



# Insight

magazine

August / September 2021



The Journal of the

**WARRINGTON** CHAMBER OF  
COMMERCE & INDUSTRY

*in association with*  
**VALE ROYAL**  
The heart of Cheshire

# Show goes on for Priestley performers

**IT was the show that almost never was but in the end, however, Musical Theatre students at Priestley College were able to bring down the curtain on their time together with a live performance in front of their families.**

For both students and their tutors, it was an emotional moment as they took to the stage for one last time to perform *Rock Of Ages*.

"We even worked on it on our own during lockdown and at times it seemed impossible that we would ever be performing it together," said former Rudheath High pupil Hannah Mullineux.

The cohort's live show was held outside on the college campus with students able to invite two members of their family or bubble.

They found out just 48 hours before that the show, could indeed, go on.

It was the culmination of 15 months of rehearsals that started during lockdown in their bedrooms, kitchens and living rooms before moving into Priestley's Costello Theatre, where the show was also able to be filmed ready for sharing

to a wider, virtual audience.

"It was just so exciting, you forget the adrenalin rush of being on stage and hearing the audience reactions," said Caitlin Hindley, a former pupil at Irlam and Cadishead Academy.

*Rock Of Ages* is a story about the fortunes of a Sunset Strip club and the characters embroiled in it including rock god Stacey Jaxx, Dennis Dupree and aspiring actress Sherrie Christian.

Oliver White, a former pupil at Abbeygate College who played Jaxx, said: "We just couldn't wait to be back on stage and finish off our time at college with a performance."

The show went without a hitch despite the unusual circumstances surrounding early rehearsals.

Initially dance lifts couldn't be practised, harmonies were rehearsed as solos; some of the cast even forgot they were

injecting humour into their performance until they heard the first laughs of an audience.

"After working with these guys for two years we wanted them to have an amazing experience because they had put their heart and soul into it," said tutor Abbie Rippon.

"It's been exciting, sometimes heart-breaking and frustrating, but that has meant we have all been more emotionally attached to this show than any other."



■ The cast of Priestley's production of *Rock of Ages*.

## From diversity to digital – University of Chester innovations shine in student awards nominations

The University of Chester has been recognised for championing diversity and inclusion and driving digital innovation in this year's influential WhatUni awards.

The WhatUni Student Choice Awards (WUSCAs) are an annual celebration of the best universities and higher education institutions in the UK. The awards are highly competitive, being judged by a student panel following receipt of university applications.

The University has been shortlisted in the categories of Diversity and Inclusion and Excellence in Digital Innovation.

Looking for ways to champion diversity and inclusion among students, the University looked to develop a sense of belonging and connecting remotely when world news was understandably causing anger and anxiety.

One initiative was a student event, Raising Our Voices and due to COVID restrictions, the event was held virtually which drew a higher level of attendance than anticipated in person. Students also reported that they felt more confident sharing their views and experiences in a 'safe' online forum than they would have done face-to-face. This event incorporated a focus group, where over 50 Black, Asian and other Minority Ethnic (BAME) students were consulted. They suggested that the University needed a more visible and impactful way of involving BAME student views, particularly during the pandemic and as a result, the Student Race Advocate (RA) role was developed, with designated students serving as intermediaries,

promoting the wishes, choices and, ultimately, representing the voice of BAME students in the University's decision making and activities. As well as bringing new perspectives and acting on feedback, the RAs also gained experiences to take into their future career choices. A Race Equality Challenge Group, chaired by the Vice-Chancellor Professor Eunice Simmons, was also established with a membership of students and staff.

Kathryn Leighton, HR Manager – Development and Diversity at the University, said: "The Race Advocate role has been a huge success, from the initial suggestion originated by the Race Equality Challenge Group, to the excellent calibre of advocates we have recruited to the way that staff across the University have engaged with the Advocates. I am really pleased that this initiative has been recognised through the shortlisting for this Award."

The University approached the challenges of the pandemic as a way of driving and accelerating digital innovation aimed at enhancing student and staff resources and ensuring a user-friendly teaching platform. The 'Chester Blend' was developed and delivered - a flexible, blended learning approach which combines in-person seminars and workshops with online lectures and self-directed learning through digital resources.

To support staff and students through these developments, the University's Learning and Information Services (LIS) team created a new digital skills development programme; delivered more than 200 live digital skills events; enhanced the

digital supported students being disadvantaged by COVID with laptops and other IT equipment shipped directly to their homes and loaned specific equipment to students involved with video, 3D or game development requirements for their coursework.

The University focussed on regular communication to staff and students; the delivery of digital skills support and accessibility for all students to promote inclusion. Student engagement was monitored with learning through new, live data dashboards, allowing experts to intervene early where necessary. These enhancements are intended to be long term, ongoing and sustainable beyond the pandemic.

Henry Blackman, Acting Director of Learning Support Services at

the University, said: "We planned to ensure that at every opportunity our students felt supported, had the right skills and were not disadvantaged by the challenges that COVID has brought. The entire department worked tirelessly throughout the last year and my thanks are with them."

The winners of the awards will be announced on Tuesday, June 22.

Professor Eunice Simmons, Vice-Chancellor of the University of Chester, said: "I am so proud of how everyone in our University community has pulled together during the challenges of the pandemic to provide an excellent student experience."

"It is incredibly rewarding to see these two areas recognised for their innovation and hard work."



■ Race Advocates at the University of Chester.

# From the Chief Executive

Stephen Fitzsimons

**THE Business Secretary, Kwasi Kwarteng, visited Warrington in July and heard first hand from one of our members, 3 Pugs Gin, on the challenges of post Brexit exporting.**

I had the opportunity to thank the Minister for the financial grants that have given local businesses the best chance of recovery, following the 19th July re-opening. However, I also highlighted growing concerns, the latest being the national driver shortage that is affecting Warrington more than most, given the large number of distribution companies based here, such as (formerly known as) Stobarts, XPO, Amazon and Asda. Worryingly, Cheshire headquartered Arla Foods is unable to deliver to around 400 retailers because they don't have enough staff. Tesco has

been offering £1,000 incentives to attract larger numbers of recruits as supermarket shelves show empty gaps once more. Government recognises the issue and we look forward to seeing some effective solutions.

You may recall that the Chamber put together a hamper of locally made beverages, celebrating Warrington's rich heritage in brewing & distilling whilst encouraging more companies to export. We have a variety of products from our members and held a photoshoot at the Halliwell Jones stadium, in anticipation of sending the hamper to Papua New Guinea to welcome the team in advance of October's Rugby League World Cup. Frustratingly, as I write this the tournament is at risk of being postponed following the withdrawal of holders Australia

and New Zealand. If this happens, we'll still send the hamper because it will encourage others to consider how far their locally made products can reach around the world.

Please keep the 12th November free for the Warrington Business Conference. This will continue the partnership work of the Chamber, Business Exchange and Birchwood Forum to highlight opportunities for members as they continue with the "Road to Recovery". It will be held within several venues at the £142m Time Square development in the town centre, so that delegates can see how the Market, Cineworld and University of Chester are increasing the number of visitors and patronage. We have some fantastic speakers and panellists lined up, followed by a Friday networking lunch at



the Botanist – it would be rude to miss it!

Finally, we need to be bold, positive and innovative to move on from this terrible pandemic, however we appreciate it remains challenging for many businesses so please do get in touch to explore how the Chamber and partners can help.

Take care and enjoy the summer!

