



NORTH CHESHIRE
CHAMBER OF COMMERCE

Chamberlink Magazine

ISSUE NO.25
SPRING 2025



integratedAIR
SYSTEMS

intergratedAIR Systems
Becomes Employee Owned

News & Views from
North Cheshire Chamber of Commerce Members



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

The Business Club, proudly sponsored by Harts Chartered Accountants, Orbit Developments, and North Cheshire Chamber of Commerce, is a dynamic networking event that seamlessly blends professional development with social interaction. Insightful speakers deliver inspiring talks, offering valuable industry insights and expertise.

Attendees are treated to a fabulous two-course lunch, creating a relaxed atmosphere conducive to networking.

The Business Club is just **£31 per ticket** and is booked via Eventbrite.

2025 Events

Weds 18th June

Weds 17th September

Weds 26th November



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items for the next issue of Chamberlink should be sent to
reception@northcheshirechamber.co.uk by Friday 15TH August 2025

North Cheshire Chamber of Commerce & Enterprise

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NORTH CHESHIRE
CHAMBER OF COMMERCE

Chamber patrons



WELCOME FROM THE CHIEF EXECUTIVE

Welcome to the Spring/Summer edition of Chamberlink Magazine. As we step into a new season, it's clear that 2025 is shaping up to be a pivotal year for businesses across North Cheshire.

Our local business community continues to show resilience in the face of persistent challenges. Rising costs — from energy and raw materials to employment costs — are putting pressure on bottom lines, and the developing global trade war is adding further uncertainty to the economic landscape. These issues require agility, innovation, leadership and a strong support network — which is where your Chamber comes in.

Amidst these challenges, there are also opportunities. Devolution for Cheshire and Warrington represents a real chance to shape our region's future. With greater local control over skills, transport, infrastructure and investment, we have the potential to unlock growth and build an economy that truly reflects the needs of our communities and businesses. The Chamber is actively engaging in these discussions to ensure our members are at the heart of this transformation.

This edition also looks ahead to one of the highlights of the business calendar — the 2025 North Cheshire Business Awards. It's your chance to shine, to celebrate your achievements, and to be recognised among the best in our region. We encourage all members to get involved and share



their success stories.

Enjoy the read, and as always, thank you for being part of amazing Chamber network.

Terry Hayward
Deputy Chief Executive
South and North Cheshire Chambers of
Commerce

UPCOMING EVENTS

7th May -

Glasshouse, Alderley Park
A morning with the Police & Crime Commissioner,
networking breakfast.

14th May -

Tomorrow Cardiovascular, Knutsford
Network Knutsford

20th Ma -

Bar 37, Macclesfield FC
Kick-off breakfast networking Macclesfield

22nd May -

AstraZeneca, Macclesfield
HR roundtable: strategy and best practice with
Synergy Recruitment

10th June -

Macclesfield College
Networking breakfast

18th June -

Hollin House Hotel
The Business Club lunch with Harts and Orbit

11th July -

Champneys Mottram Hall
The North Cheshire Business Awards 2025

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

ASTRAZENECA DONATES IT KIT TO EAST CHESHIRE HOSPICE



Members of AstraZeneca's IT department visited East Cheshire Hospice this week to donate much-needed laptops as part of a charity partnership which goes back decades.

The devices are part of the Hospice's IT upgrades, and the donation will allow ECH to equip their admin and clinical staff with new laptops, enabling them to channel funding into other important areas of their end-of-life care.

Conor Stubbs, ECH's Head of IT, said "We were absolutely delighted to receive the new hardware and are having discussions to collaborate further, with AZ sharing IT consultancy and training expertise as we embrace technology and data more and more as part of ECH's IT Strategy."

Sudie Bennett and Damian Tonge from AZ's IT department said: "The ECH team do a fantastic job in an environment of acute funding pressure. We were delighted to be able to help in the IT space and will continue to offer support where we can."



BEYOND LAW GROUP LAUNCHES ITS FOURTH SPECIALIST LEGAL PRACTICE - VAULT PRIVATE CLIENT



Beyond Law Group has launched its fourth specialist legal practice, Vault Private Client, dedicated to delivering bespoke legal services in wills, trusts, probate, estate planning, and emerging areas such as digital assets and international estates. Building on the success of its award-winning practices—Beyond Corporate Law, McAlister Family Law, and Home Property Law—Vault aims to set a new benchmark in private client services in the North West.

Led by Russell Kaminski, a Chambers-ranked and Legal 500-recognised Partner, Vault brings a fresh and innovative approach to private client law. Kaminski, a full STEP-qualified practitioner, is known for his expertise in digital assets, international estates, and exceptional client care. He is joined by Associate Solicitor Lucy Cresswell, a rising star in the field, specialising in estate administration, inheritance tax planning, and a passionate advocate for women in law.

Operating from Manchester and Cheshire, Vault offers the boutique feel of a specialist firm with the robust resources of Beyond Law Group's broader network. The launch completes Beyond Law Group's comprehensive consumer legal offering, reinforcing its leadership in providing interconnected legal services for both individuals and businesses.

Group founder Matt Fleetwood highlights Vault as a strategic progression aligned with the Group's innovative and entrepreneurial ethos. Amanda McAlister, Head of Consumer Brands, emphasises Vault's role in enhancing client care and completing their vision of holistic legal support.

For more information or to arrange a consultation, visit www.vaultprivateclient.co.uk or email hello@vaultprivateclient.co.uk.



Selling your business?

Harts Accountants can help you sell at the right time and maximise your valuation

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Scan the QR code to download our eBook

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free eBook!



HARTS

Making Tax Digital

HMRC's programme to bring tax administration into the digital age

Harts Chartered Accountants

HARTS

intergratedAIR SYSTEMS IS NOW OFFICIALLY AN EOT



This transition marks a major step forward for our business. It not only strengthens our long-term stability but also places our people, those who build, design, manage and deliver our systems every day, at the heart of everything we do.

