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December/January 2020

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The Manchester Hospitality Network

Interview with Becky Wilkes from the Manchester Hospitality Network.

Venturefest North West 2019

Organised by the GC Business Growth Hub, one of the region's biggest annual innovation conference and exhibitions returned to Manchester Central in November.

The pro-manchester Green Tech Symposium

Review of the recent pro-manchester symposium featuring disruptors in the green tech sector.

The future of wellbeing in the workplace

Synopsis of two leading wellbeing practitioners presenting at a recent K-Club breakfast event.

Remarketing: what's all the fuss?

AsOne digital marketing experts take a look at remarketing.

Becky Wilkes from the Manchester Hospitality Network

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editorial

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magazine that is crammed full of local
and regional news, articles, interviews
and regular columnists.

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news



Würth Elektronik relocate UK HQ to MediaCityUK's The Vic

Würth Elektronik, a German manufacturer and supplier of electronic components, is to relocate its UK headquarters to the 6,000 sq ft top floor of Peel L&P's recently redeveloped 'The Vic' in MediaCityUK.

The business, which has been based in Salford Quays for over 10 years, has experienced continued business growth and has committed to a 10-year lease at The Vic. The 50-strong UK team at Würth Elektronik, managed by James East, Emma Duffin, Glen Wallis and UK Managing Director, Martin Warrington, are facilitating plans for the next stage of growth for the company.

Martin Warrington, UK Managing Director for Würth Elektronik, said: "Although the 2019 market has been uncertain, our business model of forming strong customer relationships

with technical knowledge backed up with industry leading service levels means growth is inevitable."

Martin continued: "We love MediaCityUK and our people love being part of the thriving community here so when the opportunity came up to be based at The Vic, we knew we had to take it. Our employees are at the heart of our business and we know they appreciate the importance of places that support their working day as well as collaborative spaces for socialising and amenities to support a healthy lifestyle. The arrival experience is impressive and the new terrace at the back of the building overlooking the Quays is great. We can't wait to move in."

Peel L&P's £9 million renovation of The Vic has transformed the building to support a healthy work-life balance with a range of on-site amenities.

Property rental costs outstrip general cost of living

Rental price growth has outstripped many of life's day-to-day costs, like bread, eggs and fuel, research from online letting agent Howsy has revealed.

The cost of renting a property in England has increased from an average price of £344 in the year 2000 to £858 in 2019, a 150% increase in just shy of 20 years. In comparison, the cost of milk has risen by just 29% to 44p per pint over the same time period. Similarly, eggs per dozen are 42% more expensive, fuel per litre has risen by 59% to £1.27, while McDonald's Big Macs have risen by 63% to £3.09. The average price of draught beer per pint has increased by 82% to £3.64, and a white sliced loaf has seen a significant price increase of 104% to £1.06, though it's still less of a hike than with the private rental sector.

However, a pack of 20 cigarettes is now 162% more expensive than in 2000, costing £10.23, up from £3.91, and a brand new car is now 163% more pricey, rising from £12,780 in 2000 to £33,559 in 2019. Trumping all these costs is university tuition fees per year, which thanks to government measures are 825% more expensive than in 2000, rising from £1,000 to £9,250.

Access to Finance scheme delivers £220m boost to SMEs across the North West

SMEs across the North West have received funding offers in excess of £220m, since the launch of GC Business Growth Hub's regional finance support programme.

The Hub, part of The Growth Company and part-funded by the European Regional Development Fund, launched its Access to Finance initiative in 2008, to help ambitious North West businesses secure vital funding for their next phase of growth.

In the last year alone, Access to Finance has facilitated more than £20m in funding offers for North West businesses, across a diverse range of industries including hospitality and tourism, construction and education.

Since October 2015, SMEs operating across the North West's burgeoning manufacturing sector have seen the highest levels of investment through the Access to Finance scheme, with

almost £18m in funding offers secured to date.

Through providing tailored support at the early stages of funding outreach, Access to Finance advisors can identify the appropriate funding vehicle for each business, as well as supporting SMEs to prepare for the application and pitching processes necessary to secure investment.

Philip Hargreaves, Access to Finance Lead at GC Business Growth Hub, said: "There are a wide variety of funding options available to businesses across the North West, but not every finance package is appropriate for a growing business.

"By getting to know the people, purpose and growth trajectory behind each individual business, we can advise on the best financing method to support sustainable growth over the long term. We also help those businesses to pitch for investment."

Open University to roll out digital exams and assessments with WISEflow for five year period

UNLwise have announced that The Open University have opted to deliver their exams and assignments with WISEflow for an initial period of five years, following a rigorous open procedure procurement process under the EU Service Directive.

Students will be able to submit assignments electronically during their studies, and their assignments can be checked and marked off online, ensuring a consistent experience for both students and markers.

The Open University is uniquely placed to understand the needs of part-time students, combining their learning while earning, their innovative, award-winning distance

teaching credentials have seen over two million students receive an education.

Chris Youles, Chief Information Officer at The Open University, believes the transition will prove beneficial to all students. He said: "We are excited to be working with UNLwise. Their expertise, approach and innovative thinking make them an ideal partner and I am confident that together, we can improve the online experience for our students."

Steffen Skovfoged, Executive Director at UNLwise, said: "We are delighted to be in partnership with such a long-standing and renowned institution as The Open University, and to take part in their journey of improving education and life-changing learning for so many students both in the UK and abroad."





Institute of Export and International Trade appoint new Director General

The Institute of Export and International Trade is pleased to announce the appointment of Marco Forgione as its new Director General.

Mr Forgione, currently the Director General of the British Antique Dealers' Association (BADA), will take up his post in January 2020.

Prior to his role as DG of BADA, Marco has served as a government advisor, held senior positions in the education and communications

sector and has led numerous Trade Missions to overseas trading partners including to China, the UAE, Qatar and India.

Mr Forgione said upon his appointment: "I am delighted and honoured to be appointed as the Institute of Export & International Trade's next DG, particularly at this critical time for the UK.

"Export and international trade are absolutely fundamental to building the UK's future."

Global App revenue reaches \$21.9 Billion in Q3 2019

Mobile consumers spent \$21.9 billion on apps across the App Store and Google Play in the third quarter of 2019. According to the Sensor Tower Store Intelligence, this represents a 22.9 percent increase compared with \$17.9 billion in revenue in Q3 2018. The recent data includes user spend for subscriptions, premium apps, and in-app purchases.

The App Store still leads in mobile revenue, with \$14.2 billion profit, or 22.3 percent more compared to the 2018 data. It also recorded 5.3 percent growth in the first-time app installs, while the total number of downloads in Q3 2019 was 29.6 billion, or 9.7 percent higher.

On the other hand, Google Play generated \$7.7 billion in revenue and marked an increase of 24 percent compared to Q3 2018. Compared to App Store, it made almost three-times more first-time app installs in the third quarter of 2019.



Manchester's 20th year of Christmas Markets brought to life by Conlon for second year

Photo Mark Waugh

Conlon Construction has been appointed once again to build this year's iconic Manchester Christmas Markets, which is situated across 16 city centre locations and features more than 300 traders.

The North West contractor was appointed by Manchester City Council to transform the city centre into a festive wonderland in 2018, seeing it build and take down hundreds of intricate wooden chalets and attractions.

Following a successful delivery of the project, Conlon Construction has been appointed to lead on the 2019 event, which will see millions of visitors flock to Manchester to visit international food, drink and gift traders.

Celebrating its 20th year of bringing festive food, drink and gifts to residents in the region and tourists

from far and wide, the Manchester Markets has previously been voted the best Christmas Markets in the UK and sits among the best in Europe.

Neil Conlon of Conlon Construction said: "It was a privilege to be so integrally involved in the delivery of the 2018 Manchester Christmas Markets, arguably one of the event's most successful years to date. And so, we are delighted to be able to play our part in bringing these fantastic festivities to Christmas lovers in the city during what is a landmark year, and to be able to support our chosen charity, Wood Street Mission, in the process.

"This year's Manchester Christmas Markets are bigger and better than ever, and have required an additional element of planning, co-ordination and strategic execution to ensure we are maximising the space available."



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news

Zen leaves 'big four' telecoms providers in their wake at PC Pro Awards 2019

Rochdale based Zen Internet has once again been named PC Pro's Best Broadband Provider, this time for the 16th consecutive year. The independently-owned telecommunications and technology service provider was also awarded Best Web Host at the PC Pro Awards ceremony that took place recently in London.

With an overall rating of 95%, Zen came out on top of its competitors in four of the five judging criteria in the Best Broadband Provider category – Customer Support (98%), Reliability (97%), Speed (91%) and Buy Again (99%). It also scored strongly on Value (89%) with only one provider scoring



ahead in this category at 91% and the next best coming in a complete ten percentage points behind Zen at 79%. The results place Zen, the Rochdale based company, a world apart from the 'big four' telecoms providers that have come to dominate the market.

Daily use of voice assistants is on the up



The daily use of voice assistants in the UK has risen significantly in the past 12 months according to new research.

The new survey of 1,000 smart speaker owners in the UK was carried out by digital experience agency Code Computerlove and Mediacom North to benchmark changes in the use of voice assistants in the past 12 months.

Seven out of 10 people who own a voice-controlled device now use it on a daily basis, a huge increase on the four out of 10 people who said they used theirs daily last year. Almost everyone (93%) who owns a voice device now uses it at least once a week, up from 83% in 2018, and one in five people are heavy users, interacting with their voice assistant at least five times per day.

A third (32%) of smart speaker owners now have more than one device in their home.

Amazon's Alexa remains the most popular voice assistant (80% of those surveyed own this device) followed by Google Home (28%) and then Apple Homepod (3%). Interestingly, 18 to 24-year-olds are more likely than other age groups to prefer Google Home (43% of this age group do). This is similar to last year's results, although the percentage of people saying they own an Apple Homepod has shrunk.

Manchester tech company boosts construction sector productivity



Manchester-based mobile data capture specialist, WorkMobile, is playing a key role in helping the construction sector to embrace digital transformation, as a growing number of businesses abandon paper-based processes in a bid to boost productivity.

Leading construction consultancies Sustainable Construction Services and Waterman Group, timber frame manufacturing specialist, Taylor Lane Timber Frame, precast concrete manufacturer, Treanor Pujol, and roofline, rainwater and cladding solutions provider DMD Installations are among the latest construction businesses to implement WorkMobile's data capture app.

The app replaces paper, helping to improve operational efficiencies and communication with field workers.

It allows users to create digital forms relevant to the specific job in hand, such as site inspections, health and safety forms and timesheets. They can also use the app to capture all essential business data, including signatures, videos, photographs and GPS locations.

Automatically stored securely in

the cloud, this information and documentation can be accessed and shared instantly by the relevant employees, helping to improve communication, streamline administrative processes and reduce back-office paperwork. It also helps businesses to develop a clear electronic audit trail to improve compliance and keep their clients fully informed at all stages of a project.

Colin Yates, chief support officer at WorkMobile, said: "Relying on outdated paper-based processes can result in inaccuracies and inconsistencies when collecting data, and greatly increases the risk of important documents being damaged or misplaced. This can cause significant issues when it comes to project management, and leaves construction businesses in particular vulnerable to serious compliance issues."

"These latest client wins highlight how more and more businesses within the construction industry are beginning to look for ways to revolutionise how they operate, and we're thrilled to be such a key player in this movement."

New report highlights key risks for private equity firms

Vista, the specialist insurance broking business, recently released information detailing the current and emerging risks faced by Private Equity (PE) firms' investee businesses globally. Vista highlights the exposures most likely to impact deal value for PE firms investing in small and mid-size companies: contractual risk; cyber and cyber crime; and poor professional advice.

Vista has worked on more than 60 deals in the past year, and offers a unique service to each of its PE Partners in the form of a detailed Insurance Due Diligence review of the target company. These reports have created a pool of risk insights available to the brokers at Vista, with the company identifying key themes within the PE market.

Contractual risk is also one of the key risks for PE firms, with target companies often being unaware of their obligations in connection to a variety of customer and supplier contracts.

Northwest Entrepreneur and CEO takes on the GT15 Tour de France!

Cheshire entrepreneur and CEO of Ultimate Creative Communications, Matthew Townsend, has been selected to participate in the GT15 Tour de France, in June and July 2020. The race spans the 21 gruelling stages and approximately 3,500km of the official Tour de France route, and is completed 24 hours before the professionals. Matt and the other 20 riders within the team have been carefully selected and are raising £1,000,000 for Cure Leukaemia.

The 'GT' of GT15 is the team's leader Geoff Thomas, the ex-England, Crystal Palace and Wolves footballer, who was diagnosed with chronic myeloid leukaemia in July 2003. Given just months to live at diagnosis, Geoff ultimately recovered and 15 years ago was declared in remission.

Cure Leukaemia is the charity which helped to save Geoff's life: the charity focuses on pioneering life-saving drug and transplant treatments (including clinical trials) to blood cancer patients. In addition,

the nurses funded by the team's amazing donation will be trained and practicing within the Northwest region. These clinical trials contribute to enormous advances in leukaemia research, and with adequate funding can continue to work towards a cure.

Matt's journey towards this goal is marked by his own fundraising efforts to contribute towards the team's total, as well as an intense physical and mental preparation effort which is already well underway. Ultimate Creative Communications are immensely proud of his efforts and will be sharing updates on his journey.

Matt's progress will be available to follow through the online platforms of Ultimate Creative Communications' social media, Cure Leukaemia's platforms online, and his own personal social media. If you wish to follow Matt's progress, follow Cure Leukaemia, Geoff Thomas, Matt himself and Ultimate Creative Communications on social media.



Ultimate Creative Communications
CEO Matthew Townsend

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news

Truth celebrates party delights account win



L-R Ellen Deng, Fiona Kirwan, Lisa French, Stephanie Brookes

Party Delights has awarded its consumer and corporate PR account to Truth PR following a competitive four-way pitch.

As the UK's largest online party supplies retailer, it's another major win for the Manchester-based agency, which was behind the launch of Gary Neville's University Academy 92 and the new Joules Pet Collection by Rosewood Pet Products.