## Blue Whale Media celebrates the fellowship of their Managing Director

**THE Birchwood-based Digital Design Agency is delighted to announce that their Managing Director, Gary Sweeney has been awarded a fellowship from the Chartered Institute of Marketing.**

The Chartered Institute of Marketing (CIM) fellowship is only awarded to marketers who have 10 - 15 years of senior strategic experience with 5 years at the director or senior consultant level. With over 20 years in the marketing industry, Gary's extensive experience has led to the excellent results he has delivered for clients.

A Fellowship is the highest recognition CIM confers on its members, which is awarded to a marketing professional with a proven record of expertise, experience, success and a high degree of responsibility.

Blue Whale Media's Managing Director, Gary Sweeney said: "I am extremely proud to have been awarded a Fellowship by the Chartered Institute Of Marketing. It has taken 21 years of hard

work and dedication to achieve this award and I could not be happier. When working within the marketing industry you have to keep looking at the continuous change in practices and how you can adapt your work and your business. Over the years I've learned a lot about the industry and can now put my knowledge and experience to good use. I am very much looking forward to working with the CIM in the future with the training they offer and the wider world of marketing."

After years of working within the marketing industry and growing from strength to strength, Gary then formed Blue Whale Media in 2011 with collaboration from his wife Stephanie. The couple are both very proud of the awarded fellowship and the success of the business over the past ten years.

The whole team at Blue Whale Media would like to wish Gary huge congratulations on the award of his fellowship from the CIM. Blue Whale Media has enjoyed an awe-inspiring growth year on year and is now celebrating the company's ten year anniversary.



**WARRINGTON**  
CHAMBER OF  
COMMERCE  
& INDUSTRY  
In association with Vale Royal  
Established 1876

Registered in England No. 2964304



Members of Chambers of Commerce North West.

Members of Cheshire Chambers Enterprises Limited

International Business Centre  
Delta Crescent  
Westbrook, Warrington  
Cheshire WA5 7WQ

Tel: 01925 715150 • Fax: 01925 715159

info@warrington-chamber.co.uk  
www.warrington-chamber.co.uk

President: Nigel Schofield  
Chief Executive: Stephen Fitzsimons  
International Trade Advisor: Tricia Francis  
Office Manager: Gail McGough  
Administration: Carolyne Kasangwa  
Editor / Group PR: Gary Skentelbery  
Design / Production: James Bryan

*The views expressed by correspondents and contributors to this magazine are not necessarily those of the Warrington Chamber of Commerce & Industry. Whilst our best endeavours have been made to ensure the accuracy of the information contained in this magazine, we do not accept liability for any inaccuracy or omission contained therein.*

Stephen Fitzsimons, Chief Executive

# Psychologists urge employers to make the workplace fit for the post-pandemic future

**WITH one in 10 people facing a psychological barrier when returning to the office, employers must take action to help make workplaces fit for the new normal, psychologists from the University of Chester and the University of Central Lancashire (UCLan) have found.**

Christina Buxton from the University of Chester, and Dr Sarita Robinson from UCLan, have concluded that while childcare and transport can be a barrier to employees returning to the office, this was not the only driving force.

An analysis of research into psychological responses to public health incidents found that many people are still likely to be anxious about returning to their workspaces.

For some people this could be perceptions of their employer or whether they felt the job role was still important, while for others, their general personal perception of risk was a consideration.

The pair found that some people were naturally more risk averse and became anxious more easily, while others had a higher level of risk tolerance and could cope more easily with working during the pandemic.

During today's British Psychology Society conference, the pair will highlight their suggestions for ways that employers can play their part in helping colleagues get back to work:

- Provide support to remove

practical barriers to returning to work, such as help and advice regarding childcare and transport;

- Recognise some people may have anxiety about returning to work and build trust with employees;
- Provide timely, accurate and relevant information relating to employees around their return to work and make sure appropriate training is given to alleviate concerns about workplace risks;
- Ensure employees are still clear about their job role;
- Offer financial incentives and additional leave in recognition of the extra effort/duties/hours undertaken during difficult times.

Their findings relate to research carried out last year, where both experts analysed people's responses to previous major public health incidents, such as SARS, Chernobyl and 9/11, and explored what motivated – and stopped – people returning to work.

Their paper was informally submitted to SPI-B (the behavioural subgroup of SAGE,) ahead of publication to aid its understanding of factors that influence public willingness to return to work.

Christina Buxton, programme leader in Psychological Trauma at the University of Chester, said:

"Understanding the psychological and physical barriers and interventions that can help overcome these will enable a fuller return to the workplace, and therefore the circulation of labour and commerce that ultimately assist in creating a more effective return to economic recovery."

Dr Sarita Robinson, Deputy Head for the School of Psychology and Computer Science at UCLan, said: "The word 'unprecedented'

has perhaps been overused over the last year – but for good reason. Everyone has experienced varying degrees of stress related to the COVID-19 pandemic, and it's important for employers to recognise this and adapt to the needs of individuals. With care, compassion and clear communication, employers can make the transition to post-pandemic working life much smoother for their employees."



■ Christina Buxton, programme leader in Psychological Trauma at the University of Chester.

## easyJet adds new domestic route from LJLA with flights to Bournemouth

easyJet have announced a new route from Liverpool for this Summer with a twice weekly flight to Bournemouth on the south coast, commencing in July 2021 as part of the airline's UK Summer 2021 schedule.

Whilst international travel continues to be limited due to restrictions remaining in place, this new service will enable the region's travellers to take advantage of a break to the south coast, with flights departing from Liverpool on Saturdays and Wednesdays from 10th July throughout the summer season until late October.

Seats are now on sale with fares starting from £22.99 one way per person including taxes and available to book now on easyJet.com. easyJet is providing more flexibility for flights than ever before through its Protection Promise, including fee-free flight changes to any date or destination up to two hours before departure.

Paul Winfield, Liverpool John Lennon Airport's Director of Aviation Development commented, "We know many of the region's travellers are having to look closer to home this year for a summer break, so this link to Bournemouth for the first time by easyJet will give passengers a fast and convenient way to travel to the beautiful south coast and areas such as Dorset and the New Forest."

Ali Gayward, easyJet's UK Country Manager commented: "We know our customers can't wait to be reunited with friends and family or have more opportunity to explore the UK so this new route from Liverpool should prove popular and will further strengthen our domestic network providing customers with even more choice.

"We also know it is important

to our customers to be reunited with loved ones overseas so we continue to urge the UK government to add more countries to the Green list – which can be done safely - to make this possible."

We continue to have some of the most flexible policies currently in place so customers can book with confidence and change their plans if they need to, making travel as easy as possible this summer."



# Green light for 30th anniversary Disability Awareness Day (DAD) 2021

THE 30th anniversary of Warrington Disability Awareness Day is set to go ahead subject to COVID-19 restrictions being lifted as planned.

After closely monitoring updates on guidance relating to the COVID-19 pandemic the organising team behind the UK's largest voluntary led pan-disability exhibition have announced that the event at Walton Hall & Gardens will go ahead.

Event co-ordinator Dave Thompson MBE DL said; "The health and safety of our visitors, exhibitors and our team is always our number one priority. This is particularly important given the communities that DAD involves. After consulting with Public Health and our Local Authorities Events Safety Team to ensure we can follow national and local guidance, and we are pleased to confirm that our 30th annual event will go ahead on Sunday 12th September.

"This will of course be dependent on the government lifting of the ban on large social gatherings and other measures that may affect the holding of the event.

Dave added, "We are very pleased to announce that disability education specialists Expanse Learning Group and the North

West's water supplier United Utilities, are leading our list of sponsors for #DAD2021".

