

THE BUSINESS MAGAZINE FOR EAST CHESHIRE

East Cheshire
CHAMBER
of commerce & enterprise

May 2022 / Issue 66

Chamber



Business Awards Winners 2022

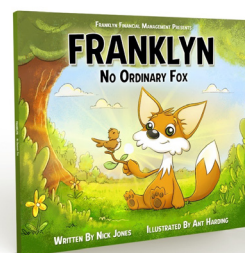
See all this year's winners inside on page 12



Annual Golf Day
Join us on our Chamber Golf Day 2022



Queen's Jubilee
Marking 70 years of service to the people of the United Kingdom



Franklyn Financial Management
Launches childrens book

Events Calendar

Golf Day

15th June 2022

10:30am Onwards

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

Thursday Thirty

30th June 2022

08:30am – 10:00am

Springboard Training
Riverside Mill, Mountbatten Way
Congleton, Cheshire
CW12 1DY

Thursday Thirty

11th August 2022

08:30am – 10:00am

Available

Thursday Thirty

29th September 2022

08:30am – 10:00am

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

Clay Pigeon Shoot

19th October 2022

10:30am – 4:00pm

Cloudside Shooting Ground
Red Lane, Congleton
CW12 3QG

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

eastcheshirechamber.co.uk/events

New Members

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



Future Business Solutions

Future Business Solutions have over 20 years experience delivering Solutions to business. We offer impartial advice on CRM build, Microsoft Teams and 3CX Communications Software with free calls.

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Join the East Cheshire Chamber

If you are interested in joining us, please
get in touch with Jackie Randles at

jackie.randles@eastcheshirechamber.co.uk



Welcome from the Chief Executive

It has been a very busy time here at the Chamber since the last magazine and I feel that at last things have turned a corner with face-to-face meetings and events returning to normal!

The biggest event of the Chamber calendar is the Annual East Cheshire Chamber of Commerce Business Awards and, once again, it was a tremendous success. It is always amazing to see so many different businesses from all sectors of industry and commerce taking part. A total of 215 nominees, sponsors and guests enjoyed the drinks reception and a fabulous

meal provided by our regular hosts De Vere Cranage Estate. A full report is on pages 12 - 15.

All the details of our Annual Golf Day on June 15th are on Page 5, this year it will be held at Vale Royal Abbey Golf Club and we will see the return of the Putting Competition to help warm players up before the shotgun start at 12.30pm.

We continue to forge ahead with a varied programme of events which are supported well by local businesses. If you have any suggestions with regards to the Chamber organising a particular event please let me know.

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 Golf Day, 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.

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News

Welcome to a new member of our Chamber team.

Meet Liz – Our New Recruit



Hello, I'm Liz, a few of you may recognise me from our recent Thursday Thirties and the Business Awards. I started with the Chamber back in January following my return to work after having my daughter last June.

It's been an exciting time so far working with Jackie at the Chamber, there is so much to learn and each day there is always something different to do. I am currently undertaking my export training, meaning I will be fully qualified to complete export documents for our International Trading clients in June.

When I'm not at work, I enjoy spending time with my two young children and my partner who absolutely love being outdoors and keeping me busy.

We have now moved
our office to

*The Bromley Centre,
Bromley Road,
Congleton, CW12 1PT.*



01260 211211

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info@lionandswan.co.uk

Within the belly of The Lion & Swan, Radley & Co reopens.

Expect fine wine and spirits once more, accompanied by regular entertainment and live music. The perfect venue for corporate events and functions.



Join us on our Chamber Golf Day 2022

Vale Royal Abbey Golf Club

The Annual Chamber Golf Day will take place on Wednesday, 15th June from 10.30am at Vale Royal Abbey Golf Club, Whitegate, Northwich, Cheshire, CW8 2BA.

10.30am – Registration and Breakfast
11.00am – 12.00pm – Putting Competition
12.30pm – 16.30pm – Golf Competition
16.30pm – 17.30pm Drinks Reception
17.30pm – 2 course Buffet Dinner and Prizegiving

Main Sponsor



Putting Competition
Sponsored by



For more information

Please contact Jackie Randles on
01260 540570 or jackie.randles@eastcheshirechamber.co.uk

Early booking is recommended



ANNUAL GOLF DAY

VALE ROYAL ABBEY GOLF CLUB
15TH JUNE 2022

FOR MORE INFORMATION, EMAIL JACKIE AT
jackie.randles@eastcheshirechamber.co.uk

Event Sponsor:



East Cheshire
CHAMBER
of commerce & enterprise



5-star Recognition for Fire Safety Service Provider

Francis Fire Protection Services has gone from strength to strength since its inception in December 2019.

They have become a firm favourite contractor with many customers, one of whom eloquently summarises the FFPS quality of service which is the supply, installation, repair and maintenance of fire protection equipment, beginning with a fire safety assessment at their business premises.

“Wayne offers so much more than maintaining our fire extinguishers. His in-depth knowledge of all things fire from the many years spent in the Cheshire Fire Service is second to none. Hugely approachable, friendly and a bible of all things fire.”

Founder, director and owner Wayne Francis is a former fire and rescue crew manager with 23 years of experience responding to 999 emergency calls.

