant opportunities that we offer for you to network and grow your businesses, if you would like to contribute to the forthcoming issues of the magazine please contact me.

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

EVENTS CALENDAR

Claymore Business Machines Ltd F1 House, Road 4 Winsford Industrial Estate, Winsford, Cheshire, CW7 3QN

Business Doctors Venue to be confirmed

Cranage Hall, Byley, Holmes Chapel, Cheshire, CW4 8EW

Burns Garages The Showroom, Canal Street, Congleton, Cheshire, CW12 3AA

Cloudside Shooting Ground Red Lane, Congleton CW12 3QG

Details to be confirmed

Vale Royal Abbey Golf Club, Vale Royal Drive, Whitegate, Northwich, Cheshire, CW8 2BA, Details to be confirmed

Events can be found on our website Events Page. www.eastcheshirechamber.co.uk

Please email Jackie.randles@eastcheshirechamber.co.uk for further details and booking form

Welcome to our new members



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If you are interested in joining East Cheshire Chamber of Commerce.

Please contact David Watson at david.watson@eastcheshirechamber.co.uk or Jackie Randles at

jackie.randles@eastcheshirechamber.co.uk

www.eastcheshirechamber.co.uk Member News - 5

Congleton Town Appointment of a new Chief Officer



appointment as Chief
Officer to Congleton
Town Council opens
up a new exciting and
challenging chapter
to my career.

Having worked in the textile industry from the age of 17 and having managed factories at a relatively young age I opened my own small manufacturing business at the age of 29. I experienced the highs and lows of owning my own business and at 41 was faced with having to consider a significant career change upon the realisation that my business could not compete with both Eastern European and Chinese labour rates.

I utilised my business background when applying for a position as an Economic Development Manager with South East Cheshire Enterprise (SECE) which was a partnership between Congleton Borough Council and the Chamber of Commerce, it was within this organisation that I started working with David Watson. I was transferred to Cheshire East Council following the dissolution of the SECE Partnership in 2010 and am delighted to see the progress the Chamber has made under David's stewardship since then.

I am certain that the experience I have gained in both the private and public sector will be put to good use within the Town Council arena and look to carry on the proactive work already being undertaken by the Council and the business community.

David McGifford

NEW SAFETY LAWS FOR LANDLORDS

There are new Government-approved safety regulations which are expected to save dozens of lives a year following a major campaign spearheaded by Cheshire Fire and Rescue Service.

The regulations – which make it compulsory for all landlords to fit smoke alarms in rented homes – follows a high profile campaign led by a team from Cheshire and supported by the Chief Fire Officers' Association (CFOA).

Mark Cashin, Cheshire's Deputy Chief Fire Officer and Chair of CFOA's Home Safety Committee said: "While death and injuries from fires have reduced considerably in recent years, the majority of victims continue to be those who are most vulnerable, often living in private rented accommodation. This change will improve the safety of families and stop dozens of people from losing their lives to fire each year. The cost to landlords is small, with a ten year sealed alarm costing around £15."

The Smoke and Carbon Monoxide (England) Regulations 2015 were approved by both the House of Commons and the House of Lords on Monday September 14 and came into effect on October 1st. The new law requires private landlords to have a working smoke alarm on each floor of their property and a carbon monoxide detector in properties which burn solid fuel.

Under the new laws smoke alarms must be fitted on every floor of the property as well as carbon monoxide alarms in properties which burn solid fuels. Landlords must check the alarms are working at the start of every new tenancy with potential penalties of up to £5,000 if they don't comply.





More information and guidance can be found on our website http://www.cheshirefire.gov.uk/news-events/latest-news/alarms4life-smoke-alarms-for-rented-properties

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Ultimate network experience 2015 report

The BMW 'Ultimate Network Experience' once again proved to be a great way to network.

A fleet of BMW cars, lead by the new, top of the range 7 series, took to the roads of Cheshire and Derbyshire to experience a very special event. All of the Chamber members attending had a chance to drive all of the models taken out for the day. The range included versions of the 2,3,4,5 and 6 models in various trim levels including sport editions.

Mid way through the day the team met at The Brownlow to enjoy a lunch of either steak and Mushroom Pie with chips and vegetables or a wonderful Chicken Tikka curry.



After lunch it was off to the hills for a different driving experience heading to Buxton and on to twisting roads of the peak district before heading back to the Blue Bell showroom in Crewe.

There were lots of tales to tell of the days experience and even more networking before everyone got back into their own vehicles to drive away from "The Ultimate Network Experience".

