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June/July 2017

 **GMBizConnect**

## Harrington Brooks open for business

Debt Management business Harrington Brooks host their annual Creditor's Conference bringing best practice across the sector's thought leaders, plus celebrate full authorisation from the FCA.

### Business is Personnel

Interview with Tricia Bullman, Owner and Managing Director of Hale's fastest growing specialist recruiters Halecroft Recruitment.

### MMU push apprenticeship programme

Interview with Yvonne Rennison, Head of Business and Public Engagement, looking at the Manchester Metropolitan University Apprenticeship programme.

### The Trafford Business Expo

Preview of Trafford's flagship Business Expo back at Emirates Old Trafford on 27 June.

### Connectworking Lunch

The best charity business networking lunch is back at Hotel Football on 29 September.



**CONNECTING BUSINESSES ACROSS GREATER MANCHESTER**

Matthew Cheetham, CEO of One Advice Group and Harrington Brooks, pictured outside Headquarters located in Jackson House in Sale.



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editorial

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**Paul Mirage**

• 07708 987518



**Jon Cheetham**

• 07971 575977

Office • 0161 969 8632

## 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.

PUBLISHED BY  
**BUSINESS connect PUBLISHING** Business Connect Publishing Ltd,  
8 Eastway, Sale, M33 4DX  
Tel: 0161 969 8632  
Email: [enquiries@businessconnectpublishing.co.uk](mailto:enquiries@businessconnectpublishing.co.uk)  
[www.gmbusinessconnect.co.uk](http://www.gmbusinessconnect.co.uk)

DESIGNED, EDITED AND PUBLISHED BY  
Jon Cheetham, Paul Mirage.

ADDITIONAL CONTRIBUTORS  
Strand Creative Web Design, Mark Copeland Photography

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# news

## Brexit funding gap a threat to growth and productivity

Billions of pounds in EU funding dedicated to supporting small firms must be replaced to avoid the risk of an economic slowdown post-Brexit, according to the Federation of Small Businesses (FSB) latest report. FSB is calling on the new Government to seize the opportunity presented by Brexit to radically reform England's business support landscape. Its proposals include creating a streamlined Growth Fund for England before the Brexit process completes. The Fund would bring together a domestic replacement for EU funding and the Single Local Growth Fund (SLGF).

The EU has dedicated £3.6bn to developing the competitiveness of UK small firms for the funding round ending in 2020. There is currently no regional development spend budgeted at the national level beyond 2021. The new 'Reformed Business Funding: What small firms want from Brexit' report finds that eight in ten (78%) small firms have sought business support services over the last year. Of those that have applied for such

schemes, the majority believe EU funding has had a positive impact on their business (68%) and local area (64%). The research indicates the benefits of EU funding are even broader, with many other businesses indirectly gaining from wider economic growth.

FSB Chairman for Manchester & North Cheshire, Simon Edmondson, said: "Small businesses in our region are staring into a business support black hole from 2021. This is a particularly pressing issue for the many small firms with growth ambitions.

"If the next Government is serious about developing an Industrial Strategy that delivers prosperity across all areas, it must replace EU funding dedicated to small business support and access to finance after we leave the EU. Brexit marks an unprecedented opportunity for fundamental reform. LEPs and Growth Hubs must be empowered to tailor and simplify support according to local requirements. Ensuring that all small firms are aware of business support schemes should be a top priority."

## Craigleith Planning Major Manchester Investment



L-R Mark Antscherl, CEO and Geoff Willis, Director of Craigleith Property Group

Property investment company Craigleith Property Group has taken new office space in Manchester as it gears up for major expansion.

The company has moved to a new base at 49 King Street and is looking for more than £200m worth of assets in which to invest over the next 12 months, with the focus on the residential market in Manchester and the North West. Craigleith currently has offices in London and Edinburgh but has already facilitated over £100m worth of deals over the past 18 months in Manchester.

## Global Solar Investment to be Higher than Coal, Gas and Nuclear Combined in 2017



Declining project costs are driving investment towards renewables as the industry continues to transition to more decentralised and intelligent energy systems, finds Frost & Sullivan's Energy & Environment team.

Global Power Industry Outlook, 2017, a new analysis from Frost & Sullivan's Power Generation Growth Partnership Service program, examines power market trends, including installed capacity, investment, and regional growth across coal-fired, gas-fired, nuclear, hydro, solar PV, wind and biomass power.

The rise of renewable energy continues. With prices for both solar and wind continuing to decline, renewable investment keeps booming at the expense of traditional power

generation. Lower project costs and continued regulatory support for renewable energy in key markets will see global renewable power investment reach \$243.1 billion in 2017, with solar photovoltaic (PV) the fastest growing segment, followed by wind power – by 2020 non-hydro renewables will account for 65% of global power investment. India is the hottest growth market with renewable investment set to increase by 24% per year to 2020. The evolving market will compel power sector participants to craft innovative business models, offer customer-centric solutions, and create flexible portfolios. There will also be higher consolidation as companies seek funding to expand and introduce novel products.

Director Geoff Willis said: "Taking new office space in the heart of Manchester clearly shows our appetite for investment in both the city and the North West in general. "Our investment model is proving particularly appealing to residential developers looking to exit all or part of their schemes across this region and this investment can also

be backed by development funding arranged by Craigleith Finance, so we are able to provide a full turnkey service."

The Group is now looking to add to its Manchester team by recruiting an experienced residential investment manager to drive investment activities predominantly across Manchester, Leeds, Birmingham and Liverpool.

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# New President of ICAEW Manchester appointed **BiP expand into Media City**



Anthony Woodings

Anthony Woodings, Partner in Hurst & Company Accountants LLP in Stockport, has been appointed President of ICAEW Manchester Chartered Accountants. He now heads the 5,000-strong membership group across Greater Manchester. ICAEW Manchester Chartered Accountants is the local society of the ICAEW (Institute of Chartered Accountants in England and Wales), a leading worldwide professional membership organisation. The role of the society locally is to represent the views of Greater Manchester members to the national body and have a voice on matters affecting business in the area. Anthony also sits on the ICAEW governing council as an elected member for Manchester. He commented: "I am looking forward to the next 12 months. It's an exciting time to be representing Manchester's

voice as the city region seeks to maximise the benefit of devolved powers to better serve local people.

"In the same way I will be working on an in-depth review of how ICAEW Manchester and our members can be better supported by the national institute."

Anthony will continue to champion access to the profession like his predecessor Alan Clarke, through a range of training routes.

The BiP Group, a leading provider of business intelligence solutions for the public and private sectors, has launched its new North of England office in Media City.

The new building, named Pacific House, houses two of the BiP Group's brands, Ingenium and Promark Media, which have been acquired over the last two years.

Ingenium, which employs 35 staff and was previously based in Stockport, is a specialist in lead generation, content creation, data, surveys and online events, with clients including

BT, Capita, KPMG, Deloitte, Hays, Apple and IBM. Promark Media, which employs 30 staff and was previously based in Chorley, is one of the UK's leading construction media companies with an established portfolio of digital magazines and online channels.

The bringing together of these brands in one central location will support BiP Group's ambitious growth plans for them; as well as providing a presence in the North of England for other BiP brands.



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## Together team with EIG to help auction buyers find bargains

Specialist lender Together has teamed up with Essential Information Group (EIG), the UK's leading property auction search engine, to provide all the information auction customers need to find and fund the right property.

Auction buyers will be able to discover the best bargains, often before they appear in auction catalogues, thanks to the expansive portal which monitors virtually every auction house in the country.

Whether it's for residential, commercial or semi-commercial property, the market-leading search facility is now linked to new dedicated auction finance pages on Together's website, with everything customers need to help them in their search.

There's also a handy new finance calculator, to help bidders work out what they can afford when they get into the auction room. Chris Baguley, commercial director for Together, said: "Buying at auction is different from the traditional property purchase process, and that's why we've decided to launch our dedicated auction finance web pages to help customers understand the whole process, from start to finish. These include a host of information for auction buyers; whether they're new to the auction world or seasoned property investors, as well as simple steps on securing the funding needed to meet the tight auction house deadlines, which are usually just 28 days, or even less, to complete the purchase.

"We're delighted to have formed an exclusive partnership with EIG to link their auction property search engine to our new pages, as it means customers will be able to search thousands of properties to find the one they want, then we can quickly get to work putting the funding in place.

"Of course, we'll still have our auction team on hand at over 300 property auctions each year, to provide a personal service and answer questions, but it's important that our digital presence now reflects our standing as one of the UK's leading providers of specialist auction finance."

### Top award for Together

Thousands of brokers from across the UK have cast their vote – and have chosen Together as 'Best short-term/bridging lender' at the Financial Reporter Awards 2017.

As well as winning the top accolade for its bridging finance, Together was also highly commended in the 'Best specialist lender' category at the highly-regarded industry awards, which are now in their eighth year. The winners' party will be held at the Museum of Science and Industry in Manchester.

Developed to support and promote excellent service and good practice across the industry, the awards are voted for by brokers and intermediaries and saw a record number of voters this year, at more than 7,000.

Marc Goldberg, commercial CEO for Together, said: "It's an honour to have been recognised by brokers for our bridging finance offering. We strive to ensure that our products and processes meet their needs, and this award is a great measure of our success. Our valued partnerships with the broker community have played a huge part in our continuing growth here at Together, and we're very grateful for their support.

"This award is also a result of the hard work of our dedicated colleagues, who consistently go the extra mile to deliver for our partners, often against tight deadlines, to ensure the best outcome for the customer."

Together has recently overhauled its bridging application process which will see the application time for a broker slashed from thirty minutes to just two. With the new simplified process, intermediaries will be able to generate a quote in as little as sixty seconds, and receive an offer in two minutes, using the lender's portal, My Broker Venue.

### New appointment

In other news, Together has appointed Mike Davies as its new director of corporate affairs, as the specialist lender continues to expand its operations in line with long-term growth plans.

Mike joins from Instinctif Partners, where he spent over seven years, and was a managing partner of the Financial Institutions Group in the Capital Markets and Corporate division. Mike said: "Together has a 42 year heritage, leading positions in growing markets, an excellent customer-focused team and a unique and dynamic culture. I am delighted to be joining the business at such an exciting time in its development and look forward to working with the team to deliver the next phase of the Group's growth story."

## Jet2 Adds Airbus A330 to Support Busy Summer at Manchester Airport



Jet2.com and Jet2holidays have added an Airbus A330 to strengthen their operation at Manchester Airport, enabling the company to add more seats and capacity to support its biggest ever summer holidays and flights programme.

The widebody aircraft will operate to the most popular hotspots from Manchester Airport during the summer, including Majorca, Tenerife, Lanzarote and Rhodes. Jet2.com and Jet2holidays will fly to 41 destinations from Manchester Airport this Summer, with two brand new destinations in

Costa de Almeria and Halkidiki. With more than 400 weekly flights during peak periods and over 2 million seats on sale in total for Summer 2017, the A330 will play a key role in supporting the company's busiest ever operation.

Recently the company announced that an Airbus A330 will also be in operation for Summer 18, when Jet2.com and Jet2holidays will operate to 43 summer beach and city destinations from Manchester Airport, including new routes Verona and Bergerac.

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# news

## Informed Solutions appointed to the Metropolitan Police Service's Digital Policing Framework

Altrincham-based leading UK Digital Transformation practice, Informed Solutions, have been appointed onto the Metropolitan Police Services (MPS) Digital Policing Solution Provider Framework. Following a competitive tender process, Informed are one of only seven organisations to have been selected, and are proud to be the only SME among the supplier list.

This four year framework, worth up to £350m, has established a panel of solution providers from which the MPS and the other contracting authorities will procure end-to-end digital solutions that solve business problems.

Informed are very much looking forward to assisting the MPS' Digital Policing vision by 'developing, delivering and operating a definitive portfolio of IT services that support the MPS in making London the safest global city'. Informed and the MPS

have worked together in the past, but this recent success represents a significant step change in their partnership.

Speaking of Informed Solutions latest success, UK CEO Seth Finegan said: "It is immensely satisfying to be recognised as one of only seven companies awarded a place on the Digital Policing Framework – especially as we are the only SME shortlisted."

**Informed Solutions Global CEO shortlisted for prestigious 'Digital Leader of the Year' award**

In other news Global CEO, Elizabeth Vega, has been shortlisted for 'Digital Leader of the Year' in this year's DL100 (Digital Leaders) awards for her contribution to bridging the digital skills gap in the UK, the Women in IT agenda and more broadly, the Digital Sector.

Announced recently by TV personality Maggie Philbin at the launch event in London, Elizabeth joined the exclusive DL100 list, one of 100 finalists across 10 categories. The Digital Leader of the Year will now be decided by a combination of public vote and an 'all-star' judging panel with voting closing on 9 June.

Elizabeth is recognised for her outstanding contributions in enhancing digital skills and inclusion as well as championing the cause for diversity in the sector. She has contributed heavily to thought leadership and represents the digital sector on a number of senior boards, including the TechUK main board and Cabinet Office Small Business Panel.

The winners of each category will be announced at a ceremony in Central London on 22 June, where digital leaders from across the UK's public, private and non-profit sectors will



gather to celebrate. Speaking of her nomination, Elizabeth said: "I am thrilled and honoured to be a finalist for Digital Leader of the Year, which is all the more special as the nomination comes from my peers within the industry. We have for many years been strong supporters of the Digital Leaders Network and the DL100 Awards because they do a terrific job in recognising and celebrating diversity in all its guises across the digital marketplace."

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## Brooks Macdonald celebrates 10th Anniversary in Manchester

The Manchester office of investment management firm Brooks Macdonald recently celebrated its tenth anniversary by hosting a drinks reception for its clients at King Street Townhouse.

Since founding, the office has provided investment management services to professional advisers, private clients, trusts and charities throughout the North West. It has evolved into a thriving business and now employs 13 members of staff. The company has won a variety of awards recognising its localised client service and investment management performance.

