

SOUTH CHESHIRE

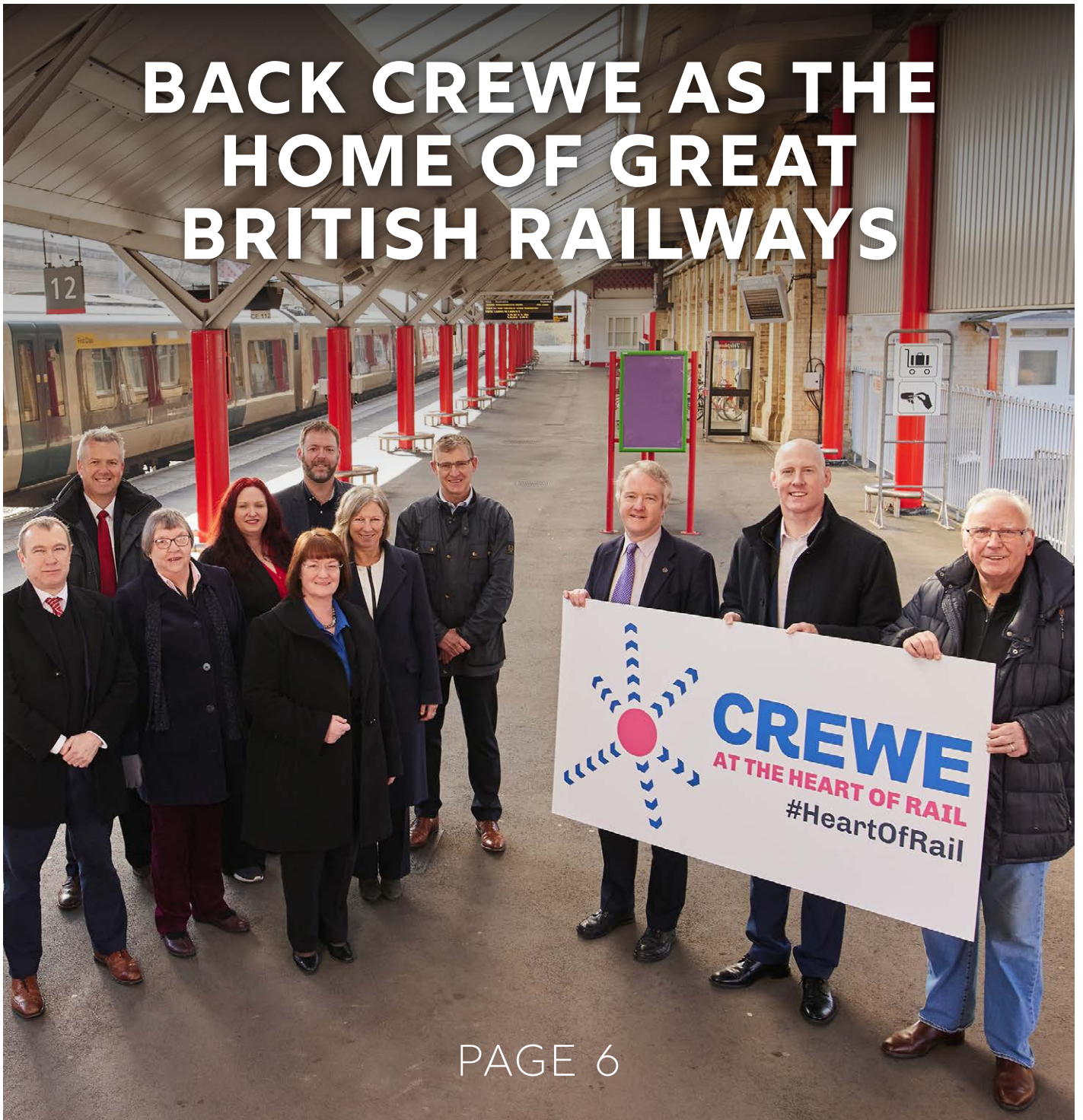
**SOUTH CHESHIRE
CHAMBER
OF COMMERCE & INDUSTRY**

**British
Chambers of
Commerce
Accredited**

CHAMBER BUSINESS

News and views from the South Cheshire Chamber of Commerce & Industry | **Spring / Summer 2022**

BACK CREWE AS THE HOME OF GREAT BRITISH RAILWAYS



The Largest Dedicated Commercial Property Consultants in Cheshire

We Advise on all aspects of commercial property throughout Cheshire and the UK, covering all sectors including Industrial, Offices, retail, leisure and land.

TO LET



Nantwich Court,
Hospital Street, Nantwich
Town Centre Offices
730 Sq Ft (67.82 Sq M)

TO LET



30 Wall Lane, Nantwich
Industrial/Workshop/Office/
Warehouse Unit
Also Suitable For Trade Counter Use
(Subject To Planning)
8,388 Sq Ft (779.25 Sq M)

FOR SALE/TO LET



4 Hospital Street, Nantwich
Ground Floor Retail Premises
645 Sq Ft (59.92 Sq M)

TO LET



50 Market Street, Crewe
Retail Unit In Prominent
Location In Crewe Town Centre
1,723 Sq Ft (160.07 Sq M)

TO LET



Office 2 The Dairy,
Crewe Hall Farm, Crewe
Ground Floor Office
1,120 Sq Ft (104 Sq M)

TO LET



Unit 3b Apollo Park, Crewe
Modern Unit
With Large Secure Yard
12,157 Sq Ft (1,129 Sq M)

THE NANTWICH TEAM



Andy Butler

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Matthew Pochin

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For a free copy of our 'Property Focus' magazine, call or email the team.

LegatOwen
01270 621001
legatowen.co.uk

With offices in **Nantwich** and **Chester**, we have a strong market presence, in depth knowledge, extensive market contacts and an excellent track record in delivering deals.

UPCOMING EVENTS



Final Friday
Crewe Alexandra with Rhino Safety
24/06/2022



Final Friday
Aqueduct Marina
22/07/2022



Final Friday
The Townhouse
26/08/2022

SOUTH CHESHIRE CHAMBER PATRONS



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CHOOSE THE RIGHT PACKAGE FOR YOUR BUSINESS

ESSENTIAL MEMBERSHIP

Vital solutions for your business

Essential features:

- + Connect with the largest business community in South Cheshire
- + Raise your online profile through increased SEO
- + Promote your business through the Chamber channels
- + Access to Chamber online events
- + Trusted, local business information
- + Access to Chamber HR & Legal helpline and documentation

£15 / Month

SIGNATURE MEMBERSHIP

Tailor-made for developing businesses

All Essential features plus:

- + Access to 40+ networking events
- + Access to 35+ informative events
- + Train your young team through our Chamber Young Member Network
- + Talk to like-minded businesses in our Chamber Peer group
- + Key local and national updates
- + Information on business support programs
- + Access to Chamber Business Health Insurance
- + International Trade Information and guidance
- + Discounted export docs

£35 / Month

EXECUTIVE MEMBERSHIP

Optimised for established businesses

All Signature features plus:

- + One to One annual review with key Account Manager
- + Access to Executive Masterclass Workshops
- + Local regeneration updates (Business Council)
- + Shape your future workforce with free places to our Chamber Young Member Network
- + Government updates and key legislation
- + Access to Chamber Primary Health Plan

£80 / Month

If your business is under 3 years why not add our Start-up Package for an additional £15 per month?

Features include: Specialised business start-up workshops, access to a chamber business advisor, chamber events & flexible work spaces. All prices inclusive of VAT, minimum sign-up term, 12 months. Information subject to change. Check www.sccci.co.uk for updates

Next issue due out on September 30th 2022. Editorial and advertising deadline August 31st 2022.

For advertising Sales and Articles, please contact Jon Barnes: 01270 445409 or jon.barnes@sccci.co.uk

The Chamber, or any of its agents/representatives/staff, cannot accept any legal liability for the accuracy of the news items and articles contained in the magazine, which have been obtained and are reproduced in good faith. The Chamber also reserves the right to edit articles submitted for publication or exclude them completely.



WELCOME

to the Chamber's magazine 'South Cheshire Business'.

Businesses continue to find themselves having to cope with an extremely difficult external environment. The effects of the Ukraine/Russia war, increased energy costs and labour shortages mean businesses will have to show resolve and resilience, while adapting and innovating, but I am confident our business community will once again step up to the challenge.

We need the national and local Government to step up and provide financial support for our businesses as they did during covid, but more importantly they must create stability and provide an environment that allows businesses to prosper and help the economy grow. The public sector and business support landscape continues to change, and businesses do not always know how to access help and support. The Chamber has been the one constant source of information and support throughout my twenty plus years in the organisation.

Despite difficult circumstances we must all remain positive and one opportunity that has arisen is Crewe's opportunity to become Great British Railway's (GBR) national headquarters. In a nationwide competition, over sixty cities and towns have submitted a bid, but we genuinely believe Crewe is the right home for the new rail organisation. The town has all the necessary factors to fit the needs of GBR and more.

The Chamber will always evolve to meet the needs of the business community and our activities have never been more aligned to support employers. Please visit our new website at www.sccci.co.uk and have a look at the support, networking and guidance The Chamber has to offer.

I hope you find this magazine informative and if your company has news to share or you would like to take advantage of the advertising opportunities, please do not hesitate to contact Jon at The Chamber.

May I take this opportunity to wish your business every success in the forthcoming months.

Paul Colman **Chief Executive** @SCCCI_CEO

MEET THE CHAMBER TEAM

Paul Colman

Chief Executive

Jon Barnes

Chamber Manager

Jake Kennerley

Digital Marketing Manager

Madeleine Abbey

PA to Chief Executive

Angela Wilkinson

Membership Co-ordinator

Dominic Hibbert

Events & Marketing Co-ordinator

Jane Booth

Export Document Administrator

Richard Weilding

Business Advisor

Anne Xiourouppa

Accounts

Dianne Parrish

Business Connector Cheshire Connect

Sara Pomfret

DIT International Trade Adviser

Meet the South Cheshire Chamber of Commerce & Industry

NEW MEMBERS

	Youth Federation Ltd Unit 20-21, Rossmore Business Village, Ellesmere Port, Cheshire, CH65 3EY caroline.turpin@youthfed.org youthfed.org.uk 0151 357 1971		Cheshire Lettings Agency Ltd 28 Herbert Street Crewe, Cheshire, CW1 5LZ anna@cheshirelettings.uk cheshirelettings.uk 01270 580908		Three Wrens Gin Juniper House, Park View Combermere, Cheshire, SY13 4AL hello@threewrengin.com threewrengin.com 01829 738029
	The Travel Directors Stapley House, London Road Nantwich, Cheshire, CW5 7JW samantha.norris@thetraveldirectors.co.uk thetraveldirectors.co.uk/ samanthanorris@thetraveldirectors.co.uk 07773 609 467		MI Team Training 48 Comfrey Avenue Sandbach, Cheshire, CW11 4BY info@miteamtraining.co.uk www.miteamtraining.co.uk 07725 888 365		Childsey Limited Nantwich Court, 5A Hospital Street Nantwich, Cheshire, CW5 5RH simon@childsey.com childsey.com 07738 718 345
	Green Future Box 77 Kestrel Drive Crewe, Cheshire, CW1 3RY admin@greenfuturebox.co.uk greenfuturebox.co.uk 07792 852 700		Black Dog Gardens 8 Gawsworth Avenue Crewe, Cheshire, CW2 8PB blackdoggardens@hotmail.com 01270 630082		CGI 3rd Floor, South Edward Pavilion, Albert Dock, Liverpool, Merseyside, L34AF ian.church@cgi.com cgi.com/en 07935 600 983
	Pertemps Network Group Crewe Unit 6, Mallard Court, Crewe, Cheshire, CW1 6ZQ samantha.parsons@pertemps.co.uk pertemps.co.uk 01270 906220		Mental Health Workplace CIC 112 Charles House, Beam Heath Way, Nantwich, Cheshire, CW5 6PQ info@mentalhealth-charter.co.uk mentalhealth-charter.co.uk 03333 355999		Bolesworth Ltd Bolesworth Events Limited, The Estate Office Bolesworth Castle, Chester, Cheshire, CH3 9HQ natalie.collins@bolesworth.com bolesworth.com 01829 701518
	The Oakman 34 Salander Cresent Crewe, Cheshire, CW2 6SA mark@theoakman.co.uk theoakman.co.uk 07752 363 322		Amplio Group 11 Mallard Court, Mallard Way Crewe, Cheshire, CW1 6ZQ info@amplogroup.co.uk amplogroup.co.uk 01270 443510		
	OurHRPeople Oakview House, 9 Beggarmans Lane Knutsford, Cheshire, WA16 9BE jacqui@ourhrpeople.co.uk ourhrpeople.co.uk 03302 020607		Synergy Recruitment Beechfield House, Winterton Way Macclesfield, Cheshire, SK11 0LP info@synergyrecruit.co.uk synergyrecruit.co.uk 01625 509182		

WHY JOIN THE CHAMBER OF COMMERCE?