The aim of this year's event is to promote independent living through the theme "It's what disabled people can do that matters". #DAD2021 exhibitors will showcase solutions supporting independent living and mobility, with equipment, products, transport, employment, education, training, health and social care, leisure activities, alongside over 100 charities/support groups.

Most of this year's exhibitors will be housed in a huge tented village of marquees, which will be supported by a Sports Zone, a Centre Arena, a huge Performing Arts Marquee and a children's play area.

On the day, visitors can gain an insight into the help and support that is available locally, regionally and nationally. They can "have a go" at sports activities including basketball, fencing, boccia, football, rugby league, boxing, cricket, tennis and scuba diving in the on-site pool.

For those looking for a more relaxed day there will be a fantastic line-up of talent in the Arts Marquee with some of the UK's leading disabled artists, or they can sit alongside the Centre Arena

watching dog display teams, birds of prey, bands and sports demonstrations. Children can visit the funfair rides or accessible onsite zoo, crazy golf, high ropes and pitch and putt.

#DAD2021 will be the finale of a week of complimentary events. For more details of these events, please contact the DAD Admin team or visit [www.disabilityawarenessday.org.uk](http://www.disabilityawarenessday.org.uk)

Support services at #DAD2021 will include a free accessible Park and Ride service, free accessible busses from Warrington Town Centre, a free scooter and wheelchair loan service with trained enablers, British Sign Language interpreters, additional unisex wheelchair-accessible toilets and

over 100 trained stewards and helper's eager to make it a day to remember for everyone.

DAD continues to capture the imaginations of organisations around the UK and worldwide with events planned in Cameroon, India, Uganda and more. It is no wonder that DAD continues to be recognised as the world's largest voluntary led pan-disability independent living exhibition and family fun day covering physical, sensory and learning disabilities and mental health, and all ages.

For any enquiries, please contact Warrington Disability Partnership on 01925 240064, or contact Dave directly [davethompson@disabilitypartnership.org.uk](mailto:davethompson@disabilitypartnership.org.uk)



# Disability Awareness Day

## SUNDAY 12TH SEPTEMBER 2021

### Walton Gardens, Warrington

### 10am - 4pm





- Support Groups & Services
- Equipment Suppliers, Holidays & Transport
- Sports Zone, Arts Marquee, Live Bands, Dance & Drama

Organised by




Principal Sponsors




Tel: 01925 240064 [www.disabilityawarenessday.org.uk](http://www.disabilityawarenessday.org.uk)

## Promoting Independence Through Life and Work



# Chester leaps 22 places in the latest Complete University Guide

**LISTENING to the student voice and providing positive support to ensure graduates can get their careers on track have propelled the University of Chester an impressive 22 places in this year's Complete University Guide national league table.**

The University has continued its upward trajectory, placing at 72 out of 130 institutions in the 2022 table. It is one of the five highest climbers this year with an increase of 22 places on its 2021 position and 29 places above 2020.

The University is in sixth place out of 12 institutions in the North West for 2022, up four places from last year's 10th position in the region. Although some of the other local institutions also climbed several places in the national table, Chester was the only one to rise in the separate regional ranking.

Student satisfaction scored particularly highly, placing Chester in second place amongst North West institutions with a rise of 13 places to equal 21st nationally.

This has been helped by the University's excellent undergraduate National Student Survey (NSS) result in 2020, where it scored well above average satisfaction in every area, with a particularly strong performance in listening to its student body.

As well as students valuing their time at the University, the Guide found that recent graduates felt that their career goals were 'on track' following the completion of their studies and were happy that their current activity was in line with their career goals. In this category the University was ranked at equal 57th placing it in the top half of all institutions.

During the last year the University has launched its Citizen Student strategy which ensures students get what counts from their university experience. This includes building social capital to empower students not just to establish a career but to become purposeful, engaged citizens and to have the opportunities to

contribute to their communities; have feeling of belonging to the University and are part of a holistic student experience and have access to lifelong learning with research and knowledge exchange opportunities open to all.

Professor Eunice Simmons, Vice-Chancellor of the University of Chester, said: "It is very encouraging to see such a significant improvement in this year's Complete University Guide league table.

"We are already seeing the benefits of our Citizen Student strategy, which aims to offer students not just excellent career prospects, but to make a real positive difference to the world around them. These skills will be needed more than ever as we move out of the pandemic."



## New member of team at Maskell + Josephson Warrington

Maskell + Josephson Warrington have a new member of their team, Joan, who has decades of experience of working in optics, and a real eye for which frames are going to suit somebody the best.

And what a choice of frames she has to pick from!

Some of the world's leading eyewear brands, like Silhouette, Paul Smith, Tom Ford, and Face a Face.

They also continue to offer corporate care packages (for £5 per month per person) and their range of corporate glasses start

from just £49 including lenses.

They also stock a fantastic range of sports glasses, and have recently started supplying a range of sleek and stylish safety glasses.

On top of all that they have some of the more sophisticated testing equipment around today, plus an optometrist so good they let him teach optometry at The University of Manchester.

Add all of that together and you'll get what we believe is the most thorough eye exam you'll ever have had. There's never been a better time to pop in and say "Hi".



# Global manufacturer Kleen-Tex announces Birchwood Park as new European HQ

**BIRCHWOOD Park, the North West's largest out-of-town business destination, is delighted to welcome global manufacturer of commercial and residential mats, Kleen-Tex, as its latest occupier to the Park. The deal was secured in partnership with agents B8 Real Estate and JLL.**

Founded in the 1960's, Kleen-Tex's global headquarters is in Atlanta, Georgia, with its mats being found across the world - from the foyers of offices, banks, hotels and restaurants through to sporting facilities - including providing mats for the 2021 Champions League.

Following an extensive search to find the perfect location, offering more warehousing capacity plus attractive surroundings for both its employees and European visitors, Kleen-Tex has relocated to Birchwood Park, and is planning on making use of its excellent transport links to expand further into the B2C market.

Gary Haynes, Managing Director of Kleen-Tex Europe, commented: "Birchwood Park's proximity to two international airports, good rail links, as well as an excellent motorway network made it a clear choice for our new European headquarters - it's right in the heart of the North West - a long-standing home to the textile sector in the UK.

"One of the key reasons we chose Birchwood Park was with the wellbeing of our staff and customers in mind, something that we know Birchwood Park

cares very deeply about. Our office is brand new and built to the latest standards, coupled with a vast range of amenities. We felt that the whole ethos ultimately matches our business objectives and aspirations - which are to provide a better work environment for each and every member of staff.

"Once lockdown restrictions are eased, we also look forward to inviting our international colleagues and enjoying all the benefits that Birchwood Park

offers to its occupiers."

Martin O'Rourke, Commercial Director at Birchwood Park, added: "We're delighted to welcome another global manufacturer to Birchwood Park, and to be boosting our reputation within the region accordingly.

"Wellbeing is a priority at Birchwood Park, and it's great to our new occupiers recognise the solutions we have created to support company wellbeing strategy to benefit their staff. We look forward to showing it's

colleagues the various amenities the park has to offer for them to enjoy!"

To find out about the diverse range of businesses located at Birchwood Park, please head to <https://www.birchwoodpark.co.uk/> or call the team on 01925 851536.

For further information about Kleen-Tex's extensive range of matting solutions, please visit <https://www.kleen-tex.co.uk> or call 01204 705070.



## Grow your business with Peer Networks

Peer Networks is a national peer-to-peer networking programme for SME leaders that want to grow and develop their organisation for future success.