It is the mission of FFPS to keep Cheshire people and their businesses safe from fire while meeting all current British and European Safety Standards. Customers especially appreciate having the use of fire equipment demonstrated and clearly explained. It is one of the nuances of the FFPS service which has generated their 60 five-star reviews.

Meanwhile, a recent highlight for Wayne and FFPS was to give their time as volunteers and to donate fire equipment for a charitable project after which they appeared on BBC TV's DIY SOS.

Wayne comments, “We are immensely proud to be so highly regarded among our customers in making their premises fire safe and compliant.”

To ask about fire safety at your workplace call 01625 365199 or email info@francisfps.co.uk



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BUSINESSES ACHIEVE
THEIR VISION**

Are you passionate about business with a desire to help others?



Business Doctors is a business support network, dedicated to helping small and medium sized businesses achieve their vision.

Drawing on extensive business skills and experience, Business Doctors provides 'hands on' support to business

owners enabling them to overcome their individual challenges and helping them to achieve their aspirations for growth.

We are seeking like-minded business professionals to join our collaborative network. If you are ready for a new challenge, get in touch now!

"I love doing what I do – helping business owners realise their goals."

Kevin Cook

T: 07801 399508

W: businessdoctors.co.uk/cheshire

E: kevinc@businessdoctors.co.uk

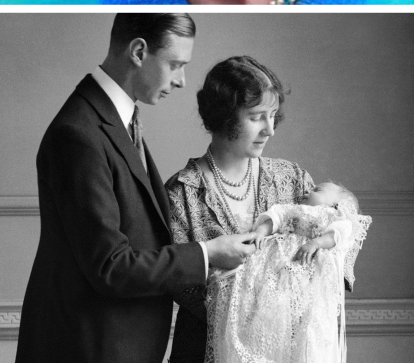


Queen's Jubilee

On 6th February this year Her Majesty The Queen became the first British Monarch to celebrate a Platinum Jubilee, marking 70 years of service to the people of the United Kingdom, the Realms and the Commonwealth.

Her extraordinary reign has seen her travel more widely than any other monarch, undertaking many historic overseas visits. Known for her sense of duty and her devotion to a life of service, she has been an important figurehead for the UK and the Commonwealth during times of enormous social change.

A special extended bank holiday weekend will provide an opportunity for communities and people throughout the United Kingdom to come together to celebrate the historic milestone.



Harts accountants – webinars & events in May & June

Book now to ensure your complementary place on our upcoming business webinars.

12
MAY

Property Letting

Should I buy a property through a limited company or not?
What are the pitfalls and benefits of property letting

2
JUN

Research & Development

What is research and development and what can I claim for? How much will I benefit and what's the cost.

9
JUN

How to prepare a marketing plan

How do I prepare a marketing plan? Where do I start?
What should I do first

16
JUN

The Business Club - Hollin House Hotel

Tickets £25 including 2 course lunch

Visit our **YouTube channel** to catch up on all past webinars



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Life After Lockdown; Maintaining Global Digital Reach Across a New Social Landscape

As we emerge from the restrictions of the pandemic into a new dawn, where authentic social interaction can blossom and whole communities can once again gather to learn and build, the digital business practices that became so necessary during COVID-19 are having to adapt to maintain their value amongst societies that wish to step away from their screens.

One such practice is that of global communications and more specifically in the case of TMC Strategic Communications, reaching audiences within the critical disciplines of healthcare and medicine.

TMC have worked closely with leading healthcare organisation PCR for over 7 years creating video content and delivering elements of their global courses. PCR are a prestigious educational resource that unite clinicians specialising in cardiovascular interventional medicine, across the globe. Having nurtured a community of skilled medical professionals, PCR is synonymous with the latest research and guidance, publishing scientific journals, textbooks and training seminars, alongside hosting annual courses in Europe, Asia, the Middle East and Africa.

Many industries had to adapt their practices under COVID-19 restrictions. Whilst most perceived this as a challenge, TMC used this opportunity to collaborate with PCR

in migrating their video interviews 'online', ensuring that vital peer to peer feedback was delivered in line with key milestones and enabling the information to be used by a much wider global network.

The nature of digital recording saw techniques, therapies and interventions discussed in new formats, that included interviews and 'round-table' discussions. Delivering this combined the expertise of the 3D & Design Studios, the pinpoint accuracy of the Account Managers and the technical knowledge of the Senior Leadership Teams.

Whilst the digitising of the community interviews proved very successful during the past two years, the recent relaxation of guidelines and international travel has bought with it an appetite for colleagues and peers to meet in person once again. The long anticipated 'face to face' networking may at first glance suggest a move away from online recording, however in reality, it was

this digital tool that created a new global audience for PCR courses.

The efficiency and quality of the online interviews allowed members of the cardiovascular community usually restricted by geographical boundaries and language barriers, to contribute to the learning and research. Clinicians from Japan, Australia and America have all been interviewed for the 2022 'EuroPCR' course, a feat which would have been impossible in the days before video conferencing and collaboration. More recently, TMC have also launched a new virtual 'PCR TV Production Studio', bringing the video interviews to life within a professional setting to enhance viewer engagement.

TMC has helped PCR to expand its audience and maintain global reach in a post-pandemic environment, resulting in EuroPCR becoming the World-Leading Course in interventional cardiovascular medicine.

