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August/September 2017

[in](#) [f](#) [g+](#) [t](#) **GMBizConnect**

## Defining a retail and leisure icon

intu Trafford Centre has been dominating Greater Manchester's retail and leisure skyline since 1998. GM Business Connect interviewed General Manager Richard Paxton on the success of the retail giant and the relationship with its staff, tenants and local community.

### Payroll for Business

Interview with Neil Smith MBE and Steve Moreton from PayPartners, talking about their successful business journey.

### pro-Manchester welcomes new Chair

Review of pro-Manchester's corporate lunch celebrating Jane Forbes from PwC taking over as new Chair.

### New President for Forever Manchester

Trevor Mather, Chief Executive of AutoTrader, takes over as Forever Manchester's new President.

### Connectworking Lunch 2017

Don't miss the best charity business networking lunch for 2017 – back at Hotel Football on 29 September. Tickets available now through EventBrite.

**CONNECTING BUSINESSES ACROSS GREATER MANCHESTER**

Richard Paxton, General Manager, pictured in the Great Hall at intu Trafford Centre.

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# contents

## 4 news

From Greater Manchester and beyond.

## 16 features

### intu Trafford Centre

Behind the scenes interview with Richard Paxton, General Manager.

### Payroll for business

Feature article on Trafford's PayPartners Limited, featuring an interview with Neil Smith MBE and Stephen Moreton.

### pro-Manchester welcomes new Chair

Review of new Chair Jane Forbes, speaking at her inaugural lunch.

### Smarter Business Tech Live

Preview of 2 day Business Tech Expo.

### New President for Forever Manchester

AutoTrader Chief Exec Trevor Mather takes the reins of Manchester's community foundation charity.

### Connectworking Charity Lunch

Back for a triumphant 3rd year! Details of the best business networking charity lunch taking place on 29 September at Hotel Football.

### Property in the NorthWest and building a construction brand

Review of K-Club's recent breakfast networking event.

## 27 leadership

Bringing a positive coaching culture to your business.

## 28 social media

Social Media advocacy.

## 29 debt management

The importance of sustainable financial wellbeing.

## 31 digital marketing

3 powerful reasons to make video a central part of your marketing.

## 32 wellbeing

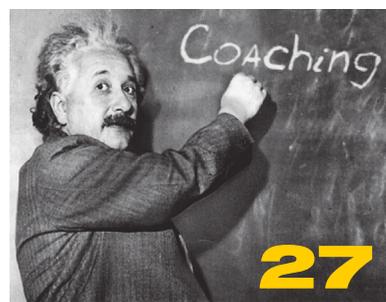
Clear the clutter from your life and thrive.

## 33 diary dates

List of business networking events.

## 34 places to meet

Venues across Greater Manchester.



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# editorial

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

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# welcome

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

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

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

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# news

## Cathay Pacific opens up Hong Kong with new A350



This summer marked the start of an increased service by Cathay Pacific from Manchester Airport to Hong Kong with a new state-of-the-art Airbus A350-900.

With Manchester becoming Cathay Pacific's second route in the UK, after Gatwick, to receive the technologically advanced aircraft, the airline is also increasing its frequency to meet customer demand.

The only airline in the North West to provide a non-stop service connecting Manchester and Hong Kong, passengers flying with Cathay Pacific will also benefit from one additional flight per week from the start of June. It will then move to a daily service from 1 December 2017.

The new A350 features the airline's latest products in Business, Premium Economy and Economy Class for those travelling from the North West to Hong Kong.

In addition to the latest seats and an enhanced inflight entertainment system, the aircraft is Wi-Fi equipped, meaning passengers can stay connected throughout their journey.

Paul Cruttenden, Cathay Pacific's Marketing & Digital Sales Manager in the UK, commented: "The enhanced schedule provides business and leisure travellers in the North West with more choice and greater flexibility in planning their trips. The airline serves over 190 destinations via Hong Kong International Airport, including

22 destinations within mainland China with convenient connection times of around 50 minutes to key business hubs such as Beijing, Shanghai and Guangzhou when travelling from Manchester."

Stephen Turner, Commercial Director at Manchester Airport, said: "It is incredibly pleasing to see Cathay Pacific upgrade its aircraft to the A350. This is a clear commitment to providing the best service to passengers from the North."

"In just a few years the Hong Kong route is performing extremely positively and allows the 22m people in our catchment area easy, direct access to Hong Kong and beyond."

## Greater Manchester Business Awards 2018 announced



Following the successful first Greater Manchester Business Awards which took place earlier this year, the 2018 awards are now open for submissions.

The Awards, sponsored by ourselves, are independently judged by a Panel of 10 business peers, and organisers innov8 Conference Services are now asking companies and individuals to enter in time for the deadline of 17 October.

There are 12 categories acknowledging contributions from individuals, small businesses (under 10 employees), medium businesses (10-50 employees) and larger companies with over 50 employees.

Further information and how to enter instructions can be found on:

<http://greatermanchesterawards.co.uk>

## Ignoring cybercrime could lead to crippling fines

Heavy fines could cripple SMEs who ignore the threat of cybercrime, according to corporate recovery and business advisory firm Quantuma.

The warning comes after a government regulator showed its teeth by fining a company £60,000 after it suffered a cyber attack.

The Information Commissioner's Office (ICO) took the action after investigating Berkshire-based Boomerang Video Ltd and finding it failed to take basic steps to stop its website being attacked.

Carl Jackson, managing partner at Quantuma, said: "Regulators are cracking down on SMEs who don't have proper cybercrime defences, and this can result in a double-whammy financial hit.

"Not only do companies face all the operational disruption and costs that website attacks cause, but they then will face stiff penalties for not having proper procedures in place to deal with the problem in the first place.

"In some cases, the total costs to the business caused by the initial attacks

and then huge fines could even mean they end up being pushed into insolvency."

The situation is set to become more serious from May 2018 when the new General Data Protection Legislation (GDPR) comes into force, laying down minimum standards for companies' anti-cybercrime systems and procedures.

Carl added: "From next year, fines against firms who ignore cybercrime could be a lot higher and will probably hit businesses who are

already under financial pressure – as that's one of the reasons why they won't have invested in defences."

Quantuma is highlighting the importance of the Cyber Essentials scheme developed by government and industry which clearly explains the basic controls businesses should have as part of what's known as '10 Steps to Cyber Security'.

More information can be found on [www.cyberaware.gov.uk/protect-your-business](http://www.cyberaware.gov.uk/protect-your-business)



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## Billion Pound Plan for Bolton Town Centre



A £1 billion masterplan to regenerate Bolton town centre has been unveiled. The ambitious redevelopment proposals aim to transform the centre - and £100 million will be funded by the council, with the value of the plan rising to £1 billion as private sector partners come on board.

Work on the huge plan, which will pull together a host of sites for development across the town centre, has been ongoing for several months. Once the details are finalised in coming weeks it will be made public, and a report about the masterplan will be considered by the council's Cabinet for approval.

It includes land in council ownership and privately owned where there are development proposals or challenges that need to be addressed.

Bolton Council's leadership has revealed that the masterplan will look at a more focused and stronger retail core, introduce town centre housing

(focusing on empty and brownfield sites close to the centre to build high quality housing, including a mixture of affordable homes), and a Grade A office development. There is strong demand for office space and a lack of availability locally and regionally.

The council will borrow £100 million over a 50 year period to kick-start different development schemes and it will mean that no cost savings will need to be made to fund the redevelopment.

The loan will involve a repayment at a very low interest rate, which will be paid back using the Manchester Airport dividend and a dividend from the Yorkshire Purchasing Company, which it receives annually.

Areas for development will include the Church Wharf area, at the rear of Bolton Parish Church, and Trinity Street - where a new hotel, office block and a multi-storey car park could be built.

## HS2 confirmed by Government

Transport Secretary Chris Grayling has finally confirmed Britain's high speed rail lines to the north-west, East Midlands and Yorkshire.

The decision will mean new connections between Birmingham, Manchester, Liverpool, Leeds, Sheffield and the East Midlands - with all of them being linked to London by the line.

It is set to bring a massive economic boost for the north and the Midlands by increasing productivity and creating new business opportunities.

The new line will free up thousands of extra seats and additional services on local lines. New research shows the impact of HS2 could more than double rush hour seats from Manchester Piccadilly towards Stoke and Crewe; and from Leeds towards Wakefield.

The announcement will mean journeys from Birmingham to Manchester in 40 minutes - a trip that takes more than 80 minutes on services currently.

By providing new routes for intercity services, HS2 will free-up space on existing railways for new commuter, regional and freight services.

The Transport Secretary also announced the decision to award the first stage of £6.6 billion worth

of new contracts - supporting 16,000 jobs across the country.

The announcements also confirmed the new route for the eastern section and plans to serve the station in Sheffield city centre.

David Higgins, Chairman of HS2 Ltd said: "Today we have taken a huge step forward in connecting 8 of our largest cities, freeing up space on our railways and building a catalyst for growth across the country."

"Once completed 30 million people will be served by HS2 across over 25 stations, helping to change the economic geography of the country, and bring prosperity to the midlands, the north, and beyond."

Chris Fletcher, Marketing & Policy Director at Greater Manchester Chamber of Commerce, said: "We welcome the announcement regarding HS2 both from the point of view of securing and generating jobs with the awarding of contracts for Phase 1, and final confirmation of the route north of Birmingham to Manchester and Leeds."

"With every announcement the whole project becomes more tangible as a way of offering the solution to the UK's transport capacity problem."



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## Call for commonwealth co-operation to navigate through Global uncertainty



Elizabeth Vega, Global CEO, Informed Solutions with the Hon. Malcolm Turnbull MP, Prime Minister of Australia

Altrincham based Informed Solutions' Global CEO, Elizabeth Vega, has joined the Australian Prime Minister's call for stronger ties between Commonwealth nations and the United Kingdom.

At a recent meeting in London, the Hon. Malcolm Turnbull MP, Prime Minister of Australia, pledged the support of his country to the UK and the broader Commonwealth family during the uncertainty of Brexit and the global market challenges that we face.

He called for free trade agreements to be established as soon as practical to ensure the movement of top talent and incentives for investing in building a modern economy for the future are not undermined.

Elizabeth met with Prime Minister Turnbull at a Britain-Australia Society reception in the grand surroundings of Marlborough House, Headquarters of the Commonwealth of Nations.

The event was also attended by The Hon. Alexander Downer AC, Australian High Commissioner to the UK and the Rt Hon. Lord Howell of Guildford, President of the Royal Commonwealth Society.

In echoing Prime Minister Turnbull's comments, Elizabeth said: "With our headquarters in Manchester and supported by the commitment of Andy Burnham,

as our newly elected Mayor, the flourishing digital scene in the Northern Powerhouse will only be strengthened by greater cooperation and strategic alliances that increase the flow of digital talent and opportunities between the UK, Australia and other Commonwealth countries.

"The UK's prestigious status as a 'Digital 5' nation further strengthens export opportunities for growing Northern tech firms, in what is an evolving, competitive and growing global marketplace."

Chris Fletcher, Director at the Greater Manchester Chamber of Commerce also contributed as follows: "Greater Manchester's tech community is continuing to move forward at pace and challenge what many see as being an increasingly uncertain economic background."

"Building on its long established reputation for innovation the sector is looking to play its part in whatever follows the Brexit negotiations and the opportunities that this creates through continued significant growth and investment."

"Greater Manchester Chamber is well placed to continue to support the sector and ensure that the city remains a leading player on the global market."

## Interpart doubles capacity with £650,000 investment



Global parts distributor Interpart has doubled the size of its Sharston distribution facility following a £650,000 extension. The firm, which imports and exports parts for JCB machinery, is also set to invest in £1million worth of additional stock to expand the range.

The family-owned business acquired a site neighbouring their existing head office and distribution centre in Warsall Road. A decade after having built the original building, Manchester contractor Russells Construction was again appointed to carry out the 7,116 sq ft warehouse extension.

The investment allows the business to increase the range of parts available, meeting increased demand.

Richard Watson, executive director for Interpart, said: "We have customers in 70 countries across the world with a vast range of different priorities and requirements. In order to maintain current supply and meet growing demand for new products, we need more space, a lot more space."

"We've doubled the size of the warehouse and installed a new racking system which will not only increase capacity but also the efficiency of the operation."

Andrew Russell, director of Russells Construction, said: "We're always pleased when former clients come back to us, there's no bigger compliment really." The extension was designed by CJ Architects with engineering support from Healy Consulting.

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# news

## Bluebird takes top prize at National Franchise Award

Leading home care provider Bluebird Care has held off competition from other industry sectors to scoop the top prize at the prestigious British Franchise Association (bfa) Awards.

Bluebird Care was named bfa HSBC Franchisor of the Year 2017, with



the judges praising the company's outstanding Franchise Support Centre, engaging company culture, and its commitment to innovation and franchising ethics.

