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## HOME - The business of culture

Exclusive interview with Dave Moutrey, Director and Chief Executive and Sheena Wrigley, Executive Director of HOME - the heart of Manchester's International contemporary arts scene.

## Building on Manchester's Future

Joint feature article on WT Gunson, Manchester's oldest chartered surveyor firms and Glaisyers, one of the city's most dynamic law firms.

## The French Connection

Interview with Marie Boyer from Trafford Park based Anglo-French freight specialist Franceline.

## Giddy Entrepreneurs

Feature on two young entrepreneurs starting their new business - GiddyPrice - in Trafford Park.

## Strategic Analytics Team

Focus on Manchester-based technology business.

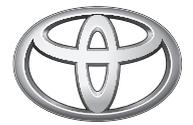


Dave Moutrey, Director and Chief Executive and Sheena Wrigley, Executive Director pictured outside HOME

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# editorial

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# welcome

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

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

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

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# news

## NorthWest EHealth aligns business for commercial success

North West EHealth (NWEH), the developer of innovative software for analysing health and care data, has announced that it has become an incorporated company. The limited company's shareholders are its three current partner organisations, Salford Royal Foundation Trust, Salford Clinical Commissioning Group and the University of Manchester.

NWEH was originally established in 2008 as a partnership between these three organisations, in order to develop ground-breaking technology that uses routinely collected healthcare data to improve feasibility and recruitment for clinical trials and support the evaluation of healthcare improvements.

Based in Manchester and Salford

Quays, NWEH now has a rapidly growing team of talented software engineers, database analysts, statisticians, researchers and support staff.

Changing to a limited company structure is an important development that will allow NWEH to further grow whilst continuing its close collaboration with the NHS and academia.

*"Our incorporation gives us greater flexibility to grow our capabilities and to reach a global audience. We look forward to future collaborations and applying our ground-breaking technology, not only to clinical trials, but also to wearable technologies, new diagnostics and other emerging applications worldwide,"* said Martin Gibson, Chief Executive, NorthWest EHealth.

## Lord O'Neill returns as keynote speaker for UK Northern Powerhouse Conference

Former Commercial Secretary to the Treasury Lord Jim O'Neill has confirmed he will be returning as a keynote speaker at next year's UK Northern Powerhouse Conference and Exhibition.

Lord O'Neill worked closely with former Chancellor George Osborne to drive forward the Northern Powerhouse project, city devolution and infrastructure strategy. He plans to continue to support the vision to deliver growth beyond the South East through the Northern Powerhouse.

Lord O'Neill believes businesses are crucial to driving forward this success. He said: *"Building a Northern Powerhouse to help rebalance the British economy, create jobs and unleash economic growth in the North needs to remain a key priority for the new Government. But the key*

*to achieving this lies not just in the Government's support, but also the backing of regional businesses. The Conference is a great opportunity for businesses to hear first-hand how they can play their part in shaping the Northern Powerhouse and ensuring the region's future economic success."*

The 2017 UK Northern Powerhouse International Conference and Exhibition is supported by Chief Executives from across the major cities of the North. It will feature sessions with the CEOs of major national businesses, as well as playing host to a number of international trade delegations including teams from Canada and Belgium.

The conference will be held in Manchester Central on 21 and 22 February and is expected to attract some 3,000 delegates over two days.



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# Green light for new Trafford Park Metrolink line

Greater Manchester's Metrolink network is set to expand even further after plans for a new £350 million tram line through Trafford Park were given the green light in October.

Chris Grayling, Secretary of State for Transport, has granted Transport for Greater Manchester (TfGM) legal powers to build the new 3.4 mile (5.5km) line under a Transport and Works Act order. That means work could start on the line this winter – and be operational by 2020/2021.

TfGM, which owns the Metrolink network, has developed plans for the Trafford Park line and will shortly appoint a contractor.

The delivery of the line will provide a major public transport boost for the area, offering fast, frequent transport links for thousands of workers in the area and better connecting people to business, leisure and retail opportunities.

Trafford Park itself is the largest major employment zone in Greater Manchester outside the city centre and is home to over 1,300 businesses and more than 33,000 jobs – with employees travelling from across Greater Manchester and further afield.

The new Trafford Park line, which will increase the size of the Metrolink network to more than 66 miles (106.5km) served by 99 stops, will branch off from the existing Pomona stop and call at six new tram stops at key destinations, including Wharfside,

near to Old Trafford football stadium, the Imperial War Museum, key business areas through the industrial park and visitor destinations such as Eventcity and the intu Trafford Centre.

The majority of the new route is not on roads to ensure faster, more reliable journey times.

The £350 million funding to build the line has already been secured by Greater Manchester Combined Authority through the 'earn back' funding arrangement as part of the Greater Manchester devolution deal.

TfGM consulted on plans for the new Trafford Park line during a 12-week public consultation in summer 2014, with 89% of comments in favour. An independent inspector presided over a 2015 public inquiry into the proposals.

Mayor of Greater Manchester, Tony Lloyd, welcomed the news, saying: "This announcement is another big step forward for Greater Manchester. I'm delighted that our long held ambition to build a new Metrolink line through Trafford Park is now about to become a reality.

"Our new Trafford Park line will connect people across Greater Manchester to thousands of new job opportunities as well as offering fast, frequent and sustainable links to some of our city-region's greatest sporting and cultural venues, not to mention the Trafford Centre.

"This new line will boost our economy



and bring us closer to our goal of a world class transport system for Greater Manchester. I look forward to seeing the first shovel in the ground this winter."

Trafford Council Leader, Sean Anstee, said: "This is great news for Trafford and the Greater Manchester area. It will bring countless opportunities for further investment in the borough and across the region.

"Excellent transport links are vital to make Greater Manchester as attractive as possible for businesses to establish themselves here and, with them, more jobs and apprenticeship opportunities.

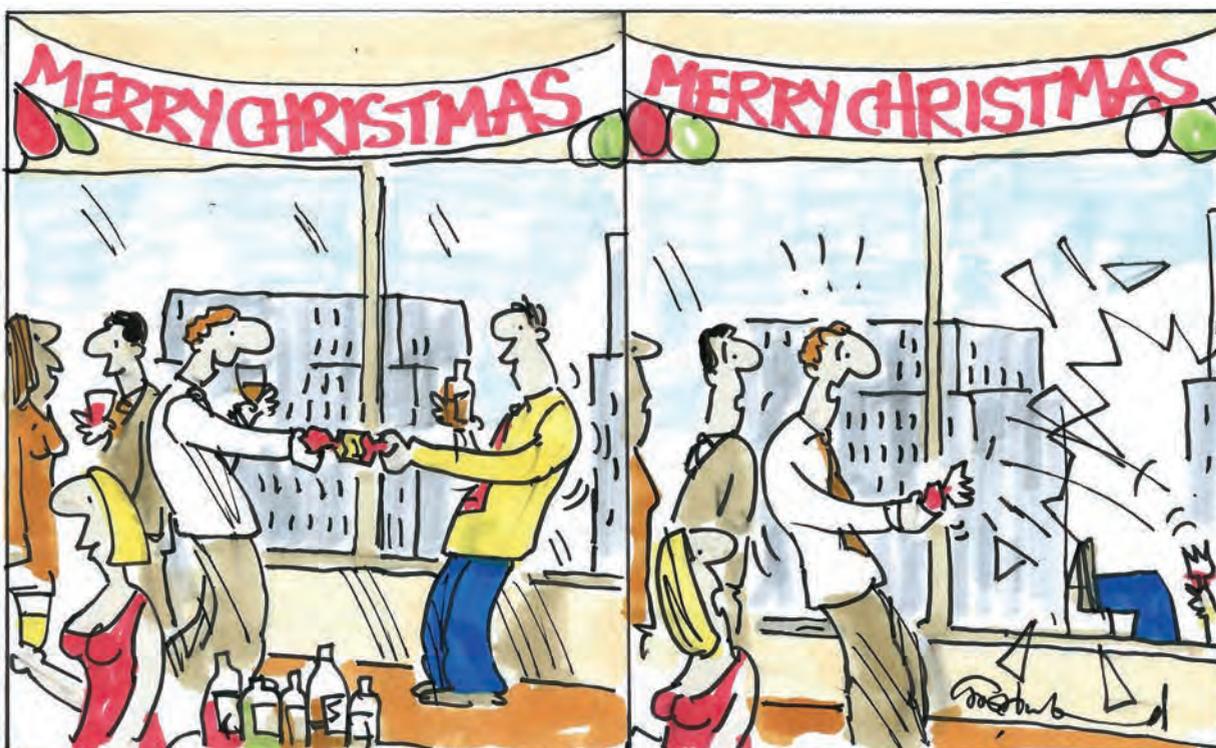
"Trafford Council and Greater Manchester Combined Authority has worked closely with TfGM to enable this proposal to come to fruition and I want to thank those whose hard work and effort has managed to achieve

this wonderful opportunity."

The Trafford Park line will pass under the Trafford Road Bridge and run alongside the existing promenade next to Manchester Ship Canal before joining Trafford Wharf Road.

The route will turn left onto Warren Bruce Road and then bear to the right onto Village Way up to Parkway. It then crosses over the Bridgewater Ship Canal before turning right onto Barton Dock Road, terminating outside the intu Trafford Centre.

Services will call at six stops: Wharfside, Imperial War Museum, Village, Parkway, EventCity and Trafford Centre. Metrolink has tripled in size in recent years as part of a £1.5 billion expansion, making it the largest light rail network in the UK. Services currently run to 93 stops spanning 62 miles (100km) of track, catering for more than 35 million journeys a year.



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## Construction starts well but funding still fickle

Despite the construction seen across Manchester's Skyline, funding for property remains critically tight, says Michael Jayson of national audit, tax and advisory firm Crowe Clark Whitehill.

Michael commented on the firm's 2016 Property & Construction Outlook Report. He said: "Looking across Manchester now, the crane count is encouraging. Funding for larger developments is still relatively tight and there is no sign that the banks are easing their lending criteria just yet.

"Instead, what we are seeing is a growing number of small to medium-sized developments funded in different ways. By commercial property funds, private investment or High Net Worth Individuals seeking better rates of return than are available from banks.

"There is little evidence that the Brexit vote is hampering confidence in the UK economy, but this will only become apparent in the longer term.

*The biggest hindrance to innovation and enterprise in the property development sector is clearly an unhelpful tax environment."*

Crowe's survey reveals that over 70% of UK-based property and construction businesses view the tax system as unfavourable to the industry.

Some 68% of participants believe that Stamp Duty Land Tax (SDLT) is the biggest tax barrier to business growth, with another 12% perceiving Capital Gains Tax as the biggest barrier.

However, the government's own Office for Budget Responsibility (OBR) has noted that the Treasury lost out on SDLT because it the increase was announced in the Autumn Statement 2015 but not introduced until the new financial year. It noted: "The most striking example is the recent 3% surcharge on additional properties where we estimate 60,000 transactions were brought forward generating a net tax loss of over £300 million."

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## The Business Network Young Professionals gain momentum

The end of November saw the second event of The Business Network Young Professionals take place at The Midland Hotel. The Twelve Month Development Programme aimed at 18-28 year olds is based around enhancing 'soft skills' and peer-to-peer networking.

November's event provided a seminar on 'Structured Time and Workflow Management' given by Neda Bayat, of Cohen Brown Management Group and a seminar on 'Speaking and Presentation Skills' from Nick Looby, Inspirational Speaker, Author and Communications Specialist.

The two topics were extremely well received and the BNYP members left feeling delighted after another successful event.

Booth Ainsworth LLP, an accountancy firm from Stockport who have two employees on the programme, said, "A great session

at The Business Network Young Professionals. Our team came back inspired and ready for business."

Continual Professional Development is a brilliant way of critiquing yourself and bringing your goals within sight. It is a great investment for any graduate, young entrepreneur or employer looking to attract and retain emerging talent.

It is impossible to ignore the surveys showing that the young generation would benefit significantly from honing these softer skills. Businesses need the skills that computers, no matter how intelligent, cannot perform.

By providing a combination of practical seminars alongside networking opportunities, The Business Network Young Professionals are encouraging peer-to-peer support.

To give 2017 momentum, consider joining the development

programme. The January event delivers two engaging and practical seminars on 'Effective Lead Generation Programmes that Deliver Results' and 'Speaking and Presentation Skills' from Fareeda Jaleel of FJR Business and Marketing Solutions and Maggie Ford of Spring Rites Speaking Skills

respectively. This will take place on January 26 at The Lowry Hotel.

If you're a young professional eager to strengthen what you're capable of contact Mattie Lopeman, Director and Host via [matthew@business-network.co.uk](mailto:matthew@business-network.co.uk) or on **07912 516178**. [www.bnyp.co.uk](http://www.bnyp.co.uk)

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## Hundreds attend the pro-manchester Economics Conference



The end of October saw the return of the pro-manchester Economics Conference which took place at The Radisson Blue Hotel, Manchester Airport. Over 200 delegates attended the event to hear expert analysis from economists and business leaders speaking about the business opportunities arising between Manchester and China.