“ Thank you and all of the TMC team for helping us create a studio experience worthy of EuroPCR 2022.

– Industry Partnerships Team, PCR

If you would like to find out more on how to connect your global audience by using digital solutions and inspiring virtual environments, get in touch via hello@wearetmc.co.uk.

www.wearetmc.co.uk

tmc

East Cheshire Young Professionals Network



Are you a young professional or apprentice looking to develop your business skills?



Are you in management and looking for an opportunity to grow your younger members of staff into the leaders of the future?



Yes? Then join the East Cheshire Young Professionals Network today!

Each session will be 9am until 10:30am, with a venue to be confirmed shortly. The ECYPN is free for Chamber members and each member is entitled to 2 places each. The content of the sessions is:

Date	Topic	Summary
Wednesday 29 th June	What do businesses need	Exploring the skills and behaviours employers are looking for in their staff
Wednesday 10 th August	Teamwork	How do we work together effectively, making the most of the talent around us?
Wednesday 21 st September	Styles of Leadership	There are many styles of leadership, so which type of leader do you want to become and how do you motivate colleagues?
Wednesday 2 nd November	How to progress your career with your employer?	As you gain new skills and experience, how can you put these to use in progressing your career?
Wednesday 11 th January	LinkedIn	LinkedIn is becoming more and more important in growing your business contacts and wider network. This session will cover the best ways to make it work for you.
Wednesday 22 nd February	How to network successfully	Now we are ready to explore the practice of networking; how to make the most of networking events be preparing, pitching, and following up.

If you would like to book your place on the East Cheshire Young Professionals Network, or find out more, please get in touch with: **Tony McCafferty** tony.mccafferty@youthfed.org

THE
CHESHIRE AND
WARRINGTON
PLEDGE



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Opening of Genesys Powder Production Plant



In March, Genesys PWT had the pleasure to inaugurate their new production site which will increase current manufacturing capability for their specialty powder cleaners in Middlewich, England.

The growth of these products has been beyond their expectations, particularly in large Sea Water Reverse Osmosis (SWRO) applications where they are proven to reduce cleaning frequency.

This H2o Innovation investment of almost \$1,000,000 represents their commitment as a company to provide the best conditions for their clients.

The Middlewich facility doubled in size to 30,000 ft² with capacity to produce 1,000 tons/year of powder cleaners. The expansion created two more local chemical operator jobs and a role for an additional research and quality control chemist.

The project started with Steve Chesters in February of 2021 and was implemented by Ray Wain and Nick Davenport. The factory team worked solidly for 6 months, sourcing and testing the right equipment and specialist contractors to get everything installed.

City Authorities, Suppliers and other company members travelled from all over Europe for the opening ceremony.



Cheshire Business School Launches



The Cheshire Business School has been launched to transform leadership and management skills across the region, by bringing world class speakers to the county and making their seminars and keynotes accessible to businesses.

Part of Macclesfield College, which currently sits at the top of local achievement tables in education, the Business School offers short courses in leadership, resilience and management skills by world class speakers. They include bestselling author Dr Andy Cope who has worked with some of the UK's biggest businesses, Michael Finnigan who supports elite sports professionals and business clients to achieve their most ambitious goals and Ian Howell, founder of Rocket Performance Group, an organisation that develops performance change programmes globally.

Cheshire Business School will be led by Rachel Kay, principal and CEO of Macclesfield College. She explains: "For c-suite or senior leaders we know time is precious and that high impact training with real results is hard to find. Transformational speakers come at a high cost and through our network we have been able to secure leading coaches and bring them to Cheshire, making world class training accessible and affordable to all.

“Investing in people is about creating long term value which ultimately impacts on the bottom line. It's a great retention tool that empowers and cascades through teams and organisations to build business success, and judging by the calibre of those attending the launch, this is exactly what the region is looking for.”

With a research-led themed suite of courses, the Business School will work with all organisations offering training and development packages along with bespoke programmes designed for clients. The courses start in September and will be delivered at Cranage Estate, near Crewe, with some online provision also being offered.

For more information please contact:
Email: enquiries@cheshirebusinessschool.org.uk
Tel: 01625 410040



**CHESHIRE
BUSINESS
SCHOOL**
VENI - VIDI - VICI

A Successful 2022 Business Awards

The East Cheshire Chamber of Commerce Annual Business Awards took place on 18th March 2022 at De Vere Cranage Estate, Holmes Chapel. With over 210 guests including chamber members, sponsors and nominees attending this highly regarded event, it was once again a spectacular evening.

Guests were welcomed on arrival by Deaville & Co, photographs by Cheshire Photography and a drinks reception sponsored by De Vere Cranage Estate. Chamber Chief Executive Jackie Randles welcomed all the guests and all the sponsors were acknowledged. There was a special award which Andy Pear presented to David Watson, who retired from the Chamber in 2021, for his Commitment and Excellence to the Business Community from 2006 until 2021.

Following the three-course dinner the awards ceremony commenced, the winners received a trophy, a certificate and a pack of Bach95 lager kindly donated by Bach95 from Sandbach. Also, sponsors Prism UK extended a kind invitation to the winners of each award to a winner's dinner which was held earlier this month.