The bfa HSBC Awards celebrate the very best of UK franchises.

Established as a franchisor since 2006, Bluebird Care provides some 28,000 home care visits daily to customers across the UK and Republic of Ireland through its 200 franchisees' offices.

CEO of the bfa, Pip Wilkins, said: "Bluebird Care's achievement is truly inspiring and as judges, we couldn't help but notice the team's hard work and overall excellence in growing their franchise. We are excited to see how the business shapes itself in the near future."

Following the announcement, Duncan Berry, Bluebird Care COO, said: "Initiatives like the bfa HSBC Franchise Awards encourage the industry to maintain a high standard, and we are delighted to be part of this success. We work hard to differentiate ourselves in the home care market and this award is a reflection of the progress we are making."

## GMCVO launches new Social Investment Fund

Greater Manchester Centre for Voluntary Organisation (GMCVO) has launched a new social investment fund and today announced further support for organisations who want to access this fund. GMCVO are now an 'Access Point' for the Reach Fund, which means they can refer applicants to apply for up to £15,000 of grant funding to pay for the support they need to become ready for social investment.

The GM Social Investment fund provides affordable and accessible loan finance to small social enterprises and charities that trade. GMCVO is calling for people to get in touch about the programme. The loans are designed to help organisations grow and to grow their social impact. It is aimed at organisations who address social needs, strengthen communities, improve people's life chances, enhance culture or protect the environment.

Gary Millar, GMCVO's new Investment Manager, said: "Having launched the GM Social Investment Fund last week we are now delighted to be able to offer these grants to charities and social enterprises within Greater Manchester."

The launch event for the GM Social Investment programme was held in collaboration with Greater Manchester Social Enterprise Network (GMSSEN) and included a speech from Eamonn Boylan, Chief Executive at Greater Manchester Combined Authority, who said: "We are very supportive of this new programme and want to work with GMCVO to make the most of this opportunity".

GMCVO wants to hear from any organisation with social impact (including new organisations) who may be looking for a loan. You can find out more and submit an enquiry at [www.gmcvo.org.uk/gmsocinvest](http://www.gmcvo.org.uk/gmsocinvest)

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A study in to the condition of Greater Manchester's local road network has been published recently by the Federation of Small Businesses (FSB).

The annual research piece – now in its third successive year – uses Freedom of Information (FOI) requests at all 10 councils in Greater Manchester to ascertain the number of complaints concerning potholes, the number of legal claims for damage to motor vehicles caused by them, as well as the amount of council investment in repairing local roads in the same year.

It reveals Salford is the best performing authority, with the fewest complaints concerning potholes as well as fewest legal claims for damage to motor vehicles in 2015/16. Salford, which came second last year, had 643 complaints relating to potholes for the year, compared to Manchester's 7,193 – the highest of all the Local Authority areas.

FSB Manchester's Regional Chair, Simon Edmondson, said local infrastructure played a part in economic productivity, and was therefore crucial.

*"Small businesses need a dense, well-maintained road network*

*to compete and grow," he said. "Infrastructure investment is therefore the best way to improve productivity and connectivity.*

*"We know our members rely heavily on the local road networks to do business. Their staff, their customers, as well as trade deliveries, all rely on fast and efficient road networks. Poorly maintained infrastructure hampers*

*growth, and presents a low rent image for inward investors."*

He added: *"In Greater Manchester there were 26,524 complaints concerning potholes and damaged roads – that's an increase on previous years and is equivalent to 73 complaints every single day. This tells a story that most road users, from bikes to bus drivers will, regrettably, be only too familiar with.*

*"Congratulations to Salford for coming top. On the back of coming 2nd last year it shows movement in the right direction. Not all councils are doing as well though."*

**Facts at a glance...**

**Oldham:** Lord Lane, Failsworth, the borough's most complained about road for three years running.

**Wigan:** borough with second biggest increase in complaints from previous year, 1,616 complaints up from 657.

**Rochdale:** borough boasting the largest increase in pothole complains, recording 10 x the number on the previous year – corresponds to the biggest fall in spending on road repairs of all Greater Manchester authorities.

**Manchester:** complaints doubled over a two year period.

**Trafford:** over a 1,000 complaints more than the previous period.

**Bury:** records a big rise in pothole complaints, and records the highest number of claims for damage to motor vehicles in all of Greater Manchester by a healthy margin.

**Bolton:** the highest spending local authority on road repairs, also the biggest increase in spending on previous year.

**Stockport, Oldham, Tameside, Bolton, and Salford:** all saw decreases in pothole complaints.

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# news

## Tech mentoring initiative off to a flying start

A new initiative aimed at matching mentors with tech start-ups is off to a flying start.

More than 100 people attended the launch event for Tech Manchester in July, with more than 60 technology mentors pledging their time to support the city's start-up community.

Greater Manchester Mayor Andy Burnham told a 200-strong audience at a digital summit that a report found Manchester 34th of 60 UK cities when it came to availability of mentorship.

Creating an eco-system of tech mentors is one of the key platforms of the not-for-profit Tech Manchester initiative, which has been backed by entrepreneur Lawrence Jones, who is the co-founder and CEO of UKFast.

Tech Manchester's project lead Patricia Keating said:

*"We know that the five-year survival rate for Manchester start-ups is 39 per cent, which is less than the UK average of 42 per cent.*

*"However we know that companies that have been mentored have a 70 per cent survival rate. Imagine the difference we'd make if we could move the needle that far in Manchester.*

*"Andy Burnham and Lawrence Jones both share a vision for Manchester to become the UK's No1 tech city and the mentoring initiative is an important step in that journey."*

Katie Peate, head of creative digital and tech at the Business Growth Hub and Alveena Malkin, CEO of One Million Mentors, took part in a panel discussion to explain why they were

supporting Tech Manchester.

Gaynor Dykes of Grant Thornton and Angel Academe, which supports female founded tech businesses, said: *"The critical thing for any early-stage tech business is to get as much advice as possible from those who've been there and done it. Surrounding yourself with expertise to help with your strategy at a very early stage is really important."*

Tom New, co-founder of Manchester start-up Formisimo said: *"We've made thousands of small mistakes on our journey, so if we can impart any knowledge that we've acquired over the three years that we've been doing this and it speeds up someone else's journey to success then that can only be a good thing."*

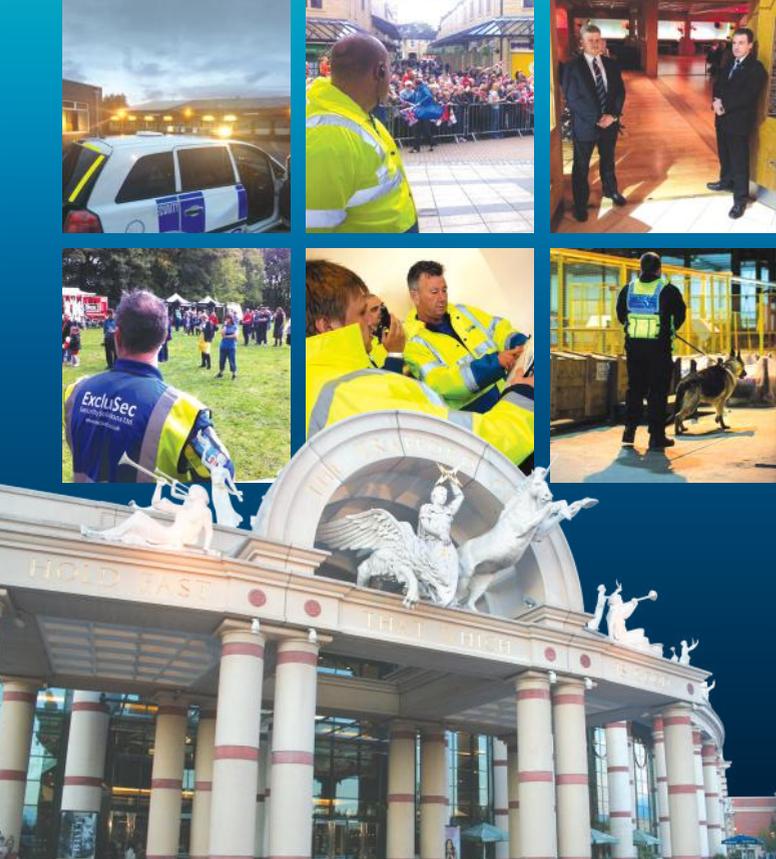
Samantha Deakin-Hill is the co-founder of Campus Capital and mentors students at the University of Sheffield. She had this advice

to would-be mentors in the room: *"Don't feel like you need to have all the answers. You don't. You never will. And it's better to admit what you don't know as well as being confident about what you do know."*

Lawrence Jones MBE said: *"Not many successful business leaders tell you that they reached where they are today on their own. Everyone needs help and support and tonight is about creating a real, working network of individuals with the skills and the experience to help supercharge Manchester's tech community."*

The sold out event also heard from a number of businesses that had been mentored and ended with a number of workshop discussions where attendees were able to make recommendations on what they thought the mentoring scheme should look like.

Tech Manchester now begins the process of linking mentors to fledgling technology businesses in the region. A follow-up event is planned for September.



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# Next generation of coders complete course with RTD



Thirteen students have graduated from a ground-breaking community programme, led by digital agency RTD.

Digital programme has given young people guidance on improving their digital skills to help bridge the digital skills gap in the North.

Award-winning Warrington digital agency Results Through Digital (RTD) has recently supported a group of thirteen young people through its pioneering 'Coding Club' programme.

The 'Coding Club' aims to provide participants with much-needed digital skills to improve their chances of finding future employment

in the North West region.

The innovative community initiative has run for three months and helped a talented group, aged between 13 and 17, learn how to implement digital marketing strategies and code websites, including sites for the 'Gears Project'.

Designed by RTD, in partnership with OnSide Warrington Youth Club, the scheme aims to give children in Warrington all the necessary digital skills to move forward with coding and pursue a career in the North West's competitive digital sector.

The Coding Club has been hailed a huge success by all participants, with children and parents commenting on the 'rewarding' nature of the scheme and the level of pride it has given participants.

Results Through Digital CEO and Founder Jamie Wilson, said, "The students have been fantastic and shown a real maturity and passion

when attending the course. They've learnt a great deal of technical skills in a short amount of time and their weekly coding work for the new youth club site is a proof of this.

"As a group, their confidence has also improved. Hopefully in the future, they'll be able to use the knowledge they've gained with RTD and build on this to secure a role in the digital sector.

"These young people have the potential to help fill Britain's digital skills shortage, so it's been a pleasure to work with them. We're looking forward to the second wave of the programme taking place later in the year."

Dave McNicholl manages OnSide Warrington Youth Club and commented, "This has been an extremely beneficial programme for the youth club to be involved in. The young people's digital skills and confidence have really advanced from their sessions with the team

at RTD and now, they have a great appreciation on the complexities of coding.

"Their 'graduation' evening brought together the children and their parents; alongside the mentors from RTD. Everyone joined together to celebrate and acknowledge the young people's achievements and the finished products.

"It was incredibly rewarding to see the children show their parents around the website they'd built and hear them speak so passionately and confidently about the process and the thought behind it. Hopefully, we can work with RTD again on similar projects in the future and instil a sense of pride in other children across Warrington."

As part of their involvement with OnSide Warrington Youth Club, RTD also donated ten computers, to enable young people participating in the project – and future youngsters supported at the centre – learn and improve their digital skills.

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# news

## Plans unveiled for Broughton House Veterans Care Village



Plans have been unveiled for a £12.5m Veterans Care Village at Broughton House in Salford.

Broughton House is the only home for ex-servicemen and women in the north west and in 2016 celebrated its centenary.

Plans for the new village have been submitted to Salford City Council and are expected to be considered by the planning, building and regeneration committee in September.

If permission is granted, work on the ambitious scheme is due to start early next year. A public consultation exercise is currently underway.

The redevelopment of the two-acre site will be partially paid for through a £3m grant from LIBOR funding, a government initiative to redistribute the proceeds of banking fines. Fundraising by Broughton House is ongoing.

The Broughton House Veterans Care Village is planned to be completed by 2020 and will include 64 nursing home bedrooms with a dementia wing, 34 independent living apartments, a military support hub featuring an advice centre, gym, treatment rooms, café, hair salon and meeting rooms.

A memorial park with a cenotaph and remembrance walls is also planned, sitting within landscaped gardens featuring an all-weather bowling green and a bandstand.

Dooley Associates will manage the delivery of the scheme. The project team also includes architects Levitt Bernstein.



The management team at Stalybridge-based Flock Development & Research Ltd, the world's largest manufacturer of flocked applicators, has undertaken a management buy-out.