The networks have been developed to give businesses the opportunity to work together to address issues ranging from Coronavirus, EU Exit and growing your businesses.

### THE PROGRAMME

Peer Networks is delivered through a series of high impact group sessions, with each cohort led by a trained facilitator. You will receive 18 hours of support working in small virtual groups through your Peer Network meetings AND an additional 3 ½ hours support specifically designed to help you and your business.

The programme includes:

- Interactive action learning
- Trained facilitators

- Small groups
- Flexible topic selection
- One to one coaching

In Cheshire and Warrington the programme is delivered by the Local Enterprise Partnership along with dedicated facilitators.

### BY COMPLETING PEER NETWORKS, YOU WILL:

- Overcome business challenges and recognise and act on new opportunities
- Build a trusted network of connections to support you now and in the future
- Improve your long-term personal and business performance
- Receive support to help you tackle the short-term issues that are affecting your business now, including those related to COVID-19
- Get specific support to help

you and your company keep on going and growing.

### ELIGIBILITY

Peer Network is fully funded and open to any SME business from any sector that has:

- Operated for at least one year
- At least five employees
- A turnover of at least £100,000

- An aspiration to improve
- Ideally has the potential to scale up or export or is exporting already

For more information visit [www.cheshireandwarrington.com/growth-and-skills/growth-hub/peer-networks/](http://www.cheshireandwarrington.com/growth-and-skills/growth-hub/peer-networks/)

or contact [support@candw.growthhub.co.uk](mailto:support@candw.growthhub.co.uk)



**“**  
The key to unlocking value from the programme is to "ring fence" the time and make participation in it one of your top priorities. It can be a precious opportunity to discover or work on strategic issues which can be transformative for your business  
**”**  
Andrew Fraser, MD,  
Reliable Manufacturing





■ Sophie Nunn and Khalisah Ali with Principal James Gresty and tutor Margaret Batten.

## Global honour for Priestley duo

**TWO students from Priestley College have been honoured for outstanding achievements in a competition that recognises talent across the world.**

Sophie Nunn and Khalisah Ali received bronze certificates in the Science Learner of the Year category of the global BTEC Awards.

Priestley Principal James Gresty said: "Sophie and Khalisah should be so proud of what they have achieved."

"What they both have shown is a determination to work hard and achieve their goals, which deserves to be recognised and I wish them

well in whatever they go on to do next."

The BTEC Awards are an annual celebration of the outstanding achievements of learners, tutors, teachers, schools and colleges involved in the qualification.

Organisers said 2021 was 'an extra special year as we recognise the exceptional resilience of learners and teachers who have achieved, despite the challenges of studying and delivering, outstanding learning during the pandemic.'

For Sophie, a former pupil at Bridgewater High, it was a successful end to four years at Priestley. She

started on a Level 2 course and built up to Level 3.

Now she has secured a place at Worcester University studying Paramedic Science.

Before she leaves, however, she plans to secure a license that will allow her to drive ambulances with paramedics in the West Midlands.

"I've grown as a person at Priestley," said Sophie.

"If you would have spoken to my teachers when I started I don't think they would have thought I would be going to university, but with their support that's what they have

helped me to achieve."

Both Priestley students were nominated for the award by their tutor Margaret Batten who believed they deserved recognition for their commitment to their studies.

For Khalisah, a former pupil at Great Sankey High, the plan is to study Adult Nursing at university.

At Priestley College she combined BTEC Applied Science with an OCR in Health and Social Care and an A-Level in History.

"It was a surprise to receive the certificate, especially as it is a global award," she said.

## Health and safety milestone secures £1,000 donation

LOCAL business TMD Friction has donated £1,000 to St Rocco's Hospice to mark a major health and safety milestone at their Warrington premises.

The site has recorded 1,000 days without any time being lost to accidents and as a thank you the company agreed to make the cash donation to a charity chosen by the employees on site.

They chose the hospice, which provides round-the-clock care to patients who have incurable and terminal illnesses, as many have had direct or indirect support from the facility.

Colin Andrews, Logistics Manager at TMD Friction's Warrington facility, believes the site's success in achieving the health and safety milestone is down to the commitment and work ethic of the 34 staff who work there.

Colin, who has been with the company for 38 years, said: "It really is a fantastic achievement to reach 1,000 days without losing any time due to accidents and the credit has to go to the team on site, who pride themselves on their high standards

and organisation throughout the site.

"Health and safety is something we take incredibly seriously – for us it's not just about what needs to be done, but the added extras that we can introduce which ensure that this site maintains our impeccable health and safety record – for example we've added safety features onto our fleet of forklift trucks, which isn't a legal requirement, and our supplier tells us we're the only customer in the UK that has done this. That's something we're so very proud of."

"When we reached the 1,000 days milestone and the company said they would recognise this achievement with a £1,000 donation to a charity of our choice, the guys straight away chose St Rocco's Hospice in Warrington."

"It's a charity we have supported in the past and one which not only provides a fantastic service to people across our community but one which means so much to the staff here – many of whom have friends or family members that have received care from the dedicated team there."

A spokeswoman for St Rocco's Hospice welcomed the donation from TMD Friction, as the hospice relies in large part to donations and fundraising campaigns. She said: "We are incredibly grateful to TMD Friction for their very generous donation."

"Donations like this are vital in us maintaining the high quality of care we are able to provide to our patients, and the support we can offer to their families. Thank you to the staff at TMD for choosing to support St Rocco's Hospice, and we congratulate them on the health and safety milestone they've achieved."

TMD Friction's Warrington warehouse opened in 1993, originally supplying parts to depots around the country. Today it is a central distribution hub for the UK, servicing around 400 customers.

Tom Russell, UK Operations Manager at TMD Friction, said: "The guys at Warrington have worked so hard to ensure they maintain incredibly high health and safety standards, going over and above what's required and expected to introduce systems and processes which are being highlighted across the group as models of best practice."



# St Rocco's chosen as Charity of the Year

ST. ROCCO'S Hospice has been blown away by the level of support they receive from the local community and is delighted to have been chosen as Charity of the Year by Ingevity.

In early June Ingevity donated an astounding \$30,000 (£21,159) towards patient care as part of their IngeviCares program, which aims to reinvest a portion of revenue and time back into non-profit organisations like St. Rocco's Hospice.

The hospice was thrilled to welcome Steve Hulme, vice president engineered polymers, and Clare Connolly, human resources assistant, from Ingevity UK to St. Rocco's to hand over the donation in person and to talk more about the partnership between the hospice and Ingevity.

"As a member of the IngeviCares Charity Committee, it has been an absolute honour to make this donation to St. Rocco's Hospice as part of Ingevity's vision to be a positive influence in local communities," said Clare. "Having a personal connection to the hospice myself means that this donation is even more special, and I know firsthand how valued the money raised will be in supporting patient care."

Ingevity's support doesn't end at this donation though, as they will be the headline sponsor at the Strictly St. Rocco's event, which is being held on the 12th December 2021.

Strictly St. Rocco's is an annual dancing event that is now in its 7th year held at the Mere Golf Resort and Spa in Knutsford. This sequin-filled fundraiser pairs eight amateur dancers with eight professional dancers from Cadman's Dance School in Sale where they receive 6 dance lessons to learn a routine. The couples will compete on the night for the coveted Strictly St. Rocco's Glitterball Trophy; with the winner being determined by a panel of judges and votes cast from the audience.

"We are so grateful for this wonderful donation and the support shown by Ingevity," said Nicola Henshaw, Senior Relationships Fundraiser at St. Rocco's. "The money raised means that the hospice can continue to provide high-quality palliative care to the people in Warrington who need us most and we would like to say a huge thank you to all of the team for their generosity. We are looking forward to what is hopefully a long partnership with Ingevity."



