

Chamberlink Magazine

ISSUE NO.20
AUTUMN 2023



CONTINUING SUCCESS AND PROMOTIONS
FOR BEYOND LAW GROUP



NORTH CHESHIRE
CHAMBER OF COMMERCE

News and views from
Chamber members



At The Hollin House Hotel, Jackson Lane, Bollington, SK10 5BG

UPCOMING EVENTS

Weds 20th September

Weds 22nd November

For September our main speaker is Dean Richards, the Leasing Director of Orbit Developments who will be giving his thoughts and insights on '***The Workplace in a Post Pandemic Era***'

There will also be a 2-course lunch served and you'll hear from 2 spotlight speakers, (please let us know if you are interested in one of these spots)

There is plenty of time for networking and meeting old and new contacts.

To book your place visit:

<https://www.eventbrite.co.uk/e/the-business-club-tickets-608252618957>

or scan the QR code below



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items for the next issue of Chamberlink should be sent to
reception@northcheshirechamber.co.uk by 25th NOVEMBER 2023

(please mark Chamberlink magazine)

North Cheshire Chamber of Commerce & Enterprise
Suite 2A, 9 King Edward Street
Macclesfield SK10 1AQ

Tel: 01625 665940

Email: reception@northcheshirechamber.co.uk

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NORTH CHESHIRE
CHAMBER OF COMMERCE

Chamber patrons



WELCOME FROM THE CHIEF EXECUTIVE

Welcome to our autumn edition of Chamberlink. It's hard to believe that we're already in September which means we have just a few months left to hit those targets for 2023. At a time of great economic uncertainty and prolonged pressure on individual and business finances, I remain upbeat as I witness the remarkable strength that members of the Chamber have shown through these tough times. This success stems from resilience, adaptability, community support, and innovative approaches. By embracing digitalisation, many businesses have expanded their online presence, reaching wider audiences. Collaborative networks and government assistance have helped, enabling sectors like technology, science, and manufacturing to remain robust and many of our service businesses to weather the storm in the knowledge that better times lie ahead.

The Chamber has grown significantly through 2023 and a main driver for that has been the extensive programme of events we now offer. I hope that we have shaken of the 'Macclesfield-centric' label with events the length and breadth of the area from Knutsford to the Cat and Fiddle (& Weasel), Marton to Poynton and plenty in-between. And there is still plenty more to come with a full schedule of events right up until Christmas. If that's not enough, we'll soon be publishing details of our first events of

2024 with new venues and lots more insightful speakers.

Being a member of the Chamber enables you to build networks and to be part of a community that is always here to help. Whether you are looking for training, specific information or just the opportunities to spread the word about what you do, the Chamber is here. But, as always in life, you get out what you put in and without a doubt those who get most from their membership are those that make use of all that we offer. As the American minister Norman Peale said "Hope is wishing for a thing to come true. Faith is believing it will come true. Work is making it come true." – so work at your Chamber membership and good things will happen!



So, thank you to all our members for making North Cheshire such a successful and vibrant business community and we look forward to sharing many of those success stories at the North Cheshire Business Awards in November.

Terry Hayward
Chief Executive

UPCOMING EVENTS

The Business Club Lunch

Date - Wednesday 20th September 2023

Time - 11.45am - 2.30pm

Location - Hollin House Hotel, Jackson Lane, Bollington, Cheshire, SK10 5BG

Networking Breakfast at Waters

Date - Wednesday 4th October 2023

Time - 08.00am - 10.30am

Location - Stamford Avenue, Wilmslow, SK9 4AX

Fashion and Fizz at SOS Bramhall

Date - Thursday 5th October 2023

Time - 6.30pm - 9.30pm

Location - 23 Woodford Rd, Bramhall, Stockport SK7 1JN

Network Knutsford with the North Cheshire Chamber of Commerce

Date - Wednesday 11th October

Time - 08.30am - 10.00am

Location - The Tea Room, 73 King St, Knutsford, WA16 6DX

Sales Club - Developing your Sales Pipeline - with Sales Geek Jon Whitby

Date - Tuesday 17th October

Time - 9.30am - 11.30am

Location, Sutton Hall, Bullocks Lane, Macclesfield, SK11 0HE

Networking Breakfast at Rapier Star

Date - Thursday 19th October

Time - 08.00am - 10.30am

Location - Star Business Park, Congleton Rd, Macclesfield, SK11 9JA

Networking Breakfast at Alderley Park

Date - Thursday 2nd November

Time - 08.00am - 10.30am

Location - The Glasshouse, Alderley park, Congleton Road, Nether Alderley, Cheshire, SK10 4TG

The Chamber Christmas Lunch

Date - Wednesday 6th December 2023

Time - 12.30pm - 2.30pm

Location - Mottram Hall Hotel

Visit www.northcheshirechamber.co.uk/events for further information about all NCCOC events and how to make a booking or contact Lynn.reception@northcheshirechamber.co.uk

WELCOME TO NEW CHAMBER MEMBERS



Andrew Smith Funeral Services Limited

Park Green House, 82 Sunderland Street,
Macclesfield, Cheshire, SK11 6HN

www.andrewsmithfuneralservices.co.uk

Andrew Smith Funeral Services is an independent family owned and run funeral business serving Macclesfield and all areas throughout East Cheshire. We are a modern business with traditional values. We support local businesses and our local community at every opportunity.



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Cavendish Golf Club

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www.cavendishgolfclub.com

Laid out nearly 100 years ago by the great course designer Dr Alistair McKenzie, Cavendish offers 'sheer golfing enjoyment'. Cavendish is a UK Top 100 course and featured prominently in a Golf.com article on the 25 best sub-6,000-yard courses in the world in 2020. It is in the 2023 Golf Monthly top 10 for value for money and fun! We invite you to come and enjoy a great day on challenging greens and superb fairways surrounded by the Peak District and the multitude of wildlife that lives here.



Cheshire Marketing

Handforth, Cheshire
www.cheshire-directory.co.uk

Helping businesses gain clients from networking, social media, targeted leaflet distribution,, business to business leaflet distribution, online Cheshire Business Directory and marketing support. We also host business workshops/programmes and marketing power hours to help businesses grow. We work with councils, schools, small businesses and multi million pound businesses. Excellent reviews. kerry@cheshire-directory.co.uk

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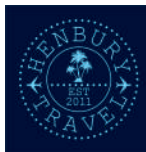


Gentronix Limited

Block 23 Mereside, Alderley Park, Alderley
Edge, Cheshire SK10 4TG

www.gentronix.co.uk

Gentronix is a specialist contract research organisation focused on delivering predictive toxicology products & services to global chemical sectors. Working with companies from early screening through to regulatory safety assessment, we deliver innovative solutions for genetic, skin and ocular toxicology. We operate from state-of-the-art laboratories at Alderley Park.