The newly formed integrated Systems 2025 EOT combines integratedAIR Systems and our in-house manufacturing facility, FabriSYS Engineering. As one team, we're more committed than ever to delivering the quality, expertise and tailored solutions our customers rely on. We remain focused on solving real-world challenges, from dust control and trim extraction to full system installs and site-wide upgrades.

Becoming employee-owned means that every team member has a voice and a shared stake in our success. It encourages collaboration, strengthens accountability and keeps us focused on long-term impact. For our customers and suppliers, that means even deeper commitment, better service and continuity you can rely on.

This new chapter gives us the foundation to grow sustainably and adapt to our industry while maintaining the values that have brought us here: practical problem-solving, specialist knowledge, and a real sense of pride in the work we deliver.

We're excited about what's ahead and look forward to sharing the future with you.



WELCOME TO NEW CHAMBER MEMBERS

TOMORROW WELLNESS

Knutsford
tomorrowwellness.com

tomorrow...
WELLNESS

Tomorrow Wellness is a preventative cardiovascular clinic based in the heart of Knutsford, dedicated to helping individuals and businesses take proactive steps against the world's leading cause of death - cardiovascular disease. Using advanced, specialist screening, we offer the reassurance, confidence and guidance needed to help people to live a healthier, happier tomorrow...

10% Discount for fellow Chamber members

BRUNTWOOD SCITECH

Macclesfield
bruntwood.co.uk/scitech

bruntwood
SciTech

Bruntwood SciTech is the UK's largest provider of office, lab, scientific services and specialist support for the science, tech and innovation sectors. Our network of city-wide innovation ecosystems connects the UK's most ambitious cities, regions and innovation communities through collaboration and a unique public, private, academic, clinical partner network.

IN ACCOUNTANCY LTD

Hazel Grove
Stockport
www.in-accountancy.co.uk

IN ACCOUNTANCY

IN Accountancy specialise in supporting fellow owner-managed businesses understand the numbers that really matter to help them achieve their long - term goals!

We pride ourselves on our expert accountancy services and helping our clients solve their business finance challenges, being viewed by them as an extension to their teams.

EASTMOND MEDICOMM LTD

Whaley Bridge
eastmondmedicomm.com


Eastmond Medicomm

Eastmond Medicomm is a boutique medical communications agency that produces marketing programmes and materials for the global pharmaceutical industry.

BUXTON CRESCENT HOTEL

Buxton
ensanahotels.com/en/hotels/buxton-crescent

Buxton Crescent
Health Spa Hotel

Experience timeless elegance at Buxton Crescent Hotel, a beautifully restored Georgian masterpiece. Built in 1789, this iconic hotel seamlessly blends heritage charm with modern luxury. With 81 beautifully appointed rooms, award-winning dining, a luxurious spa featuring natural thermal waters, and exceptional event spaces, every stay is truly unforgettable.

NEW MEMBERS CONTINUED

OLD HALL HOTEL

The Square, Buxton, Derbyshire, SK17 6BD
ensanahotels.com/en/hotels/old-hall

Old Hall Hotel

Step into history at the Old Hall Hotel, England's oldest hotel, dating back to 1573. Located in the heart of Buxton, it combines heritage charm with modern comforts. With elegant rooms, exceptional dining, and a rich historical ambiance, the Old Hall offers a unique and memorable experience for every guest.

SUPERBIKE FACTORY

Macclesfield
superbikefactory.co.uk

SUPERBIKE FACTORY
ALWAYS READY TO RIDE

SuperBike Factory is Europe's largest retailer of used motorbikes, offering thousands of bikes at competitive prices. With nationwide delivery, flexible finance options, and part exchange services, SuperBike Factory provides a seamless buying experience. Their expert team ensures quality and convenience for every rider, from first-timers to seasoned bikers.

CONTEXT HELPS CLIENTS SHAPE KEY POLITICAL DECISIONS

context

MACCLESFIELD-communications firm Context has opened a new government affairs practice alongside its public relations services. Headed up by Associate Director Alex Pegler, Context now supports clients who want to shape key political decisions on some of the UK's most pressing issues - from the environment to technology.

Context arranges events for clients at major political meetings such as the Labour and Conservative Party Conferences. This year the firm has also arranged key events attended by Government Ministers and Parliamentarians in the Scottish and Welsh Parliaments.

At last year's Labour Party Conference, Context facilitated a meeting between The Rivers Trust and Water Minister Emma Hardy on why the key to solving Britain's pollution crisis are cheap nature-based solutions. They worked with Mobile UK to ask the Government to set Britain's biggest mobile operators free to unlock the private investment needed to make things better for consumers, and arranged a session focused on how a deposit return scheme for drinks containers could slash litter on behalf of Alupro. Finally, Context led an event with

the Structural Timber Association (STA) whose members have the tools needed to accelerate housebuilding for the benefit of generation rent.

Context is now taking bookings for fringe events at the upcoming Labour Conference, which is running from the 28th September to 1st October in Liverpool. If you are interested in securing a spot, you can contact the team at getintouch@contextpr.co.uk or call 0300 124 6100.



” 10 YEARS OF TRAINING

And shaping futures

From delivering transformational training to over 6,000 delegates, running 500+ sales and leadership courses, and launching innovative solutions like our Sales Academy, we've come a long way since 2014.

Thompson Training & Development is celebrating 10 years in business. Based in Cheshire we are a leading provider of sales and leadership programmes.

Founder Gilly Thompson, is one of the UK's leading female sales coaches and speakers on sales as well as effective leadership.

“We have been running award winning courses for over 10 years and are proud to have been finalists for the British Excellence In Sales Management Awards (BESMA) as Sales Training Provider of the year.”

Key Courses Include:

- Essential Selling Skills Course
- Essential Leadership Course
- The Visionary Leader

The Visionary Leader takes leaders to the next level of leadership and is running 14th & 15th July at Mottram Hall - includes a 10% discount for Chamber Members (**CHAMBER10**) at the checkout.

We pride ourselves in delivering, interactive training sessions that are outcome focused that incorporate real life sales scenarios.