Held in partnership with Manchester Airport and in association with the Manchester China Forum and The Chinese Consulate, John Ashcroft anchored the day and explored updates on the economy of China and the foreign investment plans.

Sir Howard Bernstein started by discussing the importance of the connection, trade and investment between the UK and China. Touching on the development of the links between Greater Manchester, China, Beijing and Shanghai over the last five years.

*"China is a huge and growing market, with the Chinese economy continuing to experience strong growth. Businesses in Manchester should be aware of the importance of working*

*proactively to build beneficial links with China that both boosts the profitability of businesses and the wider Greater Manchester economy."*

The first panel session of the day included Loic Gao (GM Hainan Airlines), Rhys Whalley (Manchester-China Forum) and Baron Frankal (Manchester Airport Group) who covered the "importance of travel and tourism".

Sir Richard Leese, Manchester City Council spoke to John Ashcroft about his visits to China and the importance of the great economy to the future of Manchester, going into detail on the 30 year relationship and links between Manchester and China.

Before the coffee break Dr. Sun Dali, Consul General, took to the stage to deliver a keynote speech, focusing on how China has made a huge leap forward and achieved extraordinary economic and social growth, especially in the course of the past three decades. He concentrated on the importance of the relationship between Manchester and China and focused on opportunities for investment and trade between the two countries

Throughout the day Jim O'Neill was present via video expanding on developments in China, the future opportunities for Manchester and the Northern Powerhouse growth. Plus he shared some insights into his resignation.



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## Innovative software delivers pioneering energy saving project

Lifespan Housing, the innovative asset management software from Property Tectonics, is helping to save thousands of tonnes of carbon and secure vital ECO funding.

Working with a social housing provider, Manchester-based property and construction company Pt is employing Lifespan in a project to improve the energy efficiency of 2,000 properties across South Wales.

Lifespan and Pt's data analytics experts profiled thousands of properties, identifying homes most in need of improvement.

Those properties are now being fitted with external wall insulation and other energy efficiency measures with funding from the Welsh Government, local authorities and social landlords.

The software has been critical to the success of the project, capturing high quality information about the outcomes that has helped secure

£1.5m ECO funding towards the scheme from E.ON.

Alex Matthias from Pt said: "Lifespan can calculate the lifetime carbon savings on a scheme-by-scheme or individual basis. This level of accuracy and transparency demonstrates the hugely beneficial results to investors and stakeholders. The quality data provided by Lifespan has been key to E.ON committing such significant funding to the project."

Since its launch in March 2015, the project has saved 60,000 tonnes of carbon, equivalent to the total energy used in 56 homes in one year.

Alex Matthias added: "This project is having a significant effect on reducing energy usage in thousands of homes.

"The outcome is warmer homes, lower bills, and reduced carbon emissions. We are proud to be part of a project that is having such a positive impact on people's lives."

## Orega launch competition for free office space

A new competition to win free office space at MediaCityUK is giving entrants the chance to get their business off to a flying start at Manchester's prestigious waterfront destination.

The #StartMeUp Pitch, organised by serviced office provider Orega, invites aspiring start-up businesses and entrepreneurs to film and submit a 60-second business pitch.

The public will be invited to vote for the 10 best-shortlisted video pitches online, with the five most popular going forward to a final face-to-face pitch to Orega in March.

Orega's lucky winner will join an eclectic mix of over 200 businesses at MediaCityUK, Salford Quays, Manchester.

They'll receive their own four-person office in Blue Tower free of charge for six months, alongside dynamic upcoming small businesses

and global brands.

Two runners up will each receive flexi-desk coworking packages in The Blue Room at Orega MediaCity for six months.

Suzanne Machray, Head of Marketing at Orega, said: "Our vibrant MediaCityUK offices are the perfect location to give any new business the space it needs to help inspire growth and creativity. We're hoping to discover an amazing business that really deserves a helping hand.

"There will also be plenty of opportunities for publicity along the way thanks to the public voting element of the competition.

Full information on how to enter the #StartMeUp Pitch can be found on Orega's website at [www.orega.com/startmeup-pitch](http://www.orega.com/startmeup-pitch)

The closing date for video entries is 15 January 2017.

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# news

## Together celebrates double victory at industry awards



Together  
Commercial CEO  
Marc Goldberg

Specialist lender Together is celebrating after winning two awards at the inaugural Specialist Finance Introducer Awards.

Together was named Bridging Lender of the Year, whilst Marc Goldberg, commercial CEO, won a special Service to the Industry Award, acknowledging his longstanding

contribution to the specialist finance sector.

The awards recognise and reward the best in the UK specialist finance sector, a market which is growing rapidly in response to the increasing demand for alternatives to the traditional funding routes.

Speaking of the win, commercial CEO Marc Goldberg said: "It's a real privilege to receive this award and I want to thank all those who voted for me, and the judges who recognized my dedication to this industry. I joined Together over 25 years ago and have watched the specialist finance sector evolve and grow, alongside the expansion of our business at Together, and I remain as passionate today as I was when I started out.

"I'm also delighted that Together has been named Bridging Lender of the Year. We've had a great year for bridging, with new lending up nearly 40% on the previous year, at a total of £586.8 million for the 12 months to 30 June 2016. This is thanks to the hard work of our committed colleagues, who are known for their high standards of service, working to tight turnarounds and going the extra mile to deliver the best outcome for the customer.

"I owe a huge thank you, for both these accolades, to our network of brokers, who have helped Together become the success it is today. Their continued support has been a major factor in our growth and is very much appreciated.

"The future looks bright for Together, having recently announced record

annual lending results for the group, reaching £1 billion for the first time in our 42 year history, and we've got exciting plans for further growth. I'm certainly looking forward to the next chapter. It's a business, and an industry, that I'm proud to be part of."

Together has seen significant growth in recent years, and is currently recruiting for more than 50 positions, many of which are newly-created as it moves forward with ambitious plans for further expansion.

As a specialist lender, Together offers short-term finance, auction finance, residential, commercial and buy-to-let mortgages, and secured loans, and earlier this year announced record results, with annual lending across the group topping £1 billion for the first time, an increase of almost 40% on the previous year.

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## Trafford Housing Trust prepares for ambitious housing growth plans

**Leading planning professional and national property consultant join as Trust recruits for three newly created executive roles**

Trafford Housing Trust, a housing association with a portfolio including a social enterprise and a housebuilding business, has announced a new organisational structure and additions to its board which will help it fulfil its strategic objectives while adapting to Government policy.

Both moves are designed to support the Trust's continued growth and expansion plans for housebuilding across Greater Manchester, the North West and beyond. This reorganisation will also allow the Trust to adapt to the new funding plan for supported housing as recently announced by the Government.

The addition of two new Non-Executive Directors will result in the Trust gaining a wealth of experience that will help steer its planned approach to combine traditional joint ventures with more innovative partnerships with the private sector and local authorities.

In order to further help tackle the housing crisis, the Trust will also assist other organisations by sharing its skills and knowledge in housebuilding, offering guidance from its own experience in running development programmes while countering ongoing economic challenges and changing government policies, such as the Government's funding plan for supported housing which will protect it from the housing benefits cap, and the impact this could have on Trust properties and its tenants.

The two new board members, Nigel McGurk and John Shannon, will help the Trust with adapting to new policies such as this and both join as Non-Executive Directors, assuming the position of Board Co-optee and Development & New Business Committee Member.

Nigel brings with him 25 years of public, private and community sector experience across the development industry, with the last fifteen years having been spent in national, board-level roles. For the past five years he has been Director of Erimax – Land, Planning and Communities, a land and planning business.

John joins the Trust's Board from a construction background where for over 13 years he held regional and national Director positions with the Wates Group. During his 10 years as Regional Director the Wates group established a regional construction and successful social housing business with a turnover in excess of £80m.

The appointments come as the Trust also announces a new organisational structure to support its growth into one of the biggest developers in the North West and delivering its vision of creating neighbourhoods people want to live in.

Already in the process of recruiting an interim Executive level post to help the development of the Independent Living business, the Trust will shortly begin hiring for the newly created roles of Executive Director for Customer Experience and Director of Social Enterprise.

The former role will focus on increasing the experience of customers, ensuring staff are engaged with the needs and

concerns of tenants while continually striving to improve the business' working culture and processes.

The latter position will have responsibility for the Trust's facilities management divisions, incorporating Repairs, Voids, Neighbourhood Services and CleanStart, the social

enterprise which employs ex-offenders to undertake cleaning and grounds maintenance.

Graeme Scott has also been promoted from Assistant Director to Director of the Trust's Developer arm, and will lead in the delivery of over 2,000 new homes in the next four years.

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# news

## Altrincham CEO joins new Cabinet Office Small Business Panel



Elizabeth Vega

Informed Solutions Global CEO Elizabeth Vega has been named as a member of the new Cabinet Office Small Business Panel.

The panel, made up of business

experts from across the UK, has met for the first time under plans to boost government spending with small and medium sized enterprises. The launch was led by Ben Gummer, Minister for the Cabinet Office and Paymaster General.

The advisory panel of 24 entrepreneurs and leading business figures will work with the government to ensure that by 2020, £1 of every £3 invested by Whitehall in goods and services goes to small and medium-sized enterprises (SME).

If met, the target would mean almost £3 billion of new business up for grabs each year, either directly or through the supply chain.

The Cabinet Office has estimated that 27% of government's procurement spending, or £12.1 billion, reached SMEs in 2014 to 15, surpassing its target of 25%

Previously a member of the Cabinet Office SME Panel, Elizabeth and other members of that group are continuing to work with government towards its aim to increase government spend with SMEs to 33% by 2020.

Ben Gummer, Minister for the Cabinet Office and Paymaster General, said: "The business experts will play a vital role to help us increase spending with SMEs, which are the lifeblood of the UK economy. "Government is firmly on the side of entrepreneurs and we will do everything we can to make their lives easier. That's why we have asked business experts to work with us towards our aim that £1 in every £3 of government procurement spending should go to SMEs by 2020."

John Manzoni, Chief Executive of

the Civil Service and Permanent Secretary for the Cabinet Office, said:

"Government is open for business and wants to work with more smaller businesses across the UK. These 24 business experts from across the UK will help government improve the procurement process so it is simpler, clearer and faster for SMEs"

Elizabeth Vega added: "It's a great honour to be invited to join this prestigious and highly committed panel of entrepreneurs; working with like-minded business leaders to support government's aim to increase spending with SMEs to 33% by 2020.

"The launch of the new Small Business Panel was another key milestone in moving towards that target, demonstrating that the UK Government is very much open for business."

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# interview

# The business of



Dave Moutrey,  
Director and  
Chief Executive and  
Sheena Wrigley,  
Executive Director,  
HOME

Taking a slight detour from the usual corporate business story GM Business Connect dropped into HOME at their custom built arts complex just a stone's throw from the original site of the Cornerhouse.

HOME was the merger of two of Manchester's most cherished cultural organisations - the Cornerhouse and the Library Theatre Company.

Opened in April 2015 and funded from a multi-million pound public investment the new cultural platform had a lot to live up to, and as a business model needed to ensure the investment of public money delivered not just on a cultural level but offered real value to the people of Greater Manchester.

We visited HOME at their stunning building which is part of the First Street development, and caught up with Dave Moutrey, Director and Chief Executive and Sheena Wrigley, Executive Director to find out more:

**Can you tell us how the decision to bring together the Cornerhouse and Library Theatre came about?**

Dave: "We had been looking at redeveloping the Cornerhouse site for years. We then had a phone call from Sir Howard Bernstein about moving the Library Theatre; he

proposed we share a building and it was suggested we bring the two organisations together. I'd actually had such a conversation five years earlier with Chris Honer, the artistic director of the Library Theatre.

"These days Arts organisations work much more across boundaries with people defining themselves less as a particular type of artist.

"That said the efficiency savings don't really count when bringing Arts organisations together - that's because Arts organisations are very, very lean.

"Now I've been in the Arts for over thirty years and there has always been a myth that artists don't know how to run businesses - and that's simply not true. We manage our costs very well in order to preserve the most important thing for us - which is what's on stage, what's on the gallery walls and what's on the cinema screens.

"So the driver of the merger was a creative one. Rather than simply saving costs, we have created more value for public investment by increased footfall."

**From a commercial perspective, how profitable is HOME?**

Sheena: "Because we are a charity and we have a mixed model, we have a level of government investment that comes in through the Arts Council England, the BFI

and local authorities."

"Profit is not quite how we operate. What we do is create a surplus that's ploughed back in to the charity. We don't necessarily talk in terms of profit, what we are aiming for is a small surplus over a period of years building to reserves. We are not looking for a payback to please shareholders, the money we get from the government comes as a grant or operates as a service level agreement.

