



British
Chambers of
Commerce
The Ultimate Business Network

LEDBURY CIDER MAKER WINS TOP UK BUSINESS AWARD

A Ledbury cider maker has beaten off competition from some of Britain's best businesses to win a leading UK industry award.

Family-owned H Weston and Sons Ltd picked up the British Chambers of Commerce's prestigious national Award for Excellence in People Development, sponsored by Composite Legal Expenses.

Cider and Perry maker Westons was praised by judges for its introduction of the Westons Academy and its recognition for the need to 'grow its own' people to ensure staff have the necessary skills to lead the business into the future.

John Longworth, Director General of the British Chambers of Commerce, said: "Westons stood out from the rest of the field in this category for its belief that to achieve its objectives for growth, it needs to invest in and develop its own staff.

"That's a shrewd decision and the company has visibly demonstrated the impact that nurturing a workforce can have on the bottom line through its Academy, which is a clear asset to the business."

Since the introduction of the Academy three years ago, each department has Key Performance Indicators (KPIs) linked to the business' objectives, which are tracked on a sometimes daily basis.

Through the Academy, the firm's 180-strong workforce can benefit from one-to-one coaching, skills training, management training and the ability to train for national qualifications.

And it is working. Feedback from staff has shown that 98 per cent agree/agree strongly that they are proud to work there, 88 per cent say they have opportunities to develop and 98 per cent say they can openly communicate with their boss.

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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.