

30} years

2022. Inspiring Women AWARDS

Inspiring } Women



FOUNDER'S MESSAGE

Where have 30 years gone?

Back in the days of having a waistline and being able to walk in heels, I was interviewed by a local paper having raised a modest amount of money for the then new charity, Tommy's Campaign. I was asked what I intended doing next and whilst my head said 'nothing' my mouth had other ideas and out came the immortal 'I'm going to hold a charity lunch'. It has been 30 years since that one off lunch was held to raise funds for Tommy's and celebrate the achievements of our Inspiring North West women.

When the first Inspiring Women Awards (NWWof AA) lunch was held in 1993, it was relatively unique. It is, therefore, a testament to the women recognised then and since that these awards have continued to thrive against the multitude of award ceremonies that exist today. Inspiring stories told by Inspiring women.

Whilst the format and categories have been updated, the philosophy remains the same: to recognise and celebrate the inspiring achievements of women in the North West, North Wales and from 2022, Nationally & Internationally.

Judging, for my independent panel of judges, gets no easier and I am indebted to them for their time and diligence in discussing the merits of all the nominations before reaching their decisions. The Finalists represent the diversity of nominees in each of the main categories and they all inspired the judges with their stories.

Our Emcee is long-time supporter of the Awards, BBC Radio Guernsey executive producer, Michelle Daniel.

We are delighted to welcome our special guests: Baroness Williams of Trafford; ITV's Jane Luca, Madchester's own, Rowetta, and award winning actress, Sally Dynevor MBE. These inspiring women will be sharing a little about themselves before revealing the winners. Rowetta will also be bringing down the house with a performance.

A huge thank you to our sponsors Deloitte, The Lowry Hotel, Cheshire Life and Lancashire Life, Hall Brown and BBC Radio Manchester who are also broadcasting live from the event today. Springbank for the stunning floral displays and Pall Mall Medical for the additional winners prizes of Well Women check-ups.

For all their professional support and understanding, I would like to thank talented filmmaker, Tom Paul Martin; programme designer, Steve Dutton; The Lowry Hotel's group sales manager, Matt Miller & team; Nadine & Frankie; Eamonn Hunt from Very Creative and of course Hank and Olivia who started the whole thing!

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 lunch.

Jacqueline Hughes-Lundy
Awards Founder

Inspiring Women

2022 Inspiring Women AWARDS

Email: Jacqueline@inspiringawards.co.uk



@InspWomenAwards



www.inspiringawards.co.uk

Inspiring Women Awards

TIMETABLE

12.00-12.20 – **Drinks Reception**

12.30 – **Welcome**

Jacqueline Hughes-Lundy
Founder: Inspiring Women Awards

Here Come The Girls Award

Interviews & Winner announced

Inspiring Young Woman Award

Winner announced

**Inspiring Young Women
Foundation**

Charity Appeal

Business Award

Interviews & Winner announced

**Extraordinary People in
Extraordinary Times**

Interview & Winner announced

Entrepreneur Award

Interviews & Winner announced

Community Award

Interviews & Winner announced

**Digital & Technology
Innovator Award**

Interview & Winner announced

Constance Award

Winner announced

5.00pm – **Close**

Emcee: Michelle Daniel

MENU

Whipped Goats Cheese Mousse, Pickled Fennel, Toasted Granola,
Confit Baby Beetroot

Lamb Duo; Grilled Lamb Rump, Pressed Apricot Braised Lamb,
Potato Rosti, Carrot Puree and Minted Snap Peas

OR

Truffled Koffman Potato Pithivier, Celeriac Puree, Wild Mushroom,
Pickled Shallot & Spinach

Trio of Desserts: Raspberry and Lemon Tart, Apricot Mousse,
Florentine Biscuit, White and Dark Chocolate Pave

Tea and Coffee



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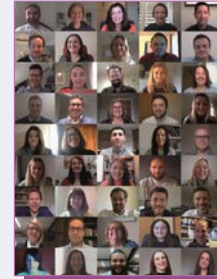
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ASSURA



Assura plc is a property partner to more than 600 primary care buildings across the country, in which more than 500 GP practices operate and over five million patients are served.