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6BA

www.henburytravel.co.uk

Henbury Travel - your local independent ABTA travel agent with our combined colleague experience of 100 years' you're in safe experienced hands. From low-cost to luxury we work with a wide of fully protected operators, airlines and cruise companies. Call in to our store on Chestergate, Macclesfield or call 01625 466100. Follow us @henburytravelagents

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Inchcape Audi Macclesfield

Star Lane, Macclesfield, Cheshire, SK11 7TX

www.inchcape.co.uk/audi

Jonathan Cahill is a key member of Inchcape Audi corporate which has nationwide coverage. Jonny will support any size business with their company vehicle requirements and fleet policy. Funding methods include Contract Hire, Business Contract Purchase and Outright Purchase.



Mulrone Creative Consultancy

Grosvenor House, 3 Chapel Street, Congleton, CW12 4AB

www.mulronecreativeconsultancy.com

The P.U.L.S.E.™ Programme Company. Powered by our award-winning Global branding expertise, our mission is to put world-class growth strategies at the heart of your company's creative communication. We break our clients free from costly short-term tactics, creating brands that are powerful tools for success.



SOSANDAR

Sosandar

40 Water Lane, Wilmslow, Cheshire, SK9 5AP

www.sosandar.com

Sosandar is one of the fastest growing women's fashion brands in the UK targeting style conscious women who have graduated from price-led alternatives. The Company offers this underserved audience fashion-forward affordable, quality clothing to make them feel sexy, feminine and chic. The business sells predominantly own-label exclusive products designed in-house.



Spitfire Doors

5 Snape Road, Macclesfield, SK10 2NZ

www.spitfiredoors.co.uk

Spitfire Doors is a family-owned business based in Macclesfield. Our mission is to bring you the most innovative, luxury, secure, designer front doors available. We invest a lot of time with our supply partners and their designers, developing new products to maintain our presence as number one in the UK.



Sutton Hall (Brunner and Price)

Bullocks Lane, Sutton, Cheshire, SK11 0HE

www.brunningandprice.co.uk/suttonhall

Sutton Hall is part of Brunning and Price, a collection of venues across the UK. Sutton Hall a one-time manor and convent regularly hosts corporate functions, weddings and special occasions due to the excellent food and stunning setting. Award winning Chef Sean Sutton (Former Head Chef at Alderley Edge Hotel) and Laura Foulkes (Former Sales Director) joined Ian James, General Manager (Several time CAMRA award winner) last month to take venue to the next level.



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The Estates Office Arden Park Lamb Lane, Altrincham WA14 3SF

www.tattonestate.com and tattongroup.com

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NEWS FROM OUR MEMBERS

BEYOND LAW GROUP ANNOUNCES KEY PROMOTIONS FOLLOWING ITS STRONGEST YEAR OF GROWTH

BEYOND LAW GROUP

Beyond Law Group continues to support its talent at all levels as it announces its 2023 promotions list

North-West based legal Group, Beyond Law Group, has announced four senior promotions across its specialist law practices and its central services team, in addition to a bumper number of junior promotions. The promotions come following the most successful year to date for Beyond Law Group and its specialist practices: Beyond Corporate, McAlister Family Law and Beyond Conveyancing.

It is a key part of the Group's ethos and strategy to recognise and reward talent and hard work across all teams and at all levels – both across its legal teams and within its central services team which includes Finance, IT, HR and Marketing.

Beyond Law Group's 2023 promotions list sees the promotion of specialist children lawyer, Jessica Horsman and Divorce and Finance expert, Brigid O'Malley to Senior Associate. Both Jessica and Brigid are an integral part of the Group's specialist family and children practice, McAlister Family Law.

Within the Group's central services team, IT Manager, Scott O'Brien, has been promoted to IT Director and its Billing and Credit control Manager, Clint Nichols, has been promoted to Costs Lawyer.

The promotions also follow the appointment of James Corlett earlier this year as Beyond Corporate's new managing partner; a move that is already enabling the management team at Beyond Corporate to further develop as the practices grow and enable the Group's founder Matt Fleetwood to focus on the wider Group strategy and revenue growth.

The Group is also keen to facilitate new pathways to careers in law and break down the barriers to entry, and for this reason has promoted three of its paralegals to Senior Paralegal across the Group's three specialist practices. In addition, the Group sponsors two legal apprentices and four trainee solicitors, sending a clear message that it is

focussed on career development and creating a strong, supportive and nurturing environment for its people.

Beyond Law Group has gone from strength to strength, with its innovative business structure and modern people focussed outlook. The Group has created an inspiring working environment that is becoming increasingly attractive for client and service-focused teams and individuals who want to work in and with a positive, engaged, and dynamic legal business.

Amanda McAlister, Managing Partner of McAlister Family Law, commented: "Jessica and Brigid are an absolute delight to work with and their promotions are testament to their development within McAlister Family Law and the wider Group. Their promotions also enable us to plan for the future and shape the career development of our team. It is thoroughly deserved and reflects our commitment to develop our people and provide each and every person with a clear career path."

Matt Fleetwood, Chief Executive and Founder of Beyond Law Group, said: "We are delighted to announce the promotions of Jessica, Brigid, Scott and Clint. We are proud to see each of them progress their careers with the Group and we celebrate their commitment and success. The appointment of James Corlett, one of the youngest managing partners in the North West as Beyond Corporate's head, has also given us the opportunity to develop that practice further by strengthening its management team appropriately as it continues its growth curve.

Development and career progression for our people is key to our strategy across the Group. Whether our people began their careers with us or joined at a more advanced level, we are committed to training and developing our talent and moving them forward in their careers as quickly as they develop.

The great service that we can provide to our clients is only possible due to the hard-work, talent and personality of the people we have within the Group. They are together creating their own cohesive culture within the Group and this is becoming even more critical as we embark on our next phase of strategic growth."

FREEPORTS: WHAT ARE THEY AND WHAT CAN THEY DO FOR MY BUSINESS?

A Freeport is a designated geographic area within the UK where goods can be imported, stored and re-exported with certain advantages and incentives. These incentives are designed to attract investment, boost economic activity, create jobs, and enhance trade. This was part of the governments levelling up exercise and the Freeport in the North West is in the Liverpool city region.

So what are the main benefits of a Freeport?

If you are importing and/or exporting there are considerable advantages in using a Freeport to conduct your business. When you import goods you would normally pay VAT and Duty on the imported goods as part of the customs clearance. However, if you import directly into a Freeport zone, then the VAT and Duty is suspended. No VAT and duty is paid until the goods enter the UK domestic market. So for example, if you import in bulk during the summer so that goods are ready for sale in the winter, under normal circumstances you would have to pay the VAT and duty when the goods arrive in the UK. Using a Freeport would defer this payment until the goods leave the Freeport warehouse. This will give you a considerable cash flow advantage as cash is not tied up in your stored goods.