Robert Salter, Head of Brooks Macdonald's Manchester office said: "In 2007, Claire Bennison, Director, opened our Manchester office. Since then, it has steadily grown as a business, far exceeding our

expectations. I'm very proud of what we have accomplished and am extremely grateful to the professional advisers, clients and employees who have helped us get to where we are today. These clients demonstrate our commitment to building strong long-term relationships based on excellent service and performance. We hope to continue developing our professional adviser relationships and will seek to exceed our clients' expectations as they plan and save for their future requirements.

"In the post-crash, low interest-rate economy we have experienced significant demand for our services. A broad loss of confidence in banks, in particular, heralded a period of growth for our office. In 2009, there were a lot of people who had run their own portfolios and suffered losses from

bank investments; these people were seeking alternatives, which provided a particularly strong growth driver for us.

"At the same time, there were more investors who wanted to deal with independent investment managers, while our decision to retain a customer-focused service has also helped."



## Online marketplace OnBuy partners with UKFast

British online marketplace OnBuy.com has signed a two-year partnership deal for hosting and support with leading online cloud services provider UKFast as it prepares for a surge in traffic.

The partnership ensures the stability and speed of the OnBuy platform in anticipation of a significant rise in the number of sellers and consumers using the site ahead of the rollout of a nationwide TV campaign at the end of May.

UKFast, a business-to-business hosting company based in Manchester, is an industry leader for managed hosting, cloud services, and colocation.

Cas Paton, Managing Director of OnBuy, said: "I'm excited to announce our partnership with UKFast and see

this as another significant milestone in OnBuy's journey to becoming a credible alternative to Amazon and eBay.

"This partnership benefits both sellers using the OnBuy platform and consumers looking to buy products. UKFast hosting is super-fast which gives both sellers and consumers a site that is user-friendly, trustworthy and will not slow down with surging traffic.

"UKFast has the benefit of scalability, so it's fit for future growth and can scale when web traffic surges, such as during a product launch or during an advertising campaign."

Cas added: "OnBuy is British born and bred, so we are proud to be partnering with a company that is UK-based and supports the British economy."



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# conference

CONNECT 2017 :  
The Harrington Brooks 2017 Creditor Conference

# Harrington Brooks op



Matthew Cheetham,  
CEO of Harrington Brooks  
and One Advice Group

GM Business Connect are always keen to attend industry events in the region. We recently attended Harrington Brooks' annual Creditor Conference at the Macdonald Hotel and Spa in Manchester, which this year focused on themes around the 'Dimensions of Debt'.

Building on the success of last year's event, the Sale-based business gathered together high-profile industry figures and businesses to learn, challenge and debate how to create better outcomes for those facing financial difficulty. This included stakeholders from the credit, police, education and political sectors.

Topics for discussion throughout the day included: interest-only mortgages; disruption and innovation; policy updates; debunking credit scores and customer profiling; the importance of financial education; different approaches to vulnerability and financial abuse; and upcoming changes to enforcement.

The conference came at a particularly important time for

consumers too – with household debt at an all-time high, interest rates for savers remaining at record lows and the cost of living continuing to rise, huge burdens are being placed on families across the country.

We were therefore really impressed to see how Harrington Brooks is leading the way to tackle indebtedness, and pleased that they are seeking industry agreement to push forward real change for consumers.

Matthew Cheetham, CEO of Harrington Brooks, explains: "For a second year running, Harrington Brooks' Creditor Conference has been a fantastic success.

"The debate, as it was last year, was interesting and insightful, and I would like to thank all those who both spoke and attended for making it such a great event. I hope now that the industry can get behind our push to tackle indebtedness, and advance important changes for our sector to benefit consumers."

We caught up with Matthew after

the conference to talk to him about One Advice Group of which Harrington Brooks is a main brand:

**Thank you for inviting us to the conference. Please could you tell us more about One Advice Group and the work that it does?**

"The One Advice Group, which incorporates Harrington Brooks and OpenDoor, provides a range of professional financial and legal services, debt resolution and personal insolvency solutions for customers UK wide.

"The Group is one of the region's largest employers with 350 staff members, operating out of headquarters at Jackson House, Sale, Manchester.

"I am delighted to be able to announce that, in March, Harrington Brooks was granted full authorisation by the Financial Conduct Authority (FCA) for debt management - making us one of the first debt management firms to receive this status. We had held Interim Permissions since April 2014. To put this into context, there were around 350 firms who held the appropriate licences in 2014, and today only about 10 firms have been granted full authorisation by the FCA.

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

"I'm therefore very pleased that the FCA confirmed that the business

meets these threshold conditions and can continue to focus on getting the best solution for our customers."

**Congratulations! How do you expect that authorisation will change the business?**

"This is an important milestone for the whole group. We have had to make changes to the business over the last two years, made some tough decisions and have worked closely with the FCA to deliver improvements. We can confidently demonstrate that we are committed to our regulatory responsibilities and to treating customers fairly.

"There has been significant investment across the business to embed our desired culture and values. We are pleased with the progress that has been made with embedding compliance and our desire 'to do the right thing' across the group.

"There is no doubt that we need to keep improving and ensuring we are providing the best outcomes for our customers. We have the systems and controls in place to help us do this and we are confident that the work we do with supervision will show this. Currently we are working on what we believe supervision will look like, and we'll be briefing and preparing the whole business shortly."

**What new opportunities lie ahead for the business?**

"With our full authorisation and recent changes made in our organisational





**Harrington Brooks**

Helping you take control

# en for **business**

structure, we are now in a strong position for the future. We have new opportunities to look forward to and will be looking to gradually increase the number of people to whom we give debt advice.

"What was once a highly fragmented sector is consolidating and we want to be at the forefront of that process. In

addition, there will be opportunities to attract additional customers through new and existing affiliates, from creditor or professional referrals and by progressing new ways of acquiring and retaining customers in a cost effective way.

"We are also keen to continue to work with businesses in and

around the Manchester area. We have recently entered into a partnership with Otten Penna Solicitors, and we're looking to build on our relationships with our existing partners and get new creditor and professional partnerships on board.

"Our message is clear: Harrington Brooks is firmly open for business."

### Are there any other ways that you have contributed to the local area?

"We place a huge importance on our work in the local community and take pride in our position as a large employer, and an employer of choice.

"In particular, the Group has undertaken significant engagement with local schools as part of our 'Financial Education for Future Generations' programme. This has led to colleagues taking the time to engage with over 350 local children about the importance and value of money, as well as the effects of lending and spending, to ensure that they can make positive financial choices as they get older. As part of this, our colleagues have also developed PayDay, a financial education game to teach children about financial responsibility, which has been rolled out to local schools.

"We have also engaged directly in substantial charity work for local charities in and around the North West. Since we started tracking our fundraising earnestly, colleagues have raised over £20,000 for our charity partners such as Forever Manchester, the Christie NHS Foundation Trust and more recently for the One Advice Group Fund.

"We were therefore delighted that our involvement in the community has been recognised by Business in the Community, as 'Newcomer Award for Responsible Business', and the DRF and DEMSA via their 'Investing in the Community Award'."



Matthew Cheetham, Harrington Brooks and One Advice Group



James Jones, Experian



Michael Wolfenden, Engage Services



Nick Pearson, Debt Councillors Charitable Trust



Sarah Williams, Debt Camel



Karl Grimes, Newall Green High School



Amy Rowe, Mouthy Money



Michael Taggart, Mouthy Money



Ralph Jackson, Lansons



Yael Selfin

KPMG's Director and Chief Economist, Yael Selfin, delivered the keynote speech at the conference. She outlined her analysis of how major issues like Brexit and geopolitical trends have impacted, and will continue to impact, the British economy. Her forecasting predicted that, over the next two years:

- GDP growth will slow
- Growth in household incomes will stagnate
- Interest rates will remain low
- Inflation will remain high

Yael commented: "I was delighted to deliver the keynote speech at Harrington Brooks' 'Dimensions of Debt' conference. The debate amongst delegates was very interesting and it was helpful to get 'on the ground' insight from those working at the front line of the consumer economy."



Dan Chappelow

Dan Chappelow, a Detective Constable at the West Midlands Police, delivered an interesting speech after the lunch break, which focused on vulnerable adult awareness.

He defined vulnerable adults as: "Any person aged 18 or over who is or may be in need of community

care services, by reason of mental, physical or learning disability, age or illness AND is or may be unable to take care of him/herself or unable to protect him/herself against significant harm or exploitation."

He then warned that such adults are at serious risk of financial abuse and encouraged attendees to be alert to various indicators of abuse. The types of abuse he highlighted were:

- Misuse or theft of money
- Fraud and extortion of material assets
- Misuse or misappropriation of property, possessions or benefits
- Exploitation or pressure in connection with wills, property or inheritance



Mike Kane

Mike Kane MP, Harrington Brooks' local MP for Wythenshawe and Sale East at the time of the conference, attended and joined a panel discussion about the impact of debt on society.

As an MP, he said that one of his key priorities is to tackle the issue of indebtedness. In his constituency

alone, 16,000 people are over-indebted. Debt is a 'drain on daily life', he warned, adding that UK household debt is over £1.5 trillion – and is expected to get worse.

Mike went on to thank Harrington Brooks for the work they are doing to support people in debt, and added that he is keen to bring key partners in the Manchester area together to work collectively to tackle indebtedness.

If you are interested in hearing more about the business or the services that Harrington Brooks and One Advice Group provide, please contact **Darren Smith**, Group Commercial Director on **0161 975 3319**

[www.OneAdvice.co.uk](http://www.OneAdvice.co.uk) [www.HarringtonBrooks.co.uk](http://www.HarringtonBrooks.co.uk)

# interview

# Business is P

Nestled in the leafy heart of Hale can be found one of the most dynamic and fast growing businesses you can expect to come across.

Halecroft Recruitment has been steadily growing over the past few years due to Owner and Managing Director Tricia Bullman's unwavering vision of how a forward-looking recruitment business should look.

She bases this on a gold-plated pedigree within the industry and shows just how it should be done in an extremely busy marketplace.

GM Business Connect caught up with Tricia to find out more:

## Can you describe your business and your role within it?

"Halecroft Recruitment was set up to support executive recruitment across Manchester and the UK. I hold a true hands-on role as Owner/Managing Director, a dedicated recruitment professional who takes a different more personalised approach, with a great reputation for placing high quality, qualified and experienced candidates. We started 3 years ago, and became independent in April 2016. We're based in Hale and cover senior appointments, on a national basis through Search & Selection methodologies.

"At present, the business specialises in placing executive people in to HR, Accounting and Finance, and Supply Chain positions across the UK. We cover temporary, contract, interim and permanent vacancies - anything from team leaders, management, up to board and director level positions."

## Tell us about your own personal history in recruitment?

"I got in to recruitment when I was 17, over 30 years ago! I came in as a temp, typing up CVs. I remember one Christmas when I was at college I

worked as a temp in an agency, but I didn't return - I stayed in recruitment.

"I decided to make a career out of it. I started in industrial recruitment with a great mentor - Les Hollowood from Charleswood Personnel. He really encouraged me in a marketplace that was completely male dominated. I went from being a secretary to working on a busy temp's desk placing drivers and warehouse operatives - which when I look back was a really interesting part of my career, doing daytime, twilight and night-time shifts. It didn't phase me at all, calling and waking households up to find available drivers to go out... and having interesting conversations with their partners at 3am!

"I then chose to move to another commercial recruitment agency based in Sale which I stayed at for 2-3 years. The next move was more permanent, where I stayed for 26 years working my way to the Operations Manager role.

"I grew my own career in that particular period, as well as the businesses I worked for.

"I met many clients who have become friends, and today I am placing their children and even grandchildren. I've worked with people coming in to their first job, right the way up to their current positions in management and executive or director roles. I've helped people through the whole of their career not just placing them once and walking away. It's about working with the candidate and managing the candidate's journey through many different stages."

## Have you any specialist areas?

"In the 26 years, I predominantly managed the 'Temporaries' department supporting lots and lots of different businesses across Greater Manchester. Facing plenty of daily challenges, but exciting as I was

learning about new industries every week. At one time, we were managing up to 350 temporary workers weekly.

"Temporaries means short term placements in businesses in all different sectors. Any role that belonged in an office - from administrator to accounts clerk to receptionist, call centre representatives... basically any support role that happened within an organisation.

"I had wonderful times, achieving some tough targets and being rewarded with visits to many different European countries. I rose through the ranks quickly and as it was a small family business I made a difference to what they did as they allowed me to be myself."

## As Halecroft Recruitment where are you now in terms of the business and what you promote?

"We moved to Hale 12 months ago, with a phenomenal launch party. We had a great start to the business and it has continually grown since that recent launch with more staff joining the company.

"Our growth was based on looking at my skillset and making a definite choice to complement it by bringing others in. For example, our senior executive consultant, Kim Dodd, (who is ex-AstraZeneca) has brought in the skills of how the big corporates do their recruitment."

"To complement this I brought in Beth Owen - an intern from Manchester University - who is taking us from a name to a brand. That has been achieved in the last six months - she is doing phenomenally well.

"Sue Weighell, our Financial Director, has been instrumental in our growth to date. Not only is Sue a Portfolio Accountant, she also offers her expertise and wealth of knowledge within networking, business development and change. A well-regarded figure within the Greater Manchester community."

"Behind the scenes, we are part of several membership organisations. We're part of TEAM which is the largest network of independent recruiters in the UK. This is the flagship employment agencies movement,

where 700 businesses that are owner led are there to support each other.

"For example, if I'm recruiting for you in London, I can use a counterpart there who knows the local marketplace and can support me in that particular placement. I can then take on any role, even if it's not my specialism (HR, finance and supply chain).

"So, if somebody comes along with a legal role, I can facilitate that recruitment by bringing in an experienced recruiter on the legal side to provide support. We can fill any particular position throughout the UK.

