

TRAFFORD'S NEW **FREE** BUSINESS TO BUSINESS MAGAZINE

# TRAFFORD **BUSINESS** **connect**

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January/February 2014

## **Airport City takes off**

Joint venture announced on £800million development at Manchester International Airport. Charlie Cornish, Chief Executive of Manchester Airport Group, reveals the major players.

## **MUFC score with their Partington pledge**

Manchester United Foundation kick off their latest Street Reds project in Partington offering employment opportunities to help engage young people in underprivileged areas.

## **Chancellor unzips newest ZipYard**

Successful Altrincham business ZipYard opened their latest alterations and tailoring centre in Wilmslow with a little help from Chancellor of the Exchequer George Osborne.

## **Your museum needs you!**

The Imperial War Museum North are seeking the support of Trafford businesses to help mark the centenary of the first world war.

## **One man's legacy to Altrincham**

Nick Payne from Nikal shares his dream of helping to regenerate Altrincham with a £75million scheme for the town centre.

## **Joining forces**

Slater Heelis LLP and Cottrills bring two of Manchester's longest established law firms together in a merger that will attract new business to the region.



Charlie Cornish,  
Chief Executive of  
Manchester Airport Group

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**Social Media Insurance Financing Trade Marks Copywriting**  
**Wellbeing Q&A Diary Dates Places to Meet Business Services...**

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Electric vehicle charging station



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## editorial

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## welcome

to the pilot edition of **Trafford Business Connect** and join the fastest growing business to business forum in Trafford.

Trafford Business Connect is a brand new business to business bi-monthly magazine that is unique. It is the only B2B magazine in circulation that is specific to the borough of Trafford.

What's more - it's completely free.

From Hale to Trafford Park, Trafford Business Connect offers a detailed look at business life throughout Trafford, featuring local news and articles covering a fantastic range of business topics.

**PUBLISHED BY**  
**BUSINESS connect PUBLISHING** Business Connect Publishing Limited,  
120 Manchester Road, Altrincham  
WA14 4PY Tel: 0161 969 8632  
Email: [enquiries@businessconnectpublishing.co.uk](mailto:enquiries@businessconnectpublishing.co.uk)  
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# news

## Slater Heelis LLP merges with Cottrills

### MERGER MARKS RETURN TO MANCHESTER CITY CENTRE FOR SLATER HEELIS

#### New teams form crucial part of expansion plans

On 1st December Sale-based Slater Heelis LLP and city centre practice Cottrills, two of the region's long established and most well-known law firms, joined forces.

Cottrills has enjoyed an enviable reputation in the legal community with Managing Partner Anne Irwin acting for a number of high profile national property clients.

This move recognises the benefits of being able to provide a fuller service to clients in areas not currently covered by Cottrills, in particular family and corporate/commercial law. Anne Irwin says:

*"The name of Slater Heelis still resounds in the Manchester business community. The opportunity to offer our clients the expertise afforded by Slater's corporate/commercial team headed by Partner Geoff Blower, and including the highly experienced Partner Katharine Mellor, renowned as the first female president of the Manchester Law Society, made this deal one which I did not think we should miss."*

The four partners of Cottrills will all become members of Slater Heelis LLP with Managing Partner Anne Irwin becoming Managing Partner of the city centre office of the combined firm; Slater Heelis' Chris Bishop becoming Managing Partner at Sale and Timperley and Mike Fox moving to Senior Partner.

The recent move takes the total workforce to well over 100.

Mike Fox says *"Cottrill Stone Lawless has always been a highly respected city centre practice with*



L-R Philip Mogg  
Anne Irwin  
Chris Bishop  
Mike Fox

*a reputation for providing expert advice and exceptional client service. They have a first class client base and share our values and ethos. They care about their clients and colleagues, and strive to provide a service second to none.*

*"To be associated with Cottrills and see the name Slater Heelis reappear in the city centre makes me extremely proud.*

*"I have no doubt that our clients will benefit from the exceptional talents of Cottrills' experienced team."*



Jason Bradbury joined hundreds of excited visitors on Saturday 16th November to officially unveil Trafford College's brand new Centre for Science, Technology, Engineering and Maths (STEM) at the College's Talbot Road campus.

The new centre, a world-class facility where learners can unleash their full potential and be creative through hands-on learning, will completely revolutionise the way students experience STEM subjects. Having undergone significant building work over the summer, the new facility boasts world-class Engineering and Motor Vehicle workshops, cutting edge Science laboratories, state-of-the-art 'learning labs' and advanced technology including a

specialist Green Room for the latest renewable energy resources.

In addition, the College is looking forward to working alongside some of the most significant employers in the region who will provide crucial work placement opportunities for students that will help bring STEM subjects alive, ultimately arming them with a competitive edge in the industry.

Jason Bradbury, presenter of Channel 5's 'The Gadget Show' and self-confessed technology enthusiast, was thrilled to join the College's staff and students to launch the centre. Having spent hours having fun in the centre's science labs, green room and motor vehicle workshops where he turned

## Jason Bradbury unveils 'inspirational playground' for future STEM talent

his hand to explosive experiments, making energy and spray painting a car, he commented; *"I'm genuinely excited by what I've seen today. I'm so impressed by the idea that in this incredible period we live in, you can actually get hands on experience in making and inventing new things. This isn't just a new centre for STEM, this is a space for ideas and a playground for creativity where students can express themselves. That's what scientists do; they play and come up with answers to new questions. How can you not get excited about that, and about STEM? Because it's what is going to land us on Mars, and invent cures for cancer. The possibilities are endless.*

*"We really are in grave times, in that so much of our industry and talent has been lost overseas. This is why this centre is exactly what we need here in the heart of Manchester. This institution is critical in providing local service, knowledge and talent,*

*otherwise we just can't compete on a grand scale."*

Trafford College Principal, Sir Bill Moorcroft added, *"Today's launch of our new centre for science and technology is incredibly important in the development of STEM in our local community, enabling the growth of employment and apprenticeship opportunities, and playing a key role in preparing our young people for the global job market - where our STEM students will be amongst the highest in demand.*

*"The new centre will also act as a resource for local schools and the whole community, inspiring future generations of STEM professionals through access to world-class facilities and training opportunities."*

For more information, please contact Elizabeth Byrne on 0161 886 7070 or by email on [elizabeth.byrne@trafford.ac.uk](mailto:elizabeth.byrne@trafford.ac.uk)

## Investment Launchpad to turn Greater Manchester into a creative and digital hotspot

If you are one of Trafford's blossoming creative or digital businesses, then you could now win some serious funding.

The Technology Strategy Board (TS Board) is the UK's agency for innovation. It stimulates and supports business-led innovation. And its Launchpad scheme is now ready to invest £1m into projects in the hotspot of Greater Manchester's creative and digital businesses.

### *The seed corn for investment, growth and success*

The Launchpad investment is competitive. It aims to stimulate companies to go further and faster towards commercial success. Working with the Business Growth Hub, the TS Board's investment will act as seed-corn. They want to draw further investment, people and collaboration into the area, to stimulate our hotspot into a white heat of technology.

### *What's on offer for local creative and digital companies*

The TS Board is actively looking for projects that may be too risky for companies to take forward without any support, or ones that may take them into new innovative areas. The majority of project activities must be carried out in Greater Manchester so Trafford is definitely included.

The Board will fund up to 60% of eligible costs for industrial research projects ranging between £100k and £120k in size. Projects can last up to 12 months and should be led by micro, small or medium-sized companies, likely to be in the early stages of their development.

An integral part of Launchpad is support to companies to help raise the additional finance to fully fund the project and its subsequent commercialisation. In addition to receiving project funding, successful companies will receive a programme of business support and growth activities,

run in parallel with the projects.

### *What companies have to do to win TS Board funding*

This is a three-stage Technology Strategy Board competition:

1. Companies make an initial video submission by 12 noon on 8th January 2014.
2. Selected companies submit a written proposal.
3. The short-listed, top-ranking projects will then pitch their proposals to a panel of experts.

It's all to play for and Trafford businesses will relish the opportunity and the challenge.

Further information can be found on [www.innovateuk.org](http://www.innovateuk.org)

## Regatta win again!

Congratulations to Trafford based Regatta and Dare 2b for scooping the acclaimed Queen's Award for Enterprise International Trade for the second year in a row.

The company has shown an increase of 66 per cent in overseas sales over the last three years and CEO Keith Black puts this down to the great product, great people and great service the company offers.

Keith said: "I am extremely proud of everyone from Regatta and Dare 2b in the UK and Europe whose hard work and commitment has made this happen."

We have strong ambition to continue to grow and become a Worldwide Outdoor Group."

## Help for new growth available for Trafford businesses in 2014



L-R Tony Collier (Chamber Chairman)  
Zee Hussain (Colemans-ctts)  
Tom Wilde (Trafford Council's Economic Growth Unit)  
Photo courtesy of Martin Hambleton

The Altrincham and Sale Chamber of Commerce recently held its last "Breakfast Matters" networking event before Christmas. There were two particularly interesting speakers.

### *Trafford Council offers many ways to help businesses grow in 2014*

Tom Wilde works in Trafford Council's Economic Growth Team, and support for growth was his theme.

In simple terms, the team helps local businesses to access and support or funding which is available to them, and it soon became clear just how much support they can offer us. Here's a flavour: start-ups, mentoring, training, financial advice,

export support, innovation support, sources of funding, workforce development, land and property information, and so on. It's all on [www.trafford.gov.uk/business](http://www.trafford.gov.uk/business).

Tom's closing message was very simple: whatever your business, come and talk to us - we can help.

