

Chamberlink Magazine

ISSUE NO.21
WINTER 2024



ROYAL RECOGNITION FOR IPG HEALTH



NORTH CHESHIRE
CHAMBER OF COMMERCE

News and views from
Chamber 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 **£35 per ticket** and is booked via Eventbrite.

2024 Events

Weds 20th March
Weds 19th June
Weds 18th September
Weds 20th November



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items for the next issue of Chamberlink should be sent to
reception@northcheshirechamber.co.uk by 12th APRIL 2024

(please mark Chamberlink magazine)

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NORTH CHESHIRE
CHAMBER OF COMMERCE

Chamber patrons



WELCOME FROM THE CHIEF EXECUTIVE

A very happy New Year to you all and welcome to the New Year edition of Chamberlink! As we step into 2024, a year brimming with promise and potential, we find ourselves in the midst of transformative trends and global shifts. Despite the challenges, we ended 2023 on a real high; the North Cheshire Business Awards were a huge success and a celebration of the diversity and resilience of business in north Cheshire - read all about the event inside!

On the geopolitical stage, brace yourselves for the impact of 40 government elections worldwide. While these exercises in democracy are crucial, they also introduce an element of uncertainty, influencing the global economic and political landscape.

In the realm of Health & Wellbeing, we anticipate an increased focus on holistic approaches to wellness. The evolving understanding of mental health, coupled with technological innovations, is poised to reshape how we approach overall well-being both at work and in our personal lives.

Carbon Reduction rightly takes centre stage as the world intensifies its commitment to sustainability. With climate change at the forefront of global concerns, businesses and governments alike are likely to adopt ambitious initiatives to reduce carbon footprints, fostering a greener and more sustainable future.



As we navigate this journey through 2024, North Cheshire Chamber of Commerce will be bringing you a whole calendar of events and training including our new Cheshire East Masterclass Series and our regular business networking events across the area. Our newsletters and this magazine will continue to offer insights into the trends and developments that will shape the local business landscape and we hope you enjoy reading them. Here's to a year of growth and success!

Terry Hayward
Chief Executive

UPCOMING EVENTS

Strategy & Finance Masterclass

Date: January 30, 2024 Time: 8:30am- 1pm
Location: Shrigley Hall Hotel & Spa, Cheshire, Macclesfield, SK10 5SB

Sales Club - What's your cure? With Sales Geek, Jon Whitby

Date: February 1, 2024 Time: 09.30 - 11.00am
Location: Sutton Hall, Bullocks Ln, Sutton, SK11 0HE

Networking Breakfast at Citation

Date: February 8, 2024 Time: 8:00am-10:00am
Location: Citation, Kings Court, 30 Water Lane, Wilmslow SK9 5AR

Management & Leadership Masterclass

Date: February 13, 2024 Time: 8:30am- 1pm
Location: Cottons Hotel, Manchester Rd, Knutsford WA16 0SU

Network Knutsford

Date: February 14, 2024 Time: 8.30 - 10.00am
Location: The Tea Room, 73 King St, Knutsford WA16 6DX

Breakfast Networking with Westfield Health

Date: February 27, 2024 Time: 8:30 - 10.30am
Location: Cottons Hotel, Manchester Rd, Knutsford WA16 0SU

Breakfast Networking - IT and Cyber Security

Date: March 14, 2024 Time: 8:30 - 10.30am
Location: Jodrell Bank, Bomish Ln, Macclesfield SK11 9DH

HR and Health & Safety Masterclass

Date: March 21, 2024 Time: 8:30am-1pm
Location: Champneys Mottram Hall, Wilmslow Road, Mottram SK10 4QT

The Business Club with Harts and Orbit Developments

Date: March 20, 2024 Time: 11.45 - 14.30
Location: Hollin House Hotel, Jackson Lane, Bollington, Cheshire, SK10 5BG

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

WELCOME TO NEW CHAMBER MEMBERS



AMG WRITING
Macclesfield
www.amgwriting.co.uk

AMG Writing offers a professional B2B writing service - bid writing, CV writing, content & copywriting, editorial & proofreading. Our high-quality and tailored service helps facilitate business growth for new start-ups and MSMEs. Working across various sectors, we specialise in construction, property maintenance, facilities management, transport & logistics.



HILLSGREEN
HILLSGREEN MARKETING
First Floor The Old Barn, Holly House Estate, Middlewich Road, Cranage Cheshire, CW10 9LT
www.hillsgreen.co.uk

Hillsgreen is a digital marketing agency focused on serving clients in the agricultural sector. We passionately want to make a difference to the people and businesses that are helping to connect agriculture. We inspire, challenge and champion the sector, both regionally and nationally.



MEDIA ANGELS
94 Chapel Lane, Wilmslow, Cheshire, SK9 5JH
www.mediaangels.co.uk

We are a social media agency in Wilmslow helping businesses gain more clients and exposure via Social Media Management, Google Ads, Social Media Paid Ads and Content Creation. We work with businesses of all sizes and love to see them thrive! Contact us to see how we can help you.

SPECIAL OFFER FOR CHAMBER MEMBERS:
Free Social Media Audit



MOORE HEALTH & PROTECTION
17 Eyam Road, Hazel Grove, Stockport, SK7 6HP
www.moorehealthprotection.co.uk

MOORE Health & Protection is a fully independent advisory firm advising both our individual consumer and company clients on a full range of health and protection insurance plans. We can guide clients to the most suitable products and providers across the whole industry.



PARX MORTGAGES AND INSURANCE
Unit 4, 2nd Floor, Dane Mill, Congleton, CW12 1LA
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We are here to give you expert, tailored advice to help you get the best mortgage and insurance for you and your family. For First Time Buyers, Re-Mortgage, Moving Home, Buy to Let. Life Insurance, Critical Illness, Income Protection and Home Insurance. You're in good hands. Available at a time to suit you. NO BROKER FEES Over 30 years' experience with access to over 100 lenders and insurers.



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We are a British company who design and manufacture home / platform lifts. We provide access solutions to make life easier for the less mobile and make a difference to people's lives on a daily basis.