"A great experience and an amazing day."



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PROTECTING YOURSELF AGAINST BAD PAYERS



Helen Thompson, Partner at SAS Daniels

Late payment or non-payment of invoices can leave a small business with serious cash flow issues. Helen Thompson, Partner at SAS Daniels, gives her top five tips on how to enter into a relationship with a new customer so all bases are covered when it comes to getting what you're owed...

Consider this scenario: you win a new customer so you ask them for some brief details – name, delivery address and what they want to order. It's a substantial first order for your business and the new customer's cash injection will help ease some financial pressure. You arrange for the order to be delivered and the delivery note signed. The customer receives the goods and you forward them an invoice with your usual payment terms of 14 days.

14 days come and go and no payment has been received. You try calling to chase for payment and no-one answers. You try again the next day and are told that your contact no longer works for the business. The person you're speaking to knows nothing about the order and they can't authorise payment. Does this sound familiar? Unfortunately, this scenario is all too common, leaving many small business owners with the stress of unpaid bills and limited cash flow to pay staff wages.

To avoid this issue, it's imperative that you know all you can about your client or customer and who you are doing business with.

Here are some steps you can take to safeguard your business when entering into a relationship with new customers:

1. Know your customers – You need to know the legal status of your customer. This is often referred to as their legal entity. Is it a real business, i.e. is it a limited company? Or is it a partnership? Your customer could also be an individual with a trading name. It is crucial to get this information correct. Don't be shy, ask to see ID to prove the company or partnership is legitimate. Be nosey, and ask as many questions as you can upfront to ensure you know exactly who you're dealing with.

2.Sign on the dotted line – Protect yourself where possible with a robust set of terms & conditions. These can be designed to include stringent payment terms as well as protecting you against liability. Get your terms & conditions sent to your customer as soon as you can and where possible get your customer to sign them. Ensure delivery notes are only signed by authorised individuals.

3.Do your homework – Obtain a credit report for the customer and check their credit history and credit scores. You need to know that they are likely to remain trading for the foreseeable

future to assess your chances of getting paid. If you're in any doubt, ask for payment up front before you do business. Once you've dispatched an invoice, call the customer to make sure they've received it and ask if they have any queries.

4. Procedures and practices – Make sure your procedures for engaging with a new customer are kept up to date and are followed by everyone in the business.

5. There may be trouble ahead – Keep an eye on your existing customers too. If one of your customers' businesses start to show signs of being in trouble, look after your own interests and consider shorter payment terms, set credit limits or ask the business for a deposit or full payment up front if necessary. You could also consider asking for a personal guarantee from a director if you feel it appropriate.

Businesses need to put as much effort into ensuring they get paid as they do into securing new orders and delivery. If all else fails, law firms can be brought in to help recover unpaid debts, however the effective five steps above can help prevent you from falling foul of bad payers in the first place.

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Here we have a few fine examples of chamber members meeting through chamber events and going forward to work together.

Neon Freight and Davenham Trade Finance

A business meeting between Vince Tovey from Davenham Trade Finance and his client resulted in a lead for Ian Mallon from Neon Freight to help with a pre-shipment inspection, the insuring of the goods and a shipment. Vince and Ian met each other at a Thursday Thirty networking meeting in the summer.





The Brownlow Inn and Blue Bell BMW

The Ultimate Driving day which was hosted by Blue Bell BMW on November 4th (full report on Pages 8 and 9) saw a perfect example of East Cheshire Chamber of Commerce members working together!

The lunch stop for the drive day was at chamber members The Brownlow Inn, Congleton where guests enjoyed a lunch of pie and chips or chicken tikka. The Brownlow Inn is one of Cheshire's premium dining country pubs.

Blue Bell 🏐 🖘



Burns Garages, Reliance Medical and Carers Trust

Burns Garages donated to Carers Trust 4 All a Full Car Valet as a prize for the Chamber Autumn Clay Pigeon Shoot and Reliance Medical have donated First Aid Kits to Carers Trust 4 All for the raffles at the chamber events since April this year.







"Thank you very much for organising such a grand event last Friday. It was my first Chamber Christmas party and I really enjoyed it."

Rob Kane - SAS Daniels









"Thanks so much for inviting me to the lunch. I had a good time and met some very interesting people."