As well as developing Party Delights' UK media strategy and undertaking its delivery, the Manchester-based agency will also handle press outreach in the e-tailer's other markets, including the Republic of Ireland and wider Europe.

Truth's initial remit is to promote the brand's hero products and increase

organic search traffic to partydelights.co.uk, with work already well underway for Halloween, the biggest calendar event of the year for Party Delights. Truth will also manage the press office and creative campaigns.

"I know I speak for everyone here at Truth when I say that we are absolutely thrilled to be working with the dynamic and forward thinking team at Party Delights," says Lisa French, Managing Director at Truth PR.

"From the moment we received the invitation to pitch, we knew that this was a brand we wanted to promote but the more we know the team and company, the more we appreciate just how unique and exciting an opportunity this is for us."

Changes in building fire regulations impact on speed of completions

Changes to building fire regulations have significantly delayed new build sales in blocks above 18 metres, according to new home specialists, Stone Real Estate. All sales across the eight major developments in this category currently listed by Stone Real Estate have seen the time period between reservation of a property and the exchange of contracts delayed by at least double the usual time frame, and in some cases, much longer.

But this isn't restricted to Stone Real Estate, industry-wide developers and agents are falling over themselves to gain the necessary approvals in order to progress their sales through the final stages. In a response to Grenfell, changes to the Building (Amendment) Regulations in December 2018 restricted combustible materials contained in the external walls of builds in England.

After the changes, the valuer requires a letter confirming that materials have been tested. This letter needs to be dated, signed and have the applicant's name and the property listed on it. Qualifications need to be listed in the signature, while the statement must be completed by a certified professional body. Any cladding system must achieve compliance with The Building (Amendment) Regulations 2018. Meanwhile, confirmation is needed that the property meets the requirements of guidance from the Ministry of Housing, Communities, and Local Government (MHCLG).

However, while this was implemented at the end of last year, it was only filtered down by mortgage lenders in July of this year and has caught many, if not all, completely unaware. While it has had little impact on buyer demand for new build homes, with the number of reservations for properties in the sector remaining strong, it has had a considerable impact on the time it is taking to progress each sale from the point of reservation to the exchange of contracts.

Founder and CEO of Stone Real Estate, Michael Stone, commented: *"There is absolutely no doubt in anyone's mind that this legislation was needed and these tighter rules and regulations around fire safety have been welcomed industry-wide. However, I think the speed at which it was introduced resulted in a lack of prior-warning and implementation of new procedures to cope with these changes. The result has been a sizeable bottleneck of applications at the point of reservation and a slowdown in the number of sales progressing from this point to completion. Not only has it caught many in the industry by surprise, but new-build homebuyers remain blissfully unaware that if their development of choice is yet to receive the correct certification, there will be a notable delay in the time taken to secure a mortgage offer."*

"The good news is that this seems to be a temporary issue and once the initial surge has subsided, things should return to normal very quickly."

Patients and staff become faces of The Christie



The Christie charity launched a major new advertising campaign recently featuring the stories of people whose lives have been touched by Manchester's internationally acclaimed cancer centre, The Christie.

The campaign aimed to show how crucial fundraising for The Christie charity is and how many of the services provided by The Christie would not be possible without the

support of charitable donations. The campaign also shows the human side of care and treatment that The Christie provides throughout Greater Manchester and the North West.

It highlighted the everyday work of The Christie, talking about saving lives, making breakthroughs, holding hands, wiping tears, lifting spirits, raising funds, ringing bells and beating cancer.

A key feature is that no actors or models have been used. All the people involved are real people who have a direct connection to The Christie including three patients, a doctor and nurse, two fundraisers, a volunteer and the wife of a current patient at The Christie. The campaign commenced on 19 November and ran on everything from giant tower blocks to billboards, large digital

advertising screens, bus sides, radio adverts and social media.

One of the stars of the campaign is 21-year-old Christie patient Rebecca Cruice. Rebecca was 18 when she was diagnosed with Hodgkin's lymphoma – a rare cancer of white blood cells. Rebecca, who lives in West Gorton and is currently a carer for her mum, asked to be treated at The Christie's teenage and young adult unit (TYA), so she could benefit from the age-appropriate services including activities and counselling.

The Christie's TYA opened in 2014 and cost £12 million, £10 million of which was provided by The Christie charity. Many of the support services and extras specifically for young people continue to be funded by charitable donations.

Triton Construction starts £3.5m project for Manchester school

Chorlton Park Primary School in Manchester is set to gain a brand-new teaching block at the start of the new term in 2020. Triton Construction has started a £3.5m contract to demolish the existing 1960's school block and replace it with a new state-of-the-art facility including 8 classrooms, assembly hall, community sports hall, specialist education and reprographic provision, together with staff and break-out areas.

During the summer break Triton began preliminary works at the school to demolish the block and make drainage alterations. The project is among eleven education sector projects with a total value over £18 million awarded to Triton in the last twelve months. This month it completed a new £3.5 million building for Outwood Grange Academy Trust (OGAT) at Kirkhamgate Primary School in Wakefield and is now demolishing the existing school for landscape surrounds. It is also main contractor on the new £1.75 million classroom block extension currently underway for Sharples School in Bolton.

In addition, Triton has just completed a £900,000 contract to refurbish three laboratories and ancillary areas at Ripon School for Outwood Grange Academy Trust and handed over a £450,000 refurbishment for Oasis Academy Trust in Oldham which was completed in just five weeks over the summer term. Paul Clarkson, Managing Director at Triton said, "We are delighted to start the contract at Chorlton Park Primary School which is awarded on the back of our substantial credentials in the education sector. We understand the collaborative efforts and flexibility needed to deliver public sector investment projects and have successfully delivered school enhancements ranging from just £150,000 up to £4 million across the North."

Stockport Frogs raise £31,000 for Stepping Hill's Tree House ward

18 of the giant frogs from Totally Stockport's Giant Leap Frog Art Trail went under the auctioneer's hammer at Europe's largest Mercedes-Benz dealership in Europe recently.

Over 100 business owners, sponsors, artists, supporters and bidders were joined by Stockport's Strawberry Radio as Simon Charles Auctioneers hosted the first auction of its kind in Stockport.

After a busy start it was the final trio that attracted the highest bids: Fanatical Freddie, sponsored by Concentrix and painted by Caroline Daly was sold after an Internet bid of £3,000; Marketing Stockport's Strawberry Fields attracted a bidding frenzy before a fantastic bid of £4,800 brought a taste of sweet success for its new owner.

And finally, Edgeleap, sponsored by C&C Insurance Brokers, caused the biggest sensation of the night



as County fans kicked the bidding around before scoring an own goal for £5,000.

Deputy Matron at Stepping Hill Hospital's Tree House children's ward, Claire Gibson, was ecstatic after the auction and told Marketing Stockport's Helen White:

"Wow Helen, what a fantastic night. I'm thrilled and just keep smiling! We are so very grateful and excited about what this means for the children and young people who use the Treehouse Children's Unit."

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news

Housing development takes shape following £7million funding package



Gavin Ian Pickering, Nick Harvey Ratcliffe (Harvey Homes) and Tom Harvey Ratcliffe with Buddy the dog

Specialist lender Together has agreed a £7million funding facility for a luxury family-orientated homes development in the North West.

Bespoke housebuilder Harvey Homes Group is currently constructing 30 high-quality homes in Swan Green, Lower Peover, near Knutsford, Cheshire.

Its funding partner Together - which celebrates its 45th anniversary this year - has provided a £7million finance package for the major project of four and five bedroom detached houses, two bedroom mews and semi-detached homes. The development has been valued at £15million once complete.

The first houses, which are available for between £735,000 and £855,000, were recently released for sale and have received a significant amount of interest so far.

Ian Pickering, development funding lending director at Together, said: "This is a magnificent scheme with a choice of six styles of architect-designed homes in one of Cheshire's most prestigious neighbourhoods and it's great to see it starting to take shape.

"We agreed the funding because we were really impressed with the vision and expertise of Harvey Homes' directors and excited about the potential for development. We saw Harvey Homes as an ideal investment partnership and were more than happy to provide the financial support they were looking for."

The luxury housebuilding group

was formed last year by father and son Nick and Tom Harvey Ratcliffe, with fellow director Mike Kennedy subsequently joining the team.

However, despite Nick's impressive 30-year experience in the property industry - he previously led Sainsbury's store development programme in Northern England and Wales - they struggled to find the fast funding that they needed from mainstream banks to start the project.

Together agreed the funding package after visiting the four-acre site and assessing Harvey Homes' detailed plans for the luxury development, which includes nine affordable homes.

Construction is now well underway, with the development's show home set to open later this year.

Tom Harvey Ratcliffe said: "As a bespoke property business we knew that we had found a hidden gem at Swan Green. We had a strong plan for the development, we already owned the land and we have great experience within our management team, many whom have been working with established housebuilders and property companies in the North West for many years.

"However, the banks we originally approached were nervous to lend to us because our board had limited experience in residential property, which is one of the reasons we brought Mike Kennedy onto the team - his extensive residential

experience is fantastic. He then introduced us to the team at Together and, as North West property experts themselves, they were well aware of Mike's credentials and the housebuilding expertise he brought to the group.

"It's fantastic that Together has agreed to support us. Aside from the financial aspect, it's particularly beneficial to have a lender on board which really understands the needs of developers like us and is willing to help turn our exciting vision into a reality. We're looking forward to developing our burgeoning relationship by undertaking many more projects with them."

Kind-hearted staff sleep rough to highlight Manchester's homeless crisis

In further news more than 40 colleagues made up the biggest team in this year's Manchester Sleepout to help homeless people off the streets.

The original target was £4,000 and so far they have raised more than £10,000 for the Booth Centre, a charity that helps homeless people move into safe accommodation. The volunteers, along with representatives from over 35 other Manchester-based businesses, slept rough in the city's Cathedral Gardens on Friday 8th November.

Together's personal finance and commercial CEOs, Pete Ball and Marc Goldberg, joined their

colleagues from the company's charity fundraising team - Let's Get Giving.

The lender co-sponsored the overnight charity challenge and donated water bottles to the fundraisers on the night.

Marc Goldberg, commercial CEO at Together, said: "Homelessness in Manchester is something we've all witnessed and we are proud to have played our part in helping people off the streets. We hope everyone can get behind us and support the Booth Centre no matter how big or small the donation."

Personal finance CEO Pete Ball said he was "delighted" to have supported the event along with a group of colleagues.

He said: "Our Let's Get Giving team do a fantastic job in supporting exceptional charities and this challenge is our chance to help make a difference in our local community."

The Booth Centre, which is hosting the event for the ninth year, has helped 271 homeless people into accommodation in the last 12 months.

Amanda Croome, CEO at the Booth Centre, said: "We invited people to sleep out for the night so that others don't have to. We're raising vital funds which will help us continue supporting people who are homeless to move into safe accommodation. We're grateful for Together's support this year and want to say a big thank you to everybody who took part on the night."



Together's personal finance and commercial CEOs, Pete Ball and Marc Goldberg, pictured with staff outside their Cheadle HQ

Ardmac awarded fit-out of 100 Barbirolli Square, Manchester for AEW



Ardmac, a leading International construction specialist, has been awarded the fit-out contract of AEW's 100 Barbirolli Square, Manchester.

The interior project includes a full Cat A refurbishment of the office block and structural modification to the atrium and eighth floor. The impressive scheme is designed by 5Plus architects with Savills Project Management, ACIES Structural Engineers and MZA Consulting Engineers.

The project includes the reconfiguration of the existing entrance and reception area, conversion of the basement car park into a new office floor and extending

the top floor office and two new roof terraces. The design increases the office space to circa 150,000 square foot. The project teams have begun works recently, with handover expected to take place in September 2020.

Following the announcement, Phil Chadwick, Operations Director at Ardmac, said "We are delighted to be working with AEW on the fit out of 100 Barbirolli Square in Manchester. This follows from our earlier works to renovate its sister building, 101 Barbirolli Square. Barbirolli is iconic as part of Manchester's Skyline and we are proud to work on this project and continue to strengthen our relationship with AEW."

Iconic Manchester brewery says cheers to latest profit figures

Joseph Holt Brewery is raising a glass to a successful year, after latest figures reveal an increase in both turnover and profit. The Manchester-based family business - currently celebrating its 170th anniversary - has enjoyed a boost in turnover to £68.7m, which is a five per cent increase on the previous year. Its operating profit of £4.1m is almost 20% ahead of 2017.

The development of new products, ongoing popularity of existing lines and an energetic programme of acquisitions and refurbishments have all contributed to the glowing balance sheet published in Holt's financial report for 2018. During this period the brewery invested £1.7 million in significant refurbishment projects including the Woodthorpe in Prestwich, Richmond in Southport and Bluebell in Blackford Bridge.

Meanwhile the business - established in 1849 and which now has 126 pubs - has made a string of exciting purchases including The Shamrock in Ancoats. Also planned will be a microbrewery at Manchester Airport's new £1bn 'super terminal'.

AsOne succeeds with Christmas campaign for CLEVR Money

Digital marketing agency AsOne have recently publicised the results of their highly successful Christmas marketing campaign for their client CLEVR Money, a Lancashire-based Credit Union.

The campaign was staggeringly successful and shows the power of a well-thought-out strategy that has been expertly implemented.

Figures released recently showed just how effective the content marketing strategy had been for the local credit union.

Unique website users more than doubled from September to December and the number of people arriving at the site through search engines increased by 149%, massively exposing the brand to hugely increased numbers of users.

This upturn in viewership translated to conversions, too, with nearly 20% more loans accepted during the Christmas period than during the same period in the previous year, with 6 times the number of loan applications made.

This success underlined the value of professionally written content and also the value of having a strategy that is both expertly advised and perfectly implemented.

CLEVR Money were rightly thrilled with the results, as were AsOne - whose Managing Director Joel Rush said, "These superb results show just how, through smart marketing strategies, local businesses can compete with industry giants and see tangible, remarkable results that have a positive impact on their business".

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Purple WiFi acquire indoor navigation specialist



Gavin Wheeldon,
CEO, Purple

Fast-growth Manchester data analytics firm Purple WiFi has acquired US wayfinding business LogicJunction.