### *A recruitment-to-retirement HR service for Trafford SMEs*

Zee Hussain of Colemans-ctts introduced their HR service, created for businesses like many in Trafford. It blends Colemans' employment law experience with the Oracle HR system. The service covers day-to-day HR procedures, from recruitment to retirement, for an annual fixed fee.

Colemans will do an initial health check on current procedures to recommend the best services for you, and it's all backed by a powerful web portal, with guidance, checklists and template documents.

The perfect solution for many small businesses who can't afford to employ a full-time HR resource.

## Canmoor's new lettings at Trafford Park show no slowdown in the market

Canmoor has completed five new lettings at its Westbrook Park and Severnside sites.

Their strategy is to refurbish and upgrade property across all their estates. This makes them attractive to new and existing customers and the five new lettings clearly demonstrate this. They were all arranged by the agents Jones Lang LaSalle and B8 Real Estate.

### *Three lettings at Westbrook Park:*

Three tenants have taken space at Westbrook, two of them new:

- The Solar Panel Company (UK) has taken the 5,000 sq.ft. Unit HT1 on a three-year lease at a rent of £27,600 per year.
- WH Surface Preparation (UK) Ltd, has signed a three-year lease on a 3,500 sq.ft. for £20,000 per year.

- The existing tenant Automint has expanded and taken a five-year lease on 5,000 sq.ft. for £28,500 p.a.

### *...and two at Severnside:*

- SCRL has taken a ten-year lease on the 6,200 sq.ft. Unit 5 at a rent of £34,000 p.a.
- APC Manchester has agreed to take Unit 14, which provides 13,600 sq.ft., on a five-year lease at a rent of £68,000.

### *The market activity continues across Trafford*

Canmoor reported significant activity over the summer and this continues. The market is showing no signs of slowing down for Canmoor which seems to be the case for many Trafford businesses.

# news

## Norbert Dentressangle secures MHRA license at flagship COMAH warehouse



As part of its multi-million pound investment to extend and upgrade its Top Tier COMAH Euroterminal warehouse at Trafford Park, Norbert Dentressangle has successfully secured a Wholesalers License from the Medicines & Healthcare Regulatory Authority (MHRA) for the storage of medicinal and pharmaceutical products at the site.

In addition to increasing racking density to create 8,000 additional pallet spaces within the 200,000 sq.ft. warehouse, Norbert Dentressangle has established a new dedicated area for the storage of up to 6,000 pallets of medical and pharmaceutical product, initially to serve its new contract with a major chemicals and hygiene products manufacturer.

Following an inspection of the site and an audit of Norbert Dentressangle's operating, quality and health and safety procedures, the MHRA has approved the facility for the storage of medicinal products.

The Euroterminal site also provides a state-of-the-art environment for the storage of hazardous goods including paints, sealants, wet and dry industrial coatings, industrial cleaning chemicals, agrochemicals, plastic derivatives and decorative products.

The ambitious project to increase both capacity at Euroterminal, along with the range of products handled, was carried out on a phased basis, with careful planning and stringent health and safety measures allowing the site to remain fully operational throughout the project, which was completed recently, on time and within budget.

Karl Hudson, Regional General Manager for Norbert Dentressangle's COMAH operations said: "Chemical and pharmaceutical warehousing are both fields which require specialised facilities and expertise and are strictly controlled by the appropriate regulatory authorities. The addition of pharmaceutical and medical products to the range of products we handle is a natural extension of our activities at Euroterminal and something that we can offer to our existing and prospective customers, either in conjunction with other services or on a stand alone basis."

Norbert Dentressangle is one of Europe's leading providers of chemicals and hazardous goods warehousing. The company also holds MHRA licenses for the storage of medical and pharmaceutical products at a number of other facilities in the UK.

## theEword are odds-on favourite with Genting

The Casino company, Genting Alderney, is to use theEword's new analytics software Formisimo.

theEword is a Trafford Park based software company who designed their Formisimo software to improve online conversion rates. "Almost every website has a form that hinders a visitor becoming a paid customer. This is equally true for Genting, and every online gambling website," explained Tom New of theEword. "80% of users who start filling in a form don't complete it, and that's a lot of lost sales – for any company."

Formisimo converts more visitors into paying customers by showing how visitors engage with forms, where the pain points are and how to increase conversion rates. The software allows companies to spot

visitors who are likely to exit, engage with them early and encourage them to become a full customer.

Using Formisimo, Genting will now see where their GentingCasino.com customers click away before completing payment. The software will track every single visitor through the sign-up process and then collate the data to show strengths and weaknesses in the system.

Peter Nolan, MD of Genting Alderney was quite clear. "We identified the need to improve the sign-up process, and Formisimo was the perfect solution for us. The breadth of data and ease of use mean that our team can absorb a volume of information, make improvements and then monitor the results."

Place your bets on a sure success for theEword's Formisimo.



Full service advertising agency frank virtual has successfully pitched for the Countrywide Grounds Maintenance marketing brief.

The south Manchester based agency will initially be tasked with delivering a redesign of Countrywide's vehicle fleet livery and corporate brochures.

This will include marketing collateral for specialist sectors such as schools, colleges and universities, which alone number over 1,000 within Countrywide's client base.

Cheadle Hulme headquartered Countrywide maintains around 20,000 sites for its 3,000 customers. It operates from 50 offices nationwide and clients include Aston Martin, Esso and English Heritage. It has an annual turnover of more than £20 million.

Simon Stott, managing director of Countrywide Grounds Maintenance, comments: "We wanted an agency that could revitalise our marketing,

giving it a fresh contemporary look. The marketing has to attract clients and franchisees. It is much, much more than a design exercise. It meets a very strategic purpose."

After the initial marketing overhaul frank virtual will be implementing a new set of franchisee targeted marketing materials. A new website redesign will also follow.

Richard Forman, managing director of frank virtual comments: "Countrywide is a highly successful national business. It is the sort of client and brief that creative agencies dream about.

"It is a chance to create something quite new with a clear purpose. Our work is there to make a real difference to Countrywide's growth strategy."

The frank virtual team's experience includes the London Eye, British Airways and the Army Reserve.

# Business Growth Hub Roadshow hits Sale



Back L-R Cllr Michael Hyman, Janine Smith (Business Growth Hub)  
Front L-R Stuart Webster (NatWest), Peter Newton (Access to Finance),  
James Lomax (NatWest), Richard Whiteside (Ashton Hall Clothing)  
Photo courtesy of Hazel Gibb from Trafford Community News

Budding entrepreneurs were given the opportunity to sound out their business ideas with experts in Sale on the 13th November, as the Business Growth Hub roadshow hit town.

The Business Growth Hub has partnered with NatWest bank to take their first Start Smart Roadshow to local town centres, to provide advice to would-be entrepreneurs on setting up and growing their own business.

Advisors were on hand with Trafford Council's Executive Councillor for Economic Growth and Prosperity, Cllr Michael Hyman, to meet local businesses. Entrepreneurs were given support and advice on all aspects of setting up their own business – from accessing finance including start up loans and legal issues, to advice on specific topics, workshops and master classes available.

Growth Start Up Manager, Janine Smith, said: "Trafford is bursting with active and ambitious entrepreneurs and we want to show them how much support is available. Over 480,000 new businesses were started in the UK last year and there are many people who would love to follow that path and become their own boss. The Start Smart Roadshow is a great opportunity for them to find out more and take the first step to

making that a reality."

The Start Smart Roadshow also marks the launch of the Business Growth Hub's Growth Start-Up Support Programme, which is an intensive programme of support to take start-ups from an initial concept or idea to a successful business. The Start Up team work with entrepreneurs to develop the business, provide feedback on business plans and ideas and introduce them to additional support such as accessing finance or marketing expertise. The Programme begins with an initial workshop called the Start Smart Workshop, which runs fortnightly across Greater Manchester. This workshop covers the basics of starting your own business such as researching the market, registering the business, identifying the best legal and tax positions, record keeping and cash flow forecasting.

For entrepreneurs that are already past this stage, the team can also provide one-to-one advice, from the early stages through to providing advice and guidance once the business is launched. There are a number of master classes delivered by a range of experts that small business owners can attend once the business is launched. These classes cover areas including social and digital media, marketing and promotion, market research, finance, networking and sales.

James Lomax from NatWest Bank in Sale commented: "The NatWest Mobile Business School provides information on the Bank's social enterprise programme, while also offering business expertise and support to the community-led organisations.

"We can really illustrate how public and private companies are now working together to give small businesses the opportunities, expertise and support they deserve. We know that there are some great potential businesses and future entrepreneurs and employers in Greater Manchester and we look forward to welcoming them to the bus very soon."

Executive Councillor for Economic Growth and Prosperity, Cllr

Michael Hyman, said: "Today's business start-up event has been inspirational. There have been some fantastic local businesses who've attended, showing that the entrepreneurial spirit in Trafford is alive and well.

"I'd like to thank NatWest and the Business Growth Hub for bringing the roadshow to Sale and for the fantastic advice and support they have given to fledgling businesses in the area. I look forward to seeing some of the business ideas we've heard from local entrepreneurs today come to fruition."

For more information on the Business Growth Hub roadshow and start up support programme, visit [www.businessgrowthhub.com](http://www.businessgrowthhub.com) or call 0161 359 3050.

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\* Subject to status \*\* Valid until 28th February 2014

# news

## You're Hired! Apprentices become the perfect choice for employers

**A REPORT EVALUATING THE BENEFITS OF APPRENTICESHIPS FOR LEARNERS HAS SHOWN THAT NEARLY EVERY EMPLOYER THAT TAKES ON AN APPRENTICE (96%) REPORT BENEFITS TO THEIR BUSINESS AND 72% OF BUSINESSES REPORT IMPROVED PRODUCTIVITY.**

In today's uncertain economic climate, there has never been a better time to demonstrate the genuine benefits Apprenticeships bring to employers and the difference they can make to young people's lives.

