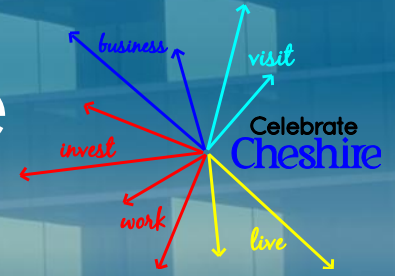


# Celebrate Cheshire Investor Newsletter



28<sup>th</sup> June 2011

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## CALL TO ACTION

Inside this first investor newsletter we have included an update on the substantial progress that has been made on **the Celebrate Cheshire Event**.

This newsletter aims to keep investors updated and seek your advice, comments and critique on our plans and progress, as we move nearer to the two day event on **Friday 16 and Saturday 17 September 2011**.

This Event is for everyone in Cheshire and we want to show Cheshire as a serious and successful place to do business. To do this we need all our investors to support us in the organisation of the Event by using their networks and contacts to publicise the event, to encourage other businesses to become investors and to ensure we attain all the aims and objectives we set.

We would like you to;

- Use the Celebrate Cheshire electronic promotional tools, (eg. banner advertisement, email footer and hashtags) to publicise the Celebrate Cheshire event. (We will send our promotional toolkit in the near future, directly to your operational contact for this event).
- Contact your data base of customers, associates, supply chain and business networks generally with information about the Event and encourage them to register to attend
- Publicise the Event to your staff and families
- Target individuals and Companies to attend the Event, visit your Company and see the Cheshire Business offer (we have packages of rail travel and hotel accommodation available for key strategic contacts)
- Discuss with us your thoughts and plans on how you will showcase your Company at the event to make the most of the changing audience on Friday and Saturday. Some investors have already come up with great innovative ideas. An example is one Company who are changing their exhibition stand personnel from 'suits' on Friday to apprentices on Saturday, joining forces with partners to showcase completed, current and forthcoming projects and are bringing plant and machinery and an apprentice construction team with a challenge to show what being an apprentice is all about to the potential workforce of the future on Saturday. The apprentice team have spoken to us direct and want to know where they can get water for mixing cement!!

Please ask your operational contact to call **Mike Hughes on 07980713292** or email at **m.hughes@marketingcheshire.co.uk** to arrange a meeting on site at the Racecourse to plan your presence and to facilitate maximum impact for your Company and Cheshire.



## Great response from our Investors

A big thank you to all our partners who have pledged their support of the Celebrate Cheshire Event, which will be held at Chester Racecourse on the 16<sup>th</sup> and 17<sup>th</sup> September 2011.

The aim of this event is to profile and celebrate Cheshire's existing business offer and to highlight the many National & International Companies who are located or operate in Cheshire; it will show potential opportunities for further Investment and economic growth.

The event will showcase Cheshire's employment and educational opportunities, available skilled workforce and products and services to residents of the Sub Region, to existing businesses and to potential inward investors.



Wolfie from Warrington RLFC brings the Challenge Cup to Cheshire Show to encourage visitors to our stand to sign up to attend the Celebrate Cheshire event.

## Celebrate Cheshire Event Investors



In addition to the investors shown above we now have recruited a number of others including Merseyrail Electrics, Reaseheath College, Newsquest and Pro Cheshire. We have also received a number of requests to discuss involvement and over the next few weeks we are confident that more investors will join our growing list.

## Celebrate Cheshire Business Conference

We are especially pleased to announce that the event has attracted a superb line up of top speakers to address our expected audience of 300 delegates at the Celebrate Cheshire Business Conference.

10.00 – 10.40: Registration – Tea & Coffee

10.45 – 10.50 : Introduction & Opening Remarks – Chair

10.50 – 11.15 : Upside down Management!

**John Timpson CEO, Timpson Shoes**

11.15 – 11.45 : An Economic Perspective for Cheshire

**Andrew McClaughlin**

**Chair : Regional Economic Forecasting Panel**

11.45 – 12.05 : Cheshire leading the world with the Square Kilometre Array

**Dr Teresa Anderson : Jodrell Bank Observatory**

12.05 – 12.30 : Apprentices are for life

**Simon Waugh : Executive Chair**

**National Apprenticeship Service**

12.30 – 13.00 : Question & Answer Session

Times subject to change

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*Celebrate Cheshire will be opened by a nationally recognised VIP. Keep watching our press releases and website [www.celebratecheshire.co.uk](http://www.celebratecheshire.co.uk) for more details as we make them available!*