"A lot of my clients are well-known brands spanning over 30 years and we enjoy a lot of repeat business.

"There are also many different avenues we are spreading in to right now too. We are working in partnership with other specialisms, for example, if we are working with a small business and they are not ready yet to hire an HR person, we can then facilitate this by bringing in an external HR consultancy to help them - they would work on an ad hoc basis.

"A good description of one of our roles is as a consultancy to the business - a bolt-on to the HR department; to come in, understand your business and spend time understanding your organisation."

## Would the staff member then work for you and you'd be billing the business?

"We are extremely flexible. We have day rated contractors that work for us and they could go in typically on a 6 or 12-month placement, working with the business, with us facilitating their pay directly."

## It sounds that this flexible approach is very much a unique selling point?

"Absolutely. As I said we provide temporary, contract and interim recruitment which is very flexible, meaning that clients can come in and buy a particular expertise for a period and we can facilitate this by making sure that they are put in touch with the right candidate who can deliver the right service that they require."

## Try before you buy?

"That's one way to put it. We have one client in particular based in Manchester that we have worked with for three years and we make predictions each time somebody goes in to the business on a temporary basis, as they usually end up being taken on permanently.

"Now in some instances it's not necessarily for the same role they were originally



# ersonnel

recruited for on the temporary basis, it's a different position within the organisation. They always seem to recognise the potential of the candidates we put forward.

"We do work with genuinely great organisations that are growing. We work with start-ups looking to make that next move taking on their first recruit to recruiting whole departments.

"We also work with multi-national businesses looking to recruit individuals in to departments and we work with the other side as well, where unfortunately they are having to down-size and release people; we help them with redundancy management, and at this point we offer a consultancy service to support these candidates and ensure their CVs are in place and interview ready to go out in the workplace and look for new jobs."

**Which sectors do you currently cover, and are you looking to expand?**

"We specialise in HR and Recruitment, Accountancy and Finance, and Supply Chain and Procurement. Due to the number of requirements that have come in over the past 12 months, we have decided to add extra specialisms to our portfolio - Digital Marketing, PA and Business Support.

"We do believe that PAs are critical to supporting the executive level appointments that we make, and so important to that level of person that we believe they must sit in an executive recruiter's portfolio.

"The role of the PA comes in two types. There is the 'traditional PA' and there is

now what I call a 'modern PA'. Over time, the traditional PA position was slightly taken away - where everyone was expected to do their own letters and correspondence, Email etc. In moving into my own first directorship I realised the importance of a PA.

"Executives are often not in the office and so need a PA to manage their email, desk and diary. It's essential for any executive to have a right-hand person - an 'exec PA'.

**What are your plans for growing your own business?**

"At the moment, we employ 4 people and over the next 12 months hope to add to that. We are promoting internally. We are promoting our marketing and PR person in to a consultancy role who will look after our digital marketing sector and we will be back-filling that with an intern or apprenticeship.

"We are also looking for another recruitment consultant to come on board with specific expertise in one of our divisions. This is all supported by the Business Growth Hub, ensuring we are a bigger stronger more forward thinking business that has hopefully doubled in size in the next twelve months.

**Will you stay in Hale?**

"I love City Centre Manchester. I love St. Pauls in London - I sit and people watch. We are all about people.

"Hale is a vibrant centre of business activity so, yes, we will stay in Hale. Will we have an office in Manchester?

Yes, probably. Will we have an office in London? Yes, probably. Within the next 3 years, most definitely.

Currently, we have a presence in those two places but I see Halecroft not as a huge but a medium sized recruitment business offering something different to customers and clients."

**You place importance on being physically based in city centres. Is this because you are a people business? To be face to face?**

"Yes. It's really important for us to meet our candidates. Our candidates today are our clients tomorrow - they are one and the same. We are a people business. We are passionate about engaging with the right level of person to represent our organisation. We don't help everybody who approaches us, if we can't help people we have a network to which we direct them - to find the right recruitment business for them.

"It's all about being honest. Where we turn business away, it's with a purpose. We also partner with other recruitment businesses in Manchester where people know I'm a good recruiter, a hands-on director not just giving direction, I also fill vacancies, meet candidates, take down job briefs, work collectively with the business.

"One day that might be different but at this present time I enjoy being the hub of the organisation with people learning from me and in turn, I learn from them. I'm always learning.

"I want somebody in the future to take the reins off me, someone who has an abundance of energy and commitment and is as passionate as me about recruitment."



Tricia Bullman, Owner and Managing Director of Halecroft Recruitment




Pinewood House  
28 Victoria Road  
Hale  
Cheshire  
WA15 9AD

0161 905 0526  
www.halecroftrecruitment.co.uk  
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- Skills Evaluation









# focus

Yvonne Rennison is the newly appointed head of Business and Public Engagement for Manchester Metropolitan University's Faculty of Business and Law. She invited us recently to have a chat about the work the Faculty was engaged with, particularly in relation to Manchester's business community.

## Can you explain the role of the Business School, your new position, and what you have to offer going forward?

"We are the Faculty of Business and Law and we offer a range of undergraduate/postgraduate programmes but, in addition to that, we offer bespoke courses. For example - Continued Professional Development courses. We have various commercial clients to whom we offer bespoke courses. In addition, we are a market leader in Degree Apprenticeships - which is vital given the introduction of the levy in April this year.

"The Faculty also has a Centre for Enterprise which works with small and medium sized enterprises. Through European funding we are in a position to offer free courses to small businesses focusing on things like growth, leadership and finance. Targeting and working with SMEs is very important for the Faculty, not only to benefit those businesses, but ultimately to benefit the economy in the region.

"We want to see development and growth in SMEs which will potentially lead to recruitment



within the SME sector. This can be achieved both through a Degree Apprenticeship or graduate scheme or placement."

## Most people's idea of Apprenticeships involve avoiding the academic route, can you explain more about the Degree Apprenticeships?

"Under the new apprenticeship model introduced by the government, apprenticeships can be delivered in the traditional

manner, but HEI's are also now able to work with employers to offer Degree Apprenticeships. This involves us working closely with the employers who recruit their apprentices, and send them to Manchester Met for the academic portion of their role. This is brilliant from a student's point of view, as they earn while they learn and avoid paying tuition fees which is a massive financial help.

"The employer can benefit from

either using their levy or, if they are a non-levy payer, by drawing down on government funding.

"Essentially it is an alternative way of getting a degree, but you are working at the same time. We currently offer Degree Apprenticeships in Digital Technology, Law and also in Chartered Management - the whole arena of apprenticeships has changed. We are currently working on Master's degree apprenticeships for solicitors, and, also a Chartered Management Institute Level 7 degree and likewise within the digital arena.



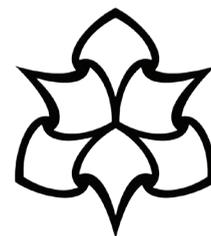
Yvonne Rennison, Head of Business and Public Engagement for Manchester Metropolitan University's Faculty of Business and Law

"We as a university don't create these - they are developed by the employer groups under the Trailblazer scheme, so essentially there has to be a standard approved by the government for it to be a Degree Apprenticeship - whether it's level 6 or 7. The number of sectors that are gaining this standard for approval is increasing. Where there is a standard available for delivery we would certainly have a look to see if it's something we'd offer."

## Are there any age restrictions to prospective apprentices?

"There is no age restriction. The beauty of the new apprenticeship arena is that under the Trailblazer model, businesses can use the levy (or non-levy payers can access funding) to upscale existing staff.

"This is very different from the old model which were mainly available for 16-24 year olds. So, a business may have someone



**Manchester  
Metropolitan  
University**

# Business Community

*in management who has experience but no degree, and they could now reward that person with a Chartered Management level 6 or 7 degree."*

## **Tell us about your role; how are you going to engage with local business?**

*"This position was a brand new role and I started in January. My full title is Head of Business and Public Engagement for the faculty of Business and Law. The job is to promote all the brilliant activities that the Faculty undertakes. This is not just promoting graduates for jobs and intern placements, but research, the faculty produces a lot of research that has enormous impact in the region.*

*"Lots of colleagues are doing an enormous amount of work in the community, and so my role is to ensure the wider community are aware of everything we do within this faculty.*

*"For example, working with yourselves at GM Business Connect is a good way of making my presence known within the business community. We as a university, and as a faculty, are also members of pro-Manchester, the Greater Manchester Chamber of Commerce and so, via membership organisations and working in a more collaborative way, we are getting actively involved.*

*"My initial strategy is to look at what we are currently doing, not just in terms of events and sponsorships but how we are actually engaging. As a central point, I am trying to coordinate and 'join the dots' between departments working with same organisations, ensuring we are*

*collegiate and collaborative with the same aim.*

*"Another facet which I've noticed is the sheer amount of work we do in the Faculty with businesses and community. Internally we need to broadcast that as much as we can so we can then broadcast it externally.*

*"The more our colleagues are aware of each other's activities the better. For example, law colleagues being informed when the management department is speaking to businesses and creating awareness of what they are doing and vice versa, helps us spread the word to the wider region.*

*"Part of my strategy is to bring this together. I do have a business development manager and great support from a 'gateway team'; I also work closely with the Apprenticeship Centre (which is university wide) and, I work very closely with marketing where there is a lot of overlap.*

*"Each department had a departmental lead for business and public engagement so they are the brokers between what's going on in the faculty and what's going on in the department. Every 4-6 weeks we have departmental lead meetings so they can tell me what their departments are doing and I will let them know what is happening from a Faculty point of view and what the priorities are."*

## **Do you have anything on the immediate horizon you would like to promote or share?**

*"We are working with the financial services sector on a Financial Services Degree Apprenticeship. The government have not fully signed this off yet, but we are keen to be ready to deliver this programme - and we would like to work with as many financial services businesses as we can across the region.*

*"In addition, we have a big priority within sports management and sports business and we're also looking to work with law firms to promote the Solicitor Apprenticeship at level 7. It is very much focussed on Degree Apprenticeships - that's the landscape, that's the concern for organisations with regards to spending their levy.*

*"We are also working with Greater Manchester Chamber of Commerce to try and 'myth-bust' surrounding apprenticeships in general. Non-levy payers particularly don't really understand the apprenticeship arena, and we want to raise awareness of the fact that although they don't pay the levy, there is still funding available to contribute toward staff training."*

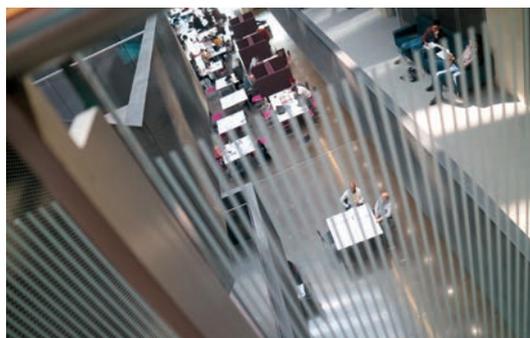
## **In terms of helping businesses understand how levies are going to affect them, have you got something specific in place to train or help them understand?**

*"On our website [www2.mmu.ac.uk/apprenticeships/](http://www2.mmu.ac.uk/apprenticeships/) there is a lot of information with regards the levy. The website does provide a contact but I'm quite willing to have any conversations with any businesses and from there I can point the individuals in the right direction.*

*"I see my role as a broker between the faculty and the businesses, so because I am aware of events that are happening and who is involved, I can direct individuals to the correct corresponding professionals for detailed queries within their sectors.*

*"The key to me is that we listen to what businesses need. I see my role listening, building and nurturing business relationships. For example, a business might reveal a skills gap and we can then look at ways to help - through our research in the Faculty and 'knowledge transfer partnerships' where we could find an ex-graduate to work with a business for a year or two developing a new programme."*

If you would like to find out more about the work the Faculty of Business and Law does please contact **Yvonne Rennison** on **0161 247 3775** or email [y.rennison@mmu.ac.uk](mailto:y.rennison@mmu.ac.uk) [www2.mmu.ac.uk/apprenticeships/](http://www2.mmu.ac.uk/apprenticeships/)



# review



# The Greater Manch Business

May 19 marked the spectacular first awards night of the Greater Manchester Business Awards.

Business owners had the chance to bring their staff and clients along to a fun and glamorous night out in recognition of the hard work and support they had put into the business.

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

The Greater Manchester Business Awards certainly lived up to expectations. This was the first event of what is intended to be a regular feature in the Greater Manchester Business Community diary. Organised by specialist conference organisers, innov8 Conference

Services, the evening delivered exactly the right mix of fun, glamour, and acknowledgement for all the businesses that took part.

The venue for the Awards Ceremony was the Radisson Blu Edwardian Hotel in Manchester which has been remodelled from the site of the former home of the Halle orchestra – the Lesser Free Trade Hall.

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

The evening commenced with a drinks reception in the lobby area which then moved into the main banqueting suite where proceedings

were introduced by our host for the evening - Key 103's Darren Proctor. After a four course meal, accompanied by singer Rick Moorhouse, the awards ceremony commenced with the 10 categories being introduced in turn by 10 judges. As well as 10 winners, there were also 3 'Excellence' awards that were handed to 3 businesses that although hadn't won their respective categories, had in fact displayed qualities that the judges felt merited special recognition.

The choice of shortlisted businesses, and indeed eventual winners, were as a result of 10 judges who were brought in from many different businesses, organisations and backgrounds. Out of the many submissions there were a total of 33 shortlisted businesses and

individuals, and the process of choosing the winners was incredibly difficult due to the very high calibre of nominees.

