

THE BUSINESS MAGAZINE FOR EAST CHESHIRE

East Cheshire
CHAMBER
of commerce & enterprise

January 2019 / Issue 57

Chamber

ANNUAL CHAMBER BUSINESS AWARDS

FRIDAY 5TH APRIL 2019

ENTRIES NOW OPEN



Clay Shoot

Autumn event at Cloudside Shooting Ground



Expo 2018

Hosted at De Vere Cranage Estate on Friday 21st September



Stock Market Challenge

More than 150 youngsters took part in a trading challenge



Christmas Lunch Report

A great time was had by all at the annual festive lunch



Contents

- | | |
|---|--|
| <p>04 New Chamber Members
The Chamber welcomes 8 new members from across the region</p> <p>05 October Clay Shoot
The Autumn Clay Pigeon Shoot was held at Cloudside Shooting Grounds, with proceeds going to Ruby's Fund</p> <p>06 Chamber Expo 2018
Hosted at De Vere Cranage Estate on Friday 21st September</p> <p>08 Member Spotlight
Bringing local businesses into focus</p> <p>11 Christmas Lunch Report
A festive time was had by all at Pecks Restaurant</p> <p>14 Chamber News
Dabbers Den 2018 winner announced and Scolaquip celebrate fantastic growth</p> | <p>15 2019 Business Awards
Entries close 7th March 2019</p> <p>17 Tackling Domestic Abuse
The Skills & Growth Company are helping employers to spot the signs of domestic abuse</p> <p>19 Improving Sales in 2019
New members, Think Beyond give their top tips for sales success in 2019</p> <p>20 Stock Market Challenge
Youngsters from across Cheshire East enjoyed taking part in a trading challenge</p> <p>24 Live for Work
Mental health first aid course launched in Congleton</p> <p>25 Thursday Thirty
Catch up on the latest Chamber networking events</p> |
|---|--|



Welcome from the Chief Executive

When you read this report, all of the Christmas and New Year Festivities will be over and we will be back at our desks starting off another year of business. One can't help but wonder what lies ahead for us all with the Brexit situation still to be resolved. All we can hope for is that our elected representatives at Westminster do what they think is best for our country and its people and not for pure political gain in whatever forms that could take.

What we do know here at East Cheshire Chamber of Commerce is that last year was a very demanding but successful year for the Chamber and we look forward to more of the same for 2019.

The last event of the year was, of course, the Chamber Christmas Lunch and a report on this wonderful seasonal event can be found on page 11.

Last year was quite unique for us in that we represented the Chamber members on two Royal visits to Cheshire. The first was when Prince

Charles and his wife visited Congleton and the second when Prince Edward visited Chester on a mission promoting export developments in the region. Both were very special occasions.

The Business Awards were again a great success and details of this year's competition can be found on page 15. We are hoping that the event will attract the usual number of nominations and that some of the best businesses in Cheshire will celebrate their success with us on April 5th at De Vere Cranage Estate.

We hope to replicate the Annual Golf Day at Vale Royal Abbey where last year 24 teams took part in the Golf Tournament and over 100 guests sat down to dinner in the evening.

The Chamber Expo held in September was also a resounding success and this year will be held on 18th October at De Vere Cranage Estate. We hope it will be a bigger and better than before.

In between all of our major events, we will of course be having the regular Thursday Thirty networking events around the area, hosted by different members each time. Venues are already in place for the first half of the year and if you would like to host one, then contact Jackie to get on the register.

So all I have left to say is that on behalf of the East Cheshire Chamber of Commerce, I wish you all a very healthy and prosperous 2019.

I hope you enjoy this edition of CHAMBER and if you have any articles that you wish to be considered for future editions, please submit them to Jackie Randles on;
Jackie.randles@eastcheshirechamber.co.uk

Events Calendar

Business Awards Nominations Open
14th January 2019

Thursday Thirty
17th January 2019

08:30 am – 10:00 am

DV8 Bar, Little Street, Congleton,
Cheshire, CW12 1AR

Thursday Thirty and Business
Awards Meeting
28th February 2019

08:30 am – 10:30 am

Prism Solutions,
The Technology Barn, Alexandria Way,
Congleton, Cheshire, CW12 1LB

Annual Business Awards 2019
5th April 2019

De Vere Cranage Estate, Byley Lane,
Cranage, Cheshire,
CW4 8EW

Thursday Thirty
11th April 2019

08:30 am – 10:00 am

Tatton Estates, Ashley Hall,
Ashley Rd, Ashley, Altrincham,
WA14 3QA

Thursday Thirty
23rd May 2019

08:30 am – 10:00 am

Carers Trust 4 All, Overton House,
West Street, Congleton, Cheshire
CW12 1JY

Annual Golf Day
19th June 2019

Vale Royal Abbey Golf Club,
Vale Royal Drive, Whitegate, Northwich,
Cheshire, CW8 2BA

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

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

A word from Jackie Randles



Happy New Year to all our readers, we would like to wish you all the best for 2019.

We have another action-packed year planned with our popular Thursday Thirty networking meetings, the prestigious Business awards on April 5th at De Vere Cranage Estate and the Annual Golf day

in June at Vale Royal Abbey Golf Club. Following the success of our first Expo last year, we will be holding this again a little later this year in October at De Vere Cranage Estate. This will be followed by the Autumn Clay Shoot which takes us to the Christmas Lunch at Pecks in December!!

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 with you again in the forthcoming year.

Jackie

New Members

The Chamber extends a very warm welcome to the following new members:



Weld Guru is a bespoke fabrication company specialising in stainless steel and aluminium welding. Weld Guru manufacture bespoke furniture, mixing stainless steel with solid oak to achieve a unique spin on home furnishings.

www.weldgurucheshire.com

Tel: 07825 956165

Unit 3, Radnor Park Industrial Estate, Congleton, Cheshire, CW12 4XJ



The delicious, high quality meals at The Clink Restaurants' are cooked and served by the prisoners in training who are working towards gaining their City & Guild's NVQs in Food & Beverage Service, Professional Cookery, Horticulture and Hospitality Service.

