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April/May 2018

 **GMBizConnect**

## The business of education

Interview with Professor David Spicer, Dean of Salford Business School at the University of Salford, revealing the role of the school supporting the business community of Greater Manchester.

## Exposing cyber crime

Focus on Titan, the North West Regional Organised Crime Unit at the forefront of the battle against cyber crime.

## The Northern Business Exhibition

Back in Manchester 18 + 19 April at Manchester Central.

## The Greater Manchester Business Awards 2018

Review of the spectacular second year's awards ceremony that took place at the Radisson Blu Hotel in the heart of Manchester.

## DataCentres North

2 Day Conference and Exhibition for the data management sector is back in Manchester in May.

## Keeping Manchester secure

Interview with James Bancroft, Managing Director of Trafford Park-based ExcluSec Security Services Ltd.

Professor David Spicer, Dean of Salford Business School, pictured outside the School on the University of Salford Campus

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C-HR Dynamic 5 door Coupe FWD Hybrid 1.8 VVT-i Auto. Official Fuel Consumption Figures in mpg (l/100km): Urban 80.7 (3.5), Extra Urban 68.9 (4.1), Combined 72.4 (3.9). CO<sub>2</sub> Emissions 87g/km. All mpg and CO<sub>2</sub> figures quoted are sourced from official EU regulated laboratory test results. These are provided to allow comparisons between vehicles and may not reflect your actual driving experience.

Model shown is C-HR Dynamic with Leather 5 door Coupe FWD Hybrid 1.8 VVT-i Auto at £29,610. Price excludes metallic paint at £545. Prices correct at time of going to print. \*Business users only. Initial rental and VAT applies. Available on new leases of model shown when ordered and proposed for finance between 18th December 2017 and 30th April 2018, registered and financed by 30th June 2018 through Toyota Financial Services on Toyota Contract Hire. Advertised rental is based on a 36 month customer maintained contract at 8,000 miles per annum with an initial rental of £1,494 +VAT. Excess mileage charges apply. Metallic or pearlescent paint are not included. You will not own the vehicle. Other finance offers are available but cannot be used in conjunction with this offer. Offer may be varied or withdrawn at any time. At participating Toyota Centres. Toyota Centres are independent of Toyota Financial Services. Indemnities may be required. Finance subject to status to over 18s only. Toyota Financial Services (UK) PLC. Registered Office: Great Burgh, Burgh Heath, Epsom, KT18 5UZ. Authorised and regulated by the Financial Conduct Authority. Terms and conditions apply.

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### 1. Will a Toyota Hybrid SUV save me money?

The good news is that all hybrid vehicles save money because at slower speeds, or in slow moving traffic, they use only their electric engines for power. Toyota Hybrid SUVs are just the same as they both have an electric engine, along with a conventional petrol engine – so when the electric engine is being used, the conventional engine uses no fuel at all.

### 2. What's the Fuel Efficiency of Hybrid SUVs?

The RAV4 Hybrid SUV with a 2.5 litre engine can return a combined fuel consumption figure of up to 56.4mpg, with emissions of just 115 g/km. The C-HR Hybrid with a 1.8 litre engine can return a combined fuel consumption figure of up to 74.3 mpg, with emissions of just 86g/km. If most of your driving is in built-up areas, travelling at slower speeds, then your fuel consumption will be even lower as you'll be using your electric engine more.

### 3. Is a Toyota Hybrid SUV reliable?

Toyota has rolled out its hybrid technology across a wide range of its vehicles and pioneered the world's first hybrid production car, the Prius, some 20 years ago. Today there are over 10 million people worldwide who are driving a Toyota hybrid vehicle and that figure is increasing rapidly for Toyota Hybrid SUVs too.

### 4. What's a typical Hybrid SUV repair bill?

Hybrid technology is highly sophisticated and yet any Toyota hybrid vehicle is no more or less expensive to service and maintain than any comparable conventional car. As long as your C-HR Hybrid or RAV4 Hybrid is properly serviced and maintained by one of the 200 approved Toyota dealerships across the UK, it has been designed to provide smooth, trouble free motoring for its lifetime.

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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.

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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

## Northwest exporters bullish about year ahead

- North West exporters expect their total overseas sales to increase in the next six months after recording a positive end to 2017.
- The United States of America is identified as offering the biggest opportunities for North West exporters.
- 45% of businesses in the region now export, down compared with six months ago.

Exporters in the Northwest are buoyant about their 2018 trade prospects with a net balance of 20% expecting overseas sales to increase over the next six months, according to the latest Business in Britain report from Lloyds Bank.

This is on the back of a strong end to 2017 in which a net balance of 18% said their international trade had increased in the second half of the year. Around 45% of the region's businesses

currently export their goods or services – above the national average of 40%, down slightly from 50% six months ago. While some are facing new challenges, with 50% of North West exporters deciding to focus more on UK sales in light of Brexit, most are optimistic about what lies ahead.

Richard Evans, North West area director for Lloyds Bank Global Transaction Banking, said: *"The majority of North West exporters still see international trade playing an important role in their plans, despite the continued climate of domestic and international uncertainty."*

*"Judging from Northwest firms' export performances over the previous six months, this confidence is not misplaced and by using international trade as a growth strategy for their business British firms can also manage risk during periods of uncertainty."*

## Global dividends break new record

A strengthening world economy and rising corporate confidence pushed global dividends to a new high in 2017, according to the Janus Henderson Global Dividend Index.

Global dividends rose 7.7% on a headline basis, the fastest rate of growth since 2014, and reached a total of \$1.252 trillion. Every region of the world and almost every industry saw an increase.

Moreover, records were broken in 11 of the index's 41 countries, among them the United States, Japan, Switzerland, Hong Kong, Taiwan, and the Netherlands.

- Global dividends soared 7.7% in 2017 to a record \$1.252 trillion.
- Underlying growth was 6.8%, and every region of the world saw an increase.
- JHGDI rose to a record 171.2, meaning dividends have risen by

almost three-quarters since 2009.

- Records were broken in eleven out of the index's 41 countries.
- Q4 continued the positive trend, up 6.4% on an underlying basis.
- Strong earnings growth around the world in 2018 will support continued dividend increases.
- Janus Henderson expects 6.1% underlying growth, with every region seeing an increase.
- A weaker dollar means Janus Henderson expects headline growth of 7.7%, bringing total global dividends to \$1.348 trillion in 2018.

Underlying growth, which adjusts for movements in exchange rates, one-off special dividends and other factors, was an impressive 6.8%, and showed less divergence than in previous years across the different regions of the world, reflecting the broadly based global economic recovery.

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## GM businesses up for the challenge in 2018

The fifth annual report from the Business Growth Hub reveals businesses are cautiously optimistic - but highlights challenges around skills and access to finance.

The fifth Greater Manchester Business Survey has revealed that a majority of local firms are cautiously optimistic about the 12 months ahead - but many recognise there are still barriers to growth. The survey revealed:

- Almost half of businesses (45%) expect turnover to increase in the next 12 months, while 40% expect no change.
- Fewer businesses reported they had increased employment in the last 12 months – but more than nine in 10 (93%) anticipate employee numbers will remain the same or increase in 2018.
- 30% see business finance as the top barrier to growth, up from 22% in 2016 – yet just 15% sought investment and funding in 2017.
- 20% of GM businesses reported that they exported (up from 12% in 2014) - however only 5% of GM businesses reported planning to export in the future.
- Fewer businesses believe a lack of staff or skills was a barrier to growth in 2017 (down to 19% from 30% in 2016) and more respondents said workforce and skills were the

main driver of growth (32%).

- Four out of five businesses (81%) report no barriers to innovation (up from 71% in 2016), reflecting the entrepreneurial spirit of the city region.

The research, conducted on behalf of the Business Growth Hub, part of the Growth Company, focused on business performance over the last 12 months, and the outlook for the 12 months ahead.

Commenting on the findings, Richard Jeffrey, director of business growth, Business Growth Hub, said: "It's very encouraging that Greater Manchester firms are, on the whole, cautiously optimistic about the future, but it's also important to address the things that are stopping businesses achieving their full potential. I was interested to see that there's often a disconnect between the perceived barriers to growth and what companies are doing to overcome them.

"For example, around a third said business finance is the top barrier to growth, yet just 15% sought investment and funding in 2017. And while it is encouraging that 22% of companies would consider seeking finance through a government-backed loan or investment scheme, turning to the bank still remains the first-place businesses think of going to for funding."

## Bee in the City secures sponsors



Fifteen high-profile Manchester businesses have signed up to support the city's latest creative adventure - its biggest ever public art trail, Bee in the City.

Wild in Art is delighted to announce its first corporate Sponsors (listed in order of sign-up): Pinsent Masons LLP, Manchester Central, Manchester Arndale, Ellis Brigham, Great Northern Warehouse, Deloitte, LDC (the private equity arm of Lloyds Banking Group), BDO, The Printworks, The Oast House and DWF.

On the higher tier, four Official Supporters have also been secured; U+I Group PLC, which is leading the regeneration of the historic Mayfield site near Manchester Piccadilly Station, will provide vital space for sculpture painting and storage at the site.

TfGM will partner with Bee in the City to help visitors making a bee-line for the trail explore the bees by Metrolink, train, bus, bike or on foot. Construction company Mace will provide 85 plinths upon which the Bee sculptures will be

displayed across the city and Marketing Manchester will amplify the event through its channels.

Touching down this July for nine weeks of visually spectacular, free fun and creativity, this ambitious event will see up to 85 individually designed, 2m high 3-D Bee sculptures displayed across Manchester's streets, parks and public spaces. The trail is expected to attract over one million visitors.

A learning programme will give children and young people the chance to explore their city through creative endeavour. They will design over 100 smaller Bee sculptures to take pride of place inside various high-footfall venues.

Helen Ridge, Head of Manchester Office, Pinsent Masons said: "Pinsent Masons is delighted to support Bee in the City as a sponsor and we can't wait to choose our bee design in April.

"It's exciting to be associated with such an inclusive, fun and family-friendly event. We see this as an unprecedented creative opportunity to raise our profile, promote our brand values and support our long-term commitment to inspiring young lives in our local communities."

Bee in the City's event producer Wild in Art, backed by Manchester City Council, intends to connect corporate, public and community partners with the creative sector.



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# news

## Rocket fuelled demand for industrial investments

A heady cocktail of structural change, tight levels of supply and increased confidence vis-a-vis other sectors is fuelling insatiable investor demand for industrial and logistics, according to the 2018 Industrial and Logistics Market Report, published recently by national commercial property consultancy Lambert Smith Hampton (LSH).

In the space of a few years, industrial and logistics has gone from being the 'Steady Eddy' of UK property to asset class of choice, capped in 2017 by record annual volume of £7.5bn, a renewed bout of yield compression and sector-leading annual returns of 19.6%. 2018 has picked up where 2017 left off, with stock of varying size and quality changing hands across all parts of the market.

Volume-wise, no individual sub-sector really stood out in 2017. Distribution warehouses (£3.8bn) and South East industrial estates (£1.4bn) both saw record volume, while rest of UK estates volume of £2.4bn was far ahead of anything seen over the past ten years. 2017 was also remarkable for the sheer depth of investment demand; the year saw 540 separate deals, up 51% on 2016 and 39% above the previous record year for volume in 2014.

Judging by market activity in 2017, occupiers appear to have been indifferent to the uncertainty posed by Brexit. The report, which examines activity across the whole market, reveals that UK-wide take-up was relatively respectable in 2017, standing at 96.2m sq ft and falling only 2% short of the five year annual average.

In a reversal of 2016's pattern, mid box (50,000 sq ft to 99,999 sq ft) was 2017's star performer, recording its second strongest year of take-up on record behind 2015. Meanwhile, activity in the small and medium-sized sectors was relatively consistent, improving 5% on 2016 and exactly in line with the five-year average.

In contrast, logistics (100,000 sq ft +) take-up fell by 31% from 2016's record level and was 7% below the average. Notably, however, if Amazon's 2016 exploits in the market are overlooked, there was little to separate 2017 from 2016.

Reassuringly for developers, appetite for quality facilities also showed little sign of abating, with grade A space accounting for 30% of UK take-up, the second highest proportion on record after 2016. While rising from a low base, particularly notable was the increase in grade A take-up at the smaller end of the market, trebling in just two years to 8.7m sq ft.

UK-wide supply fell for a seventh successive year, leaving the UK availability rate at a new all time low of 4.4%. However, the fact supply fell by 3% compared with double-digit percentage falls in previous years is a sign that a degree of equilibrium is returning to some parts of the market, albeit confined to particular size-bands and regions.

With supply remaining tight, momentum in rental growth was maintained during 2017. Prime rents across the UK's 60 key markets increasing by 4.9% on average, while some locations have seen exceptional growth over the past two years, especially in London and the South East.

The fundamentals in the market continue to make a compelling case for speculative development. It is anticipated at least 7.3m sq ft worth of units above 50,000 sq ft will come forward speculatively across the UK in 2018, compared with only 5.9m sq ft of speculative starts in 2017. Meanwhile, reflecting renewed fund interest in multi-let investments, development has picked up significantly at the smaller end of the market, with 3.2m sq ft of development in the medium sized bracket at the end of 2017, equal to that of logistics.

Commenting, Oliver du Sautoy, Head of Research at Lambert Smith Hampton, said: "From Elon Musk's driverless truck to subterranean warehouse concepts, a sector once regarded as relatively uninspiring has now captured the wider imagination.

"Advances in communications technology and increasing automation are steadily redefining both how we produce and consume, and the industrial & logistics sector is arguably at the fulcrum of this profound structural change."

## The Landing invited on tech tour of India



The Landing @MediaCityUK has further strengthened its immersive tech credentials with a tour of India to speak at a number of key international summits.

As part of The Landing's international relations strategy, the visit saw Paul Billington, commercial director at The Landing, invited to India by Sarah Mooney, the Head of UK Science and Innovation Network for India in New Delhi, part of the British High Commission.

Paul said: "Immersive tech, such as

AR and VR is a real focus for us and The Landing was personally invited as we are seen as innovators in the sector internationally and leaders in the immersive tech sector.

"We have a particularly strong offering here and we also took five companies with us – Virtualise360, Digidentistry, Short, HoloVis and Spearhead – which we see as industry pioneers, to begin forging international links."

The visit saw The Landing travel to Mumbai to speak at Createch about The Landing's ambitions with immersive tech and the Immersive Tech Summit in Bangalore as part of a delegation with Baroness Rona Fairhead, the Minister of State for Trade and Export Promotion at the Department for International Trade (DIT). The Landing also visited animation company, Technicolour.

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# A Northern Powerhouse; AKW are Made for It!

Established in 1981, with a hearty dose of passion and unrivalled work ethic, AKW Group has rapidly evolved into a multi-faceted powerhouse of the supply-chain.

Boasting Warehousing, Transport and Contract Packing from three covetable Trafford Park locations as well as a Birmingham hub, it's safe to say they're well on their way to realising the vision of becoming the leading national 3PL.

With an average customer retention rate of 8.5 years, and industry leading FMCG giants on their books, it's clear that satisfaction is guaranteed.

But how? Managing Director

Julian Richards comments, "I think the key is that we're a business that genuinely cares; about our customers, employees and of course our services.

"We aim to exceed expectations; take recent non-compulsory upgrades of our warehousing and transport fleets for example.

"We deal in the best, that's inclusive of service, safety, reliability and environmental impact. We always aim to leave a positive impression."

AKW are recognised and applauded for their integrity and service levels; KPI figures for the group average at a near perfect 99.3%.



Driver Dave Sells

## AKW Rewards Double Decade Driver

What better way to reward long serving Drivers than presenting them with a limited-edition scale replica of the vehicle they love?

This is exactly what AKW Group are doing to mark the beginning of a series of initiatives aimed at recognising and rewarding long serving staff.

Dave Sells, pictured, has been driving for AKW approaching 20 years, and reflects fondly on the experience: "I've worked for AKW since the year my twins were born; it's been a massive part of my life, they have

been like part of an extended family. I'm really pleased to be getting this model, I've had my eye on them!"

Motivating and engaging staff is a requisite of AKW's operation; remaining competitive in an industry with an aging demographic is crucial to attract and retain new talent.

AKW have committed to pushing reward and recognition boundaries with some novel new plans in the pipeline, as well as an industry leading training programme for unqualified drivers to enable them to obtain their HGV licences.

Julian Richards, MD comments "Drivers like Dave are the heart and soul of our business; they're integral to what we do.

"I commend his dedication and would like to extend our gratitude for the great service he has provided over the years."

Manchester based AKW Group offer comprehensive third-party logistics solutions, boasting Warehousing, Contract Packing and Transport capabilities.

Interested in working for AKW Group? Send your CV to [hr@akw.co.uk](mailto:hr@akw.co.uk) outlining your experience for consideration.

## HURST appointed by LCCC

HURST has secured Lancashire County Cricket Club as a full-service client following a competitive tender involving national firms.