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

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



Customer Service Excellence (Under 10 Employees)  
- Premium Collections, Paul Daine



Business of the Year (Under 10 Employees)  
- Green Cloud Hosting, Kamran Maqbool



Corporate Social Responsibility  
- Manchester TreeStation, Phil Benn



Young Business Person of the Year  
- Roman Dibden



Business Person of the Year  
- Mark Flanagan, Shield Safety Group



Start-up Business of the Year - Strategic Analytics Team  
- John Rippon, Paul Jorgensen, Howard Seed



Customer Service Excellence (Over 50 Employees) - Contact  
- Edward Cox, Lucy Lloyd-Ruck



# Greater Manchester Business Awards 2017

Host Darren Proctor, Key 103



the entrants had to impress a good number of the Panel Members.

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

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

"The quality of the entries we had was

much higher than we expected for the first year of the event, which made for a tough process in the judging system. We wanted this to be an award that companies wanted to genuinely win and from the interest in the entries we received, we certainly created this. To the point whereby the panel awarded an additional three 'Excellence Awards' to companies that they felt had made fantastic achievements, but the strength of the entries in their category meant they didn't win their main award.

"To get to the evening, with the venue completely full and also such a fantastic buzz in the room the whole evening, was testament to the strength of the Businesses in Greater Manchester. Feedback so far

has been incredibly high, everyone had a fantastic evening with great entertainment from Rick Moorhouse, who is fast becoming a local legend, and our brilliant compere Darren Proctor from Key103.

"As an Events Company, we get frustrated when we see Awards putting out huge shortlists of 30 categories and 10 companies in each category. For us it's not about getting a thousand people in one room, its about getting the cream of Manchester's Businesses together to share their successes and highlight their fantastic achievements, whilst rewarding those who are truly exceptional with an Award.

"The Greater Manchester Business

Awards will now cement itself as a yearly awards process and we expect that next year will be even tougher with companies now not only looking to enter it for the first time, but also those who won this year will want to win again next year. Our aim however will still be the same, to create the fairest and therefore the most valuable Business Award in Greater Manchester."

As the inaugural Greater Manchester Business Awards 2017 reached a fitting end, talk was already of next year's event, with the emphasis firmly on celebrating Manchester's vibrant, innovative and growing business community.



Customer Service Excellence (10 - 50 Employees) - Aequitas Legal



Excellence Award - Tropical Palms Group, Wayne Coyle



Excellence Award - Carcoon, George Page



Business of the Year (10 - 50 Employees) - Surface Wall Finishes - Ashley Fox, Lee Devlin



Business of the Year (Over 50 Employees) - Purple - John Oliver, Pete Lee



Excellence Award - Adlington Hall and Gardens - Bridget Roberts, Sarah Brown

# preview

[www.trafford-business-expo.co.uk](http://www.trafford-business-expo.co.uk)

# The Trafford Business



Back for an incredible fourth year the Trafford Business Expo seems to have gone from strength to strength. In the past few years there has been an increase in business events and networking opportunities right across Greater Manchester, and its in this present business culture of growth and economic development that events such as the Expo seem to thrive.

Previously we were talking about economic recovery, however, just looking across the Greater Manchester business community the word growth now seems more apt.

Businesses are focusing on the natural need to reach out and stand up to be noticed, and events such as the Expo are absolutely crucial in achieving those goals.

Saying that, good business events



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# Business Expo 2017

are not simply down to riding the momentum of a bullish economy, but are inevitably driven by creating the right style of event, at the right venue, at the right time. It also doesn't hurt to offer free admission, free car parking, a choice of free high calibre speakers, free refreshments and lunch, plus a host of added value features such break-out areas for networking.

Visiting the Expo has to be important for any business within not just Trafford but Greater Manchester. The business growth currently seen in the borough is now faster than the Northwest average, and with huge businesses such as Kelloggs, Regatta, Peel Group, Proctor & Gamble and L'Oreal situated locally to the venue, not to mention the 1,300 other businesses a stone's throw away in Trafford Park, it could be said that attending an event such as the Trafford Business Expo can help grow your business in the company of some very large and iconic brands.

Both exhibiting and visiting the Expo puts businesses in contact with key decision makers from other businesses. The vast majority of both visitors and exhibitors are there to engage the wider business community.

Essentially, in many cases the people you meet will want to engage others to buy or use their products or services, however, all businesses need other businesses to survive.

In order to sell a product or service there is an inherent requirement to understand how that product or service functions. This includes the requirements of specific support from external businesses. You buy to sell - and sell to buy. Key events like the Trafford Business Expo can create exactly the right atmosphere to encourage this.

The event is organised as last year by innov8 Conference Services, and Liz Sinclair, Show Director commented: "Exhibiting at the correct event can be the most powerful marketing tool available to any organisation. The majority of visitors who attended the Trafford Business Expo in 2016 were the key decision makers of the companies.

"These are the crucial people you want to notice your business, so use the exhibition to your advantage and

increase your exposure; visitors attend the exhibition with an open mind, ready to discuss business opportunities.

"Our aim is to provide no more than two types of the same company from each industry at the event, therefore providing a clear opportunity to promote your business ahead of your competitors.

"Exhibiting is also a chance to touch base with your existing customers and gain valuable feedback on your business, products and services from the people who know your work.

"There are over 11,500 businesses established in Trafford enabling great opportunities for local business partnerships to form. We have been thrilled by the amount of daily enquiries and registrations that we have been receiving regarding exhibiting and attending the Trafford Business Expo."

### Speakers

Liz continued: "We are excited to announce our speaker line up for this year's Trafford Business Expo. We have some fantastic sessions lined up for the day which will cover a wide range of business topics.

"These workshops will be free to attend and always extremely popular, so be sure to arrive early to secure a seat. We are delighted to introduce:



**Alex McCann,**  
Social Media  
Speaker  
and Owner of  
Altrincham HQ

Altrincham HQ is a social media management and training company based in Cheshire that has worked with 100's of local business developing their social media strategy. Over the past 7 years Alex has built up an impressive client list including the BBC, NHS, University of Manchester, Manchester Arndale and many more.

Each month Altrincham HQ spend 200+ hours per month managing marketing campaigns for businesses. This is an opportunity to witness Social Media changes in real time and action them.

### Twitter - how to break through the noise

Twitter is a noisy place - the prime lifespan of a tweet is just 18 minutes long. So how do you break through the noise? How do you get seen? How do you win business from twitter? Altrincham HQ have built up an audience of 12,000+ local Twitter followers, generate 500,000+ impressions every month and importantly win business every week from Twitter.

Alex will be giving some tips to make twitter easier, advising how

to break through the noise and win more business.



**James Caldwell,**  
Managing Director  
of innov8  
Conference  
Services

innov8 Conference Services is one of the UK's leading Professional Conference Organisers (PCO) by providing a wide variety of services to help manage and support events. innov8 also have their own portfolio of business events including exhibitions, conferences, and the Greater Manchester Business Awards.



Article continues  
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# preview

## The Trafford Business Expo 2017

### An UnConferencing Session based on a business related topic defined by the workshop attendees

We are excited to introduce a concept which is brand new to the Trafford Business Expo workshops. James will be facilitating an

unconference session, which is sometimes known as an Open Space conference. Unconferencing is a session on a particular topic, which is driven by the participant's discussions and knowledge.

One fantastic thing about an Unconference is that it's spontaneous and only follows

four rules. These rules are:

- Whoever shows up is the right group.
- Whatever happens is the only thing that could have.
- Whenever it starts is the right time.
- When it's over, it's over.



The UnConference Session topics will be crowd sourced from the attendees of the workshop. We ask that you come prepared to the session with a business topic or scenario that you would like to learn more about and explore further.

The discussions will be facilitated by James, however the advice and conclusions will be made by the participants in this style of group development.

So come along with an open mind to share your thoughts with other delegates and take other people's ideas on board.



Visit us at the  
**Trafford Business Expo**

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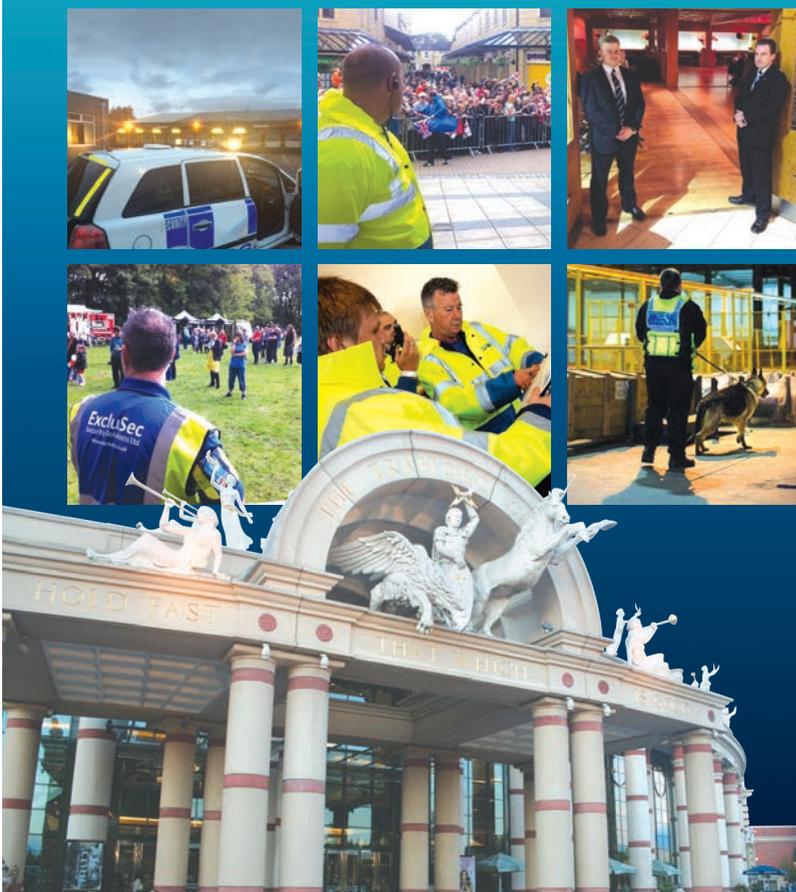
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**Karen Garrattley,  
Managing Director of  
COS Bookkeeping**

Karen has been helping businesses with their bookkeeping for nearly 30 years. She has seen accounting software evolve - consistently embracing new techniques and new technologies.

The latest move to The Cloud, combined with direct links to high street Banks, has opened new ways of working for businesses. Business owners are no longer waiting 6 months after their year end to find out if their

business is viable and how much tax they owe. Instead, they can see day by day, hour by hour, where their money is and how well the business is performing.

Bookkeeping used be a chore for any business – and particularly the bookkeeper. Typically, data entry was time consuming and took the fun out of being in business! New advancements hugely reduce the processing time previously required. New features and systems include bank feeds, character recognition, seamless links to other software, smartphone apps, files

attachments, and much more.

Karen and her team of bookkeepers have also evolved around the cloud offering. COS Bookkeeping can now offer quicker support and real time collaboration with clients and their data.

During the Trafford Business Expo, Karen will demonstrate two of the leading cloud softwares and talk about how small changes can make a huge difference to your business.

*“How online accounting can ensure the success of your business”*

*“If you want your business to work smarter and faster, cloud*

*accounting software is a wise investment. Working in the cloud will give you a better overview of your finances, and improve collaboration with your team.”*

**Xero**

*“Sage One empowers the UK’s small businesses.*

*“Free yourself from admin with clever, easy features, built around you.”* **Sage UK**

These workshops are free to attend for all pre-registered delegates. The Trafford Business Expo is free to attend so secure your place to guarantee your place.

# How are you PROMOTING your business?



Back for a fourth fantastic year, Trafford Business Expo is shaping up to be one of the unmissable business events of 2017. Organised by innov8 Conference Services, stands are selling fast but there are places available...

To find out more about exhibiting or to book your **FREE** delegate place visit:

**[www.trafford-business-expo.co.uk](http://www.trafford-business-expo.co.uk)**

or call: **Liz Sinclair** on **0161 300 6396**

The Trafford Business Expo

**Tuesday  
27 June 2017  
10am - 4pm**

The Point, Emirates Old Trafford, Talbot Road, Old Trafford, Manchester M16 0PX

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# The Trafford Business Expo 2017

# review



The morning of 23 May saw the regular joint Trafford Council and GM Chamber's Trafford Park Business Network take place at Emirates Old Trafford.

This was of course the morning after the terrible event that happened at the Manchester Arena, and as such was overshadowed by that event. However, as Mancunians it seemed doubly important to meet up as usual and to carry on, and indeed, the feeling we all had - organisers, exhibitors and guests - was that it was extremely important to both acknowledge what had happened as a business community and to carry on with a sense of absolute purpose.

Chris Fletcher, Chair of Trafford Economic Partnership and Marketing and Policy Director for GM Chamber greeted everyone with a warm welcome. He was the first to publicly comment on the events from the night before, and as such very eloquently reiterated what everybody had been talking about - emphasising the spirit and fortitude of Manchester as a community.

He then introduced the first speaker - Adam Pearson, Head of Commercial at Emirates Old

# The Trafford Park Business Network

Trafford. Adam was actually a last minute replacement for Emirates Old Trafford CEO Daniel Gidney, who was due to speak but in light of the situation couldn't attend. Looking out across the grounds we could see preparations taking place for the weekend's Courteeners' concert and although the attitude across the city was one of fortitude and resolve, there was also the necessary increased security activity that has had to be implemented at all public events.

Adam did a great job of welcoming us on behalf of the venue, and also to share his role in facilitating business support of the venue's activities, including major naming rights deals to match day sponsorships.

Next to present was Sallyann Betts, Digital Growth Manager from the Business Growth Hub. Sallyann gave us an overview of what the

Business Growth Hub are currently offering businesses in terms of digital support and skills advice. She introduced the Digital Growth Team and their remit of providing support for businesses on their digital journey across operational, infrastructure and marketing activities.

It was then the turn of Doug Ward, Co-founder of SpaceportX.com, Tech City UK government advisor and digital entrepreneur. Doug gave us a candid overview of what Manchester as a city is currently offering the tech community, and also how it is blossoming into a new global centre of tech and digital activity. Indeed the recent newly opened route at Manchester Airport from Manchester to Silicon Valley via San Francisco seem to be testament to this newly developing status.

