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Bridging the gap between local businesses

On Tuesday 1 March 2011 J&C Joel attended the Bridging Business networking event which aimed to bring together businesses based in J&C Joel's hometown, Sowerby Bridge.

The event, which was held in The Works pub in Sowerby Bridge, was put together by a group of five business enterprise students from Calderdale College in Halifax in order for local businesses to meet and to increase awareness of the products, services and skills available in the town.

Appearing alongside J&C Joel at the event were a diverse range of businesses based in and around Sowerby Bridge, such as online marketing firm Digital Consortium (who also worked alongside the students to organise the event) and many up-and-coming businesses such as copywriters, graphic designers, recycling companies and retailers.

The event came at a time when J&C Joel are sponsoring the Halifax Evening Courier's "I Love Sowerby Bridge campaign" celebrating the people, businesses and goings-on in the town.

J&C Joel's Marketing Coordinator Claire Taylforth, said of the event, "It's an honour to be invited to this event celebrating local businesses.

"The creativity and enterprise of the businesses exhibiting here is one of the reasons why we wanted to support not only this event, but also the I love Sowerby Bridge campaign."

The evening not only showcased the variety of businesses in Sowerby Bridge and the surrounding area but also the dedication and resourcefulness of the Building Bridges team, Calderdale College students Bhavika Rana, Leah Cameron, Zoe Sutton, Lauren Brennan and Miriam Ahmed.

The students' tutor Furkan Uddin said of their efforts, "The students really took charge. They have demonstrated initiative, creativity and passion, which is important, as well as motivation.

The event was a great success for all of the businesses attending, and J&C Joel were proud to be a part of it.



Making it all happen: Miriam Ahmed, Bhavika Rana, Liz Robinson from Digital Consortium, Leah Cameron, Lauren Brennan and Zoe Sutton from Bridging Businesses

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