The agreement will see HURST provide audit, accounting, tax and compliance services to the club and its charity arm, the LCCC Foundation.

Tim Potter, chief executive of HURST, said: "We are thrilled to be appointed by Lancashire to provide our full range of accounting services.

"It's a tremendously prestigious client which strengthens our position in the sports, leisure and hospitality sector, which is a growing area of focus for the firm."

Other HURST clients in the sector include Chill Factore, Eurocamp

and Holiday Inn Express.

Lancashire's finance director Lee Morgan said: "It's great to have HURST on board and we're looking forward to working with them.

"As the club and the foundation continue to grow, it is increasingly important that the finance team have the support of proactive and innovative business advisers, which HURST has shown it can be.

"What impressed us most was HURST's ability to think commercially and focus on bringing forward new ideas that will add value to our business.

"It's also important for us to be working with a Manchester-based firm and we're excited to see how this new relationship will grow over the coming months and years."

## Sharks say: "Balls to That!"

The Sale Sharks Community Trust has launched a groundbreaking new mental health awareness programme designed to promote wellbeing in workplaces right across the Northwest.

The free of charge 'Balls to That' sessions will see coaches from the award-winning Trust, including Afghanistan army veteran Craig Monaghan, educating staff in businesses across the region on what they can do to support one another and make improvements to their own mental health.

The programme also aims to help business leaders recognise how they can better support their staff in both their working and private lives.

Project Officer Craig suffered from severe Post Traumatic Stress

Disorder (PTSD) and attempted to take his own life following his medical discharge from the army.

And, as part of the free hour-long sessions, he will talk about his ongoing mental health challenges, what he's doing to overcome them and his journey from the battlefield to the England Deaf Rugby side.

Craig first got involved with Sharks through the Community Trust's veterans' programme 'Sharks Forces' - and his story inspired almost 40 staff at CheckdMedia, in Manchester, during the first session of the new programme.

The sessions are run totally free of charge. To book a session for your business, please email [jack.leech@salesharks.com](mailto:jack.leech@salesharks.com) or call **07763 814742**

# news

## Everyday Loans commits to Stockport



The UK's largest branch-based lender of unsecured loans to sub-prime borrowers has reconfirmed its commitment to Stockport town centre after moving its Stockport branch from the market place to Orbit Development's Beckwith House on Wellington Road South.

The management team behind Everyday Loans opted for the new 2,337 sq ft office accommodation to help to deliver an ambitious business plan for 2018 and expand the customer base across the UK.

Beckwith House will provide office space for the team of five who head up the day-to-day running of the Stockport operation – part of a 53-strong national network - with a further 12 branches expected to open in the next 12 months.

Due to the extensive network of branches, most Everyday Loan customers are less than five miles away from an outlet which provides an opportunity for clients to have a personal conversation with an advisor – a big USP when compared with competitors within the sector.

A face to face lending approach in the sub-prime sector is unusual, but Everyday Loans has made it work with spectacular application conversion rates and high levels of customer satisfaction. The personal approach enables long term, meaningful relationships with customers, providing a product that meets their needs, in turn generating repeat business from satisfied clients.

Jon Wiggins, Managing Director of Everyday Loans, commented: *"We take the time to understand our customer's needs on a human level which online processes and algorithms can miss. Where our competitors can't or won't go, we establish relationships and lend profitably."*

Jon talked positively of support from Orbit Developments from the 'on the ground' team and also of the importance of making the Stockport move now. *"Beckwith House is the perfect space to base our operations from. It is a professional environment to facilitate the growth we want to achieve whilst simultaneously supporting the branch network which is expanding all the time."*

Leasing Director for Orbit Developments Rhys Owen said: *"We are delighted to welcome Everyday Loans to the property. The reception area and work space has been recently refurbished, which*

*provides high quality office space for our customers to enjoy. We wish the team the very best of luck for their ambitious expansion plans."*

Rhys also commented on the changing landscape of Stockport town centre and the benefits it brings to customers: *"Over the past 12 months, we have seen continued growth in the trend for businesses outside the town centre relocating here due to the new developments. Our latest customers Rush Insurance and Mechatech have both come from further afield - Old Trafford and Macclesfield respectively - citing the transformation of the town and its wide variety of amenities as a contributing factor in their decision to relocate."*

Stockport's centre continues to change for the better with the stylish Berretto Lounge now open and The Gym Group coming in the next few weeks both at the new leisure scheme Redrock.

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# New app offering free legal advice launches in Manchester



Ismaeel Waseem, founder and CEO of LawOn

Access to free legal advice will be just a finger tap away thanks to a new app for iOS and Android launching in Manchester later this year.

The first app of its kind, LawOn is designed to improve access to legal services and modernise the way users interact with law firms.

Through the app, users can ask legal questions and consult with local, SRA regulated lawyers free of charge. Based on the responses they can then select which lawyer they would

like to instruct to act on their behalf. The free consultation can take place via the app meaning you never need to leave the comfort of your sofa to 'see' a solicitor.

Ismaeel Waseem, founder and CEO of LawOn believes the app will be a great tool for the disabled and elderly, who may not want or be able to travel to appointments. It will also be useful to those living in remote communities and parents of young children, and anyone who has a busy life or with limited free time.

Ismaeel said: "In a world driven by convenience and digital connectivity, LawOn will allow users to contact a lawyer in the same way they have been ordering taxis and takeaways for years.

"Through the app, users can access expert legal advice when they need it, where they need it, without the need to ring around legal firms, and

find time to attend appointments amongst busy work and home schedules."

A 2017 survey by iLawyerMarketing revealed the most common way to search for a lawyer was using a smartphone, so Ismaeel has taken it to the next level by making it possible to use the app to access immediate legal advice and screen time with a lawyer, simplifying what can be a time consuming and stressful process.

Via the app, users can send relevant documents to a solicitor prior to a consultation, speak directly to a qualified solicitor about their case free of charge and then receive a bespoke quote afterwards. The app simplifies and speeds up the whole process of seeking legal advice and instructing a lawyer and offers a secure platform for users to discuss their case.



Felix Ko, Client Partner, Armstrong Craven

## Armstrong Craven headhunts financial services specialist

Global talent mapping and pipelining specialist Armstrong Craven has recruited a new client partner to its Financial Services team.

Felix Ko was previously a managing consultant with Hudson in its Banking and Financial Services division. He has also worked in the sector for Michael Page.

He joins Armstrong Craven's established financial services team which provides strategic talent acquisition services, including talent mapping, pipelining and insight, to some of the world's leading banks and financial services companies.

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## Castlefield Entrepreneur inspires young Mancunians as Prince's Trust Speaker



A Manchester-based Entrepreneur has pledged to help young people get started in business through his new role as an Inspirational Speaker for The Prince's Trust.

Twelve years ago, Jamie Boyd, who lives in Castlefield, experienced a knee injury at the age of 24 that put an end to a promising career as a professional rugby player. Faced with the stark reality of finding a new calling, but with no money in the bank to start afresh, there was one organisation who offered him a lifeline: The Prince's Trust.

A youth charity founded by His Royal Highness, The Prince of Wales in 1976 – with a mission to help people aged 11 to 30 get jobs, education and training – The Prince's Trust loaned Jamie £3,000 to get his same day courier business, Today Team, off the ground.

Fast forward to today, and Jamie's business has a seven-figure annual turnover and a first-class reputation across the North West, with a number of customers based across Manchester city centre and Trafford Park.

"It was Henry Ford who said: 'Whether you think you can or you think you can't, you're right'," explains Jamie, who is also a member of the BNI Alchemy business chapter based at Didsbury.

"I am a big believer in the power of inspiring words, so I was delighted to accept the Trust's kind invitation to speak to young people on the first day of each new business course."

Jamie's talk, delivered to a number of young people from across Greater Manchester at MadLab on Edge Street, is a 'warts and all' account of

the highs and lows of being self-employed, as well as an insight into what motivates him.

Accompanied by a PowerPoint presentation and concluding with a Q&A session, the talk has been roundly praised by executives and volunteers at The Trust.

Melanie Hannam, Programme Executive (Enterprise and Awards), said: "Jamie provided a genuinely passionate presentation – sharing his best practices. Young people attending the course engaged really positively with his talk – enjoying a realistic and relatable story, with lots of questions to finish. We are looking forward to working with Jamie again in the near future; he is an absolute delight."

Paul Lewis, a manager at The Prince's Trust, added: "It's brilliant to see young people empower their peers through their expertise, as often they are more knowledgeable than they give themselves credit for. We're fortunate to have Jamie give his time to the Enterprise Programme; thank you Mr Boyd!"

Looking ahead to future rounds of the Programme, Jamie said: "If I can help young people get started in life, then I'm all for it. I was incredibly fortunate to have a helping hand from the Trust when all other doors had been closed to me; repaying that debt of gratitude in some small way is the least I can do."

For more details on The Prince's Trust's Enterprise Programme for 18 to 30-year-olds, visit [www.princes-trust.org.uk/help-for-young-people/support-starting-business](http://www.princes-trust.org.uk/help-for-young-people/support-starting-business)

# Small business confidence in North West recovers as economic forecasts lift

Confidence among small North West firms has recovered against a backdrop of lower inflation, progress on Brexit talks and a positive Spring Statement, according to the latest Federation of Small Businesses (FSB) Small Business Index (SBI).

But confidence in the region remains in negative territory – the only UK area in minus numbers, excluding Scotland. The quarterly SBI measure for the North West stands at -3 in Q1 2018, up from -17 in Q4 2017.

More than a quarter of small firms in the North West expect their performance will either improve (31%) or remain the same (39%) over the next three months, while only three in ten (31%) lack confidence about the coming quarter.

More than half of firms in the region (52%) now report that revenues are either stable or increasing. The proportion of firms planning to

increase investment has reached 29% and almost half (44%) of small businesses in the area expect to expand operations over the coming 12 months.

International traders remain bullish, with the share of North West small exporters expecting global sales to increase over the coming three months at 36%, an increase on the last quarter (27%).

North West Regional Chairman, Simon Edmondson, said: *"It's pleasing to see business confidence returning in the North West, and elsewhere across the country, but one swallow doesn't make summer. I suspect we are in for a bit of a roller-coaster ride and as such economic sentiment will wax and wain like this probably until well past Brexit itself."*

*"But for now at least, let's take the good news that positivity is returning and hope that Government policy can ensure it keeps going in that direction."*

The domestic economy remains the biggest barrier to small business growth for firms in the South West, with almost half (46%) of firms raising it as an issue. Consumer demand (28%), appropriately skilled staff (26%) and labour costs (26%) are the other most frequently flagged barriers to growth among small firms in the region.

**FSB NW Awards recognises Sharp Project based digital business**

In other news the FSB's North West Awards took place recently

where the region's finest firms were crowned winners at the finals.

The FSB's first ever regional awards saw hundreds of businesses from across the North West battle it out for honours in a dozen categories, which included Best Ethical, Best Small, and Best Family Business.

The eventual winners, whose entries had dazzled judges, were announced during an afternoon event at Blackburn's Dunkenhall Hotel. All of the winners now automatically go through to the judging process for FSB's UK National Finals to be held in London this May, where successful finalists will go head-to-head with businesses from across the UK.

The only winners from Greater Manchester were Sharp Project based Digital Next, run by brothers Justin and Mark Blackhurst who started the business from their bedroom seven years ago. The business - on target for £4 million

turnover this year - now employs over 50 staff, and has offices in Europe and Australia, scooped the North West Digital Business of the Year award.

Mark, who hails from Stockport, said: *"We've been members of FSB since the very early days of when we started up, so it's fantastic for us to have now been recognised by the organisation that's helped us grow. There are many award schemes out there and we take particular pride in winning this one!"*

*"We're now really looking forward to finding out whether we're shortlisted for the London finals and meeting other great business from around the country."*

Simon Edmondson added: *"Congratulations to the guys at Digital Next. This is a business with a fantastic success story, one of rapid growth and demonstrable success for their ever growing client base. We're thrilled they are part of FSB, and I know as a business they are certainly one to watch."*



Simon Edmondson, FSB NW Regional Chairman



L-R Sponsor Andy Dewhirst from Royal Mail, Justin Blackhurst from Digital Next, and Awards compere Dave Sharpe.

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# interview



# The business of edu

Greater Manchester has always prided itself on a strong heritage of educational opportunities that have always benefited the wider economic community of the region. Not least is the University of Salford, which has been championing this cause in many guises since the Victorian Era.

In 1967 the Royal College of Advanced Technology became the University of Salford when Her Majesty the Queen handed over the Royal Charter.

The University College Salford and the University of Salford finally merged into a single institution in 1996 - exactly 100 years after the formation of the original Royal Technical Institute which had started the academic road.

Today the University has a successful global presence and a turnover of £189m. It boasts 7 Schools, 20,000 students and 2,500 staff who have all grown to serve the needs of industry, commerce and education.

Recently the regeneration of Salford is creating new opportunities which is bringing the University firmly into the 21st Century. They have joined the BBC and ITV at the MediaCityUK development in Salford Quays and have ambitious plans to redevelop the existing campus over the next 20 years.

At the forefront of the University's support of local industry and commerce is Salford Business School, headed by the School's Dean, Professor David Spicer.

GM Business Connect were pleased to be able to chat with David and

find out more about the role of the School both within the University and wider Greater Manchester business community:

## Can you give a brief history of Salford Business School?

*"As a University, we celebrated our 50th anniversary last year; a big milestone but we trace our roots back to the first industrial revolution in which we were born as a technological college.*

*"The support of local commerce has always been a remit of our educational mandate, but it wasn't until the mid 2,000's when the School in its current form became a defined part of the University. Since then the Business School has been evolving in its own right."*

## What is the principal role of the School?

*"Being one of the Universities set up in the 1960's, Salford was created to drive much needed skills for industry, and now as a Business School we encompass many specific academic subjects – business management, accounting and finances, economics,*

*marketing and law, all with that practical industry focus at their heart, all to ensure we are preparing students for the future world of work."*

## How does the School relate to the residential and business community of Greater Manchester?

*"In a number of different ways. A big part of what we do is providing education for Greater Manchester residents – a lot of our undergraduate and postgraduate students come from Greater Manchester and the wider region.*

*"This is a really important part of our remit. We see ourselves as having a strong regional role to play as an education provider, delivering courses, experiences and development that those students need and it's also about 'feeding' that back out to the community.*

*"We are keen about improving both quality and quantity of graduate jobs in the community and encouraging the right kind of employment. We are not exclusively Greater Manchester, however, we are specific to this region and we have a strong regional*

*consumer-base. Students and businesses from further afield are always most welcome though.*

*"We work a lot with the business and industrial community in the region and Salford more specifically. For example we're closely aligned with Salford City council and other notable Salford businesses and institutions. We are however just as closely associated with Greater Manchester as a region, and are proud of that fact."*

## What are you currently promoting with the Business School? What are you looking for?

*"We are looking for great students!*

*"The other notable emphasis (which is core to the University and School) is collaboration. Our single strategic priority is collaboration. We work with industry partners to build an exceptional level of partnership, working very closely with them and are heavily integrated with their practices. And there are real benefits for the businesses too through the insights and expertise staff and students from the School can bring.*

*"A big push from the School is to find those industry partners. We want these partners to be heavily involved in recruiting our students and using them in live briefs and projects. We want them to provide our students with their expertise and examples of critical framework and we want them to be talking to us about our disciplines and our programmes.*

*"We encourage businesses to provide feedback about their business and skill-base requirements – thus giving us their*



# Education

insight, helping us prepare and develop our students on this real-world basis.

"I've been here two years pushing for this and we will keep pushing to get this ethos as tightly wrapped around what we are doing as possible."

## What type of business are you looking to engage with?

"All of them! I've never met a business where there is not any potential for engagement. I'm quite liberal in my use of the terms 'business' and 'industry' to include charities, public sector, etc."

## Are any particular sectors championed with the School's curriculum?

"Within our strategy as an institution we talk about businesses in four sectors: Digital & Creative; Health, Wellbeing & Society; Engineering & Environments; and Sport.

"These map on to what strengths we have as a University, highlighting the expertise and sector environments where we know the challenges and creative opportunities lie, regionally and beyond.

"We engage both in the short term and long term. We usually start off with a short term need (which we meet) and then extend to longer periods of time. We are increasingly moving into lifetime agreements with the notion of 'exceptional partnership' - building lasting relationships centred around mutual benefit."

## What benefits can you offer companies that do collaborate with the Business School?

"Expertise and enthusiasm. There is a set of really well qualified academic experts within the institution who can bring their knowledge to the table for partners - but also central to this is the expertise and enthusiasm of our students.

"A lot of our partnering work is centred around the students and their experience, which is massively beneficial for all three stakeholders - the University, the students themselves and the businesses.

"For example, all of our post-graduate students can do short-term internships or consulting projects where they work for a business on a specific problem, challenge or area of insight - this comes with academic support.

