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Issue No. 136

February 2011

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**Rise of
Wolves fan,
Curtis!**
Page 3

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Editor's Comment

Have you got a story? Send your news items and pictures to
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At a time of cut backs Warrington Borough Council's decision to invest in 24 ipads at a cost of £14,000 did seem a case of bad timing!

Council leader Ian Marks says the spending is justified and that the ipads will more than pay for themselves over a 12 month period.

What does seem strange is that if they are only being trialled - why the need for 24?

Running an interactive media business using many of the latest gadgets available I personally can not see the need for an ipad - and suspect it will be a long, long time before I see the need for one.

For personal reasons I have not even gone down the blackberry/iphone route, because if I did I would run a risk of never being able to switch off from work - which is already hard enough to do in the world of facebook and twitter and an online newspaper which updates local news, very often as it happens.

Living in a world of electronic media I have seen no need to invest in ipads - and if I did, running a business where every penny counts, I would certainly look at one of the cheaper alternatives.

I don't know the exact dynamics of an ipad - but one of the main reasons the council is investing in them, is so council officers do not have to go to

the expense of printing off agenda papers and reports.

As far as I am aware the tried and trusted lap tops and computers readily available can view all these documents without the need to print, so it does appear to have been a little extravagant to invest in this new technology at the same time as running a public campaign entitled "every penny counts!"

While we can not stand in the way of progress we can shop around for a better deal or a cheaper alternative.

Finally it was most disappointing that the council executive members did not feel able to engage with young people who protested about cuts on youth provision when they demonstrated outside the town hall - these are the voters of the future and should be encouraged - not ignored!

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Rise of Wolves' fan Curtis

WARRINGTON illustrator Curtis Jobling, designer of children's TV favourite *Bob the Builder*, has been shortlisted for this year's Waterstone's Children's Book prize for his first novel 'Wereworld: Rise of the Wolf'.

Local lad and Wolves fan Curtis Jobling teamed up with Wolfie and Wolves' stars Ben Westwood and Ben Harrison to promote his new book at Waterstones in the Golden Square Shopping Centre.

Former Penketh High pupil Curtis is delighted that his book has already achieved critical acclaim.

He said: "I'm hugely thrilled to be shortlisted for the Waterstone's prize with my first novel, the culmination of lots of late nights, lashings of coffee and wild imaginings. Hopefully by being 'in the mix' it'll bring "Wereworld: Rise of the Wolf" to a broader audience.

The designer of children's television favourite *Bob the Builder* has been nominated for the prestigious book award with his first novel.

Curtis, 38, who has also worked as an animator on *Wallace & Gromit's A Close Shave*, is one of nine authors shortlisted for this year's prize.

His debut novel, *Wereworld: Rise of the Wolf*, is about a teenager struggling to deal with the knowledge that he is a werewolf. He has signed a two year two-book deal with publisher Puffin for his young adult series of fantasy horror books, *Wereworld*, and is expected to release a sequel to *Rise of the Wolf* in January 2012.

Although *Rise Of The Wolf* is his first novel, he has written several other shorter children's books including *Frankenstein's Cat*, which became a popular TV series, as well as *The Skeleton In The Closet*, *My Daddy Is The Best In The Universe*, *Cheeky Monkey* and *Dinosaurs After Dark*.

Curtis is pictured at his book signing at Waterstones in Golden Square with youngsters from Sacred Heart Boys Club and Warrington Wolves' stars Ben Harrison and Ben Westwood and Wolfie!



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Hello and welcome to my monthly column ...

Hypnotes

by Michael Mahoney

What does the future hold?

Do you know what the future has in store for you? Even in spite of the doom and gloom reported in the news, there is one thing we can be sure of, and that is we have more authority and control over our lives than most of us think.

Take for example, the very moment you are living in right now, as you read this article. What brought you to read this? Whether you are consciously aware of them or not, there are reasons and events that brought you to this action – simple as it may be.

But what about the big picture – your future? Is it hopeless or hopeful? It can be hopeful and you hold the key!

How about thinking of your future in a new way.