"We have earned income strands too, for example box office sales and a range of commercial activities including the café and bar and so on, we also have a tranche of income through donations, sponsorship and charitable giving.

"All those put together give us a turnover of £6.5 million, of which the grants are just under £3 million."

**Have you any plans for any other methods to generate income?**

Sheena: "We would like to see more self-funding. The public investment comes with a range of obligations and expectations which can be varied but essentially drives the kind of content that we put through the artistic programme.

"So we don't end up with investment to put on endless commercial productions, the model here is one of creating opportunities for people to experience different arts - less mainstream, more challenging and more thought provoking. That is where government investment

helps because it's not a hugely commercial model. Having said that, the cinema element of the operation does run on a commercial basis."

Dave: "We run commercially with an art product. However, we exist to make sure that alternative voice doesn't disappear. We manage that properly as a not-for-profit business."

**What is your relationship with Manchester City Council like?**

Dave: "We have an innovative relationship with Manchester City Council. First of all, around the capital side of the project this building is owned by the Council - they were the client, they built it, but work with us very closely as the operator. They used their limited capital to establish a 7,500 sq metre, technically sophisticated building for £25million - this is not a big budget.

"They used this limited budget to help kick-start this area - as an economic regeneration project, not a cultural one. The culture is almost a by-product of getting the economy going.

Sheena: "It's a very forward thinking way of looking at it. Creating character and personality in an area, rather than just a series of architectural buildings. All the other buildings are now beginning to open up too and we can see that it does affect the character of the area and helps create distinct districts - an ingenious part of the redevelopment of Manchester.

Dave: "On the revenue side, we don't get a grant from Manchester City Council - we are their contracted operators. So we have an arrangement where we operate HOME on behalf of the council and we charge them a fee for doing that.

Sheena: "Alongside that we have about



# culture



50 Key Performance Indicators which is unusual in the arts world. The KPIs largely came before the building was built and we are in year two, with reviews ahead. The KPIs are evidenced and can come with financial penalties attached (the grants are more flexible) but we have overachieved on a lot of them.

Dave: "We based our business plan on 550,000 visits in the first year. 12 months within our Warming Weekend in May 2015, we had reached 1 million visits.

Sheena: "We are only 18 months old and because the two legacy organisations are much older there is a tendency to think that this entity has been around a long time - but it is very, very young as a business.

Dave: "There has been a scaling up

of every part of our operation; Cornerhouse turnover was £2.2 million and the Library Theatre £1 million. HOME is currently £6.5 million and the gallery figures have tripled.

**How do you attribute the growth?**

Sheena: "It's a combination of factors. This is a great destination and a very sexy building with more opportunity giving wider appeal to a more diverse audience. For example, we feature five cinema screens, two theatres, and we have a gallery on the ground floor that people can easily find.

"Lots of people work around here too - thousands of people in the offices, plus student accommodation. The area is

geographically a thoroughfare from Oxford Road to Deansgate and Castlefield. There is a big community here."

**Have you got any plans to expand?**

Dave: "There is capacity for growth in terms of audiences. Also the brand is well established too, so there may be opportunity to leverage with it further down the line.

Sheena: "There is also an additional part to the physical building - three railway arches - which are used for art projects and workshops with young people, and also provide additional meeting space, digital facilities and studio spaces. We have to wait until Network Rail complete work around these going in to Oxford Road before we can fully develop the spaces. This will also give us another entrance on to Whitworth Street West which will give us more presence."

**Are you associated with the planned Arts venue The Factory at the Old Granada Studios?**

Dave: "Only in as far as we know the people running it. They are not competitors. We are fully supportive and they have been over several times to mine our experience."

Sheena: "The rhythm of the offer will be very different because they are making and creating their work in situ."

Dave: "The Factory is definitely for the North, if not a national piece of kit. Also, we find that within Arts organisations there is a lot of collaboration which is extremely positive. This means we don't cannibalise each other's market place.

**How do Greater Manchester businesses work alongside an organisation like HOME, and what benefits do they enjoy?**

Sheena: "It's a testament to the city that there is an enormous sense of collaboration and people willing to do more - with an ambitious mindset. This permeates most of the conversations we have.

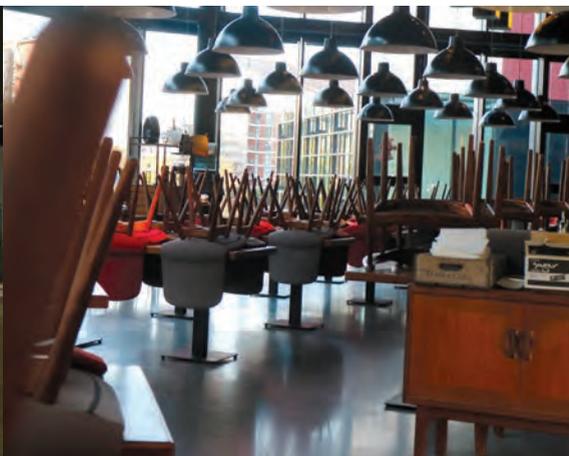
Dave: "There are lots of opportunity to work together. We find that the relationships we enjoy through our sponsorship and business membership schemes, particularly in the professional services sector where people are looking for something that's a bit different - for corporate entertaining, networking, and of course staff development, has allowed us to develop great relationships with companies like Virgin Media Business, progressing markets, ideas and supporting the growth of small businesses.

"We are all in business together and need to grow, develop and market and we all need to progress and grow Greater Manchester as an economic entity.

Sheena: "We hear a lot of people looking for creative ways of approaching business challenges and issues - and an association with an organisation like this can be perspective changing.

"Some of the work Virgin is doing is around 'digital disruption' and this is a great physical space, incredible infrastructure (certainly due to our relationship with them) and it echoes well. They place themselves as a positive disruptive influence which sits perfectly within a house of creativity and artistic thought-provoking experimentation."

For more information on HOME visit [www.homemcr.org](http://www.homemcr.org)



# focus

# Building on Manc



Mid-October saw a jointly hosted Brexit seminar take place at Elliot House in Manchester city centre.

The seminar was hosted by Dominic Stanger, Partner at WT Gunson, the oldest of Manchester's Chartered Surveyor firms, and Nick Johnson, Managing Partner of Glaisyers, one of Manchester's most prolific full service law firms.

This was a fantastic opportunity to discover in detail the extent and growth of the property sector in Manchester, and also its likely direction after the Brexit vote.

After a great presentation by both Glaisyers and WT Gunson, GM Business Connect caught up with both Dominic and Nick to find out a little more about their respective businesses.

First to explain was Dominic:

*"We are the longest established firm of chartered surveyors in Manchester, set up in 1873 by William Telford Gunson and his son.*

*"Originally architects and surveyors, the architects soon split off. We have a long established Manchester name with history and we still have people saying their 'grandfather bought a particular building from WT Gunson over 40 years ago' for example.*

*"We were in St Anne's Square for 15 years and recently moved to 1 King Street, an historic building in itself on the junction of Deansgate and King Street. It was the furniture department of Kendal Milne Department Store and still has a tunnel underneath that was built for the Kendal Milne customers to shop without getting wet!*

*"There are lots of national companies*

*in Manchester but we are looking for clients in the city plus Northwest-based businesses and investors. We want Gunson's to be the automatic thought when somebody is seeking a Manchester agent for a job - the first name that springs to mind.*

*"Our new website will go live very soon, and from there we intend to attract external business and those wishing to invest in the city.*

*"We are 90% commercial property and our market is sub-prime. There is lots of competition from national firms for prime shops, offices and retail but there are relatively few companies dealing with the sub-prime. This is where we fundamentally place our business.*

*"People want to know they will be dealing with a partner who gives them priority - personal contact with clients.*

*"Another important area in commercial business is in being an expert providing robust reliable witness reports for solicitors and their clients. In our management department we do a lot of service charge management on new blocks of flats - there are apartment blocks springing up all around Manchester - and those buildings need maintaining.*

*"The agency department just grows and grows, building up a critical mass of presence in the market. We have over 200 instructions at any one time, we have a large database of enquiries and when there are two agencies involved in an instruction, we are the ones who have the contacts and therefore get the deal.*

*"We want to continue the growth that has been started. I've been at Gunson's for 25 years now and the people who work at the business are really important - we have great staff retention (we have*



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

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# hester's future

14 staff) and it is important to keep it a friendly business and a nice place to work. We tend to take people at a graduate level and train them up. We want to make sure that the people who work for us are of a certain standard and always on the lookout for new opportunities - organic growth is what we are about."

We then caught up with Nick Johnson, Managing Partner of Glaisyers, and asked him about the firm's approach to business:

"Glaisyers has been established for over 40 years in Manchester. The firm has built up a strong focus on the SME market and services all aspects of law. SME's are important to us, we know and understand what it is like to run your own business; dealing with cashflow, employment, redundancies, growth and marketing. This knowledge creates an affinity between us and our clients. Our team of solicitors are professional, yet friendly and are 'hands on' dealing face-to-face on a daily basis. We want to understand what's important to our clients and provide real

value for money.

"SMEs involve a lot of property work, for example with local authorities, builders, landlord and tenant work, retailers, commercial acquisitions and disposal, also trying to find an exit route for clients for when they want to retire.

"We are based in Manchester City Centre at 1 St James's Square and while we collect a lot of our business through our professional network of contacts in Manchester, we also develop work across the North West as staff develop close contacts where they live.

"We're looking for sustainable growth. We have been going through a period of change in the past two or three years and the current focus is on the SME industry. The aspiration is to achieve a growth of up to £8-9 million turnover (we currently are doing about £4.5 million). We want to grow but not become 'too big' and lose sight of what we are about.



Nick Johnson,  
Managing  
Partner,  
Glaisyers



Dominic Stanger,  
Partner,  
WT Gunson

We're mid-market. We want to grow whilst remaining true to who we are and what we are about. We have all the expertise of the big firms, but ensure that we are dedicated and affordable for all sizes of clients.

"In summary we aim to provide a friendly, personal one-to-one service in order to get to know our clients and their personal circumstances. We're happy to meet either at their premises, our offices or even at our client's homes - wherever is most

comfortable. Our advice is always clear and straightforward with no stuffy legal jargon, and we offer a wide range of fee arrangements which are both flexible and affordable.

"We adopt a truly transparent approach, ensuring everything is clearly accountable with no nasty surprises. All these elements make up our friendly, approachable way of doing business to ensure we are in a great position to support all our clients."

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# interview

# Jenny's journ

GM Business Connect heard about a new charity venture which saw a gap in the community which had to be uncovered. Jenny Allcock the Founder of Creative Adventures which received charity registration in June this year speaks about what she sees as a vision and mission.

Jenny is determined to make a difference to the lives of adults in our learning disabled community.

We asked Jenny about her journey, who has helped her so far and what challenges lie ahead for her and the ambitious project to build a sensational adventure centre, landscaped grounds and Care Farm with a small holding of livestock for adults with disabilities.

## What made you come up with the charity Creating Adventures?

*"I previously worked for a charity which provided similar services for children who were disabled or*

*disadvantaged and we found that we were turning adults away as this wasn't our remit.*

*"Quite often I thought where are these adults going to if they cannot come here. It was then I spoke to a supported living company and met with Andrew Milne the Director of Zeno Limited. They also expressed their concerns that there was nowhere for the adults to experience similar adventures or support.*

*"So after a discussion with the company who had aspired a similar vision they kindly donated land with the knowledge that it would be created as a centre for adults with complex learning disabilities across the wider disabled community to include Manchester, Cheshire and Lancashire.*

*"Zeno are fully aware of the benefits that Creating Adventures will offer and how much it will impact the lives of these adults. So it was discovered there was a*

*niche and a need as some adults tend to slip through the net and become a forgotten cause.*

*"People choose their own causes because they either have felt an emotional pull or have had a personal experience which has led to them supporting the charity.*

*"People however forget about adults because they feel that they have reached a point in their life when they no longer need support but for adults with complex learning disabilities, when reaching the age of 18 they need it now more than ever. Why should they be forgotten and all the support taken away from them just because they have become an adult.*

*"They still have the same needs, and like children, they still need our support."*

## What experience have you had to pursue this new charity, what do you bring?

*"I think I bring determination more than anything else, I hope people who already know me find me genuine and down to earth which is an important quality in this sector.*

*"It's been a tough 12 months setting up this charity from scratch and since it's been given charity status it has been even tougher but it's been sheer determination which has got me through plus the support from our Trustees, Zeno Ltd and my family who have all been fantastic plus meeting wonderful people along the way.*

*"My background has been in fundraising and I have a great deal of experience working with children with disabilities. Now that I am working with adults with learning disabilities, many of the adults I have met have a lower mental age but in reality they are adults and should be treated like adults but given a helping hand and offered services to meet their needs.*

*"My experience in the voluntary sector and my passion to make a difference has given me a good lead in taking the charity forward. But it is my determination and vision which is keeping me focused on the end goal."*

## What is the aim of charity and what are you looking to achieve and when?

*"Creating Adventures will enrich the lives of adults with complex learning disabilities by providing them with a programme of therapeutic and stimulating activities to improve their physical and mental well-being and offer a better quality of life.*

*"We would like to start with activities such as art and music which are stimulating yet act as a source of therapy as it gives adults the opportunity to express themselves and therefore reduce anxieties.*

*"I've also applied for funding to create a Care Farm on the site which will enable the adults to visit the farm and be involved in animal husbandry. For many adults with learning disabilities and autism, the bond they create with animals is wonderful to watch as there are no expectations but it is also an extremely sensory activity.*

*"This will start our creation of the site. But the end goal for Creating Adventures is to have a sensational adventure centre. We now have the land and the planning permission to start the build in Newall Green, Wythenshawe.*

*"The centre will be a place for vibrant activity inside the building but we will also utilise the land outside the building to embrace nature by means of sensory gardens, a care farm, a space for horticulture and gardening, generally to encourage these adults to access, explore and enjoy the outdoor environment in a way that is sensory to their needs.*

*"All in all this will cost around £1.5 million but by accepting donations of materials and labour, we may well be able to get this cost down.*

*"Either way we will be running events and raising funds to provide this first*



Jenny Allcock

# ey

class indoor and outdoor space for our learning disabled community plus encouraging the wider community to get involved to be proud of their achievements and have a lasting legacy for the future."

