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Gearing up for business

Review of SunSport Velo Women's team new kit and race plans for 2017, focusing on sponsorship from Brother UK and Slater Heelis Solicitors.

Driving a successful dealer group

Focus on fleet specialists RRG Group.

Making exporting work

Preview of a presentation at Hotel Football from the Department of International Trade.

The Manufacturers Alliance

Focus on the Northwest's premier Manufacturer's membership organisation.

Apprenticeship awards

Review of the Apprenticeship awards evening with Salford City College.

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Members of the SunSport Velo Women's team pictured outside Velo Espresso in Altrincham. Photos: @chrismeadsphoto @crankphoto



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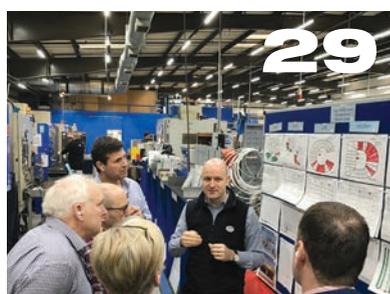
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editorial

Here at GM Business Connect we are on the lookout for both news articles relating to business activity within Greater Manchester, and educational articles that can help businesses at any level. If you regularly send out press releases, or if you are looking for press coverage of a newsworthy event, please get in touch either by phone or send an email to editorial@gmbusinessconnect.co.uk

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welcome

to the latest edition of **GM Business Connect** and join the fastest growing business to business forum in Greater Manchester.

GM Business Connect is a dynamic business to business bi-monthly magazine that is crammed full of local and regional news, articles, interviews and regular columnists.

The magazine connects businesses across Greater Manchester, and is completely free.

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news

NPIF and Maven to support growth SMEs across Northern England

The Northern Powerhouse Investment Fund (NPIF) was launched in February. Managed by a small group of fund managers, Ryan Bevington, fund manager for NPIF Maven Equity Finance commented: "In 2014 the Government announced the need for a 'Northern Powerhouse' to drive economic growth in northern regional economies whose collective firepower could rival that of London and the South East and make significant inroads into global markets. According to the British Business Bank (BBB) recent Spotlight Report, the North already generates almost one fifth of the UK's GDP at £350bn per year.

"That Northern Powerhouse concept recognised the clear potential of the SME sector across the North of England, and led to the creation of

the Northern Powerhouse Investment Fund (NPIF). NPIF was launched by the BBB in February 2017, managed by a select group of experienced SME fund managers including Maven Capital Partners.

"NPIF aims to harness the strength, energy and economic potential of the North by investing in industries and areas of the North that have the potential to drive the region's prosperity, job creation and skill base, as well as contributing to wider economic and environmental goals.

"Operating across the Northern Powerhouse areas, from Cheshire and South Yorkshire to all points North, it will provide loan or equity finance of up to £2 million to businesses that have an operating or trading base within the region and have the potential to preserve and create jobs.

"The SME space is the engine room of the UK economy, as it regularly produces remarkable new product innovation and creates jobs, yet many of our fastest growing, highest potential private companies are still struggling to access the growth finance and expertise that will allow them to make the vital next step, such as developing disruptive technologies or breaking into new markets.

"Maven is a long term investor in UK private companies across a wide range of industries, and there is clearly a funding gap constraining the ambitions of many of the region's most promising SMEs. However another clear message from the senior management teams we deal with on a daily basis, is that many dynamic young businesses also face a knowledge or expertise gap.

"In the aftermath of the credit crunch, many well managed and entrepreneurial smaller businesses have struggled to gain financial backing. Increased lending by banks in recent years has improved the situation, but often does not provide the flexible support needed by private businesses on a steep growth trajectory. Many small businesses need access to funding that goes hand-in-hand with proactive strategic support.

"So there remains a need for alternative sources of SME growth finance, and NPIF is looking to provide investment to eligible businesses.

"If your business is based in Cheshire and Warrington, Greater Manchester, Lancashire or Cumbria and you feel it could benefit from equity funding to help achieve its growth ambitions then you can submit an application to our NPIF team."

New report signals Northwest businesses optimistic about future



Eugene Tansey,
Lookout!



Tony Haines,
Liverpool BA

A new report which tracks the confidence levels of Northwest businesses on a variety of issues was unveiled at the end of March.

According to the report, 94% of businesses in the region are confident about their future success and their perceptions about the future are also positive with 86% saying they expect turnover to improve and 91% expecting to see an increase in the number of clients or customers they have.

The bi-annual North West Business Monitor (NWBMB), compiled by Liverpool BA (Business Association) and Manchester-based independent market research consultancy, Lookout, provides insight into a wide range of issues facing the business owners and senior managers of

hundreds of North West enterprises.

The impact of last year's Brexit vote has received mixed reactions with 18% saying that leaving the EU has already had a negative impact on their business. Of these, 17% said they have already seen an impact on customer orders and 13% said that their supplier costs have increased.

However, it has been 'business as usual' following the Brexit vote for the majority (78%) of businesses in the Northwest.

Of the 5% that were positive about Brexit, 14% said it would bring them good export opportunities and 10% said it would benefit them in terms of import opportunities and increased customer orders.

Businesses in Manchester were least negative about Brexit (10%), compared to 18% of businesses in other areas of the region.

52% rated 'Access to Business Support' as the most significant factor affecting their business growth, closely followed by Regulation (49%) and Access to Skilled Staff (48%).

Transport Infrastructure, Access to Finance and Access to Training were

all rated as the least significant factors affecting growth by around 30% of businesses.

Tony Haines, Director of Liverpool BA, said: "Thanks to significant advances in technology over the last twenty years, it has never been easier to start a small business, to stay in touch with contacts and clients 24/7 and to work from any location. The importance of small business has also grown in this time, with SME's now accounting for over 90% of UK businesses.

"With more changes ahead for UK business, including the impact of Brexit, it is a very exciting time to monitor confidence levels as we steer our businesses through this rapidly changing time.

"We are delighted to launch this first report, in partnership with Lookout. Not only will it allow us to gather the views and opinions of our regional business community, but it will also enable us to feed back to local, regional and national agencies so that we can inform and influence any business related policies that are being developed."

Eugene Tansey, Director of Lookout,

said: "In 2016, the UK's economic growth was around 2%, which was better than predicted following Brexit. Many analysts are expecting a slowdown in 2017 due to a decline in business investment driven by uncertainty of the UK's future with the EU. So it is interesting that Brexit is not seen as a significant issue in our survey and it will be really interesting to see how this changes in future surveys.

"It is also interesting to see that Access to Business Support is the most significant factor affecting business growth as this is an area which has failed to be addressed by Government policy with the Business Growth Service currently closed to new members.

"Overall, there is no doubt that the first North West Business Monitor tells positive story and, with our sample set to grow in 2017, we are all eagerly awaiting the results of our next Northwest Business Monitor."

The North West Business Monitor will be produced twice a year, providing a barometer on a range of issues facing the region's businesses, indicating levels of confidence in the UK economy and informing future business policy.

Harrington Brooks granted full authorisation

Manchester based Harrington Brooks, one of the UK's leading personal insolvency providers, has been granted full authorisation by the Financial Conduct Authority (FCA). The FCA took over the regulation of consumer credit firms in April 2014 from the Office of Fair Trading (OFT). The new process for authorisation has been designed to be more rigorous than the previous OFT regulatory process.

As part of its new regime, the FCA wanted debt management firms to meet a set of required conditions, including: fair and transparent fees, the provision of suitable advice, fully trained employees, appropriate systems and controls to protect client money, and a sustainable business model that was focused on getting the best outcomes for the customer.

Matthew Cheetham, CEO of Harrington Brooks, commented: "We are delighted to have achieved full FCA authorisation. The approval is testament to the excellent and hardworking people at Harrington Brooks and a business that is geared towards helping our customers back into financial health and continued financial wellbeing." In other news, One Advice Group,

of which Harrington Brooks is a headline brand, recently continued its excellent relationship with Trafford College in providing a masterclass on Financial Education for the college's Career Ready pupils. Career Ready is a UK wide charity linking employers with schools and colleges to open up the world of work to young people. This allows students to talk about the importance of being financially savvy. Students are also encouraged to discover the careers available to them at the firm when they leave full time education.

Over 55 students took part in the afternoon which included several rounds of the now famous PayDay game (created and produced by OAG colleagues) and a session in which students constructed a budget to live on whilst a) attending University, b) taking up work or c) enrolling on an apprenticeship. All pending, real life career options for them!

Five colleagues from Harrington Brooks also opted to read to Benchill Primary School students, in support of World Book Day. They worked in conjunction with Manchester Airport Group and BW3. The students enjoyed a day of dressing up and took home a



CEO Matthew Cheetham



Head of Marketing Jodi Hamilton

well-deserved book token.

Head of Marketing Jodi Hamilton commented, "We are delighted that we have kicked off 2017 with the same enthusiasm as colleagues showed throughout 2016.

"Harrington Brooks and the One Advice Group is very proud of its engagement with businesses and the local community.

"We have a long history of partnering with schools and organisations to improve the lives of local people.

"Our commitment to schools and college partnerships allows us to get to know pupils. We can provide them with insight into the world of work and ultimately spot the talented youngsters of tomorrow, who will go on to have prominent leadership roles in the local area."

One Manchester announces one of the city's first rent to buy schemes

One Manchester has announced one of the first new rent to buy housing schemes in the city as part of a 64-home development on the site of a disused engineering works in Levenshulme.

Work will commence in April to provide 14 shared ownership and 50 rent to buy homes on the site of the former Atlas Engineering Works on Chapel Street, which has been derelict for several years, with Mulbury confirmed as the developer.

Housing provider One Manchester recently secured a £22.8m funding boost from the government's Homes and Communities Agency (HCA) to build 765 affordable new homes in south and east Manchester over the next five years including homes for shared ownership and rent to buy.

Rent to buy is a new government scheme which allows people to rent a home at a discounted rate initially while they save the deposit needed to buy it. One Manchester's group chief executive, Dave Power, said: "Manchester desperately needs more homes and we're determined to do everything in our power to address this shortage by providing homes to meet the different needs of Manchester residents."



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news

Greater Manchester Chamber calls for clarity on housing plans and development

Following the release of the government white paper on housing and the recent consultation on the Greater Manchester Strategic Framework ahead of May's mayoral election, the Greater Manchester Chamber is calling for greater co-ordination across all agencies with business to ensure that future plans meet demand and are delivered effectively.

Chamber Chair, Phil Cusack said; "This week's white paper 'Fixing our broken market' doesn't offer any new answers to what are complex issues surrounding this issue. It does acknowledge that this isn't an issue that has happened over a short period of time but has been ongoing for a number of years. The basic issues are of under-supply and a lack of suitable land with sufficient planning permissions.

"There are a range of factors from accessing capital to having employees with the right skills that push up development costs and these, coupled with a genuine lack of joined up working, all play into the current state of the housing market. Our recent response to the Greater Manchester Spatial Framework highlighted the silo planning approach that we see across a significant number of large

developments throughout Greater Manchester."

"Planning, at a local and city-region level must develop beyond simple land-use allocation and seek to release greater areas of land for development alongside other infrastructure, whether physical, digital or social, required to support sustainable communities of the future.

"For too long this country has been held back by artificially introduced barriers to development. Government and local authorities should approach this problem not through further interventions, but by removing the barriers that exist. It is not clear that this white paper, or the GM Spatial Framework, as they stand, answer these questions.

"We will be asking the mayoral candidates for their views on this and what actions they propose, in office, to start to bring some sense to this issue. There are some crucial decisions to be made that will have a huge impact on the future of Greater Manchester and it is important that whoever is making those decisions does so without the barriers in place that have had such a huge impact over the last few years."

Rhodes & Partners launch approval service for timber structures



Stockport-based structural engineers Rhodes & Partners has launched a new service which provides a valuable sales aid for manufacturers of timber buildings and similar structures. The company now offers a full design and drawings package which confirms the design quality and structural performance of off-the-shelf, packaged or bespoke timber-frame buildings, such as barns, garages, stables and porches.

"Having provided this type of support to a number of our existing clients, we decided to officially add it to the range of services we offer," explains Rhodes & Partners' Managing Director, Nick Ribbeck. "We found that timber frame manufacturers really value our input in this area. They told us that it really helps when they can show customers that their own design calculations and drawings have been verified by an independent, professionally qualified

third party. The manufacturers can thus assure customers that their oak, other hardwood and softwood buildings conform to the structural requirements of current Building Regulations, British Standards and Eurocodes. Customer confidence increases, easing the sales process and enhancing the manufacturers' reputation."

The verification process can be tailored to each manufacturer's individual requirements. In addition to the design of generic packaged or off-the-shelf structures, the service from Rhodes & Partners can be extended to include the site location, altitude and physical exposure of a specific installation. This establishes the likely wind and weather conditions it will be subjected to, and the consequent wind and snow loadings the structure needs to accommodate in order to comply with regulations.

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BUSINESS **connectworking** CHARITY LUNCH



Friday 29 September 2017

Kick off 11.30am - 4.00pm Hotel Football, 99 Sir Matt Busby Way, Old Trafford, Manchester M16 0SZ

BACK FOR A THIRD YEAR!

GM Business Connect magazine are once again pleased to be able to invite Manchester's business community together for a very special networking charity lunch supporting three fantastic Manchester charities:

Forever Manchester • Royal Manchester Children's Hospital Charity • The Alex Hulme Foundation

The event will kick off with registration at 11.30am - 12noon. This is a chance to network on the rooftop pitch with reception drinks featuring stunning skyline views across Manchester. We will then go down to the Stadium Suite to enjoy a special set menu of a two course lunch with tea and coffee, after which we'll enjoy an after dinner speech from writer, politician and broadcaster **Edwina Currie**.

Our compère will be Phil Jones MBE, Managing Director of Brother UK.

There will be prize draws and raffles, including the chance to meet and network at the table with many of Manchester's leading businesses. A full bar service is available throughout the afternoon.

There is also an after-event party downstairs in Café Football.

Tickets are only **£50+VAT per person (plus booking fees)**. Dress code: Lounge Suit.

Tables of 8 are available @ **£400+VAT (plus booking fee)**.

Spaces are limited - please book early to avoid disappointment.



EDWINA CURRIE
WRITER, BROADCASTER,
POLITICIAN



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Bolton-based heating firm joins HomeServe family

A heating firm based in Bolton is looking to expand its services to homes across the region after joining forces with leading UK home assistance provider HomeServe.

Viridium Ltd will re-brand to HomeServe Bolton & Blackburn as part of a new franchise agreement with HomeServe Connect, which will see its team of gas engineers providing boiler installations, smart technology devices and a range of other central heating services to residents in Bolton, Blackburn, Burnley, Leigh and areas of west Manchester.