Imagine that you are on a path and around you there are many other paths, each one setting you in a different direction, with each path dependent upon the next thought and decision you make. There are many options of choice, but you are in control of the choice you make. With this choice, you will begin a series of steps and actions which will lead to outcomes and responses. Some may

well be responses you do not want, but we learn from these decision-making processes and eventually most of us learn the lessons they teach us, both negative and positive, so we learn about our authority and outcomes and responsibilities.

Now what difference would it make if you actively sought your goal and if you planned and structured your thinking, to take the steps you need to take, to achieve your goals in a way that was determined by your thoughts and actions? There would be more focus in your life, less hardship and disappointment, more rewards and quicker resolutions to unwanted outcomes.

So imagine you are the hub in a wheel, and all the paths leading from you are the spokes, each leading to alternative outcomes. You, in this moment, in this very time, have the ability to sculpt your future, determine your future to be the very best you possibly can.

It is not down to simply waiting and see what comes your way, it is not dependant on what others do or do not do. If we want something enough, we put plans in place to achieve them, we can learn from

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He is a member of the Hypnotherapy Association, an associate of the Primary Care Society for Gastroenterology, he is a non NHS service provider and Private Health Service Provider

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others who can already do what we want to do, we decide to use our own authority and life skills and education to reach out and achieve what we want to achieve, whether it is in the workplace, in relationships or otherwise.

So I would encourage you to seek your own path of achievement, through your own actions, thoughts and beliefs. It's easy to accept the alternative, which is to do nothing, and blame the state or someone else. But I truly believe, if we want something enough we can go out and get it, despite the objections and doubts and disbelief of others. We can make our own future, even our own luck, if we use our own resources wisely. But it all starts with that single step, that thoughtful belief that we want something to change. And of course, if I can help you know where I am.



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Local agency launches new e-commerce website

LOCAL web agency Carpe Diem has created a new consumer facing e-commerce website for Dr Oetker, the international food manufacturer.

The new site was developed specifically for the company's dedicated home baking division.

The North West digital agency has brought the e-commerce site visually into line with Dr Oetker's existing corporate site and it now includes a wider range of product information and offers improved usability and functionality.

The new site has now gone live at www.oetkeronline.co.uk

Bill Carr, managing director of Carpe Diem, said: "E-commerce is a vital area for Dr Oetker and the company is focused on providing the best possible user experience in order to drive online sales and increase market share. It's a really exciting project to be working on."

This is the latest in a series of e-commerce sites developed by Carpe Diem in recent months. New sites for sports brand ASICS and fashion brand Onitsuka Tiger are among the others the agency has completed.



The Carpe Diem development team.

Now the site has been launched, Carpe Diem will continue to work with Dr Oetker to provide advice and consultancy to the in-house team.

Bill added: "The new site retains the established brand credentials of

the corporate Dr Oetker website and can be easily maintained by non-technical Dr Oetker staff. It is also future proof in that it can be easily integrated with existing systems to provide stocks and sales information on an ongoing basis."

Carpe Diem is based in Newton-le-willows, near Warrington and specialises in digital marketing, back end development and web design. Manchester-based Transform cosmetic surgery group and The Ombudsman Service are among the agency's other key clients.

Eleven named for LEP

ELEVEN people have been named as members of the new Cheshire Local Enterprise Partnership representing the public and private sectors.

Ninety nine applications were received for the 11 positions and, in addition, the leaders of Cheshire East Council, Cheshire West and Chester Council and Warrington Borough Council are ex-officio members representing local authorities.

The successful applicants for the private sector category are: Martin Ashcroft, Brunner Mond; Robert Davies, EA Technology; Christine Gaskell, Bentley Motors; Howard Hopwood, Harman Technology; Louise Morrissey, Peel Holdings; Graham Ramsbottom, Grosvenor Estate; Nigel Schofield, Northenden Travel Group; Pete Waterman, Pete Waterman Entertainments.

Successful applicants in the public sector category are: Sara Mogel, Further Education Sector; Alison Roylance-White, Voluntary Sector; Tim Wheeler, Higher Education Sector.

The chairman, who will be elected by the board of directors, must be from the private sector.

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New Finance Director appointed



WARRINGTON'S bus company Network Warrington has welcomed a new Finance Director to the team.

Ann Marie Slavin completes the senior management team following the appointment of David Squire as Managing Director last year.