A chamber of commerce is a collection of local businesses who have come together to further their own interests and those of their community.



BECOME PART OF A BUSINESS COMMUNITY

Network with other local businesses to create connections and opportunities



ENHANCE YOUR BUSINESS PROFILE

Promote your business on our website, social media, Members Portal and magazine.



ACCESS TO BUSINESS SUPPORT AND RESOURCES

Access to an online library of 700+ documents and templates as well as advice lines.

WE WELCOME ALL OUR NEW MEMBERS

The South Cheshire Chamber of Commerce is an amazing place to connect to your local business community, but don't just take our word for it:



"Francis Fire Protection Services have been chamber members since incorporation back in 2019, Jon Barnes and his team have maintained a true professional and supportive function, adding considerable knowledge and expertise to our business and its structured growth."

"The newly designed SCCOC bespoke packages show the chamber's dedication to their members, ensuring every business, micro to large, are supported with the correct chamber solution for their business needs."

Wayne Francis DipFA IOSH FETA
Fire Extinguisher Engineer
Company Director

Francis Fire Protection Services Limited

If you would like to share a testimonial, please send it through to jon.barnes@sccci.co.uk



DESTINATION CREWE - THE HOME OF BRITISH RAILWAYS

South Cheshire Chamber of Commerce is backing Crewe's bid to become the home of Great British Railways and bring a range of levelling up opportunities to the town.

In March, Cheshire East Council, alongside its partners, submitted its expression of interest in Crewe becoming the location for the headquarters for the new public body, which will be in charge of the railways in the country.

At the time of this magazine going to print, an announcement by government giving the names of shortlisted towns and cities was being eagerly awaited.

The Chamber is backing Crewe's bid all the way.

Chief Executive Paul Colman said:



"Crewe is a town created by the railways and justly deserves to be called home to the new Great British Railways headquarters, bringing skilled jobs to the area. It is famed worldwide as an archetypal railway town linking all parts of the country and remains synonymous with all things rail."

"This proud rail heritage can be seen everywhere, in street names and buildings but it will take everyone to throw their weight behind this bid and fend off the competition."

"This is an opportunity not to be missed and the Chamber is playing a key role in spreading the word across its membership and the entire business community."

Bringing GBR to Crewe will offer a range of levelling up opportunities to the town and help its rail sector to thrive.

The headquarters would also benefit many surrounding areas due to Crewe's strong transport connections to the rest of the country.

Cllr Sam Corcoran, leader of Cheshire East Council, in agreement with all Cheshire East political group leaders, said:



"We have submitted an outstanding bid to show why Crewe is the right and logical choice for the Great British Railways headquarters."



"This is a rail town through and through, at the heart of the rail network and with rail at the heart of the town."

"We're proud of our rail heritage and the role the town has played in the growth of the railways but that's not the only reason why Crewe is the right place for this opportunity – far from it."

"Crewe is one of the most connected interchanges in the country, connecting the nation and serving as a gateway for the North. This means that the possibilities this headquarters brings can flow throughout the country."

"GBR in Crewe has to be for Crewe – and people of Crewe. We believe bringing it here opens up a range of opportunities that will benefit our residents. Our strong

rail industry means we have a skilled workforce that is right for GBR in return."

"We now look forward to hearing whether we have been shortlisted. The public will then have the chance to get behind the bid and show that Crewe truly is at the heart of rail."

Dr Kieran Mullan, MP for Crewe and Nantwich, said:



"I'd like to thank everyone involved in preparing this fantastic bid for Crewe to be the new home of Great British Railways."

"Few places in the country are more closely linked with the railway than Crewe and bringing the headquarters here will continue this proud tradition."

"As our rail industry continues to thrive, including our freight rail sector, here in Crewe, it's important this can work closely with the Government and the headquarters being right here would ensure just that."

"We have direct rail links here to the likes of Edinburgh, Cardiff, Birmingham, Carlisle, London, Manchester and so many more – right at the heart of our rail network – so bringing GBR here would ensure it is at the heart as well."

Once the shortlist has been announced, a public vote is then due to take place, with a final decision expected in summer 2022.

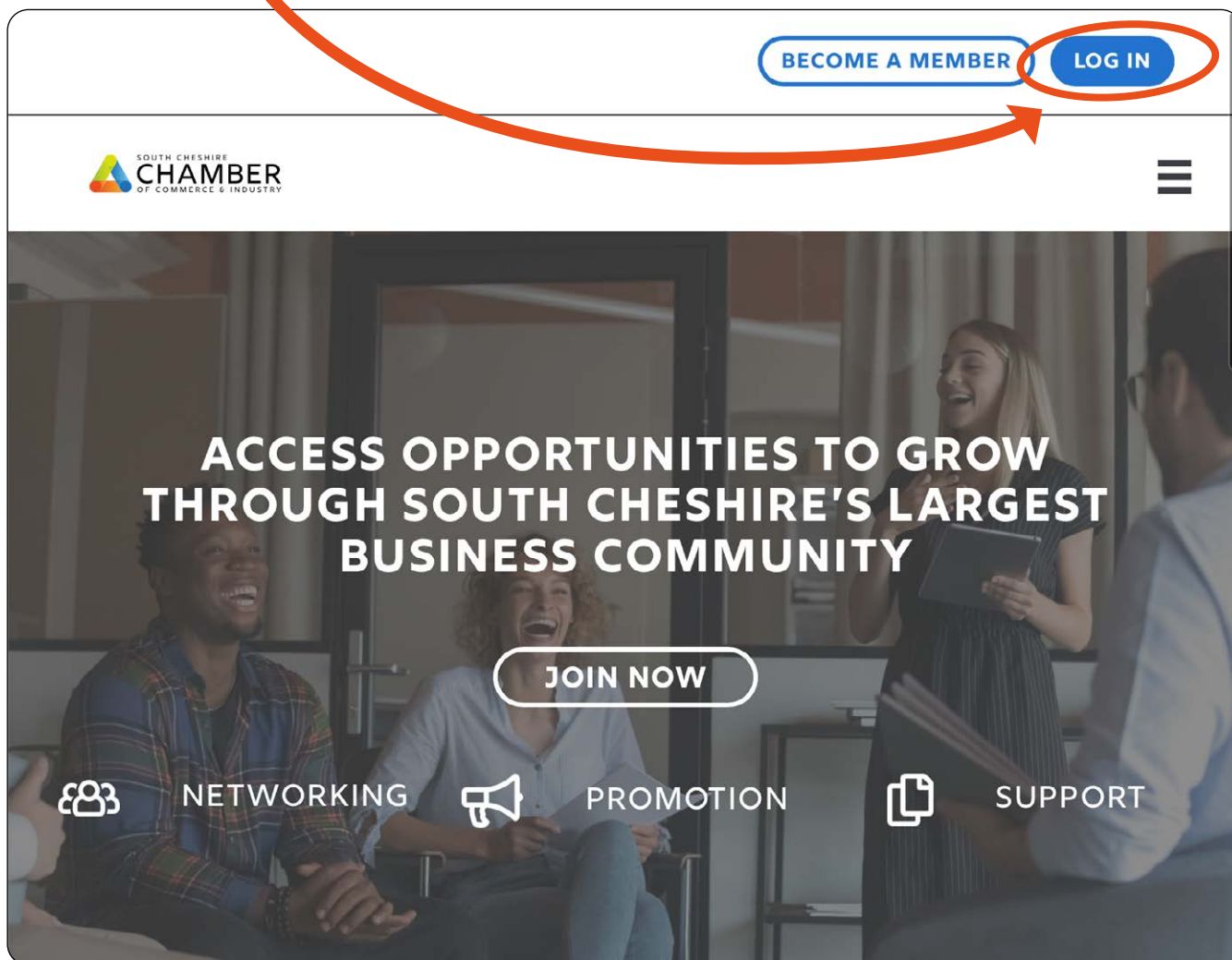
To keep up to date with news about Crewe's GBR bid and to pledge your support to the campaign, visit www.gbrcrewe.co.uk or simply use the hashtag #HeartOfRail on social media to show why Crewe has your backing.



YOUR NEW MEMBERS AREA

Available at <https://my.sccci.co.uk/>

The new members area is the place for you to promote your organisation's upcoming events or offers. You can also share blog content in order to reach a wider audience.



1 How to access the members area with an existing account

When accessing the members area for the first time, you will need to reset your password. To do this:

- Click 'Log In' and enter your email address
- If it is a recognised address, you can then request to reset your password. If the email address is not recognised, skip to the next section.
- You will receive an email with a link to reset your password. Simply follow the instructions and you will be able to log in with your existing email address and new password

LOGIN

Email

✕ example@example.com

Password

🔒 Password

Click [here](#) to request a password reset.

2 How to add a new staff member to an existing organisation

If your organisation already has an account on the members area, you can easily add staff to the account. To do this:

- Click 'Register' and enter the staff member's email address
- On the next page, search for your organisation's name and select it from the list.

Postcode or Name

SOUTH CHESHIRE CF

Choose a match. If your record is not listed click [here](#) or select "My Organisation Is Not Listed".

- My Organisation Is Not Listed
- South Cheshire Chamber of Commerce - CW1 5DU

- Enter your personal details on the following page and click 'Register'. Required fields are denoted with a red box
- You will receive a verification email. Follow the link and you will then be able to log into your new account

3 How to set up a new organisation account

If your organisation does not yet have an account on our members area, you can create one by following these steps:

- Click 'Register' and enter your email address
- On the next page, enter your organisation's name and select 'My Organisation Is Not Listed'
- Enter your Organisation Details followed by your Personal Details and click 'Register'. Required fields are denoted with a red box
- You will be prompted to select your account type:

REGISTRATION

TYPE OF REGISTRATION

Select...

Select...

- Register as a user only
- Essentials (£180.00)
- Essentials + Start-Up (£360.00)
- Signature (£420.00)
- Signature + Start-Up (£600.00)
- Executive (£960.00)
- Executive + Start-Up (£1140.00)

- If you would like to set up a non-member account, select 'Register as a user only' although you will not have access to many of the features on the members area
- If you would like to become a South Cheshire Chamber member, select your preferred package type. More information can be found on our website
- Select 'Agree And Continue'. You will receive a verification email. Follow the link and you will then be able to log into your new account

5 How to update your organisation's profile

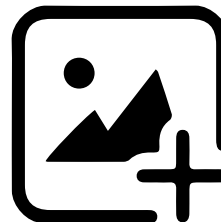
As above, only website administrators can update an organisation's profile. This information is reflected in the Members Directory on the South Cheshire Chamber website. Here's how to update it:

- Log into your account and on your profile page, select 'My Company/Organisation'
- Enter the information you would like to display in the Members Directory and click 'Update'. All required fields are denoted with a red box.
- The updates may not be immediately reflected on the Members Directory. Please be patient whilst it syncs with the members area.