"Joining forces with a national home assistance firm like HomeServe gives us a fantastic platform to expand as a business, offering new services to homeowners across Greater Manchester and Lancashire and hopefully adding more engineers to our team in 2017," said Jon Janvier, the founder of Viridium Ltd and new Managing Director of HomeServe Bolton & Blackburn.

"We're really excited about the future and with winter now upon us, we'll be working hard in the weeks and months ahead to make sure we're the first company people think of when they need anything from a new boiler to a smart thermostat."

HomeServe Bolton & Blackburn joins an established network of HomeServe Connect franchise



L-R Thomas Rebel, Managing Director, HomeServe Connect and Jon Janvier, new Managing Director, HomeServe Bolton & Blackburn.

businesses operating across England, Scotland and Wales.

"We're very pleased to welcome Jon and his team into the HomeServe family," said Thomas Rebel, Managing Director of HomeServe's UK installations business, HomeServe Connect.

"Through HomeServe Connect, we're working hard to establish a nationwide network of best-in-class heating firms offering exceptional boiler installations and expertise on a wide range of smart home technology.

"HomeServe Blackburn & Bolton will play an important role in helping us deliver those services effortlessly to even more Customers across the UK."

HomeServe Blackburn & Bolton will offer a range of domestic services including boiler installations, boiler servicing, boiler repairs, emergency boiler repairs, power flushing, appliance services and smart thermostat installations.



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Bringing Pear Mill into the 21st Century

At the beginning of March Hallidays Hydropower successfully installed a vast water turbine on the River Goyt at Stringer's Weir, Stockport. Once finished, the turbine will power the impressive Pear Mill, a Grade II Listed, Cotton Spinning Mill built in 1913.

In the 1700's Millers had to fight for water to run their mills. Underground water tunnels were built all over Stockport to provide a steady water supply to them. The largest of these tunnels, Stringer's Tunnel, was built together with Stringer's Weir by John Stringer in 1791. This fed his reservoir and subsequently his mill. In the 1900's Pear Mill was built and water abstracted, to run the George Saxon 5,000hp twin Manhattan Compound steam engines, using the weir built by Stringer 120 years earlier. The Mill was made up of a seven-storey steel frame

with cast iron columns. Terracotta was used to detail the red Accrington brick, making Pear Mill the largest most decorated mill in Manchester.

Now in the 21st Century, Stringers weir still stands strong and is being used to produce electricity, using a 100kW Archimedian Screw, to feed the same Pear Mill.

The turbine is 3.5m wide and over 8m in length. It will produce 281Mwh of electricity each year, which would be enough electricity to run 75 standard UK homes. The turbine will save well over 150,000 tonnes of CO₂ from entering the atmosphere each year.

Hallidays Hydropower Ltd have worked extremely closely with the Environment Agency, Council and Local stakeholders such as the Angling fraternity on this installation and have used a fish friendly turbine whilst also



installing a Lariniar Fish Pass alongside it, providing safe upstream and downstream migration for fish for the first time since 1791.

The scheme has cost £750,000

The client is Guinness Asset Management and the main contractor is M&H Groundwork. It is anticipated that 95% of the electricity produced will be used by the Mill itself.

Completion is scheduled for May 2017. Henry Reily-Collins, project engineer,

commented: "This has been our most challenging project yet. Prior to our involvement, this hydro scheme had a long history of development attempts by other companies.

Getting the engineering to work and the finances to stack up was no mean feat, however Hallidays Hydropower have managed to deliver another renewable energy generator, to time and within budget and as sympathetic to the local environment as possible".

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news

Myerson completes move to its new Altrincham office

Altrincham law firm, Myerson Solicitors LLP, has completed the redevelopment of its office at Grosvenor House, Barrington Road, Altrincham. Myerson acquired Grosvenor House in 2015 and the entire Firm has now moved into the new 20,000 sq ft office building following a complete refurbishment.

Grosvenor House replaces the other offices occupied by Myerson for the last 30 years in and around Regent Road, Altrincham which the firm had outgrown after generating an impressive 12% per annum compound rate of growth over the last 5 years.

Myerson currently employs 90 staff and the new office will allow the firm to increase staff levels beyond 150

people to meet client needs as Myerson continues to grow.

The firm engaged specialist Manchester work place consultants, Mike Millward and Darius Baniabassian of OBI Property to design and project manage the complete redevelopment of Grosvenor House. The new office has been specifically designed to meet Myerson's client and staff needs for the next 10 years and comprises creative, modern, innovative and comfortable work, client, meeting and social spaces. A new large state of the art multi-media meeting space within the building will host regular events and seminars on topical commercial and legal issues.



Altrincham based specialist office fit out company Spacescape was appointed as lead contractor for all phases of the redevelopment and Manchester based office furniture specialist IKON supplied all furniture including bespoke additions such as meeting pods.

Carl Newton, Managing Partner

at Myerson commented: "Having outgrown our current premises it has been fantastic to play our part in the regeneration of Altrincham by acquiring and re-developing Grosvenor House. We now have one centrally located office that future proofs our premises requirements for at least the next 10 years."

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Together named Best Bridging Finance Provider

Specialist lender Together has been named 'Best Bridging Finance Provider' at the Business Moneyfacts Awards 2017.

The prestigious awards recognise companies and brokers which consistently offer the most competitive products on the market, the best levels of service, and those that have shown the greatest innovation in business and commercial finance over the past 12 months.

Together has enjoyed growth across all of its products in recent years and has become firmly established within the industry as a leading provider of bridging finance, lending a total of £626.4 million in 2016.

Comedian Romesh Ranganathan presented Together's 2017 Business Moneyfacts Award at the prestigious ceremony in London.

Marc Goldberg, Together's commercial CEO, said: "We're absolutely thrilled to receive this recognition for our bridging finance offering, which is one of our core strengths. We continually improve and enhance our product range, working closely with the broker community to ensure we meet the needs of customers, and this accolade is a testament to the calibre of our bridging products. It's also thanks to our dedicated colleagues, who consistently strive to provide exceptional service, often delivering bridging finance against extremely tight timescales.

"It's an exciting time for us at Together, and for the bridging finance sector as a whole, as it becomes more widely recognised as a versatile and flexible funding solution for a vast range of customers, from homebuyers and property investors to landlords and SMEs, and we look forward to continued growth in this area as we move forward."

Lee Tillcock, editor at Business Moneyfacts added: "By continuing to offer a wide range of short-term lending products to suit borrowers' different needs, Together has won this hotly-contested category for the first time. Competitive rates, straightforward charging structures and a common sense approach have

seen it take its place as the leader in this growth sector."

Together has a current loan book of over £2 billion, with total new lending in 2016 at just under £1.1 billion.

The company, based in Cheadle Royal, works with a large network of intermediaries, and offers short-term finance, auction finance, residential, commercial and buy-to-let mortgages, and secured loans.

In other news, Together has recently completed a £200m seven-year bond issuance, to support continuing growth.

The new £200m bond will increase the Group's funding capacity to offer new loans in line with growing customer demand for its products, and comes just four months after Together successfully launched a separate £375m bond in October 2016, demonstrating continued interest from investors.

These two bonds will sit alongside Together's asset-backed securitisation programmes and other current funding facilities, to provide a diverse and stable funding platform for sustained growth.

Mike McTighe, group chairman at Together, commented: "We are delighted to have successfully issued this £200m bond on such favourable terms, so soon after completing our landmark £375m issuance last year. This investment is testament to the strength of our business and financial position, while demonstrating continued investor appetite and support for Together's ambitious growth plans."

Gary Beckett, group chief financial officer at Together, added: "This new bond will provide additional funding across our business, allowing us to meet the continued demand for our products and serve our growing customer base. With its seven-year term, this bond provides long-term liquidity to help deliver our growth strategy."

Highlighting the rapid growth in the business, Together recently announced it's purchase and expansion into neighbouring 33,000 sq ft No.1 Lakeside on Cheadle Royal Business Park. The building fetched close to £6 million, and Together has confirmed

that it has been acquired to support its long-term expansion plans.

The property was purchased from current owner Ian Pollitt, Cramer Properties, by a director of Together, to facilitate the growth plans of the business, which is based in the neighbouring Lake View building.

Kevin Fisher, HR director at Together, said: "Together has ambitious plans for expansion and we need to ensure we have the infrastructure in place to support our increasing number of colleagues. We are currently recruiting for a number of roles, many of which are newly-created in order to help us meet demand across both our commercial and personal finance businesses, so it's an exciting time, but it's essential we look ahead and plan accordingly to accommodate this growth."



Mike McTighe,
Group Chairman

"We're really pleased about the acquisition of the neighbouring property, which allows us to expand whilst retaining our base here in Cheadle. It's a long-term plan, however, as there are tenants in the property currently, so there will of course be discussions taking place in terms of appropriate timescales for the transition."

The sale was managed by OBI Property, in an off-market deal.

As a specialist lender to niche markets through an extensive distribution network, Together, which was established in 1974, offers short-term finance, auction finance, residential, buy-to-let and commercial mortgages, and secured loans.



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news

Manchester Airport calls for Government action on transport spend in the North of England

Manchester Airport chief executive Ken O'Toole commented: "The time is now" for Government to truly throw its weight behind the Northern Powerhouse vision.

That was the message delivered as he recently unveiled the next phase of its £1bn Transformation Programme. He stated that the airport is pressing ahead with the investment in recognition of the strength of the

Northern economy and the potential for hundreds of thousands of jobs to be created in the coming years.

Delivering the opening speech at the UK Northern Powerhouse Conference in Manchester city centre, Mr O'Toole said public and private sector leaders from across the North had ensured the Northern Powerhouse project maintained momentum over the past year.



That included Manchester Airport launching direct flights to key markets like Beijing, Houston, Los Angeles and Boston, as well as progressing with its £1bn Transformation Project, the largest private sector investment in the North.

Mr O'Toole said a clear case had been made for investment in infrastructure projects like Northern Powerhouse Rail (HS3), which has the potential to transform the Northern economy by dramatically improving connectivity between the North's leading cities and Manchester Airport.

But he urged Ministers to make a clear commitment to the scheme to show the Government is serious about creating a thriving and internationally competitive Northern Powerhouse.

He said: "If the Northern Powerhouse is to be truly competitive on the global stage, it should be as easy as possible to travel from Hull to Hong Kong; Liverpool to Los Angeles and Sheffield to Singapore.

"Slashing journey times through investment in NPR could lead to the North securing direct flights to 20-30 key global markets, with millions more people in easy reach of Manchester Airport.

"It is connectivity like that that will maximise growth in sectors like life sciences, advanced manufacturing,

technology and energy. It is connectivity like that that is key to delivering an Industrial Strategy that rebalances the UK economy.

"Northern Powerhouse Rail could give us that connectivity and drive transformational improvements in productivity and growth."

Mr O'Toole said it was clear 2017 was going to be a "very important year for the North" in terms of the need for Government support.

He added: "We have the plan. The time is now for Government to commit to it."

Mr O'Toole said unlocking the potential of airports like Manchester was key to creating a "truly global Britain," especially in the 10-15 years it will take to build a new runway at Heathrow.

He was speaking as Manchester Airport unveiled a host of new images showing what it could look like following its £1bn investment.

He added: "Our £1bn Transformation Programme is all about investing in the future, so we can continue to grow by securing more direct flight services in our role as the North's global gateway. It also about investing in our facilities and in the latest technology to provide passengers with best possible experience."

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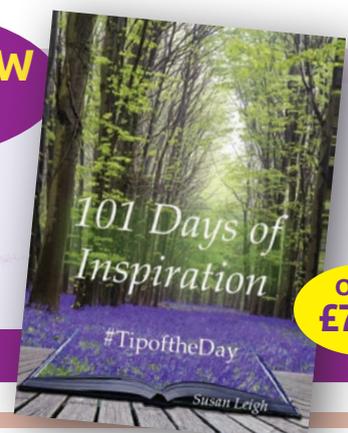
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New Sales Manager for Hilton Garden Inn



Janice Barrington-Wood
Sales Manager of the new Hilton Garden Inn

Emirates Old Trafford is delighted to welcome Janice Barrington-Wood as Sales Manager of the new Hilton Garden Inn which opens this summer.

Janice brings over 20 years' sales experience. Daniel Gidney, Chief Executive at Emirates Old Trafford said, "I am delighted to welcome Janice as our new Sales Manager. She brings valuable experience and knowledge within the hotel sector and will be a great addition to our team."

The Hilton Garden Inn at Emirates Old

Trafford will be the crowning glory in the Venue's re-development plans, following on from the construction of The Point, AJ Bell Players and Media Centre and the redevelopment of the Pavilion. The Hotel will have 150 bedrooms; 85 of which will be pitch facing, a restaurant, fitness centre and adjoining coffee shop. The hotel replaces the Old Trafford Lodge, demolished in January 2016, and is due to be completed in the summer of 2017 in time for the Fourth Investec Test Match between England and South Africa, starting in August.

Janice, speaking after starting her role, said, "I am absolutely thrilled to join the team at the Hilton Garden Inn at Emirates Old Trafford. I really feel very privileged to work at this amazing venue and it is incredibly exciting to have the chance to help launch this new hotel."

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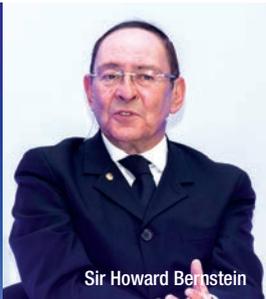
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news

Manchester is Disrupted by the pro



Sir Howard Bernstein



L-R pro-manchester CEO John Ashcroft, Chris Baguley, Commercial Director, Together



Hundreds turned out for the pro-manchester Business Conference at The Hilton Hotel, Deansgate, hosted by pro-manchester's CEO John Ashcroft.

The focus of the day was to cast an eye towards Manchester's future, focusing on Digital Disruption and The Smart City Challenge.

Mike Blackburn, Regional Director - BT kicked off the day speaking about the challenges BT face in digital disruption and how they are responding to this.

"Digital disruption is the coming together of humans, teams and organisations. It empowers customers to do amazing things. It's an opportunity for businesses. The future is uncertain, what's right today may not be correct tomorrow."

The first panel of the day included Mike Blackburn, Thomas Renn, Nick Chrissos and Dave Carter who discussed a smarter more connected Manchester.

Thomas Renn explained what the Smart City project involved and how it will affect the people of Manchester.

Mike Blackburn then emphasised the focus needed on data and learning from results.

Jacqueline Keogh, Vice President-Western Union followed the panel to explain the tools to assist businesses facing the challenge of digital disruption today : "Manchester is a city ideally placed to transform the way we do business. We're in a time of change."

The second panel of the day included Mark Sykes, Chris Baguley, and Chris Atkinson who went into detail on the future of finance, banking and professional services.

Mark Sykes spoke about what a fast changing world we live in. "The whole profession has changed, the way people live, work and play has dramatically evolved. In a changing economy how do we embrace that? We need to take the lessons we've learnt and bring them into business and improve the way we do things."