Ann Marie lives in Widnes and previously worked for local newspaper publisher Newsquest as Financial Controller for the North West area.

Les Hoyle, Chairman of WBT said, "We are delighted to welcome Ann Marie to the Board and our Company, she brings with her a wealth of financial expertise from the private sector and I'm sure that this will prove useful for the Company as we look to the future".

The Company has also appointed Hannah Connick as Marketing & Administration Assistant, who previously worked for the Greater Manchester Chamber of Trade and also lives locally.

Warrington Borough Transport (WBT) trades as Network Warrington and its 117 buses operate 4 million miles per year carrying some 9 million passengers annually. The company was named UK Bus Operator of the Year and Shire Bus Operator of the Year in 2008.

For more information, visit warringtonboroughtransport.co.uk

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Economic challenges increase demand for IT services

WARNINGS of New Year economic challenges for the business community has led to a wave of new inquiries for IT support specialists Pro-Networks, according to Managing Director Paul Crudge.

For companies of all sizes are seeking to dramatically reduce their IT costs in response to fears about the impact of Government cut-backs and the effect of the recent VAT increase on business through 2011.

"It is generally accepted that using the sort of IT support services that we can provide for companies can be 50 per cent less expensive than operating their own IT departments," said Mr Crudge, speaking from the company's Sandycroft HQ.

"An in-house two-man IT team can easily incur costs of £100,000 a year and although that is not unreasonable when you consider the level of training these professionals have to undergo and the importance to modern businesses of having an efficient and effective IT system, it represents considerable expenditure.

"The prospect of more than halving those costs by outsourcing



Paul Crudge, MD Pro-Networks

professional IT support to professional companies like ours presents a compelling argument for businesses, especially for those businesses that are keen to protect

themselves from difficult trading conditions.

"We have had many inquiries from businesses exploring the possibility of using our services rather than their in-house IT teams and we are in talks with a number of people."

Redeploy

For those companies who were unable to redeploy their IT staff into other roles in the business, Mr Crudge revealed that Pro-Networks can, in some cases, absorb a clients' in-house IT professionals into their own team as long as they are suitably qualified and experienced.

"We have been working with a large local company who are looking to manage the current economic challenges and reduce the costs involved in running their own four-man IT department," explained Mr Crudge.

"They want to re-deploy three of their team elsewhere in the company and outsource IT support to Pro-Networks. The fourth member of the team would be employed by Pro-Networks and become a part of



If you would be interested in getting more business contact Ewan Sturman at ewan@networkingprofit.co.uk or on 07834 884 237

our support operation, spending some of their time on the new client but would also be deployed on work across our whole client base."

Warrington BNI Chapter members Pro-Networks, a Microsoft Certified Gold Partner, was established in 2002 and now employs more than 20 highly qualified computer engineers supporting the IT networks of more than 150 companies across England, Wales and Northern Ireland.

To find out more click onto www.pro-networks.co.uk

Students are among the country's brightest brains

A GROUP of students studying Physics at Warrington's Priestley College have excelled in a national Olympiad competition aimed at the country's brightest brains.

Ten students sat the first stage of the British Physics Olympiad which encourages wider study of the subject and aims to recognise excellence.

Hayley Jones, James Barlow, Ben Pilling and Sam Furby all achieved a participation certificate for their efforts. Meanwhile Viny Kakopa, Robin Brabham, Matthew Bird, Adam Milner, Iain Findley and Bartosz Batrmanski, all achieved a merit certificate.

Five of the group then went onto tackle the more demanding second stage of the competition with Robin leading from the front with a silver award placing him in the top 18 per cent in the country, while Matthew, Adam, Iain and Bartosz all achieved bronze.

Robin, aged 17, said: "I enjoyed taking part in the Olympiad. It was good to go beyond the regular syllabus and try different things. It was a quite strenuous paper and very useful for my university application as I am hoping to study medicine."

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Media students make use of their skills

AN innovative creative business has been set up on the Warrington Campus of Chester University, making use of the skills and talents of recent graduates, current students and staff.

The Hot Room brings together the creative genres of events management, public relations, advertising, video, radio, television, graphic design and commercial music production under one roof.

