#### THE BUSINESS MAGAZINE FOR EAST CHESHIRE

Jan 2022 / Issue 65

## Business Awards 2022

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**Christmas Lunch** An unforgettable festive experience



**Clay Pigeon Shoot** A busy day with worthy winners and successful fundraising



East Cheshire

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commerce & enterprise

Thursday Thirty Return to face-to-face Chamber networking events

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## Events Calendar

#### Thursday Thirty

13th January 2022 08:30 am – 10:00 am Ristorante Leone The Lion & Swan, Swan Bank Congleton, Cheshire, CW12 1AH

> Thursday Thirty 3rd March 2022

08:30 am – 10:00 am Eze-Talk Dane Mill Business Centre Broadhurst Lane, Congleton Cheshire, CW12 1LA

> Business Awards 18th March 2022

18.45 until late De Vere Cranage Estate Byley Lane, Cranage Nr. Holmes Chapel Cheshire, CW4 8EW

#### Thursday Thirty 7th April 2022

Congleton Partnership Congleton Town Hall High Street, Congleton, Cheshire CW12 1ET

#### Golf Day

15th June 2022 10.30 onwards Vale Royal Abbey Golf Club Whitegate, Northwich Cheshire, CW8 2BA

Events can be found on our website 'Events Page' on the East Cheshire Chamber website:







## Welcome from the **Chief Executive**

#### Happy new year to all our readers!

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

Following another long and turbulent year that has seen lockdowns, regulations put in place by our government and working from home as a part of many people's agenda, we head into 2022.

It is quite astonishing how resilient businesses have been throughout the last two years, although some businesses are still facing increasing pressures with supply chain disruption, logistics, the rising cost of energy prices, and recruiting and retaining staff. On a positive note, as we move towards the East Cheshire Chamber of Commerce Annual Business Awards which are to be held on 18th March 2022, we look forward to receiving an abundance of entries from businesses across the area. For further details about entering the awards, please see pages 6 and 7 of this magazine and details about booking to attend the Business Awards are also now available.

Since September last year, we have managed to hold some face-to-face events including networking meetings, a Clay Shoot and the Christmas Lunch. We saw strong engagement at these events as people start to socialise again; the reports are featured within this magazine. Following the huge success of the Christmas Lunch at Peck's Restaurant, we have secured a booking for next Christmas on 2nd December 2022 – put this in your diary!!

I hope you enjoy this edition of Chamber; please remember we are here to help wherever we can. If you require any information with regards to the Business Awards, have any articles that you would like to be considered, or you are interested in advertising space in the magazine please contact *jackie.randles@eastcheshirechamber.co.uk* or call the office on 01260 540570.

Jachie

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## News

What's been happening in your local area

## p3od Join the East Cheshire Chamber of Commerce

p30d moved into Riverside, Congleton in 2021 and have recently joined East Cheshire Chamber of Commerce. p30d have been supporting business and companies across all sectors and sizes to improve their performance - providing expertise in human resources, business change and training.



The pandemic has hit many businesses hard and forced them to review all aspects of how they operate, including staffing, workflow, systems, customer experience and the role of technology.

In most cases this has required significant operational change, bringing with it uncertainty and angst, particularly amongst employees. Research demonstrates that up to 75% of change projects fail because of a lack of effective planning, communication and training. Systems don't create change, people do.

The team at p30d help business leaders, managers and teams to create fail-safe plans for effective change management, ensuring employees are resilient and ready. We do this by providing support and advice on all aspects of business change, process improvement and HR policy. Our experts develop leaders

and managers to ensure that the change has a positive impact on the performance of their business.

To find out more about us, our approach and clients please visit us at www.p3od.co.uk



People | Performance | Potential

## Leadership and Culture Franchisor Winner

Congratulations to Business Doctors for winning the Leadership and Culture Award at this year's British Franchising Association Awards 2021. Business Doctors have shown real passion and commitment to their brand vision and values; a star example.

"We are delighted to be recognised in this way in a category that reflects our core values and our ethical approach to supporting our teams and our clients through the uncertainties and challenges that the pandemic placed in their path."

- Kevin Cook, Regional Director NW



BRITISH FRANCHISE — AWARDS 2021—



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#### CHRISTMAS LUNCH 2021





Chamber Christmas Lunch Report 2021

The annual East Cheshire Chamber Christmas lunch was held on 3rd December at Pecks Restaurant in Congleton, the Chambers eleventh year at this venue.

70 guests all enjoyed an unforgettable festive dining experience and delicious food prepared to the standard that Pecks is renowned for, with a choice of menu on the day.