The panel went on to discuss how the challenge is culture, and how building the teams to support new culture is vital.

Chris Baguley, Commercial Director at Together spoke about their success. Together have been established over 100 years, they passed £1 billion a year on new lending, have around 450

transactions a month and have identified a huge need to use digital disruption in their organisation. "We are fairly behind the curve as quite a traditional company. We've had to go offshore for our IT, it's given us the ability to work at a faster more productive pace."

The panel all agreed that digital disruption is challenging the way we all work; it's making us look at the experiences customers receive. Companies need to go back to basics and look at the customers journeys.

Claire Braithwaite, Simon Hooton, Steve Connor, David Bailey took to the stage to speak about how Manchester's infrastructure can adapt to meet the smart city challenge?

Simon Hooton asked "As a city we need to sit back and ask ourselves how we grow as a city."

As one of the last times speaking as Chief Executive, Sir Howard Bernstein, Manchester City Council was welcomed to the stage. He spoke about how ready and equipped Manchester to confront the challenge of digital disruption: "The scale of projects in the city is incredible, skyscrapers around the city are higher than ever. We're

starting to look at bolder and bigger things in the city. In order to expand the challenge is to access more resources."

John Ashcroft asked Sir Howard: "Is Manchester equipped for digital disruption?" Sir Howard responded: "A lot needs to be done. We've got a great deal of assets and remarkable people who need to be facilitated and encouraged. The trick is to not do too much too soon."

After a quick coffee break Tom Cheeswright, Futurist and Speaker was welcomed on stage to speak about what a futurist is, what the future looks like and what we do about it: "The possibilities are endless, when building smart cities we need to be conscious of the struggles tomorrow. We live in a very diverse world and need to accommodate everyone."

The next Futurist of the day, Mike Ryan went into detail about jobs that will be at risk in the years ahead.

"The world of production is being impacted and having a massive influence on our world, even MacDonal'd's have robots flipping burgers. Tech drivers are coming into the world which enables us to do things we've never done before." He stated the jobs at risk over the next 20 years are: driving jobs, professionals, retail, manufacturing and office workers. About 46% of the workforce will be

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affected. We're going to see different ways of working with technology in the future.

"If you're good at what you do or if you're at the top it's likely that you're going to be safe. We need to be more agile in the way we work and the skills we have."

Joining Mike for the next panel of the day was Ruben Kostucki from Makers Academy, and Dr Paul Smith from Manchester Metropolitan University debating what can be done to meet the digital skills gap.

Ruben kicked things off by speaking about the need for a change around companies requirements - qualifications are less important.

Paul concluded that there is a huge digital skills gap, 90% of jobs require digital skills. Universities need to interact with the industries and understand what they need from graduates, and graduates need digital awareness to cope with the fact 90% of jobs need digital skills.

The next speaker of the day Stephen Hamilton, Partner - Mills & Reeve discussed autonomous vehicles.

Stephen provided insights into how the transformation of our travel networks as a result of the arrival of self-driving vehicles will have a profound effect on the way we live our lives.

The last panel of the day included Richard Skinner, Dr. Timothy Jung, Doug Ward and Liz Scott. They voiced their opinions on new technologies.

Dr. Timothy Jung, Manchester Metropolitan University, believes the opportunities for VR is incredible. It's currently being used at Thomas Cook and has driven sales up by 8%.

Richard Skinner, Product Marketing Manager at Samsung spoke about how they're working to raise awareness on VR in the work space. Car manufacturers such as Jaguar and Land Rover are now sending VR out to their customers to increase the

customer journey.

"2017 is very exciting; there is huge growth and interest in VR. There's a whole range of different sectors and businesses that can benefit and grow from the technology."

He advised brands to think before you deploy your campaigns or products. To think about VR and how it will affect your customer experience.

Doug Ward Founding Member of Tech Nation explained the more ready we can get people for the future the better. *"Manchester has got all the data points to be a top digital nation. There has been a cultural shift in technology. It's no longer about who you are or where you're from. It's about what you enjoy and what you're passionate about."*

Liz Scott, Director at EY explained how EY has been running for over 100 years. *"We recognise we need to disrupt ourselves otherwise*

someone else will."

The final speaker of the day was James Akrigg, Head of Technology at Microsoft. He's been at Microsoft for 16 years and has seen significant changes to the organisation.

"Nobody can truly predict the future. The best we can do is try and create the future we want."

"Digital disruption happens to you if you're not embracing change. We think there are changes we need to make to be successful in the future. Specifically we need to engage customers, empower employees, transform your products and optimise your operations."

"Technology alone will not transform your business, people will. Updating your knowledge will keep you ahead of the curve. Microsoft is going through a transformation, how do we empower everyone and every organisation. No one individual will change the world, we need to collaborate and work together."

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launch

Gearing up for



Last month GM Business Connect attended the official launch of the SunSport Velo Women's Team's new kit and race plans for 2017. The event took part at the SunSport Velo Performance Hub, situated on Moss Lane in Altrincham. The Hub is the brainchild of co-founders and co-owners Neil Lee and Stuart Percival. The event caught our interest as it is an ideal example of how sponsorship of sporting teams and

disciplines can work very well for Businesses, and in this instance Brother UK and Slater Heelis were on hand to discuss their involvement. Before we approached the sponsors we found out a little more from Neil and Stuart as to what was behind the concept of a coffee/cycle accessory shop. Neil commented: "My ambition was to establish a cycling-themed coffee shop, one that occupied a place in the local

cycling community and one that would become a destination for cyclists visiting the area. I wanted to serve gourmet coffee and traditional cakes, display cycling memorabilia and show cycling races on a large TV screen.

"Alongside this, I wanted to also attract non-cyclists, people who simply appreciated good coffee in an independent setting. Almost twenty years ago 'Friends' was first

shown on TV, and the popularity of the 'coffee shop' as a place to hang-out shows little sign of fading.

"Fast-forward a few years and its happened. With a lot of hard work, and tremendous support from my business partner Marie, in late 2014 I opened VeloEspresso in Altrincham. We have nailed the good coffee, enjoyed sampling good cakes and the cycling banter is always fun.

"We have a loyal customer base of non-cyclists too. I'm proud of what we have achieved and am delighted that we have developed our business to include cycle retail, cycle accessories and cycling related gifts."

Stuart added: "I've been working with athletes and assessing sports performance since 2011. In 2015 I established SunSport Coaching, a training, sports performance and coaching company. A large number of our clients are cyclists, but we work with other athletes too. I have seen a steady growth in our business mainly from UK based success, but also from establishing a second base in Mallorca and online global clients from consultancy coaching work.

"It's rewarding to see athletes performing well at events across the world. But in parallel to the online business, I was keen to introduce a more personal, and community based dimension to my model too. And so when I heard about what Neil had created at VeloEspresso I was keen to take a look.

"Over a number of months we have carved out a strong vision for the SunSport Velo Performance Hub. The Hub, as it will

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become known, is all about creating a one-stop-shop, where athletes and fitness enthusiasts can go to meet friends, to train, to learn, to service their bikes and drink good coffee.

"Now I'm the first to admit, sometimes the phrase 'one-stop-shop' gets a bit overused in business, but it really does encapsulate what we are trying to achieve. And the premises at VeloEspresso are providing a perfect location to get us started. The first floor is the pavement level coffee shop and downstairs we have space to deliver our full suite of services which include seminars and events, training and fitness classes, athlete testing, bike servicing, bike fitting, sports massage, nutrition and coaching consultations."

Chris Bishop, managing partner at Slater Heelis LLP, one of SunSport Velo's newest sponsors, commented: "Many of our own people and clients are keen cyclists, with a number of our team having completed cycling challenges for charity, so we are always looking to connect with people who share our passion.

"We were impressed by SunSport Velo's

aim of raising the profile of women's cycling in the UK, as well as the work they are doing to engage with local families and children looking to enter the sport. Partnering with a team that shares our ethos of teamwork and collaboration was a logical step.

"It's been great to get to know the team and we're looking forward to following their progress this season. I've also hugely enjoyed meeting other sponsors with shared values.

"Bringing together the cycling and business worlds will help us both create some exciting partnership events and activities over the next 12 months."

We also caught up with Phil Jones MBE, managing director of Brother UK, the team's title sponsor. Phil explained: "Cycling as a sport continues to experience unprecedented growth, both in its fan base and participation. Success in two Olympics has driven the feelgood factor and encouraged people to get on their bikes.

"Recently announcing our sponsorship of Altrincham based SunSport Velo Womens Race Team, I'm often asked about the rationale and return on investment of such involvement by other businesses who may be thinking of the same.

"Three things stand out. Firstly, the demographic of participants is of high quality with many senior executives and influential specifiers indicating that they actively enjoy the sport. Evidence shows they are more likely to buy your product/service if they associate you with an area linked to their personal interest away from the business.

"Secondly, the investment cost to reach those individuals via cycling is low compared to other high profile sports. We've invested in both event and team sponsorship giving multiple television opportunities. We look at something called 'Cost per Thousand' which is the cost per head of any investment and cycling delivers one of the best for us.

"Lastly, there are many transferable metaphors between cycling and our

business such as teamwork, efficiency, technology and most importantly results. If you choose a Brother product or service then we want you to know you're going to get great results. A race team is all about results, so we are able to use a lot of content from the teams and events we back to tell this story.

"Sponsoring the SunSport Velo Women's Team was a no-brainer. They are within Greater Manchester, ambitious, have entry into the televised Tour Series race series and are determined to deliver some great results.

"They are one of four teams we are backing in 2017, two mens, two womens and three national events, including The Tour Series, The Women's Tour and the Tour of Britain, underpinning our belief that the sport is an excellent platform for any business wanting to raise their profile with the business community and to a wider audience of influential customers."

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interview

Harbour Freight on the move



GM Business Connect caught up with Steve Swinburn, UK General Manager for Harbour International Freight, to dig a little deeper into a recent move from Trafford Park to Eccles, and to find out more about the specialist logistics carrier's plans for the future.

Tell us about Harbour International Freight – how long have you been here, and why did Harbour choose Manchester in the first place?

"Harbour opened in the late 80s as an extension of their Dublin office because of their strong links between Ireland and Manchester - Dublin and the North-West in general. It was a logical fit for the company which had strong cultural ties to Greater Manchester. The company's founding family had moved to Manchester in the late 80s and Trafford Park was the place to open a business."

How long has Harbour been in business?

"The company itself is a former family-run company which started in the 1960s/early 70s and progressed from there – from deep sea

containers in to shipments between UK and Ireland. In fact it was one of the pioneers of groupage between Manchester and Dublin in the late 80s. This was before open markets and required customs clearance - a skill the business retains."

Why the move to Eccles and, how much did you invest in this move?

"The move from Trafford Park wasn't an easy choice. We needed bigger premises, bigger yard facilities for our fleet, and Trafford Park couldn't offer what we needed. Eccles was the closest choice that kept us near to our existing business network based at Trafford Park. It also offered a natural progression closer to the M6 and M62 via the M602. We needed a bigger building and now have 18,000 sq ft here of pure

warehouse space. The investment in the premises alone is close to half a million pounds in terms of refurbishments, fit-outs and our long-term expansion plan."

You purchased more fleet recently, is this down to a specific business win or general growth?

"We have invested over £250,000 recently in vehicle growth, specifically a new Renault fleet of trucks sourced locally. Although we are a Dublin-based company we have UK autonomy and buy locally. We will always do business in Greater Manchester where possible, and our recent spend on our fleet expansion is down to our strong business growth, particularly our Pallex nationwide nextday offering."

How have you benefited from

your alignment with Pallex?

"We joined Pallex as a network member in May 2016. We can see the value of offering additional services to existing customers in addition to attracting new business for our across UK, Irish and Worldwide services. Volumes have increased 50% higher year on year."

Can you tell me the company strategy over the next year or so? Are there any specific services that you specialise in, within the Logistics market?

"Now we have the uncertainties of Brexit we are looking for the opportunities that it might deliver. Our strategy is to put more focus on the UK national work - overnight palletised delivery is an area that we are pushing. It's not that we are looking inward, but obviously with currency fluctuation and the possibility of customs clearance for offshore deliveries we are opting for a very strong UK focus. We see ourselves as a Greater Manchester-centric

UK company, and are concentrating our service offering in terms of the Pallex network. This is also in tandem with our continued progress in European services, predominately Holland, Belgium and Germany."

The Chancellor said that VED rates and the HGV Road User levy will be frozen for another year – presumably this is good news for yourselves?

"As an operator any hikes in operating costs that does not affect the general population can be difficult to pass on to a customer, so it's great news that these have been frozen for another year. Any freeze on costs for an SME business is always welcome."

Back on Brexit – how has this affected you as a business financially?

"On a financial basis the weaker pound has been good for exports. The negative impact on import traffic will take longer to be seen. However as a European transport business our delivery costs are in Euros which is presenting certain challenges. However should the common customs area disappear following Brexit the we are in a strong position to offer customs clearance - a return to our roots."

Going back to growth and the move to Eccles - have you recruited more staff?

"Planning the increase in vehicles and general expansion has been progressing over the last three years or so. The end result has been the move to Eccles which in itself has been an huge investment. We have increased staff by ten, and with the investment in our fleet the business will hopefully take us through some potentially challenging times ahead, particularly the effects of Brexit and the impact on

the European and UK economy."

Have you got any thoughts on the Northern Powerhouse? Is that going to be a positive thing for Harbour?

"It seems to be 'business as usual' as it always has been in Greater Manchester and the North West. The city has always been a pioneer whether it is in business, society or the economy – we seem to be doing what we have always done since the last couple of hundred years."

I mentioned to you about the talk of only electric vehicles allowed in Manchester City Centre - with the banning of diesel and possibly petrol vehicles or charging a levy, what's your opinion on that?

"Worry. In terms of being an operator of a brand new fleet of diesel vehicles the thought of electric would be a concern. The Jury is out on the validity of whether electric logistics vehicles can work as hard as traditional diesel, although there are hybrid options available. Our vehicles though run on an economy of scale, both night and day. The time to charge them (as electric) would not be possible so I am very dubious and sceptical about the validity of using them. That said, we have recently switched our warehouse fork lift trucks to electric for our contribution to taking care of the environment."

There is an argument that the charging time is when the drivers have their break?

"That's based on there being a point to charge them. If delivery is to an old mill in Oldham or a



Steve Swinburn, UK General Manager with Samantha Hunter, Business Development Manager, Harbour International Freight Ltd.

chemical works in Salford then there is nowhere to charge them. Majority of our customers are SMEs, based in Cheetham Hill for example, or in industrial estates and old mills – the chances of them having electric charge points is unlikely."

I understand you've taken on a Business Development Manager?