Our team has firsthand experience in various industries, including telecoms, pharmaceuticals & public sector. This diverse expertise enables us to tailor solutions to the unique challenges of each client.

For organisations looking to drive higher performance and elevate their sales & leadership effectiveness please contact:

Gilly Thompson

Founder & Trainer
Thompson Training & Development Ltd

☎ 07966 693959

✉ gilly@thompsontrainingltd.co.uk

🌐 <https://thompsontrainingltd.co.uk/>



ELEVATE YOUR LEADERSHIP

14th - 15th July at Mottram Hall

STEP INTO THE VISIONARY LEADER

This transformative **2-day course** focuses on self-awareness, communication, and leadership skills, you will be guided through a series of **interactive sessions** and practical exercises.

WHAT WILL I LEARN?

- Becoming a Visionary Leader
- Mastering Communication & Presence
- Build A High Performing Team
- Understand Yourself As A Leader

WHAT'S INCLUDED?

- 2 Days of transformational content
- Workbooks, Worksheets & 90 day plan
- Access to Champneys Spa
- 2 course Lunch & Refreshments
- Personalised DiSC Behavioural Profile
- 60-minute Post Course Coaching Session

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Early bird booking price:
£895 + VAT
LIMITED AVAILABILITY



BOOK ONLINE:
thevisionaryleader.co.uk

CHAMBER MEMBERS CAN ACCESS A 10% DISCOUNT!
AT THE CHECKOUT USE CODE: **CHAMBER10**

FORMER CONVICTS GIVE AN INSIDERS VIEW OF LIFE IN JAIL



Former convicts gave A-Level Psychology students an insider's view of life in jail at a day-long conference 'Behind Bars: Crime & Deviance'.

The King's School welcomed sixth formers from Macclesfield, Stockport and Manchester for the True Life Conference, that examined whether prisons should be for punishment, retribution or rehabilitation.

The conference covers topics including crime prevention, the legal system, forensic psychology, drug awareness, mental health awareness and tackling stereotypes.

Phoebe Rogers, King's Psychology teacher, said: "Learning from those who have lived part of their lives behind bars gives our students a real-life glimpse not only of the true consequences of crime but of the many professionals who dedicate their lives to helping them change their behaviour." Joining King's pupils for the day were fellow A-Level Psychology students from Stockport Grammar School and Manchester High School for Girls.

Conference Manager Andrew Lewis introduced former prisoners Alex and Brian who spoke to students about the repercussions of their actions, the difficulties of life in prison, as well as how they have reflected on their crimes and the impact they had on others. Importantly, they also spoke about life with a criminal record and the realities they faced after release.

Andrew, from True Life, said: "We aim to show young people who want to work in related sectors such as the Law, policing, social work, psychology and prison welfare what the costs and realities of prison life are. What it is like to be labelled and then dealing with what can be a life-long stigma. We ask pupils to examine whether prison is really the best solution for some offences and whether the short sharp shock approach ever works. We also look at more serious offending, how those offenders think, and how we manage the segregation of dangerous individuals from society and the nature of punishment for wrong doing."



Pictured with students are Psychology teacher Phoebe Rogers (left), Head of Year 12 Miss Cunliffe (right), Alex from TrueLife (centre) plus King's Psychology students Marina, Emma, Callum and Harrison.

MACCLESFIELD CHARITY BEER FESTIVAL RETURNS FOR 2025 SUPPORTING THE MOTOR NEURONE DISEASE ASSOCIATION



The Macclesfield Charity Beer Festival is back for its 29th year, taking place on Friday 9 and Saturday 10 May 2025 at Macclesfield Rugby Club. This popular event is entirely run by volunteers and has raised over £300,000 for local causes since its inception.

Evening events on Friday and Saturday begin at 7pm, featuring live music, over 120 beers, 60 ciders and perries, craft lagers, wine, prosecco, gin, rum-based drinks, non-alcoholic options, and a wide range of food vendors. Tickets cost £12.50 in advance and include a commemorative glass. Tickets are available at maccbeerfest.co.uk.

The Saturday daytime session runs from 12pm to 6pm and is free to attend. It's a family-friendly event with vintage games, face painting, live music, market stalls, and plenty of food and drink.

This year's festival supports the Cheshire branch of the Motor Neurone Disease Association (MNDA), helping fund essential items such as home adaptation equipment for local residents affected by MND.

Festival Chair James Hogben shared the personal connection behind this year's chosen cause: longtime volunteers Jill and Dave Hasler's son, Rob, a Macclesfield teacher, is living with MND. The committee selected MNDA as the main beneficiary, with full support from the Hasler family.

Alistair Laing, speaking for the MNDA, said, "Your support means the world to people living with MND and their families. Thank you."

Raise a glass, support a great cause, and enjoy a fantastic weekend for all ages.



Support Macclesfield's Annual Charity Beer Festival 9th & 10th May @ Macclesfield Rugby Club

Join us in celebrating 29 years of MaccBeerFest, a community-led event that has raised £350,000 for charity. For 2025, we're proudly supporting the Motor Neurone Disease (MND) Association.

What's in Store?

MaccBeerFest offers a fantastic variety of beers, ciders, gin, rum, prosecco, and wine, paired with delicious food. Enjoy live music throughout the weekend and family-friendly fun on Saturday – perfect for the whole family.

Sponsorship Opportunities:

Gold: Highlight your business by sponsoring the stage, toilets, food court, or Windways Market.

Silver & Bronze: Advertise your business in the festival magazine and connect with the local community.

Barrel: Feature your company name on a beer barrel.

Get Involved:

Email drink@Maccbeerfest.co.uk
call James on (07748) 774970
or scan the QR code.

Let's make MaccBeerFest 2025 unforgettable while supporting amazing charities! 🍻



OUT AND ABOUT WITH THE CHAMBER

2025 has started with a fantastic calendar of events, bringing members together for meaningful conversations, business development, and a bit of fun along the way! Here's a look at what we've been up to since the start of the year:



Managing Workplace Stress with Thrive4Life- Champneys Mottram Hall

Certified Mental Health First Aid Trainer Natasha delivered a powerful and engaging workshop on workplace wellbeing. Attendees learned practical strategies for thriving under pressure and had the chance to network with like-minded professionals over a complimentary breakfast.



