

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 | **Q2 2024**



CONNOR NAISMITH MP

BUSINESS COMMUNITY GETS MP'S BACKING

PAGE 6

The Cheshire East Business Support Initiative

Start, Sustain and Succeed.

Strengthening local entrepreneurial ecosystems and businesses through the Cheshire East Chambers Network – all three Cheshire East Chambers of Commerce working together.

The listed workshops below are to be delivered by South Cheshire Chamber of Commerce:

Wednesday 18th September

Wychwood Park Hotel
- Planning for Business Growth

Wednesday 2nd October

Nantwich Town Football Club
- Speed Networking

Thursday 10th October

Rookery Hall Hotel & Spa
- Growing your Business



This project is funded by the UK Government through the UK Shared Prosperity Fund.



For more information and bookings for the South Cheshire Chamber of Commerce Workshops, please email dominic.hibbert@sccci.co.uk

MASTERCLASSES



FINAL FRIDAY
at St Luke's (Cheshire) Hospice
30.08.24



SPEED NETWORKING
Cheshire East
02.10.24



NETWORKING LUNCH
Christmas
06.12.24

SOUTH CHESHIRE CHAMBER PATRONS



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CHOOSE THE RIGHT PACKAGE FOR YOUR BUSINESS

ESSENTIAL	SIGNATURE	EXECUTIVE
Online membership <p>Essential features:</p> <ul style="list-style-type: none"> + Connect with the largest business community in South Cheshire + Get support for your business at our monthly Business Surgery + Promote your business through the Chamber channels + Access to a business support package valued at £1,400+ a year + Trusted, local business information + Raise your online profile through increased SEO <p>£17/ Month JOIN Find out more</p>	Our most popular package <p>All Essential features plus:</p> <ul style="list-style-type: none"> + Access to 40+ networking events + Access to 35+ informative events + Key local and national updates + Information on business support programs + International trade information and guidance + Discounted export documentation + Access to the BCC Global Business Network <p>£37/ Month JOIN Find out more</p>	Maximising your membership <p>All Signature features plus:</p> <ul style="list-style-type: none"> + One to one annual review with Chamber Manager + Access to our monthly Leadership Insights peer-to-peer groups + Shape your future workforce with free places to our Chamber Young Member Network + Government updates and key legislation + Local regeneration updates (Business Council) <p>£80/ Month JOIN Find out more</p>

All prices inclusive of VAT, minimum sign up term 12 months and information subject to change.
Check www.sccci.co.uk for updates.

The Next Issue of South Cheshire Chamber Business Magazine is due out on 17/10/24. Deadline for copy is 24/09/2024.

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'

They say that the only constant in life is change and since my last editorial there has been a tremendous amount of change.

South Cheshire Chamber of Commerce has been discussing with North Cheshire Chamber of Commerce the opportunity to work more closely together, which has led to bringing the organisations together through a takeover. At our recent EGM, the decision to takeover North Cheshire was approved by our members. Each Chamber's identity will remain and will continue to focus on the needs of their local business community, but the takeover will provide a strategic partnership, that will facilitate coordinated efforts to promote regional economic growth and increase the lobbying strength of both Chambers.

A larger, unified chamber will be more sustainable, with a stronger foundation to develop services and support for all members, fostering a stronger business community, and expanding our reach and resources.

We have a new Member of Parliament representing our area, Connor Naismith and you can find out more about our MP on p.6 'In our spotlight' section. The Chamber looks forward to working with Connor to help create a vision for the area that will help create wealth and prosperity to all.

In local government there is also a new leader of Cheshire East Council, Cllr. Nick Mannion. It is has been a difficult time for local authorities in recent years and it's hard to deny

that Cheshire East Council has significant issues to address, but we wish Cllr. Mannion all the best in his new leadership role. The Chamber will continue to push the local authority to develop an environment that is conducive to economic growth and regeneration, but this will only be delivered if the public and private sector work more closely together.

Finally, Diane Wright will be stepping down as Chair of the Chamber over the coming months, She has been involved with the Chamber for over 20 years and has been the Chair for over five years. During that time, Diane has been integral to introducing a new strategy impacted the entire organisation and has seen membership numbers grow significantly. I would like to take this opportunity to thank Diane for her support during this period and wish her well in the future.

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

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WHY SHOULD YOU JOIN A 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.



PROMOTE YOUR BUSINESS

You gain access to a wealth of [promotional opportunities](#). List your business on our online [members directory](#). Share your successes with our social media audience. Why not showcase your expertise with an article in our magazine or newsletter? If you're hosting an event, promote it on our online members area or even sponsor one of our [Chamber events](#).



NETWORKING IN CHESHIRE

We host a variety of events – both online and offline – throughout the year. Ranging from Final Fridays for an informal networking breakfast to our [Annual Awards](#) dinner where we celebrate the hard work and achievements of our community.



BUSINESS SUPPORT

No matter the size or age of your business, everyone needs support at times. Chamber membership offers you [support](#) which, for smaller businesses, may not be available in house. You can access 24/7 advice lines covering HR, Legal, Health & Safety and Tax. As well as an online library of 700 documents and templates such as employee handbooks and interview forms.






















INTERNATIONAL TRADE

If you're looking to [trade internationally](#), we help local businesses go global. Our experts can guide you through the documentation and latest regulations. Members can receive up to 50% off export documents!

Meet the South Cheshire Chamber of Commerce & Industry

NEW MEMBERS

 Arella-Beauty karl@arella-beauty.co.uk arella-beauty.co.uk 07967 426 136	 ibis Styles Crewe gm@ibisstylescrewe.com ibis.com/crewe 01270 506 620	 SEOh! So Good mike@seoh.digital seoh.co.uk 01270 236 050
 Canal Side Garden Centre Dani@canalsidegardencentre.co.uk canalsidegardencentre.co.uk 07493 526 882	 Lee Matthew Creative Ltd lee@leemattthewcreative.co.uk leemattthewcreative.co.uk 01782 765 671	 Soul 2 Soul Wellbeing soul2soulwellbeing@outlook.com soul2soulwellbeing.com 07545 193 593
 CED Technology info@cedtechnology.co.uk cedtechnology.co.uk 01606 241 045	 Mitchell Charlesworth andrewhague@mitchellcharlesworth.co.uk mitchellcharlesworth.co.uk 01244 323 361	 The Pantree Coffee & Tea Lounge Ltd amylauren2323@gmail.com 01270 652 300
 Crewe Youth Zone catherine.havers@onsideyouthzones.org onsideyouthzones.org 07789 915 940	 My Cab Ltd sarahwinchester@mycabcrewe.co.uk mycabcrewe.co.uk 01270 665 544	 The Paragon Pub Group Limited ruby.wilson@parogongroup.co.uk 01270 660 111
 Dementia Friendly Community Cheshire East thethursdayclubnantwich@gmail.com 07488 285 861	 O'Donnells Bespoke Surface Coatings Ltd kerieod@icloud.com 07384 475 045	 The People's Training Company nick@southall-fitness.com the-pt-company.com 07595 372 896
 Douglas Roof Cleaning & Repairs Ltd douglasroofcleaning@gmail.com douglasroofcleaning.co.uk 07957 923 222	 Opal Financials Ltd daniel@opalfinancials.co.uk opalfinancials.co.uk 01270 879 367	 Tropic Skincare kirstieedwardstropic@gmail.com kirstieedwards.co.uk/tropic 07813 084 939
 Green Heart Horticultural Services Limited hello@greenhearthort.co.uk greenhearthort.co.uk 07825 877 063	 Reach Marketing and Social hello@reachmarketingandsocial.com reachmarketingandsocial.com 07463 779 739	 UK Commercial Transport Services hittheroadtraveluk@gmail.com 01270 908 000
 Honeycomb Charitable Services Ltd katie.tams@honeycombgrou.org.uk honeycombgrou.org.uk 03300 948 878	 Robert Love Ltd robert.love@notjusttravel.com robertlove.co.uk 07868 787 617	



South Cheshire Chamber of Commerce continues to impress us here at Hope4more. It's really become the central networking group for us over the last year – almost all the members of any other networking group that we've been involved in are present at SCCC. The events that we have attended have been extremely well run and valuable to us, and the diversity of membership, passion and openness of the members and the SCCC team have helped us to increase the reach and impact of our service to young people across the area. Whether you are not for profit, or profit making business in South Cheshire we strongly recommend SCCC to you.

Paul Sanders
Hope4more

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



In the Spotlight with...

Connor Naismith MP

Crewe and Nantwich MP



Q. Connor, tell us how you got into politics and why:

Unusually I don't come from a political family but always took a keen interest in how politics shaped everyday life. I came from an ordinary, working class family in Nuneaton originally and was five when the New Labour Government came into power. Over the past 14 years however I have been dismayed to see support for young people stripped away, such as the Educational Maintenance Allowance (EMA). Now, with a family of my own, I understand things from a parent's view point also. Being an MP puts me in a privileged position to help create change.

Q. How did you feel about the historic win for Labour and aged just 32, what does it mean to you representing your area as MP?

Being able to serve the people of the area where I live means the world to me, a real honour. I was nervous but excited on my first day in Westminster, but the staff have been tremendous at showing new MPs the ropes, guiding on how everything works and how debates are constructed.

It's a big responsibility but also a big opportunity and I couldn't be more proud. And although I'm only 32, there are MPs in their 20s, that's how much things have changed.

Q. You studied sociology to Master's degree level at Manchester, and were previously a Cheshire East councillor representing Crewe West. What does that bring to the role?

Sociology is a study of people and how society is organised. Although I wasn't thinking politics, at the time, it's given me a deeper understanding of how we experience life, how people tick. Being a councillor is about representing the people who put you there, being their voice, so being MP is the same but on a bigger scale.

Connor Naismith is settling into his new role as the new Crewe and Nantwich Labour MP. Here we meet the local man who has vowed to bring 'hope' to constituents while working closely with the Chamber and business community to push for prosperity.



THANK YOU

Crewe & Nantwich

Connor Maignith MP

Q. What are your main aims and objectives?

Economic security, cheaper bills, safer streets, getting our NHS back on its feet, secure borders and better opportunities for our children. On a hyper local level, I want to restore community pride in Crewe and get things moving with the town centre. Although Nantwich appears busy and thriving it's not immune and has suffered shops closing. Both towns will benefit from our plans to reform business rates and future proof the 'high street'. Work is in progress.

Q. How do you aim to connect with the business community?

I've already had several meetings with the Chamber of Commerce and look forward to working with Paul and the team moving forward. Local business is the country's life blood and I'm keen to work in partnership with our fantastic business community, get out and meet them, and be part of their plans. The Chamber is central to that. It does a tremendous job and we share the same goals.

Q. How have you enjoyed your first few weeks, what have been the highlights?

Probably sitting in the House for the first time and soaking up the significance of the position and of course, the history. Listening to the King's Speech, taking in all that it means to the country, was massive.