Additionally, if you re-export those goods directly out of the country, then there is no VAT or duty paid at all. Your goods can also benefit from duty inversion, which is where the goods leaving the Freeport attract a lower tariff than their component parts so that the duty is calculated on the final goods rather than the sum of its parts. You have the option to choose the lower rate of duty. The customs clearance process is also simplified for importing animal products or controlled substances. Customs checks on these items can be suspended until they are removed from the Freeport.



Where raw materials are imported, and then used in a manufacturing process here in the UK, and then the finished goods are exported, then potentially, there is no duty payable.

There is no time limit for storing the goods within the Freeport and customs declarations are simplified when using a Freeport. This is a huge opportunity to simplify the importing and exporting procedures that have come in since Brexit.

So you can see there are considerable benefits in using a Freeport for importing and exporting which can save you considerable sums in VAT and duty along with improving the cash flow of your business. In addition, it is right here on your doorstep.

If you need any further information about Freeports, please get in touch with Steven Glicher by either calling the office on 01625 669669 or email SGlicher@harts-ltd.com

CAVENDISH GOLF CLUB: A RISING STAR AT NUMBER 4 CHAMPIONING ACCESSIBILITY AND INCLUSIVITY



Cavendish Golf Club is making waves in the golfing world as it secures the impressive number 4 spot in the coveted Golf World Top 100 UK Courses under £60 Green Fees. This recent recognition not only speaks to the club's exceptional course but also highlights its dedication to promoting diversity and accessibility within the sport.

Situated in the picturesque landscapes of Buxton, Derbyshire and approaching its Centenary year, Cavendish Golf Club has long been a cherished destination for golf aficionados. Its idyllic course, featuring strategically designed holes and breathtaking vistas, has earned the club a reputation for excellence. However, what truly sets Cavendish apart is its commitment to making golf accessible to all.



The club's rise to the number 4 position underscores its dedication to delivering a top-tier golfing experience without prohibitive costs. In an age where golf can sometimes be viewed as an exclusive pursuit, Cavendish Golf Club is proving that world-class courses can be enjoyed by all, regardless of their financial constraints. Cavendish Golf Club's success in the rankings demonstrates that excellence and affordability are not mutually exclusive.

For membership enquiries or to book a tee time email proshop@cavendishgolfclub.com or call 01298 79708.



A significant part of the Club's growth can be attributed to beginners and to the ladies and junior sections. With a welcoming and supportive environment, Cavendish has succeeded in breaking down barriers traditionally associated with golf. The increasing participation of women and juniors not only adds vibrancy to the club but also indicates a shift towards a more diverse and representative golfing community. The Club has regular group sessions including 'Prosecco and Putting' and 'Chipping and Chips' to offer both game improvement and a social element all in one session. The Mixed Team recently secured a prestigious Derbyshire trophy for the 4th consecutive year!

Join The Christie
against cancer

The Christie Christmas Concert
Tuesday 12 December 2023
Manchester Cathedral, 7pm - 9.15pm
christies.org/christmasconcert

Registered charity no: 1201654

Manchester
Cathedral

KNUTSFORD ADMIN LIMITED EXPAND THEIR PAYROLL DEPARTMENT



From Business Apprentice to Payroll Manager!

Meet superstar Katie Yates, of Knutsford Admin Limited, who has recently been promoted to Payroll Manager, running the department for the highly regarded Knutsford based firm.

22-year-old Katie started at Knutsford Admin back in 2019 – not quite sure what she wanted to do, her plan was to work as a barista in her local Costa. Until Helen Rogers (Managing Director at Knutsford Admin) spotted a rising star and offered her an opportunity to join Knutsford Admin as Business Apprentice.

Katie embraced her new opportunity with open arms – she was soon signed up to do her AAT Level 2 and 3 in Accounting & Finance at Macclesfield College, and then has progressed to do her degree apprenticeship at Salford University, in Business and Chartered Management. Where, in fact, this year she won 'Business Apprentice of the Year 2023'! All the team at Knutsford Admin, and our clients were incredibly proud of her.



Katie receiving her award from the Principal

During Covid, Katie made the most of the challenging environment by developing her payroll skills; battling with the complexity of furlough schemes and undertaking her ICB Level 3 Payroll Management qualification.

Knutsford Admin act as Payroll Agents for 50+ clients from a variety of sectors mostly in the Cheshire area, but some further afield. Clients range from between 5 to 90 employees, with some having weekly, fortnightly and monthly payrolls.

Having effectively served these clients for 3+ years, Katie will now take on a management role which includes plans to grow our client base, building a new relationship with an Employment Law firm (who can assist with the HR issues), and keeping up to date with all the latest changes in legislation around issues such as holiday pay, sick pay, salary sacrifice, pensions and autoenrolment.

Rachael McCann, who joined the business in September 2022, has also recently gained her ICB L3 Payroll diploma and will be supporting Katie to deliver outstanding payroll services to Ka's many clients.

Earlier in the month, KA celebrated National Payroll Week 2023, launching a new Linked In page, and sharing useful Payroll information for our followers. The office was decked out with colourful blue & yellow 'payroll week' bunting for the occasion!

Not only Payroll experts, Knutsford Admin also offer a range of bookkeeping, accountancy and secretarial services, and have seen a surge in growth of new clients in 2023.

To find out more about Knutsford Admin, or if you would like to discuss outsourcing your Payroll in more detail, please visit our website www.knutsfordadmin.co.uk , or contact Katie Yates on 01565 625615.

MAJOR INVESTMENT CONTINUES AT MACCLESFIELD HOSPITAL

David Rutley
Member of Parliament
for Macclesfield

As we recently celebrated the NHS' 75th Anniversary, Macclesfield Hospital continues its re-investment programme with the re-opening of the much-valued Maternity Unit and the unveiling of the brand-new Elective Treatment Centre. Macclesfield MP, David Rutley, had the chance to see first-hand the initiatives included in the £12 million which has been invested in clinical services since 2022, during his most recent meeting with Ged Murphy, Chief Executive of the East Cheshire NHS Trust.

David was delighted to see the state-of-the-art maternity unit fully operating, following its re-opening on 26th June. Since then, the dedicated staff have supported many local families with 90 babies having been born since the services recommenced. David was pleased to see how happy the maternity unit team were to be back in Macclesfield supporting local families and using the latest medical equipment to help them in their work.

During the visit, David also had the opportunity to see the brand-new Elective Treatment Centre, which was unveiled on 19th June. After being awarded £6 million funding from the NHS England Targeted Investment Funding programme, the purpose-built centre provides a variety of treatment and consultation rooms to help deliver a range of procedures for gynaecological and urology.

The £6 million funding package has also been used to remodel the existing Accident & Emergency Department. Work is ongoing to create an extension to the facility, with additional patient treatment rooms on the ground floor and a separate entrance for paediatric patients. All these works will be completed without effecting the important ongoing services the local A&E provides, although there will be some inconvenience as the work progresses.