In the announced deal, Manchester-headquartered Purple confirmed the takeover of Ohio-based LogicJunction, with the combined businesses operating under the Purple brand. The acquisition is a majority stock deal, with the existing management team and employee base joining the Purple team.

Purple offers a WiFi platform through which businesses can monitor a customers' shopping patterns and habits, allowing them to communicate with targeted messaging, as well as providing powerful analytics tools.

Complementing its existing business, LogicJunction enhances the Purple portfolio with 'wayfinding' technology, providing indoor navigation and location-based systems, allowing them to bolster their 'intelligent spaces' proposition to their clients.

With global positioning system (GPS) technology ineffective indoors, wayfinding is a system that guides people through a physical environment and is particularly important in complex built environments. It has been identified as the future technology for navigating large urban centres such as shopping centres, supermarkets and hospitals.

Over the last 10 years, LogicJunction has built its business by enabling citizens to navigate the indoors like the outdoors, offering a mobile experience designed to mimic the experience of satellite navigation (sat nav). Its underlying technology utilises WiFi, Bluetooth as well as the geomagnetic force of the Earth, providing low-hardware and high accuracy.

Following today's acquisition, Purple will now offer one of the most comprehensive and scalable indoor navigation systems, including ahead-of-the-curve location-based indoor positioning, overlaying the service with its existing data analytics portfolio, enhancing both client and end-user experience.

Gavin Wheeldon, Chief Executive Officer of Purple, said: "Logic Junction have both an amazing team and beyond doubt the best technology in the wayfinding sector. The team and the technology will complement Purple's offering and take us further on the journey in creating intelligent spaces, as well as growing both our UK, European and US presence."

NHSA appoints Dr Mandy Dixon to lead its corporate engagement strategy



Dr Mandy Dixon and
Dr Séamus O'Neill

Leading health and life science sector specialist Dr Mandy Dixon has joined the Northern Health Science Alliance (NHSA) as Head of Corporate Engagement.

The NHSA is an alliance of the leading research universities, NHS teaching

trusts and Academic Health Science Networks across the North of England. It is a driver for investment into the sector, brings together research collaborations and is an advocate for the North's health system in Government.

Mandy has worked within the health and life sciences sector for over 25 years, with a career spanning both the NHS and higher education.

She joined the NHSA from Lancaster University where she was Assistant Director at the Health Innovation Campus. In this position, she played a leading role in the development of

Printworks diversifies its customer offer as footfall continues to grow



Printworks Manchester continues its strong performance in 2019 as DTZ Investors announce new lettings that diversify its offer and further cement its position as the destination for entertainment in Manchester.

Having welcomed Treetop Adventure Golf and Escape Reality in 2018, the introduction of a 12-lane Tenpin bowling venue completes an asset management project which will transform 50,000 sq ft of unoccupied space with new day time uses.

Anchored by Vue, Nuffield Health and a spectrum of popular food and beverage operators including Hard Rock Café, Nando's, Wagamama and more, Printworks ended 2018 with a footfall of over 8.1 million, its highest footfall since 2011. The addition of Tenpin to the brand mix responds to changing leisure and customer trends by extending the Printworks offer and hopes to broaden the appeal of the venue to a wider customer base. Once viewed as a late-night destination, Printworks is now a round-the-clock venue for the whole family.

The food and beverage offer at Printworks is also changing. On the ground floor independent restaurant, NY By Night recently opened offering wood stove pizza and craft beer. Additionally, a new all-day restaurant, bar and club concept inspired by the garden of Eden opened in summer replacing Tiger Tiger.

A spokesperson for DTZ Investors said: "Since purchasing Printworks in 2017, DTZi has been committed to building on the existing brand offer in order to present our customers a varied mix of national and independent brands that can be enjoyed by the whole family. The introduction of brands such as Tenpin and NY By Night really works towards cementing Printworks as an all-day-round haven of entertainment in the centre of Manchester."

strategic partnerships between the University and NHS organisations.

She also has a wealth of experience engaging with the commercial health sector to develop successful collaborations, including the coordination of the successful £1.7m funding application to NHS England for one of seven national Test Beds.

Mandy joins the NHSA team at an exciting time as the organisation evolves under the new Chief Executive, Dr Séamus O'Neill. It also follows the recent announcement of a £4.5 million initiative in collaboration with MedCity, funded by Research England, to

elevate the UK's life sciences sector and boost the economy.

Mandy will play a crucial role in helping to realise the NHSA's vision to improve national and international visibility of the globally important assets and capabilities within the health and life science sector across the North of England.

She said: "I have respected the work of the NHSA for many years, having worked for one of its member organisations for the last seven years. I'm thrilled to now be a part of this team and to have the opportunity to improve health and generate wealth at scale across the North of England."

CBI calls HS2 'vital' and urges government to build it ahead of review

- Historic joint statement by CBI Chairs in six regions all call for HS2 to be built – the statement is the first of its kind
- CBI message on HS2 is 'back it, build it, benefit from it'

CBI Chairs in six English regions have all joined together to urge the government to back and build HS2. In a joint statement, they state that HS2 is vital to the UK's future prosperity.

In the historic joint statement, they state, "Businesses need HS2 to be built in its entirety, linking the East and West of the country as well as bringing the North and Midlands closer together." The intervention comes ahead of the government review of HS2 expected later this week.

The CBI Regional Chairs from the East Midlands, West Midlands, Yorkshire and Humber, London, the North East, and North West have all signed up the statement on HS2.

The groups are urging the Prime Minister to offer their unwavering support to the project, explaining it is the only way to ensure the country benefits fully from a once-in-a-generation opportunity to drive regional economic growth and rebalance the economy.

Dealing with the current worrying news that HS2 could be scaled back or the Eastern Spur could be scrapped they state that 'A scaled back version of HS2 will not deliver

the improved connectivity across the country that businesses are crying out for.'

Commenting, CBI Chief UK Policy Director Matthew Fell said: "The unequivocal message from CBI Regional Councils spanning all parts of the proposed route is back it, build it, benefit from it.

"HS2 is the key driver for the future economic growth of the Midlands and The North. As well as critical east-west links which have been often neglected. HS2 will help us change that and we cannot put this at risk "Any watering down or cutting of this critical scheme will threaten the massive benefits of the scheme. It is time to be bold and deliver this scheme in full."

Commenting further, CBI Regional Director Damian Waters said: "HS2 is more than just a railway line, it's a key that unlocks future jobs, training and regeneration opportunities that will benefit us all.

"We have all come together to make a joint intervention in this debate, we believe that HS2 is crucial in supporting the UK government aim of rebalancing the UK economy and boosting productivity in the regions

"It is time for MPs and policymakers to lift their gaze, put the national interest first and back HS2. We cannot have more dither or delay. Britain needs to be bold and I am urging them to back HS2."

PHMG appoints new Chief Technology Officer

Audio branding agency PHMG has welcomed James Davison to its board. James joins the Manchester-based company as Chief Technology Officer where he will be driving forward PHMG's use of technology to help improve operations. He will also be responsible for evolving the company's product offering through the latest applications as well as exploring the full potential of voice cloud technology.

Davison brings more than 25 years' experience to the role, having

worked as Technology Director at ITV where he developed the strategy behind the channel's technology division and played a pivotal role in launching ITV Player and ITV +1.

"From the outset, I have been impressed with the high level of professionalism and standards of services PHMG offers that have helped position the organisation as a market leader, I am relishing this new challenge and look forward to helping the company improve."



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news

Manchester Central teams up with local waste food enterprise!



Manchester Central builds on its sustainability agenda by donating surplus food to the city's first waste food catering project!

The venue has been working together with Open Kitchen MCR to donate unused food, which is then transformed into high quality,

nutritious catering for events, meetings and special occasions.

Open Kitchen MCR is a not-for-profit initiative which sources food which would otherwise go to waste and turns it into delicious dishes for all. The income generated from their catering funds their work with a

number of local organisations who support people having a hard time.

As part of the partnership the venue donates regular parcels filled with pre-packaged food and raw un-prepped fruit and vegetables over to the chefs over at Open Kitchen MCR who are then able to create innovative and affordable catering options which are accessible to everyone.

Whilst Manchester Central always works to minimise excess ordering and food production, this initiative means that any surplus raw ingredients that can be used by the venue don't go to waste.

This is one of two initiatives which the venue is committed to, alongside the sandwich donations also makes to the Homeless Project Manchester, an initiative which supports the needs of those without a home across the city.

Levitex hits £10,000 Kickstarter target in just four days

A Manchester-based start-up company has smashed its Kickstarter target of £10,000 in less than four days with hundreds of backers pledging support for its innovative range of sleep products.

Levitex launched a Kickstarter campaign in October to win backing from the public and has already achieved international support, with more than 360 worldwide backers contributing to a fundraising total that now stands at just over £33,000.

Players such as Tom Curry and Steve Diamond from Sale Sharks Rugby Club and first-team stars from Preston North End FC are among the big names from the world of sport now using Levitex mattresses and pillows.

The company, based at Manchester Science Park, has created a unique range of sleep products with an innovation in foam technology that tackles posture.

Sale Sharks check-in with new travel partner



Premiership Rugby club, Sale Sharks, has welcomed leading travel management company, Clarity, as its newest club partner.

The travel management firm that created a new sports division after offering jobs to former Thomas Cook workers has agreed a new partnership with Premiership Rugby side Sale Sharks. Clarity Sports comprises 17 former Thomas Cook Sport employees and represents a newly-launched sports division at the market-leading business travel provider.

The Manchester-based business will be the official new travel provider for the club, coordinating all aspects of away game travel for the 2019-2020 season. That includes all Premiership Rugby games as well as European fixtures, with Sale set to compete in this year's European Rugby Champions Cup. Mark Cueto, Commercial Director of Sale Sharks, said: "It's fantastic to welcome Clarity Sports to the Sale Sharks family. Finding the right people to support us on away game travel is absolutely imperative because they play such an important role in helping the club to operate. Organising the club's travel to away games and beyond is a huge responsibility – especially with some big European games on the horizon – and we're confident that Clarity Sports is the right firm for the job."

Verastar wins Lloyds Bank National Business Award

Manchester utilities and telecoms provider Verastar has gained national recognition at The Lloyds Bank National Business Awards 2019, taking home the trophy for Mid-Market Business of the Year.

Now in its 18th year, the National Business Awards is one of the most prestigious awards programmes in the UK.

The glittering awards ceremony, attended by 1,200 business leaders, entrepreneurs, politicians and media representatives was held in London in November.

Previous winners at the awards have included Sir James Dyson, The Body Coach, Hotel Chocolat, Minicabit, Missguided and more.

The category of Mid-Market Business of the Year celebrates the contribution of companies with a turnover of between £25m to £500m who have demonstrated financial returns, strong growth and innovation strategies and market prominence in their sector. Verastar triumphed over nine other businesses in the category, including competitor XLN.



Verastar's Development & Strategy Director Piotr Nowosad represented the company in the judging stage and on the night, "To be shortlisted for a National Business Award the first year we entered was already a company milestone, so we are thrilled to be named the winner of Mid-Market Business of the Year in such a strong category.

"This award means a lot as it is recognition from the judges that we have built something truly unique as a licensed multi-service provider. Our offering, we think, is the reason we have always been highly resilient and experienced year-on-year growth since founding despite challenges in the economy – and has now brought us this national accolade."

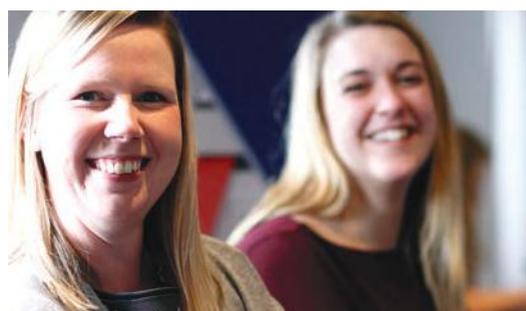
focus

BUSINESS MARKET EVENTS

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Business Markets are like mini business Expos. They are the perfect platform for SMEs looking to raise awareness of their products and services, as well as being the perfect vehicle for making 100's of new business connections.

Networking and face to face business meetings of any kind are essential to the growth of all businesses. It's important to meet like-minded peers, learn about the latest trends and ask for advice from those who've been there and done it all.

Attending a Business Market can benefit a business in many ways, with over 30 exhibitors, 100's of delegates, masterclasses, speakers and networking. The event provides a professional and focused business environment where connections are made, business gets done

and like-minded businessmen and women can build new relationships and shop from vendors that provide unique products and services.

Taking the plunge

From visibility to credibility, exhibiting at a Business Market has hundreds of benefits for a business. Establishing a presence, whether big or small, for a company at an event such as this provides a powerful platform for meeting new customers, reaching out to existing clients, and building a more established and reliable profile.

Create opportunities

With the right strategy, every live business event attended is an opportunity to drastically expand a company's customer base. The people who attend tend to be motivated, interested in seeing

who has what to offer, and often ready to commit to a deal on the spot. In short, they're much more worthwhile leads than names and numbers picked out of a business directory.

Develop your brand

Branding is crucial for business success, especially in industries that depend on trust and reputation.

Exhibiting at a Business Market event is a wonderful way to tell the world that a business is serious and reliable. By exhibiting strategically, a business can progress their brand from 'start-up to 'established' in the eyes of their customers.

Business Market Events currently run their markets across the UK in 16 cities, and it's this winning formula that ensures participating either as a visitor or exhibitor pays dividends for any business.

The first Manchester Business Market will take place at **Albert's Worsley** on **16 January 2020** with 30 exhibitors and over 400 people coming through the doors between 9am and 1pm.

Business Market events are for all industry sectors looking to show off their products and services, plus they are free to visit.

Tickets available through Eventbrite.

To find out more visit: www.businessmarketevents.co.uk
 or email rosiem@businessmarketevents.co.uk

interview

The Manchester Ho



Becky Wilkes

GM Business Connect meet a lot of businesses and attended many events in and around Manchester.

There was one person that we kept on bumping into and that was Becky Wilkes, Senior Sales and Marketing Manager for 20 Stories restaurant situated in the lofty heights of Spinningfields.

Becky is also a founder and board member of the Manchester Hospitality Network, which has changed networking in the city.