## Who are you trying to help?

"Our specific reach is adults with more complex learning disabilities. By complex I mean those adults who struggle to access existing activities because their needs are not met or they may display challenging behaviour because they are not stimulated enough or they may be frustrated and unable to express themselves.

"They may be on the autistic spectrum but on the severe end of the scale or they can have sensory needs or visually impaired. Some of the service users may have limited communication or no verbal communication at all. When they express themselves and feel frustrated this can be seen as though they are being aggressive but not everyone understands.

"Some of these service users I have met pay for the whole hydrotherapy pool which can be around £60 an hour which uses up their entire activity budget and therefore reducing what else they can access so I feel that these adults are desperately in need of our support and will benefit hugely from the Creating Adventures centre."

## What are your challenges at the moment since you started the charity?

"That's a good question as there are quite a few, I know from my experience that people like to donate their money or donate services to something that is visual where they can see the benefit.

"My current struggle is that I'm fundraising to create these activities and I'm at the very beginning of this journey. So of course I'm asking people to donate funds or services to a charity which only exists in plans and on paper.

"But we do have drawings and plans in place plus other projects currently in progress, if anyone wishes to see.

"I have applied for and am awaiting funding to run a number of activities so soon we will be able to show exactly what we have achieved so far and how we are impacting the lives of these adults.

"I know companies and individuals may be worried about rogue charities and people can often worry about investing in something which hasn't been built as yet but I can promise that this is something which is going to happen and will benefit the adults in our learning disabled community."

## The land was kindly donated?

"Yes, the land has been donated by Zeno Ltd who are a supported living provider.

"They can see the benefits that Creating Adventures will offer as they already work with adults with learning disabilities. Zeno are delighted with the plans as they can see that a piece of waste land can be put to such good use and they have been amazing in their support."

## Do you feel this is achievable as you're currently on your own at the moment?

"Yes, and people often ask, who's doing your marketing? And I say that will be me. Then they ask who's doing the fundraising? And again I say that will be me as well.

"You can go through the list of questions and yes it's all down to me at the moment.

"I do have huge support though from our Trustees who have also been brave in joining me in this challenge but it is also one in which they are passionate about taking forward. Otherwise, yes I am on my own and I didn't really expect anything different because it is a new charity and there are no funds at the moment to employ another fundraiser.

"However I see that definitely improving with time and if we can't grow the team in the first year I expect in the second year to take on a fundraiser.

"Fundraisers are hugely important in their role within the charity as there are set targets which must be achieved in order to reach the aims and objectives of the charity.



"They also play a big part in raising awareness and having an insight into how the charity develops. Creating Adventures is an outstanding project to be involved with because we will all see it grow from the very beginning to reach our goal of a beautiful centre which will meet the needs of adults who are so desperately in need of our support.

"Whilst I am alone, it is scary and I do go through times of loneliness. I stay focused and know we will be building a team in a couple of years and in ten years' time, who knows where we will be."

## What are you looking for from the business community, who are reading this story about your journey?

"It would be wonderful for your readers to give me the chance to visit their companies and pitch to the staff.

"This gives me the opportunity to tell them about Creating Adventures and show them our exciting plans.

"I am also looking for donations, auction prizes for our ball and gifts in kind such as materials for the build and land. Plus we are looking for Trustees with a background in finance, marketing and construction who can help take the charity forward as well as people who are generally interested in volunteering to take Creating Adventures forward in joining our Steering Group.

"There are so many ways to help, so whatever people have in mind, please get in touch with me to have a chat.

"We would be delighted if companies and individuals would join us for our Spring Ball at The Midland Hotel on Saturday 25 March 2017 to raise awareness and raise funds.

"Join us on this fantastic night of entertainment and celebrations and help local people at the same time."

To find out more contact **Jenny Allcock** on **0161 706 1040** or email **jenny.allcock@creatingadventures.co.uk**

**www.creatingadventures.co.uk**

# review

## Crisis response and the art of presenting



The end of November found GM Business Connect attending the latest breakfast networking event hosted by K-Club at the AJ Bell Stadium in Salford.

After the usual networking over coffee and a great breakfast provided by the venue, we settled down to enjoy two great presentations.

First to speak was Steffan Groch from DWF - a leading expert in crisis management advising government on policy and the UK Association of Health and Safety Lawyers.

Steffan began his talk on crisis management with examples of daily crises that arise such as a tram coming off the line, a product recall, building collapse and social media misinformation. Every day there is a crisis for someone's business which, depending on how it is handled, can affect share price and public confidence.

Steffan explained that following a crisis, there are different aspects to consider such as the legal and financial implications. Those with businesses that operate with significant risk areas, e.g. fire, environmental, safety, food safety and hygiene can be subject to fines and penalties as the courts are now hitting such areas "very, very hard" due to recent changes in the guidelines.

Huge fines are being delivered across a wide range of incidents (that may not have involved injury or death). For example, a mouse infestation in Asda cost them £644,000. Between 1975 and 2016, a total of 16 companies had been given million pound fines but since February this year, there have been

another 20 such fines.

Lawyers often advise companies not to admit fault but this doesn't always protect the loss of reputation such as in the Thomas Cook case where there was a family tragedy and the MD refused to apologise.

Steffan pointed out that legal advice on the law needs to be "interpreted in the context of a crisis" - and is only a small part of overall crisis management.

For example, another area of crisis management was highlighted as "managing the expectations of Joe Public" with a PR strategy.

Considering also that social media has immense power to shape and drive both the context of the crisis and the expectations of the public. People fear the media but if done accurately it can be a positive experience, he says, it has never been more important to have a PR and media strategy.

Steffan continued by exploring the operational aspects of managing a crisis by setting up a 'crisis team' and considering who is going to manage IT, the finances, PR, who would contact the stakeholders and so on.

"Naturally, you don't prepare for something you hope will never happen but my point is that increasingly these things are happening."

Steffan stated that since the new guidelines came in to place not only corporate businesses and organisations are subject to the risks but an increasing number of individuals are now being investigated too, which carries the possibility of custodial sentencing.

As such, Steffan advised on

'Directors and Officers Insurance' as an invaluable precaution (which often includes PR support).

"Crisis management is becoming an art for lawyers, but at the same time, going to court and being investigated has never been so traumatic as it is at the moment."

Next to speak was Richard Newman - a sales and marketing director and founder of Salesworkx - a leading agency specialising in presentations.

Presenting with slides and a series of audience participation exercises, Richard demonstrated the difficulties and differences in creating effective presentations.

"Every presentation has a purpose" Richard said, going on to explain that there are three areas of efficacy for creating effective slides and presentations:

- 1 - slides and their basic principles of audience engagement.
- 2 - the presentation itself.
- 3 - delivering and communicating the message.

From flipcharts to software, the key is to know how to use the technology, he says. There are three elements to a presentation - the presenter, the audience and the message.

"My job as the presenter is to be part of the flow of information to my audience."

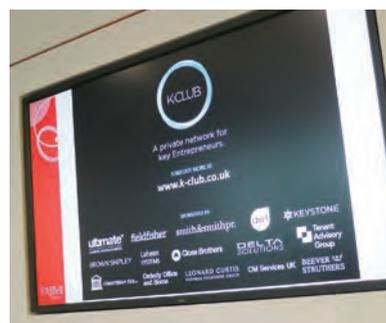
Firstly, Richards pointed out the typical pitfalls of presenting with slides e.g. many have a formulaic look to their slides (largely encouraged by the Powerpoint template) and people often use slides as cue-cards - which don't really add value to the message.

He went on to point out that language is also important to consider as industry jargon can be a barrier to understanding. Similarly, images can be interpreted in different ways and have different meanings or connotations across cultures. Furthermore, many people make the mistake of copying and pasting from previous presentations rather than sketching out, designing and clarifying the message of the new one.

Secondly, successful presentation content and structure relies on recognising attention span and relevance to the audience, being mindful of ambiguity or too narrow specificity. The structure of the presentation, can vary from linear to "jumping around" the slides but should begin with credibility and recognition of the client's needs, repetition of message and going on to provide opportunity for them to interact.

Richard then identified the third aspect - the delivery of the message i.e. the presenter(s). He highlighted the need for people to practice delivering their presentations. He pointed out that it's also not just about the content but also in leveraging the technology effectively to control the flow of information and direct the audience's attention to aid the processing of it.

"People generally only remember about 20% of what they hear, but if you combine what they hear with the right visuals/multimedia, it's 78%... Good presentations aren't about what you present on the day but what they remember afterwards."



For further information please contact **Amanda Manson, Communications Director** on **07754 069 829**  
[amanda.manson@k-club.co.uk](mailto:amanda.manson@k-club.co.uk)  
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# focus

## The French Connection

GM Business Connect dropped in to see Marie Boyer, Managing Director of France Line, an Anglo-French freight specialist based on the outskirts of Trafford Park.

Marie is a French native who fell into transport by chance when she came to Manchester as a student 20 years ago. She recently bought the company in a management buy-out and was keen to give her insights into how her business is shaping up for the interesting times ahead, particularly with an eye on UK/French relations:

### Can you give us a little background to the company? Why choose Trafford Park?

"France Line was founded 36 years ago by four French hauliers with regular freight from France to the UK who wanted an agent and a sales office here. They did some research and found that Manchester and the North-West had a good pool of manufacturers exporting to France who could provide backloads for their trailers.

"Since its inception, the company has specialised in business to business freight between the UK and France. Via our extensive network of hauliers and depots throughout France, we handle full loads and part loads, export and import freight, for manufacturers from any sectors of industries, and freight forwarders too. We make their life easier, delivering on time, safely and on budget.

"In April, I bought the company in a management buy-out. We haven't changed our usual French services but we have introduced some new lines into Western and Eastern Europe."

### How did the buy-out occur?

"I had been successfully running and growing the company since 2008, on behalf of its two remaining French shareholders but centred on our customers' needs and without their involvement. I wanted to expand to other countries and develop new services, but they weren't so keen.

"Once they neared retirement, the right moment occurred and we had an independent valuation made. A price was agreed and the contracts were straight forward".

### What is your specialism?

"We have got France covered and truly are the French road freight specialist. Our award-winning French bilingual team specialise in road transport to and from France, for any kind of commercial and industrial cargo, including hazardous and out of gauge with abnormal loads trailers".

"But we have recently expanded into other European countries on the back of customer demand and now cover Western and Eastern Europe, including Belgium, the Netherlands, Germany, Poland, Slovakia, Slovenia and have just completed our first deliveries into Azerbaijan and Romania.

"Business is going well and sales of our new services are on target. We are applying the same tried and tested guiding principles that we use for our core market of France: trusted hauliers with local knowledge, who share our values of honesty, good communication, relationship building and excellent customer service."

### Will Brexit have (or has had) any impact on your business?

"It is too early to say at the moment what the practicalities will be. I was disappointed with the result of the vote but decided to carry on with my business plan and growth whilst being realistic about where the threats and opportunities are.

"We have been affected by the Pound depreciation. Because we pay our French and European hauliers in Euros, our haulage costs have increased and our rates to our £GBP paying customers have slightly increased, but so have the market rates across the industry".

"However, a weak Pound may be good for British exports and so the volume of export freight we carry has risen, although this is also down to our increased brand visibility and marketing.