Our aim is to reduce reoffending rates of ex-offenders. We work in partnership with Her Majesty's Prison & Probation Service to run projects that train and give practical skills to prisoners to aid their rehabilitation. The Clink Restaurants allow prisoners to learn, engage with the public and take their first steps towards a new life.

www.thelinkcharity.org

Tel: 01625 553146

HMP Styal, Styal Road, Wilmslow, Cheshire, SK9 4HR



Ideaz-Inc delivers inventive design and advertising solutions to outsmart your competition. Experts in pharmaceutical, retail, trade, education and construction fields.

www.ideaz-inc.co.uk

Tel: 07701 092009

South View, Town Lane, Mobberley, Cheshire, WA16 7HJ



We help clients to save money and grow revenue & profitability by automating low value high volume tasks, by using Robotic Process Automation.

www.enterpriserpa.co.uk

Tel: 0333 987 3938

Daneside Business Park, Broadhurst Lane, Congleton, Cheshire, CW12 1LA



Think Beyond is a management consultancy with a simple mission statement: "To partner with your business and staff to help your team think differently and accelerate your business potential."

Think Beyond's service areas include: business consultancy, improving sales, digital strategy, inbound marketing and marketing automation.

www.think-beyond.co.uk

Tel: 01625 682110

Suite 450, Courthill House, 60 Water Lane, Wilmslow, Cheshire, SK9 5AJ



The Eco-Innovation project brings together the resource and expertise of the University of Chester and Lancaster University to deliver an intensive programme of collaborative R&D interventions and activities. This will support the commercialisation of new products, processes and services underpinning the sustainable growth of Cheshire and Warrington's low carbon and renewables marketplace.

www.chester.ac.uk/eco-innovation

Tel: 01244 512594

Thornton science Park, Ince, Chester, CW2 4NU



Cheshire Media – the fastest growing B2B magazine in Cheshire. We print 5000 copies and distribute them to business hubs across the region. The magazine is filled with news, interviews, expert commentary and advice from business leaders in Cheshire. We also operate a news website which is updated every day with local business news, events and there is also a free online business directory.

We offer targeted B2B advertising in the magazine and on our website plus a very generous loyalty scheme in the form of our reward card which gives 40% back in reward points to our customers.

<https://cheshire.media>

Tel: 0151 345 6363

4 Whitworth Court, Runcorn, Cheshire, WA7 1WA



DMG Ecological Limited is one of a family of group of businesses within DMG, with its main focal point being environmental service delivery.

There is a wealth of information available to you on our website. We have information on Circular Economy, Sustainability, Carbon Management and much, much more.

www.dmgeco.com

Tel: 01270 667600

Suite 18, Edwin Foden Business Centre, Moss Lane, Sandbach, CW11 3 AE



Clay Shoot Report

October 2018

The East Cheshire Chamber of Commerce Clay Pigeon Shoot was held on 24th October at Cloudside Shooting Ground. The event was sponsored by both Business Doctors and Berisfords Ribbons with the proceeds going to the Chamber's Charity, Ruby's Fund.

It was a fine day and the shooting was of a very high standard, with three competitors missing only one clay each in the shootout. The prizes were awarded in order following a count back on the scores. The first prize went to Tim Newsome of Myers & Co solicitors, second place was won by Paul Johnson of Direct Energy Associates and in third place was Pete Hutchins of Timothy A. Brown Estate Agents.

Following the completion of the competition, everyone enjoyed a traditional steak pie dinner in the dining room of the shooting lodge. A raffle was then held in aid of Ruby's Fund.

The winning team was made up of Paul Johnson, Ian Cottrill, Martin Beech, Aimee Carey, Steve Burns and Andrew Whiteley. The best ladies individual score was awarded to Genevieve Powrie and the clay conservation award went to Kari Hazleton.



The Winning Team



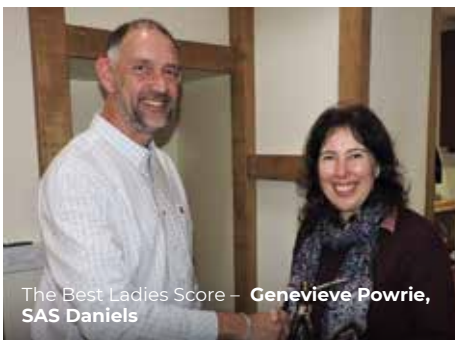
1st place – Tim Newsome, Myers & Co



2nd place – Paul Johnson, Direct Energy Supplies



3rd place – Pete Hutchins, Timothy A. Brown



The Best Ladies Score – Genevieve Powrie, SAS Daniels



Clay Conservation Award – Kari Hazleton, Prism Solutions



Chamber Expo 2018

De Vere Cranage Estate



The East Cheshire Chamber of Commerce “EXPO” was hosted at De Vere Cranage Estate on Friday 21st September.

Over 30 businesses from across the region took exhibition space to display what their companies had to offer. There were businesses from professional, manufacturing and the service sectors. The Department For International Trade were present to give export advice for those businesses looking to export for the first time or develop new markets overseas. Advice was also available

with regards to employing apprentices, gaining access to finance, tendering for local government contracts and many other issues of interest to delegates.

The event was sponsored by De Vere Cranage Estate who have recently carried out extensive refurbishment at the venue. On arrival, delegates were given a passport to the venue showing places to visit around the hotel, including: function rooms, restaurant facilities, bars and bedrooms that

have been subject to the upgrade. These passports were later put into a draw for prizes of opportunities to use the venue free of charge.


There were also “Business Card” draws for bottles of champagne and a “Best Dressed Stand” competition which was won by Verity Venue.

After the event, De Vere Cranage Estate put on a Hog Roast with complimentary drinks and live music in the Tempus Bar.



Verity Venue
Best Stand Winner





Business is
rarely predictable.
We can help
you stay on track.

With our specialist legal knowledge and a gift for simplifying tricky situations and finding solutions, we can help you avoid the pitfalls and enjoy the benefits of being in business. **For a refreshingly clear perspective, contact SAS Daniels today.**

sasdaniels.co.uk | 01260 282300

 **sas daniels** **LLP**
Solicitors.

SAS Daniels LLP is a Limited Liability Partnership registered in England and Wales with registered number OC333138. A list of members is available at our registered office, 30 Greek Street, Stockport, Cheshire, SK3 8AD. SAS Daniels LLP is authorised and regulated by the Solicitors Regulation Authority.