Not only are Apprenticeships a fantastic way for young people to earn while they learn in a real job, but they can also help businesses grow their own talent. Something that Nursery Owner Chrissie Cambridge understands only too well.

As one of the most well respected nursery owners in the area, Chrissie relies on having highly qualified staff to provide excellence in education and care to meet the individual needs of her children.

This is why Chrissie has worked closely with Trafford College from the onset to deliver a range of qualifications to staff in the

workplace to ensure that her Nurseries not only meet, but exceed government standards and the expectations of their customers.

She comments, "I started working with the College when I set up my first nursery called 'Chestnuts' about 19 years ago. We have, and will continue, to work together in recognising and delivering learning pathways that suit both the Nursery and our staff's individual professional developmental needs."

Chestnuts is still going strong and Chrissie has not only established Beeches Day Nursery, but also Acorns Day Nursery – today employing a total of 46 members of staff across all three sites. This incredible development of her business is due to her acute understanding of both the childcare industry, and how education plays a huge part in overall business strategy and sustainability.

"When your staff have achieved a certain level of competency in their job role, it provides them with avenues of opportunity for not only themselves, but also to share their experience and expertise with others. We don't want a single person at the top of the business with all the skills required. We want our staff to act as mentors and transfer their skills onto others."

Chrissie prides herself on having 100% of staff qualified (Government requirement is 50%), and believes that training people in the

workplace is essential in developing an effective workforce.

"Learning within a working environment provides people with the opportunity to develop their 'soft skills', which are essential when working in a customer facing organisation. However, it is important that we strike a balance between these practical skills and the theory skills."

Chrissie has nothing but praise for her Trafford College Business Training Representative Margaret Carlisle, who she believes recognises the needs of her business and helps maintain their incredibly high standards.

"As a business it is imperative that we are able to continue to provide a first class service to our customers, whilst at the same time ensuring

our staff are receiving the most appropriate training.

"Margaret comes into the workplace and tailors programmes, including Maths and English, and works around our business – how good is that?! Angela May has visited our Nurseries regularly over the years and has helped many of our staff to achieve their goals. It is a pleasure to work with all the staff in the Early Years Team."

Chrissie has some sensible advice to give to businesses who are considering using Trafford College to enhance the skills set of their employees. "Identify the needs of your business and your staff, and also any risks to your business if you don't up-skill staff. I have always used the College as our Early Years training provider as it has always met our needs."



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# Altrincham Football Club's new Sports Hall will be the heart of their community work

For over 50 years, Altrincham Football Club has been an Altrincham landmark, with its Moss Lane ground always busy on match days. It is well supported by local football fans of all ages - and all Altrincham knows when they have scored!

Soon, the Club will be attracting non-footballers too, by building a Community Sports Hall on part of its ground.

The Club is well regarded for its off-the-pitch activities in local schools and youth clubs. The Community Sports Hall is a natural extension of these.

The Hall will be used throughout the week by local sports clubs such as yoga, martial arts, indoor bowls and boxing, and it will act as the base for the Club's own community



programme. This targets local young people, over 50's and disabled groups, and the new Hall will be the physical heart of the whole programme.

It's estimated that over 30,000 Altrincham locals a year will attend the new Hall, all having the opportunity to get fitter and healthier.

Three-quarters of the building costs have already been found, and the Club is now raising the remaining quarter from local businesses and residents.

The dream is becoming a reality, but there is still time to help if you wish. For details, go to [www.altrinchamfccsh.com](http://www.altrinchamfccsh.com)

Altrincham Football Club has always supported the town's social and community events. Their new Hall will give them the foundation to expand this into new areas.

Further information is available by contacting Peter Foster at the club office on 0161 928 1045.

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# news

## New Partington Youth Project is in Safe Hands

### FOUR VOLUNTEERS GAIN EMPLOYMENT WITH MANCHESTER UNITED FOUNDATION

*United Goalkeepers help to launch new project in Partington*

Manchester United Foundation officially launched its latest Street Reds project in Partington, by offering the five new employees who will run the scheme, a chance to meet Anders Lindegaard and Sam Johnstone.

The two goalkeepers welcomed the new staff members to the Aon Training Complex in Carrington, which is located just a stone's throw from where the community cohesion project will be based.

After discussing the aims of Street Reds with the team, Anders Lindegaard commented: "Projects like this are so important for

*engaging with kids in a difficult community, where football, as the beautiful game it is, can really contribute to developing them and getting kids on the right path in life. It helps them to stay out of trouble and creates social bonds; that's why football is so beautiful. It must also be good to come with the United badge. I can imagine that is a great motivator to encourage young people to attend."*

Street Reds aims to engage young people in underprivileged areas by delivering football coaching and a range of alternative activity sessions at times when they could otherwise become involved in anti-social behaviour.

Encouraging participants to volunteer and gain qualifications is a core practice across the Foundation's existing projects in Stretford, Old Trafford, Salford, Whalley Range, Burnage and Wythenshawe; and Partington

is the latest area to benefit. Four members of the new team have volunteered in their local area for over a year through the Foundation. Simon Holt (18), Jordon Gee (18) and Wes Fagin (33) are all from Partington and have volunteered at Broadoak High School, one of the Foundation's partner schools. 22 year old Joab Westwood from Trafford has also given up his free time to work on the Foundation's existing Street Reds sessions in Old Trafford and Stretford. Dean Elull who previously worked at Arsenal's Premier League Kicks programme will act as head coach.

Jordon Gee said: "I started by doing work experience with the Foundation within Broadoak High School and I continued to volunteer after that. I received so much from Manchester United Foundation and I cannot thank them enough, so I'd like to give that back to the community that I live in because it is really needed



Foundation

*there. Hopefully I can give them the opportunities that I've had. It's had a massive effect on the community already, my sister attended and the confidence she gained through football just from one or two sessions was just incredible. I can't imagine what it can do over so many weeks."*

Simon Holt added, "The fact that we are from Partington is so important because the kids can see that there is a path to move up. Sometimes you don't realise there is a path there for you and you think you can't reach the top, so it's always good to see that people in your area can get that high, and you can yourself. It gives people motivation and shows it's not always doom and gloom."

Dawn Bracegirdle, cohesion manager commented, "The project is literally a mile away from the Aon Training Complex so they see the players drive down the road. To be so close and for this area to be associated with Manchester United is a really powerful thing. It's really inspiring for our young people. The Foundation's ethos is about empowering young people and assisting them to reach their full potential. Youth unemployment is a real issue, so now more than ever, it is important for us to support them to develop the skills and qualifications that will hopefully lead them to finding a job they enjoy. Some of our new coaches have gained those tools through our volunteering programme and we are delighted to now be in a position to offer them paid work."

Run in partnership with the Premier League, Your Housing Group and Trafford Housing, Street Reds runs on Friday evenings between 5pm and 8pm at Partington Sports Village.

For more information about how you can get involved with the Partington Pledge, please call 0161 9124176 or e-mail [partingtonpledge@outlook.com](mailto:partingtonpledge@outlook.com)



L-R Joab Westwood, Dean Elull, Sam Johnstone, Anders Lindegaard, Wes Fagin, Jordon Gee, Simon Holt

# RRG Toyota Altrincham are busy taking orders for the new RAV4



Warren Eaton, Group Business Centre Manager, RRG Group

Toyota's new RAV4 is available from March 2014. Put simply, the range offers more models, higher specifications and lower emissions, but starting at a much lower price than the model it replaces. That's why RRG Toyota Altrincham are busy with orders.

Toyota have given the fourth generation RAV4 more distinctive looks and a more rewarding driving experience. They have also met growing customer demand for more on-board space for passengers and their luggage.

Drivers will save money in three ways. The new RAV4 costs less than the current model; its 127g/km CO<sub>2</sub> emissions are lower, giving a zero

road tax charge in year 1 and the low B and D charge afterwards; finally, benefit-in-kind for company car drivers is lower, down to 16%.

Costs are down but the levels of equipment are up. There are three new grades: Active, Icon and Invincible, all available in two or four-wheel drive. New owners can add further style, comfort and equipment to their vehicle with individual options and packs.

RRG Toyota Altrincham are proud of what the new RAV4 offers and would be happy to show what it could mean for you.

For more information contact Warren Eaton on 0161 728 8286.

# Major new employer moves into Trafford



TNT post has picked Greater Manchester and Trafford as the first place outside London to launch its new delivery service, creating 913 jobs in total.

Trafford residents now have access to the new job opportunities being created. TNT are opening 11 new offices including offices at Woodsend Road, Flixton and Longford Trading Estate, Stretford where post will be sorted and delivered from.

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# news

## Presenting Altrincham's future



Thursday 24th November saw an important networking event take place at the Dee Thai - one of Hale's most prestigious restaurants. Over 40 business people attended the luncheon which was jointly organised by Networking in the City and Altrincham & Sale Chamber of Commerce.

The event was sponsored by the Web Studio, and in addition to the networking opportunities taking place there was a 20 minute speech given by guest speaker Matthew Colledge, leader of Trafford Metropolitan Borough Council.

The speech detailed the latest developments for Altrincham's future, including the importance of how various schemes were co-ordinating to raise Altrincham's profile both with residents and visitors, and to portray it as cohesive and vibrant town in the eyes of businesses looking to locate there.

Councillor Colledge said: "Back in 2011 I talked about a new engine of change for our town called Altrincham Forward. Back then it was little more than an idea but now it is a reality backed by financial and human resources and, critically, led by a group of people passionate about our town.