Ongoing works to improve the hospitals' current endoscopy and radiology departments, were also highlighted by Mr Murphy which is a further £6m investment that also includes a second MRI scanner. An additional £7 million has been received from the Department for Business, Energy and

Industrial Strategy for decarbonising and increasing energy efficiency at the Hospital. This funding will be used to reduce heating demand and heat loss whilst improving the ward environment for patients and staff and reducing the carbon footprint of the hospital.

Ged Murphy, CEO of East Cheshire NHS Trust said "It's fantastic to see the tremendous amount of hard work which has gone on behind the scenes come to life with support from our regional colleagues".

"Not only will these exciting investment projects help us to deliver truly outstanding, local patient care to the communities of East Cheshire, they will also provide state-of-the-art facilities and development opportunities for our staff"

Speaking after the visit, David said "I was delighted to be able to visit the Maternity Unit and speak to staff for the first time since its successful re-opening. I am very grateful to Mr Murphy and the dedicated team at Macclesfield Hospital for all the work they have done and continue to do to safeguard and improve vital local health services. This major funding package is enabling investments in our clinical services at a level we have not seen for many years. It is very positive news for local families and for the sustainable future of our hospital."



MANCHESTER AIRPORT ANNOUNCES JET ZERO SUSTAINABILITY PROGRAMME



Thousands of young people from across the North West will learn about the sustainable future of flying, thanks to a new education programme being delivered at Manchester Airport's AeroZone. Starting in the next academic year, the Northern hub's sustainability experts will deliver 'Jet Zero Education' lessons at the on-site AeroZone educational facility to dozens of schools from their surrounding areas.

Through the use of interactive technology, the curriculum will primarily focus on the role Sustainable Aviation Fuels (SAF) will play in the decarbonisation of aviation. Students will learn how SAF is produced, and the benefits it will bring in reducing aircraft emissions which will help meet the aviation industry's target of net zero by 2050.

The announcement of the Jet Zero curriculum comes as the Government marks one year since the publication of its Jet Zero Strategy, which MAG supported by creating five Jet Zero Pledges, including Jet Zero Education, to support the industry's decarbonisation targets. Neil Robinson, CSR and Airspace Change Director for Manchester Airports Group (MAG), said: "I am pleased to announce today that our Jet Zero Education programme will start in the new academic year.

"Our AeroZone works with young people from an early age to educate and inspire them about the

world of aviation and the opportunities it could present to them. "This initiative is a valuable extension of that, teaching the future generation of aviation professionals about the importance of a transition to net zero air travel, and inspiring them about the role they can play in the delivering that.

"The Jet Zero Strategy continues to play an important part in bringing the sector together and, as today's announcement shows, MAG is wholly committed to delivering on all of the pledges we made 12 months ago.

"As a founding member of the Jet Zero Council, we are proud to be working collaboratively with Government to drive the industry's transition to net zero by 2050."

Manchester Airport's AeroZone was opened in February 2022 by Mayor Andy Burnham, and follows the model of the popular AeroZone facility at its sister airport London Stansted, which has been welcoming pupils since 2010. More than 3,500 school pupils benefitted in its first year. MAG believes that education from an early age plays an integral role in supporting sustainability in the aviation sector, and that by helping the next generation understand the importance of decarbonisation, future industry professionals will continue to drive the agenda.



Alongside its commitment to an education programme, the airport has also made progress on its other pledges across the year. Its Jet Zero Technology competition is offering five years' free landing fees to the first zero-emission aircraft operating transatlantic flights, and it has made significant progress with its Jet Zero Airspace pledge, passing the 'Stage 2' gateway of the Government's airspace modernisation scheme earlier this year.

MAG's other pledges included Jet Zero Research, which will fund three PhD projects focused on aviation decarbonisation, and Jet Zero SAF which will create a financial incentive to encourage airlines to exceed the UK's SAF mandate.

Manchester Airport has established partnerships with Fulcrum BioEnergy UK and Hynet, which could make it the first UK airport with direct supplies of both SAF and Hydrogen respectively. MAG's CSR Strategy 'Working together for a brighter future' is supporting the Group to make its own operations net-zero by 2038, in line with the 2040 target set by the Government in the Jet Zero Strategy last year.

About AeroZone:

AeroZone is an on-site education centre at Manchester Airport. This centre is free to visit and provides a flexible, interactive, and inspirational learning environment for children and young people aged 4-18 (booking is essential).

AeroZone offers a range of tailored interactive experiences and activities, linked to the curriculum, providing a blend of reality, learning and fun.

Students will have the opportunity to immerse themselves in our hands-on, realistic role-play work zones and explore a variety of careers on offer in the dynamic world of aviation and beyond.

For more information, please visit
<https://www.manchesterairport.co.uk/education/>



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You will have the opportunity of seeing our premises; our reception rooms, chapel of rest, showroom, garage and workshop. Our fleet of vehicles will be displayed along with a horse drawn hearse. There will be information regarding pre-paid funeral plans, from Golden Charter, and light refreshments will be served. A local historian will be on-hand to provide information about Park Green House and Macclesfield itself.

Experience for yourself our facilities, the services we provide and meet our dedicated and friendly team.

Andrew Smith Funeral Services Open Day
Saturday 23rd September 2023

10.00 a.m. – 4.00 p.m.

Park Green House, 82 Sunderland Street, Macclesfield SK11 6HN

OUT AND ABOUT WITH THE CHAMBER

Networking Breakfast – Stock Farm Barn

The Chamber kick-started its early Summer suite of events in rustic style with a glorious breakfast meet-up at Stock Farm Barn, an events venue located in the village of Ashley. The barn dates back to the 18th century and was originally used as a cowshed and dairy farm. It has since been renovated and converted into a stylish events space, while still retaining many of its original features which our guests got to see in all their glory doused in brilliant sunshine.



Walk and Talk at Macclesfield Forest

On the back of the success of a Netwalking event earlier on this year the Chamber gave it another go to get outdoors and enjoy some mid-Summer sunshine together in Macclesfield Forest. It was a strong start with conversations fully flowing as the group took on their first ascent, and that's when things got a bit damp. The heavens opened and showed absolutely no signs of stopping, or levelling off. Netwalking aside, the trundlers were well and truly wet walking, and that they did with great gusto. Sadly, the intended refreshing beverages after the walk never materialised – maybe next time!

The Business Club Lunch – Hollin House Hotel

The Business Club lunch was back at Hollin House Hotel for another fantastic midday event, kick-started with informal networking, followed by a delicious 2 course meal. Martin Cleworth – MD Consulting – delivered a fantastic guest speaker slot drawing in on his 20 years' experience as a police crisis negotiator, and other spotlight speaker slots were served between courses. The Chamber of Commerce are absolutely delighted to have partnered with Harts Accountants and Orbit Developments and look forward to the next Business Club lunches in September and November.