## Impact report reveals Warrington SMEs export more than £16m of goods via Amazon

DESPITE the challenges of COVID SMEs in Warrington exported more than £16 million of goods through Amazon in 2020, according to the 2021 Amazon UK SME Impact Report.

Around 200 SMEs in Warrington exported products last year, selling on Amazon, with the value of the exports more than £16 million, an increase of 29% on the previous year.

"Warrington is home to many successful SMEs and entrepreneurs, and we are proud to support their growth through the Amazon seller and export programmes," said Tony Carr, Site Leader at Amazon in Warrington.

"It's great to see local SMEs exporting their products to customers around the world and we're excited to help these businesses continue to grow, create jobs and increase sales."

Amazon's 2021 UK SME Impact Report, highlighted that small and medium-sized enterprises (SMEs) selling on Amazon had created 175,000 jobs across the UK and recorded over £3.5 billion in export sales in 2020.

Small businesses from across the UK are now increasingly seeing success from selling on Amazon's stores, supporting regional economies and communities.



**Saturday  
11th September 2021 Arley Hall and Gardens**

**Starting at 6pm**  
**Dogs welcome on a lead**



To register and fundraise online visit  
**[www.stroccos.org.uk](http://www.stroccos.org.uk)**

Registered Charity NO: 511592

# Business Minister hails success of 3 Pugs Gin Distillery

**BUSINESS Minister Kwasi Kwarteng hailed the success of Penketh based Gin Distillery 3 Pugs Gin during a visit to Warrington to talk to local businesses about operating during the pandemic.**

The Secretary of State for Business, Energy and Industrial Strategy, who was joined by Warrington South MP Andy Carter, was visiting small businesses that will be at the heart of the Covid recovery.

They were given a tour of the factory by owners Christine and Stephen Ditchfield, who set up the business inspired by two of their loves in life – pugs and gin!

Mr Kwarteng was fascinated to hear about the production process and how the couple have adapted their business to support the fight against COVID 19, producing thousands of bottles of hand

sanitiser and raising money for the NHS through their sales. He also agreed to raise in Cabinet the issue of spirit duty, which is invariably higher than many other types of alcohol on the market.

Minister Kwarteng said: "What a great firm set up by Christine and Stephen Ditchfield who combined their two great loves – Gin and Pugs (!) – into their dream business. They've taken a risk and it's paying off – which is lovely to see".

Mr Carter added: "Small family businesses are the backbone of Warrington's economy so it was great to meet Christine and Stephen Ditchfield at 3 Pugs Gin in Penketh today with Secretary of State for Business Kwasi Kwarteng, to hear about their plans for growth.

"They've taken their two loves – gin and pugs and combined them

to make a fantastic local business. Four years in and they've learned lots and have big plans for the next 12 months. Do take a look at their range of products at [www.3pugsgin.co.uk](http://www.3pugsgin.co.uk)".

The Government is also working to support small businesses with a range of measures including grants, loans and advice through Warrington Chamber of Commerce.



■ **BUSINESS Minister Kwasi Kwarteng with Andy Carter, Christine Ditchfield and Stephen Fitzsimons, Chief Executive Warrington Chamber of Commerce.**  
Picture: Tony Longmore F11 Photography

## The best of student volunteering celebrating with awards

From dog walking to scout leading, the tireless efforts of dozens of volunteer students from the University of Chester have been recognised in a celebration event.

Students, staff and charities came together to watch the event on the University's YouTube channel, sharing their congratulations and pride at the achievements throughout the year, despite the ongoing challenges of the pandemic.

The event recognised 97 University of Chester Volunteering (UCV) award winners. This award evidences a student's commitment to volunteering, based on the hours they log, and also gives them an opportunity to record and reflect on their volunteer experience. The UCV Excellence Award, the highest award possible, was achieved by six inspirational students, who all

logged more than 500 hours to their good causes.

Winners and runners-up were also announced in the following categories, which were designed to allow students, charities and University staff to celebrate outstanding volunteers:

- **Student's Choice Award** – student volunteers are asked to nominate a charity which they believe has provided them with an outstanding volunteer experience, whether that be through development opportunities, a flexible approach, or the chance to make a difference to the organisation. This year's winner was the Hospice of the Good Shepherd, nominated by student Anna Jackson, MA Clinical Counselling, from Chester, who praised its support, flexibility and inclusivity.



■ **Olivia White.**

- **University's Choice Award** – staff members at the University nominate students who have shown exceptional commitment to volunteering on University projects. This year's winner was Alana Lukens, who is studying for a BA Social Work, from Oregon, USA, for a number of roles, including her work at the University's Warrington site with the community hub. This is the home of the Chaplaincy, which provides a welcoming space for people of all faiths and none. Alana said: "I am honoured to be this year's University Choice award recipient. Volunteering and outreach work have given me the opportunity to not only give my time, but to build meaningful and lasting relationships with incredible people and groups while learning so much! I am so very thankful to everyone that's been a cheerleader for me and my endeavours."
- **Charity's Choice Award** – charity partners nominate students who have gone above and beyond in their volunteer role. This year's winner was Zoology student Heather Stovold, from Wantage, Oxfordshire, for her volunteering as an Assistant Scout Leader with Grove Scout Group for three years, after having previously been a Young Leader for four years.

The four Project Leaders for the Chester Student Dog Walkers scheme shared their experiences with the online audience of how the programme was adapted to run during the pandemic.

Last year's Volunteer of the Year Award Winner, Steph Taylor, joined as a guest speaker and talked all about the benefits she experienced from participating in volunteering during her time at

University. Steph participated in a range of volunteer opportunities whilst at University, including at Cheshire Phoenix Basketball Club and on various University initiatives including Red T's (a scheme that helps students around campus;) Student Ambassadors and Peer Mentoring. She ended her speech saying "a world of volunteers is a world that moves forward."

This year's Volunteer of the Year, Olivia White, was introduced by the University's Vice-Chancellor, Professor Eunice Simmons. Olivia, a Primary Education student from Manchester, volunteered as a project leader for the student-led project, Letters against Loneliness; as a Telephone Befriender with Changing Lives Together; a shop assistant with Oxfam and various other community and University initiatives. Olivia said: "I was shocked, but very grateful to win this year's Volunteer of the Year Award, as I know that so many people have dedicated their time towards different projects and charities over the past year. I am very lucky to have had the volunteering opportunities throughout my University experience and the majority of them I had found through the volunteering website. I have gained skills I never thought I would be able to achieve and have done things I never thought I would have the opportunity to do while at University."

Louise Morris, Volunteer Co-ordinator in Student Futures at the University, said: "The dedication of our students to helping others is truly amazing and not even the pandemic has been able to stop their positive impact.

"I am so happy to see so many of our University community come together to celebrate their remarkable achievements."

# Student's work features in show celebrating northern photo graduates

**IMAGES** by a photographer and artist from the University of Chester are featuring in an exhibition celebrating work by graduates from the north of England.

First class Hons BA Photography graduate and MA Fine Art student Alberto Gonzalez-Gabarro's work is on display in the First Light exhibition at Castlefield Gallery New Art Spaces, Warrington.

A partnership between the Castlefield Gallery, Waterside and Creative Industries Trafford, and Open Eye Gallery, Liverpool, the photography exhibition can be discovered in the former Marks and Spencer store in the town centre.