Member Spotlight

Bringing local businesses into focus

Jane Reynard

Scolaquip



How important have your team members been to your success?

Vital. Our recent success is all about the team.

What motivates you?

Ticking things off a list!

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

Cleopatra. She was a very accomplished women within a male dominated world. How did she maintain her rule for 30 years and then why did she decide to bring it to an end?

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

Watching a fully loaded lorry turn out of our premises and knowing that all the goods on board have been made in our factory: huge sense of pride.

How do you spend your leisure time?

Meeting up with friends, the odd 5k Park Run to keep fit and trying to sit and relax without finding a job that needs doing.

What Are Today and Tomorrow's Challenges?

To consolidate after another testing year ensuring that we are as prepared as possible for the demands that 2019 is sure to bring.

A further challenge would be to travel at least two consecutive days on the M6 without any delays for accidents or breakdowns.



Ian Cottrill

Franklyn Financial Management



How important have your team members been to your success?

The whole team at FFM makes it a great place to work and spend time. Everyone gets on well here and contributes to the success in their

own way. Being relatively new to FFM and the industry means I have had to rely on everyone here. I imagine they get tired of me asking so many questions!

What motivates you?

Being happy in what I do is what motivates me. Having spent a long time as a senior teacher prior to joining FFM, my motivation comes from seeing people achieve their goals. I enjoy bringing people together and am motivated by working with like-minded individuals and businesses.

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

It would have to be Martin Luther King, a visionary who was ahead of his time. I heard a great quote that I hope I stand by 'the time is always right to do what is right'

What has been your most satisfying moment in your current role?

It was great to be recognised by the Chamber in winning the Business and Education Engagement award last year. We take great

pride in supporting the local community and I am doing a lot of work with schools across East Cheshire and Stoke and to be recognised for this is great for FFM and the team.

How do you spend your Leisure time?

Apart from spending time with my wife and 2 beautiful kids, I enjoy playing badminton and squash. I captain the Cheshire O40 badminton team and play national tournaments up and down the country. I am looking forward to playing in the World Championships in Poland next August with my playing partner, Andrew Chatterton, MD of Franklyn Financial Management.

What Are Today and Tomorrow's Challenges?

Today's challenge is to get better at golf! No matter how much I play, the worse I seem to get..... Then I will worry about tomorrow.





Selling or buying a business in a Management Buyout (MBO)

If you would like further information on management buyouts, contact Paul Tyrer, Partner in SAS Daniels' Corporate and Commercial team on :
01260 282300
paul.tyrer@sasdaniels.co.uk



When owners reach a decision to sell their business often the first assumption is to market their business for sale to a third party buyer. But more often there is an alternative option lying nearer to home. A management buyout (or MBO) is a common way to sell the ownership of a business to an incumbent management team.

For owners, this can provide peace of mind in ensuring a smooth transition for both staff and customers which is usually a high priority when entrepreneurs seek to retire.

For the management team the MBO route will also provide a platform to take ownership of a company they know inside out, without assuming the risks which would not be readily apparent from acquiring another more remote business and undertaking a higher level of due diligence.

However, to be successful an MBO requires both careful planning and execution, sometimes many months and years in advance.

There are a number of key considerations when planning a Management buyout:

An early Independent Valuation is advisable

Clearly the owner will want to achieve the best possible price when selling his or her business. This may not be as easily achieved via a sale to an existing management team, who may expect a discounted price or may even seek to influence the price by massaging the performance over a period of time, to make the company appear less attractive to a third party purchaser. Agreeing a price early in the process is vital, possibly by reference to an independent valuation.

Skills, training or recruitment requirements?

Does the management team possess all the necessary skills to run the company post-completion? The team should be

analysed objectively at an early stage and any skills shortage addressed via recruitment or mentoring.

How can the management team raise capital?

Funding is likely to be an issue. The management team are unlikely to have sufficient personal financial resources to fund the purchase price in full and so will need to raise capital from either debt or equity, or more likely a blend of both. A solid business plan and robust corporate finance advice are a necessity.

Funders are likely to require a demonstration of commitment from the management team – sometimes referred to having some “**skin in the game**”.

This demonstration of confidence in the proposition usually involves either an introduction of personal funds into the deal or guarantees and indemnities typically secured on personal assets such as the matrimonial home.

Deferred payments or an earn-out post MBO

One option is for the deal to be part financed through deferred payments or an earn-out. This is where the seller receives payment in a number of instalments post-completion often linked to the future trading performance of the business.

However, the seller will likely require some protections in the form of controls as to how the business will be run which, if not properly structured in the sale documentation, could unduly fetter the day to day management and running of the business by the new owners.

Don't overlook the shareholders agreement

One document that is often overlooked in the eagerness to conclude the deal is the shareholders' agreement between the various members of the management team. A carefully constructed shareholders agreement is crucial to the ongoing relationship between the new managers as the journey post-completion is likely to have a few twists and turns. A well-crafted shareholders' agreement will deal with a number of key issues including what happens if one member of the team leaves (or is required to leave) the company and what decisions will require majority or unanimous consent.

How long will an MBO deal take?

The deal process is likely to take some time – typically around 6 months or more to complete. Both the seller and the management team can be distracted from the day to day running of the business by the deal process which can become all-consuming. Choosing the right advisers to ensure that the parties are not overwhelmed by the process is crucial.

Embarking on an MBO can be a daunting proposition even for seasoned business owners; but through careful planning, structuring a sale in this way can motivate the existing management team to share in the success of a business, whilst maintaining business certainty for both staff and customers alike. For the seller it provides an opportunity to achieve a successful exit and ensure that the business continues for another generation under their choice of leadership.



12TH ANNIVERSARY • 11TH JULY 2019
THE MERE GOLF & SPA RESORT

Over the past 11 years, we have continuously been amazed by the generous support of everyone involved in our annual Summer Swing event, helping us to raise an incredible £827,500 for the St. James's Place Charitable Foundation. This year we are looking to make 'One Moment in Time' a year to remember, delivering an event which is bigger and better than ever before, aiming to break through the £1,000,000 raised mark!

