

MEMBER CASE STUDY

Matthew Gazzard

Finance director – Thatchers Cider

Thatchers is a cider maker based in North Somerset. The company started producing cider in 1904 and is still family-owned today with around 140 full-time employees. It produces several different varieties, using apples grown on its 360-acre farm, as well as from other local growers.

It's common within our industry to be approached by a number of membership organisations and the decision to join any of them isn't taken lightly. It was the CBI's direct voice to government, the opportunity for members to lobby directly, and the regional link-up that the CBI offers that were all key factors in our decision to join. The CBI drives member involvement, proactively seeks to influence government and provides a level of detail and relevance that was unexpected. The strength of its voice means it can present the arguments, relay these through the appropriate channels, and is ultimately listened to.

CBI membership means we get to network with businesses within our region. The CBI presents the topics in such a way that we can share ideas, work on common problems and have interesting and constructive debates around the table, ultimately strengthening our business networks.

The CBI also offers the opportunity to engage beyond influencing. I recently had the opportunity to attend a session on corporate governance and the role of the non-executive director. I was able to network with heavyweight CEOs, listen, and learn from other companies regarding fast growth.

By engaging in the CBI's work you have the chance to understand the different views and for me there was also the prospect to expand my network pool in the south west.

What really sets the CBI apart is the level of support and engagement we get from the account managers. I work closely with the CBI South West regional director and value the time and effort which is put into understanding our organisation and providing us with a personalised offer.

THE BENEFITS OF MEMBERSHIP:

- 1 The direct voice to government on key issues affecting business
- 2 The chance to lobby government directly via roundtables and events
- 3 The regional network that is unique to the CBI

WE'RE YOUR VOICE

A COMMUNITY FOR YOUR BUSINESS
membership@cbi.org.uk

ABOUT CBI MEMBERSHIP

Membership of the CBI means you are part of the UK's premier business community giving you access to a network of 190,000 ambitious businesses across all sectors and sizes. Bringing you together with likeminded individuals to ensure that the UK is the best place in which to invest and do business from.

The CBI represents all business, regardless of size or sector

The CBI is the leading business organisation for all sizes and all sectors of business across the UK. Whether you're an ambitious start-up, are an established local business, or are multi-national, CBI membership can benefit your business.

No two memberships are the same

We know that you are busy running your business and there is no 'correct' model of engagement, we look to make our opportunities as flexible as they can be. Whether you want to receive our information virtually, dial into the occasional webinar and attend the odd event or would prefer to get fully involved in our consultations, forums and events – your membership is tailored to you.

The CBI is an organisation for business funded by business

We're a not-for-profit organisation financed by our member contributions and participation in commercial events.

The CBI is unique among membership organisations

The seniority of our network and our access into government is what sets us apart from other business organisations. It is CEOs steering our agenda, and the top levels of government want the CBI and our members round the table when making policy decisions. The fact we represent all sectors and have offices throughout the UK and internationally also means we have a diversity of views no other organisation can compete with.

We want your whole organisation to benefit from your membership

There are a variety of opportunities at the CBI for everyone across your business. Many of these are at board level and we will work with you to manage the relationship, and meet your business needs.

The benefits are tailored to you

CBI members use their membership in different ways depending on what they are looking to get from the relationship usually members are looking for a combination of: access to government, influence over policy, good practice sharing, B2B networking opportunities to grow their business, insight and intelligence to help their business planning.