"So, from a business perspective they get someone to work on a project for which they've not had the time or resources to address and, it comes with expert support and guidance. For the student, instead of focusing on writing a purely academic dissertation, they get great applied experience before writing this up.

"This demonstrably adds to their employability beyond study itself."

## How is the School looking to grow with those businesses?

"The potential is enormous. For example a project where the phone bills of an area of an NHS trust were forensically examined to uncover the reality of costs and expense as part of a cost reduction programme. This is a great example of a public sector organisation not having the specific internal resources to analyse expenditure in such detail. The result was the development of new processes measuring a real world problem and

offering solutions that ultimately saved a fortune.

"We get industry speakers in of course, but we have moved beyond that now too. Instead we have companies come in and present their challenges or problems to the students, who then go away in the context of a given module and work on that problem or challenge.

"So, rather than 'pick a company and analyse it in an essay' (as it would have been in the past) this way of learning forms a big part of their assessment and they feed back to the organisation too. Of course, the businesses and tutors liaise to ensure learning outcomes and 'best fits'."

## What sort of specific skills do you instil on your students?

"We need to see creative development and problem solving capabilities within our students.

"A good example is the launch of Green Power project across the University. This is an internal challenge which is about building a car and competing with other teams from industry and academic backgrounds - to race that car. It's an electric car which is a sustainability challenge that is not only an engineering feat but one of business, project management and marketing too."

## How does this fit in with Degree Apprenticeships?

"The Degree Apprenticeship is a different model of work-based learning where businesses use the levy to finance study where the course links back to the workplace.

"We are in the process of moving a lot of our portfolio so we can offer this. It's the other side of the coin - where businesses already have people and want to upskill them."

## Is there a cost to businesses getting involved with the University?

"The levy that comes with the Degree Apprenticeships is a given, but otherwise for our postgraduates as described, no. The projects do incur the cost of people's time (which mustn't be underestimated!) but there is no required financial outlay or commitment in most cases beyond reasonable expenses, for example to cover the cost of a student's travel."

## How does a business contact Salford Business School to find out more?

The best method is to call us on  
**0161 295 2222**  
or email myself at

**d.p.spicer@salford.ac.uk**

More information is available on our website: **www.salford.ac.uk/business-school**



Professor David Spicer,  
Dean of Salford Business School

# focus

# Exposing Cyber

## Cyber crime is becoming an increasing problem for businesses small and large.

Titan, the name for the North West Regional Organised Crime Unit, was established in 2009 as a collaboration between the six police forces in Cumbria, Cheshire, Lancashire, Greater Manchester, Merseyside and North Wales to tackle serious organised crime that crosses county borders in the region. The mission of the unit is simple

- to tackle organised crime groups causing the greatest levels of harm to communities in the North West.

The Regional Cyber Crime Unit (RCCU) tackles cyber crime and cyber-attacks.

The unit specialises in tracking down those engaged in large-scale computer fraud and identity theft, as well as tackling the most serious computer hacking enquiries.

They also have dedicated officers working with education, businesses and members of the

public to help them understand the threat from cyber crime and what they can do to protect themselves from this threat

## Remote Desktop Protocol / Remote Working

Operation Terminus involved a large range of businesses across the UK whose data was compromised through the Remote Desktop Protocol (RDP).

This is a protocol that allows an individual remote access to a computer from another location. RDP is often used by businesses

as it allows employees to work on files without physically attending their place of work. Unfortunately if RDP is not configured securely, then it is vulnerable to attacks from cyber criminals.

The investigation highlighted that criminals are hacking into businesses through the RDP port and potentially stealing sensitive data and information using this method.

It is often enabled through employees using weak usernames and weak passwords such as "admin" and "password".

Cyber Protect Officers visited



## Cyber Security Small Business Guide

This advice has been produced to help small businesses protect themselves from the most common cyber attacks. The 5 topics covered are easy to understand and cost little to implement. Read our quick tips below, or find out more at [www.ncsc.gov.uk/smallbusiness](http://www.ncsc.gov.uk/smallbusiness).

### Backing up your data

Take **regular** backups of your important data, and **test** they can be restored. This will reduce the inconvenience of any data loss from theft, fire, other physical damage, or ransomware.



**Identify what needs to be backed up.** Normally this will comprise documents, photos, emails, contacts, and calendars, kept in a few common folders. Make backing up part of your everyday business.



**Ensure the device containing your backup is not permanently connected** to the device holding the original copy, neither physically nor over a local network.



**Consider backing up to the cloud.** This means your data is stored in a separate location (away from your offices/devices), and you'll also be able to access it quickly, from anywhere.

### Keeping your smartphones (and tablets) safe

Smartphones and tablets (which are used outside the safety of the office and home) need even more protection than 'desktop' equipment.



**Switch on PIN/password protection/fingerprint recognition** for mobile devices.



**Configure devices so that when lost or stolen they can be tracked, remotely wiped or remotely locked.**



**Keep your devices (and all installed apps) up to date,** using the 'automatically update' option if available.



**When sending sensitive data, don't connect to public Wi-Fi hotspots - use 3G or 4G connections (including tethering and wireless dongles) or use VPNs.**



**Replace devices that are no longer supported by manufacturers with up-to-date alternatives.**

### Preventing malware damage

You can protect your organisation from the damage caused by 'malware' (malicious software, including viruses) by adopting some simple and low-cost techniques.



**Use antivirus software on all computers and laptops.** Only install approved software on tablets and smartphones, and prevent users from downloading third party apps from unknown sources.



**Patch all software and firmware** by promptly applying the latest software updates provided by manufacturers and vendors. Use the 'automatically update' option where available.



**Control access to removable media** such as SD cards and USB sticks. Consider disabling ports, or limiting access to sanctioned media. Encourage staff to transfer files via email or cloud storage instead.



**Switch on your firewall** (included with most operating systems) to create a buffer zone between your network and the Internet.

### Avoiding phishing attacks

In phishing attacks, scammers send fake emails asking for sensitive information (such as bank details), or containing links to bad websites.



**Ensure staff don't browse the web or check emails from an account with Administrator privileges.** This will reduce the impact of successful phishing attacks.



**Scan for malware and change passwords** as soon as possible if you suspect a successful attack has occurred. **Don't punish staff** if they get caught out (it discourages people from reporting in the future).



**Check for obvious signs of phishing, like poor spelling and grammar, or low quality versions of recognisable logos.** Does the sender's email address look legitimate, or is it trying to mimic someone you know?

### Using passwords to protect your data

Passwords - when implemented correctly - are a free, easy and effective way to prevent unauthorised people from accessing your devices and data.



**Make sure all laptops, MACs and PCs use encryption products that require a password to boot.** Switch on **password/PIN protection or fingerprint recognition** for mobile devices.



**Use two factor authentication (2FA)** for important websites like banking and email, if you're given the option.



**Avoid using predictable passwords** (such as family and pet names). Avoid the most common passwords that criminals can guess (like *password*).



**Do not enforce regular password changes;** they only need to be changed when you suspect a compromise.



**Change the manufacturers' default passwords** that devices are issued with, before they are distributed to staff.



**Provide secure storage** so staff can write down passwords and keep them safe (but not with the device). Ensure staff can reset their own passwords, easily.



**Consider using a password manager.** If you do use one, make sure that the 'master' password (that provides access to all your other passwords) is a strong one.



North West Regional Organised Crime Unit

# Crime

numerous businesses affected here in the North West Region from solicitors, IT companies and schools to make them aware of their vulnerabilities.

They advised them to tighten up their cyber security around RDP ports and to use stronger and longer passwords.

It is important that you do the same if you use this port - make sure you take the time to check your systems are secure and remember to give some advice to your colleagues about strong usernames and passwords!

## The Golden Rules

The Government state that by following these simple steps the majority of cyber crimes **CAN BE PREVENTED...**



**Download software updates**

Software and app updates contain vital security upgrades which help keep your devices secure



**Use strong passwords**

A strong password is your first defence against hackers and cyber criminals

## Reporting a cyber crime

Action Fraud are the national reporting centre for Fraud and Cyber Crime and they are available via telephone number

**0300 123 2040**

They are available 24/7, 365 days a year and crime reports can also be made via the Action Fraud Website:

[www.actionfraud.police.uk](http://www.actionfraud.police.uk)

however, if you are suffering an

ongoing attack then please pick the phone up and call Action Fraud directly rather than reporting online.

## Further information

- You can see the Small Business Guide here: [www.ncsc.gov.uk/smallbusiness](http://www.ncsc.gov.uk/smallbusiness)
- The UK Government's behavioural change campaign for cyber security, Cyber Aware, promotes simple measures that small businesses and individuals can adopt to stay more secure online: [www.cyberaware.gov.uk/](http://www.cyberaware.gov.uk/)

## Young People and Cyber Security

The newest arm of the RCCU is the Cyber Prevent Team.

The team was set up as a result of identifying that there was an increasing number of young

people being drawn into the criminal justice system as a result of their misuse of computer technology.

The Officers are working with young people, education, teachers, parents and carers to help them understand and spot the risks teenagers may take when using the internet to experiment with hacking or other cyber offences without realising that what they are doing is a crime.

The team does not want to criminalise young people – they are asking parents and professionals to act at an early stage, by informing the Police so that they can look at positive diversions for the young person to take and also aim to deter computer-literate youngsters from carrying out distributed denial of service attacks (DDoS) and other cyber crimes.

Research shows that some who end up committing cyber crime start by learning how to outwit games programmers.

*"One of the entry points is cheating on online gaming – you have to be quite clever to do that,"* say Titan's Cyber Prevent

Officers *"We are not dealing with serious criminals. Some are sucked in by criminal gangs and this could damage their careers and do a lot of harm."*

Demand for computer skills is forecast to grow in coming years. One core message at the heart of Cyber Prevent is that young adults with computer skills can earn good amounts of money legitimately, as opposed to perpetrating cyber crimes and being pursued by law enforcement.

## Useful Websites

[www.cybersecuritychallenge.org.uk](http://www.cybersecuritychallenge.org.uk)

[www.inspiredcareers.org](http://www.inspiredcareers.org)

[www.ncsc.gov.uk/new-talent](http://www.ncsc.gov.uk/new-talent)

[www.gov.uk/apprenticeships-guide](http://www.gov.uk/apprenticeships-guide)

## Contact Us

Both the Cyber Protect Officers and the Cyber Prevent Officers can be contacted via:

[cyber.safe@titan.police.uk](mailto:cyber.safe@titan.police.uk)

### The Computer Misuse Act 1990, makes the following actions illegal:

Offence	Example of potential unlawful activity
Section 1 > Unauthorised access to computer material	Without them knowing, you watched your friend put their password into their phone. You then used it to gain access to their phone and download their photos
Section 2 > Unauthorised access with intent to commit or facilitate commission of further offences	Without their permission, you accessed your friend's smartphone, obtaining their bank details, so you could transfer money from their account
Section 3 > Unauthorised acts with intent to impair, or with recklessness as to impairing, operation of computer	You used a booter tool to knock a friend offline from an online game
Section 3ZA > Unauthorised acts causing, or creating risk of, serious damage	You hacked into the computer system of a Government Agency and were reckless as to the consequences. National security was undermined
Section 3A > Making, supplying or obtaining articles for use in another CMA offence	You downloaded a product to deploy malware to a friend's computer, so you could control it. You didn't even get the chance to use it

[www.legislation.gov.uk/ukpga/1990/18](http://www.legislation.gov.uk/ukpga/1990/18)

# focus

## Inbox problems? - Don't transmit...



Our love for email is so often our undoing. Responsible firms think differently and take the risk out of the Inbox - and out of reach of Cyber Criminals.

Email is at the heart of the vast majority of cyber attacks and data breaches. Why? It's because it is insecure, was never designed with privacy in mind and is just so quick and easy for everyone to use.

It can be tempting to think cyber security is all about technology. Surely it's about protecting where information is stored, it's about scanning for viruses and malware? But the real challenge is us. The human interface to the technology.

Fraudsters and criminals have played on our confidence for as long as time. That's why our relationship with email is so vulnerable. Technology can scan for some things, but it can't protect us from ourselves and our tendency to trust information apparently from someone we trust in the comfort of our own Inbox.

Email fraud is a £5bn worldwide industry. UK Finance cite losses of £100m to transfer scams - many initiated by email - in the first half of 2017 alone. In residential conveyancing ActionFraud (the UK's national fraud and cyber crime reporting centre) typically receive reports of 4 losses every week - with an average loss of £70,000. All involving people responding to instructions in an email appearing to be from someone they expect to be asking them to take action.

Many attempts have been made to secure email, but it can be clunky and, as the Information Commissioner's Office notes, "there is still currently no universally-adopted method for sending email securely".

Even when a secure email solution is in place, it's so easy for old habits to take over - or for the policies to be worked around (business emails on a personal mobile device for example) and the opportunities for error and fraud re-emerge.

Insanity is repeating the same mistakes and expecting different results (a quote variously attributed to Einstein and Narcotics Anonymous - no matter, both are relevant here). To tackle current and emerging threats we have to beat our addiction to email and think differently.

As an accountancy practice we have a duty to protect our clients' and their employees' personal and financial information.

We know we can protect our building and our IT infrastructure, but we recognised the risk around delivery and exchange of information - not least when clients are sending it to us.

We needed a solution that not only gave us the highest standards of security but was simple for clients to use - otherwise it wouldn't be fully adopted.

**Melissa Bowers,**  
Harts Chartered Accountants

With the new regulations around privacy looming large (General Data Protection Regulation - GDPR - 25 May 2018), many organisations are putting tools in place to secure the delivery and exchange of confidential, sensitive or personal information.

Convenience is everything. If it isn't simple or feels at all uncomfortable, we'll stop using it and go back to the ease (and the risks) of email.

VaultConnect is a cloud-based tool that enables documents and information to be exchanged simply and securely without exposure to the risks and vulnerabilities of email.

GDPR and Solicitors Regulation Authority compliant, it is

increasingly being used by financial, legal and accounting professionals to protect against fraud and data loss.

**Don't transmit... VaultConnect.**

We looked at 2 or 3 different options, ranging from add-ons to our practice management system to cloud-based secure file-sharing.

Ultimately, we chose VaultConnect in order to make sure it was right for our users and clients. Training, testing and roll-out has proved this was a worthwhile exercise.

Users have picked it up in minutes and clients (even some who we expected to find it a challenge) have loved it.

**Chris Bentley,**  
Harts Chartered Accountants

We work together on so many documents, many containing confidential information. It's vital that we can store and share them securely.

We loved Drive and Dropbox for their convenience but the security risks were too great.

We needed a tool that gave us similar flexibility but with control and confidence in security.

**Phil Adlem,** Intersol Global



To find out more contact **Richard Higginbotham** on

**0161 714 4199**

or email: [hello@vaultconnect.co.uk](mailto:hello@vaultconnect.co.uk)

[www.vaultconnect.co.uk/dont-transmit](http://www.vaultconnect.co.uk/dont-transmit)

# review

## McDonald's mindset + a career in PR

The beginning of February featured two great speakers to K-Club's regular Salford networking event: Marianne Page, Founder of Bright7, and Andy Spinoza, Managing Director of SKV.

So, after the usual excellent breakfast courtesy of hosts AJ Bell Stadium, it was time to hear the presentations.

Marianne Page was first to speak.

After 27 years of senior management experience with McDonald's, Marianne came to deliver insights to entrepreneurs and management alike on 'working on the business not just working in the business'.

*"What if business was easy?"*

Marianne put it to the audience that 'easy' might actually be a choice over the typically expounded theories of continued hard graft, scale and sacrifice.

Drawing on her experience in seeing epic growth in the 80s and 90s where she saw a new restaurant open every week, she explained that making business easy – making it flow and grow – is about belief and the needed to change our mindset.

*"Check your mindset around your people"* she said as she advised the group not to buy in to the nay-sayers and doubters who see staff as lazy and uninterested in business growth.

Instead, see that people are bright and trustworthy; hire to your values and believe in those people, and you'll see the amazing results.

*"There is only one way to cook French fries in a McDonald's restaurant. There is only one way to do anything in a McDonald's restaurant."*

*"Change your mindset around systems"* she continued. Systems

are not a luxury expense nor are they hard work or a pain, they are for all businesses and create a foundation for sustainable growth.

Marianne went on to say that implementing systems can also be easy – simple, logical, repeatable.