Networking Breakfast at AstraZeneca Macclesfield

We were warmly welcomed to AstraZeneca's Macclesfield site for a fantastic networking breakfast.

Bryan Windus-Smith, Director of Facilities Management, gave an insightful presentation covering the facility's operations, community engagement, and fascinating facts about AZ's contribution to the region.



Net-walking with North Cheshire Chamber

Members enjoyed a refreshing "netwalk" through scenic countryside routes, combining casual networking with a healthy dose of fresh air. A huge thank you to Sutton Hall for hosting us after our 1st walk this year with hot drinks and pastries- their 16th-century charm and hospitality made for a perfect end to the morning.

Our spring netwalk took us through the beautiful surroundings of Tatton Park. With deer sightings and birdsong along the way, it was a refreshing opportunity to slow down, connect, and appreciate the stunning local landscape. We're excited to make these walks a quarterly tradition.



Monthly Kick-off Breakfast: Business Networking at Macclesfield FC

We continued our monthly series at Macclesfield FC, where members gathered to connect and be inspired by the club's transformation and success. The sessions

remain a popular way to network with energy and shared purpose.



How to Stand Out on Social Media with Gumpo-Cottons Hotel & Spa

Stevie Deale and Charlie Jackson from Gumpo led an insightful session on social media strategy, sharing tips on audience engagement, creative consistency, and crafting content with purpose. Attendees left with fresh ideas to elevate their online presence.



The Business Club Lunch at Hollin House

Held in partnership with Harts Chartered Accountants and Orbit Developments, our March Business Club brought professionals together for another informative and well-attended lunch. The highlight of the afternoon was a compelling talk by Cristian Marcucci, Managing Director of Marketing Cheshire, who shared the exciting

work his organisation is doing to promote Cheshire as one of the best places in the UK to live, work, do business, and visit.

With great food, valuable insights, and fantastic networking opportunities, this Business Club lunch continued to live up to its reputation as a key date in the Chamber calendar.



Rossendale Trust Networking Breakfast

We were delighted to visit Rossendale Hall and learn more about the inspiring work of the Rossendale Trust. Attendees heard first-hand how the Trust supports adults with learning and physical disabilities, helping them to live independently and with confidence in our community.



Monthly Network Knutsford

Our much-loved networking breakfasts in Knutsford are still going strong and continue to bring local businesses together on the second Wednesday of each month. These relaxed, friendly sessions are a great way to make new connections, catch up with familiar faces and share ideas. We're always on the lookout for fresh venues- so if you have a great space and would like to host a future session, get in touch. We'd love to hear from you!

CHESHIRE MARKETING SUPER PLEASED TO SUPPORT CHESHIRE BUSINESSES

CHESHIRE
★MARKETING

Cheshire Marketing are super pleased to be supporting many businesses in Cheshire and we wanted to share some top marketing tips

1) Track your clients - If you don't track where your clients come from, how are you going to know which marketing efforts are working, and which ones are wasting money? When you do know which marketing is working best, you can focus your time there and hopefully win even more clients!

2) Contact old clients - How many times have you returned to a business to buy their product or service? Probably quite a few times - and the same could be said for your past clients. You need to be proactive. So, pick up the phone, send out a few

messages or create a monthly newsletter to remind previous clients that you're still here.

3) Understand what's holding you back - In the same way that you need to know what areas are profitable, you also need to know where your business is failing. It might not even be a specific product or service offering. Perhaps your lack of social media skills is having a bigger impact or maybe you could be making money with a regular newsletter. Keeping an eye on your competition to see what they're doing can be really helpful.

For updates feel free to join the Small Business Community Facebook group for more tips.

We are super please to be an awards sponsor for the North Cheshire Business Awards

kerry@cheshire-directory.co.uk

AUTAC AT RTX 2025: SHOWCASING EXCELLENCE

AUTAC™

From 24-26 June 2025, Autac will be attending the RTX trade show, held at NAEC | Stoneleigh, the UK's premier event for the road transport industry. As the leading manufacturer of retractable electrical cable solutions, Autac is excited to showcase its latest advancements and strengthen connections within the commercial vehicle sector.

With a proud heritage of British manufacturing and engineering excellence, Autac has built a reputation for delivering high-quality, reliable cable solutions designed to meet the evolving needs of the industry. RTX provides the perfect platform to demonstrate the company's commitment to innovation, customer care, and product excellence. RTX is more than just a trade show—it's an opportunity for Autac to connect with key industry players, forge new partnerships, and showcase why leading brands trust Autac for their cable solutions. As the company continues to expand its reach, RTX 2025 marks another milestone in its journey to drive

innovation and excellence in the industry.

Join Autac at Stand R15 at NAEC | Stoneleigh and discover how its expertise is powering the future of commercial vehicle technology. www.autac.co.uk

AUTAC™
We're exhibiting at
ROAD TRANSPORT EXPO 2025
24 - 26 June 2025
NAEC Stoneleigh,
Warwickshire
Visit us at stand
R15
roadtransportexpo.co.uk

AVANTI WEST COAST HOST PARLIAMENT



On Monday 13 January, Avanti West Coast hosted a parliamentary reception to celebrate the positive social impact delivered by our award-winning Feel Good Field Trips programme. We were delighted so many MPs, colleagues, partner organisations, and community groups were able to join us for the celebration, alongside pupils and teachers from some of the schools who benefitted from these trips. Thank you to those who were able to make the time.

Feel Good Field Trips was launched in April 2022 to build on Avanti's schools programme, which connects young people from a range of backgrounds to opportunities across our route. Supported by Community Rail Lancashire, the project has provided 215 trips for 5,250 pupils aged four to 18, travelling 50,000 miles on the West Coast Main Line to 60 destinations. The entirely free trips have provided invaluable opportunities to participate in cultural, educational, and enriching experiences, promoting rail travel and careers.