Providing all the specialisms a large agency can offer it gives its participants the chance to work on projects for clients which in turn leads to developing their portfolios and also earning money.

Kate Sillitoe, senior lecturer in visual communication and digital design, and Mick Farr, project manager for the creative industries, have been working closely with a mix of graduates and students on a number of projects for a range of businesses.

The idea is a natural progression from the projects the creative students work on as part of their degree.

Kate said: "Our students already follow 'live briefs' for some of their modules and produce work of a professional standard, so I want to give them the opportunity to earn while they learn.

"The Hot Room is a service for local businesses and organisations to use, to hire talented and fresh individuals to come up with innovative and great ideas. It allows them to use the raw talent of the students combined with the expertise of our staff to offer practical solutions for their design needs" she

said.

Mick added: "We have a number of specialisms here and we wanted to draw on them. It works by the academic staff, who are experts in their field, selecting suitable students or graduates, to work on specific projects. We oversee their work and deliver the end result to the client.

"It operates as an extra-curricular activity to introduce our students to the world of commerce so they gain invaluable experience of meeting deadlines and hitting targets."

One of the first briefs for the Hot Room was to design and create a series of murals to be displayed on several floors of a building on the campus reflecting the campus specialisms of creative industries and public services and the location of Warrington.

Recent graduate Chris Beck, who led the project, said: "Working for the Hot Room has been a brilliant experience. It has given me the opportunity to gain valuable work experience that has benefited both my CV and my portfolio.

"I have learned new skills in design, project management and communication. The aspect that I enjoyed the most was the opportunity to work as a team with other designers and photographers. I hope to collaborate on projects in the future."

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February "What's On"

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Thur 27 January
Lenny Henry

Thur 3 February
Ben E King

Sat 5 February
The Johnny Cash Story

Sun 6 February
Vampires Rock

Sat 12 February
Zoe Lyons - Cloudbusting

Mon 14 February
Chris & Pui

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It's all going on at Pyramid Parr Hall!

Launch into the New Year with Pyramid and Parr Hall and a whole host of events and entertainment to whet your appetite. Whether you're a music fan, or simply fancy treating yourself to an evening laughing your Christmas socks off - it's all going on!

Sun 23 Jan - Stephen K Amos



Stephen pops into Parr Hall with more melt-in-the-middle, heartfelt comedy to warm the very cockles of your heart aww! (£18.50)

Sat 5 Feb - The Johnny Cash Story



One not-to-be-missed performance as Roger Dean perfectly captures the spirit of the man behind Ring of Fire and I Walk the Line. (£16/£14)

Mon 14 Feb - Chris and Pui



Fun for the kids too as CBeebies' favourites Chris and Pui from Show Me Show Me rock up with their fab new roadshow - guaranteed to make the little ones squeal with delight! (£12/£10)

Thur 27 Jan - Lenny Henry



January sees the welcome return of the original and best funnyman Lenny Henry. His Cradle to Rave show explores the role music has played in his life in a touching journey with laughs aplenty and lots of funky tunes. (£23.50)

Sun 6 Feb - Vampires Rock



For those amongst us who are feeling the bite of vampire culture at the moment, see Vampires Rock - a jam-packed, bloodfest of an evening with all the anthemic rock tunes you know so well (Bat Out of Hell, Sweet Child 'O Mine) alongside mind-blowing pyrotechnics and an incredible set! (£22/£20)

Thur 3 Feb - Ben E King, The Great American Soulbook



The inimitable legend brings his Great American Soulbook to town, for an evening of nostalgic favourites and some of the world's best-loved songs brought together for one night only. (£20)

Sat 12 Feb - Zoe Lyons, Cloudbusting



More comedy for those in need of a chuckle or three - Zoe Lyons brings her Cloudbusting show to Pyramid, as seen on Mock the Week and The Paul O'Grady Show. (£12/£10)

This is just a taste of what's on in 2011 - see www.pyramidparrhall.com for even more fun and entertainment.

Book now on 01925 442345 or call into Box Office at Pyramid, Palmyra Square, Warrington. WA1 1BL

Iconic church must find £150,000

MEMBERS of one of Warrington's most iconic churches - St Oswald's, Winwick - have been rocked by the news that they have to raise £150,000 for essential repairs.