It's all about 'How To' – how to ensure that the system works and that tasks are repeated to expected standards. A 'How To' guide can be done in three ways:

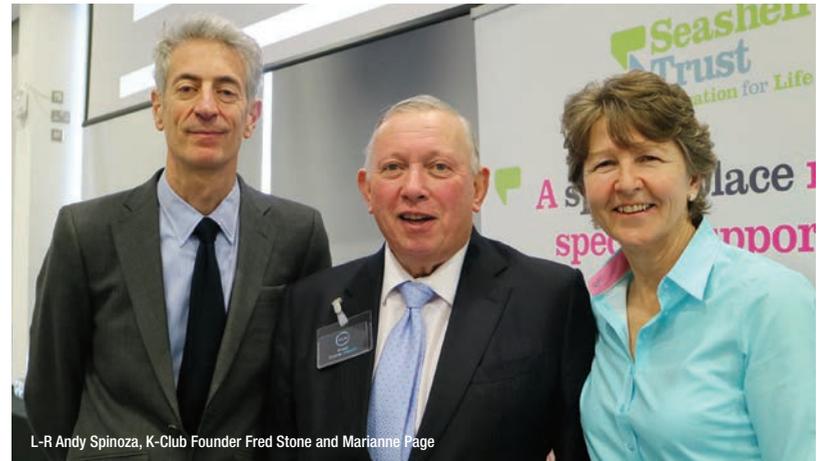
- 1) Make a step-by-step list of what needs to be done in a task, with a rationale of why we do it this way.
- 2) Marked-up guides in terms of documents – with pictures, arrows etc.
- 3) Make a 'How To' video.

In training people, the 'How To' guides, in particular the videos, are extremely effective, she said.

In training people, they need guidance and also feedback – not 'positive and negative' but appreciative and constructive (or growth) feedback. The goal is to improve performance, learning and inspiration and so a culture of feedback allows the people to take ownership of their performances.

Marianne further explained that this would allow for business owners to avoid micro-management, trusting their people to get on with their roles whilst the owner too gets on with theirs.

Lastly, Marianne summed up by emphasising that just like McDonald's, a belief in people and systems would allow a business owner to step back and work on (not in) the business creating one that would flow,



L-R Andy Spinoza, K-Club Founder Fred Stone and Marianne Page

be consistent and reliable in its habits and values, harnessing the power of its team.

Next to speak was PR Guru Andy Spinoza. Veteran of 35 years in Manchester's media sector, Andy drew on his experiences to offer insights on media; from the era of newsprint to the era of social media and fake news...and what this means.

*"What is PR?"* Andy began by explaining that fundamentally it is about promoting and protecting reputation. Furthermore that the media is the arena in which this is played out and technology has changed everything - where everyone has a voice and opinion.

The effects of this are massive. For example customer complaints made online via social media can mean direct public interaction with big companies.

Andy's passion for PR began when he was a paper-boy at 13 years old where he'd notice which kind of houses took tabloids and which took the broadsheets, noticing surprising relationships between readers and products.

Fascinated by journalism and how cities represented themselves through media, a teenage Andy came from London to Manchester in 1979, drawn by a fascination with Granada TV who we proudly making documentaries like World in Action and series like Coronation Street -

they were proud Mancunian.

Andy and his cohorts noticed there was nothing representing their age group and so they set up City Life - their own 'what's on' magazine, interviewing celebrities (including Bernard Manning and Morrissey) and reporting local news.

As naïve journalists, he explained that they had published leaked information and privileged documents from GMP regarding the shoot-to-kill policy (Stalker Inquiry) in Northern Ireland - for which they were sued by businessman Kevin Taylor. A salient lesson in knowing the law, he explained.

Moving forward in time Andy became the diarist for Manchester Evening News for ten years - a role that came with plenty of perks - Celebrity parties, launches and premiere's became part of the job! After leaving this behind, Andy went on to set up his PR agency where his first job was with Sir Alex Ferguson and his testimonial committee. Andy learned that despite his expectations of the media giving Sir Alex a hard time, some people like Sir Alex actually had control over the media, avoiding what would typically be a rough ride for others facing similar attention to everything they do, both professionally and personally.

He points out that such control over media then, would not so easily be exerted in today's media – with Twitter and other social media channels being beyond influence.



For further information please contact **Amanda Manson, Events Organiser** on **07754 069 829**  
[amanda.manson@k-club.co.uk](mailto:amanda.manson@k-club.co.uk)  
[www.k-club.co.uk](http://www.k-club.co.uk)

# interview

# Keeping Manchester

ExcluSec Security Solutions have been a familiar brand across many parts of Greater Manchester for many years now, providing a comprehensive range of services for councils, businesses, organisations and private clients alike.

They pride themselves on tailoring security and training solutions specific to every environment and requirement, adapting to a growing portfolio of clients who all seem to be making the Trafford Park based business their favoured choice of supplier.

GM Business Connect visited Managing Director, James Bancroft at their head office to find out more:

**Can you describe what ExcluSec is, how long it has been going and what you offer in terms of training and support services for local business?**

"Founded in 2010 we currently offer security services, training services and facilities management services – which is our most recent offering. We provide tailored security services to private individuals, charities and corporate clients across the North West.

"Our directors, senior management team and operational staff understand that our service often becomes an integral part of our client's business activity, so our service delivery is based on listening to their needs and giving our advice to provide a positive and long-lasting business relationship.

"Due to the great range and combination of services we can provide, we believe that ExcluSec are not simply just another 'security company'. We focus on delivering exceptional customer service and this

ethos is cascaded to staff throughout all levels."

**Do you see yourself as having a national remit or do you target local companies?**

"We do have clients outside of the North West but the majority of our clients and continued growth is predominantly in the North West - Greater Manchester specifically."

**What sort of training and services do you offer businesses?**

"We have a range of training courses available which include SIA, First Aid, Health & Safety, Needles & Sharps, Safeguarding, Banksman training and a whole host of important and essential training packages.

"Our facilities offerings include a full range of security services, cleaning services, PAT testing, washroom, pest control and a whole host of complimentary services."

**Do you have any specific services you will be rolling out shortly?**

"We are focusing on rolling out our facilities management services which we launched in January of this year,

which we are going to be porting to all our existing clients and also externally to potential and new clients too. The interest has been very positive so far.

"We are hoping to see this grow in line with what we have experienced so far with the rest of the company."

**Can you describe in more detail your facilities management offering?**

"Essentially it is a combined solution for a client – a 'one stop shop'. Quite often clients will have a cleaning solution and a security solution and so on, and they will end up hiring separate providers for each need. It's about offering our clients a combined solution of people services."

**In terms of additional training, you mentioned 'Project Griffin' - is this something you can explain for us?**

"Project Griffin is the national counter terrorism awareness campaign produced by the National Counter Terrorism Security Office to protect communities and cities from acts of terrorism. Effectively, it was designed to raise

awareness of counter-terrorism issues, much needed as we know from our recent attacks in Manchester and London. Terrorism issues are now unfortunately, part of our society. The initiative is now part of the Government's ACT awareness campaign ('Action Counters Terrorism').

"ExcluSec are approved by the National Counter Terrorism Security Office to deliver the initiative to all our employees and we run monthly workshops where we offer invitations to our existing client base so that they too can upscale and partake in that training."

**As a business you have enjoyed a rapid and recent growth, what are your plans for sustaining this in the future?**

"We almost can't believe the growth in sales we've had this year ourselves. 73% growth compared to last year! We're so proud of how much has been achieved.

"ExcluSec is seven years old now and we're continuing to move in the right direction. Our turnover for 2017 was up by £1.2m on 2016's numbers, and we're predicting further growth for this year too.

"We believe that there are some very good reasons for this, and it's something that I'm sure is common across most successful growing businesses, regardless of sector - our staff and client satisfaction ratings are both consistently above the 95% target we set ourselves.

"When it comes to our workforce, we encourage teamwork as one of the main drivers within ExcluSec – encouraging our people to regularly share pictures of their working day with one another, along with details of best practises, which helps to bring our staff together as an effective team. Their commitment and enjoyment really does reflect in the great work they undertake. That's why we're sure so many of our clients remain consistently impressed with our service offering.

"We are also very proud of the fact that our client retention rate stands at 96%. Our clients really appreciate what we do and, as a result, they refer other businesses to ExcluSec too.

"As far as future growth, we believe there is sufficient work in the North West to keep us busy. We do take work outside of the North West, but typically this is for existing clients



James Bancroft, Managing Director, ExcluSec Security Solutions Ltd.

# Secure

or for delivering other specific services.

*"For us it's all about maintaining organic growth – growth that can be sustained and managed effectively. We always ensure that we never over-commit and under-deliver."*

**One of your straplines is: 'Your local security and training provider' – how important is this?**

*"Very important. We have offices in Trafford Park, Bolton and Warrington. Trafford Park has 1,800 businesses and we are extremely keen to develop our relationships with businesses there. We have a number of clients in the Bolton area including Bolton Council and again with Warrington.*

*"We find that we can offer a much more personal service when dealing with local*

*businesses. Face to face meetings ensure we can build an ongoing relationship with a business or organisation that can develop fully as time goes by.*

*"Our relationship-led service has helped us secure some excellent new business over the past year. We're really pleased to have picked up a diverse selection of new contract wins and extended relationships for a mix of local authorities, private businesses, social enterprises and charities.*

*"Our local authority clients include Rochdale Borough Council, Blackburn with Darwen Borough Council, Trafford Council (on behalf of AMEY) and Bolton Council. We help keep secure a variety of their*

*buildings, whilst also providing external support with events and taxi marshalling services.*

*"Private clients include Wigley Design & Build where we provide Manned Guarding to a number of their sites. We also provide Event Security and Stewarding services to T3 Events. In terms of social enterprises and charities, we work with the likes of Salix Homes, Liverpool BID and the RSPCA, providing tower block fire marshalling, evening ambassador duties, keyholding and mobile response services."*

**Finally, you have regularly mentioned the importance of your accreditations. Can you elaborate?**

*"The selection of carefully chosen accreditations we hold really does set us apart from our competitors. For example, we're one of only a handful of firms in the area to hold the NSI Guarding Gold*

*accreditation. That's not all though, we're in the top 10% of all SIA approved contractors, with our latest audit score coming in very strong.*

*"Also, despite the changes this year to the 'Investors in People' criteria, we are very pleased to have maintained our 'Gold' status. This was no mean feat; there have been a lot of businesses drop down to 'Silver' due to the new, more stringent, process. In actual fact, the feedback we received was that we were very close to achieving the newly implemented 'Platinum' status, which was very pleasing to hear.*

*"We are very proud of the accreditations that we hold. A lot of hard work has gone into securing those benchmarks – after all, they offer new clients a very important level of trust that the services we offer are to the standards expected."*



## ExcluSec

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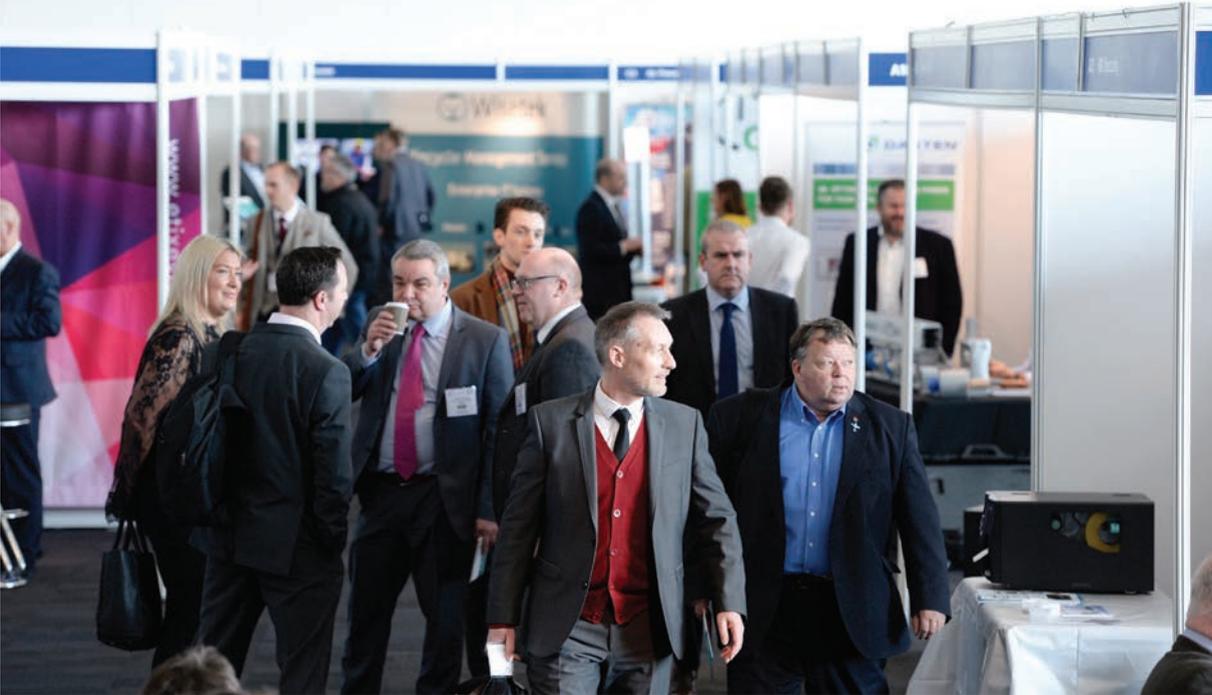
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# preview

## Big data in the Northwest



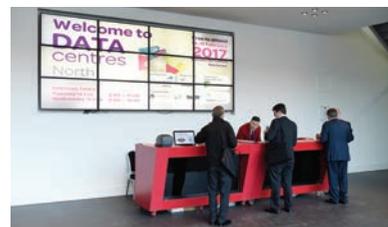
DataCentres North is a must-attend event for corporate data centre users and operators.

The free-to-attend event will host over 500 attendees and expert speakers.

On May 1 and 2, the free event will convene again in Manchester with over 500 decision-makers, business owners and exhibiting companies in and around the data centre industry.

Now in its fourth year, DataCentres North addresses the growing needs of businesses using, operating and maintaining data hosting environments in the north of England.

A hybrid event at Emirates Old Trafford, featuring an exhibition, a two-day conference schedule and unique networking opportunities, DataCentres North is the largest event of its kind outside London.



It is the ideal opportunity to meet the Northern data centre community, gain an overview of industry innovation and evolving best practice, and experience the latest and best new products and services, and to meet suppliers face-to-face.

The exhibition will feature over 30 stands offering products for every

facet of data centre operations and mission-critical infrastructure.

At the same time parallel conference streams will address the themes of operations and strategy, with workshops, panels and case studies presented by industry experts on subjects including issues and opportunities within the region, sustainability and risk reduction, resilience and security.

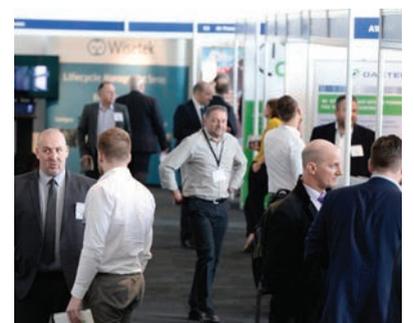
Meanwhile, networking opportunities will include the free to attend drinks reception and the DataCentres North dinner held on the second evening, attended by over 170 industry professionals.

DataCentres North 2018 is the ideal event for professionals including CIOs, IT directors, data centre managers and engineers, security and system managers, storage planners, energy consultants, design and build consultants, project managers and members of corporate management.

**About DataCentres North:** DataCentres North was founded by StepEx, an exhibitions and publishing company established in 2007.

The event is supported by the British Computer Society, the Data Centres Specialist Group, the Data Centre Alliance and techUK.

To find out more contact the team at [datacentres@stepex.com](mailto:datacentres@stepex.com) or call **0189 251 8877**, and to attend this free event register on-line at [www.datacentresnorth.com/registration/](http://www.datacentresnorth.com/registration/)



# DATA centres North

**1 - 2 May 2018**  
Emirates Old Trafford,  
Manchester

**SAVE THE DATE**

**FREE TO ATTEND**

## Recognising the need - Reflecting the market

This year we have had announcements of new builds in Birmingham, Hull, Manchester, Leeds and Liverpool... And this growth is set to continue.

DataCentres North is the largest and most complete event outside London addressing the needs of all those involved in the ownership, design, build, management, operation and infrastructure needed to deliver effective datacentres, server and comms rooms.

### The Exhibition

Featuring the country's leading suppliers this is your opportunity to see, discuss and source the latest in products, services, solutions that can benefit your business and assist you to achieve your goals.

### The Conference - Content is Key

DataCentres North Conference addresses both the Strategic and Operational issues affecting the region, its growth as well as the challenges facing those involved in operating effective, efficient, secure and resilient datacentres, server and comms rooms.

#### The programme will address:

- Datacentre Design
- Energy & Sustainability
- Direct Liquid Cooling
- DCIM
- Legislation
- SLA's and Governance
- Financing
- Regional Developments
- Standards
- Power
- Connectivity

### Sample of Speakers



Mark Acton - Head of Datacentre Technical Consulting & BCS - DCSG, CBRE - DCS



Professor Ian Bitterlin MD, Critical Facilities Consulting & BCS - DGSG, Council Member



Fergus Innes - MD, Ireland France Subsea Cable



Steve Bowes-Phipps - Senior Data Centre Consultant, PTS Consulting



Emma Fryer - Associate Director, techUK



### Social Networking Dinner

DataCentres North will once again hold a social networking dinner on the first evening of the event. All tickets include a drink on arrival, 3 course meal and half a bottle of wine.