4 How to add a new event / offer / blog to the members area

Only 'website administrators' can add new content to the members area. To check if you are a website administrator, check your profile page. If you would like to become a website administrator, please contact dominic.hibbert@sccci.co.uk or jake.kennerley@sccci.co.uk

Click to upload new profile image



Website Administrator

- On your profile page, open the appropriate tab (member events / offers / news)
- Select 'Add New' and fill in the relevant information. Required fields are denoted with a red box
- To edit an existing item, select that rather than 'Add New' from the dropdown options
- If you would like to add an image, copy it and paste it into the 'Details' box with Ctrl + V. To resize it, double click the image and update the height and width boxes
- Click 'Submit For Review' and a South Cheshire Chamber staff member will approve your item. If we have any amends, we will contact you
- You may need to log out and back in to see any changes

JOIN THE CONVERSATION

We have created a discussion group on LinkedIn for all South Cheshire Chamber members. Here, you can discuss all matters concerning local business, share your successes, seek advice, promote your brand and discuss local news.

Feel free to also promote any Events, News or Offers that you have also added to the members area in order to generate more interest.

To ensure that the group is for South Cheshire Chamber members only, you will need to request access. You can find the group by searching 'South Cheshire Chamber of Commerce Members Group'.



WE WANT TO HEAR FROM YOU

We like to hear how being a South Cheshire Chamber member has impacted upon your organisation. We include member testimonials on our website, social media accounts and this very magazine! If you would like to leave a testimonial, please do so by visiting www.sccci.co.uk/testimonials/ and scrolling to the bottom of the page.

A message from our President



Little did I realise after writing an upbeat article in the last edition of the magazine, as we were preparing to come out of Covid, that the country would now be facing a raft of major new challenges including energy supplies, the cost of living, and the war in Ukraine, most of which are unfortunately outside of our control.

There were some early warning signs, but the scale and pace at which these have unravelled has taken everyone by surprise and significant state intervention will once again have to be part of the solution.

While the recent measures taken by the Government are to be welcomed, the issues for business are the flip-side of

those facing consumers and the toxic mix of inflation, raw material costs, and supply chain disruption, coupled with on-going recruitment difficulties, threaten to feed into the inflationary pressure on the economy and it is therefore essential that steps are also taken to ease business costs.

The Chamber is taking soundings from its members which are being fed into the British Chambers of Commerce who in turn are lobbying the Government for action.

These issues were also discussed at a recent meeting of the Chamber's Bank of England Panel.

Locally, things are moving forward on a number of fronts.

The Crewe Town Board is continuing its excellent work to develop projects that will draw down millions of pounds of Government resources to reinvigorate the town, but it does need more marketing resources from Cheshire East Council and local businesses if it is to capture the imagination and support of the local community.

The campaign for Crewe to be the location for the national headquarters of the Great British Railways is nearing its climax and a shortlist is to be announced in June 2022. The Chamber has been lending its voice to the campaign and hopefully there will be a successful outcome which would be a great coup for the area.

Chamber events continue to be extremely popular and the most recent Final Friday event which was jointly sponsored by Atherton Associates and Nantwich Town Football Club was no exception and attracted a record attendance.

It was a great privilege and pleasure for me wearing both my hats as Chamber President and vice-Chairman of Nantwich Town to open the event and to meet and chat with our members.

It will soon be time for the next meeting of the South Cheshire Chamber Business Council and an opportunity to receive a timely update on progress with HS2 developments, regeneration of the town centre and other matters of importance to our members.

There is no doubt that the economy is facing some tough times ahead but as I have said many times before, I am confident that the resilience, resolve, and determination of the South Cheshire business community will once again pull through and succeed in meeting these challenges head on.

Please remember that the Chamber is here to help and to make sure that the business voice is always heard.

John Dunning

Chamber President



A message from our Chair

As we quickly approach the mid-point of yet another difficult year for businesses and households, the South Cheshire Chamber continues to look forward and is more positive than ever about the future, due to some exciting new plans that will benefit our members.

April saw us launch our new Membership Packages (page 3). These packages give you, our local business community, a choice of engagement to suit your specific needs and are flexible enough to respond to the pressures of your business whilst supporting your future plans.

Our recent re-brand is not a different box for the same contents. We have listened to our Members and introduced new products and services within the Membership Packages enabling you to choose the package that you believe is most appropriate for your business. For example, we are putting together a suite of events within our Executive Membership Package under the umbrella of 'Leadership Insights' which will include Peer Groups,

Site Visits, Topical Discussions, and Insights, all of which we believe will provide you with valuable support and advice.

Additionally, we have used our status as a British Chamber of Commerce (BCC) accredited Chamber to offer Members a range of extra services as part of your membership package – demonstrating cost savings, offering unique benefits and helping to drive business growth. There will be more details about these services next issue, but please visit our website www.sccci.co.uk or contact the team to learn more.

Sharing information has always been a key function of the South Cheshire Chamber, and over the last two years this has proved to be a lifeline for many of our members. Building on this need, we have improved our digital communications and the team have been working hard on developing the new Chamber Online Portal – details of which are on pages eight and nine of this magazine – and we have streamlined our eNewsletters to give you more of the news you need in a simplified, readable format.

The South Cheshire Chamber operates within such a rich business community that thrives on interaction – but we understand that there are still constraints for some businesses meeting face to face. As a result, we have introduced a closed LinkedIn group exclusively for Chamber Members. This is a safe space for our Members to discuss business news, share best practice, or simply catch up with each

other. We are convinced that you will find this an invaluable facility that will encourage engagement and information sharing, safely and efficiently.

At the top of the year, I mentioned that we at South Cheshire Chamber were excited to welcome a new era for the region. This statement is proving true as we back the bid for Crewe to become the home of Great British Railways and bring a range of levelling up opportunities to the town. Please read more about this on pages six and seven and pledge your support using the hashtag #HeartOfRail.

Community is more important than ever, and we want to encourage engagement throughout our business community in whatever way we can, be that face to face or through virtual means. We hope that you are able to join with us in strengthening our business community in the future.

Dr. Diane Wright

South Cheshire Chamber Chair

Chamber works to drive forward the menopause campaign locally



South Cheshire Chamber and Motherwell Cheshire teamed up to stage a Menopause Matters event to encourage more support of women in the workplace

South Cheshire Chamber of Commerce has joined forces with a Crewe-based charity to raise awareness of Menopause Matters and encourage more support of women in the workplace as they journey through this important stage in their lives.

The Chamber, in conjunction with Motherwell Cheshire, delivered an event looking at the physical and emotional issues women face going through the menopause and what employers can do to support them.

Menopause Matters, staged at the Apollo Buckingham Health Science Campus in Crewe, covered key topics including symptoms, what employers need to be aware of and what help is available.

Chamber Chair, Dr Diane Wright, former head of international affairs in the Faculty of Business and Law at Manchester Metropolitan University, said it was important for employers to create a supportive environment for women.

She said:

“Women over 50 are the fastest growing demographic in the workplace yet the stigma around the menopause and the problems they encounter is still forcing too many to give up work which is a loss to employers.”

“It does seem incredible in this day and age there is still mystery surrounding this important stage in every woman’s life and the Chamber is keen to be part of a growing movement to break down the taboos and get people talking about the menopause locally.”

Chamber Chief Executive Paul Colman added: “By staging this event we hope to offer support to women in our local business community and create a nurturing environment where their knowledge and experience is retained in the workplace.”

Celebrities such as Davina McCall continue to spearhead a national debate about the menopause and its earlier phase, the perimenopause, which can hit women as early as their 30s causing depression, anxiety, insomnia and brain fog as well as hot flushes lasting years.

Motherwell Cheshire, which promotes the health and wellbeing of women, was winner of the Chamber’s Contribution to the Community category at its awards ceremony in November.

Founder Kate Blakemore said: “The menopause journey can last up to 10 years, or more, and for some it is an arduous experience in younger life due to medical reasons.”

“There is little to no research into the impact of psychological and physiological health and wellbeing that this can have and

because of culture and gender bias, many people are not represented at all.”

“We are delighted the Chamber is playing a part in raising awareness across locally.”

As a leading member of the British Chambers of Commerce (BCC), the Chamber feeds back to government on issues affecting South Cheshire and its workforces. It speaks up for business on many local boards including Cheshire & Warrington LEP, Cheshire East Council and Crewe Town Council.

Membership represents more than 20,000 local employees and throughout the pandemic the Chamber has been at the forefront of efforts to share best practice and mental health advice.

Businesses looking to become part of the Chamber or learn more about supporting women in the workplace are asked to email Chamber Membership Co-ordinator Angela Wilkinson angela.wilkinson@sccci.co.uk



Chamber team members Dominic Hibbert and Jacqui Morris with (front) Motherwell Cheshire founder Kate Blakemore and wellbeing coordinator Debbie Sharred

Budding entrepreneurs offered support at new Chamber events



Pre-Start Up events are set to be staged at the Apollo Buckingham Health Science Campus in Crewe

South Cheshire Chamber of Commerce has launched a new initiative to help budding entrepreneurs achieve their dream of running their own successful business.

Pre-Start Up events are up and running offering practical support to anyone thinking of setting up their own venture and the opportunity to hear from leading Chamber Premium members who have developed their own businesses.

Sessions are led by the Chamber's Business Advisor Richard Weilding who oversees the commercial sector and regularly meets with potential entrepreneurs thinking of starting their own business to discuss plans and strategies.

Mr Weilding has helped many new ventures get off the ground with guidance and loans advice after nearly 40 years working in banking and a wealth of experience as a former Nat West Commercial Manager in Crewe and Nantwich.

The first session took place at Wychwood Park Hotel with Gareth Williams, managing director of Crewe-based building maintenance and refurbishment company Construction Linx, as guest speaker.

Mr Williams, a Chamber Premium Member, stepped into the limelight as Young Business Person of the Year in 2005 and has notched up two further Chamber awards since – Best Small Business in 2015 and excellence in Customer Service in 2019.

Chamber International Trade Manager Jacqui Morris was also on hand to talk about developing opportunities abroad.

Further sessions will take place at Apollo Buckingham Health Science Campus over the spring and summer months with Chamber Premium Members talking about their own business journey.

Would-be entrepreneurs can attend in person or online.

Chamber Chief Executive Paul Colman said:

"The Chamber is all about supporting new and existing businesses to generate prosperity for South Cheshire and in turn create new jobs and better lives for local people."

"The UK remains a booming market for start-ups and South Cheshire is a hotbed of potential talent. Over the years we

have seen many local success stories grow from the seed of an idea and we hope to encourage more."

"By staging these sessions, our aim is to offer guidance and inspire local people to follow their business dream and achieve great things here in South Cheshire."

The sessions are open to anyone who has an idea for a business but is not sure how or where to take things further.

Also welcome are early stage entrepreneurs, people in full time employment but considering other options and anyone just curious about self-employment.

– Sessions are free and open to Chamber members and non-members. To attend email dominic.hibbert@sccci.co.uk

To learn more about the sessions and start-up support email Richard.Weilding@sccci.co.uk



Chamber Business Awards celebrates its 25th anniversary

South Cheshire Chamber of Commerce will be back this autumn with another spectacular event shining the spotlight on the area's Best in Business.

A date has been set for the Chamber Business Awards 2022 – and we are pulling out all the stops to ensure our 25th anniversary milestone is celebrated in style.

The Awards will take place at Reaseheath College on Friday, November 18 and we look forward to seeing many of you there.

Once again we aim to ensure our members receive the acknowledgement they deserve for their hard work over the year with categories for businesses of all sizes.

The Awards are also a fabulous social occasion and a great way to raise public profile and celebrate the achievements of staff members.

With free entry and the chance to see your business name up in lights, there's no reason not to enter.

Events & Marketing Coordinator Dominic Hibbert says: "The Awards made a big come-back last November after being postponed due to Covid 19. A fantastic night, including a presentation by our guest speaker Falklands hero Simon Weston, was shared by the local business community at the College."

"This year we celebrate a milestone, 25 years of showcasing the amazing achievements of local businesses and talented individuals."