SPECIAL OFFER FOR CHAMBER MEMBERS:
10% discount off our products



THE SILK ROAD FOUNDATION CIC
THE PILLARS 8/10 PARK GREEN, MACCLESFIELD SK11 7NA
www.thesilkroadfoundation.com

Promoting Macclesfield as the western end of The Silk Road to attract cultural events and economic investment. Pairing of high growth Cheshire businesses to minority stake Chinese investors



DINOYS
DINOYS LTD
21 College Court, Macclesfield, Cheshire, SK11 8HN
www.dinoys.com

Empower your SME with our business consultancy. Dinoys Ltd excels in providing holistic solutions, and advises on the area of pain points be it Sales, Marketing, HR, IT, Purchasing, Finance, or Supply Chain. We aim to bring valuable insights and tailored strategies to drive growth and success in today's dynamic environment.

SPECIAL OFFER FOR CHAMBER MEMBERS: Free Discovery Session

NEWS FROM OUR PATRONS

BEYOND CORPORATE TRIPLES SIZE OF ITS DISPUTE RESOLUTION TEAM



BEYOND LAW GROUP

In line with the values of the Group, Dónall has put the recruitment and development of homegrown talent at the forefront of his business strategy. The Group has set the pace with a programme of innovative employee development and mentoring programmes, placing a strong emphasis on nurturing and developing young talent.

As a result, two of Beyond Law Group's talented former trainees, Georgia Smith and Natalie Kralski, both qualified into the Dispute Resolution team in March 2023. Georgia and Natalie are now key members of the team, working on a wide range of complex commercial disputes including High Court proceedings, urgent injunctions and adjudications. This, along with the recruitment of newer team members from national and international firms, brings a fresh perspective and specialist knowledge to the rapidly growing team.

Dónall Caherty comments: "It has been an unbelievable year of growth for the Dispute Resolution team, and I am incredibly proud of what we have achieved. Together we have built a very strong reputation as one of the go-to Dispute Resolution teams in the North West. The success of the last 12 months only spurs us on to create more success and subsequently more opportunity for our incredibly talented team in 2024 and beyond."

To get in touch with Beyond Corporate's Dispute Resolution team, contact [0161 507 7110](tel:01615077110) or email disputeresolution@beyondcorporate.co.uk

Beyond Corporate is the Beyond Law Group's specialist corporate and commercial practice, one of the leading commercial practices in the North West, providing corporate, real estate, employment, dispute resolution, construction and commercial legal services to entrepreneurial businesses, their owners and management teams. Beyond Corporate's specialist Dispute Resolution team was established by leading Dispute Resolution lawyer, Dónall Caherty, in June 2020.

The Dispute Resolution team advises on a broad range of commercial disputes, and has an excellent track record of obtaining results for large Corporates to SMEs and also high net worth individuals, working across a range of sectors including Aviation, Construction, Financial Services, Manufacturing, Technology and Retail.

The team has acted on a number of landmark litigation cases across the UK and Ireland, advising regional, national and international corporate clients on the full spectrum of complex contentious corporate and commercial matters..

Over the last 12 months alone, the Dispute Resolution team has experienced its most successful year to date, with a 63% increase in new case openings and its highest turnover since inception.

In response to the increased demand for Beyond Corporate's business-critical offering, Dónall has tripled the size of his team in 2023, which includes the appointment of Partner, Alistair Gregory, Solicitor, William Appleyard and Paralegal, Nikko Ho.

Selling *your* business

When is the right time to sell
and for what price?

Download your complimentary ebook at harts-ltd.com



Time to sell?

You may have spent a lifetime building up your business and have come to the decision that it's now time to move on and do something different. Or perhaps you have taken your business as far as you can and you now need a third party to take it to the next level. Is it time to retire, or do you want to do something completely different? For whatever reason, there will come a time when you will want to sell your business...

Why do you want to sell?

Each person will have their own reason for wanting to sell, from retirement, to wanting to do something completely different, or for health reasons or succession planning, but you should have a good reason for wanting to do so. In all cases, you need to give yourself plenty of time to build up to the sale and not expect an immediate disposal. You need to know what your priorities are before you decide to sell, as they may well impact on how and when you go to market.

But is now the right time?

Are market conditions conducive to a sale? Are we in the middle of a recession where cash may be in short supply? Has a new product come onto the market, which makes yours redundant, or do you have a new product that will revolutionise the market?

All of these factors can determine whether it is the right time to sell. Have you just had a great year but business is now on a downturn? If so, that could make a sale far less attractive. If you are projected to make significant profits over the next couple of years, it may be that now is not the right time to let go!

Preparing the business for sale

You may think that your business is ready for sale straight away, but there are a number of issues that you need to consider to ensure that you are in the best position to market your business. You will need to put your finances in order, review your customer base, suppliers, management team, equipment and assets to name just a few!

Our NEW eBook!

We have created an eBook for you to download with our compliments. We see the eBook as your shortcut to understanding what selling your business really entails and what you can do to maximise your sale price. We really hope you find it helpful.



visit us!

Go to our 'Selling your business' page on harts-ltd.com or scan the QR code at the top of the page to download your complimentary copy of our new eBook!

Get in touch

As always, please do get in touch if you need any more information on selling your business, or with any of our other services. We will be very happy to help. You can call our Macclesfield office on the number below or send us an email to arrange a call back. We look forward to hearing from you!

CELEBRATING 'ROYAL RECOGNITION' FOR TRAINING AND DEVELOPMENT AT IPG HEALTH MEDICAL COMMUNICATIONS

IPG Health Medical Communications has been awarded the coveted Princess Royal Training Awards for their early-career training programme. Terry Hayward joined the IPG Health Medical Communications team at their Macclesfield office to celebrate in style with a traditional afternoon tea, in honour of HRH The Princess Royal.

Delivered by the City and Guilds Foundation, The Princess Royal Training Awards recognise organisations that demonstrate exceptional commitment to learning and development. IPG Health Medical Communications received the award for their industry-leading early career training programme, Fuel (Future Experts and Leaders).

Building on the network's distinguishing proactive career management (PCM) approach, IPG Health Medical Communications introduced Fuel in 2021 to equip trainees with the skills, experiences, networks, and inspiration needed to successfully launch their careers. Over 200 people have taken part in the programme so far, in the UK, North America and South Africa, with 100% of associates reporting that the programme met their expectations.

