



The
Garden*

We are
The Garden.
We grow things.*

Agency Credentials

To plant a garden is to believe in tomorrow*

We're all about growth.

We want to grow our business, and to do that we need to grow yours. We do that by gaining an obsessive, in-depth understanding of your business and its challenges. We don't just create websites, or TV ads, or PPC campaigns; we create and deliver strategies to achieve and exceed your ambitions.

*We want to grow your business. Call Steve on 07180 482283 / Email: steve@wearethegarden.co.uk

From little acorns do mighty oaks grow*

Small but perfectly formed

We are a small team with the talent and experience to deliver. Clients enjoy access to senior people day in – day out, not just during the pitch. We are full service.

We work harder than your current agency

Is your agency going through the motions?
Are you really getting value for money?
We'd love to meet and tell you where we believe we can add value to your business.

We live and die by our results

All agencies say they are results focused – we go beyond that. We are fully accountable for our performance, and work tirelessly to deliver on our promises.

Small but perfectly formed

We work for small owner-operator businesses and global organisations. We've been helping them grow for many years, and in turn they've helped us grow. Don't take our word for it though...

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We build audiences and grow relationships*

- * Marketing strategy
- * Branding / identity
- * Web design & build
- * Advertising
- * Video & content
- * Design
- * Paid search
- * Lead generation

Big agency services – small agency value

Full service plus small team means you don't have to go to a bigger agency to deliver your marketing communications. And that means you're not paying big agency rates.

Integrated communications

Having all services under one roof means that we all work together on your business. Our clients benefit from this integrated approach, rather than having to herd 3 or 4 specialists together.

Experienced expertise – in house

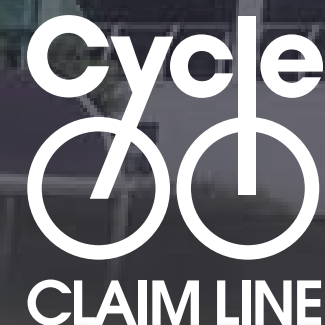
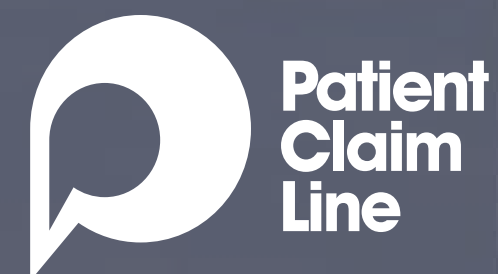
We are a small team of talented and experienced creatives, strategists and developers. We have all core skills in house and work with fantastic partners to augment our services.

Channel neutral

An SEO specialist will tell you, unsurprisingly, to weight your budget towards SEO. We look at how we can squeeze every last drop of value and performance out of your budget, regardless of channel.

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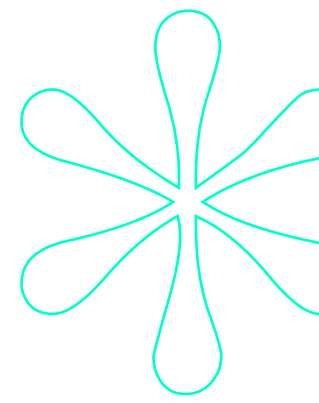
We've helped some big organisations*



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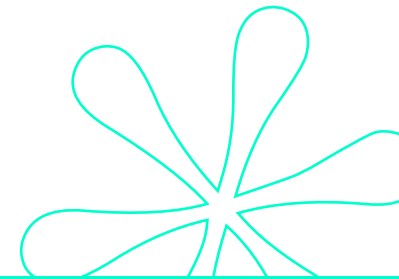
We help brands blossom*

Finding a creative team that understands your brand is one of the biggest challenges a Marketing Director always faces.



Marketing Director / **Brunel Franklin**

We've worked with Andy and Steve for nearly 15 years now, and really value their input on all kinds of projects. They have so much experience in online, branding and print - and a real can-do attitude.



Manager / **AstraZeneca**

The Garden have become an intrinsic part of our business. Unlike most agencies, the senior team are involved in our campaigns on a day-to-day basis and we benefit from their experience and ultimate accountability. They consistently deliver on every level. Whether it's strategy, creativity or results; they understand the commercial aspect of every project and are single minded in achieving success.

Marketing Director / **Fletchers Solicitors**

Their hands-on, flexible approach has supported us through small scale intensive ROI driven pay per click campaigns, through website design & build to national TV campaigns - and a lot in between!

The cliché 'small enough to care big enough to deliver' is key to their approach. They are more than just suppliers, taking time to really understand our business and culture. We evolved and grew together without losing the personal service.



Marketing Manager / **Freedom Finance**

The Garden are all about solving business problems, rather than just delivering a website or brand project. They understand our challenges and ambitions, and their strategy, marketing and creativity have really delivered.



Director / **GW Debt Solutions**

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↑ Major building manifestation to support 150 years of the periodic table



↓ Stairwell vinyls to promote safe mobile phone usage



↑ On-site awareness



↑ Golden Rules Z-card



↑ iPad induction app at campus reception

FM NEWS / NOV 2018

Welcome to the monthly round up of FM news from Macclesfield Campus

↑
- AUG -
TEN
SERIOUS
ACCIDENTS
↓

PERFORMANCE UPDATE / SAFETY & HEALTH

November has again been a mixed month in terms of performance. Unfortunately one of our colleagues suffered a serious category injury as a result of tripping and falling when walking to their car at the end of the day. 3 of the 5 potentially serious accidents/incidents in November involved slips/trips. As we at the time of year when the nights are darker there can be leaves, standing water or ice underfoot please take more care when moving around the

Campus. On a positive note there were no occupational illnesses reported and the improved trend in the number of potentially serious events has continued. Overall our 2018 performance is showing a significant improvement compared to 2017 with 7 Serious injury accidents and 1 Occupational illness. This compares to 14 serious injury accidents and 9 Occupational illnesses suffered in 2017.

You also raised 713 STOP cards in November which means that we are running at an almost 70% increase compared to 2017. Putting this another way we will have identified around 3000 more opportunities to improve and prevent harm in 2018 than we did in 2017.

FM

Thank you for your continued commitment to preventing harm to yourselves, our colleagues and the environment please let's keep this up //

YTD Date	Nov Details
8	Serious Accident & Occupational Illness
174	Potentially Serious A&I
243	Minor A&I
6422	

Month	Dept	Summary
Nov	FM	Trip walking to car

Type	No.
Slip Trip Fall	3
Contaminated needle	1
Falling object	1

Type	No.
False Fire alarm	4
Cut/puncture	9
Chemical release	2
Sprain / strain	2
Struck against / by	2
Others	2

STOP Cards

70% increase in STOP cards raised YTD

COMPANY BUSINESS?

The UK SHE Travel webpage contains information on everything from risk assessments to travel packs and immunisations.

Travelers are advised to visit this page and start requests as soon as they know that they will be travelling on company business. Certain immunisation courses can take several weeks before being effective. An Immunisation Request Form must be completed prior to travel and sent back to the address provided on the SHE webpage. The UK Occupational Health team will send back recommendations suited to your travel destination (immunisation advice, health brief, etc) and make appointment accommodations should vaccination be needed. Travel Packs can also be requested prior to a travel. They contain non-controlled medicine that can be replenished for frequent travellers. The Travel Packs contents can be found on the SHE webpage. Note that sleeping tablets are not supplied as they are classified as controlled drugs; travellers needing sleeping tablets should consult their own doctor. Travellers with specific medication need to check that their personal medicine is not controlled in their destination or indeed when trying to leave the UK with it. They can check with the UK Home Office via their website.

Travellers are also advised to contact the (site) they will be travelling to and enquire about any specific precautions they should take. Local Safety procedures shall be dispensed and followed at all times.

The IOS International web page provides essential medical information for every country in the world. The AZ medical membership number is 1402MAD00035. Additionally, when travel booking via Concur, travellers' mobile phone number should be included in their 'traveller profile' so that Business Travel and BCD Travel can locate them in an emergency.

It is advised to download the TipSource by BCD travel application on your phone and link it to your Concur profile. All travel information will be accessible in one place, alerts will be sent to your email account, and trip details will automatically update if needed.

Medical/Security Emergency card

All employees travelling on company business should carry an AstraZeneca Medical/Security Emergency card with them at all times. The card has other useful information similar to those on Safety and Security

↑ FM Identity system and monthly internal newsletter

FM NEWS / MARCH 2019

SHE UPDATE / SHE Starts With Me

In February we put the focus on raising the awareness of issues related to health & wellbeing.

