

# The Worx

THE BI-ANNUAL **officeworx** NEWSLETTER



## LONDON MARATHON

Officeworx complete in record breaking temperatures

## FOCUS ON

Prestbury Marketing give advice on a successful marketing campaign

## PLUS MUCH MORE

BBC quiz, bargain fans, summer offers and trendy chairs



Paul Berry and Rob Adkins  
with the Cheltenham  
WellChild Head Office Team

Rob and Paul complete the  
hottest London Marathon on  
record for WellChild

## Rob and Paul Beat the Heat for WellChild

We would like to thank everyone for supporting Rob and Paul in the 2018 London Marathon this April helping to raise over £2,000 for WellChild.

With the Head Office in Cheltenham, Rob and Paul were delighted to fly the flag for WellChild and complete the marathon in record breaking heat; passing the finishing line with an amazing time of 4 hours 37 minutes each! The money raised will allow the charity to carry on its work supporting seriously ill children and their families throughout the UK.

"As we crossed the finish line I vowed never to run a marathon again! However, it wasn't long before we reflected on what a fantastic experience it was and have already decided we'd like to run it again!"

**Rob Adkins**, Officeworx



Kate, Rob, Katie and Howard also had a great time bucket collecting for WellChild at the Cheltenham Races this March, soaking up the great atmosphere and raising money at the same time. Howard even took part in a little dance with some of the Irish visitors to raise additional money for his bucket. We believe the influence of Guinness and a successful day of betting certainly helped with the Officeworx fundraising target!

WellChild is the national charity working to ensure the best possible care and support for children and young people in the UK living with a serious or complex health condition. Nurses provide practical and emotional support to these children and their families, enabling them to leave hospital and be cared for at home wherever possible. The charity has invested more than £20 million in ground breaking projects over the past 30 years leading to many improvements in children's health, ensuring the needs and views of families with very sick children are heard by decision makers.

If you feel inspired to take part in an event for WellChild please visit

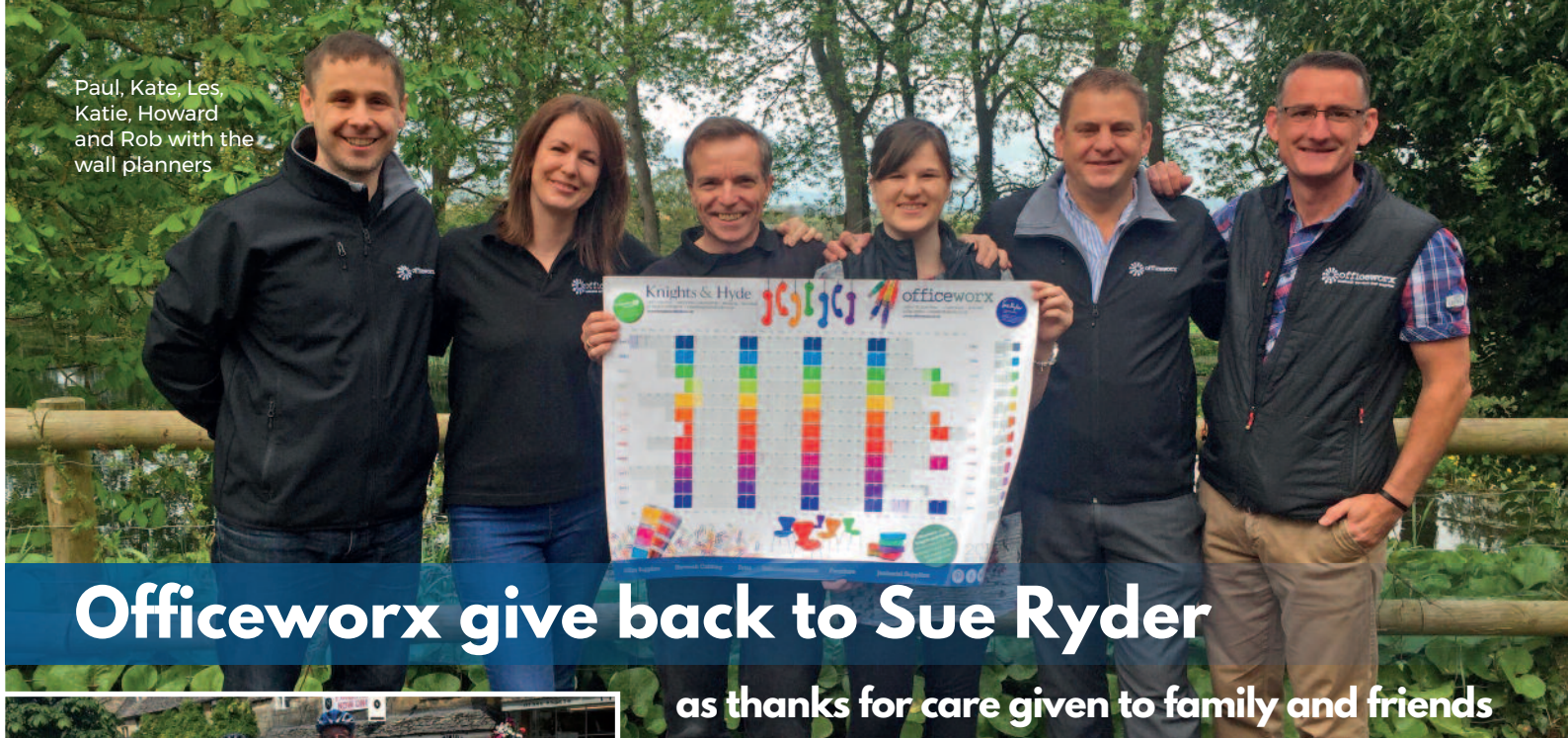
**[www.wellchild.org.uk](http://www.wellchild.org.uk)**