Flock Developments & Research design and manufacture a range of flock applicators which are used across a number of industries, including the paint & stain, automotive, aerospace and janitorial sectors.

Flock works in partnership and supplies bespoke market-leading products to the world's leading paint brush, roller and paint manufacturers – Akzo Nobel, Sherwin William, Ronseal and PPG Comex Mexico.

Its commitment to R&D have led its flocked rollers to be adopted as the industry standard for both the professional and DIY markets across Europe and globally in the contractor market for application for wind

## Buyout at Flock

turbines. Its flock, foam and adhesive combinations are used in paint pads and other applicators across the world in over 45 countries and marketed under the leading brands.

Paul Constantine, Managing Director of Flock Development, said of the transaction: "I am excited about the opportunities the management buy-out will bring to the business. Building on our already successful operations, we have ambitious plans in place for future growth."

"These can only be realised with the continual commitment of the Flock team; from my fellow Director, Sharon Kelly, to our production operatives, most of whom have been with the company for many years and without whom success would not have been possible."

CLB Coopers' Corporate Finance and Tax teams advised throughout the transaction.



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# £1 billion Manchester airport transformation announced



A £1 billion transformation of Manchester Airport was announced at the end of July by Transport Secretary Chris Grayling.

The Manchester Airport Transformation Programme will double the size of Terminal 2 and create 1,500 more jobs.

Commenting on the news of investment in Manchester Airport, Christian Spence, Head of Research & Policy at Greater Manchester Chamber of Commerce, said: "The investment being made into delivering even greater capacity

at Manchester Airport will provide significant benefits not only for the airport itself and for the local economy, but for the whole Northern Powerhouse and beyond.

"As the gateway to the North of England and the only two-runway airport outside London, Manchester Airport is a key asset for the UK providing increasing numbers of flights to new destinations and greater capacity for both leisure and business travellers and crucially for cargo, too.

"The transformed customer experience this investment will deliver sets Manchester Airport ready to play an even greater role in our international infrastructure which, combined with other infrastructure

investments planned across the North of England will increase the opportunities for the region to grow its economy over the coming years and decades.

"We call on government to play its

part in delivering greater capacity on key access routes to the airport from around the UK as well as acknowledging the full role that regional airports can play in supporting the UK's aviation policy in the future."

## Gigacycle passes second unannounced ADISA audit

Stretford-based Gigacycle, an IT Asset disposal data destruction and computer recycling specialist firm, has been visited by staff from ADISA (Asset Disposal & Information Security Alliance) for a second unannounced audit.

Passing the audit is indicative of how secure asset disposal and data erasure should be done and is a feat of integrity in the industry of IT recycling.

Lisa Mellings of ADISA said: "Gigacycle have been members of ADISA for just over a year and have been audited three times in this period, two of which have been unannounced audits. These

audits are completely and utterly unannounced with the member having no prior warning to the ADISA auditor turning up.

"The spot-check comprises of an operational check of procedures and a random selection of 10 assets which are all forensically checked for data. Only when all these stringent checks are passed does the member receive notification that they have maintained their certification."

Gigacycle are certified at Distinction, which goes to highlight the huge commitment they make to ensure they adhere to the very best practice possible and can offer complete peace of mind to the end user.

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# news



Together Money has been recognised for its 'outstanding contribution' to the specialist lending sector at the prestigious Bridging and Commercial Awards, in a spectacular ceremony which saw the lender claim the three top accolades.

The Cheadle Royal-based lender

was named 'best bridging lender' and 'commercial lender of the year' following an outstanding 12 months which has seen Together's loan book top the £2 billion mark.

Alongside these awards, which were voted for by brokers, then subjected to a rigorous judging process, the

## Together win 3 top national awards

lender was also granted the honour of 'outstanding contribution by a business', testifying to its reputation across the industry as a leader in the field.

Marc Goldberg, commercial CEO at Together, said: "To win three awards in one evening is absolutely incredible but to be honoured for our contribution to the industry is really special. The specialist lending sector continues to evolve and we're proud to be acknowledged as being at the forefront of that."

"It's also fantastic to be named best bridging lender as this is a major part of our business and accounted for over half of our total lending last year, so this vote of confidence from our peers for our bridging offering, as well as our commercial lending, is a fantastic achievement."

"I'm extremely proud of all the team at Together and grateful to all the brokers out there who voted for us. We've built our business on great partnerships and these three awards are truly a celebration of what can be achieved when we work together."

Businesses from across the specialist finance market gathered at the Hurlingham Club in London, to compete for the coveted awards in a Charlie and the Chocolate Factory themed event.

### New appointments

In other news, Together continues to strengthen its team with three new appointments.

Richard Tugwell joined as Group Intermediary Relationship Director, as the specialist lender continues to expand its distribution network.

Richard, whose career in financial services spans over 30 years, will oversee the company's broker relationship teams, liaising with introducers across the UK.

With a strong background in the mortgage market, Richard brings a wealth of experience to the role. He joins from Capital Home Loans and previously worked for 30 years at Northern Rock/Virgin Money, where he was head of sales/director of intermediary relationships. He has also been director of the Intermediary Mortgage Lenders' Association.

Also joining is John Truswell as Head of National Accounts.

John, who joins from Capital Home Loans, brings extensive experience to the role. Previously, John spent 21 years as head of national accounts at Virgin Money and its predecessor Northern Rock.

Together recently announced its partnership with four leading broker networks, and as head of national accounts, John will focus on building intermediary relationships across the group, in both the personal finance and commercial businesses, as the lender widens its distribution.

The final appointment is Keith Jones as National Account Manager.

With more than 20 years' experience in the mortgage and financial services industry, Keith will use his expertise to build broker relationships, focusing on the networks and wider intermediary market.

Keith previously worked as a key account manager for Northview Group (working for Kensington Mortgages and New Street Mortgages), with prior roles at Legal & General, Lloyds Banking Group and Northern Rock.

Keith said: "Together is a lender that's prepared to do things differently to get the best outcome for the customers, which has been a major factor in its growth. Coming into the business you get a real sense of the energy and drive that go alongside that."



Richard Tugwell,  
Group Intermediary Relationship Director



John Truswell,  
Head of National Accounts



Keith Jones,  
National Account Manager



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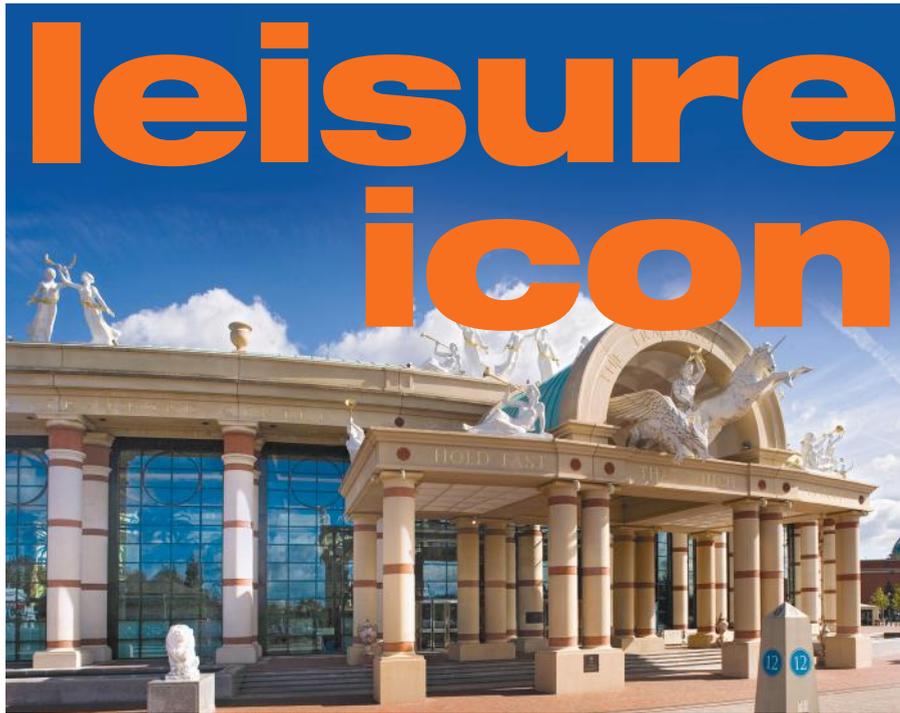
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# interview

## Defining a retail and

# leisure icon



intu Trafford Centre has been dominating retail and leisure activity across Greater Manchester since 1998. Boasting an impressive collection of high-end brands, the largest food court in Europe (the Orient), plus the busiest cinema complex in the UK, the centre has literally hit the ground running since its opening.

In the process of adding a Metrolink terminal to its connectivity, the centre seems to be striding forward at an impressive pace.

GM Business Connect caught up with General Manager Richard Paxton, to talk about not just the forward facing success story of intu Trafford Centre, but the forward thinking and supportive nature of the business – specifically in respect of the hundreds of employees plus the wider community surrounding the retail and leisure destination:

**Please can you give us a quick history of intu Trafford Centre, and how the centre is looking to grow in the future?**

*"intu started off as The Trafford Centre in 1998 on what was once waste ground on the edge of Trafford Park next to Europe's largest industrial estate. The centre was completed just as the M60 was nearing completion.*



*It was 13 years in planning from Peel Holding's first ideas in 1985.*

*"At the time shopping centres were designed as big boxes where the retailers would be the draw, but the Trafford Centre was designed with a big principle difference – John Whittaker (the guiding voice behind Peel Holdings) and the architects wanted the Trafford Centre itself to be a spectacle and ultimately the draw to shoppers. The design was to have a 'wow factor' – this included 2,000 pieces of art around the centre, plus murals, statues, the spectacular dome (modelled on St. Paul's cathedral) and, of course little touches such as John Whittaker's mum's car!*

*"The building is not just a stone monolith, it's a building that people feel part of.*

*"The centre got planning permission in 1996 and two years later the 1.4 million square foot Trafford Centre was opened with much acclaim. Since then it has gone through a number of developments and extensions, including the opening of Marks & Spencer in 2001, John Lewis in 2005, the extension of the Great Hall dining area in 2007 and Barton Square in 2008.*

*"The centre is divided up with Regent Crescent at one end (Selfridges to Debenhams), Peel Avenue (Selfridges to John Lewis), and then the Orient and the Great Hall (where the restaurants and fast food operators are), plus Barton Square which is another adjacent mall.*

*"In 2010 we opened the UK's only LEGOLAND Discovery Centre in Barton Square and also SEA LIFE in 2013. We are now an unrivalled retail, dining and leisure destination in the region where people come to spend time with their families, and so it's really important to us that we deliver a fantastic experience.*

*"For the future, there are two massive projects making it easier for the public and staff members to get to us; the introduction of a smart motorways programme, and there is set to be a Metrolink extension to intu Trafford Centre.*

*"We're delighted, particularly for our staff, as we know that 70% of our people travel here by public transport."*

**Can you describe how the neighbouring Trafford Waters scheme will impact on your site?**

*"The Trafford Waters scheme is fantastic news for the centre. 3,000 new homes, a million square foot of offices and a new waterfront development of restaurants and bars around an extension to the Manchester Ship Canal – right here on our doorstep complete with a tram link.*

*"It enhances population around us, and sits in line with the Greater Manchester Spatial Framework agenda for building 230,000 new homes in Manchester. We are thrilled. There will also be a really positive effect on the important growth areas of Carrington and Partington with Highmore Group working closely with Peel."*

**How many staff work in the Centre?**

*"There are 7,500 people who work with the 200 retailers – growing to 8,500 at Christmas. Of those, 400 of those work for intu, plus an additional 40 who work as part of intu's national team for Finance, IT, HR and Property. "It's fantastic that so much of the intu group's resources and expertise are located here on site. This is very different to most shopping centre business models where head offices and resources are typically located offsite."*

**intu has a great reputation for staff engagement, can you share some of the best practices?**

*"For intu, the most important asset is its people. The people either make or break us. The 400 operational team who run the shopping centre are our most important asset. Whether it's starter inductions, team briefings, one to ones, management appraisals or personal development programmes – it's important that we communicate with our people throughout.*

*"Today we've just celebrated ten new, ten-year-long service awards, and out of those 400 people there are close to 100 who have been here for 19 years - since the Centre opened. We constantly ask ourselves 'how do we work and develop in partnership with our people?'"*

**How important is workplace health and wellbeing to your employees? Can you describe some of the positive impacts by implementing these campaigns?**

*"We want to ensure that people turn up for work and want to work for us. For every member of staff we have non-contributory pension schemes, staff restaurant with discounts, access to a staff gym, nice facilities for them to relax as well as having healthcare trainers for their own personal wellbeing."*

**Corporate Social Responsibility is also an important element of every business – especially for a large retail organisation such as yourselves. Can you describe the intu Trafford Centre's activities within**

**your local community and any future CSR plans as the Centre grows?**

"We have a big programme of community engagement activities. Earlier this month we had 800 people take part in the colour run – a 5K run that involves being covered in powder paint! People also join our charities committee which involves selecting north-west charities to benefit from the Fountain Fund – over £44,000 is donated from the coins dropped in our fountains every year. One example of these charities is Hand on Heart which is very important to us, and involves the placing of defibrillators and user training in schools and across the community.