The reception showcased what the campaign has

delivered and encouraged discussions on future projects to connect young people from all backgrounds to learning opportunities on the west coast. Pupils also got the chance to spot London landmarks, dress-up in railway uniform, and were all given goodie bags to take home. We are pleased to have had such positive feedback from those who attended.

There were speeches from Connor Naismith MP (Crewe and Nantwich), our Managing Director Andy Mellors, Richard Watts and Dave Savage from Community Rail Lancashire, Joanne Kerr from West Coventry Academy, and Lois Wilson from St Anthony's Catholic Primary School in Crewe.



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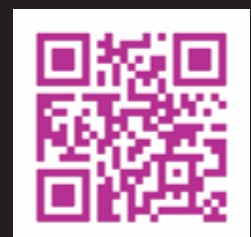
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LIVE THE LIFE YOU WANT



For 30 years, we've been making people's lives better by helping them to take control of their wealth with confidence. Whether it's securing your family's future, navigating retirement, or making your investments work harder, we go beyond the basics to offer practical solutions for real-life challenges.

At Equilibrium, financial planning isn't just about numbers - it's about clarity, security, and the freedom to make the choices that matter to you. That's why we offer complimentary masterclasses to our clients and we now extend this to our fellow North Cheshire Chamber of Commerce members.

Topics include Lasting Power of Attorney, The Care Conundrum, The Power of Conversation, Volatility: Friend or Foe?, Relishing or Resisting Retirement and Cyber Security. Each detail, from the engaging content to the meticulously curated event experience, is crafted to inform, connect, and inspire.



As we celebrate 30 years, our commitment remains the same: to provide financial advice that is not only expert-led but tailored to your life. Because the right plan doesn't just prepare you for the future - it helps you shape it.

Book today
Our current masterclasses run regularly with morning and evening sessions available.
Visit equilibrium.co.uk/events or call us on 0161 383 3335 to find out more. We look forward to welcoming you to our next event.

A WIN-WIN FOR MACCLESFIELD BUSINESSES



In today's digital world, marketing is about more than just selling a product or service, it is about building connections and telling compelling stories. That's the idea behind Business Diaries, a video interview series by Gumpo. The series is designed to showcase local businesses and their journeys, providing free publicity while also generating valuable content for Gumpo.

So far in 2025, Gumpo has filmed three Business Diaries episodes featuring businesses in the local area that are not clients of the agency. The goal is to help these businesses gain visibility, attract new customers, and strengthen their brand presence, all at no cost to them.

For many small businesses, marketing can be a challenge. Limited budgets and time constraints often mean that sharing their story and reaching new audiences takes a backseat. Gumpo's series gives businesses a platform to share their journey, challenges, and successes. The interviews are shared on social media and other digital platforms,

providing exposure to potential customers who may not have discovered these businesses otherwise. For the businesses featured, the benefits have been increased visibility, authentic storytelling and free marketing support.

While Business Diaries is primarily focused on promoting local businesses, it's also an innovative marketing strategy for Gumpo itself. By producing high-quality, community-driven content, the agency demonstrates the agency's expertise in digital storytelling, video production, and social media engagement.

With three episodes already filmed in 2025, Business Diaries is set to continue shining a light on the incredible businesses that make Macclesfield's economy thrive. As the series grows, more businesses will have the opportunity to take part and share their journey with a wider audience.

For businesses interested in being featured, email digitalpr@gumpo.co.uk

A JOINT VENTURE

bruntwood
SciTech

Bruntwood SciTech - a joint venture between Bruntwood, Legal & General and Greater Manchester Pension Fund - is creating a network of city-wide innovation ecosystems; connecting the UK's cities, regions and communities of like-minded businesses through extensive opportunities for collaboration and access to our public, private, academic, and clinical partner network.

Bruntwood SciTech owns and operates the UK's largest property portfolio dedicated to the growth of the nation's innovation economy to become a global science and technology superpower. It creates the environments and ecosystems that enable companies in the innovation sector, particularly those working in science and technology, to form, collaborate, scale and grow.

In addition to high quality office and laboratory space, a range of scientific services and specialist business support, Bruntwood SciTech provides direct connections that offer unrivalled access to highly skilled talent, funding, universities, the NHS, and mentorship.

Our locations provide inspirational, innovative communities in which start-ups, scale ups, and global headquarters thrive.
<https://bruntwood.co.uk/scitech/>

MARKETING MATERIALS FOR THE GLOBAL HEALTHCARE INDUSTRY


Eastmond Medicomm

Eastmond Medicomm is a boutique medical communications agency that produces marketing materials for the global healthcare industry. The agency was started in 2010 when owner Nigel Eastmond had spent 11 years working in Cheshire-based 'med comms' agencies and was considering his next move.

Eastmond Medicomm has grown over its 15 years of operation and operates a virtual model where the company directors hire additional capabilities to deliver different types of project. We have produced countless scientific publications and hundreds of slide decks. We have delivered live events and medical congresses, but have also

delivered 'standalone' events where we must build everything in the room from AV to stage sets. Lockdown saw a sudden demand for video, which has been sustained since then.

Eastmond Medicomm's clients tend to be those companies with one or two products who want to make a big impression, but do not have the budgets to hire large network agencies. Therefore, we have built capabilities in rare disease, biotech and medical devices. We also add ourselves to network agency teams when they need to attract clients in one of our core areas.



HOW'S THE ECONOMY DOING? ASK SOMEONE IN RECRUITMENT.



If you want a good sense of how the economy's doing, ask someone in recruitment. And lately? It's been quiet. Since the October 2024 Budget landed, things have slowed significantly.

Increased National Insurance contributions and a sharp rise in the National Minimum Wage have contributed to a serious squeeze on employers. These weren't small tweaks, they were game-changing costs that many SMEs simply weren't prepared for.

The immediate aftermath? Hiring freezes, redundancies, and in some cases, talk of offshoring. Across our region, I've had countless conversations with business owners who've put recruitment plans on hold, not out of choice, but necessity.