We invited Becky to share her view of the Manchester Hospitality Sector with an interview which we recorded and from which created a podcast and video for our website.

Tell us about your role at 20 Stories?

"I am the senior sales and marketing manager of the north for D&D London. It's a huge international company with

restaurants here in Manchester, London, Leeds, New York, Tokyo and Paris. I oversee the North of the UK with 20 stories restaurant in Manchester along with four restaurants in Leeds."

Can you tell us about the Manchester Hospitality Network? How you started it – and who you started it with?

"It's run by myself, Greg McGuire who oversees the Revolution de Cuba group, Jake Ogden from Manchester Confidential and Charlotte Felton from Impossible. It came about from a Facebook group comprising Sales and Business people from Manchester bars and restaurants. The group ran business referrals, plus offered support between the Manchester hospitality sector – a network of people that helped and supported each other.

"The group also found out where the hospitality networking events were happening that week. A lot of BDMs and Sales Managers do in fact have KPI's where they need to attend at least two networking events each week. Jake and Greg were the administrators of that group and they approached me last year to turn it into a more formal arrangement. We wanted to be more of a support network for the Manchester hospitality sector, and also for the future BDMs in that sector.

"So, we launched with a huge party of course at Lock Hotels late last year, which was a massive success. Over 500 people were there, including the press and notable influencers in the sector. Since then arrange monthly meetings, still run the Facebook group, and we also do educational events too. For instance, we recently had a panel event featuring Shaun Hinds from Manchester Central, Thom Hetherington who does consultancy work, plus a great range of participants discussing the future of the sector along with issues that everyone is facing at the moment.

"We're also large enough (approximately 1,200 members to date) to offer support when restaurants close. It's always sad when that happens but there are so many new opportunities happening. For instance, when Manchester House and Artisan closed people were posting they needed staff in all areas. The network is very supportive. Last year when MAD group went into administration about 80% of the affected staff managed to secure new work through the network. We work really closely with Abi Dunn from Sixty Eight People who are specialist hospitality recruiters based in Manchester."

What kind of businesses are involved with Manchester Hospitality Network?

"We have two categories of members. The first are those who are involved directly with the sector – BDMs, Sales Managers, and

then you've got those who are involved with hospitality, for instance recruiters, suppliers, it might be press who focus on hospitality. We say as long as there is a connection to hospitality you're welcome to join."

Tell us more about the Facebook group and your own membership options?

"We offer a closed Facebook group and we also have membership of the network itself. This is a paid for subscription but for the investment we run regular networking and educational and support events. We also offer business introductions. One of the things we ask all new members is whether they'll be happy to go on our database to be contacted directly by other members. This creates a common catalogue that all members have access to. For example, if you are a regular event booker, rather than phoning restaurants blindly we will give you a list of contact names and numbers of every restaurant in our network.

"Also, there is the option of attending all our events whether you're a member or not. However, if you are a member then attendance is free. We charge a fee to non-members. Saying that, many people attend our events for the first time as non-members to see how they are. In fact, the last event I attended of the 125 guests only 20 were people I'd met before, and I've been in the industry for 14 years now. We seem to be attracting fresh interest at every event, targeting people who want to know more about the industry."

Is the network exclusive to the City Centre?

"Absolutely not, there are many great venues in the suburbs and we actively encourage people in the entire Greater Manchester region to look at the network. We want to encourage and support as many people as possible."

We have talked about collaboration. Are there any specific businesses that you are looking to work with?

"There aren't any specific types of businesses we are looking for, rather, they have to tie in with the hospitality sector to not just add to the network but get a positive experience from it. Every event that we have done has been at a new venue each time. We are effectively introducing that venue into the Manchester hospitality scene. We were the first event hosted by Flight



ospitality Network

Club and Manahatta. It's important we support and in turn collaborate with new venues as well as established businesses."

There seems to be a lot of people moving around jobs within the Manchester hospitality sector. Why do you think that's the case?

"I'd say it's a mix of a lot of new openings, and a lot of headhunting! There's a number of London businesses moving to Manchester and they seem to be prepared to offer generally more money than Manchester businesses. It's just progression as well. I always think that when you stop learning in your present role, you're ready for a change."

How do people get involved with Manchester Hospitality Network?

"Our website is a good start. There's a full list of forthcoming events there, and also opportunity to directly join the Network. We're also on Instagram, Twitter and Facebook – follow us to find out more."

Can you tell us about how you get the best results in your role in business development?

"I think a lot of people don't really understand the role of business development. I'd suggest the job description certainly in the hospitality sector has developed over the last few years into more of a sales and marketing role. Business is automatically developed when you apply your sales strategy along with your marketing strategy. Social Media is crucial. There is so much engagement that goes on online that you must be a part of this activity – Instagram, Twitter and Facebook. I'd say Facebook's dying down a little bit and Twitter is



L-R Greg Maguire, Becky Wilkes, Charlotte Felton, Jake Ogden

more of a corporate audience. Instagram however is your next generation and younger generation choice and I'd advise any business to get involved. I'd make sure the content is lifestyle, relatable and fun! People don't want to see too many words.

"In terms of personal business development, you simply must get out there and meet people. Not just meet but develop an ongoing relationship with people.

"From a business point of view, we buy into the person in that business, we don't just buy into the business itself. I also think if you love doing what you do it shows. It's no use if you don't like the

venue you're working for, you need to believe in it – people will see that and believe in it too.

"It's important to develop your business network of people, and if there's anyone you haven't met yet just reach out to them using LinkedIn or Navigator. Find them, invite them in, show them who you are and get to know them as people. It's important to develop relationships and don't go too 'Salesy' I'd say."

What sort of things influence a venue's success or failure?

"There has been an incredible list of closures over the past year or two, particularly in the City Centre, however, there have been many reasons these have happened. From a parent business going into administration, to increased rents and licencing issues.

"Couple these with seasonal influences – the weather is a good example. When it's sunny, 20 Stories do really well because of

our roof terrace, yet Schloss will do well in the winter.

"Another influence is what's happening in the City. When there's a big Arena concert or big event at Manchester Central, we all do well from the increased footfall in the City. Also, what happens in the rest of the world has an impact – if you're not showing world cup games live then you're going to be quieter.

"Looking back at the closures there are also fresh starts, new businesses opening up. And not just for the new businesses but for the established ones branding is very important.

"People need to see a strong and consistent brand. I get a lot of business through LinkedIn, where it's important that your brand features strongly and you're also engaging with your contacts. Planning is also crucial. You have to start talking about Christmas in July. Let everyone know well in advance what your business is planning."

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review

Venturefest

Attracting record numbers for a sixth year, the 2019 Venturefest North West event kicked off again at Manchester Central with a fantastic range of speakers and exhibitors.

Organised by GC Business Growth Hub and taking place on Wednesday 20 November, Venturefest North West claimed it's title of the region's biggest annual innovation conference and exhibition.

The event once more welcomed North West business owners, entrepreneurs and investors who were looking to grow and build their businesses, whether they were starting out, scaling up, or already well established.

Richard Jeffery, Director of Business Growth at event organisers GC Business Growth Hub, said: "This has been the most successful Venturefest North West yet, and it's been fantastic to see the breadth of business innovation from across our region."

"The point of Venturefest North West is to encourage fresh thinking and collaboration - and with 50-plus speakers and panellists, more than 80 business exhibiting, and 1,150 entrepreneurs coming together under one roof it has really captured



the imagination of the business community."

Former BBC Dragons' Den judge Jenny Campbell, Founder and CEO of YourCash Europe delivered the headline speech. Jenny talked about her extensive business career, how she has both challenged and been challenged by her leadership roles in the banking sector, and her time on the Dragons' Den panel.

Earlier in the day, Founder and Managing Director of US-based Elevate Capital, Nitin Rai, discussed his background and the importance of investing in businesses led by women and minority ethnic groups.

A packed conference programme also saw a speech delivered by Nine



Lives Media Founder Cat Lewis about her business journey in broadcast television.

Daresbury-based NGPod won the final of the Innovation Showcase Competition, with Dicey Tech receiving the Audience Award.

Heather Waters, Enterprise Manager at NatWest, Venturefest North West's headline sponsor for 2019, said: "Congratulations to NGPod Global, who met some fierce competition today and delivered an incredible pitch that had the full attention of the panel. They should be very proud, as should all of today's finalists."

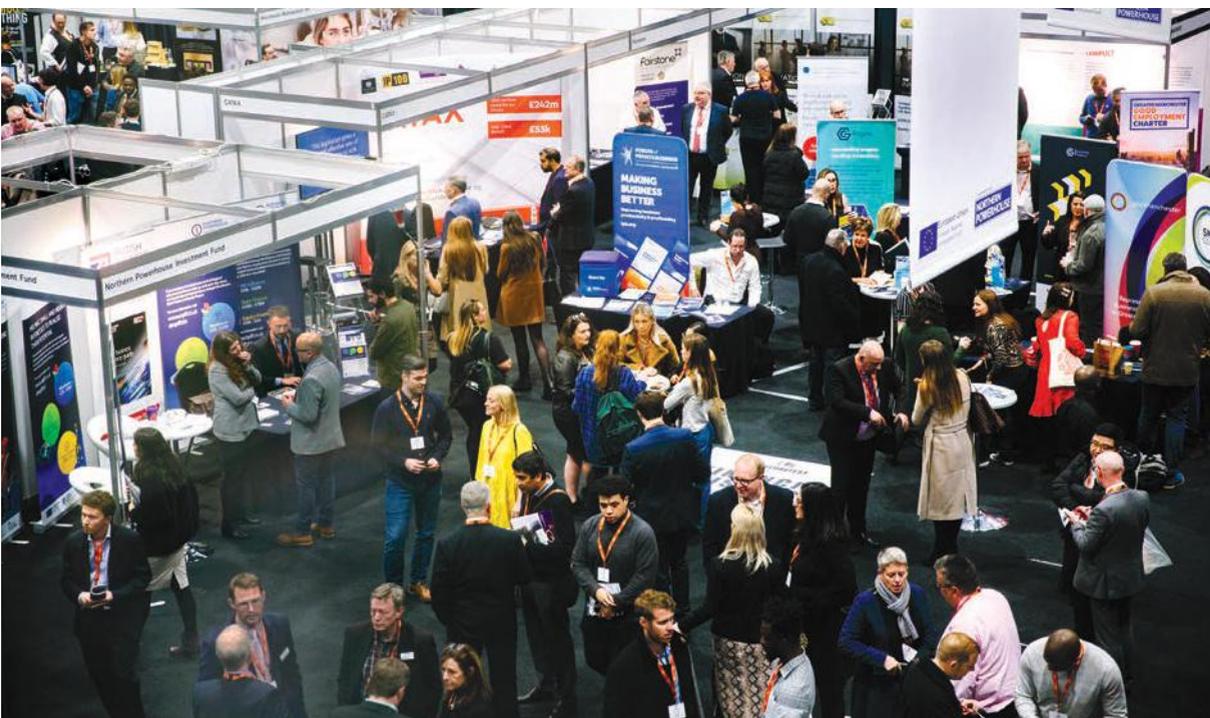
"While the competition demonstrates how tough it can be for entrepreneurs and emerging



businesses, Venturefest is fundamentally about boosting collaboration across our North West ecosystem and I think the encouragement shown across the board today speaks volumes. It's been a pleasure to sponsor Venturefest, a unique event where everybody involved has had chance to develop their business ideas and hopefully take new opportunities forward as a result."

Daresbury-based NGPod wins final of Innovation Showcase Competition

A diagnostic device designed to ensure the safe placement of medical feeding tubes by NGPod Global won over a tough panel - beating the competition of 11 other strong pitches - in the final of the Innovation Showcase Competition at Venturefest North West 2019.



2019



The independent panel, which comprised business specialists from Bruntwood Works, Catax, Dehns, Graphene Innovation Engineering Centre, Made Smarter, Manchester Metropolitan University, NatWest and the University of Salford, awarded NGPod Global with a business support package worth nearly £10,000.

A second winner at the prestigious competition final – Dicey Tech– received the Audience Award chosen by delegates at the event, which attracted a record attendance of 1,150 to Manchester Central, and will receive a similar business development support package.

Cameron Thorpe, Head of Marketing and Communications at NGPod Global (pictured above), said: "It means a lot for our organisation to win the Innovation

Showcase at Venturefest North West. The overall competition was extremely high with lots of innovative businesses pitching to the panel today, so it feels very special to win."

NGPod also took away the Production Innovation Award at the Innovation Showcase Competition Final.

Other winners included Dream Agility (Digital Innovation Award), Alison Handling Services (Most Innovative Established Business), and Dicey Tech who also won the Service Innovation Award. These businesses will also receive business support packages.

The annual competition received entries from more than 120 start-ups, and small and medium-sized businesses from across the region.

Venturefest North West 2020 is back again next year at Manchester Central on 20 October and is shaping up to be even busier than this year's event. For more information go to www.venturefestnorthwest.com

GM Business Connect caught up with exhibitors **Use.Space** who were keen to describe their unique co-working building set up this year in Ancoats. Founder David Walter and Community Manager Sam Harratt were on hand to explain the concept and go into detail how they were finding exhibiting at Venturefest. We spoke to Sam to see how they were getting on:



Sam Harratt

Tell us about today? How have you found it so far at Venturefest?

"It's been a brilliant day at Venturefest. It's the first time we've been exhibiting here and we've been really pleasantly surprised at the leads generated today. There's been some great speakers too, along with some fantastically cool interactive seminars showcasing Entrepreneurs from Manchester and the surrounding region."

Can you describe your business in more detail?

"We offer a variety of co-working memberships, office space, event space hire, also meeting room space hire. The business focuses on sustainability, creativity, bringing through fresh talent in the world of tech, plus a focus on Entrepreneurs. It's also a family-owned business. It definitely brings something different to the Manchester Co-working scene.

"We have three options for using our space that offers a real flexibility for whatever business you have. If you'd like your own patch of permanent space we offer residencies, then we have 'Nomad' members who have full access but can locate wherever they please, whether in the breakout spaces, at desks or even in the Garden on sunnier days. We also cater for those only wanting 40 hours per month access and finally offer a half day or full day rate for occasional access."

