

## Olympic Countdown

### Firm foundations for Groundwork

Groundwork Cheshire's Sustainable Business Unit team have benefitted from the tried and tested Pivotal Mapping process to set firm foundations for the future.

Groundwork Cheshire is one of a number of environmental trusts who in turn report to Groundwork UK. At a local level the organisation was facing unprecedented changes in its external operating environment from the formation of a new local government structure of East & West Cheshire.

Groundwork Cheshire's Sustainable Business Unit had to redevelop its strategy backed up by a process that would allow it to be more

flexible and embrace the changes with key partners including the procurement of work.

Chris Greenhalgh worked with Greville Kelly, Development Director of Groundwork Cheshire to strengthen its position and develop a 2 year strategic plan.

One of Groundwork's key targets will be to build upon its commitment to the principles of sustainable business by helping thousands of companies increase their competitiveness and reduce their impact on the environment with a range of practical business services.

"PEM's Pivotal Map has



delivered the right results for our organisation" said Greville Kelly, who was so impressed with PEM's attention to detail that some further strategic implementation work has been commissioned.

For more details visit: [www.cheshire.groundworkknw.org.uk](http://www.cheshire.groundworkknw.org.uk)

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PEM's client, health and safety experts Vita Safety was one of a group of Northwest businesses who were represented at a visit to the Olympic Park organised by the Olympic Delivery Authority (ODA). During the visit, Ian Hutchings, Vita Safety's MD had the opportunity to meet the ODA Supply Chain Team as well as several main contractors including Balfour Beatty, Carillion and the Buckingham Group.

One of the key messages was that the focus on managing health and safety has rapidly increased and not just for the ODA, but for clients in general, many of whom will no longer do business with companies that cannot demonstrate robust health and safety management systems.



**Pictured:** ODA's Olympic Park visitors with Vanda Murray OBE, Deputy Chair of the North West Development Agency

Vita Safety is uniquely placed working with a range of local small businesses plus major players including Carillion Enterprise, Rok and many more. The company understand the expectations of the top and second tier contractors and PEM provide ongoing sales and marketing support to ensure Vita Safety continually improves its presence in the North West.

PEM's clients can now benefit from a reduced fee that has been negotiated with Vita Safety for a Business Risk Review. For more information call 0161 798 1400 or visit: [www.vitasafety.com](http://www.vitasafety.com)

#### New PEM Network Partner:

- **Pro-Manchester** - a corporate membership organisation representing the 240,000 employed in the F&P service sector in and around Greater Manchester. PEM regularly attend high quality events that have proved to be very useful. For more details visit [www.pro-manchester.co.uk](http://www.pro-manchester.co.uk) or call 0161 833 0964

#### STOP PRESS . . . . .

- **Up to £7,000 for leadership and management training for SMEs employing between 5 to 250 people** - PEM is an accredited training provider under the government's Train to Gain programme facilitated by Business Link. To find out more about whether you qualify and how you would benefit please call us on 01625 572162

### Marketing As Seen on TV



As a CIM fellow, Vicky Greenhalgh attended one of the largest marketing events in 2009 at the Royal Armouries in Leeds. The conference "Marketing Live" was run like a live TV show and sponsored by the CIM along with Microsoft Advertising.

A 350+ strong audience saw some of the world's leading marketing figures explore the importance and value of marketing in a changing economy.

While all speakers recognised the challenges in the current climate, they highlighted opportunities available to the region's strong marketing talent base and gave practical advice and guidance on how to approach customers and consumers under increasing financial pressure.

Some of the more interesting tips were on SEO to raise a company's profile with regular updates and using tools like blogs as well as good quality web links; keeping customers happy and aiming to add value all the time to create opportunities to

go back to previous clients.

Vicky said "This was an extremely useful day for getting up to speed with the importance of protecting your brand whatever the size of your company."

Following the success of this year's event the organisers of Marketing Live 2010 have already released 50 special pre-launch tickets.

For more details including video footage, photos and feedback from Marketing Live 2009 call Helen Vickers at The Whyman Group on 0845 094 1067.

**Pivotal Events & Marketing Ltd**

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## Home Healthcare Expansion

One of PEM's newest B2C clients is Sarah Clarke who established Eyecall Mobile Opticians as a domiciliary service in 2008.