The Grade 1 listed church, which dates from 1358, has been partially

closed for more than a year because of safety fears concerning the nave ceiling.

Parishioners knew they were facing a hefty repair bill - but had no idea it would be so much.

English Heritage will offer grant support - but only if the church can raise the £150,000.

The Rector, Canon June Steventon, only arrived at the church last April

and was unaware of the extent of the problems.

She said: "We have been shocked to learn how much it will cost. It is an awful lot of money.

"We are holding services in the church hall and much of the church is closed.

"At lot of people love this church but it is a lot for the congregation to raise."

The sandstone church survived the attentions of Cromwell's troops who caused considerable damage when they were stationed in the building after the Battle of Red Bank in 1648.

Its new attacker is the wood-boring Death Watch Beetle - and it is possible the insect invaded the building 30 years ago after thieves stole lead from the roof.

Canon Steventon said: "It will take three years to complete the repairs to the nave ceiling - three years during which much of the church will have to remain closed.

"I am able to do some weddings in church but I have to do funerals at other churches.

"We are very grateful to them for



their help.

"We may be able to get other grants but one way or another we have to raise £150,000.

"Many people who are not even connected to the church know it well. Drivers see it from the motorway and it is a real landmark for miles around."

According to legend, the church is built on the site of a pre-Christian temple. But its earliest Christian associations are with St Oswald, King of Northumbria from 634-642 who was killed in battle fighting the heathen King Penda of Mercia and is thought to have died near the site.

Sharon's recipe for success

A COLLEGE course on Royal Icing to help her get back on her feet after a debilitating illness has been a recipe for success for Sharon Squire.

Sharon from Sankey Bridges, Warrington, passed with a distinction and has now started her own celebration cakes business called Cakes by Sweet Inspirations.

Plagued by ill health she took redundancy from her role as a team manager with a global pest control company. Fortunately after seeing a specialist she had early diagnosis of ME and thanks to lymphatic drainage and acupuncture techniques she was soon on the road to recovery.

"Getting diagnosed can be a minefield for people as the symptoms mimic those of depression. I was fortunate to be diagnosed after suffering for six months. You wouldn't wish what I had on your worst enemy. It was a nightmare time especially for those around me.

"Fortunately I had a supportive family and friends who helped me some through some very dark days. The lymphatic drainage techniques and acupuncture were the turning points."

Now after going to college to learn Royal Icing she passed with a distinction and is now running her own business.

"I have had great support and encouragement in launching my own business, which has been overwhelming."



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Eddie puts Bluebird in the picture



The ill-fated Bluebird.



Donald Campbell

MORE than 30 photographs taken by Warrington photographer Eddie Whitham are being used in a new book telling the story of the fateful last Water Speed Record attempt made by Donald Campbell in 1967.

The book features an illustrated diary format; beginning with Campbell's formative plans in May 1966, the preparations and modifications to Bluebird K7, the initial trials and mechanical setbacks, the unsuccessful speed trials of mid December 1966, and the runs over the Christmas holidays that gave Campbell hope that success was not far away. The ensuing disaster was not inevitable – Campbell and his team were the most successful in the record breaking business – aiming for a ninth world speed record to add to their earlier successes.

Author Neil Sheppard describes Eddie's pictures, taken shortly before Campbell's fateful record attempt as 'brilliant'.

The book describes how frustrations built up for Campbell, and how he went from optimism that he would achieve a new record, of over 300 mph within a matter of weeks, to the point where he became more and more beleaguered as time went on and the weather closed in. When it seemed victory was assured - fate intervened.

It contains a comprehensive analysis of the crash, bringing new evidence into the public domain for the first time. The story details events as they occurred, throughout the nine week attempt and uncovers the many trials and tribulations faced by Campbell and his team leading up to the disaster, when Campbell lost his life, complete with eye-witness testimony.

Donald Campbell's daughter, Gina Campbell has endorsed the book and contributed the forward.

Lavishly illustrated with over 300 photographs, in colour and monochrome, many from previously unseen private collections and published for



Eddie Whitham

the first time.

The diary format allows the illustrations to chronicle events as they are described on the page, giving context to the images and lending the book a documentary quality.