Tickets are priced at £55 + VAT per person.

Table of 10 priced at £495 + VAT (which includes a 10% discount)

For the latest information visit [www.datacentresnorth.com](http://www.datacentresnorth.com) or contact the DataCentres Team: 01892 518877 or email: [datacentres@stepex.com](mailto:datacentres@stepex.com)

**Register online now: [www.datacentresnorth.com](http://www.datacentresnorth.com)**

Supported By:



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# venue

## The Cinnamon Club celebrate 15 years!



Neil Hughes

### How a passion for jazz, architecture and community keeps a building alive

In 2003, Neil Hughes made what appeared on the outside to be a crazy decision. Leaving the corporate world of IBM, Lotus and his own software business in Altrincham, he stepped into the unknown, becoming a live music promoter.

*"I suppose I really did let my heart rule my head in the run up to the decision to invest. The period building sited in Altrincham, dating back to 1903, drew me in from my very first visit – just an inspiring, wonderful work of art designed by Frank Dunkerley"*

So Neil set about learning how to become a licensee, how to market to consumers, and how to restore a relic into the vibrant building it is today. With over 1,000 visitors a week watching live music, having dance lessons and singing in three choirs, the business seems to be at the

heart of the community.

Neil adds *"the business needs to be busy every day, we are open 7 nights a week and we love having our mixture of events including lots of 40ths, 50ths and beyond. In September this year, we are having our 300th Wedding."*

### The power of a great team

All entrepreneurs recognise that they have to build a team, a path to success. Neil is no different. *"The stability of a team that is working long hours, late nights and in customer service is key to our operation. My event manager, Karen Halfpenny has been here over 10 years, my bar manager Jimmy, over 6 years and our fabulous chefs on site, Herb & Spice have been our partners since day one. We have our own sound engineer Steve, and running the show day to day is Operations Director Taz Kapur. We even have a musician Ben acting as accounts clerk!"*

### What can you offer other local businesses ?

The Cinnamon Club is now a fully functioning space to hire. They have kitchens on site, sound systems in 2 rooms catering for 30 – 300 guests, projection, wifi, car parking and a late licence. Everything can be organised in house - many local businesses use The Cinnamon Club for company nights out including Christmas Parties.

### How has your passion for music affected your business model?

*"As a lover of live music, I know what I want in an intimate venue so it has strongly influenced my booking policy. But it is the customer service angle that has gone across every facet of the business, especially corporate bookings and weddings – we have to strive to be the best every time."*

Music, Choirs, Dancing  
[www.thecinnamonclub.net](http://www.thecinnamonclub.net)  
 Weddings and Parties  
[www.thebowdonrooms.co.uk](http://www.thebowdonrooms.co.uk)  
 0161 926 8992  
[neil@thecinnamonclub.net](mailto:neil@thecinnamonclub.net)

## Are you Looking for that ideal **Corporate Venue** to entertain your clients?

The Cinnamon Club is situated in a beautiful character rich Edwardian building, situated in Bowdon within the heart of Cheshire.

Seating for up to 240 guests in our main Ballroom, up to 90 guests in our intimate Jazz Lounge, one thing is for sure, you can be assured of an event that everyone will remember.

With Award winning on-site Chefs and fully licensed bar our Event Planning Team will ensure your event runs seamlessly from start to finish.

Need that extra special twist to your event, we specialise in live music, already have a sound in mind, speak to our team and we will make it happen.



the CinnamonClub  
 Jazz | Blues | Dance | Dine

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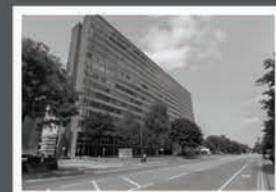
Overlooking the South Bay, in the heart of Salford Quays is where you'll find the new home of your business. Housed in an impressive red brick building which has recently been fully and stylishly

redesigned, **Citibase Manchester Salford Quays** offers fully serviced, furnished offices, available from one person to larger, and all on offer with affordable, flexible contracts.

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We also have fully serviced, flexible offices available in Central Manchester and Old Trafford



# review

# The Greater Manchester Business Awards

Friday 9 February marked the spectacular second annual awards night of the Greater Manchester Business Awards.

Following the success of the 2017 event once again business owners had the chance to bring their staff and clients along to a fun and glamorous night out in recognition of the hard work and support they had put into the business.

For both clients and staff it's the opportunity to say thank you from the business owners, and let's face it also a chance for businesses to network and to make new contacts and prospects.

The Greater Manchester Business Awards certainly lived up to expectations. The evening was now a regular event in the Greater Manchester Business Community diary. Organised by specialist conference organisers, innov8 Conference Services, the evening delivered exactly the right mix of fun, glamour, and acknowledgement for all the businesses that took part.

The venue for the Awards Ceremony was the same as last year - the Radisson Blu Edwardian Hotel

in Manchester - which has been remodelled on the site of former home of the Halle orchestra - the Lesser Free Trade Hall.

As media partners GM Business Connect were more than pleased once again to support the event, and indeed it has shaped up to be one of the pivotal dates in our portfolio of business activities, particularly fitting in with our mantra of 'connecting' businesses which we are extremely keen to promote.

The evening commenced with a drinks reception in the lobby area which then moved into the main banqueting suite where proceedings were introduced by our host for the evening - Key 103's Darren Proctor.

After a four course meal, accompanied by singer Russell Shaun, the awards ceremony commenced with the 12 categories being introduced in turn by members of the judging panel.

As well as 12 winners, there were also 4 'Special Recognition' awards that were handed to 4 businesses that although hadn't won their respective categories, had in fact displayed qualities that the judges

felt merited special recognition.

The choice of shortlisted businesses, and indeed eventual winners, were as a result of 8 judges who were brought in from many different businesses, organisations and backgrounds. Out of the many submissions, there were a total of 39 shortlisted businesses and individuals over the 12 categories, and the process of choosing the winners was incredibly difficult due to the very high calibre of nominees.

## Categories

As a direct result of the judging process last year and feedback from many of the businesses taking part, two new categories were created this year.

Celebrating the spirit of freshness within the Greater Manchester business community, Entrepreneur of the Year was created.

Also newly acknowledged was the crucial role of businesses in supporting and nurturing their staff - Employer of the Year.

## Organisers

Event organiser James Caldwell from innov8 Conference Services commented: "When we first set out to create the Greater Manchester Business Awards, we had a vision for creating Greater Manchester's fairest and most transparent Business Awards.

"We put together a panel of leading Business Experts from across the Greater Manchester Industry, Technology, Manufacturing, Legal and many more sectors. The Panel was also from different backgrounds, with some of the panel being based in micro-businesses for 25+ years, whilst others had worked their way up their International Company over many years. Therefore in order to get onto the Shortlist the entrants had to impress a good number of the Panel Members.

"We implemented a scoring method which prevented panel members unfairly skewing the process. We (innov8) had no input into the Shortlisting or Winners for the awards, we left that entirely to the Panel and they spent an awful lot of time deliberating the entries.



Business of the Year – (Organisations of under 10 Employees) Catalyst Claims Management



Business of the Year – (Organisations of between 10 - 50 Employees) Matthews Environmental Solution



Business of the Year – (Organisations of over 50 Employees) OneFile



Customer Service Excellence Award – (under 10 Employees) Florence & Amelia's



Customer Service Excellence Award – (Organisations of between 10 - 50 Employees) Contact



Customer Service Excellence Award – (Organisations of over 50 Employees) Involvement Packaging Ltd



Start-up Business of the Year Award (Organisations of under 2 years since formation) Flow Creative



Business Person of the Year Award Richard Jordan



# Greater Manchester Business Awards 2018

Host Darren Proctor, Key 103



"I cannot stress how important it is to get a Panel of Business Leaders together like the ones we had, who make the process impartial and ensure that the awards goes to those who truly deserve it. We were truly thankful for the Panel in sharing their years of Business Experience and also for the time and effort they put into the whole process.

"The quality of the entries we had was even higher than for the first year of the event, which made for a tough process again in the judging system.

"We wanted this to be an award that companies wanted to genuinely win and from the interest in the entries we received, we certainly created this. To the point whereby the panel

awarded an additional four 'Special Recognition Awards' to companies that they felt had made fantastic achievements, but the strength of the entries in their category meant they didn't win their main award.

"To get to the evening, with the venue completely full and also such a fantastic buzz in the room the whole evening, was testament to the strength of the Businesses in Greater Manchester. Feedback so far has been incredibly high, everyone had a fantastic evening with great entertainment from Russell Shaun, and our brilliant compere Darren Proctor from Key103.

"As an Events Company, we get

frustrated when we see Awards putting out huge shortlists of 30 categories and 10 companies in each category.

"For us it's not about getting a thousand people in one room, its about getting the cream of Manchester's Businesses together to share their successes and highlight their fantastic achievements, whilst rewarding those who are truly exceptional with an Award.

"The Greater Manchester Business Awards has now cemented itself as a yearly awards process and we expect that next year will be even tougher with companies now not only looking to enter it for the

first time, but also those who won this year will want to win again next year.

"Our aim, however, will still be the same - to create the fairest and therefore the most valuable Business Award in Greater Manchester."

The event's Charity Partner this year was Forever Manchester, a unique charity that raises money to fund and support community activity across Greater Manchester.

### Winner's comment

Start-up business winners from 2017, Strategic Analytics Team once again stormed the awards with not just another win - Entrepreneur of



Entrepreneur of the Year - Paul Jorgensen



Young Business Person of the Year Award - Matthew Welden with Darren Proctor and judge Tracey Rush



Employer of the Year - Equilibrium



Corporate Social Responsibility Excellence Award - Emerge 3Rs



Special Recognition Award - Customer Service Excellence Award - Stockport Homes Group



Special Recognition Award - Entrepreneur of the Year Wayne Coyle



Special Recognition Award - Employer of the Year - Jobwise



Special Recognition Award - Business of the Year - Strategic Analytics Team



# review



the Year for MD Paul Jorgensen, but a Special Recognition award for Business of the Year (10-50 Employees).

Paul commented on his double triumph: "We founded Strategic Analytics Team as a boutique logistics management consultancy helping companies improve their operational performance through analytics, technology and training courses.

"We launched in 2016 after more than 25 years of experience in the logistics sector working with big brands such as DHL and Shell in countries all over the world.

"We saw a niche in the marketplace after recognising



that many companies were unable to link elements such as analytics, technology and people development together, particularly SMEs or organisations working in more challenging environments.

"Since then, the company has launched the world's first IVV Diamond-accredited defensive driver education programme specifically for electric vehicles, formed partnerships with Australian technology company JESI Management Solutions and UK firm Trakm8, to deliver products such as telematics, route optimisation and journey management software to its clients."

In the last 12 months alone, Paul has been the driving force in taking

Strategic Analytics Team to the next level, winning training contracts with Shell, Agility and the British Council, and remarkably setting up a logistics training Centre of Excellence in Basra, Iraq.

He has also secured a slot to deliver a key note speech at this year's Multimodal exhibition – the go-to event for the transport and logistics sector - on the subject of 'Driving for work: legal pitfalls, consequences and things to consider on the road'.

Paul said: "Being named as Entrepreneur of the Year has left me feeling humbled. To know that this award has been decided on by a panel of independent judges –

my peers – makes me feel incredibly proud.

"To then have Strategic Analytics Team recognised with a special recognition award for the work we have done as a team was a very welcome, added bonus. We are at the cutting edge of technological developments in the logistics industry and this award shows how far we have come since winning the Start Up Business of the Year category last year."

Judges praised Paul for 'exercising initiative by organising a venture to take benefit of an opportunity' and recognised him as 'a risk taker who monitors and controls the business activities'.



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**Are you a business that manages drivers or a fleet of vehicles?**

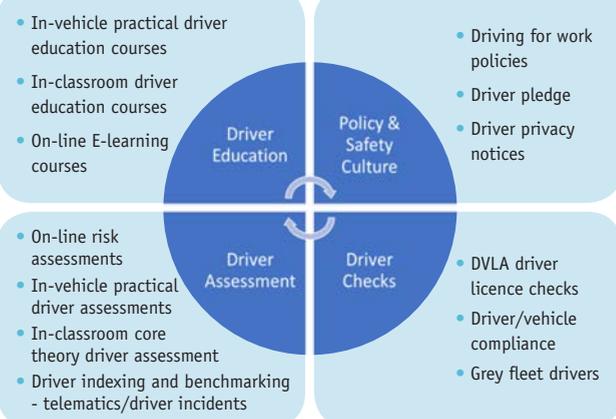
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[www.strategicanalyticsteam.com](http://www.strategicanalyticsteam.com)

# focus

# Driving the French Connection

GM Business Connect caught up with Marie Boyer, the owner and MD of France Line International Transport Ltd, to find out about their experience as a finalist at the Greater Manchester Business Awards 2018.

## Congratulations on being a finalist in the Business of the Year (less than 10 employees) category!

"Our team of 5 was proud and excited to be shortlisted, even more so when we learned that there were lots of entries for this category, and strong competition and the judging panel had to leave out lots of interesting and thriving companies.

"The actual awards do was a great night. It was really nice to be amongst so many entrepreneurs and outstanding businesses reaping the rewards of their hard work, and to celebrate the achievements of so many growing Greater Manchester businesses."

## What do you think made your entry stand out from the strong competition?

"We explained exactly what we do clearly, and gave evidence of our ongoing growth in turnover and profitability, the key success factors for that growth over the past 12 to 18 months and our consistent record of 98.5% of deliveries on time.

"We talked about the development of our more recently introduced services, a few specific freight jobs which we managed to pulled off at short notice, as well as some of the unusual freight we have moved recently (circus equipment, tall and heavy cherry tree picker). We also included some testimonials which we received

unsolicited from customers very happy with our service.

"On top of this, I explained how I motivate my French bilingual team and the positive and rewarding working culture that inspires my team to go the extra mile for France Line's customers."

## What growth have you achieved over the past year?

"In 2016/2017, our turnover increased by 16%. In 2017/2018, we are on course to achieve another increase of 19% in revenue, with the volume of freight moved up by 9% over the first 3 quarters of our current financial year, compared to the same 9 months the year before.

"The growth is due in part to new accounts, to France Line introducing an abnormal and out of gauge service between the UK and France to complement its services for standard commercial and industrial cargo.

"We have also carried on expanding our geographical reach. France Line still specialise – and will always do so – in cross channel freight between the UK and France, both ways, but we are moving an increasing amount of standard freight to and from other Western European countries than France, as well as to and from the main Eastern European countries.

"Due to the effectiveness and reliability of our European services and our strong customer service, we are increasingly being called upon

by our customers to help them with shipments of all kinds to destinations other than France, and we are of course more than happy to help."

## We understand that you moved to a new, bigger office in October last year. Why did you choose to remain in Trafford Park?

"Trafford Park is conveniently located and easy to travel to for our staff who live in different areas of Greater Manchester.

"Also, it is home to many of our customers (many manufacturers but

also some larger freight forwarders), although we do have customers throughout the north-west and the whole of the UK.

"It is a thriving area, with a great community and a number of networks who put on some good events where local companies can meet and network, with a view of working together more."



Marie Boyer, Managing Director, France Line

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# preview

## Northern Business Exhibition headlines with Hilary Devey



Hilary Devey  
CBE



Author  
Ben Kench



Start-up  
Coach  
Carl Reader



Sim  
Goldblum  
Maxpotenti



Rachel Elnaugh  
SourceTV



Author  
Steve  
Hackney



Jamien Middleton  
The Animation Guys



Emma Hill  
Yell Business



Steven Bartlett  
Social Chain



Richard Hanscott  
Yell Business



Sebastian Steinhauser  
Parcelly

With a brand new home to house the event and a wealth of industry leading speakers including Dragon's Den star Hilary Devey set to deliver a keynote speech, the Northern Business Exhibition prepares for its busiest year to date.

Two days packed full of business advice and insights for entrepreneurs, start-ups and SME's, the Northern Business Exhibition is all about supporting new businesses as they grow as well as offering a great place to network.

Taking place on the 18 & 19 April between 10am – 4pm, this free event will take place in the heart of Manchester at Manchester Central attracting in excess of 7,000 visitors over the two days.

Focused on providing quality advice there are over 80 seminars and workshops delivered by some of businesses' finest speakers including a Q&A with Hilary Devey CBE, author Ben Kench speaking about how to make a success of your business in 2018, Rachel Elnaugh (another Dragon's Den star) and co-creator of Source TV, marketeer Michael Carlin, CEO of Zimplify, Carl Reader the start up coach, best selling author Steve Hackney, Gary Townley from the Intellectual Property Office, CEO and founder of Global Social Media Marketing agency Social Chain Steve Bartlett to name a few.

Visitors can also book in for free 1-2-1 advice and support on all elements of business from sales to marketing, branding to finance, with 20-minute appointments with experts in their field.