"The banks get involved in our Fountain Fund project too and even cash the foreign coins for us – it's a brilliant way of raising money for local causes.

"Our staff are always keen to use their two paid annual volunteering days. We have abseiled down the tower at Barton Square (including myself!) and have a Manchester to Blackpool bike ride that starts at the Centre. We also hold the UK's largest day for the emergency services with over 145 exhibits in one of our car parks to engage with the community.

"To celebrate science in Manchester we host a weekend of activities in the mall with the University of Manchester showcasing exciting exhibitions – helping us remember how important Manchester has been in scientific and technological history such as the industrial revolution and the development of graphene.

"We also reward our staff for world class customer service. We ask colleagues to nominate each other for outstanding acts, and put these people into a draw for

quarterly and annual rewards that can be up to £10,000. Similarly, we work with our retail partners to encourage outstanding practice and retail service so that our retailers' 7,500 workforce can also be rewarded.

"We run 'intu Trafford Centre Retailer of the Year' awards every year. This is about us celebrating world class retail, and we have a number of ways of getting statistics on this - from mystery shoppers three times a year, to our online channels where customers can feedback directly on both our 400 intu staff, plus the 7,500 retailer staff."

**Leading on from that – an essential part of the Centre are the retail, leisure and hospitality businesses. What can you tell us that makes you different as landlords to those businesses?**

"The Centre is not just about sales – it's about being a community in its own right and being an economic driving force in the North West.

"There is close to a billion pounds of retail business conducted every year within these four walls (food, leisure, dining or shopping). There are the 7,500 service jobs, plus thousands more are also associated with the Centre – the petrol stations, facilities companies, suppliers and distribution companies.

"Another aspect which makes intu Trafford Centre special is that we are in the lucky position of having the most amount of department stores together in one place (outside of London); we have one of only four Selfridges in the UK and are home to some of the most important flagship shops.

"As flagship stores they get continual investment – for example 70 of our shops had a refit last year.

"The relationship we have with the retailers is very tight and based on growing partnerships over time."

**Do you have any conflicts between the intu Trafford Centre identity**

**and the individual brands, some of which are International giants?**

"We are all very passionate about our brands and we nurture those closely, understanding how important they are – we rely on the influence of the yellow Selfridges bag, the John Lewis brand promise and the draw of Michael Kors, Victoria's Secret for example.

**Many of those brands have massively established marketing identities, all of which are specific to those brands. How does the intu brand co-exist with those identities?**

"We have over 200 retailers, 60 restaurants and numerous leisure facilities all with their own brand identities. However, our marketing message is to provide access to those brands in a spectacular retail and leisure destination that is available through extremely extended opening hours.

"For example 50% of our customers were coming in after 5pm so we introduced late night trading. There is no one else in the UK open 84 hours a week, 12 hours a day from 10am – 10pm Monday to Friday, plus extended opening hours in the morning at McDonald's and the ODEON in the evening, often until 3am or even all night with special releases.

"This, alongside the 11,500 free parking spaces, is one of the defining marketing messages we promote that is specific to this Centre.

**How much work goes on behind the scenes after the Centre closes each night?**

"With restaurants serving early breakfasts, late dining and the cinema open later, plus environmental services staff coming to clean and service the centre overnight, it's a 24-hour business.

"The only restriction we do have

is the Sunday trading law which limits shops over a certain size to six hours of trading. Noticeably this is not the situation with online retail. If this were to change and allow us more opening time, it would benefit both the local community and economy."

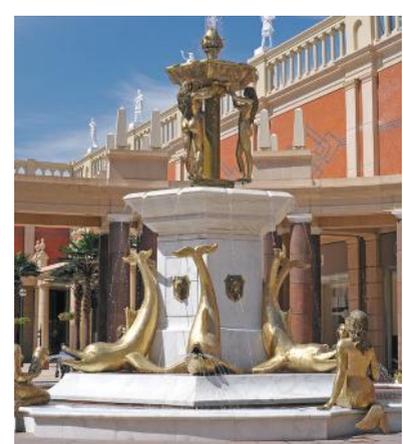
**Who do you see as your ideal visitor?**

"We want to be inclusive and attract all areas of society. We see a lot of tourist shoppers - our meet and greet ambassadors regularly welcome coach-loads of domestic and international visitors.

"We've recently run a China Welcome campaign which was really successful, where we accepted China Union Pay, printed guides in Mandarin and worked with Chinese tour groups to attract tourists.

"We are one of the biggest shopmobility centres in the UK with 230 disabled spaces in our car parks and are easily accessible. For example we recently implemented changing rooms for disabled adults using hoists.

"We are very proud to have been the first shopping centre in the UK to be named autism friendly - we worked with local organisation the Together Trust to develop a programme that helped us understand an autistic person's journey through the centre enabling us to adapt and make visits easier."



intu Trafford Centre General Manager Richard Paxton



# interview

# Payroll for



The story of organic business growth and diversification is always a result of circumstances, economic opportunity, and in some cases a need to support an existing business model.

As a business focus we visited PayPartners – a specialist Payroll management service. The business operates alongside Kinetic plc – a very successful established contract recruitment business specialising in engineering, manufacturing and technical markets.

Both businesses are headquartered in the Lancastrian Office Centre located next to Emirates Old Trafford.

GM Business Connect interviewed Neil Smith MBE, Managing Director of both Kinetic plc and PayPartners Limited along with Stephen Moreton, Business Manager, to find out more about PayPartners.

## Tell us about the history of the business?

Neil: "PayPartners grew out of our recruitment business, Kinetic.

Around since 1983, Kinetic plc started out providing temporary contract labour. As a result of Kinetic's rapid growth there was a need to invest significantly in the back office support functions and recognise the fact that payroll was a fundamental part of the business.

## Was necessity the mother of invention?

Neil: "It was a familiar growth story – a sales driven environment where functions like payroll had been considered far less as a core competency, yet it was so critical to the business.

"So we had to turn our attention to quality processes. We became active members of our trade body the Chartered Institute of Payroll Professionals (CIPP), and very much engaged with the industry focusing on standards.

"A move towards British Quality Standard accreditation was key, as the strategy was to be very clear on value (as opposed to low cost) for the customers we needed to focus on."

## How did PayPartners grow out of Kinetic?

Neil: "We began to have a few enquiries from regular clients who wanted payroll management as much as recruitment. This was the kernel that started it all. We had strong quality systems established by now and branded ourselves 'Kinetic Payroll Services'. However, over time we realised this name was too strongly linked to recruitment and not synonymous with a payroll service – so we decided to rebrand

in 2004 and start to differentiate the services.

"And so, as a result of a staff brainstorming exercise to give the payroll function some clear identity 'PayPartners' as a name was decided upon."

## Did the business take off on its own? In what way do you stand out from others?

Stephen: "In the beginning we had different marketing approaches including email marketing to raise awareness of our brand and service.

"Once we had our website up and running with SEO we started also to understand social media and the impact it could have mainly for awareness of our services as much as direct selling.

"We gathered clients through cross selling to our vast customer database but acutely became aware as with the early days of Kinetic we needed managed growth and the right type of customers who appreciated our high standards.

"All of us are CIPP qualified staff working to British Quality ISO standards. This, as part of the service offering, enabled us to not only crunch the payroll numbers but where necessary provide detailed management information and importantly deal with all queries raised by employers and employees around complicated areas of tax status."

Neil: "We don't employ sales people – we market our own professional standards and deep knowledge of payroll. Textbook stuff in a way of recognising and growing your own competency in business"

"Longevity of payroll production with a strength in managing all types of



Neil Smith MBE,  
Managing Director,  
PayPartners



Stephen Moreton,  
Business Manager,  
PayPartners

# business

requirements – monthly payrolls or high turnover timesheet driven transactions – the complexity of a payroll system is down to how complicated or easy a client wants to make it.”

Stephen: “It can be very easy, but unfortunately the complexity comes in with legislative changes that only a competent payroll person can keep up with.

“It’s about clients investing in payroll outsourcing and paying on a transactional basis (‘price per payslip’) rather than trying to cover the costs of people, cover, software, updates and managing it all themselves. This allows building and flexing of their business model.”

Neil: “Although we don’t market ourselves as HR specialists, with Kinetic we do have HR expertise and understanding, plus strong relationships with stakeholders, including our trade payroll body CIPP, HMRC, our BACs accreditors and others including ACAS. All this is part of the overall value add.”

Stephen: “Payroll is the DNA of the whole business. We still service Kinetic (circa 1,100 time sheets a week) and so we are always building a culture of knowledge and security.

**What is the typical business you deal with at the moment, also, what are the sectors you’d like to deal with in the future?**

Stephen: “As well as servicing Kinetic and its subsidiaries, we are geared more toward SMEs

rather than larger employers.

“We help businesses to grow their payroll. One of our earliest clients came to us with 250 people and now they have nearly 1,100.

“We have a strong process on deciding the suitability of a client to our service. Often clients come to us following a bad experience elsewhere, and this involves a lengthy process of cleaning up the problems before moving forward. Its not unknown to perform a few months of parallel running to be clear all processes going forward are of the highest quality.”

Neil: “It’s a high touch consultative process to get it right first time. We’ve never lost a customer and we grow now on referrals as opposed to direct marketing.”

Stephen: “As a great example of expanding your services to other markets we also learnt a lesson in capitalising on opportunities. When Trafford Council contacted us (as a local supplier literally based across the road), the Council enquired as to whether we could run payrolls for people who receive care payments and need to pay their carers.

“This was a timesheet based payroll and so right up our street!

We were able to manage people’s money and effectively become their ‘bank’ to pay other bills too.

Neil: “Consequently, we were referred to a number of councils in the North West and as this public sector business grew, we were required to tender using the CHEST procurement portal.

“We now process over 1,000

customers in this market place.”  
Stephen: “It’s also important to realise that it’s not just about payroll anymore. Auto-enrolment pension is now tied in with payroll as well as HMRC services moving totally online.

“The next HMRC project is in making tax digital (MTD) which PayPartners are geared up to support all its customers with.

“So, PayPartners as a business with its high touch accredited service delivery will continue to evolve and as more customers look at their own areas of competency to focus on, we look forward to supporting and growing with more businesses.”



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# review



Jane Forbes, Chair with  
John Ashcroft, CEO, pro-Manchester

# pro-Manchester

7 July saw pro-Manchester welcoming their new Chair taking over the role at the King Street Town House. To celebrate the event, members were invited to a lunch which celebrated not only Jane Forbes, partner at PwC, becoming the new Chair for the next year, but also the newly elected Vice (Alistair Cree, Eversheds) and Deputy Vice Chair (Jenn Hazlehurst, EY).

Congratulations were also extended to new pro-Manchester board directors Sam Booth, Isabel Riley and Nicola McCormick.

After a brief introduction from CEO John Ashcroft, Jane took to the rostrum for her inaugural speech:

*"Today, I'm going to outline our goals for the next 12 months and given that new years are typically a time when we tend to take the opportunity to pause and reflect on how the previous year has unfolded, as well as look forward with optimism about what the future 12 months hold, I'll inevitably do a bit of that too.*

*"I became directly involved with pro-Manchester in 2010 when I joined the Skills Committee. A real interest to me, I work with a number of Education providers in the region and have also been heavily involved with our graduate and higher apprentice recruitment.*

*"I subsequently took on the Chair role of the Skills Committee as we sought to strengthen the links between local business and education providers, and I'm really proud of the work that the Committee has done and the engagement we've had across all parts of the sector.*

*"My move up onto the full Board two years ago was a real eye opener into the hard work that John and the Executive team put in to making pro-Manchester the successful organisation that it is. The passion that they have for pro-Manchester*

*and the success of its growing membership is inspiring. Which is why I'm proud to stand here today as your new chair, looking forward to working with you and continuing to champion the important role that our sector plays in the Greater Manchester economy.*

*"So onto our goals for the next 12 months and we have three that we're going to focus on:*

- 1) to promote the importance and value of our sector in delivering on the Greater Manchester Strategy
- 2) to be the 'voice for business' for our newly elected Mayor and the Combined Authority; and
- 3) to extend the reach of our sector groups to generate and strengthen new business links for our membership.