This incredible day will be hosted at The Mere Golf and Spa Resort in Knutsford. The day will start with a picturesque round of golf before an unforgettable gala dinner followed by an evening of fundraising, entertainment and music.

TICKETS AND SPONSORSHIP OPPORTUNITIES ARE AVAILABLE NOW

We look forward to seeing you there and thank you for your support.

WWW.FFMSUMMERSWING.CO.UK



Christmas Lunch Report 2018

December 7th was the date of the East Cheshire Chamber of Commerce Christmas lunch, held at the regular venue of PECKS restaurant, Congleton.



Over 70 members and guests sat down to eat a spectacular lunch, full of the finest food from PECKS famous menu.

Chamber CEO David Watson welcomed everyone and gave a presentation on the Chamber's activities through 2018 highlighting such events as the Business Awards, Golf Day and the Chamber Expo that was held in September. He also advised the diners of some of the items from the events calendar for 2019, in particular the East Cheshire Chamber Business Awards that will take place in April.

Following lunch, a raffle and auction took place which raised over £1000.00 for Ruby's Fund, the Chamber's chosen Charity.





**BUSINESS
DOCTORS**
ACHIEVE YOUR VISION

DEDICATED TO HELPING SMALL
& MEDIUM SIZED BUSINESSES
ACHIEVE THEIR VISION

We don't just coach, we get on the pitch!



WHAT CAN WE HELP YOU WITH?

If you are looking to grow your business, get more customers & increase your profits, it's worth taking the time to review how your business is performing now & get some expert advice on how to hit the big time.

WE CAN HELP YOU TO:

- Get clear about your business vision & its' effectiveness
- Maximise your business capabilities
- Stand out from the crowd
- Find & exploit your competitive edge
- Focus your marketing on the right customers

Do you think your business
could use a helping hand?

[Contact Kevin Cook](#)

T: 07801 399508

W: businessdoctors.co.uk/cheshire

E: kevinc@businessdoctors.co.uk



**MICROSOFT
SILVER
AWARDED IT SUPPORT**

CALL US ON 0161 820 9333

NKC Group offer unrivaled Technology Support and IT Consultancy services UK wide. With over 30 years combined experience with a wide range of hardware and software packages.

Our primary goals are to reduce costs and increase productivity.

NKC GROUP, SOUTH COURT, SHARSTON ROAD, SHARSTON, MANCHESTER, M22 4BB
E-MAIL: SUPPORT@NKCGROUP.CO.UK

Microsoft Partner
Silver Small and Midmarket Cloud Solutions
Silver Cloud Productivity





Chamber members look forward to another successful year

2018 was a fantastic year for Chamber members, TMC Strategic Communications. The year began with a record-breaking win at the Recommended Agency Register (RAR) awards, where the team were nominated in 17 categories and won 5. Following this, the team were thrilled to win Business of the Year at the Chamber Awards.

The Congleton-based company, which has been providing communication and branding solutions for global organisations since 2006 saw significant growth in 2018, with both new clients and team members. Significant contract

wins included the International Social Security Association (ISSA) and delivery of the Digital+ programme of marketing seminars for the Skills and Growth Company. These extremely popular seminars are running until June 2019, to book your place visit: www.digitalpluscheshire.co.uk

With a focus on growth for the coming year, the team are on the lookout for inquisitive, creative and driven individuals to join their team. If you think you've got what it takes to work for the biggest small agency in Cheshire, get in touch by emailing: hello@wearetmc.co.uk

“TMC provides communication solutions for member-based organisations who seek branding and marketing services. Why choose TMC? Because we have a reputation for exceeding expectations, with a down to earth and thoroughly approachable style.”

Tim McCloud, Managing Director.

tmc

† 01782 577000 e info@myerssolicitors.co.uk w www.myerssolicitors.co.uk



It's our business to protect yours

Whatever the needs of your business, the business services solicitors at Myers & Co can help you to achieve your goals. We offer a free legal helpline to all members of East Cheshire Chamber. Call us today.

myers&co
solicitors

Dermot Callinan
Director of
Business Services



Employment



Business



Litigation



Commercial Property



Residential Property



Wills & Probate



Wealth

Chamber News

Dabbers Den 2018 winner announced



The Dabbers Den competition is now in its 7th year with 2018 seeing a high number of entries and an extremely high standard of pitches presented to the judges in the den, making it a difficult task to form the final decision of this year's winner.

With it becoming more important to know where your products are sourced and if they have been locally produced, 2018's Dabbers Den Winner has been able to embrace this value for her business and brand. We are delighted to announce that the winner of Dabbers Den 2018 is The Weston Biltong Company Ltd.

The Weston Biltong Company began as a hobby inspired by a family holiday to South

Africa in 2008 which founders Sheryl and Ryan Walker took with their children. They began making 3kg of handmade South African dried meats per week for friends and family before establishing the business in May 2016. They have since expanded to drying over 500kg of meat for customers across Cheshire, Staffordshire and other parts of the UK. All the products are handmade using 100% British Beef which supports British Farmers across the UK.

The Dabbers Den judges were extremely impressed with the presentation delivered by Sheryl and Ryan, demonstrating a strong customer base and high quality product, as well as Sheryl and her family's hard work showcasing their product at Artisan Markets and Food Festivals across the UK.

On receiving the news of their success, Sheryl commented: "We are thrilled that the judges saw the potential in our small business and are very excited to receive their mentoring over the next twelve months as well as having the extra money to invest into the future of The Weston Biltong Company."

As first place winners, The Weston Biltong Company will receive a £5,000 cash prize, 12 months accountancy and business mentoring from Howard Worth Accountants, a Business Legal Health check by Poole Alcock Solicitors and a Council Master Class from Cheshire East Council which will help to support and grow the business.

The 'Dragons' Den' style competition is run in partnership by Howard Worth Chartered Accountants and Poole Alcock Solicitors, with support from NatWest and Cheshire East Council.



Cheshire school materials manufacturer celebrates 28% growth

A north west manufacturer of arts and crafts items for the education sector has overhauled its business strategy to achieve an increase in turnover of over 28 per cent.