*"The whole ethos of what we seek to achieve is to re-establish the town centre as an easy to use, vibrant place where small independent businesses can thrive alongside major chains, where the mix of retail, leisure, culture, residential and business meets the day to day needs of local people and visitors. And, crucially, somewhere where the market is at the heart of the town.*

*"We have looked again at how our town works in terms of our roads and access ways. We have proposals already under way with the refurbishment of the lower market area to radically change the traffic dominated conditions in our town, not strangling the town with traffic regulations but by the opposite: de-cluttering it.*

*"Altrincham Forward sees the Market as the hub of the town and as such we are looking to relinquish control from the Council to a local company that seeks to set Altrincham's market as an important market destination in the Northwest and indeed the country as a whole. Visitors to the new Sunday and twilight markets will see an immediate difference with plans for more than 100 stall*

holders of every type.

*"Altair, a scheme that for years had originally promised to be the town's saviour rapidly, in its old form, looked set to hasten its demise by dragging the centre further away from its true heart. Now though, working with Nikal, we have a scheme based on leisure that will strengthen the town.*

*Key to all this is supporting businesses. We have set up a £10,000 interest free loan scheme for businesses taking on empty units, and those landlords who have let their empty properties fall into disrepair have been put on notice.*

*"We are now seeing great signs of improvement. In the next 12 months we will see a transformation in the market. We are working on strengthening the conditions to encourage independent shop traders. This time next year we will*

*see the streetscape transformed to make our town a joy to visit and not a place to pass through. Altair will be underway, the interchange open and the hospital nearing completion.*

*"We have made a strong start but it is merely that, the big work remains ahead of us."*

For further information from Altrincham Forward call 0161 912 1599 or email: [altrincham.forward@trafford.gov.uk](mailto:altrincham.forward@trafford.gov.uk) – visit [www.altrinchamforward.com](http://www.altrinchamforward.com)

Networking in the City are looking to promote their latest venture in Trafford Park where key decision makers will meet and network for lunch in quality establishments.

The first to kick off will be at 'On the 7th', Blue Tower, Media City on Wednesday 19th February at noon. For more information contact Steve Kettle on 07585 002 386 or email: [steve.kettle@networkinginthecity.co.uk](mailto:steve.kettle@networkinginthecity.co.uk)



L-R Carol Longley (Networking in the City), Matthew Colledge (Leader of Trafford Metropolitan Borough Council), Sue Aldridge (President of Altrincham & Sale Chamber of Commerce)



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# Where there's muck, there's brass – for United Utilities' customers

A green energy scheme at United Utilities' Davyhulme treatment works has won a global award.

It may not sound glamorous, but it is significant. United Utilities' £100 million Sludge Recycling Centre has won the top energy award from the Institute of Chemical Engineers, beating off stiff competition from Switzerland, the United States and Australia. The Centre use a revolutionary new process to digest Manchester's sewage sludge.

This produces biogas which in turn powers the turbines on the site, generating clean green electricity. The digested sludge is transformed into a nutrient-rich soil conditioner.

The Centre's landmark green 'bubbles', which can be seen from

the Barton Bridge on the M60 motorway, are in fact the giant gas holders which store the biogas.

The Institute's judges were impressed by the partnership between United Utilities and its main contractor, Black & Veatch. Together, they took an everyday waste material on a large scale and turned it into a new energy source and a valuable fertiliser for farms. The judges described the scheme as "an impressive project with high impact and huge potential."

The award is a tremendous accolade and recognises the global significance of the Davyhulme achievement. Few know that Davyhulme is the birthplace of the modern sewage treatment process. It's been

going for 100 years and has been known for its innovation and new thinking. Manchester benefits from this pioneering innovation, even though its in an industry we don't normally want to talk about.

The Centre is a clever solution to a round-the-clock waste problem and it will save money for all United Utilities customers – who have all made their own small contribution!

## Town Centres Loan Fund - still available for Trafford Businesses

The Trafford Town Centres Loan Fund is still available for businesses looking to occupy empty units in one of Trafford's Town Centres.

The Fund can offer interest free

loans from £1,000 to £10,000, repayable over three years.

For further information phone 0161 912 4176 or email [business@trafford.gov.uk](mailto:business@trafford.gov.uk)

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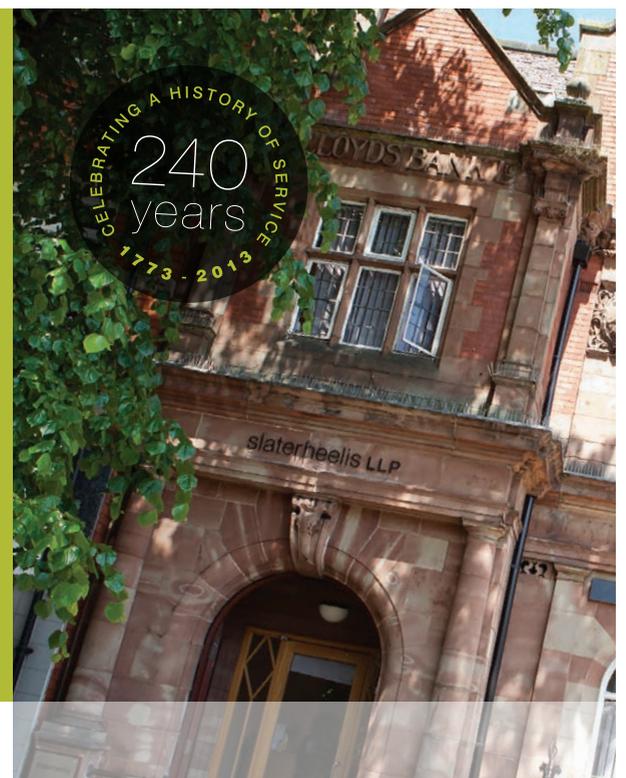
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# news

## Your museum needs you for the First World War Centenary



Businesses across the North West are being encouraged to connect with their communities in the region by joining forces with IWM North, part of Imperial War Museums, in Manchester to mark the Centenary of the First World War in the North West.

IWM North is preparing to unveil the largest exhibition ever created exploring the North West of England during the conflict, and how the First World War has shaped all our lives today.

### REACTIONS14

IWM North will also be commissioning a diverse series of new, original artistic reactions to the First World War. Reactions14 is a season of high-quality original artworks, premieres and performances marking the Centenary of the First World War.

The period of the First World War is seen as the beginning of modern corporate philanthropy, with organisations beginning to support the arts for the benefit of wider society. IWM North is looking to build on this century of social responsibility by asking companies in Manchester to support the museum and help them mark the anniversary.

### CORPORATE SUPPORT

IWM North is looking to join forces with corporate supporters now – in a move it hopes will help to raise £100,000 to deliver its vibrant First World War Centenary programmes.

Organisations based in the north of England now have the chance to support this work – benefiting from promotional opportunities

and access to exclusive events for customers and staff, developing a sense of pride in their communities and helping IWM North lead a nationally significant programme of First World War Centenary commemorations within in the region.

Graham Boxer, IWM North Director said: *“The society we live in is full of connections to the First World War. This is a unique opportunity for IWM North to connect with local businesses and our wider communities to tell the story of the First World War together. With the support of organisations in the region, IWM North will be better placed to commemorate*

*the Centenary, while businesses can increase their connections to the society in which they operate today and take advantage of strong branding and communications opportunities”.*

Government funding is critical to IWM’s operations but the majority of its income is generated through its own fundraising. The increasing pressure on government funding means support from the corporate sector in the region is becoming increasingly important.

Research shows that there is a huge public appetite to know more about the First World War. IWM North anticipates more than 350,000 people will visit the museum in the

Centenary year, with many more exploring online or hearing about it through both traditional and social media.

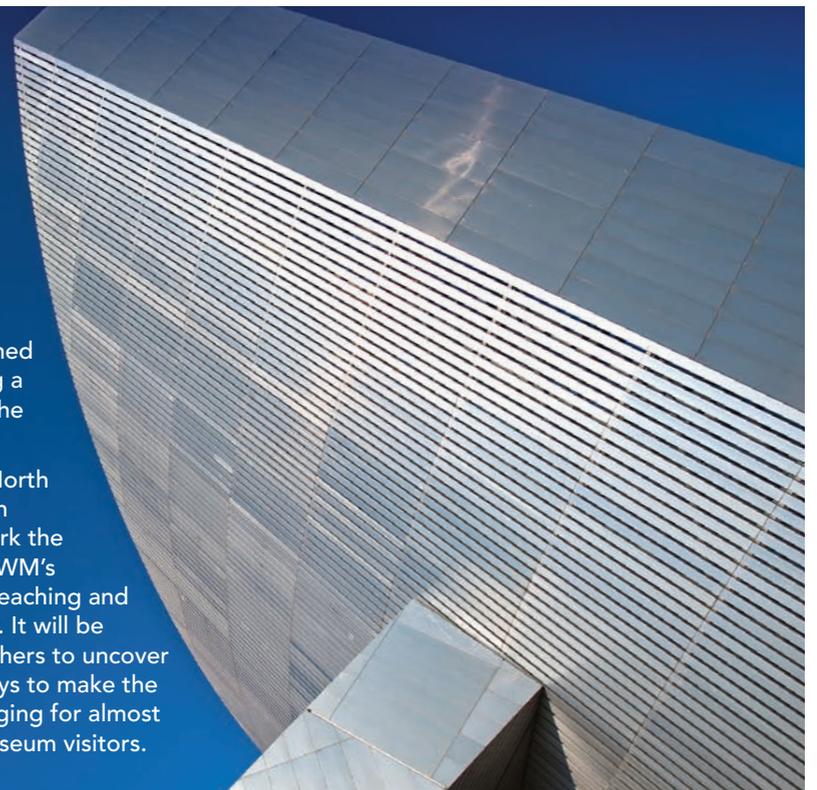
IWM North’s current corporate supporters include PZ Cussons PLC, Pannone LLP, The Little Greene Paint Company and Emerson Group.

