



2021 Inspiring Women AWARDS

Inspiring

Women



FOUNDER'S MESSAGE

Well what a year!

After 28 years of organising the Inspiring Women Awards, we were forced to pause in 2020, which meant double awards for 2021. Over the years, there have been many challenges but none on the scale of moving the Awards online.

With our 2020/2021 Finalists, we have individuals and businesses making a difference and representing key areas important to women and society.

Areas such as gender equality, environmental issues, human rights and social policy. Listening to their stories will undoubtedly inspire us all.

I am indebted to everyone involved for their support, patience, and belief in the Awards.

So thank you, my independent judges: Kate, Michelle, Jacqui, Heather, Lynne and Deborah, for your thoughtful consideration of the mountain of nominations.

Thanks to our Emcee, BBC Radio presenter Michelle Daniel, particularly for putting in a 12-hour day recording the interviews.

A huge thank you to our sponsors: Deloitte LLP, Hall Brown LLP, Cheshire Life and Lancashire Life, The Best Life Project and BBC Radio Manchester who are also interviewing our winners live from the event today.

For all their professional support and understanding, I would like to thank programme designer, Steve Dutton and the event production team led by Eamonn Hunt & Joe Bream from Very Creative.

Finally, I would like to thank you all for attending and supporting these Awards both today and over the years. I hope you have an enjoyable and memorable event.

Looking forward to seeing you in person in 2022.

Jacqueline Hughes-Lundy
Awards Founder

TIMETABLE

12.30 – 'Doors' open

13.00 – Welcome Jacqueline Hughes-Lundy & Michelle Daniel

Interviews

Sponsor - Deloitte

Sarwat Jaleel

Claire-Marie Boggiano

Grace Vella

Break

Sponsor - Hall Brown

Professor Denise Barrett-Baxendale

Lucy Danger

Detective Chief Inspector Allison Woods

Break

Sponsor - Cheshire Life/Lancashire Life

Guest Speaker – Mary Turner-Thomson

Break

Sponsor - BBC Radio Manchester

Karen Campbell-Williams

Emma Buckley

Maggie Oliver

Break

Q&A – Mary Turner-Thomson

Marie McCourt

Jade Kilduff

Closing remarks – Jacqueline Hughes-Lundy

BBC RADIO Manchester

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PROFESSOR DENISE BARRETT-BAXENDALE

MBE DL, EDD, MBA, BA (HONS), FRSA.



Denise is the Chief Executive Officer and Director of Everton Football Club

In 2010, after 16 years in the education and third sector, Denise was appointed CEO of Everton in the Community and spearheaded the transformation of the

Club's official charity into an internationally acclaimed organisation.

Under her leadership, Everton in the Community was awarded A 'Big Society Award'. She was also the visionary behind Everton becoming the first Premier League football club to receive government approval to open a Free School – the Everton Free School and Sixth Form College.

Denise's success with the charity resulted in her taking on a greater role within Everton FC. In 2011 she was appointed Chief Operating Officer, before being promoted to Deputy Chief Executive Officer in 2012.

In 2016 Denise was appointed to Everton's Board of Directors and, in June 2018, became the Club's Chief Executive Officer. Denise also serves as Chair of the Board of Trustees for Everton in the Community.

Denise's work for the Club and charity has earned her the status as one of the Premier League's most respected figures. In 2015 she received an 'Outstanding Achievement' award at the Stadium Business Awards.

At the 2017 Football Is More Conference in Switzerland – staged to shine a light on 'outstanding social achievements of clubs, role models and charities' – she was presented with the Lifetime Role Model award in recognition of her 'excellent life-long commitment to a social cause'.

DETECTIVE CHIEF INSPECTOR ALLISON WOODS



Allison has been breaking down barriers and smashing glass ceilings since she first joined Merseyside Police in 1997.

Within a few years, she joined the Operational Support Division (OSD). The OSD were responsible for planning and responding to disorder, reducing priority crime and

providing specialist methods of entry and search tactics. Traditionally a male bastion.

In 2005, Allison moved to the Force Dedicated Surveillance Unit and very quickly became an accomplished surveillance operative operating covertly within hostile areas and against the most violent Liverpool Organised Crime Groups.

In 2009, Allison was promoted to the rank of Sergeant in the Force Firearms Unit which was a department with a historical gender imbalance. She continued to demonstrate how effective female officers are in specialist roles by leading by example. Allison broke down barriers by becoming the first female Merseyside Police officer to gain National Firearms Tactical Advisor Accreditation.