Scolaquip manufactures and supplies the biggest range of paints, crayons, modelling materials and adhesives in the UK from its base in Middlewich. As well as its own famous brand, Scola, the company also distributes other well-known brands like Berol and Crayola.

In 2016 the business was seeing static turnover and diminishing profitability, so managing director Jane Reynard took the decision to overhaul the business strategy. After inviting help from a business expert, she and her management team are now celebrating success as turnover has now passed the £4.5 million mark.

The new strategy, introduced with the help of Kevin Cook of Cheshire-based business



consultants, Business Doctors, saw the company investing in new manufacturing equipment, developing a more disciplined and consistent approach to its operations as well as driving sales in new export markets.

Commenting on the company's growth over the past two years, Reynard said, "Having an external pair of eyes looking at the business has been a real game-changer for us."

"Kevin helped us to concentrate on our strengths and identify opportunities for improvement and expansion. After 18 months of hard work, turnover has grown by approaching 30%. In that time our cash flow stresses have eased, we have opened to new export markets and hired new staff"

"It's fair to say that we have all regained our mojo and everyone is encouraged to think outside the box and voice their ideas for improvement. I can only describe the help we have had as the 'cattle-prod effect' – painful but effective!"



THE CHAMBER OF CHOICE

East Cheshire
CHAMBER
of commerce & enterprise

ANNUAL CHAMBER BUSINESS
AWARDS

FRIDAY 5TH APRIL 2019

BUSINESS OF THE YEAR | SMALL BUSINESS OF THE YEAR | START UP BUSINESS
PROFESSIONAL SERVICES AWARD | INTERNATIONAL TRADE AWARD
BUSINESS & EDUCATION AWARD | CONSTRUCTION AWARD | APPRENTICE OF THE YEAR AWARD
EXCELLENCE IN CUSTOMER SERVICES AWARD | SPECIAL ACHIEVEMENT AWARD
TECHNOLOGY AWARD | HEALTH & WELLBEING AWARD
CORPORATE & SOCIAL RESPONSIBILITY AWARD

ENTRIES CLOSE 7TH MARCH 2019



Let us help you take your business to new heights

At Howard Worth we know how important it is to develop strong relationships with you.

We build up an extensive understanding of your business, so that as well as preparing your accounts, we work alongside you to help add real value to your business and bottom line.

- | | |
|------------------------|----------------------------|
| • Accounts Preparation | • Succession and Disposal |
| • Tax Advice | • Financial Planning |
| • Business Planning | • Investments and Pensions |
| • Audits | • Management Accounts |
| • Capital Raising | • Payroll |



CHARTERED ACCOUNTANTS & BUSINESS ADVISERS

For more details contact: Martin Webb

Howard Worth, Bank Chambers, 3 Churchyardside,
Nantwich, Cheshire, CW5 5DE

Email: martinwebb@howardworth.co.uk

Telephone: 01270 626162 www.howardworth.co.uk



A QUINTESSENTIALLY
BRITISH GASTROPUB



01270 762013

www.wheatsheafsandbach.co.uk

A dedicated, modern focus on British dishes, taking the best that is quintessentially British and adding modern flair, presentation, and genius cooking techniques. Savour the essence of great flavour; relish the aroma and visual zest that is, inspirational food.

Private Dining Room

The Private Dining Room is ideal for business functions, having the ambiance of an exclusive boardroom, it is the perfect place to enthuse and motivate your team or clients. In addition to free superfast fiber WiFi, a projector, screen and wipe-board are available.

The Private Dining Room is staffed by dedicated servers during food service, and has a telephone to summon service during private meetings.





Employers urged to ‘Open the Door’ and tackle domestic abuse

A campaign to help employers spot the signs of domestic abuse in work colleagues has been launched to help raise awareness of the issue. A ‘White Ribbon’ event took place recently at Holmes Chapel Community Centre, which discussed domestic abuse and ways in which businesses and the community can encourage people to speak out about it.

A national report, published in July, supported by Public Health England, found that an estimated 1.9 million adults aged 16-59 experienced domestic abuse in the last year, but only five per cent of organisations have a specific policy or guidelines on the issue. This report features a useful toolkit that aims to equip employers and employees with the knowledge to feel confident speaking about unhealthy relationships.

The Open the Door campaign focusses on a collective responsibility to tackle domestic abuse and employers have an important role to play in society’s response to it. Employers have a duty of care to employees and a legal responsibility to provide a safe and effective working environment.

The campaign encourages friends, colleagues and employers to look out for signs and symptoms of abuse, such as:

- Changes in work productivity; frequent absence, lateness, reduced quality of work, spending an increased time at work for no reason;
- Changes in behaviour or demeanour; out of character conduct, being isolated, becoming quiet, anxious, frightful, aggressive, obsession with leaving work on time;
- Physical indicators; bruising, repeated injury with unlikely explanations, change in pattern or amount of make-up used, wearing clothes that don’t suit the climate which may be used to hide injuries, substance misuse, fatigue;
- A partner or ex-partner stalking an employee in or around workplace or exerting an unusual amount of control over their work schedule;
- Isolation from family and friends.

Julian Cobley, managing director of Cheshire East’s wholly-owned Skills and Growth Company, said:

“ *By making a commitment to respond to domestic abuse, more people will be introduced to support that they didn’t know was available.* ”

“We are here to support businesses to introduce work-based policies in their organisations and will be available to anyone that needs assistance in taking positive action. Providing proper support to employees has a hugely positive effect on businesses and the economy as a whole”.

If you are affected by domestic abuse, or concerned for someone else, call 0300 123 5101 at any time or visit the Open the Door website www.openthedoorcheshire.org.uk. Advice for employers is also available.

In an emergency, always call 999.



European Union
European Regional
Development Fund



ECO-INNOVATION

CHESHIRE AND WARRINGTON

Are you interested in the research, innovation and development of low carbon technologies and/or improving your business resource efficiency and energy use?

We can offer you:

- ✓ 12 month fully funded Master's project (£15,000 tax free studentship for the selected researcher)
- ✓ Short term student internship (5 weeks or 150 hours)
- ✓ Proof of concept studies or short interventions tailored to business needs
- ✓ Access to the facilities available in the Faculty of Science and Engineering at Thornton Science Park
- ✓ Time of supervising academic who will guide the researcher through the project



Don't miss the opportunity and sign up now!