External resources were shared which can help promote both physical & mental health and we also asked you to look at the Action for Happiness calendar to identify small actions you could take in your teams to make the workplace a happier place. You can find the 'Mindful March' calendar here.

In March we are asking you to engage with 'Stop, Think, Act'. In 2018 the highest individual category of root cause for the potentially serious incidents was error/mistake. Changes to our investigation process aim to dig deeper to understand the influencing factors leading to error and help identify improved corrective/preventative actions in response to incidents. Whilst it is important to improve how we learn from incidents it is always preferable to prevent them from happening. Being aware of the hazards and risks around us will help us to act safely.

To help with this we have introduced a '60 Second check' tool to support us completing an 'in the moment' assessment of the hazards in less than a minute. Visit our 'SHE Starts With ME' webpage for information on this month's resources which includes a video clip with examples of hazards the '60 Second check' might highlight in different work environments.

FM

Mental health - let's talk about it

SHE STARTS WITH ME

If you can make someone happy, do it! The world needs more of it

Take care of your body, it's the only place you have to live

Activity - Great for mind, body and soul

Do you know about our Employee Assistance Programme? - It's there to help!

Are you concerned about a colleague?

Ask for a 'Stress Risk Assessment'

FM NEWS / MARCH 2019

Global Recycling Day 2019

Monday 18th March 2019 is Global Recycling Day. We are asking people across the planet to think resource, not waste, when it comes to the products around us.

Without recycling, all of our used and discarded electronics, plastic bottles, packaging, cars, mobile phones, paper cups etc will contribute to our growing waste problems. Without recycling, we will continue to deplete the earth of its finite resources.

What are we doing at Macclesfield?

At the Macclesfield Campus, we monitor and manage every tonne of waste that we generate. Our primary aim is to minimise how much waste we generate. But where we must generate waste our aim is to recycle that waste rather than send it for incineration with energy recovery.

Did you know

At Macclesfield we currently recycle 45% of all of our waste.

That's a 2% improvement on last year, a 5% improvement on 2016 and an 1% improvement on 2015 - we're going in the right direction!

We recycle both hazardous wastes and non-hazardous wastes including: plastics, cardboard, batteries, fibre, kelp, fluorescent tubes, food waste, green waste, metals, wood, paper, plastic and paper cups.

What can you do at Home?

- Refuse single use items
- Choose Reusable items
- Reduce how much waste you generate

Click here to view a video showing the work that ZENE has done to increase recycling and better manage its waste.

If you have any suggestions for how we may be able to improve our recycling we would love to hear from you. Please contact 01625 610010 or your local representative.

REFUSE
REDUCE
REUSE

At Macclesfield we currently recycle 45% of all of our waste

FM NEWS / MARCH 2019

UPDATES X3
UPDATES X3
UPDATES X3

#1

A Listing

AZ ranked among an elite group of companies to be scored 'A' for both Climate Change and Water Security, and recognised as a world leader for supplier engagement on climate change.

View info.

#2

Glove selection G

Global SHE has updated a document to assist in the selection of gloves for chemical, radiological and biological hazards.

This document provides details on what considerations to make to select the most appropriate glove for the task. It also gives guidance on proper storage of the gloves.

This is a great resource that by those trying to select gloves. If you wish to know what gloves already available in your area at the Macclesfield section of Sharepoint.

Further support can be accessed by contacting your aligned SHE.