The winners of the Start up Business Award - Lauren Burnham and Emily Kirkham from Prickly Peach Films were presented with their award by Steve Nichols from Rossendale Trust, this was followed by Ian Cottrill from Franklyn Financial Management presenting the Employee of the Year Award to Sarah Hunter from Handelsbanken who was representing the worthy winner Ellie Woodhouse who could not be present on the evening.

The Manufacturer of the Year Award was won by Senior Aerospace Bird Bellows, Paul Woolliscroft from Tinsdills Solicitors presented the award to John Stewart CEO and the apprentice team. TMC Strategic Communications who supply professional

services to international organisations throughout Europe and USA, were the proud winners of the International Trade Award which was presented by John Stewart from Senior Aerospace Bird Bellows.

A category that received a lot of entries was the charity award and, after careful deliberation during the judging process, The Charity of the Year Award was presented by Kevin Cook from Business Doctors to Anna Maddox and Natalie Nuttall from The Smile Group.

Acorn Occupational Health were the winners of the Customer Service Award which was presented by Nigel Moorhouse from Roman Lodge Estates. Acorn expanded their already well-honed customer service skills to support businesses facing challenges that covid brought and continue to do so. Chris Hamriding Estate Agents won the Innovation and Technology Award using technology in a way to separate them from other businesses in their sector. Shaun Morton from Prism UK presented the award to Chris Hamriding and Pete Hutchins.

Helen Spencer from Tinsdills Solicitors presented the Leisure & Hospitality Award to The Lion & Swan Hotel who won the award and have set a new standard for this category in years to come. The Employer of the Year

Award was an extremely strong category this year and was won by The Rossendale Trust, Chris Bentley from Harts Accountants presented the award.

A new category for this year was the Progress toward Carbon Neutrality Award, Peter Aston, the Chair of the Congleton Partnership - who are raising awareness of Climate Change - presented a trophy and an oak flask which is to become a perpetual challenge cup to Ben Hyslop and Jake Brown of H21 Safety.

Another category with huge entries this year was the Professional Service Award; this award was presented by Peter McNulty from Hammond McNulty to Macclesfield College. The final award of the evening was the Business of the Year Award which went to double winners this year, an established organisation who are going from strength to strength - Acorn Occupational Health. The award was presented by Sarah Hunter from Handelsbanken.

An auction and a raffle were held which managed to raise £3,375 on the evening for the Chambers Charity of the Year, Ruby's Fund which makes the total raised in 2021 to 2022 £4,758.

Celebrations and dancing went on into the small hours.





Prickly Peach Films
Start Up Business of the Year Award



Acorn Occupational Health
Excellence in Customer Service Award



Senior Aerospace Bird Bellows
Manufacturer of the Year Award

"A massive thanks for a fabulous evening on Friday - it was so good to be OUT - helping raise money for charity and supporting the Chamber. It was a super evening"

Verity Deaville,
Deaville & Co



TMC Strategic Communications
International Trade Award



The Lion & Swan Hotel
Leisure & Hospitality Award

"It was nice to meet you on Friday and I wanted to say how much Alan and I enjoyed ourselves. I know how much work these events take and all credit to everyone involved for making it such a success"

Sue Lenton,
Weaver Bomfords



Rossendale Trust
Employer of the Year Award



Acorn Occupational Health
Business of the Year Award



Macclesfield College
Professional Service Award

“ I just wanted to reach out and express our thanks on behalf of the TMC team, the event on Friday truly was fantastic and we were delighted to have won an award!”

Jessica Peake,
TMC Strategic Communications



Smile Group
Charity of the Year Award



David Watson
Commitment and Excellence to the Business Community



H21 Safety
Progress toward Carbon Neutrality Award

“ Thank you for these and for a lovely evening! Plus you picked us great table guests they were all so nice, thank you again!”

Lucy Craske,
Eze Talk

“ Thank you for arranging the event – we all thoroughly enjoyed the evening and I wanted to say that the room décor and the program was brilliant this year and very well organised”

Hayley Rhodes,
Acorn Occupational Health



Handelsbanken
Employee of the Year Award



Chris Hamriding Lettings & Estate Agents
Innovation and Technology Award



Thank You to all our Suppliers and Sponsors



Award Winner's Lunch

Our thanks go to Business Award sponsors Prism UK who kindly hosted a lunch at The Churchill Tree, Alderley Park for the winners of each award category. Shaun Morton and Jack Higginbotham gave a short presentation before an enjoyable 2-course lunch and guests left with a wine gift box.



We are moving the accountancy profession forwards.

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New Appointment Adds Value to Tax Team at WR Partners



After working for HMRC for almost twenty years, Alexandra Hyde has joined WR Partners as a VAT Consultant, bringing invaluable expertise to the practice.

Alexandra will aid in further strengthening the already broad range of skills within the Tax Team and looking forward to helping WR Partners clients overcome any VAT-related challenges they may face.

Alix believes it is vitally important to fully understand a client's business to offer them the best technical and commercially-focussed VAT advice.

On joining WR Partners, Alix said "I am really excited about the new challenges that lie ahead. VAT is something that is constantly evolving, and this means I am continually working to stay up to date with the latest changes in legislation and in turn, advise on these updates.