In 2020, final year students have had to forgo the experience of the degree show - the crowning event after three years of study. Providing a new showcase, this exhibition features 13 emerging photographers who have graduated from universities across the north of England. Alberto's striking black and white images, together with the work of his peers, reflect the richness and diversity of photography as an artistic medium in the 21st century.

People only have until the end of the week to visit the exhibition. However, a special First Light edition of Tilt, Open Eye Gallery's in-house zine, has also been produced featuring 13 commissioned pieces of new writing by 2020 graduates from the north, that respond to the selected photographic works. The texts range from poetry and flash fiction to traditional journalism.

Alberto, from Madrid, Spain, said: "Thank you to the Castlefield Gallery, Waterside, Creative Industries and Open Eye Gallery for the opportunity to showcase my work at the First Light exhibition."

The First Light exhibition has been curated by Waterside Visual Arts Co-ordinator Mario Popham, and Polly Palmerini from the Museum of Half Truths.

Mario said: "The selected work reflects the diversity of photography as practised today, demonstrating the rich ways in which the medium continues to reflect and interpret the world and our reality."

"It has been wonderful to be able to offer a platform to these talented individuals as they step into the professional realm."

Dr Cian Quayle, Associate Professor and Programme Leader in Photography at the University, said: "Last year Mario Popham contacted BA Photography Programme Leaders in the North West to invite them to nominate four graduates for consideration for the First Light exhibition. I was delighted when Alberto was selected as he is an outstanding student whose rigorous practice is both theoretically and technically accomplished in its experimentation."

The exhibition runs from Thursday to Sunday, 10am to 4pm, until July 4, 2021.

A number of COVID-19 measures have been introduced to keep visitors and staff safe, in line with government guidance. As part of this, capacity will be limited for safety so there could be a short wait.

For further information, please visit: <https://linktr.ee/FirstLightPhoto>.

More details about Tilt and Open Eye Gallery are available at: <https://openeye.org.uk/blog/tilt-open-eye-galleries-new-zine>

To see more of Alberto's work, please go to: [www.instagram.com/agonzalezgabarro](https://www.instagram.com/agonzalezgabarro)



■ Alberto Gonzalez-Gabarro with his work at the First Light exhibition.

# The inside track on Patent Box

**WE ask Sandy Findlay, Partnership Director at Innovation Funding specialists ABGI-UK to give us insights on how to make the most of the Patent Box for your business.**

## So what is Patent Box?

Patent Box is a government scheme that gives companies the opportunity to pay a reduced corporation tax on all the profits arising from the commercialisation of a patent registered with the UK intellectual property office or the EU patent office. The aim of the scheme is to encourage UK based companies to invest in R&D and innovation and to commercialise on the resulting IP and maintain the resulting profits in the UK.

The scheme gives companies a preferential corporation tax rate on ALL profits associated with the commercial exploitation of a patented invention. Those profits can come from the sale of the patented product itself, the sale of a larger product which incorporates the patent technology, the sale of licenses and associated royalties or even fines and damages paid as a

result of someone infringing your patent!

## Is it only for companies with patents?

No, the scheme is predominantly used by companies with patents BUT

- If you hold an exclusive license and have responsibility for undertaking qualifying development work, maintaining and commercialising on the IP; or
- If you hold medicinal or botanical rights;

Then you can take advantage of the preferential corporation tax rates offered through Patent Box.

## How much benefit can I expect to receive?

From 1st April 2017 all relevant profits your company earns from its patented inventions can benefit from a corporation tax rate of 10%. This is even more attractive given The Chancellor's announcement at the last budget to raise the standard rate of corporation tax to 25% in 2023.

## What if we deliver a service using patented technology?

Yes, you can still take advantage of Patent Box, although calculating the IP derived income can be a little more complicated with services than physical products, but the benefit is still 10% corporation tax on all associated profits.

## We only have a patent pending, can we still apply for Patent Box?

Unfortunately, you can't. A company can only benefit from the scheme once a patent is granted, however, you can elect into the scheme before the patent is granted. Then once the patent is granted you can make retrospective claims relating to profits or losses made between the date of your election into the scheme and the patent grant date.

## Can a company claim both R&D tax relief and Patent Box?

Yes, they can. For companies who invest time and money on eligible R&D and also hold qualifying IP, exploiting both tax relief schemes together can be extremely beneficial.

## Is it possible to make a Patent Box loss?

While the scheme is more beneficial for profitable companies with a high proportion of IP-related income, where profits are wiped out as a result of deducting routine expenditures, it is possible to make a "Patent Box loss." This loss can be carried forward and used to reduce your tax liability in future years when the Patent Box account returns to profit.

For more information on innovation incentives available to UK companies, contact Russell McGrath Mob: +44 7572 238 503

ABGI is a global consultancy with over 30 years' experience helping some of the world's best known brands accelerate innovation and business expansion by capitalising on their R&D activities, in compliance with all rules and regulations. They have extensive experience helping companies leverage valuable funding back into their business through government-backed incentives such as grant funding, R&D tax relief, Capital allowances or Patent Box.

## More than £200m invested in Cheshire and Warrington growth projects

More than £200m has been invested across Cheshire & Warrington including the new Junction 8 improvements on the M62 at Omega and the new Warrington West railway station.

Now the transformational impact of the investment in 61 projects around the region is being celebrated by Cheshire and Warrington Local Enterprise Partnership (LEP) as its five-year Local Growth Fund programme draws to a close.

The funding is set to generate 16,000 new jobs and help 20,000 learners gain new qualifications, whilst driving forward the region's innovation economy in cleantech and life science. Removing traffic congestion pinch points and unlocking development sites has also prioritised in the investment programme.

Large scale projects are led by £53 million towards the £92 million Congleton link road as part of a wider plan to create 3,000 new jobs, 2,475 new homes and 120k sqm of commercial floorspace in the area.

Major funding for public transport upgrades included £13.5 million invested in the new Chester Bus Exchange as the first part of the £70 million Northgate scheme, while some £6.5 million went towards the new Warrington West Station.

The region's transport infrastructure was also improved with some £5.85 million invested in the £10.4 million replacement

of the Sydney Road Bridge in Crewe, which is now able to take two lanes of traffic and has a pedestrian path, reducing congestion in the area. Similarly, the Cheshire and Warrington LEP contributed £3.3 million to the redesign of the existing Crewe Green Roundabout to increase capacity and reduce congestion. Improvements at Junction 8 of the M62 to help ease congestion around the Omega business park, which employs over 10,000 people, were backed with £4 million towards the £8.8 million scheme.

The government's 2015 Growth Deal Funding package made the resources available after the Cheshire and Warrington LEP identified seven key areas to develop in order to strengthen the region's position as England's second highest performing economy outside London. These priority areas are: transport, low carbon energy, life science, business support, skills, and regeneration.

The Local Growth Fund has also been used to target the development of low carbon energy and a wide range of other schemes which help clean-up how we live and work, setting a path towards a reduction of 540,000 tonnes of greenhouse emissions across the region.

The impacts are being achieved through Local Growth Fund investments in sustainable initiatives such as the Business Energy Efficiency programme (BEEP), which helps SMEs to

reduce energy use, improve efficiency, and reduce the Greenhouse gas emissions responsible for global warming. Flagship schemes include backing the £1 million Storengy green hydrogen generation and refueling station in Middlewich.

As part of the Cheshire and Warrington LEP's commitment to sector strengths, meanwhile, it invested £10 million in a £31 million Life Science Investment Fund to encourage more start-ups at Alderley Park.