"Yes, Samantha joined us in November. As a company we have been fortunate to predominantly use word-of-mouth and customer referrals as our main approach to sales. It has worked well with turnover increasing year on year into double figure growth in terms of volume, but of course we know that it's now time to have a more

focused sales approach and so more resources have been put into that.

"The new role is to increase sales of course but also awareness of the business, along with account management of both new and existing customers. Over the past few years we've put more in to our social media platform but previously had never engaged in social media beyond Twitter and LinkedIn so, part of Sam's remit is to raise brand awareness, reach out to build following, account manage new and existing customers so they are treated all the same – with all getting the same service. Also to drive sales forward and network. Networking is a very key and vital tool that supports our business."



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Ma

particularly in the prime office market there are real concerns that demand is outstripping supply and requirements for the best office space may go unsatisfied.

"The property investment market is mixed. Some are noting the increase in interest from overseas investors, some are seeing vendors holding off putting properties on the market if they don't need to until the current conditions settle. What is clear is that volumes of property investment deals are down in Manchester as elsewhere (Nationally by about a third)."

New Bailey Building

"Looking at the operational market, there has been a trend in recent years for legal and financial services firms to consider a move North. This has been dubbed Northshoring. Manchester appears to be a favoured location. This started in 2014 when law firms TLT and Nabarro took space in Spinningfields (22,000 sq ft and 10,000 sq ft respectively), and Towergate Insurance took 35,000 sq ft in 1 Marsden Street. The largest deal of 2016 was the prelet of 80,000 sq ft of the New Bailey street building to the law firm Freshfields Bruckhaus Deringer for support staff. Rents for the best office space are now in the range £27 to £32 per sq ft, and these have been steadily rising over the last five years."

101 The Embankment

"Another significant 2016 letting had been a prelet of 165,000 sqft in 101 The Embankment, just over the river in Salford to local company Swinton Insurance. This is a major expansion for the company who are closing 130 branches to concentrate on their internet and telephone business. This must rate as the biggest turnaround in fortune for a location. £28.50 per sq ft for offices in Salford! Not long ago you would think you were lucky if you could get £6 per sq ft.

Late last year GM Business Connect attended an event at Elliot House on Deansgate, hosted by WT Gunson (One of Manchester's oldest Chartered Surveyors) and solicitors Glaisyers. The theme of the event was the effect of Brexit on Manchester's property sector.

We caught up again with Dominic Stanger, Partner from WT Gunson, and asked him to revisit some of the key aspects of his presentation about Manchester's ever-changing skyline, also to review some key developments across the city that particularly stood out.

Dominic started by reviewing the effects of Brexit since the vote last summer:

"Since the referendum two significant changes have affected the UK economy in a positive way, to some extent offsetting the Brexit effect. Firstly the fall in the value of Sterling has made the UK more attractive to foreign investors who are able to get more for their money in the UK, and has helped manufacturing companies who are

selling abroad. Secondly the Bank of England reducing base rates to historically low levels had made finance for investment cheaper.

"Figures show (courtesy of Greater Manchester Chamber of Commerce) that Manchester has outperformed the average of the UK since 2013, and only in 2016 has growth in the Manchester economy in line with the general economy slowed to just below 2%. This is due to a slowdown in the manufacturing and services sectors. This weaker but still healthy level of growth seems to be continuing in 2017.

"Since the referendum, the predictions of a recession seem to have proved false. This may have been due to the delay in serving Article 50, but my sense is that after the initial shock of the result, people and businesses have decided to carry on as before. The feel good factor and the distraction of the Olympics and the Para Olympics may have been factors in avoiding people dwelling on the future for the economy. The other factor which I think economists and

the media forgot is that 52% of the UK population were delighted with the referendum result, and have every reason to feel positive about the future post Brexit."

The Northern Power House

"Manchester is Britain's second city and the Northern Powerhouse initiative will only strengthen the economy here. Government policy is to create major hubs for HMRC and DWP in Manchester, Liverpool and Leeds. For Manchester this will mean a demand for 950,000 sq ft of office space to house these civil servants.

"In all the main markets of industrial, retail and offices, what I am hearing from agents is that it is business as usual. There is a slight slowdown since the heady days of 2014 and 2015, but this is a good thing, as the market was in danger of becoming overheated. In many cases the reduction in the number of deals done, particularly in the prime markets, is due to other factors such as the availability of stock of the required quality. Indeed



Manchester



Dominic Stanger, Partner, WT Gunson

There is no doubt that Manchester is a booming location. The influx of new businesses, and young professionals, combined with its relative cheapness compared to London makes it attractive to businesses. In a recent post Brexit survey by Property Week of 250 companies who were asked which region was the most attractive as a location for your business, the Northwest was ranked clear first, with the Northeast second and London third.

Expanding Manchester

"No matter which way you look in Manchester at the moment, the city is expanding and developers are looking for 'the next area'. The areas I want to draw your attention to are Square Circle, First Street, Spinningfields, Middlewood Locks, The Boddingtons site, Lower Irk Valley and New Islington. Here is a brief look at some of the more significant of these developments:

First Street

"To the south of the city there is First Street, which is a massive 20 acre site, the first half of which has successfully been developed incorporating the marvellous Home theatre by Ask Developments with more to come."

Square Circle

"Square Circle or Circle Square depending on who you talk to is the former BBC site on Oxford road. The site is owned by Bruntwood who are proposing a mixed use development comprising a 36 storey tower, concert hall, 700 flats, public open space in the

centre, shops, bars and restaurants. The first phase of this comprising approximately 280,000 sq ft of serviced apartments is due for completion later this year."

Spinningfields

"Spinningfields continues to develop and to be successful. The developers Allied London have recently completed the XYZ building housing Shoosmiths."

Middlewood Locks

"Who would have believed that this area which only five years ago was one of the roughest parts of Salford could be developed as a desirable place to live and work? The whole site is 24 acres, and it is proposed to build 2,215 homes and 750,000 sq ft of commercial space to create a new neighbourhood. The Scarborough Group together with Chinese Developers Hualing Group are currently building phase one, with residents and businesses expected to move in by 2018."

The Boddingtons site

"The site of the old Boddington's Brewery is owned by Mr Tishbi's Realty Estate. The site has been used as a car park since 2005, but now a mixed use development called UX Manchester is planned, although no sign of it happening yet. It is in a great location, and I think the canny Mr Tishbi is biding his time as the value of his site is only going in one direction."

The lower Irk Valley

"This is really early days for this area between Rochdale Road and Cheetham Hill down Dantzig street behind the new Coop building. The Council have completed a public consultation and plan to assemble this run down, but well located area with CPO powers. Somewhere to watch."

New Islington

"Tom Bloxham has come a long way since he brought a run down

building on Ducie Street to develop into work units. He is now something of a national hero famed for his midas touch. His company Urban Splash seems able to take properties that no one else will look at and develop them so everyone thinks 'of course that makes really good sense'. New Islington is one such area that seemed to have very little going for it, but now is coming along very nicely, and together with the historic mills of Ancoats next door is very much an up and coming part of the city.

"My take on what is now happening across post-Brexit vote Manchester in 2017 is that this feels like a city that is going places. I don't think a little thing like Brexit is going to stop it. It might slow it down a bit, but it feels to me like it has got such a head of steam that that might not be a bad thing."



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For further information contact Dominic Stanger or a member of the WT Gunson team on: **0161 833 9797**

WT Gunson, 1 King Street, Manchester M2 6AW
admin@wtgunson.co.uk www.wtgunson.co.uk



preview



royal manchester
children's hospital **charity**
many hands campaign
joining together to make a difference

Many Hands return for a 5th Year

The Many Hands Campaign aims to engage small to medium sized businesses to focus their business initiative, innovation and ingenuity on fundraising for Royal Manchester Children's Hospital. Sometimes smaller companies can feel that they cannot have as much of an impact as they would like when supporting charitable causes, but as a collective, what can be achieved in the business community is immense. The name of the competition comes from the age old adage, "many hands make light work" and reflects the principles of the campaign.

The campaign encourages north-west businesses to support the Children's Hospital by signing up to a fundraising target of £1,000 over the space of 6 months. The last four Many Hands campaigns have raised in excess of £230,000 and seen over 175 companies get involved from across the region. We have seen

companies come up with all sorts of weird and wonderful fundraising initiatives from home-grown festivals at the foot of Snowdon to gruelling cycling events.

Last year's Many Hands certainly captured people's imagination and after a hotly contested pitching process, the crown was won by executive head-hunter, Gary Chaplin. With a team of 16 riders, Gary spent ten hours repeatedly cycling the infamous Cat and Fiddle route, with the total distance covered equating to the height of Mount Everest.

His efforts raised a staggering £10,000 and earned him the prestigious accolade of being our current Many Hands Champion. As part of his prize, Campaign Mentor Theo Paphitis invited Gary for a celebratory meal in London at the Shard.

Commenting on his win Gary



Last year's winner and finalists

said: "I was absolutely thrilled to be crowned the winner of Many Hands. I was a little bit nervous about pitching to Theo Paphitis but once I got changed and climbed on my bike my nerves melted away and I could focus on sharing the enormous Everest Cycle Challenge we had taken on. At the end of the day it's not about me - it's about the business community pulling together with the real winner being Royal Manchester Children's Hospital Charity for their hard work in trying to make a difference."

Joel Oxberry, Corporate Fundraising Manager for the Royal Manchester Children's Hospital, commented: "This year's competition, starting on 4 April and ending in September, will be no exception when it comes to encouraging businesses to really think outside the box with their fundraising ideas. With a target of £50,000 to raise from the competition to fund a state-of-the-

art piece of X-Ray equipment called the Mini C-Arm, it's important that businesses put in the creativity to good use.

"Theo will once again be on the judging panel for the finale event in September, and will be joined by Charity Chairman, Maurice Watkins CBE. As it stands, 31 organisations have signed up to take part in the competition; however, with a limit of 50 company places available, there is still time to get involved. If you or your organisation would like to get involved, please visit our website to register:

www.rmchcharity.org.uk/get-involved/corporate-fundraising/many-hands-2017

If you would like more information about the event contact **Joel Oxberry, Corporate Fundraising Manager** on **0161 276 4601 / 0777 230 0436** or by email **Joel.Oxberry@cmft.nhs.uk**



Theo Paphitis with Charity Chairman, Maurice Watkins CBE



Last year's winner - Gary Chaplin

focus



Driving a successful dealer group



Visit us at the **Trafford Business Expo** on **June 27** at **Emirates Old Trafford**

Established in 1967, The RRG Group has expanded to become one of the largest and most successful dealer groups in the North. The Group is a wholly owned subsidiary of the Marubeni Corporation which is one of the largest companies in the world; operating across a large number of sectors.

GM Business Connect caught up with Martin Shorrock, General Manager, RRG Group Fleet, to find out more about how the group is supporting Greater Manchester's business sector.

Martin commented: "The Swinton based operation has a team of highly experienced Fleet Sales Specialists on hand to offer expert advice on the latest offers from the Group's 7 brands; Toyota, Mazda, Nissan, Kia, Lexus, Skoda and Peugeot. RRG Denton and RRG Huddersfield are dedicated Toyota LCV Centres.

"With a portfolio of funders and funding options, RRG Group Fleet are a full service provider for the supply of a variety of car and light commercial solutions in the North of England.

"The Team is experienced in meeting the needs of and delivering a bespoke service to all

business users, from sole traders through to SMEs and Blue Chip companies. RRG Group Fleet also supplies the broker market and major contract hire and leasing companies.

"In 2016, just over 5,250 cars and vans were supplied to local companies from the Group.

"The full range of passenger car and light commercial vehicle demonstrators, across the 7 brands at RRG, are available for extended test drives.

"The RRG Group Fleet team frequently visit the premises of customers and new businesses to deliver demonstrator vehicles, whilst also discussing which vehicles are right for each business, in order to help reduce CO2 emissions and deliver better whole life costs.

"The Fleet department has won multiple awards, including 'National Business Centre of the Year' and 'Best Service to National Fleets' from Toyota GB. This confirms the high standards that RRG Group Fleet set themselves when it comes to dealing with our customers.

"A selection of our customer base comprises of a large portfolio of blue chip companies including HSBC, AstraZeneca, United Utilities,

Barclays and BskyB. The team also has extensive experience in dealing with a large number of fleet providers including Lexus Autolease, GE Capital, Arval, TC Harrison, Fleet hire and Leaseplan.

"Whatever your fleet vehicle requirements, the RRG Group

Fleet team look forward to working with you and advising you on the best transport solutions for your business."

To contact the team at Swinton call **0161 452 4790** or email Martin on **martin.shorrock@rrg-group.com**. **www.rrgcontracthire.com**

Meet the team

Martin Shorrock
Group Fleet Manager

Warren Eaton
LCV Business Centre Manager
- Toyota Denton

Ray O'Toole
Fleet Centre Manager

Business Centre Managers

- Paul Rimmel** - Toyota Denton
- Tony Crawford** - Toyota Bolton
- Graeme Curtis** - Lexus Stockport
- Mark Hirst** - Toyota Salford Quays
- Andrew McBride** - Peugeot Oldham
- Thomas Riley** - Skoda Rochdale
- Neil Almond** - Toyota Huddersfield
- Simon Horsfield** - Toyota West Yorkshire
- Nick Kennett** - Lexus Bradford
- Anthony Gore** - Nissan Bury
- Howard Furness** - Lexus Bolton



preview

www.trafford-business-expo.co.uk

The Trafford Business

Back for a fourth year running, GM Business Connect are once again pleased to be media sponsors for Trafford's seminal business expo.

Tuesday 27 June will offer an opportunity to join hundreds of businesses at one of Greater Manchester's largest business exhibitions. Interest is keen, and we're expecting an exhibition floor packed with a variety of companies looking to create new networks and promote their products and services.

Also offering value to an already busy event will be a series of seminar and workshop speakers (which are currently being finalised). If the quality of speakers are the same as previous years then we should expect to enjoy a truly excellent day.

There are many advantages most businesses will get from not just exhibiting at the Expo but simply by visiting. Attending is one of the

most efficient and effective forms of building business contacts with like minded people. Hundreds of visitors attend the exhibition with an open business mind and are there for the very same reason as everyone else - to network, source new services, suppliers or products which will overall improve their business.

There will be almost 70 exhibitors on the day, which will add considerably to the variety of businesses available to network and interact with. The Expo has been designed with the visitors in mind to create a dynamic event to discuss business opportunities. The aim is to provide no more than two types of the same company from each industry, to ensure there is a wide range of businesses exhibiting. This maximises the chances of those crucial conversations with a company of interest to you taking place.

Slots are filling up quickly and to earmark your place as an exhibitor you will need to act quickly.

GM Business Connect caught up with some of the exhibitors to find out what they thought of attending the Expo. We first of all spoke with Liz Sinclair from organisers innov8 Conference Services to find out more: "We are really excited for The Trafford Business Expo to be entering its fourth year. I think this



flagship event has built a reputation of a high quality business event which attracts businesses to exhibit and visit from all over Greater Manchester and further afield.