In 2015, Allison was promoted to Detective Inspector where, as Senior Investigating Officer, she successfully led several high profile cases including domestic homicides, modern day slavery investigations and human trafficking matters. Her leadership of these cases led to successful outcomes at court.

In 2019, she became one of the Force's first female Detective Chief Inspectors within the SOC Wing.

Throughout her career, Allison has devoted her own time to mentoring female police officers and women in hard to reach communities. She is also a key mentor on 'The Girls Network'.

JADE KILDUFF



Jade is an extraordinary young woman with a huge heart.

When Jade was 17, she started a movement called Sign Along with Us with the ambition to teach the world sign language. Jade isn't deaf. She taught herself sign language when she was just 14 so that her little brother,

Christian, who has complex disabilities wouldn't grow up isolated and unable to interact with the world around him.

This is in spite of professional advice which suggested that he might never be able to communicate. But Jade doesn't take no for an answer and signed for Christian for two years before he eventually signed back.

Now Christian can sign more than 100 words thanks to Jade using music as a way of teaching sign almost by stealth. Seeing how music has helped Christian spurred Jade on to start Sign Along with Us – a choir with acceptance and inclusion at its heart.

Their audition on Britain's Got Talent where they performed 'This is Me' rightly earned them the golden buzzer and although runners up in the 2020 final, Jade and the choir won the hearts of the country.

Jade continues to campaign for signing to be taught in all schools, alongside being a student, a sister and foster sister, raising funds for Rainbow House, having part time jobs and even running a Brownie pack! Jade is an inspiration.

Hall Brown is a multi-award winning boutique family law firm offering best-in-class advice on a full range of family law services. Every member of our team, from Partner to Personal Assistant has been handpicked with the aim of offering clients the highest level of legal expertise, service, and the best possible outcome.

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KAREN CAMPBELL-WILLIAMS



The art of balancing is the secret of Karen's success.

Karen was born and brought up in Glasgow and moved to the North West in 1989. She joined Grant Thornton in 1994, becoming a partner in 1997 when her daughters were aged five and eight. She later went on to have become Head of Tax for the North West practice in 2010 by which time she had added a son to

her family, born in 2004.

2019 was a momentous year for Karen, becoming a grandmother (not once, but twice) and being appointed as the UK Head of Tax and a member of the Strategic Leadership Team (SLT), which functions as an executive board, running the firm's UK business operations.

Grant Thornton is one of the world's largest professional service networks of independent assurance, tax and advisory businesses with member firms in over 135 countries. The UK member firm, Grant Thornton UK LLP, is one of the largest UK accounting and business advisers. It has been recognised as a top employer in various diversity awards, most recently being ranked No 2 in the 2020 Social Mobility Awards. As well as running the Grant Thornton tax business, Karen also retains client facing responsibilities and remains a North West partner. She is also the sponsor on the SLT for Social Mobility – a subject close to her heart given her working class roots and some of the challenges she faced moving into the world of work.

Karen's big passion from a work perspective is supporting colleagues, clients and contacts to achieve their goals. She is committed to supporting women through sharing her experience, connections, and networks. Karen is a real advocate of mentoring and mentors both women and men within Grant Thornton and externally. She always finds time to support others despite her responsibilities – the epitome of extending a hand.

She is a member of the North West Development Committee for the Prince's Trust, always putting 'her money where her mouth is' by taking part in fundraising activities. From cycling to donning those swirly frocks for a Strictly style challenge, whatever she does, she does with a 100% commitment.

Outside work, she loves spending time with her family, travelling to experience new cultures, music and theatre and her hobbies include latin and ballroom dancing and karaoke.

MARIE MCCOURT



It's been 33 years since Marie McCourt's life was changed forever.

In February 1988 her 22-year-old daughter, Helen, disappeared on her way home from work. Her killer was convicted by a jury on overwhelming DNA evidence but never admitted his guilt or revealed the location of Helen's remains. He was released from prison last year.

Marie has searched, in vain, for her daughter's body for more than 3 decades. The family have never been able to have a grave at which they can lay flowers and pay their respects. 33 years on and Marie and is still searching for Helen.

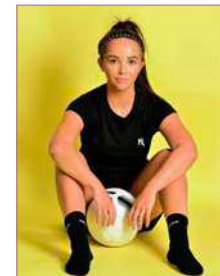
As a result, Marie and supporters have campaigned tirelessly to prevent other families from facing the same horrifying fate.