Then it's been a joy to get out and meet local people. The vast majority have been so kind, coming up to shake my hand and wish me all the best. It is now incumbent on my colleagues and I to give back to people that which 14 years of Conservative government has stolen from them – hope.

Q. You've been spotted out at big local events like Crewe Pride and Armed Forces Day and met 'posties' in Crewe sorting office. What's next?

I want to be an MP that's seen, so really happy to get out to events and I'm planning visits to businesses, beginning with the large employers. Looking forward also to Nantwich Food Festival.

Q. Away from Westminster how do you like to spend your spare time:

My wife is a primary schoolteacher and we have a daughter, aged two, so my weekend time with them is precious. My other passion is football. I was gutted for England in the Euros but hold my hat up to Gareth Southgate, the best manager we've had in a long time. Also a great role model in the way he went about things in a quiet gentlemanly manner. For me, he achieved success on and off the pitch.

Q. Who is your inspiration and why:

Nelson Mandela. A man of true courage and an inspiration for people worldwide. Going from prisoner to President. He will always be remembered.

Q. In press interviews following your election win, you pledged to restore 'hope' – what did you mean?

During the election campaign, it was obvious people had lost all trust. Deflated and robbed of hope. The big question was 'why should we bother' and the view that all politicians were the same. I want them to think differently and show lives can be improved.

As MP, I want to be part a movement creating opportunities for people from all walks of life. I am truly humbled people placed their trust in me and want them to see they have elected an MP focused on the priorities of ordinary families in Crewe and Nantwich. I promised to work tirelessly, and I will.

Q. Finally your new boss is Sir Keir Starmer, can you share any insights?

He is as he appears, a serious politician for serious times, and there's no doubt he means it when he talks about service to the country. He is genuinely interested to know all about Crewe and Nantwich and visited during the campaign. We've all had time with him, talking about our constituencies and I firmly believe he is a man of principle, one I deeply admire. He's about making politics a force for change for the better and creating a society where fairness and dignity exists from the cradle to the grave. All that inspires me. Bottom line is I'm rooted here and this place is important to me.

Refer a Member

We offer a Member Referral Scheme which rewards existing members for participating in and expanding the South Cheshire Chamber community. Our community represents a rich variety of businesses, sectors and expertise. Growing this community increases the potential connections and opportunities available to our members. It also adds further weight behind our representation of South Cheshire businesses and allows us to lobby more effectively on your behalf.



Lauren Tudor
Atherton and Associates

"I have been a Chamber member for over 12 years now and have seen the benefit that the membership brings in terms of connections and promoting your business. It's such a welcoming feeling when you go to the events and know lots of people there. I recommend the membership to people I meet who are just starting out or looking for new connections. The referral programme is just a bonus but it means that I have enjoyed a trip to the theatre and meals out, just by referring people to the Chamber. We also offer tickets to our Nantwich Business Owners Club as part of the scheme."



Dave Christie
Cheshire Business Coaching

"I believe that South Cheshire Chamber's Refer A Member scheme is a great way to help grow and deliver a more diverse business community. Over the past year, I referred four new members and therefore got £200 off my membership renewal! This initiative not only provides financial benefits but also enhances your reputation as someone who facilitates connections within the community. I encourage others to refer new members to the Chamber and experience the mutual benefits of a growing and dynamic business community."

For more information go to sccci.co.uk



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South Cheshire Chamber of Commerce unveils 2024 Business Awards



The jubilant winners of 2023

South Cheshire Chamber of Commerce has set out on its search for the best people and businesses of 2024 ahead of a glittering awards ceremony at Crewe Hall.

The Chamber Business Awards, now in their 27th year, offer businesses a chance to gain major recognition at the event.

The Awards will take place on November 8 and will celebrate the enterprise, achievement and innovation of businesses of all sizes.

They will range from new start-ups to most established names, while honouring those who give back to the South Cheshire community.

There has been keen interest from local businesses and organisations looking to support the evening with Assurant, Bentley, Cheshire College, Cheshire Connect, Construction Linx, Hibberts LLP, KPI Recruiting, Nantwich Town Football Club, Reaseheath College and University Centre, Rhino Safety and WR Partners onboard.

Awards will be handed out in 10 different categories - Ambassador of the Year, Apprentice of the Year, Business of the Year 25 plus employees, Business of the Year (under 25 employees), Contribution to the Community, Employer of the Year, Excellence in Collaboration, Excellence in Customer Service, International Trader of the Year and Start-Up Business of the Year.

Awards and their sponsors are:

- Ambassador of the Year: Nantwich Town Football Club
- Apprentice of the Year: Reaseheath College and University Centre
- Business of the Year (25 plus) Employees: Cheshire College South & West
- Business of the Year (Under 25 Employees): Hibberts LLP
- Contribution to the Community: Bentley Motors and supported by Cheshire Connect
- Employer of the Year: Assurant
- Excellence in Collaboration: Construction Linx
- Excellence in Customer Service: KPI Recruiting
- Start-Up Business of the Year: Rhino Safety
- International Trader of the Year: WR Partners

Chamber Chief Executive Paul Colman said: "The Awards give us an opportunity to showcase the excellent range of businesses and array of talented individuals we have in

South Cheshire. Our aim is to ensure those businesses who deserve high praise receive it and inspire others to go on and achieve great things.

"It's quite something that the awards are now in their 27th year. They are a boost not only to winners but in many cases their employees also and the Chamber takes great pride in spreading this joy across our business community."

The Awards will be staged in Crewe Hall's prestigious Events Centre where many winners have stepped into the spotlight to the cheers of a sell-out audience.

Chamber Events & Marketing Coordinator Dominic Hibbert said: "We are delighted to return to Crewe Hall with our flagship event after a gap of several years including the pandemic period. It's a beautiful venue adding grandeur to what is always a memorable evening.

"Once again we will celebrate the hard work and achievements of those in our South Cheshire business community. More information will be available in coming weeks on sponsors and opportunities to become part of this special evening."

Free to enter, the Awards are recognised as one of the region's most prestigious business events held every November.

Entries are now open. Closing date is Friday, September 20 at 5pm.

For more information go to sccci.co.uk/business-awards

Ways to achieve your CSR/ESG impacts

At Cheshire Connect, we work closely with many not for profit and community groups to help identify skill requests which could help them to maintain and develop a robust and sustainable foundation. In the face of the economic crisis, austerity and commission funding cuts, the role of the charitable organisations is vital to help support those most vulnerable in our community.

There are many ways business owners can help with practical support, fundraising, philanthropy and skill sharing.

At Cheshire Connect we focus on facilitating skill donor matches. The skill requests we receive from the local charitable organisations are wide and varied. Many skill donors reap the benefit of flexing their skills in a different environment to their usual workplace and in the process identifying many transferable skills they hadn't previously realised they possessed. Skill donors often find the experience of sharing skills gives them a better understanding of the local community issues and broadens not just their work experience but enriches their personal development.

Typical examples of current skill requests:

- Strategic planning; mentorship; marketing; PR and social media; commercial and sustainability mentorship; effective people management (HR); financial planning/financial forecasting; IT/data management/ accounting; programme and project management; bid writing; procurement (asset/ building expertise/planning applications); legal – contracts; technical illustration; health & safety; trustee roles.

Contact:
Dianne Parrish
Cheshire Connect Business Connector for the Crewe and South East Cheshire area
• 07946 639394
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• www.cheshireconnect.org

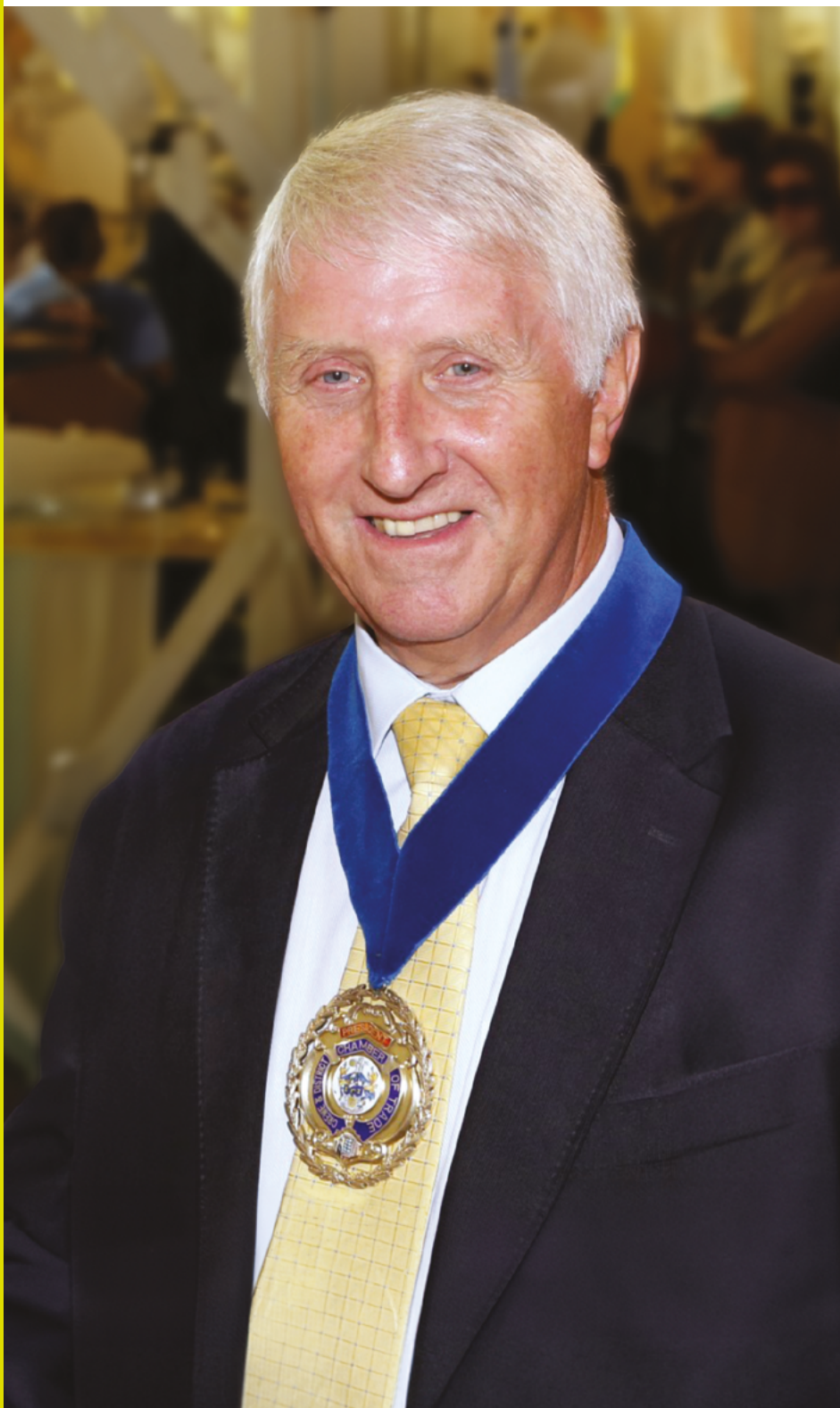


South Cheshire Chamber of Commerce and Industry Awards 2024

It's time to celebrate success and gain recognition for your hard work. The South Cheshire Chamber of Commerce Annual Awards entries are now open for 2024, providing the perfect opportunity to shine. At Cheshire Connect we are proud of our local charities and skill donors, all working together to make a positive impact in the community year-round.