"We are returning to Reaseheath College which proved such an impressive backdrop last year and plans are already underway to make it a truly special night."

There will be nine award categories:

- Ambassador of the Year
- Apprentice of the Year
- Business of the Year (25+ Employees)
- Business of the Year (Under 25 Employees)
- Contribution to the Community
- Employer of the Year
- Excellence in Collaboration
- Excellence in Customer Service
- Start Up Business of the Year

Look out for details of the launch coming in June.

More information will be rolled out across local news sites and our social platforms over the summer.

Save the date for the South Cheshire Business Awards 2022.

Join us on November 18.

For more information go to www.southcheshirechamberbusinessawards.co.uk



Silver celebration: Chamber Chief Executive, Paul Colman, and Events & Marketing Coordinator, Dominic Hibbert



Flashback: The winners of 2021's Business Awards



Pictures: Pure PR, Nantwich
Shine on: The South Cheshire Chamber team marking 25 years of the Business Awards



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 In the
**Spotlight
with...**

Alextra Group Ltd

www.alextragroup.co.uk

info@alextragroup.co.uk
Crewe: 01270 250800
Newcastle-under-Lyme: 01782 711637

Since being established in 2005, Alextra Accountants has grown to become a leading accountancy and wealth management firm based in South Cheshire and Staffordshire. Clients are drawn from the local area and from across England and Wales. With five expert directors and a workforce of 52 skilled professionals, they are well-placed to help businesses of all sizes grow and become more profitable.

Here we meet directors Shawn Gallimore and Ian Biddington.

Shawn Gallimore



1. Shawn tell us about your background and how you came to be part of the Alextra team.

I have worked in financial roles since 1995. I spent six years as a Director in a company trading in the construction industry and from 2001 gained a wealth of experience of working in public practice. I qualified as an accountant 2005 and moved to Alextra in 2011, providing a long term opportunity to become a director. This was realised in in 2014.

2. Alextra are long-standing Chamber members and you are a familiar face at our networking events. Tell us how the Chamber has supported your business growth and what you like about being a member.

We have always felt and received feedback that the Chamber is a trusted organisation in the eyes of our clients and the wider business community. It has helped us to make business contacts throughout the area, has increased our profile being shown on newsletters and events communications and we have been allowed to participate in live webinars during the pandemic which gave us the chance to give some advice to others.

3. You pride yourself on giving clients peace of mind, ensuring all their accounting and tax affairs are in order. What do you find most rewarding about your role?

Helping clients. Interaction with people is my favourite part of my job. Restructuring someone's position to help them mitigate tax or make efficiencies to streamline and grow their business is very rewarding. We are now able help further with links to finance planning advice with Alextra Wealth Management.

4. Alextra enjoys a five-star reputation and there are many Google reviews praising your service. How do you think you do things differently?

We have always ensured that we have slightly more staff resource in place in order for managers and directors to have the time to speak with our clients whether that is face to face, on the telephone or since the pandemic using the likes of Microsoft teams and Zoom. Having the time to communicate with people and understand the issues affecting them allows us to provide the solutions they need.

In addition to this we ensure that we are proactive in adopting new systems and processes in order to deal with the many taxation, legal and technological changes that face our profession. Using a perfect combination of our in-house accountancy experts, cloud-based accounting software, we make sure clients keep on top of their finances and concentrate on running their businesses.

5. Away from work you love football, supporting Port Vale, playing golf and swimming. How do you achieve a good work-life balance?

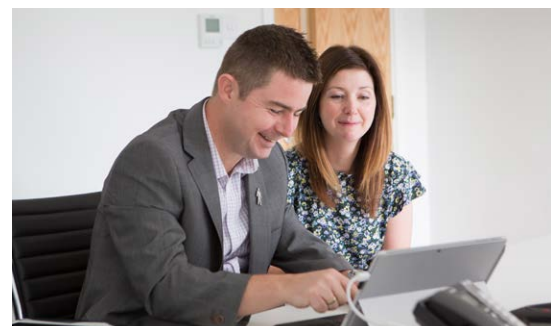
I think it is important to manage your time well at work and at home. I free up time to spend with family and friends, make arrangements and stick to them. If you plan for the fun things as well as work commitments, it happens!

6. From start-ups and sole traders to large multi-site corporates, you take pride in celebrating local business success stories and developing a close working relationship. How has being a Chamber member supported you in that drive?

The Chamber has helped to bring me closer to those local business and has allowed me to meet lots of people from different sectors and backgrounds. It has helped me to appreciate further the many different products and services that the local businesses provide in the area.

7. What is your greatest achievement to date?

Jumping out of a perfectly working aeroplane and living to tell the tale! Myself and some colleagues took part in a tandem skydive and raised money for Leighton Hospital. It was for a great cause and an amazing experience.





Ian Biddington



1. You qualified 20 years ago while training with a firm in Stoke-on-Trent and have a vast amount of experience working with clients whose turnovers have ranged from £5m to £50m. Tell us about the different sectors you have worked with and some of your career highlights.

I have worked with clients in food, manufacturing, retail, leisure and engineering. Since joining Alextra in 2016 my client experience has now broadened to new areas, for example producing successful Research and Development claims and advising on succession planning.

I can't think of a particular highlight, however I take great pride in the journeys I take with my clients, particularly the ones that I have been with from inception. It's amazing to be trusted by my clients enough to help them grow their businesses.

2. Alextra has enjoyed significant growth in Staffordshire in recent years and you relocated from Tunstall to a new Newcastle-under-Lyme office after acquiring two fellow accountancy businesses. How do you plan to grow things further in that area?

The acquisitions have provided us with an established and valued client base within the area and enables us to provide further services to them which will add value. Also our new offering, being Alextra Mortgages (which is part of Alextra Wealth Management), gives us the opportunity to offer further in house advice to our current and future clients.

The town centre base also allows us to interact better with local businesses and get the company brand known much better in Staffordshire.

3. The firm was a big support to local businesses during the pandemic, assisting with the range of Government incentives. How important is it to have a good accountant?

We are of course going to say very important! Accountants are no longer simply historic number crunchers. Compliance work remains necessary and important but we add significant value when we are helping clients to improve profitability, system efficiencies freeing up their own time, mitigating tax and providing advice in respect of succession planning.

It is very important for us to have a close enough relationship with our clients that we can offer a sounding board for them to help them make crucial decisions and further grow their businesses.

4. Alextra managed to grow through the health crisis and with restrictions lifted, you plan to hold your own networking events and breakfast mornings. How important is it do you think to connect with the business community like this?

In our experience, it is so much better to be able to look people in the eye, shake their hand and establish a trust relationship. Our events will allow us to engage personally with the local community which we missed during the pandemic.

5. South Cheshire Chamber is at the forefront of business innovation and supports all sizes and sectors through representation, information and activity. How do you enjoy being part of this important local organisation?

The Chamber is a well-respected organisation in South Cheshire and also throughout the country. For us it is important to be engaged with the Chamber and our fellow members to ensure that our region is well represented in all areas of accountancy and tax advice and hopefully being part of the Chamber enables all members to seek appropriate advice, hopefully off Alextra!!!

6. And finally, Alextra's strapline is 'All together better' with the firm being a one-stop shop for Accountancy & Audit, Tax Planning, Wealth Management, Financial Outsourcing, Payroll Solutions and Corporate Finance services. A life-long Liverpool fan, what do you enjoy about being part of this super-talented team?

Being a Liverpool fan I can see parallels between their super-talented team and ours at Alextra! But seriously, it is great to be able to offer advice to clients knowing that behind me is a great team, providing expert advice in all the areas that a client could possibly need. Without the excellent staff behind us we couldn't deliver the results and happy client base that we do.

7. Who inspires you and why?

When I joined Alextra I really did leave my comfort zone after being in the same role for 20 years. The other 4 directors immediately made me feel part of the Alextra "family" and this inspirational beginning helped me to settle into my new role and 5 years down the line I hope I can pass this process on to the next generation of the Alextra team.



Fraikin supply AO with new CNG vehicles to cut CO2



One of the new CNG-powered tractor units outside AO's distribution warehouse in Crewe

Fraikin has delivered 10 new CNG-powered tractor units into operation with AO, as the online electricals retailer looks to reduce its carbon footprint and improve sustainability across its commercial vehicle fleet.

Signed to a five-year, full-service contract hire agreement, the new IVECO S-WAY NP 4x2 tractor units are the first in AO's 129-strong trunking fleet to operate on natural gas. The vehicles operate on compressed biomethane and replace older, diesel-powered trucks. Utilising its industry expertise, Fraikin was able to highlight how the new IVECO units could provide a cost-effective solution with the right environmental credentials.

Supplied in AO's striking green vinyl livery and with both single double deck trailers, the new vehicles will carry large appliances between the company's depots in Crewe and North London, clocking up around 125,000 miles per year. Over the last two years, the retailer has increased its

warehousing capacity by over 80% to 1.5 million sq ft and rapidly grown its distribution network to over 25 depots across the UK. In total, AO currently operates more than 1,000 commercial vehicles, including 3.5-tonne ultra-light weight home delivery vans supplied on contract hire by Fraikin.

David Ashwell, MD of AO Logistics, said:

"We're thrilled to welcome the new CNG vehicles into our UK trunking fleet and continue our successful partnership with Fraikin."

"At AO Logistics, we are always looking at ways to improve our operation in terms of both sustainability and fuel efficiency – trialling these new IVECO tractor units is a fantastic step towards reducing our impact on the environment."

The new S-WAY NP features some of the most mature gas driveline technology available on the market, enabling operators to dramatically reduce carbon emissions by up to 95 per cent when running on biomethane.

Peter Eaton, Sales and Business Development Manager at CNG Fuels, commented: "CNG Fuels are thrilled to be working with AO and Fraikin on this project and to be welcoming these 10 CNG vehicles through our Bio-CNG Station network. These vehicles will be running on 100% Renewable & Sustainable Biomethane and

will be helping to reduce HGV emissions by over 90% currently. By the end of 2022 our aim is to deliver Biomethane that will achieve a Net Zero emissions target for all of our customers."

The new truck design features improved aerodynamics to help reduce drag and improve fuel efficiency. With large, 1,052-litre fuel tanks, the S-WAY NPs will be more than capable of handling their intended operational trunking routes, offering a range of up to 380 miles on a full tank.

Mark Guilfoyle, Business Development Manager at Fraikin, added: "Having already supplied 63 tractor units into the fleet since the companies began working together in 2017, Fraikin has built up a solid understanding of AO's business and are acutely aware of what is required from the vehicles it operates, as well as its wider environmental aims."

As a business, AO is also a leader in the recycling of used white goods, with its own state-of-the-art recycling facility in Telford – a commitment to lowering its environmental impact Fraikin has helped to mirror with the move away from fossil fuels. If the new trucks prove to be a success, the company will look to replace more diesel-powered assets, with Fraikin once again ready to offer guidance and advice on the best available options.

– AO, is green in more ways than one. For more on its sustainability initiatives go to ao.com/sustainability

Assurant continues to focus on wellbeing and supporting communities



ASSURANT®



Since the onset of the COVID-19 pandemic, Assurant has taken action to support the communities where its employees live and work, helping to stem the spread of the virus and prioritise the health, safety and wellbeing of its employees.

With different ways of working and increased anxiety, Assurant has doubled its efforts to keep employees engaged.

As well as monthly business updates which keep everyone connected, the Assurant team has designed engagement activities to prioritise wellbeing and encourage healthy habits at work.

Mental Health Awareness Week was full of opportunities to engage, reflect and have some fun as well as learning about how integral nature is to wellbeing. With guest speakers, webinars and fun activities, Assurant brought together employees from all across Europe as they were encouraged to take time out to look after their mental health.

Assurant sent all European employees a "Summer Box" full of goodies which included healthy snacks and drinks as well as some sunflower seeds to build on the nature theme.

The Assurant 5K turned the UK orange in October when, despite heavy rain and ferocious winds, employees took to the streets to raise money for MIND. Over 150 runners and walkers took part and raised £15,000. The event was such a success that the team is planning a repeat performance this year, just not in October!