This appointment reflects the practice's growth and ambitions, particularly in its Tax and Business Advisory services. Tax Partner Paul Brown commented – "To have Alix joining the tax team gives our clients another level of support in dealing with their VAT liabilities. Through her role and experience at HMRC, Alix can bring a real insight into the sort of issues that HMRC focus on as well as delivering robust advice on what is an increasingly complex area. This will add another level to the depth of advice our highly skilled Tax team already offer to our clients".

Helen Spencer, Managing Partner said, "Alix's appointment is another example of our commitment to provide high value advisory services to our clients over and above the comprehensive and efficient compliance services they have come to expect".





BEST OF BRITISH MANUFACTURING

THE QUEEN'S *Jubilee*

RIBBONS FIT FOR A ROYAL CELEBRATION

A limited edition collection of ribbons to commemorate her majesty's platinum jubilee.

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Gather family and friends and get creative over the four-day bank holiday weekend this June.

A proud sponsor of the East Cheshire Chamber of Commerce.



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For more information phone us on +44 (0)1260 274011 or visit berisfords-ribbons.co.uk

Member Spotlight

Bringing local businesses into focus



Adam Schofield

Cheshire
Photography Co.

What motivates you?

It's really simple, but I just want to provide a comfortable life for my wife and I. I never wanted to be rich and successful, only to have a good work/life balance doing something that I love and working for myself.

I certainly work to live and don't live to work. The Coronavirus pandemic certainly brought the work/life balance into perspective for a lot of people.

How many hours do you work a day on average?

I work as and when I need to, and no day is ever the same. I certainly don't tie myself into regular working hours - when my clients need me I'm there, but otherwise I spend time enjoying life or working on my other little business, illustrating local scenes and undertaking commissions for bespoke home/business illustrations available on:
www.adam-francis.com

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

I love working with businesses to help showcase themselves/their products/their staff to the fullest.

I'm always very happy to advise on the best way forward, and it's satisfying when the shoot is finished and the client sees their vision as a reality.

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

They always say that it's the mistakes that lead you to where you currently are, so I wouldn't do anything differently - I'm very happy where I am now. I live in the present - no point worrying about what you did or didn't do, it's too late, so move on and learn from it.

How do you spend your leisure time?

I like to give back to my community in my spare time. I used to be a councillor for Macclesfield Town Council, which is a voluntary position, followed by Mayor of the town in 2018. When I left local politics, I became a trustee at the Rossendale Trust (who recently won the 'employer of the year' award at the Chamber annual awards). When I'm not volunteering my time, I love to draw and also travel with my wife.

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

I studied Animation at University, so I would have to say Walt Disney; a true creative genius who never gave up, even though there were a lot of bumps on his road to success. He knew what his end game was and persevered until he got there.

Who has been your greatest inspiration?

My wife has always been very supportive of my career choices. Becoming a self-employed photographer was always going to be a risk, but she backed me every step of the way. Without her support I'd be working a 9-5 job somewhere, feeling very unfulfilled.

What are today and tomorrow's challenges?

Despite the advancement and affordability of digital cameras most people still value the creative mind, techniques and expertise that a professional photographer brings to their photography commission - the camera doesn't take the photograph, the photographer does!



Mark Littler

Mark Littler Ltd

What motivates you?

There is a difference between how many hours I am 'at work' and how many hours in that day I am able to get work done. I'd love to be more productive and this is something I am always working on. I'd always prefer to rise early and have a peaceful evenings - hence why clients might receive emails from me at 4am but are not able to contact me after 5:30pm!.

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?

When a customer leaves us a review online it always brings a smile to my face. Even better when they name a staff member who has provided that service too.

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

There is nothing that I would change. However, if I was speaking to someone just starting out on their career I would say execute as many ideas as you can as soon as you can. Many will end in failure, but you must make those mistakes in order to learn.

How do you spend your leisure time?

We have a little 4 year old boy so most of my free time is spent running around after him! However, I love gardening and I love nothing more than 'faffing' in the garden and mowing the lawn. I also like to believe I am a keen

runner: the reality is I run to stay sane rather than for pleasure.

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

My Grandad. I was only young when he died but I still have the most amazing memories of him. I would love to be able to speak to him as an adult and just chat over a pint or two.

Who has been your greatest inspiration?

My wife. She has always been there for me to help me through tough times and given me the belief and inspiration that I can rise above anything.

What are today and tomorrow's challenges?

There is an increasing amount of 'noise' online and being able to project yourself and your business through this noise to customers is always going to be a challenge.

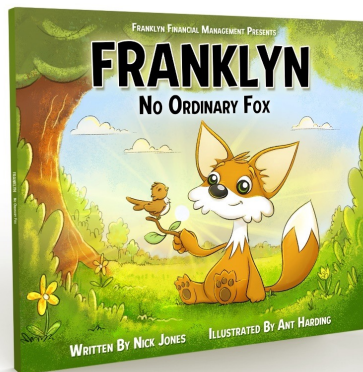
MARK LITTLER
VALUE | ADVISE | SELL

Franklyn Financial Management Launches Childrens Book

'Franklyn – No Ordinary Fox'

Patron sponsor of the Chamber and financial planning specialists, Franklyn Financial Management, have launched their latest project: a children's picture book called 'Franklyn – No Ordinary Fox' in a bid to help teach children the importance of investing in their future.