During the pandemic, they reached out to all their customers and asked how they could best support them. This ranged from what practical help did small businesses like hairdressers and cafes need to survive to what GP practices needed to deliver new services in a rapidly changing environment.

Agile thinking meant a floor of vacant space was given over to become a 'hot' hub for respiratory COVID care; they facilitated contractors to support practices by donating PPE equipment and supported existing charity partners with additional funding to shift focus onto COVID-related health needs.

Early in the pandemic, the company launched its £2.5m Assura Community Fund focused on supporting primary care through the voluntary sector in the communities.

LOU CORDWELL OBE



Lou is the founder of Magnetic North. Within Magnetic North's first year there were 10 staff and briefs from the likes of Kellogg's, Coca Cola and Channel 4. Unusually, for a very young agency working out of a Portakabin-style office in Manchester,

the global brands came thick and fast.

Projects for Diesel and Radio 1 Extra followed, the latter beginning a relationship with the BBC that continues to this day, with recent work for Radio 4's Desert Island Discs, BBC Sport, Radio 2 and CBeebies.

"What I believe is that if you focus on doing great things for the right reasons with great people, commercial success follows." As well as the digital establishment, Lou Cordwell is increasingly becoming part of Manchester's.

A board member on Greater Manchester's Local Enterprise Partnership, she's also chair of Future Everything and is on the board of CityCo.

SALLY CARR MBE



Sally's story is one of triumph over adversity. A traditional up-bringing meant deciding to out herself as a lesbian in the 1980s was going to be traumatic, but it was also an experience which made her determined to ensure the lives of young

LGBT+ people would be better.

Sally's achievements in driving change by supporting our young people and our often-excluded communities have shaped her last 20 years. From setting up what is now The Proud Trust (England's largest LGBT+ youth organisation) to establishing the Ireland, UK and Islands of Britain LGBT+ Youth Worker Network in 2018 to strengthen the LGBT+ youth work sector.

Now a role model for the Traveller Movement, Sally is working with the main Gypsy Romany and Traveller (GRT) organisations in England and Wales to provide a strategic pathway to ensuring increased visibility, access, and inclusion of GRT LGBT+ people across communities.

Despite leaving school with no qualifications, she has forged a successful career in youth work with two Masters to her name and was awarded an MBE in 2012 for services LGBT+ youth.



Inspiring Women

JACQUELINE HUGHES-LUNDY

AWARDS FOUNDER & ORGANISER

Following a 17 year career in Financial Services, bowing out as a Director of a Legal 500 company, Jacqueline moved into consultancy, setting up Olivia Henry Assoc. Working with National and International businesses, delivering events, conferences, research projects and marketing campaigns with leading restaurants, hotel groups and Michelin starred chefs.

Through Board appointments, including chairing, she has gained invaluable experience in matters of Governance across commercial, charity and regulatory sectors. She still relishes the challenges board appointments bring and hopes to continue making a worthwhile contribution to organisations.

Jacqueline has been fortunate in being able to use her writing skills as a published travel writer and reviewer, even enjoying a spell as a food & drink judge for a prestigious magazine.

Whilst still working in OHA and organising the Inspiring Women awards, Jacqueline was approached to join the North Wales Business School to set up and deliver a new degree course in Tourism, Hospitality and Events Management. Promoted to senior lecturer after two years, she thoroughly enjoyed taking students through their university experience and beyond. Despite leaving HE, Jacqueline is still a visiting speaker to the Universite de Picardie Jules Verne in France and External Examiner to the University of Wales, Trinity St David.

Two additional career highlights are her 20+ years as a business commentator on BBC Radio Manchester, which included fronting a number of programmes – a career she would still love to follow. The second was the global recognition from the WIN organisation in 2020 for her contribution to inspiring women worldwide.



MICHELLE DANIEL

EMCEE

During her 20 years at BBC Radio Manchester, Michelle led a team covering, arguably, one of the busiest news patches outside 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.

She started her career as a trainee reporter at BBC Guernsey and has recently returned to the island as senior manager. '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 changes! Michelle is passionate about the Inspiring Women awards and is a long time supporter of the event.