"In 2022, we are focusing on wellbeing with the creation of the first Wellbeing Network which brings employees together

from all across our business to ensure we're deploying targeted and therefore more effective initiatives," said Michael Carter, vice president, executive people business partner."

Assurant also understands how anxious people can feel about returning to an office environment, so the business has introduced colour coded wristbands which clearly indicate social distancing preferences.

"With the cost of living on the increase, we believe that we, as an employer, have an important role to play to support our people. Therefore, we're launching a campaign aimed at helping employees to understand steps they can take to improve their financial wellbeing," said Christian Formby, president, Assurant Europe.

– To learn more about Assurant's community and social responsibility commitments go to socialresponsibility.assurant.com.

Bentley announces 'Dream Factory' sustainable investment at Crewe



total business system, including the shift to 100 per cent BEV in just eight years."

"Our aim is to become the benchmark not just for luxury cars or sustainable credentials but the entire scope of our operations. Securing production of our first BEV in Crewe is a milestone moment for Bentley, and the UK, as we plan for a long-term sustainable future in Crewe."

Peter Bosch, Board Member for Manufacturing, said it was an historic moment for Bentley and testament to the hard work and skill of colleagues at Crewe. "The journey really does start now. We are already marking the pinnacle in luxury car production and have already transformed our factory to become carbon neutral, with industry-leading environmental credentials, he said.

"With our new 'Dream Factory' concept, we now go to zero also with water, waste and other environmental impacts until 2030. Unique craftsmanship, customer interaction and employee experience will be enhanced by digital tech, higher flexibility and new ways of personalisation. We will develop the best of Crewe into the future benchmark of luxury car manufacturing."

For more on the company go to www.bentleymotors.com

Bentley's first-ever Battery-Powered Electric Vehicle (BEV) will be developed and built in the UK with the company committing to investing £2.5 billion in sustainability over the next ten years.

The announcement is a major boost for the UK economy and also helps secure Bentley's first step into electrification at the production plant, where all Bentley models are built and 4,000 colleagues work.

The first BEV is scheduled to roll off the production line in 2025 and will mark a significant moment in Bentley's long and illustrious history. It is also a critical step in the company's Beyond100 strategy – the ground-breaking plan launched in 2020 that will ensure Bentley is exclusively electric and end-to-end carbon neutral by 2030.

The significant investment programme will also result in a complete transformation of Bentley's entire product portfolio, and the historic Crewe Campus by embedding an industry-leading greenfield facility into a world-leading, next generation digital, low environmental impact, high-value advanced manufacturing facility.

Adrian Hallmark, Chairman and CEO of Bentley Motors, said:

"Beyond100 is the boldest plan in Bentley's illustrious history, and in the luxury segment. It's an ambitious and credible roadmap to carbon neutrality of our

Landmark College celebrates five-year anniversary



latest technology and bespoke training facilities that provide learners with real work environments and aspirational goals. These include two brand new facilities due to open this September, which will feature a new state-of-the-art Digital Centre at the Chester Campus and new Engineering facilities at the Ellesmere Port Campus as part of the investment programme aligned with the expansion of T Level programmes across the College.

Looking to the future, the College has recently been named the lead organisation for Cheshire and Warrington, as part of the £120m Institute of Technology (IoT) competition and investment into their facilities across all three campuses.

Principal and CEO, Dhesi, says: "I'm so proud of everything we have achieved so far at Cheshire College. Being given the opportunity to provide inspirational teaching and learning environments to over 30,000 learners has been a true highlight. Looking at the relationships we've developed across the region with families, businesses and employers, and the plans we have to continue to push forward, I'm excited to say that this is just the beginning."

For more information go to www.ccsww.ac.uk

Cheshire College – South & West is celebrating its five-year anniversary following the successful merger of South Cheshire College and West Cheshire College.

The College was formed in 2017 when West Cheshire College and South Cheshire College merged to provide Further Education and skills across Cheshire at its Campuses in Crewe, Ellesmere Port and Chester.

Over the last five years, Cheshire

College has provided access to high quality teaching and training to over 32,000 learners across Cheshire, with over 470 courses available including A-Levels, Part-time adult courses, T-Levels and Apprenticeships.

Partnering with over 500 employers, the College has also helped to create around 3,000 tailored Apprenticeship opportunities within the local community across a range of sectors.

With a total investment of £165m to date, Cheshire College has invested in the

Springboard project helping unemployed people bounce back into work



The Guinness Partnership has teamed up with charity the Torus Foundation to launch a project aiming to help thousands of people get back into work.

Called Springboard, it helps newly unemployed people in Cheshire and Warrington, many of whom may have never been out of work before but whose livelihoods have been destroyed by COVID-19.

The scheme offers the advice, training and one-to-one support they need to quickly

bounce back over an intensive programme lasting 10-13 weeks. It includes mental health support, as well as help with digital skills, interview training, and financial advice.

Alistair Smyth, Director of External Affairs and Social Investment at The Guinness Partnership, said: "When we saw the benefits this scheme will bring, we didn't hesitate to offer our support.

"The Springboard project is another great example of how we go further than

our core housing and care services. Through it we hope many people across Cheshire and Warrington will be able to find a job or training that will help them put their lives back on track after the disruption caused by the pandemic."

The two-year Springboard project aims to help about 2,000 people. The Torus Foundation is running the scheme and is working with businesses by subsidising wages to secure paid work experience for participants.

A range of placements are available in sectors such as construction, education, retail, and health and social care.

As well as being funded by The Guinness Partnership, it is backed by the European Social Fund and other organisations.

If you know someone who could benefit, or would like to find out more visit the Springboard webpage at torusfoundation.org.uk/springboard, email Springboard@Torus-Foundation.org.uk or call 0330 01234 090.

SMART Cheshire Digital programme will help tackle digital skills gap and increase growth of SMEs



Accelerate your business.

Funded access to work with our business team to innovate, implement new processes, services or products to boost your business.



Experts at Manchester Metropolitan University are to support small and medium-sized businesses in Cheshire and Warrington to upskill and boost their digital products.

The Centre for Enterprise has refocused its current SMART Cheshire Innovation Programme to help tackle the digital skills gap and give SMEs the tools they need to grow their business.

The new SMART Cheshire Digital

programme aims to boost more than 90 businesses in the Cheshire and Warrington area and support them in developing new digital products, processes or services or upgrade and digitalise existing ones.

Mandy Parkinson, Faculty Head of Business Engagement and Enterprise at Manchester Metropolitan University, said:

"Digital skills are becoming more and more crucial

to the success of any business, and it is important that small businesses can use the latest technology to grow their company."

"Many SMEs are behind in the adoption of digital assets but digitalisation is an important driver of productivity growth. Developing new tools or digitalising existing ones can bring many significant benefits to SMEs such as cutting costs, saving time and improve opportunities for innovation."

The programme will act as a catalyst to support innovation and will offer technical support and one-to-one mentoring.

Find out more at: mmu.ac.uk/smartcheshire

Mornflake backs return of UK Triathlon series

Mornflake has thrown its weight behind one of the UK's biggest programmes of triathlon events taking place up and down the country over the next few months.

The Crewe-based 'Millers of Mighty' Oats, recognised for promoting health and wellbeing, is sponsoring the UK Triathlon Series which runs to October offering challenges for all abilities.

More than 10,000 people are expected to take part, kicking off with a Mornflake porridge breakfast before pinning on a branded race bib to test their endurance with a long distance swim, cycle and run or compete at their own pace for Cancer Research.

This year's programme includes a World Triathlon Qualifier for championships to be staged in Pontevedra, Spain next year and a return to Nantwich on May 22 where the Series all began 30 years ago.

Race director Keith Hancock said:

“Mornflake has been a stalwart of the Series for many years and it's great to have this local company onboard again in our special anniversary year. Competitors love their

Mornflake porridge and there's always a buzz around the company's orange marquee as they sign in and collect their breakfasts.”

Mornflake is the go-to breakfast brand for many top athletes including Nantwich's very own Paralympic gold medallist Andy Small and an all-girl team who triumphed in the Talisker Whisky Atlantic Rowing Challenge.

The company produces a wide range of health-packed porridge, granola and

muesli products including Organic Oats approved by the cholesterol charity Heart UK and Fibreful Oatbran Porridge endorsed by the digestive health charity Guts UK.

Managing director James Lea said: “Getting behind the Series offers an opportunity to spread the word about including home-grown British oats in a healthy diet and encourage exercise from a young age. We look forward to meeting competitors at the start and finish line over the coming months.”

For more information on Mornflake products visit www.mornflake.com



UK Triathlon race director Keith Hancock and Erin Mooney of Mornflake in the firm's shop on Gresty Road, Crewe

Reaseheath College and First Bus pioneer zero emission training



Reaseheath College in Nantwich and industry partner First Bus have established the UK's first bus and coach engineering academy and are training apprentices in green technology.

The academy is delivering tailored training to First Bus apprentice engineering technicians in the maintenance of next generation, zero-emission transport vehicles.

Reaseheath has invested £50,000 into state-of-the-art training equipment and First

Bus, one of the UK's largest bus operators, has equipped the purpose-built, heavy engineering workshops with hybrid electric training buses and other training tools. The college has created a workplace style environment to maintain a seamless switch between depot and learning.

First Bus has worked closely with Reaseheath's engineering apprenticeships team to ensure the design and content of the bespoke apprenticeship programme meets its needs. The first cohort of 22 apprentices, including several girls, are part

way through their training - the majority on a Level 3 bus and coach engineering programme while two are on the Level 3 Trade Supplier apprenticeship.

The apprentices attend Reaseheath for four training blocks each year and are being taught by a new team of tutors and skills coaches, specially recruited for their experience in the bus and coach sector.

For more on college courses go to www.reaseheath.ac.uk

Paper – The case for the defence



Paper as a medium has been demonised over the past three decades, with ‘not environmentally friendly’ being the overarching criticism. The destruction of forestry, the damage to the eco-system, the long term erosion of natural resource, all of which make great headlines and have some truth in the statements.

However, there is another side to the story. Paper is highly recycled. In 2020 a total of 56 million tonnes of paper was collected and recycled in Europe – a recycling rate of 74%. For paper packaging, the recycling rate is even higher, with 83% of paper and cardboard packaging being recycled in Europe. Paper is the most recycled packaging material, followed by metal (80%), glass (75%) and plastic (42%).

Of course, paper cannot be recycled indefinitely as the fibres get too short and worn out to be useful in creating a new sheet of paper. Furthermore, production cannot be based on 100% recycled fibre as 100% of consumption cannot be collected. The cycle must therefore be constantly refilled with new strong virgin fibres from sustainably managed forests which play an indispensable role in climate and biodiversity protection. Between 2005 and 2020, European forests grew by an area the size of Switzerland through managed planting, recycling and proactive protection programmes, demonstrating its value as an inherently sustainable, practical and highly effective resource.

Paper plays an important role in the SG World story. We use it to produce safety and compliance solutions such as visitor passes, inspection checklists and permits to work. As a specialist print and packaging provider, our sister company, The Printing House, has built its whole business model around paper and print. And these companies have been around for over 50 years, and so we have to make our own contribution to the sustainability effort.

As you would expect, we take our environmental footprint very seriously, using sustainable and recycled materials wherever possible, reducing waste and investing in

energy-saving printing technology. Wherever possible, SG World uses paper recognised under the Forest Stewardship Council® (FSC®) certification scheme, ensuring that virgin fibre only originates from sustainable sources.

This doesn't mean SG World doesn't recognise there are benefits of moving to paperless systems of work, a movement no doubt accelerated by the widespread adoption of remote working during COVID. In fact, our evolving product range includes a family of cloud-based software modules, an area where we see great growth and opportunity. But we need to understand that going green does not necessarily mean going paperless because different approaches work for different customers, working environments, budgets and cultures. Remember, you can embrace paper and love the environment.