"We at innov8 firmly believe that exhibiting at the correct event can be the most powerful marketing tool available to any organisation. The Trafford Business Expo provides the perfect opportunity to network and source customers, suppliers and partners that will help businesses grow in 2017. We always say, no other form of marketing gets you face to face with hundreds of potential business prospects and a lot of the exhibitors would agree. It's always great to hear from the exhibitors when they have had a positive exhibition and this is highlighted by the amount of

companies wanting to rebook their stands straight after the show.

"This year, it's fantastic to see how quickly the floorplan is getting booked up. We're also including dedicated interactive zones which will be incorporated into the exhibition floor to get involved with. The event sponsors Leemic, suppliers of multifunctional photocopy and print systems, will be bringing along interactive touch screens and once again, you will have a chance to update your online headshot for free at the event. This was such a popular area of the exhibition floor last year with visitors queuing all day for their opportunity.

"If you think your business products would work well in these particular zones, please do let us know.



Article continues overleaf



This will be the fourth time we have exhibited at the Trafford Business Expo. We find it is a fantastic event that allows us to meet hundreds of businesses from across Trafford and the Northwest who may be interested in our services.

As we are in a very competitive market with numerous security companies situated in Manchester, being able to see our potential customers at such a great venue works very well for us. Emirates Old Trafford is centrally located for many businesses in Trafford, plus, being adjacent to Trafford Park is perfect for the sort of businesses that we are actively seeking to chat to. Engaging in a face-to-face conversation with them is really helpful, and with the range of businesses exhibiting and quality speakers presenting throughout the day we always seem to make some great contacts with potential customers.

These conversations can go a long way in helping us understand what services they may require and we can tailor our approach to exactly what they will need, whether that be a large scale event that requires several dozen staff or standalone site that requires keyholding. It also helps us tell them a bit more about us. There's only so much we can tell them on a leaflet or a website, so getting out there and talking to people is great for us and allows customers to ask the questions they want.

The event is ultimately a great day to network and you can essentially have dozens of conversations and meetings that may take weeks to book in to a diary if it wasn't for this event. We get to see potential customers, but we also have an opportunity to meet other businesses who are exhibiting, which again, is really useful.

In my opinion, the Trafford Business Expo is a must-attend event for any business that is serious about networking in the Northwest and we are really looking forward to attending this event once again.



James Bancroft, Managing Director, Exclusec Security Solutions Ltd.

**Tuesday
June 27
10am - 4pm
The Point
Emirates
Old Trafford**

Expo 2017



Northern Power UPS are excited to have a stand at Trafford Expo 2017 and look forward to making great connections and meeting potential new customers.

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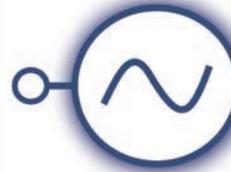
Northern Power UPS have specialised in intelligent back-up power systems for a wide range of businesses since 1986, and though the company has evolved since its inception over thirty years ago, the primary aim and focus of the business has stayed the same; providing excellent back-up power solutions to businesses across the country.

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Robert Tucker, Managing Director, Northern Power UPS Ltd.

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preview

The Trafford Business Expo 2017

"The Trafford Business Expo 2017 Best Stand Award will also be awarded on the day. Our impartial panel will be looking for the stands which are interactive and fun with engaging elements to promote their business and services to the visitors.

"Last year Talk UK Telecom won the award for their fun football themed stand for the UEFA Euro 2016. They also had high energy and enthusiasm throughout the event which definitely makes a difference to the overall visitor experience.

"The Trafford Business Expo 2016 attracted a record number of visitors, and 2017 is lining up to be even better. Stands are based on a first come first served basis. As with all events organised by innov8, we are expecting the Trafford Business Expo to sell out quickly. We are also putting together a great line up of free to attend workshops and seminars, so do keep an eye out for the announcement."



Salford City College will be showcasing their Apprenticeship provision at the Trafford Expo, and the team will be able to inform businesses how hiring an Apprentice can benefit them. The College is one of the most successful in the country for Apprenticeships with a pass rate of 81% -10% higher than the national average.

Attracting nearly 1,000 Apprentices each year working in a range of business in a variety of different sectors including accountancy, business admin, construction, digital, hospitality, support teaching and much more, high importance is placed on ensuring that the right Apprentice is matched to the right employer.

At the Trafford Business Expo, you can speak to the Apprenticeship team who can tell you how they can support you, whether you are from a large organisation or SME. The team will also be able to inform you about the upcoming Apprenticeship reforms and levy, and how this might affect you.

Neil Holcroft, Apprenticeship Sales Team Leader, Salford City College



We have exhibited at the Trafford Business Expo for 3 years now. Each time it has been bigger and better! The expo is well organised and spacious. The visitors can walk around freely and easily and exhibitors can man their stands from behind, the side or in front – whatever is comfortable for them. The venue is fantastic with free parking and the location is ideal, outside of the city centre and close to motorway links.

We have engaged with local, Greater Manchester based and further afield businesses at this expo. People are prepared to travel here with it being so close to the motorways. Manchester, Trafford Park and Salford are literally 10 minutes away so it doesn't take too much time out of the working day to visit. We are looking forward to exhibiting again this year and can honestly say we have seen a return on investment every year.

Diane Elebert-Morgan, Greater Manchester Chamber of Commerce, 07740 196476, Diane.ElebertMorgan@gmchamber.co.uk



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Expo
on June 27
at Emirates
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preview



Making exporting work

The benefits of exporting are undoubted. Exporting businesses are more flexible, agile and resilient and go on to be more profitable.

The Department for International Trade in conjunction with the Altrincham & Sale Chamber of Commerce aims to inspire more businesses to export by demonstrating the volume of overseas demand for products and the wide range of support on offer to help businesses respond to these opportunities.

So if you don't export and want to learn more about the benefits of doing so or if you do and want to find new markets then please join us for a free seminar on Friday 5 May at Hotel Football.

The speakers will include a DIT export expert, a local Chamber of Commerce representative and two local Export Champions, Matt Smith from Barrett Dixon Bell and Tony Goodman from Ten Acre Snacks who will present their thoughts on how exporting makes a significant difference to business.

To book your **FREE** place at this seminar on Friday 5 May at Hotel Football please send an e-mail with contact details to anne@altrinchamchamber.co.uk



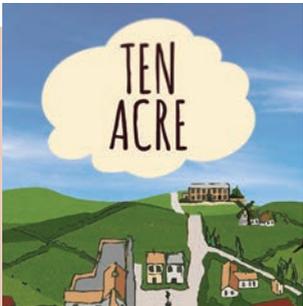

BDB are an international B2B marketing communications specialists, and have been helping businesses grow globally for 30 years. With a wealth of experience in construction, food and nutrition, engineering, packaging, science and technology, there isn't a marketing communications challenge they haven't faced.

With clients spread across 5 continents, covering 38 time zones, BDB is truly international with over 80% of their annual fees being generated from outside the UK.

Without doubt the UK is massively underperforming in terms of export activity. Matt will be bringing to life how an independently owned marketing agency based in the leafy suburb of Altrincham has gone on to become a globally recognised leader in the world of international B2B marketing communications.

He hopes to inspire you to take the leap to explore foreign markets whilst entertaining you with some anecdotes and key learnings from their export journey to date.

Matt Smith, Managing Director at BDB

Tony Goodman, CEO of Yumsh Snacks Ltd, owners of the Ten Acre Snacks brand, has many years' experience of exporting across a number of industries.

Ten Acre was launched in 2014 and manufacture hand cooked crisps and popcorn that are all 'Free From Plus' – award winning, great tasting, premium products that are all gluten, dairy, msg and gmo free, vegetarian, vegan, halal and kosher certified.

Following a successful launch in the UK, Ten Acre started to export in 2015 and have now achieved sales into more than 40 countries across Europe, Middle East, Asia and North America.

Launching a new brand in 2017, Bean and Pod Chocolates, they have already started to export their gift chocolate range, and have so far achieved export sales, or orders from 4 countries.

Recently appointed as Export Champions for the Department for International Trade North West region gives further recognition to their continuing success.

Tony Goodman, CEO of Yumsh Snacks Ltd

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review

The Trafford Park Business Network

February saw the joint Trafford Council and GM Chamber's Trafford Park Business Network take place at Hotel Football. As a business networking event this is unique in as far as it has one sole purpose – to bring together businesses in one of the world's largest and oldest industrial parks.

Strictly limited to attendees only based in the Park, it was nevertheless well-attended with an eclectic mix of different businesses and organisations.

Chris Fletcher, Chair of Trafford Economic Partnership and Marketing and Policy Director for GM Chamber started with a warm welcome for visitors after a very enjoyable breakfast courtesy of Hotel Football. He then introduced the first speaker – Nicky Martin, National Account Manager from the National Apprenticeship Service.

Her presentation was on the Apprenticeship Levy, and it's impact on businesses both large and small. Nicky gave an overview of the new Levy, followed by detailed examples of how it was to work in practice. This included how a digital fund was to be managed, how it could be used, also, how a business could defer using it for up to 24 months.

She also described the way qualifications would work, particularly when a potential Apprentice already had certain qualifications. And also the ability for an employer to transfer up to 10% of the levy funds to another employer with a digital account.

Next to present was Mark Gibbons of Business Finance Solutions. Mark introduced the newly launched Trafford Business Loan Fund, describing how it was developed to



help fund business growth within the Borough.

To mark it's official launch Councillor Brian Shaw, Deputy Executive Member for Economic Growth, Environment and Infrastructure for Trafford Council was then introduced. He stated: *"For Trafford to grow we need investment, and that investment comes from business. The Growth Fund is now open. So, if you as a business have an idea that needs funding, and that idea would help your business grow and in doing so would help Trafford grow, then please don't hesitate to put in an application."* Councillor Shaw then posed for photos with Mark.

Guy Darragh, Senior Strategic Growth Officer from Trafford Council's recently re-named Strategic Growth Team then took to

the mike to introduce Trafford's latest business support activity, including a series of workshops and events.

The final speaker was Adrian Bates from the Trafford Partnership and Communities Team, talking about the Armed Forces Covenant, which was a way for businesses to support returning members of the armed forces. Adrian pointed out that many of those members were highly skilled and trained professionals, used to working in environments where teamwork and a strong work ethic were essential. Potential employees that many businesses could benefit massively from employing.

After Adrian's presentation there were 10 x 1 minute slots awarded on business cards drawn out of a bucket. Then back to networking.

In an area that contains over 1,000 businesses and over 35,000 employees events like this are crucial in bringing businesses together. The Trafford Economic Partnership are currently planning the agenda for the next Trafford Park Business Network event which will take place on 23 May at Emirates Old Trafford. For further information and to register interest in attending, contact the Trafford Council Strategic Growth Team on **0161 912 4583** or email **business@trafford.gov.uk**

Guy Darragh, Senior Strategic Growth Officer, Trafford Council's Strategic Growth Team



Chris Fletcher, Chair of Trafford Economic Partnership and Marketing and Policy Director for GM Chamber



Nicky Martin, National Account Manager from the National Apprenticeship Service



Mark Gibbons of Business Finance Solutions



Adrian Bates from the Trafford Partnership and Communities Team



Councillor Brian Shaw, Deputy Executive Member for Economic Growth, Environment and Infrastructure for Trafford Council





focus

The Manufacturers Alliance

GM Business Connect are always supportive of membership organisations, particularly when they support the sharing of best practice among specific sectors. We caught up with Gary Sheader, Founder and Chairman of the Manufacturers Alliance, to find out more about the organisation that is specifically set up to support the Manufacturing sector:

Tell us about your background and why you started the Manufacturers Alliance

"I have spent my whole life in manufacturing; I started out as an apprentice at BAE Systems so I had a great start. I've worked for some great people and been lucky in the investments they have made in me.

"I absolutely love the manufacturing sector and the people in it. Just over 7 years ago I had an ambition to do something different, I wasn't sure what but I knew I wanted to run my own business, rather than work as an employee.

"I set out as a consultant to help improve clients' efficiency and productivity in manufacturing. This slowly transitioned toward working at a more strategic level with MDs. They



Gary Sheader,
Founder and Chairman,
The Manufacturing Alliance

were looking for neutral conversation and this is where the spark came for the Alliance – to connect like-minded people, e.g. where MDs could meet and share their different skills and experience with each other. So the Alliance was formed four years ago."

How has the Manufacturers Alliance grown? How many are involved?

"We started out as a pilot to test the model (membership with monthly subscriptions). We were a pilot group of 11 North West SME manufacturing businesses stretching from Accrington to Liverpool and as far south as Knutsford - and it worked really well.

"To grow it into new regions and create new groups I knew I had to find like-minded people with similar values, who wanted to support manufacturing businesses and help me to accelerate the growth of our members. We have 8 chair people now based in the North West, all with manufacturing backgrounds.

"Further to the Chairs, we also have an approved list of Speakers and Associates that add value to manufacturing and share new ideas with the members via interactive workshops."

What is the advantage of joining the Manufacturers Alliance?

"It is a safe place for senior people in manufacturing to meet each other, share ideas and support each other in solving business growth challenges. As part of the membership, the members get to meet every month for a full day involving informal networking and a factory tour of the hosting member who also drills down

on key areas that are working well for them, and what they see as the 'blueprints to their success'.

"Members are open and share their best practices in all aspects of their business including sales and marketing, as well as the operational aspects of manufacturing itself. Over time, in sharing best practice, members are pollinating each other's businesses and we get hybrids, super factories.

"We also dedicate half of the day to peer to peer problem solving, where the light bulb moments really happen for the members."

Is there ever any problem with sharing best practices in terms of competition?

"All the members are non-competing manufacturing businesses. This is paramount. The criteria is that when people apply to join as members the existing members decide whether or not the people introduced as prospects fit into the group. They should be ambitious people like them and open to sharing and learning with the group."

How do you see the Manufacturers Alliance developing over the next few months/year?

"The West and South Manchester groups are almost at capacity, with room for 3 or 4 members in each.

"We are in the process of launching groups in Lancashire and West Yorkshire this year. Our plan is to have 40 ambitious manufacturers within our 4 groups by the end of the year. Beyond 2017 we see more peer groups in the Greater Manchester area, and are keen to meet people who would be interested in exploring this further."

Is there an optimum size of group? If so, why?

"We cap the membership at 14 businesses per group. Beyond that, the value would become diluted. We work very intensely with our members and we want them to take great value from the group meetings.

"The members also meet outside of the monthly meetings to share more best practice between their varying departments and staff, trying new things and feeding back to us, such as, production teams meetings with production teams, sales teams meeting with sales teams, etc.