The University of Chester is a proud delivery partner of the Eco-Innovation Cheshire and Warrington project which is part-funded by the European Regional Development Fund.

You can find more details at www.chester.ac.uk/eco-innovation



01244 567 370

Eco-Innovation Cheshire and Warrington



ecoinnovation@chester.ac.uk



@Eco_innovation_



Improve Your Sales in 2019

Top tips for sales success

Today's business world is sell or sink.

As a seemingly never-ending tsunami of competition threatens to overwhelm your efforts, what steps can you take as a business to stay ahead of the wave and land your sales ashore (and in the bank)?

Below, the expert sales strategists at Think Beyond outline their top 5 tips for sales success in 2019.

If you would like to find out how Think Beyond can help take your sales further today, call 01625 682110 to speak to a member of our dedicated sales strategy team.

1. Funnel for facts

Determining how you attract prospects, why and when they convert (or not) is vital for sales survival.

“ *Take time on funnel analysis to identify where your leads come from, determine what percentage of prospects convert to Sales Qualified Leads (SQLs) and ask why you are winning or losing deals.* ”

2. Be digitally smart

An effective digital marketing strategy should optimise each touch point in the customer journey through an informed use of multichannel, helping you to reach the right persona at the right time through the right medium.

“ *To be digitally smart, you should also continually evolve and monitor your digital performance.* ”

3. Automate for success

Automation can help enhance your sales strategy and deliver business efficiency. From data capture to campaign scheduling, automating your sales process saves time and money. It allows you to tailor the experience to the user, creating a personalised proposition that is more likely to lead to a sales conversion.

“ *Automation can help enhance your sales strategy and deliver business efficiency.* ”

4. Enable your sales team

Does your sales team have the necessary tools to sell at a higher velocity? In today's 'customer is king' world, it is vital that your sales team understands to whom they are selling and have the resources (such as quality content) to optimise each interaction through to close.

“ *Sales enablement delivers value to your sales efforts by creating a scalable, repeatable way to go beyond your sales targets.* ”

5. Predictive technologies

Predictive technologies use AI-powered machine learning algorithms to determine which future marketing actions have the greatest chance of success, bringing you tomorrow's customers today.

“ *Attract, nurture and grow valuable sales propositions with predictive analytics.* ”

Think Beyond to improve your sales

At Think Beyond, we understand that no two businesses are the same; the sales challenges and opportunities you face are as individual as your business. That's why our strategists team up with you to identify, develop and implement a bespoke sales solution.

To find out how Think Beyond can partner with you to accelerate your sales potential, visit www.think-beyond.co.uk or call 01625 682110.

Don't let the potential of 2019 pass you by, let's make a start on getting tomorrow's sales today.



Article by:
**Mercè
Cozens**





Trading Challenge First Place Winners

'Prime Investors' team from Brine Leas Academy with Ian Cottrill right, from Franklyn Financial Management and Dan Mears from the Inspirational Learning Group.

Schools rise to a stock market challenge

More than 150 youngsters from across Cheshire East took part in a trading challenge that put their financial skills and acumen to the test on a virtual stock exchange.



thrive

More than 150 youngsters from across Cheshire East took part in a trading challenge that put their financial skills and acumen to the test on a virtual stock exchange.

Congleton Town Hall was transformed into a fictional stock exchange, in partnership with local employers, where teams of Year 7 students created investment companies and invested a virtual sum of £10,000 in 25 fictional businesses.

To make the investment decisions more challenging, each team had to respond to events over the day that impacted on the 25 businesses, including natural disasters and various economic crises.

The objective was to provide young people with an interactive insight into the world of work and test their skills in maths, economics and business in a global context.

This inaugural event was developed by local employers – Franklyn Financial Management, SAS Daniels, Thrive Creative and East Cheshire Chamber of Commerce – in collaboration with Cheshire East Council's arms-length Skills and Growth Company's enterprise advisor network.

The winners were the 'Prime Investors' team from Brine Leas Academy, who made more than a 50% profit from their trading. The runner-up was the 'Global Investments' team from Shavington Academy.

Councillor George Hayes, Chairman of the Skills and Growth Company, said:

This has been a tremendous success and we are immensely grateful to all the local employers, who have given up time, funding and energy in helping make this event possible.

"We would like to thank them for their commitment in helping run our first trading challenge. It is great to have dynamic and forward thinking local employers so dedicated to supporting our young people."



Best Brand Award
Shavington Academy



Most Enterprising Award
Eaton Bank Academy



Trading Challenge Runners Up

'Global Investments' team from Shavington Academy with Councillor George Hayes (left), and Dan Mears from the Inspirational Learning Group.



Most Resilient Award

Eaton Bank Academy



Ian Cottrill from Franklyn Financial Management, Paul Tyrer from SAS Daniels, David Watson from East Cheshire Chamber of Commerce

Andrew Chatterton, Managing Director of Franklyn Financial Management, said: "On behalf of the employers who have worked on this project, I would like to thank all the pupils for their enthusiasm and hard work throughout the day. We all are passionate about giving something back to help our young people gain new skills and first-hand experience of making investments and how businesses grow."

Councillor Jos Saunders, Cheshire East Council cabinet member for children and families, said: "This event has been an excellent learning opportunity with real-life challenges. I hope this will become a regular event and more schools can

benefit from the challenge, whilst gaining entrepreneurial skills and business insights."

Ben Dyer, Co-founder and Director of The Inspirational Learning Group, the team behind the delivery of the trading challenge, said: "Days like this are vital to increase our young people's life skills. Attributes such as teamwork, communication and resilience are critical to them succeeding and realising their true potential and it's great to be working with the Skills and Growth Company and the commercial partners involved to create such an inspiring day. We hope the participants have gained a lot from it."



99%

Rated the challenge as either good or excellent

84%

Agreed that they now understand the skills employers are looking for in the workplace

84%

Now realise that a positive attitude is crucial for the world of education & work

83%

Agreed that they have developed their teamwork skills

78%

Feel more confident with tackling work related challenges

Making Tax Digital - Software Setup & Training

Under making tax digital, business with turnover exceeding the VAT registration threshold (£85,000 until 2022) will, with a small number of exceptions, be required to submit VAT returns for periods beginning on or after 1 April 2019 directly from software. It will not be possible to type the return into HMRC's VAT portal as most do at the moment.