Jackie Randles, Chamber CEO, welcomed all the guests and thanked Andy Pear, the proprietor, and all the staff at Pecks.

The date of the Business Awards 2022, which will be held on 18th March at De Vere Cranage Estate, was announced and Jackie encouraged guests to become involved and enter.

A raffle was held after lunch which raised £350 for Ruby's Fund, the chambers current chosen charity.

Following the event many guests took advantage of the complimentary transport into Congleton, courtesy of Pecks.











## Tips on preparing a Business Award Entry

#### Plan ahead

Consider the awards criteria when planning your entry, set clear objectives and ensure that you meet them.

Preparation is important. Read the entry form carefully and consider which part of the business story will address the criteria and how to get as much information as necessary into the submission.

Each category will have set criteria which you need to address. If you follow the criteria to the letter, answering each point concisely and clearly, you will be giving yourself the best chance with the judges.

## 2

#### Start early

Give yourself plenty of time to prepare your entry.



#### Keep it simple

Focus on what the judges are asking for in the judging criteria. Don't just fill your entry with the contents of existing sales and marketing materials. Always write in plain English with no unexplained acronyms or jargon. Make sure the entry is succinct, clear, and easy to understand.

Stick to the facts and follow the award guidelines closely, but don't be afraid of a little creativity in your writing. You don't want to bore your reader, although you don't want to oversell your story with creative copywriting either. Let the facts speak for themselves.

#### Prove it

Use reports, graphs, or images to evidence your claims, preferably within the body of your entry, or in a supporting document.

#### Keep checking

So, you've worked through each step and you finally have your award entry written, but this is by no means the version you submit. Now you must proofread and edit your award entry.

Round up your entry at the end to clearly show that your story addresses and exceeds the expectations of the award criteria.

## Check your suits and dresses



and dresses Make sure you are at the ready for a great night at the Rusings Awards commony at

Business Awards ceremony at De Vere Cranage Estates on 18th March 2022!







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## Paying too much tax?

By Chris Bentley, Tax & Forensic Director

You, along with many of our clients, may think this is the case, particularly at this time of year when presented with last year's self-assessment tax return.

If you are already of this mindset, the bad news is that there are big tax rises coming in April 2022 and then again in April 2023. A further "reform" of the basis period rules will create increased tax bills for many of those who operate as sole traders or as partnerships in 2023-24. These tax rises are part of the government's efforts to repair the public finances after the destruction wrought by Covid-19. They may change how your business is structured going forward, and how you take money out.

#### Tax rises and profit extraction

For reasons of tax efficiency most business owners have long been advised to operate through a limited company, taking a small salary of around £10,000pa and the remainder of their drawings in the form of dividends. The upcoming tax rises mean this may not be the case in the future.

All rates of income tax on dividends will rise by 1.25% from April 2022 and the rate of corporation tax for businesses making profits of more than £250,000 per year will rise by 6% to 25% from April 2023. Taken together, these tax increases will mean that the total tax burden (corporation tax, income tax, national insurance) on dividends will be almost identical to that on salaries drawn through the PAYE system. For some business owners, this means the tax benefits of being the owner-manager will come to an end.

By contrast, those operating as a sole trader or as part of a partnership will see a total tax increase of just 1.25% meaning they face a much lighter tax burden than those operating through companies from April 2023. Similarly, the owners of the smallest limited companies, particularly those making profits of under around £100,000, will not see a significant increase in the amount of corporation tax payable.

The changes mean that going forward there are additional tax considerations when structuring a business. Many will still be advised to operate through a limited company and take drawings in the form of dividends because it provides an opportunity to divert income to a lesser earning spouse, or to retain surplus funds in the company and defer the personal tax liability. But others may decide to put themselves on payroll so that all tax is paid at source. Others will be advised to set up a new business venture as a sole trader or as an LLP. We would be pleased to advise!

Chris Bentley heads up the specialist Tax and Forensic departments at Harts Accountants.

For further information contact Chris on 01625 669669 or email CBentley@harts-ltd.com

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**Dermot Callinan** Director of **Business Services** 















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The Autumn Clay Shoot sponsored by Business Doctors Cheshire and Berisfords, was held on 20th October at Cloudside Shooting Grounds just outside Congleton with grounds that overlook magnificent rolling Cheshire countryside & Peak District National Park. It was generally a dry day and with over 50 people attending, a very busy day, and £325 was raised for our current charity, Ruby's Fund.