"There is an opportunity for cross selling, although the main reasons our members join is to meet like-minded people with similar ambitions for themselves and their businesses. They can learn how to be effective as leaders as well as improve the performances of their businesses in this fast changing world which is being labelled the 4th Industrial Revolution."

To find out more please contact **Gary Sheader, Group Chairman** on **01204 410062** or email **Bolton@manufacturersalliance.co.uk** www.manufacturersalliance.co.uk



focus

SAMSUNG

When reality becomes virtual

AR/VR is the acronym of the moment in the tech sector – as virtual and augmented reality start to move beyond the gaming sector.

pro-manchester's round table explored the future and why it matters.

The headsets are coming: virtual and augmented reality is set to become the next major media platform in 2017, according to investment bank GP Bullhound, who believe the technology has to potential to become the next mobile phone or laptop.

The prediction comes as the sector started to come of age last year with 16.5 million headsets sold, \$2.3bn invested and 500 million downloads of the overnight sensation that was Pokémon Go. But this is much more than just gaming; this technology has the potential to revolutionise any sector – in the same way that mobile technology has done.

"Look at the amounts being invested by Microsoft, Google, Amazon, Samsung," said Nick Horrocks from GP Bullhound. "There is clearly an awful lot of money being spent and we are really just scratching the surface to understand exactly where the product can go."

Virtual and augmented reality is already being used to sell cars, upsell trip excursions for tour operators and has already made inroads into education, healthcare and training.

"When Jaguar launched the F-Pace they created an AR / VR application for that vehicle," said Samsung's Richard Skinner, who sponsored the discussion. "Through virtual reality, customers can experience the vehicle straightaway, rather than waiting six months to see the actual car. They have done that globally."



Evidential's Sean Murphy added: "We are also looking at using it as a training tool for police officers and crime scene investigators. The criminal justice market is looking towards technology to help it with its budget cuts. There is a lot of learning that can be developed using analytics on crime scenes." Space Zero's Wayne Taylor said he was using technology to visualise environments for dementia sufferers, in order to mimic conditions and support them to manage the condition.

But are there ethical challenges for this technology to overcome, at a time when people are keeping a keen eye on technology addiction and wellbeing?

"Kids aren't online or offline, they 'are'; pretty much as we had our media of choice such as comic books – they have a different medium of choice," said Volker Hirsch from Tech North Advocates. "As grownups, it can seem really scary, but it doesn't necessarily mean it's bad, bad, bad. What is bad is having amoral engineers running around trying to exploit this."

Nathan Newman from Virtual Reality Associates added: "The difference is dopamine; comic books and TVs are two very different things compared to a fruit machine in someone's pocket. Facebook

didn't need to advertise until four years ago."

Carter Corson's Hazel Carter-Showell agreed, saying: "If you look at the studies, which gave rats a lever for dopamine and a lever for food, they will press the lever for dopamine until they starve to death. We are talking about changing brain chemistry. Oxytocin is how we form relationships as social creatures. If you go into a virtual world, you can fake it all you like. Unless you give people an oxytocin drip at the same time, then they will struggle to connect."

The opportunities...

"Using technology to gain the attention of children, I see a real opportunity for content providers to come in and develop things for the classroom." Richard Skinner

"The legal profession isn't known for its rapid adoption of new technology. But it has been adopted for the courtroom scenario, for tribunals. You would be able to give you clients an idea of how things work before they go in, for example. In training, you could get more bang for your buck using this technology as well." Alison Loveday

"I read a fascinating paper that suggested VR as a model for executive recruitment. If you could put someone through the mother

of all assessment centres, you could get them to respond to the challenges of the job in real time before you recruit them." Hazel Carter-Showell

"VR does have the power to get across empathy – to see something from another's point of view - especially in a world that is becoming more separated. If you can experience what life is like in Syria for a child, for example, that may change people's minds." Henry Barclay, Virtual Reality Associates

The challenges...

"In this sector, like many others, content is king and the technology in VR has developed faster than our ability to create content around it." John Ryan, Virtual Reality Associates

"3DTV was going to be a big thing a few years ago and that disappeared, so there is plenty to suggest that VR needs to find a hook in order to catch on. Virtual reality has still got to prove itself – whether it's going to be the dominant technology in our living room, the jury is still out." Nick Horrocks

"We do have to think about how we keep people's focus in a world where their attention is getting shorter." Hazel Carter-Showell.



pro-manchester is a corporate membership organisation representing the 240,000 employed in the financial and professional service community in and around Greater Manchester. Boasting more than 300 corporate member firms, pro-manchester engages with over 5,000 individuals. For more details call 0161 833 0964 or email: admin@pro-manchester.co.uk

awards



Chartered accountants celebrate top Manchester talent

The Institute of Chartered Accountants (ICAEW) Manchester, rewarded outstanding talent and potential at its annual dinner and awards event at The Lowry Hotel at the beginning of March.

The evening gave the ICAEW Chartered Accountants Manchester the opportunity to acknowledge the region's best firms and individuals who inspire excellent performance in both the accountancy profession and business.

Sponsored by Manchester Metropolitan University, finance and recruitment specialists Sellick Partnership and niche lenders Together, the dinner and awards night attracted over 250 chartered accountants and guests.

As well as celebrating the awards, attendees enjoyed networking and fine-dining in one of Manchester's most prestigious venues and heard an excellent keynote speech from TV presenter, actor and singer Alexander Armstrong.

The Best Finance Leader Award, which recognises a chartered accountant who has shown outstanding leadership skills, was

awarded to Maria Hallows of Beaver and Struthers. Shortlisted finalists were Susan Barber of KPMG and Karl Mannering of Pannone Corporate.

Maria was recognised for her leadership, ensuring the team and clients were ahead of fundamental changes resulting from the FRS102 implementation. Through her work Beaver and Struthers has established itself as market leader in the social housing sector. As expert in field the firm has also built strong connections with ICAEW's Social Housing (SORP) and now provides technical expertise to help influence policy decisions.

Roger Hannah & Co won the accolade for Best Finance Team (In House). Cargo Overseas Ltd were shortlisted.

Roger Hannah and Co finance team led a review of working practices across the company, looking for efficiencies in service delivery and visibly modernising the firm and driving a clear sense of pride and professionalism.

The Rising Star Award, which celebrates the profession's brightest prospects in business or practice,

was too close to call so both Harriet Parsons of KPMG and Lauren Roberts from Hurst and Co were both winners.

Harriett has been recognised for her range of skills and drive to succeed. Joining KPMG as a school leaver her dedication and technical prowess has put her on track for promotion to manager this year, the youngest ever person to achieve it at KPMG's UK practice.

Lauren has been rewarded for showing great confidence during the firm's biggest corporate finance transaction She led and managed a cross-functional team, ensuring all parties were happy throughout the transaction and this was whilst taking her final exams. Her self-assurance and technical knowledge given her age was widely commented on.

Richard Dyson was presented with the Outstanding Contribution Award, for being a passionate supporter of ICAEW throughout his working life and for dedicating so much of his time to charitable activities including being Chairman of the Wythenshawe Transplant Fund since 2008.



The ICAEW Chartered Accountants Manchester Award in conjunction with Manchester Metropolitan University (MMU) was given to Adam Rawling of White & Co.

Alan Clarke, President of the ICAEW Chartered Accountants Manchester, said: "This year the competition for our awards was tougher than ever, leading to much debate among the judges – and in fact in one category we awarded two top prizes. Each winner was entirely deserving of the recognition, and it gave me great pleasure to present the awards on behalf of their peers on a fantastic night."



L-R Dipen Mistry from Roger Hannah and Co, Lauren Roberts, Alan Clarke (ICAEW Manchester President), Richard Dyson, Harriet Parsons, Maria Hallows

review

Funding and investments – giving and receiving

The February gathering of K-Club at the AJ Bell Stadium in Salford saw a bit of unusual sunshine heralding the promise of the coming spring. The excellent cooked breakfast was well received, and the networking yielded some great new contacts as is usual at this regular event.

K-Club is a specific networking group aimed at Business Leaders and Entrepreneurs. The typical attendees have proven records of achievement in developing some of the Northwest's leading companies and brands.

Each event focuses on providing members with insight and inspiration on the subjects that matter most to today's leading business people. As well as networking and breakfast, the key attraction from the events is the chance to listen to two great presentations. This morning the speakers were Dave Graham, Director in Corporate Finance at Dow Schofield Watts – an independent advisory business specialising in the corporate marketplace, and Stephen Critchlow, an Entrepreneur in health, energy and social impact investment and founder of Evergreen Life Health, Stephen also has a role as business angel for a number of start-ups.

First to talk was Dave Graham. His presentation was entitled 'Funding in the Northwest, post-Brexit'. Dave initially observed that so far the economists have been wrong about the impact of Brexit on the markets and general economy of the UK.



Markets have remained robust, with exports particularly benefitting from the low sterling rates. The big issues going forward were how trade relationships would develop and access in the UK to both labour and capital. With 44% of total exports currently to Europe, a €90 billion deficit on goods (countered by a €28 billion surplus on services), the key seems to be ensuring UK business has the ability to trade through any of these uncertainties.

The one thing that has seemed to develop from the last downturn has been the many and varied routes to investment, and Dave's message seemed to be rather than wait to see how the economic landscape develops in regards to Europe, to take advantage of the many routes to finance and simply carry on with 'business as usual', pressing ahead with growth. *"The key message here is that in terms of Brexit change will happen. As Entrepreneurs and Business Owners the strategy would be to constantly look to new horizons, creating new opportunities, disrupting areas where you can. While some people are sitting on their hands waiting to see what happens with Brexit, there are other people already looking further afield. As a firm we are accelerating our International*



network. We are pro-actively building relationships with people in Europe, the US and China, to make sure that in any future scenarios we can't have enough friends."

Next to speak was Stephen Critchlow - the title of his presentation was 'Why businesses that deliver value to society are good investments.'

He started by talking about his time working at the NHS as a Clinical Pharmacist. It was here that he looked more closely at different medicines and how they were used in a hospital environment. As an example he described one situation early in his career that 60% of children with leukaemia when going through treatment were surviving. This was when their medicines were prepared on the wards. However, when the medicines were prepared in laboratory conditions an extra 30% of children were surviving. Stephen's other passion at the time was writing computer programmes, so he created a software programme to drive a robot to create all the medicines the children needed in a more clinical environment. *"At the time roughly 600 injections were made in the pharmacy, with the other 5 or*



L-R
Dave Graham,
Stephen Critchlow

6,000 made on the ward. Looking back now roughly 90% of Children now survive leukaemia."

Stephen left the NHS in 1997 to concentrate on writing software that gave pharmacists and doctors immediate access to patients' health information, enabling a far more accurate outcome for any treatments. This was the theme he took forward, creating a unique and highly profitable business that enabled transparency within the prescribing of treatments for patients over the whole of the UK.

He then took the concept of adding social value in a product or service as a positive driver for developing a business's direction and development, and the point he made very eloquently was that business could be driven by good rather than profit. In many ways providing a service or product that brings positive social change in itself is seen as desirable, ensuring people and organisations will spend money for that reason alone. A very simple yet often missed point.



For further information please contact **Amanda Manson, Communications Director** on **07754 069 829**
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apprenticeships

Salford City College celebrate their Apprenticeship Awards Evening

On Thursday 9 March, Salford City College held its highly anticipated annual Apprenticeship Awards Evening at FutureSkills @MediaCityUK. The awards recognised some of the region's most outstanding Apprentices and employers as part of the College's celebration of National Apprenticeship Week.

In his welcome speech to the evening's guests, Deputy Principal, Michael Walsh said, "All week, we have been celebrating Apprenticeships and the positive impact they have on individuals, businesses and the wider economy; and this evening will serve as a showcase of the outstanding talent Salford has to offer".

CEO and Principal, John Spindler then took to the stage to share the Apprentice-related highlights, which included the announcement of Salford City College being number 1 for Apprenticeships in Greater Manchester with an outstanding 81% pass rate, (approximately 13% above the national average).

The special guest speaker for the evening was Andrew Thorp who is an award-winning speaker and founder of the School of Mojo. He has appeared on many business and educational platforms around the world and coaches people to tell a better story about themselves and their organisation and shared inspirational real-life stories of successful people who started from humble beginnings.

Other speakers at the ceremony included John Jordan from Pendleton Together, which to date has supported 328 job outcomes, 85 new Apprenticeships, 149 work placement opportunities and has delivered, in partnership with Salford City College three bespoke traineeships. He said, "I am proud of our partnership, not many areas are blessed with a college like this and this doesn't exist everywhere".

Awards were then given out to Apprentices and employers from a range of sectors, with the



ceremony concluding with the announcement of the 'Apprentices of the Year'. 'Young Apprentice of the Year' title was given to Shannon Purcell (Childcare, Ladybird Day Nurse) 'Adult Apprentice of the Year' award went to John Horrocks (Health & Social Care, Unlimited Potential).

Employer of the Year Award (Public Sector) was taken by Salford City Council, Employer of the Year Award (Private Sector) went to Seddon Construction, a joint award for Employer of the Year Award (SME) went to MCT Joinery and The Chiverton Tap, and the Partnership Award went to Salford Royal NHS Foundation Trust.

If you would like to find out about Salford City College's Apprenticeship vacancies or if you are an employer who is looking to enhance their workforce by employing an Apprentice or upskilling existing staff, please call the Apprenticeships Team for more details, on **0161 631 5555**, or email **apprenticeships@salfordcc.ac.uk**

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**CONTACT THE APPRENTICESHIP TEAM
TODAY ON 0161 631 631 5555 OR EMAIL
APPRENTICESHIPS@SALFORDCC.AC.UK**

*Source: SFA National Success Rates Tables – Based on 2014/15 data

social media

Give your Social Media a Spring Clean

Spring has sprung and there's no better time to sit back, reflect and give your Social Media a thorough spring clean!

Here are a few ways you can spring clean and update your Twitter/LinkedIn profiles...

1. Check your Social Media bios are up to date

Admit it - you set up your Twitter Profile and LinkedIn Profile and haven't even looked at what you wrote since.

It's more than likely a few years out of date and doesn't reflect where you are as a business and what you actually offer now.

Businesses change, grow and adapt, but our Social Media Bios and Summary are areas that many forget to update in the race for the status update.

Think about your success stories, the awards you've won, the elevator pitch that wins business at face to face networking meetings, and change your Social Media Bios to reflect you now.

2. Ensure your profile pictures look like you

There are many reasons for not having an up to date profile photo.

You don't like to think of yourself as growing old, you might have put weight on, or you might have had professional photos, but can't admit to the photographer that you don't like them. You might not even have the spare funds to invest in a new photo shoot.

However, get a profile photo that looks like you - you don't want people to look you up and question if that is really you?

3. Review your Social Media Strategy

When was the last time you reviewed your Social Media Strategy?

In an ideal world you will have a documented Social Media Strategy that all key personnel in the business

are aware of.