The tech theme continued with Ross Menghini, Head of Business Development from Apadmi giving us an insight into the App developer's rapid growth. Servicing a good number of blue-chip businesses, Apadmi seem to be growing exponentially, and are a classic example of the sort of tech business that Manchester is hosting.

To finish off Nick Howard from Nettle website designers gave us some great tips on content for our websites, particularly the use of video.

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

In an area that contains over 1,000 businesses and over 35,000 employees events like this are crucial in bringing businesses

together. The Trafford Economic Partnership are currently planning the agenda for the next Trafford Park Business Network event which will take place in September.

For further information and to register interest in attending, contact the Trafford Council Strategic Growth Team on **0161 912 4583** or email **business@trafford.gov.uk**

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



Adam Pearson, Head of Commercial at Emirates Old Trafford



Sallyann Betts, Digital Growth Manager from the Business Growth Hub



Doug Ward, Co-founder of SpaceportX.com, Tech City UK government advisor



Ross Menghini, Head of Business Development, Apadmi



Nick Howard, Studio Manager, Nettle website designers



# focus

# The Business Network Young Professionals

Local Chartered Accountants, Booth Ainsworth, have praised The Business Network Young Professionals (BNYP) as having been particularly useful to their employees. Booth Ainsworth have a couple of their accountants on the programme which is aimed at young professionals and is based around enhancing the 'softer skills' and peer-to-peer networking.

BNYP is a continuing professional development programme, offering members a chance to excel in their careers, keeping their skills and knowledge up to date with the latest information. By providing a combination of practical seminars alongside networking opportunities, BNYP are actively encouraging peer-to-peer support.

Eve Haffenden, PR & Marketing Coordinator, at Booth Ainsworth said "So often in professional practices, the majority of the networking training, marketing development plans and commercial acumen are awarded to the senior management and partners, but we are keen that the 'soft skills' are developed early on. The Business Network Young Professionals is ideal for this type of training which so often gets overlooked. Both our delegates come back enthused from the meetings".

Sasha Phillips, a member from Booth Ainsworth, said: "The BNYP encourages and helps me to become stronger at networking, whilst providing fantastic seminars which offer tips and tricks to help in both personal and working life situations".

Eimear Gunn, also from Booth Ainsworth and a member, said "The quality of the speakers and their methods of presenting are a crucial factor in what makes BNYP so successful; I never feel bored during a seminar, I am actually more engaged than I am at alternative training seminars and find



L-R: Eimear Gunn, Accountant  
Eve Haffenden, Marketing and PR  
Coordinator, Sasha Phillips, Accountant.

myself really taking on board the contribution from the speakers and other members".

The Lowry Hotel hosted the most recent event in May with seminars on 'Understanding Your Natural Talent' and 'The Motivation of Others' from Bernadette Willems of Greater Manchester Mediation Limited and 'Telephone Skills and The Art of the Proactive Call' from Owen Richards of Air Marketing Group.

It was another success receiving excellent feedback with one member, Dave Rogers of Indiespring, a Digital Agency, saying "The BNYP is perfect for not just young professionals but for any professional that seeks to hone

their skills. Each event is completely unique, with its great balance of networking and seminars, the BNYP cements itself as one of the best in the business. I couldn't recommend highly enough".

Sim Duffy, another member from Johnson Reed, the UK's leading equipment leasing and finance supplier, said "The BNYP strikes the perfect balance between informal networking and practical information to ensure members truly benefit from each session. I've met like-minded people across a diverse range of roles and industries.

"Mattie makes each and every member feel relaxed in a friendly, yet professional, environment,

and I have made good friends and invaluable business connections as a result".

The next event takes place on Tuesday 18 July at The Lowry Hotel with seminars on 'Resilience at Work' and 'Customer Service Excellence'.

If you are a young professional eager to strengthen what you're capable of, please contact **Mattie Lopeman**, Director and Host via **matthew@business-network.co.uk** or on **07912 516178**. Full details can be found at **www.bnyp.co.uk**

# focus

# jmw

# Authenticity in retail

In the latest pro-manchester round table discussion we looked at how retail is grappling with the challenges of a disrupted digital market and how to build an authentic brand.

In business, the retail market is the most intense, the most testing environment. The interplay of relationships brings everything about modern commercial capitalism right out into the open. Selling, buying, pricing, who you employ, how you source, how you distribute, how you present your goods to the customer. All of these are displayed in the stark theatre of the market.

There's no hiding place either. In our round table, supported by JMW Solicitors, we looked at the central challenge of building trust between retailers and consumers.

It's an uncertain time for retailers, between the economy and changing consumer behaviours, the world they once knew is well and truly over. According to the Economist, 4,000 retail stores in the US closed last year, automation provides a challenge, not just as a way of attracting digital savvy customers, but to drive down costs.

Driven by this new generation of consumers for whom digital is the default, not the new thing, the desire to know more than just the price tag of a product has created a new pressure in the retail industry, the pressure to be real and authentic.

Forward-thinking retailers recognise that consumers are moving beyond simply buying products. They are investing in brands, both emotionally and financially. They are forming emotional bonds and ties with the brands they support and buy from.

One of the key questions we



set out to answer was how are retailers reacting to this consumer desire and selling lifestyles over products and what channels are retailers choosing to project their brand's core values and beliefs that make them stand out from the competition?

Beth O'Donnell and Rick Bartram founded the social media fashion retail sensation that is Fearless (the final 's' is deliberate). With regular updates on available items on Facebook, they have created a loyal and dedicated customer base that feels far more emotional, than transactional. The trick has been to turn them into fans of the brand, using Instagram and Facebook, primarily, to create social stories in lifestyle, fitness and street fashion.

They have built up an aspirational brand, using authentic models, maintaining a dialogue and a relationship with customers, the vast majority of whom purchase on their mobiles, 80 per cent in fact.

The key to sustaining a high level of loyalty and business is absolutely down to an authentic culture. As Maria Malone from the Fashion Institute at Manchester Metropolitan University pointed out, Fearless have got to the stage where customers would feel disloyal if they were to shop elsewhere. The business has grown and managed to maintain that same level of engagement, at times stripping back what didn't contribute to that unique and authentic link with the fanbase.

For Phil Smith, a veteran retail consultant and previously a senior executive at B&Q, there are trace elements of the basics in future facing retail brands. "you are opinion former in a niche and growing market, it's just called social media these days."

The best advice that the Fearless team got from around the table was to trust in their instincts - Jayne Riley from Seventy7 citing the

vital importance of the culture of the business, while Maria Malone reiterated the instincts about the business, particularly when it came to recruitment.

There are some thorny issues to bear in mind. What about products sourced from China? What about ethically produced and sourced fashion items? How much does a sense of the ethically sourced fashion item start to enhance the brand, a concession to values, over and above unit prices and squeezed margins.

#### So how did we do?

As Rupert Cornford of Carter Corson, business psychologists, reflected, "What struck me was the sense of community between customers/fans of these brands that are being built from scratch - that they have the chance to create such trusted loyalty, they almost felt part of the family. I really picked up the importance of four things, commitment, consistency, community and culture. And part of that was about Fearless showing a bit of themselves, giving customers a sense that they were real people too".

For Rachel Beattie, at the very beginning of her journey as a new fashion retail business for me I think it was the culture aspect in everything you do as this was something for my brand I wanted to be a huge part but hearing that view consolidated was really valuable!

Written by Michael Taylor (MMU)

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)



# preview

# Smarter Business Tech LIVE

## - is your business behind the tech curve?

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

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

**THREE complimentary expo streams** packed with the very latest **technologies, software, tech**

**services and specialist partners**, are supported by some 70+ hours of free intelligence and educational programmes in partnership with leading industry bodies and with unmissable visionary contributions from global business tech giants including Microsoft, HP Enterprise, SAP, Vodafone, Brother, Fujitsu, Oracle+NetSuite plus others...

**Smarter Sales and Marketing** provides access to the latest software, solutions and partners empowering performance for sales & marketing teams, harnessing all latest digital platforms and 'savvy' best practice – from PPC to SEO, from Social Marketing to eCommerce, from Mobile marketing to Data & Analytics and lots more.

**Smarter SME IT** provides a

uniquely focused showcase of the very latest IT solutions and services developed to meet the specific needs of the dynamic SME and Mid-size sectors, requiring scalability, agility and performance – from Cloud, Hosting and Infrastructure to data management, from Remote Working to Cyber security, from Communications to Managed Services and more...

**Smarter SME Business Management** provides SME/Mid-Size administration and operational management teams with the latest in enterprise-level, departmental and 'sector specific' tech-enabled software and solutions - from ERP to CRM, from HR to Financial management, from Customer Service to Asset Management, from Project management to Supply

Chain and much more...

With pre-bookable 1-2-1 demos, business clinics, eight free to attend theatres, and some 150+ specialist leading solutions suppliers, **Smarter Business Tech LIVE** is set to be the 'one stop shop' tech event for businesses not to miss!

**Smarter Business Tech LIVE** is delighted to announce **GM Business Connect magazine** as a headline media partner.

For latest information, updates and to register for your **FREE entry badge** visit [www.smarterbusinesstechlive.com](http://www.smarterbusinesstechlive.com)



<p><b>THREE SHOWS 1 EXPO!</b></p>	 <p><b>SMARTER SALES &amp; MARKETING TECHNOLOGY</b></p>	 <p><b>SMARTER SME IT TECHNOLOGY</b></p>	 <p><b>SMARTER SME BUSINESS MANAGEMENT TECHNOLOGY</b></p>	<p style="font-size: small;">GM Business Connect are a partner media organisation to the event</p>  <p><b>GM BUSINESS connect B2B MAGAZINE</b></p>
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# preview

# Kicking-off for

# Charity



Back for a third year, GM Business Connect are pleased to bring you the Connectworking Lunch.

Most know us as the B2B Magazine that 'connects' businesses. We are all about networking, grass roots meeting and greeting, and when close on 150 business people take the time, effort and investment to get together on a Friday afternoon

we ensure the event is all about raising profiles - not just of the three charities all monies will go to, but for every single sponsor and person that puts on a badge and gets themselves noticed at what we like to think as a great tribute to free business networking.

The annual event on Friday 29 September will kick off once again

on the rooftop pitch of Hotel Football.

After cocktails and networking in the (expected) September sunshine, the event will move downstairs to the Stadium Suite, where a fantastic two course lunch will be served,

Sponsors Together Money will be embracing the event as they did last year, and we are also pleased to welcome back our compère Phil Jones MBE, Managing Director of Brother UK and President of Forever Manchester.

Guest after-dinner speaker will be none other than Edwina Currie, who will be sharing an engaging speech which we are sure will be extremely memorable.

The 3 charities benefitting from the event will be Forever Manchester, Royal Manchester Children's Hospital

## BUSINESS connectworking CHARITY LUNCH



Dennis Tueart, footballing legend and ex MCFC Director with his donated signed shirt



Phil Jones MBE, Managing Director of Brother UK and President of Forever Manchester



Edwina Currie



Chris Baguley, Commercial Director, together money

and the Alex Hulme Foundation.

Footballing legend Dennis Tueart will also be making an appearance donating a signed MCFC shirt and in turn signing copies of his book and chatting with all the guests. All proceeds of his book sales go to the Christie.



# BUSINESS **connectworking** CHARITY LUNCH



## Friday 29 September 2017

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

**BACK FOR A THIRD YEAR!**

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

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

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

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

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

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

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

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

Spaces are limited - please book early to avoid disappointment.



**EDWINA CURRIE**  
WRITER, BROADCASTER,  
POLITICIAN



**PHIL JONES MBE**  
MANAGING DIRECTOR,  
BROTHER UK



To book your place visit [www.eventbrite.com](http://www.eventbrite.com) - 'connectworking lunch'  
or contact **Paul Mirage** on **07708 987518** for further information.

# review

Robert Leggett,  
Omni RMS



Daniel Bennett,  
Brand Promise

## Learning from mistakes + your brand is your promise

April saw K-Club once again at the AJ Bell Stadium in Salford hosting their regular breakfast networking event. The excellent cooked breakfast was well received, and the networking yielded some great new contacts as is usual at this regular event.

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

Each event focuses on providing members the opportunity to network with other business leaders and entrepreneurs. In addition to networking there are two main speakers to listen to, and before they appeared we heard from Simon Moorehead from the Manchester Civic Society on a brief synopsis of what the society did.

After Simon we were introduced to Robert Leggett, Chairman of Omni, one of the UK's leading outsourcers.

In a presentation entitled 'The best mistakes I ever made' Robert noted that so many business talks focused on 'success'. He opened with an upbeat personal account of the major mistakes he has made in his own experience - mistakes that formed crucial learning that he could share with the audience.

Passionate about earning money, Robert started out his business career at 13 with a paper-round and worked all through his school years working in a local Hotel. Noting that his friends also wanted to earn, he started a business providing outside staff for caterers - providing his friends with dickie-bows and

badges operating under the pun-tastic name of 'Serves You Right'.

Testimony to his natural acumen he was the youngest person to open a business account at Lloyds bank.

The first mistake he notes, was not the simple business strategy nor in following his passion to earn, but instead it was going to university. Agreeing to do so under parental duress, he recognises that the mistake was in not following his true passion and the result was failure to attend and a large loan.

### Lesson 1: Follow your passion...

After a series of jobs, Robert became involved in recruitment and had an idea to fill a gap in the market - to help companies stop using recruitment agencies. This idea was Omni - a 'recruitment agency management company'

Starting in 1998 Omni was quickly turning over millions, and with a positive cash flow becoming the 46th fastest growing company in the UK within its first 4 years.