Neil Sheppard has had an interest in the life of Donald Campbell for over 35 years, having been brought up in the Lake District, scene of Campbell's many record breaking exploits. He is described by Gina Campbell as 'the learned one' when it comes to her father's life story. He is the historical advisor to The Bluebird Project, who are restoring Bluebird K7 and The Ruskin Museum where the boat will be displayed.

This Rather Stony Path Donald Campbell The Last Record Attempt will be available from all good bookshops from April, Amazon.co.uk, www.thehistorypress.co.uk or from Marston Book Services, tel: 01235 465577.



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Are you having problems with your burst pipe claim?

Freezing temperatures nationwide leading to thousands of burst pipes with subsequent water damage have occurred a number of times during my 42 years claims handling career.

However the chaos currently experienced by the insurance claims world is, I believe, unprecedented.

When this last occurred, loss adjusting firms were paid reasonable fees by insurance companies and had adequate staff resources to cope. In the early 1990's, insurers cut fees drastically and adjusting companies had by necessity to cut their cloth accordingly and ended up with fewer, less experienced staff.

The insurance claims industry is thus at the best of times, in normal circumstances, creaking at the seams because of cutbacks at insurers and adjusters - there are simply not enough people to go round coupled with a reduction in skill and experience levels.

When, for example last year, Cumbria flooded, it creaked even more at the seams – but adjusting firms had the resources to minimise the problem at least a little, by bringing in adjusters from other regions of the British Isles.

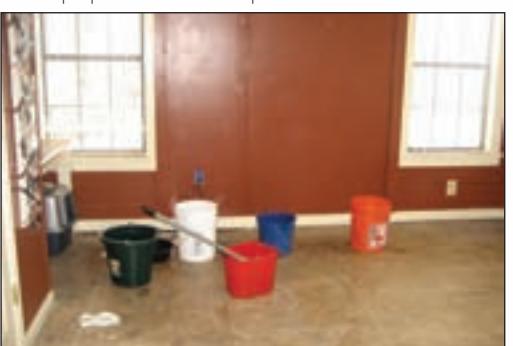
However, this time the problem is nationwide and extra adjusters could not be imported from other

regions hence the most extreme chaos that has ever hit the insurance claims industry.

Policyholders have been waiting for up to a month for adjusters to visit their homes and business premises. There has been total confusion with some insurers telling policyholders not to touch anything until the adjuster gets there. What? - in a month's time?

On the other hand, we at Cherry and Griffiths knew what mitigation measures needed to be taken. We knew what a policyholder should and could do to mitigate a claim and thus save the insurers money – in other words do their job for them. We knew what evidence needed to be gathered so as not to prejudice a

policyholder's position with their insurers. We knew how to help policyholders deal with matters whilst awaiting the insurer's loss adjuster. We took the lead and did nothing which could ever be



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Expansion at Widdows Mason

Widdows Mason are pleased to announce as part of their ongoing expansion in Warrington a number of new members to the team covering Family, Property, Wills & Probate and Commercial. Partner Paul Ireland said: "We are delighted to be expanding our Warrington Office which has undergone a major refurbishment, giving our practice a fresh modern new look.

"We look forward to welcoming our existing clients and new ones as we continue improving our local services."



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Local lawyers for the local community

Motoring

Fun-to-drive Mazda2 comes in 11 models

THE Mazda2 line-up for 2011, available at Warrington Mazda, features an 11-strong model range with either three-door and five-door hatchback body styles. Customers in Warrington have a choice of three petrol and one diesel powertrains, three generous equipment levels (TS, TS2 and Sport) and typical 0% APR* or low-rate finance on every model until March 31. Available at Warrington Mazda, prices for the regular Mazda2 range start at £10,305 (on-the-road), with TS2 models beginning at £11,130 and Sport models from £12,940.