Where are you situated and what sort of businesses work there?

"We're based in Ardwick, just a 10 minute walk from Piccadilly Train Station. We've got on-site parking as well which really sets us apart from our competitors. We also have a variety of residents within our co-working space from photographers through to accountancy firms, and we cover everything from tech start-ups to mature businesses.

"Our culture is based on community and wellbeing, with collaboration, communication and co-creation at the heart of what we support. It's about coming together to experience growth through a shared experience of a dynamic environment."

Use To find out more contact **Sam Harratt** on 07712 177 701 or sam@usespace.co.uk www.usespace.co.uk



review

The pro-manchester Green

The end of October saw a pro-manchester organised Green Tech Symposium take place at Squire Patton Boggs in Spinningfields. The event featured leaders in our region's Green Tech sector who presented to a packed audience enjoying a unique overview of businesses disrupting the green sector.

The event was covered by GM Business Connect and the following feature was written by **Mel Hill**, Communications Manager from pro-manchester:

Vijay Natarajan is Founder of QBots, a company aiming to reduce our energy bills by utilising local energy sources. "There is no incentive for your energy supplier to reduce your bills," says Vijay. "We are looking at bringing together commercial buildings using smart technology to integrate locally.

"One thing that's shocked us is that, on average, 41% of your energy bill is the cost of energy. The rest is profit and tax imposed by the government."

"Science doesn't work by itself," says Amer Gaffar, Director – Manchester Fuel Cell Innovation. "At MMU we have a great business facility, where we have PHD students looking at future prices of fuel cell energy and repercussions of when the government inevitably taxes this form of energy too.

"This collaboration is key to de-carbonising in our city. As a university we have great communication between departments. In a booming city like Manchester, where we as businesses collectively have a massive target to be carbon neutral by 2038, I believe this is how we'll get there."

As Mayor Andy Burnham continues to push his desire for Greater Manchester to be the UK's first carbon-neutral region by 2038 – 12 years ahead of the rest of the UK, MMU has spent £2.5m on equipment which looks at analytical properties of a fuel cell. Together, they are working with TfGM and GMCA to create a strategy that meet's the Mayor's target.

Our Transport panel, which discussed whether tech is making our transport greener consisted of Justin Moss – Siemens Mobility; Helen Boyle – Electricity North West; Jim Shaw – Bloom3 and Tracy Barr.

Continuing on from Amer's fuel cell technology discussion earlier in the day, Justin Moss said: "People are more noticeably looking at fuel cells, hydrogen and battery powered vehicles. It is the main wave helping us with the goal to have low-carbon railways. In the UK 45% of trains are electrified, but the rest of Europe is at 60%, so we are behind.

"Contrary to belief, there are no constraints on the network and there is plenty of headroom for more electric vehicles," said Helen Boyle – Electricity North West. "We work with TfGM and National Rail around electrification. By 2050 it is forecast that demand for electricity is set to double with new technology.

"There are no challenges for us here, and there is plenty of capacity in the network. We promise, if we connect all the planned electric vehicles set to take to our roads, the lights will not go out! We've created headroom in the network for low-carbon transport," stressed Helen.

Jim Shaw, formerly of Bentley Motors and the BMW Group says the goal for low-carbon footprints doesn't solely fall to the feet of electric vehicles: "A vision for multi-modal cities are necessary. 2m-4m car sales that seat 4-5 people isn't enough. We need to look at the wider transport infrastructure that will reduce the number of vehicles on the road. That is when we'll see real change.

"A connected infrastructure, with electrified railways that work, are on time and trustworthy will make a huge difference."

Tracy Barr, former Group Airlines Head of Cabin Quality for Thomas Cook Airlines says: "Sustainability has to be at the heart of the business. At Thomas Cook it was part of the culture – how can we improve this? How can we make it greener?

"The regulations have set two clear targets; they expect carbon neutral



growth by 2020 and a 50% cut on emissions by 2050.

"Small tweaks and changes make such a huge difference, so businesses need to be focusing and investing in innovation. By creating lighter weight seats and reducing the weight of the refreshment trolleys on board, we saved 300kg of fuel per year, which is an insane amount. These small changes make a massive difference."

Other small changes, such as replacing receipts with e-receipts saved upwards of 400 trees and removing plastic straws and stirrers removed 8m pieces of plastic from the group's carbon footprint.

"I think Manchester is in a great place to take the lead on this," says Jim Shaw. "The city is perfect size for measuring and implementing a carbon-neutral region. It's a really exciting time for green tech right now and one that Manchester is set to be at the forefront on if businesses continue to collaborate."

Wardell Armstrong, Manchester-based environmental consultants have been working on an impressive research project that shows some staggering effects that pollution is having on our city.

Mark Knight, Associate Director's keynote delivered some harrowing facts. Pollution is responsible for three million deaths per year, with 5% of these accounting for young adult mortality.

"Pollution is humankind's biggest threat," says Mark Knight. "It accounts for 40,000 early deaths in Greater Manchester alone and we're starting to put a plan together to make a drastic change.

"Diesel and petrol cars are planned to be phased out by 2040, but what can be achieved in the meantime? We have been looking for innovative solutions that combat air pollution, which is cost effective, accessible and can be rolled out immediately."

Possible solutions which have showed strong results thus far include ivy green screens, green and moss walls, green roofs, street trees and evergreen hedges.

"Silver birch trees planted by a busy road





pro-manchester

Tech symposium

also reduced pollution levels in nearby houses by more than 50%. Diesel exhaust particles are trapped by the microscopic hairs on the leaves, which rain then washes away – this is the only time rain in Manchester is useful,” joked Mark. “Planting silver birch trees could save 29,000 annual air pollution deaths.”

Next, we covered the incredible work being done by the University of Salford to tackle climate change.

Joe Flanagan is Project Manager on the university’s Energy House 2.0 project, funded by the European Regional Development Fund. The £16m development is the world’s first all-weather research centre aimed at developing initiatives to save on energy bills.

Incredibly, the Energy House boasts over 400 sensors, with a temperature range of -12 degrees Celsius and +30 degrees Celsius. Joe’s insights were fascinating, showing how sensors can respond to weather changes and react accordingly to keep energy costs and usage down, but ensure people are warm (or cool) among other things in their home.

The project is due for completion in Spring 2021. “We have been fully supported by our key partners on both the Energy House and the Energy House 2.0 projects,” explains Joe. “The funding from ERDF as well as the support from local government will be what helps us to make real change to become the zero-carbon region we all want to be, as per Mayor Andy Burnham’s plans,” continued Joe.

It’s not just the University of Salford’s project that’s helping with Andy Burnham’s plans to be carbon neutral

by 2038; 12 years ahead of the rest of the UK. Amer Gaffar, Director at Manchester Met’s Fuel Cell Innovation Centre says: “This city is booming, and we all have this massive target but how are we going to get there?”

“We can change a lot with some behavioural changes. Science doesn’t work by itself, this is why we have a great business faculty at MMU, who are looking at future prices and even the taxes that the government may inevitably attach to fuel cell energy, as we begin to use less fossil fuels.”

Amer believes the big change will be when large organisations get involved in promoting the use of renewable energy sources: “Manchester City have adopted fuel cell technology and that’s what we need.

“The whole Etihad complex is utilising the technology we’re creating, and hopefully these organisations will help others to follow suit.”

Our second panel of the day discussed The Business of Green Tech, including Todd Holden – GC Business Growth Hub; Sandra Hill – The Hill Group Limited; Somayah Taheri – Urban Chain; Mark Westwood – ABGI and Alex Rothwell – Maven Capital.

“This [sustainability] is a really fast-moving agenda,” said Todd Holden, Director of Low Carbon at GC Business Growth Hub. “In order to keep your business on track, you need to find someone who is passionate about sustainability, ensure they want to stay, and help them to continuously learn.”

Sandra Hill has recruited in renewable energy and gas for 25 years and has seen a huge shift in this time: “In today’s job market, people look at the capabilities for an individual but more importantly, they look at whether they fit in with a company’s core values. It’s not just the businesses that do this. Millennials want to work for businesses who are taking sustainability seriously and investing in green technologies.”

One of the most shocking keynotes of the day came from Sophie Walker, co-founder of Dsposal, a waste disposal start-up, who shared some stats that came as a shock to delegates.

“Waste crime costs £1bn a year for the UK economy – that’s £600m in England alone,” explained Sophie. “49% of adults didn’t know a rubbish removal service should be licensed and 48% of SMEs don’t know what happens to their waste when it leaves their premises and they are liable if it’s criminal and tracked back to them.

“This is because our current system is very paper-based and is highly susceptible to illegal activity. Waste crime been called the new narcotics. Lack of digital systems means it’s easy for criminals to exploit the system with mistreatment of waste.”

It is very clear from our Green Tech Symposium that there are some very exciting goings on in this landscape from both established businesses and institutions as well as tech disruptors.



Mike Constantinou, Extreme Low Energy



Amer Gaffar, MMU



Imran Rahim, EnergiMine



Joe Flanagan, University of Salford



Vijay Natarajan, QBots



Mark Knight, Wardell Armstrong



Sophie Walker, Dsposal



Nick Helm, Squire Patton Boggs



pro-manchester is the largest business development organisation in the Northwest. They represent the business community across the region and support growth and development to promote the North as the place to do business. For more details call 0161 833 0964 or email admin@pro-manchester.co.uk www.pro-manchester.co.uk

focus

An apprenticeship decade to remember at Salford City College

Apprenticeship start numbers across the UK have continued to fluctuate as organisations of all sizes absorb the changes afforded by the recent reforms across the apprenticeship sector. However, positive recruitment signs up and down the country in the last quarter indicate that more and more employers are returning to apprenticeships to support business growth and skills challenges within their organisation.

In 2009 the college launched their apprenticeship business, supporting ten apprentices with basic business administration skills. In the decade since, growth and development has been constant, with 1,460 apprentices supported by the award-winning apprenticeship team in the last academic year.

The two clear intentions of the team

in 2009 still hold firm ten years on. Head of Apprenticeship & Business Development at Salford City College, Allan Milne, explained: "When we first started out we aimed to enable social mobility and economic prosperity for individuals across the area. Apprenticeships provide people with real skills and qualifications that enable successful careers.

"Secondly, it was, and still is, a responsibility of the college to provide skills development for businesses aligned to their demands. From one apprenticeship programme in 2009, the team now deliver over 70 different apprenticeship schemes across seven different sectors."

Not only has growth across the business been exceptional, so has the quality of the apprenticeship service provided. Both employers



and apprentices have rated the programmes extremely high. The 2019 independent employer survey, conducted by the Education and Skills Funded Agency presented a satisfaction score of 93.5%. This score was a massive achievement for the college as it was higher than any other college provider in Greater Manchester. Statistics in the latest apprenticeship survey carried out indicated excellent levels of satisfaction with the experience they received, providing an average feedback score of 9.33 out of 10 for the quality of service provided.

The college not only focuses on

apprenticeship delivery, they also target the local community. In order to enable local people to benefit from the social mobility and economic benefits afforded by apprenticeships, one of the key services provided by the team is a free of charge apprenticeship recruitment service. Working with over 450 employers, the outstanding team provide the highest quality support, finding and placing the best talent into apprenticeship opportunities.

For more information on how you can work with Salford City College, contact the team on **0161 631 5000**.



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Planning is everything in business. But every now and then, an opportunity you hadn't planned for comes out of the blue and it's just too good to miss. But how do you move fast on a great opportunity if you don't have the cash ready?

Specialist lender Together has spent the last four decades helping businesses grow and thrive, with commercial loans and short-term finance designed for the pace of modern commerce. They

particularly specialise in bridging loans – a great option if you can pay it back in the short-term – and use experienced underwriters, not tick boxes, to make a common-sense decision.

Steven Darbyshire, Together's Regional Development Director for the North West, works with business professionals across the region to connect them – and their clients – to finance at various points of the business lifecycle, as he explains:

At start-up

“Cash flow can be challenging when you're just starting out, so short-term finance could help you get out of the planning phase and up-and-running quicker. Bridging loans can help with stock, infrastructure costs and general trading costs until the cash starts rolling in. And because you can borrow over 12 months – and in some instance can choose to make no monthly payments at all – it could be the ideal option to give you some financial breathing space in those tricky early days.”

In a cashflow crisis

“When you're waiting on a customer to pay their bill and you've got a big outlay on the horizon – like your tax bill – it can be incredibly stressful. Or perhaps you've landed a big order and need cash to buy raw materials or pay extra staff to get the job done. If you know the money's coming and just need cash to plug the gap, a bridging loan could be the answer.”

To grow your business

“If you're converting a building, you can find yourself in funding limbo because it's part-way between residential and commercial, and if there's a spanner in the works you could run out of working cash. Short-term finance can help fund one-off costs and gaps between current and future value, and can be repaid when all that hard work pays off.”

Got big plans for your business?

Give Steven a call on 0333 242 8919 or email steven.darbyshire@togethermoney.com

Any property used as security, including your home, may be repossessed if you do not keep up repayments on your mortgage or any other debt secured on it. *Includes unregulated and regulated bridging loan applications over 34 years.

45th
Anniversary

review

The future of wellbeing in the workplace



The middle of November brought two great speakers both following the theme of wellbeing to K-Club's regular Salford networking event - Michael Brennan, the Co-Founder and CEO of tootoot, and Maria Mander, founder of Mander Wellbeing.

After the usual excellent breakfast, courtesy of hosts AJ Bell Stadium, Michael took the first of two presentations, addressing the audience from a place of personal passion as he shared his entrepreneurial journey through mistakes, successes and challenges.

He began by explaining that tootoot is an award winning software that supports the psychological safety and wellbeing of individuals in education, sport and the workplace. Where 'Health & Safety' protects the physical aspects of wellbeing, he pointed out that there is no equivalent protection against stress and harassment and all the intangible dangers faced by children and adults alike across organisations.

Tootoot enables individuals to talk and to get support when there are challenges and they cannot speak up, furthermore it is a way to suggest ideas. So far, there have been 500,000 users of the app to date with 60,000 issues resolved ranging from friendship problems to child exploitation and sexual harassment in the workplace.