We support and co-judge the 'Contribution to the Community' award with the sponsors Bentley Motors.

A message from our President



More detail about operational practicalities will follow, but a larger unified Chamber will be more sustainable and provide a stronger foundation from which increased services and support can be developed.

This is an exciting opportunity, and we are confident that it will deliver positive benefits for all our members.

Secondly, the Chamber's Business Council has been discussing ways in which it can increase its profile and influence the various public sector organisations that are responsible for driving the economic growth agenda in our area.

It is felt that the Business Council would benefit by being more pro-active and more visible through increased PR to get its views across and by appointing a Chair from a high-profile local business who could speak with more authority from a private sector perspective in order to press for the development of an economic vision and masterplan for the area which is seen as the top priority.

It is hoped that a new Chair will be appointed shortly, and I will continue to support in a Vice-Chair role.

Thirdly, and unfortunately, our current Chamber Chair Diane Wright will shortly be stepping down after several years in the position during which time she has done an excellent job in leading the organisation. Diane's knowledge, expertise and drive will be sorely missed, and work is going on behind the scenes to find a replacement and we hope to make an announcement in the near future.

I would like to take this opportunity to thank Diane for all the help and support that she has given me over the years.

Finally, we have, of course, had a number of changes on the political front both nationally and locally with a new Government, a new local MP, and a new leader of Cheshire East Council.

The Chamber always seeks to work closely with our political leaders whatever party, and I can assure our members that we will continue to strongly represent their views either directly or through the British Chambers of Commerce to ensure that this area can achieve its full potential and develop an environment in which businesses can prosper and create wealth and prosperity for our community.

John Dunning
President

CHANGING TIMES AT THE CHAMBER

There have been and will continue to be over the next few months a number of changes that will impact on the Chamber.

Firstly, and most significantly, the takeover of the North Cheshire Chamber of Commerce (which covers the former Macclesfield Borough Council area) has now been approved following our EGM and has been approved by the members in North Cheshire.

Our Company name will change to South and North Cheshire Chamber of Commerce but in essence, the existing identities of both Chambers will remain and both will focus on the needs of their local business community working together in a strategic partnership that will not only benefit from economies of scale but substantially increase the strength of our lobbying voice.



A message from our Chair

It is with a sense of pride, that I write this, my final article for the Chamber magazine. Pride in what the team at the Chamber, led by Paul has achieved over the last five years, and pride in having been associated with so many fantastic businesses in this amazing area.

A lot has happened in the last five years. Over that time, we have left the European Union, we have experienced a global pandemic from which we haven't completely recovered, we saw Russia's invasion of Ukraine the day after all lockdown restrictions were lifted, and the terrible events in Gaza and Israel. Nationally, we have experienced an economic crisis veering towards recession, and this period has also seen six Prime Ministers and two Monarchs. Even closer to home we have suffered the truly disappointing setback of losing HS2. So I think we can safely say that the business community has experienced its fair share of challenges over the past five years. I'm hoping that its just a coincidence that my time as Chair spans that same timescale!

I only mention these challenging events to highlight the resilience and entrepreneurialism of our members, in coming through and fighting on. There is always hope in a new future, and we now have a new Prime Minister at number 10. Working with this new government, the British Chambers of Commerce will be

acting on our behalf to close the skills gap, grow exports, boost productivity, push forward the green agenda and harness the power of AI. But they recognise that this won't happen overnight. They also acknowledge that business rates reform and improving our trade relationship with the EU will be an important boost for businesses.

At a local level, we welcome our new MP Connor Naismith. We have been left behind following the pulling of HS2, and the challenge facing us now is making sure that our region has a seat at the table in lobbying for increased funding to improve skills, develop infrastructure, increase productivity and encourage growth. We look forward to working with Connor so that our region's voice is heard amongst those others in the Northwest as we fight to make levelling up a reality.

Whilst I will truly miss working with the Chamber – something I have now done for 17 years, starting with my appointment as Associate Dean at Manchester Metropolitan University, I know that this Chamber, led by Paul and the team, will go from strength to strength.



Our membership numbers are increasing, making this a powerful lobbying and networking body, and we have increased our influence and reach through the acquisition of the North Cheshire Chamber, increasing opportunities for all. I am confident that with the active support of all our members, backed by the BCC, together we will be able to drive the economy forward injecting much needed funds into our public services and developing the local community. If the new government has a growth mission, they will need to listen to the regional voice and support us in the regeneration of this area that is so full of potential.

I wish you all the very best in this new era.

Dr Diane Wright PhD MA BA (Hons)
Chair of the Chamber

Crewe's first Krazy Races soapbox derby a huge success!



TV show Blue Peter presenters Shini Muthukrishnan and Joel Mawhinney



Crewe Town Council recently teamed up with touring soapbox festival organisers Krazy Races to bring a thrilling Soapbox Derby event to Crewe. The event in July drew an estimated 15,000 people to the area, with local businesses reporting an increase in visitors on the event day.

A total of 28 intrepid teams created and raced their own soapbox karts on the course, which began on Ford Lane before taking a sharp right hand turn onto Broad Street and finishing with a downhill stretch past Brooklands to the finish line.


Within Brooklands, an event village was created with local food traders, family entertainment and a large event screen for

families to watch the action as it unfolded.

To date, over £10,000 has been raised for chosen local charities, a large amount of which will directly benefit Crewe charities such as Hopes and Beams and Chance Changing Lives.

Crewe Krazy Races also featured on popular children's TV show Blue Peter as part of their summer party episode, with two presenters racing soapbox karts which were created in partnership with local schools. The episode can be viewed on BBC iPlayer: www.bbc.co.uk/iplayer/episode/m00216df/blue-peter-blue-peters-summer-party



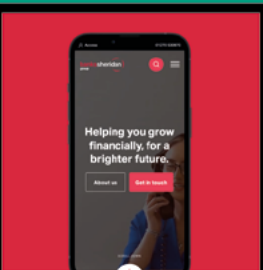


98% of attendees who completed the event feedback form would like to see Krazy Races return to Crewe in the future!



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'DON'T MISS OUT ON R&D TAX CREDITS' – TIM LWIN, AFFORD BOND



Research and development (R&D) tax credits are a government incentive designed to reward UK companies for

investing in innovation. Here Tim Lwin at Afford Bond Chartered Accountants tells how significant savings can be made with the right support.

Tim says: 'One opportunity for tax relief that company owners often miss is R&D tax credits – they think that, because it is about 'Research and Development' it can only apply to work carried out in a laboratory. In fact the scope of this government incentive is much wider: it applies to all sorts of innovations – in machinery, processes or major improvements in both products and efficiencies.

'We recently saved a client in the retail industry more than £30,000 in tax after they were forced to take their business online during the pandemic. It was quite a complex retail offer and so required a bespoke eCommerce platform to be built which we considered qualified for R&D credits under the legislation.

'There is no doubt that significant savings can be made, because the amount of tax credit is based not only on the sum of money invested in employing a specialist to create the new piece of machinery or system, (or, as in the case above, the software developers' fees), but also the proportion of salary from in-house staff involved in specifying and testing the innovation.

'In some cases, add these two elements together and HMRC will take that figure and allow you to claim 33p for every £1 spent as a cash repayment. So for every £100k spent on qualifying R&D you get cash back of £33,000.'

R&D claims can also be backdated two years: And if you've actually made a loss because of the innovation, you may even be eligible for cash back from HMRC to reinvest in your business.

What counts as R&D: It can be anything, starting from manufacturing and process engineering all the way to oil

and gas, food processing, and software engineering. However the project needs to have an element of technological or scientific uncertainty.

Is there a catch? No – but the rules are complicated so it's best to have a specialist onboard. Afford Bond has supported many clients in making successful R&D claims – the average being around £25,000.

To find out more about R&D tax relief email tim.lwin@affordbond.com



INTERNATIONAL TRADE

In today's global trade landscape, exporting, importing and outward investment are key in driving growth, creating and safeguarding jobs, and enhancing a company's competitiveness

Who We Are

South Cheshire Chamber of Commerce and Industry is a leading provider of export documentation services. We have been supporting local businesses for 30+ years.



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Do You Need Documentation?

If you sell your products or services overseas, then you will need export documentation in some countries to clear customs.

It can also be required as proof of origin to claim preferential duty rates or for banking purposes when payment is by Letter of Credit.

Our Services

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Global Business Network



We are a member of the Global Business Network – a powerful, reliable B2B network that includes Accredited Chambers of

Commerce and business groups from around the world.

Its aim is to drive two-way commerce and business between global destinations and the UK. The network acts as an agile and reliable ecosystem for businesses wishing to widen their international horizons.

Chambers Trade Academy



The Chambers Trade Academy is an initiative of selected Chambers of Commerce across the UK designed to help traders by providing free information

sessions to both Members and Non-Members.

Topics covered include the basics of exporting and importing, how to grow overseas sales, diversifying your supply chain, establishing a presence overseas, and updates on the latest regulations.

The Chambers Trade Academy represents more than 15,000 businesses of all sectors and engage with more than 70,000 businesses through our services.

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See your business through your clients' eyes and unlock your full potential!



In the fast-paced world of entrepreneurship, it's easy to become deeply entrenched in the day-to-day operations of our businesses. As passionate small to medium-sized business owners, we live and breathe our ventures, pouring our hearts and souls into every aspect of our operations. However, this closeness can sometimes blind us to the perspectives of those we seek to serve – our potential clients.

Picture this...

You're a client searching for a solution to a pressing need. You've come across several businesses offering similar services, but something about their approach doesn't quite resonate with you. Perhaps they're using technical jargon that leaves you feeling confused, or maybe they seem more focused on showcasing their expertise than understanding your unique challenges.

This scenario underscores the importance of taking two steps back and viewing our businesses through the lens of our clients. By doing so, we can gain invaluable insights into how our offerings are perceived and make informed adjustments to our communication strategies. Here's how:

1. Acknowledging the Distortion

Our deep knowledge and passion for our businesses can sometimes lead to a distortion of reality. What seems clear to us may be complex to others. By acknowledging this potential disconnect, we open ourselves to alternative perspectives. Think of it as a funhouse mirror – amusing at first but not reflecting the real picture!

2. Putting Yourself in the Client's Shoes

Empathy is key to effective communication. To truly understand our clients' needs and pain points, we must put

ourselves in their shoes. Seek feedback through surveys, interviews, or focus groups, and conduct thorough market research. Imagine walking a mile in their shoes – new paths will emerge!

3. Creating a Supportive Environment

Building a supportive environment where clients feel comfortable expressing their needs is crucial. Foster open and honest communication channels through in-person meetings, virtual consultations, or online forums. It's like hosting a friendly gathering – make everyone feel welcome and heard.