It's not just anecdotal, either. The CIPD reports that over a third of employers are actively reducing headcount or holding off on hiring. The REC notes permanent vacancies are falling at the fastest rate since 2020. This isn't just a blip; it's a serious shift.

But amidst the uncertainty, there are signs of resilience. We're starting to see a small rebound in

demand for key business support roles - administrators, finance assistants, customer service staff - the backbone of many SMEs. And while salaries are rising at their slowest pace in years, the candidate pool has grown, giving businesses access to a wide range of talent.

For now, many local businesses are in survival mode. But when recovery comes (and it will), those who've adapted, upskilled and streamlined, will be in the strongest position to grow.
Yasmin@synergyrecruit.co.uk



Calling all HR Leaders...

Synergy Recruitment & North Cheshire Chamber of Commerce present

HR Roundtable Event

22nd May 2025 | 9.30AM – 1PM

AstraZeneca, Macclesfield

An Invite-only discussion between local HR Leaders

- Share insights
- Talk challenges
- Help each other grow

Places are limited - to register your interest, please email:

yasmin@synergyrecruit.co.uk



INHERITANCE TAX AND INSURANCE: WHAT'S THE LINK?

Inheritance Tax (IHT) is currently charged on estates worth over £325,000, with the bill typically falling on beneficiaries. With proposed changes potentially including defined contribution pensions in estate calculations, IHT bills may rise, prompting many to seek ways to manage or reduce their liability.

One effective option is whole of life insurance, which guarantees a payout upon death, provided premiums are consistently paid. This tax-free sum can be used for various purposes—such as covering education costs or maintaining a lifestyle—but it's especially useful for settling IHT bills.

The key benefit lies in its ability to preserve estate assets. Rather than selling property or investments to pay the tax, beneficiaries can use the insurance payout, easing financial stress during an already difficult time. Importantly, when the policy is written in trust, the proceeds don't count toward the estate's value and are therefore not subject to IHT themselves.

For example, a client with a projected £100,000 IHT liability secured a matching whole of life policy placed in trust. This ensures their heirs receive the necessary funds tax-free, without reducing the estate's overall value.

Before choosing this route, it's vital to assess whether it's right for you. Factors like age, health, and required coverage affect premium costs, which are typically paid for life. Fixed premiums can offer financial predictability.

Tony Moore, MD says, "We also offer guaranteed over 50's plans which can be used to cover you for things like funerals. Peace of mind for you and your family." Professional advice can help tailor a solution that fits your needs, ensuring peace of mind for both you and your loved ones

GET WALKING WITH TRUNDL IN MAY



Exciting news for National Walking Month this May! Cheshire-based trundl, the innovative walking for charity app, is partnering with a leading UK nature coach to offer a unique 3-month package. This collaboration combines everyday charity walks with expert-led coaching sessions, on chosen wellness topics, for up to 15 staff members at a time.

With Deloitte reporting a £4 return on every £1 invested in mental health initiatives, there's never been a better time to boost your team's wellbeing. trundl allows your team to track walks, raise funds for charity, and monitor CO2 savings with every step.

As ESG and "good business" practices become increasingly vital, trundl is ideal for growing companies with 5-150 employees. Founded by Hil Mines, a Chamber member for two and a half years and bronze runner-up in the 2023 Chamber awards, trundl is revolutionising corporate

wellbeing and social responsibility.

Don't miss this opportunity to enhance your team's mental and physical health while making a positive impact. Join trundl and turn your everyday walks into a force for good!

And Chamber members are loving 'Netwalking' every couple of months when there is a fabulous combination of networking and enjoying the great outdoors - whatever the weather! Watch out for more details...

Contact:
Hilary.mines@trundl.co.uk
<https://trundl.co.uk/>



RACE FOR OURSPACE

Support the creation of a new youth centre for Macclesfield
(registered charity 1143231-1)

Teams of 5 running 5k each

WAYS TO GET INVOLVED



Enter a team



Enter a raffle prize



Become a sponsor

To get involved, head to:

www.alderleypark.co.uk/race-for-our-space



Saturday 21st June, 9am



Alderley Park

Supported
by:

bruntwood
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APCONIX
a better decision

 youthfed

PR Jones
JEWELLERS

JTAPE



JTAPE manufacture and distribute world-leading specialist masking, protection, and adhesive solutions. With a focus on quality and innovation, our masking solutions are designed to help improve performance and increase productivity for customers.

JTAPE's founder, Oliver Jevons, first discovered the challenges faced by automotive paint specialists while masking cars in the family automotive adhesives business. After seeing common automotive masking issues first hand, he began devising innovative solutions to prevent these. This led to the birth of JTAPE in 2003, with the launch of our first product.

Today, we continue to remain close to our roots, with our manufacturing, warehousing, and office facility located in Macclesfield. As a growing business, JTAPE recently increased our site space to 49,000 sq ft, acquiring an adjacent building to maintain centralised operations.

JTAPE now employs over 60 people worldwide and boasts a core portfolio featuring around 50 individually designed products, with over 2000 individual variations available. With over 20 years' industry experience, we've built a strong reputation, forging close relationships with

customers and key figures globally, across sectors including automotive, marine, aerospace, industrial, rail and painting & decorating.

Aside from JTAPE branded products, we also offer a comprehensive range of bespoke solutions across our growing network of OEM and Private Label partners.

We continue to expand our reach across new markets and territories, embracing new opportunities and adapting to the ever-evolving needs of our clients.

Join us on this journey - discover how JTAPE can support your business. Visit www.itape.com to find out more.



BRIGHT HORIZONS



Bright Horizons Brings Colour to Orbit Development's Tytherington Business Village Biodiversity Project

Orbit Developments has partnered with Bright Horizons nursery to bring colour and creativity to Tytherington Business Village as part of a biodiversity initiative. Plans include bird boxes, bug hotels, wildflowers, and even beehives producing on-site honey—all aimed at enhancing the natural environment and fostering community spirit.