This will mean businesses using manual records, spreadsheets or older accounting packages need to consider how they will submit VAT returns going forward, something we are discussing with our clients on an ongoing basis. We are finding that each client's situation is different and that there are a variety of solutions available, including bridging software. It may be worth moving to a modern cloud based accountancy package such as Xero, Sage or Quickbooks, but there is no obligation to do so. It is however important to discuss with your accountant how your business will be ready for making tax digital.

We are running training sessions for Quickbooks to help get businesses set up and started on a software package that is HMRC compliant. Both clients and non-clients are welcome.

We look forward to seeing you.

Course Date Options

22
JAN

21
FEB

19
MAR

Location
Harts Office

Time
10 am - 12pm

Course
£97 plus VAT*

Harts Chartered Accountants Macclesfield

Refreshments provided
for each event

Telephone support available
after training session

*Single 2 hr training course on any of the above dates

Quickbooks monthly subscription Harts are able to offer a discounted price for this software. Please contact us for more information.

Booking in advance is required contact Nina at Harts.

HARTS

harts-ltd.com

Health and Safety doesn't need to be painful.



Our services include:

- Health & Safety Policies & Procedures
- Fire Risk Assessment
- Environmental Policies
- Audits and Inspections
- Risk Assessments
- Method Statements
- Online Training
- PAT Testing
- Noise Monitoring

**For a free, no obligation quote
get in touch today.**



Call: **01270 440 341** email: info@rhinosafety.co.uk
or visit: www.rhinosafety.co.uk



The Bloor difference
CAREFULLY CONSIDERED LOCATIONS



**BECAUSE WE ALL LOVE
DISCOVERING SOMETHING NEW**

Building new homes in East Cheshire

At Bloor Homes, we carefully handpick locations to build our meticulously crafted developments for all kinds of homebuyers. From those looking for their first property to growing families to downsizers.

We consider each brick, each fixture and fitting, and each aspect of aspirational living – right down to the finest of details. Over the next 5 years, Bloor Homes North West are planning to deliver over 1,000 new homes in East Cheshire.

Building better homes in East Cheshire. That's the Bloor difference.

SEE IT. FEEL IT. EXPERIENCE IT.



bloorhomes.com



NORTH WEST

Regional Office

2 – 4 Whiteside Business Park,
Holmes Chapel, Cheshire CW4 8AA

For more information about any of
our developments, speak to us on

01260 218231

Cheshire Based Training Provider Launches Mental Health First Aid (England) Training Course In Congleton



Statistics released by the HSE show that 526,000 workers suffered from

work-related stress, depression or anxiety in 2016/17, with 12.5m working days lost; that's more days lost than for musculo-skeletal injuries for the first time ever.

In response to this and the growing need for having trained Mental Health First Aiders (MHFA) in the workplace, local Health and Safety Training provider / Consultancy Live For Work has launched its first course centred around the mental health and well-being of workers, designed to teach people

how to recognise mental ill health and provide help on a first-aid basis.

Business owner Claire Dalton comments:

"In addition to the legal requirement to manage stress in the workplace, we will all experience mental ill health at some point in our lives, and it's important that we work to eliminate stigma and encourage people to seek help.

Our aim is both to raise awareness and reduce stigma around mental health; but also, to use our experience and knowledge of working within a wide range of industry sectors to assist organisations to set up a sustainable MHFA programme. Promotion of well-being in the workplace is known to help reduce absenteeism and, to some extent 'presenteeism' (turning up to work but not functioning at full capacity).

That's why Live for Work is delighted to be working with the Congleton Learning Partnership in order to be able to offer the MHFA (England) accredited 2 day course."


Adele Cook, Managing Director says: "As we all become more aware of the impact of poor

mental health, both in our everyday lives and the workplace, I think it is vital that we raise our awareness of the issues and how we can support the well-being of our teams.

By working with Claire we are able to offer this course at a local level to both small and large organisations."


The course will run on the 14th /15th February at Riverside Mill at a cost of £250 +vat per person. Places are strictly limited so if you would like to reserve yours, please contact: Beth or Adele at the Learning Centre on 01260 290682, or email: info@congletonlearningcentre.co.uk

Courses can also be run for groups in house at your premises; contact Claire Dalton for further information about this and other training / consultancy services by emailing: claire@liveforwork.co.uk or visiting www.liveforwork.co.uk

A modern approach to Health & Safety Training

- Mental Health First Aid Training
- First Aid Training
- Health & Safety Advice
- Health & Safety Training
- Fire Safety Training




SOMETIMES YOUR I.T. JUST DOESN'T WORK...

...BUT LUCKILY IT SUPPORT WORX

IT SUPPORT WORX Limited is a local provider of I.T. Support and Services for companies across the North West. We focus on helping our customers by excelling in the areas of most need and we believe we can add the most value. What we deliver is an unbeatable combination of Service, Cost, Experience and Friendliness that is much valued by our customers. Just to show how much we believe in what we do, we only ever

operate on a rolling monthly contract – no tie in required. If you would like to hear more about support for your I.T., or about the other services we offer or why 90%+ of our customers rated their satisfaction level as "Delighted" please get in touch. Either call on 0330 088 3010, send us an email on support@itsupportworx.com or review our website to be found at www.itsupportworx.com

Making IT Support work for you
0330 088 3010 | www.itsupportworx.com



Thursday Thirty Events

The November Thursday Thirty was hosted by SAS Daniels and held at Fellowship House in Congleton, the home of Visyon Charity.

Home Cooked Dining were tasked with providing a healthy alternative breakfast for the breakfast networking meeting, serving mini omelettes and breakfast cereal bars with a difference!

Warren Moores from SAS Daniels gave a short presentation, and this was followed by a brief overview of the charity Visyon by their new Chief Executive, Theresa Pass.

Networking followed between guests of this very well attended meeting.

Cloudside Shooting Ground on the outskirts of Congleton was the venue for the October Thursday Thirty network meeting which, due to a cancellation, was held before our Autumn Clay Shoot.