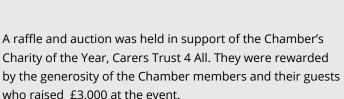
Kay Wesley - Kanga Health



The annual East Cheshire Chamber of Commerce Christmas Lunch was once again held at it's regular venue, Pecks Restaurant, Congleton on Friday 4th December. The Chamber's Chief executive, David Watson, said,

"85 members and guests enjoyed a delicious meal prepared to the standard that Pecks is renowned for. The restaurant was filled to capacity with a real festive atmosphere. The Chamber is very lucky to have Pecks as the venue for the Chamber Christmas Lunch and also having Pecks as a very valued Patron of the Chamber. Our sincere thanks go to Andy Pear, the Proprietor, for his ongoing support."





Mr Watson thanked the guests and sponsors for attending and said that without their support the Chamber could not operate at the level it does.



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SAS Daniels hosted the October Thursday Thirty meeting which was held at the Chappell Centre in Congleton. Warm breakfast rolls, Danish pastries and beverages were served followed by a presentation and quiz about Employment Law.



Our charity of the year, Carers Trust 4 All, hosted the August Thursday Thirty networking meeting at their head office Overton House in Congleton. Everyone enjoyed breakfast which was followed by a short presentation by Carers Trust 4 All.



The November Thursday Thirty was hosted by Inspiration Matters at Reubens in Congleton who served breakfast rolls and beverages followed by a presentation from Richard Burkard of Inspiration Matters.

Thursday Thirty networking meetings are held around every 6 weeks and we now have meetings scheduled for the whole of 2016 at various venues, for further information about future events please see our website address below.

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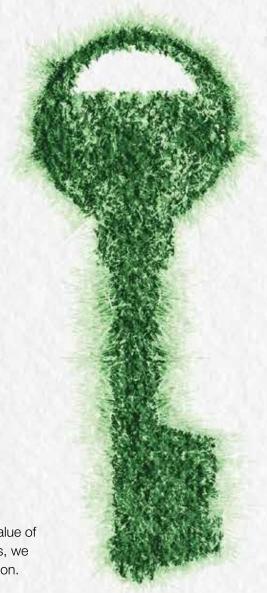
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MEMBERS SPOTLIGHT



How important have your team members been to your success?

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I am incredibly proud of the team I have, they are an established team with 60% of the team having been with us for over 10 years, they understand our customer needs and always look to achieve my Great Grandfathers objective of providing complete customer satisfaction even in the most demanding circumstances.

ROBERT BURNSBURNS GARAGES

Without my team we could not operate, they are not just important they are integral to our success.

What motivates you?

I think a combination of things, maintaining and improving excellent levels of customer satisfaction, the responsibility of improving the lives of employees by providing an opportunity to have a stable, fulfilling and happy career and of course being a successful custodian of a fourth generation family business.

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

Several people spring to mind T.E. Lawrence, Wilfred Theseiger, Winston Churchill, Ranulph Fiennes, all of whom have provided inspiration in one form or another however I think all have the same characteristics, they are all incredibly self motivated and driven people, I would like to ask them how they manage to achieve so much in one lifetime!

What has been your most satisfying moment in business?

We have won the Ford Motor Company Chairman's award for Customer Excellence 7 times, this is a European award for the top performing Dealers, receiving this recognition gives me great satisfaction... and of course being asked to feature in the Chamber spotlight!

How do you spend your leisure time?

Appreciating valuable family time, particularly back garden football!

What are Today & Tomorrow's Challenges?

Reacting quicker than our competitors to changing market conditions is a challenge for today and tomorrow and being able to promote your business successfully in an increasingly cluttered digital environment.





SANDY GRAYSTONECARERS TRUST

How important have your team members been to your success?

I was always taught that there is no 'I' in TEAM' and that has always stuck with me. Working as part of a team is key in Carers Trust 4all. We have a small Fundraising and Development Team and success relies on us sharing ideas, offering support and learning from each other to make the best of what we have. We each have a unique skillset but we have to pull together and roll up our sleeves on many different projects to achieve success.

What motivates you?

People and a job well done. There's nothing nicer than feeling you have sent someone away happy when you've helped them and it's a buzz feeling content that you have done a good job.

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

There are so manyNelson Mandela, Marilyn Monroe etc. However, as I work in the Care Sector, it would be really interesting to have a chat to Florence Nightingale and find out what motivated her to keep going in pitiful conditions and pave the way for modern nursing.

What have you found to be most satisfying moment in your current role?

This does sound rather corny, but I was pleased as punch to win the East Cheshire Chamber Charity of the Year Award this

year. I had only been in the job a few months and it's my first time in a Fundraising role so it felt like a real achievement and has been a fantastic opportunity to raise awareness of the Charity.