For further information please contact Alex Knight, Press and PR Manager, IWM North, 0161 836 4040, [aknight@iwm.org.uk](mailto:aknight@iwm.org.uk)

IWM North opened in 2002 as the first of IWM’s five branches outside the south east of England. It has since welcomed more than 3 million visitors and been named one of the top large visitor attractions in England on four occasions at the Visit England tourism awards.

IWM North’s iconic building was designed by internationally renowned architect Daniel Libeskind, creating a world class visitor destination for the 21st century.

Supported by HLF funding, IWM North will also be working with more than 70 schools across the region to mark the First World War Centenary, using IWM’s unparalleled collections to enrich teaching and learning about the First World War. It will be supporting young people and teachers to uncover new stories and find innovative ways to make the First World War relevant and engaging for almost 8,000 participants and 142,200 museum visitors.



# Manchester will soon rival Los Angeles says ex-Simpsons writer

A former writer on The Simpsons believes Manchester has the potential to rival Los Angeles as a worldwide centre for the media industries.

During an interview with Manchester DJ Clint Boon at the Salford Media Festival, Josh Weinstein, former writer-producer on the American cartoon series, said that "Manchester had tremendous animation infrastructure and talent. It's ready to claim its place as the new force in the media industry".

Josh suggested that "Anyone looking to develop their animation

and scriptwriting career should stay in Manchester, which encourages creativity. They don't need to look to LA any more.

**Manchester has always been an incredibly creative and inspirational place**

He continued: "Since my college years, when I became a huge fan of Manchester bands such as The Smiths, Joy Division, Inspiral Carpets, The Stone Roses and James, I've known that Manchester is an incredibly creative and inspirational place.

"It was the birthplace of the Industrial Revolution and now I see it as being at the heart of a new revolution in the media industries, particularly animation. Manchester has such a proud history in animation, with such companies as Cosgrove Hall."

**The spirit of innovation is alive in Manchester**

Josh is currently executive producer for Strange Hill High, a CBBC series made at Factory Transmedia's studios in Altrincham. The series uses a combination of leading edge puppetry and digital animation.

"I don't think a show as innovative as Strange Hill High could get made in LA as people would be afraid to take that risk," he added. "In contrast, in the UK I've found there's a spirit of excitement and encouragement in trying new ideas. This spirit is particularly alive in Manchester".

Weinstein was one of three keynote speakers at the recent Salford Media Festival, hosted by the University of Salford at its MediaCityUK campus.

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# focus

## Cresta Court celebrates 40 years



1973 gave us disco flares and the platform heel, the birth of comic Peter Kay and the introduction of VAT, but in Altrincham, the year was marked by the opening of a brand new hotel - the Best Western Cresta Court.

40 years on, the Hotel has seen off more than one recession and undergone a wealth of changes, but none more impressive than its recent refurbishment and upgrade.

The Hotel has always been a focal point in the centre of Altrincham for the many parties, meetings and celebrations it has hosted, playing an important role in the both the local business and social community. In 2013, under the new ownership of Longrose Buccleuch Hotels (LBML), it embarked on a £1 million refurbishment programme that promises to bring the hotel up to a new exciting standard.

General Manager Paul Hindley comments: *"The Hotel has always benefitted from exceptional business potential with its easy access to Manchester City Centre, and of course Old Trafford, making it a great choice for commercial travellers and leisure visitors to both Manchester and Cheshire. The refurbishment this year brings us up to a new level, making our proposition even more relevant to modern travellers and local guests."*

General Manager  
Paul Hindley

# with a fresh new look



Phase One of the refurbishment is already complete with a fully renovated Townfields bar, lounge and reception area which has created an open plan feel to the space, and refurbished bedrooms proving a hit with guests. Rooms have been refreshed and finished to a high standard using a strong blend of classical and contemporary design with rich walnut furnishings and contemporary crème finishes. There are also improvements to soundproofing on bedroom floors and investment in exterior signage.

New facilities have also been introduced such as a charging point for electric cars and the Oasis beauty salon which offers a range of Babor facials, massage, pedicure and manicure with OPI products and Shellac, Sienna X spray tan, and detoxifying and relaxing body treatments such as body scrub and wraps. Bliss!

Paul adds: "The salon is something we had been considering for a

while to compliment our wedding, banqueting and leisure services, but also to attract more local people to try the Hotel. Combined with the new lounge, we are already attracting more local residents and business people to the Hotel. They seem to be making full use of the free parking and free Wi Fi to relax over a coffee, hold an informal meeting or enjoy a quick lunch from the improved bar menu. It's wonderful to see."

Next up in the refurbishment will be a new look for corridors and the redecoration of the 11 conference and three banqueting suites to give a more contemporary feel, and make the most of the natural daylight.

"Our meeting and event rooms are popular because of their flexibility and capacity of up to 300 for a meeting, so it has been important to include them in the refurbishment project.

"We are in an ideal location for both local company meetings and events, but also the proximity to the airport and motorway links means we are a perfect venue for delegates travelling into the area. The addition of the refurbishment means that we are now attracting companies from further afield to use us, which can only be good news for Altrincham as a whole" adds Paul.

For those delegates and guests looking to work off the stresses of the day, or stretch out those muscles after a long conference, the Hotel has plans to add a fitness suite.

The Best Western Cresta Court has always been at the heart of Altrincham, which you can expect to continue during its 40th year celebrations with a number of charitable and community initiatives. The Hotel is working to support grass roots community projects with Forever Manchester. They will also help Sale based

charity, Stockdales, and continue to support events and fundraising campaigns with St Ann's Hospice and their Hospice@Home scheme in Trafford. As part of their special anniversary programme of events, there is a community day, wedding events and a special gallery of photographs depicting key events from the last 40 years in the planning.



Best Western Cresta Court Hotel,  
Church Street, Altrincham, WA14 4DP  
0161 927 7272 [www.cresta-court.co.uk](http://www.cresta-court.co.uk)

“After 40 years the Cresta Court Hotel is still a leading part of Altrincham’s social and business scene and driving voice behind Altrincham’s regeneration vision. Our improvements this year without a doubt mean that we can impress our local business and leisure guests, and we still have more to come. Watch this space!”

# focus

## Change is in the air for **Altrincham**



### Nick Payne, Managing Director of Nikal, shares his vision for Altrincham

Altrincham used to be a vibrant, bustling market town and it's been sad to watch shops and local businesses closing their doors over the past decade. However, change is in the air and there are definite signs of good recovery taking place in our town.

The trucks and diggers around the town are evidence that investment is being poured into Altrincham. The new £19million transport interchange scheme is well and truly underway and the plans to revitalise Altrincham market have begun. At Nikal we're excited to provide the missing link which will connect all these new developments and the existing town centre together.

Altair is a planned £75million development in the heart of Altrincham. Situated on the site between Tesco and Altrincham Leisure Centre, adjacent to the interchange, it will provide a new gateway into the bus, tram and train station and the rest of the town.

Nikal has been granted outline planning permission from Trafford Council to build a mixed use leisure development which will include restaurants, coffee shops and cafes, a range of leisure-based retail outlets, a tenpin bowling alley, residential apartments

and provision of high quality office space.

Altair will bring visitors, businesses and jobs back to Altrincham as well as creating a new vibrant and safe public meeting place for local people from the town and the surrounding area to enjoy and relax in.

The vital element of this exciting regeneration project is that it's



being built for Altrincham people, by Altrincham people. I was born and bred in the local area and

although I've delivered schemes across the UK and abroad, this scheme is truly close to my heart.

We've built a project team which is made up of local partners such as urban designers Planit, Altrincham Forward, Manchester architect Ian Simpson, marketing and PR agency RMS and of course Trafford Council. We're all committed to working together to deliver a significant transformation to Altrincham and its surrounding areas.

Change is in the air for Altrincham and it's going to be exciting!

# Chancellor George Osborne unzips the latest ZipYard



L-R Nigel Toplis, (Managing Director ZipYard franchise), Chancellor George Osborne, Kate Cross (Store Manager), Marie McConnell and Richard McConnell

## The ZipYard - One Owner, Two Stores, Three Awards and 12,000 customers across Trafford and the North West

You can't fail to notice The ZipYard in Altrincham. Its cheerful yellow shop attracts attention – and customers – to its alteration and tailoring services. Now the award-winning owner, Richard McConnell, has opened a second ZipYard in Wilmslow.

The ZipYard opened in Altrincham two years ago and has already doubled its turnover, with over 12,000 customers. It offers comprehensive alteration and tailoring services, all done on site by trained professionals in a purpose-built environment with private fitting rooms. From dress re-styling and taking in, to letting out, to bridal-wear fitting, to formal wear alterations, The ZipYard does it all. There is also a one hour express service for zips, hems and minor repairs.

The ZipYard concept is growing steadily, with 14 centres now open throughout the UK. Here in the North West, Chancellor of the Exchequer, George Osborne, opened another ZipYard in Wilmslow in October - using a specially made six-foot giant zip.

The Wilmslow centre is Richard

McConnell's second ZipYard, and follows the success of his Altrincham shop. Richard said "It has always been the plan to open several ZipYards throughout the North-West. The huge success of my centre in Altrincham has proved that there is a demand for our services."

Customer service is the key to ZipYard's success. Richard and his staff think nothing of staying on for a few extra hours to finish a rush job and don't charge extra for their express service. "Seeing the smile on a bride's face when we have sorted out a dress disaster makes it all worthwhile," said Richard. "There's nothing our eight trained seamstresses can't do. Their work is amazing which is why customers keep coming back time and time again."