Guests enjoyed tea, coffee and breakfast baps in the newly refurbished clubhouse and David introduced everyone to a few new members -

Kate Pexton, Contrast UK;

Deborah Nicholl-Timmins, Ideaz-Inc;

Mercè Cozens, Think Beyond Group

and **Joshua Finney**, Weld Guru.

The meeting was, as always, very well attended and some of the guests who were booked on to the clay shoot stayed to enjoy a fine day of shooting.



sas daniels LLP
No ordinary law firm.

Don't miss our February event

On 28th February we will be holding a Thursday Thirty meeting at the offices of Prism Solutions. Tim McCloud, Managing Director of TMC Strategic Communications will be attending the event to give helpful hints and tips on submitting successful award applications. Be sure to book your space if you are considering entering into the Chamber Business Awards!

If you are interested in becoming a member of East Cheshire Chamber of Commerce, you are welcome to join us at one of our Thursday Thirty events to meet other members and the Chamber team!!

Please see the events list on page 3 and visit our website www.eastcheshirechamber.co.uk



DID YOU KNOW?
on average we have:

1450

Centre visitors
per month

323

volunteer hours
per month

Session costs

Parent carer counselling

£45.00 (per session)

SEN lunch club for 10 families a week

£98.00

Monthly SEN Saturday Social
for 24 families

£116.00

www.rubysfund.co.uk



**Help us to safeguard
the future of Ruby's Fund**



We need to raise a total of £250,000 to buy the building we are in. We need your help more than ever before, if you want to get involved and have any fundraising ideas then please contact:

Alison Parr on:

01260 277666 | info@rubysfund.co.uk

#BOBAPPEAL

CHAMBER MEMBERSHIP Subscription Rates

Number of Employees	Subscription Fee	Price Inc. VAT
Sole Trader	£130.00	£156.00
2-6	£160.00	£192.00
7-12	£190.00	£228.00
13-20	£220.00	£264.00
21-25	£250.00	£300.00
26-30	£280.00	£336.00
31-50	£310.00	£372.00
51-100	£340.00	£408.00
101-200	£370.00	£444.00
201-500	£450.00	£540.00
500+	£500.00	£600.00

CHAMBER MAGAZINE Advertising Rates

Advert Size	Members	Non Members
Back page (210 x 297mm)	550.00	660.00
Full page (210 x 297mm)	525.00	630.00
1/2 page (172 x 126mm)	300.00	360.00
1/4 page (83 x 126mm)	175.00	210.00
1/8 page (83 x 60mm)	100.00	120.00
Inserts (leaflets) per 1200+ distribution	250.00	300.00

New advertising Rates – January 2019

All prices are subject to VAT at the current rate
Artwork, please supply hi-res cmyk PDFs to:
jackie.randles@eastcheshirechamber.co.uk

Patrons of the Chamber

We would like to thank our patrons for their continuing support



"Providing the people and businesses of Congleton and surrounds with a legal experience that is positively different."

Tel: 01260 282351
www.sasdaniels.co.uk



Dane Mill is a converted 18th century mill providing office and light industrial accommodation for over 30 businesses.

Tel: 01260 297 388
Email: info@romanlodge.com
www.danemill.co.uk



We're here to do everything we can to nurture the growth of people, businesses and the region.

Tel: 0300 123 5001
www.skillsandgrowth.co.uk



With expert advice and practical support, Business Doctors gives your business the ability to develop and grow.

Tel: 0845 293 8466
Email: kevinc@businessdoctors.co.uk
www.businessdoctors.co.uk



Prism - a managed technology provider with Cheshire roots servicing our clients nationwide delivering Productivity & Protection technology solutions that empower our clients since 2001.

Tel: 0845 302 2677
www.prism.uk.com



Berisfords are the UK's largest producer of Ribbons, Bows and Trimmings.

Tel: 01260 274011
Email: office@berisfords-ribbons.co.uk
www.berisfords-ribbons.co.uk



NKC Group offer unrivalled Technology and IT Consultancy services across the UK.

Tel: 0161 820 9333
www.nkcgroup.co.uk



TMC are a fully integrated marketing agency, providing award-winning creative solutions since 2006.

Tel: 01260 295 700
Email: hello@wearetmc.co.uk
www.wearetmc.co.uk



Delivering trusted, transparent solutions to ensure future financial security.

Tel: 01260 291825
www.franklynfm.co.uk



Myers & Co is a leading solicitors practice specialising in services to owner managed businesses.

Email: info@myerssolicitors.co.uk
Tel: 01782 577000
www.myerssolicitors.co.uk



"Bloor Homes is proud to be a significant contributor to the Cheshire East community, with plans to deliver around 1,000 new homes in the borough over the next 5 years."

Tel: 01477 536550
www.bloorhomes.com

Handelsbanken

Handelsbanken take a bespoke approach to their customers' requirements for business or personal banking.

Tel: 01625 529 296
www.handelsbanken.co.uk/wilmslow



Pecks is the Perfect place to impress your business guests at lunch or dinner.

Tel: 01260 275161
Email: info@pecksrest.co.uk
www.pecksrest.co.uk



Reliance Medical manufacture and distribute quality medical devices to the UK and beyond.

Tel: 08456 448808
Email: sales@reliancemedical.co.uk
www.reliancemedical.co.uk



Hammond McNulty provide accounting and business services, with specialists in Financial Planning and HR.

Tel: 01260 279622
www.h-m.co.uk

SMART DESIGN CONCEPTS TO OUTFOX YOUR COMPETITION



EXPERTS IN THE FIELD OF CUNNING PLANS!
QUICK RESULTS AND RESOURCEFULNESS –
HOWEVER LARGE OR SMALL YOUR SCHEME

BROCHURES | LOGOS | 48 SHEET POSTERS | FLYERS
PRESS ADVERTS | TV ADVERTISING | EXHIBITION DESIGN
LOGO DESIGN | PACKAGING | POINT OF SALE



ideaz-inc

SMART-THINKING design & advertising

TO FIND OUT HOW WE CAN AID YOUR BRAND
CALL 07701 092 009 | EMAIL info@ideaz-inc.co.uk | [WWW.IDEAZ-INC.CO.UK](http://www.ideaz-inc.co.uk)