4. Tailoring Communication

Effective communication requires a personalized approach tailored to each client's preferences. Ask open-ended questions to uncover underlying needs, listen actively, and adapt our tone and language to match their level of understanding. Think of it as creating a bespoke suit – perfectly fitted to the individual.

5. Offering Genuine Solutions

Our interactions with clients should focus on offering genuine solutions that address their specific needs. Understand the root causes of their challenges and offer meaningful solutions that deliver tangible results. It's like being a trusted advisor – always looking out for their best interests.

By taking two steps back from our businesses and adopting a client-centric approach to communication, we can bridge the gap between perception and reality. Building meaningful connections with our clients not only fosters loyalty and trust but also lays the foundation for long-term success and growth. The next time you find yourself immersed in the intricacies of your business, take a moment to see things from your clients' perspective – the insights gained may prove invaluable.



At Cheshire Business Coaching, we specialise in helping business owners like you gain these valuable insights and transform them into actionable strategies. Ready to take your business to the next level? Contact us today to schedule a consultation and start your journey toward client-centric success!

A better business tomorrow starts with YOU today.

–
Wise Up Wednesday is the first Wednesday of the month 10-12pm The Nantwich Clinic.
Dave@cheshirebusinesscoaching.com

Assurant enhances Drop-in Repair Leadership Position with acquisition of iSmash



ASSURANT®

Assurant has announced the acquisition of iSmash, marking a significant milestone in its mission to strengthen its drop-in repair leadership position. With this strategic move, Assurant now boasts the strongest drop-in repair network in the UK, comprising 68 locations under the iSmash and Pocket Geek Tech Repair banners.

This expansion further solidifies Assurant's commitment to providing customers with convenient and efficient repair services.

Chris Woolnough, Assurant's UK Managing Director, expressed his enthusiasm about the acquisition, stating, "We're thrilled to welcome iSmash to Assurant and strengthen our position as a leading provider of mobile device solutions in the UK." He highlighted the integration of iSmash's drop-in repair services and local device care facility as a means to offer customers more convenient and faster repair options. This consolidation of resources aims to enhance Assurant's mobile offerings and create additional value for clients and consumers alike.

Echoing Woolnough's sentiment, Chris Murton, CEO of iSmash, emphasised the shared commitment to delivering exceptional value and service. "Together,

we have a unique opportunity to shape the future of the UK mobile industry and create lasting value for customers in need of fast, reliable, convenient drop-in repair services".

This acquisition comes at a time when Assurant UK has achieved notable recognition for its workplace culture. Ranking 40 among the top 105 large organisations in the UK, Assurant has been accredited as a Great Place to Work, reaffirming its commitment to fostering a positive work environment for its employees.

The accolade is a testament to Assurant's dedication to its culture, driven by annual employee engagement surveys. These surveys measure the extent to which employees feel about the collective culture developed within the organisation, emphasising Assurant's status as a truly great workplace for all.

Assurant's inclusion in the prestigious Best Workplaces™ UK list is based on feedback from its employees, with seventy-five percent of the score derived from confidential feedback provided through the Trust Index® Survey. The remaining twenty-five percent is attributed to the quality, quantity, and effectiveness of the organisation's programmes and policies.

This recognition underscores Assurant's commitment to its culture, centred around credibility, respect, fairness, pride, and solidarity—the Assurant Way.



As the company continues to expand its presence in the mobile device solutions market and prioritise employee satisfaction, it remains poised for sustained growth and success in the UK and beyond.

For more on the company go to: www.assurant.co.uk/

Bentley breaks ground on new paint shop as part of key preparations for electric future accreditation for second year



Bentley Motors has taken the next step on its journey to become fully electric and the world's most sustainable luxury automotive manufacturer with a ground-breaking ceremony for a new Paint Shop in Crewe. This investment transforms an 85 year old site for a new age of electrification and confirms Bentley's commitment to Crewe, England.

The new facility at Bentley's carbon neutral headquarters will be integral to the brand's preparations for future Battery-Powered Electric Vehicle production and to set a new benchmark in next generation, digital, flexible and high-value manufacturing operations.

To mark the occasion, Andreas Lehe, Bentley's Board Member for Manufacturing, and Jan-Henrik Lafrentz, Bentley's Board Member for Finance and IT, officially started construction by breaking ground.

The new 12,460 sqm. Paint Shop will be completed in 2025 and will offer an expanded paint colour choice of near 100 individual colours to customers, uniquely celebrated as part of the exterior building design. Additionally, there will be a four storey office building which in total will be home to more than 370 Bentley colleagues.

The new building forms part of a £2.5 billion investment programme in future products and at the Pym's Lane factory in Crewe, where all Bentley models are handcrafted.

Commenting on the developments, Andreas Lehe, said:

"Breaking ground on this new state-of-the-art building is a milestone moment and supports our aim for a benchmark position in new innovative technologies, skills and facilities to enable a truly digital, highly-flexible benchmark for luxury car manufacturing."

While also modernising our site, it is a clear demonstration of our ambition and long-term commitment to Crewe as we transform Bentley into the leader of sustainable luxury mobility."

Bentley's industry-leading Beyond100 strategy will see the company reinvent its entire product range to support an electrified future, while achieving end-to-end carbon neutral status by 2030. The company's digital, zero environmental impact, manufacturing facility will introduce a go-to-zero approach on the environmental impacts of manufacturing and lead the luxury car industry in next generation digital applications.

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



Residents rejuvenate their historic corner of Crewe backed by Mornflake



Railway Cottages Residents Association chairman Kevin Edwards showing Iain Lavelle and Charlotte Gribbin from Mornflake work in progress on a raised bed where herbs and vegetables are being planted

Built in 1845 to house railway workers, the 49 red brick cottages were once earmarked for demolition to make way for a car-park but remain as testament to townspeople who fought to save their beloved corner of Crewe.

Grade II listed, the dwellings were designed by John Cunningham, the architect who created Liverpool Lime Street Station, and were part of John Lockes' original town layout for the Grand Junction Railway Company.

Kevin, a retired Bentley Motors engineer, added: "The terraced houses in these streets are the last remaining examples of their design in Crewe and consequently they are an important part of Crewe's railway heritage. Back in the 70s there was a proposal to demolish them for a car-park. It was axed due to local protest. Ironically a lot of the town centre is now flattened awaiting regeneration and there's a brand new multi-storey car-park opposite us so we look forward to seeing this rebirth on our doorstep.

"Meanwhile we're glad to have played a part in rejuvenating our corner of town and the committee is grateful for support from Mornflake which has played such an important role itself in Crewe history."

Mornflake, based on Gresty Road in Crewe, is the famed long-term sponsor of Crewe Alexandra Football Club, whose players dubbed 'The Railwaymen' bear the company name on their shirts. The family milling operation, with a history dating back to 1675, fed the nation during the Second World War with porridge milled in Crewe, and was on hand during the pandemic to send supplies to key workers.

Mornflake managing director James Lea said:
"We're very proud of our Crewe heritage and felt a synergy with this project to rejuvenate the open area next to the Railway Cottages. We're very pleased to hear how residents have bonded through nature and 'growing their own' has become part of everyday life. The transformation is reaping many benefits, including sustainability, and can only become greener and more rewarding by the day."

To follow the project progress see The Railway Cottages Residents Association Facebook group. For more on Mornflake heritage go to mornflake.com

Residents of historic railway cottages in Crewe are digging deep to add cheer and combat anti-social behaviour with an ambitious gardening scheme supported by Mornflake, the town's oldest company.

They have joined forces to transform an overgrown 300ft border, running alongside their quaint cottages in Dorfold Street, Tollitt Street and Betley Street, into a lush green oasis which is providing food and friendship.

Safety in the tucked away streets is also improved as the derelict area is no longer a hang-out for vandals and hiding place for thieves. The Railway Cottages Residents Association has coordinated the project which includes a cottage garden and eight raised beds where people grow their own vegetables to cut down on food bills and flowers to add a joyful splash of colour.

The scheme incorporates 1000 plants known to attract birds and pollinating insects and solely uses native plants within the woodland, hedgerow and cottage garden areas.

The leafy look has also helped to attract new home owners – several properties have recently sold injecting new life into the town centre.

Residents Association chairman Kevin Edwards, who has lived on Dorfold Street for 30 years, said: "The project design was thanks to Cheshire Wildlife Trust and Mornflake kindly contributed towards the top soil needed to fill the beds.

"People are now growing things like curly kale, carrots and herbs and flowers for their homes. We have bug hotels and bird boxes and the whole area has become attractive to wildlife and a peaceful haven right in the heart of the town centre.

"It's work in progress as we fill the raised beds but we can see a real difference already. We're getting to know each other more and there's a feeling of pride emerging from residents living in these historic town gems."



In the town centre, but tucked away the historic railway cottages are blossoming thanks to a gardening project led by the residents' association

Cheshire College signs AoC Mental Health Charter to support students and staff



Cheshire College – South & West's Principal and Chair of Governors have jointly signed the Association of College's Mental Health Charter, which promises to champion "a whole-college approach to student and staff mental health and wellbeing."

The AoC Mental Health Charter sets a great foundation to ensure mental health and wellbeing is a priority issue for leaders and governors in Colleges. According to the mental health charity Mind, one in four people will experience a mental health problem of some kind each year in England, and one in six people report experiencing a common mental health problem (like anxiety and depression) in any given week.

Principal and CEO Jasbir Dhesi OBE said that signing the Mental Health Charter was a natural step forward for Cheshire College:

"Our purpose has always been to nurture talent and empower people to achieve their full potential; and people can only thrive if their mental health is fully supported and cared for."

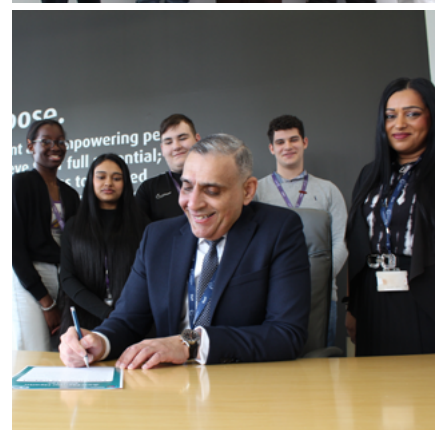
"This Charter resonates with our values, especially with our pledge to listen, help and care. We have every confidence that this will make a meaningful difference to all students and staff."

The Charter also extends to the College's staff, who will soon benefit from the organisation's annual Wellbeing Day on Friday 12th July. In previous years, staff participated in mindful activities such as colouring, movie screenings, sports, and circus skills at the College's Crewe and Ellesmere Port Campuses. However, this year, staff have been encouraged to spend the day in any way which would most benefit their mental health.

Plans for the day range from catching up with friends, to spa treatments, to a day out in Wales. One College employee, Nick Hayward, will even be running between each of the College's three Campuses to raise money for Cancer Research UK.