SPEAKER PROFILES



JANE LUCA

Jane Luca is Director of Public Affairs for ITV, starting her career at Granada TV over 40 years ago.

In her role at ITV she has overall responsibility for the broadcaster's relationship with Parliamentarians, key stakeholders, and other organisations with a specific focus on public policy and regulatory issues.

She is a former Chair and a current Board Member of Women of the Year, another great organisation that for over 60 years has been celebrating and advancing the achievements of women throughout the UK and around the world.



ROWETTA

Rowetta is the powerhouse singer that rose to fame during the Madchester years, singing with The Happy Mondays and she hasn't stopped since, appearing at Glastonbury and continuing to tour the world.

She is the secret voice on the Black Eyed Peas worldwide hit, "Boom Boom Pow" and has been sampled by many leading names in the industry.

Rowetta fronted the 'End The Fear' campaign with Greater Manchester Police and continues to work with domestic violence support groups.

Rowetta is passionate about Manchester and is an Ambassador of many charities. Days after the Manchester bomb, Rowetta was asked to perform on The Andrew Marr Show with a string quartet, as a tribute to the victims.



SALLY DYNEVOR MBE

Sally Dynevor MBE is an award winning actress best known for her role in Coronations Street, where she has played the role of Sally Webster/Metcalf since 1986.

In 2009, life imitated art and art imitated life when Sally was diagnosed with breast cancer whilst her character was undergoing the same diagnosis and treatment. She has since fully recovered and is a of the Patron of Prevent Breast cancer charity.

In 2022, Sally joined the Dancing on Ice show. Teamed up with professional skater, Matt Evers, Sally said of her elimination "I have had the time of my life. I can't tell you how much I've loved doing this show."

2022 also saw Sally receive an MBE for services to drama.



BARONESS WILLIAMS OF TRAFFORD

Baroness Williams' political career began in Trafford, where she became leader of the council between 2004-2009.

She was elected to the House of Lords in 2013 and appointed Minister of State at the Home Office on 17 July 2016. Her responsibilities include: overall corporate lead including Spending Review and Budget; digital and technology; data and identity; countering extremism and hate crimes and forensic science and DNA.

She has held a number of board appointments including Central Salford Urban Regeneration Company and as a member of the Greater Manchester Police Authority

In March 2022 Baroness Williams was made a member of the Privy Council.

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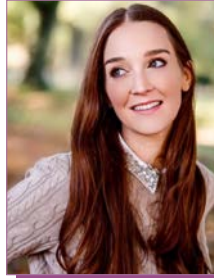
Natasha set up the Defence Breastfeeding Network after returning to work when her son was six months old and struggling to find any policy or support on how she could continue to breastfeed.

Described as a woman who challenges the norm, 18 months on, the Networks seeks to normalise breastfeeding and works across the Army, Royal Navy and Royal Airforce. The first network of its kind, it now has 800 military families involved.

Natasha has opened breastfeeding rooms within military establishments and actively campaigns to improve the armed forces for women.

It also advocates for equality in the workplace for breastfeeding mothers to ensure they don't fall behind on promotions, deployments and courses and offers guidance for the chain of command on how to maximise the potential of breastfeeding servicewomen.

JENNIFER GREENAN



The government is aiming to reduce carbon emissions to zero by 2050 and ban the sale of petrol and diesel cars by 2040. Jennifer Greenan is way ahead of them.

Jennifer is Co-founder and Director of E-Verve Energy. Founded in 2018, it is now one of the

UK's leading independent providers of electric vehicle charging points. E-Verve Energy has installed more than 6,000 domestic charge-points across the UK and its product design has resulted in more than 20,000 tonnes of CO2 being saved each year.

She is also founder of Electric Futures Charity Trust. Jennifer created the Trust to raise awareness of issues our planet faces today with tomorrow's generation.

She now delivers interactive half day sessions to Primary Schools across the North West in partnership with St Helens Chamber. These sessions provide an overview of the impact of fossil fuels, green energy sources and how we can make better choices for the future.