It will document what you're trying to achieve with Social Media and it will highlight the KPI's in place to measure it's success.

If you do have one - look how this is working for you and revise accordingly. If you don't have one - formalise what you're aiming to achieve with Social Media.

4. Unfollow Inactive Tweeters

In perception terms the ratios between Following/Followers on Twitter is key. Anyone can gain 10's of thousands of followers on twitter - you just have to follow 10's of thousands of followers.

The rub comes in the fact they probably won't be targeted and won't necessarily convert.

But if you follow with intent, engage with people and have a strong consistent marketing message, you will win big on Twitter.

So how to keep your ratios in check.

Use www.managefitter.com to clear out inactive twitter accounts and also have a guide as to who is not following you back.

5. Mute/block/unfollow those Twitter accounts that annoy you

Social Media is not permanent - you are not tied into a marriage with someone because you once chose to follow them.

Decluttering who you follow on Social Media can be a cathartic process.

If you're relentlessly positive, it can be draining to see negative rants on social media. If someone tweets so often they drown out the rest of the accounts you follow it can ruin your feed. Go on to the offending account and click the 3 dots top right of the profile to see the mute/unfollow/block buttons.

You can also mute retweets from specific accounts if they are serial tweeters.

6. Update your pinned tweet

The pinned tweet is the 1st update

people see when they check out your profile.

Is this up to date or is it six months to a year out of date?

Like your Social Media Bio, it's important that this pinned update reflects where you are as a business and what you have to offer.

Often we'll pin our most recent blog or news update to get as much exposure as possible.

7. Update your Twitter lists

Twitter lists are what keep you sane on Twitter. They're the magic feature which allow you see the updates from those special tweeters in your life.

Spring is a time to look at your current Twitter lists and ask are they up to date and serving their purpose.

Are there any new Twitter Lists you should be adding to your account?

When thinking twitter lists think of:

Reach Higher - engage with the influencers and tastemakers in your market.

Refer Sideways - always look out for opportunities to help those in your immediate network.

Pull Up - support new startup businesses who need a helping hand.

By focusing on these three areas each day, it's giving clarity to who you specifically engage with.

8. Connect with all those business cards

You network every week to meet new businesses and grow your network.

And then you get back to the office and have a stack of business cards that you never do anything with.

Make sure you connect on LinkedIn with everyone you meet. Far too often people overthink the LinkedIn Connection and judge immediately if business can be done. Business often comes from unexpected places and LinkedIn gives so many opportunities to keep in touch - but you have to actually connect in the first place.

9. Respond to those recommendation requests

Business success is based on testimonials, and apart from video testimonials, LinkedIn testimonials are the most trusted form of recommendation.

But there's a huge problem and the problem is two-fold:

1. Not enough people request recommendations.

2. Not enough people take the time to leave a recommendation even when they're 100% happy with a service provider.

Go to www.linkedin.com/recs (on the desktop/laptop) and recommend all those people who requested recommendations from you, you were 100% happy with, but you just didn't find the time to write.

10. Declutter your LinkedIn Inbox

Your LinkedIn Inbox is as important as email - repeat that to yourself a few times.

The amount of people who have a LinkedIn inbox with 100's of unread messages is unreal.

Spend an hour going through your LinkedIn inbox and simply action them with:

* Delete or * Reply

If LinkedIn is a place to do business then surely keeping on top of communication should be a priority.



Alex McCann

Altrincham HQ

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digital marketing

Why placing **video on your website** is a **“must do”** for 2017

Be seen and be heard!

Why you need to introduce video into your marketing efforts in 2017 to leave your competition behind.

In 2017 the fastest growing trend is for video to become a major driver in marketing efforts to instantly appeal to a target market and provide content in a format that the consumer increasingly demands.

Just as a picture paints a thousand words, 60 seconds of video shares as much information as 1.8 million words! Nothing conveys a strong message as effectively as good quality video content.

When you combine video with mobile you create the perfect marketing storm with which to dominate any market and overcome any competitor.

Here are three major reasons why:

Visibility

Google is always on the pulse of consumer trends and has already given a massive boost to websites utilising video. Their mantra is to provide the ultimate search experience for the end user and market research has provided startling statistics:

- 69% of all internet traffic in 2017 will be video.
- Consumers spend 88% more time on websites featuring videos.
- 33% of all internet time is spent with video consumption.
- 74% of all search traffic is looking for video results.
- Visitors will spend 88% more time on websites featuring video content.
- Video landing pages show 60% increase in conversion rates over static pages.
- Blog posts containing video attract 300% more inbound links.

In line with market demand Google has now adjusted their search algorithm to reward video content.

Video landing pages are 57% more likely to feature on page one for chosen search terms as static pages, and video pages generate a 157% increase in organic search traffic.

Virality

Everyone agrees that the most effective form of promotion is word of mouth recommendation.

In the online world of today that translates as socially shared traffic. In this area, video is the undisputed king on numerous social networks from Facebook, Twitter, Pinterest and Instagram right up to the professionals' network LinkedIn:

- 93% of internet video watchers will share with friends.
- 45% of all internet users watch at least one hour of online video.
- Social video receives 1200% more shares than text or image posting.

A strong marketing video leaves an indelible impression on watchers and viral sharing can provide astronomical ROI in advertising spend.

Credibility

Before anyone will deal with a business they have to be entirely confident in the business itself. In this respect video has an almost magical quality in establishing credibility:

- 75% of business executives regularly watch video when sourcing business information.
- 59% of executives would rather watch video than read text.
- Video generates 65% click through to vendor websites.
- Businesses using video see a 49% growth in revenue.
- Video increases visitor message retention rates from 10% with text to 95% with video.
- 68% of online consumers believe strong company videos make the company more trustworthy.

The facts speak for themselves, and video needs to be at the core of any progressive marketing strategy. As well as giving any marketing message extended reach and engagement, video will instantly brand a company as credible, trustworthy and worthy of recommendation.

The good news and the bad news

Simple slide show videos with a

common royalty free backing track can be a simple cost effective way to gain exposure on the internet.

However, as consumers become more sophisticated all content on the internet including video must keep up with searcher expectations.

This means quality graphics, HD imagery or clips, professional voice overs and studio quality production.

This sounds incredibly expensive, but with a number of providers now offering full packages, there are options affordable to even the most moderate of budgets.

In many cases, when a business can provide a basic outline for the message they wish to convey as well as a guideline for the call to action to encourage viewer engagement, experienced producers can provide

a corporate video to fit virtually any market or vertical.

Modern advances in online hosting and faster broadband services now ensure that virtually any consumer can view video in high quality on any device.



Howard Jones

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wellbeing

Take care of the people in your business

When you run your own business staff are usually one of the main overheads that need to be considered. Whilst it may be possible to pare those costs significantly, there could well be ways to improve how you take care of the people in your business and improve your efficiency.

Let's consider some ways to improve how you care for the people, your company's major resource.

Let's start with you! You're the core, the mission statement and the driving force behind your business. It's important that you love what you do, feel motivated and inspired. That passion will be what sustains you throughout the times when things go wrong, you lose a deal or something doesn't work out as anticipated.

If you're working long hours, possibly with little financial reward, aim to minimise stress and burnout by scheduling regular breaks. Detaching yourself for a short while enables you to switch off, ground yourself and reduce your stress levels.

Research has proven that people who take breaks return to work with a better mindset, renewed energy, often bringing new ideas and perspective to the table.

Go for a walk, even if it's just round the block. Find a park and spend an undisturbed twenty minutes eating a healthy lunch.

Share your worries with a trusted friend or family member and allow them to be supportive.

Have a cut-off time at home when you turn off technology and enjoy companionable relaxation with loved ones.

It can make real sense to hire expertise in areas where your knowledge or skills are limited. Paying someone to deal with

your specialist needs can save time and help you avoid expensive mistakes. Often Human Resources, Public Relations, IT support, Social Media can be brought in on an ad hoc basis.

Equally, at home might it be worth considering hiring help with cleaning, ironing or gardening in order to give yourself free time in evenings and weekends? Treat it as an investment in yourself.

Agree to be perfectly imperfect. Being conscientious and checking work is important but if you're increasingly stressed and lacking confidence when dealing with customers it may be time to reflect on ways to share the load.

Might there be some merit in forming alliances with other businesses? It could ease your pressure and enable you to add value by introducing a complementary product or service to your business.

You could support each other's success whilst establishing yourself as the 'go-to guy' for referrals.

Maintain relationships away from work by keeping in touch with friends, maybe inviting them round for an evening, even if it's just for an hour or two.

Alternatively, if you find that your free time is always fully booked maybe start to say 'no' and do nothing occasionally. Remember to plan things you enjoy; go for a swim or leave your phone at home and take a walk in the countryside.

Work/life balance may seem like a crazy, unrealistic notion at times, but there are doable ways to step back, eat well, exercise and give yourself a break. Your work will benefit

as a consequence.

Staff are the next important area in your business. Hiring staff is an indicator that your business is growing and you're doing well, but staff need to feel respected and valued in order to give their best. A tense, stressful or unappreciative environment can lead to clock-watching, absenteeism and a distinct lack of enthusiasm in their roles.

Treating staff well encourages them to offer ideas, suggestions and take a pride in their work.

Training is important, so that staff feel competent, confident and part of the team. Some companies even provide training in areas outside of their work-related requirements, in areas where staff may have issues, like dealing with dementia, or provide counselling for staff who are divorcing.

Offering staff extras like crèche facilities, lunchtime yoga classes, free bowls of fruit or 'fizz Fridays' can demonstrate your desire to provide a supportive, understanding environment.

A reward scheme can improve motivation. Even an 'employee of the month' where the winner's framed photograph is hung in reception can be enough to inspire staff to greater endeavours and promote improved loyalty.

Customers and clients are the lifeblood of your business.

A satisfied customer can be your best ambassador, reportedly enthusing about you on average to four people. However an unhappy customer on average tells eleven, so it's important to find ways to treat your customers well.

Monitor your customers' experience of your business, either by using a Secret Shopper

or by providing feedback and suggestion-box options.

Be prepared to deal positively and respectfully with their comments. Value their perspective, even if you don't agree.

Schedule regular product and industry updates to support your customers' growth.

A regular mail-shot or publication could provide lots of information to advise them in their work and can also serve as a constant reminder of you, introduce them to changes in your business, acquaint them with new staff members and keep them informed about your offerings.

Training courses also provide networking opportunities and establish you as important to their growth. When you introduce your customers to people with whom they can form useful alliances, you will be seen as supporting their success.

Taking care of the people in your business is a win/win for all concerned.



Susan Leigh MNCH (ACC)

Susan runs Altrincham based **Lifestyle Therapy** offering a tailor made combination of counselling and hypnotherapy on a one-to-one or group basis.

For more articles, information or to make contact please call **0161 928 7880** or visit **www.lifestyletherapy.net**

diary dates

4 Networking

City Centre - Fridays Fortnightly
- 28 Apr, 12 May, 26 May... 12noon - 2.00pm
Venue Revolution, Deansgate Locks
Whitworth Street West
Manchester M1 5LH
Cost £15
Contact Jon Mason 01942 765308

Cheadle - Fridays Fortnightly
- 28 Apr, 12 May, 26 May... 8.00am - 10.00am
Venue De Vere Hotel Cheadle,
Cheadle Royal Business Park,
Cheadle SK8 3FS
Cost £15
Contact Kristian Main 0161 244 8856

Stockport - Fridays Fortnightly
- 7 Apr, 21 Apr, 5 May... 8.00am - 10.00am
Venue Bamford Arms, Buxton Road,
Stockport SK2 6NB
Cost £13
Contact Karen Hyde 07432 656401

Sale - Tuesdays Fortnightly
- 4 Apr, 18 Apr, 2 May... 8.00am - 10.00am
Venue Sale Golf Club, Sale Lodge,
Golf Road, Sale M33 2XU
Cost £15
Contact Janine Mitchell 07854 273916

Salford Quays - Wednesdays Fortnightly
- 12 Apr, 26 Apr, 10 May... 8.00am - 10.00am
Venue The Beekeeper, 11 The Quays,
Salford Quays M50 3SQ
Cost £15
Contact Paula Cohen 01606 532530
www.4networking.biz

page 12 Altrincham & Sale Chamber of Commerce

Breakfast Matters - Networking and breakfast
Thursdays 6 Apr, 4 May, 1 Jun 8.30 - 10.00am
Venue Cresta Court Hotel, Church Street,
Altrincham WA14 4DP
Cost £10
Contact Anne Jardine 0161 941 3250
anne@altrinchamchamber.co.uk

Bowdon Business Club
Weekly every Friday
- early networking includes full breakfast
6.45am - 8.30am
Venue Mercure Bowdon Hotel,
Langham Road, Bowdon WA14 2HT
Cost £10
Contact Members@BowdonBusinessClub.co.uk

Business for Breakfast
Networking - Fortnightly
Venues Events are held at Bolton, Bury,
Stockport, Heaton Park,
Didsbury, Littleborough,
Manchester City Centre,
Oldham, Stockport and Whitefield
Cost £10
Contact www.bforb.co.uk or email
centralservices@bforb.co.uk

Business over Breakfast
Networking - Fridays fortnightly
7 Apr, 21 Apr, 5 May... 7.30 - 9.00am
Venue Per Tutti Bar & Grill,
3 - 11 Liverpool Road,
Manchester M3 4NW
Cost £15
Contact Tracy Heatley 07812 076946

page 7 Connectworking Lunch

The best charity lunch of the year hosted by GM Business Connect
Friday 29 Sept 11.30am - 4.00pm
Venue Hotel Football, 99 Sir Matt Busby Way,
Manchester M16 0SZ
Cost £50+VAT+booking fee per person
£320+VAT+booking fee table of
Paul Mirage 07708 987518
paul@businessconnect
publishing.co.uk

Dynamic Networking

Free Business Networking
Bolton - 4th Tuesday monthly
- 25 Apr, 23 May, 27 Jun... 5.30pm - 7.30pm
Venue Last Drop Village, Hospital Road,
Bromley Cross, Bolton BL7 9PZ
Cost FREE

Sale - 3rd Tuesday monthly
- 18 Apr, 16 May, 20 Jun... 5.30pm - 7.30pm
Venue The Boathouse, Sale Water Park,
Rifle Road, Sale M33 2LX
Cost FREE

Stockport - 2nd Thursday monthly
- 13 Apr, 11 May, 8 Jun 5.30pm - 7.30pm
Venue Grosvenor Casino, 59 Wellington St,
Stockport SK1 3AD
Cost FREE

Wilmslow - 1st Wednesday monthly
- 5 Apr, 3 May, 7 Jun 5.30pm - 7.30pm
Venue Hallmark Hotel, Stanley Drive,
Wilmslow SK9 3LD
Cost FREE
Contact Natalie Lewis
natalie@dynamicnetworking.biz
www.dynamicnetworking.biz

page 6 Federation of Small Businesses

Bring a buddy networking
3rd Tuesday - 18 Apr, 16 May, 20 Jun...
8.00am - 10.00am
Venue The Legh Arms Pub
Conference Centre, London Road,
Adlington, Macclesfield SK10 4NA
£10