As such, Michael stated that their success was measured on demonstrable impact - as well as revenue.

Used in 500 organisations and supported by the Department for Education, Michael was voted into the Forbes 30 under 30 in 2018 and has enjoyed significant media profile success.

Despite his entrepreneurial forte, he stated that the business was all about their customers and that their technology and software must be continuously up to date and a match for their customers' needs. Praising his team he went on to say that it was good practice to always surround yourself with people who impress and inspire.

Having been bullied throughout primary school in Essex, he recalls how he could not speak up for himself nor even how to report the events in the face of peer pressure. He continued to share his experience of Childline and that although their counselling was helpful, there was a limitation to their service in which there was no system of feeding back to the school - and so there was no early intervention strategy and the cycle would continue.

After moving to Berwick upon Tweed, he became Head Boy at his high school, with a mission - to give children a voice. Creating buddying and mentoring schemes for junior students to speak to their seniors, he was always fascinated by technology and developed a desire to create an app.

With his now business partner Kieran Innes (then only 16 years old) building the prototype app, Michael was able to start selling successfully to 50 schools in the North East.

Reaching out for investment, they acquired their initial seed funding and three years on, they self-funded and decided to give away their platform for free for 12 months. He explained that this allowed them to grow and improve the concept giving it value.

Since being sponsored by the Department for Education, they have seen a two year programme of cases including the saving of 4 children's lives, the reduction of bullying by 50% in Cornwall in years 5 and 6 - and a

massive increase in getting young males to speak up, thus preventing suicides.

This prompted the team to adapt to the sports world and also the workplace where abuse could be prevented and young people enabled to speak up, in a safe environment.

With over a million pounds in investment raised, they have moved forward with their expansion and integration. By mirroring their educational system for the sporting world, they could demonstrate their ability whilst being adaptable to what their new customers would need in terms of support.

Maria Mander began her talk on 'How to Create a Well and Thriving Workforce' with a personal history of how her passion for wellbeing became her business venture.

While developing wellbeing programmes at Bruntwood (including a choir and a running club that had a positive impact on wellbeing and productivity) for 650 employees and an HR strategy everything came to a halt as her own health began to suffer.

Maria shared with the audience her 'mid life awakening' as she realised she was experiencing anxiety and endured a cancer scare. Prompted to take new risks in life, she set up her business, Mander Wellbeing.

Speaking on what she encounters in the business world, Maria comments that although making simple positive changes, many businesses lack a strategy for wellbeing - and that different industries have different issues. Businesses can suffer greatly through poor staff retention, sick days and stress, and wellbeing is becoming a very hot topic.

There needs to be understanding and a strategy for these issues. For example, the baby boomers tend to need health checks as they are susceptible to illness. Generation X can have a lot of emotional and financial stress and therefore need more flexibility with working hours.

Generation Y and the Millennials are the game changers in the workplace who benefit from employee assistance programmes and counselling. Generation Z want access to wellbeing apps, mindfulness training and seem to experience increased emotional difficulties such as anxiety.

Mental Health is now a 'national crisis' affecting 1 in 4 people, at a cost of £42 billion to the NHS and at a cost to the economy of £99 billion.

Two things that underpin her work in supporting wellbeing in the workplace are 'self-awareness and self-care'. Maria went on to explain that the solution is communication and that business leaders have an opportunity to educate and support to improve the state of the nation's health. Only 32 percent of private companies have a strategy compared with 60 percent in the public sector.

Concluding that employee wellbeing should be an important goal for every business or organisation, and companies are increasingly aware that not only do they need to care for and retain their staff, but also that prospective employees want to feel valued by a potential employer and want to know what their CSR policy is. This results in a level of expectation for personal support and community investment from businesses.

The next K-Club event will take place again at the AJ Bell Stadium on 6 February 2020. Tickets are available through Eventbrite.



A network for
key Entrepreneurs.

For further information please
contact **Amanda Manson,**
Events Organiser on
07754 069 829
amanda.manson@k-club.co.uk
www.k-club.co.uk

focus

How Trafford Council helps small businesses nurture new talent



Trafford Council is enabling smaller employers to grow by giving them a financial boost to develop new talent through the #SEEDIFFERENT SME (Small to Medium Enterprise) Apprenticeship Support Offer, funded by the Greater Manchester Combined Authority.

The scheme offers a £3,000 grant to employers to help with salary and training costs associated with an apprenticeship and is aimed at SME businesses who have not previously recruited an apprentice for the last two years.

One of the key aims for Trafford Council is to attract older people to Apprenticeships as a way to being a new career, as well as younger people just starting out.

Businesses receive help with training and recruitment, support with workforce planning and advice on creating quality opportunities for apprentices of all ages through the SEDA Project.

Among those to benefit from the scheme is The Doggy House in Altrincham, where owner Nat Taylor, recently took on 18-year-old Amy Loftus to complete a Level 2 apprenticeship in animal welfare.

Nat explained: *"It's been a good opportunity both for growing a valuable team member and allowing the business to develop."*

"With the grant you can stage the introduction of a new employee. It's an opportunity to create and guide the right person for the job."

Amy said: *"I am learning so much and being hands on. It feels like I'm part of the family and makes coming to work fun."*

The £3,000 grant is paid directly to the business and is available to eligible businesses until March 2020.

To find out more visit:

www.theapprenticeshiphub.co.uk/sme-apprenticeship-support

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exporting Its Groundhog day!

by **Tony Goodman MBE**

Halloween has passed us by and in spite of promises that we would have finally reached a conclusion, we are still in Brexit limbo.

Politicians are out canvassing, knocking on doors like some delayed reaction, continuous loop of trick or treat, whilst every business I have been speaking to simply wants this uncertainty to end. It has reached the point when the uncertainty itself is causing more difficulties than either leaving or staying.

The constant changes in planning, stockpiling, delaying decisions and the plethora of 'what if' scenarios have driven business leaders to distraction and is masking the great opportunities that exist for those businesses that can lift their eyes beyond the horizon.

Too many UK businesses are simply

sitting in the waiting room to see what happens while the world continues around them and they miss opportunities. My simple advice is: just get on with it.

So why don't we do that and let's consider what is actually happening in the world of international trade. UK exports in Q3 2019 grew by 5.6% to £165.7bn or an annual rate of £662.8bn representing an enlarged rate of 30.5% of GDP and showing a rising trend.

The big money items that we export continue to be led by Cars, Medicinal and Pharmaceutical Products and Oil. Sales of services are not far behind goods with £76bn in exports of services compared to £89.7bn in exports of goods.

What excites me most though is speaking with the many companies with world beating products and services that are treating exporting as

a regular part of their everyday lives and are seeing increasing demand for their products far and wide.

In the last week alone, I have spoken to several business who are trailblazing by growing their export sales. A small engineering company in the North West of England employing about 30 people who are turning their industry on its head through innovation and quality and whose largest customers are now in the Gulf, not the UK or Europe.

They are ramping up production to meet demand and are working on refinements to their range that they believe will increase demand from far and wide.

Or the niche food manufacturing company in the Midlands employing about 35 people who have just received a major order for their delicious products from California where their newly signed distributor

has barely scratched the surface of the opportunities that exist.

California alone has a population 60% the size of the UK and their distributor is already planning to push further afield in 2020. They are expanding and streamlining their production capability to facilitate the growth.

Or the logistics company based in the UK but operating around the world who will move anything, regardless of how exotic or mundane and bring revenue back to the UK based on their talent and experience.

What is the common thread that unites these three companies and so many more?

It is that they are not sitting and waiting to find out what happens with Brexit, they are not sitting and waiting to see if they can get a grant, they are not sitting and waiting to see what a change in Government might mean for them, for their industry or for the country; of course, they all want to know what is going to happen, to put



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the uncertainty behind them, but they have seized the opportunities that have presented themselves here and now and they are moving forward to take advantage of them.

So, what about you as you sit reading this article; are you thinking, "it's OK for them but they are special, and this doesn't apply to me? I don't have the people, the contacts, the time, the knowledge".

Well why not you? There are real opportunities around the world available to a significant number of UK businesses. There is advice at hand, much of it for free (try www.great.gov.uk as a starting point).

If you are entrepreneurial, simply lift your eyes and see how small the world has become and start asking why not, instead of asking why.

Once you take that very simple step, you can join the quarter of a million businesses that are already exporting. They range from one-man bands to multinationals, from home made jams and cakes to fighter aircraft, from simple software to complex financial products.

You will not be the smallest business to

export, nor the first to realise the positive impact it can have on your business.

Just try it and see. And let me know (tony.goodman@forestandco.com), so I can add your story to the roster of successes.



Tony Goodman MBE

is a successful exporter and has been doing so through a variety of different businesses. He is currently Marketing Advisor at Forest and Co who specialise in offering guidance on branding, exporting and sales:

www.forestandco.com

Hilary Devey sells Pall-Ex to management

The Pall-Ex Group has agreed a management buyout that will see founder, owner and Chairwoman Hilary Devey step away from the day-to-day running of the business.

The BBC's Dragons' Den star has agreed to sell the group to its network membership and management. Contracts were signed in October.

The deal, which Pall-Ex believes is the first of its kind, will offer UK and European members what it described as "a unique opportunity to be involved in the development of the pallet network".

The management team has also committed to shares in the company with share ownership being made available to the entire UK membership and its international partners.

Devey, who started Pall-Ex in 1996,

will continue to work with the new owners in an ambassador role to help develop their international services and European partner development. Her continuing wish is to see the company expand and thrive, the company said.

David Fairbrother of ADD Express, Maggie Larimore of PMB Pallets and Craig Stevens of STD Developments, who have worked with Devey for more than 20 years, negotiated the transaction alongside group MD Kevin Buchanan.

Buchanan said: "Pall-Ex will offer a unique proposition in the sector with management, UK members and international partners working together as owners to enhance Pall-Ex as the quality network of choice."

We would like to thank Hilary for enabling us to take the next step on this incredible and exciting journey."

From Belfast to Benelux, we've got it covered!

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- ▣ EUROPEAN NETWORK
- ▣ WORLDWIDE AIR & SEA
- ▣ HAZARDOUS SPECIALIST
- ▣ BOOK AND TRACK ONLINE
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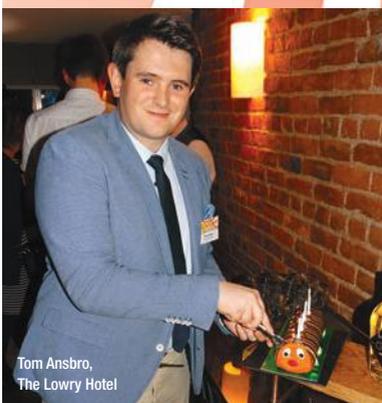
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MANCHESTER
www.forevermanchester.com

FIRST FRIDAY #CONNECTWORKING



November saw the First Friday Connectworking event take place at the Manchester Marriott Victoria & Albert Hotel - only a 5 minute walk from Deansgate and two minutes from Spinningfields.

The hotel is a striking Grade II listed building in the city centre on the banks of the River Irwell. It features a choice of dining at two restaurants and parking.

General Manager Paul Walsh was on scene to help us set up on the private Terrace which was nicely secluded from guests at the hotel.

We were joined by our friends Jeffrey's Tonic where director Steve Frehley set up a pop-up bar stocked with Jeffrey's iconic flavoured tonics.

This time we were also treated to both 4 Sisters and Stockport Gin, and guests didn't stop propping up the bar all evening.

Paul Walsh gave a short talk about the hotel and the great facilities it features - including a GM Business

Connect Stand in the foyer!

Then it was prize draw time where Paul pulled a card out of the bucket - which this month was won by Steve Frehley of Jeffrey's Tonic.

We then sprang a surprise happy birthday to Tom Ansbro from The Lowry Hotel with a celebration cake.

Throughout the event the staff served up some amazing food which didn't seem to stop - the quality of the food was superb and certainly added to the networking!

The next First Friday Connectworking will be advertised on Eventbrite so do look out for us.

Forever Manchester work with local communities across Greater Manchester.

To see how your business can work with Forever Manchester contact **Jean Mills** on **0161 214 0940**
jean@forevermanchester.com
www.forevermanchester.com

insurance

How climate change is raising the cost of insurance



Despite government initiatives and the UK's 2050 target to reduce emissions by at least 100% from levels captured in 1990, worldwide attempts to reduce climate changes have not yet hit the mark.

The rise of severe weather

As severe weather is becoming increasingly recurrent and extreme, individuals and businesses are seeing a rise in weather-related incidents. In incidents such as flooding, not only can this affect their property and contents, but may also mean having to seek alternative accommodation or temporarily ceasing trading.

This is then having a knock-on effect to insurers, who are having to increasingly pay out higher sums at a more frequent rate.

Short-term changes, long-term damage

The extreme freeze in early 2018 cost UK insurers £194m over three months for burst pipe claims, while the

following extreme heatwave caused over £64 million of subsidence damage.

Ernst Rauch, Munich Re's chief climatologist said: "If the risk from wildfires, flooding, storms or hail is increasing then the only sustainable option we have is to adjust our risk prices accordingly. In the long run it might become a social issue..."

Find the right balance

With the current economic climate remaining modest, with plenty of uncertainty in the air, it's essential that insurance remains affordable to those who need it. Yet, getting the balance right to offset the increased risk, and determining what to attribute one-off incidents to is not an easy task.

Nicolas Jeanmart, head of personal & general insurance and macroeconomics at Insurance Europe said:

"The sector is concerned that continuing global increases in temperature could make it increasingly difficult to offer the affordable financial protection that

people deserve, and that modern society requires to function properly,"

Adapting to change

For those concerned about rising insurance costs, reinsurance can be found in adaptations which have already been made by the insurance industry. From escalating flood concerns, schemes such as FloodRE have been implemented and insurance is increasingly becoming a part of resilience measures for homeowners.

For commercial businesses there are also other solutions available via Insurance brokers with bespoke facilities.

To find out more about protecting

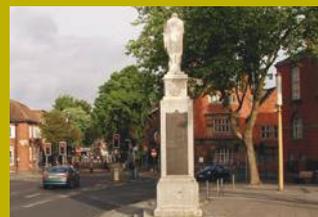
your business from extreme weather incidents with affordable and adaptable cover, get in touch with ourselves at Insure Risk to help navigate with the best insurance options available.