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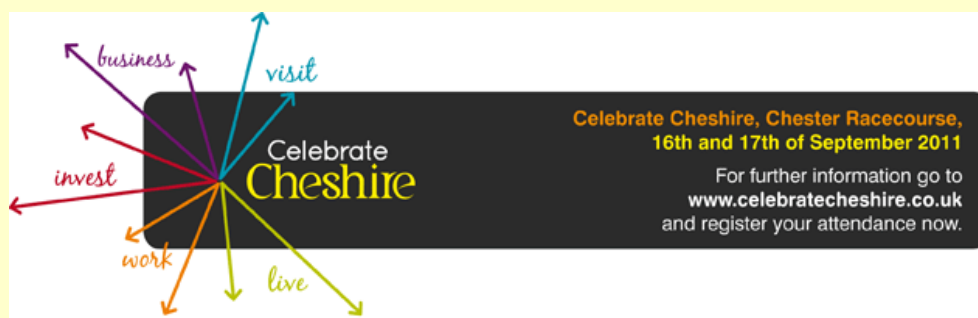
## The Financial Time Business Breakfast

Day 1 starts at 8.30am with the FT Business Breakfast event and we are currently looking for individuals from our network of Investors to join, FT Northern Editor Andy Bounds, Andrew McClaughlin and Simon Waugh on the event panel. We are particularly looking for panellists that can add value to the breakfast debate which will focus specifically on the Cheshire, North West and UK economic outlook.

## Opportunity to influence the FT Supplement Synopsis

We are in the process of writing the synopsis for the Financial Times on Cheshire that will be circulated within the newspaper nationally and internationally on Friday 16 September the first day of the Event. The supplement will also be on the FT web site. We would like to encourage you to feed into us any ideas for coverage that show Cheshire business successes, innovations, examples of business excellence or just good stories. We will then discuss these with Andy Bounds, FT Northern Editor as ideas for inclusion in the supplement.

Please send any feeds to [p.southward@marketingcheshire.co.uk](mailto:p.southward@marketingcheshire.co.uk)



## Day 1 – Celebrating Business Cheshire

The first day is focused on successful business and enterprise in Cheshire. There is an extensive events programme to ensure that all delegates will experience a very useful and inspiring day, celebrating Business Cheshire.

### Event Programme Highlights

- Financial Times Business Breakfast
- Celebrate Cheshire Business Conference
- Business Exhibition Village
- Expert Demonstrations
- Business Excellence Seminar Programme
- Meet The Buyer
- Voluntary Sector & Business Partnership Conference
- Trinity Mirror Cheshire Business Awards

The whole day will concentrate on the celebration of the business excellence that exists in Cheshire.

Our event will be formally opened by a nationally recognised VIP.


## Day 2 Celebrating Opportunities in Cheshire

The final day of this prestigious event will concentrate on showcasing some of the amazing life and career opportunities that exist within Cheshire for residents, visitors, employers, employees and the future workforce. Visitors will be able to enjoy a fun day that will appeal to the whole family with attractions to suit all tastes.

### Event Programme Highlights


- Cheshire Job & Apprentice Centre
- Opportunity Cheshire
- Mini Manufacturing Challenge
- Have a go Sporting Event Arena
- Expert Skills Demonstrations & Prizes Galore
- Business Exhibition Village
- Opportunity To Taste Cheshire
- Visit from Warrington Wolves & Cheshire Jets Have your photo taken with the Stars
- Fairground & Kite Festival - Fly Your Own Kite

For more details, register and secure your free entry ticket go to [www.celebratecheshire.co.uk](http://www.celebratecheshire.co.uk)



**Celebrate Cheshire**  
16th & 17th September 2011,  
Chester Racecourse



A Two day showcase of great opportunities to work, learn, invest and grow in Cheshire



For more detail follow us on twitter at [#celebratecheshire](https://twitter.com/celebratecheshire)

[www.celebratecheshire.co.uk](http://www.celebratecheshire.co.uk)

The event is brought to you by:

## Joint Celebrate Cheshire & LEP House of Commons Workshop – 6<sup>th</sup> July 2011

As the event approaches, a private, round table Business Leaders and MPs workshop has been organised at the House of Commons.

The event will allow the newly established Cheshire & Warrington Local Enterprise Partnership (LEP) to platform and discuss its emerging priorities to MPs and Lords who represent the sub region.

The event will also give an opportunity to promote and seek the participation and involvement of our representatives in both Houses of Parliament in the Celebrate Cheshire event.

Senior representatives from Marketing Cheshire, Cheshire Business Leaders and Cheshire & Warrington LEP will be at this event.