HRH The Princess Royal, President of the City and Guilds of London Institute, presented the award to IPG Health Medical Communications at a ceremony at St. James' Palace, noting the sustainable provision of skills training provided through the programme and the positive impact on the organisation and its' people. The Princess Royal Training Award adds to the team's portfolio of awards this year, having also received two Stevie Awards for 'Most Innovative Learning and Development Program (Fuel)' and 'Learning/Training Team of the Year'.

Caroline Smith, Executive Director, Talent said: "Here at IPG Health Medical Communications, we are driven by a healthy obsession with doing what's right for our clients, their brands, and our people. We take our responsibility seriously when it comes to ensuring our people have endless

IPG HEALTH

opportunities to grow, develop new skills, and be challenged in a variety of ways. Fuel is our latest initiative to this end, and to have it recognised as one of the top training programmes in the industry and across the UK is a great source of pride for all of us."



Rebecca Douglas (Group Programme Director, Talent), collecting The Princess Royal Training Award on behalf of IPG Health Medical Communications at the ceremony at St James Palace.

HOW TO CONVINCE TEENAGERS TO SPEAK RATHER THAN TEXT

North Cheshire Chamber member Andrew Thorp was presented with a tricky assignment by his daughter recently, when she asked him to give a lecture at Tytherington High School. "She's Head of Biology," he explained, "and she told me there'd be about 60 students there. About 300 turned up!".

His chosen topic was the enduring importance of good verbal communication despite being in the digital age.

"My message to the teenagers was that we've been communicating for a lot longer face-to-face than we have via smartphones, so a lot of what makes us connect as human beings is hard-wired within us." "The skills of conversation, of empathy and rapport-building are like a muscle - without exercise they wither."

"I was pleasantly surprised that the students recognised some of the dangers of technology controlling us and I sensed a desire to be more confident about speaking. A lot of young people get anxious about conversation because of its real-time nature - they can't edit before pressing 'send'."

"I implored them not to try and fill every waking moment with stimulation. Some professors and teachers are now recommending that students daydream occasionally. I used to get told off for doing that!"

Andrew finished by recommending some 'super-skills', including speaking clearly and with musicality, curiosity and the ability to describe experiences.

"The talk went down well, although my daughter gave me a detention for calling her 'Mary' rather than Miss Thorp!"

The two pictures show Andrew in action and later clutching his speaking fee.



UNLOCKING GROWTH: THE SIGNIFICANCE OF ONGOING SALES PROSPECTING



The sales department of any business is critical, and its effectiveness is key to its prosperity and survival. Proactive prospecting and sales are paramount; even the world's best products and services can falter without a strategic approach to acquiring customers. At C3 Sales & Consulting, we understand the pivotal role sales play in business success, and our expertise goes beyond mere sales consultancy and sales training.

Among the plethora of prospecting methods we employ, using LinkedIn for lead generation has proven to be highly effective. Connecting with key decision-makers, our clients have witnessed a surge in hot leads through our innovative LinkedIn lead generation software, C3 Messenger. Our success stories exemplify the diverse ways we've empowered businesses to thrive.

Case Studies: Empowering Business GrowthAs an example, Media Angels sought to broaden their LinkedIn outreach, and with C3 Messenger, they strategically identified, connected to, and communicated with their ideal customers, enabling substantial business growth. Likewise, fellow Chamber member CTM Safety targeted businesses to promote their unique risk assessment method statement software that seamlessly integrates with SIMPRO software. They especially liked how it automatically connected



and communicated with their ideal prospects.

Another client, Flow and Process Solutions, wanted to enter new industries and streamline their sales process. Through targeted lead-generation campaigns and a user-friendly CRM system tailored to their needs, we successfully facilitated seamless prospecting and streamlined their sales cycle. This has allowed them to forecast more effectively and upsell and cross-sell with ease.

Looking Ahead to 2024: Proactive Prospecting for SuccessTo ensure continuous prospecting, you should always seize every chance to establish new connections, engage in meaningful conversations, and lay the groundwork for closing more sales. By adopting this proactive approach, you'll position yourself ahead of the competition as we enter 2024.

Explore Possibilities with C3 Sales & ConsultingIf you're interested in having a C3 Messenger demonstration or exploring how our expertise can assist your business in overcoming sales challenges, feel free to call Mark Willett on 01625 380820 or via email at mark@c3sales.co.uk





CHESHIRE & WARRINGTON LOCAL SKILLS IMPROVEMENT PLAN

Shaping skills for your existing & future workforce



The Cheshire & Warrington Local Skills Improvement Plan (LSIP) is one of 38 LSIPs that have been approved by the Department of Education Secretary of State. It has been developed to ensure that employers' most pressing skills needs are reflected within the local skills system.

The Cheshire & Warrington LSIP is led by South Cheshire Chamber of Commerce and Industry. Our LSIP aims to support employers in articulating their skills needs, whilst brokering links with Post-16 technical education to shape current and future provision; skills for your new and existing workforce.

In order to develop our LSIP, we have already engaged with many local employers and as a result been able to establish our Roadmap, focussing on key themes of Technical Skills (with priority areas of Manufacturing, Health & Social Care, Life Sciences, Digital and Low Carbon), Accessibility, Employability Competencies, Careers Education Information Advice and Guidance, and Educational Professionals.

Our aim is to ensure the current and future workforce have the necessary skills and access to local opportunities, as well being able to upskill or reskill to meet changes within industry. We also want to ensure that we can be responsive to the developing needs of employers.

If you would like to be part of making a difference to skills training within Cheshire & Warrington, or would just like to find out more, please get in touch – we're here to make things easier!

LSIP@sccci.co.uk or via our website:
www.cheshireandwarringtonlsip.co.uk

www.cheshireandwarringtonlsip.co.uk



OUT AND ABOUT WITH THE CHAMBER

The autumn and early winter has been a busy time for the Chamber Events Team and it has been great to see so many members at our events. Here's a reminder of what we've been up to:

THE BUSINESS CLUB SEPTEMBER/NOVEMBER

Our quarterly lunches in collaboration with Harts Chartered Accountants and Orbit Developments took place in September and November at Hollin House Hotel.



In September the main speaker was Dean Richards, the Leasing Director of Orbit Developments who gave us his thoughts and insights on 'The Workplace in a Post Pandemic Era'



In November it was the turn of Mark Whittell, Managing Director and Owner of THP Law who gave an overview of the risks faced by individuals and companies who either embark on or are drawn into litigation and how the use of mediation can reduce both the risk and costs they face. As with all the Business Club events the room is always full and the food is superb!