Summer Drinks at Shrigley Hall Hotel



It was fantastic to see Chamber members connecting, mingling, and having a great time together in Shrigley Hall Hotels' 'pink' room where the energy was infectious from the off. Tim Hudspith – Sales and Marketing Manager – managed to whip up excitement within the group with a duck house golf challenge – in a nutshell, a friendly competition to see who could hit a golf ball closest to the duck house (empty) on the lake. A complete mixed bag of results from those who took part, but congratulations to Andrew Thorp – Mojo

Life - for scooping up a clear victory with his closest shot (s) – as he’s a bit of a golfing pro his win came as no surprise to some of us!

Networking Afternoon - Just-Ice (Poynton)

The sun shone just in time for a networking afternoon at Just-Ice Poynton, a social enterprise led by a team of Christian friends that have great fun serving the best premium ice cream you’ve ever tasted, using only natural and fair-trade ingredients. The enterprise gives employment opportunities to survivors of human trafficking, restoring their dignity and giving them hope and a future Attendees were welcomed with a vibrant



mocktail and plates of tasty canapes before indulging in delicious ice creams from the scooping freezer. With over 20 flavours to choose from it was the sweetest Chamber event of the year!

Late Summer Networking Breakfast - Capesthorne Hall

Our late Summer networking event took the local business community to the stunning family-owned Capesthorne Hall. The stately home is a historic country house located near the village of Siddington in Cheshire, and was built in the early 18th century for Sir William Meredith. After a delicious light breakfast, guests took part in an interactive introduction to Insights Discovery, delivered by Sonya Homewood - Pebble People Development - followed by a show round of the remarkable Hall and it’s grounds. What a truly stunning place to network in!



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THE POWER OF COLLABORATION: MARK1 & WORKFLOW

Mark1



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WorkFlow Services Ltd is an ambitious professional services business operating within the construction, engineering and utilities markets. Based in Bollington, Cheshire, the company has grown from a team of 5 to over 40 people within the space of 2 years.

The challenge

When working within the construction section, the ISO standards are vital to obtain to enable future growth. Industry expectations resulted in WorkFlow contacting Mark1 to help them on their ISO journey.

How we helped

WorkFlow Services had aspects of a quality management system, but it was not integrated and didn't drive improvements into the business. Mark1 was to implement a new QMS with the aim of attracting new business and keeping retention rates high. With a company working in the construction sector, quality is of higher importance to contribute to meeting competition. The relationship between Mark1 and WorkFlow has



developed over the last year, now resulting in WorkFlow being ready for their Stage 2 Audits this month.

"After meeting with Mark Nolan and the team and seeing the Titan software in action, WorkFlow were confident that not only could they gain 9001 but also decided to work towards gaining 14001 and 45001 too.

WorkFlow Services have now completed their Stage 1 audits for all 3 certifications and are about to go through the stage 2 audits from which they hope to gain official certification next month. This is thanks to Mark 1 and their knowledge and invaluable help along our journey."



For more information, visit
www.mark1systems.com

COMMUNITY EVENTS AT [ONE] LONDON RD



[ONE] LONDON RD, a co-working and event space in Alderley Edge, has enjoyed hosting a variety of local, community-led events throughout the summer months.

The Ryleys Poetry Afternoon

Partnering with preparatory school, The Ryleys, [ONE] LONDON RD hosted their Year 5 English Class for a poetry afternoon as part of the school's Student Engagement Programme. Students were welcomed to The Edge and enjoyed the ambiance and of course, the stunning views, out on the rooftop terrace, which proved a source of inspiration for their writing! The students were tasked to write a poem based on their senses to which three winners were selected. After the amazing creative effort, General Manager, Pam Graves, was privileged to be invited to the school to present the three awards to the aspiring poets. The winning poems are now displayed in the reception at [ONE] LONDON RD, for everyone, children, parents, teachers and of course the community to call in and read when passing by.



Seashell Social Fundraising Event

Hosted by Co-Owners Ged Mason OBE and Mark Boler, [ONE] LONDON RD held a social fundraising charity event 'The Seashell Italian Wine Tasting'. The evening focused on the exceptional work the charity does in educating and caring for children with complex learning difficulties, of which Ged Mason and his family are a major supporter through the Mason Family Foundation. Entertainment was provided by the 'King of Wine' Charlie Womersley who showcased various opulent wines with food from Granthams. Special thanks to local sponsors for the evening, Brewin Dolphin and Beyond Law Group.



Kings School Golf Day

Golf clubs were at the ready for the King's School Golf Day! [ONE] LONDON RD sponsored a hole for the Alan McInnes Bursary Golf Day for the King's School Macclesfield at Prestbury Golf Club, which was a great success with perfect golfing weather and a record amount was raised for the Bursary fund.

Interested in hosting an event at [ONE] LONDON RD? Call 01625 836666. For the latest news and events at [ONE] LONDON RD, sign up to the newsletter at onelrd.com



ORBIT DEVELOPMENTS IS EVOLVING ITS CHESHIRE PORTFOLIO



Orbit Developments has been busy evolving its workspace offer within the Cheshire area. Continuing to invest in its significant regional portfolio, the family owned, long standing company has continued to see significant demand for its range of working environments. With changing working practices, and expectations from customers for a more finished and fitted product, Orbit's created opportunities that further meet customer requirements and have already seen strong demand.

Seeing that businesses are now wanting a more finished space, with modern fit outs and touches saving them time and energy moving, Orbit has launched fitted options in multiple locations across Greater Manchester and have now brought this to Alderley Edge, Wilmslow and soon Macclesfield. With the skills both inhouse and from external advisors, Orbit has been able to create some exciting office fit outs that are ready to move into, providing customers with spaces that offer some stunning results.



But it's not just within the workspace itself that Orbit has been busy. First impressions always count, and with that, a growing number of the companies' receptions have seen modern redesigns and updates with more in the pipeline. With virtual meeting pods, booths, coffee machines and exciting and engaging schemes, it's easy to see why staff are enjoying being in the office. But when added to that is the smell of fresh coffee from indie brands Kickback Coffee and the burn of the Peloton bikes, free to use by lucky customers of select buildings, Orbit are giving businesses all the tools to keep staff engaged.

Crown House in Wilmslow, (pictured), has recently benefitted from a brand-new reception and kitchen break out area which has already turned heads and drawn interest from businesses locally and further afield. Bridgford House in Alderley Edge is currently undergoing a refurbishment, which will offer a stunning ground floor entrance, whilst the floorspace itself has received a brand-new kitchen break-out space, and open plan office with new meeting rooms, and again has generated significant early interest. Sandfield House, also in Wilmslow is undergoing significant changes. Both Sandfield and Bridgford House are expected to be ready mid-September.

With all of these refurbishments, Orbit has aimed to deliver, not just general upgrades, but stunning fitted spaces that are ready for customers to move into, offering the collaborative work and breakout space that so many companies are now looking to offer their employees.

Orbit said earlier this year that some exciting projects were in the pipeline, (and a few people might be surprised by what they see) and that this was the sign of things to come. They are certainly delivering on those promises!