The individual score winners were Mark Barnett from Senior Aerospace in first place, David Taylor from Harts in second place and Ian Mallon from Neon Freight in third place. The best Ladies individual score was shot by Lydia Henderson from Neon Freight and the Clay Conservation award went to Caroline Insley from Eze-Talk. The winning team who called themselves 'Cheshire's Finest' had shooters from Chris Hamriding, Hammond McNulty, Neon Freight and Senior Aerospace.

Many thanks to the sponsors and the instructors and staff at Cloudside Shooting Ground.







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## R&D Tax Relief -Is your business missing out?



Charlie Thompson, FCCA CTA, Tax Consultant. Research and Development Tax Relief was introduced by the Government to provide an incentive for UK companies to undertake innovation. However, many companies are still not claiming this valuable relief, missing out on a cash refund for overpaid company tax, a reduction in company tax now and for future years, or an immediate cheque to cover some of the costs of the research and development activity undertaken.

#### What is R&D Tax Relief?

A tax incentive that works by providing an enhanced tax deduction for the costs incurred in undertaking qualifying research and development activity.

Broadly speaking, qualifying R&D is resolving scientific or technological uncertainties. This can include:

- New Products, New Processes (internal or external), New Services
- Enhanced products, processes, services with improved features, durability, reliability, efficiency, capability, resilience etc
- Bespoke software programs to integrate multiple systems and improve existing systems

SME companies can claim additional relief of 130% of the qualifying expenditure. For profitable companies this means that they can currently save an additional £247 in corporation tax for every £1,000 they spend on qualifying R&D. With the corporation tax rate slated to increase to 25% in a couple of years, the savings will potentially be much higher.

For those companies which do not have taxable profits, they can in effect "sell" some or all of their R&D deductions back to HMRC. The tax benefit from selling the deductions is lower but it can mean an immediate cash injection where there is currently no corporation tax to be saved/repaid.

#### Case study

WR Partners recently helped a manufacturer identify a range of R&D projects that they were undertaking, including automating production processes, altering a product to become fire retardant to comply with standards after a change in regulations. This led to qualifying R&D costs of £377,688 being identified and led to the company claiming a repayment from HMRC worth £125,959.

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OFFICIAL PARTNERS



East Cheshire Chamber Patron Sponsor, Franklyn Financial Management, held their inaugural 'Winter Waltz' ball at The Mere Golf Resort and Spa in Knutsford on Friday 26th November, hosting over 300 guests and raising over £136,000.



Managing Director of FFM, Andrew Chatterton, and Operations Director, Charlotte Chatterton, with compere for the night, Darren Proctor

The funds raised will support the St. James's Place Charitable Foundation which provide grants to charities across the UK.

Part of the funds raised will also go to Franklyn's chosen pledge charities for the evening, two local charities that attendees can support through pledging to donate a specific amount to them on the night.

Visyon, a Cheshire and Staffordshire Moorlands based charity who support the emotional health of children, young people, and their families, and Place2Be, a national charity who provide mental health support in schools through one-to-one and group counselling sessions, will receive over £40,000 between them, which will go towards helping local children, who following the pandemic have struggled with their own mental health, get access to the services they provide.

Andrew Chatterton, Managing Director of FFM, commented "We have been overwhelmed by the support we have received from our clients, business partners, and friends of Franklyn, in helping us to raise so much money for some incredible charities. No one has suffered more than the charities who help so many young people and sadly Covid has seen the demand for their services soar. Giving back is so important to us as a firm and we are just thrilled that the Winter Waltz has been able to help them."

"It certainly was a fantastic evening, and I can't thank everyone enough for being there and supporting the event."

The event, sponsored by currency transfer specialists, TorFX, was hosted by Greatest Hits Radio presenter, Darren Proctor, with entertainment provided by leading global showband 'The Function Band'.



A guest of the event spinning the SAS Daniels LLP Wheel of Fortune

During the evening, three lucky guests were invited on stage to take part in the SAS Daniels LLP, the Official Legal Partner of the event, Wheel of Fortune, with the winner taking home a luxury Yves Saint Laurent handbag!

Long term partners of FFM, Stoke City Football Club and Sale Sharks Rugby Club, were both in attendance at the ball and both kindly donated auction prizes for the night.

Guests enjoyed the beer of choice for the night, Bach95, along with plenty of cocktails from the events very own 'Fairytale of New York' cocktail bar provided by mixologist specialists, Mr Flavour. The evening also saw the introduction of Franklyn's newest venture 'Franklyn: No Ordinary Fox': a children's book aimed at 5–7-year-olds created by the company with the aim of teaching kids the importance of planning for their future and sustainability. Talking comfortably about finance is an important part of making sure children develop a healthy relationship with money and the Franklyn Fox book, due to launch in early 2022, will help open that conversation up.