↑ Print and digital campaign development



↑ Digital billboards and external advertising

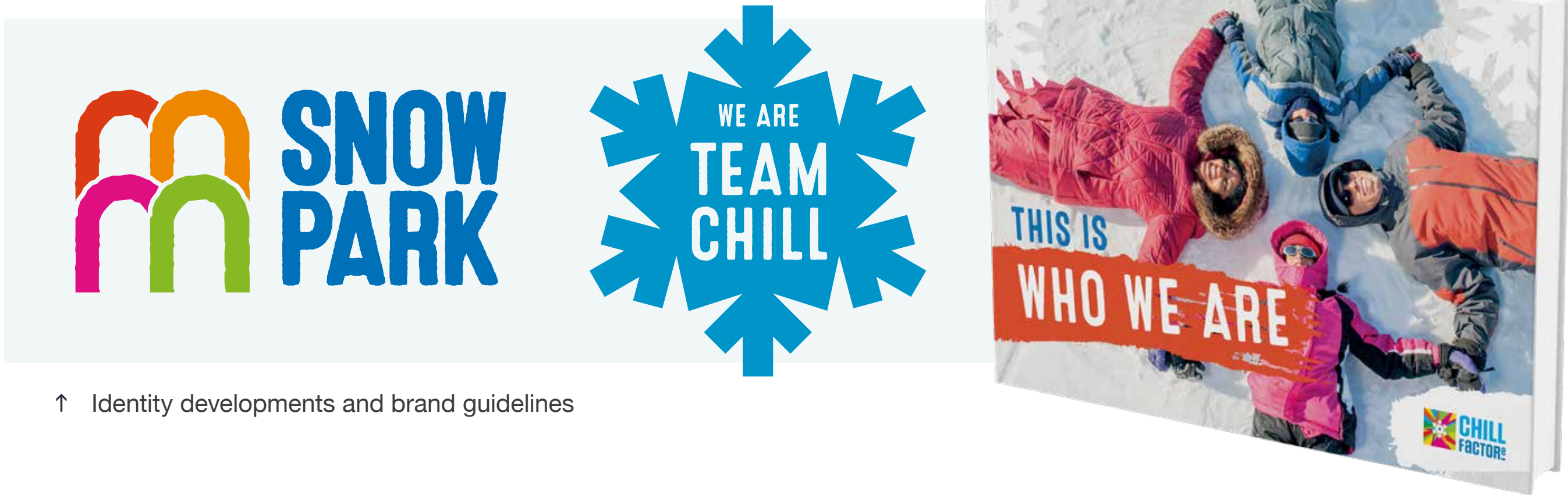


↑ Internal posters and signage

Chill Factor^e*



↑ Photography direction

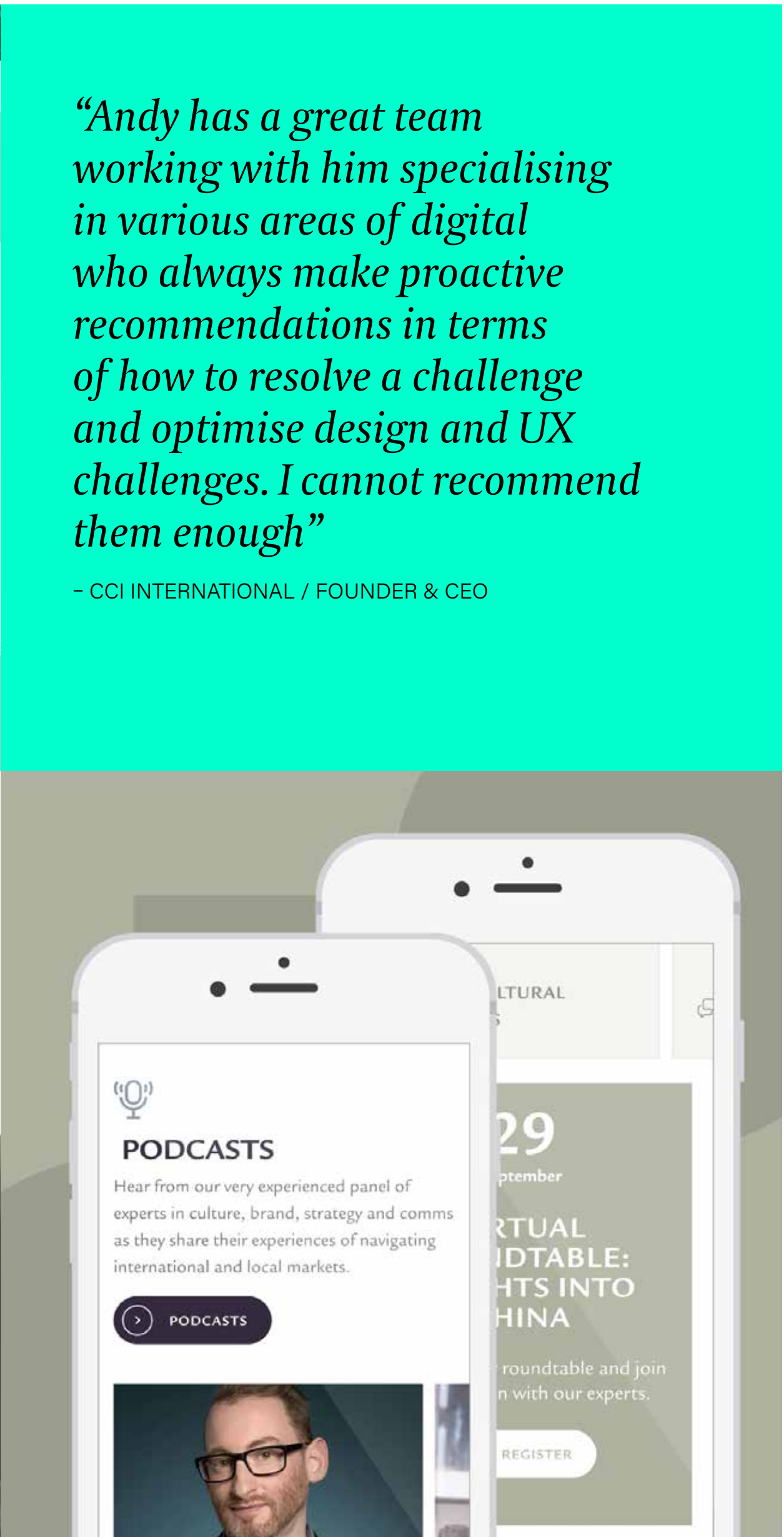
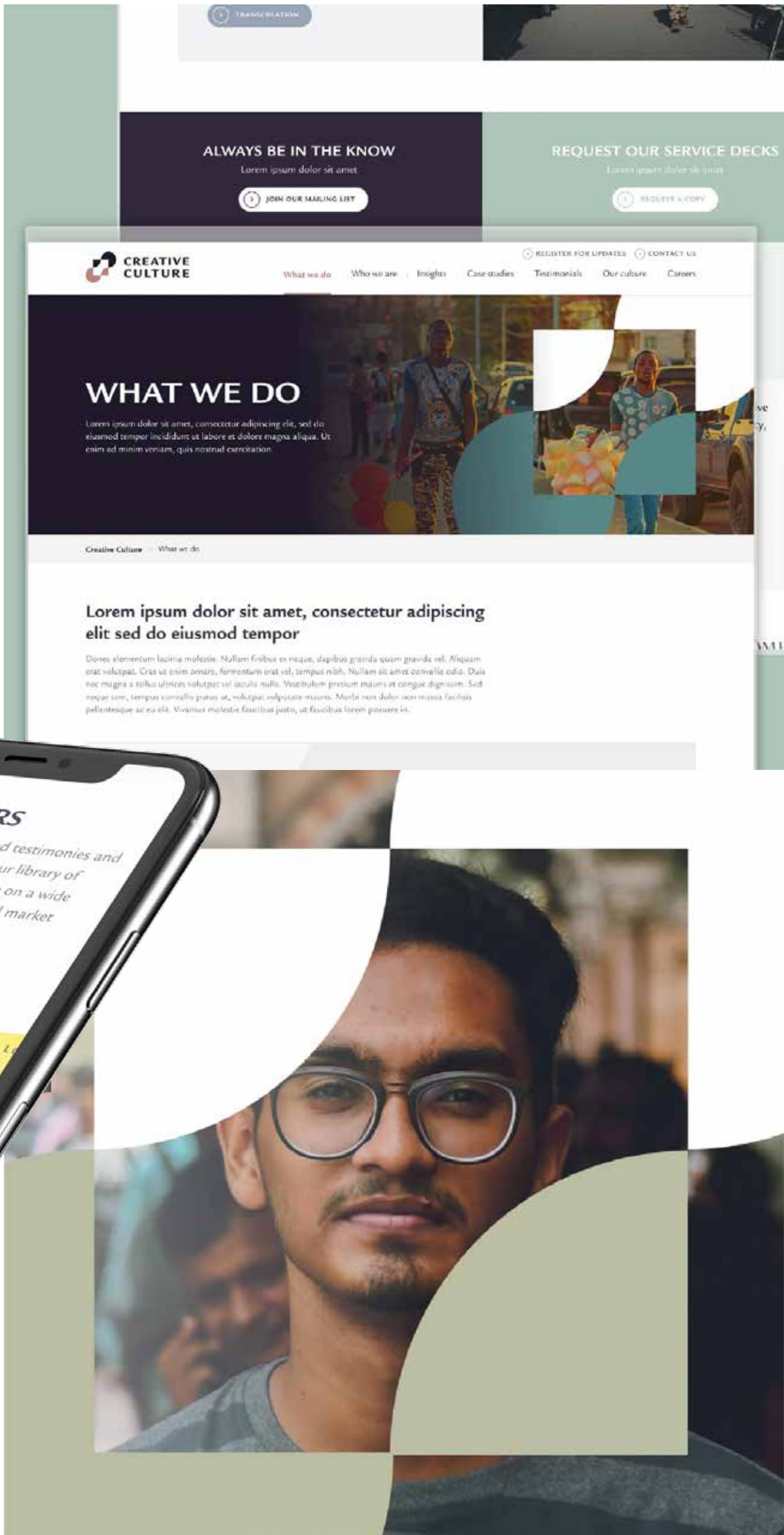
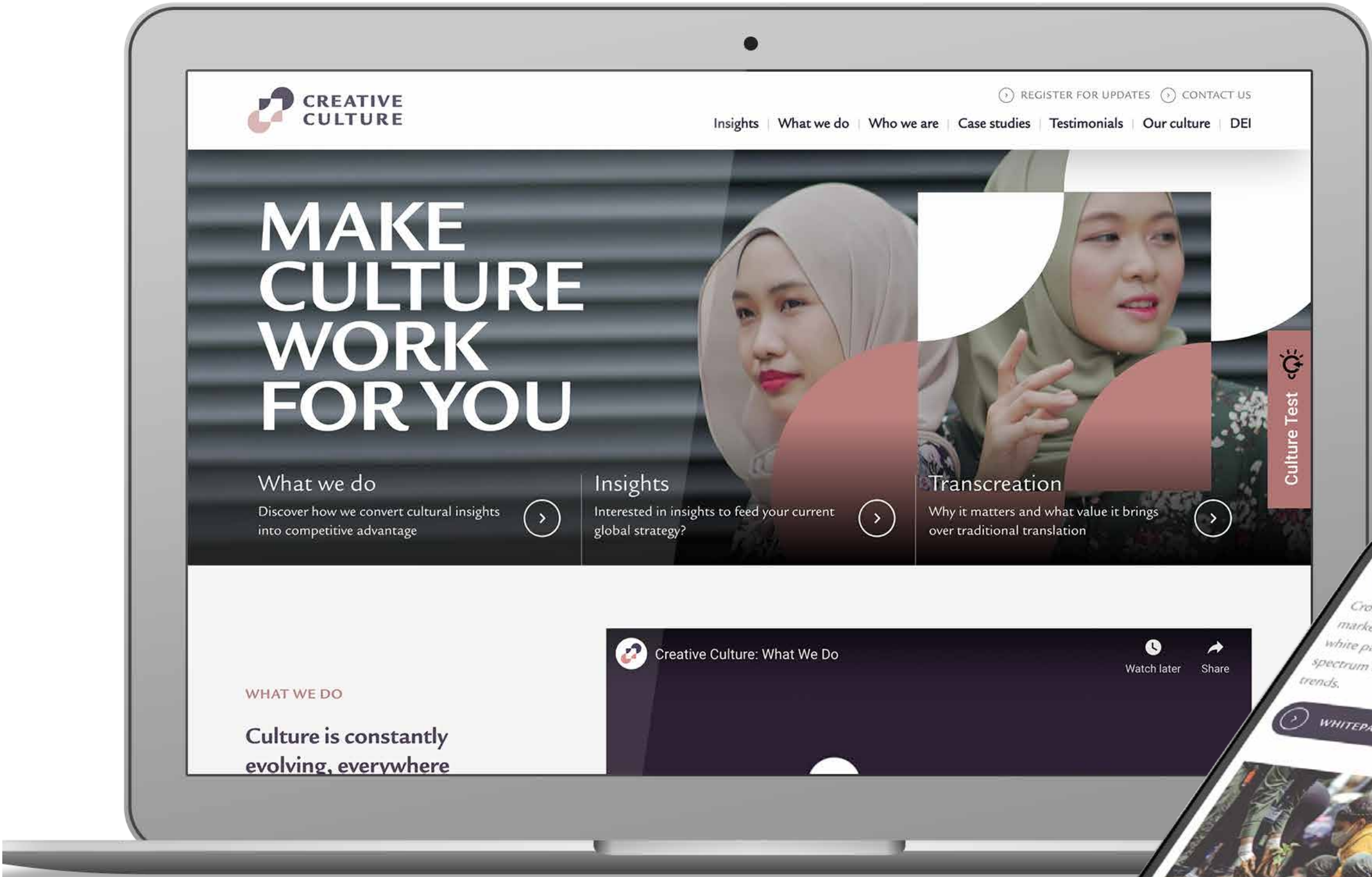