Upgrades to the region's education infrastructure include some 7,500 sqm of new learning space developed over the course of the Local Growth Fund programme. Key projects include The Reaseheath Advanced Engineering and Agri-Tech Centre, a £7 million facility in Nantwich that uses state-of-the-art technology to teach precision farming skills. The STEM Centre at AstraZeneca Macclesfield, where immersive digital content will develop understanding of advanced manufacturing and research, had also received backing.

A £3.8 million of grant was also made to support the first phase of the expansion of Winsford Industrial Estate, to facilitate 1800 new jobs and 58k sqm of commercial space.

Minister for Regional Growth and Local Government, Luke Hall MP said: "We have now supported 61 projects across Cheshire and Warrington with £201million of

investment from the Local Growth Fund. This funding has unlocked many new opportunities for the region, including 16,000 new jobs and has helped 20,000 learners gain new qualifications and skills. These projects have transformed the region into a move desirable place to live, work and visit for future generations to come."

Clare Hayward MBE DL, Chair of Cheshire and Warrington LEP, said: "The £201 million of Local Growth Funding investments are about a better future – one that builds on our existing strengths, but with an even greater focus on skills, sustainability and opportunity. We are making strategic investments that will achieve growth while simultaneously improving the region's environmental credentials, helping us both today and in the future.

"The investments are already making a real difference to local people and businesses, improving quality of life, improving infrastructure and creating employment and training opportunities.

"The scale of the impact is illustrated by the fact that the Local Growth Fund has generated £8 of additional investment for every £1 spent, with the total value of extra public and private investment reaching £1 billion. This result would not have been achieved without our intervention and absolute commitment to ensuring that Cheshire and Warrington continues to out-perform most of the UK."

# Pandemic pivot making a difference and adapting to the new normal

**THE pandemic has affected businesses large and small in many different ways. For the team at Alcimi, it allowed us to reassess, realign, and pivot to what we are great at.**

Like most digital agencies, we had clients that temporarily closed their doors, clients that scaled back their operations, and clients that ramped up their activities, one of those that we are incredibly proud of is the National Emergencies Trust.

The National Emergencies Trust is a charity that was formed in 2019 in response to the intensity of emergencies in 2017; it is a charity that was created due to the national need of having one central point of donation at the time of a national emergency and little did we know

that the national emergency would come so quickly.

Less than five months from its official launch by the Duke of Cambridge in London, the trust was readying to activate a fundraising appeal for the Coronavirus crisis that was on the UK's doorstep. What happened next, no one could have predicted but fueled by coffee and data; we are happy to make a difference as the digital contractor for the National Emergencies Trust.

14-months later, nearly £100m raised, 13,000+ organisations helped (over 40 of those in Warrington), 20,000+ emails sent, 80 million organic social impressions, 1.5 million website visits, and 3500 hours of coding, and probably 1600 cups of coffee

(underestimate). The team has had some time to reflect on what we have done, how we have helped, and how we have changed and submit our first story about our journey.

So what did we do, how did we change?

Alcimi was formed in 2017 by our Managing Director Ben Sefton, a former Forensic Investigator for the Greater Manchester Police (That's a whole other story in itself!). Formed initially as a digital marketing and website building agency, we identified the need to adapt as the pandemic continued; it was clear as home working continued that organisations needed to digitally transform and luckily, our mission as a company is to automate and

simplify the digital landscape for companies and organisations.

Over the last 14-months, we have grown our capability, capacity, and knowledge. What was once a small digital agency has expanded into a Digital Transformation agency with a new base in Warrington and a technology development hub in Budapest. We have focused on specialist key hires in creative, marketing, technology, and strategy to assist our clients in adapting and innovating in the new normal.

What comes next in the global business environment is difficult to predict. However, one of the critical things we have learnt is time is finite but done right, our impact can be infinite.

## Priestley's puppet masters put on a show

STUDENTS turned puppet masters as part of their course at Priestley College.

Those studying Production Arts were asked to create their own puppets and put on a show as part of their BTEC.

"It was a great challenge as normally they would be behind the scenes, but in this task their puppets got to take centre stage," said Tutor Mark Edgington.

"Not only did they create some wonderful puppets, but they also performed a witty and entertaining show."

Production Arts prepares students for working backstage on

performances and covers everything from building props to makeup and lighting a set.

Many of Priestley's former students have progressed onto careers in production design and two years ago Rae Atkin was invited to join the National Youth Theatre after impressing them with her passion and talent.

Among those who took part in this year's puppet challenge were Alisha Morris, a former pupil at St Mary's RC High School, and Leah Roberts from Beechwood, Runcorn.

They followed Tutor Debbie Clitheroe's guidance to construct 'the bones' of their muses before

adding their own creative flourishes.

For Leah, who previously studied at The British School in the Netherlands, there were some nerves as the characters started to take the shape of their teachers.

"When we first came up with the

idea it was just for comedy, but as the puppets began to look like our tutors I started to get nervous," she said.

"Once they were made I felt more comfortable. Overall it was a great experience making the puppets and seeing them come to life."



## Impact Finance offering support to SME clients

Impact Finance are a family run Warrington-based Commercial Finance brokerage, providing Commercial and Business Finance support to SME clients.

Whether the client's business is well-established or a new start, Impact Finance can help them with Commercial Mortgages, Property Development Finance, Business Loans, Short Term 'Bridging' Finance, Factoring, Equipment Leasing and advice on Grant Funding and how to secure funds via the Government Enterprise Finance Guarantee Scheme (EFGS).

Business owner Jim Monteith saw an opportunity to invest in the Commercial Finance sector earlier this year and is confident that Impact Finance are well placed to support businesses in the years ahead – being able to access 300+ lenders thereby maximising the opportunities to find appropriate funding no matter what the circumstances.

Jim is supported by two of his children, Kirsty and James, who are primarily focused on business development via networking and social media interaction.

An area of particular interest for Impact Finance is the Electric Vehicle market and the anticipated growth in workplace charging infrastructure.

Jim and the team are more than happy to talk through any queries on 0330 133 4150 or via email/social media:-

Enquiries@impact-finance.co.uk  
LinkedIn- Impact Finance  
Twitter- @ImpactFinanceUK  
Instagram- impactfinanceuk  
Facebook- impact.finance.uk



[www.impact-finance.co.uk](http://www.impact-finance.co.uk)



Providing  
Financial  
Solutions

0330 133 4150  
[enquiries@impact-finance.co.uk](mailto:enquiries@impact-finance.co.uk)

# Busking for Bitcoin

The busker in the photograph, captured recently in Manchester, not only has QR codes for different cryptocurrency but a PayPal account as well. Is this a sign of the times, with less cash being carried, or a desire to avoid disinfecting the coins thrown into his case?

Either way we felt it was symptomatic of the changes we've all been through and the kind of changes that are likely to stick.

Having built websites now for over 20 years, some of you might think that Carpe Diem has always been a 'contactless' business – delivering online destinations. But we're actually all about contact.

We know and you know that people buy people. Given the choice between customer service – a smile, some free advice, good manners – we all buy from the 'nice' people if

the product or service offered isn't significantly different.

That's why we've promoted the access to humans on the telephone for our client Together Energy, why we've developed the concept of People First Design for LOFT and why training is a cornerstone to GAMA Healthcare's success. All these clients recognise the need to convert an online destination into a human conversation.

So, as we transition into the 'New Normal' and meetings in person replace video conferencing, think about what you've learnt during a contactless pandemic.

Emails and texts can be misinterpreted, you can't read body language over Zoom and a phone call is as close to personal as you can get without being in the room.