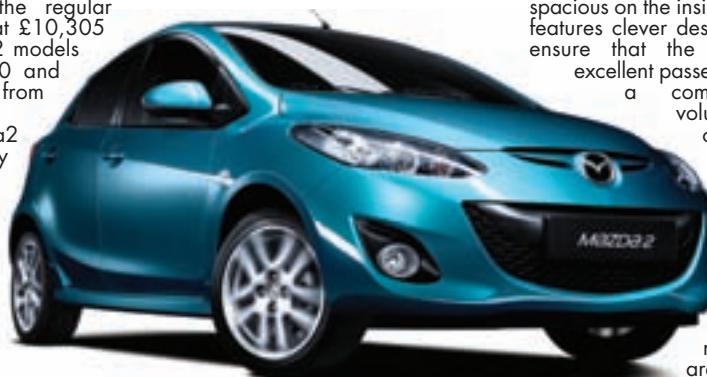
"Demand for Mazda2 continues to be very strong, with its generous specification, the incredibly fuel-efficient diesel Sport models, offer uniquely attractive small car motoring," enthuses Stuart Dempsey, sales manager at Warrington Mazda.

"Practicality, generous equipment and fun-to-drive dynamics for which Mazda2 vehicles are rightly famous, combine with distinctive looks and extremely competitive pricing to guarantee a winning small car ownership experience," he adds.

A new special edition Mazda2

Takuya is available in March from £11,940. Based on the already generously equipped TS2 the five-door Takuya incorporates exterior sports styling with fog lamps, larger 16-inch alloy wheels, a Bluetooth(r) system, sporty interior and free metallic paint. The name 'Takuya' - pronounced 'tah-koy-yah' - is taken from the Japanese for forerunner or pioneer.

Thanks to its lightweight



construction and sophisticated aerodynamics, the new Mazda2 combines spirited performance with outstanding handling and dynamics, for a truly spirited sporty drive. The 1.3-litre petrol engine is available in two power outputs (75ps and 86ps), the 1.5-litre petrol

generates 103ps, while the 1.6-litre turbo-diesels produce 90ps..

Top speeds range from 101-to-117mph and acceleration times from 0-to-62mph are between 10.4 and 15.5 seconds - depending on model. Fuel economy varies between 49.6 and 68.9mpg (combined cycle), while CO₂ ratings spread from 107 to 135g/km.

Small on the outside and spacious on the inside, the Mazda2 features clever design solutions to ensure that the interior offers excellent passenger space plus a competitive boot volume. Despite its compact exterior, the 3.9-metre long Mazda2 still has 250 litres of cargo volume in the boot which becomes 787 litres when the rear seatbacks are folded.

Equipment levels on the 2011 Mazda2 range are extremely generous. Every model comes with air-conditioning, electric front windows, CD radio with Auxiliary jack and a Thatcham Category 1 alarm.

Moving up the range, TS2 models feature 15-inch alloy wheels, while Sport models gain

16-inch alloys, a Sports Styling Kit, Dynamic Stability Control, front fog lights, auto-lights and wipers, climate control air-conditioning and a host of other features.

Special finance offers

Warrington Mazda is currently offering Mazda2 buyers three finance packages available for retail sales only, until March 31. 1, Typical 0% APR finance on Mazda Conditional Sale (with a 50% minimum deposit) up to 36 months. 2, Typical 3.9% APR finance on Mazda Conditional Sale and Mazda Personal Contract Purchase (no minimum deposit) up to 24 months. 3, Typical 5.9% APR** finance on Mazda Conditional Sale and Mazda Personal Contract Purchase (no minimum deposit) up to 36 months.

For more information on the Mazda range or to arrange a test-drive, contact Warrington Mazda or visit the showroom on Bewsey Road.

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Town continue to push for promotion



WARRINGTON Town are continuing their push for promotion following an 11 game unbeaten run.

The club which competes in the Evo-Stik sponsored Northern Premier League 1st Division North, is enjoying one of its best ever league seasons since the early 1990's, when manager Joey Dunn, was a prolific goal scorer for the club.

Notable performances include a first ever win away at Skelmersdale and a 2-2 draw at table-topping Chester, coming back from two goals down and only just missing out on a famous victory.

For all the latest news on the club check out the Warrington Town section on www.warrington-worldwide.co.uk which includes picture galleries and video interviews with the manager.