For more information about Orbit Developments, please visit orbit-developments.co.uk or contact James Nicholson at Orbit Developments, james.nicholson@emerson.co.uk 01625 588233

SAS DANIELS RECEIVES RECOGNITION IN HIGH-PROFILE LEGAL DIRECTORY



SAS Daniels LLP, the leading Cheshire-based solicitors, is celebrating securing a coveted ranking for Private Wealth Law in the prestigious Chambers High Net Worth Directory 2023.

The rankings within the directory, delivered by independent legal research company Chambers and Partners, are the definitive mark of excellence for those advising on private wealth matters. SAS Daniels was awarded the position in recognition of its Private Client team's provision of 'proactive and cohesive strategies for the benefit of clients'.

Led by partner and business owner Justine Clowes, the team is 16-strong and covers all aspects of wills, trusts and wealth planning, alongside estate administration and probate.

Jeremy Orrell, chief executive officer and business owner at SAS Daniels commented: "We are honoured to retain our position within the directory and to receive such high-profile recognition for our Private Client team from an industry-leading standard – it's an achievement to be included.

"At SAS Daniels, we are committed to helping our clients thrive in both their personal and professional lives, using our expertise, technical know-how and friendly approach to ensure that we are understanding their needs, to protect their interests. The Chambers ranking is a reflection of the dedication shown by each member of the team to stand by this commitment and provide a best-in-class service to our clients."

Founded in 1989, Chambers and Partners is dedicated to delivering detailed rankings and insights into the world's top lawyers, legal departments and law firms. Chambers High Net Worth differentiates the best professional advisers for international private wealth by identifying and ranking law firms, lawyers and a range of other professional advisers globally.

SAS Daniels LLP is a Cheshire-based law firm with offices in Stockport, Chester, Macclesfield and Congleton, servicing both businesses and individuals throughout the local area and nationwide.



The firm is committed to helping clients thrive in both their personal and professional lives, using their expertise, technical know-how and friendly approach to understand the needs and protect the interests of their clients. SAS Daniels' 120-strong specialist team and 19 partners are all equipped to help resolve any legal matter regardless of size, ensuring a personalised experience is delivered from an experienced and approachable legal specialist.

For businesses, the solicitors support with corporate and commercial legal advice, dispute resolution, property transactions and employment and HR advice. For individuals, the firm can carry out property conveyancing, help with wills and wealth planning, and provide family law services, including divorce.

To find out more about SAS Daniels, visit www.sasdaniels.co.uk

THRIVING AMID CHALLENGES: A SUMMER OF SUCCESS FOR THERMMARK



As the summer draws to a close, the team at Thermmark wanted to take a moment to reflect on the journey we've had over the past few weeks. Despite the unseasonably rainy weather that has challenged us, our dedication and passion for creating vibrant and engaging playgrounds for children all over the country have both shone through.

As we gear up for another (busy!) back-to-school season in September, we're excited to share our successes, challenges, and upcoming projects with our local community.

Overcoming Rainy Days

This summer, while the weather presented unexpected challenges, our team's determination has remained steadfast. Whilst the children have been off over summer, our installation team both in and out of the office have been working hard and have had a really productive summer - you could say they knocked it out of the park! For those unaware, thermoplastic is unsuitable for installation on wet ground or in the rain, but despite the rainier conditions we've had lately, our team has been hard at work transforming old playgrounds into brand new spaces to be filled with joy and imagination. From timber climbing structures to inventive thermoplastic installations, we've strived to design playgrounds that not only withstand the elements but also ignite creativity and curiosity in the minds of the next generation.

Highlights

While each playground we've installed holds a special place in our hearts, we'd like to shine a spotlight on a couple of standout projects:

The Howard Primary School:

Nestled in Tamworth, this project showcases our commitment to blending fun and safety. The Clamber Stack is one of our most popular climbing frames as they pack a lot of fun into a small footprint! We also installed a basketball court with hoops, and a brand new thermoplastic floor logo for the school to welcome the children and visitors when they arrive in September!

Mablins Lane Community Primary School: A bit closer to home is the transformation that took place at Mablins Lane in Crewe - so close to home in fact that some of our



colleagues either attended the school or were taught by some of their staff! The school were so delighted with how the markings turned out, that they're considering some brand new sports courts.

Anticipating Future Projects

Looking ahead, our enthusiasm continues as we think about our upcoming projects, including a series of captivating decorative streetscapes and expansive public playgrounds. These installations will not only beautify local communities all over the country, but also provide children and families with vibrant spaces to gather and play.

A Message of Success and Gratitude

Through the challenges and triumphs, we want to express our heartfelt gratitude to our customers, partners - and most of all, the children - for their support. It's the trust they place in us that propels us forward and fuels our determination to create extraordinary playgrounds that the children adore.

In conclusion, as the summer rains look to potentially give way somewhat, we stand proud of the achievements we've accomplished as a team. Our dedication and resilience have allowed us to overcome challenges and continue crafting spaces where fun reigns supreme - it's what we do best after all! As we await the return of autumn term, we extend an invitation to everyone to join us in celebrating the power of play, education, and the potential they both hold.

For more updates on our projects and to view the magic of our installations, you can follow us on our social media channels and website. Thank you for being a part of our journey!

playgroundmarkingsdirect.co.uk
www.instagram.com/thermmark_ltd

RELAXATION THERAPY - WELLBEING IN THE WORKPLACE



Tracey Jones – Relaxation Therapist

In my role as an accredited Relaxation Therapist, I am passionate about enhancing not only personal wellbeing but also elevating wellbeing in the workplace. I just love it when I meet companies who care about the wellbeing of their team and who want to promote feelings of calm within the workplace.

One such company that I was delighted to visit recently was fellow Chamber member, Equilibrium Financial Planning, based in Handforth. I had the joy of using their wellbeing suite to deliver some deeply relaxing guided visualisation sessions to members of their team, enhanced with sound therapy and essential oils.

Just taking 30 minutes out of your day to calm your mind and bring yourself into the present moment can be so powerful and beneficial. When we move away from stress to a more relaxed state and are in balance, we are more focused, better

at decision-making, more creative, achieve goals, enjoy better relationships, and generally feel happier. This is why investing in your workforce's wellbeing can be extremely beneficial and can lead to increased motivation and productivity.

It was heart-warming to see just how relaxed everyone felt after the visualisations, and I was overwhelmed by the amazing feedback I received. I can't wait to return to Equilibrium Financial Planning in a couple of weeks to talk about essential oils and women's health and deliver some more guided visualisation sessions.

It's lovely to see a company taking wellbeing at work so seriously, supporting and nurturing their team and creating a happy, uplifting environment to work in. If you would like to learn more about enhancing wellbeing in your workplace, I'd love to hear from you.

www.traceyjonesrelaxation.co.uk -
traceyjones.relaxationtherapy@gmail.com

Harts Accountants Macclesfield are growing!

Audit senior

A great opportunity to work with our growing audit department at our Macclesfield office, but also client facing. We will consider part, or fully qualified applicants. UK auditing experience is essential.