HOLLY HOLLAND & LAURA POMFRET



Sisters Holly and Laura teamed up to create an online community who felt as they did – overwhelmed by the amount of financial content and failing to manage their finances. Three years later that online community has moved from Instagram

to become the Financielles App.

Financielles focuses on the individual and the bigger picture when it comes to money with content tackling everything from the gender pay gap and the financial impact of maternity leave to setting investment goals and sticking to a budget.

The trick, the sisters believe, is to strip out the jargon and give alternative views to planning and financial products. Since launching in October 2021, 3,500, users have downloaded the app.

As a result, they have built a 37,000 strong global community and launched 'The Financielles Playbook' to help people in financial crisis.

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IYWA - AMANDA KELLY



Amanda, age 17, is an inspiring young woman who has faced many challenges throughout her childhood. As a young carer with a hectic homelife, life has been tough for her and whilst this has brought with it her own mental health struggles, she

channels her adversity into positive social action and a force for good.

A shining example of Amanda going above and beyond was at a recent Manchester Youth Zone showcase. Amanda had been working closely with another young person who has Global Development Delay. That person's dream was to get up on to the stage to perform, however on the day her lack of confidence got the better of her. At that young person's request, Amanda got on the stage with her to perform alongside, pushing herself out of her comfort zone, but allowing that other member to achieve her goals.

Amanda is also passionate about being a voice for change. Earlier this year she and a group of friends heard about a young woman who had died of toxic shock syndrome after 'period poverty' forced her to use the same tampon for multiple days. Amanda was then instrumental in the decision to do something about this and stand up for every other woman facing similar situation.

Together, these young women created 'Positive Period Packs' which not only contained a monthly supply of sanitary products, but they also included a motivational quote, mint tea bag and chocolate to raise spirits at a time all women know we need that extra boost. These packs were then distributed through Manchester Youth Zone's Pantry and local charity 'The Bread and Butter Thing'. After using the initial start up funding for the project, the team then had to self-fund their mission taking part in various fundraising events to raise money.

INSPIRING YOUNG WOMEN FOUNDATION



In 2010, to mark 18 years of the Inspiring Women Awards, we set up the Inspiring Young Woman award to inspire our next generation.

The Inspiring Young Woman Foundation was set up alongside to provide bursaries for the winners of this Award and to fund projects aimed at supporting our region's young women. So far £15,000 has been paid out in bursaries and in 2019 we also fully funded our first external project through Warrington Youth Zone, The Pretty Tough programme, which supported 30 vulnerable young women over 6 months. The awards lunch is our main fundraising activity to support our IYWA winners, your generous contributions are really important to continuing this financial support.

Thank you.

RAFFLE

We are grateful to the following businesses which have donated prizes to the raffle in aid of the Inspiring Young Woman Foundation. We hope you will consider supporting them in the future.

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www.hotelgotham.co.uk

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A year's subscription to Cheshire Life.
www.cheshirelifemagazine.co.uk

Cheshire society, kings and queens grace these pages – including the Inspiring Women Awards.

Bottomless brunch for 2 at the Brooklyn Hotel, Manchester.
www.hotelbrooklyn.co.uk

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www.mecure.accor.com/mecure/manchester

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A year's subscription to Lancashire Life.

www.lancashirelifemagazine.co.uk
A who's who of Lancashire grace these pages – including the Inspiring Women Awards.

£50 Voucher to spend at Etc Mehmet, Manchester.
www.etcim Mehmet.co.uk

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Afternoon tea for 4 with Prosecco at Cocoa Cabana.
www.cocoa-cabana.co.uk

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Overnight Stay for 2 at The Leven Hotel, Manchester City centre. (Subject to availability).
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Champagne Afternoon Tea for 2 in the River Restaurant, The Lowry Hotel.
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The IYW Foundation is a fund administered by Cheshire Community Foundation.

Charity number 1143711

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DR OMON IMOHI



Throughout the pandemic, Dr Imohi made sure she kept in touch with her patients by hosting multiple webinars on mental health and wellbeing, posting awareness videos on social media, and worked with community faith

leaders to debunk COVID vaccine myths.