Robert described his excitement at the time and his own large scale personal spending. Omni's clientele were mainly financial institutions and at the beginning of the recession the company saw sudden rapid falls in revenue as their clients downsized or went out of business. Omni was trading insolvent despite the cash flow. **Lesson 2: Pace...**

The third mistake, he said, was about people - not hiring the very best people. Pointing out the irony of his being in recruitment, he has recently come to appreciate the benefit of only hiring extraordinary people - those who make instant impact. Leaders of business need to invest the time in hiring. **Lesson 3: Spend time recruiting the very best.**

In summing up, Robert identified the 'Three Ps'. encourages the audience to follow their **Passion**, be quick in decision-making - **Pace**, and hire extraordinary **People**.

The next speaker was Daniel Bennett, founder of Brand Promise, with over 25 years experience of brand building. Daniel is also author

of 'The Proven 5 Step Blueprint to Building a Powerful Brand to increase Sales, Margins and Profits'.

Confidently opening with his belief statement "*Your brand is your promise*", Daniel asked the audience what they would like to have more of in their businesses - customers, investors, return and fun. Identifying a brand as the most valuable asset a business can have, he points out that the most valuable brands engage emotionally with people, e.g. Apple.

*"Brands are about your future - what do you want it to look like?"*

From small products to global giants, people pay more for products that have a story. Being a maverick, being niche and different is a good thing - he explains that our brands should show us standing out from the crowd.

Daniel encouraged the audience to really think further - about personal brands and business brands. A business should be able to 'stand on its own two feet' as a brand yet also, the entrepreneur behind the business is a brand too, a personal identity from which they are judged. He emphasised that there is great need for an entrepreneur to take control of their personal brands making sure there is selected supporting information available for people to find, information that is genuine and true.

He also discussed how perception is variable and that we need to be aware of how effectively we communicate our values and image. He stated that trust is at the heart of successful brands, and we build this by building credibility, authority and influence. In citing

Dr. Robert Cialdini (the Regents' Professor Emeritus of Psychology and Marketing at Arizona State University) and his '6 rules of influence': Likeable, Reciprocity, Consistency, Social Proof, Authority and Scarcity.

Daniel pointed out that people don't buy on price, 'people buy what they want rather than what they need' and justify expense with emotional reasoning. Affluent people value their time above all else and as business people time is our most valuable commodity.

He reiterated that at the heart of our relationships with customers is trust that, 'our brands are our promise' - a brand is about mission, values, vision, story. Our brands are about keeping us on track.

Branding tools start with the product name, he said before going on to point out that although visual presence (or logo) is important, it's a tiny part of how we are branded. Straplines, hooks and unique messages are key and the platforms of Facebook and other social media, print materials, expos and events are crucial tools. We have options; we can DIY or get professional help thinking about design. Design is about transformation he explains, "*It's about capturing a space in the hearts and minds of your customers*" facilitating engagement and emotional influence.

Daniel concluded in stating that branding is about attracting people toward you, and marketing is the rounding up, the herding of that attention. It will take commitment and investment in the self to reap success whilst remembering the value of your brand, your promise.



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

# focus

# Inspiring Manchester



**vodafone**  
**SAMSUNG**

An exclusive event jointly organised by Samsung and Vodafone took place in April at the Lowry Hotel. The event was entitled 'Inspire Manchester' and showcased the latest business technology, hardware and promotions available from both corporations. Central to the event were presentations from three special guests.

First up was Sally Wright, Samsung's B2B Marketing Director. Sally discussed how technology troubles can get in the way of productivity, stopping staff from enjoying a good day at work and ultimately hindering business success. But when technology works as it should and is used innovatively, it's far more effective and can open up new and exciting business opportunities. As Sally explained, businesses often over-estimate the impact their technology will have on them over the next two years, but underestimate its impact over the next 10 years.

Samsung declared it's commitment to helping businesses get the most out of their technology right now. By continually communicating with customers to fully understand their business needs and pain points, they're able to innovate and develop products that bring

more 'good days' to businesses – from the day they launch to when they're well established and need to stay ahead of the competition. This is something guests experienced first-hand on the day as Samsung demonstrated how their latest technology, such as Gear VR, S8 and DeX, can benefit businesses immediately and in the future.

Sally also touched upon Samsung's recent research into how technology could be having a negative impact on the UK's overall productivity. The research highlights how UK businesses are spending too much time figuring out tech issues instead of focusing on important business matters.

The research presented some staggering statistics too, including that in small businesses each employee loses nearly four hours every week trying to resolve technology problems. The corporation is currently working with Think Productive to come up with some top tips on how to improve productivity. Sally shared some of her favourites on the night, including 'Ninja Email'.

Finally, she presented the winners of the Samsung Apprentice Challenge with prizes. Manchester Metropolitan University students were set the task of creating a new business and marketing it

using Samsung technology and a £20 loan. Prizes were awarded for the best marketing video and most profit made - Enter MCR won both, making an incredible £710 profit from their business which created 360° photographs for local businesses. It was a great example of a start-up business putting Samsung technology at the very heart of its proposition and using it to bring more 'good days' to small businesses in the local area.

The second speaker of the evening was Sami Istephan, Vodafone UK's Head of Alliances. Sami discussed how Samsung and Vodafone are joining forces to help bring more good days to the North by digitally transforming the region. The government is already building a Northern Powerhouse to boost the local economy, investing in skills, innovation, transport and culture, and Vodafone is supporting this investment, with plans to create 1,400 jobs in the region and invest £36m by 2019.

They're also investing £2bn on their network to keep customers connected. Sami explained how all this digital investment, alongside the government's plans, is leading to a communications revolution that will create new business opportunities and give greater flexibility to the region's



Sally Wright,  
B2B Marketing  
Director,  
Samsung



Sami Istephan,  
Head of Alliances,  
Vodafone UK



Sir Steve Redgrave,  
Olympic rowing legend

businesses and employees.

The final speaker of the evening was Olympic rowing legend Sir Steve Redgrave. He had the audience transfixed with his insight into all the hard work and dedication that went into helping him achieve his best days ever – winning gold at five different Olympic Games. Planning and perseverance certainly pays off.

In summary Samsung and Vodafone's message was clear - plan for success with technology and you'll soon be enjoying more 'good days' too.



# focus

## Thinking global: Manchester business priorities

Chris Southworth, Secretary General of the International Chamber of Commerce (ICC) United Kingdom, and Chris Fletcher, Marketing & Policy Director, Greater Manchester Chamber of Commerce (GMCC) explain why now is the time for Manchester's businesses to engage at the global level, and in doing so discuss the challenges and opportunities facing Greater Manchester's business community in a post-Brexit environment.

"The word 'uncertainty' has become common parlance since the June EU referendum – though not among Manchester's robust business sector. Despite the initial shock in the immediate aftermath of the referendum result, in and around Manchester businesses have been, for the most part, upbeat and resilient. According to the GM Chamber's 2016 Q2 survey, conducted before the EU Referendum, 68% of respondents thought that the business environment was positive or very positive. Following the referendum, this fell only marginally to 62%.

"Yet even with a positive outlook and a business-as-usual attitude, it remains crucial for Manchester's businesses to be aware of the wider policy environment in which they are operating, as well as the challenges and opportunities ahead. And that means thinking globally."

### Global reach

"Certainly, there are reasons to be positive. Manchester's economy is growing faster than ever – now one of the top three fastest growing city economies in the UK, generating £56 billion a year in gross value added (GVA) and expected to create up to 27,500 new jobs by 2026.

"Furthermore, Manchester is the second most popular destination for foreign investors in the UK and was even ranked 23rd in the world for investment in 2015 – outperforming New York, Beijing, Berlin and Toronto. It also enjoys the title of the largest northern tech hub, with a digital economy now worth around £1.7 billion annually.

"And the key to this success? In short: connectivity coupled with an existing national and international brand. Investment in digital infrastructure and transport is now being delivered, allowing for quick and easy journeys,

increased productivity and access to labour – underpinning economic growth in the Manchester region.

"The prominent government-led 'Northern powerhouse' initiative has played a significant role in securing Manchester's connectivity, both on home soil and abroad. Of the major cities across the Northern Powerhouse, Manchester is set to receive over £130 million of the total £556 million allocated by government.

"In 2015, Manchester Airport announced a £1 billion, 10-year expansion to create a new terminal and increase annual passenger numbers by 10 million – demonstrating Manchester's position as a 'global gateway'. More recently, Manchester Airport held its first flight to San Francisco – making Silicon Valley more accessible, to the delight of the tech sector. The airport has also expanded to include destinations further afield, with direct flights and possible routes to the Middle East and Asia – all putting Greater Manchester on the global map."

### Challenges

"Despite such strong investment and growth, local businesses still need to consider any challenges that may arise in a fast-changing landscape. Political uncertainty over the coming years – including those around Brexit – could act as a drag on the potential expansion of the region's economy.

"For instance, a lack of transitional arrangements during the Brexit negotiation process could complicate trade processes and inadvertently turn foreign investors away. It could also turn Manchester's businesses inwards – making them less likely to seek new trade partners or participate in global supply chains. Similarly, recruitment issues and the effects of exchange rates on inflation and pricing policy are among a plethora of concerns facing businesses.

"In particular, one of Brexit's side effects has been the potential slowdown or loss of European funding sources – notably that of the 2014-20 European Structural and Investment Funds programme, comprising European Regional Development Fund (ERDF) and European Social Fund (ESF), which were due to provide £176 million and £145 million respectively.

"The loss of funding sources could



impact Greater Manchester's ability to continue with ongoing projects, or plan future projects. For instance, the ERDF's £10 million fund towards the 'Metrolink' project – connecting different parts of the city and reducing journey times – is under question.

"While the UK government has stated it will supplement funding to these projects, there is no guarantee that alternative funding for future projects will be provided.

"Clearly, there is a lot at stake and an urgent need to consider the impact of potential changes on progress and investment into the city and surrounding areas."

### Protecting interests

"Given the uncertainty, what can local businesses and relevant stakeholders do to protect their interests? The first port of call should be increasing the levels of engagement in global policy-making initiatives. The timing could not be more important, with EU negotiations raising questions over the UK's future role on the global stage. If the UK is to be successful outside the EU, businesses need to invest in helping make sure the business environment outside the EU is as good as that of the EU Single Market. That means more engagement with global institutions working with other businesses to ensure policies are conducive to business.

"At this pivotal moment, there is certainly more local businesses can do at the international level – involvement in the B20 process, for instance. In fact, no businesses north of the M25 have engaged in the B20 Germany 2017 process, and the lack of engagement is clearly unsustainable in the long-run. Fortunately, however, few other areas around the UK are as well-placed to engage in global policy as Manchester – with its sophisticated business sectors and connectivity.



"In addition, for many businesses – particularly importers and exporters – focusing on the potential opportunities available in a post-Brexit environment is also crucial. Now is not the time to turn inwards, but rather the time to tap into any opportunities arising from new free trade agreements – such as with the U.S. or the Commonwealth, as well as maintaining our existing relationships in Europe and beyond.

"In line with this, ramping up engagement in international institutions will help smoothen the path for trade, particularly helpful for SMEs at home, and also for those operating in emerging markets with more complex trade routes.

"A global outlook will prove crucial to future investment in and around Greater Manchester. And businesses should ensure they are represented at the international level, voicing their priorities to government. Fortunately, there are channels through which to do just this, by collaborating with the International Chamber of Commerce (ICC) United Kingdom and the GMCC on local, national, and international business issues, for instance.

"Furthermore, the new role of an accountable, elected 'metro mayor' will champion business interests in Greater Manchester, particularly important throughout the Brexit process. Businesses need to work together with the new mayor to ensure that our voice is heard.

"Above all, flexible approaches will be important for businesses, as will collaboration with organisations in order to tap into opportunities and stay abreast of the challenges. Clearly, there is plenty that businesses can do to protect their interests; but this is best done collectively – as one voice."

For further information contact the Greater Manchester Chamber of Commerce on **0161 393 4321** [www.gmchamber.co.uk](http://www.gmchamber.co.uk)

# interview

# Counting the cost of credit

The consequences of the Brexit 'leave vote' for businesses operating internationally are going to have a noticeable impact, particularly with fluctuating exchange rates having an impact on payment terms.

Businesses need to plan and rely on managed cashflow streams, and when a payment becomes a debt

there is not just the problem of not having that payment made when it is due, but when the debt is finally

collected a fluctuating exchange rate could have serious consequences.

GM Business Connect caught up with Paul Daine, Managing Director of Premium Collections – a debt recovery firm who work with a whole range of businesses locally, nationally and internationally (and also a winner of the recent Greater Manchester Business Awards' Customer Excellence Category). We ask Paul for his thoughts on how the Brexit vote will affect business.

*"There are many of us who are still in shock at how the Brexit vote went, but the consumers and businesses of Britain have to come to terms with the consequences of the leave vote and get on with both their personal and business lives.*

*"Undoubtedly if you were to put 10 business owners in a room and ask them for their opinions you would get 10 different answers.*

*"For businesses that grant credit to their clients for either goods or services the risk of not getting paid is as high now as it was at the start of the recession in 2008. A recent survey revealed that around a third of all business payments are overdue. The value can be higher for businesses that export."*

**So, how can you minimise the risk of non-payment?**

*"It is undoubtedly now more important than ever that all businesses have a clearly defined credit management policy which sets out the processes required to chase late payments and escalate from their own credit control team. If they are not large enough to have their own in-house department then Premium Collections can certainly help. Our team of highly trained experts are on hand to assist you and are skilled in national and international debt collection.*

*"My advice to any business looking at chasing debtors, wherever they are located - in this country or abroad - is to act quickly and act professionally. Ensure that you have a strict procedure in place, and if in any doubt - talk to us. We will do our best to help."*

Premium Collections are specialists in both domestic and international debt recovery.

For further information contact Paul Daine on **0161 962 4695** or email [paul.daine@premiumcollections.co.uk](mailto:paul.daine@premiumcollections.co.uk)  
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# social media

## Social Media Scheduling - the Pro's and Cons

It's coming to that time of year when there are distractions every which way you turn. The holiday season is kicking in, staff are out of the office, the sunshine is distracting, and yet marketing never sleeps.