1st Friday - 5 May, 2 Jun...
7.00am - 8.45am
Venue Prestwich Golf Club, Hilton Lane,
Prestwich M25 9XB
Cost £10

24 Apr 8.00am - 10.00am
Venue Alt Space
19-23 Stamford New Road
Altrincham WA14 1BN
TBC
Contact Simon Edmondson 07766 493428
Simon.Edmondson@fsb.org.uk

Forward Ladies
Women's Networking Power Business
Breakfast Club - Monthly
3 May, 7 Jun, 5 July 9.30am - 11.00am
Venue Albert's Schloss, 27 Peter Street,
Manchester M2 5QR
Cost £15
Contact 0845 6434 940
enquiries@forwardladies.com

Greater Manchester Business Awards
19 May 7.00pm - late
Venue Radisson Blu Edwardian Hotel,
Free Trade Hall, Peter Street,
Manchester M2 5GP
Cost £100
Contact innov8 Conference Services
0844 887 1550
info@innov8-conferences.co.uk

page 26 Greater Manchester Chamber of Commerce

Action for Business Bolton
3 May 7.30am - 9.30am
Venue The Last Drop Hotel,
Bromley Cross Road, Bromley Cross
BL7 9PZ
Cost £15 (members free)

Action for Business Trafford
31 May 12noon - 2.00pm
Venue Emirates Old Trafford
Talbot Road, Old Trafford M16 0PX
Cost £15 (members free)

Action for Business Manchester

19 Apr 7.30am - 9.30am
Venue Hilton Deansgate Manchester
303 Deansgate, Manchester M3 4LQ
Cost £15 (members free)
14 Jun 7.30am - 9.30am
Venue Slater+Gordon, 58 Mosley Street
Manchester M2 3HZ
Cost £15 (members free)

Action for Business Salford
28 Jun 12noon - 2.00pm
Venue Copthorne Hotel Manchester
Clippers Quay, Salford Quays
M50 3SN
Cost £15 (members free)

Quarterly Economic Breakfast

30 Jun 8.00am - 10.00am
Venue Elliot House, 151 Deansgate
Manchester M3 3WD
Cost Free

Handbags & Briefcases

Speed Networking
25 Apr 11.30am - 2.00pm
Venue Clarke Nicklin Accountants
4 Brooks Drive, Cheadle Royal
Business Park, Cheadle SK8 3TD
Cost £5.90
Contact Jenny Matthews 07984 872325
info@handbagsandbriefcases.co.uk

page 32 K-Club Manchester

Entrepreneur's networking breakfast
27 Apr, 6 July 7.30am - 10.00am
Venue AJ Bell Stadium, Barton-Upon-Irwell,
Salford M30 7EY
Cost £30.00

Manchester Business Breakfast Club

Weekly Networking every Friday
- includes breakfast 7.00 - 8.30am
Venue Manchester Tennis & Racquet Club,
33 Blackfriars Road, Salford M3 7AQ
Cost Visitors free for 2 visits
Contact 0161 820 1135
info@manchester-bbc.co.uk

Manchester Pro Business

Two course lunch and networking
26 Apr, 31 May, 28 June...
12noon - 2.30pm
Venue Rajdoot Tandoori, Carlton House,
18 Albert Square, Manchester M2 5PR
Cost £20
Contact Steve Maz 0161 260 0011
http://pro-business.co.uk/

M62 Connections

PAYG Networking Wednesdays Fortnightly
19 Apr, 3 May... 9.30am - 11.30am
Venue The Coach House, Wilderspool
Wood, Trafford Centre M17 8WW
Cost £10
Thursdays Fortnightly
13 Apr, 27 Apr... 9.30am - 11.30am
Venue The Sandbrook, Sandbrook Way,
Rochdale, OL11 1RY
Cost £10
Contact Bill Dove 07932 044 743
www.m62connections.co.uk

Planning Workshops

with Mark Dyble, Business Growth Specialist
28 Apr 9.30am - 4.30pm
Venue Altrincham Town Hall, Market Street,
Altrincham WA14 1PG
Cost £195 (Early bird £125)
+£65 for additional colleague
Contact Mark Dyble 07931 882555
mark@markdyble.com

page 14 pro-manchester

Hot topic breakfasts, Sector lunches, Economic Updates
Full listings can be found on:
www.pro-manchester.co.uk
Contact Nicola McCormick 0161 817 3483
nicola.mccormick@pro-manchester.co.uk

Rotary Club Altrincham
Networking, Dinner - Every Monday 7.00pm
Venue Cresta Court Hotel, Church Street,
Altrincham WA14 4DP
Cost £12
Contact Ken Garrity 0161 929 0142
kengarrity@hotmail.com

Rotary Club Sale
Networking, Dinner - Every Tuesday 7.00pm
Venue The Belmore, Brooklands Road,
Sale M33 3QN
Contact Peter Munday 0161 969 1391
Mari Griffin 0161 962 6078

Simply Networking Expo
15 Jun, 4 Oct 10.00am - 2.00pm
Venue Grosvenor Casino Salford, Riverside,
5 Derwent Street, Salford M5 4SW
Contact Mark Greenwood 0844 858 9099
www.networking4business.com

The Business Network Manchester

Business Lunch 27 Apr
10.00am - 2.00pm
Venue The Mere Golf Resort & Spa,
Chester Road, Mere,
Knutsford WA16 6LJ

Business Lunch 25 May
10.00am - 2.00pm
Venue The Lowry Hotel, 50 Dearmans Place,
Chapel Wharf, Manchester M3 5LH
Cost £39.95
Contact Helen Bennett 0870 751 7523
helen@business-network.co.uk

Trafford Business Club

Weekly Networking every Friday
- early networking includes breakfast
6.30 - 8.30am
Venue The Claremont Centre,
Claremont Road, Sale M33 7DZ
Cost £5 for guests
Contact Laura Evans 07976 894419

page 24 Trafford Business Expo 2017

27 June 10.00am - 4.00pm
Venue The Point, Emirates Old Trafford
Talbot Road, Old Trafford M16 0PX
Cost Free (pre-registration required)
Contact Liz Sinclair 0844 887 1550
liz@innov8-conferences.co.uk

Women's 20/20

Women's networking
- second Wednesday each month
Apr 12, May 10, June 16, July 12
12.15 - 2.30pm
Venue Mercure Bowdon Hotel,
Langham Road, Bowdon WA14 2HT
Cost £20 for non-members
Contact Catherine Sandland
enquiries@2020network.co.uk

Don't forget your Business Cards!

Please note If you plan to visit any of the above events please ensure all details are correct in advance. Whilst every effort has been made to confirm accuracy some details may be subject to change.

places to meet

Altspace Altrincham

Address 19-23 Stamford New Road,
Altrincham WA14 1BN
Contact 07946 728 863
Facilities Co-working office space

AJ Bell Stadium

Address 1, Stadium Way, Eccles,
Salford M30 7EY
Contact 0161 786 1570
Facilities Conference, Meeting Rooms, Events

Albert Square Chop House

Address Memorial Hall, 14 Albert Square,
Manchester M2 5PF
Contact 0161 834 1866
Facilities Function Room, Restaurant, Pub

Bean and Brush Art Café

Address 12 Hayfield Walk, Sale M33 7XW
Contact 0161 973 2140
Facilities Café, Food, Drink

Bizspace Atlantic Business Centre

Address Atlantic Street, Altrincham WA14 5NQ
Contact 0161 926 3600
Facilities Conference Rooms, Café

Bizspace Empress Business Centre

Address 380 Chester Road,
Manchester M16 9EA
Contact 0161 877 5579
Facilities Meeting Rooms, Offices

BosscO Business Design Store

Address 13 Stonepail Road, Gatley SK8 4EZ
Contact 0161 282 0011
Facilities Tea/Coffee, Web Design, Print,
Business Support

Bowdon Rooms The Cinnamon Club

Address The Firs, Bowdon,
Altrincham WA14 2TQ
Contact 0161 282 0011
Facilities Conferences, Boardroom, Live Music

Café Gourmand

Address 221 Ashley Road, Hale WA15 9SZ
Contact 0161 929 6050
Facilities Coffee and Patisserie Shop

Carrington Business Park

Address Carrington Lane, Carrington,
Manchester M31 4DD
Contact 0161 776 4000
Facilities Café, Conference Rooms

Costa Coffee

Address 33-35 George Street,
Altrincham WA14 1RN
Contact 0161 929 0382

Address Century House, Ashley Road,
Hale WA15 9SF
Contact 0161 926 9913

Address Golden Way, Urmston,
Manchester M41 0NA
Contact 0161 926 7707

Facilities Coffee, Snacks

Cresta Court Hotel

Address Church Street,
Altrincham WA14 4DP
Contact 0161 927 7272
Facilities Snack, Rest, Hotel, Free Parking

DeVere Venues

Address Cheadle House, Cheadle Royal
Business Park, Cheadle SK8 3FS
Contact 0161 492 100
Facilities Conference, Leisure, Restaurant

Eaton Place Business Park

Address 114 Washway Road, Sale M33 7RF
Contact 0161 905 1424
Facilities Meeting Rooms, Offices

Elliot House

Address 151 Deansgate, Manchester M3 3WD
Contact 0161 393 4352
Facilities Meeting Rooms, Private Dining

Emirates Old Trafford

Home of LCCC - Event Space
Address Talbot Road, Manchester M16 0PX
Contact 0161 282 4020
Facilities Conference, Meeting Rooms, Events

Event City

Address Phoenix Way, Manchester M41 7TB
Contact 0161 870 9800
Facilities Conferences, Large Events

Friends' Meeting House

Address 6 Mount Street, Manchester M2 5NS
Contact 0161 834 5797
Facilities Meeting Rooms, Conference Venue

Houldsworth Mill

Address Houldsworth Street, Reddish,
Stockport SK5 6DA
Contact 0161 975 6000
Facilities Meeting Rooms, Conferences

McGregors

Address 29 Stamford New Road,
Altrincham WA14 1EB
Contact 0161 928 1487
Facilities Natural Organic Food Served

Macdonald Manchester Hotel

Address London road, Manchester M1 2PG
Contact 0344 879 9088
Facilities Leisure Club, Spa,
Conference Centre, Restaurant

Manchester Airport Marriott Hotel

Address Hale Road, Hale Barns,
Cheshire WA15 8XW
Contact 0161 904 0301
Facilities Leisure Club, Spa,
Conference Centre, Restaurant

Manchester Escalator

Address 233 Deansgate, Manchester M3 4EN
Contact 07711 556913
Facilities Coffee, Food, Meeting Roo

Mercure Bowdon Hotel

Address Langham Road, Bowdon WA14 2HT
Contact 0161 928 7121
Facilities Hotel and Leisure, Free Parking

Mersey Farm

Address Carrington Lane, Ashton On Mersey,
Sale M33 5BL
Contact 0161 962 8113
Facilities Restaurant, Hotel, Free Parking

Midland Hotel

Address 16 Peter St, Manchester M60 2DS
Contact 0161 236 3333
Facilities Function Rooms, Hotel

Mr Thomas's Chop House

Address 52 Cross Street, Manchester M2 7AR
Contact 0161 832 2245
Facilities Restaurant, Pub

On The 7th The Landing

Address The Blue Tower, MediaCityUK,
Salford Quays M50 2ST
Contact 0161 686 5500
Facilities Bar, Restaurant, Conference Room

Orega Offices

Address 3 Piccadilly Place, Manchester M1 3BN
76 King Street, Manchester M2 4NH

Blue Tower, MediaCityUK M50 2ST

Contact 0800 840 5509

Facilities Meeting Rooms, Serviced Offices

Red House Farm

Address Red House Lane, Dunham Massey,
Altrincham WA14 5RL
Contact 0161 941 3480
Facilities Restaurant, Conference Room

Red Rooms

Meeting rooms for hire across a range of Bruntwood properties

Address Station House, Stamford New Road,
Altrincham WA14 1EP

Landmark House, Station Road,
Cheadle Hulme, Cheshire SK8 7BS

111 Piccadilly, Manchester M1 2HY

Contact 0843 504 4753

Facilities Offices, Meeting Rooms

Regus

Meeting rooms for hire across a range of Regus properties

Address Regus Express Hilton
Manchester Airport, Outwood Lane,
Manchester M90 4WP

Contact 0161 261 1440 / 07785 253 488

Facilities Business Lounge,
Meeting Rooms, Offices

Address 5300 Lakeside, Cheadle Royal
Business Park, Cheadle SK8 3GP

Address Manchester Business Park,
3000 Aviator Way,
Manchester M22 5TG

Contact 0845 300 3585

Facilities Offices, Meeting Rooms

Runway Visitor Park

Address Sunbank Lane, Altrincham
WA15 8XQ

Contact 0161 489 3932

Facilities Conference Room, Conference area
underneath Concorde, Restaurant,
Concorde Experience and Tours,
Meeting Rooms

Sam's Chop House

Address Back Pool Fold (off Cross Street),
Manchester M2 1HN
Contact 0161 834 3210

Facilities Restaurant, Pub

St Anthony's Centre

Address Eleventh Street, Trafford Park,
Manchester M17 1JF
Contact 0161 848 9173

Facilities Conference Rooms

San Carlo Fiorentina

Address Manchester Airport, Marriott Hotel,
Hale Road, Hale Barns,
Cheshire WA15 8XW

Contact 0161 904 5043

Facilities Bar & Restaurant

The Coffee House

Address Warburton House, 14 Eagle Brow,
Lymm WA13 0LJ also at
102 School Road, Sale M33 7XB

Contact 01925 551797

Facilities Coffee, Snacks

The FUSE

Address Warburton Lane, Partington M31 4BU

Contact 0161 393 4511

Facilities Conferences, Meeting Rooms, Events

The LifeCentre

Address 235 Washway Road, Sale M33 4BP

Contact 0161 850 0770

Facilities Meeting Rooms, Café

The Lowry Hotel

Address 50 Dearmans Place, Chapel Wharf
Manchester M3 5LH

Contact 0161 827 4000

Facilities Conference, Leisure, Hotel

The Mere Golf Resort & Spa

Address Chester Road, Mere,
Knutsford, Cheshire WA16 6LJ

Contact 01565 830 155

Facilities Meeting Rooms, Conferences

Victoria Warehouse

Address Trafford Wharf Road, Stretford,

Manchester M17 1AB

Contact 0161 660 7000

Facilities Conference, Leisure, Hotel

Warren Bruce Court

Address Warren Bruce Road, Stretford,
Manchester M17 1LB

Contact 0845 602 5047

Facilities Meeting Rooms



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