Her diversity work was recognised in 2019, receiving the LGBT gold star award. It has ensured her practice is providing the right kind of care and support for minority groups including the LGBT community.

She is passionate about inspiring, supporting, and empowering other women and founded the Black Women In Health [BWIH] a non-profit organisation in 2019 to support the underrepresented black female healthcare professionals struggling with wellbeing, work-life balance, isolation, burnout or feeling overwhelmed with the career. This network has grown to over 500+ women in medicine, with a sense of community support.

VICTORIA KNIGHT



Victoria is the Strategic Campaigns Director for BAE Systems Applied Intelligence, which helps nations, governments and businesses around the world defend themselves against cyber-crime.

With more than 20 years' experience in the tech sector across strategic development, leadership, digital skills growth, diversity and inclusion, Victoria is passionate about our digital & cyber workforce becoming more reflective of society and advocating the exciting opportunities it has to offer.

She is undoubtedly an inspirational role model for those both within her own company and in the wider business community.

Most notable, however, are her contributions to events aimed at encouraging girls and young women to consider a career in the digital sector, such as the 'Cyber First Girls' event in Manchester earlier this year and the 'Cyber Trailblazer' event at the Science and Industry Museum where over 100 children and their parents attended to learn about careers in Cyber.

SAHIRA IRSHAD



In 2018, Sahira founded the organisation Mums United, in response to rising gang violence in her community in Sheffield. Sahira is a strong and inspiring woman who, in the face of adversity, has remained focused on achieving community

cohesion and breaking down the stigma relating to youth crime, domestic violence and misogyny.

Mums United is entirely led by mothers and young people, with Sahira delivering knife and gun prevention training alongside advocacy services for young people who have experienced gang violence.

Despite being targeted and abused by gangs in the local area and criticised by certain sectors in her community, Sahira's determination and resolve have remained undeterred.

She has encouraged local mothers to hold patrols in the area, talking and engaging with young people, leading to a greater understanding of their frustrations of being labelled and marginalised.

Mums United became a charity in December 2020.

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VALERIE NAIDOO



Valerie has enjoyed a successful global career in data analytics before setting up her own coaching business; The Wallstreet Coaching Foundation.

Valerie set up the Wireless Female Network following her eureka moment in 2018

whilst visiting a women's shelter in South Africa. She was there to deliver a foundation level digital skills course with the aim of helping these females become more employable.

"As fate would have it, it was during my very first visit to this shelter I discovered another major issue: period poverty and the lack of menstrual health education. This is the hidden side of poverty – the basic lack of hygiene."

These two seemingly unconnected issues became the driving force behind the formation of the "Wireless Female Network. The network was established to enable women to break the cycle of generational poverty. Valerie has taken this drive into schools in Africa with her 'Pathways to Dignity' programme.

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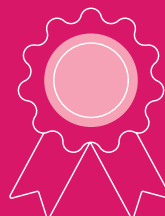


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LUCY NICHOLSON



In 2019, Lucy took the plunge and set up Lucy Maggie designs after studying graphic design, illustration and animation and following a career in marketing and design.

In this highly competitive market, Lucy started her business by selling to local shops, but it was a visit to her first trade show that marked the change from small trader based in a spare bedroom to business owner with a studio in the Baltic area in Liverpool, employing staff.

All this in three short years.

Whether you are celebrating an occasion, offering congratulations or supporting a charity, Lucy wants her unique illustrations to bring a smile to your face.

Lucy believes in supporting her local community as well as fundraising for local, national and international charities. She has used her illustration and graphic design skills to raise money for Freshfields Animal Rescue, Ovacome (ovarian cancer charity), Coppafeel! (breast cancer charity), Corfu Cats welfare and, during COVID, the NHS.







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SHEONA SOUTHERN



Sheona is Managing Director of Marketing Manchester, which is charged with promoting Greater Manchester to a global audience as a place to visit, invest, meet, and study.

Sheona led her team through the initial Covid response, including supporting partner businesses through the barrage of rules and regulations, a complete wipe out of all major global events, sporting fixtures and conferences taking place across the city region, and then through a cautious and stilted reopening of the city.

