

Retail therapy

Total Image Solutions based in Sale is one of PEM's most recent clients. The company offer high street stores and shopping centres a complete retail package from personal shoppers to promotional events to encourage consumers to buy more.

In July, Chris Greenhalgh of PEM met up with Total Image Solutions' Managing Director Susanna Kelly on location in Manchester's Trafford Centre to explore further expansion opportunities.

Since Chris started working with the management team at Total Image Solutions a lot of ideas have evolved from working



Pictured: Chris Greenhalgh of PEM and Susanna Kelly, MD of Total Image Solutions making final checks for the "Girls' Night In" event at the Trafford Centre, Manchester

through the Pivotal Mapping process to develop a strategy. With limited time as a small business not all the opportunities can be pursued but the Pivotal Map quickly identifies where the focus should be. MD, Susanna Kelly said "I needed someone to put me on the right track before I got too immersed in all my ideas to grow the business. Chris is very pragmatic and I really value his business experience and advice".

PEM's strategic work is nearly complete and then PEM will continue to work with Total Image Solutions on sales and marketing implementation.

To get a flavour of Total Image Solutions range of services visit: www.totalimagesolutions.co.uk

Green profits have the edge

PEM continue to work with Groundwork Cheshire in marketing support to disseminate environmental best practice following the success of a series of best practice visits and producing a set of case studies covering manufacturing, distribution and service companies.

Three companies were recognised for their achievements in energy, water and waste efficiency to increase profits with a Green Profits Award: global specialist paper coating manufacturer Tullis Russell Coaters, mobile phones and accessories distributor 20:20 Mobile and prestigious Alvaston Hall Hotel.

Vicky Greenhalgh of PEM organised and managed the best



Pictured: Paul Williams, Safety & Environmental Officer of Tullis Russell Coaters receiving Groundwork Cheshire's Green Profits Award from Dan Aris, Programme Officer at ENWORKS

practice visits working alongside the Environmental Business Services team.

All the winners were presented with their award at the end of a behind the scenes visit to showcase to local business owners how going green has saved

significant sums of money and increased profitability.

Paul Williams, Safety & Environmental Manager who has worked with Groundwork's Resource Efficiency team since 2004 focused on the company's energy saving measures that required either minimal or no outlay but have reduced its carbon footprint by 17%. One of the most significant has been a 34% reduction in the energy required for heating the main offices and the company now plan to roll out the same measures to other parts of the site.

Steve Holland, Group Quality Manager for 20:20 Mobile, who spearheaded a free Groundwork Cheshire review has already saved over £15,000 from water efficiencies and further potential savings in excess of £20,000 have been identified for energy and waste minimisation.

Whilst at Alvaston Hall Hotel all 153 employees are spurred on by the Hotel's 9-strong Green Team, headed up by Paul Heath, Health & Safety Maintenance Manager, who work together to promote environmental best practice that has resulted in £8,500 in energy savings to date.

For many service based businesses environmental best



Pictured: Greville Kelly, Director at Groundwork Cheshire presenting the Green Profits Award to Paul Heath, Health & Safety Maintenance Manager of Alvaston Hall Hotel and the "Green Team"

practice is never high on the agenda but with ever increasing energy costs, any savings have a significant impact on the bottom line and everyone benefits.

Ian Melton Principal Project Manager at Groundwork Cheshire said "The visits were a resounding success and Vicky has been instrumental in making sure we have gained the most marketing opportunities from the visits as well as the case studies that were produced. These visits were a springboard to a new programme where SMEs can have a free Resource Efficiency review and Vicky is supporting us in recruiting more companies".

For further details please visit: www.getsupport.enworks.com

Over the page:

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New PEM Network Partners:

- **NWDA Mentoring programme through the Urquhart Partnership.** PEM is involved in mentoring the owners of a product design company and a copywriting company. For further details on mentoring please call 0161 237 3553
- **Paul Winterburn of LJM Partnership, commercial insurance specialists.** For a competitive quote call 0161 427 4280

STOP PRESS

- **PEM will be celebrating 5 years in business on 5th October 2010**
- **Innovation Voucher arranged with Manchester Business School . . . watch this space for a complete update in our next newsletter**

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Strategic Planning, Business Operations & Marketing
- achieve the right balance for growth



Five star service pays dividends

Over the last three years Chris Greenhalgh of PEM has helped shape Architect CT in all areas of the business and is proud to be part of a successful operation where giving clients a five star service has paid dividends.