It took five years of campaigning to get 'Helen's Law' written into the statute books. The law, the Prisoners (Disclosure of Information About Victims) Bill, can deny parole to killers who refuse to reveal where they hid their victim's body.

But even if they refuse to disclose information they could still be released if no longer deemed a risk to the public. Helen's Law came into force on January 4 2021, too late to stop the release of the person convicted of Helen's murder.

A book about Marie and the campaign called 'Justice for Helen', co-written by freelance journalist Fiona Duffy, was published in February 2021 – just days before the 33rd anniversary of Helen's disappearance.

GRACE VELLA



Some might say Grace Vella has chosen a career field ripe with sexism and homophobia.

Born into a family of huge Liverpool fans, she got thrown into playing football at the age of five and it very quickly became her passion.

Even from this very early age, she always felt that women taking part in this sport were seen as second best and it really grated. Despite her passion, the clear message she continued to receive was "football is not for girls".

One of her most prevalent memories are the Christmas gifts her aunt bought for her and her brother. He received a blue football shirt and Grace received a pink t-shirt and an apology that they just didn't make them for girls, sowing a very prevalent seed that would propel Grace into creating the wonderful "Miss Kick" brand later in life.

She went on to play for Liverpool and Manchester City football clubs until she was 18 but continued to feel that her gender held her back. Whether it was funny looks, ill fitted kit, financial burdens or lack of playing opportunities – being a girl just seemed harder and a real disadvantage.

This inspired her to launch Miss Kick, a brand to create social change in football and the wider society and change the way that people viewed women's football. She now has International Ambassadors supporting this change.

Grace created the first female football apparel brand at the age of just 18, whilst studying at University for a psychology degree.

Grace is bursting with the passion needed to take the brand to the next level at aged just 23.



Inspiring Women

JACQUELINE HUGHES-LUNDY

AWARDS FOUNDER & ORGANISER

Jacqueline is the Founder and organiser of the Inspiring Women Awards.

Described as someone who is a “role model for successful career change, a creative individual who doesn’t shy away from new opportunities and challenges” Jacqueline has amassed an impressive CV.

With Board Level appointments, creating new businesses and working across several sectors including Financial Services, Law, Charity, Public Sector, Education, Hospitality and Media, Jacqueline has always found time to balance home and work commitments (though not always successfully!) with projects, volunteering and, of course, organising The Inspiring Awards for the past 29 years.

Her latest ventures include The Best Life Project and being appointed an External Examiner for the University of Wales, which still leaves her time to take on new appointments and organise celebrations for the 30th Anniversary of the Inspiring Women Awards in 2022.

In 2020, Jacqueline was awarded the WIN (Women’s International Networking) Inspiring Women Worldwide Award for her outstanding contribution to inspiring women globally.

Fellow of the RSA and HEA (Higher Education Academy). She is also a writer and broadcaster and has two children, Hank and Olivia, who are part of the IWA family.



MICHELLE DANIEL

EMCEE

Michelle began her BBC career in Guernsey in the Channel Islands as a trainee reporter and presenter at the tender age of 20. ‘At my very first BBC interview they asked me why I thought I’d make a good journalist’ Michelle says ‘So I told them ‘because I’m nosey!’ Nothing has changed in the last 30 years, of which the last 25 years have been in the North West.

As News Editor for BBC Radio Manchester, Michelle led a team covering, arguably, one of the busiest news patches outside of London. She and her team covered everything from the 1996 IRA bombing of Manchester City Centre and the Commonwealth Games in 2002 to the terror attack on the Manchester Arena in 2017.

After 20+ years working for the BBC in Manchester Michelle now heads the other way along the M6 to Hanley where she’s Assistant Editor of BBC Radio Stoke.

She also gets to present a weekly food and drink programme called The Takeaway, which celebrates the best of what Staffordshire and Cheshire has to offer. ‘I’ve been lucky enough to present for the BBC for most of my career. I love talking to people and sharing their passions – and when that passion includes some amazing food and drink, what’s not to love!’

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MARY TURNER-THOMSON

GUEST SPEAKER

Mary Turner Thomson is an author, speaker, trainer, writing & publishing coach, and motivated person. She has faced adversity and come out smiling, having discovered the ability to change misfortune into opportunity. Always positive, Mary walks her talk and uses the concept of Personal Responsibility to help herself and other people, to gain a better idea of themselves and therefore to a better life. Mary started her career in television and corporate video production but retrained into Marketing in 1989. She worked for a marketing consultancy from 1990-93 before setting up her own marketing business which she sold in 1996.