Howard & Katie collect for  
WellChild at Cheltenham Races



Paul, Kate, Les, Katie, Howard and Rob with the wall planners



## Officeworkx give back to Sue Ryder

as thanks for care given to family and friends



Officeworkx Ride for Ryder!

We've been busy over the last year helping Gloucestershire's only hospice with inpatient beds raise much needed funds and donating items for the recent refurbishment of its art room.

Some of our longer standing customers may remember Rob and Kate's Father, Pete Adkins, ex-owner of Officeworkx (or System Print Ltd as it was then) who was greatly missed when he retired in 2005. Rob and Paul took over the business with every hope that Pete might stay involved but shortly after he developed Parkinson's disease and was offered support by Sue Ryder, The Leckhampton Court Hospice.

Kate Berry explains "I've experienced first-hand the care and loving support given to families in crisis by Sue Ryder. Dad received regular visits from a Hospice at Home nurse with care from the hospice's Consultant in Palliative Medicine, Paul Perkins. They were both very important figures in our life at the time and worked to get the best treatment for him. As carers, we were also given support from the hospice's family support team. Nothing has ever

been too much trouble." "Dad loves his visits. I think the highlight for him was meeting HRH The Prince of Wales in 2016! He now has chiropody treatment and has been given an open invitation to the day hospice at any time. It's so reassuring to us as a family to know this care is there for us."

We've been busy supporting Sue Ryder Leckhampton Court Hospice since 2017, kick starting our fundraising with a 'Sunnies Selfie' competition which netted the hospice £200.

This year, we've made a £1 donation to the hospice for every one of our specially designed Officeworkx wall planners sold, raising a further £150. The fundraising doesn't stop there! Rob, Paul, Kate and Les cycled 90km in the hospice's 30th Anniversary Ride for Ryder Charity cycle sportive this June raising over £500.



Dave, Sue Ryder art room volunteer Emily Bainbridge, Kate and Pete with the donated boxes

To find out more about Sue Ryder Leckhampton Court Hospice, call 01242 246285 or email [leckhampton.fundraising@sueryder.org](mailto:leckhampton.fundraising@sueryder.org)





# Chairs so **bright**, you have to wear shades!

**£99.00**  
plus VAT  
Whilst stocks last

Nick and Kate of Nick Griffith Estate Agents are our latest Officeworks winners, bagging themselves a brand new mesh back office chair after re-tweeting our #brighteningyourday Twitter campaign.

This new and funky range of chairs is available in five different colours and they've been flying off the shelves! Going for the executive look, Nick and Kate chose a black chair to complement their already colourful office at 114 Bath Road, Cheltenham.



## MESH BACK OFFICE CHAIRS

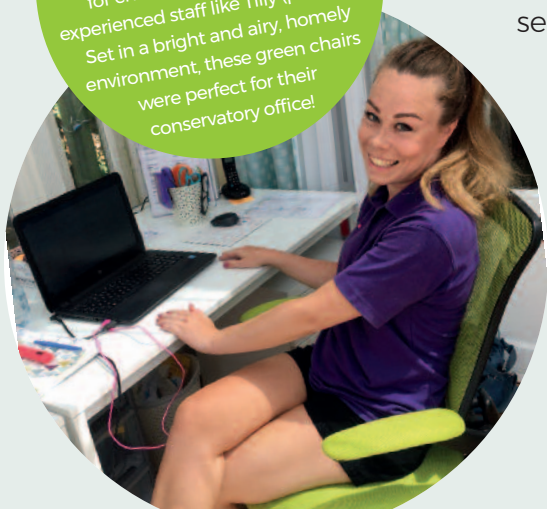
Folding arms  
Mesh fabric back and seat pad  
Lock tilt mechanism  
Arrives assembled  
Available in 5 exciting colours