### Yes - marketing never sleeps

You can't simply take a few months sabbatical from Social Media activity and hope that the break doesn't have an effect on your bottom line. Social Media puts you at the front of people's minds and there at the tip of tongue.

It's at times like this when dreams of automation and scheduling creep in and with that in mind here's a look at the Pro's and Con's of Social Media Scheduling

## PRO'S

### Time savings

Scheduling elements of your social media saves you massive amounts of time. Our brains are being rewired with the constant distractions of notifications so the idea of time blocking your social media activity is a wise one.

There are tools such as Hootsuite, Buffer, Tweetdeck, Social Bro, Social Jukebox which mean you can schedule your updates at the beginning of the day or week and simply let your updates go out at

pre-allotted times.

Scheduling is something we do for ourselves and clients as you shouldn't be permanently chained to your device because of the social media shackles.

Social Media should be an enhancement to your business, not a distraction from your business

### Consistency

Do you really think it's acceptable for a brand to go silent when one member of staff is on holiday?

We live in a switched on world where customers consider social media to be as important a communication method as a telephone or email.

Social Media should not stop because one person takes their annual leave. All businesses should have a contingency plan for Social Media, and holidays and scheduling updates before going away and letting other staff handle real time communication is key for holiday cover.

Bigger than that - it's a huge risk to have just one person in an organisation with the Social Media skill sets. In our experience 9 of out 10 businesses where Social Media goes inactive is where they've left social media to just one person in the organisation and there

is no back up plan.

### Enhanced creativity

The very idea of scheduling your updates one after each other on a dashboard means it highlights when you're repeating yourself which is so easy to do when you're squeezing your social media updates ad-hoc to 2 minutes between other tasks.

Scheduling your social media is in fact a great creativity hack.

Having that time out where your only focus is producing great content enhances those creative juices. Planning, Creating and Optimising content are all massive benefits of scheduling and actually thinking about your Social Media plan only enhances it.

## CONS

### Authenticity

It's not exactly authentic to schedule every social media update is it?

That isn't what social media was designed for.

Social Media was designed to be living, breathing and of the moment - you should be posting on Social Media in the same way you have conversations - you don't automate conversations.

### Reputational damage

Social Media is just a technological layer on what is happening in real life.

You have no control over world events, and when you schedule social media updates you have to be acutely aware of what is happening in real time.

Let's say, heaven forbid, a tragic world event happens such as the recent terrorist attack in Manchester, and all the world is talking about it on social media ...except for your business that has scheduled an update asking "Is everyone having a fantastic day?" It's happened time and time again

and the wider public doesn't realise businesses schedule their social media updates.

### THE DOWNRIGHT UGLY

We've talked a lot about the scheduling side of automation so far which can be beneficial.

Then there's the downright ugly.

The auto DMs on twitter, the clunky Facebook chat bots, the updates on how many twitter followers you have gained or lost each week, the paper.li bots...

There are some things you just don't do on Social Media and these are the ugly sides of automation.

### So what is the right mix?

It's ok to schedule on Social Media as long as you.

- Remember what you have scheduled.
- Listen on Social Media for real time events.
- Engage with people more than you schedule updates.

Ideally, if you're scheduling Social Media updates then at least 2/3 of your updates should be done in real time, and you should be spending the bulk of your time engaging in real time also.

Social Media Scheduling should be used to free up time to produce better content and to engage with your audience.

You don't need to be a model to look good in photos.  
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# digital marketing

## The 6 biggest mistakes that can kill your website ranking on Google!

The concept of two cute, cuddly animals striking dread into the hearts of webmasters worldwide is at first, a comical one; Google Penguin and Panda.

However, these two strangely named algorithms can completely devastate a poorly conceived, structured and executed site in minutes.

Constantly scouring the internet and analysing websites, these two bots are sophisticated, highly efficient and merciless.

Should a webmaster ignore the Google SEO guidelines, take shortcuts or even worse try to cheat the system, their website could be de-indexed instantly without warning and a stern warning will follow from the internet search giant. Worse still, even after rebuilding and conforming with all the guidelines, getting the site re-indexed will be even harder.

Each algorithm has a specific task. Panda monitors content on websites whereas Penguin analyses backlinks to the website.

There are three major areas that each monitors relentlessly. If there is infringement on ANY of these areas, expect Google to wield the axe.

### The Major Panda Criteria

#### 1. Hidden content

Many inexperienced webmasters will try to take advantage of Google by hiding content in white space. Placing white text on a white background, they will attempt to hide keywords and links, assuming panda will miss them.

This is a huge mistake as the bots are way smarter than we can imagine and will spot the text. Even if they cannot identify the text but suspect there is an infringement, the site will be passed up for manual inspection and these guys have seen it all.

#### 2. Duplicate content

A whole industry has sprung up with software that will 'spin' written content; taking a piece of content and producing multiple variations with altered text, word count and formatting.

Google will not be fooled. Not only does most respun content read like

garbage but it leaves the user, who Google ultimately is most concerned with serving, with a poor experience. Anything which jeopardises Google's reputation for offering the most relevant content to the searcher receives the most serious sanctions.

#### 3. Keyword stuffing

The most relevant content for each search produces the highest ranking. However, constantly repeating the same keyword or keyphrase throughout the content piece will not enhance ratings. Again, user experience is the highest priority and keywords should be used in context and only when relevant.

### The Major Penguin Criteria

#### 1. Paid for links

The more backlinks a site has is normally a good indication to Google of its' relevance and authority within its category; two factors which weigh heavily in the Google ranking criteria. It must be stressed however that relevant backlinks are the key.

Many have tried to boost their site with questionable links which can be bought freely from link farms and private blog networks. But once more, if a site is concerned with 'weight loss' and buys a zillion links from 'cage fighting' sites, far from being elevated in organic rankings it will almost certainly be de-indexed and disappear from sight.

#### 2. Reciprocal links

Webmasters on a budget will often look to short cut the ranking process again with outside rankings. This time they will swap links with other sites in an effort to forcibly show authority to Google.

Penguin is far too sophisticated for this nonsense. Unless both sites are related, the links will count for nothing. In fact, they are like a red flag to a bull and are one of the quickest ways to get a site severely penalised. It clearly shows the webmaster is far more concerned with artificial ranking than providing relevant, applicable content for the user.

#### 3. Comment likes.

There are several software programs

and hundreds of thousands of individuals who specialise in leaving thousands of comments on websites and blogs. Each comment will carry a backlink in the hope of providing link juice to the site.

But seriously, does anyone think a backlink for Viagra from a gardening website is going to fool anyone? Well, obviously, many do! These comments are not only flagrant spamming practices but they can even harm the site they are placed on.

Not only will webmasters incur the wrath of the Penguin algorithm but also justified complaints from website owners. It is a rapid shortcut to site de-indexing and should be avoided at all costs.

All responsible website owners will

do regular housekeeping exercises on their site to ensure it remains Google friendly. No better way than to enlist the help of a quality SEO agency to do a free Google audit of the website to ensure all bases are covered.



**Howard Jones**

Jungle Marketing

[www.jungle.marketing](http://www.jungle.marketing)

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# apprenticeships

## Raring to go with Apprenticeship Reforms

John Spindler, CEO and Principal, Salford City College with recent Adult Apprentice of the Year Winner John Horrocks



Salford City College has been hosting Apprenticeship Levy Information Sessions leading up to the changes introduced by the Apprenticeship Reforms which came into play in May.

All organisations with a monthly PAYE return of over £250,000 will pay 0.5% of their total monthly PAYE value into a digital Apprenticeship Levy account.

This account will be theirs to spend on Apprenticeship training, both for new recruits to their organisation and any internal staff who require Apprenticeship training.

With around 1,000 Apprentices recruited by the College, they offer programmes in a range of areas including; Childcare, Health and Social Care, Construction and Built Environment, Digital and Creative, Education, Hair and Beauty, Hospitality, Retail and Catering and Professional, Management and Financial Services.

Salford City College enjoys working with hundreds of employers throughout Greater Manchester and enjoys creating a true partnership. Employers are invited to College events such as the

Annual Apprenticeship Awards and employer lunches and afternoon teas. Some of the employers the College already works with include; Seddons, BBC, MCT Joinery, JD Williams and Salford Royal NHS Foundation Trust.

The College currently employs around 20 Apprentices and here is what some of them say:

*"It doesn't feel like work because I love what I do. The culture is amazing and the facilities are phenomenal."* Cherrie Beatie

*"I chose an Apprenticeship because in this industry I think it's better to learn hands on. Apprenticeships like this don't come around that often so this is a really good opportunity."* Rory Green

*"I studied at Salford City College for three years and chose to continue onto an Apprenticeship as I believe you can learn better doing the actual job adapting to different situations. I'm really enjoying it."* James Wynne

Salford City College are currently the number one performing Further Education College in Greater Manchester for Apprentices and are determined

to ensure that local and regional business benefit from the Levy.

In addition, the College is graded good by Ofsted and gained the prestigious FE College of the Year at the Educate North Awards. Debbie Ward, Director of Apprentices and Community at the College believes the opportunities are immense, she said, *"For the first time ever, employers will have their own funds available to invest in the Apprenticeship training they want."*

*"The funds come from the bottom line, so it makes absolute sense to reinvest it and ensure it benefits their business. By doing this, they will naturally be providing opportunities*

*and careers for local people".*

The Apprenticeship Sales Team would welcome the opportunity to come and speak to your business and discuss your needs, whether that be recruiting new Apprentices or offering training to current staff members.

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

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**11.00AM ARRIVAL 1.30PM FINISH**

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Learn how the Apprenticeship Levy will impact on your business and how Salford City College can support you on this reform.

Book online: Visit our 'Events' page at [www.salfordcc.ac.uk](http://www.salfordcc.ac.uk) before **Friday 16 June 2017.**

**Venue: On the 7th, The Landing, Blue Tower, MediaCityUK, Salford, M50 2ST**

The Apprenticeship Levy will apply to any company where the annual salary bill is £3million or more.

Contact the **Apprenticeship Team** today on **0161 631 5555** or email [apprenticeships@salfordcc.ac.uk](mailto:apprenticeships@salfordcc.ac.uk)

**SALFORD CITY COLLEGE**

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

# finance

# How to Choose an Accountant

Choosing the right accountant to manage your personal tax affairs or the many financial elements of your business (such as audits, payroll, tax or management accounts) can be a difficult decision.

There are so many elements you must take into consideration to ensure the firm you choose are the right fit for your business. They must be able to match your needs and budget, as well as have a team providing a personalised service that you are confident in.

So, in this issue, Les Leavitt, Managing Partner at local firm LWA, has provided an overview of essentials to look out for when choosing an accountant, and how to get the most from them going forward, which you can use as a checklist for finding the perfect match for your business.

## Communication is key

- Ease of contact - being able to easily contact your accountant is

of utmost importance, whether it's to answer a pressing question about your accounts, or simply get some advice and guidance on a new legislation initiative set by the Government perhaps.

- Jargon free - when it comes to communication, most importantly, it needs to be jargon free.

The best accountants understand that complicated terminology can be confusing and difficult to understand, particularly when busy business owners don't have the time to decode each email or conversation.

- Be local - ideally you want an accountant that you can meet with face to face when needed, so choosing a firm in a location near to you is ideal.

Yes, emails and telephone conversations are useful, but sometimes a meeting is necessary, particularly in the initial stages of bringing an accountant on board.

- Personal relationships - nobody likes to be passed from pillar to post, and building strong client relationships is essential when it comes to understanding client needs.

Therefore, you should find out which member of the team you will be dealing with, and if they will be your permanent account manager going forward.

This way, you can be confident your dedicated contact for the service you are utilising has a genuine understanding of your needs and requirements.

## A proactive approach

- Ideas and suggestions - rather than just providing the services you have requested, look for an accountant who will regularly suggest new tax-saving ideas and concepts which will benefit your business. After all, they are the experts!
- Commercial awareness - you need an accountancy team with whom you can talk openly and honestly about your business ideas and goals. By gaining a genuine understanding of your business, your accountants can then tailor their services to your long-term aspirations.

- Regular updates - visit the website of your desired accountant to see how proactive they are when it comes to regular updates and informative content. Do they have an expert blog or issue a helpful newsletter covering key topics? It's likely that if an accountant's online presence is informative, engaging

and helpful, their service provision will follow suit.

## A value-added service

- Face-to-face - do they offer an initial consultation free of charge? Meeting face-to-face can really help when it comes to determining the needs and requirements of a business, in addition to beginning that all-important personal relationship.
- Accreditations and testimonials - for peace of mind, it helps to choose an accountant which is regulated by a professional body, but look out for any other accreditations which contribute to the credibility of the firm. Does the firm showcase case studies and client feedback?
- Variety of services offered - as well as ensuring the accountancy firm offers all of the services you require, look into the variety of other services they offer which may benefit you in the future. Your accountants should help you grow, and as you grow, so will your list of requirements, so make sure they have the capacity to look after your needs going forward.

Having the right accountants in place should save you time and money, ultimately making your life easier.



**Les Leavitt**  
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## HOW TO CHOOSE AN ACCOUNTANT

COMMUNICATION is key

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PROACTIVE approach

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VALUE-ADDED service

# wellbeing

## Are some people born lucky or is it an attitude of mind?

Way back in the day world-class golfer Jack Nicklaus was asked how lucky he felt at being so successful. His reply was that the more he practised, the luckier he got! How true is that!

Belief, determination and motivation all feature heavily in successful people's strategies. That, and a commitment to hard work.

Athletes are great examples of people who tenaciously keep on going, refusing to allow a negative outcome to deter their resolve.

If you think about a high jumper, they only know they've achieved the limit of their ability when they fail to clear a jump, and fail repeatedly. They keep on trying, believing that they will succeed, until they either clear the height (when they will again raise the bar), or fail and keep on going until they're unable to continue anymore.