A big part of The ZipYard ethos is that they encourage people to recycle garments in their wardrobe rather than throwing away and buying new. Wilmslow's (check this) Store manager Kate Cross said "I think local people will love our centre and the services we offer. Most people, like me, don't have the time or skills to repair or

alter their own clothes and so many good garments are going to waste just hanging in wardrobes. Now they can bring these in, and we'll give them a new lease of life."

Whilst the number and range of customers are a mark of The ZipYard's success, Richard McConnell's efforts have also been formally recognised.

In 2012, he won the coveted Sale and Altrincham Chamber of Commerce 'Start-up of the Year' award, and was awarded second place in both 'Business of the Year' and 'Young Entrepreneur of the Year' categories. In 2013, Richard was a finalist in the British Franchise Association 'Franchisee of the Year' awards and was also named as UK 'ZipYard Centre of the Year'. Now he has beaten off stiff competition from hundreds of other entrants to become a finalist in the 2013 Start-up Awards.

Said Richard: "I am delighted to be in the running for another prestigious national award. It's been hard work but I'm really enjoying building my ZipYard business. But I must stress that none of this success could have been achieved without the efforts of my brilliant team."

The ZipYard is yet another Trafford based business to prove that hard work and great customer service is the key to success in an economic downturn.



Chancellor George Osborne with Beata Keister

# comment

# Airport City takes off



**Charlie Cornish,**  
Chief Executive of MAG, said:

*"We are delighted to confirm organisations of global standing as our Joint Venture partners. The inclusion of BCEG is significant because as a Group, we have been keen to forge greater links with the Far East and this gives us an opportunity to strengthen vital business links with China. With GMPF on board, Greater Manchester is investing in the future of the North West and Carillion bring sector-leading experience in project finance, delivery and sustainability, both in the UK and internationally. In Argent, we have one of the most renowned developers in its field and by working together as a partnership, we are well positioned to deliver the UK's first Airport City."*

Manchester Airports Group (MAG) has announced a joint venture agreement with Beijing Construction Engineering Group (BCEG), Carillion PLC and the Greater Manchester Pension Fund (GMPF) in relation to the development of the £800 million Airport City project at Manchester Airport. Argent has been appointed by the joint venture as development manager for the scheme.

Airport City will be the core element of the Government-designated Enterprise Zone surrounding the UK's third busiest airport, Manchester. The objective of siting the zone around Manchester Airport alongside supporting sites in South Manchester was to help attract international businesses that could contribute an additional 16,000 jobs in the North West of England.

Outline Planning Permission for Airport City was secured at the start of 2013 and the Chancellor, George

Osborne, marked the official start on site at the end of May. It will provide 5m sq ft of development, a mix of offices, hotels, advanced manufacturing, logistics and warehousing.

MAG launched its search for joint venture partners at the end of 2012, advised by CBRE and Eversheds. The aim of the international search for investors was to secure partners who could bring global development expertise, alongside access to international occupiers and financing capabilities, which would support MAG's land ownership and experience in airport developments

Airport City is expected to be one of the largest regeneration schemes in the UK since the Olympics redevelopment in East London, hence the need for a strong group of partners. Airport City will compete with existing projects outside the UK including those

on the airport sites of Barcelona and Amsterdam. Manchester Airport is currently used by over 20 million passengers annually, and has flights to more than 200 global destinations. Over 6.5 million people (8% of the UK population) live in Manchester and the North West area, accounting for 11% of UK GDP.

MAG has been actively looking to the Far East for a direct airline service between Manchester and China in the last year and MAG's Chief Executive, Charlie Cornish, is the chair of the Manchester-China Forum, a new business-led initiative aimed at increasing Greater Manchester's commercial connectivity with China.

In 2012 the Chinese investment stood at around \$8billion. The UK and China set a target of growing bi-lateral trade to \$100billion by 2015. The Airport City deal presents

one of the biggest Joint Venture investments into the UK. BCEG is a leading construction and engineering company in China and is already active in global markets, particularly in the USA.

Mr. Xing Yan, Managing Director of BCEG International Co. Ltd. said: *"To be included in such an interesting and unique development is a real honour. To be part of a project of this size and scale, working alongside other such highly regarded organisations, will be an exciting, challenging and rewarding opportunity, which we look forward to beginning. We see our involvement in Airport City as an extension of the Memorandum of Understanding between China and the UK, where we have been looking to further explore joint infrastructure opportunities for some time."*

Carillion PLC already has vast experience in the UK, Middle East, North Africa and Canada and will be an important conduit between the UK and Chinese sectors.

Richard Howson, Chief Executive of Carillion, said: *"We are delighted to be a member of the Joint Venture that's been chosen to deliver this prestigious development, which reflects our reputation for quality and reliability and our success in building strong long-term relationships with our partners and customers. We look forward to working in partnership with MAG to deliver Airport City, which will further enhance Manchester's position as one of the premier airports in the world."*

Argent is widely recognised as one of the leading developers in the UK. Their creative approach

to development has led to the successful regeneration of over 67 acres of brownfield land, at King's Cross in London as well as projects in Manchester such as One Piccadilly Gardens and Piccadilly Place, and most recently, One St. Peter's Square.

David Partridge, Managing Partner at Argent (Property Development) Services LLP, said: *"We are very enthusiastic about being a part of what is, without doubt, one of the most exciting development opportunities in the country. Airport City is an innovative and inspiring vision that is set to change the way business is done in the UK. Our aspiration as part of this international joint venture is to create a world class business destination that will open up new connections on a global level. Argent's involvement plays*

*to our key place-making strengths, and underlines our continuing commitment to Manchester and the North West region."*

GMPF is the pension scheme for the ten local authorities in Greater Manchester and a host of other bodies, such as schools, colleges and charities. It is also part of the nationwide pension scheme for local authorities.

GMPF Chairman, Councillor Kieran Quinn said: *"The Greater Manchester Pension Fund is delighted to be a partner in the Airport City project. This innovative development will attract international businesses to locate to the region and support economic growth in Manchester and the wider North West."*



## DHL delivers first letting

DHL, the leading global logistics company, is to occupy a major new facility at Manchester's Airport City – becoming the first business to locate at the flagship Enterprise Zone development.

To meet the growing demand for its range of services, DHL has signed a pre-let agreement with Manchester Airports Group (MAG) for the development of a 37,308 sq ft building at Airport City South, a new world-class logistics hub adjacent to Manchester Airport's existing cargo centre and Junction 6 of the M56 Motorway.

When complete, the new centre will offer international services and provide the core DHL Service Point offerings of drop off and collection of goods for delivery overseas, with local businesses and residents benefitting from a parcel drop-off and pick-up point.

It will have the most efficient operational processes and equipment, and be armed with the latest technology and up to date MHE equipment. It will also achieve a BREEAM rating, demonstrating its environmental credentials.

Phil Couchman, CEO of DHL Express, UK and Ireland commented: *"Our investment in this state of the art facility is reflective of the demand for British-made goods overseas."*

*"As the region's economy goes from strength to strength, this new facility also marks a milestone in the growth of DHL. This operation will serve to enhance DHL's competitive logistical performance due to its strategic location, state of the art features and best in class handling processes."*

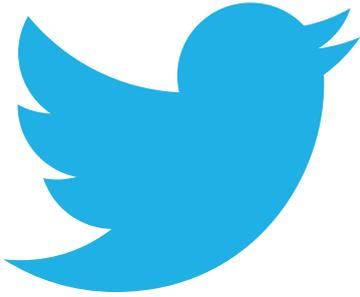
*"What's more, the location of the hub within the Enterprise Zone will support future export opportunities for small businesses in the region, allowing British businesses to get their product to international markets with even greater speed and reliability."*

Part of the UK Government-designated Enterprise Zone for Greater Manchester, the £100million logistics hub will create 1,800 jobs by expanding Manchester Airport's successful freight terminal to improve international trade, cut transit times and drive more efficient, sustainable supply chains.

As experts in international shipping, DHL Express offers guidance to businesses of all sizes who are considering targeting the global marketplace through export services, including local insight into customs rules and regulations.

# social media

## Twitter for B2B



For many people reading this article there will be a certain scepticism about social media in general.

"It's a waste of time" "No ROI" "I'm sticking to what I've always done" "Relationships are built face-to-face" are the sort of objections I hear on a daily basis from businesses.

As this article goes to print it's just under three years since I first attended a business networking meeting.

As a startup business I had zero budget, I'd done zero traditional marketing, at the time I had neither a website or business cards.

Yet as I walked into the room of 25+ people and said I was Alex from Altrincham HQ over 50% of the room knew who I was, and yes, it was the first time we'd met face to face.

This was quite simply because of twitter!

Even now I have a website which

has hundreds of visitors reading the blogs each week. I'm a well known networker without being a serial one. It's often twitter, and my 5000+ followers, which is the start of my relationship with other businesses in Trafford. Through that I get to Meet>Like>Know>Trust other businesses, to which we refer work each other's way.

### Five core benefits of using Twitter

#### 1. Define your USP and personality

What makes you different from your competitors? Twitter is essentially a micro-blog that allows you to dripfeed your USP out there.

#### 2. Strengthen existing relationships

Those face to face meetings that are so important. Twitter allows you to keep in touch between the local business networking meetings.

#### 3. Build new relationships

Imagine a twitter follow as a gentle tap on the shoulder. It's a chance to reach out to potential new contacts without the formalities of LinkedIn.

#### 4. Drive traffic to your website

Statistics reveal mobile users check their phones 150 times a day. Social media and Twitter in particular are prime traffic drivers to your website.

*Twitter + Weekly Blogs = Success*

#### 5. Win business

Last and definitely not least. Twitter does win you business.

### Five things you need to do to make the most of Twitter

#### 1. Use local hashtags

#Altrincham #Saletown #Urmston - think of all the local towns in Trafford. People think hyper-local, you should too.