With a highly regarded reputation in the hotel and leisure sector Paul Brook, Principal Architect wanted to do more in the care home sector with the natural synergy and depth of expertise in designing quality accommodation.

The hotel sector experience has been built up over the last 25 years on well known establishments like the Princess Hotel in Manchester, an 84 bed 3-star hotel in a listed building through to the £18 million renovation of



5-star Ellenborough Park Hotel & Spa in Cheltenham and due for completion in December.

Pictured: Ellenborough Park, Cheltenham 62 bed 5-star hotel Grade II listed building*

Paul's enthusiasm to get more care home projects was spurred on by some sales and marketing support from PEM. One of the most prestigious clients Architect CT now work with is BUPA. To the credit of the whole team, Architect CT was selected by BUPA Care Services to be part of a framework agreement for the design and development of several new schemes across the UK.

The pre-qualification

process demanded that Paul put forward some inspiring outline designs that were all well received. Paul said "This was a turning point for our practice and we have continued to expand. With an extensive portfolio of clients it can be rather challenging keeping up with what we believe is a five star service but I have surrounded myself with the right people to do what they are good at. Chris Greenhalgh is one of those key people and after all this time he still makes a terrific contribution."

Park Lane expansion

PEM's client, double award winning Armchair Optician Sarah Clarke has opened a new independent practice on Park Lane in Macclesfield to expand her domiciliary eye care service.

Since 2008 Sarah has been offering people aged over 60 free NHS eye tests in their own homes and has won her two awards in recognition of her services to providing care in the wider community.

Sarah said "I started my business because I wanted to make a difference to the lives of people who just can't get to a high street practice on their own to get their eyes tested. Some of my patients have sat in silence for years with debilitating eye sight." Sarah continued "With advances in equipment I can take the consulting room to people's homes and there are new and



Pictured from right to left: Sarah Clarke, Optometrist and owner of Armchair Opticians, Bronwyn Lawrence, Dispensing Optician, Jane Hardman and Jo-Anne Milner, Optical Receptionists

exciting ways to correct poor eyesight as well as detect more serious health issues and conditions".

The expansion of Armchair Opticians means that Sarah can now attract patients of all ages although the domiciliary side will still be the most significant part of the business.

Vicky Greenhalgh of PEM who has mentored Sarah throughout the whole process, including supporting her in the recruitment of frontline staff said "For now I believe Sarah has the right work-life balance but there is so much more to come!"

PEM's Top Pivotal Points for Business Success:

1. Planning - keep doing your homework so you can keep up with changes and stay in touch with all your stakeholders.

2. Implementation - "sell" your services whenever you can by picking up the telephone and speak to your best clients - both old and new - otherwise your competitors will!

3. Value - add a "no or low" cost extra to your product or service offer.

4. Operations - make sure the business is not too dependent upon one person or one key account.

5. Teamwork - make sure everyone is singing from the same song sheet and any staff "legacy" issues are addressed upfront to achieve harmony!

6. Action - time management over the short, medium and long term so you can devote more time to a succession plan/exit strategy.

7. Longevity - life is a long game. Give campaigns long enough to justify the investment. Quick wins do not happen overnight otherwise we could all retire early!

Networking Events



Pictured: Waterstones' CPD Reading Group attended by Vicky Greenhalgh of PEM

A series of networking events staged by business trainer Andrew Thorp and hosted by Waterstones' bookshop was a really unique and valuable networking experience.

For participants these meetings were the springboard to Speakeasy sessions looking at the principle of successful networking of Know, Like, Trust. For more details take a look at: andrewthorp.co.uk/speakeasy

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

Is Online Everything?
16th Sept 2010
6-8pm
Warrington

Local v Global: where is the growth?
19th Oct 2010
6-8pm
Nantwich

The colliding world of production and brand marketing
25th Nov 2010
6-8pm
Liverpool

For full event details and to **book online go to:** cimnorth.co.uk

Daresbury Science & Innovation

Business Breakfast
24th Sept 2010
26th Nov 2010
8-9.30am
Daresbury

Book online at:
daresburysic.co.uk

Pro-Manchester - a few member events:

Business Booster Discussion Group
29th Sept 2010
8-9.30am
Manchester

Speed Networking
14th Oct 2010
6-8.30pm
Manchester

For further details go to: pro-manchester.co.uk

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