So really, the answer has to be, we need to protect our environment, be proactive in our approach, and recognise that paper as a medium has its uses, and its place in our world can be protected whilst still delivering the many benefits it has to offer.

For more information on SG World visit www.sgworld.com

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LPA Receivership

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Shout out to all local businesses!

Although the Absolute Solutions Group have been a premium member of the SCCCI for a few years now, we are conscious that not all members (especially newer ones) will know exactly what we do.

In a nutshell, we are a leading Northwest recruitment agency specialising in the following sectors:

- Industrial including manufacturing, assembly, warehousing, and driving
- Commercial and technical
- Healthcare (institutions and domiciliary care)

We work with our Clients to help them fill temporary, temp-to-perm and permanent roles and have plenty of brilliant candidates on our books, all wanting a fresh challenge within another business or industry.

The Group has built up a great reputation for treating our candidates brilliantly both before and after placement (which of course they fully deserve) and we are always happy to see returning candidates and new candidates referred to us by friends every single day.

Because of this, what we now want – cards completely on the table – are more roles to fill! So that means working with more businesses across Cheshire,



Staffordshire and Shropshire.

The Absolute Solutions Group of recruitment companies have some major partner businesses that we continue to work closely with and are strong advocates of our company and we can happily provide glowing references on request.

So, if you're uninspired by your current recruitment agency or are a growing business who has expansion plans in 2022 and beyond, please do get in touch and we'd be pleased to have a chat to see how we can support you.

The secret to our success is really understanding businesses, the sectors they operate in, and what really makes them tick – that way, we can really recruit people that will straight away fit in to a company's objectives and culture.

As our strapline says, it's all about people.

– Please call Dan Marshall (CEO) on 01270 445599 or email dan@absol-group.com for more information and a company brochure.

Growing demand sees the launch of Alextra Mortgages



Alextra Wealth Management have launched a new division to meet the increasing demand for mortgage services.

Alextra Wealth Management – part of the Alextra Group – specialises in a wide variety of financial services including tax planning, investments and pensions.

Since 2018, the company has grown steadily, amassing new clients from across Staffordshire, Cheshire and the rest of the UK.

But in the last 12 months, the firm has seen an increasing demand for mortgage services and advice from both new and existing clients.

Now, following the recruitment of experienced mortgage and protection advisers Lisa Boulton and Richard Humphreys-Jones, Alextra Mortgages has been launched.

Director Steve Pepper said: "In the past we have had clients ask us if we can help them with other things – such as mortgages – and we would have to refer them to another company. That obviously didn't make a lot of sense from a business perspective, so we decided to launch a new division to be able to offer those services because we knew that the demand was there. We launched Alextra Mortgages at the back end of last year. We wanted to hit the ground running and that's exactly what

we were able to do – thanks to Lisa and Richard."

Lisa said:

"The housing market is very buoyant at the moment, and a lot of people who came to us in the early days were looking to remortgage and take advantage of the low interest rates."

The company is looking to take on more mortgage and protection advisers to work alongside the experienced team already in place. Director Steve said: "We've got a good reputation among our existing clients, but we are now starting to get enquiries from clients nationwide and we are growing. In the next 12 months it is likely that Lisa and Richard will reach capacity on the mortgage side so we will have to look at bringing in more advisers or apprentices so the business can continue to grow. We are looking to grow and there are so many opportunities out there for us. All of the businesses within the Alextra Group support each other to make sure everything is straight forward for our clients, and I think that has been key to our success."

– To find out more about Alextra Mortgages please email mortgages@alextragroup.co.uk

Medical giant unveils vision to ‘touch a billion lives’



APOLLO BUCKINGHAM
HEALTH SCIENCE CAMPUS

The Apollo Hospitals Group (Apollo), one of the largest healthcare conglomerates in India, is ranked amongst the best hospitals worldwide for providing advanced medical services. It has touched the lives of over 150 million patients from 140 countries.

Apollo Hospitals Enterprise Ltd. consists of hospitals, pharmacies, primary care, diagnostic clinics, and telemedicine Units across 50 countries. Apollo’s vision for the next phase of developments is to touch a ‘A Billion Lives’.

Apollo Buckingham Health Science Campus (ABHSC), at Crewe, is a unique project which brings healthcare, academia, innovation, and research under one roof to improve patient outcomes and quality of life. It brings together public and private healthcare providers and educators to address the current and future needs of the UK healthcare sector.

Ms. Preetha Reddy, Executive Vice chair of Apollo Hospitals, recently visited the Crewe campus to meet staff, students and local supporters. She was interviewed by the Asian Lite News about the role of ABHSC in the Apollo network, and this is a summary. The Crewe campus plays a leading role

in the introduction of the Apollo Hospitals group in the UK.

The vision is for a vibrant campus which inspires collaborations between education, healthcare, research, and innovation. Our early collaboration with the University of Buckingham is supporting the growth and development of the clinical workforce in the UK.

Apollo is also exploring other exciting collaborations with academia and the NHS, to upskill qualified staff from overseas with its international fellowship programs. The Crewe campus will play a crucial role in the professional development of the healthcare staff, and towards meeting this objective, we are evaluating increasing the annual intake to 100 plus students at the medical school as soon as possible. We will also endeavour to provide short term courses for medical professionals from all over the world to upskill their talent to meet the demands of the changed health sector landscape. ABHSC will be the third medical College in the Apollo network.

We created a separate division in the Apollo corporate eco-system for knowledge and education.

We are one of the largest e-learning providers in India. We also run 15 nursing colleges and schools. We are also conducting speciality courses for doctors, nurses, specialist nurses and healthcare managers to upgrade their skills. We are also introducing courses like BSc in Data analytics to support the healthcare system. Data analysis is becoming really important for decision-making.

Another program on the agenda is to train healthcare psychologists. Mental health is a key area to be focused on in the post Covid medical scenario.

The Crewe campus will be one of the global Centres for medical research and skills development.

During her visit, Ms. Preetha took part in a Puja to celebrate the relationship between Apollo and the University of Buckingham, which honoured various local and international guests who had gathered for the ceremony. In its simplest form, Puja usually consists of making an offering of flowers or fruit to an image of God or Deity and is accorded the honour given to a royal guest.

Readers familiar with the campus, will know that various spaces are available to hire for events, training, meeting and workshops. Enquiries and viewings from the local community are welcomed, and should be directed to Alex Farr in the first instance: alexfarr@abhsc.co.uk



Sharing the Spotlight – Construction Linx Vision for the future

A bumper growth in turnover for 2021 has been recorded, resulting in an astounding increase in profitability for the year for Chamber Premium members Construction Linx.

As a proud triple award winner with the Chamber, Gareth Williams, founder of Construction Linx, wanted to take the opportunity to shine the spotlight onto the hidden talents he is proud to call 'Team Linx' as they all contribute to its success.

Gareth said:

“I want to shine the spotlight onto an instrumental part of the team, Debbie Owen. Her years of dedication as our Finance Director does not reflect the pivotal role, she plays from number cruncher accountant providing the data that drives the business, through to her passion for implementing the culture and values



along with recognising and rewarding the employee wellbeing at Construction Linx.”

Debbie added: “We pride ourselves on achieving Excellence in Customer Service for our industry. This could not be achieved without the professionalism, workmanship and dedication to delivery that the Linx

Team all bring to their roles every day. They are the reason we are Driven, Dynamic and Dependable for our customers. My vision is to continue to strengthen the culture and keep striving to improve the wellbeing of our Team who deserve to be rewarded as we continue in our growth plans.”

– Gareth and Debbie say “Thank You Team Linx – we celebrate you - and look forward to 2022.”

Mental health in the workplace: How you can help



Chamber Premium Members Rhino Safety have offered their tips on supporting mental health in the workplace.

Talking about mental health helps to create supportive communities where mental health concerns can be discussed openly and everyone can feel confident about seeking help when needed.

Try these six tips for better Mental Health in the Workplace.

- Produce, implement and communicate a mental health at work policy that promotes positive mental health for all employees and outlines the support available for those who may need it.
- Develop mental health awareness among employees by making information, tools and support accessible, for example, by signposting them at inductions, having reference to them in common areas, and reminding employees about them during reviews and appraisals.
- Encourage open conversations about mental health and the support available when employees are struggling, both during the recruitment process and at regular intervals throughout employment. Offer appropriate workplace

adjustments to employees who require them.

- Provide employees with good working conditions and ensure they have a healthy work/life balance and opportunities for development.
- Ensure all employees have regular conversations about their wellbeing with their line manager, supervisor or organisational leader. Train and support line managers and supervisors in positive management practices.
- Routinely monitor employee mental health and wellbeing by reviewing and interpreting available data, talking to employees and understanding risk factors.

And as a bonus tip - Rhino Safety highly recommends having office dogs as a way to improve employee wellbeing!

Rhino Safety Ltd are a multi award-winning management consultancy, acting as the outsourced Health and Safety department for hundreds of clients nationwide.

Rhino are offering a free 'Mental Health Awareness' course to the first 50 chamber members to respond. To redeem simply send an email with the subject line 'SCCCI Free training' to training@rhinosafety.co.uk



– For more information on any of Rhino Safety's services, contact info@rhinosafety.co.uk call our head office: 01270 440 341 or visit www.rhinosafety.co.uk



Department for International Trade



What is the Export Academy?

This free programme is made up of a series of ten, hour long, core interactive educational sessions with exclusive content based on feedback from our delegates and designed specifically to help small and micro businesses understand everything they need to know in order to sell internationally.

Sessions include:

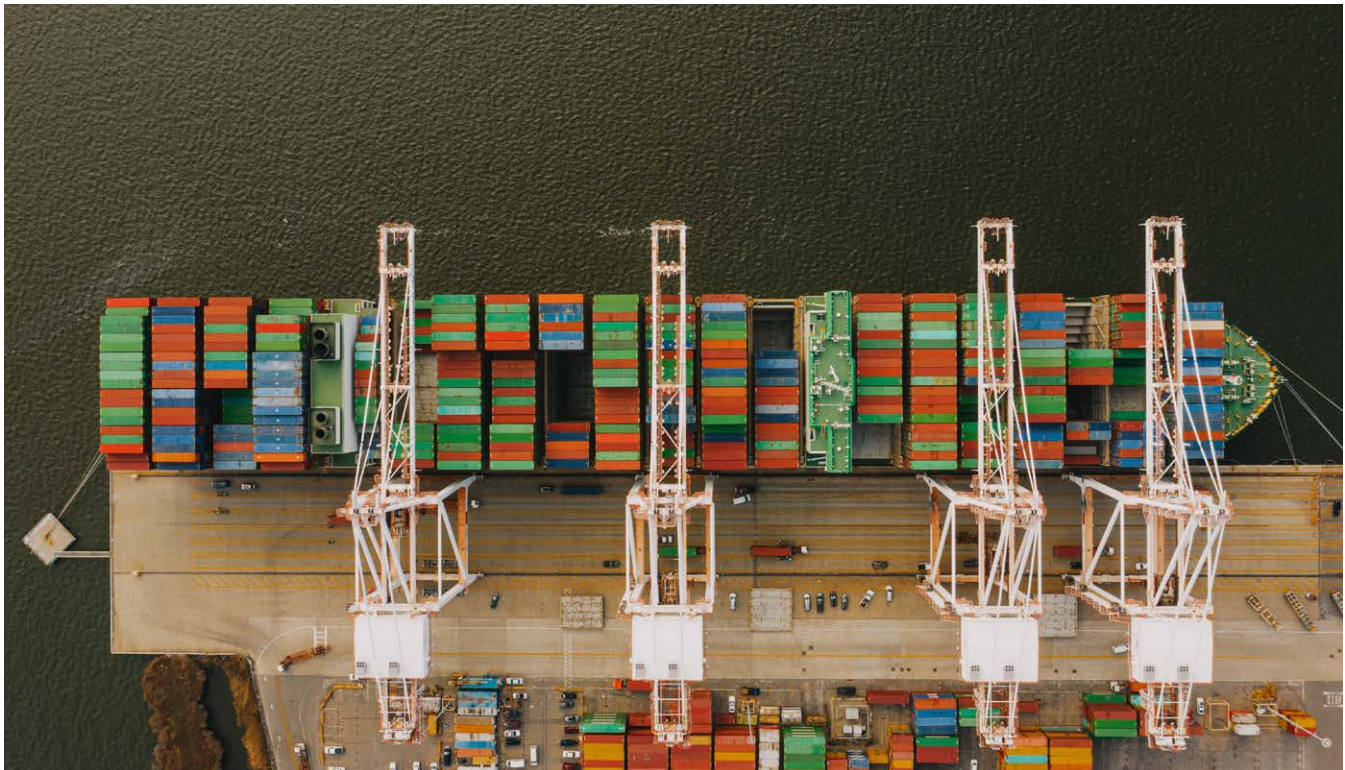
- Understanding the benefits of, and barriers to, export
- Steps to export
- International market research
- Pricing strategy and route to market
- Customs, export controls, and trade deals
- Selling services overseas
- International commercial (INCO) terms
- Movement of money
- Customs, VAT, and rules of origin
- Creating an Export Action Plan

Register on the Export Academy portal to find dates and times for the individual sessions.