In 1997, Mary joined the Scottish Enterprise Network helping businesses start, develop and grow. It is here that she started running training courses and gained her experience in using motivational techniques. In 2004 she once again went self-employed as a consultant and trainer, and in 2006 wrote her first book The Other Mrs Jordan which was snapped up by the first publisher she approached. The Bigamist is the updated paperback version and includes additional victims & children who had been found since the first book.

Mary wrote another book called Trading Places in 2009. This is the inspirational true story of Natalie Hutchison – winner of the Barclays Bank ‘Trading Places’ award 2006 – about the struggles of a chronically abused woman, who took control of her life by starting a hugely successful business.

Her new book The Psychopath came out on 1st March 2021, published by Little A Publishing.

Mary has faced personal trauma on a grand scale, but rather than be destroyed by the experience, she has let it make her stronger and wiser, with the ability to help others overcome similar emotional and psychological abuse through her writing and in person.

Cheshire Life



April/May issue

on sale now

CLAIRE-MARIE BOGGIANO



One of Claire-Marie's many mantras is 'there's more than one way to skin a cat!' which gives you a bit of an insight into how she works – problem solving; getting you to look at challenges in a pragmatic way; out of the box thinking; and through a different lens.

Claire-Marie Boggiano was born in Belfast and first came to Manchester to study Electrical and Electronic Engineering at the University of Manchester in 1988 finding herself the only girl in the 100 strong all male engineering class.

As a Chartered Engineer she worked for almost 10 years in corporate life always based in Manchester, though she did undertake several secondments to London and also worked internationally.

In 2002, Claire-Marie enrolled in an MBA at Alliance Manchester Business School and set up her own independent consultancy business, Lurig Ltd, specialising in Change Management and People Development.

She has recently been appointed as a Lecturer in Leadership at the University of Salford, which complements her work at the Alliance Manchester Business School, where she hosts their "Women leading in Business" series.

She was the main driver in bringing the global WIN (Women's International Network) conference to Manchester in 2018, now an annual event.

Claire-Marie has always worked for equality and equity for women, both in the workplace and in the wider community. She is an Ambassador for Women on Boards and sits on the steering committee of Queen Bee Coaching, which is a Pankhurst Trust service providing free coaching to women in leadership in Greater Manchester.

MAGGIE OLIVER



Maggie Oliver is perhaps best known as the "Detective turned Whistleblower" who resigned from Greater Manchester Police in late 2012 in order to expose the now infamous Rochdale Grooming Scandal.

Earlier that year nine members of a paedophile ring had been sentenced for grooming and sexually abusing young girls in Rochdale. However, she was continually shocked by the repeated failure of Senior Officers to record these allegations, to prosecute the serial offenders or to protect the young victims, a pattern which we have since seen repeated in many towns and cities throughout the UK.

Her grit and determination to expose the truth was nevertheless unshakeable and this perseverance eventually led to the BBC agreeing to make the multi award winning dramatisation of the case entitled "THREE GIRLS", which brought some of the issues into the mass public arena for the first time.

Maggie's relationship with the victims of child grooming continues to this day, still fighting for justice for the people of Rochdale.

This has now led to The Maggie Oliver Foundation being set up with the focus on helping survivors to 'Transform Pain into Power'. Maggie is highly respected throughout the country.

Honest and never afraid to speak her mind, she is regularly invited onto radio and tv as a commentator on life, current affairs and Human Rights and is in high demand for public speaking engagements.

EMMA BUCKLEY



Albert Einstein once said, "If the bee disappears from the surface of the earth, man would have no more than four years to live."

It's a warning which resonates with Emma Buckley.

Emma spent her formative years watching her Dad carefully look after his beehives. He'd been doing it for more than 50 years but as a teenager she didn't see how bees would become part of her life too. Instead she went to Reaseheath College to study sport. Realising that wasn't for her, she turned towards a career in agriculture – more specifically, owning her own business. But what?

On a trip to New Zealand, Emma witnessed how different their beekeeping methods were to those of the UK. The honey side of the business has always been a part of Emma's life, but she wanted to take it to the next level to educate people about bees and how important they are to human life.

Naming her business 'Buckley's Bees' not only does Emma accommodate dozens of bee colonies, but she also aims to teach people about bees and their importance. Emma encourages people to get up close and personal with more than 2,000 bees in an observational hive, giving people a rare chance to see how bees behave in a hive environment.