WATERS - 4TH OCTOBER

In October we visited Waters in Wilmslow - a building that most of us have driven past on numerous occasions and have always wondered what goes on there! Well, we found out from Jim Langridge - Senior Director of Development and Discovery about the vital work that Waters do. And we heard from Si Valentine - Speak & Win on how an incredible 75% of people would rather be dead than speak in public! Si shared his thoughts on how we can improve our face to face speaking skills to boost confidence, increase productivity and with simple techniques, help reduce the stress that this important skill can cause.





FASHION & FIZZ - 5TH OCTOBER

Fashion & Fizz evening at SOS Bramhall on 5th October. The ladies enjoyed an evening of fizz and super informal networking/browsing followed by a fashion demonstration. There was no holding back as autumn and winter wardrobes were given a refresh!

SALES CLUB AT SUTTON HALL

Sales Club is the transformative Chamber programme delivered by Sales Geek, with a mission to change the way the world perceives sales. Our interactive Masterclass, led by facilitator Jon Whitby was held at Sutton Hall in October and was given 5* reviews by those who attended.



RAPIERSTAR - 19TH OCTOBER

In October we visited Rapiertstar on the Star Business Park just south of Macclesfield. After an excellent networking breakfast, David Furness - Founder and Group Managing Director of Rapiertstar, gave us a great insight into the inception, growth and development of the business and a tour of the purpose built building and his R&D facility.



We also heard from Mark Willett - C3 Sales and Consulting about his journey in business and his top sales tips.

ALDERLEY PARK - 2ND NOVEMBER

Glasshouse at Alderley Park is an impressive building by any standards and the communal area makes for a great networking space. Nearly 80 people were there for our Regional economic Update. We were welcomed by Sam Birtwistle, Senior Commercial Manager for Glasshouse.

Thomas Barker, part of the FX and Fixed Income Dealing Team at Handelsbanken Capital Markets gave an overview of the financial markets and the outlook for Cheshire and the wider economy over the next 6-12 months and what that means for both



business and us personally. Guests were then able to do a tour of Glasshouse and Alderley with the Bruntwood SciTech team



BREAKFAST MEETING WITH DAVID RUTLEY - 10TH NOVEMBER

At the Chamber we like to try different things and so in early November, in association with Macclesfield College we ran a Question Time style event at Macclesfield Town Hall with David Rutley MP. Other panellists were: Rachel Kay, Principal, Macclesfield College. Andy Clarke, Head of Corporate Affairs at Manchester Airport. Rebecca Douglas, IPG Programme Director for Talent Development and Early Careers Programmes. Monja McLean, HR Director for the AZ EMEA Supply Region



The interactive session covered a number of topics including transport and connectivity, local skills improvement, sustainability and the economy.

CHRISTMAS LUNCH AT MOTTRAM HALL - 6TH DECEMBER

You know the year is coming to a close when turkey is on the menu. 51 members enjoyed a fizz reception followed by an excellent 3-course Christmas lunch and were then subjected to some terrible 'cracker' jokes delivered by our Chief Executive, Terry Hayward. We were also treated to some 'close-up' magic by Frank Farrell leaving many guests impressed and bemused.



Monthly networking Knutsford with Knutsford Admin at The Tea Room.

In the last 18 months the Chamber has made a real effort to be more representative of business across the North Cheshire region by ensuring a spread of events throughout the area. In collaboration with Knutsford Admin we now run a monthly networking breakfast at the Tea Room in Knutsford on the second Wednesday of each month.



NORTH CHESHIRE BUSINESS AWARDS 2023



De Vere Cranage Estate - Friday 24th November 2023

The North Cheshire Business Awards, held at the picturesque De Vere Cranage Estate on November 24th, 2023, were a celebration of innovation, excellence, and resilience within the local business community. The event, now in its 10th year, brought together charities, professionals and entrepreneurs to acknowledge and celebrate outstanding achievements in various sectors.

The atmosphere at De Vere Cranage Estate was charged with anticipation as businesses from diverse industries gathered to showcase their accomplishments. The awards ceremony, hosted by BBC presenter Hugh Ferris featured categories ranging from Start-up & Small Business of the Year to Health & Wellbeing and Carbon Reduction. Each award underscored the commitment of businesses in North Cheshire to making a positive impact on the community and the environment.

One of the highlights of the evening was the keynote speaker, Christopher Doneth-Hillier, who shared insights into navigating challenges, decision making and succeeding under pressure from his 25 years' experience as both a military and civilian pilot.



This year's charity of the year was Just Drop In, a youth support charity based in Macclesfield and supporting young people from across north Cheshire. Through the raffle and auction on the night a grand total

of **£3,842** was raised, demonstrating the generosity and community spirit amongst our business leaders.

The Carbon Reduction Award, sponsored by Pettengell Wealth Management was won by Going Green



Hannah Bentham from East Cheshire Hospice won the **Apprentice of the Year** Award, sponsored by Macclesfield College.





Charity of the Year, sponsored by Cheshire's Silk Radio was won by East Cheshire Hospice who become our charity partner for 2024

Start-up of the Year, sponsored by Thermmark was won by CloudFusion



Best Company to Work For, sponsored by Williams and Crosby was won by Macclesfield College



Business of the Year, sponsored by AstraZeneca was won by Superbike Factory



Businessperson of the Year, sponsored by North Cheshire Chamber of Commerce was won by Clare Kewney of The Hearing Centres



The award for **Best Creative Campaign** went to Hillsgreen and was presented by Naz Jahanshahi from Gumpo



A third visit to the stage for East Cheshire Hospice as they also took the **Customer Service Award** presented by Lizzie Wood from North Cheshire Chamber of Commerce

The **Small Business of the Year** award, sponsored by Citation was awarded to Dress Cheshire



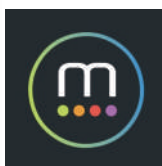
The **Health & Wellbeing Award**, sponsored by Everybody Health & Leisure was won by DoorCo.

Team of the Year, sponsored by Harts Chartered Accountants was won by McAlister Family Law, part of the Beyond Law Group.



Congratulations to all this year's finalists and winners!