<https://bit.ly/NW-EA-SChCC>



The Export Academy, from the Department for International Trade (DIT), gives small and micro-businesses the know-how to sell to customers around the world with confidence.



Department for
International Trade



In the North West, the Export Academy is currently offered as:

- ten one-hour virtual sessions - taking place every Tuesday and Thursday at 1pm and you can join at any time (see opposite).
- or one full-day in-person session - full-day workshops will be held throughout the North West monthly on various dates throughout the spring.

The one-day Export Academy workshop is interactive, enjoyable and lays the foundations for a new exporter. It offers networking and discussion with like-minded companies, the opportunity to meet NPH Export Champions and will cover the Export Academy core modules.

This is a free programme of support, where you'll learn directly from experts in international trade who are on hand to provide support across a range of sectors and businesses.

This physical workshop consists of core sessions, followed by breakout sessions to share experiences and develop your own export action plan. The exclusive content is designed specifically to help small and micro businesses prepare effectively to sell internationally.

As the in-person workshop places are limited to 20, delegates must be able to commit to participating for the full day.

DIT are also pleased to invite businesses in the North West to join us for virtual master classes led by internationalisation specialist Norma Foster. Norma is a business leader with experience across both public and private sectors. She has particular expertise in economic regeneration and the development and implementation of creative programmes and projects embracing and embedding digital best practice.

Step by Step How to Internationalise your Marketing and Website - various dates

Developing your marketing and website for an international audience is vital to your export success - and can be a difficult process for busy exporters. This webinar will take you through 7 practical and productive steps using case study examples from

successful exporters to help you win more export business from your marketing and website.

LinkedIn - How to Win New International Business - various dates

Do you want to generate enough high-quality international leads on LinkedIn that convert more quickly? LinkedIn is one of the most powerful online resources, which covers over 200 countries and regions and allows exporters to swiftly and effectively reach out to a global audience in over 24 languages. Effective for both B2B and B2C businesses, working smart on LinkedIn can bring significant results - competitive edge, brand awareness and swift global reach. It can also bring good short term results whilst you are internationalising your website.

- Register your place, and find out about specific session dates, on the Export Academy portal:

Home - UK Export Academy (great.gov.uk)
Or contact Export Academy Advisor, Chris Baxter on exportacademy@tradenw.org

Making a difference ...



Cheshire Connect matches the skills and expertise of local businesses and professionals, kindly offered for free, with the requirements of the voluntary and community sector... not merely a box ticking exercise, but to have a direct impact on real people within the local community.

Skill donor volunteers have an opportunity to expand their range of skills while they use their business expertise to support a local grass roots charity, which in turn helps your business to attract talent, encourage staff retention, engagement and productivity.

It's a win win – the charity gain expertise, your organisation makes a meaningful contribution to the community,

you and your employees gain values-driven experience generating that special 'feel good factor' for all!

Plus providing your skill donor support experiences could attract more customers. People are more likely to buy from a business with shared values and can demonstrate that they are living by those values and making a tangible difference to their local community.

Get in touch with the local Crewe and South Cheshire East Business Connector - Dianne Parrish on 07946 639394 or email: dianneparrish@cheshireconnect.org

Or to find out more about Cheshire Connect, please visit our website www.cheshireconnect.org

... a small amount of skill donor time can make a huge difference to charitable organisations, helping to support people in our local community.

“Cheshire Connect have given me the tools and introductions to skill donors to realise the potential of what the Stroke Survivors Group could become. Our Business Connector is very personable and totally gets what we are about. It's wonderful to know that I have this support, especially as we progress from a new start-up to now developing and expanding our services in neighbouring areas. I can't wait to see where this journey takes our Group with Cheshire Connect.”

Liz Bedson, Founder and Leader: Stroke Survivors Speech and Language Support Group

Rhys Hopkin appointed as new Theatre Director for Crewe Lyceum

**CREWE
LYCEUM THEATRE**



Crewe's Lyceum Theatre - part of the international live entertainment business, Trafalgar Entertainment - announces the appointment of Rhys Hopkin to the position of Theatre Director.

Rhys joins the Lyceum from Cheltenham Trust where, as Deputy Head of Commercial, he programmed and managed live events at the Trust's venues and museum. Rhys has spent most of his career in presenting venues, with roles focused on marketing, audience development and programming. He has also worked as a freelance producer and event manager for

site-specific productions and festivals.

As the Theatre Director for the Lyceum, Rhys takes on responsibility for the venue in a period of opportunity as the Lyceum, and the live entertainment industry, continues to recover from the effects of the Covid-19 pandemic.

In addition to leading on a revitalised programme of events in the historic auditorium, Rhys will be focusing on creating a robust range of participatory activities and outreach to the local community; and supporting further opportunities for new talent in Cheshire through Crewe's artist development and residency programme. In 2022, the Lyceum will launch a new

programme for the venue's Studio space with a focus on creating a showcase for fringe comedy, new writing and young voices in the local area. The Lyceum will also continue to support the L2 Lyceum Square project, recently awarded £750,000 from the Accelerated Towns Fund.

Rhys Hopkin said: "It's a great honour to have the chance to take charge of the Lyceum Theatre. It's one of Cheshire's most important cultural assets, and has a committed team, dedicated to creating first class opportunities for audiences and participation.

"I'm excited to be building on the excellent work done by Adam Knight and working closely with the local authority and local colleagues to ensure the Lyceum is at the heart of Crewe's regeneration and making the town a destination of choice again."

The Lyceum Theatre became part of Trafalgar Entertainment in 2021. Co-founded by Sir Howard Panter and Dame Rosemary Squire in 2017, Trafalgar Entertainment is a premium international live entertainment business focussed on new productions, the distribution of live-streaming innovative content and the provision of amazing spaces where people can come together to share in the experience of live entertainment.

For a full line up of shows, please visit: www.crewelyceum.co.uk

Five-star recognition for fire safety service provider



BBC DIY SOS | **THE BIG BUILD STOKE**
Community build in Fegg Hayes With
with the Sylvester's Community Trust.

A former Cheshire firefighter has forged a new career at the helm of a business providing fire extinguisher installation and extinguisher services across the North West.

Wayne Francis founded Francis Fire Protection Services (FFPS) just before the pandemic began to bite but the business, based at Stapeley House in Nantwich, has gone from strength to strength.

A recent highlight for Wayne and FFPS was to give time as volunteers and to donate fire equipment for a charitable project as part of BBC TV's DIY SOS.

Wayne, who worked as a fire and rescue crew manager for 23 years responding to 999 emergency calls, said: "It was a real honour to be involved in the programme and its project for a deserving family in Stoke-on-Trent.

"Starting a business in December 2019 has been challenging but we are immensely proud to be so highly regarded among our customers in making their premises fire safe and compliant."

South Cheshire Chamber member FFPS provides services to a wide-range of sectors including retail, industrial, health and education.

The company supplies, installs, repairs and maintains fire protection equipment, beginning with a fire safety assessment at their premises.

One testimonial says: "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."

Wayne says his mission is 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 60 five-star reviews.

For more on fire safety services go to francisfps.co.uk or email info@francisfps.co.uk

Business MOT – why servicing your business keeps it running smoothly



Accountants, business advisers and tax specialists WR Partners are offering the opportunity for business owners to undertake a free MOT.

This will take the form of a short, online questionnaire which covers all aspects of running a business, including Marketing, Sales, People, Implementation, Strategy, Profit, Leadership, Innovation, Technology, and Systems.

Once completed, the results generate a report, which is emailed directly to the participant giving them analysis, suggestions, and possible actions to employ.

A spokesman for the company says:

"What are the top three problems facing businesses today? There is no set answer to this, it will all depend on a variety of factors. However, how many businesses know what their problems are and

how to go about solving them? For many business owners, their time is taken up working 'in' the business rather than using their time working 'on' the business."

"Looking deeper into a business and its challenges can often feel overwhelming, but by implementing some straightforward processes, positive changes can start to take place. Issues that appear insurmountable can often be broken down into smaller, more manageable pieces, and then a clear plan of action can be created to address these in an achievable way.

"The first stage is understanding where the business is now, and from that a clear strategic direction can be set for where the business needs to be. The gap can then be bridged by identifying key actions that define how the business can get to its owner's end goals."

For further information or to complete the free business MOT – visit www.wrpartners.co.uk/business-mot



High calibre appointment for clinical and medical affairs team at Boyds



Leading global drug development consultancy Boyds has bolstered its clinical team with the appointment of experienced pharmaceutical physician Dr Karen Mullen FFPM as Chief Medical Officer (CMO) and Vice President of Clinical and Medical Affairs.

Karen joins Boyds from GlaxoSmithKline, with her most recent role being Country Medical Director for the UK and Ireland in which she led and managed a large medical department across clinical research, pharma, and vaccines. Karen's previous roles at GSK include Head of Medical Affairs, Director of Vaccines, and Director of Metabolic Medicine.

With more than 20 years' experience in medical affairs and drug research and development in Europe, the US, and Australia, Karen has also worked as an independent consultant providing a range of medical services to pharmaceutical companies, including Pfizer and Roche. Prior to this, Karen spent five years at Eli Lilly in various physician roles.

Karen is a Fellow of Faculty of Pharmaceutical Medicine (FFPM) and was a member of the Prescription Medicines Code of Practice Authority (PMCPA) Appeal Board for three years. Previously, she also chaired the Association of the British Pharmaceutical Industry (ABPI) Code of

Practice Working Group on behalf of the Faculty of Pharmaceutical Medicine (FPM) as well as being involved in various other ABPI working groups.

At Boyds, Karen will lead the Clinical and Medical Affairs department and its team of pharmaceutical physicians, providing medical monitoring support, and safety, pharmacovigilance, scientific and medical advice across a wide range of client projects including advanced therapies and orphan drugs.

Professor Alan Boyd, President and Founder of Boyds, said: "It is an absolute honour to welcome Karen to Boyds as we embark on the next stage of our growth. Karen's in-depth industry expertise and experience and passion for innovation in medicine mean she is the ideal fit to lead the clinical and medical affairs team, enabling me to shift my focus onto growing and developing the company as we support an increasing number of clients with developing new and innovative medicines for the benefit of patients."

Of her appointment, Karen said: "Having previously worked as a consultant to Boyds and seeing the transformational work the business carries out, it is a great privilege to now be leading the Clinical and Medical Affairs team and building on its pioneering work.

"I have always been passionate about



Dr Karen Mullen, Chief Medical Officer (CMO) and Vice President of Clinical and Medical Affairs at Boyds.

bringing innovative science to patients, which is why Boyds feels like the perfect fit for this next chapter of my career. It is an incredibly exciting, inspiring company that is working at the cutting-edge and is dedicated to bringing true innovation for the benefit of patients around the world."