Cheshire College strives to give every student and member of staff the best experience possible by offering a wide variety of support. Across all three Campuses, Cheshire's largest Further Education College is dedicated to developing the skills and attitudes which students and staff need to excel and secure a successful future.

www.ccsww.ac.uk



SG World makes safety visible



How many times have we been asked what we do at SG World, and it's always been a challenge to describe in a short sentence what our Why is! (and let's be honest, who wants to listen to 15 minutes of someone struggling to explain themselves?)

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It's quite simple, We Make Safety Visible in Businesses and Make Safeguarding Visible in Education.

So, what does that mean? Well, we provide safety solutions that are simple to use, highly visible and ensure compliance with governing bodies such as the HSE and Ofsted. For Business it's all about creating a safe working environment and for Education keeping students and staff safe. Some great examples of the safety solutions we offer are below, and many more can be found at our website, www.SGWorld.com.

Visitor & Contractor Management: Whether it's paper or our 5D cloud-based platform, it's all designed to help Businesses and Education organisations manage visitors and contractors efficiently and securely.



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format printing services designed to meet various Business & Education needs.

Expect to see and hear more about our rebrand, our customers perspective, and our journey to help all our customers, suppliers and other partners too.

See us on LinkedIn, Facebook, Instagram, TikTok etc

Reaseheath's RAG fundraising soars!

The generosity of Reaseheath College and University Centre's students and staff earned sky high praise after Student Association (SA) members handed over an incredible £20,000 to this year's chosen charity, The British Heart Foundation (BHF).

The impressive amount was raised by the Nantwich college through RAG (Raising and Giving) activities including a daring sky dive, a sponsored walk of the 34 mile (55 kilometre) Sandstone Trail, a spooktacular Scarefest at Halloween and a campus chase team challenge.

A packed schedule of RAG activities have been organised throughout the year and particularly during RAG Week by the SA and Student Life Team. Many departments have run their own events, and brave staff even volunteered to go in stocks and have soaking sponges thrown at them! SA members also received generous donations from visitors to Reaseheath's Lambing Weekend and award winning stand at the Royal Cheshire Show.

The cheque handover was made before the student summer ball, marking the end of the academic year.

Hayley Gough, BHF Regional Manager, North West, said: "We were absolutely thrilled when Reaseheath College chose to support us as its charity partner and have been overjoyed at the huge effort



The BHF's Hayley Gough is joined by Senior Assistant Principal Paul Spearritt, RAG Chair Sophie Connor, SA President Steph Frazer and SA members for the cheque handover

the students and staff have put in to raise this wonderful total. More than a quarter of deaths annually in the UK are the result of heart and circulatory conditions. This generous donation is vital for us to continue our research into better ways of diagnosing, preventing, and treating patients. We are so very grateful!"

Reaseheath's students are selecting their charity for the academic year 2024-25 and welcome applications from local charities Email studentlife@reaseheath.ac.uk



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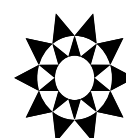


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Work to boost swift population underway

In 2012, the RSPB protected a local 'supercolony' of swifts in Crewe. 450 pairs of birds nested in the area around Frank Webb Avenue. In 2023, South East Cheshire Ornithological Society counted just 50 individual birds.

There are several reasons for this decline. The huge reduction of the biomass of insects as far south as Mozambique, where swifts feed for nine months of the year is one. However, where they breed, in the UK, for instance, we are guilty of removing the nesting nooks and crannies that we thoughtfully provided for them. By making our houses airtight, we have left these fabulous fliers – the fastest in level flight at 69.3 mph – with nowhere to live. This, at least, is a setback we can do address.

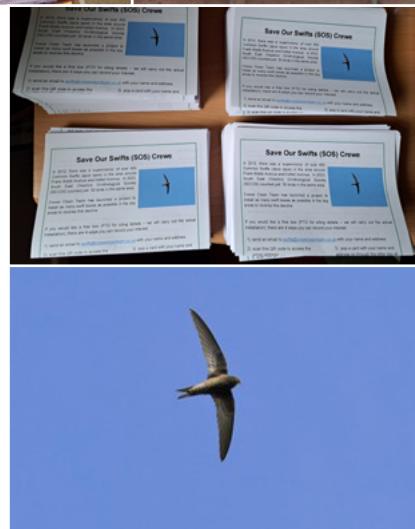
So, this year, we posted over 800 flyers to identify residents in the key areas who would love to have a swift box installed and have undertaken to do just that. Matching funding with a grant from Crewe Town Council, we have ordered 60 boxes and fitted most of them, thanks to our ace installer, Rob Fowles. In addition, we have donated over £100 worth of books on swifts to Crewe library.



Thus far, all sites have been residential but we take encouragement from the sight of swift boxes on the new car park (our 'Wildlife Planning Initiative' had something to do with that) and we hope to persuade the Council to install boxes on municipal buildings as well as ensuring that they are included in all new houses.

We have spent 12 years improving areas for wildlife and we will plant wildflowers to help provide some of the 20,000 insects that a feeding swift may need every day.

We hope to make this a rolling project, by attracting sponsorship from local businesses. If anyone would like to help, please contact Dave McDonald at swifts@crewecleanteam.co.uk



South Cheshire workforces supported with new health and wellbeing service



Counsellors Kate Blakemore and Carys Jones are supporting workplaces through Learning Well Training and Wellbeing services

Health and wellbeing in the workplace is getting a boost, thanks to a pioneering new initiative now underway across South Cheshire.

Learning Well Training and Wellbeing, a social enterprise by Motherwell Cheshire, is working to support men and women employed in private, public and non-profit sectors.

Founder Kate Blakemore, a qualified counsellor, said: "Learning Well stands as a dedicated training centre, committed to fostering understanding, growth and positive change.

"Our Women in the Workplace Pledge has already helped to increase awareness of issues around the menopause, fertility and birth trauma creating a more caring environment for women at different life stages.

"The aim now is to work with employers to support all their team members and

create an environment where they feel valued and empowered through our workshops, consultancy and ongoing training."

Learning Well Training and Wellbeing Centre includes counsellors and specialist trainers, many of whom hold formal teaching qualifications.

Their workshops cover a wide range of issues from stress management and depression to developing a positive work-life balance, building mental resilience, supporting mothers back into work and increasing understanding of menopause.

Already there has been positive feedback and a good take-up from employers keen to create a culture of workplace wellness while underlining their commitment to helping employees overcome physical and mental health challenges.

Kate, who worked in retail and project management before establishing

health and wellbeing charity Motherwell Cheshire, added: "Life throws up all kinds of challenges which affect people at work and we understand things from the employee and business owner perspective.

"A good employer promotes an environment which is nurturing, harmonious and supportive. Those who actively pursue workplace wellness reap the rewards of increased productivity and fewer absences.

"Being able to thrive professionally is also essential to personal life outside work and we have carefully devised Learning Well services to meet the needs of men and women throughout their life journey.

"Businesses can opt in to as much support as needed via ad-hoc services or a they can subscribe to a longer term wellbeing strategy that will enhance their reputation and support recruitment."

A Learning Well subscription allows employers to tap into a wide range of resources including monthly online professional development workshops, a library of wellness factsheets, monthly newsletter and a culture consultancy to address their specific needs.

The Women in the Workplace Pledge, which offers specialist support and training towards women's health at work, is included in the subscription or can be offered as a stand-alone package.

For more information go to thelearning-well.com
Alternatively call 01606 557666
or email kate@thelearning-well.com

NHS hospital therapy team get on their bikes to support their patients



A 16 strong team of therapists who work on a Stroke Unit at Leighton Hospital took part in a gruelling 24-hour static bike ride challenge to raise funds for a specialist piece of rehabilitation kit. The event was part of the team's ongoing fundraising activities to raise almost £9,000 for a MOTomed exercise bike.

The kit is a specialised seated arm and leg bike designed for rehabilitation and provides interactive therapy using games and apps built into the bike to enable individual or group bespoke sessions for people who have recently suffered a stroke.

Natalie Sharp, Therapy Team Manager said: "I take immense pride that the Stroke Therapy Team are aiming to raise money to support the purchase of a MOTomed interactive cycle to enhance the recovery of stroke patients at Leighton Hospital.

"The Stroke Therapy Team are an extremely dedicated group of professionals. Keeping patients active throughout the day and engaged in rehabilitation is essential for their care."

Emma Robertson, Head of MCH Charity said:

"This team are a perfect example of NHS staff going over and above to do more to enhance the care and experience of their patients."

"When they approached us to tell us about the MOTomed we knew we wanted to support the request. We're hoping that the team will receive lots of support both from colleagues across the Trust and from our local communities and would encourage anyone who can help by donating to get in touch with us, or to visit the team's online giving page. We must also thank our friends over at Pure Gym, Crewe who loaned us the two bikes for the challenge, we're so grateful for their support."

The team are no strangers to setting themselves difficult challenges having already taken on and completed the 20 mile Peak District Edale Skyline trek challenge back in 2022 which raised almost £3,000 for the kit. If you would like to make a donation in support of the team you can contact the charity team or visit the therapists' Give As You Live online page donate.giveasyoulive.com/fundraising/stroke-therapies-24-hour-cycle

Wishing Well goes the extra mile!



The Wishing Well is a local health & wellbeing charity (1180756) on a mission to improve the health & wellbeing of local people. The vision is for children and families to start well, working age adults to live well and older people to age well with dignity and respect.

Wishing Well provides services to all areas of the community, supporting people in a variety of circumstances, including the most vulnerable. Focusing on preventing hardship caused by health and social inequalities.

Head of Strategic Partnerships & Supported Adults Service (SAS) Jan Melia says: "Our Supported Adults Service offers a variety of activities aimed at improving

self-esteem, building confidence, reducing isolation and provides a bespoke service to individuals with skills for independent living, skills for working life, 1-2-1 mentoring in a fun and inclusive environment. All our services are designed by our Supported Adults through regular consultation, lots of planning and delivered each day by our specialist team Deb Lockett and Ben Guest.

"This year the Supported Adults set the team a task! Take us on holiday so we can spend time with our friends from Wishing Well. So, we did! St Annes on Sea, here we come."

With the help and support from Dominic Hibbert, Business Community Champion, South Cheshire Chamber of Commerce the dedicated team ensured that the Supported Adults had an unforgettable experience.

The weather was perfect, allowing a week of awesome activities, a day at the beach, kite flying, swimming, day in Blackpool and an around the world dining experience to name a few.

Working with Strategic Partners, who support the cause with funding projects and in this case, allowing employees volunteering time, makes a huge difference and real impact.

For more information about Wishing Well and how you can help support the charity email jan.melia@wishingwellproject.net

YMCA Cheshire marks 180 years of YMCA's Global Impact with a celebratory event



YMCA Cheshire joined YMCAs worldwide on June 6 to celebrate its 180th founding anniversary and its global impact. This milestone gathering not only honored the YMCA's rich legacy but also highlighted its continuous influence through an alumni panel session, amongst many other activities during the evening.