This is the 14th year the Wealth Management firm have run a Gala Dinner event and the amount raised at the Winter Waltz takes their total amount raised over the years for the Foundation to £1.191 million.

Andrew, Charlotte, and the whole team at FFM, would like to thank all involved with the Winter Waltz for their continued support and generosity.

If you would like to find out more about the event regarding sponsorship opportunities, please contact Ian.cottrill@sjpp.co.uk

Franklyn have offices in Congleton, Sandbach, Alsager, Crewe and Newcastle-Under-Lyme.



Franklyn Fox made an appearance on the night – the book launches in early 2022!

To find out more visit www.franklynfm.co.uk



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## Member Spotlight

Bringing local businesses into focus



#### Stephen Burns

IronMarket Risk Management

#### What motivates you?

My daily motivator is definitely my family and wanting to provide a secure future for my two girls. After that it is to make a difference and build a business that helps clients and the people who will be working within our company.

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

I actually don't count the hours since setting up IronMarket Risk Management! I ensure that I have family time by waking the girls in the morning and sorting breakfasts and then ensuring I'm home to have dinner and bedtime with them. Anything around this is about building the business and doing what I need to for my clients so it can vary from day to day.

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

The realisation that I am building a business that not only will support my family but will

give others the opportunity to have a career and support their families as well.

## If you had the chance to start your career over again, what would you do differently?

I can honestly say nothing as all the challenges, mistakes and successes I have gone through have made me the person I am today. They have also given me the opportunity to work with some great people but also put me in a place that I am working with great people moving forward with some really exciting times ahead.

#### How do you spend your leisure time?

Weekends tend to be family time and this year we have purchased a camper van to give us freedom to explore more of the country. Around this, I try to improve at golf and to balance out my mental health in the week I am getting myself back in to Crossfit.

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

I'll be honest I was never really into History at school and tend to focus more on the now and the future so this is a difficult one to answer. I'd probably go with my Grandad as I don't really remember any of the stories from the war and how they overcame the mental challenges.



#### What motivates you?

Showcasing the amazing businesses we work with and the work they do through high-production value content, getting them seen and helping them receive the great recognition they deserve.

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

Usually 8, but we've been spotted in Riverside on the odd late evening with a takeaway.

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

Signing off a brilliant project and hearing the glowing feedback that the client received from the video. There's also something very special that will never get old about building a relationship with a new client.

#### Emily Kirkham & Lauren Burnham

Prickly Peach Films

### If you had the chance to start your career over again, what would you do differently?

Be unapologetically us. We spent a lot of time at the start being modest about our capabilities as both a team and individually. There's no shame in showing people what we've got.

#### How do you spend your leisure time?

Between the two of us, we love everything from cooking to roller skating. We even work on our own productions outside of work together and consider ourselves best friends before business partners.

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

We would love to speak to Lady Diana. She always wanted to give a voice to the

#### Who has been your greatest inspiration?

My parents. They both came from really difficult backgrounds and had to start their lives together living in a caravan. Despite this, they worked hard to bring up 3 children with the right mentality of working hard and treating people the right way and making sure we didn't go without. All 3 of us are now succeeding in our careers and lives because of that upbring.

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

Insurance is usually perceived with a negative view which, to be honest, our industry doesn't help itself with at times. Today's challenge is to work with clients to ensure they understand the importance of how insurance can help protect the future of the business and whilst cost is important cover needs to be the key driver. Tomorrow's challenge is definitely one that excites me, which is finding talented individuals to bring into the business. To deliver the high level of personal, consistent and unique service to our existing and new clients. As we grow we will have multiple opportunities available!

## 

voiceless and help for the sake of helping, not recognition. She embodies lots of things we aspire to be as women. "I don't go by the rule book...I lead from the heart, not the head" - Lady Diana.

#### Who has been your greatest inspiration?

For Emily, it would be her grandad aka her gramper; "he's always worked so hard and gone the extra mile for everyone he meets." For Lauren it would be her parents; "if there were any two people I'd be lucky to be half as great as, it's them."

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

Today's challenge is making sure we're pushing boundaries, creating brilliant new things and performing to the best of our ability, for our clients and for our business. Tomorrow's challenge is doing it all over again.



# Start the new year / with the right advice

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## Thursday Thirty Events



The September Thursday Thirty was hosted by Tinsdills Solicitors and held at The Wheatsheaf, Sandbach on 16th September 2021.