THANKS TO ALL OUR SPONSORS AND PARTNERS



SIR KEIR STARMER VISITS ASTRAZENECA SITE



It was an absolute pleasure to welcome Sir Keir Starmer MP, Leader of the Labour Party, to our Macclesfield Campus alongside Peter Kyle MP, the Shadow Secretary of State for Science, Innovation and Technology. The visit was made as part of a wider tour of the NW region.

Our high-tech Learning Academy was the first stop on the visit, where Kier and Peter toured around the facility to demonstrate our commitment to the highest standards of training and innovation in capability-building for these vital production processes.

Tom Keith Roach, Country President for AZ, took them on a walk across our community garden to showcase the scale of the Campus and outline the range of functions and activities that operate from Macclesfield.

We then showcased our chemical development laboratories, where the fantastic work around continuous processing was on full display, before Keir concluded the visit with a TV broadcast interview in which he said: "AstraZeneca here in Macclesfield are doing incredible work, there is a lot of innovation...and I have been having the opportunity to discuss how, hopefully, the coming



Labour government will work, in part here with the life sciences sector."

RISKWORKS EXPANDS ITS BROKING TEAM



As part of our expansion plans, we are delighted to announce that Rebekah Hamilton has joined the Riskworks Broking and Client Services team.

Rebekah was previously with the Howden Group; she brings with her specialist insurance and risk management skills to support existing and new clients. The appointment of Rebekah further underpins Riskworks dedication to staying forefront of innovation and expertise, ensuring clients receive not just insurance coverage, but a comprehensive partnership that prioritises their evolving needs and business aspirations.

The strengthened Riskworks team stands ready to provide dynamic, client-centric solutions, empowering businesses to navigate the complex landscape of risk management with confidence and assurance.

For more information or to speak with the Riskworks Team please call 01625 547754 or visit www.riskworksbusiness.com



PROJECT FUNDING FROM MANCHESTER AIRPORT



Manchester Airport's Community Trust Fund has pledged to donate more than £16,000 to a variety of community-led projects at its latest quarterly meeting.

The Community Trust Fund was set up in 1997 and is managed by a committee of trustees from the area, alongside representatives from the airport, which pays £100,000 per year into the fund. Groups based within 10 miles of the airport, which covers parts of Manchester, Tameside, Trafford, Stockport and Cheshire, are able to bid for up to £3,000 for initiatives with a clear and lasting community benefit.

Among more than a dozen to benefit from the latest round of funding is Read Easy Stockport, a group dedicated to helping adults learn to read. The charity estimates that there are 2.4 million adults in England alone – over 7% of the working age population – who struggle with reading or cannot read at all. Read Easy Stockport has been awarded more than £700 in funding to purchase new reading materials.

Fiona Clear, a fundraiser for the group, said: "Read Easy Stockport offers weekly one-to-one reading coaching sessions to any adult in the local area who finds reading challenging. Our reading coaches are all local volunteers, who commit their time for up to two years. "The donation from Manchester Airport's Community Trust Fund will enable us to purchase additional books and resources, which will help to make learning to read fun, and to overcome a fear of text, which can be a barrier to learning to read fluently." Longsight-based We Matter CIC is also set to receive a grant, totalling just under £2,000, for ten brand-new sewing machines.

Naheed Akhtar, a volunteer for We Matter CIC, explained: "Sewing is an activity that many find therapeutic and is a skill that can lead to all sorts of creativity and a great sense of achievement.

"We are grateful to the Manchester Community Trust Fund for kindly awarding us funding to purchase some sewing machines which will allow us to deliver more activities within our communities."

Friends of Woodstock Park, in Altrincham, will get more than £1,700 towards a picnic table, and new planters.



Ulrich Savary, a volunteer with Friends of Woodstock Park, said: "The refurbishment of Woodstock Park is not just a project; it is a testament to what a united community can achieve. "With this donation, we can now continue the necessary improvements that will make the park a safer, more attractive, and more inviting place for everyone in the community. These funds will go a long way in adding new, inviting spaces for families to gather and maintaining the park's greenery for generations to come."

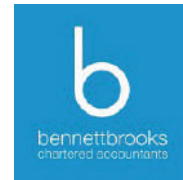
Hope Central, a Christian charity dedicated to tackling hunger and poverty in Cheshire, received a grant to help fit out its new Knutsford food bank with racking. Ian Robertson, a Trustee at Hope Central, said: "Our two food banks in northeast Cheshire are central to our objective of relieving the impact and the causes of poverty. Having moved one of them to a new home in Knutsford where space is at a premium, the grant from Manchester Airport has enabled us to fit out an ergonomic and safe space for our volunteers to work in.

"With this done, we can continue to deliver our other services, including a Debt Centre, Money Management, a Job Club, Fresh Start and Life Skills courses and weekly drop-in centres. All of our services are free and available to everyone."

"Supporting good causes in our neighbouring communities is very important to us at Manchester Airport, and to see such a wide range of local charities and initiatives benefitting from a Community Trust Fund grant is fantastic news.

"We have now made over £4 million worth of donations since the Community Trust Fund was established and will continue to do all we can to ensure that neighbouring communities share in the benefits of the airport's success." Robert Pattison, Head of Community Engagement at Manchester Airport

RECORD NUMBER OF GRADUATES AT BENNETTBROOKS



A total number of 14 graduates from North West universities have been recruited by bennettbrooks reflecting the continuing growth and expansion of the business.

The newly employed graduates bring their skills and fresh perspectives to the firm as they start their journey to become qualified chartered accountants. The bennettbrooks Graduate Academy provides a supportive learning environment with a hybrid approach to training and development including College study, on the job training, 1:1 coaching and soft skills training.

Many of the bennettbrooks team started their careers as graduates and are still employed by the business years later. The practice has a culture for supporting young professionals in their career development, offering opportunities for growth within the company.

Director and QPRT (Qualified Person Responsible for Training) George Wood: "bennettbrooks continues to invest in our Graduate Training programme year on year and thrive on supporting and guiding our trainees to become the next generation of Chartered Accountants. Our comprehensive training programme has been



developed to provide first class technical training and opportunities to develop soft skills."

Director and Head of People Development, Claire Hills expressed her enthusiasm about the recent additions to the team, "We are thrilled to welcome these talented graduates to bennettbrooks. Their energy, creativity and enthusiasm will undoubtedly contribute to our continued success and allow us to better serve our clients."