↑ Identity developments and brand guidelines



↑ On-site manifestations

Creative Culture International *

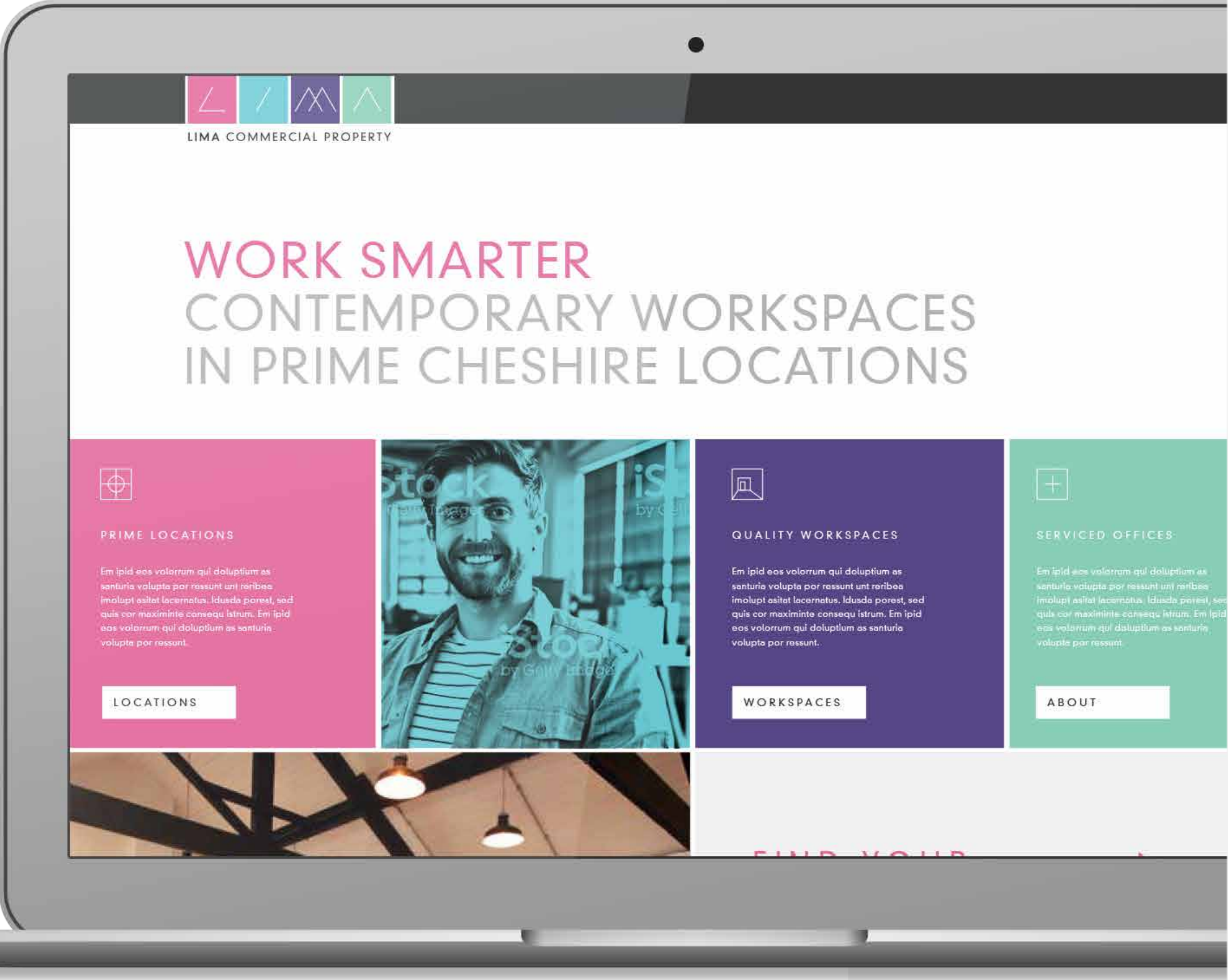


“Andy has a great team working with him specialising in various areas of digital who always make proactive recommendations in terms of how to resolve a challenge and optimise design and UX challenges. I cannot recommend them enough”