"Long term it is difficult to know what is going to happen regarding International trade, but I am hopeful we will carry on with the free movement of goods."

### As a relatively small operation, how much of an impact do the larger logistics companies have on you?

"We are actually the forwarder's forwarder for France. We work for many larger freight forwarders, they use us to strengthen their own services to and from France. Our reliability and consistent record of 98.5% of deliveries on time help protect their reputation.

They buy our expertise and know-how, but also like dealing with

our friendly and pro-active team. It might sound a cliché but it is not at France Line, we really do go the extra mile for our customers – with a smile."

### With expansion of your services to cover more of Europe, are you planning to change name? Also, how is your expansion going?

"Our expansion is a way to increase turnover and profits. As for the name, no, we are so well known for our name and France is going to remain our core market.

"Expanding a business can be both difficult and exciting at the same time. We are actually finding that it is very rewarding. We don't just deliver freight for our customers, we are partners with them."



Marie Boyer, Managing Director, France Line

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# focus

## Innovate and regulate, but make Manchester a world beater



### pro-manchester's sector group roundtable explored the city's major opportunity to change the face of healthcare.

Manchester has a major opportunity to be at the forefront of healthcare innovation, but the gulf between entrepreneurship and regulation needs to be bridged. That was the key message from a roundtable held in November at the Lowry Hotel by pro-manchester, in association with Manchester Metropolitan University and Carter Corson Business Psychologists.

In a wide-ranging discussion on how the city can make the most of its devolved health budget, a group of professionals, entrepreneurs, regulators and business support groups came together to discuss the opportunities and challenges ahead.

"I think the UK is good at innovating, but it's actually translating and commercialising that which needs work," said Trustech's Richard Deed. "Regulation might hamper it occasionally; the issue is there's a lot more translational support required for companies to explain why they have to go through these hurdles, why you have to jump so high."

At a time when the role of Health Innovation Manchester is still being defined, Richard and others around the table highlighted the need for education in a sector which faces stringent regulation, alongside the pressing need to innovate service provision and technology.

"The regulations are there for good reason," said Lucid Innovation's Alastair Williamson. "But how many people in universities, or similar, study healthcare regulation? It's not stuff that is really part of people's professional development."

Matt Hunt from Apadmi Enterprises added: "There are a lot of people we work with who are thinking about the outcome, not the detail. If healthcare wants innovators, the sector should offer the guidance and enabling advice to be able to work in the sector. If I was on a medical device project tomorrow, who would I go and turn to?"

The group agreed a priority for the city was to establish clear lines of communication between clinicians, regulators, entrepreneurs, technology companies and the NHS. Leadership was needed, they said, from the connectors and collaborators in the system to take full advantage of Greater Manchester Health and Social Care.

Alastair added: "I think we have got the biggest opportunity ever with the integration of health and social care and we should grab it. For businesses like mine, it is one of the biggest differentiators."

### On innovation...

"It's about benchmarking ourselves. Healthcare is so behind other sectors. Why is it I can get a text message to get my eyes tested, but my GP struggles with that. There are simple innovations are not filtered through." **Kay Faulkner, MMU**

"It's to do with structural innovation as well, which goes beyond the services. Now we are in this realm of putting people at the centre of healthcare, but recognising the facilities are in the wrong place. We need different collaborative partners to make it work." **Susan Webster, independent director**

### On the challenges...

"We live in a short-term environment where budgets are set one to three years ahead. Many of the changes and innovations you need are longer term than that. We have come across things which make the system more efficient, but the hospital gets paid less money because they adopt them." **Richard Deed, Trustech**

"We come across the challenge

and interplay between innovative practice and established practice all the time. It's challenging, we don't want to stifle innovation. As long as a doctor is practicing with evidence-based medicine, following our basic guidance, we try not to get drawn in." **Joanna Farrell, GMC**

"The relationship between the doctor and the healthcare professional has changed. Patients know what they do themselves can make a huge difference to their health. And they have also researched their condition before they go in to an appointment. We need to look differently at the relationship between the patient, healthcare professional and the new treatments and technologies coming up." **Holly Bontoft, Fieldfisher**

### On the future...

"The problem is huge, but it has to be solved. The NHS didn't exist 65 years ago. For someone at that point to say that we need free healthcare for every person in the country, that must have been mind-blowing. One of the lessons of humanity is that we do solve these ridiculous problems eventually. Maybe Devo Manc is the catalyst." **Gareth Banks, AHR Global**

In attendance: Ian MacArthur, Business Growth Hub; Richard Deed, Trustech; Joanna Farrell, GMC; Holly Bontoft, Fieldfisher; Sheena Macpherson, MIOTIFY; Matt Hunt, Apadmi; Kay Faulkner, MMU; Colin Callow, Business Growth Hub; Anne Fairhurst, Mills & Reeve; Flora McCabe, Mills & Reeve; Gareth Banks, AHR Global; Alastair Williamson, Lucid Innovation, Susan Webster, independent director.

The event was hosted by MMU's Michael Taylor and Rupert Cornford from Carter Corson Business Psychologists.

**pro-manchester** is a corporate membership organisation representing the 240,000 employed in the financial and professional service community in and around Greater Manchester.

Boasting more than 300 corporate member firms, pro-manchester engages with over 5,000 individuals. For more details call

**0161 833 0964** or email: [admin@pro-manchester.co.uk](mailto:admin@pro-manchester.co.uk)

# event



## Emma Caldwell launches the Vasculitis Charity Ball 2017

innov8 Conference Services Director Emma Caldwell has launched the Vasculitis Ball to combat a lack of research and awareness in a rare illness.

The reason behind this started with the Daughter of Directors Emma and James Caldwell.

Kira, who is now 13, had been diagnosed with a form of Vasculitis called henoch-schonlein purpura (HSP), a condition she has had since the age of 3. This came as a huge shock to the family as Kira was born fit and healthy with no previous illnesses or complications prior to being diagnosed with HSP.

Kira was actually misdiagnosed a number of times, and was eventually diagnosed in Turkey during a family holiday where she fell critically ill with this illness.

Following this extremely scary



Kira Conroy

experience, Emma and James have worked with leading medical Associations and Charities in order to raise awareness of what is actually quite a common, but little known illness.

In 2015 innov8 organised the World's Largest Conference on ANCA and Vasculitis Conference - The 17th ANCA and Vasculitis International Workshop - which raised the profile of all forms of Vasculitis Worldwide.

However, Emma and James believe they can do more, and they are currently working with Vasculitis UK, the registered Charity for those who are diagnosed with Vasculitis based illnesses.

They are also working with their partners in the industry to bring together the best entertainment options from Greater Manchester, for a fantastic evening of support to raise funds for Vasculitis UK as part of their first ever Charity Ball.

To book a ticket or a Table of Ten at the first ever Vasculitis Charity Ball which will take place on Saturday 4 March 2017 at the Mercure Manchester Piccadilly Hotel simply visit [www.vasculitisball.co.uk](http://www.vasculitisball.co.uk) and you will be contacted as soon as possible to confirm your place.

The cost for a ticket is £60.00 per person or you can buy a table of ten at a reduced price of £550.00.

Vasculitis UK not only provides support to families such as the Caldwell's who need support in understanding a complex, and little known illness. They also raise awareness of many Vasculitis based illnesses with medical professionals across the UK to try and help

support early diagnosis of this rare condition.

Vasculitis UK also raises funds which are then used to support research into new treatments for Vasculitis. Without their commitment and hard work this financial support would never happen.

All money raised throughout the event will go directly to Vasculitis UK.

Emma commented: "So this is the story behind why we have decided to hold this Charity Ball and to try and raise as much money as possible for this great Charity.

"We aim to help them to continue in the fantastic work that they do, as well as raising awareness of Vasculitis with the hope to reduce the number of people who are misdiagnosed and therefore not given the correct treatment as early as possible which can make a huge difference later on down



Winston

the line in their life.

"We are now looking for companies who will help us raise awareness and help with Charitable Donations for the Charity Ball.

"If you can send us a donation or simply if you would like more information please visit the website: [www.vasculitisball.co.uk](http://www.vasculitisball.co.uk) or contact **Emma Caldwell** on **0161 300 6396** or email **Emma@innov8-Conferences.co.uk**"



Mercure Manchester Piccadilly Hotel

# manifesto

## A message for the metro mayor

As a precursor to the Mayoral elections next May, Simon Edmondson, Regional Chairman of the Federation of Small Businesses, shared with us the FSB's Mayoral manifesto in advance of the vote:

"This is FSB Manchester's very first manifesto, compiled for the attention of all the candidates standing in the race for the inaugural Greater Manchester Metro Mayorship next May. It sets out clearly the areas in which our members in this region want the new Mayor, working with the Greater Manchester Combined Authority (GMCA), to focus their efforts, which will support the circa 105,000 micro and small businesses in the region, and in doing so help them to deliver sustainable economic growth and full employment.

"We see this being achieved in a number of key areas, such as lowering the cost of doing business, investing in infrastructure to meet business needs, and by tackling the education and skills agenda to ensure we have the right people for the right jobs here in GM.

"To make sure that happens though, the inaugural Metro Mayor, regardless of political persuasion, will need to back small business 100%. There will have to be open and honest dialogue with SMEs, and proper engagement with business groups like the FSB who can offer the holistic small business viewpoint.

"On education and skills, the FSB wants the Metro Mayor to act in three particular areas: functional skills – so literacy, numeracy and core workplace skills – employability

skills, and digital skills. Ensuring young people leave school and college equipped in these areas will give confidence to employers to recruit from younger talent pools. We know this is an issue through our own local research.

"The apprentice system is another area in which much work is required. The Metro Mayor should start by consulting with businesses to identify skills gaps, and work with the FE sector to ensure the availability of appropriate courses and qualifications required. We would also support simplification of the apprenticeship system as too many small businesses are befuddled by what's in place now, and are put off recruiting an apprentice for that reason. 'Where would I start' is the cry I often hear around recruiting an apprentice – that has to change and the Metro Mayor can effect it.

"There also needs to be a major push to promote the apprenticeship system from afresh, using layman's language. A rating system where businesses could see how effective each course or training provider is would also be a useful tool to weed out the less effective and ensure only the best training is delivered.

"Business support will also need to be addressed. FSB would like to see the Metro Mayor take a more proactive role in ensuring Manchester's Growth Hub remains an effective 'go to' destination for entrepreneurs wishing to start up and grow their businesses. Many

small businesses – particularly those already established – remain unaware of the services and support offered by the Growth Hub. FSB would also like to see the Greater Manchester LEP be more engaged with the small business community, and ask that the new Metro Mayor pressures the LEP on this.

"It is essential all firms get access to the business support they need. The FSB supports an approach based on a combination of mainstream support for the majority of firms with modest growth ambitions, coupled with a more focused, bespoke support for the minority with greater growth ambitions. Businesses are too often unclear where to start and are slow to identify the support they need or can access, resulting in low uptake and public money not being spent effectively.

"The Metro Mayor should establish a Greater Manchester Small Business Administration (GMSBA) to provide a cohesive business support framework and improve efficiency, by reducing duplication and gaps in funding. It should have the responsibility for reviewing and simplifying the schemes available.

"It would also go beyond signposting to provide a streamlined finance offer directly alongside export assistance, public procurement opportunities and effective business support and take a more commercially focused approach. It should have a clear direct reporting line to the

Metro Mayor. Robust evaluation mechanisms should be introduced in order to consider the design of future support schemes as well as the effectiveness of existing ones.

"The Metro Mayor will have the power to increase business rates to fund infrastructure projects. FSB is concerned at how these powers could be used and business rates must only be increased if this has the wider support of the business community. In a 2015 survey of members in Greater Manchester, 35% cited business rates as their biggest concern. While the changes to the business rates system next April 2017 (which means many small firms will pay no rates) will be welcomed by many, increasing rates for those who still pay will be damaging to them and also to how the devolution process is seen.

"The Metro Mayor must consult with small businesses on any proposal and ensure the LEP is reflective of the wider business community to ensure that it has the authority to authorise a rise in rates. The Metro Mayor must use these powers cautiously so as not to alienate the business community towards devolution."

If you would like to read the FSB's manifesto in full, email [robert.downes@fsb.org.uk](mailto:robert.downes@fsb.org.uk)



Simon Edmondson,  
Regional Chairman, FSB

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# focus

# Giddy Entrepreneurs

GM Business Connect met up with two budding entrepreneurs in Trafford Park; Ben and Sophie, who embarked on an e-commerce idea, mentored by Ben's father and businessman, Jack and Sophie's mother, Michelle, accounts and office manager.

The concept seemed easy to the entrepreneurs, to buy items of stock and sell it, and so the young team started and negotiated their first deal, buying a stock parcel valued at £5,000 that they acquired at the NEC Autumn fair which they estimate should generate sales of around £15,000.

Part of the funds used setting up GiddyPrice were generated from Ben's previous business ventures.