How do you spend your Leisure time?

Frequently as taxi driver for the kids who have very busy lives. I love the theatre, comedy and live music so any opportunity to indulge in that with family and friends is great. My partner is a drummer in a band so I'm also roadie for his gigs around the East Midlands!

What Are Today and Tomorrow's Challenges?

As a Fundraiser, the ongoing challenge is finding ways for the Charity to achieve long term sustainability and, with an ageing population, ensuring we put the plight of unpaid carers on the map!



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FIONA BRUCE MP SUPPORTS SMALL BUSINESS SATURDAY

Fiona Bruce MP visited Rode Hall Christmas Market on Small Business Saturday, 5th December, to support local small businesses.

Fiona met with local small businesses including, Ann Rogers, founder and producer of Alsager Pottery, and with Carole Vestey of Woodside Apiaries of Rode Hall Estate, Scholar Green which sells honey and candles from the bees it has had for over 40 years.

Fiona said "Small Business Saturday is now in its third year, with hundreds of thousands of small businesses participating. Its aim is to highlight small business success and to encourage the UK to support small business. It was a pleasure to meet up on the day with original, innovative and quality small businesses."





ANNUAL CHAMBER BUSINESS

AWARDS

FRIDAY 8TH APRIL 2016



- **BUSINESS OF THE YEAR**
- MOST PROMISING NEW BUSINESS
- **CHARITY OF THE YEAR**
- **TRAINING AND SKILLS AWARD**
- **EXPORTER OF THE YEAR**

- **EXCELLENCE IN CUSTOMER SERVICE**
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Approved Inspectors are delighted to welcome a new member of staff, Rebecca Wakefield who prior to working for Plus Dane's Asset Management team, served a shared apprenticeship with East Cheshire

Chamber of Commerce and Plus Dane.







Autumn 2015 Clay Pigeon Report

Once again the sun shone for the Autumn Clay Pigeon Shoot held at Cloudside Shooting Ground on October 14th.



The event was sponsored by Business Doctors and Rod Davies, Matt Levington and Kevin Cook all put in some fine sharp shooting. Their efforts were not quite good enough however to take away any of the trophies that were there to be won.

First prize went to Ian Whitaker of the Reliance Medical Team who had a 100% score. Second place was taken by Nic Booth of the JSW Insurance Team who also won the Best Ladies Individual Score. Alan Oakes of the Glass and Stainless Team was the Third place winner on a count back having missed only one clay in the competition. The overall wining team was Reliance Medical.

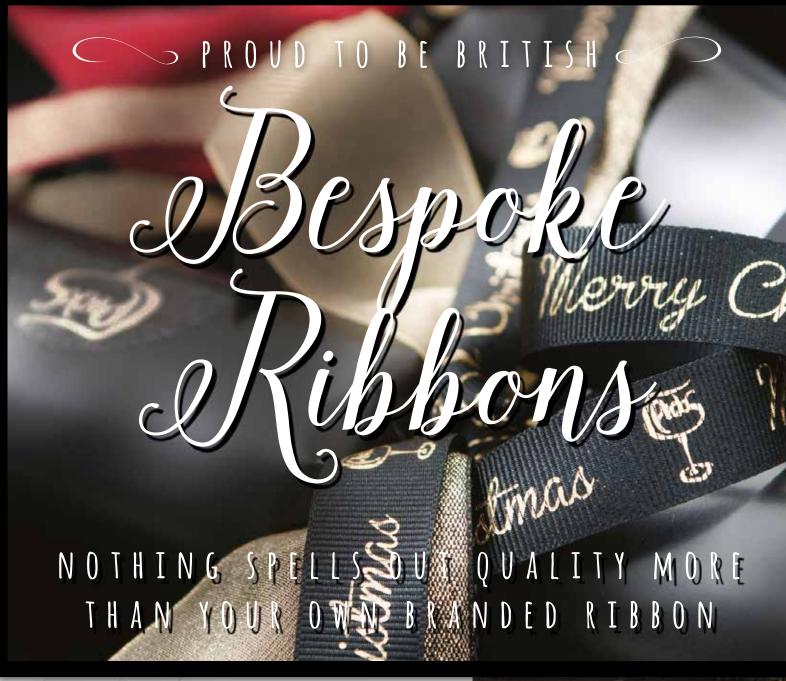
The coveted Clay Conservation Award was won by Jo Darton from the Genesys Team.