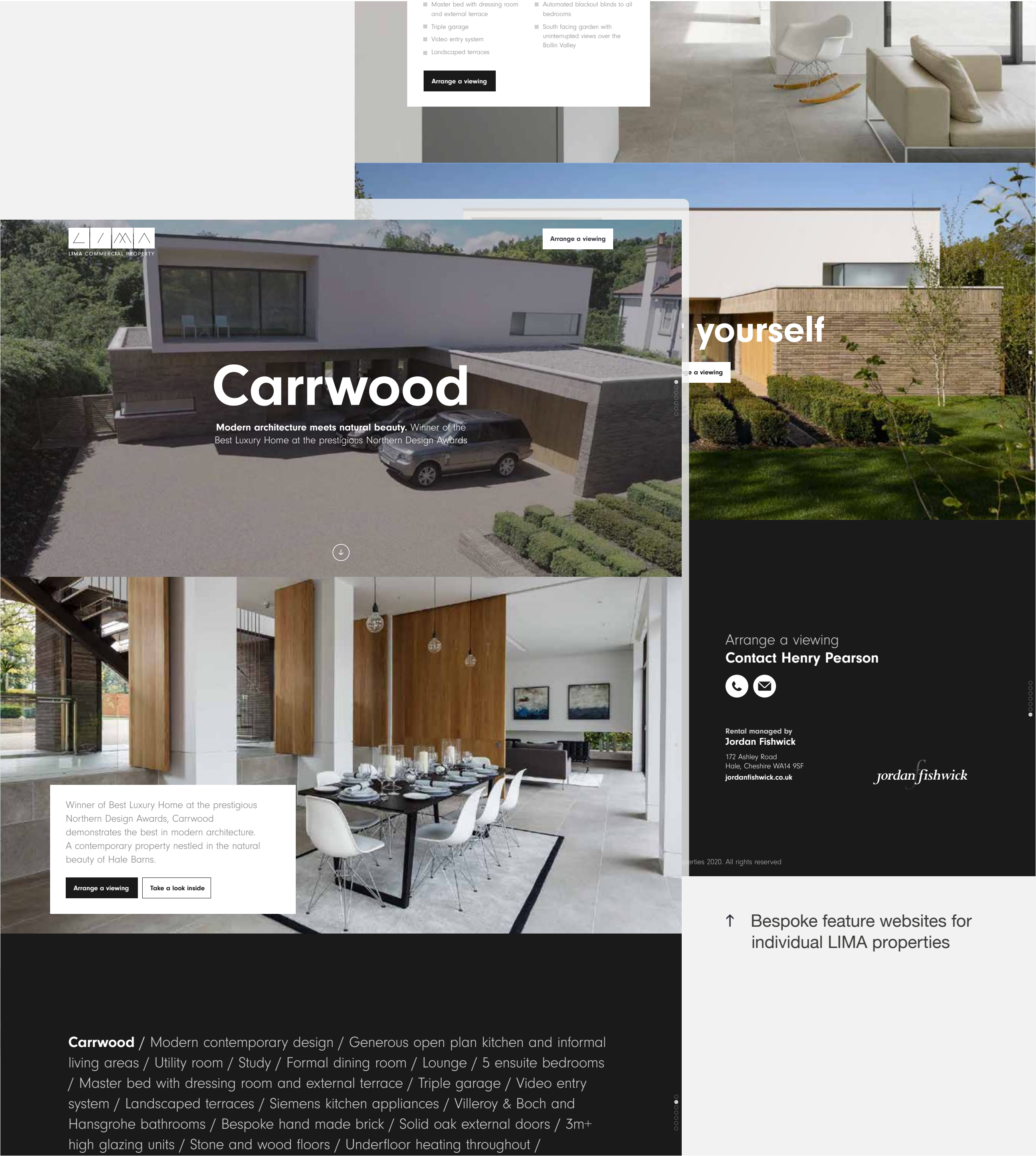
– CCI INTERNATIONAL / FOUNDER & CEO

↑ WordPress website design & build





↑ LIMA Properties website design and build

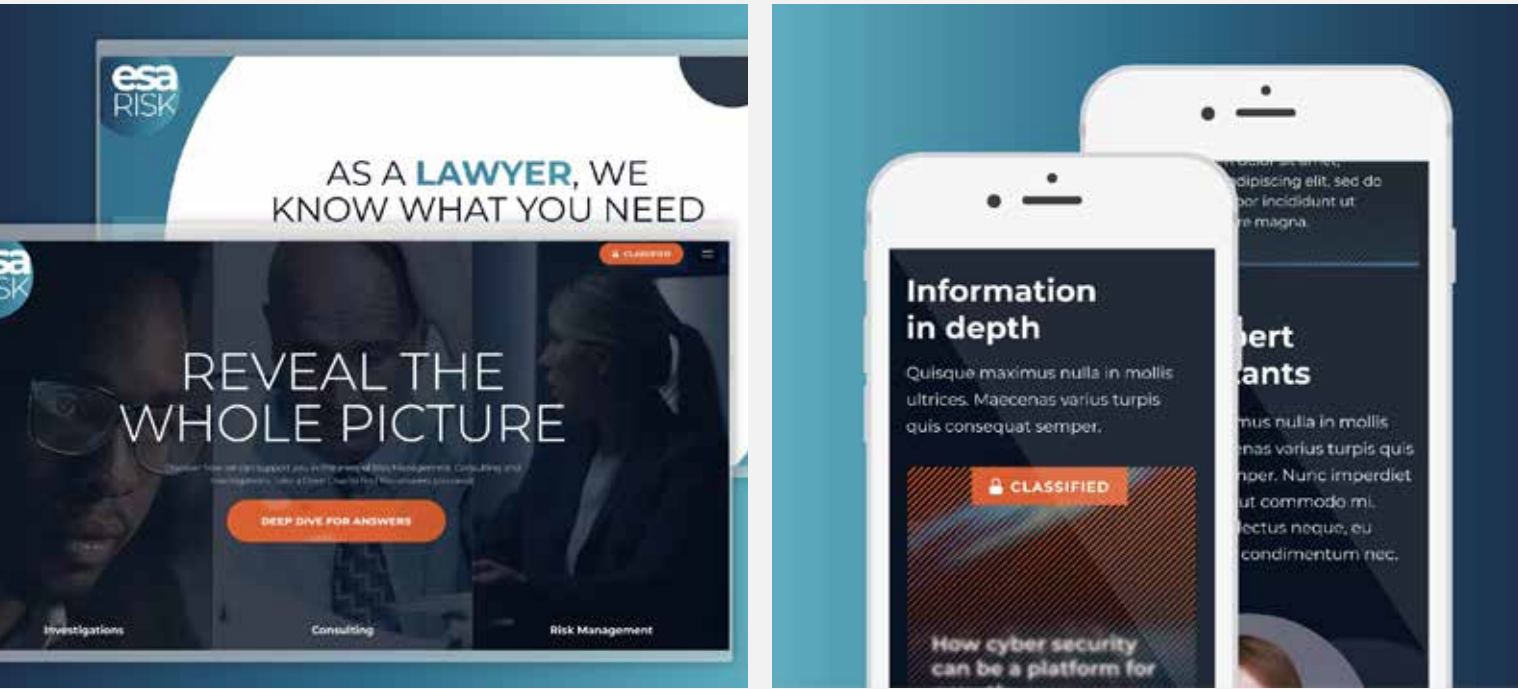


↑ Bespoke feature websites for individual LIMA properties

ESA Risk *



↑ WordPress website design & build



↑ Website: animation / secure content / store



↑ PowerPoint templates

“Great guys who are full of creative ideas and have the skills to turn those ideas into reality. Friendly and easygoing, but also professional and focused.”

