

Castle Comfort Clarion

NEWCASTLE, STAFFS NEW BRANCH SPECIAL EDITION

SPRING 2014

IT'S BACK TO THE ROOTS!

COMFORT PRODUCTS CHIEF LAUNCHES A NEW BRANCH JUST YARDS FROM HIS BIRTHPLACE

By Harry Hempstalls, Cross Heath Correspondent

What on earth is the MD of CCC doing out with a brush? *Read on...*



When Castle Comfort Centre opened the doors of its new Newcastle branch the guests, including Mayor Eddie Boden, were intrigued to learn that it wasn't the first time founder of the homeware products group had been seen at Cross Heath.

Keith Simpson was actually born and raised in Hughes Avenue, some 50 yards behind the new branch. The collection of invited guests, which included not only the Mayor, but also soccer legend Terry Conroy, Castle Comfort's own ambassador Dr Neil Stirling and CCC staff with their

families, heard a touching account of how Keith was launched into his business career.

As a young boy during hard times in the 1950s, pocket money wasn't a thing to be taken for granted. He ran a 'juniors' mini-business' sweeping neighbours' drives and keeping gardens tidy and, as the work increased, he got his mates to help by giving them a share of the takings! Then at the age of 11, Keith helped out (instead of doing homework!) in the local grocery store and café in the row of shops where the new branch has been opened. So indeed a return to roots if ever there was one and it just proves that a little enterprise instilled in someone from the start, can perhaps, just go on to bigger things. Over the last two decades, Castle Comfort Centre and Castle Comfort Stairlifts have continued to thrive and expand, and has earned an admired reputation, not just in Staffordshire and Cheshire but all over the UK, Ireland and Spain. In fact, many local people notice that MD Keith Simpson's most important role is still performed, early in the mornings, with his brush, as ever, keeping things ship-shape and ready for business!



INSIDE...
FREE COMPETITION
FOR CLARION READERS
Win £100
Plus consolation prizes

Newcastle-under-Lyme Mayor Eddie Boden unveils the new CCC branch at Cross Heath

INSIDE!! YOUR HANDY NEWCASTLE UNDER LYME 'USEFUL NUMBERS INDEX', A 2014 CALENDAR ... AND... A CATALOGUE OF LUXURY & HOME COMFORT!

SINCE 1997, we, the CCC Team, have been proud to earn an envied reputation in the world of homecare products. Usually, our special chairs, beds and bathlifts can be delivered (free) from stock, and an existing item will be removed without charge. Trials and assessments are offered at home, or our courtesy transport will collect you to come and to try our range at the show homes at Wolstanton - or Newcastle. We offer all price ranges and pledge to beat the cost of similar products seen elsewhere, without compromising on the quality – in fact we will always offer an equal – *or higher* standard. Also, we will honour any genuine discount voucher you may have received elsewhere. Please note we are a full member of the authoritative BHTA (British Healthcare Trades Association) and as such, authorised to display the Trading Standards logo of approval.



Indeed, our levels of service standards and personal attention to detail, always result in continual repeat business. This is via recommendation - or existing clients returning to upgrade their chairs or beds, after years of excellent service.

Get to know us - we guarantee that you'll be glad you did!

*KEITH SIMPSON,
ANN BRUCE, (Directors)
& DR NEIL STIRLING
MB ChB*



STAIRLIFTS

from **£895**

**NEW, USED, STRAIGHT or CURVED
ALL TOP BRANDS**

From the



FREEPHONE 0800 007 5050 (24 hrs)

Visit our websites:

www.castlecomfortstairlifts.co.uk • www.castlecomfortcentre.com • www.stairliftsdoctor.co.uk

Head Office & Showroom: High Street, Wolstanton, Staffs. ST5 8BW

Also at: 135 Liverpool Road, Cross Heath, Newcastle, Staffs. ST5 9HD



CASTLE CLASSIFIEDS

EDUCATION

Learn or improve your **SPANISH** - with a unique home based internet course, one-to-one tuition by experienced native Spanish tutor.

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SITUATIONS VACANT

Part time cleaner required with high standards. Tel **01782 622826**

Part/full time experienced people with knowledge of mobility products. Sales/technical positions to arise through expansion.