Ged Murray

Insure Risk Ltd

www.insure-risk.com



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☎ 0161 926 3634

✉ info@insure-risk.com



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CSR

Your community, Your business

"The brands that will be big in the future will be those that tap into the social changes that are taking place."

*Sir Michael Perry,
Chairman of Centrica PLC*

Businesses know they must respond to today's social issues to thrive. But what are these issues, and how should you align your business to them?

There's no easy answer to this. But one of the biggest ways a business can make a difference today is by working with disabled people.

20% of people experience disability in their lifetime.¹

That's 20% of your employees and customers. 83% of disabled people acquire their disability during their working life.²

So how can your business support them?

At Leonard Cheshire we help people to live, learn and work in the way they choose: whether they have a visible or an invisible disability, whether it's acquired or life-long. We're out in the community, changing lives where we're needed most.

We know that giving disabled people the opportunity to

pursue their aspirations and live independently changes everything.

And for businesses, it means harnessing disabled peoples, enhancing employee engagement, and attracting more customers.

We're seeking pioneering businesses who read this who want to partner with a forward-thinking charity to create mutual benefit.

To build plans to engage employees, develop their skillsets, undertake volunteering with us, and learn how to better support disabled colleagues and customers.

We can help you demonstrate your CSR impact for tenders and give guidance to those working toward the disability kitemark.

Making a real difference in the community

We've had great mutual outcomes with corporate partners.

Organisations have brought together disabled and non-disabled people in a Gareth Malone-style community choir (University of Manchester and Corkills Motor Group), taught young disabled people new skills with our Can Do programme (John Lewis) and offering valuable research support to our charity (Straightahead).

It also makes a massive difference to the businesses taking part.

Jenny Bell, Head of Operations at Corkills Motor Group, said that supporting our choir meant seeing a project that *"united those with and without disabilities in music, friendship and joy."*

This is just a snapshot of what we can achieve when we work together.

Could your business be the next success story?

Leonard Cheshire 

For more information about how you can become a Leonard Cheshire partner, please contact Jen at jen.sweeney@leonardcheshire.org or 07793 803068

Sources

1. Family Resources Survey: financial year 2017/18
2. www.gov.uk/government/publications/disability-confident-guidance-for-levels-1-2-and-3/level-2-disability-confident-employer



digital marketing

Remarketing: what's all the fuss about?

A customer comes into your shop, looks around and then leaves.

An all-too-familiar scenario that often means that another customer has passed you by and now they are gone.

Fifteen years ago, this was a missed opportunity, a time to rethink strategy, a "We'll get the next one" moment? Windows of opportunity were limited to your shop window, print ads and word of mouth.

Wouldn't it have been great to see where that customer went after leaving your shop?

What would you have given to know that they'd gone into a competitor that advertised lower prices, or higher quality, or quicker delivery times? That would be the greatest insight into their priorities you could wish for, information with which you could shape forthcoming strategies, promote that part of your service or offer a special deal next time, matching your deals to their buying priorities.

Your brand would instantly seem more in touch with its customers, leading to more loyal customers with a higher average lifetime value, better reviews, and more engaged service users.

The data that the digital world provides means that this is now possible. You now have the opportunity to get that exact customer back and replay the scenario again, like that one hard level of your favourite video game. You can change your tactics and try again, and again,

finding the combination of moves and messages that will secure a conversion.

When was the last time you were convinced that your phone was listening to your conversations?

You felt like you'd mentioned a product or service to a friend, conducted a brief Google search in a bored lunchtime and thought nothing more of it? Suddenly, across every website you visited and social feed you read, adverts for these products sprung up.

You had shown 'the cloud' what you were interested in, a trigger now setting those adverts in motion.

Remarketing sounds like a buzzword, but it's a concept as simple as the name suggests; sending

marketing messages to people that have already interacted with your company. This might be to people that have been on your website and failed to convert; perhaps they got as far as an ordering page and were turned off by high shipping costs, for example. Or, it could be sending targeted messages to people who follow your social media accounts, or customers that have previously made purchases.

It's a well-known fact that it's easier and cheaper to re-ignite an existing customer or follow up a hot lead than it is to try to acquire a new customer from a cold start. The data supports this theory, it works and often leads to much higher brand awareness.

One study in America reported that remarketing led to a lift in branded searches by a

factor of 10, showing the real results that remarketing can have.

Many businesses worry about asking their customers for their personal data, worrying about overstepping people's personal boundaries and making them feel uncomfortable. But it seems that this 'creep factor' may be overestimated.

Pew Research, one of the world's largest civil polling agencies, found that 47% of us are willing to part with our private data, such as email addresses, to get a better deal.

So why isn't your agency pushing remarketing as a strategy?

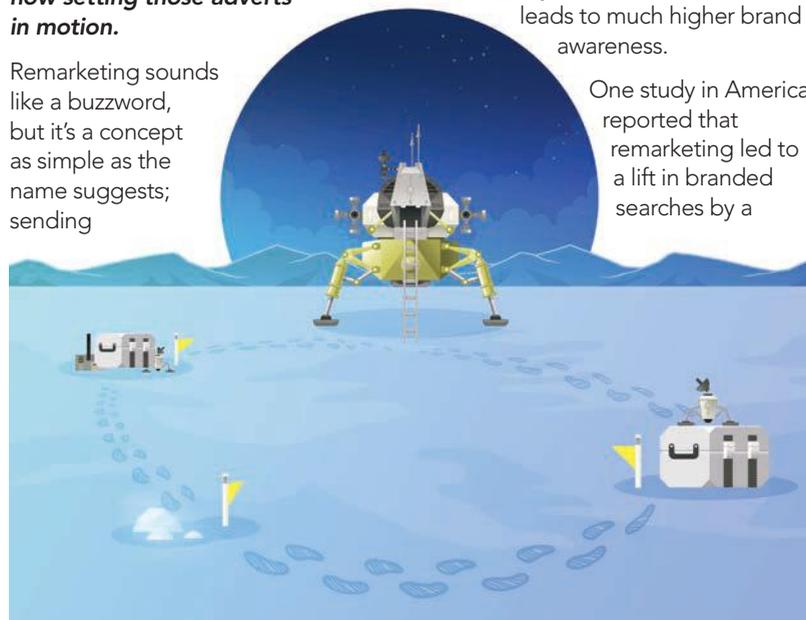
Many agencies charge a percentage of your marketing budget and since you are likely to spend less with a remarketing campaign to gain similar results, it's not really in their interest, despite it being in yours.

If you have a high traffic website or busy social media accounts, perhaps you too could reap the benefits of remarketing.

Implementing a digital strategy built on data insights, businesses now have their chance to get 'the one that got away' back.

By intertwining our marketing across search engines and social media, we are able to track our shoppers throughout their day, presenting our branded, targeted messages at the optimum time.

Typically remarketing costs less-per-conversion and often leads to more loyal customers that on average have a higher lifetime value. Sometimes, the chase is worth it.



Experts in Remarketing

Unlike many marketing agencies, we don't take a commission from your budget!

That means we can focus on getting you the best results for the lowest cost.

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AsOne Digital Business Development
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wellbeing

What does resilience mean to you?

Certain words seem to be popular at different times. They're used as buzz words, meant to encourage us to focus on specific aspects of our health, wellbeing and performance.

Resilience is the latest of these words, but what do you understand by it, what does resilience mean to you?

Many of us regard resilience as being about tenacity, durability, coping with 'the heat' and being ready and able to bounce back.

Perspective is an important aspect of resilience, seeing hurdles as stepping-stones and not treating them as barriers or stumbling blocks.

The way we view problems is significant; if we feel overwhelmed or defeated we're not going to be as positive about a good outcome, maybe even question if it's worthwhile continuing.

Nurturing a good outlook is crucial to keeping going.

But equally resilience is about recognising when a break is needed, when it's time to recharge the batteries or even switch off for a while.

When we read statistics reporting that two million workers, or one in fourteen, failed to take their full holiday allowance in the UK and that £32 billion of unpaid overtime was worked (TUC surveys, 2019) it's time to exercise a little concern about how much resilience we expect our employees to have and question whether we're fully supportive of them. Also, how much do we support ourselves as managers or business owners.

Here are some positive tips to support better resilience;

Belief is a key component in resilience. Belief in yourself, that you're strong enough and can come through tough situations. Belief that things happen for a reason, that you'll learn from

the experience and grow as a consequence.

And belief that by sticking with 'the plan' things will work out in the end.

But equally, set yourself realistic goals. Yes, stretching yourself is important, but resilience is also about being fair and realistic with yourself.

What else is going on in your life, is this a good time to take on extra pressure or challenges?

Do you need to re-evaluate what you've committed to?

Should you have a rethink due to limited resources?

Pay attention to how you treat problems and setbacks.

Cultivate a positive outlook where you regard blips as opportunities to test yourself and enhance your skills.

Be pragmatic and avoid reacting or making a drama out of what's going on.

Might it be a good time to question your approach, delegate to someone more skilled in a particular area, undergo some additional training?

But equally accept that sometimes things don't work out. They're not meant to be or maybe it's not the right direction for you to go in.

That's a valuable lesson too. Avoid taking things personally; it's rarely about you.

Appreciate diversions and detours as opportunities to explore new avenues and directions.

Sometimes they'll lead to amazing and unexpected experiences that contribute significantly to your growth and future career.

Stepping out of your comfort zone can be both scary and exhilarating at the same time. It stops us from becoming complacent.

Appreciate your team, whether it's at work, home or in your social life, and be sure to treat them well. Having good people around you is important and supports your resilience.

They provide space for you to discuss your concerns, talk through ideas and maybe suggest viable alternatives.

Fun distractions can provide a valuable break, forcing you to forget work and have time away from the coal face.

Appreciate yourself. Stop and say 'well done' sometimes. Have times when you reflect on how far you've come, how much you've achieved.

Anniversaries or New Year can be especially good for this, even when there are no tangible results to show.

Respect and give yourself credit for having a go, making the effort and putting yourself out there.

Appreciate your health. It's easy to take health for granted, but it's important to pay attention to good nourishment and nutrition, quality sleep, exercise and breaks.

Look after yourself by tuning in to how you're feeling.

Are you dealing well with stress? How you manage stress has a significant bearing on your ability to be resilient.

Don't wait till everything's in place, tried and tested or perfect. Resilience is about movement, taking action.

It's about having a go-ahead approach to life and seeing the opportunities each situation offers.

And, once started, it's often interesting to see how the pieces all start falling into place.

But also be prepared to make tough decisions if required. Be firm about what's right for you.

It can be tempting to say, 'yes' to everything when you're in business, but taking on too much, or the

wrong kind of work can cause more problems than it solves.

Saying 'no' can sometimes be positive and liberating, freeing you to focus on your specific skills, talents and business or career path.

- Be receptive to new opportunities and be ready to say, 'yes' on occasion. 'Yes' can take you to unexpected places, test your resilience in a positive way, open new doors and remind you why you do what you do!

When you cultivate resilience as a positive part of your approach to life you'll find that your health, wellbeing and happiness levels improve as a consequence.



Susan Leigh MNCH (ACC)

Altrincham, Cheshire and South Manchester counsellor, hypnotherapist, relationship counsellor, writer and media contributor offers help with relationship issues, stress management, assertiveness and confidence. She works with individual clients, couples and provides corporate workshops and support.

She's author of 3 books, all on Amazon and with easy to read sections, tips and ideas to help you feel more positive about your life.

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www.lifestyletherapy.net

diary dates

Altrincham & Sale Chamber

Breakfast Matters - Monthly breakfast networking on Thursdays

5 Dec, 9 Jan, 6 Feb

8.30am - 10.00am

Venue Cresta Court Hotel, Altrincham WA14 4DP

Cost £15

Contact 0161 941 3250

4 Networking

Fortnightly breakfasts, lunches and evening networking

Manchester City Centre, Salford Quays, Didsbury, Ashton, Stockport, Cheadle, Knutsford & Wilmslow, Macclesfield, Bolton, Warrington

Full listings can be found on: www.4networking.biz

BNI Graphene Manchester

Weekly every Weds - includes hot lunch

10.00am - 12.30pm

Venue Revolution de Cuba, 11 Peter Street, Manchester M2 5QR

Cost £15

Contact John Galloway 07971 161621

Bowdon Business Club

Weekly every Friday - includes full breakfast

6.45am - 8.30am

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

Cost Initial visit free

Contact Members@BowdonBusinessClub.co.uk

Business for Breakfast

Networking - Fortnightly

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

Cost £10

Contact www.bforb.co.uk or email centralservices@bforb.co.uk

Business over Breakfast

Networking - fortnightly

Venues Meetings held all over the Northwest, Greater Manchester and Manchester City Centre

Cost £15

Contact www.bobclubs.com Tracy Heatley 07812 076946

Carrington Business Park

Business Networking in the Park

Monthly Email for dates

Venue Pembroke House, Carrington Business Park, Manchester M31 4DD

Contact 0161 776 4000

lisa.graham@cbpl.co.uk

Dynamic Networking

Free Business Networking

Sale - 3rd Tuesday monthly

17 Dec, 21 Jan, 18 Feb

5.30pm - 7.30pm

Venue Barley Farm, Stadium Way, Eccles M30 7EY

Wilmslow - 1st Wednesday monthly

5 Feb, 4 Mar

5.30pm - 7.30pm

Venue Hallmark Hotel, Stanley Drive, Wilmslow SK9 3LD

Bolton - 4th Tuesday monthly

28 Jan, 25 Feb

5.30pm - 7.30pm

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

Cost FREE - Donation to charity

Contact Natalie Lewis natalie@dynamicnetworking.biz www.dynamicnetworking.biz

FSB - Federation of Small Businesses

Networking Altrincham

20 Jan, 17 Feb 6.00pm - 8.00pm

Venue altspace, Kennedy House, 31 Stamford Street, Altrincham WA14 1ES

Cost FREE

Networking Trafford

17 Dec, 21 Jan, 18 Feb 5.30pm - 7.30pm

Venue Barley Farm, Stadium Way, Eccles M30 7EY

Cost £5

Contact Rose McAteer 07917 628916 rose.mcateer@fsb.org.uk

Forward Ladies

Women's Networking Power Business

Breakfast Club - Monthly

15 Jan 9.30am - 11.00am

Venue TBC

Cost £15+VAT

Contact 0845 6434 940 enquiries@forwardladies.com

page 28 First Friday Connectworking

City Centre Business Networking with GM Business Connect Magazine in association and in support of Forever Manchester Charity