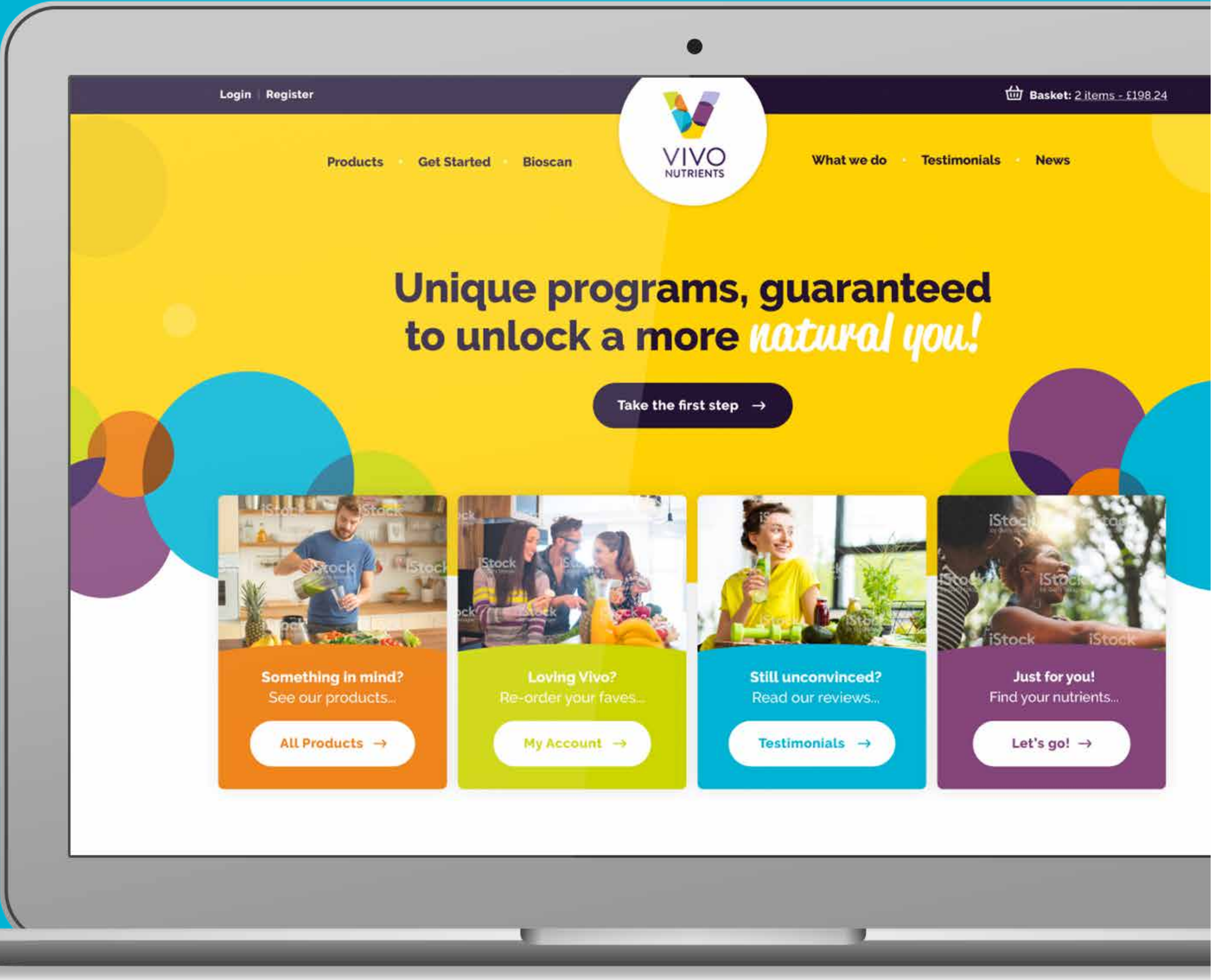
– ESA RISK / MARKETING DIRECTOR



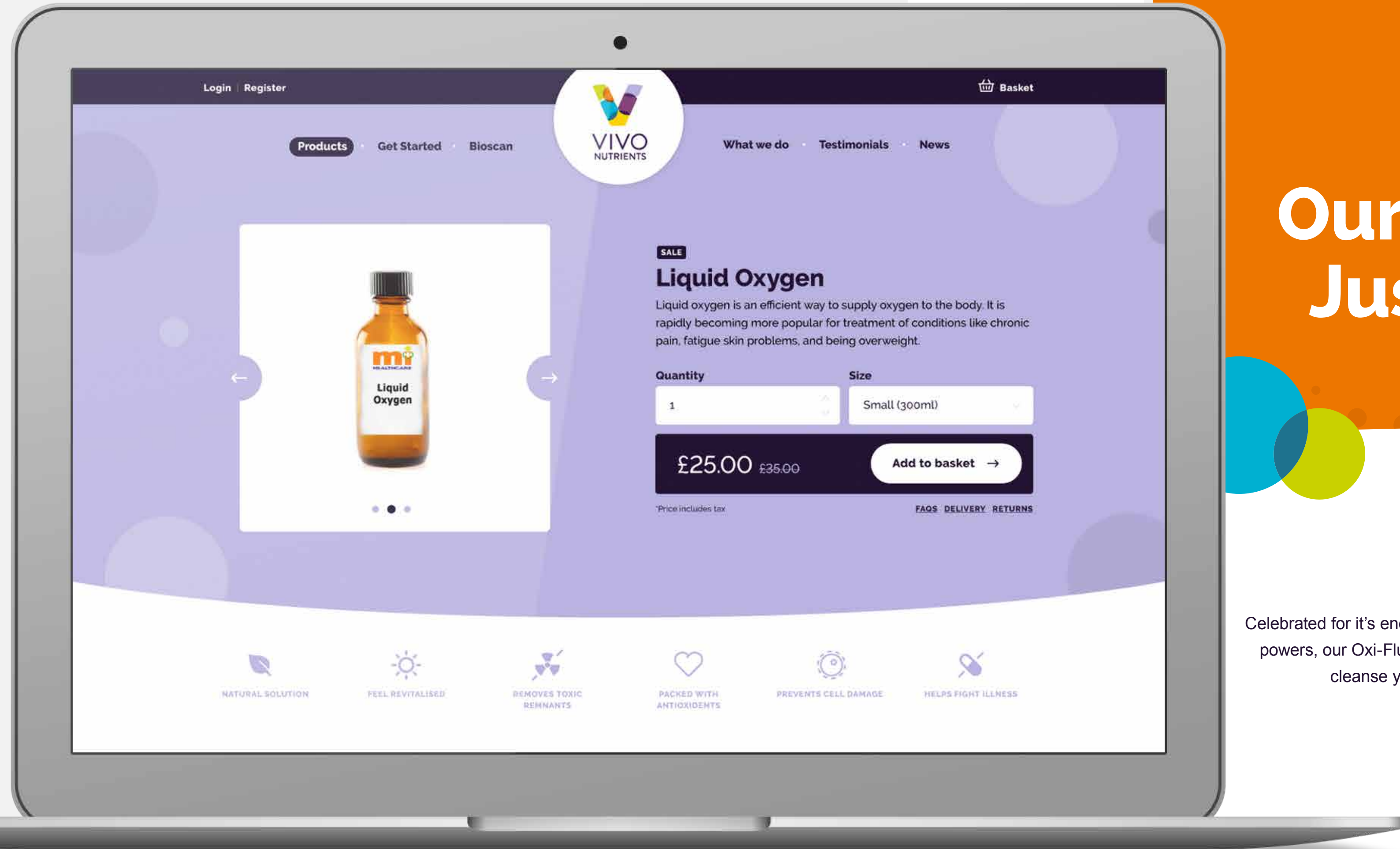
↑ Brand style / document templates



↑ VIVO Nutrients naming and identity development



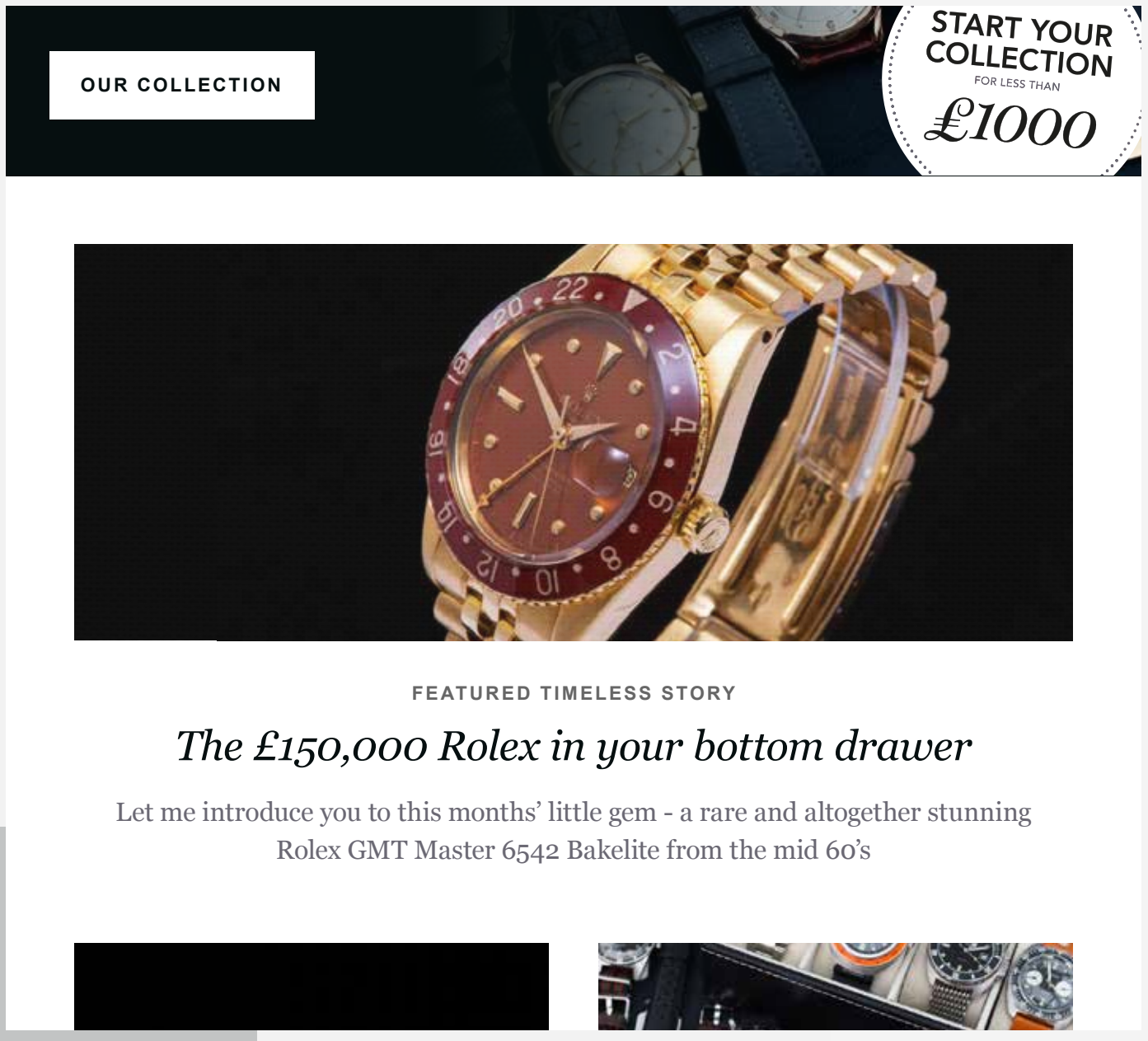
↑ VIVO website design and build