There are also over 100 exhibitors at the show, each offering different business solutions from office space to accountancy, legal advice to social media marketing.

Hilary Devey CBE commented: *"Often the thing we need help with the most in business is identifying our weaknesses and finding solutions to take us on to the next level, that's what this event is all about – providing advice, inspiration, motivation and a chance to network."*

*"In a thriving start up market, it'll help your business to stand out and*

*ultimately increase your bottom line."*

Ceri Rogers, Northern Business Exhibition spokesperson said: *"This event is all about helping businesses, start ups and entrepreneurs develop and grow, from great workshops and seminars to one on one support."*

*"If you're looking to take your business to the next level, this event is perfect for you."*

### Competition

Got an amazing business idea but don't have the cash to execute it?

One lucky entrepreneur could win £5,000 cash for their idea, and, unlike Dragon's Den, there are no investors looking to take a piece of the pie.

The Northern Business Exhibition has created a unique competition for

its show visitors – a business pitch to three industry guru's with the chance of scooping £5,000 to help get their idea off the ground.

As well as the cash injection, the winner will also get in excess of £5,000 worth of prizes all aimed at helping get them up and running, including a website, a year's web hosting, a year's free subscription to accountancy software QuickBooks, a one-to-one mentoring package and loads more.

Entering the competition couldn't be easier; entrants simply register for a free ticket to the event, submit a short description of their business idea, attend the show and pitch to the panel in five minutes about why their idea deserves to win.

To learn more about the event and competition head to: [www.northernbusinessexpo.com](http://www.northernbusinessexpo.com)

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Hilary is probably best known for her roles in reality TV shows including Dragons' Den, The Secret Millionaire, and The Business Inspector.



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# round table

# Connect the dots and tech will grow

by Rupert Cornford



pro-manchester's latest round table event looked at progress and perception within the tech sector, at an event hosted at Great St John Street Hotel in Manchester

Technology is a young and noisy industry in Manchester, but behind the social media, some real progress needs to be made to maximise the industry's potential.

Ecosystems take time to develop. Like the slow evolution of nature, so business communities have to be born, grow and be supported as they find their way in the world.

Manchester's long serving manufacturing and professional services communities have grown, contracted and innovated through the decades. Now it's the turn of the tech sector to come out of the shade.

"Manchester is quite self-aware about its tech sector now," says tech journalist and consultant Martin Bryant. "Since 2012, when we opened TechHub and started taking about what was happening in the city, other initiatives have moved forward and the Mayor recently held a digital summit."

But, unlike ecosystems, we aren't particularly patient in the face of this young sector's development. Such is the pace of expectation and change in technology, we want it now, better - and on a par with Silicon Valley.

A lot of the ingredients are already here - big players, start-ups, funding (or people who know how to get it), universities and graduates. But the pull of elsewhere is still strong.

"I still find we have amazing graduates locally and they still ask if we have vacancies in the London office," says Nikki Scrivener from tech

PR agency Fourth Day.

The developer community in Manchester is a strength, and the ecosystem has pulled many businesses into the city for this very reason. High value jobs - albeit always difficult to fill - but clustered close enough together to feed tech's hungry growth.

Businesses like Martin Balaam's product information software outfit Pimberley, which recently secured investment from private equity firm NorthEdge is consciously in Manchester over London. There are many more like him in the city and support for Manchester comes from right across the region. Daniel Reilly, who is one of the co-founders of Liverpool-based Ruler Analytics, says Manchester has a lot to be proud of in terms of the technology sector.

But tech is young in Manchester and not everyone talks to each other. It's spiritual roots of collaboration are partly evident, according to observers, but some connections are just not being made.

"Some companies reach out and

support, like The Co-op," says Bryant. "But there are some very well known businesses, by preference, who don't get involved in the local community. They don't see any point."

And this is exactly the challenge for tech at the moment: take a very strong set of ingredients and mix them together for the benefit of the whole. Initiatives that connect mentors to companies, investors to companies, and journalists to companies feed the vision that many people in the city feel is already happening.

Large-scale success stories get written about and the media plays a role in the good and the bad of what is happening. This helps recruitment and profile, nationally and internationally, but it also delivers an honest appraisal of what is actually happening on the ground. It makes the sector stronger.

According to Andrew Toolan at MIDAS, companies are now asking for more space, to accommodate their supply chain onsite - and help them innovate too. This is increasingly evident at places like

**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**



UKFast at Birley Fields and represents perhaps the most important stage of tech's development: that everyone has a part to play in this story, and inward facing achievement doesn't really cut it any more.

In my own experience - mainly in the professional services sector - the city is very good at creating and forging these connections and the ecosystem is better for it. Now the technology success stories almost have a duty to incubate others, reach out overseas and prove (without any doubt) that the UK tech sector can move beyond London and Cambridge.

**What I would like to see?**

Paul Addison, Siemens: "I would relish the opportunity for MIDAS and other government partners to help us get connected to some of the smaller companies who are innovating. We are going into a time now where some of our younger engineers expect to be able to pick up their phone look at an app, and interact with the factory. There needs to be a safe space for small companies to test new technologies as well."

Martin Bryant, tech consultant and journalist: "To the tech companies: think about the incredible stuff you do... My experience is that you go into tech companies and discover this world of stuff they don't tell anyone about. Same at universities as well. Sometimes it's commercially sensitive, but some people take their work for granted."

Sam Jardine, Fieldfisher: "I would invite people to make a connection, make an introduction and expect nothing in return. More often than not, that is the way to build an ecosystem."



# branding

## Creation or Re-creation - it's just the same process, right?



BUILDING BETTER BRANDS

**Is your company experiencing a major organisational change?**

**Have you targeted an upturn in sales or are you trying to break into new markets?**

**Then sooner or later, you may benefit from a re-brand.**

It's time to take the first steps and consider what you want to achieve. Let's look at the alternatives.

### Created Brands

Some brands are created from scratch. No baggage exists, no name, no reputation, no opinions or experiences - for or against.

There is no before, no existing customers, or market share. Brands like Orange Mobile Telecom, First Direct Bank and Lexus came to market with no previous history.

A branding project generates a huge and exciting opportunity for the branding professional. But it's also a huge challenge.

Getting it wrong can cost you dearly.

### Re-created Brands

These fall into three main categories:

- A refresh
- A marriage (or merger)
- A full rebrand

Each one can be driven by wildly different circumstances.

Rebranding for an established company may be delicate. It is not cosmetic surgery for your business, there must be a justifiable reason.

Never rebrand because you're bored with the existing one, or to follow the latest trend. If a brand already exists, it has customer recognition and a long-standing reputation.

Other considerations exist: suppliers, employees and shareholders.

Done well, a rebrand makes a difference to the company's product and service delivery - not just papering over cracks.

It must have substance, communicate value and be ready to attract loyal and dedicated customers. It can help a business say something new, shift old perceptions or give itself a dynamic new gloss coat.

But it can also backfire, especially if the products and services are well known.

Customers have their own ideas about what a brand stands for. Changing this perception can be a complex undertaking.

### 10 reasons why a rebrand could be the best bet:

1. To revitalise an existing, outdated brand.
2. A shift in leadership.
3. To expand into new markets.
4. To increase competitive edge.
5. To improve the image of your product and increase sales.
6. When you have lost touch with the audience you are trying to attract.
7. If your main competitors have a stronger, more relevant brand image.

8. To incorporate major changes to your product or service offering.

9. When the brand no longer reflects with the business or marketing strategies.

10. If you're embarrassed to hand out your business card.

Remember, you're creating a unique experience, and when a brand takes hold in customers' minds it puts you ahead of your competitors.

### Any self-respecting brand specialist will tell you it pays to be cautious

1. Rebranding should **never** be taken lightly. Your brand image is your company's most important asset and should distinguish you in any crowded marketplace.
2. When a company is relatively successful, its brand must be properly differentiated - more so, when rebranding.
3. Don't cling onto the past, especially if your brand is no longer relevant to the way your company operates today.
4. Plan properly. Avoid leaping straight into a re-design of your brand image. First, thoroughly assess and re-evaluate your company strategy against where you are today.
5. Take great care not to alienate your existing loyal customer base with your newly developed brand image.

6. Having established your new brand, don't rest on your laurels thinking the job is done. It has only just begun and will be far more effective when used across all areas of your business: customer communications, internal documents and online.

As a start-up business, an off-the-shelf logo and hastily assembled website does not mean you are ready to go! Talk to me. I can, and will, open your eyes to the way forward that will enhance your chances of success.

As an established business, looking to achieve greater potential, let me analyse:

- Where you are today
- Where you want to be in all your tomorrows
- How you can navigate the tricky waters to get there safely and affordably

It's no quick fix. But it will inspire you and your staff to get behind your revitalised brand and give your organisation something to feel excited about.

My work has helped many businesses to establish a stronger brand, create awareness and open new markets while inspiring both loyal and new customers alike.

Let me tell the story of your brand - created or re-created - and I will give you something back to be proud of the minute you launch.



### Alan Russ

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# apprenticeships

## Salford City College celebrates apprentices and employers on National Apprenticeship Week

Salford City College held their Annual Apprenticeship Awards last night, a celebration of their apprentice talent and the incredible employer partnerships they have across the city. And quite suitably, the event took place during National Apprenticeship Week.

"Tonight, thanks to Salford City College I received an award which genuinely took my breath away." These were the words of the Outstanding Contribution recipient, Roy Cavanagh MBE.

Roy, who has developed a national reputation in construction and



Jim Taylor presenting to Roy Cavanagh MBE

and developing the skills of over 3,000 apprentices in his 51 years at Seddon Construction, was honoured by the Chief Executive of Salford City Council, Jim Taylor, on the night.

Jim said: "It is Roy's passion for Salford which is reason why he is receiving this award. For a number of years, he has supported this organisation, Salford City College, and many others in Salford, sharing ideas, advice and experience."

But Roy was not the only one honoured at the event. In fact, it was the college's apprentices that were the real stars of the evening.

Head of Apprenticeship & Business Development at Salford City College, and host on the night, Allan Milne, said: "Tonight we'll be celebrating the talent, accomplishments, enthusiasm and dedication of our own apprentices. Tonight - we are celebrating the best of the best."

The college offer apprenticeships in a variety of sectors, all in occupational areas of growth within Greater Manchester.

Allan continued: "Each sector we deliver apprenticeships in will have its own Apprentice of the Year Award, which is credit to the high calibre of talent we have across each and every area."

There were nine apprentice sector categories recognised in total including catering and hospitality, childcare and business and professional.

Kate Herbert, winner of the Creative and Digital Apprentice of the Year Award shared a few words on the night: "I still can't believe that I was chosen. It feels strange to be rewarded for showing up to work every day and just doing my job. But, it's great to know that I must be doing something right!"

"You could tell that the other apprentices were really proud of being selected for their awards too,



L-R Debbie Ward, Heather Beardall, Paul Dennett

just by the looks on their faces as they went up onto the stage – it was an absolute honour."

Kate was one of 18 winners to take to the stage on the night, which included seven employer category winners. There were awards for small and medium employers of the year, and two awards for large employer of the year - one for the private sector and one for the public. There were also awards for traineeship of the year, partnership of the year and the college also acknowledged their sector based work academy, which is run in conjunction with the Salford Royal NHS Trust.

But, the real champion of the night was Overall Apprentice of the Year, Heather Beardall.

The grand finale saw Heather, an apprentice with Morson Group, awarded the highest accolade of the event. Judges whittled down all of the apprentice sector winners to just one person, with Heather walking away triumphant.

Special guests on the night included the elected City Mayor of Salford, Paul Dennett, who spoke on the night, and Laura Edwards, an apprentice, nominee and also the Walkden South candidate for Labour. She spoke at the event about her apprenticeship journey, offering inspiration for apprentices and employers alike.

If you are interested in becoming an apprentice, or hiring one, please contact the **Salford City College Apprenticeship Team** on **0161 631 5555**

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# Degree Apprenticeships at Salford University

## Degree Apprenticeships are developed with industry in mind to better meet the needs of employers

A Degree Apprenticeship combines academic study at University with on-the-job training in the workplace.

Designed in partnership with industry to meet professional standards, Degree Apprenticeships are a great way to attract and retain talent for your business, boost productivity and up-skill your workforce.

With the introduction of the apprenticeship levy in 2017, employers are now able to use this funding for apprenticeship training. For those not paying into the levy, the Government will cover up to 90% of the costs of the apprenticeship.

This alternative route to higher level qualifications can be accessed by both your current employees or used as a tool to attract new talent to your business.

- Develop and up-skill your workforce in a cost-effective manner.
- Recruit and develop ambitious, motivated students.
- Increase retention by offering your workforce the chance to develop and progress.
- Retain your talent and gain access to a broader talent pool.
- Tailor apprentices' learning to your business requirements.
- Work around your commitments with a flexible range of study options for students including block delivery at university and online learning.

## Degree Apprenticeships: the benefits from an employer's perspective

Apprentices are not the only ones who can reap rewards from this new educational pathway. The Industrial Strategy recently published says that "Apprenticeships are a vital UK-wide vehicle for employer investment in their workforce, enabling employers to develop the skills and behaviours that they need, as well as offering opportunities for those already in work and those entering it for the first time."

## Programmes in development

We are working with a range of employers to develop Degree Apprenticeships in the following areas:

- Business and Management
- Engineering
- Health
- Construction
- Digital
- Education

## For students

A Degree Apprenticeship allows students to study at degree level whilst earning a salary and gaining practical, on the job skills.

Degree Apprenticeships combine work with study and may include a work-based, academic or combined qualification or a professional qualification relevant to the industry.

Apprentices will study part-time at University and will spend the rest of their time in the workplace.

If you're looking for an alternative to traditional University study then a Degree Apprenticeship could be the perfect route for you. You will have the opportunity to earn a salary whilst working towards a bachelor's degree at the University of Salford.

These apprenticeships are funded by the government and your employer so there are no tuition fees to worry about.



## Case study

**Danielle Gudojc BSc (Hons)  
Quantity Surveying**

Danielle is just starting her second

year as trainee estimator at Morgan Sindall. She tells us how her time as a Degree Apprentice has really helped her develop as a person.

*"I undertook three weeks of work experience in Morgan Sindall's Pre-construction department. I really enjoyed my experience which made me realise that a career in construction was for me. I chose the Degree Apprenticeship route because I wanted to work and learn at the same time.*

*"Learning outside of the classroom has to be the most important benefit. I would not have the knowledge or experience I have now if I had undertaken a traditional three year full time degree. I am able to apply my learning to a real work*

*environment which is fantastic.*

*"The apprenticeship has helped me to really develop my interpersonal skills. I have gained a vast amount of experience within industry and not only that, but the industry side of things has actually helped me with my academic learning too. I really am having an amazing time on my degree apprenticeship and I wouldn't change it for the world."*

## Find out more

Find out how you can follow in Danielle's footsteps with our range of higher and degree apprenticeship programmes at the University of Salford:

[www.salford.ac.uk/higher-and-degree-apprenticeships](http://www.salford.ac.uk/higher-and-degree-apprenticeships)

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# GDPR

## GDPR - what lies ahead?

The EU General Data Protection Regulation (GDPR) changes how businesses can email potential and existing customers, and how they monitor online behaviour.

The legislation, designed to establish a harmonised data protection framework across the EU, has two constituent parts.

Firstly, you must have consent to use cookies on your website to track a person's behaviour. And secondly, you must have written or 'Opt-In' consent to send regular or marketing emails.

### The implications are?

Your purchased marketing data lists will diminish in value and the new procedure will reduce the number of people with whom you can legally communicate.

The sign-up process can appear onerous and if you ask for too much, too early, dropouts will inevitably occur.

However, the size of your list can be a misleading metric; quality always trumps quantity.

Analysis shows that opt-in data performs far better than blanket promotion; open rates are higher, engagement is better, and this drive increased click rates and higher conversion rates.

Consent Compliance have developed a consent mechanism that typically improves take up rates for opt-in data to perform at 40%.

### What can you do?

*Look hard at your security measures and policies.*

You'll need to update these to be GDPR-compliant, and if you don't currently have any, get them in place.

Broad use of encryption could be a good way to reduce the likelihood of a big penalty in the event of a breach.

Start the process of building your opt-in consents right now – making the most of the opportunity to use the opt-out approach whilst it's still allowed.

The process should begin with your existing customers, along with subscribers to any newsletters or e-communications you currently produce.

With the right technology and the right partner, it's easy to short-circuit the process and start building high-value opt-in data immediately.

### New Technologies and Compliance Solutions

Sending volume sensitive documents can be expensive, we have an alternative GDPR business case for cost v technology, a mechanism that can convey volume personalised secure documents as encrypted password protected attachments within emails with volumes up to 5 million per month making considerable

printed and postage savings without sacrificing on quality.

We also utilise many other GDPR technology solutions from analysing network data activities and cyber evaluations to breach protection.

Aligning emergent technology solutions to GDPR requirements aligns companies confidence in knowing their futures are protected and stay one step ahead of market forces.