The YMCA enables people to develop their full potential in mind, body, and spirit. Inspired by our Christian values, we create supportive, inclusive, and energising communities where people of every age can truly belong, contribute, and thrive. Created from humble beginnings in 19th-century London, 22-year-old George Williams joined with a group of friends to organise the first Young Men's Christian Association (YMCA), a refuge of Bible study and prayer for young men seeking escape from the hazards of life on the streets of London.

180 years on, the YMCA has grown to serve more than 65 million people across 120 countries, regardless of age, race, gender, sexual orientation, or socio-economic background. In Crewe, YMCA Cheshire has provided accommodation and support for local people experiencing homelessness, care leavers, unaccompanied asylum-seeking children, and refugees since 1984 across the Cheshire community.

The event thrived with an energetic gathering of community members and passionate supporters like the Mayor of Crewe, former and current residents,

staff, volunteers, and supporters from the community. It started at 6pm with a welcome address from Becky Parke, the Head of Service and Impact. Mark Hills, the CEO of YMCA Cheshire, who introduced the Mayor (Councillor Dawn Clark) and briefly discussed the history of the YMCA, especially in Crewe, said: "This anniversary reminds us of our roots and the incredible journey we have had."

A highlight of the event was a video from YMCA England and Wales showcasing the YMCA's history. This retrospective journey took attendees through the YMCA's evolution from its humble beginnings to its current status as a beacon of hope and support. The video was a touching tribute to George Williams and a celebration of the YMCA's enduring spirit.

Afterwards, the ceremonial cake-cutting and photo session with the Mayor, the Board Chair (Samantha Ward), two current residents, one ex-resident, and staff symbolised the past and the beginning of a new chapter in the YMCA's history moving forward. The event continued with a panel discussion titled "The Journey Beyond YMCA Walls," featuring three ex-service users. These panellists shared their personal experiences and journeys, highlighting the profound impact the YMCA has had on their lives. Their stories were a testament to the organisation's transformative power, illustrating how it extends beyond mere shelter to provide lifelong support and empowerment.

One of the panellists, Gareth Simm, shared, 'When I first came in, I was in my own headspace and did not interact much with people. But after a while, I discovered that the more I engaged with activities and events that staff put on, the better I got. I was supported

in obtaining my first college course, which transformed my life and led to my being at the university now. Also, before I left in 2020, they helped me find a flat where I still reside. I am forever grateful to the YMCA as I look forward to obtaining my degree.'

Adding a personal touch to the event, art and culture were also celebrated through a full-wall mural exhibition by Alfie Gallagher in our building. Alfie enthusiastically created the perfect design titled 'Peace, your home,' demonstrating his commitment to creating an inclusive and welcoming environment. His artwork vividly depicted the vibrant community spirit of the YMCA.

The event concluded with a networking and buffet reception while Billierena Marsland sang tremendously, allowing attendees to mingle and share their experiences. This was an opportunity for old friends to reconnect and new relationships to form while enjoying a sumptuous spread of food.

YMCA Cheshire is excited to launch new outreach programs to empower more people across Cheshire.

As the organisation moves forward, it remains steadfast in its commitment to empowering individuals and fostering community.

Visit website <https://ymcacrewe.org.uk/> for more information on its activities. To partner or support contact josh.walker-brooks@ymcacrewe.org.uk

Everybody marks milestone anniversary



Health and wellbeing charity Everybody Health & Leisure has marked its 10th anniversary.

The milestone was celebrated with staff, customers and partners holding a three-day health and fitness event in June 'The Everybody Games'.

In May 2014, the independent charity was formed to operate leisure facilities on behalf of Cheshire East Council. Over the last ten years, the charity has evolved

to deliver much more than leisure centre operations and now works with local and regional partners to support the growing health challenges across the borough.

The charity's vision is to provide 'Leisure for Life' and seeks to make participation in any recreational or leisure activity an enduring habit from the earliest years to later life. This vision is being realised with the charity turnover nearly doubling now at circa £20m which is the result of growing memberships to over 25,000, the learn to swim scheme to over 10,000 members and being awarded grants to provide targeted health and wellbeing programmes.

The collaboration with local partners and the delivery of the health and wellbeing programmes has seen the charity be recognised with several accolades. It now employs over 1000 people and was awarded the 'Best Company to Work For' at the North

East Cheshire Chamber Awards 2022 as well as achieving Investors in People (IIP) accreditation.

Health & fitness memberships isn't all that is on offer at Everybody, they also have a network of volunteers who have recently celebrated 50,000 hours of volunteering for local community activities and groups, disability and inclusion programmes, active holiday schemes, Everybody Academy training, Taste for Life Cafes, Bikeability cycle training and more.

CEO Thomas Barton said: "There's so much more to come from our charity including redevelopments and upgrades in Sandbach, Shavington, Knutsford and Alsager, the Cumberland Arena development, delivering the new Bikeability contract, enhancing our customer experience with new technology and delivering new targeted health programmes."



Baywater Healthcare recognised by BSI for a trio of ISO Certifications



Baywater Healthcare, a leading specialist provider of healthcare services, has been recognised by the British Standards Institution (BSI) at its Presentation Day for its outstanding commitment to quality management. The company now holds three different ISO certifications: ISO 9001, ISO 27001, and ISO 14001. This remarkable achievement underscores Baywater Healthcare's dedication to excellence in patient care and operational efficiency.

ISO 9001 certifies that Baywater Healthcare maintains a robust quality management system. By adhering to ISO 9001 standards, the company ensures consistent delivery of high-quality services to patients. This certification reflects Baywater's commitment to continuous improvement and customer satisfaction.

ISO 27001 focuses on information security management. Baywater Healthcare's implementation of ISO 27001 demonstrates its dedication to safeguarding patient data and maintaining confidentiality. The certification reinforces the company's

position as a trusted partner in healthcare.

ISO 14001 recognises Baywater Healthcare's environmental management practices. By achieving this certification, the company demonstrates its commitment to minimising its environmental impact. Baywater Healthcare actively promotes sustainability and responsible resource management.

Baywater Healthcare CEO Adam Sullivan emphasised the significance of these certifications: "Quality management is a non-negotiable in our business. These ISO certifications validate our unwavering commitment to providing safe, effective, and environmentally responsible healthcare services. Our team's hard work and dedication have made this achievement possible."

Baywater Healthcare's recognition by BSI underscores its position as a leader in the healthcare industry. The company's focus on patient well-being, information security, and environmental responsibility sets a high standard for others to follow. As healthcare continues to evolve, Baywater Healthcare remains steadfast in its pursuit of excellence, ensuring that patients receive the best possible care while maintaining the highest standards of quality management.

Private GP service starts in Nantwich



Cheshire residents now have access to a new, comprehensive healthcare option with the opening of The Nantwich Clinic's new GP service. Located just outside the town centre, this state-of-the-art facility aims to provide the local community with a range of high-quality medical services, including general health consultations, vaccinations, minor surgery clinics, menopause clinics, blood tests, and dermatology clinics.

The Nantwich Clinic promises to deliver prompt and personalised medical care, addressing the growing demand for flexible and accessible healthcare. With a team of experienced and dedicated healthcare professionals, the clinic is equipped to handle a variety of medical needs, ensuring that patients receive the best possible care.

One of the key features of The Nantwich Clinic is its general health consultations. Patients can schedule appointments at their convenience, reducing the stress and wait times typically associated with traditional healthcare systems. The clinic's doctors allocate ample time for each consultation, allowing for thorough examinations and personalised treatment plans tailored to individual patient needs.

In addition to general health services, The Nantwich Clinic offers a comprehensive vaccination program, ensuring that patients of all ages can stay protected against various diseases. The minor surgery clinics provide quick and efficient treatments for minor surgical needs, minimising the need for hospital visits.

The menopause clinic is a significant addition, offering specialized care for women experiencing menopause. This service aims to provide support, advice, and treatment options to help manage symptoms and improve quality of life. The clinic also boasts a dedicated dermatology service, addressing a wide range of skin conditions with expert care.

Furthermore, the facility offers convenient blood testing services, providing patients with quick and accurate results for various health markers and conditions. This service enhances the clinic's diagnostic



capabilities, allowing for timely and effective treatment decisions.

In addition to its comprehensive medical services, The Nantwich Clinic features easily accessible, free, and secure parking, making it convenient for patients to visit without the hassle of finding parking spaces. The parking area is designed to ensure patients can access the clinic safely and comfortably.

The opening of The Nantwich Clinic marks a significant enhancement in healthcare options for local residents. With its comprehensive range of services, modern facilities, convenient location, and patient-centred approach, the clinic is set to become a cornerstone of the local healthcare landscape.



5 TOP TIPS FOR YOUR DIRECT MARKETING ACTIVITIES

Businesses have the right to promote their products and services and people receiving them have the right to only receive information they have opted in to read. Sofia Carroll, Information Governance Manager from Chamber Member Naomi Korn Associates, busts popular myths about data protection laws and email marketing, and explains how to ensure your marketing campaigns are lawful.

Myth 1: We comply with the UK GDPR, so we can send email to people freely.

As an organisation using people's personal data, you will have a list of responsibilities for handling it lawfully under UK data protection laws. There is, however, a broader and separate legislation about sending unsolicited direct marketing messages to targeted individuals – Privacy and Electronic Communications Regulations (PECR). You must comply with PECR if you send promotional communications to individuals via email, text, fax or use cookies or similar technologies on your website. If you don't think about PECR compliance as part of your framework, you are likely to fall foul of rules on consent.

Myth 2: The UK GDPR doesn't apply if we send emails to work email addresses.

If information identifies and relates to a living individual, the UK GDPR is applicable, therefore it also applies to work email addresses if they include a staff member's name. As a result, the same controller duties fall on you as with any other personal data use. However, sending unsolicited marketing messages to most corporate email addresses does follow different rules to individuals personal email addresses.

Myth 3: We can rely on our legitimate interests to promote our business by sending direct marketing emails.

This is one of the most common misconceptions about direct marketing and it causes organisations the most difficulties. PECR states that people must have consented to your marketing prior to you contacting them, except when they have already enquired about or bought similar products or services from you; you have their details from a sale or related negotiations; and you give them means to refuse contact at the beginning and every

subsequent occasion. For business-to-business marketing (when you are not using private email addresses), you can use your legitimate interests and need a legitimate interest assessment.

Recommendations for improving your PECR compliance

Organisations often realise something is wrong when they receive customer complaints. This means that if one person is unhappy with the communications, there are potentially hundreds or thousands of others on your marketing lists that can be dissatisfied. While there are few data protection fines, the ICO regularly fines controllers for unlawful email marketing.

1. Ensure you have valid consent recorded. The standard of consent in PECR is the same as that in the UK GDPR: freely given, specific, informed and unambiguous. In practice, you can achieve this with, for example, good design to show marketing opt-in fields, clear description of your data uses and a separate boxes for each data use requiring consent.

2. Understand the 'soft opt-in' exception. Soft opt-in is useful for organisations but it is often used too loosely. To use the soft opt-in exemption, it is essential that the person has given their details directly to you in relation to your products or services, and that afterward you can contact them only for the same things. The onus is on you to describe your full offering well, so recipients aren't surprised you are contacting them. Soft opt-in also applies only in commercial contexts (therefore charities cannot use it).