Full-time trainee accountancy position

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WEAR4WORK LIMITED SUPPLIES BOLLINGTON TOWN COUNCIL



Wear4Work Limited is proud and delighted to be the approved supplier to Bollington Town Council for its workwear requirements.

Izzy Hamilton Sales Director of Wear4Work commented: "After much discussion with Bollington Town Council, we were able to identify the exact clothing requirements for the Council, taking into account purpose, climate and wearability".

She went on to say: "It is essential when choosing workwear, it upholds factors such as your brand image, safety, hygiene, comfort, functionality and durability".

Functional branded workwear is a major element of occupational safety and health at work, but it doesn't stop there, it provides a great first impression for customers and suppliers, identifies your workforce to a wider market and gives your teams professional pride in the company they work for, however large your organisation.

For more information about Wear4Work and the discount available to NCCOC Members, please contact Izzy Hamilton wear4work@btinternet.com

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EVERYBODY AWARDS SHORTLIST ANNOUNCED FOR 2023



Registered charity, Everybody Health and Leisure have announced this year's shortlist for the Everybody Awards 2023. This year, Everybody received a remarkable number of nominations, showing a huge commitment to health and wellbeing, sport and physical activity across Cheshire East.

The Everybody's Awards evening will recognise a range of inspirational stories from individuals who have demonstrated amazing achievements in health, sport and physical activity as well as announcing this year's Lifetime Achievement award and The Chairman's award. The Awards will take place at the prestigious Crewe Hall in Cheshire on Friday 13th October, hosted by the fantastic Baroness Tanni Grey-Thompson.

Andrew Kolker, Chairman at Everybody Health and Leisure shares: "The nominations we have received this year have showed excellent dedication, innovation and true community spirit. All the Cheshire East nominees have achieved great success and inspired others. We couldn't be more delighted to invite our shortlist to the

awards evening this October and we can't wait to announce the winners on the night."

For more information about this year's Everybody Awards visit www.everybody.org.uk/about/everybody-awards-2023/

Everybody Health and Leisure is a registered charity which aims to provide 'leisure for life' by improving the health and wellbeing of local communities. The charity operates 16 leisure facilities including 9 swimming pools and 7 Taste for Life cafes across the Cheshire East region, and delivers a range of targeted health, sports and disability and inclusion programmes.

If you would like to find out more information about Everybody's corporate membership offer in your local community please visit www.everybody.org.uk/membership-packages/corporate-membership-package or scan the QR code -



SOLAR INSTALLATION PROVIDES SUSTAINABLE ENERGY FOR bennettbrooks



On their journey to becoming a B Corp organisation, bennettbrooks have had solar panels installed at their Macclesfield office at Maple Court.

Utilising solar power is part of their ongoing efforts to reduce the businesses environmental impact and embrace clean energy solutions. In the last twelve months the business has fitted three of its sites with solar panels, with additional installations planned for several of its premises in the future.

Through the installation of solar panels, bennettbrooks are taking a proactive stance in mitigating their carbon footprint and transitioning towards a greener future. Managing Director Yvonne Wood commented “By harnessing the power of the sun, we will generate clean, renewable energy to power our office spaces, reduce our reliance on fossil fuels, and contribute to a more sustainable energy system”.

Since their installation in July, the solar panels have generated 2.23MWh saving 431.5 kg CO2 emissions the equivalent of 26 trees. To date 63% of the Macclesfield’s office energy consumption is generated by solar power. In addition to bennettbrooks own consumption, they have given 1.25MWh back to the grid.



The bennettbrooks Macclesfield team help businesses with their accountants and tax planning needs and can be contacted on 01625 616238 or email hello@bennettbrooks.co.uk

Bennett Brooks & Co Limited was established in 1991 and provide accountancy and audit services, tax advice, payroll, corporate finance, forensic accountancy and IT support to businesses across the UK. They have seven offices including their site at Macclesfield.



Book our
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THE CLINK RESTAURANT AT HMP STYAL

The Clink Restaurant was once home to a chapel and our private dining space is situated in the altar. Perfect for team meetings, business lunches or team celebrations, the room seats up to 25 guests. Lunch and refreshments can be provided.

www.thelinkcharity.org



HOW TO
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To book our private dining space, please email styal@thelinkrestaurant.com or call 01625 553 146 to speak directly to the team.

The Clink Restaurant at HMP Styal, Styal Road, Wilmslow SK9 4HR

WILMSLOW YOUTH: WHERE WE GROW



Wilmslow Youth's mission is to build a vibrant community where every young person can effortlessly tap into timely and free support. We envision a future where resilient and fulfilled young adults emerge as active contributors to their communities, blazing trails no matter where life leads them.

Our Story

In 2016, young people expressed their need for support in our community. By 2019 we were a registered charity, and today we offer a spectrum of free services for young people and their families, including a community café, wellbeing services, counselling, mentoring, primary school transition support and parent/carer workshops.

Providing Happiness and Safety During Unprecedented Times

According to independent research, 71% of the young people who use our services say that Wilmslow Youth makes them feel happier. This comes during a time of unprecedented crisis in young people's mental health. Our community describe our café as a 'safe haven', our services as 'incredible' and our team as 'perfect'. We are proud to know that Wilmslow Youth makes a huge difference to the young people we serve, and we are needed now, more than ever.

The Big Give Christmas Challenge!

This winter, Wilmslow Youth is being supported by The Big Give Christmas Challenge. This means that all funds raised will be match funded, multiplying the impact of all contributions.

There are many ways you and your business can get involved, including fundraising events or by including us in your Christmas giving plans this year. With the launch of the campaign just around the corner, you have an opportunity to make a real difference.

To find out more about the Big Give Christmas Challenge and other opportunities to get involved with Wilmslow Youth get in touch with Claire Carter, Community Partnerships Manager

Tel: 07762 145957 Email: claire@wilmslowyouth.com

Where we grow
Wilmslow Youth

Where FRIENDSHIP grows

Where SELF BELIEF grows

Where CREATIVITY grows

Where COMPASSION grows

1-2-1 Counselling

Wellbeing services

Mentoring

Community Café

Alternative education

Parent workshops

Contact Claire Carter, our Community Partnerships Manager to get involved in The Big Give Christmas Challenge

Follow along!

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claire@wilmslowyouth.com
www.wilmslowyouth.com

Christmas Challenge
Big Give

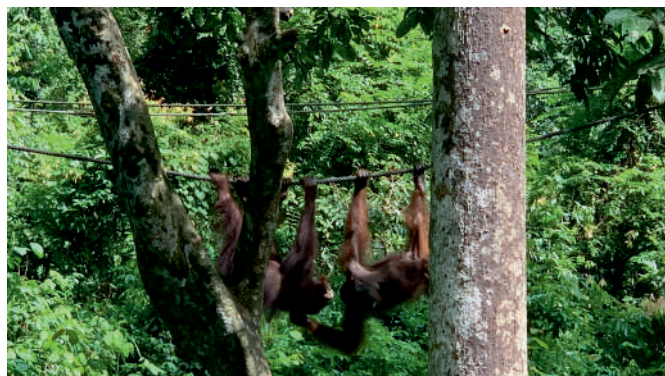
KINGS STUDENTS UNDERTAKE BORNEO EXPEDITION

An intrepid 31 adventurers from the King's Sixth Form undertook a life-enhancing expedition to Borneo over their summer break.