There was a raffle and auction for the Chamber Charity of the Year, Carers Trust 4 All, which raised £600.

The auction prize was bought by Nathan Walton of JSW Insurance

The Chamber would like to thank Business Doctors who sponsored the event and everyone who took part in making the event such a great success.











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RYANAIR LAUNCHES LIVERPOOL SUMMER 2016 SCHEDULE & CELEBRATES 10 YEAR BASE ANNIVERSARY

Ryanair, Europe's favourite airline, today (26 Nov) launched its Liverpool Summer 2016 schedule with 29 routes including Faro, Lanzarote and Reus and more flights to Dublin, which will deliver 1.8m customers p.a. and support 1,350* "on-site" jobs at Liverpool John Lennon Airport.

RYANAIR'S LIVERPOOL SUMMER 2016 SCHEDULE WILL DELIVER:

- More flights to Dublin (4 x daily)
- 29 routes in total (including Reus 2 x weekly)
- · 116 weekly flights
- 1.8m customers p.a.
- 1,350* "on-site" jobs p.a.



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www.eastcheshirechamber.co.uk News - 25





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East Cheshire Chamber of Commerce members get up to 10p per litre savings on diesel and petrol



East Cheshire Chamber of Commerce now has a dedicated page on the Fuel Card People website so you can find everything you need more easily.

The new site makes it faster than ever to find unbeatable fuel discounts. Members can compare fuel cards, apply online and start saving up to 10p per litre on diesel, petrol or both. The savings are just the start of your benefits.

East Cheshire Chamber of Commerce have chosen The Fuelcard People as their fuel card partner, you can ignore the price on the pump when you fill up with diesel or petrol. Even better, you do not have to pay for the fuel there and then.

Whether you visit from your mobile or your computer, you will quickly find all your fuel card answers at:



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Leave a lasting gift, leave a legacy.

Gifts in wills are critical in helping us to provide the best possible care for people. Your legacy could be the break we can offer to someone caring for a loved one, the reassurance that our palliative care teams can give to a patient and their family at the end of life and the group for young carers each week which offers support and guidance to young people at a critical time in their lives, exaggerated by their caring responsibilities.

New Year, New fundraising goals

As we start 2016, why not set yourself or your company a goal to raise £1,000 for local carers. A new year brings with it some fantastic fundraising opportunities. You could be sponsored to stick to your new year's resolution, beat that personal best you have been aiming for, or give up that bad habit you spent 2015 indulging in.

Whatever you decide to do, we are here to support you with your fundraising and together we can support more carers than ever.

For more information please contact Sandy on 01260 292850

www.carerstrust4all.org.uk



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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	

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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Receive the latest news and event up dates via email to keep you in the networking loop.

3. **Use of Chamber Logo**

Opportunity to use the East Cheshire Chamber logo in a publication 'Member of.

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County Insurance Consultants offer 10% discount on all insurance policies and business insurance to members of East Cheshire Chamber of Commerce

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10. Networking Events

The Chamber hosts a variety of networking events.

11. Export Document **Authorisation & International Trade Advice**

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12. Roadside Rescue Package

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13. Low Cost Debt Recovery

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15. Employee Health Scheme

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16. 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.

17. 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

18. Discounts on Magazine Advertising

Members can advertise in 'The Chamber' magazine at reduced price Jackie Randles 01260 540570 or email jackie. randles@eastcheshirechamber.co.uk

19. A Voice to Local & Central Government

A voice to local and central government via our connectivity to our local authority and members of parliament.

20. Free Employment Law Audits

Free health check of your employment

Contact Karen Coleman, Myers & Co Solicitors 01782 525005.

Examination of your employment the initial consultation is free and on a no obligation basis

Contact James Heath, SAS Daniels Solicitors

21. Discounted Merchant **Banking Services**

Merchant banking services available at discounted prices. Please contact Jackie Randles 01260 540570 or email jackie. randles@eastcheshirechamber.co.uk

22. 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 of Commerce.

23. Clay Pigeon Shoot

A Clay Pigeon Shoot is held each year.

24. Chamber Open Day

The Chamber Open Day gives members the opportunity to showcase their business.

25. Membership of **Marketing Club**

Free initial consultation provided by TMC giving Chamber Members access to high-level marketing advice and consultancy with the your business. Contact TMC 01260 295700

26. Christmas Lunch

Christmas Lunch is a very popular event which is held at the prestigious Pecks Restaurant in Congleton.

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