3. Differentiate clearly between a service and direct marketing message. You can send functional and administrative messages without having consent for marketing, this might be a message to confirm the delivery date of an order. But be careful these emails don't contain promotional wording as you will need

consent for sending any kind of marketing. Work with the marketing team and review campaigns to ensure everyone is clear on the differences.

4. Retain unsubscribed emails in a suppressed list. When someone unsubscribes from your marketing, don't delete their records completely. It's important to keep track of who has objected to direct marketing, so you don't email them again by accident. You also cannot email people to "check" whether they would like to receive marketing as this is still classed as contacting them for direct marketing purposes.

5. Don't forget about website cookies. PECR also regulates the use of cookies, and the same UK GDPR consent is required for you to place them on people's devices. You are not allowed to do so unless they have consent prior to this. This makes long, verbose and confusing cookie banners with only a button to accept all cookies non-compliant. The ICO has shown an increase in appetite to enforce cookie rules in the last few months.

Naomi Korn Associates provides practical affordable live-online training modules including CPD accredited courses in Data Protection. As a training partner, Naomi Korn Associates offers SCCC members 10% off all courses with code SCCC1.

Book your place now on to attend our Lawful Digital Marketing course on Eventbrite: <https://www.eventbrite.co.uk/e/lawful-digital-marketing-and-consent-23-october-2024-930am-1pm-tickets-964861154687>



A year of milestones for Daniel Matthias Architecture



Daniel Matthias Architecture has celebrated an extraordinary year, marked by significant milestones and transformative growth. This year, the company not only welcomed its 1000th customer but also moved to new premises in Sandbach, is expanding its talented team, and broadened its service offerings. The addition of an apprentice in August, in collaboration with Cheshire College, underscores the firm's commitment to nurturing future talent in the field of architecture.

Welcoming the 1000th Customer

One of the most notable achievements of the past year was reaching the landmark of serving our 1000th customer. This milestone reflects the trust and satisfaction our clients place in our expertise and dedication. It is a testament to the quality of service we provide and our unwavering commitment to turning our clients' visions into reality. Each project has been a step towards this significant achievement, and we are immensely proud of the diverse portfolio we have built over the years.

New Beginnings in Sandbach

In a move that symbolizes our growth and evolution, Daniel Matthias Architecture has relocated to new premises in Sandbach. This move not only provides us with a larger workspace but also positions us closer to a vibrant community with rich architectural heritage. The new office is designed to foster creativity and collaboration, offering our team a dynamic environment where innovative ideas can flourish. We are excited about the opportunities this new location brings and look forward to welcoming our clients to our office.

Embracing the Future with an Apprentice

In August, we will be welcoming our first apprentice through a partnership with Cheshire College. This initiative is part of our broader effort to invest in the future of architecture by providing hands-on training and mentorship to the next generation of professionals. Our apprentice will gain

invaluable experience working on live projects, guided by the existing team of designers. This program will not only benefit the apprentice but will also infuse our team with fresh ideas and perspectives, fostering a culture of learning and growth.

Expanding Our Services

In response to evolving client needs and industry demands, we have significantly expanded the scope of services we offer. Our new offerings include on-site support and principal designer duties under the Construction (Design and Management) Regulations (CDM). These services enhance our ability to manage projects comprehensively, ensuring safety, compliance, and efficiency from conception to completion. By integrating these roles into our service portfolio, we provide clients with a seamless, all-encompassing architectural solution.

Looking Ahead

As we reflect on the past year, we are filled with pride and gratitude for the achievements and milestones we have reached. Each success is a stepping stone towards our ultimate goal of shaping spaces that inspire and endure. The support from our clients, the dedication of our team, and our commitment to excellence have been the driving forces behind our growth.

Looking ahead, we are excited about the future and the new heights we will achieve. Our focus remains on delivering innovative, sustainable, and high-quality architectural solutions that meet the diverse needs of our clients. With our expanding team, new premises, and enhanced service offerings, Daniel Matthias Architecture is poised for continued success and growth in the coming years.

In conclusion, this year has been a remarkable journey for Daniel Matthias Architecture. We extend our heartfelt thanks to our clients, partners, and team members who have been integral to our success. Here's to many more years of creating exceptional spaces and celebrating milestones together.

— www.architecture-dma.co.uk



Its National
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Cheshire Cars scoops Auto Trader customer service accolade for seventh year



Vehicle retailer Cheshire Cars is celebrating another top honour from Auto Trader UK.

The Chamber member, based on Quaker's Coppice in Crewe, has carried off Auto Trader's Customer Service award for the seventh consecutive year.

Owner David Bilsborough says he's delighted while at the same time humbled. "This award is voted for by our customers leaving reviews through Auto Trader

consistently at a minimum of 4-stars. In fact Cheshire Cars' Auto Trader score has been at the maximum 5-star rating since 2018. It demonstrates that being consistent both with the quality of the product and the customer experience, pays dividends."

Auto Trader, the country's number one marketplace for used cars, runs the award scheme to showcase dealers who excel in customer service, voted for by the clients of the dealers who advertise on its platform.

It underlines priorities at Cheshire Cars. David founded the business in 1996 and quality of the vehicles and customer experience has been key from the start.

He added: "The awards first ran in 2018 and so for some dealers just under 1% have gained the award in each consecutive year. Cheshire Cars of Crewe are included in that very small group having been voted by their customers to go above and beyond."

Cheshire Cars is more than a used car retailer - there is a hugely popular YouTube channel hosting all the company's vehicle reviews and has videos with helpful advice and topical news stories. The channel is approaching 1.5 million views and almost 1,800 subscribers.

Cheshire Cars is extremely active on other social media platforms consistently finding clients both buying and selling vehicles through the social space.

Through the strength of reviews and great website plus YouTube video giving the buyer enough confidence to secure the car unseen until delivery, not a single vehicle has been rejected or returned.

Find Cheshire Cars at Unit 11, Quakers Coppice, Crewe CW1 6FA. Visit www.cheshire-cars.co.uk for more on the latest vehicles.

Gintastic new letting for Nantwich



(Left to right) Nick Wadeson, Founder, Owner & Master Distiller, Three Wrens Gin and Andy Butler, Director, Legat Owen.

Acting on behalf of the landlord, commercial property agents Legat Owen have secured a new tenant for the former Chatwins bakery shop in Nantwich, who now trade from their refurbished shop on High Street.

Rapidly-growing Cheshire business, Three Wrens Gin have taken on the ground floor premises at 16-18 Pepper Street, Nantwich on a new lease and will be open for business shortly, after an extensive fitout.

Founded in 2019, Three Wrens Gin have a multi-award winning distillery based at Combermere, Cheshire. The additional Pepper Street premises are set to become a cocktail bar and gift shop. The property is ideally situated, at the heart of the town centre in a very popular pedestrianised thoroughfare.

Three Wrens Gin have won international acclaimed awards, including UK's Best Flavoured Gin award and the prestigious 'Golden Fork' Award from the Guild for fine foods.

Andy Butler, director at Legat Owen commented:

"We are very pleased to see this new exciting use for the vacant unit, which is a superb addition to the offering currently provided by other Nantwich town centre businesses."

Radio station celebrates summer surge in audience figures

THE CAT
The Local Radio Station for Crewe & Nantwich



Des Machin and Paul Simpson from The Cat with Patrons Angela Carus of Boughey Distribution Ltd and Alan Boyd of Alan Boyd Consultants Ltd
The station scooped the High Sheriff's Enterprise award for Outstanding Community, Education and Business Engagement

Summer 2024 has proved a sizzling success for a South Cheshire radio station with listening figures hitting a record high.

More than 38,000 people per week now tune into The Cat community radio station which broadcasts on digital, FM and online from its studios at Cheshire College South & West in Crewe.

The rise in listeners has followed a campaign over the last two years to increase engagement with all sectors of the local community.

The station invites local charities to take advantage of free advertising, works with Crewe and Nantwich Town Councils to attend more local events and reaches out to the business sector to offer advertising and sponsorship.

All has helped The Cat 107.9FM to improve popularity across its broadcast range.

The Cat has been broadcasting on 107.9FM for 10 years and has embraced new technology, giving listeners more opportunity to listen - tune your radio to 107.9FM, listen online, listen on your smart-speaker, listen on The Cat App (Cat Player) and listen on DAB radio.

Increased activity on social media has seen followers grow to more than 12,500 while The Cat App has achieved over 10,000 downloads. On top of that the website www.thecat.radio now receives over 25,000 visits per month.

Recent successes have also included a High Sheriff's Enterprise award for Outstanding Community, Education and Business Engagement.

Paul Simpson, the station's senior director, said:

"From the outset the station founders wanted to give the residents of South Cheshire a radio station they could be proud of and the current

figures are a testament to all of the hard-work by the station's 50 plus volunteers. Our primary mission is to be the 'Voice and the Message Board' for South Cheshire."

The station now boasts two patrons who support the station financially and also attend two directors' meetings per year.

Boughey Distribution Ltd, one of the largest employers in Nantwich and Alan Boyd Consultants Ltd, a global drug development consultancy have supported The Cat since January 2023 and have helped the executive in making sound strategic decisions.

The patrons also supported the recent Volunteer Awards evening where presenters were celebrated for their, energy, enthusiasm and effort.

The Cat's Director of Business Development, Des Machin said:

"The Cat is the dedicated community station for Crewe, Nantwich and surrounding area. We feel that it is our responsibility to provide a communications platform for local charities, community groups, sports clubs and indeed, local businesses, allowing them to raise their profile and gain a greater reach to a wider audience; thus, helping them make a difference to the overall wealth and wellbeing of the community."



THE CAT

**107.9 FM
DAB DIGITAL RADIO
ONLINE AT THECAT.RADIO
ON YOUR SMART SPEAKER**

"PLAY THE CAT 107.9"

A local council grant and increased revenue from sponsorship and advertising has allowed a complete re-fit of The Cat's two broadcast studios ensuring that the station can continue broadcasting for many years to come.

www.thecat.radio



CREATING A NURTURING WORKPLACE: THE IMPORTANCE OF OPEN COMMUNICATION:

It's good to talk. Fostering a supportive and communicative workplace is beneficial to the wellbeing and productivity of your employees and has numerous business benefits. It's important to remember to try and have open communication and emotional support by creating an environment where employees feel safe to express their feelings and share their challenges.

By prioritising a culture of openness and understanding, employers can significantly enhance the mental and emotional wellbeing of their teams, leading to a healthier, happier, and more productive workforce.

The Benefits of Open Communication in the Workplace

Health Shield's Head of Wellbeing, Matt Liggins, shares an insight on the benefits of open communication in the workplace:

Connecting with others is one of the Five Ways to Wellbeing, proven to improve mental health.