To make the project even more special, Orbit Developments invited the children from Bright Horizons to decorate and name the new bird boxes and bug hotels. The nursery eagerly took part, resulting in a collection of vibrant, uniquely named wildlife homes. Among them are 'Blue Blue Sky,' 'Gromit,' and 'Poppy'—each ready to welcome nesting birds and insects.

"We are thrilled to involve Bright Horizons in this

initiative," said Dean Richards from Orbit Developments. "Not only does it support biodiversity, but it also strengthens the community at Tytherington Business Village. Seeing the children's excitement and creativity has been incredibly rewarding."

The installation of these wildlife homes marks the first step in a series of eco-friendly improvements. Over the coming months, wildflower planting and beehives will further enhance the landscape, providing vital habitats for pollinators and creating a greener, more sustainable space for all.



PEOPLEJELLY LEARNING ARE SUPPORTING BUSINESSES TO SCALE UP



Scaling up your business is a very exciting time. It often involves new client relationships, expansion of working space or increasing your geographical reach. It will almost certainly involve onboarding and inducting new employees.

Peoplejelly have a great deal of experience when it comes to onboarding and induction planning, along with many other aspects of learning. A structured induction can help you to attract new employees, retain them and get them up to speed quicker.

Peoplejelly are a consultancy business so everything we do is tailored to your business and customer base.

We deploy the 70:20:10 philosophy to our programmes, This means that 70% is structured on the job learning experience, 20% Social Learning (mentoring and coaching) and 10% Formal training (Workshops, Courses and Reading)

If you want to take the pain out of training your new starts or existing teams, be able to track progress through a learning management system and

provide self-sufficient learning journeys for your team then book either e-mail or phone Lee or book a free 30 min consultation through the website:

www.peoplejelly.co.uk
Tel 07896 560 632 / Email
leegarnett@peoplejelly.co.uk



35 YEARS OF DOGGED DETERMINATION



It's hard to believe, but I have now been running my business, Jack Russell Debt Collection Agency, for 35 years this year!

Nothing has changed much: there were thousands of debts to collect back then and there still are today. All done on a no recovery no fee!

So, this terrier is still alive and kicking, helping the good folk of Cheshire and beyond and I hope to see you all at the next Chamber Business Club in June. If you need help, contact me:

Kerry Bland
T: 07966 275454 E: kerry@debtcollect.co.uk W:
<https://www.debtcollect.co.uk/>



THE ULTIMATE HEALTHCHECK

Tomorrow Wellness is the UK's first preventative cardiovascular wellness clinic, located in the heart of Knutsford. Founded by a team of leading cardiovascular surgeons and vascular scientists, the clinic was born out of their frustration with a reactive healthcare system that often waits until symptoms appear before taking action. Determined to make a change, they developed a comprehensive suite of specialist tests that together form what we now call 'The Ultimate Health Check.'

Cardiovascular disease is the world's leading cause of death. It doesn't discriminate—affecting both men and women through heart attacks, strokes, aneurysms, vascular dementia, and more. Yet, remarkably, 90% of cardiovascular disease is preventable. That's why our mission is clear: to help as many people as possible avoid its devastating impact through proactive, preventative care.

While our primary focus is cardiovascular health, we believe it is the foundation of overall wellness. The cardiovascular system is the engine of the body—fueling every organ, every function, and

tomorrow... WELLNESS

every moment of life. By optimising this vital system, individuals not only reduce their risk of heart-related conditions but also improve their resilience against other diseases such as cancer and enhance their overall wellbeing.

At Tomorrow Wellness, we combine cutting-edge testing with in-depth wellness consultations. Our personalised membership programme offers continuous monitoring, expert guidance, and tailored health management for both businesses and individuals. We're here to provide you with the reassurance, confidence, and support you need to help take control of your health today to live a longer, healthier, and happier tomorrow...

tomorrowwellness.com



WE HAVE THE BIKE TO MATCH YOUR PASSION.

At SuperBike Factory, we believe the thrill of two wheels should be accessible to everyone. As Europe's largest retailer of used motorbikes, we're proud to offer riders an unbeatable selection of quality machines at competitive prices. Whether you're a weekend cruiser, daily commuter, or seasoned track-day enthusiast, we have the bike to match your passion.

What sets us apart isn't just our vast inventory of over 3,000 bikes in stock - it's our commitment to making the buying journey as easy and transparent as possible. From online browsing and nationwide delivery to flexible finance options and a comprehensive 120-point safety inspection on every bike, we've designed every step to give riders confidence and convenience.

But it's not only about sales. We're bikers too. That's why we're building a community where riders can connect, share, and grow. Through our events, partnerships, and expert advice, we aim to fuel the motorcycle lifestyle in all its forms.

SUPERBIKE FACTORY ALWAYS READY TO RIDE

As we continue to expand, our mission remains simple: to make bike ownership more accessible, enjoyable, and worry-free. Whether you're buying your first 125cc or trading up to your dream superbike, SuperBike Factory is your trusted riding partner.

Join us and experience why thousands of riders choose SuperBike Factory - not just as a place to buy, but as a place to belong. Because here, it's more than just bikes. It's about the ride.

Ride smart. Ride safe.
Ride SuperBike
Factory



WHY IT'S WORTH LISTENING TO YOUR OWN ADVICE!

Talk about practicing what we preach! With the Chamber offering us article space in their magazine (which, we happen to design and print), a lightbulb moment struck. Why aren't we creating our own magazine too?

In our screen-obsessed world, physical magazines are the rebels of marketing—tangible, refreshing, and impossible to "swipe away." While digital content vanishes into the ether, magazines camp out in waiting rooms and on coffee tables for months, continuously working their magic on potential clients.

Think of your magazine as your brand's cool ambassador—one that showcases your expertise without the annoying pop-up ads. It's your chance to strut your industry knowledge and position yourself as the go-to guru customers actually trust.

The secret sauce? Magazines create genuine connections. Client spotlights, team features, and success stories humanize your brand in ways that

even the cleverest tweet cannot. Plus, featuring complementary businesses opens doors to partnerships that might otherwise remain firmly closed.