Bennett Brooks & Co Limited was established in 1991 and provides accountancy and audit services, tax advice, payroll, corporate finance, forensic accountancy and IT support to businesses across the UK. They have eight offices across the North West and North Wales.



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WORKSPACE WONDERS: ORBIT'S LATEST GEMS IN CHESHIRE



Orbit Developments has been shaping its portfolio recently, evolving the offer in Cheshire with some stunning upgrades. Well, the latest enhancements have been delivered, with Sandfield House in Wilmslow and Bridgford House in Alderley Edge both being refurbished, with the space in Bridgford House being snapped up immediately.

Nestled in the heart of Wilmslow within a secure gated courtyard with parking, Sandfield House has elevated its offering with a brand-new reception adorned in a welcoming green. The space now features multiple comfy seating areas, providing an ideal setting for engaging conversations with clients or an escape from the office hustle. Boasting amenities like air conditioning, raised access floors, suspended ceilings, 24/7 access and a dedicated building manager, Sandfield House also provides a secure bicycle storage hub. The available open-plan space in Sandfield House, invites tenants to craft their own bespoke area, with the flexibility to collaborate with Orbit on design, or take charge of the creative process themselves.

Meanwhile, Bridgford House in Alderley Edge enjoys a prime location adjacent to the train station and the village centre, making it an ideal spot for both lunch and after work socialising. The entrance and stairs have undergone a stunning transformation with a stunning black staircase with a cosy seating area nestled in the corner. The second floor now boasts a brand-new kitchen/breakout area, open plan office, two meeting rooms and a seated cove for informal discussions. This available space was ready to



move into and was quickly taken by existing tenant My Happy Mind, who were requiring more space for their growing company which supports good mental health for kids.

Excitingly, further developments are underway, promising some more transformative changes on the way. Watch this space to see what happens next!

For more information about Orbit Developments please visit www.orbit-developments.co.uk or contact 01625 588200



A NEW HOST FOR THE UK & INTERNATIONAL CUSTOMER EXPERIENCE AWARDS



Over the last two months, Katie Stabler, Founder and Creative Director of CULTIVATE Customer Experience by Design has been demonstrating her public speaking prowess after being asked to host the daytime run-up to both the UK and International Customer Experience Awards. The UK Customer Experience Awards was held in person at the Wembley Drum and the International Customer Experience Awards was filmed in a London TV Studio and broadcast globally.

Awards International is a prestigious Awards Company, that for over 10 years has recognised and celebrated companies from around the world who deliver excellent Customer Experience.

This year, Awards International introduced a new feature to excite and delight guests, CXTrendTalks and invited our very own,

Mobberley-based Customer Experience guru to host the day's fun and games. CXTrendTalks sees industry thought leaders sharing their views on key Customer Experience-related topics through thought-provoking presentations and interactive panel discussions. Katie kept the audience's energy high throughout the day by igniting provocative debate and injecting her infectious enthusiasm and humour.

When Katie isn't on stage she's consulting for businesses, large and small around the globe. She works industry agnostically to support all businesses to better understand, design and deliver a customer experience which drives business value. For any queries about consulting, training and keynote speaking (and to assist you in coming home with your own Customer Experience Award in 2024!) you can contact Katie directly at Katie@cultivatecustomerexperiencebydesign.com. www.instagram.com/thermmark_ltd



CONGLETON TOWN FC JUNIORS HAVE A SMASHING TIME AT MARTON MEADOWS



so keen to try their hand at a different kind of ball game.”

After enjoying their exclusive practice session on The Range, the boys were treated to a whistle-stop tour of The Bunker (Marton Meadows' virtual golf simulator) and all had a great time, with several of the young players expressing an interest in golf and a keenness to return to The Range in the future.

For further information about 'Golf for All Seasons' at Marton Meadows GC call: 01260 224008 or to follow the progress of the Congleton Town Juniors this season visit their website:

www.congletontownjuniors.co.uk/

The U11's Blacks Team from Congleton Town FC had a smashing time testing the tech on the New Practice Range at Marton Meadows GC, when they dropped by recently to show off their new winter coats which the club have sponsored.

Image 1: Congleton Town FC U11s Blacks Squad line up to show off their new winter coats sponsored by Marton Meadows GC

Image 2: The players & their parents enjoy a visit to The Bunker @martonmeadows (state-of-the-art golf simulator studio)

Parents, coaches and all the boys joined in the fun, downloading the Toptracer App and competing against one another in a virtual golf competition, before posing for photographs in their new winter gear.

Mike Green, PGA Pro at Marton Meadows, said, “It's important to us to lend support to other local clubs where we can and encourage youngsters to embrace sport at an early age. Lots of skill sets are interchangeable between sporting disciplines, so it's satisfying to see budding football stars



SAS DANIELS HOSTS FIRST JOINT OFFICE BUSINESS BREAKFAST



SAS Daniels LLP in Macclesfield and Congleton recently joined forces to host the engaging and informative morning, held at Macclesfield Football Club, for which the firm is a proud sponsor. Members of the local business community had the valuable opportunity to engage with other attendees and form new corporate connections, while enjoying hot beverages and a delicious breakfast.

A highlight of the event was a presentation delivered by guest speaker Anna McIntosh from The Christie, the firm's selected charity of the year for 2023. The inspiring speech shed light on the remarkable work being done at the local facility in Macclesfield, which provides essential support to cancer patients and their families.

Steven Percy, partner and head of commercial property at SAS Daniels spoke at the event to welcome attendees, commenting: "We hosted an event here back in March and I know there are a number of familiar faces here who joined us then and who are also joining us here today so, thank you to you all. These events are only successful when people turn up, presenting a great

opportunity to share experiences and swap notes. So, thank you for coming."

Justine Clowes, partner and head of the private client team and the Macclesfield office commented: "As a firm deeply rooted in the local community, we value the importance of fostering connections amongst local businesses and we are delighted that our first joint breakfast event was a great success."

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

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

UNITED UTILITIES NEW CHIEF EXECUTIVE MEETS MP DAVID RUTLEY

Meeting at the £50 million Macclesfield Wastewater Treatment Works project, local MP, David Rutley had the opportunity to meet the new Chief Executive of United Utilities, Louise Beardmore, and to discuss water quality in the river Bollin, as well as the company's future plans.