- Open and honest communication is a trait of a resilient team, helping colleagues to work together well and cope with demands.
- Communication is also one of the key factors in creating psychological safety in the workplace. Psychological safety allows us each to bring our whole selves to work, feel valued and respected, and not be afraid to speak up to share ideas. Workplaces who encourage and support psychological safety have been shown to have better employee wellbeing, engagement and overall performance.

On the flipside, when employees feel communication is poor or they don't feel listened to, this can increase stress levels, lower engagement, and morale, affect productivity, and increase risks of absence and turnover.

How to encourage good communication in the workplace:

- **Regular Check-Ins:** Schedule a regular one-on-one to give employees a chance to talk about what's important.
- **Give ownership:** Encourage employees to make suggestions, share ideas and take the lead.
- **Open Communication Channels:** Encourage open dialogue through suggestion boxes, anonymous feedback tools, and surveys.
- **Show you are listening:** Share feedback from the above and action changes to help employees feel their views are valued.
- **Train Managers:** Equip managers with the skills to have open conversations, focusing on building rapport, listening skills, and building wellbeing conversations into every one-to-one. If employees know they can talk to their manager, to let them know they don't feel great, without having to go into all the detail this helps break down barriers.
- **Peer Support Networks:** Create peer support and affinity groups where employees can share experiences and offer mutual support.
- **Make sure it comes from the top:** Embed psychological safety and a listening culture into the organisation's values and have leaders model this behaviour.
- **Create signposting pathways:** Make sure everyone has a clear route to talk to someone when they want to; whether it's line managers, colleagues, mental health first aiders, HR or support options like EAPs. Remind people what the options are and how to access them regularly.
- **Share internal and external options:** When it comes to health and wellbeing issues, some people may prefer to use an external support option over colleagues or employer-paid services, so include links to charities and community support too.

These useful tips will help to support you and your team in creating an environment where open communication is welcomed.

The healing power of being heard.

When employees are really listened to, they feel safe and supported and can bring their best selves to work. As an employer you don't need to be trained as a counsellor to listen to someone. You don't need to offer solutions – in fact, it's usually better if you don't. Very often, the process of sharing our troubles gives us the headspace to figure out for ourselves what we need to do next. Whether it's a chat over the coffee machine, a phone call, or a video chat, don't underestimate the power of simple, free, good old-fashioned talking.

– Health Shield Cash Plans, offer options to provide employees with mental health and emotional support through 24/7 helpline, face to face counselling and a mental health support app. If you'd like to support your team, find out more here. <https://www.healthshield.co.uk/>

By fostering open communication and building authentic relationships, we can create a healthier, happier, and a more productive work environment.



True Physio champions community spirit at Crewe & Nantwich RUFC's 'Party on the Pitches'



In an ongoing display of community spirit and support for local clubs and community, a leading UK physiotherapy group, True Physio joined Crewe & Nantwich RUFC at their highly anticipated 'Party on the Pitches' event. This community fundraiser, held on Saturday, 6th July, at the Vagrants Sports Club in Nantwich, proved to be a resounding success, echoing the triumph of last year's launch.

The 'Party on the Pitches' looks to become a staple in the local calendar, bringing together residents, businesses, and fans from across the region for a day of entertainment, food, and fundraising. This year's event was no exception, drawing an enthusiastic crowd eager to partake in the festivities and support their local rugby club.

True Physio's presence echoed their commitment to the local community and their sponsorship for Crewe & Nantwich RUFC. With clinics in both Nantwich and Crewe, True Physio has established itself as a cornerstone of health and wellness in the area. Their role at the event was to provide expertise and emphasise the importance of physical health and rehabilitation.

Charlotte Woodward, a specialist from True Physio and First Aid support to the club, could be found providing physio and sports treatment guidance in the first aid tent throughout the day. As both a fan of the club and a practitioner, Charlotte sees firsthand the value of collaborating with local clubs and organisations.

"Being here today and offering my support to the players and attendees is incredibly rewarding. I see the positive impact that partnerships like this can have on the community and the health of its members."

- Charlotte Woodward.

Her dedication and expertise were appreciated by everyone at the event, from those seeking immediate care to spectators needing assistance with minor pains.

The partnership between True Physio and Crewe & Nantwich RUFC is a natural fit, with both organisations prioritising the well-being of their community. True Physio's team of experienced physiotherapists, sports therapists and other treatment experts take pride in helping their patients recover from injuries, manage pain, and improve their overall physical condition. By sponsoring the rugby club, True Physio is extending their mission to promote a healthy and active lifestyle to a broader audience.

Keith Johnstone, Clinical Director at True Physio, expressed his excitement about the collaboration:

"We are thrilled to continue to support Crewe & Nantwich RUFC and be part of such a fantastic

community event. 'Party on the Pitches' is a wonderful opportunity to bring people together, celebrate local talent, and promote the importance of health and fitness."

He went on to explain,

"Many of the True Physio team have been longstanding citizens in the area and have a history with the club, notably Rick Carter who's played a significant role over the years with various players' treatment which makes it that extra bit special for us when we get to celebrate at events like this with them."

Graham Jackson, Club President went on to add about the importance of the longevity of the relationship: "Crewe & Nantwich RUFC and True Physio (formerly CTC) have enjoyed a longstanding sponsorship partnership. In addition to their financial support, True Physio provide a range of in-kind services including match day physio and weekly clinics to ensure that our players receive the best possible care. As a community-based rugby club we truly value the support of our network of sponsors and True Physio are regular attendees and supporters at our pre-match lunches and social activities."

Local partnerships like this exemplifies how local businesses can play a pivotal role in community events, fostering a spirit of togetherness and promoting health and wellness in a way that benefits everyone. Their support ensures that events like 'Party on the Pitches' not only continue but also grow, bringing even more joy and unity to the area.

To learn more about True Physio or to book, visit truephysio.co.uk

For partnership opportunities contact marketing@truephysio.co.uk



Weston Centre Business Hub expands to support local businesses by investing in new units



In a move to further bolster support for local firms, Weston Centre Business Hub on Weston Road has announced plans to invest in creating new storage units, warehousing and trade units for ecommerce order fulfilment. This investment marks a significant step in the hub's longstanding commitment to nurturing entrepreneurship and economic growth in the Crewe community.

The decision to invest comes as a response to the growing demand from local businesses for affordable and convenient business space solutions. By investing in new units, Weston Centre Business Hub aims to address this need while further enhancing its capacity to serve the evolving requirements of its tenants.

"We are thrilled to announce the investment into our facilities to accommodate the needs of our valued tenants," said Katie Vost, Managing Director at Weston Centre Business Hub. "For nearly two decades, we have been dedicated to supporting the local business community with easy to rent space on flexible terms and this investment reaffirms our commitment to that mission."

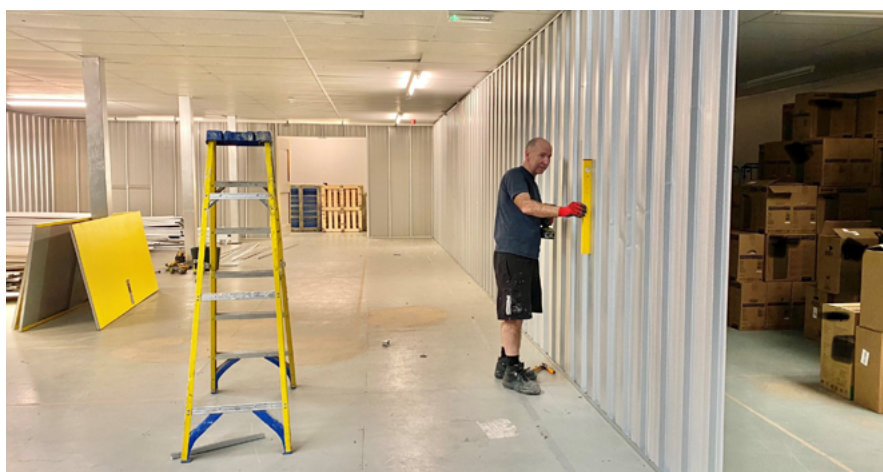
The addition of units for ecommerce, warehousing and business units from 200 sq ft to 8000 sq ft will offer businesses a convenient solution to manage their inventory, equipment, and supplies, allowing them to operate more efficiently. The Hub can be used as a base for businesses to operate from or as convenient and flexible extra space.

Local companies have welcomed the news, expressing optimism about the positive impact it will have on their businesses. "Having access to more space right here at The Weston Centre is great news" said Paul Newbury, General Manager of Intrepid Security. "It will allow us to continue to expand our operation as required with both our storage and office space under one roof"

Beyond the direct benefits to businesses, the expansion of Weston Centre Business Hub holds promising implications for the broader community. By supporting local enterprises, the hub contributes to job creation, economic stability, and the overall vitality of the Crewe area.

With construction underway, Weston Centre Business Hub looks forward to unveiling its enhanced facilities and welcoming a new wave of entrepreneurs and businesses seeking to thrive in the vibrant Crewe business landscape.

For enquiries regarding the new storage units, warehousing or trade space opportunities at Weston Centre Business Hub, call us on 01270 250022 or email us on hello@westoncentre.co.uk



South Cheshire Chamber Events Programme



Meet the Chamber

Held 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 Quarterly

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 Quarterly

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.



Leadership Insights

Held Monthly

Leadership Insights is a monthly forum for South Cheshire Chamber members to share best practices in Cyber, Health & Wellbeing, and HR. It provides a collaborative space for leaders to discuss current challenges and innovative solutions. This initiative fosters a supportive community for continuous improvement in the workplace.

*Available to Patrons, Premium Members and Executive Members

For further details and dates of forthcoming Chamber events visit my.sccci.co.uk/events.html

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 Vision

Inspiring and supporting our vibrant business community.

Our Mission Statement

We support the ambition of our members and help create greater prosperity for South Cheshire.

For more information on how the Chamber can help your business please contact Manager Jon Barnes on jon.barnes@sccci.co.uk



We will always strive to help our businesses shape the economy for the better, and you can feedback to us on the issues affecting your business. We report both directly to local government and regional bodies and to central government through the British Chambers of Commerce network, so please get in touch with the team or email us at info@sccci.co.uk



Would you like to advertise in the Chamber magazine?

Sizes from full and half page to business card.

Please contact Jon Barnes on 01270 445409 or jon.barnes@sccci.co.uk

The Crown Group are a Cheshire based company specialising in many areas. Since The Crown Group started 10 years ago, the company has grown into many sectors and now offer a large array of services and highly skilled operatives.

Our Services

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Vegetation Management
 Tree Surgery & Site Clearance
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 IRATA Rope Access
 Groundwork & Landscaping



Fencing

Stock Fencing
 Close Board Residential Fencing
 Post & Rail
 Hoarding & Perimeter Fencing
 Pallsade Fencing

Training

NSAR Approved Training Company
 Safety Critical
 OLE
 P-Way
 Small Tools & Plant



OLE Planning & Services

Isolations Services
 Isolation Labour Supply
 Isolation Planning
 Possession Planning
 Safe System of Work Planning

Pest Control Services

Integrated Pest Management
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