FRANKLYN FINANCIAL MANAGEMENT
PRESENTS



The book, which has been over 18 months in the making, has been created by the firm alongside award-winning author, Nick Jones, and Film & TV graphic designer and illustrator, Ant Harding.

Research shows that money habits are formed in children by the age of 7*. Receiving good financial education from an early age is key and something that FFM is incredibly passionate about.

While there is no mention of actual money in the book, the metaphor of Franklyn Fox gathering his nuts and berries and planting seeds to grow trees for an ongoing source of food is used to teach children that by saving and investing in their future, they can lead a more positive and healthy life.

The book also touches on topics such as being kind to one another and the planet.

Andrew Chatterton, Managing Director at Franklyn Financial Management, commented: "The idea of the book came from an Education Programme that we have run in secondary schools over the past three years which see's us working with students aged 11 to 18 on topics such as careers advice, employability skills, financial education, and much more.

The ability to talk comfortably about finance is a crucial part of making sure children

develop a healthy relationship with money but starting that important conversation with young children around the topic can often be difficult.

Franklyn Financial Management hope that through their book, they can help open that conversation up between parents/guardians and their little ones.

Northwest-based rugby club, Sale Sharks, were involved with the launch of the book with FFM being one of their Official Partners.

Sale Sharks star and South Africa international, Faf de Klerk, stated: "I think financial education is important for kids because if you teach them from an early age how to manage their money, when the time comes to do it on their own, they will be better prepared for it at an older age."

Franklyn Financial Management plan on giving out 5,000 copies of 'Franklyn – No Ordinary Fox' to children aged 5 to 8 on their school tour, which will see them visiting primary schools across the Northwest area with Franklyn Fox himself.

For more information on the book and to get your copy, please visit:
www.franklynfm.co.uk/franklynfox

* Habit Formation and Learning in Young Children, by Dr David Whitebread & Dr Sue Bingham (University of Cambridge)

Franklyn welcomes Nick



Local mortgage broker, Franklyn for Mortgages, have welcomed yet another member to their team, Nick Louis!

Nick joins the firm as a mortgage adviser with over 7 years of financial services experience and will be located in the Crewe Stephenson Browne & Franklyn for Mortgages branch before eventually moving into the Congleton branch of Franklyn for Mortgages where he will be predominately based.

Nick commented: "I'm excited to make my own stamp in the town and to develop with Franklyn, whilst helping the people of East Cheshire buy their dream homes!"

www.franklynfm.co.uk/franklyn-for-mortgages

ffm
FRANKLYN
FINANCIAL MANAGEMENT



Cyber Fraud: Spot the Signs

In March, the Chamber hosted a Cyber Crime presentation delivered by Detective Constable Andrew Kevan from the Cyber Crime Team at Cheshire Constabulary.

Andrew looked at three main areas that a business needs to consider:

- Considerations for a company 'Cyber-Attack Recovery Plan'.
- Access to company equipment by employees, and the employees' responsibility to their company when using such equipment
- Current cyber-attack trends and how to reduce a company's exposure to such a risk

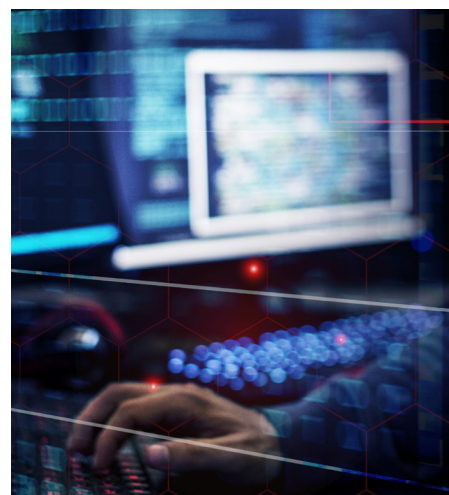
“Several million cases of fraud and of computer misuse are reported to the police every year

These are big topic areas and Andrew sowed the seeds of basic cyber security, without the tech language that normally accompanies the subject of 'Cyber'.

Andrew is available to hold presentations to any size business, irrespective of their 'Cyber' budget or knowledge in this area.

It's staggering, but even more staggering is that so many of those crimes could have been prevented by making a few small changes in online behaviour.

Please contact Jackie Randles for further information:
Jackie.randles@eastcheshirechamber.co.uk



Golden Rules

- If something doesn't look or feel right, it probably isn't.
- Never be rushed into doing something – take your time to review all the information.
- Never give your personal details, such as your address or bank account information to anyone that you do not know.
- Never give out your passwords, pass phrases or other security information.
- Use strong passwords - remember, use three random words or phrases that only mean something to you.
- Add two-factor authentication to your online accounts, such as adding your phone number to prevent any unauthorised changes.



STOP



THINK



PROTECT

Incidents can be reported directly to Cheshire Police:
www.cheshire.police.uk





100k Donation to Support North West Apprenticeships

One of the UK's largest security companies has committed to support dozens of new apprenticeships in the North West after committing £100,000 of its apprenticeship levy to Total People.