Earlier this year, David was very concerned to see pollution in the river Bollin and the impact this had on the local environment. He has been in close contact as investigations have been ongoing with the Environment Agency. Whilst this incident was not a result of any operation carried out by United Utilities, David was pleased to hear that the company is taking proactive action, to play its part in improving water quality in the river and has recently appointed River Rangers. The River Rangers will be engaging with local community groups and organisations to help tackle the issues that face our local rivers.

The meeting provided the opportunity for Ms Beardmore to set out her priorities, which includes the Macclesfield Wastewater Treatment Works project based in Prestbury. Ms Beardmore explained that the site is using innovative technology which will help improve water quality in the river Bollin, through lower phosphorous and ammonia levels in the treated water that is released from the works back into the environment.

David heard how the current investment at the Wastewater Treatment Works is the start of an overhaul on vital water and wastewater



infrastructure, as United Utilities has recently submitted a planned £13.7 billion investment plan for 2025-30. This will focus on addressing the issue of storm overflows, which is a concern that has been raised by a number of local constituents. As part of this planned package of work, investment has been put forward to improve discharges from a number of treatment works in the Bollin catchment.

Speaking after the meeting, David said "It has been a year since I visited the Macclesfield Wastewater Treatment Works and it is positive to see the progress that has been made at the site to help improve water quality in our community. It is important that United Utilities is working with other key stakeholders on this vital task and I will continue to work closely with them to help deliver further improvements for the people of Macclesfield."



David hosting a Business Forum at Macclesfield Town Hall recently

PARKING CHARGES ACROSS CHESHIRE EAST

Proposals by Labour run Cheshire East Council to increase the cost of parking, introduce charges at free car parks, as well as cut the allowed time for on street parking, is nothing short of ridiculous.

At a time when the cost of living is high, how could anyone think this was a good idea? The plan is flawed, will damage local business, put extra strain on residents and must be dropped.

One of the proposals is to reduce on street parking times to 30 minutes. The lame explanation from the council is they believe this will “secure safer movement for vehicle and pedestrian movement” – what are they talking about?

Another argument for the changes is the environmental benefit, as it will discourage people from driving into town. In fact, the only thing these proposals will achieve is reducing footfall to town centre businesses and increasing car journeys, as many choose to go to out of town shopping centres where they can park for longer and often at no cost. I have been contacted by businesses in both Knutsford and Wilmslow extremely concerned about the impact these proposals will have on the town centre and I share these concerns. Residents who rely on their cars have also contacted me, saying given the inadequate bus services, they will be forced to shop elsewhere.

I also have concerns over introducing charges at previously free sites because I do not believe the council has looked at the individual needs of the areas. One car park which could see charges introduced serves Handforth Health Centre and the Library where there is no near on-street alternative. Given both Handforth and Alderley Edge are comparatively small, I struggle to see how these car parks will make anything like the money the council think when you factor in machines and staff costs.

A proposal to limit parking to three hours by The Rex cinema in Wilmslow will also damage nearby eateries. The Rex's patronage will either choose



not to eat out or be forced to walk back to the long stay car park. The list of examples as to why these proposals are a bad idea is endless.

We should be doing everything we can to encourage people into our towns but it seems Cheshire East is more focused on putting unnecessary obstacles in the way at the detriment of our businesses and adding extra costs to residents.

The consultation on these car parking measures closed last week. I hope the council listens to the strength of local opposition - just as government did with regards to closing train station ticket office and reversed that decision. These plans must be dropped immediately.

Rt. Hon. Esther McVey MP
MP for Tatton

HAVE YOU GOT YOUR ICO?



Any business or sole trader that processes personal data in the UK must register with the Information Commissioner's Office (ICO) under the Data Protection Act 2018 and the General Data Protection Regulation (GDPR). Here are several reasons why a business should consider registering with the ICO:

Legal Requirement:

Compliance with data protection laws is a legal requirement in the UK. Your business must adhere to the principles of GDPR and the Data Protection Act 2018 if it processes personal data. Registering with the ICO is part of fulfilling this legal obligation.

Demonstrating Accountability:

Registering with the ICO is a way for businesses to demonstrate their commitment to data protection and accountability. It signals to customers, partners, and shareholders that the business takes data privacy seriously and is willing to comply with established regulations.

Access to Resources:

Registered businesses gain access to resources and guidance provided by the ICO. This includes information on best practices for data protection, updates on regulatory changes, and tools to help businesses understand and meet their obligations. The ICO offers a range of resources to assist organisations in their compliance efforts.

Notification of Data Breaches:

If a business experiences a data breach, it should be reported to the ICO. Registration facilitates this process and ensures the business is in the ICO's system, making it easier to fulfil notification

Tel: 07762 145957 Email: claire@wilmslowyouth.com

requirements during a breach.

Avoiding Penalties:

Non-compliance with data protection laws can result in fines and penalties. Registering with the ICO and following their guidelines can help businesses avoid legal consequences and financial sanctions. Being proactive in compliance efforts can also be considered a mitigating factor in case of any enforcement action.

Transparency and Trust:

Registering with the ICO enhances transparency, and businesses prioritising data protection will likely build trust with their customers. Knowing that their personal information is handled responsibly can positively influence customers' perception of the business.

It's important for businesses to stay informed about their data protection obligations, regularly review their processes, and update their registration with the ICO as needed. This helps ensure ongoing compliance with evolving data protection laws and regulations.

Register for ICO:

<https://ico.org.uk/for-organisations/data-protection-fee/register/>

Contact Me

If you want to ask me any questions or have a private chat, you can book my calendar here: <https://cara.uk.com/robertgibbons>

Business funding available

Is your business turnover less than £5m? Does your business have fewer than 30 employees? If the answer to these questions is yes, then Williams&Crosby would like to offer your business a **brand audit, a face-to-face consultation and a detailed brand audit report, free and with no obligation to use Williams&Crosby's services.**

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WHAT IS YOUR BRAND WORTH?

By Ed Williams, Managing Director, Williams&Crosby Design & Marketing

When it comes to valuing your business, you will probably focus your attention on its profitability, assets, order book and EBITDAR, after all, these are numbers your accountant and business advisor understand, but how much is your brand worth and does this influence your sale value?

