

# thinking business.

Together with  
**wilson  
partners.**



## Maidenhead United Football Club

### Thinking Business Newsletter February 2022

Welcome to our first 'Thinking Business' newsletter!

We were delighted to announce last autumn that we have further developed our collaboration with Wilson Partners Limited who as well as being a key club sponsor have also become our Business Development partners of Maidenhead United and sponsors of the Magpies in the Community kit. As part of our ongoing association, Wilson Partners is sponsoring our newly renamed 'Thinking Business' networking events.

With Wilson Partners proudly committed to Maidenhead, engagement with the community and its growth and development, this feels like a natural evolution for our ongoing relationship. Wilson Partners also understand the power of sport to connect people and the benefits this brings.

#### Upcoming Games

**8th March:**  
MUFC vs  
Wealdstone.

**22nd March:**  
MUFC vs  
Southend United.

Tickets are £50pp + VAT

## Thinking Business Events

Maidenhead United and Wilson Partners are both committed to supporting the regeneration and economic development within the local area whilst building effective, long-term partnerships with the local business community, so we're excited to announce that we have scheduled two more evening networking events for the 2021/22 season on:

- Tuesday 8th March
- Tuesday 22nd March

These matches will give an informal networking opportunity with local business owners and entrepreneurs of varying sizes to connect with one another. The evening starts with a 3 course dinner with wine in the Alan Devonshire Hospitality Suite at Maidenhead United, followed by reserved seating in the partner seating area in the main stand to enjoy the game with other business owners, entrepreneurs and investors.

Steve Woolland from WCTD Consulting will be joining us on 22nd March to discuss how to lead through times of change and developing influential managers in your business. Steve has many years of coaching experience with great results so we are thrilled he is able to spend time networking and watching the football with us!

The 8th March game will be against Wealdstone and 22nd March's game will be against Southend United. Tickets are £50pp + VAT. Please click on the links above for further details and to book your place. There are limited places so please book early.

“The Business Connect event was an ideal opportunity to combine two of my favourite things - business and football. It was great to take advantage of the facilities in the Devonshire suite and to network with other local businesses who have a vested interest in making the town, and the football club, succeed. The fact we got the right result on the football pitch was the icing on the cake!”

Allan Wilson, Director, Wilson Partners

If you have any questions on the 'Thinking Business' Event, please do not hesitate to contact:  
[sian@maidenheadunitedfc.org](mailto:sian@maidenheadunitedfc.org)

## Magpies in the Community

Magpies in the Community is a Charitable Incorporated Organisation run by Maidenhead United to utilise the popularity of football to inspire the local community to participate in healthy recreation. The content of the sessions does not just cover football but a variety of activities to engage people for a healthier mindset.

Wilson Partners proudly sponsors the Magpies in the Community coaches kit. The shared values between Maidenhead United and Wilson Partners of supporting the local community and businesses with a focus on physical and mental wellbeing illustrate why this connection has been made permanent.

Maidenhead United celebrated its 150th anniversary during the 2020/21 season and supported 15 local charities that were impacted by the pandemic. Wilson Partners took part in this initiative with their wellbeing team setting three clear objectives for their fundraising - doing something you wouldn't ordinarily do, raising some money for some very worthy charities in our community and most importantly having a load of fun and sharing your experience with the team and they didn't disappoint. The challenges ranged from swimming 150 lengths of a pool, 15 minutes of hula hooping and walking 1,150,000 steps in lockdown...with the last 150 at York Road, home of MUFC!!

The Magpies 150 Challenges has helped contribute to fundraising that will provide much needed financial assistance to a variety of charity projects.

Consider how your company could get involved and support the Maidenhead United Community Trust with their many initiatives and fund raising activities in your local area. The benefits to your staff when completing such challenges are huge – connection with work colleagues that has been so remote over the last two years, time away from the desk focusing on achieving something for themselves and the feel-good factor in supporting those that are in need.

Should you wish to find out more about how your business and staff could be involved, please contact [helen.preedy@maidenheadunitedfc.org](mailto:helen.preedy@maidenheadunitedfc.org)



“We are thrilled to welcome Maidenhead United Football Club as they establish a temporary home in Queen Anne House and we look forward to working more closely with the team to continue their good work in the community.”

Peter Kidd, Queen Anne House



## About Wilson Partners

**We are Wilson Partners. We combine the financial expertise, experience and accessibility of our talented team with a deep understanding of our clients to help achieve their goals.**

We provide a suite of integrated, innovative and value-added accounting, tax and corporate finance solutions that empower businesses, investors and private clients to make better decisions.

We don't do grey suits, operate in silo's or spend all day counting beans. On the contrary, we operate out of a vibrant open plan office in the centre of Maidenhead, all our directors are fully engaged in the business and we're passionate about client success, because after all, if you thrive, we thrive.

Life is short, so we don't just want to make up the numbers. We are a business that makes a real difference to the relationships we build and helps to make life count for our people and our clients.

Each one of us is dedicated to challenging, inspiring and supporting our clients to live the lives they want and enjoy the success that will benefit those they care about and the wider community.

Give us a call if you want to find out more (or to have a chat about football).

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## Queen Anne House

MUFC has partnered with **Queen Anne House** and are now residents in the managed offices in central Maidenhead. The offices are in a beautiful 18th Century building which provide us with the space and facilities we require as we get busier into the season.

“We are thrilled to welcome Maidenhead United Football Club as they establish a temporary home in Queen Anne House and we look forward to working more closely with the team to continue their good work in the community.”

We look forward to welcoming you to York Road. The next newsletter will be published in May 2022 - should you wish to feature please do contact me for further details.

Regards,

*Sian*

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Commercial Partnership Manager

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## Our Partners 2021/22 Season



### WOMENS TEAM SPONSORS

## Business Offers



- Free IT Security Audit / Health check for any MUFC affiliated companies.
- 20% off all mobile pricing for new customers (O2, Vodafone, Three)
- 20% off all broadband pricing for new customers

Equity Networks are an experienced IT and communications company able to deliver complete technical and communications solutions in partnership with our clients, all backed up by exceptional service and support.

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Hubhub is the brainchild of two long-established businesses who want to do digital marketing differently. They want to simplify the online world and help you become more successful through it.

Baylis Media has been publishing the Maidenhead Advertiser since 1869 and, in an era of fake news, believes in the highest standards of impartial reporting. Urban Media is a digital marketing agency founded in 1997, which helps businesses achieve success in a digital world.

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To find out more email [nikki@hubhub.digital](mailto:nikki@hubhub.digital) and quote MUFC2021 for a FREE website audit.