



CHEADLE BUSINESS WOMAN IN RUNNING FOR TOP INDUSTRY AWARD

An innovative Cheadle businesswoman is in the running for one of the UK's top industry titles.

Tracy Mort, head of Grace Cole Ltd, based in Cheadle Royal Business Park, has been voted the North West's Entrepreneur of the Year, sponsored by BT Directories.

Tracy, whose company designs and imports toiletries and cosmetics brands, is now a finalist in its category for the UK title in the Chamber Awards hosted by the British Chambers of Commerce, which were created to celebrate the UK's most successful businesses.

John Longworth, Director General of the British Chambers of Commerce, said: "The health of the UK's economy relies upon the confidence of our businesses to grow, invest and create jobs. That's why the British Chambers of Commerce has been working hard to ensure government makes good on its promises to encourage enterprise, and do everything in its power to help businesses grow.

"All the good things we want to see in society depend on business and wealth creation. These awards provide a snapshot of some of the most impressive companies from across the country. Many of these business owners are working day in day out to build upon the companies they have built from scratch, creating jobs in local communities, and contributing to the economic recovery we so desperately need. We're delighted to be able to celebrate the success of these companies through the Chamber Awards."

Tracy's puts her success down to her passion for the beauty industry, which has allowed her to develop a wide range of brands - from natural baby products to luxury gifts. Her hands-on approach and ability to implement change has meant that the business has continued to grow despite the recession. She has also invested in her own people and believes the key is to recruit staff at a junior level and give them the necessary training and coaching so they can progress through the company.

Having won a regional award, Tracy is now in the running for the national title in her category, as well as the chance to collect the **Award for Outstanding Business Achievement** - with a top prize of **£25,000** and runner up prizes of **£15,000** and **£10,000**.

There are nine categories, backed by high profile sponsors including RBS and NatWest, BT Business, BT Directories, Dell, DHL Express, the British Standards Institution (BSI), AXA PPP healthcare and Westfield Health. The national winners will be announced at a ceremony at London's Grand Connaught Rooms on November 24th 2011.

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Notes to editors:

The British Chambers of Commerce (BCC) is the national voice of local business.

The BCC sits at the heart of a powerful nationwide network of Accredited Chambers of Commerce, serving over **100,000 businesses** across the UK, which **employ over five million people**.

For more information visit: **www.britishchambers.org.uk**

There are nine categories in the annual Chamber Awards. Most Promising New Business, sponsored by BT Business, Entrepreneur of the Year, sponsored by BT Directories, Business of the Year, sponsored by Westfield Health, Innovation Through Technology, sponsored by Dell, Achievement in International Business, sponsored by DHL Express, The Sustainability Award, sponsored by the British Standards Institution (BSI), Excellence in Customer Service, sponsored by AXA PPP healthcare, Excellence in People Development, sponsored by Composite Legal Expenses and Finding New International Markets, sponsored by RBS and NatWest. The Award for Outstanding Business Achievement, sponsored by RBS and NatWest, is awarded to the overall winner, selected from any category.