The Watch Collector*



↑ Identity development



↑ Email marketing



↑ TWC 'Collectors edition' monthly magazine



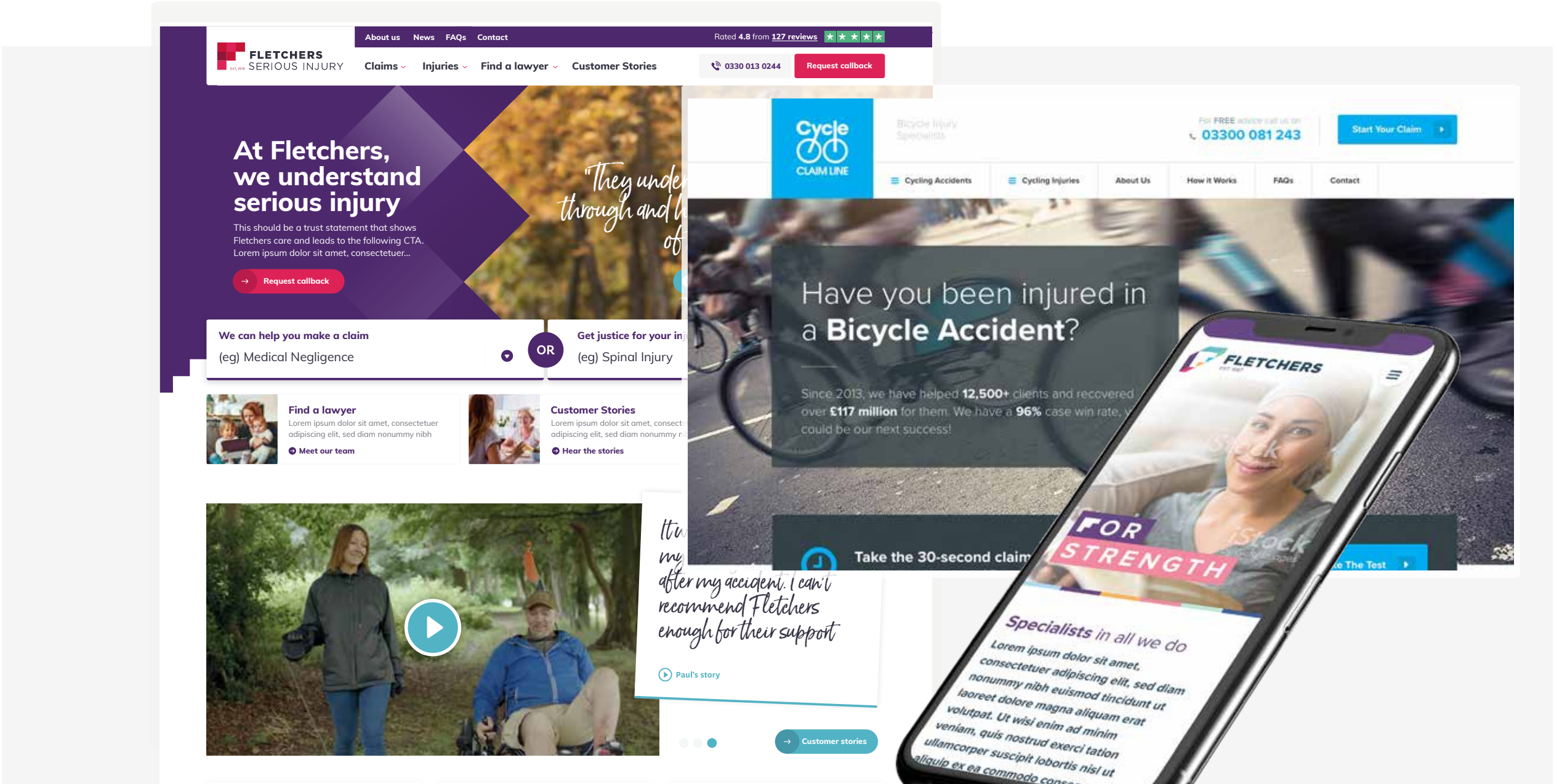
↑ Official certificate of authenticity



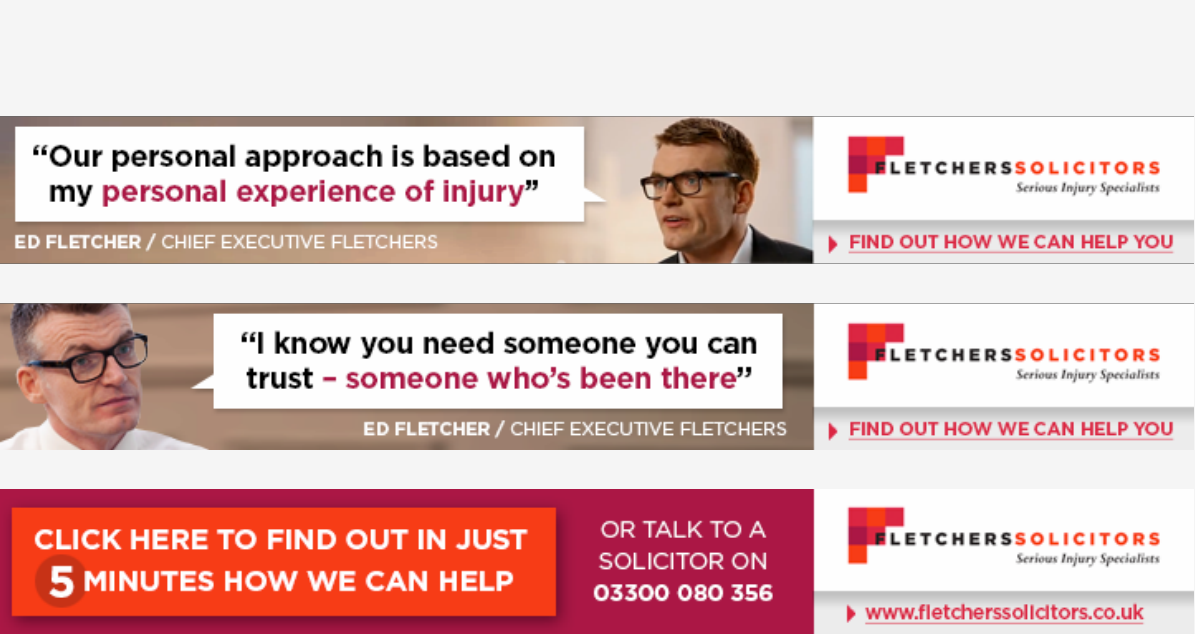
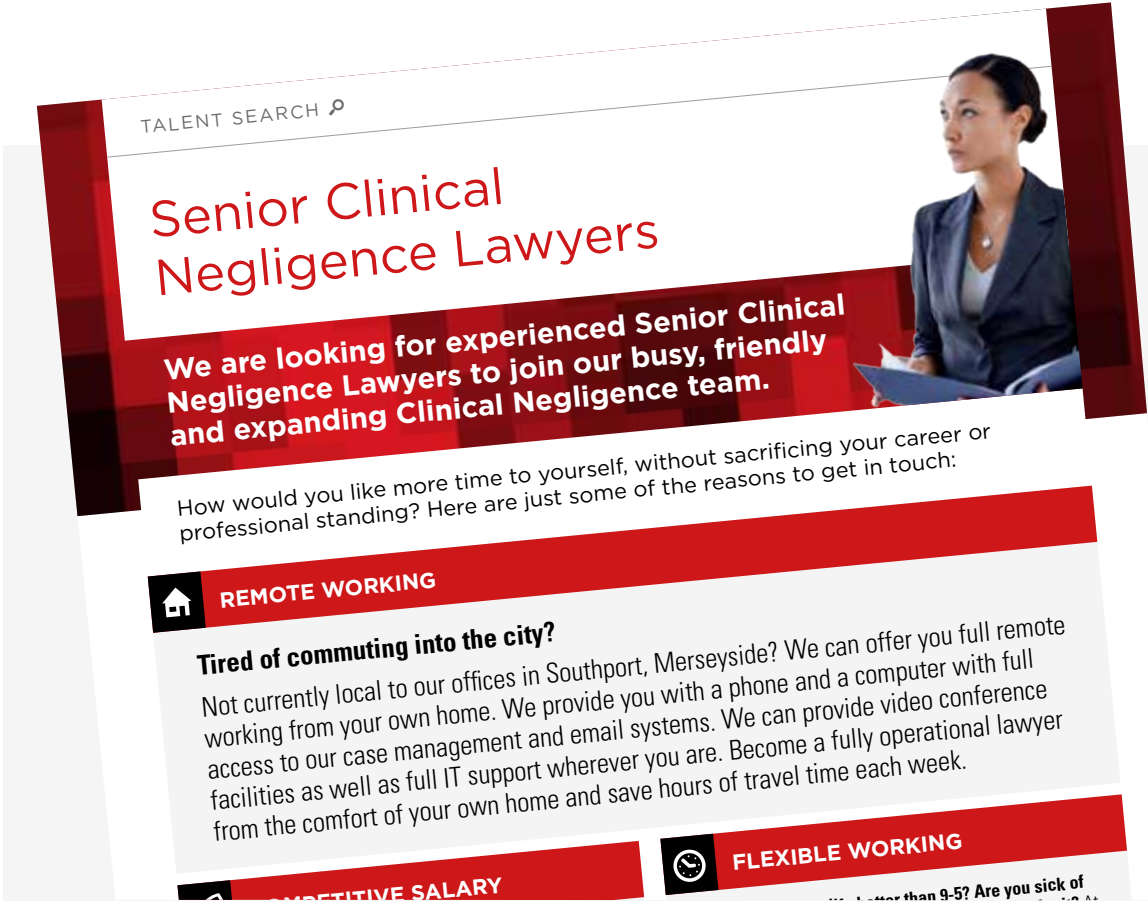
Fletchers*