With a great business model for significantly expanding services, a strong brand was vital and PEM worked closely with Sarah to re-brand Eyecall Mobile Opticians.

The brand strategy focused on the naming of the business to match the profile of the primary target audience of people aged over 60 who qualify for a home eye test.

This followed ongoing support in developing a marketing communications plan to build upon the strengths of the business. One of the most significant strengths being that additional services could

be offered to patients in their own homes through fellow professionals who want a change to the high street practice routine.

Sarah has now teamed up with a dentist to form Armchair Healthcare who together will provide home optical and dental care. Under this umbrella brand each service will be promoted as Armchair Optician and Armchair Dentist.

This combination of services is very unique within the home healthcare sector and gives the business a real edge in a market-place dominated by two major players.

Sarah said "I knew I needed help with marketing but didn't think I would have the time. However, the



**Pictured:** Sarah Clarke, Optometrist and founder of Armchair Healthcare

whole marketing consultancy process has been really refreshing for a new business like ours and with PEM's guidance we have been able to achieve so much within a short space of time".

Most of the marketing collateral has now been created from developing a new logo to re-writing copy and confidence is high for the launch of a new website and leaflet later in the autumn.

For enquiries please call Sarah on 01260 227550.

## Community Lionhearts

For the second year running PEM has been involved with the national enterprise competition, the Lionheart Challenge, mentoring young people in business skills.

This year, Vicky Greenhalgh was invited to be a judge at the first ever Mini Lionheart Challenge, following the success of the annual event for over 30,000 Key Stage 4 students from across the UK.

The Mini event for Key Stage 2 children involved judging 22 teams who, with the support of trained business coaches, were asked to design an educational toy or game for pre-school children.

They had to brainstorm for ideas, agree on the best product, USPs and finances as well as make a prototype and finally present to the judges and an audience of over 200.



**Pictured:** Vicky Greenhalgh (front left) and other CIM Experts at the Lionheart Challenge North West Regional Finals

Vicky said "The event was a real eye-opener seeing some very talented youngsters and it was really difficult choosing a winning team amongst so many eager participants. In the end it was the team who all the judges believed had sprinkled the right amount of magic dust on their idea to make it an all round winner."

"These events are key to our CSR and the value of giving something back to the community can never be underestimated".

For more on the Lionheart Challenge see: [www.flu.uk.com](http://www.flu.uk.com)

### PEM's Top 10 on social networking:

1. Use LinkedIn as another "showcase"
2. Upload a photo of yourself to add credibility
3. Make sure your profile is 100% complete to increase your SEO
4. Link your outlook contacts to maximise your connections
5. Check your settings and let people see your details when looking at profiles
6. For an update on prospects use the company search option
7. Ask your contacts for intros to warm up leads
8. Join lots of relevant groups and contribute to group discussions to increase your visibility
9. Continue face to face networking to compliment LinkedIn
10. Attend workshops/training with people like ETN Training - highly recommended!

## Networking Events



**Pictured:** Portfolio Exec launch event with new members

For those who want to pursue a **Portfolio Exec** career some event diary dates are:

**17th Sept 2009**  
**15th October 2009**  
**19th Nov 2009**

For more details visit: [www.portfolioexec.com](http://www.portfolioexec.com)

For networking with the **Chartered Institute of Marketing (CIM)** members and non-members can attend the following events:

Keep calm and carry on marketing  
**30th Sept 2009**  
6-8pm  
Widnes

Paver Smith's success—despite recession  
**5th October 2009**  
6-8pm  
Liverpool

Understanding ROI  
**2nd Nov 2009**  
6-8pm  
Macclesfield

For MORE events and to **book online go to:** [www.cimnorth.co.uk](http://www.cimnorth.co.uk)

**Daresbury Science & Innovation** Business Breakfast Meetings confirmed to date:  
**25th Sept 2009**  
**30th October 2009**

**27th November 2009**  
8-9.30am  
Daresbury

**Register and book online at:** [www.daresburysic.co.uk](http://www.daresburysic.co.uk)

**Pro-Manchester** - just a few member events include the following:

Breakfast with Imran Hakim inventor of the iTeddy  
**29th September 2009**  
8-9.30am  
Manchester

Digital Marketing  
**22nd October 2009**  
8-9.30am  
Manchester

For many MORE events and to **book online at:** [www.pro-manchester.co.uk](http://www.pro-manchester.co.uk)

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