Many people say that we create our own luck. And yes, for some people a positive attitude has been nurtured from childhood, with supportive role models encouraging their confidence and self belief.

Some may even be born with a silver spoon in their mouth. But people from tough backgrounds can also appear to be lucky as they power through, determined to achieve their own desired outcomes.

**The way we treat set backs, limitations, other peoples attitudes towards us, are all significant in our approach to success.**

Some people don't realise

they harbour underlying fears, obstacles, limitations or other priorities and modifiers to success.

They may feel resentful at their situation or have a sense that there's no point in trying as others are better, more gifted, luckier than they.

In these instances their heart and enthusiasm may not be truly invested in the project or challenge.

These are times when therapy can help or they need to stop and ask themselves some questions; how much do I want this, what else matters in my life, is there something I need to deal with first? And for some people the answer may be that they tried, had a go and that is satisfying enough.

**There are people who really enjoy work and working hard.** It defines who they are, how they spend their time.

They may even have concerns that if they did reach their goals what would they do next. This is an interesting way to hi-jack success.

Being a workaholic, defining who you are through your work-related role, may mean that the journey itself is more important and relevant than any eventual destination and outcome.

**Others may feel that they do not deserve to succeed or be lucky.** Accepting that 'good things happen to people like me', can require a real mindset change.

Our attitude, approach, desire and motivation all impact on the 'luck' and good fortune that we

attract into each situation.

Turning self belief and self-worth around to attract success and good results, feeling that they are deserved and earned can impact on every area of life.

So much of what we do, think and feel is communicated to other people in non-verbal ways.

A person's feelings, attitudes and expectations are expressed through their stance, their body language, their facial expressions.

A high percentage of communication is done non-verbally and this factors in when we create our own luck.

**When we send out either a positive or a negative expectation it influences the eventual outcome and what we attract to ourselves.**

Visualisation of a good result can help. See yourself as you would like to be, the outcome that you really want.

Sportspeople practice over and over in their minds, seeing themselves at every stage of their performance. They feel, experience, smell, live, taking that shot successfully.

**Use positive language when you talk to yourself.**

So many people talk to themselves more harshly than they would ever talk to another person. It's important to avoid negative self talk.

Try saying acceptable rather than fantastical things to yourself. Telling yourself something like - I can do this, I am worth it, I deserve my success, I have earned this, are all reasonable

things to say that will keep ourselves focused and on track.

And not forgetting that sometimes 'bad' luck can turn out to be good and vice versa. Sometimes not getting the job or the house that we wanted may turn out for the best, as something better comes along.

Or sometimes the 'good' luck brings with it changes in life in unfortunate ways and we end up losing more than we gain.

Some lottery winners have found themselves rueing the day that they won the jackpot and sometimes people have said that being made redundant was the best thing that happened to them as they were forced into doing something new and different.

Luck can come in many forms with failure sometimes providing meaningful and unexpected opportunities.



**Susan Leigh** MNCH (ACC)

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

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

# diary dates

## 4 Networking

**City Centre - Fridays Fortnightly**  
- 23 Jun, 7 Jul, 21 Jul... 12noon - 2.00pm

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

Cost £15

Contact Jon Mason 01942 765308

## Cheadle - Fridays Fortnightly

- 23 Jun, 7 Jul, 21 Jul... 8.00am - 10.00am

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

Cost £15

Contact Kristian Main 0161 244 8856

## Stockport - Fridays Fortnightly

- 16 Jun, 30 Jun, 14 Jul... 8.00am - 10.00am

Venue Bamford Arms, Buxton Road,  
Stockport SK2 6NB

Cost £15

Contact Karen Hyde 07432 656401

## Sale - Tuesdays Fortnightly

- 13 Jun, 27 Jun, 11 Jul... 8.00am - 10.00am

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

Cost £15

Contact Janine Mitchell 07854 273916

## Salford Quays - Wednesdays Fortnightly

- 21 Jun, 5 Jul, 19 Jul... 8.00am - 10.00am

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

Cost £15

Contact Paula Cohen 01606 532530

www.4networking.biz

## Bowdon Business Club

Weekly every Friday

- early networking includes full breakfast  
6.45am - 8.30am

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

Cost £10

Contact Members@BowdonBusinessClub.co.uk

## Business for Breakfast

Networking - Fortnightly

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

Cost £10

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

## Business over Breakfast

Networking - Fridays fortnightly

7 Apr, 21 Apr, 5 May... 7.30 - 9.00am

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

Cost £15

Contact Tracy Heatley 07812 076946

## Cheshire Business

Expo 2017

18 Sep 10.00am - 4.00pm

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

Cost FREE (pre-registration required)

Contact Liz Sinclair 0844 887 1550

liz@innov8-conferences.co.uk

## Connectworking Lunch

The best charity lunch of the year hosted by  
GM Business Connect

Friday 29 Sept 11.30am - 4.00pm

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

Cost £50+VAT+booking fee per person  
£320+VAT+booking fee table of

Paul Mirage 07708 987518

Contact paul@businessconnect

publishing.co.uk

## Dynamic Networking

Free Business Networking

Bolton - 4th Tuesday monthly

- 27 Jun, 25 Jul, 22 Aug... 5.30pm - 7.30pm

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

Cost FREE

## Sale - 3rd Tuesday monthly

- 20 Jun, 18 Jul, 15 Aug... 5.30pm - 7.30pm

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

Cost FREE

## Stockport - 2nd Thursday monthly

- 13 Jul, 10 Aug, 14 Sep 5.30pm - 7.30pm

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

Cost FREE

## Wilmslow - 1st Wednesday monthly

- 5 Jul, 2 Aug, 6 Sep 5.30pm - 7.30pm

Venue Hallmark Hotel, Stanley Drive,  
Wilmslow SK9 3LD

Cost FREE

Contact Natalie Lewis

natalie@dynamicnetworking.biz

www.dynamicnetworking.biz

## Federation of Small Businesses

Networking Altrincham

3rd Mon - 19 Jun, 17 Jul, 18 Sep...

6.00pm - 8.00pm

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

Cost FREE

## #FSBConnect Macclesfield

3rd Tues - 20 Jun, 18 Jul, 15 Aug...

8.00am - 10.00am

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

Cost £10 (includes breakfast)

## #FSBConnect Oldham and Saddleworth

4th Mon - 26 Jun, 24 Jul, 28 Aug...

6.00pm - 7.45pm

Venue Clough Manor, Rochdale Road,  
Denshaw OL3 5UE

Cost £10 (includes refreshments)

## Network Bury and Bolton

1st Fri - Starts 1 Sep, 6 Oct, 3 Nov...

8.00am - 9.45am

Venue Ainsworth Arms,  
465 Bury & Bolton Road,  
Radcliffe M26 4LJ

Cost £10 (includes breakfast)

## Network Media City

1st Mon - 3 Jul, 4 Oct, 2 Nov...

5.45pm - 8.00pm

Venue Orega Serviced Offices -  
MediaCityUK, The Studios,  
Blue, Salford M50 2ST

Cost FREE

## LinkedIn Masterclass

29 Jun 9.15am - 12.30pm

Venue Progress Centre, Charlton Place,  
Manchester M12 6HS

Cost £30 (FSB Members only)

Contact Simon Edmondson 07766 493428

Simon.Edmondson@fsb.org.uk

## Forward Ladies

Women's Networking Power Business

Breakfast Club - Monthly

5 Jul, 2 Aug, 6 Sep, 4 Oct, 1 Nov

9.30am - 11.00am

Venue Albert's Schloss, 27 Peter Street,  
Manchester M2 5QR

Cost £15

Contact 0845 6434 940

enquiries@forwardladies.com

## Greater Manchester Chamber of Commerce

Action for Business Bury

3 May, 10 Oct 7.30am - 9.30am

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

Cost £15 (members free)

## Action for Business Manchester

14 Jun, 25 Oct 7.30am - 9.30am

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

Cost £15 (members free)

16 Aug 7.30am - 9.30am

Venue Hilton Deansgate Manchester  
303 Deansgate, Manchester M3 4LQ

Cost £15 (members free)

## Action for Business Trafford

11 Aug 12noon - 2.00pm

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

Cost £15 (members free)

## Action for Business Salford

28 Jun 12noon - 2.00pm

Venue Copthorne Hotel Manchester  
Clippers Quay, Salford Quays  
M50 3SN

8 Sep 7.30am - 9.30am

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

Cost £15 (members free)

## Action for Business Rochdale

22 Jun, 14 Sep 12noon - 2.00pm

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

Cost £15 (members free)

## Stockport Breakfast Club

12 Oct 7.15am - 9.30am

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

Cost £30 (members £15)

## Quarterly Economic Breakfast

30 Jun, 29 Sep 8.00am - 10.00am

Venue Elliot House, 151 Deansgate  
Manchester M3 3WD

Cost FREE

## Handbags & Briefcases

Inspirational Ladies - Buffet lunch networking

28 Jun 11.30am - 2.00pm

Venue The Place at Platt Lane, Platt Lane  
Fallowfield, Manchester M14 7FZ

Cost £36 (Free for Members)

Contact Jenny Matthews 07984 872325

info@handbagsandbriefcases.co.uk

## K-Club Manchester

Entrepreneur's networking breakfast

6 July 7.30am - 10.00am

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

Cost £30.00

## Manchester Business

Breakfast Club

Weekly Networking every Friday

- includes breakfast 7.00 - 8.30am

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

Cost Visitors free for 2 visits

Contact 0161 820 1135

info@manchester-bbc.co.uk

## Manchester Pro Business

Two course lunch and networking

Last Weds monthly - 28 Jun, 26 Jul, 30 Aug

12noon - 2.30pm

Venue Rajdoot Tandoori, Carlton House,  
18 Albert Square, Manchester M2 5PR

Cost £20

Contact Steve Maz 0161 260 0011

http://pro-business.co.uk/

## M62 Connections

PAYG Networking Wednesdays Fortnightly

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

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

Cost £10

## Thursdays Fortnightly

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

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

Cost £10

Contact Bill Dove 07932 044 743

www.m62connections.co.uk

## Planning Workshops

with Mark Dyble, Business Growth Specialist

8 Sep 9.30am - 4.30pm

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

Cost £195 (Early bird £125)

+£65 for additional colleague

Contact Mark Dyble 07931 882555

mark@markdyble.com

## pro-manchester

Hot topic breakfasts, Sector lunches,

Economic Updates

Full listings can be found on:

www.pro-manchester.co.uk

Contact Nicola McCormick 0161 817 3483

nicola.mccormick@pro-manchester.co.uk

## Rotary Club Sale

Networking, Dinner - Every Tuesday 7.00pm

Venue The Belmore, Brooklands Road,  
Sale M33 3QN

Contact Peter Munday 0161 969 1391

Mari Griffin 0161 962 6078

## Simply Networking Expo

15 Jun, 4 Oct 10.00am - 2.00pm

Venue Grosvenor Casino Salford, Riverside,  
5 Derwent Street, Salford M5 4SW

Contact Mark Greenwood 0844 858 9099

www.networking4business.com

## Smarter Business Tech Live

15 & 16 Nov

Venue Manchester Central Convention Complex

Windmill St, Manchester M2 3GX

Contact Jini Stone 0203 829 6060

www.smarterbusinesslive.com

## Stockport Business

Expo 2017

22 Nov 10.00am - 4.00pm

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

Cost FREE (pre-registration required)

Contact Liz Sinclair 0844 887 1550

liz@innov8-conferences.co.uk

## The Business

Network Manchester

Business Lunch 22 Jun

10.00am - 2.00pm

Venue The Mere Golf Resort & Spa,  
Chester Road, Mere,  
Knutsford WA16 6LJ

Business Lunch 19 Jul, Aug 31

10.00am - 2.00pm

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

Business Lunch 28 Sep, 25 Oct

10.00am - 2.00pm

Venue The Midland Hotel, 16 Peter St,  
Manchester M60 2DS

Cost £42.50

Contact Helen Bennett 0870 751 7523

# places to meet

## AltSpace Altrincham

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

## AJ Bell Stadium

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

## Albert Square Chop House

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

## Bean and Brush Art Café

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

## Bizspace Atlantic Business Centre

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

## Bizspace Empress Business Centre

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

## BosscO Business Design Store

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

## Bowdon Rooms The Cinnamon Club

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

## Café Gourmand

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

## Carrington Business Park

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

## Costa Coffee

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

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

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

**Facilities** Coffee, Snacks

## Cresta Court Hotel

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

## DeVere Venues

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

## Eaton Place Business Park

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

## Elliot House

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

## Emirates Old Trafford

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

## Event City

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

## Friends' Meeting House

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

## Houldsworth Mill

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

## La Famiglia

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

## McGregors

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

## Macdonald Manchester Hotel

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

## Manchester Airport Marriott Hotel

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

## Manchester Escalator

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

## Mercure Bowdon Hotel

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

## Mersey Farm

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

## Midland Hotel

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

## Mr Thomas's Chop House

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

## On The 7th The Landing

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

## Orega Offices

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

**Contact** 0800 840 5509

**Facilities** Meeting Rooms, Serviced Offices

## Red House Farm

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

## Red Rooms

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

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

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

111 Piccadilly, Manchester M1 2HY

**Contact** 0843 504 4753

**Facilities** Offices, Meeting Rooms

## Regus

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

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

**Contact** 0161 261 1440 / 07785 253 488

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

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

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

**Contact** 0845 300 3585

**Facilities** Offices, Meeting Rooms

## Runway Visitor Park

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

## Sam's Chop House

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

## St Anthony's Centre

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

## San Carlo Fiorentina

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

## The Coffee House

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

## The FUSE

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

## The LifeCentre

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

## The Lowry Hotel

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

## The Mere Golf Resort & Spa

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

## Victoria Warehouse

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

## Warren Bruce Court

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



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