**Celebrate Cheshire**  
16th & 17th September 2011,  
Chester Racecourse

A Two day showcase of great opportunities to work, learn, invest and grow in Cheshire

For further information go to:  
[www.celebratecheshire.co.uk](http://www.celebratecheshire.co.uk)  
and register your attendance now

The event is brought to you by:




## VIP Lunch – Celebrate Cheshire

Following the Cheshire & Warrington LEP Stakeholder meeting, which is arranged to take place at the Park Royal Hotel on the 4<sup>th</sup> July 2011, Christine Gaskell, LEP Chair, will address our VIP guests at the Celebrate Cheshire Event lunch to explain the challenging tasks and goals of the LEP going forward.

All Celebrate Cheshire Investors will receive an invitation to the VIP Lunch which is to be held in the 1539 Restaurant at the Racecourse at 1pm on Friday 16 September 2011.

## Voluntary Sector working in partnership with the Business community

Big Society Works, will stage an exciting and informative conference during the afternoon of Day 1, Friday 16 September 2011.

The conference will present a number of innovative ways how the Voluntary Sector is working with Business and achieving real “bottom line” benefits as a result.

Additionally the conference will show Businesses that might be contemplating getting involved in similar partnerships, how to make the right connections quickly and efficiently.

The conference will start at 2.00pm.

## Investor Exhibitions Village

### Day 1 : Business

### Day 2 : Opportunities

Each one of our event Investors will be offered the opportunity to stage an exciting and interactive display within the tented Exhibitions Village & Conference hub at the event.

The concept is that each organisation will bring a series of demonstration modules to showcase their organisation to the visitors of the event over the two days.

Investors will be encouraged to make their stand as interesting and interactive as they can, to engage the visitors who attend. Additionally the challenge to exhibitors is to reconfigure their business focused Day 1 exhibition to appeal to a more diverse audience on Day 2. Exhibitors may want to show opportunities that are available in Cheshire, whether they are jobs, apprenticeships, and training programmes or maybe give attendees the chance to find out about or try something new. There are so many things about this County, its economic performance diversity and distinctiveness that we should acknowledge and celebrate.

## Cheshire Business Awards – Friday 16<sup>th</sup> September 2011

Network with fellow business professionals at this years Cheshire Business Awards.

This prestigious awards ceremony brought together by Trinity Mirror and sponsored by SAS Daniels, offers the opportunity to celebrate the strength and resilience of the region's businesses in what has been a challenging 12 months.

Winners of the 2011 accolades will be announced on Friday, September 16, at the awards ceremony and gala dinner in the Pavilion Suite at Chester Racecourse.

There are 10 awards categories and the **closing date for entries is 14 July 2011**

- Scottish Power Small Business of the Year
- SAS Daniels Medium Business of the Year
- Cheshire East Council Community Award
- Bank of America Business Person of the Year
- Cheshire West and Chester Business Start up Award
- Green Award
- Employer of the Year
- Young Business Person of the Year
- Women in Business Award
- Large Business of the Year

Tickets for the awards can be booked by calling 01244 606472 or

[Click to email.](#)

Seats at the awards are priced at £65 + VAT per person and tables of up to 12 can be booked. Each ticket includes drinks reception, four-course dinner, guest host, opportunity to network and **Celebrate Cheshire**.

MORE INFORMATION AT

[www.cheshirebusinessawards.co.uk](http://www.cheshirebusinessawards.co.uk)



Rebecca Wainwright signs up visitors for the Celebrate Cheshire Event at the Cheshire Show.

## Warrington Business Awards – Wednesday 14<sup>th</sup> September 2011

The Warrington Business Awards have become THE date on the Warrington business calendar.

2011 will be the twelfth year of these successful awards, which have grown to become one of the premier events in the North West.

The 2011 awards will be held at the Park Royal Hotel, Stretton, Warrington on Friday, July 22nd, 2011.

There are a series of awards offered every year, in celebration of business excellence across the whole spectrum of business throughout Warrington, see a list of award categories below :-

- Business of the Year
- Business Person of the Year
- Schools Enterprise Award
- Retailer of the Year
- Start-up Business of the Year
- Training & Development Award
- Small Business of the Year
- Team of the Year
- Family Business of the Year
- Customer Excellence Award



There is an opportunity for more businesses to join the list of sponsors who have already committed to support the event, by taking one of the sponsorship packages for 2011, and by so doing give your organisation the chance to secure a great marketing opportunity.

As well as pre-event publicity and advertising, there is also the chance to judge the category which you sponsor, the inclusion of a company profile in the evening's programme, plus online corporate marketing opportunities.

**To discuss this exciting opportunity, please feel free to contact Nicola Temple-Heald on 07967 339766 or email**

**[nicola.temple-heald@northwest.newsquest.co.uk](mailto:nicola.temple-heald@northwest.newsquest.co.uk)**