G4S, which employs over 25,000 people in the UK, has gifted £100,000 of unused apprenticeship levy funds to support apprenticeships in the education and childcare, and health and social care sectors.

The funds will now be made available to smaller businesses and organisations in those sectors to train their staff through apprenticeships in roles such as childcare and nursery.

Total People is working with large businesses across the country to achieve £500,000 of levy gifting, after it was revealed that more than £250 million of apprenticeship levy funding was returned unused to the Treasury last year.

This is the second time which G4S has committed its apprenticeship levy to Total People, after gifting £100k in 2020 and enabled 19 employees to benefit from an apprenticeship.

Total People provides apprenticeships in more than 30 different industries and connects people with employers to provide apprenticeship opportunities for anyone aged 16-plus.



Thursday Thirty



Our first Thursday Thirty of the year took place at the beautiful Lion & Swan Hotel in Congleton on the 13th January. Hosted by Jake Pear, Managing Director at Pear Hospitality. We had a short presentation from Jake Pear, telling us about the renovations that took place and some of the interesting, historic tales of the 16th Century building. Guests enjoyed some delicious bacon brioche baps in the Leone Restaurant followed by a tour of the Hotel and the Radley Bar downstairs.



Congleton Town Partnership were our hosts for April's Thursday Thirty at Congleton Town Hall where guests enjoyed breakfast baps before Peter Aston gave a presentation outlining some of the Partnership's past and current projects. Again, another wonderful turnout from our members, seizing the opportunity to make valuable connections.



Eze-Talk hosted our March networking event at Dane Mill. Guests of this well attended networking meeting enjoyed a wonderful breakfast spread of sausage and bacon baps, fruit and Danish pastries. Lucy Craske, Business Development Manager at Eze-Talk, gave a presentation discussing how they work and the changes that are being introduced to phone lines by 2025.





Smile Group is Thrilled to be the Charity of the Year!

Local perinatal mental health charity, **Smile Group**, is delighted to have been chosen as the **East Cheshire Chamber's Charity of the Year for 2022** and would like to say thank you for the opportunity.

Cofounded by Ruth Williams and Natalie Nuttall on Mother's Day 2011, Smile Group was created on the back of lived experience

when Ruth and Natalie discovered a glaring gap in community support, having both experienced postnatal depression.

With at least 20% of new mums experiencing emotional wellbeing challenges in the perinatal period (and increasing recognition of dads too), Smile offers local families a blend of services including peer support groups, 1-1 talk

therapy, family sessions and home visits in Macclesfield, Congleton, Sandbach and Nantwich. The charity has also recently introduced fortnightly wellbeing walks in Holmes Chapel to complement its services.

Smile offers safe, welcoming, non-judgmental spaces for new and expectant parents to come together and be supported as well as meet peers in a similar situation, to alleviate the feelings of loneliness which can be a huge factor of perinatal mental health difficulties.

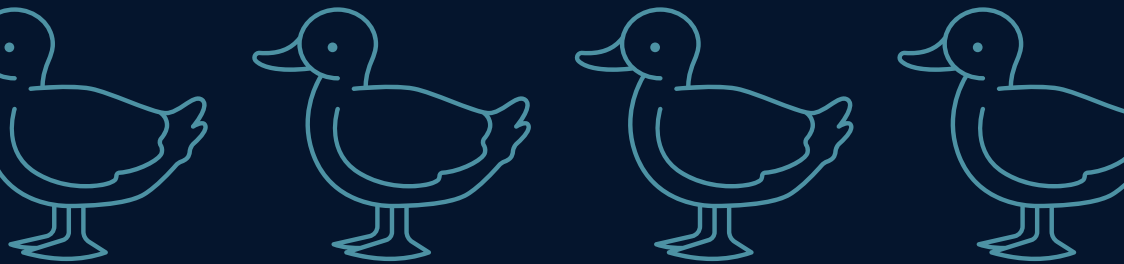
Parents-to-be and those with babies and toddlers under the age of three can self-refer or can also be referred by a healthcare professional to provide support and signposting at a vulnerable time in their lives.

Co-founder and Operations Director, Ruth, said: "We've grown our service organically over the past 11 years to meet the evolving needs of parents in our local communities. Building business partnerships is really important to us to support our sustainable growth, so we're absolutely thrilled to be partnered with the Chamber this year. We're really looking forward to getting involved, building relationships and raising awareness of such a critical issue."

For more information visit:
www.smilegroup.org.uk



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Wellness at Work

Chamber hosts first Wellness at Work session

On Tuesday 26th April, East Cheshire Chamber ran their hugely successful first ever Wellness at Work session in conjunction with Claire Dalton at Live for Work (who developed and delivered the content) and Nicki Stewart of Triad Brand Ambassadors.

The idea was originally the brainchild of Nicki, who explained:

“It’s hugely important that we, as businesses, develop, create and sustain a culture in which our team feel valued, heard and feel comfortable to discuss and resolve any issues with their Management teams. This is paramount in running successful, happy companies where employees are more likely to stay and perform well. A person’s good mental health is so important and we have a duty of care as employers to ensure that we’re doing the best we can to be aware of and support this.”