Boyds is a product development consultancy, providing a range of expertise and skills central to the development of pharmaceutical and biotechnology medicinal products and medical devices.

For more information about Boyds, visit: www.boydconsultants.com

Joy for Scott as Student of the Year

Part-time learner Scott Bailey from Cheshire College – South and West has beaten off competition from other finalists to be named as the Association of Colleges' Adult Student of the Year 2021/22.

At the age of 27, Scott started to lose his sight after being diagnosed with diabetic retinopathy and was registered blind just three years later. A dairy farmer by trade, Scott was unable to continue working in the industry.

Scott joined Cheshire College's Crewe Campus in 2020 to gain new skills that would help him achieve his dream of becoming a Counsellor with his guide dog Milo. He's committed to raising awareness and helping others who are experiencing sight loss due to diabetes and hopes to study further at Keele University to achieve his dream.

He said:

"I looked at the email and found out that I was a winner whilst I was at the top of the Eiffel Tower which really did top it off!"

"As soon as I stepped into the College

building with Milo, I felt an instant sense of relief. My disability kind of faded. After I finished my IT Bridging Course which gave me the skills and ability to use technology, I chose to do a Counselling course so I could help other people that are in my position. The College itself and education has given me so much confidence - it's given me a sense of purpose and it's enriched my life. I've got somewhere to go."

Dhesi, Principal and CEO, said:

"Scott's exceptional journey demonstrates the power of education and what can be achieved with the right attitude, drive and ambition. We are extremely proud of him."

As the largest provider of post-16 education in the region with Campuses in Crewe, Ellesmere Port and Chester, Cheshire College has over 11,000 learners and 1,000 Apprentices and works with more than 500 local, national and international employers to offer offers a range of courses from Entry Level to Level 7.

To find out more visit www.ccs.ac.uk



Cheshire College
South & West



The Potters 'Arf Is Back And Alextra Are Taking On The Challenge

Since 1982, the Potters 'Arf has been an iconic local event held every year in the heart of the Potteries, Stoke-on-Trent.

This challenging 13.1 mile course, complete with the aptly named "Heartbreak Hill" section is being held in June and is sure to attract runners from all across the country. A team of 12 from Alextra will be taking on the challenge and are ready to tackle the half marathon to help raise money for Douglas Macmillan Hospice, known locally as the Dougie Mac.

Dougie Mac is the only hospice in Staffordshire supporting children, young adults and adults alike. Care is given to patients who are living with a life-limiting illness each year in Stoke-on-Trent, North Staffordshire and surrounding villages. The charity has been caring for the community since 1973 and is a well worthwhile cause.

Alextra Manager Liam Clay commented:

"Running is a bit of a hobby of mine and having previously taken on a half marathon last year, I decided this year to take on the Potters 'Arf."

"The discussion started as a chat amongst colleagues on a Friday afternoon

and now we have a team of 12 entering which is fantastic! It is known locally for its phenomenal Stokie support and looks to be a great day."

"We have all been training together attending the local park runs and will continue to do so in the run up to June. My personal challenge is to complete the run in under 1.45 hours."

"The added benefit of taking on this challenge is that we get to raise funds for Dougie Mac, who have supported mine and

a number of my colleague's families. I am sure some of my colleagues will agree, this run is sure to be a physical challenge, but it should all be worth it to experience the finish line atmosphere in the city centre and be a part of raising money for Dougie Mac."

–
If you would like to get involved and help support Alextra with their fundraising, please visit the Alextra Just Giving Page - <https://www.justgiving.com/fundraising/alextragroup>



FREE Business MOT

Avoid dead ends and steer towards new opportunities with our free business MOT.

Find out more at wrpartners.co.uk/business-mot

hello@wrpartners.co.uk
08000 664 664



Mid Cheshire Hospitals Charity launch new cancer campaign



A local NHS charity is thanking businesses for their generosity and support in helping them reach a £40k appeal target.

The Mid Cheshire Hospitals Charity fundraised throughout 2021 for its Children's Emergency Care appeal. Funds have been used to purchase high-tech projectors, sensory play equipment and specialised clinical kit for the new paediatric unit within the new £15m Emergency Department at Leighton Hospital.

Emma Robertson, MCH Charity Manager, said:

"Once again our local communities have stepped

up to help us raise the money needed to make hospital less frightening and more child friendly for our younger patients."

"The new unit has only been open a few weeks, but we've already received amazing feedback from the staff working there who have told us that the projectors are having a real, positive

impact on children who find being in hospital stressful and challenging."

The charity has now started a campaign to raise awareness of the funding they provide to cancer services across Mid Cheshire Hospitals NHS Foundation Trust. Every year the charity needs to raise at least £20,000 to fund a vital support service for people who need chemotherapy. The hypnotherapy service is offered for needle phobias, hospital related phobias and anxiety.

To learn more about how your business could get involved get in touch via email carole.salmon@mcht.nhs.uk





Lauren Tudor, Financial Planner

Atherton & Associates

Based in Nantwich, Atherton & Associates are specialists in all areas of financial planning, offering expert advice to people at all stages of life, including business owners. Its Entrepreneur Club offers support to overcome the common stresses of running a business while helping to maximise growth and value.

Financial planner Lauren Tudor says:

"Armed with the right insight, we work with business owners at all stages of their journey to address and overcome key concerns and challenges that may be holding back a business from achieving its full potential."

From pension planning to employee benefits through to assisting with aspects of exit strategies, Atherton & Associates can address key concerns such as...

- **Where do you stand when compared against similar businesses on a local and national level?**
 - Where are your priorities in terms of productivity, profitability and growth?
 - When are you looking to exit?
- **How do we make your business better?**
 - What's important to you about your business? Leaving a legacy? Funding your lifestyle in retirement?
- **How much is your business worth?**
 - How, When and Where do you prepare your business for sale?
- **What can you do if your turnover is decreasing, and you are looking to sell your business?**
 - Are you too present focused to think about what will happen at exit?
- **What do I do after I sell my business?**

Atherton & Associates Wealth Management Ltd is an Appointed Representative of and represents only St. James's Place Wealth Management plc (which is authorised and regulated by the Financial Conduct Authority) for the purpose of advising solely on the group's wealth management products and services, more details of which are set out on the group's website <http://www.sjp.co.uk/products>.

What can a start-up business learn from a larger Company?

Lauren's top 5 tips...

1. FOCUS ON PRODUCTIVITY

By investing in technology, hiring skilled staff or reducing waste, it's possible to improve output per worker, even as a small business.

2. GET SERIOUS ABOUT PLANNING

Having a clear business plan can help you focus on growth, so it's worth updating yours if you haven't done for some time, especially during the pandemic.

3. LOOK AT LEADERSHIP

You start by doing everything yourself, but as the company grows, it's important to focus on how you lead the organisation by setting an example from the top.

4. AUTOMATE TO SUCCEED

Have a clear focus on technology investment and how it can add value to the business. Manual systems can become costly and don't scale well.

5. LOOK AFTER YOUR PEOPLE

Hire the right staff and keep them happy. Communicate regularly with employees, consider offering them a financial stake in the business, take care when selecting people to become part of the business.



For more about Atherton & Associates and their business owner club, register for the South Cheshire Chamber Final Friday event on 29th April at Nantwich Town Football Club or Contact Lauren and the team on 01270 624164 or by email at: chartered@athertonandassociates.co.uk

South Cheshire Chamber Events Programme



How to Maximise your Membership

Held bi-monthly

Whether you are considering joining the Chamber, have been a member for some time, or have employees who may not be fully aware of all the benefits of Chamber membership, this event will enable you to fully utilise your membership. This event is open to members and non-members.



Speed Networking

Held bi-monthly

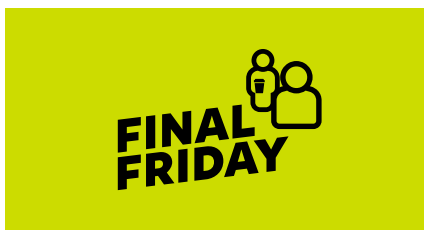
Speed Networking events are a regular and efficient fixture for meeting other Chamber members. This structured event enables you to meet all delegates attending in addition to offering guidance and tips on making the most of your networking. This event is open to members only. *Ideal for new members who are new to networking.



International Trade Forums

Held three times per year

With a range of expert speakers, this event provides an excellent source of information, knowledge and contacts for any business that is currently, or plans to, trade internationally. This event is open to members and non-members



Final Friday

Held on the last Friday of the month

Hosted by a different Chamber member each month, this event offers great networking and regularly attracts over 40 different businesses. The Final Friday is designed to allow you to meet other Chamber members and make new contacts at the start of the working day. The host will provide a short presentation on their business and tours of their premises. This event is open to members.



Local and Economic updates

Held quarterly January, April, July, October

This event features an update and comparison of the local, regional and national responses to the latest British Chambers of Commerce Quarterly Economic Survey. In addition, the event will feature a second speaker who will provide an update on local project activity e.g. HS2, Crewe Town Centre. This event is free to members. Non-members may attend subject to capacity and will be charged an attendance fee.



Chamber Meet & Eat

Planned for return!

Less structured than other Chamber networking events, this event is designed for members who find lunchtime networking more suited to their needs. Events are held at local venues and include a welcome drink, 2-course lunch and tea/ coffee. This event is open to members.

For further details and dates of forthcoming Chamber events visit www.sccci.co.uk/portal/event/

For more information and event listings or if you wish to promote your own event please visit the Chamber Member Portal: www.sccci.co.uk

Our Mission Statement

“To be an asset that is integral to the success of the local business community and influential in promoting the future prosperity of the area”.

Networking / Representation / Crewe Signposting / Events / Nantwich / Knowledge Hub / Export Training / Sales / International Trade Awards / Facilitation / Support Mentoring / Voice of Business / South Cheshire Seminars / Start-Up Advice / Local Economy / Interactive Portal / Promotion / Information

For more information on how the Chamber can help your business please contact **Angela Wilkinson** on angela.wilkinson@sccci.co.uk



We welcome your feedback and ideas for Chamber events. A short feedback questionnaire is available on www.surveymonkey.co.uk/r/972R6KN and we would encourage you to complete this to assist us with event planning.



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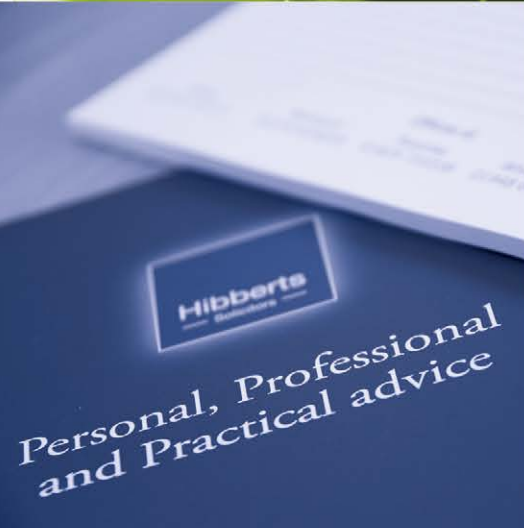
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Hibberts

— Solicitors —



INTRODUCING THE NEW

Employer Protection Scheme

From Hibberts Solicitors Employment Department

What is the Employer Protection Scheme (EPS)?

The EPS will provide **business owners and managers** with the **peace of mind of efficient, personal and practical employment law advice** from a specialist employment lawyer **at Hibberts** for a **fixed monthly cost**.

The EPS can be paid for annually or monthly.

Who is this for?

- ✓ Suitable for businesses of all sizes.
- ✓ Bespoke packages to be offered for small employers with less than 10 employees and charities.

+ Bolt ons

- ✓ Employer Dispute Insurance.
- ✓ This is an insurance policy which can cover legal representation costs, awards and settlement in the event of an employment dispute.

Get a quote

For further details and to receive a quotation, contact:



Camille Renaudon

Partner & Head of Employment

☎ **01270 215117**

✉ **cvr@hibberts.com**

Hibberts.com

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