#### 2. Engage with people

Do you know that really annoying person at business networking meetings who just sells at you and never asks how you are? Don't be that equivalent online. Out-care your competition and show an interest in others.

#### 3. Do it daily

Many B2B businesses think of twitter as like their weekly/monthly newsletter i.e sporadic and a one

time hit. You don't have to spend your life on twitter but 30 minutes throughout the day is time well spent.

#### 4. Give Give Give Ask

Give a lot, but don't be afraid for the ask moment. It's how you're going to win the business!

#### 5. Measure Results

Define your objectives and measure the results against it - working online you can measure everything and adapt accordingly. Think how that compares to Tradvertising for a while.



**Alex McCann**

Altrincham HQ

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## You never get a second chance to make a first impression

### I know you've heard that before however...

When you go to a meeting with a potential client, maybe someone you've been chasing for weeks, months or even years, I'm guessing you have the good sense to make sure you create a 'great' first impression. Especially as you're unlikely to get a second shot. You want to make sure that everything about you is as good as it can get, right?

### An old myth shattered!

They say "you never judge a book by its cover". To be honest that may have been the case (although I doubt it) when books were carved from tablets of stone, however that is definitely not the case in today's 'easily find anything about anyone' world.

### The truth is...

People want to find out about you, it's called curiosity and everybody has it. You schedule an appointment and the moment the phone goes down 'curiosity' kicks in. A quick Google search by your prospect and in seconds there you are, warts and all.

Anywhere you can be found online is shown up in search results. A website (personal or company), a blog or any social media profile you happen to have is right there front and centre. And as Google loves 'LinkedIn', that particular profile will probably be at the top of those search results.

The fact is that LinkedIn is the 800 pound Gorilla when it comes to Business to Business dealings in social media. Your profile is in reality a giant business card that advertises you to millions of potential customers, suppliers and joint venture partners on that platform. So it's critically important that viewers of your profile like what they see.

### It can go two ways!

The first one is, your prospect finds you, looks you over and is mightily impressed with what they see. The second is, they find you and... well let's just say they're not raving about the experience.

You and you only control the impression you make on others. They're going to judge you whether

you like it or not (remember the book cover thing earlier?) so you need to give them something positive to work with.

### At this point you may be thinking?

Look, I agree with what you say about first impressions and looking professional online however I haven't got a clue how to go about making my LinkedIn profile look professional. I'm on LinkedIn and that's about it.

### Good news...

Think about this, if your LinkedIn profile was easily found in searches for keywords and phrases relevant to your target market and looked great when someone decided to take a look at you, do you think you might just make more connections with your potential prospects and or joint venture partners?

### In a nutshell

To have a successful LinkedIn profile it has to pass this test. No one knows your name and no one knows your company's name, however, they want your product or service.

When your prospect types in their search term and hits search they have to see 'your' profile. You need to be above the fold (visible to them without them having to scroll down the page), in the top three results and preferably the number one result.

### Take control

If you want an online first impression that 'wows' your customers and prospects invest in the very best resources to make that happen. Bring in a professional media consultant to give your first impression the impact it needs.



**Len Foster**

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# insurance

## Protecting your business

If you run your own business, you probably have one or more key employees integral to its success.

But have you considered what would happen if they suddenly died, or suffered a critical illness that forced them to be absent from work for a long period of time? If the unexpected happened, it could pose a serious risk to your business.

All responsible business owners insure tangible assets like machinery, office equipment and vehicle fleets. But many overlook what is often the most valuable asset of all: the 'key person' (or people) that directly contributes to its profits.

A 'key person' is an individual whose skill, knowledge, experience or leadership contributes to the continued financial success of the business. Anyone whose death or critical illness could lead to a financial loss for the business, through loss of profits or having to recruit or train a replacement, should be considered a 'key person'.

### How long could your business last?

In a recent survey of 500 business owners, insurer Legal & General found that 61% identified the loss of a key individual as the biggest single risk to their business.

In addition, it found that 26% of businesses survive for less than one year after the death or serious illness of a key individual, with 12% forced to cease trading immediately.

### Safeguard your business

Key Person Protection helps your business insure itself against the financial loss it may suffer following the death, or critical illness, of a key person. There are a number of ways of working out what impact the loss of a key person will have on future profits and, once known, advisers can help you determine the appropriate level of cover you should put in place to protect your business.

### Calculating the amount of Key Person protection

The sum assured under a key person cover policy should reflect the loss of profits that are expected to occur on the key person's death.

It is important to speak to a qualified financial adviser, who will be able to work with you to calculate the most relevant figure to use.

### What's your deadline to breadline?

New research from Legal & General has revealed how quickly your money might run out if your household's main breadwinner died, or became unable to work due to long-term sickness or a critical illness.

The insurer found that, on average, people in the UK have just 18 days before becoming totally reliant on state benefits, friends or family – a figure worse than its 2012 findings<sup>1</sup>.

Research results for the UK suggest that those in the North East, Yorkshire and Humber regions are most at risk, being an average of just seven days from the breadline, while those in the East of England and Wales are also among the most vulnerable (15 days).

Even those in the best-prepared region – the West Midlands are, on average, only 40 days from the breadline.

### State benefits: a shrinking safety net

Austerity measures in the UK have meant some of the biggest cuts to state spending since World War II. As a result, the traditional safety net of state benefits is reducing.

This year the government also capped increases in working-age state benefits to just 1% for the next three years (compared to the traditional increase in line with inflation), in order to help reduce the welfare bill.

Meanwhile, the cost to maintain an acceptable living standard has risen by a quarter or more for various households, while earnings have hardly risen at all, according to The Joseph Rowntree Foundation. Its research suggests that a single person in the UK needs to earn at least £16,850 a year before tax, to afford a minimum acceptable standard of living.

For two parents with two children, they would need to earn at least £19,400 each to support their family.

### Disposable income and savings

Families have seen their disposable income fall by £21 per month in the past year and a shocking 37% of households admit to having no savings at all. Unforeseen events, ranging from illness to redundancy, often lead to a sudden loss of income. Legal & General's research suggests that in such circumstances, over a third of households would not have enough savings to maintain their standard of living. These families would be left dependent solely on the state, unless they had some other source of financial protection.

### How can you protect yourself?

If you were left without an income, you may be surprised how quickly things like rent or mortgage payments, bills and other financial commitments

could swallow up your savings.

A protection policy can help ensure your financial commitments are taken care of if you, or your household's main breadwinner, suffered a sudden loss of income. Even if you currently have a life or protection policy in place, it's worth reviewing regularly to ensure it still meets your needs.

<sup>1</sup> Legal & General's Deadline to Breadline Report 2013

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# financing

## The pros and cons of raising finance for business through debt versus equity?

For Entrepreneurs who need capital to finance their business, the choice of debt versus equity financing can be very complex. In this article we provide information on both options as a way of helping you to better understand what the differing ways of raising finance are.

### Raising finance through debt

Debt financing takes the form of loans which have to be repaid over a period of time – usually with interest added to the debt. The period of time over which businesses can borrow money can vary, with some loans being as short as a few months, other debt finance can span many years. The main advantage of debt finance is that the interest charges levied by the lender can generally be deductible for tax purposes.

For small businesses however, debt financing can have the disadvantage of leaving you vulnerable if you have irregular cash flows or if interest rates suddenly increase.

### Considering the gearing effect

Gearing is measured in percentage terms and is a fundamental ratio which investors will look at to assess the state of a company's financial position. Raising funds via the debt route will have an effect on a company's gearing; those with a high gearing are considered more risky than those with lower gearing. In simple terms, gearing shows the

investor how the company finances its operations.

### Further debt and interest

When applying for finance through debt (e.g. a loan), the lender will often look at the ability of the company to make the interest payments. This is a key ratio used by lenders and is measured in 'times'. It is worked out by taking the earnings before interest and tax (EBIT) and dividing this into the interest expense in the accounts.

### Raising Finance through Equity

Equity financing takes the form of finance obtained from investors in exchange for a stake in the business. This sort of finance can come from a variety of investors such as family members or specialist venture capital firms. The distinct advantage which such finance has over debt finance is that the business is not obligated to repay the money. Instead the investors will require a return on their investment from future profits. One of the main methods of giving investors a return on their investment is via a dividend, however bear in mind that dividends are not a tax deductible expense.

A potential disadvantage to this type of finance is that the investors become part-owners of the business and therefore may wish to have a say in the running of the business, invariably resulting in owner-managers facing a loss of autonomy or control.

### Issuing Preference Shares

Preference shares are essentially shares, but very different from ordinary shares. When a company issues preference shares to raise finance it should be borne in mind that any dividends on preference shares must be paid BEFORE dividends on ordinary shares. If the company is liquidated, then preference shareholders have a higher priority than ordinary shareholders, albeit a lower priority than debt holders. Another issue to bear in mind is that in the case of cumulative preference shares, if the dividend is not paid, the unpaid amount is added to the next dividend due.

### Other points to consider under both options

#### Mezzanine Financing

Under this method of financing, no collateral is required with the trade-off being a higher interest rate. A word of caution – the lender also has the right to convert the debt into equity (shares) in the company if the company defaults on the payments. Despite the high interest rate, mezzanine financing appeals to entrepreneurs because it offers quicker access to financing. Although there is the option to convert debt into equity, most finance houses normally do not wish to be equity holders.

### Hybrid Financing

It is fairly common for companies to use a combination of debt and equity financing to fund their venture. When deciding on optimal capital structure, a common finance theory is the 'Modigliani-Miller' theorem which states that in a perfect world, without taxes, the value of a firm is the same whether it is financed completely by debt or equity, or via the hybrid route.

### Credit Rating

One of the main issues facing the decision whether to finance a business via the debt route or the equity route is what happens to the company's credit rating.