E-mail betlyshow@yahoo.co.uk or call **01782 633655**

Home-help domestic assistant required 1-2 hours daily, Mon- Friday Please call Mable on **SOT 360042**

ITEMS FOR SALE

LEATHER Spanish massage chair
Cost £2,200 - Bargain £500 ono - can deliver Tel **612771** anytime

EXECUTIVE TRANSPORT/ TAXIS

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For not a lot extra try
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High class executive travel by early-retired police advanced driver. Business, events & airports. For details call Andy on **07855 832731 / 01782 370323** or visit www.advancedjourneychauffeuring.co.uk

PERSONAL

Lovely valuable home and no cash?
Release £1,000s from it to enjoy life – and then stay there forever. Not a hard, cold ‘equity release’ scheme – but a friendly sensible plan, offered by local established decent organisation.
Call Sylvia for info – **SOT 544652**

Win £100

The Grand Winner will be chosen By Dr Stirling of CCC and announced in the Sentinel. All correct entries get a consolation prize.

CCG competition terms apply, copy on request

Castle Comfort's

21st Century

Riser Recliner Chairs



Adjustable Beds and Bathlifts

will make you comfortable and SAFE



Raised for easy entry & exit – Down & reclined for a relaxing soak!

Come and try the 'CASTLE BATHLIFT' at our Disability Assisted Bathroom at our Cross Heath Show Home

Answer the following -

1. Which 20th century writer famous for such works as *Clayhanger* & *The Old Wives' Tale*, came from Staffordshire? _____
2. Name the Stoke-on-Trent footballing legend who played at the top level until he was 50 and was the first player to be knighted?
He would have been 100 years old in February 2015. _____
3. Which singer co-wrote and recorded '*Angels*' - amongst many other hits - to become the Potteries most famous ever pop singer? _____

Send in you answers with this pre-paid coupon, along with a phrase of no more than 8 words — describe a special benefit (but not an obvious one) of a ... **STAIRLIFT**

Or email to directors@castlecomfortcentre.com **Good luck!**

Your Contact Details: Name: _____

Address: _____ Tel: _____

Directions for finding Castle Comfort Centre Showrooms

FREE PARKING RIGHT OUTSIDE



NEW SHOWROOM
135 Liverpool Road
Cross Heath
Newcastle ST5 9HD
Tel: 01782 631111

WOLSTANTON VILLAGE
MAIN SHOWROOM
Bank House, High St
Wolstanton
Newcastle ST5 8BW
Tel: 01782 611411



FREE PARKING RIGHT OUTSIDE



100 YARDS FROM ST MARGARET'S CHURCH (with the tall spire)

Less than 1 MILE between showrooms

The Critical bit! – How much?

Finding a special chair or bed has an obvious the question – the cost. At CCC we meet all budgets.



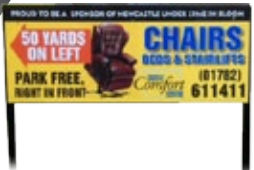
We process orders often with a price tag of below £300... up to a whopping £3,000 plus. Wow! That's a big difference. Well, a reconditioned riser recliner chair or electric adjustable bed (that means pre-owned but usually supplied originally by us) can cost just under £300. Then, a new high-spec unit, say to meet a 60 stone (yes, indeed sixty stone) weight limit – maybe in hide leather with massage and 'singing and dancing' gadgets can be over £3,000. And of course there are all price ranges in between. **New riser recliners start from £595 and adjustable beds from £895.** Often we have ex demonstration models at reduced bargain prices.



If your existing chair or bed is re-usable we can often make an allowance on it – which could be just a token amount - up to a few hundred pounds. But we never charge for removing your existing items, which can often be put to good use elsewhere, such as St Mary's Home at Stone, where the Sister there over the years has acquired, without cost, many CCC chairs for use by the retired clergy members. So if you have emotional ties with your old fireside chair... it is not the end for it!

But whatever you spend, remember it can if necessary, *be spread out over a period* to suit – and without interest or any extra charge. Contact us today for further details – and join the already vast membership of the Castle Comfort Fan Club!

EASY TO FIND... LOOK OUT FOR OUR SIGNS!



NEWCASTLE UNDER LYME TOWN CENTRE

M6 Jct 15

RESPONSE SERVICE
MID30746



Castle Comfort Centre
50 High Street
Wolstanton
NEWCASTLE
ST5 0BR