Apple is estimated to be worth c\$2.9tn with its brand valued at c\$880bn dollars. Coca-Cola is valued at c\$253bn with a brand value of c\$106bn dollars. That means around 30% of their value is in their brand, not just the EBITDAR.

Just think about it, if Coca-Cola sold its brand name to Pepsi, but retained the rights to its secret recipe, how much would it cost the newly named company to retain their market share with a new brand name? It's questionable if it would even be achievable. However, if Coca-Cola sold their secret recipe to Pepsi but retained the right to their brand name, how much market share would they lose with a half decent new recipe? This value is known as 'brand equity'.

So, what is brand equity?

Brand equity refers to the value a company gains from its name recognition when compared to a generic equivalent. Brand equity has three basic components: consumer or sector perception, the negative or positive effects of this brand, and the resulting value the brand delivers. We are all influenced by a brand's negative or positive affect, these effects influence the trust and value we attach to a brand's product or service.

Does brand equity affect your business' value?

The following story describes a live project and the effect our work had on the final sale value.

A client was looking to achieve a business sale within 36 months and therefore optimise their sale value. They had a portfolio of four healthcare software companies, each situated in separate locations, each with their own identity. Whilst these companies had common customers they tended to work as silos. This meant their clients had little or no knowledge that the brands were related and therefore the shared brand equity between the four brands was zero and their individual brand equity was substantially less than it could, and should, have been.

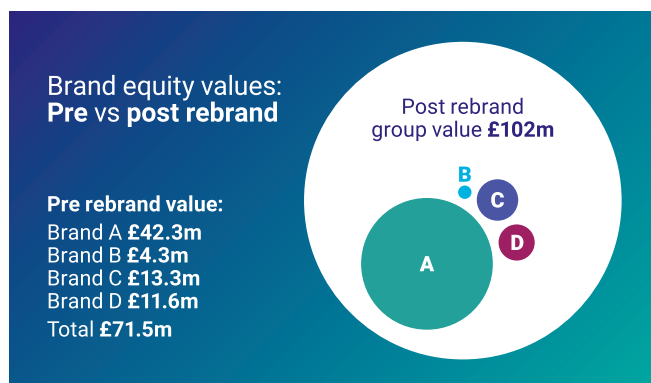
Our challenge was to create a brand whereby value was more than the sum of their parts, therefore optimising the brand's equity potential and sale price.

We needed to create a brand that pulled all the silo brands together, that was easily understood within the healthcare sector and that felt familiar to enable early adoption by existing and new customers.

Solution: Wellbeing Software



After completion of the branding work 97% of customers surveyed felt they had known the new brand for more than 5 years due to the clever use of a familiar word in the rebranding. There was a 43% increase on sale forecast value, an increase of c£44m and a sale was achieved within 15 months, with the purchasing company adopting the new branding.



So whether you are looking to achieve a business sale, increase your market share or improve the perceived value of your products or services, you need to give serious consideration to your brand's equity.

Ask yourself a few questions; does your brand stand up favourably against your competitors? Does your brand enhance your business and services? Is it instantly recognisable for the right reasons? Does it reflect your ambitions and aspirations for the business? Do you think it could be improved?

To find out more about branding, visit:
wandc.com/services/branding/

THE GIFT OF GIVING



Well as we head towards the final weeks of 2023, we take time to reflect on what has been an exceptional year for The Rossendale Trust. Preparations for 2023 started way back in 2022 as we developed ideas to celebrate our 50th anniversary. And as the New Year got underway final plans and preparations were made and it was all go, go, go as they say!

Whilst keeping our more traditional and well-loved events such as the Summer Fete, Fashion Show and Ladies Lunch, we also introduced some new and exciting events for supporters to get involved in. We held our first ever Ball in the glorious Macclesfield Town Hall and welcomed over 100 guests to this Golden celebration. A Family Golf Day took place in the September sunshine at Marton Meadows Golf Club and of course our wonderful garden party and afternoon tea which we hosted at our very own Rossendale Hall.

We once again had an inspiring team of individuals who take part in various events for us including the London Marathon, London Landmarks Half Marathon and even a skydive!

And whilst we anticipated a quieter year in 2024, such has been the feedback and support from everyone that we are doing it all again next year.

Full details of our events list for 2024 are included in this issue so you can save the dates! Please get in touch if you are interested in purchasing tickets, volunteering your time, taking part in a challenge or sponsoring any of events.

We are absolutely delighted that we have increased our fundraising by over 50% when compared to this time last year. We couldn't achieve the success we do without the support of individuals and the wonderful business community of Macclesfield and the surrounding areas. Many members of this Chamber have shown their support in 2023 and this has been invaluable to our success. So, whether you have bought a ticket to an event, volunteered your time to help, sponsored an event, donated a raffle prize or liked and shared our news on social media – thank you for your gift. It all helps us achieve our fundraising goals and makes sure that we can continue to support those people who use our services.

On behalf of everyone at the Trust we wish all Chamber members a very Merry Christmas and we look forward to continuing our collaborations with you all in 2024.

Sue Heaven, Head of Fundraising & P.R at The Rossendale Trust

Rossendale Trust
Supporting independent futures

2024 EVENTS

- Wine Tasting** - March 14th - *La Dulce Vendimia, Castle Street, Macclesfield*
- Ladies Lunch** - May 9th - *Mottram Hall, Wilmslow Rd, Macclesfield*
- Summer Ball** - June 8th - *Macclesfield Town Hall*
- Afternoon Tea** - July 18th - *Rossendale Hall, Sutton, Macclesfield*
- Annual Fete** - August 11th - *Rossendale Hall, Sutton, Macclesfield*
- Golden Golf Day** - Sept 14th - *Marton Meadows, Marton*
- Fashion Show** - Nov 7th - *Astra Zeneca, Macclesfield*

The Cheshire East Business Support Initiative

Start, Sustain and Succeed.

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

The following Masterclasses will be delivered by North Cheshire Chamber of Commerce:

Tuesday 30th January 2024

Shrigley Hall Hotel & Spa, Macclessfield

- Strategy
- Finance

Tuesday 13th February 2024

Cottons Hote & Spal, Knutsford

- Management
- Leadership

Thursday 21st March 2024

Champneys Mottram Hall, Mottram

- HR
- Health and Safety



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



For more information and bookings for the North Cheshire Chamber of Commerce Masterclasses, please visit www.northcheshirechamber.co.uk/events

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