### Compliance

Compliance can add assurance, reputable value and peace of mind, as a practitioner we typically offer a:

#### GDPR Audit

- Identify Gaps of planned or implemented controls against industry or regulatory standards.
- We Identify the relevant services based on the technical and security aspects of GDPR.
- Prepare an Audit report of evidenced controls and compliance with GDPR.
- Write and validate legal statements for inclusion in contract documentation, privacy policies and process outlines.

#### GDPR Consulting

- Data protection impact assessment (DPIA).
- Help you in GDPR transition services.

- Create In-house GDPR awareness and training.

- Design a plan to handle requests within the revised timescales and provide any additional information.

- Guide you in Data handling processes in compliance with GDPR.

- Structured Data Design.

#### GDPR Compliance & Inspection

- We help you to implement your GDPR compliance project and ensure that all your process complies with the GDPR policies.
- Deploy my expertise of data protection compliance and assess to avoid Data Breach.
- Offer remote DPA governance and compliance with audits.

We also offer full cyber and security vulnerability assessments, highlighting risks, remediation and sensible recommendation.



**Ian Gowen**

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# leadership



# Narcissism and Leadership

### Case-study:

A CEO, in his mid-40s, very successful, creative with innovative ideas in terms of product design. When you meet him, there is no way you cannot be charmed by his enthusiasm and excitement. It's almost contagious. You very soon, almost feel compelled to work for his organisation and once you join, the initial enthusiasm and excitement wear off very fast. Like a balloon that deflates...

His initial promises to you will never be fulfilled. You very soon realise that this person's main interest lays in power and prestige, and not in the company's performance.

He wants the 'best' Board of Directors and Management Team of the market. So, he goes out and hires them... and pays them accordingly.

Soon, everybody realises what all this is about. Most of the BoD and MT members change every 2 years. That's how long they last.

He has a gambler's approach to everything. He is not interested in

long-term goals, but instead he is interested in anything that will get him power and exposure fast. His main drive is to preserve his own position.

He comes across as arrogant and he does not tolerate criticism or feedback.

There are three main types of employees in his organisation:

- 1 Those who are truly loyal to him – for whatever reason.
- 2 Those who have no other choice and stay because they simply can't find something better, and
- 3 Those who leave the minute an opportunity appears.

He is the type of person that will take advantage of any kind of 'loyalty' and will not pay any attention to his people's emotional needs.

The worst part, is that he is not conscious at all of all the above.

He always will find a very good 'excuse' and will convince himself about how he is right and everybody else is wrong.

Research shows that five of the behaviours most annoying to the working professionals surveyed are behaviours directly related to narcissism:

- Arrogance and haughtiness.
- Taking advantage of others to achieve own ends.
- Sense of entitlement.
- Grandiose sense of self-importance.
- Lack of empathy.
- An intense desire to compete.
- Excessive desire for power, wealth and admiration.
- Hypersensitivity and anger.
- Poor listening skills.
- Lack of empathy.
- Amorality.
- Irrationality and inflexibility.
- Inability to follow a consistent path.
- Distance for mentoring.
- Paranoid thinking.

There are several types of Narcissistic Leaders namely:

- **Reactive:** does not listen to advisors and subordinates.
- **Self-deceptive:** will try to make a show of appearing interested in or sympathetic to the opinions of subordinates.
- **Constructive:** will listen more carefully to group members, partly because they know intuitively that listening to others often results in being liked.

In summary their Dysfunctional Aspects include:

- Arrogance.
- Feelings of inferiority.
- Insatiable need for recognition and superiority.

As in any case, there are also positive aspects of Narcissistic Leaders:

- During a crisis: followers might need a narcissistic leader who will inspire them and believe he/she is adequately equipped to get through the crisis.
- They may have the ability to form Great Visions.
- Charisma: not everybody will respond to a person's charisma but many will.



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She holds the Henley Certificate in Coaching, is an accredited Coach by the International Coaching Federation as well as accredited in various psychometrics by the British Psychological Society.

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# social media

## Social Media: The art of engagement

When Mark Zuckerberg announced the recent Facebook changes it created shockwaves across the business world.

Shockwaves because suddenly many small businesses and marketers realised they had been using Social Media the wrong way all these years.

It suddenly dawned that it was the way they used Social Media that was the reason Social Media was not working for their business.

There were two statements from Zuckerberg's Facebook post that underpin everything I'm going to talk about in this article.

### Firstly

*"The research shows that when we use Social Media to connect with people we care about, it can be good for our well-being. We can feel more connected and less lonely, and that correlates with long term measures of happiness and health.*

*"On the other hand, passively reading articles or watching videos - even if they're entertaining or informative - may not be as good."*

So yes - it's as important to talk with people as it is to share information.

### Secondly

*"I'm changing the goal I give our product teams from focusing on helping you find relevant content to*

*helping you have more meaningful social interactions."*

And the key word here is meaningful - meaningful social interactions which many are leaning towards meaning well thought out comments rather than passive likes.

So where does this leave you and how should you approach Social Media in 2018 (or for that matter since day dot)?

### Reassessing your metrics: engagement vs follower count

Everyone celebrates their follower count.

But

No one celebrates the number of conversations they had.

Let's just imagine you go to a face to face networking meeting and 50 people attend.

And you don't chat to one person.

That is the definition of followers without engagement.

It means diddly squat.

The right followers are an important metric to measure, but so are the number of meaningful conversations you have.

### Broadcast only is not a Social Media option

There are many tools to time manage

your Social Media.

Tools like Hootsuite and Buffer which allow you to schedule updates on Social Media.

We're massive fans of these as they allow you to plan and schedule your updates for the day or week ahead

But they were never meant to be the ONLY thing you do with Social Media.

They were meant to free up time that you can use to respond to enquiries and engage with others i.e be social on Social Media.

We schedule approximately 20% of our Social Media updates - the other 80% we're deep in the Social Media trenches engaging with others.

### Define who is important to you

Who are your VIP's?

Chances are for everyone reading this article the list is the same.

Clients, Potential Clients, Referrers, Networking Attendees, Hyper Local Influencers, Journalists and Local Businesses are probably on everyone's list.

Social media gives you a chance to talk to those people every day and in an instant.

And like face to face networking it doesn't have to be business all the time.

50% business and 50% social - so you can talk about common business issues, but you can also talk about sports, music or culture.

For example, Phil Jones the MD of Brother UK will often talk about his passion for cycling, music or dining out.

### Light touch engagement vs deep engagement

Engagement it's not all equal.

Light touch engagement is easy. It's probably the form of engagement you do most on Social Media. It's passively scrolling through your

newsfeed liking something without really engagement. You probably notice how little effort a like on LinkedIn, Facebook or Instagram takes.

You do it because it's easy, not necessarily because you care.

Deep engagement is where you spend huge amounts of time actually responding with well thought out comments that generate a response, a conversation and deepen the relationship. It takes time, but over time, this is what will build your brand and reputation.

Take some time now to think about how you act on Social Media? Which is it you spend more time doing - passive interaction or something more important? And do you actively search out conversations?

### Take the engagement offline

And finally if I can give once piece of advice to end this article - It's take those conversations offline.

- Invite people you chat with online to a networking event
- Suggest coffee
- Have mini meet ups of 3-4 connections

Social Media at its heart is about people, and the platforms have made the world smaller.

Hello is a powerful word that will open all the doors you want.



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# digital marketing

## How a **movement** can **spur change** and **affect brands**

International Women's Day is celebrated annually on March 8, a global way to advance gender equality and highlight the achievements of women and the impact they have on society.

You may be surprised to hear that the day has been around for 100 years, but peaked globally for the first time last year, according to Google search data. It was also March 2017 that saw the global search interest for gender equality reach its highest ever point too.

### Gender equality and search

It's quite easy to see why this could have happened in March last year. In the wake of the Trump election and spurred on by the worldwide Women's March, the month celebrating International Women's Day seems like the perfect time for growth in search volume to occur.

But just as gender equality and women's rights continued to dominate the headlines throughout 2017, spurred on by the "MeToo" and "Time's Up" movements involving Twitter, this has had a direct impact on Google search traffic.

### Google has the answers

It would appear that in times of movements such as these, people turn straight to the Internet for answers. This was seen with the number of searches around women's rights and gender equality dramatically rising throughout 2017.

People do this due to them wanting to understand topical issues within the public subconscious, but also for inspiration. You only have to drill down through Google search data to see this.

In 2017 the top search questions for 'Who was the first woman to ...' looked a little something like this:

1. Run for president
2. Climb Mount Everest
3. Go to space
4. Win the Nobel Prize
5. Fly a plane

In fact, it was found that searches for gender equality had grown by 20% in the last two years alone.

### More than a Month

What this 20% increase shows us is that real world movements are mirrored online. Though, not necessarily conceived online.

When something begins to gain traction in the real world, the digital world moves directly with it, and in most instances, it helps to answer the questions.

Over the last five years the surge in questions around 'gender equality' saw the world type questions such as:

1. What is gender equality
2. Why is gender equality important
3. How to promote gender equality
4. Why gender equality is important
5. Why gender equality stalled

Meanwhile, the questions around 'women's rights' in the same time period have included:

1. What is the women's march on Washington
2. What is the women's march
3. What amendment gave women's right to vote
4. When did women get the right to vote
5. Which amendment gave women's right to vote

Interestingly, it would seem that over 40% of those in the USA searching for women's rights on Google are men. This shows us that many of those using search, are searching because they want to be educated.

### The trends and showbiz

Following on from the #MeToo and Time's Up movements, search terms around 'sexual harassment' rose by 110% in the USA according to Google Trends.

Meanwhile 'me too' was searched for in 196 different countries, while data for the USA shows that 'me too' searches were primarily made by men; (over 60%).

The increase in these searches and the movement of gender equality and women's rights isn't likely to slow down soon, as highlighted by the recent awards ceremonies such as The Oscars and The Golden Globes.

But interestingly, while showbiz seems to be leading the way on this topic, it appears to be also steering the way for the next big movement.

### The next movement

Frances McDormand's Oscars speech highlighted the term 'inclusion rider', which is something actors can ask for to be included in their contract, to demand a diverse cast and crew.

The term caused a huge stir and

instantly began trending online, followed by an increase in online searches and a mass of online articles. Meanwhile, many actors have continued to talk of using 'inclusion riders' week's after the ceremony ended.

Could this, when placed alongside the success of Black Panther and the increased demand for more diversity on screen and in the workplace, spark the new big search query? And what could this mean for brands?

### Brands

Many brands jumped on the conversation of gender equality and women's rights, and although it can be a difficult thing to do as brands open themselves up to criticism; many have done this successfully.

Even at the Oscars this year brands such as Twitter and Nest joined in the conversation, helping to reinforce their commitment to gender equality.

Therefore, it's important for brands

to keep their ears to the ground for these cultural moments, which not only inspire industry movements and mass think pieces, but also create massive growth in search traffic.

If you happen to know what could be coming based on the zeitgeist (Spirit of the age), and your brand lends itself well to that, strategic positioning yourself as a leader on the internet in that area could prove crucial to keeping you ahead of the curve.



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# debt recovery

## Is Insolvency a big risk in supply chains?

When big companies collapse, they often send shockwaves through the economy. This is true of Carillion's recent application for compulsory liquidation. Carillion's collapse leaves thousands of jobs in the balance for those people it directly employs, including 19,500 UK staff.

However, it also risks bringing down other firms in its wake.

When a big company collapses, the impact on other firms in the supply chain is one of the biggest causes of insolvency in the UK.

### Turbulent waves

If a major contractor, like Carillion, goes bust, there will inevitably be an impact felt by other businesses.

Potentially, it could impact on thousands of creditors. It's a wave effect, with people further along the supply chain finding themselves caught up in Carillion's turbulence.

In Carillion's case, the government has told the company's subcontractors and supply chain businesses to carry on working, on the assumption that they will be paid during the liquidation process.

However, it is advised that suppliers should not take a passive role here, and instead act to manage the situation as best they can.

### How to take charge

It's important to react quickly to events if you're in the supply chain. The faster you do this, the more likely you'll be able to lessen the impact on you.

This means contacting the insolvency practitioner to find out their plans for dealing with the business concerned.

For example, if the business is continuing to trade to be marketed to a buyer, there may be an opportunity to supply to the new owner.

If, however, it's a case that the business is ceasing trading, you want to know this as soon as possible so you can deal with the loss of turnover.

Where the company concerned is still trading, the subcontractor may still be able to provide services, but in this situation, there must be assurances that they will receive payment.

### Get it in writing from the insolvency practitioner.

It is emphasised that however much of a shock the initial impact brings, it is vital for subcontractors in the supply chain to start planning for whatever future they anticipate.

Can you weather the storm if you must write off what the company owes you? Can you trade with the subsequent loss of revenue? Will you need additional finance?

Above all, subcontractors in the supply chain where insolvency happens should seek professional advice.

If you're part of the supply chain, your priority must be survival. Contact your credit insurer, claim bad debt relief, and seek advice on all aspects of commercial debt recovery open to you.

Firms in the supply chain must embed sound credit control and debt collection processes in how they operate to maximise the chances of getting paid before a contractor or client gets to the point of becoming insolvent.

### Will insolvency cause suppliers to collapse?

The recent collapse of Carillion highlights weaknesses in the UK construction industry.

With Carillion and some of its associated companies in liquidation, a formal insolvency procedure will be underway. This will have a significant impact on the construction sector.

Those businesses operating in the same supply chain will be especially at risk.

### Challenging Conditions

Recovery rates on insolvency in the construction industry are low, this is despite firms attempting to minimise the risk and improve cash flow by using supply chain finance and project bank accounts.

In construction, turning a profit is a challenge while lenders remain cautious. Most of a contractor's value lies in its receivables, which means if it becomes insolvent before the end of project, the risk is that the value of any work in progress, and certified sums, will dramatically erode.

Where a major contractor, such as Carillion, collapses, it is inevitable that those construction firms who rely on it

as subcontractors will feel the effects. Therefore, firms in the supply chain must work to protect debts and cash flow.

### Acting fast

It is crucially important for firms in the supply chain to act quickly in the event of a main contractor going into liquidation.

Your reaction to events must be fast. The quicker you respond, the better your chances of lessening the impact on your own business.

Firms in the supply chain should first contact the insolvency practitioner and see what the plans are for the main contractor.

There will be differences in degrees of impact, depending on whether the main business is going to continue trading in preparation for sale to a buyer; or if it will cease trading altogether.

Regardless, if you're a subcontractor in the supply chain, you must plan for any eventuality - how you organise yourself should help you cope better.

Survival is the priority, which means exploring all the options and, to do so, getting the right professional advice first.



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# employment law

## Contracts of Employment - why getting it right is so important to the success of your business

We are now fully into the swing of 2018, January has gone in a flash, but are you sticking with your goals for the year?

If you employ staff, one goal should be to have contracts of employment in place.

If you do, now is a good time to review those contracts to be certain that they properly set out what is required from the individual; what potential risks are identified, and, importantly, to ensure that they protect your business.

There is no obligation for you to provide an employee with a contract of employment.

However, under Section 1 of the Employment Rights Act 1996 you

are obliged to provide certain key information to employees within 2 months of them starting employment.

This key information includes terms such as rates of pay, hours of work, holiday entitlement, job title and place of work.

These days you can download free contracts of employment from a number of providers and whilst these standard documents may fulfil your legal duties to provide written terms, they will not be tailored to your business.

Additionally, there are many different types of contracts incorporating shift patterns, fixed term, part time, term time only, flexible working and zero hours

contracts to mention just a few.

We also have the 'gig economy' to contend with. If you engage workers, they may be entitled to a number of rights such as holiday pay, sick pay and minimum wage. In addition, the government has suggested that following the Taylor Review into modern working practices, some contractors will be entitled to a similar Section 1 Statement in the future.

So, if you use workers (rather than truly self employed contractors), what sort of contract do you need?

How do you work out holiday entitlement, sick pay and minimum wage for someone who works ad hoc hours?

These areas need to be looked at carefully so as to ensure you are fulfilling your legal requirements.

Before you issue a 'standard' contract to individuals, it is important to consider the working relationship and then set out the expectations in the contract so as to avoid any confusion regarding their status.

Are they genuinely self employed, or could they be described as a "worker" or as set out in the Taylor Review, a "dependant contractor"?

It is important that the contract sets out the reality of the working relationship, for example, one key issue when considering whether someone is a 'worker' or self employed is whether they are able to send a substitute in their place should they be unable to perform the services.

If there is a provision in the contract that they can provide a substitute, then the individual is more likely to be considered self employed.

However, if you simply state in the contract that the individual is able to send a substitute, this needs to be accurate as the courts are alive to 'sham' contracts which do not reflect the true nature of

the arrangement in order to avoid these obligations.

Another key issue to be aware of in protecting your business is whether you have the right provisions in place should an individual leave the company.