*"With a GVA of £3.1 billion and employment of almost 324,000 people, the financial and professional services sector has doubled over the past ten years.*

*"We are the largest financial and professional services industry outside of London, an industry that has depth and diversity across all disciplines, from banking and financial services, legal, insurance, consultancy, FinTech to accountancy and audit.*

*"We are the enabler for the city's growth supporting the four key growth sectors in the Greater Manchester Strategy, yet we also successfully generate our own growth engine and skilled workforce.*

*"We're in a good place, but let's not kid ourselves, turbulent times are ahead, unprecedented in nature, and we can only speculate at this stage as to the impact. I think this creates opportunity, and also strengthens the case for redoubling our focus on collaboration and innovation within the business sector.*

*"The North West has a history of*

*innovation – from the evolution of the industrial revolution to the commercialisation of graphene. Collaboration is built into our DNA because of its incremental benefit, and we're currently seeing growth in digital health clusters and financial/technology clusters due to our unique ability to bring sectors together.*

*"We play on a world stage in Manchester, and a strong financial and professional services sector is essential in attracting inward investment - our proven track record of attracting and supporting businesses is truly distinctive.*

*"pro-Manchester works closely with MIDAS and welcomes new businesses into the region, providing them with a ready-made network to slip into, making that transition from outsider to insider so much easier. We're in touch with over 100,000 businesses across the North West, which makes pro-Manchester the natural gateway to business in our region.*

*"The expertise, desire and experience to work together to support local businesses is evident within this room today and we must continue to build on this.*

*"We are at the beginning of a new, more devolved form of governance for our region. It is important, given the unprecedented uncertainty in respect of national and European governance and policy making, that we seize upon this as an opportunity to make the business voice heard.*

*"This won't happen without the people in this room.*

*"As the leading professional business to business organisation, our breadth of knowledge and collaborative approach means we are perfectly positioned to be the voice for business in Greater Manchester – our second goal.*

*"We look forward to working with the new Mayor, Deputy Mayors, Chief*

*Executives and Leaders of the Combined Authority to deliver on the Greater Manchester Strategy and exploring what the city region can collectively do to navigate the impact of Brexit.*

*"In his Manifesto, our new Mayor declared that, "Greater Manchester stands on the verge of a great new era", and you can really feel that.*

*"Just over a year ago, Greater Manchester became the first place in the UK to gain governance over its economy.*

*"Through the devolution agenda, there will continue to be strong co-investment opportunities particularly around housing, transport, skills and innovation within science and health care.*

*"This not only brings opportunity for our local businesses, but it is this continued investment in our infrastructure, housing and skills that is crucial to making Greater Manchester an attractive place for inward investment.*

*"Manchester is a world-class city which needs world-class people to continue to grow. Manchester has an incredible talent pool and our sector plays a huge part in developing highly skilled people and promoting social mobility. Indeed a large proportion of professional services staff go on to work in industry after gaining their professional qualifications.*

*"Yet, in certain sectors, particularly the digital, creative and marketing sectors, it is still difficult to recruit new employees with the right skill-sets. Now more than ever, we need to focus on delivering an improved skills base across the North West and bringing through local talent.*

*"This is very much the message in the North West Education and Skills Charter launched earlier this year by the North West Business Leadership Team and the IoD - and was the topic for discussion at last week's pro-Manchester Skills Committee where we were joined by Sandy Lindsay (Chair of the IoD Skills Group) to discuss how we as a business community could support this vital agenda.*

*"As local business leaders, we must ensure*



pro·manchester  
BRINGING BUSINESS TO PROFESSIONALS



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**

# welcomes **new chair**

that we play our part in articulating our future workforce requirements and the key skills that we need to continue to grow.

"We should see the Apprenticeship levy as an opportunity for local businesses to plug the skills gap. This will require increased collaboration between business and education providers.

"It is our duty, not just as pro-Manchester members, but as ambassadors for the Manchester business community, to encourage talent and to nurture its development.

"This is one of the many areas where we welcome the opportunity to work with the Mayor Andy Burnham and the Deputy Mayor for Skills, Employment and Apprenticeships Sean Anstee, in contributing to the future success of our city-region.

"That brings me to our third goal - to extend the reach of our sector groups where pro-Manchester is very much leading the charge.

"Our sector group programme enables collaboration and cooperation between financial and professional services and 12 of the key growth sectors within the region covering the organisations that you want to do business with which is exactly what we're about at pro-Manchester.

"A dedicated programme of business development activity not only improves communications between us, but contributes to the ongoing growth and opportunities in our city.

"We were particularly excited to partner with BusinessCloud for our Tech in Retail event last week plus, events took place across our Sports Industry, Hospitality and Technology sector groups.

"These will be followed by programme of sector focused roundtable events where small groups of Manchester's key industry influencers and professional services experts will talk about disruption within different industries.

"So those are our key goals - in a nut shell, championing our sector; being a loud

voice for business; and helping with collaboration and linkages across our industries.

"The critical bit though, is what does this mean in practice? Let me highlight what else you should be looking out for from pro-Manchester over the next 12 months:

"Our Hot Topics programme remains consistently popular, providing over 60 free business focused events every year across a wide range of topics. This programme is testament to the contribution of our member firms who give up their time presenting and offering hosting facilities free of charge so a big thank you to each and every one of you involved in this programme.

"We look forward to seeing the continued expansion of SME Club where over 25,000 business members in the network receive regular tips and advice from pro-Manchester member firms to help grow their business.

"We are continuing to develop and expand Newsroom to be the next big media channel in Greater Manchester, and we're excited to be launching our new website in the next couple of months.

"And of course our conferences. In October last year, some of the leading economists in the UK descended on Manchester for the pro-Manchester Economics Conference which focused on "China" and the opportunities for the Manchester economy. The event returns in October 2017 with a focus on The Manchester economy.

"The seventh annual Business Conference looked at the challenges of Digital Disruption to the Greater Manchester economy and the key sectors in the North West. The conference will be back in March 2018 with its usual blend of fast paced news style presentation and key note speakers from the business world.

"And following on from

the success of last year's Social Conference, Creative pro-Manchester hosted this year's conference 'Bee Authentic' recently, which was a huge success and attended by over a hundred of Manchester's professional and creative industry leaders.

"We are pleased to announce that Manchester will once again host a visit from the Lord Mayor of the City of London on the 27th July. As part of the visit we'll host a series of events and will be joined by the Lord Mayor, the Mayoress and our Deputy Mayor Sean Anstee at our FinTech sector lunch where our expert panel will be discussing what Manchester has to offer FinTech businesses.

"In summary, it's going to be a busy year! But none of it would be possible without the hard work and expertise of the pro-Manchester team who I'm really looking forward to working more closely with during my time as Chair.

"So, here's to another strong and supportive year.

"We all share the same collective ambition of seeing our businesses grow and thrive, creating skilled employment and driving the success of our region.

"It is what makes Manchester a great place to live, work, do business."



Jane Forbes, pro-Manchester Chair

# expo

## Smarter Business Tech LIVE - is your business behind the **tech curve?**

The crucial importance of 'business technology' at every level of today's successful business and enterprise is the basis for Manchester's brand new business empowering event – **Smarter Business Tech LIVE**, taking place this coming November 15 & 16 at Manchester Central Convention Complex.

Bringing together crucial SME and Mid-Size IT and Business Management streams, with the very latest in Sales and Marketing tech for all B2B/B2C professionals, **Smarter Business Tech LIVE** is set to be the **largest business technology EXPO** in 2017 for the crucial Northern and Midlands regions.

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Chain and much more...

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# review

**FOREVER MANCHESTER**  
THE COMMUNITY FOUNDATION  
FOR GREATER MANCHESTER

## A new President for Forever Manchester

It's amazing to think of the fantastic progress Forever Manchester – Greater Manchester's Community Foundation charity – has achieved over the past 3 years since Phil Jones MBE and Brother UK MD, took the mantle of President.

The beginning of July saw a luncheon hosted at the Lowry Hotel that not only celebrated those achievements, but also welcomed new President Trevor Mather, Chief Executive of AutoTrader, as the new Forever Manchester President.

The event was sponsored by Close Brothers Asset Management, and it was Jeanette Makings, Head of Financial Education, who was first to give a presentation on the importance of Financial Wellbeing for a business's workforce.

Also speaking was Al Mackin, Chief Executive of Formisimo and also Chair of Forever Manchester.

Phil Jones then addressed the room, giving a rousing affirmation of the positive impact the role of President had been to his personal business journey. He then welcomed Trevor Mather as the new President of Forever Manchester.

Trevor addressed the audience with his observations on Forever Manchester's refreshing approach to fundraising: "In the last generation or two, people relied on the community and central pillars of those communities, where everyone knew their local neighbourhoods, churches and religious centres. Today, few of us know who our neighbours are. I felt really strongly that business now has a major role to play in their respective communities, and when I discovered Forever Manchester

and their core mission of bringing communities together, it felt like a perfect marriage.

"Over the past few years at AutoTrader we have been able to work together with the Forever Manchester team - not just to fundraise but to invite people in to our community and offices when they have been in need of some togetherness and happiness.

"We have also been able to develop an AutoTrader fund which importantly has the people involved deciding where the money goes by going out into those communities and working out where the needs are.

"It feels real, local, and has become part of our culture at AutoTrader where we feel we make a difference.

"When Nick Massey approached me to take on the role of President, it was a huge privilege and I wanted to find out more. What could be next? With the repurposed and rebranded organisation, it has become clear.

"What part could I play? I asked myself. I loved the 'growth with soul' idea and I wanted not only to help the charity thrive and prosper but to build a legacy reinventing philanthropy for future generations. We have a cause of Community and we have to get the message out there. The message of everyone's wellbeing, betterment and the roles they can each play.

"We, want to help them work out how to start those roles and drive the cause, involving businesses more and more.

"If I can be some form of figurehead ensuring that we're spreading the right message in the right way and to the right people in the right places,

encouraging them to become as involved as we have become, then perhaps the cause of community will live in people's hearts."

Nick Massey, Chief Executive of Forever Manchester, then gave the closing address. He began by pointing to his badge: "The badge of Forever Manchester represents philanthropy – a posh word for something very simple. Philanthropy is about a love of mankind, a love for one another, forever.

"In a world run by narcissists and sociopaths it's also a badge for people who care, and this is a badge for Greater Manchester; it is for people who work hard, love their families and the beer, wine, music and football in equal measure. This is a badge of creativity and hope, for a place that never gives up – not for poverty, recession, bombs or the purveyors of alternative facts.

"There are more than 180,000 registered charities in England and Wales alone and they spend about £80 billion a year employing over a million staff (more than our car and aerospace industries) making 13 billion asks of each one of us every year to donate – the equivalent of 200 per household - with the top 20% of the charities getting 80% of all the income that's raised.

"These successful charities have teams of well-paid fundraisers and access to celebrities.

"Those people who support Forever Manchester are not registered charities – they are grassroots, run by ordinary people like you and me – trying to make a difference, making life better, happier for each other. From Offerton to Oldham, from



Trevor Mather,  
Chief Executive  
of AutoTrader and  
the new Forever  
Manchester  
President



Phil Jones MBE outgoing  
Forever Manchester President  
and Brother UK MD



Nick Massey,  
Chief Executive of  
Forever Manchester



Al Mackin, Chief Executive  
of Formisimo and Chair of  
Forever Manchester



Jeanette Makings,  
Head of Financial  
Education,  
Close Brothers  
Asset Management

Levenshulme to Little Lever, from Sale to Saddleworth, we raise money to support the communities where we love, live and work.

"All the major ingredients that support our happiness come out of communities: our mental and physical health, our safety, security, our environment, economy, our food, the way our children grow up and the care we give are all things that can and do happen in communities. By taking personal responsibility at home and in neighbourhoods; by using our energy and creativity and generosity – these are the gifts of the head, the hand and the heart and this is where we make a difference. This is where you will see the real difference your donations make – where small amounts mean a lot.

"We are all extraordinary people and have the power to support happy, abundant communities. We all have the freedom to create our own vision and the power to make it happen.

"We've all got to give something back. If you were born here, educated here, made your living here or have a family here - or just came to party and never left – if you are made in Manchester then this badge is your badge too."



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HOSTED BY



**PHIL JONES MBE**  
MANAGING DIRECTOR  
BROTHER UK

# Don't miss BUSINESS **connect** CHARITY LUNCH

## Friday 29 September 2017

Kick off 11.30am - 4.00pm

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

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



royal manchester  
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To book your place visit [www.eventbrite.com](http://www.eventbrite.com) - 'connectworking lunch'



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**EDWINA CURRIE**  
WRITER, BROADCASTER,  
POLITICIAN

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

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

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

There is also an after-event party downstairs in the Player's Lounge.

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# networking

## Property in the North West + building a construction brand

L-R James Evans, Director, Office & Industrial Agency at Savills Commercial Ltd plus John Russell, Executive Chairman of Fairhome Group plc.