And how do those insights stack

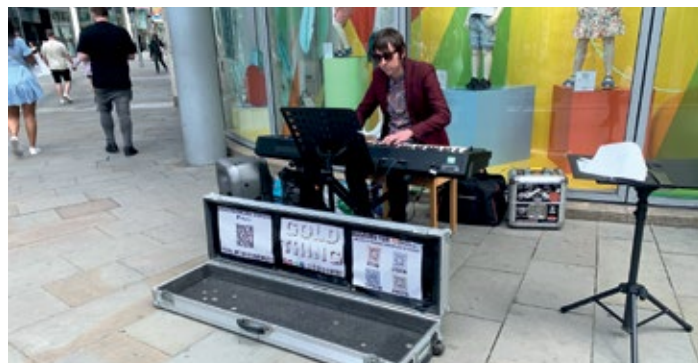
up against your own busking behaviours? How do you put money in the bank? Is your new business strategy contactless or contact more?

If you'd like to know how Carpe Diem map and track human interactions over digital channels and websites, what we've learned and how we could help your business grow, drop in and see us

at our co-working space OPUS @ Pyramid, Palmyra Square.

Our doors are always open, but if you'd rather plan for contact feel free to email Saul (saul.peake@carpe-diem.co.uk) or drop us a line via our website (www.carpe-diem.co.uk).

Bitcoin payments are an option, by the way.



## Training provider helping businesses grow through Brexit and COVID

A local training provider is empowering businesses by helping them thrive and grow through Brexit and Covid.

S.L. Procurement Solutions Limited, who provide a plethora of Procurement and Supply Chain services have been enjoying working with local businesses, to guide them in taking control of the recent economic changes and helping businesses regain confidence in these changing times.

Known for bespoke CIPS training for Professionals, the training company have seen an unprecedented increase in regional businesses reaching out for specific Procurement based guidance to revive confidence in trading through Brexit and Covid.

Director Stephen Lovatt said, "businesses more than ever are realising the impetus on Procurement and supply chain, and the affect this has on an entire business. We have been working closely with many businesses in the Warrington and surrounding areas to drill down on many important areas of their business. We are all about lifting the lid and looking really closely at lots of different

aspects of how businesses tick, and how we can help with some small, and sometimes really big changes."

The training company have witnessed an increase in businesses getting in touch for bespoke help on risk management, contract management support, advice on trading during the Covid outbreak and also working with companies to guide them through what trading looks like post-Brexit, in addition to the usual guidance on all aspects of business procurement activities.

"We are really lucky to work with, and have the opportunity to get to know, so many brilliant local businesses that we can help. We have such a broad spectrum of guidance that we can give, we have enjoyed seeing our services making such positive changes to businesses who may have lost confidence over this last 14 months or so," added Stephen.

The company want to continue to offer these consultancy services in the local community and urge anyone who thinks they might need guidance to get in touch with S. L. Procurement Solutions Limited to see how they might help.



## Export Documentation Services

As you develop your international trade activity the Warrington Chamber of Commerce can assist you with all the documentation you need to export your goods and services easily. All our staff have passed the required training to become British Chambers approved documentation officers and are able to provide the following services:

- Certification of United Kingdom Certificates of Origin
- Certification and Legalisation of Arab Certificates of Origin
- Certification of agency agreements, invoices, other documents
- Certification of EUR1 movement certificates
- Certification of EUR-MED movement certificates
- Certification of GSP Form A preference certificates
- Advice on import and export procedures

(This service is also available electronically)

Chamber members receive a

## 50% discount

on all United Kingdom certification and EUR1 services.

## Call 01925 715150

for more information and details of our prices.

## Advertising Rates

Eighth Page	£75+VAT
Quarter Page	£188+VAT
Half Page	£250+VAT
Full Page	£313+VAT

Chamber members

## 20% DISCOUNT

The copy deadline for the next edition of Insight magazine is

## September 22nd 2021

Please email your news stories and pictures to the Editor at our NEW email address:

[info@warrington-chamber.co.uk](mailto:info@warrington-chamber.co.uk)

# Tour of Britain set to provide econmic boost for Warrington

**THE eagerly awaited Tour of Britain will pass through local villages culminating in a Stage 5 sprint finish at Warrington's historic Golden Gates, on Thursday, September 9.**

Spectators can look forward to the tour taking in villages such as Stockton Heath and Appleton travelling over both the Manchester Ship Canal and the River Mersey, as it heads towards potentially the first traditional sprint of this year's tour. Stage five will finish with a rapid straight flat run outside of the town's iconic Grade II listed Golden Gates, which have been in place since 1895. For more details visit [warrington.gov.uk/tob](http://warrington.gov.uk/tob).

Rescheduled to 2021 owing to the COVID-19 pandemic, the 17th edition of the UK's most prestigious stage race (Sunday 5-12 September) includes two full stages apiece in both Wales and Scotland. Twelve of the start and finish host venues are new to the eight-day event, which will cover 1,320 kilometres (820 miles) of racing.

The race will go ahead subject to local conditions and in line with relevant national COVID guidelines and UCI protocols.

Cllr Russ Bowden, Leader of the Council said: "Excitement

continues to grow for the Tour of Britain 2021 and it's fantastic to see the plans falling into place and the route being unveiled to the public.

"We believe hosting stage 5 of the race brings many opportunities – bringing new visitors to our town, celebrating sporting excellence and showcasing the very best of Warrington.

"These latest announcements demonstrate once again the specular route for this year's Tour of Britain. I am very proud that Warrington is part of this providing us with major prestigious addition to our sporting calendar for everyone to enjoy."

Cllr Hans Mundry, cabinet member for transportation, highways and public realm said: "We've set out our clear ambitions through our local transport plan to reduce car reliance and build sustainable transport into all aspects of life in Warrington.

"This includes major investment in our cycling infrastructure to encourage many more people to move around the town on a bike. The Tour of Britain gives us a fantastic opportunity to inspire many more people to take up cycling and to show the huge benefits it can bring – as a sport, as a hobby or simply as a fantastic

sustainable mode of transport."

Cllr Paul Warburton, cabinet member for statutory health and adult social care, said: "Everybody knows the reputation of the Tour of Britain as UK's cycling most prestigious event, watched by spectators from all over the world. However what's equally important is the events focus on communities, including working with local people and school children to understand the huge health benefits cycling can bring.

"We will be maximising this impact to encourage people to get active and build cycling into their everyday lives. The huge health and wellbeing benefits this will bring will be an important legacy of Warrington hosting this event."

Potentially the first traditional sprint of this year's Tour, the stage will finish outside of the town's Grade II listed Golden Gates, which have been in place since 1895.

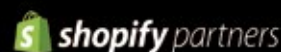
With cycling enjoying a boom in the UK, and hundreds of thousands of new and returning cyclists taking to two wheels, partnership opportunities for brands looking to be associated with Britain's biggest professional cycling race are available. These unrivalled opportunities range from regional level support of individual stages to jersey and title sponsorships. Visit [sweetspotgroup.co.uk/sponsorship-opportunities](http://sweetspotgroup.co.uk/sponsorship-opportunities) for more information.



## Unlock the future now

If you're looking to grow your business online; the websites we deliver are faster to market, fitter for purpose and have the future built-in.

From WordPress to eCommerce, custom builds to integrations.



Call 01925 299842 or visit [carpe-diem.co.uk](http://carpe-diem.co.uk)

C A R P E D I E M

# twentyfour seven design & print ltd

We supply and fit all types of signage:  
self adhesive graphics, glass, metal,  
wood, perspex, foamex plastic.

Call or email for a free site visit.