Ben stated that they: "Hope to initially keep overheads to a minimum and reinvest whatever profits generated".

They also have at their disposal the potential of buying products from a family related business and other local suppliers.

Since then they have purchased a large consignment from a recently closed online – eBay department store which they are now storing at a Trafford Park warehouse with 500 pallet spaces, and they are now trading the stock through their recently formed online eBay shop named GiddyPrice.

They are selling products across

a wide range of categories such as; Toys and Nursery, Clothing, Books, Stationery, Party, Seasonal, Homeware and now Hardware.

Ben said: "At the age of 14 I was introduced to a hobby collecting limited edition Coca-Cola bottles, which led me to trade bottles to collectors around the world. Although it caused problems with our Ebay account at home as I was an underage trader, I grew my hobby into a successful business over the 3-year period.

"I stopped trading to take my A levels and after receiving an unconditional offer from Nottingham University, to study Management, my desire to trade online was rekindled. Balancing University and Business keeps me focused. Having a business partner at the Trafford Park office keeps the listings and shipping under control whilst I liaise with customers."

Ben also added that they hope to initially keep their overheads to a minimum and to reinvest whatever profits generated.

Sophie commented: "I graduated this year from Nottingham Trent University having achieved a 2:1 in Business Management and



Ben Caplin and Sophie Gosnay

Economics. By a chance meeting with Ben Caplin, GiddyPrice was born.

"We were given the opportunity to share some warehouse and office space through family connections and in the 6 weeks of trading have now generated hundreds of hits per week mostly resulting in sales. It's not difficult sourcing stock to sell at our level but we envisage more challenging times trying to buy competitively to remain a great value for money company online."

They say that with a 24/7, 365 days a year selling tool (Ebay) at their disposal they anticipate their turnover in the first year to be between £125,000 and £150,000.

Both Ben and Sophie are extremely excited about the future growth of GiddyPrice eBay shop and are preparing to launch GiddyPrice.com website by December 2016.

Sophie also added: "We have

no specific direction at the moment regarding product sales and we don't really want to be associated as a specialist in specific categories. Part of the fun, whilst learning and growing, is the variety of products at our disposal and where we can go to find it."

With the introduction of the GiddyPrice.com website aimed for launch mid December they understand that they will then need to attend more trade shows throughout the United Kingdom to source the next best products to take online.

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# review

## The Trafford Park Business Network



Mid-October saw the joint Trafford Council and GM Chamber's Trafford Park Business Network take place at the Imperial War Museum North on the edge of Trafford Park.

This is unique as a business networking event as it has one main role – to bring together businesses within Trafford Park which in one of the world's largest and oldest industrial parks.

The event is limited to attendees only based in the Park. The turnout though was very good with an eclectic mix of different businesses and organisations, particularly as networking is traditionally difficult across this area with many businesses fairly isolated behind secure gates.



The event featured a number of partners to Trafford Council who set up stands and literature in the impressive display areas found in the museum.

Against the impressive backdrop in the Harrier Exhibition Area a very welcome breakfast provided by the museum was taken by attendees and exhibitors alike, and the first part of the morning was spent networking.

Everyone then took their seats where Guy Darragh from the Greater Manchester Business Growth Hub acted as host welcoming everyone. Guy stood in for usual host Chris Fletcher, GM Chamber and Chair of Trafford Economic Partnership.

He then introduced the first speaker – Richard Banks, Transport Strategy



Officer, Transport for Greater Manchester. Richard presented the TfGM's vision for a sustainable urban mobility plan for the future. This was quite far reaching - covering activity up to 2040.

The plan supports economic growth across Greater Manchester, with a population growth expected from 2.7 million in 2011 to over 3 million in 2040. This is reflected in an increase in employment from 1.25 million in 2011 to an estimated 1.6 million in 2040, all of which equates to the need for over 800,000 extra transport trips every day in 2040.

Next to present was Anne Campion, Manufacturing Services Manager, Greater Manchester Business Hub.

Anne laid out the Hub's current support across the manufacturing sector. They are offering a specialist £1 million manufacturing service up to December 2018 focusing on operational excellence, managing new and existing supply chains and the scaling-up of production of new products.

This is in addition to their current services offering detailed diagnostics from specialist manufacturing advisers, tailored one-to-one support, grant funding, light touch resources, events programmes and mentoring.

After the presentation there were 10 x 1 minute slots awarded on business cards drawn out of a bucket, and the presentations were rounded off by Emily Mathew, Head of Business Development for the Imperial War Museum North.

Emily walked us through a short

Guy Darragh,  
GM Growth Hub



Richard Banks,  
Transport Strategy  
Officer, Transport  
for Greater  
Manchester

Anne Campion,  
Manufacturing  
Services Manager,  
GM Growth Hub



Emily Mathew,  
Head of  
Business  
Development,  
IWM North

history and current corporate activity promoted by the museum.

Then back to networking. In an area that contains over 1,000 businesses and over 35,000 employees events like this are crucial in bringing businesses together.

The Trafford Economic Partnership are currently planning the agenda for the next Trafford Park Business Network event which will take place 10 February 2017 at Hotel Football.

For further information and to register interest in attending, contact the Trafford Council Economic Growth Team on **0161 912 417** or email **business@trafford.gov.uk**



# focus



# Manchester company goes global with new product launches



Manchester-based Strategic Analytics Team (SAT) has been making waves on the world stage with a series of product launches.

In November, as part of national Road Safety Week here in the UK, the company announced it was launching the world's first IVV Diamond accredited defensive driver education programme that focuses entirely on the use of electric vehicles.

The programme is aimed at educating business owners and their employees on how to get the maximum performance out of an electric vehicle, achieve a near zero carbon footprint and reduce the potential for traffic collisions through safer driving.

Not content with achieving a global first, the company then went on to announce a new partnership with Australian technology company JESI Management Solutions.

The partnership will see SAT provide a journey management software - created by JESI - to companies across Europe that need to monitor mobile workforces, such as those in the healthcare, construction or education sectors.

The JESI software can be loaded onto any device, such as a smartphone, tablet or computer, and gives companies real-time data as to the whereabouts of their teams, providing peace of mind and helping to manage mobile workers more efficiently and effectively.

The platform also sends out automated alerts when necessary to ensure that assistance can be there immediately in an emergency.

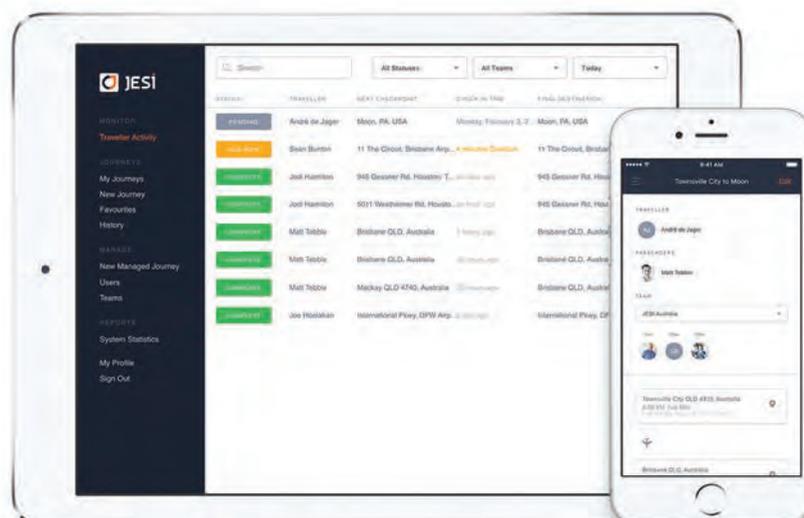
Paul Jorgensen, Senior Partner at SAT, said: "It has been a busy few months gearing up for these launches and we are immensely proud to be offering these new services to SMEs in Manchester and further afield."

*"To achieve a world-first and establish a global working relationship in the space of a month is a fantastic achievement."*

Strategic Analytics Team offers a range of defensive driver training programs aimed at educating drivers and helping them improve their driving techniques.

The programs cover all classes of vehicles and include an eco-course approved by the energy savings trust.

To find out more about Strategic Analytics Team's courses or software solutions, call **0161 932 1418**, email **CET@strategicanalyticsteam.com** or visit **www.strategicanalyticsteam.com**



# apprenticeships

## Salford City College is Number 1 for apprenticeships in greater manchester\*



Salford City College has recorded its best ever Apprenticeship success figures, with 85% of all Apprentices succeeding in the academic year 2015-16, rising 3% since last year.

Debbie Ward, Director of Apprenticeships and Community at Salford City College is delighted with the results and said, "The team have worked incredibly hard with some amazing Apprentices and employers over the last year to ensure quality provision is delivered from start to finish. The national average for Apprenticeship provision is around 71%, so we are well above that!"

As Apprenticeship provision grows in stature and popularity across the

region and indeed nationally, it is a great time for the Work Based Learning Team. Delivering a wide range of Apprenticeship provision, from accountancy, to construction management, to hospitality and IT, numbers of Apprentices continue to grow. Some of the biggest and best employers in the region work with the College for their Apprenticeship provision, with employer satisfaction also higher than it has ever been (as displayed in the recent employer survey commissioned and carried out by the Skills Funding Agency).

With exciting Apprenticeship reforms currently sweeping across the sector and the introduction of

the Apprenticeship Levy in April 2017, Salford City College CEO/ Principal, John Spindler said, "The College is exceedingly proud of the Apprenticeship success rate of 85% and there is no better time for the provision to shine." He added, "As a College it is essential that we support local, regional and national businesses with their skills requirements and Apprenticeships are an increasingly popular method for improving skills in the workplace."

Roy Cavanagh MBE, who chairs the College's Apprentice Champions group, is also delighted with the performance. "In my role as

Training Executive at Seddon, a company who have employed Apprentices for over 80 years and have a national reputation for doing so, I see every day the quality of service we get from Salford City College. We have over 40 Apprentices with the College and we really value the partnership we have."

For further information on Apprenticeship provision, please contact the Apprenticeship Team on **0161 631 5555** or email **apprenticeships@salfordcc.ac.uk**

\*Source: SFA National Success Rate Tables - based on 2014/15 data

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\*Source: SFA National Success Rate Tables - Based on 2014/15 data



# economics

# Inflation set to rise and fast...

So should we be too worried about a rise in inflation? Headline CPI inflation fell in October, to 0.9% from 1.0% in the prior month. Service sector inflation fell in the month as goods prices fell at a slower rate. The overall inflation rate suggests fears of rapidly rising prices are overblown. Or are they?

The Governor of the Bank of England warned of rising prices in the November Inflation Report earlier this month. The Bank of England model predicts retail prices will peak at just under 3% in the first quarter of 2018. NIESR expect prices to peak at around 4% by the end of 2017.

Although consumer inflation figures for October appeared benign, manufacturing prices present a more alarming story. Producer output prices increased to 2.1% from minus 2% at the end of 2015. Input costs, reflecting the increase in import costs, petrol prices, food costs and the weakness of Sterling, increased by over 12%. It's a huge swing.

At the end of 2015, manufacturing output prices were falling at a similar rate. Input costs fell by 13% in November last year. We measure the relationship between input costs and output costs, then between manufacturing output costs and CPI inflation. The correlation is extremely high and suggests the time lag is a matter of months, not years.

We expect inflation to peak in the first quarter of 2017. The translation rate will lead to a retail price rise of between 3% - 5%. Just in time for the April pay round, businesses will have to make some difficult decisions about pay awards and the pass through of price costs.

## No worries about growth...

Should we worry about growth in 2017? Despite great fears in the

Bank of England and elsewhere, growth in the third quarter of the year to September was 2.3%. There was no slow down and no recession as a result of the referendum. Quite the reverse.

For the year as a whole, we expect growth of not less than 2% this year slowing only slightly in 2017. Manufacturing and construction continue to disappoint, output in the service sector, particularly leisure services continues to drive growth.

The Bank of England expects growth to slow to 1.4% next year. Business confidence and concerns about Brexit will limit investment. Consumer confidence and household spending will be hit by rising prices and a squeeze on real incomes, it is said.

In both cases, we consider concerns to be exaggerated. We expect earnings to rise to over 3.5% next year and inflation to slow towards 2.7% by the end of 2017. No need for household spending to ease. Investment will continue to grow albeit at a modest rate of around 1.5%.

Fears about Brexit should be postponed for some years yet. It is clear, there is no clear plan for negotiations with Europe. The March timetable to trigger Article 50 is now under review from legal challenges in the UK and electoral concerns in Italy, France and Germany.

Concessions to Nissan will be followed by accommodation for all members of the SMMT (The Society of Motor Manufacturers and Traders). There can be little doubt, aerospace and other industries will be in the queue for a deal. The May will seek to soften the blow from a soft or hard Brexit, it will not be easy. But we have some years yet to await and assess the damage.

