

“DWC welcomes new business professional”

DIAL West Cheshire (DIAL House) are delighted to welcome Yvette Thorman on board, in a Business Development and Marketing role for 1 year as part of a pioneering project funded by the Cabinet Office from the Local Sustainability Fund (LSF.)

DIAL West Cheshire who are celebrating their 30th Anniversary this year, provides a range of services which aim to enable disabled and older people to live sustained independent lives.

Their service range includes:

- Advice and information with a focus on welfare benefits and disability rights
- Volunteering and learning offering opportunities for training and development
- Community café serving home cooked food at affordable prices and a social meeting place
- Shopmobility – daily hire of wheel chairs and mobility scooters conveniently located in Kaleyards (blue-badge) car park off Frodsham Street in Chester city centre

The LSF project (Local Sustainability project) main objective is for the charity to develop into a social enterprise focusing on sustainability, with the ultimate goal of generating additional income.

Keith Roper – CEO has been with DIAL for 10 years said:

“Over the next year we will be reviewing all our services and looking at ways of generating income. One of the key areas we will be focusing on is to develop Shopmobility by increasing awareness of our hiring facilities for scooters and wheel chairs in the city centre to residents of Chester and surrounding areas in West Cheshire, and to become more of a commercial enterprise offering professional advice and selling mobility scooters, wheelchairs and independent living aids.”

“We are very excited about this project and are working closely with Cheshire West and Chester Council to improve the condition of our existing building at DIAL House and Shopmobility with a view to developing the Northgate area of the city centre in order for us to secure alternative accommodation more suitable for our business plans for sustainability in the future.”

“Yvette comes from a corporate background and has a wealth of experience having worked with many businesses in Shropshire and the West Midlands to help develop their business and marketing strategies. DIAL staff members, trustees and volunteers wish her all the very best in her new role and we look forward to working with her in developing our sustainability plans.”

Pix: L-R Owen Watkins, Gareth Evans, Keith Roper, Yvette Thorman, Chris Baker

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