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Lichfield company's childcare voucher campaign secures Chamber Award

An innovative Lichfield company is proving that 'Business is Good for Britain' after launching a pioneering PR and marketing drive designed to raise awareness of childcare vouchers.

Busy Bees Benefits, which employs 24 people in the City, has beaten off competition from across the region to secure 'Marketing Campaign of the Year' (sponsored by the RBS Group) in the West Midlands Chamber Awards 2012.

It has developed and successfully launched the 'Mind the Gap - Raise the Cap' campaign that explains to parents how they could sacrifice money from their salary in exchange for childcare vouchers.

The leading provider of employer and employee benefits has used a mix of media relations, advertising and social media to reach as many potential users as possible.

Busy Bees, which is a member of the Birmingham Chamber of Commerce, has enjoyed an increase in the profile of the business and secured 9000 signatures for its e-petition, which calls for the Government to raise the current cap from £55 to £75 per week.

President of the British Chambers of Commerce Martyn Pellew said: "There has never been a more important time for businesses to showcase the amazing work they are doing on a day-to-day basis.

"The Chamber Awards is a perfect platform for them to do just that and receive the recognition and profile they deserve for helping move the economy forward and create employment, often in local areas."

The British Chambers of Commerce (BCC) Chamber Awards 2012 is committed to finding the best businesses in Britain through a series of regional heats followed by a National Final, due to be held at London's Guildhall on November 29th.

Now in its 9th year, the competition is one of the showcase events for the 'Business is Good for Britain' campaign that highlights the role of business as a positive force for the UK recovery and the success of local communities and individuals.

Busy Bees Benefits is one of eight regional winners in the West Midlands, who will now go forward and compete for the national titles in their respective categories. All will have a chance to win 'Outstanding Business Achievement' and a £25,000 cash prize courtesy of the RBS Group.

Other successful companies in the region include:

- Alumet Systems (Sustainability Award)
- Concept Steels (Achievement in International Business)
- Contact Group (Excellence in Innovation)
- Soul Tree Wines (Most Promising New Business)
- Jaguar Land Rover (Commitment to People Development)
- Smith and Morris (Excellence in Customer Service Award and Business of the Year)
- Viezu's Paul Busby (Entrepreneur of the Year)

Martyn concluded: "A record number of firms have taken part this year, all determined to prove that 'Business is Good for Britain!'"

The Chamber Awards 2012 is supported by the RBS Group, BT Business, Dell, DHL Express, Westfield Health and Acua Limited.

For further information or to book your place at the National Awards Final, visit **www.chamberawards.co.uk**

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For further information, please contact Russ Cockburn on 07812 600271 or email russ@dc-pr.co.uk

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**