The beginning of July brought two great speakers to K-Club's regular Salford networking event - James Evans, Director, Office & Industrial Agency at Savills Commercial Ltd plus John Russell, on-screen consultant to TV's 'Cowboy Builders' for 6 years and Executive Chairman of Fairhome Group plc.

So, after the usual excellent breakfast courtesy of hosts AJ Bell Stadium, James Evans took to the mike. James's address was an overview of how the current perceived 'uncertainty' in the commercial property world was affecting the North West and UK – and actually yields opportunity:

*"More than being just a residential estate agency, over 60% of income at Savill's comes from commercial space – 60% of which is from overseas. With the forthcoming Brexit, the market has seen a weakening in the pound resulting in a beneficial swing of investment from overseas - especially in the North West because Manchester has such a strong sales pitch."*

James then went on to point out that although headline speculation regarding an 'exodus' of jobs from London to the European mainland does reflect some jobs leaving the city (financial services and insurance) it is in fact, overstated.

*"The evidence is in the increase in take-up of commercial office space, furthermore, in levelling the wealth gap between the North and South, there is hope that the devolution agenda and election of Andy Burnham as mayor will fuel further investment in the North West. Statistics also show us that Manchester and Salford are predicted to show among the*

*most growth over the next 4 years – another catalyst for investment here."*

Additionally, he says, there has been significant change over the past ten years with foreign investors looking beyond London and being attracted to the North West, due to infrastructure, connectivity, major transport facilities, and strong civic leadership.

*"Manchester is a well known international brand"* and there is a *"fight for talent through the academic institutions creating a plethora of bright young graduates."*

*"High street retail has shrunk and are no longer the 'trophy assets' – and this looks increasingly challenging. However, tourist markets in Chester and Liverpool for example, the hotel industry, and in particular logistics, have grown."*

Startlingly, James stated that 26% of all logistic take up in the UK are acquisitions by Amazon: *"In fact, Savills itself had 3 offers on a logistic property in the North West, 2 of which were actually 2 different parts of Amazon - competing against each other. The future of this growth is looking to the development of new ports at Liverpool and the trend of companies taking control of the 'last mile of delivery' in order to control their brand, for example John Lewis."*

*"Furthermore, the office market for Manchester remains strong with Brexit actually creating opportunity in North Shoring. Here there are benefits for companies moving aspects of their office function away from London. The benefits are two fold:*

1) *An office desk per annum for one person costs £10k less than it would in London.*

2) *people are difficult to retain in London, and the cost of employing a person in Manchester is approx £11k cheaper than in London.*

*"There is also a trend for drawing out character in atypical buildings - for young people, techs, small business to pool together and share space in these alternatives where there has been investment in pubs, student accommodation, hotels – creating diversity of asset classes."*

Next to speak was John Russell – Executive Chairman at Fairhome Group plc providing specialist property services and, also known from Channel 5 television's Cowboy Builders.

Beginning with an overview of where his business is at the moment, John stated that he had 80 staff, expecting to turn over £170million this year, deliver over 700 homes in to the specialist sector and was making a pre-tax profit of over £21million. The business has more 'headroom' and 'big plans' he said for the forthcoming years. Through personal memoirs, John would paint a picture of his life of learning, risk and opportunity.

He drew us back to his childhood beginnings in a large working class family of seven in Moss Side where he grew up and left *"without a single qualification"*. This lack of educational opportunity in his time growing up led him to see education as critical and ensure that his own children would have the opportunity of university.

Going back to 1969 when he was 5, John's father set up his own business where at 11 years of age John would find himself working onsite too. Leaving school at 16, he went straight into the business learning all he could - of how to 'build and how to knock down'. Knowledge that would stand him in good stead for the unexpected.

Alongside this enthusiasm for property and working in the family business, John developed a passion for Rugby – building a great network as the sport influenced his perspectives on business and opportunities.

As his rugby career came to an end in the early 90s, John began trading property starting up Specialist Property Services in 1994. Although this company was initially successful (turnover £30million and 40 properties a week), it didn't succeed in the long run. Upon reflection John was able to see that although his risk taking attitude led to success, there were serious boardroom shortcomings at the time:

*"We went too diverse and away from our core product. I learnt so much about investment, portfolios and yield – but it was the biggest kick in the balls I'd had!"*

In the aftermath, John had to focus on trading just to earn a wage, and after 2007, he had to stop altogether, leading to downsizing his home and lifestyle. Yet another door would open in the shape of a television proposal from Channel 5's expert builder series and success was quickly evident in the ratings, making it the channel's most popular factual show.

*"It was brilliant for me. A great journey. It literally saved my life."*

After ten series, seven years and also a day-time spin off it came to a natural end leaving John free to pursue his concept of Fairhome – an idea he had had in 2009. It was a model of reconfiguration of services to support people who need supporting in the accommodation process.

In conclusion, John summed up his experiences and what he learned so that he could share:

*"To make money you don't need to be Einstein, you just need drive – a load of will and want – and know your subject matter!"*



For further information please contact **Amanda Manson, Communications Director** 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)

# leadership



## Bringing a **Positive Coaching Culture** to your **Business**

Businesses dedicate and invest enormous efforts and funds to the development of their most valuable asset - their people. Yet, they can find that their pipeline of people is never sufficient or ready to assume new roles and responsibilities as the business grows and as market and industry conditions change faster than ever.

There are three pillars that are fundamental to people development:

- 1 A clear link between the people development strategy and business strategy, including the financial objectives of the organisation.**
- 2 The creation of a culture where people feel engaged and want to remain with this organisation and grow and learn as the business grows.**
- 3 A continuous, consistent process of development with an emphasis on long-term and a clear commitment from the top management and/or founder/owner of the business.**

This is exactly where a Coaching Culture comes in.

Coaching is instrumental in getting

the best out of people. According to the latest statistics from the International Coaching Federation these are some indicative figures that illustrate the benefits of Coaching:

### Increased Productivity

Professional coaching maximises potential and, therefore, unlocks latent sources of productivity:



### Positive People

Building the self-confidence of employees to face challenges is critical in meeting organisational/business demands:



### Delivering a professionally certificated coaching programme to your key people

In 2009 The Leadership Psychology Institute introduced the 'Coaching For Change' Professional Certificate programme, which is accredited by the International Coaching Federation (ICF), with the aim to offer a robust and rigorous coaching programme to businesses.

After several successful years of rollout, we are now offering the course to the business community of Greater Manchester.

### Why is this Programme different?

Our Programme is unique in that it's highly practical and interactive, it combines hard business reality with the complex psychology of human

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The Leadership Psychology Institute specialises in:

- Leadership and Management Development Programmes
- Group Dynamics for Senior Teams and Boards
- Diagnosing and Changing Organisational Culture
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Find out more - follow the blog: <https://drmariakatsarou.blog>

**The ROI of companies who invest in Coaching is 7x the initial investment.**

*PricewaterhouseCoopers Global Survey on Coaching*



### Dr Maria Katsarou

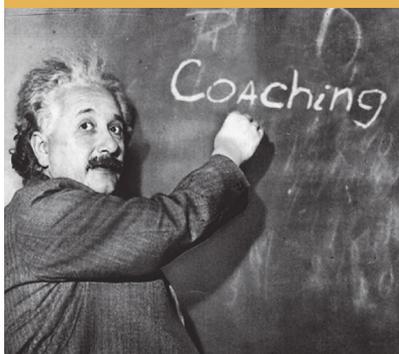
Managing Director, Leadership Psychology Institute

[Maria@leadershippsy.com](mailto:Maria@leadershippsy.com)

Maria has 20 years of experience in partnering with senior teams across many business sectors. She holds a BA in Management and Organisational Behaviour, MA in Human Resources Management, an MSc in Psychology and a Doctorate in Leadership Psychology.

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.

## EMPOWER YOUR KEY PEOPLE WITH A PROFESSIONAL COACHING PROGRAMME



The Leadership Psychology Institute are offering an 8-Day Professional Certificate Programme broken down into 4 x 2-Day Courses.

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# social media

## Social Media Advocacy - we need to talk about it

Social Media Advocacy can massively improve your business's social media marketing, and it's for that reason we need to talk about it.

### SOCIAL MEDIA ADVOCACY OR EMPLOYEE ADVOCACY?

If you're reading this article you have a network. Either you have a number of employees - aka employee advocacy - or you attend networking groups and have a close group of contacts - aka Social Media advocacy.

In a nutshell, the way advocacy works is that you can utilise your team to help you spread your content on Social Media.

Let's say for instance you own a large solicitor's practice in Greater Manchester.

The main Social account has 10,000 followers - but 20 of the staff have Social Media accounts with an average audience of 1,000 followers each.

The power of social media really comes to the fore when you have a plan in place to reach an extra 20,000 people by utilising your network.

Social Media shouldn't just be down to one person in the marketing department.

### SHOULDN'T THIS BE

### HAPPENING ANYWAY WITH NETWORKING?

Absolutely.

Business networking isn't about what happens in the room for 1 or 2 hours a week. It's about everything in between the meeting.

Your Business Networking group isn't working properly if the group aren't supporting each other's businesses on Social Media.

I often find about 20% of a business networking group are doing 100% of the online promotion and Social Media support - which means 80% are letting everyone else down.

The best networking groups are full of people who understand the importance of online networking as well as offline.

Here are the steps to think about in implementing your Advocacy Program:

#### 1. DEFINE YOUR AMBASSADORS

Sitting down and carefully defining who your ambassadors are is a hugely important step.

When your ambassadors are your employees it's considerably easier to orchestrate, but let's look at it, if you're an owner managed business, which are the natural synergies you already have in

place in the real world?

For a company like ours - Social Media sits nicely alongside PR, Website Design, Graphic Design, Printers, SEO, Copywriters and so on. Complimentary rather than competing businesses.

For an accountant - the natural collaborators might be Business Coaches, IFAs, Mortgage Advisors, Bank Managers and so on.

For an electrician - it might be the network of trades from Window Companies, Plumbers and Joiners for example.

Once you know the who - start to look at the numbers - have these people got an audience? Or will they need to grow one?

#### 2. PLAN THE COMMUNICATION

What is the best method of communication for your ambassadors?

Is it email? Whatsapp? A private Facebook group?

Is there freedom for employees and connections to be creative with their shares, or is there a strict policy of the correct wording to share?

Is there opportunity for a feedback loop of what's working and what's not?

And will you gamify it? Will there be incentives? A leaderboard of top sharers?

#### 3. TRAINING

Buffer have reported that "Dell has over 10,000 employees who have gone through an internal Social Media certification program and are trained to support the company's objectives in Social Media"

If you're relying on employees or your network to spread your company's message it's important they understand Social Media to a level they feel confident with.

One of the biggest barriers to social sharing is that people are scared of saying the wrong thing

on Social Media or simply not knowing how to use the platforms.

When you defined your ambassadors earlier, it's worth remembering that your best employees with a little training could become your best social media ambassadors over time.

Think long term and don't just go for the easy wins of employees or connections with an existing audience.

#### 4. MEASURE

If you can measure something, you can improve on it.

Set KPI's for your Social Media Advocacy Program and look at them on a regular basis. The KPI'S you might want to look at are:

- Increased number of Social Media followers
- Increased reach of Social Media posts
- Increased web clicks
- Increased sales

Patience is a virtue, and whilst there should be some quick wins - think of this as an ongoing program rather than a one off action.

#### 5. REPEAT

Repeat. Repeat. Repeat.

Social Media Advocacy can increase your social media reach by as much as 100 - 500x.

There's a value to that that needs to be harnessed ASAP.

For most businesses it's the untapped part of their Social Media Strategy.



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**Alex McCann**

Altrincham HQ

[www.altrinchamhq.co.uk](http://www.altrinchamhq.co.uk)

# debt management

## The importance of Sustainable Financial Wellbeing



According to the Money Advice Service (MAS), around 8 million people in the UK are struggling with debt. The market size for Financial Management Plans is estimated at 500,000 people, and there are around another 200,000 people with Individual Voluntary Arrangements (IVAs), so the stats show that the vast majority of people in problem debt don't take any action to tackle this – whether that's with an informal plan or an insolvency solution.

Because of this, it's important that any company providing credit is doing enough to support customers in debt. They need to be able to sort out debt problems and ensure they're able to cope with any unexpected bills or changes in their circumstances.

### What does Sustainable Financial Wellbeing mean?

Promoting Sustainable Financial Wellbeing doesn't just mean ensuring people are on the right product for their needs, it also means supporting them to become financially independent and to stay in control of their finances when the debt solution comes to an end.

By always working with Sustainable Financial Wellbeing in mind, we can be sure that our customers are getting the tailored help they need to tackle their debts. This means considering each and every customer's individual and specific needs – especially those who are more vulnerable and need specialised support.