This is especially crucial if you employ individuals (or engage workers) who might have access to your business critical information (such as pricing and sensitive client information).

If so, you may want to consider some key clauses to help protect your business should the individual leave and take work or customers with them. This may mean including garden leave provisions and post termination restrictions in the contract.

These need to be carefully drafted to ensure that they are enforceable. The courts have made it clear that, when determining whether these restrictions are enforceable, the needs of the business in seeking to protect their interests needs to be balanced against the potential damage it would cause to the individual.

Put simply: a contract of employment just like any contract for services, sets out the foundation of what the parties agree to carry out during the relationship.

The basics have to be right to be legally compliant, but businesses should consider whether they are also fit enough to protect their business.

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# wellbeing

## Let go of the need to be perfect

So many of us experience the pressure to be perfect. At first the desire to please our parents and siblings is a serious motivator, wanting to be told that we're 'good' often influencing our behaviour and choices. Even at nursery, children are often eager to fit in, do well and be accepted by other children, approved of by teachers.

Everything from our taste in music, the way we look and dress, through to our academic accomplishments can feel subject to scrutiny - either from ourselves, or others, or both. Even a loving, supportive environment can trigger an urgency to be perfect, where we are loathe to be a disappointment.

This mindset can remain with us and impact on everything we do. But being perfect is neither achievable or desirable. Being good is often fine, whilst giving us something more to aspire to.

### How can we let go of the need to be perfect?

**In childhood** children can feel that they need to justify their parents' efforts, struggles and investment in them. Sometimes parents live vicariously through their children. They want them to have the opportunities they didn't have, achieve the heights they missed out on. But their dreams may not

sit well with their child's, or two children may be very different in temperament and ability.

**Avoid** 'naming' your child the handsome, intelligent or clumsy one and reassure them that each is unique and special. Having to repeat a year at school, considering an apprenticeship, choosing a career option that doesn't include university are all valid ways to lead happy, fulfilling lives.

**Accept** that our critics and judges are only human too. How often do we see someone undertake something 'tough' with comparative ease and yet struggle with something we would find straightforward? We all have different skill sets, talents and abilities. Celebrating those variations gives permission for each of us to do well.

**Appreciate** that others may present a great-looking persona whilst struggling with their own issues. Think of those photos on social media where 'everyone' is having 'the very best night of their lives'. Social media, with its temporary self-deleting images, creates a sense of urgency and the need to constantly check what's happening. Fear of missing out causes lots of stress.

Many times we'll have been part of

an event, participated in the photos and live-streaming and found it a pleasant enough time, but not out of the ordinary. Once the photo or recording was over and the perfect illusion created everything went back to 'normal'.

Have you ever been relieved to see someone regarded as perfect, an expert in their field make a mistake or slip up slightly? Watching as they occasionally stammered, forgot their words, apologised for an error or for not knowing something meant we relaxed and felt better about ourselves. It's not about gloating over another's imperfections or fallibility, but rather about easing the pressure we put ourselves under, reassured to discover no one's perfect.

**Have rules.** Turn off your technology, especially your social media at certain times in the evening. Try to limit your time online to specific periods each day. Step back and remember that many people use social media to promote themselves, project a specific image or convey a point of view. It has a role, but it isn't real life.

**Meet people** face to face and have conversations where you invest time and interest in those relationships. When you talk together you'll find that others share the same thoughts, feelings, insecurities that you do. It helps release the pressure you may be subjecting yourself to.

**Appreciate** the role of failure. Repeating a year of education, having something not work out as you'd hoped can turn out to be a valuable learning opportunity in the long-term. It may open unexpected new doors where you meet new people, establish great relationships and revise your plans.

**Get outside.** Go for walks, play games, enjoy fresh air, exercise and time with others.

**Avoid** referencing people by how they look, their size or capabilities. Quirky dressing, individual approaches to life and excellence often incorporate skills sets different from our own. We may even seek to utilise their idiosyncratic approach on occasion. Appreciate the variations in your own social circle and refrain from being judgmental.

It can be easy to mock what we don't understand or feel comfortable with. We may metaphorically 'hold the bully's coat' and so excuse ourselves by saying we're not joining in. Relax and make space for those different outlooks and viewpoints. There's room for all.

**Take time** to reflect on your early years when you were your own worst critic, desperate to be perfect. Now you look at those old photographs or school reports with affection and wish you could reassure the younger you that everything turned out fine.



**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. She is a hypnotherapist, writer and media contributor, and works with clients to help with relationship conflict, stress management, assertiveness and confidence issues.

For more articles, information or to make contact please call **0161 928 7880** or visit **[www.lifestyletherapy.net](http://www.lifestyletherapy.net)**

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# diary dates

## 4 Networking

**Cheadle - Fridays Fortnightly**  
- 13 Apr, 27 Apr, 11 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

## City Centre - Fridays Fortnightly

- 13 Apr, 27 Apr, 11 May... 12noon - 2.00pm

Venue Manchester Bierkeller, Printworks,  
Withy Grove, Manchester M4 2BS  
Cost £15  
Contact Delyth Evans 07517 649167

## Stockport - Fridays Fortnightly

- 20 Apr, 4 May, 18 May... 8.00am - 10.00am

Venue The Old Rectory, 48 Churchgate  
Stockport SK1 1YG  
Cost £15  
Contact Rebecca Moloney 03300 102024

## Sale - Tuesdays Fortnightly

- 17 Apr, 1 May, 15 May... 8.00am - 10.00am

Venue Mersey Farm, Carrington Lane  
Sale, Cheshire M33 5BL  
Cost £15  
Contact Mark Geaney 0844 822 4994

## Salford Quays - Wednesdays Fortnightly

- 11 Apr, 25 Apr, 9 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

## BNI Royal

**Weekly every Thursday**  
- early networking includes full breakfast

6.45am - 9.00am  
Venue Gatley Golf Club, Waterfall Farm,  
Styal Road, Heald Green,  
Cheadle SK8 3TW  
Cost £10  
Contact Andy Walsh 07850 909055  
andywalsh@strandcreative.com

## Bowdon Business Club

**Weekly every Friday - 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,  
Oldham, Stockport and Whitefield  
Cost £10  
Contact www.bforb.co.uk or email  
centralservices@bforb.co.uk

## Business over Breakfast

**Networking - Fridays fortnightly**  
20 Apr, 4 May, 18 May... 7.00 - 9.00am

Venue Abode Hotel, 107 Piccadilly  
Manchester M1 2DB  
Cost £15  
Contact Tracy Heatley 07812 076946

## DataCentres North

**2 Day Exhibition and Conference**  
1+2 May 9.00am - 5.00pm (4.00pm on 2 May)

Venue Emirates Old Trafford,  
Old Trafford, Manchester M16 OPX  
Cost FREE  
Contact 01892 518 877  
datacentres@stepex.com  
www.datacentresnorth.com

## Dynamic Networking

**Free Business Networking**

**Bolton - 4th Tuesday monthly**  
24 Apr, 22 May, 26 Jun, 24 Jul...

5.30pm - 7.30pm  
Venue Last Drop Village, Hospital Road,  
Bromley Cross, Bolton BL7 9PZ  
Cost FREE

## Sale - 3rd Tuesday monthly

17 Apr, 15 May, 19 Jun, 17 Jul...

5.30pm - 7.30pm  
Venue The Boathouse, Sale Water Park,  
Rifle Road, Sale M33 2LX  
Cost FREE

## Wilmslow - 1st Wednesday monthly -

2 May, 6 Jun, 4 Jul, 1 Aug... 5.30pm - 7.30pm

Venue Hallmark Hotel, Stanley Drive,  
Wilmslow SK9 3LD  
Cost FREE  
Contact Natalie Lewis  
natalie@dynamicnetworking.biz  
www.dynamicnetworking.biz

## Carrington Business Park

**Networking, 10 May** 9.30am - 11.30am

Venue Pembroke House,  
Carrington Business Park,  
Manchester M31 4DD  
0161 776 4000  
info@cbpl.co.uk

## Federation of Small Businesses

### Network Sale

24 Apr, 22 May, 19 Jun...  
6.00pm - 8.00pm  
Venue Sale Golf Club, Sale Lodge,  
Golf Road, Sale M33 2XU  
Cost FREE

### Networking Altrincham

16 Apr, 21 May, 18 Jun... 6.00pm - 8.00pm  
Venue altspace, Kennedy House,  
31 Stamford Street, Altrincham  
WA14 1ES  
Cost FREE

### #FSBConnect Macclesfield

17 Apr, 15 May, 19 Jun... 8.15am - 9.45am  
Venue The Legh Arms Pub  
Conference Centre, London Road,  
Adlington, Macclesfield SK10 4NA  
£10 (includes breakfast)

### #FSBConnect Bolton

14 May, 1 Jun, 6 Jul... 8.00am - 9.30am  
Venue The Watermill, Crompton Way,  
Bolton, BL1 8TJ  
Cost £10 (includes breakfast)

### Network Media City

14 May, 4 Jun, 2 Jul... 6.00pm - 8.00pm  
Venue Orega Serviced Offices, The Blue  
Tower, Media City, Salford M50 2ST  
Cost FREE

Contact Simon Edmondson 07766 493428  
Simon.Edmondson@fsb.org.uk

## Forward Ladies

**Women's Networking Power Business**

**Breakfast Club - Monthly**  
2 May, 6 Jun, 4 July  
9.30am - 11.00am  
Venue Banyan Bar & Kitchen,  
The Corn Exchange,  
Exchange Sq, Manchester, M4 3TR  
Cost £15  
Contact 0845 6434 940  
enquiries@forwardladies.com

## Greater Manchester Chamber of Commerce

**Action for Business Manchester**

11 Apr 8.00am - 10.00am  
Venue Cloud 23, Hilton Deansgate  
Manchester M3 4LQ  
Cost £15 (members free)

**Action for Business Bury**

17 Apr 8.00am - 10.00am  
Venue Village Hotel Bury, Waterfold Business  
Park, Rochdale Road, Bury BL9 7BQ  
Cost £15 (members free)

**Action for Business Trafford**

3 May 12noon - 2.00pm  
Venue Press Lounge, Emirates Old Trafford  
Old Trafford, Manchester M16 OPX  
Cost £15 (members free)

## Action for Business Oldham

24 Apr 8.00am - 10.00am  
Venue Best Western Hotel Smokies Park  
Ashton Rd, Bardsley, Oldham OL8  
3HX  
Cost £15 (members free)

## Quarterly Economic Breakfast

28 Jun, 28 Sep  
8.00am - 10.00am  
Venue Elliot House, 151 Deansgate  
Manchester M3 3WD  
Cost FREE

## Handbags & Briefcases

**Sounding Board**  
18 Apr 11.30am - 1.30pm  
Venue The Metropolitan, 2 Lapwing Lane  
Manchester M20 2WS  
Cost £10

## Plan your business success

23 May 10.00am - 12.00noon  
Venue Ultimate Creative Communications,  
1 The Pavilions, Mobblerley Road  
Knutsford, Cheshire WA16 8ZR  
Cost £10  
Contact Jenny Matthews 07984 872325  
info@handbagsandbriefcases.co.uk

## High Peak Business Club

**Breakfast Networking**  
13 Apr, 18 May 7.30am - 9.30am  
Venue Chapel-en-le-Frith Golf Club,  
Manchester Rd, Chapel-en-le-Frith,  
High Peak SK23 9UH  
Cost £25  
Contact edwinacurrie@sky.com  
www.highpeakbusinessclub.co.uk

## K-Club Manchester

**Entrepreneur's networking breakfast**  
19 Apr, 5 Jul 7.30am - 10.00am  
Venue AJ Bell Stadium, Barton-Upon-Irwell,  
Salford M30 7EY  
Cost £30.00  
Contact Amanda Manson 07754 069 829  
www.k-club.co.uk

## 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 Curry Club

**Three course lunch and networking**  
25 Apr, 30 May  
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**  
18 Apr, 2 May ... 9.30am - 11.30am  
Venue The Coach House, Wilderspool  
Wood, Trafford Centre M17 8WW  
Cost £10

## Thursdays Fortnightly

26 Apr, 10 May ... 9.30am - 11.30am  
Venue The Sandbrook, Sandbrook Way,  
Rochdale, OL11 1RY  
Cost £10

Contact Bill Dove 07932 044 743  
https://m62connections.co.uk/

## 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

## The South Manchester Business Association

**Weekly networking breakfast every Wednesday**  
6.45am - 8.15am  
Venue Mercure Bowdon Hotel,  
Langham Road, Bowdon WA14 2HT  
Cost FREE  
Contact 0161 962 5195 http://smba.org.uk/

## The Business Network Manchester

**Business Lunch May 24, 19 Jul, 30 Aug**  
12noon - 2.00pm  
Venue The Lowry Hotel, 50 Dearmans Place,  
Chapel Wharf, Manchester M3 5LH  
£42.50

**Business Lunch Apr 26, 31 Oct, 21 Nov**

12noon - 2.00pm  
Venue The Midland, 16 Peter Street,  
Manchester M60 2DS  
Cost £42.50

**Business Lunch Jun 20**

12noon - 2.00pm  
Venue Chester Road, Mere,  
Knutsford WA16 6LJ  
Cost £42.50

Contact Helen Bennett 0870 751 7523  
helen@business-network.co.uk

## The Business Network South Manchester

**Business Lunch 6 Sep, 4 Oct**  
12noon - 2.00pm  
Venue Alderley Edge Hotel, Macclesfield Road  
Alderley Edge, Cheshire SK9 7BJ  
Cost £32.00+VAT

**Business Lunch 12 Jul, 9 Aug, 1 Nov**

12noon - 2.00pm  
Venue Marriott Hotel Manchester Airport,  
Hale Road, Hale Barns WA15 8XW  
Cost £32.00+VAT

**Business Lunch May 3, Jun 7**

12noon - 2.00pm  
Venue Best Western Plus Pinewood,  
180 Wilmslow Road,  
Handforth, Wilmslow SK9 3LF  
Cost £32.00+VAT

Contact Simon Coy 07860 121773  
simon@business-network.co.uk

## The Northern Business Exhibition

**2 Day business Expo**  
18+19 Apr  
10.00am - 4.00pm  
Venue Manchester Central, Windmill Street,  
Manchester M2 3GX  
Cost FREE (pre-registration required)  
Contact www.northernbusinessexpo.com  
0800 157 7950

GM Business Connect are media partners  
and will be exhibiting - visit us!

## 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

## Women's 20/20

**Women's networking**  
- second Wednesday each month  
May 9, Jun 20, Jul 11, Sep 12, Oct 10  
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

## Altospace Altrincham

**Address** First Floor, Kennedy House,  
31 Stamford Street,  
Altrincham WA14 1ES

**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

## Bizspace

### Hollinwood Business Centre

**Address** Albert Sreet, Failsworth,  
Oldham OL8 3QL

**Contact** 0161 684 2319

**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

## Citibase

### Salford

**Address** Merchants Quay, Salford M50 3SG

**Contact** 0161 660 6204

### Manchester

**Address** 40 Princess Street,  
Manchester, M1 6DE

**Contact** 0161 234 0000 / 07827 016 707

### Trafford

**Address** Oakland House, 76 Talbot Road,  
Old Trafford, Manchester M16 0PQ

**Contact** 0161 464 7287 / 07920 763 889

## Warrington

**Address** The Genesis Centre, Garrett Field,  
Birchwood, Warrington WA3 7BH

**Contact** 01925 396 800

**Facilities** Serviced Offices, Meeting 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

## 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

## Hilton Double Tree

**Address** One Piccadilly Place, 1 Auburn St,  
Manchester M1 3DG

**Contact** 0161 242 1000

**Facilities** Hotel, Meeting Rooms

## Hilton Manchester

**Address** Deansgate, Manchester M3 4LQ

**Contact** 0161 870 1600

**Facilities** Hotel, Meeting Rooms, Conferences

## Hilton Manchester Airport

**Address** Outwood Lane, Manchester  
M90 4WP

**Contact** 0161 435 3000

**Facilities** Hotel, Meeting Rooms, Conferences

## Holiday Inn Express

### Trafford City

**Address** 2 Mercury Way, Urmston,  
Manchester M41 7PA

**Contact** 0333 003 0050

**Facilities** Meeting Rooms, Events

## Houldsworth Mill

**Address** Houldsworth Street, Reddish,  
Stockport SK5 6DA

**Contact** 0161 975 6000

**Facilities** Meeting Rooms, Conferences

## La Famiglia

**Address** 12-14 Victoria Road, Hale,  
Altrincham WA15 9AD

**Contact** 0161 929 9626

**Facilities** Italian Restaurant

## 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

## 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

## 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

## Radisson Blu

**Address** Chicago Avenue, M90 3RA

**Contact** 0161 490 5000

**Facilities** Hotel, Meeting Rooms

## Red Rooms

### Meeting rooms in Bruntwood

**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, Trafford Park,  
Manchester M17 1LB

**Contact** 0845 602 5047

**Facilities** Meeting Rooms



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