

Panel debate themed #BalanceforBetter

Chaired by Wendy Bowers



Wendy is the Founder of ROLE, helping busy leaders and business owners, not only build great businesses but also build great lives. She is an experienced Business leader with extensive established networks across Lancashire and board level experience at regional and national level. 30 years plus experience building businesses and working at Directorship level across all industry sectors. Working with growing and established businesses at Exec level to improve planning, productivity and profits alongside positive and happy owners and employees. Passionate about wellbeing and stress management and leading retreats for women in business and leadership roles.

Panellists include:



Nikki Hesford, Managing Director of Hesford Media Ltd. Nikki is an experienced and award winning marketing expert, appearing on Dragons Den with her own business, she now helps others with all areas of sales, marketing and commercial elements of their business (including business plan writing, costing models & margin analysis, inventory control, new product development) but the area she is most passionate about is driving measurable sales using Facebook Ads (PPC) and results driven digital marketing.



Professor Dame Sue Black, Pro-Vice-Chancellor (Engagement) at Lancaster University. A leading anatomist and forensic anthropologist, Professor Dame Sue Black took up the newly-created post of Pro-Vice-Chancellor for Engagement at Lancaster University in August 2018.

She leads on developing the University's culture of engagement, working at local, regional, national and international levels to shape the University's engagement strategy.

Sue's academic career demonstrates the importance and impact of engagement whether that be with Government, non-Governmental agencies, the business community, investigative forces, funders, the media or the public.



Charlotte Rawes, Director of Apprenticeships and Employer Engagement at Lancaster & Morecambe College.

Charlotte is dedicated to engaging with employers to develop strong and successful relationships and to guarantee that Lancaster and Morecambe College will provide training solution to support business growth and improve the local economy.



Caroline Rayner, Partner, Baines Wilson LLP

Caroline is a Partner at Baines Wilson LLP, based in Lancaster. Caroline specialises in employment law and commercial litigation advising employers on a wide range of issues, first and foremost with a view to avoiding disputes arising. She is experienced in representing clients' interests in Employment Tribunals and Courts nationwide and also advises on non-contentious issues. Caroline regularly delivers training and seminars to clients, trade organisations and local businesses as well as appearing on the radio and writing for local media to discuss current legal issues facing employers.



COLONEL ROSIE STONE, DEPUTY COMMANDER (RESERVES).

Colonel Rosie Stone is a Strategic Communications specialist who began her military career with Queen's University Officers' Training Corps, Belfast. On completion of a BSc Hons Degree in Geography she attended the Royal Military Academy Sandhurst and was commissioned into the Women's Royal Army Corps in 1990.

Initially posted to Germany, she completed eight years Regular service. This included operational tours to Northern Ireland and Bosnia as well as three years commanding an Army Youth Team where she indulged heavily in her love of the outdoors as a qualified mountain leader, kayak and archery instructor. In her final two years she was posted to the Army Training Regiment Winchester responsible for basic recruit training and the trialing of gender free military tests.

In 1998 Rosie transferred to the Territorial Army as a specialist officer. She spent the next 12 years developing her media skills including audio production, TV presentation, interview training, social media and strategic communications. In 2010 Rosie was appointed as the first female Commanding Officer of the Media Operations Group. As a Reservist she has completed three short tours in Afghanistan and was selected as the Strategic

Communications Deputy Advisor to NATO Joint Force Headquarters for the Libyan Campaign in spring 2011.

She served as Head of Engagement at 42nd Infantry Brigade in North West England where she created the Brigade Engagement Team concept covering every aspect of civil engagement from youth and community outreach to veteran support.