Date TBC 4.00pm - 6.00pm

Venue TBC

Cost £15

Tickets on Eventbrite: **First Friday Connectworking**

Contact Paul Mirage 07708 987518 paul@businessconnectpublishing.co.uk

Greater Manchester Chamber of Commerce

Action4Business Networking, Sector lunches, Economic Updates

Full listings can be found on: www.gmchamber.co.uk

Contact 0161 393 4321

Hamilton Moss

Business networking

16 Jan 6.00pm - 8.00pm

Venue TBC

Cost £19.99

Contact Keith Day/Sandy Coburn

www.hamiltonmoss.co.uk

Tickets through Eventbrite

High Peak Business Club

Regular monthly breakfast networking with high calibre speakers

13 Dec 7.30am - 9.30am

Venue Chapel-en-le-Frith Golf Club, Manchester Rd, Chapel-en-le-Frith, High Peak SK23 9UH

Cost £25

Contact edwinacurrie@sky.com www.highpeakbusinessclub.co.uk

page 24 K-Club

Entrepreneur's networking breakfast

2 Speakers + Full English Breakfast

6 Feb, 30 Apr 7.30am - 10.00am

Venue AJ Bell Stadium, Barton-Upon-Inwell, Salford M30 7EY

Cost £38.03

Contact Amanda Manson 07754 069 829 www.k-club.co.uk

Manchester Business Breakfast Club

Weekly Networking every Friday - includes breakfast

7.00 - 8.30am

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

Cost Visitors free for 2 visits

Contact 0161 820 1135 info@manchester-bbc.co.uk

Manchester Business Expo 2020

22 May 2020

9.00am - 3.00pm

Venue Event City, Phoenix Way, Off Barton Dock Road, Manchester M41 7TB

Cost FREE (please pre-register)

Contact 01772 935930 www.shoutexpo.com/manchester/

GM Business Connect are media partners and will be exhibiting - **visit us!**

page 15 Manchester Business Market

16 Jan 2020

9.00am - 1.00pm

Venue Albert's Worsley, East Lancashire Road Manchester M27 0AA

Cost FREE (please pre-register)

Contact rosie@businessmarketsuk.com

GM Business Connect are media partners and will be exhibiting - **visit us!**

M62 Connections

PAYG Networking

Wednesdays Fortnightly

11 Dec 9.30am - 11.30am

Venue The Barley Farm, Stadium Way, Eccles, Manchester M30 7EY

Cost £10

Thursdays Fortnightly

12 Dec 9.30am - 11.30am

Venue Newtons of Bury, The Rock, Bury BL9 0ND

Cost £10

Thursdays Fortnightly

19 Dec 9.30am - 11.30am

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

Cost £10

Contact Bill Dove 07932 044 743

m62connections.co.uk

The Northern Business Expo 2020

2 Day Expo and Conference

17 + 18 March 2020 10am - 4pm

Venue Manchester Central, Windmill Street, Manchester M2 3GX

Cost FREE (please pre-register)

Contact northernbusinessexpo.com/index/registration

GM Business Connect are media partners and will be exhibiting - **visit us!**

page 20 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

Shout! Network

Bolton Networking Group

Wednesdays Fortnightly. Breakfast Included

10 Dec, 7 Jan, 21 Jan...

9.30am - 11.30am

Venue Dunsar Golf Club, Egerton BL7 9QY

Cost £10

Contact 01772 935930 info@shoutnetwork.co.uk

Bury Networking Group

Tuesdays Fortnightly. Breakfast Included

17 Dec, 14 Jan, 28 Jan...

9.30am - 11.30am

Venue Bury Business Lodge, Barcroft Street Bury BL9 5BT

Cost £10

Contact 01772 935930 info@shoutnetwork.co.uk

Manchester Networking Group

Wednesdays Fortnightly. Lunch included

12 Dec, 10 Jan, 24 Jan...

12.00noon - 2.00pm

Venue ABode Hotel, 107 Piccadilly, Manchester M1 2DB

Cost £10

Contact 01772 935930 info@shoutnetwork.co.uk

Leigh Networking Group

Wednesdays Fortnightly. Lunch included

18 Dec, 15 Jan, 29 Jan...

12.00noon - 2.00pm

Venue Leigh Sports Village, Sale Way Leigh WN7 4JY

Cost £10

Contact 01772 935930 info@shoutnetwork.co.uk

SK8 Networking

Fortnightly early networking every first and third Wednesday

7.15am

Venue Café Unity, 228 Finney Lane Heald Green, SK8 3QA

Cost £5

Contact Chris Jones 0161 437 5999 / 07757 710199

Stockport Expo 2020

2 July 2020

10.00am - 4.00pm

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

Cost FREE

Contact Organised by The Business Bible, tickets available from EventBrite

GM Business Connect are media partners and will be exhibiting - **visit us!**

The South Manchester Business Association

Weekly networking breakfast

every Wednesday 6.45am - 8.15am

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

Cost FREE

Contact 0161 962 5195 smba.org.uk

The Business Network Manchester

12 Dec 12noon - 2.00pm

Venue The Midland Hotel, Peter Street, Manchester M60 2DS

30 Jan, 27 Feb, 26 Mar 12noon - 2.00pm

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

Cost £45.00

Contact Helen Bennett 0870 751 7523 helen@business-network.co.uk

The Business Network South Manchester

9 Jan 12noon - 2.00pm

Venue Mottram Hall Hotel, Wilmslow Road, Mottram SK10 4QT

Cost £46.80

Contact Simon Edmondson 07766 493428 Simon.Edmondson@business-network.co.uk

Trafford Business Club

Every Friday - early networking includes breakfast

6.30 - 8.30am

Venue Sale FC, Heywood Road, Sale M33 3WB

Cost £5 for guests

Contact David Lawton 07973 502595

page 18 Venturefest Northwest 2020

Innovation Expo

and Conference

20 Oct 2020 All day

Venue Manchester Central, Windmill Street, Manchester M2 3GX

Cost FREE (please pre-register)

Contact www.venturefestnorthwest.com/register

GM Business Connect are media partners and will be exhibiting - **visit us!**

Women's 20/20

Women's networking - second Wednesday

9 Jan, 13 Feb, 13 Mar 12.15 - 2.30pm

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

Cost £20 for non-members

Contact Catherine Sandland enquiries@2020network.co.uk

Don't forget your Business Cards!

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

places to meet

ABode Hotel

Address 107 Piccadilly, Manchester M1 2DB
Contact 0161 247 7744
Facilities Hotel, Meeting Rooms, Restaurant

AltSpace Altrincham

Address First Floor, Kennedy House,
31 Stamford Street,
Altrincham WA14 1ES
Contact 07946 728 863
Facilities Co-working office space

Albert Square Chop House

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

Altrincham Football Club

Community Sports Hall
Address Moss Lane, Altrincham WA15 8AP
Contact 0161 928 1045
Facilities Meeting Rooms, Boardroom,
Function Room

Ashton Old Baths

Address Stamford Street West
Ashton Under Lyne OL6 7FW
Contact 0161 804 2030
Facilities Serviced Offices, Meeting Rooms

Barclays Eagle Labs

Address Union, Albert Square,
Manchester M2 6LW
Contact eaglelabs@barclays.com
https://labs.uk.barclays/
Facilities Co-working and office space

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 Street, Failssworth,
Oldham OL8 3QL
Contact 0161 684 2319
Facilities Meeting Rooms, Offices

Bowdon Rooms The Cinnamon Club

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

Carrington Business Park

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

Citibase

Salford
Address Merchants Quay, Salford M50 3SG
Contact 0161 660 6204

Trafford

Address Oakland House, 76 Talbot Road,
Old Trafford, Manchester M16 0PQ
Contact 0161 464 7287 / 07920 763 889

Warrington

Address The Genesis Centre, Garrett Field,
Birchwood, Warrington WA3 7BH
Contact 01925 396 800
Facilities Serviced Offices, Meeting Rooms

Colony

Piccadilly
Address 5 Piccadilly Place,
Manchester M1 3BR
Contact 0161 974 3939
Facilities Co-working and Meeting Rooms

Jactin House

Address 24 Hood Street, Ancoats Urban
Village, Manchester M4 6W
Contact 0161 974 3210
Facilities Offices, Co-working
and Meeting Rooms

Costa Coffee

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

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

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

Cresta Court Hotel

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

DeVere Venues

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

Emirates Old Trafford

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

Hilton Manchester

Address Deansgate, Manchester M3 4LQ
Contact 0161 870 1600
Facilities Hotel, Meeting Rooms, Conferences

Hilton Manchester Airport

Address Outwood Lane, Manchester
M90 4WP
Contact 0161 435 3000
Facilities Hotel, Meeting Rooms, Conferences

Holiday Inn Express

Trafford City
Address 2 Mercury Way, Urmston,
Manchester M41 7PA
Contact 0333 003 0050
Facilities Meeting Rooms, Events

Holiday Inn Manchester Central Park

Address 888 Oldham Road, Manchester,
M40 2BS
Contact 0161 277 6910
Facilities Starbucks, Meeting Rooms
Free WiFi, Free Parking

Houldsworth Mill

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

iFLY

Address Trafford Quays Leisure Village,
9 Trafford Way, Stretford,
Manchester M41 7JA
Contact 0845 331 6549
Facilities Indoor Skydiving,
Corporate packages

La Famiglia

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

Macdonald Manchester Hotel

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

Manchester Airport Marriott Hotel

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

Mere Court Hotel & Conference Centre

Address Warrington Road, Mere, Knutsford
Cheshire WA16 0RW
Contact 01565 831 000
Facilities Hotel, Conference Rooms,
Restaurant

Mercure Bowdon Hotel

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

Midland Hotel

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

Mr Thomas's Chop House

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

Orega Offices

Address 3 Piccadilly Place, Manchester M1 3BN
76 King Street, Manchester M2 4NH
Blue Tower, MediaCityUK M50 2ST

Contact 0800 840 5509
Facilities Meeting Rooms, Serviced Offices

Princess St. Hotel

Address 18-24 Princess Street
Manchester M1 4LG
Contact 0161 236 8999
Facilities Hotel, Meeting Rooms, Conference,
Lawn Coffee, Restaurant

Radisson Blu

Address Chicago Avenue, M90 3RA
Contact 0161 490 5000
Facilities Hotel, Meeting Rooms

Radisson Blu Edwardian

Address Free Trade Hall, Peter Street
Manchester M2 5GP
Contact 0161 835 9929
Facilities Hotel, Meetings, Events,
Conferences and Restaurant

Red Rooms

Meeting rooms in Bruntwood
Address Station House, Stamford New Road,
Altrincham WA14 1EP

Landmark House, Station Road,
Cheadle Hulme, Cheshire SK8 7BS
111 Piccadilly, Manchester M1 2HY

Contact 0843 504 4753
Facilities Offices, Meeting Rooms

Regus

Meeting rooms for hire
Address Adamson House,
Towers Business Park,
Wilmslow Road, Didsbury M20 2YY
Contact 0161 955 4200

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

Address 5300 Lakeside, Cheadle Royal
Business Park, Cheadle SK8 3GP
Contact 0161 246 6000

Address Manchester Business Park,
3000 Aviator Way,
Manchester M22 5TG
Contact 0845 300 3585

Facilities Business Lounges, Offices,
Day Office, Reserved Co-working,
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

St James Club Manchester

Address 45 Spring Gardens,
Manchester M2 2BG
Contact 0161 829 3000
Facilities Private Members' Club,
Function Rooms, Business Suite

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
56 School Rd, Sale M33 7XE
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

Thrive Office Space

Address Foundry House,
Widnes Business Park,
Waterside Lane, Widnes WA8 8UD
Address Miller House, 47-49 Market Street,
Farnworth BL4 7NS

Contact 0800 031 5464
Facilities Meeting Rooms, Boardrooms,
Offices

Victoria Warehouse

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

Use.Space

Address Paddock Street, Manchester M12 6PN
Contact 07712 177701
Facilities Co-working, Event Space hire
and Boardroom

Warren Bruce Court

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

Workplace

Address 4th Floor, Churchgate House,
56 Oxford Road,
Manchester M1 6EU
Contact 0161 974 6000
Facilities Coworking Office, Events Space,
Meeting Rooms

Worlsey Park Marriott Hotel & Country Club

Address Worsley Park, Manchester M28 2QT
Contact 0161 975 2000
Facilities Hotel, Meeting & Function Rooms,
Restaurant

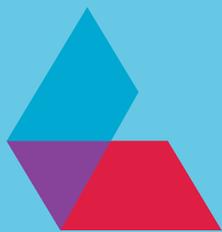


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IS YOUR SMALL BUSINESS READY TO GROW?



LEADING TO GROW PROGRAMME

A MANAGEMENT PROGRAMME FOR DIGITAL AND NEW TECHNOLOGY ADOPTION

Do you employ between 1-9 people?

This programme will support small business owners to grow, innovate and increase productivity in their business through adopting digital and new technologies.

A management programme to help you to:

- Introduce digital and new technologies into your business
- Make informed decisions about the right technology to support growth
- Maximise digital and new technology to increase productivity and performance

The details

A half day workshop with small business experts and the opportunity to be selected at random to receive further one-to-one mentoring support. All fully funded through the government's Business Basics Fund.

When: Workshops will be held on:

Monday 2 March 2020 and

Thursday 5 March 2020

(Please note you only need to participate in one of the workshops).

Where: MediaCityUK

Register on Eventbrite

**FULLY
FUNDED
PLACES
AVAILABLE**



For further information please contact:
Kerry Moores on k.a.moores@salford.ac.uk
Salma Chaudhry on s.chaudhry@mmu.ac.uk