Nick Griffith Estate Agents is an independent agency, specialising in residential sales in and around the Cheltenham area. Founded by Nick Griffith, his passion for property and 20 years of estate agency experience have allowed the business to grow from strength to strength. "You won't find us on the high street but we're not an online agent either. We have a lovely office in central Cheltenham and focus on the local area that we know and love, offering a first class, traditional service at competitive fees. Our quality service and straight forward approach is proven time and again through repeat business and recommendations."



Winton House Day Nursery in Cheltenham were one of the first to purchase our chairs! Winton House provides a caring environment for children, run by qualified, experienced staff like Tilly (pictured). Set in a bright and airy, homely environment, these green chairs were perfect for their conservatory office!



If you're thinking of selling your property in the near future, please visit [www.ngea.co.uk](http://www.ngea.co.uk)



# FOCUS ON

## Prestbury Marketing & Consulting



Darren has been running Prestbury Marketing since 2010 and has been both a supplier to Officeworx and a customer since 2011

Darren Stevens set up Prestbury Marketing when he recognised that many businesses had a need for Marketing expertise or support that they could call upon as and when they needed it. "For some of our customers we carry out all their marketing and PR because they don't have any internal resource. With clients like Officeworx, we work with Katie on putting a plan together, supporting as we go along and adding new ideas and initiatives wherever we can. For our very large clients we typically provide help with marketing strategy or ad hoc projects that they do not have the resource to tackle. We work with everything from start up businesses to 8 of Gloucestershire's top 100 businesses", commented Darren.

Darren offers his top 5 tips on improving your marketing here:

- 1. Measure.** Log all enquiries and track where they come from. Also make sure you review Google Analytics and the various insight tools that the different social media platforms have.
- 2. Plan.** Have a plan of activity geared to achieve your businesses objectives, review progress against this monthly and adapt accordingly.
- 3. Make the most of free opportunities.** Use Google My Business posts, ensure your social media activity includes activity geared to driving traffic to your website. Also look for opportunities to cross promote to existing customers and for PR.
- 4. Budget.** Set a marketing budget geared to what you want to achieve. Estimate the business you will "just get" and then track results to make sure your spend is generating what you expected. Devote the maximum amount of your budget to activity geared to driving response.
- 5. Present a strong consistent message.** Ensure that wherever your business appears you get the same impression, that the visual effect is the same and that the audience gets what you do and your unique selling points across.

Officeworx help Prestbury Marketing present a consistent brand, by supplying orange paperclips and envelopes that match the orange in the Prestbury Marketing logo. Personalised canvas bags, thermal mugs and pens also supplied by Officeworx are a great way to get your brand noticed.

For more information about the services of Prestbury Marketing either visit **[www.prestburymarketing.co.uk](http://www.prestburymarketing.co.uk)** or call Darren on 0788 904 2345.



# #makingadifference



## CCP

### Officeworx were busy funnelling water into runners' water bottles this year at the annual **CCP Cheltenham Challenge!**



We had a great time returning to our Cleeve Hill water station, filling up bottles and helping the Cheltenham Challenge go landfill free! Runners were requested to bring their own water bottle to re-fill at the water stations along the course, removing the need for plastic cups. Race Director Dave Jones commented "The Cheltenham Challenge is the first of its size nationally to take a stand with our green credentials, banning single use plastics and

going Landfill free. The green message is getting out there. Thank you to our runners for joining in and keeping Gloucestershire beautiful."

Officeworx were also proud to sponsor the half marathon race which took runners up Cleeve Hill and via our water station. Our very own Les entered the race achieving a great time of 2 hours 27 minutes!



Les makes it to Officeworx halfway flags



Kate, Katie, Howard, Rob and Paul



Sugar rush? Officeworx fuel the Cheltenham Challenge Half Marathon runners with jelly beans, crisps and oat bars!

## Farewell

### Dave & Chris

Officeworx wish Dave Jones and Chris Knight of CCP all the best with their new positions! We've thoroughly enjoyed working with such passionate individuals, inspiring us as a company to make a difference. Good luck both.

Good luck  
Dave & Chris CCP!



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## Congratulations Mr Ratcliffe

We would like to congratulate CCP founder and Officeworx customer Mr Michael Ratcliffe for being awarded an MBE listed in the Queen's Birthday Honours List in recognition for services to business and to the community in Cheltenham.