There they came literally face-to-face with rescued orangutans and sun bears, climbed the 13,454 ft Mount Kinabalu and learned to scuba dive among the multi-coloured marine life. As well as developing their own leadership, teamworking and leadership skills, they undertook work to help local communities, cleaning beaches and renovating village facilities to help create a trekking route to generate a sustainable income for a remote village. The three-week expedition was managed by King's Senior Science Teacher Dr Becky Williams and was designed to reach the parts normal school holidays can't.

Becky said: "Although they had staff leaders and two specialists supporting them, this was very much a student-led trip with the young men and women researching and organising their own schedules. "As well as opening their eyes to a completely different culture with problems and opportunities you simply will never see in the UK, it was about developing team-working and problem solving skills, alongside resilience."

With two leaders from the Outlook team, the 31 students and four staff split into two teams undertaking different activities. Highlights included visiting the Sepilok Orangutan Rehabilitation Centre and the Sunbear Conservation Centre in Sabah. These amazing facilities provide medical care for orphaned and confiscated orangutans and sun bears, the smallest bears in the world, and other species threatened by poaching, illegal pet trade and deforestation.



The trip was a matter of highs and lows. On a low level the teams learned to scuba dive in the warm equatorial waters and on the higher level, they climbed Mount Kinabalu, the third highest island mountain in the world on a grueling but breathtaking trek with overnight camping, part of a survival training experience.

The teams were also assigned to key community projects including cleaning beaches and renovating community buildings and facilities in remote villages. Dr Williams said "I was delighted that the students made this part of their trip an absolute priority, devoting more time in the schedule to community support than had originally been allocated, showing tenacity to finish projects for local communities."

She concluded: "We hope our young people will never forget this experience. I know they enjoyed contributing to the ongoing efforts to clean beaches of large quantities of plastic, renovating spaces for a community project, as well as developing their leadership and independence skills."

Pupil Thomas Krassowski said: "Taking this trip was one of the best decisions I have ever made. It really opened my eyes to other cultures around the world and connect with people I never knew I would be friends with. I have definitely made some memories that will last forever." Pupil Neave Stanway added: "Borneo was without a doubt the best experience in my life. It was full of great laughs, new friendships, and new cultures. I really enjoyed the scuba diving - I found the underwater world such a magical place." Fellow pupil Annabel Jordan added: "The trip was absolutely amazing. I really enjoyed experiencing a new culture, testing my limits, and helping a local community."



BOLLINGTON PRINTSHOP

ASK - CAN WE SEE YOU?

The midnight hour is close at hand... It's almost Halloween...is your business lurking in the shadows waiting to jump out at unknowing customers/clients or are you already clearly on display.

In the current age of digital marketing, potentially every customer can have your business in their sight and hunt you down but how do they know they need to find you or where to find you in the first place before it's too late?

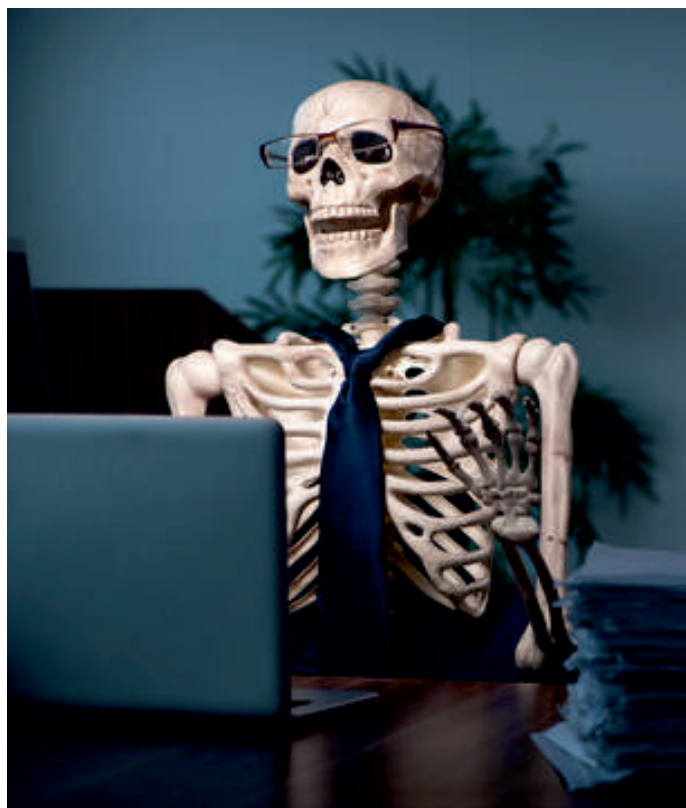
The digital space is highly saturated with content and advertisements, leading to intense competition for attention from the roaming hordes of blood thirsty customer, making it challenging for your marketing efforts to make a real impression, unless you truly have the time, effort and knowledge to attack those algorithms; combat the technical glitches; and create something so memorable that the end user will not just scroll past but come back for more.

Getting your business seen without relying on digital marketing requires a combination of traditional marketing strategies, local outreach, networking, and creativity. To really connect to your victim, I mean customer, you need to get in their mind and think like them. Here are some ideas to help you promote your business without solely relying on digital marketing gremlins:

Networking: relationships with other businesses can lead to referrals and partnerships that help increase your business's visibility but you already know this one, given the magazine you are reading! Just don't forget to take your business cards along with you and ensure you hand them out: not only so people have your contact details but so, they can see get a little insight into what to expect from you - yes, just from a business card, even more so from a flyer or a brochure!

Community Involvement: Participate in community activities, sponsor local events, and engage in charitable initiatives. This not only showcases your business but also demonstrates your commitment to the community. Make sure you give out some branded freebies - who doesn't love a freebie!

Referral Programs: Encourage your satisfied customers to refer others to your business. Word-of-mouth recommendations can be a powerful



tool for growing your customer base. How can you get them to do that? Reward them with one of your branded freebies - they may even then do a shout out on their own digital marketing, conquering two marketing channels with one stone.

Collaborate with Local Influencers: Identify local influencers or thought leaders who align with your business and collaborate with them to promote your products or services, here come the branded freebies again!

Remember that the effectiveness of these strategies can vary depending on your industry, target audience, and location. A mix of different methods, tailored to your specific situation, can help you gain visibility without solely relying on digital marketing. Get creative, nobody likes a boring bad guy, a predictable ghoul or a cheap shot monster.

For more information visit:
www.bollingtonprintshop.co.uk
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t: 01625 574828

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