We were welcomed onto the terrace by Andy Pear from The Wheatsheaf who kindly supplied the refreshments for this event; we were served tea, coffee and delicious bacon baps.

Rebecca Medcalf gave a presentation all about Tinsdills Solicitors, who have offices in Hanley, Sandbach, Leek and Newcastle-Under-Lyme. Tinsdills have recently become patron sponsors of East Cheshire Chamber.

It was a very warm September morning and it was great to enjoy beautiful sunshine for our first in-person Thursday Thirty.





The Old Saw Mill in Congleton hosted our October Thursday Thirty on 28th October 2021 and members enjoyed ample opportunities for networking.

The Old Saw Mill is a connected community centre headed by volunteer directors, managed by a small team of staff with the help of volunteers for the benefit of the community.

Guests of this well attended networking meeting enjoyed bacon or sausage baps, tea and coffee and Peter Aston, co-founder of The Old Saw Mill, gave an overview of how a chance conversation about an empty building led to The Old Saw Mill to come into being and Peter gave guests a short tour of the building. The café is one of the best places to eat in the town and they also provide around 70 meals a week to people who are isolated at home.

If you would like further information about The Old Saw Mill please visit www.theoldsawmill.org





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**EDM** 



## ESG, CSR, SI – alphabet soup anyone?

Being able to demonstrate good corporate citizenship has never been more important. We are finding increasingly innovative ways to help our clients prioritise and highlight their credentials.

As a strategic communications agency working for global clients in the healthcare and technology sectors, the solutions we create for our clients support ESG (Environmental, Social and Governance), embed and showcase CSR (Corporate Social Responsibility), and evidence SI (Social Impact) for all their stakeholders.

This can manifest itself in many ways, depending on the organisation and its existing values and cultures, but what is important is that it is genuine, it resonates with all stakeholders in the business, and most importantly, it clearly demonstrates a business's purpose beyond profit.

A good example is the work we undertake for Siemens on a local and national level.

Locally, in Congleton, we created an initiative that enables them to engage and directly support their local community. The Rollercoaster Challenge enriches learning for pupils in STEM (Science, Technology, Engineering and Maths), connects Siemens' employees with local schools and supports social mobility in the local area. It's a winwin! It raises the Congleton site's profile as a significant contributor to the local economy and increased the number of apprentice applications within engineering roles, supporting Siemens' national effort to boost skills in STEM.

Nationally, we are working with Siemens to communicate key messages surrounding Climate Action – driving awareness of their climate protection efforts and commitment to being carbon neutral by 2030. We are supporting them in empowering young people and their supply chain by educating them to realise they can make a difference and encouraging them to be proactive and get involved. We did this by developing a gaming environment with a first-person player viewpoint. This fully immersive tool is immediately appealing to young people, stands out and makes important messaging engaging and accessible.



What is important is that it is genuine, it resonates with all stakeholders in the business, and most importantly, it clearly demonstrates a business' purpose beyond profit.

It's not only important for large corporates; open and transparent ESG reporting, and the development of a measurable CSR plan and engagement programme will reap rewards on multiple levels for SMEs;

- It can help you to win business procurement teams are looking for evidence of positive goodwill in the community, and social value questions are gaining increasing weighting on tender awards.
- Investors take note they look for evidence of how a business conducts itself and reports beyond its legal requirements.
- **Customers care** they vote with the pounds in their pocket, seeking brands with reputations that align to their own values and the things that matter to them.
- It attracts talent and helps retention more fully engaging employees with your business, people want to work for a company they can be proud of.

If you'd like help in decoding ESG, CSR and SI, and in finding a solution that works for your business, get in touch at hello@wearetmc.co.uk

Our Social Impact team has over 20 years' experience in creating and shaping initiatives that offer a win-win for businesses and communities.

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## Extension of Making Tax Digital for VAT

Currently, VAT registered businesses with a turnover above the VAT registration threshold of £85,000 need to keep their records digitally & provide their VAT return information to HMRC through Making Tax Digital (MTD) compatible software. However, from the first VAT period starting on or after 1 April 2022, any businesses that are VAT registered (including selfemployed and landlords), irrespective of their turnover levels, will have to register for MTD, meaning they must:

- keep their records digitally (for VAT purposes only)
- provide their VAT return information to HMRC through Making Tax Digital compatible software

The extension of MTD for income tax selfassessment (ITSA) is not due to come into effect before April 2024, with a later date for partnerships.



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

For Government Guidance, please see

www.gov.uk/government/publications/extension-of-making-tax-digital-for-vat

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500+	£500.00	£600.00
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#### CHAMBER MAGAZINE Advertising Rates

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