For those of us offering complex services, magazines provide the breathing room to explain what you do without cramming it into a word limit or battling shrinking attention spans. Want to stand out from competitors? A quality magazine signals your commitment to excellence while everyone else is busy crafting the perfect hashtag.

The bottom line: magazine marketing delivers lasting impressions, stronger relationships, and impressive ROI. Watch for Bollington Printshop's own magazine "iMPRESSION" coming to a networking event (or letterbox) near you soon!



HEALTH AND WELLBEING COVER



Provided by Westfield Health, you can access innovative and effective health cover solutions for employees and their families.

Let's talk about your team's wellbeing — book a free review and discover smarter, healthier solutions. Westfield Health are offering exclusive wellbeing reviews for our members designed to help you get more from your current health and wellbeing provision.

They'll look at what's in place, spot gaps, and explore tailored solutions that can: Improve productivity, Reduce absence, Boost staff retention and show clear ROI

It's a no-obligation consultation that's all about helping you create a healthier, more engaged workforce — because strong teams build strong local businesses. One conversation could change the way your business supports its people.

Chamber Health Cash Plan

Exclusively available to BCC accredited and affiliated member organisations of all sizes, the Chamber Primary Health Plan allows staff to claim money back, up to set limits, for things like sight tests and glasses, dental bills, therapy treatments and consultations.

The plan also provides access to a range of valuable health and wellbeing services including: DoctorLine – Speak to a practising UK GP or clinical pharmacist 24 hours a day, 365 days a year. 24 Hour Advice and Information Line including up to six sessions of structured counselling. Westfield Rewards – Discounts and special offers at hundreds of retailers, restaurants and destinations.

Book a meeting with our Westfield Health & Wellbeing Consultant

Manni Aheer maheer@westfieldhealth.com
07710-074753

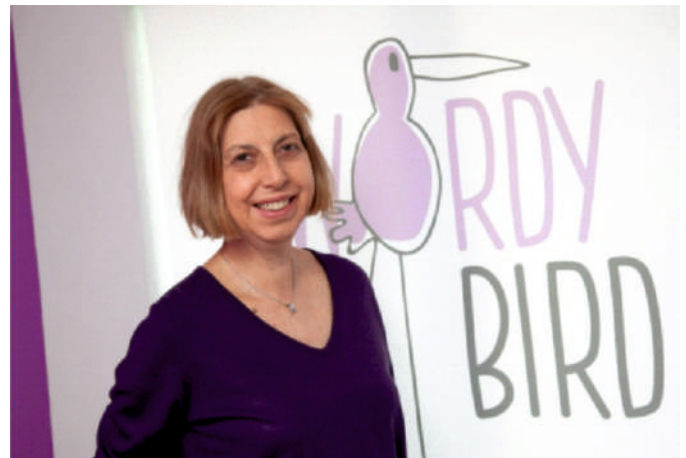
WORDY BIRD LAUNCHES TONE OF VOICE WORKSHOPS



Macclesfield-based copywriter, Lindsey Russell of Wordy Bird is having great success with a new series of Tone of Voice (TOV) workshops.

Companies spend a lot of time thinking about logos, colour palettes and branding but tend to overlook how they sound. And let's face it, tone of voice is one of those phrases that doesn't mean much unless you're a copywriter, content strategist or angry parent! But, defining a business's tone of voice is crucial in helping it stand out from the competition, strengthen its identity and engage with its target audience - especially in these days of AI when there's a danger everyone begins to sound the same.

That's why Wordy Bird has launched its Tone of Voice workshops, using Voicebox, created by leading TOV consultant Nick Parker. Voicebox is a fantastic (and fun) tool for experimenting with how companies want their brand to come across. Based on the 11 Primary Voices, the workshops help businesses select the right tone and style for them. That could be anything from Playful Child to



Neutraliser or Warm Friend to Energiser.

The sessions are an opportunity to deliberate, discuss and debate, while looking at loads of real-life examples. It then puts companies in a position to create some strong guidelines to roll out their new and distinctive voice consistently across every format and platform.

Keen to discover your Tone of Voice? Book a workshop by contacting lindsey@wordybirdwrites.co.uk

TRADITIONAL CHINESE MEDICINE - ANCIENT WELL-BEING



Traditional Chinese medicine (TCM), also known as Oriental medicine, is a medical system that has been used for thousands of years to diagnose, treat, and prevent disease.

TCM is based on the idea that the body's vital energy, or qi, flows through meridians and keeps a person's spiritual, emotional, mental, and physical health in balance. When qi is imbalanced, it can cause disease, TCM aims to restore balance by treating the individual.

TCM practitioners use a variety of psychological and physical approaches, including acupuncture, moxibustion, cupping, massage, herbal therapy, diet, meditation and physical exercise.

TCM is rooted in the ancient philosophy of Taoism and is based on the idea that opposing energies, like yin and yang, are in balance. When these energies are balanced, a person feels relaxed and

energized, but when they are out of balance, it can negatively affect their health. TCM also incorporates the five-element theory, which is based on the idea that different forces in nature combine to create balance and harmony. The five elements are wood, fire, earth, metal, and water, and they are connected in a cycle of creation, destruction, and transformation.

Acupuncture, an ancient Chinese therapy, promotes the flow of blood circulation and energy. This treatment aims to improve your health and enhance overall body rejuvenation by stimulating collagen production, boosting circulation, and balancing internal health. It is ideal for those seeking a natural and non-invasive approach.

For more information, visit www.harmonyclinicofacupuncture.com or email harmonyclinicuk@gmail.com

A venue *like no other...*

MAKE BUSINESS A PLEASURE AT MOTTRAM HALL

Mottram Hall is home to the finest corporate events and conference facilities in Cheshire.

From meetings and seminars, to golf and team building days, we are sure to make any experience one to remember. So, if you're looking to make business a pleasure with an unforgettable event, our bespoke packages are tailored to perfection.

Plus, with our stunning and spacious St. Andrews Suite accommodating up to 300, or seating 210 for a dinner, there's no need to compromise on your invites.



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