Additional business support included the creation of the Tourism and Hospitality Business Support Service and creation of the Covid-19 support and recovery plan as well as convening the Tourism Industry Emergency Response Group.

Undaunted by the dramatic effects of the past two years, Sheona and her team are making sure Greater Manchester is keeping its doors open for national and international visitors and events and has pledged to: "build consumer confidence and profile for Greater Manchester –to recover business to pre-Covid 19 levels by December 2022".

BECKIE TAYLOR



Beckie has been described as approachable and relatable, speaking openly about personal challenges, including her own loss of confidence after childbirth. She is open about the challenges of running a business and family life

with her two young children, Ethan and Emmie.

In 2017, she launched Tech Returners to empower returners and enable their opportunities in tech, by providing development and creating accessible routes into businesses through continual training and technology, resulting in more diverse and inclusive workforces.

In 2018, after a piece of research highlighting just 5% of women in tech were leaders, Beckie launched the leadership programme 'The Confidence Collective' (formerly Tech Future Female Leaders) designed to develop and empower women to build a unique journey into the next stage of their career.

In 2019 Beckie and Tech Returners hosted and delivered the Reframe Women in Tech Conference, a community conference focused on changing the narrative around women in technology.

EMA WILKES



Recognising the power of using surplus food otherwise bound for landfill to feed people in food poverty, Ema began knocking on the doors of supermarkets and food providers, long before this became a recognised practice.

In 2013 as a young Mum in her twenties with three small children, she sold her car to fund a project to provide nourishing meals to families in a safe environment.

Her persistence paid off, and the NEO Community began supporting both environmental needs as well as helping to address food poverty. The aim of NEO Community is to build resilient communities, raise aspirations, facilitate change and reduce food insecurity on the Wirral.

Ema now manages five social supermarkets, a thriving youth club and kids club, a warehouse and distribution network, a Community Café, a community centre covering wellbeing, bingo and everything else the community needs.

Carole Nash OBE Angela Grey Irene Brown Karen Hoather Kath Pemberton
Dr Shikha Pitalia Sarwat Jaleel Val Williamson Karen McCormick Sarah Bailey (Storey) MBE
Helen Mangan Kirsty Thompson Pauline Clare Jade Kilduff Sharon Thorne Jayne Hynes
Jennie Johnson MBE Patsy McKie Sita Williams Joy Kingsley Helen Colley
Jean Sant Rowena Burns Brenda Smith Helen Massey Roache
Wendy Parry Joanne Lee Aitha Chaudry Sally-Ann Wilkinson
Lisa Larkin Dr Sylvia Sham Estelle Mathieson Joanne Mawdsley
Laing O'Rourke Grace Vella Hilary Craft Jean Else Kirsty Ashton MBE
Menna Fitzpartick MBE Judy Finnegan Claire Moore JP Jo Sykes
Moneypenny Donna Hall Jenny Taylor Frances Done
Lisa Tee Tracy Mort MBE Margaret Hacking Jenny Mullinder
Steff Needham Paula Solomon Marnie Millard OBE

30 years

Eira Brocklehurst Professor Nancy Rothwell
Gee Walker Aisha Latif Christine Cort
Maria McGeoghan Victoria Armstrong Maggie Noone
Diane Modahl MBE Sarah Gallagher Sinead Collins Shaniece Roberts
Jennifer Burd Kat Demarchelier Du-Bois Nicola Graham Detective Chief Inspector Allison Woods
Lucy Danger Sara Prowse Cilla Baynes Marie McCourt
Dominique Whittington Christine Ditchfield Claire Fryer Anne Parry
Sister Pauline Sue Woodward Denise Barrett-Baxendale Karen Campbell-Williams
Kate Spall Joanne Thompson Cllr Andrew Simcock Heather Green
Hallie-Codie Lusty Emma Buckley Anita Birchall
Ally Melling MBE Rachel Clacher Tasha Coates Charlotte Carbery-Evans
Maggie Oliver Claire-Marie Boggiano Terri Johnson Dee Drake
Eve Holt Rebecca McCann Alison Loveday Maura Jackson Clippy McKenna