Jackie Randles, CE at East Cheshire Chamber added:

“When Nicki first approached me about running an event I was eager to arrange a seminar, mental health and wellness at work is very important within the workplace. I immediately thought of Claire at Live for Work, who is one of our Chamber members, to deliver the session for us”.

Claire Dalton, a registered Mental Health First Aid trainer and Crisis Text line volunteer, was only too happy to help by developing and tailoring an agenda to include topics such as challenging stigma around mental health, how stress presents in the workplace, plus top tips on stress management including legal requirements and free resources available to employers.

Claire, who is also a Chartered Health and Safety practitioner said:

We all know we should be managing stress in the workplace, but not necessarily how to do that; for example not many employers / managers realise that it is a legal

requirement to have a stress management policy and risk assessment in place. I was keen to pass on my expertise as a Crisis Volunteer, Mental Health trainer and Health and Safety consultant to ensure that the delegates left this short session feeling confident that they could start tackling this huge issue. Evidence also shows that the benefits of doing so, can result in a financial gain of between £6 and £11 for every £1 spent on improving mental health and wellbeing in the workplace.

There was some fantastic feedback following the session, with local employers stating how enthused they were to start improving the mental health and wellbeing of some major East Cheshire organisations and their employees, which has resulted in some attendees booking further training sessions with Live for Work, for their own staff. Here are some of their reactions:

Following the success of this pilot session, we are now hoping to roll these out on a regular basis to employers in the region; look out for communications from Jackie at the Chamber, or register your interest now by emailing her: Jackie.randles@eastcheshirechamber.co.uk

East Cheshire
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EST 1983
triad THE BRAND
AMBASSADORS

Testimonials

“It was great to see so many keen companies.... Many thanks again and I look forward to improving my company’s position on this very important subject.”

Ian Mallon, Director, Neon Freight

“A huge thank you for a very thought-provoking session yesterday, I personally took a lot from it and have since fed back to my team.... I thought the content was so important and levelling / empowering.”

Tim McCloud, Director, TMC

“Thank you for the session, I found it really useful.... My key take away from it was where to find information to be able to offer support to our team.”

Jane Bibbey, Director, Eze-Talk

“A safe space for myself and my peers, sharing experiences and ideas to better look after ourselves and our employees. The session gave me the tools and confidence to support my team.”

Adele Cook, Director, Springboard Training



If you require any information about Mental Health training in general (including tailored courses for teams and Managers, Awareness courses and Mental Health First Aid), please contact Claire directly with your query via email or phone:

Email: claire@liveforwork.co.uk or Mobile: 07989 655280

Website: www.liveforwork.co.uk

Excellence in Customer Service

Chamber members supporting each other

With over 70% of their client business in Europe and beyond, TMC Creative Ltd can be paid in several currencies. For some time, they have been looking for a trusted partner to handle currency transactions that provide a competitive and attractive rate.

This is where the power of the Chamber comes in. FFM have built a relationship with TorFX and provide their services. For each referral that leads to a transaction the Chamber also benefits in the form of a small commission.

Ian Cottrill recommended that TMC approach TorFX for a comparative rate of exchange. Reassured that Ian and the FFM brand was making this recommendation TMC reached out to TorFX. The service they received was prompt, supportive and polite, in fact Tim McCloud said:

“ This is best example of customer service and onboarding I have received in years. They are genuine and approachable in the way they do business. Clearly the whole team support each other and their attention to detail is second to none.”

He went on to add. “If any Chamber member is looking to exchange any money, please approach Ian Cottrill from FFM or Paul Warrilow from TorFX, they are both brilliant people, I highly recommend their service”.



Are You Interested in Helping the Local Community?

The Rossendale Trust is an award-winning charity that has provided person centred care for adults with learning and profound disabilities for nearly fifty years.

We provide high-quality twenty-four-hour care for seventy adults in the Macclesfield and Buxton areas, and we have over two hundred staff. Our annual turnover is in excess of £5m. Our Regulator, the Care Quality Commission (CQC) has continuously given the Trust a “GOOD” rating.

We are currently recruiting for new Trustees to join the existing board to help guide us over the next few years, and in continuing to run this successful business. The skill sets we are particularly looking for are in IT and Public Relations. However, if you don't have these skills but have the energy, caring nature and interest in making a difference we would also like to hear from you.

We are seeking to expand our knowledge base within the Trustee Board in order to maintain our good performance and fulfil our strategic aims.

Our main base is at Rossendale Hall, Sutton, Macclesfield where we also provide an excellent day service. Oakwood provides numerous activities including arts and media, where the tenants enjoy song, painting and computing. Multiple outdoor pursuits include our Horticulture and Gardening tunnels where plants and veg are grown regularly, walking, and visiting many places of interest.

Our other main focus is Work Taste where our tenants are placed in part time jobs in local businesses, building confidence, learning, and social interaction, as well as providing a great service within the community.

Before deciding, please have a look at our website, and also contact me for an informal discussion if you wish. If you are interested in the role, please provide me with your CV (2 pages).

If you'd like to know more, please contact:

Moira Beswick,
Chairman of the Trustee Board
Telephone: 01625 610269
Email: moira.beswick@rossendaletrust.com





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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)	250.00	300.00

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



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If you are interested in joining us, please get in touch with Jackie Randles at jackie.randles@eastcheshirechamber.co.uk

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