Michael Ratcliffe  
is also CEO of MR  
Ratcliffe Insurance  
Brokers

## Maggies

Kate and Katie visited Anna Mason, fundraiser at Cheltenham Maggie's to present a cheque for £87. The money was raised by interaction back in January with Officeworx customers decorating their free Christmas trees and emailing or posting their pictures on our Twitter page! We donated £1 to Maggie's for every tree decorated. **#officeworxtree**

Katie, Anna and Kate outside  
Maggie's Centre Cheltenham



We're offering a  
**10% discount** on cards  
and any printed promotional  
products ordered before 31st  
October. Contact Kate for a  
catalogue and prices.  
[kate@officeworx.co.uk](mailto:kate@officeworx.co.uk)

It's never too early to start talking Christmas at Officeworx! Our personalised Christmas card catalogues arrive this month! Customers appreciate a personal touch at Christmas and a personalised card is a great way to say thank you.





# Let's get Quizzical

BBC  
RADIO GLOUCESTERSHIRE

STONEHOLM  
CHARLTON KINGS  
GLOUCESTER  
BISHOPS CLEEVE  
TETBURY  
DURSLEY  
KESBURY  
GLIMBRIDGE  
WYTHE-WOLD  
ON-AN-MARSH  
COMBE  
NORTH  
LYDING

In May, the Officeworx team decided to sign up to appear on 'Cummings County Quiz' on BBC Radio Gloucestershire's Breakfast Show for a week.

Every week companies from around the county join Mark Cummings on his breakfast show to discuss their business and attempt to answer 10 questions every day. These quick fire questions relate to the County of Gloucestershire and some are quite tough.

The team chose myself as a spokesperson as I had a brief career in broadcasting some 20 years ago! We all huddled around the phone on hands-free in an attempt to be experts on the county and at times we had eight of us! We were all very nervous on the first Tuesday morning as we awaited the call from the BBC. The call eventually came and we were put on hold. You could hear a pin drop in our back office, but we had a good team with some secret weapons which were Les, Roger and Mary who have spent a lot of time in Gloucestershire and know a lot about the county. Once we were live we were all quickly absorbed and racking our brains to answer questions quickly. We actually had great fun doing it although not everyone would admit to that! Some of the questions we should have got correct were 'What was the tallest, the spire on Gloucester Cathedral or Eagle Star tower in Cheltenham?' We incorrectly answered Eagle Tower and regretted it soon afterwards! By the last day we had to sing along to 'I'm a Believer' a version by EMF who originated from Cinderford! So you are wondering how well we did? Well, we surprised ourselves daily with our consistency and achieved a proud score of 40 out of 50! Social Media went mad and we completed our week more than happy. If you want to get your business 'out there' and have some fun, then contact BBC Radio Gloucestershire.

We all gathered in Maureen's accounts office every morning to take part in Cummings County Quiz

by **Howard Law**



## Officeworx team up with Cheltenham Mayor

Rob, Paul and Howard had a great night making up a quiz team at the Mayor of Cheltenham, Klara Sudbury's charity appeal quiz night, hosted by ITV's *The Chase* star Paul Sinha!

The quiz night was in aid of the Hollie Gazzard Trust and Cheltenham and Gloucester Hospitals Trust, Klara Sudbury's chosen charities for her term as Mayor of Cheltenham over 2017 and 2018. Let's just say the score from the night suggests we won't be appearing on *The Chase* soon!

We met Klara as she welcomed home Rob and Paul from their Göttingen to Cheltenham charity bike ride in Imperial Gardens. Soon after, Klara approached us to see if we could donate some of our services to her appeal. We set to work designing and printing various tickets, banners, flyers and posters for various fundraising events she had planned around Cheltenham. Our designer Sharon Vickers also kindly donated her services creating the items free of charge. Events included the Cheltenham College Carol Concert and *Eddie the Eagle* movie night at the Cheltenham Playhouse, helping Klara raise over £40,000 for her chosen charities!



Rob, Paul, Howard and Officeworx friend Brian take on The Chase Paul Sinha at Klara's charity quiz night



Klara invites designer Sharon Vickers with her husband Steve, Paul, Howard, Rob and Katie to the Mayors Parlour as thanks for their work supporting her charity appeal



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summer  
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is perfect for home or work.

The images of fans are for  
representative purposes  
only.

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plus VAT  
SRP £19.99 + VAT

## Summer Lantern Giveaway

We do love our bright colours at Officeworx.  
This summer we're giving away one colourful  
lantern with every order over **£100 + VAT**. These  
lanterns look beautiful with a tea light inside. Why  
not collect the set? Just let us know your preference  
when ordering.

Have a **great** summer everyone!