### What does this mean for our business partners?

As a debt solution provider, we manage an important relationship with both creditors and customers. This is extended to debt collection agencies, debt purchasers and creditors themselves.

We assess every customer using a suitable advice model – looking at their current financial and lifestyle

situation, the debt they have, their circumstances and preferences, eligibility and qualifying criteria.

Working to help customers in a financially sustainable way can also benefit creditors. Research and case studies\* suggest that this means customers are more likely to be able to stick to a repayment plan so creditors will continue to get regular contributions.

And by doing this, we can also support the customers of other professional service providers. We're working with other like-minded companies who share similar values to us so we can offer help for those dealing with debt. And these companies can also identify customers who might be struggling and signpost them towards us.

### Providing valued advice and support

Historically we have provided millions of pounds of free legal assistance for customers through our in-house law firm OpenDoor. By working with experienced solicitors, we can offer advice on dealing with bailiffs, CCJs, attachment of earnings applications and the threat of eviction.

It's also important that we identify when our customers might need support from other professional providers. That's why we signpost to help deal with or attain counselling about other issues like gambling, addiction, domestic abuse, dealing with mental health issues or medical conditions. By doing this, we can be sure that we're working responsibly and doing the right thing for all of our customers.

### Is the FCA interested in Sustainable Financial Wellbeing?

Absolutely – the FCA wants all financial service providers to show that they commit to treating customers fairly. As Harrington Brooks is now fully authorised by the FCA, it's important that we can demonstrate how our business can achieve positive outcomes for customers.

For example: When a customer has been on a debt plan, can they manage their money better in the short, medium and long term? Can they move forward making better financial decisions about managing credit, having a savings buffer and to assess future affordability?

If we can answer yes to these questions, we'll have helped customers move towards a position of Sustainable Financial Wellbeing.

### Government support for those in debt

Sustainable Financial Wellbeing is a key priority for the Government, with recent promises to help 'just about managing' families and ensure that the country 'works for everyone'. And it's likely that this will be a growing issue as households on low to middle incomes continue to struggle to pay the bills.

MAS has identified, in two recent reports\*, that the provision of debt advice and committing to best practices in the creditor sector can mean better outcomes for customers. MAS collected information from across a range of debt solution providers, customer case studies and independent research agencies. Here are some of the key findings.

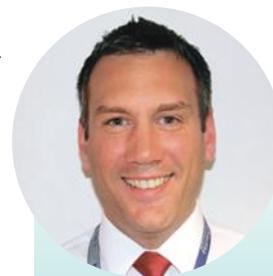
- Debt advice can have a positive effect on the lives of the majority of customers. 93% of debt advice clients agree actions following their initial advice and 88% say they now know more about their options. And encouragingly, 93% suggest they understand the steps they need to take to sort out their debt problems.
- The research also suggests that debt advice improves "the financial capability of customers".
- And three to six months after debt advice, nearly two-thirds (65%) of those with debts are either currently repaying them or have already repaid them in full.
- MAS also found that "creditors

*working in partnership with debt advice agencies tend to achieve fairer customer outcomes, better customer engagement and sustainable repayments."*

Sustainable Financial Wellbeing is a key focus for our business and it's essential that we keep this in mind throughout everything we do. That's why we're focused on ensuring our customers are able to make the right financial decisions and that we can deliver better outcomes for them.

We're also looking to partner with other businesses in Manchester and across the UK. What we're looking for in partners are shared common values in line with those of our regulators, and that they also work to offer support for their customers and employees.

If your business requires help for customers or employees that have debt issues, or would be interested in supplying complementary services, please contact me at [Darren.Smith@HarringtonBrooks.co.uk](mailto:Darren.Smith@HarringtonBrooks.co.uk)



**Darren Smith**  
Group Commercial Director  
[Darren.Smith@HarringtonBrooks.co.uk](mailto:Darren.Smith@HarringtonBrooks.co.uk)  
[www.HarringtonBrooks.co.uk](http://www.HarringtonBrooks.co.uk)

Harrington Brooks is one of the UK's leading debt and personal insolvency solution providers.

Operating out of Sale, they have almost 50,000 customers nationwide and have recently been fully authorised by the Financial Conduct Authority (FCA). They're committed to bringing Sustainable Financial Wellbeing to their customers.

\* "Understanding the impact of debt advice", Jan'17, "Working collaboratively with debt advice agencies", July'17



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# digital marketing

## 3 Powerful Reasons to make Video a central part of your Business Marketing for 2017

Just a few years ago video was seen as an interesting addition to business marketing efforts. Now, video needs to be an integral element of every marketing strategy.

Once seen as a fancy business luxury, videos are now regarded as a marketing staple and every business from the smallest stores to the massive multi-nationals are embracing them with open arms.

It is easy to understand why video is so powerful and effective. Sight is our dominant sense with the majority of information transmitted to our brain, being visual.

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

Here are the top three reasons why you need to be using video in your marketing plan also:

### Increased Exposure

Google is always at the forefront of market trend and strives to offer the best consumer experience. Sites featuring video have consistently experienced higher ranking and this will only increase as Google adapts to market statistics and demand:

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

Google has already adjusted their search algorithm to reward video content. Video landing pages are 57% more likely to feature on page one for chosen search terms as static pages, and video pages generate a 157% increase in organic search traffic.

### Extended Reach

Social proof and sharing is the strongest form of promotion in today's marketplace. Consider the massive commercial sway that prominent YouTubers have in their particular niches right now. A timely endorsement can make or break a product or service and video sharing amongst peers is widely regarded as direct personal recommendation or endorsement:

- 93% of internet video watchers will share with friends
- 76% of internet watchers will share branded video if entertaining
- 45% of all internet users watch at least one hour of online video
- Social video receives 1200% more shares than text or image posting

Equally importantly, viral sharing can build on an initial investment and provide astronomical return on investment.

76% of businesses report video advertising as effective and when viral reach is factored in, this medium is often the most effective marketing platform available.

### Instant Market Credibility

Consumers are becoming increasingly sceptical, especially when dealing online. Businesses need to not only engage with new and existing customers but also instil confidence as early and as quickly as possible.

Video can provide that vital credibility in a way that no other content can even compare:

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

The facts speak for themselves,

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

Interestingly, the quality of the video is not nearly as important as the content.

Viewers are prepared to both watch and share video regardless of the quality of the recording as long as the content is relevant, entertaining or informative.

This means that anyone can now make video content which will be effective as a marketing tool for business.

Impromptu recordings on smartphones can be just as powerful as scripted talking head

videos with lavish background production.

When you also consider the sheer number of sites where videos can be shared, everywhere from social sites like YouTube or Facebook right up to professional networks like LinkedIn, any business can plan a wide-ranging marketing plan for even the most modest budget.



**Howard Jones**

Jungle Marketing

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## Videos for Websites

UP TO 30% OFF VIDEO PRODUCTION COSTS

A simple one minute video about your service or product will help to deliver your marketing message much better than the written word.

Video also helps to increase the visitor time on page, this can have a very positive effect on your website search engine ranking.

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# wellbeing

# Clear the clutter from your life and thrive

Are you one of those people who get up in the morning and start the day already feeling hassled?

Maybe you can't decide what to wear, where to start, what to do first. Feeling that way can introduce a frustrating tone to the day, even before you've left the bathroom.

Sometimes we need to take time to manage stress and de-clutter, to clear our minds and our lives of the stuff that's surplus to requirements, the things that are getting in the way of us leading fulfilling, more productive lives.

**I bet we all know people who have several wardrobes, stuffed full of clothes.** Women will often have outfits in several sizes that are waiting for the weight to be lost so that they can fit into them again.

Few of us wear our clothes till they're threadbare and many of those hardly worn outfits may well be loved, meaning that we're unwilling to simply pass them onto a charity shop.

But, when we lose that weight we'd probably want to celebrate and buy fresh new clothes, not wear something that's been in the cupboard for a year or two!

If we're disinclined to give prized outfits to a charity shop or sell them online, why not search out those

organisations that give clothes to people who have been out of work for a while, who want to go for interviews but can't afford to replace their stay-at-home wardrobe with smart business clothes?

In doing that, we know they're going to a good home and will be put to good use.

Why not save time and manage stress by introducing a workday regime with your clothes. A recent survey disclosed that women spend eight hours a month deciding what to wear.

You could improve efficiency by selecting your outfit the night before or by introducing a uniform colour like black, so that you can get up and dress without too much thought.

**Food can be another area of clutter-stress.** How many of us simply shop and buy the same things week in, week out without really checking what we need?

I bet I'm not the only person who's arrived home to discover that I've already got two bags of carrots or enough cereal for the next few weeks.

Shopping on auto-pilot may seem like a quick way to get an onerous chore out of the way but it's not always constructive and can lead to lots of kitchen clutter.

Be firm about using a shopping list. Even if you shop online it can be helpful to manage stress by having a wipeboard or system where family members note down when something needs replacing. This list can be the basis for a final check before items are replenished.

**Books are often much-loved and many people are loathe to let them go,** unless we're talking about the pot-boiler paperbacks bought on holiday.

If your home is cluttered with too many books why not pass them on to somewhere where they'll raise money for charity.

Some Community Centres and hospitals have libraries where readers choose the books they want, make a donation in the charity box and often return them once they've been read.

Everyone benefits!

**It's great to have friends and be popular,** with lots of people and arrangements clamouring for your time and attention, but if the pressure of maintaining them is becoming overwhelming, it can be useful to step back, manage stress and check which of these commitments you really want in your life.

Just like the old Christmas card list, sometimes it's necessary to delete a few names and let go of the people or plans we automatically commit to, without much enthusiasm.

Be firm about the number of appointments you clutter your diary with that are tedious or outgrown.

Or you could plan events for several of your friends to enjoy together, so maximising your time spent socialising whilst also extending your friends' social circles. That way you'll have more time to spend on the things that are important, or even be able to take a little time for yourself to relax.

**If you find you're regularly stressed out,** perhaps so much that it's affecting your mood, sleep and even your health, you may need to focus on mentally de-cluttering.

Again lists can introduce discipline. Write down all that's on your mind. It may take some time and perhaps several sheets of paper, but by doing this you can be reassured that you won't forget anything and don't need to keep things in your head.

**Each evening prioritise your list of activities for the following day.** Yes, new things will crop up throughout the day, but you'll be in a better place mentally to manage stress and be able to renegotiate your list by finding ways to accommodate any important new demands.

De-cluttering your life gives you better control. After all, if you wanted to make a meal or start an important piece of work you'd most likely want a clean, clear place from which to start.

A little de-cluttering helps you manage stress, achieve better results and enjoy each experience.



**Susan Leigh** MNCH (ACC)

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

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

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# diary dates

## 4 Networking

**City Centre - Fridays Fortnightly**  
- 18 Aug, 1 Sept, 15 Sept... 12noon - 2.00pm

Venue Revolution, Deansgate Locks  
Whitworth Street West  
Manchester M1 5LH

Cost £15

Contact Jon Mason 01942 765308

## Cheadle - Fridays Fortnightly

- 18 Aug, 1 Sept, 15 Sept... 8.00am - 10.00am

Venue De Vere Hotel Cheadle,  
Cheadle Royal Business Park,  
Cheadle SK8 3FS

Cost £15

Contact Kristian Main 0161 244 8856

## Stockport - Fridays Fortnightly

- 11 Aug, 25 Aug, 8 Sept... 8.00am - 10.00am

Venue Bamford Arms, Buxton Road,  
Stockport SK2 6NB

Cost £15

Contact James McCullough 07530 963889

## Sale - Tuesdays Fortnightly

- 22 Aug, 5 Sept, 19 Sept... 8.00am - 10.00am

Venue Sale Golf Club, Sale Lodge,  
Golf Road, Sale M33 2XU

Cost £15

Contact Janine Mitchell 07854 273916

## Salford Quays - Wednesdays Fortnightly

- 16 Aug, 30 Aug, 13 Sept... 8.00am - 10.00am

Venue The Beekeeper, 11 The Quays,  
Salford Quays M50 3SQ

Cost £15

Contact Paula Cohen 01606 532530

www.4networking.biz

## Bowdon Business Club

Weekly every Friday

- early networking includes full breakfast

6.45am - 8.30am

Venue Mercure Bowdon Hotel,  
Langham Road, Bowdon WA14 2HT

Cost £10

Contact Members@BowdonBusinessClub.co.uk

## Business for Breakfast

Networking - Fortnightly

Venues Events are held at Bolton, Bury,  
Stockport, Heaton Park,  
Didsbury, Littleborough,  
Manchester City Centre,  
Oldham, Stockport and Whitefield