↑ Identity developments



↑ Website design and support



↑ Print and digital support

Patient Claim Line*



↑ Television advertising and Judge Rinder bumpers

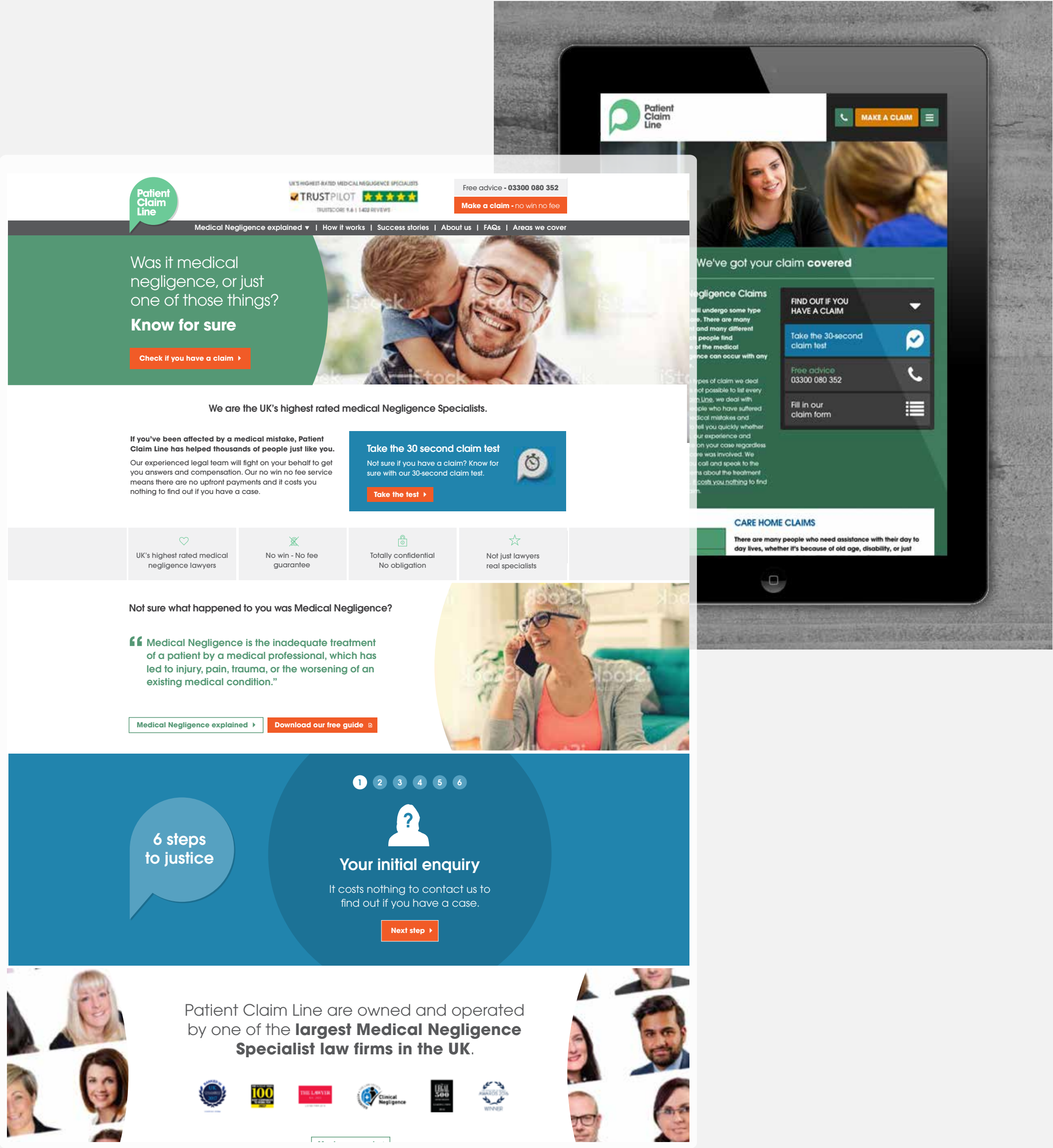


↑ Promotional campaign design

Patient Claim Line*



↑ Rugby sponsorship



↑ Website support and development

**The
Garden***

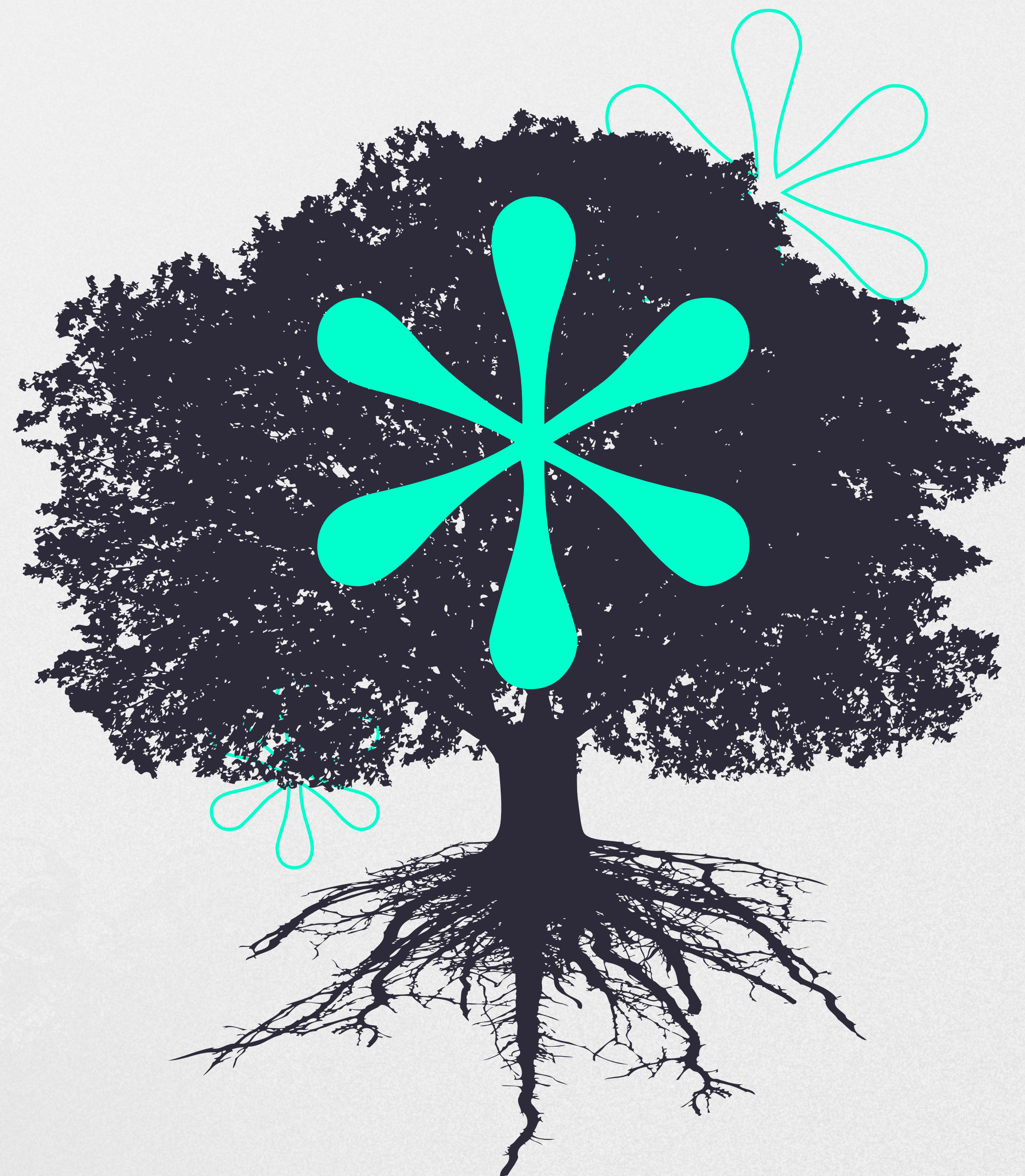
We want to grow your business*

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Google Ads



Prolific North
AWARD NOMINEE