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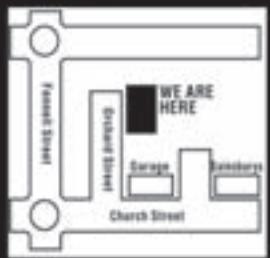
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Financially yours

By David Watkinson

Tax reduction through dividends

One of the more common tax reduction strategies that is often used when someone trades through a limited company is to transfer funds to a director/shareholder by means of a dividend rather than as a salary. Whilst the tax office have not, to date, challenged any of the dividends declared by our client companies it would seem that challenges under the salary sacrifice rules are becoming more common. To counter any challenge the following points must always be considered when setting dividend policy:

1. The dividend must be legal

A company may only make a distribution out of profits available for the purpose, otherwise the dividend will be illegal. That is, the company needs to have sufficient retained profits to cover the dividend at the date of payment, and the financial status of the company must be considered each and every time a payment is made. This does not mean that full accounts are required for the calculation of an interim dividend. However, the directors must be able to demonstrate that they are able to make

a reasonable judgement that those profits are available.

2. The dividend should be properly declared

The rules for interim dividends are different to those applying to final dividends. Interim dividends can be declared by the directors. However, final dividends need to be approved by ordinary resolution confirmed by a simple majority of shareholders. In both cases, this need not involve a meeting, but can be done in writing provided the approval is signed by a majority of the directors or shareholders, as necessary.

3. Dividend payment date

Dividends are treated as paid on the date that the enforceable debt is created. Where there is no such debt, the date of payment is used.

The relevant date for an interim dividend is the actual date of payment because a resolution is not needed to confirm payment, and the tax office consider the date of payment of interim dividends to be the date of entry in the company's books.

A final dividend becomes an



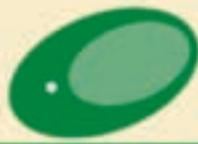
David Watkinson and Margaret Black

enforceable debt when approved by resolution. Therefore, the relevant date is the date of declaration unless a later date is specified.

4. Dividend vouchers

Dividend vouchers should be prepared. However, a single dividend tax voucher covering the whole tax year is permissible, and do not need to be prepared at the time of payment. Also, vouchers can be sent to the shareholder electronically.

WatkinsonBlack are pleased to advise on these matters at their offices in Manchester Road. Accordingly, please note that these ideas are intended to inform rather than advise and you should always obtain professional advice before taking any action.

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Snow brings a surprise visitor

FREEZING temperatures and snow have brought a surprise visitor to Warrington – an otter.

Unusual tracks found in the snow at the Rixton Clay Pits nature reserve have been confirmed as those of an otter.

It is the first indication that otters might be making a come-back in the borough for many years.

Glen Vaudrey, a regular visitor to the clay pits – a site of special scientific interest – came across the tracks in the snow. He later showed pictures of the tracks to rangers who confirmed they were otter tracks.

Mik Lees, a ranger of Rixton Clay Pits, said: "We were very surprised with this sighting, but it is not unusual for otters to move over large distances in search for food and the river Mersey is quite nearby. We have no records of them using the clay pits before but as they can be very shy animals which are usually only active at night so they could easily go unnoticed."

The fifth National Otter Survey carried out by the Environment Agency showed recently that otters have made something of a come-back in the UK, but they are still a protected species and have a UK Biodiversity Action Plan (BAP) to help improve feeding opportunities and otter habitat because their numbers dipped dangerously low at one time.

While the report shows an increase nationally it is the first indication they could be in Warrington for many years.

The Environment Agency suggests improved water quality is one of the reasons for the increase and the national survey involved looking for signs of the animal rather than the illusive otters themselves.

Anyone who thinks they have seen an otter in the Warrington area can record the sighting with eCOnd the local environmental records centre covering Warrington online at www.record-irc.co.uk or email the borough council's natural environment officer at hlacy@warrington.gov.uk

Last chance to oppose 20mph limits
ANYONE who wishes to object or make any other representation on the introduction of 20mph speed limits in residential roads across Warrington has until February 3 to do so.

The borough council plans to introduce the restriction on residential roads in three areas initially - the town centre, Great Sankey and the Poplars area at Orford.

This follows a pilot scheme which ran between February 2009 and August last year which resulted in a reduction in vehicle speeds and a decrease in the number of road accidents.

All representations, including objections, must be made to Rebecca Lee of Legal Services at the Quattro Building by February 3.

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