## So what of interest rates...

In the UK Ten year gilt yields have increased to 1.4% from 0.7% just months ago. President elect Donald Trump is signalling a period of inflationary expansion in the US \$trillion dollar sell off of government bonds has ensued, pushing US bond yields up to over 2% in the process.

The Fed is set to increase rates in December. Mark Carney has signalled the August Forward Guidance has expired. There will be no further cut in base rates. The next rate move in the UK will be up.

How far and how fast? We cannot be sure. The Bank is inclined to "see through" the inflationary blip, accommodating the rise in inflation above the target rate. No corresponding rate rise to return inflation to target in the short term. The Bank is inclined to hold off with a rate rise which could damage growth.

Assuming oil prices remain below \$50 dollars Brent Crude basis, the inflation pressures will ease in the second half of 2017. A further fall in Sterling would increase inflationary pressures. Even then the Bank would be slow to react.

Technically Sterling appears to be over sold. The prospect of Fed rate hikes will increase Dollar strength on the one hand, the promise of inflationary expansion will weaken fundamental support on the other hand.

## So what happens next?

We await the Autumn statement from the Chancellor of the Exchequer and the first hints of an industrial strategy. Government borrowing in the first half of the financial year is well above the OBR target for the year as a whole. There is little money available for fiscal expansion and large

infrastructure projects.

No such inhibitions in the USA. President elect Donald Trump has promised tax cuts and a big increase in infrastructure spending. The US will once again become the engine of world growth with an increase in government debt and a surging balance of payments deficit to follow.

Funding the deficits will be dependent on foreign investment and continued support from Asia. No time for trade wars with major creditors. The rhetoric of tariffs will soften as the reality of the Oval Office becomes clear. Business as usual remains our mantra. The outlook for inflation and base rate hikes has changed significantly.



**John Ashcroft**

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# social media

## Which social media platform is right for your business?

One of the questions I'm constantly asked from businesses about Social Media is "There are so many options out there and I don't know where to start. Do I have to do everything or are there certain platforms that are better than others for my business?"

Well the answer which most of you will want to hear is actually the correct path to take.

1. No you don't have to do everything.
2. Start with 2 platforms, master them and then maybe consider a third if relevant.

In this issue of GM Business Connect we're going to take a look at the various options available and which types of businesses are most suited to them.

### The golden rule

The Golden rule for any form of marketing is to ask the simple question - is it where our customer's eyes are? From the early days of newspapers and magazines to Radio and TV, that rule has always been the same. Market yourself where your target market's ears and eyeballs are.

Just because comparatively Social Media is new, we don't rip up the handbook and basic principles of marketing. The Golden rule is the road to success.

So let's take a look at each of the individual platforms:

### Twitter

Twitter training is by far the most popular of our training courses and it is so because it's user base crosses that divide from B2B and B2C.

For 90% of businesses out there they can extract value from twitter whether you be an accountant or solicitor through to a cafe or retail outlet.

Twitter's barrier to entry and it's key benefit is that it moves so fast and is real time. For people new to the platform it can be a dizzy headrush of noise you can't decipher.

For seasoned users it's the news on steroids with handy little tricks to dip into those sources you want.

**Pros:** A quick way to get information out there fast to a wide audience; Best platform for 121 conversations;

Supportive hyper local tweeters.

**Cons:** Time Intensive; Trolling  
**LinkedIn**

The super serious social network - the BNI of the Social Networking world.

99% of readers of this article will have a LinkedIn profile. The problem is that only 25% of those people will actually be active on a regular basis. Stats out there on LinkedIn indicate that its monthly active users are around a quarter of its total user base which implies many are logging in sporadically.

LinkedIn is about Relationships, Trust, Reputation, Knowledge - it's the first thing any of us do after meeting someone when networking - type their name in and connect with them.

There is the argument that all B2C businesses should have a LinkedIn profile to research B2B service providers, but LinkedIn is mainly for B2B businesses.

**Pros:** Connect directly with decision makers; Reputation Building via LinkedIn Recommendations, People are there for business rather than socialising.

**Cons:** Clunky Interface; Sporadic usages of users; Facebook lite content.

### Facebook

There's no denying that facebook is hard for B2B brands. It's much easier for a restaurant, personal trainer, bar to break through baby photos, missing cats, celebrity deaths than it is a blog from a B2B firm.

There are local businesses out there with 100's and 1000's of likes on a page, but often engagement on those pages is still low.

There are even social media companies out there that struggle with facebook engagement - we're a little different in that we're ingrained in the local community and our posts do reach thousands each week.

So where can facebook work for B2B? Facebook advertising can be highly targeted so that you can reach facebook page admins (ie business owners) in a defined geographical area.

So if you're a printer, a web designer,

an accountant looking to target local businesses you can still do this easily.

**Pros:** Everyone is on facebook; Facebook advertising data is unparalleled; Easy to invite contacts to the page.

**Cons:** Facebook is social more than business; Organic Reach is being squeezed.

### Instagram

The big question with Instagram is simply how much visual content do you have and how much can you produce in future? With instagram being visual, the businesses that have broken through have been foodie, fitness, health and beauty, arts and craft - brands with big strong visual identities.

How do you break through if you're not as visual?

A lot of business coaches and consultants use quotes and stats to build up an audience. Offering a behind the scenes glimpse into an organisation is a way to humanise B2B Brands, and heroing clients on Instagram is another way to expand the reach of your audience.

**Pros:** Engagement is high on the platform; Good to attract younger demographic; A real chance for brand humanisation.

**Cons:** Very content intense; No clickthroughs to website apart from bio; Favours B2C rather than B2B.

### Snapchat

It says a lot that the two brands I've seen heavily pushing Snapchat physically in Manchester have been JD Sports and KFC - two brands that attract the youth demographic.

The big question for many with Snapchat is what is the ROI for my business of me spending the time there versus the other platforms?

Older brands attempting snapchat have tried to force existing content into Snapchat and it hasn't seemed authentically snapchat.

Speak to regular snapchat users and they'll tell you they want to keep in touch with friends and not businesses, and yet American marketing gurus are pushing it as the must have for your

business - which isn't strictly true at the moment. For most businesses reading this magazine - the honest answer is other platforms will deliver greater ROI for you at the moment.

But keep watching...

**Pros:** Content Consumption; Youth Demographic; It's now.

**Cons:** People don't want businesses on there; Can't automate; Time vs Impact intensive.

### YouTube

I've listed this as YouTube, but many of the same rules apply whether it be Facebook Video, Periscope/Twitter Videos or the forthcoming Instagram videos.

80% of data shared online will soon be video. The reports differ on whether that will be 2018 or 2020, but video will become the norm.

With video marketing play to your strengths - put the most confident camera friendly person forward as the face of the brand. Unrehearsed stuttering videos from those uncomfortable in front of the camera don't portray the best first impression for your business.

**Pros:** People absorb visual information quickly; Discoverability; Video is where the world is going

**Cons:** Easy to do badly, Time Intensive

### What next?

Think about which of the above platforms are most relevant for your business.

Realise that there are always exceptions to the rule and one size doesn't fit all.

Execute heavily on the two platforms you choose - action is key to social media success.



**Alex McCann**

Altrincham HQ

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

# digital marketing

## Upcoming **2017 Google trends** which will **make or break** your website presence online

### Google continues to rule

Google is still the search engine king. By constantly focusing on the user experience, it will remain to be so.

To fight off attrition from minor search engines and social media sites, Google has some major refinements in store for the coming year. These refinements, all designed to offer the best user experience, when embraced can soar organic ranking through the roof but if ignored will see sites sink into oblivion.

### Get social

Google is already indexing more and more social content blurring the lines between traditional SEO and content relevance.

Next year this indexing will accelerate and social links to Facebook, YouTube, Google+ and LinkedIn to name just a few, will be used as a key indicator of relevance and credibility so boosting organic rankings.

### Put your business in lights

The popularity and effectiveness of video cannot be ignored with 80% of video results in organic search coming from YouTube, 50 times visibility compared to standard text based results and 41% higher click through rates than standard listings.

Webmasters are increasingly using video to boost organic results in SEO and it is a trend others must adopt to remain competitive.

### What did you say?

Voice search is on the rise. 40% of adults use voice search for directions and a staggering 60% of teens use the function whilst watching television!

Site content must be voice search friendly to appease Google and cater for demand.

### Read all about it

As the pace of day to day life continues to accelerate, more and more users are looking to find all their relevant information in just one place. Google identified this trend very early and as a result now index authority sites with greater priority.

Emphasis needs to be placed on providing websites with a blended mix of relevant content from both internal and external sources to enhance ranking.

### Going down the local?

Dominating local search must also be a main focus. 50% of local searches lead to a place of business visit the same day, 50% of mobile searches are for local businesses and 60% of consumers have used local searches direct from adverts.

It is important to give Google accurate information on your specific location and range of goods and services to capitalise on this trend. This can easily be done by visiting [www.google.com/business/](http://www.google.com/business/) where you will find everything you need to set up your local information on Google.

### What's 'appening?

Of the 3.2 billion internet users, over 2.5 billion access the web from a mobile device. As mobile devices become cheaper, more sophisticated and user friendly, this proportion will undoubtedly rise.

Some other statistics must also be taken very seriously. Mobile apps accounts for 52% of user time spent on digital media.

Mobile apps are now relatively inexpensive to commission and can form a pivotal back up for SEO and deliver content to users in their preferred manner.

### Are you upwardly mobile?

This massive mobile usage to access the internet has caused Google to redefine search rankings for mobile. A stripped down version of a site for mobile users just does not cut it anymore.

Google has split rankings for desktop and mobile into two completely different indexes. Dependant on device, mobile or desktop the user will be shown a completely different set of results. Poorly formatted mobile sites are immediately penalised.

There are a couple of options for

an immediate fix. One is to create a pure mobile site on a subdomain for indexing in the mobile listings. This does not impact on your existing site and is the most common way to get a mobile site up quickly. Another is to incorporate responsive design which resizes content according to device. It will keep all the content but can be time consuming to implement.

Either way it is important to offer quality content and not trim down your content for mobile for the sake of faster loading time. Google views content in exactly the same way and will offer higher rankings to quality, relevant content that addresses the user search query.

2017 is going to be a spectacular year for those website owners who adapt to these trends. Implementation

of a full market approach with relevant, optimised content coupled with multiple channel syndication and mobile optimisation will yield outstanding results in online exposure on Google for years to come.



**Howard Jones**  
Jungle Marketing  
[www.jungle.marketing](http://www.jungle.marketing)

## Videos for Websites

UP TO **30% OFF** VIDEO PRODUCTION COSTS

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

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

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# wellbeing

## Are you **full** of **good intentions?**

December and January can often be months which provide valuable opportunities for reflection and time to evaluate the direction in which our life is heading. The long holiday period can provide a natural break in which to assess what's been achieved during the previous twelve months and give time to start planning for the coming New Year.

We may start January full of good intentions but it's not uncommon to soon fall back into old habits, especially if some of our plans fall by the wayside. Then we can end up berating ourselves, feeling a failure and becoming disappointed at our lack of progress.

Let's consider what may happen, even when we're full of good intentions, and then explore ways to help us maintain our resolve.

**Check if you're setting yourself goals that don't particularly motivate you.** It may be that you're adopting someone else's agenda; they want you to stop smoking, join a gym, learn a particular skill or be a successful business person, but if that doesn't fill you with joy you're not going to sustain your enthusiasm beyond the first hurdle that comes along.

You have to really want something in order to persevere through the difficult and stressful times. A positive focus can keep you motivated and on track when the going gets tough.

**Timing is important.** There may be many things happening in your life that demand your time and energy, leaving you with few reserves for new challenges and opportunities, no matter how inspirational they may be. Financial worries, children, ailing

relatives, a demanding boss may all feature in your life and leave you with little time or mental space to dedicate to something new. If that happens you may need to respect yourself and focus on your immediate quality of life in order to support your health and wellbeing.

**Find something that has meaning for you, that allows you to feel that you've done something really special with your time.** But if it's not viable for you to fully immerse yourself in a project or career change at the moment, might you be able to organise your time and commitments a little differently? It might free you up and enable you to become involved in something on a smaller scale that holds real interest for you.

**Is there a way you could discuss your dreams and aspirations and let others know what you'd love to be doing?** Others may be genuinely unaware of how you feel or not fully appreciate the many demands that are made of you. You may be perceived as someone who thrives on being busy, who undertakes everything with apparent ease. Share your stresses and let others in.

**Ask for help.** It's not a sign of weakness to let others be supportive. Or consider buying in help so that you can use your time more efficiently.

Some skills like accountancy, technical expertise, PA support can often be outsourced on an ad hoc basis and can reduce your stress levels whilst freeing up your time.

On a domestic level it may be useful to consider hiring cleaning, ironing or garden support so that time at home is not spent fully occupied with chores.