Cost £10

Contact www.bforb.co.uk or email

centralservices@bforb.co.uk

## Business over Breakfast

Networking - Fridays fortnightly

11 Aug, 25 Aug, 8 Sept... 7.30 - 9.00am

Venue Per Tutti Bar & Grill,  
3 - 11 Liverpool Road,  
Manchester M3 4NW

Cost £15

Contact Tracy Heatley 07812 076946

## Carrington Business Park

Networking, 12 Sept 9.30am - 11.30am

Venue Carrington Business Park,  
Manchester M31 4DD

Contact Lisa Graham 0161 776 4000

lisa.graham@cbpl.co.uk

## Cheshire Business Expo 2017

18 Sept 10.00am - 4.00pm

Venue The Hallmark Hotel Manchester  
Airport, Stanley Road, Wilmslow  
Cheshire SK9 3LD

Cost FREE (pre-registration required)

Contact Rachel Parker 0161 300 6396

rachel@innov8-conferences.co.uk

## Connectworking Lunch

The best charity lunch of the year

hosted by GM Business Connect

Friday 29 Sept 11.30am - 4.00pm

Venue Hotel Football, 99 Sir Matt Busby Way,  
Manchester M16 0SZ

Cost £50+VAT+booking fee per person

£320+VAT+booking fee - table of 8

Contact Paul Mirage 07708 987518

paul@businessconnect

publishing.co.uk

## Dynamic Networking

Free Business Networking

**Bolton - 4th Tuesday monthly**

- 22 Aug, 26 Sept, 24 Oct... 5.30pm - 7.30pm

Venue Last Drop Village, Hospital Road,  
Bromley Cross, Bolton BL7 9PZ

Cost FREE

**Sale - 3rd Tuesday monthly**

- 15 Aug, 19 Sept, 17 Oct... 5.30pm - 7.30pm

Venue The Boathouse, Sale Water Park,  
Rifle Road, Sale M33 2LX

Cost FREE

**Stockport - 2nd Thursday monthly -**

10 Aug, 14 Sep, 12 Oct... 5.30pm - 7.30pm

Venue Grosvenor Casino, 59 Wellington St,  
Stockport SK1 3AD

Cost FREE

**Wilmslow - 1st Wednesday monthly -**

2 Aug, 6 Sep, 4 Oct... 5.30pm - 7.30pm

Venue Hallmark Hotel, Stanley Drive,  
Wilmslow SK9 3LD

Cost FREE

Contact Natalie Lewis

natalie@dynamiconetworking.biz

www.dynamiconetworking.biz

## Federation of Small Businesses

Networking Altrincham

3rd Mon - 18 Sep, 16 Oct, 20 Nov...

6.00pm - 8.00pm

Venue altspace, Second Floor,  
19-23 Stamford New Road,  
Altrincham WA14 1BN

Cost FREE

**#FSBConnect Macclesfield**

3rd Tues - 15 Aug, 19 Sept, 17 Oct...

8.00am - 10.00am

Venue The Legh Arms Pub  
Conference Centre, London Road,  
Adlington, Macclesfield SK10 4NA

Cost £10 (includes breakfast)

**#FSBConnect Oldham and Saddleworth**

4th Mon - 25 Sept, 23 Oct, 27 Nov...

6.00pm - 7.45pm

Venue Clough Manor, Rochdale Road,  
Denshaw OL3 5UE

Cost £10 (includes refreshments)

**Mingle with Members**

4th Thurs - 31 Aug, 28 Sept, 26 Oct...

6.00pm - 8.00pm

Venue Linten Technologies, Binks Building,  
30-32 Thomas St, Manchester M4 1ER

Cost £10

**Network Media City**

1st Mon - 4 Sept, 2 Oct, 6 Nov...

5.45pm - 8.00pm

Venue Orega Serviced Offices -  
MediaCityUK, The Studios,  
Blue, 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

6 Sep, 4 Oct, 1 Nov

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 Business Awards

9 Feb 7.00pm - late

Venue Radisson Blu Edwardian Hotel,  
Free Trade Hall, Peter Street,  
Manchester M2 5GP

Cost £100

Contact innov8 Conference Services

0844 887 1550

info@innov8-conferences.co.uk

## Greater Manchester Chamber of Commerce

Action for Business Bury

10 Oct 7.30am - 9.30am

Venue Village Hotel Bury, Waterfold  
Business Park, Bury BL9 7BQ

Cost £15 (members free)

**Action for Business Manchester**

25 Oct 7.30am - 9.30am

Venue Slater+Gordon, 58 Mosley Street  
Manchester M2 3HZ

Cost £15 (members free)

**16 Aug**

7.30am - 9.30am

Venue Hilton Deansgate Manchester  
303 Deansgate, Manchester M3 4LQ

Cost £15 (members free)

**Action for Business Trafford**

11 Aug 12noon - 2.00pm

Venue Victoria Warehouse, Trafford Wharf  
Road, Stretford M17 1AB

Cost £15 (members free)

**Action for Business Salford**

8 Sep 7.30am - 9.30am

Venue The Lowry, Pier 8  
The Quays, Salford M50 3AZ

Cost £15 (members free)

**Action for Business Rochdale**

14 Sep 12noon - 2.00pm

Venue Mercure Manchester Norton  
Grange Hotel, Manchester Road,  
Rochdale OL11 2XZ

Cost £15 (members free)

**Stockport Breakfast Club**

12 Oct 7.15am - 9.30am

Venue Alma Lodge Hotel, 149 Buxton Road,  
Stockport SK2 6EL

Cost £30 (members £15)

**Quarterly Economic Breakfast**

29 Sep 8.00am - 10.00am

Venue Elliot House, 151 Deansgate  
Manchester M3 3WD

Cost FREE

**Handbags & Briefcases**

The Sounding Board

12 Sept 11.30am - 2.30pm

Venue Curzon Ashton FC, Richmond Street,  
Ashton-Under-Lyne OL7 9HG

Cost £10

**Power Lunch Club for Women**

18 Oct 12noon - 2.00pm

Venue The Message Trust, Harper Road,  
Sharston, Manchester M22 4RB

Cost FREE (Lunch will be extra)

Contact Jenny Matthews 07984 872325

info@handbagsandbriefcases.co.uk

## K-Club Manchester

Entrepreneur's networking breakfast

21 Sept 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

**LPI Coaching Programme**

17,18 Oct+21,22 Nov+13,14 Dec+23,24 Jan

Venue The Boardroom, Royal Exchange  
Theatre, St Ann's Sq, Mcr M2 7DH

Cost £3,850+VAT (8-day course)

Contact Dr Maria Katsarou 07484 789941

www.LeadershipPsychologyInstitute.com

**Manchester Business Breakfast Club**

Weekly Networking every Friday

- includes breakfast 7.00 - 8.30am

Venue Manchester Tennis & Racquet Club,  
33 Blackfriars Road, Salford M3 7AQ

Cost Visitors free for 2 visits

Contact 0161 820 1135

info@manchester-bbc.co.uk

**Manchester Pro Business**

Two course lunch and networking

Last Weds monthly - 30 Aug, 27 Sept

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

14 Jun, 28 Jun, 12 Jul... 9.30am - 11.30am

Venue The Coach House, Wilderspool  
Wood, Trafford Centre M17 8WW

Cost £10

**Thursdays Fortnightly**

22 Jun, 6 Jul, 20 Jul... 9.30am - 11.30am

Venue The Sandbrook, Sandbrook Way,  
Rochdale, OL11 1RY

Cost £10

Contact Bill Dove 07932 044 743

www.m62connections.co.uk

**Planning Workshops**

with Mark Dyble, Business Growth Specialist 8

Sep 9.30am - 4.30pm

Venue Altrincham Town Hall, Market Street,  
Altrincham WA14 1PG

Cost £195 (Early bird £125)

+£65 for additional colleague

Contact Mark Dyble 07931 882555

mark@markdyble.com

## 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

## Smarter Business Tech Live

15 & 16 Nov

Venue Manchester Central Convention Complex  
Windmill St, Manchester M2 3GX

Contact Jini Stone 0203 829 6060

www.smarterbusinesslive.com

**Stockport Business Expo 2017**

22 Nov 10.00am - 4.00pm

Venue Edgeley Park, Hardcastle Road,  
Edgeley, Stockport SK3 9DD

Cost FREE (pre-registration required)

Contact Rachel Parker 0161 300 6396

rachel@innov8-conferences.co.uk

**The Business Network Manchester**

Business Lunch Aug 31, Dec 14

10.00am - 2.00pm

Venue The Lowry Hotel, 50 Dearnans Place,  
Chapel Wharf, Manchester M3 5LH

**Business Lunch 28 Sep, 25 Oct, 23 Nov**

10.00am - 2.0

# places to meet

## Altspace Altrincham

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

## AJ Bell Stadium

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

## Albert Square Chop House

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

## Bean and Brush Art Café

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

## Bizspace

### Atlantic Business Centre

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

## Bizspace

### Empress Business Centre

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

## 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

## Costa Coffee

**Address** 33-35 George Street,  
Altrincham WA14 1RN  
**Contact** 0161 929 0382  
**Address** Century House, Ashley Road,  
Hale WA15 9SF  
**Contact** 0161 926 9913

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

**Facilities** Coffee, Snacks

## Cresta Court Hotel

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

## DeVere Venues

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

## Eaton Place Business Park

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

## Elliot House

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

## Emirates Old Trafford

### Home of LCCC - Event Space

**Address** Talbot Road, Manchester M16 0PX  
**Contact** 0161 282 4020  
**Facilities** Conference, Meeting Rooms, Events

## Event City

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

## Friends' Meeting House

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

## Houldsworth Mill

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

## La Famiglia

**Address** 12-14 Victoria Road, Hale,  
Altrincham WA15 9AD  
**Contact** 0161 929 9626  
**Facilities** Italian Restaurant

## McGregors

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

## Macdonald Manchester Hotel

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

## Manchester Airport Marriott Hotel

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

## Manchester Escalator

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

## Mercure Bowdon Hotel

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

## Mersey Farm

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

## Midland Hotel

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

## Mr Thomas's Chop House

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

## On The 7th *The Landing*

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

## Orega Offices

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

Blue Tower, MediaCityUK M50 2ST

**Contact** 0800 840 5509

**Facilities** Meeting Rooms, Serviced Offices

## Red House Farm

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

## Red Rooms

**Meeting rooms for hire across a  
range of Bruntwood properties**

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

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

111 Piccadilly, Manchester M1 2HY

**Contact** 0843 504 4753

**Facilities** Offices, Meeting Rooms

## Regus

**Meeting rooms for hire across a  
range of Regus properties**

**Address** Regus Express Hilton  
Manchester Airport, Outwood Lane,  
Manchester M90 4WP  
**Contact** 0161 261 1440 / 07785 253 488

**Facilities** Business Lounge,  
Meeting Rooms, Offices

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

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

**Contact** 0845 300 3585

**Facilities** Offices, Meeting Rooms

## Runway Visitor Park

**Address** Sunbank Lane, Altrincham  
WA15 8XQ  
**Contact** 0161 489 3932  
**Facilities** Conference Room, Conference area  
underneath Concorde, Restaurant,  
Concorde Experience and Tours,  
Meeting Rooms

## Sam's Chop House

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

## St Anthony's Centre

**Address** Eleventh Street, Trafford Park,  
Manchester M17 1JF  
**Contact** 0161 848 9173  
**Facilities** Conference Rooms

## San Carlo Fiorentina

**Address** Manchester Airport, Marriott Hotel,  
Hale Road, Hale Barns,  
Cheshire WA15 8XW  
**Contact** 0161 904 5043  
**Facilities** Bar & Restaurant

## The Coffee House

**Address** Warburton House, 14 Eagle Brow,  
Lymm WA13 0LJ *also at*  
102 School Road, Sale M33 7XB  
**Contact** 01925 551797  
**Facilities** Coffee, Snacks

## The FUSE

**Address** Warburton Lane, Partington M31 4BU  
**Contact** 0161 393 4511  
**Facilities** Conferences, Meeting Rooms, Events

## The LifeCentre

**Address** 235 Washway Road, Sale M33 4BP  
**Contact** 0161 850 0770  
**Facilities** Meeting Rooms, Café

## The Lowry Hotel

**Address** 50 Dearmans Place, Chapel Wharf  
Manchester M3 5LH  
**Contact** 0161 827 4000  
**Facilities** Conference, Leisure, Hotel

## The Mere Golf Resort & Spa

**Address** Chester Road, Mere,  
Knutsford, Cheshire WA16 6LJ  
**Contact** 01565 830 155  
**Facilities** Meeting Rooms, Conferences

## Victoria Warehouse

**Address** Trafford Wharf Road, Stretford,  
Manchester M17 1AB  
**Contact** 0161 660 7000  
**Facilities** Conference, Leisure, Hotel

## Warren Bruce Court

**Address** Warren Bruce Road, Stretford,  
Manchester M17 1LB  
**Contact** 0845 602 5047  
**Facilities** Meeting Rooms



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