As well as selling its honey and running beekeeping courses, Emma also offers businesses the opportunity to rent managed beehives on-site at their headquarters, with their own dedicated beekeeper on hand to encourage staff involvement.



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Crowe is proud to be associated with the Inspiring Women Awards.

Start the conversation

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Good luck to all the finalists

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Go to grantthornton.co.uk to find out more or contact:

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Business

Recognising those women whose role is as an instrumental and influential leader in business. Demonstrating how their personal leadership has led to business growth, innovation or outstanding diversity and inclusion. (This Award is only open to businesses that have been established over 5 years).

Community

Recognising those women whose contribution to society make a substantial difference to the lives of others.

Entrepreneur

Recognising those women who take that leap of faith and develop businesses which benefit the economy. (This Award is open to newly established businesses between 1 and 5 years).

Inspiring Young Woman

Recognising those young women whose examples serve to inspire our next generation. (This Award is only open to those aged between 16–25 year olds).

Here Come the Girls

Recognising those women or organisations who are challenging systems that don't work for women, promoting gender informed products, services or role models. (This Award is open to anyone living and working in the UK).

Social Enterprise & Community Interest Groups

Recognising those women who have established a social enterprise or charitable group that has created a self-funding organisation.

The Constance Award

This is a special award commemorating those women who quietly make a difference. (This is a Judge's Award with no public nominations).

The Closing Date

Nominations for the Inspiring Women Awards 2022 close on the 31st December 2021.

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SARWAT JALEEL



It was an extended hospital stay and a small bar of soap that was the catalyst for Sarwat Jaleel to set up her business: Kushboo.

Fed up of being away from the family, the soap, brought in by her husband, Richard, gave her an instant boost.

This little gift from home helped Sarwat to see she could not only help her own recovery but also help others by making the very best soap she could specifically for a local homeless charity.

Kushboo products are stocked in 100's of shops in the UK and abroad and for every bar Sarwat sells she gives one to charity. Business advisers have told her she'll never be successful doing this, but the gifting is central to her business and personal ethics.

When Covid hit and all her trade shows were cancelled, she immediately donated the soaps she had ready for her shows, to the frontline NHS staff at the local hospital who were unable to go home between shifts.

Sarwat firmly believes soap (and therefore being clean) is a form of dignity and a commodity that should be available to every single person despite their background or circumstances.

She was once approached by a former homeless young man who told her that a charity had given him a bar of Kushboo soap and it gave him confidence to go for a job interview. He said the soap smelled like his grandma and made him feel like someone cared.

LUCY DANGER



Lucy Danger has skilfully driven the EMERGE Group from its inception in 1996, as a voluntary pressure group, to its unique position as a leading Social Enterprise.

EMERGE's core objectives are to provide services which help to improve the environment and the relief of poverty through food, work and recycling activities. One of the responsibilities of the EMERGE group

is the management of FareShare Greater Manchester, part of the food redistribution charity network. Since the start of Lockdown, FareShare GM has received over 1,400 tonnes of food, and supplied the equivalent of 3,118,203 meal portions to 50,000 people. Recipients included frontline organisations such as breakfast clubs, pantries and community kitchens.

As a result of COVID, FareShare GM has become an essential resource to thousands more people which has stretched its capacity to the limit. Working safely under social distancing regulations; securing enough food; finding suitable storage space and rapidly training up dozens of new volunteers were major challenges faced in 2020. They were able to welcome, induct and train 65 volunteers into the team, all prepared and able to support 12 hour working days. People from all walks of life, from bus drivers to journalists and marooned students, stepped forward to help.

None of this would have been possible without Lucy's leadership, working alongside her team and volunteers to ensure this food reached the people in most need.

Lucy is now raising funds for a new warehouse that will enable them to double their output to 7 million meals a year. FareShare GM has had some prestigious support in Lockdown, with the Duke and Duchess of Cambridge visiting the premises and Marcus Rashford and his mum, Melanie, volunteering at the site as part of his support in the ongoing campaign to challenge Government policies and raise awareness of food poverty. A Trustee of FareShare UK, Lucy has received praise for her insights into the operational challenges and opportunities facing the charity in its growth, not least from a social enterprise expert practitioner perspective.

Whilst balancing all this, Lucy has taken over the care of her Mother who suffers from Vascular Dementia. Her Mum has recently moved in with Lucy and she now adds juggling work and full-time care to her multiple challenges.

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30 years of the
Inspiring
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AWARDS

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30 years