**Lists can be a good way to encourage a clearer focus.**

Spending twenty minutes on a Sunday to assess the week ahead or sitting down each evening to plan the next day can be a great way to bring the spotlight back on those good intentions. Decide what needs to be done each day in order to move towards your goals.

Making a phone call, arranging a meeting, filling out a form may seem like tiny steps, but each step can move you in the direction you want to go. At the end of each day give yourself credit for the actions you've taken.

**Failure's okay.** If you try something and it doesn't pan out the way you'd hoped, that's fine. You've learned something new, tried something out and possibly made some new contacts along the way.

Don't allow failure to signify the end; it's merely a setback or detour along the way, and sometimes those detours can bring unexpected opportunities and gifts.

**Don't wait for everything to be perfect before you have a go.** Not every 'i' needs to be dotted or 't' crossed. Often simply getting started can provide sufficient impetus for things to start coming together and happening.

**Use the winter months as a time to de-clutter and clear out the old.** When we keep adding to our 'stuff', without taking time to assess what we've already got, we can gradually become mentally and physically overwhelmed and unable to appreciate the things that are important. It's important to make time to occasionally discard the old

so that we can appreciate the new.

**Being 'resilient' is often thought of as being tough, strong and keeping going no matter what.**

In fact resilience demands that we stop occasionally, take stock of things, adapt and grow in the light of new challenges and new goals. The companies I work with and the workshops I run, place a high value on training staff to be resilient by taking stock of the present moment and learning to adapt to an ever changing and unpredictable future.

Just as the trees use winter to shed their leaves and rest awhile, so we too can benefit from a period of reflection and introspection.

Use this natural break to consider your options and formulate a viable action plan. Then your good intentions can really start to take shape.



**Susan Leigh** MNCH (ACC)

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

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

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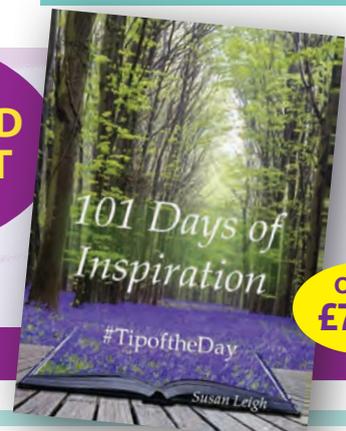
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Susan has two books already published, 'Dealing with Stress, Managing its Impact' and 'Dealing with Death, Coping with the Pain'; both are self help books with lots of easy to read sections, tips and ideas to help the reader regain control of their life.

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# diary dates

## 4 Networking

### City Centre - Fridays Fortnightly

- 9 Dec, 6 Jan, 20 Jan... 12noon - 2.00pm

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

Cost £15

Contact Jon Mason 01942 765308

### Cheadle - Fridays Fortnightly

- 9 Dec, 23 Dec, 6 Jan... 8.00am - 10.00am

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

Cost £13

Contact Sian Roswell 07526 740486

### Stockport - Fridays Fortnightly

- 16 Dec, 13 Jan, 27 Jan... 8.00am - 10.00am

Venue Bamford Arms, Buxton Road,  
Stockport SK2 6NB

Cost £13

Contact Rene Power 07725 979362

### Sale - Tuesdays Fortnightly

- 13 Dec, 10 Jan, 24 Jan... 8.00am - 10.00am

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

Cost £13

Contact Chris Richardson 0161 834 9480

### Salford Quays - Wednesdays Fortnightly

- 7 Dec, 21 Dec, 18 Jan... 8.00am - 10.00am

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

Cost £13

Contact Jim Frayne 07773 967757  
www.4networking.biz

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## Altrincham & Sale Chamber of Commerce

### Breakfast Matters - Networking and breakfast

Thursdays 12 Jan, 2 Feb, 2 Mar 8.30 - 10.00am

Venue Cresta Court Hotel, Church Street,  
Altrincham WA14 4DP

Cost £10

Contact Anne Jardine 0161 941 3250  
anne@altrinchamchamber.co.uk

### Bowdon Business Club

#### Weekly every Friday

- early networking includes full breakfast

6.45am - 8.30am

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

Cost £10

Contact Members@BowdonBusinessClub.co.uk

### Business for Breakfast

#### Networking - Fortnightly

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

Cost £10

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

### Business over Breakfast

#### Networking - Fridays fortnightly

16 Dec, 13 Jan, 27 Jan... 7.00 - 9.00am

Venue Neighbourhood, The Avenue North,  
Spinningfields, Manchester M3 3BZ

Cost £15

Contact Tracy Heatley 07812 076946

## Carrington Business Park

### Networking

Mondays - 12 Dec

9.30am - 11.30am

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

Cost Free

Contact Sue Murray 0161 776 4000  
smurray@cbpl.co.uk

## Dynamic Networking

### Free Business Networking

Sale - 3rd Tuesday monthly

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

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

### Stockport - 2nd Thursday monthly -

8 Dec, 12 Jan, 9 Feb 5.30pm - 7.30pm

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

### Wilmslow - 1st Wednesday monthly -

7 Dec, 4 Jan, 1 Feb 5.30pm - 7.30pm

Venue Hallmark Hotel, Stanley Drive,  
Wilmslow SK9 3LD

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

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## Federation of Small Businesses

### Bring a buddy networking

1st Monday - 5 Dec, 2 Jan, 6 Feb

6.00pm - 8.00pm

Venue Orega Serviced Offices, Blue Tower,  
MediaCity M50 2ST

Cost Free

3rd Monday - 19 Dec, 16 Jan, 20 Feb

6.00pm - 8.00pm

Venue Urmston Conservative Club  
29 Crofts Bank Road, Urmston  
M41 0TZ

Cost Free

2nd Tuesday - 13 Dec, 10 Jan, 9 Feb

6.00pm - 8.00pm

Venue Village Point, 35 Heaton Moor Road  
Heaton Moor, Stockport, SK4 4PB

Cost £10

3rd Tuesday - 20 Dec, 17 Jan, 21 Feb

7.00am - 9.00am

Venue Macclesfield RUFC, Priory Park,  
Priory Lane, Macclesfield SK10 4AF

Cost £10

1st Friday - 6 Jan, 3 Feb, 3 Mar

7.00am - 9.00am

Venue Prestwich Golf Club, Hilton Lane,  
Prestwich M25 9XB

Cost £8.35+Eventbrite booking fee

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

## Forever Manchester

### Birthday Party 2017

6.30pm - 1.00am

Venue Palace Hotel, Oxford Street,  
Manchester M60 7HA

Cost £85+Eventbrite booking fee

## Forward Ladies

### Women's Networking Power Business

Breakfast Club - 1st Wednesday Monthly

7 Dec, 4 Jan, 1 Feb 9.30am - 11.00am

Venue Banyan Bar & Kitchen,  
The Corn Exchange,  
Exchange Street, Mc M4 3TR

Cost £15

Contact 0845 6434 940  
enquiries@forwardladies.com

## Greater Manchester Chamber of Commerce

### Action for Business Salford

15 Dec 7.30am - 9.30am

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

Cost £15 (members free)

### Meet the Mayor - Tony Lloyd

9 Jan, 6 Mar 1.00pm - 2.30pm

Venue Elliot House, 151 Deansgate  
Manchester M3 3WD

Cost Free

### Quarterly Economic Breakfast

16 Dec 8.00am - 10.00am

Venue Elliot House, 151 Deansgate  
Manchester M3 3WD

Cost Free

## Handbags & Briefcases

### The H&B Non-Corporate Christmas Party

6 Dec 7.30pm - 10.00pm

Venue The Parrswood, 356 Parrs Wood Road  
Didsbury, Manchester M20 6JD

Cost £22.00 + eventbrite fee

Contact Jenny Matthews 07984 872325  
info@handbagsandbriefcases.co.uk

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## K-Club Manchester

### Entrepreneur's networking breakfast

9 Feb, 27 Apr 7.30am - 10.00am

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

Cost £30.00

Contact Amanda Manson 07754 069829  
amanda.manson@k-club.co.uk

## Manchester Business Breakfast Club

### Weekly Networking every Friday

- early networking 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

## M62 Connections

### PAYG Networking Wednesdays Fortnightly

14 Dec, 11 Jan, 25 Jan... 9.30am - 11.30am

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

Cost £10

### Thursdays Fortnightly

8 Dec, 5 Jan, 19 Jan... 9.30am - 11.30am

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

Cost £10

Contact Bill Dove 07932 044 743  
www.m62connections.co.uk

## Planning Workshops

### with Mark Dyble, Business Growth Specialist

4 Jan 9.30am - 4.30pm

Venue Cresta Court Hotel, Church Street,  
Altrincham WA14 4DP

Cost £195 (Early bird £125)  
+£65 for additional colleague

Contact Mark Dyble 07931 882555  
mark@markdyble.com

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## pro-manchester

### Corporate Finance Lunch

15 Feb 12noon - 2.30pm

Venue Hilton Deansgate  
303 Deansgate  
Manchester M3 4LQ

Cost £38+VAT

Contact Nicola McCormick 0161 817 3483  
nicola.mccormick@pro-manchester.co.uk

## Rotary Club Altrincham

### Networking, Dinner - Every Monday 7.00pm

Venue Cresta Court Hotel, Church Street,  
Altrincham WA14 4DP

Cost £12

Contact Ken Garrity 0161 929 0142  
kengarrity@hotmail.com

## Rotary Club Sale

### Networking, Dinner - Every Tuesday 7.00pm

Venue The Belmore, Brooklands Road,  
Sale M33 3QN

Contact Peter Munday 0161 969 1391  
Mari Griffin 0161 962 6078

## The Business Network Manchester

### Business Lunch 14 Dec

10.00am - 2.00pm

Venue The Midland, 16 Peter Street,  
Manchester M60 2DS

### Business Lunch 25 Jan, 23 Feb

10.00am - 2.00pm

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

Cost £39.95

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

## Trafford Business Club

### Weekly Networking every Friday

- early networking includes breakfast

6.30 - 8.30am

Venue Bean and Brush Café, The Old Sorting  
Office, 12 Hayfield Walk, Sale M33 7XW

Cost £5 for guests

Contact Laura Evans 07976 894419

## Women's 20/20

### Women's networking

- second Wednesday each month

Dec 14 12.15 - 2.30pm

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

Cost £20 for non-members

Contact Catherine Sandland  
enquiries@2020network.co.uk

**Don't forget your Business Cards!**

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

# places to meet

## AJ Bell Stadium

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

## Albert Square Chop House

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

## Bean and Brush Art Café

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

## Bizspace Atlantic Business Centre

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

## Bizspace Empress Business Centre

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

## BosscO Business Design Store

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

## Bowdon Rooms The Cinnamon Club

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

## Café Gourmand

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

## Carrington Business Park

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

## Costa Coffee

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

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

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

Facilities Coffee, Snacks

## Cresta Court Hotel

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

## DeVere Venues

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

## Eaton Place Business Park

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

## Elliot House

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

## Emirates Old Trafford

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

## Event City

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

## Friends' Meeting House

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

## Houldsworth Mill

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

## McGregors

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

## Macdonald Manchester Hotel

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

## Manchester Airport Marriott Hotel

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

## Manchester Escalator

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

## Mercure Bowdon Hotel

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

## Mersey Farm

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

## Midland Hotel

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

## Mr Thomas's Chop House

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

## On The 7th The Landing

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

## Orega Offices

Address 3 Piccadilly Place, Manchester M1 3BN  
76 King Street, Manchester M2 4NH  
Blue Tower, MediaCityUK M50 2ST  
Contact 0800 840 5509  
Facilities Meeting Rooms, Serviced Offices

## Red House Farm

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

## Red Rooms

Meeting rooms for hire across a  
range of Bruntwood properties

Address Station House, Stamford New Road,  
Altrincham WA14 1EP  
Landmark House, Station Road,  
Cheadle Hulme, Cheshire SK8 7BS  
111 Piccadilly, Manchester M1 2HY  
Contact 0843 504 4753  
Facilities Offices, Meeting Rooms

## Regus

Meeting rooms for hire across a  
range of Regus properties

Address Peter House, Oxford Street,  
Manchester M1 5AN  
5300 Lakeside, Cheadle Royal  
Business Park, Cheadle SK8 3GP  
Manchester Business Park,  
3000 Aviator Way,  
Manchester M22 5TG

Contact 0845 300 3585

Facilities Offices, Meeting Rooms

## Runway Visitor Park

Address Sunbank Lane, Altrincham  
WA15 8XQ

Contact 0161 489 3932

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

## Sam's Chop House

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

## St Anthony's Centre

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

## San Carlo Fiorentina

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

## The Coffee House

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

## The LifeCentre

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

## The Lowry Hotel

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

## The Mere Golf Resort & Spa

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

## Victoria Warehouse

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

## Warren Bruce Court

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



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