A significant drawback to financing a business via the debt route is that each loan is recorded on the company's credit rating. The more a company borrows, the higher the risk to the lender and the higher the interest payments are likely to be.



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# trade marks

## Choosing your new business name is exciting – but make sure it's yours to use

You want to start a business?

So you can work the hours you want to, keep the profits, and have the satisfaction of your name above the door (so to speak)?

You may want to begin as a 'sole trader', or you may be working with someone else 'in partnership'. Or you may want to incorporate a company and be a director? Whichever is right for you, you'll be putting money into advertising and marketing and promoting the name of your business.

So the last thing you want to receive is a letter that tells you another business is already using that name!

Then why not take the time to review a few no-cost preliminary checks...

### Check your new business name with Companies House

Whether or not you want to incorporate a company at the very beginning, it's a good idea to visit the website of Companies House at [www.companieshouse.gov.uk](http://www.companieshouse.gov.uk).

The 'Company Information' section includes a search facility where you can type in the name you want to use and see whether others might be using this name in your line of business.

It's a mistake to think that once you get your name onto the Register of Companies that's all you'll have to do to be sure the name is yours. The website of Companies House has a 'Start a Company' facility which begins with a warning: "Registering a company name with Companies

House **does not also give trade mark protection.**"

### Check the name on the internet – the 'domain name'

You're likely to be running searches on the internet to see whether another business already has the name you want as part of its Domain Name. All Domain Name Registries are obliged to provide WHOIS information. If you want to know more about a name in the .co.uk space, then visit the website of Nominet at [www.nominet.org.uk](http://www.nominet.org.uk).

Don't be one of those people who thinks "I can have [name I want].co.uk – and that's all I have to do to be sure the name is mine".

A site such as Europe Registry at [www.europe-registry.com](http://www.europe-registry.com) is useful for checking where someone may already have claimed [name I want] outside of the xxx.uk space.

### Be careful about Trade Marks™ and Registered Trade Marks®

Whilst you're looking at the information that comes to you through searches on the internet, take particular care to note any TM or ® symbols. And don't ignore the 'legal' information that's often at the bottom of a webpage; this gives information about use of TM and ® symbols.

TM simply means 'trade mark'. As a trade mark is (obviously) any mark used in the course of trade, TM serves the purpose of warning that a business claims rights in (say) a

name or logo. But use of TM doesn't provide information on the strength (or weakness) of those rights. In fact, you might want to think of using TM adjacent to your business name or business logo.

The ® symbol also serves the purpose of warning that a business claims rights in (say) a name or logo – but this time it's 'registered trade mark rights', and anyone using a mark that's same-or-similar for same-or-similar goods or services risks allegations of 'registered trade mark infringement' under (in the UK) the Trade Marks Act 1994.

If legal proceedings are taken, they can lead to not only a legal order (an injunction) which stops you using [name I want], but also orders for you to pay sums of money (damages or an account of profits) to the owner with prior rights in [name I want].

### Registering the business name as yours

Trade Mark Registers are controlled by Governments and, in many cases, Registers can be viewed free of charge.

For example, a business in the UK will generally want to use 'Online services' and 'Trade Mark' and 'Search' facilities that are available on the website of the Intellectual Property Office at [www.ipo.gov.uk](http://www.ipo.gov.uk).

This may lead to further searching of the European Union's Register (available on [www.oami.europa.eu](http://www.oami.europa.eu)) and the 'International' Register (available on [www.wipo.int](http://www.wipo.int)).

Don't be one of those people who thinks registering trade marks is only

for big businesses. It's not the case. Once you've noticed TM and ® symbols on websites, start looking for them in the world around you. Look at the small print on the packaging of goods you buy in a supermarket. Look at shop fronts when you walk down a street.

Sometimes, a business decides to go forward with a name that's going to be difficult to register (usually because the name is 'descriptive' and hence not 'distinctive') and, yes, there are lots of businesses that 'stay local'. These businesses are the most difficult to trace when researching [name I want], but they're also the least likely to engage in legal proceedings. In summary – checking out names now can avoid legal trouble later.

By all means take the route of being one of these 'descriptive and local' businesses yourself but, please, delay this decision until after you've invested a small amount of your time in working through these few things every new business should know about what to call themselves.

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# copywriting

## Good content can generate a 30% response rate to your marketing - or greater

As a business, you always want more customers. You want a high response to your marketing, better than the typical 2-5%. Good ways to help are:

- Engage experts to design and host your website;
- Use quality printers for well-designed literature;
- Employ a professional agency for mail shots and leaflet drops.

But don't write the content yourself.

Unless you understand how to write great content ('copy'), your efforts may be disappointing.

For example, think about the adverts and mail shots you have read today - what grabbed your attention? Almost certainly a professional copywriter wrote it, rather than the Director-Owner.

You compete with dozens of

others fighting for your customers' attention and their business.

So copywriters describe your business in a way to propel you to the front, to put you in the spotlight. The industry average for marketing response rates is a meagre 2% - 5%. Persuasive copywriting can increase this to 30% and greater.

Copywriting is much more than grammar and spelling. For example, a professional copywriter would:

- Research your target audience and write specifically to interest them;
- Use the power of headlines and sub-heads to put your services on display;
- Lay out content for the most impact, whether in print or on the screen;

- Use the way readers scan websites to hold them before they click away;
- Use a "P.S." and what it should contain to inspire action.

A copywriter will use these and many other techniques. Think where you should use them:

- Is your website holding people's attention?
- What's the response rate from your sales literature?
- How often do you feature in the local press?
- Do your customers receive a newsletter crammed with useful hints and tips?
- Do you offer thought-provoking bids for business?
- Do your exhibition boards and signage have that sparkle ?

My message is simple: don't dilute your professional print and web image with your own content.

It needs to be more than well-written, it needs to attract and persuade, and above all, it needs to provide a return on investment for your marketing spend.



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www.altrinchamchamber.co.uk

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# wellbeing

## Support good sleep and benefit your business

Many business people work flat-out until bedtime, cramming as much as possible into each day, then wonder why they can't switch off and go to sleep.

It's been proven that performance and clear thinking abilities start to diminish if we continually work this way.

Let's look at some ways to support good sleep and benefit your business:

### Learn to spot your 'amber lights'

- the times when your concentration starts to flag or you become irritable and tense. Use them as a signal for a break.

Notice how much better you feel, how much more productive you are on your return.

### Delegate and share responsibilities

- pass them on to someone who is keen to learn, who may add value to your business in unexpected ways.

Taking time to teach someone helps them gradually learn and improve.

They may even come up with new ideas, better procedures, be enthusiastic at taking on the work you don't enjoy. This frees you to have some 'me' time, work less and nurture and mentor new talent.

### If work is challenging mentally try to commit to regular physical exercise

- conversely, if work is strenuous physically try to undertake mental activity to provide balance.

Sometimes people who struggle to sleep are mentally alert but physically fatigued, or vice versa.

### Consider that serious, important conversation

- if there are urgent domestic matters that need discussing try to schedule a time when you're both able to contribute fully and respectfully, not late at night when you're tired, irritable

or preoccupied.

### Avoid mental over-stimulation last thing at night

- watching scary, violent films can cause your mind to become overactive and may cause nightmares and disturbed sleep.

### Routine can support a good nights' sleep

- go to bed at the same time whenever possible. Introduce a deadline of say 9pm after which only emergencies are attended to.

Try to wind down for a couple of hours rather than working late, collapsing into bed, wondering why your mind's still racing. Routine allows your body and mind to recognise when you're preparing for sleep.

### Free your bedroom of clutter

- just because visitors don't see it doesn't mean it doesn't matter. Clutter and mess create stress. Get into the habit of being disciplined.

### Screen off unsightly areas

- clear your workstation, keep electrical equipment to a minimum.

Ensure your bedroom is a welcome haven, a place where you go and feel calm, comfortable and at peace.

### Check that your bedroom is the right temperature

- too warm can affect the quality of sleep. Ensure that it is airy and well ventilated.

### Deal with relevant practical issues

- that security is good, alarms are working, a child monitor is installed if relevant. Identify any past or present triggers that may affect your sleeping pattern.

### Could sleep problems indicate a medical condition?

- have a check up from your doctor

to be sure. If you're on medication check that sleeping issues are not a side effect.

Some doctors prescribe melatonin as a short-term option to help reinstate a regular sleeping pattern.

### Consider the role of a healthy diet in your general health, energy levels and quality of sleep

- commit to having regular breaks for nutritious snacks or meals, plenty of water and avoid fasting for long periods or eating lots late at night.

Avoid regular snacking on junk food, sugar or caffeine laden drinks in your desire to boost your energy levels.

### Keeping fit helps manage stress and improve sleep

- aim to include some exercise in your routine.

Many people enjoy walking the dog before bed. It draws a line under the day, introduces fresh air into your body and avoids having to let the dog out during the night!

### Do you go to bed and prepare to not sleep?

- Some people take work, books, food with them to bed.

Instead lie still, close your eyes and allow your body to relax and

be still. Allow your body to renew, recharge, detoxify, heal.

### Wash away the day's cares before bed

- a shower or relaxing bath can symbolically cleanse away stress and strain, help you relax and prepare for sleep.

Play soothing music, light scented candles, have a massage, enjoy some quiet time.

### - Hypnotherapy and self-hypnosis techniques can help improve your quality of sleep

- dealing effectively with stress, anxiety, guilt and tension allows your mind to relax and sleep a healthy, refreshing sleep, and so introduce good sleeping habits.



**Susan Leigh** MNCH (ACC)  
Hypnotherapist  
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# Q&A

Name: **Emma Nawaz**

Company: **Blackstone Solicitors**

Job title: **Managing Director**

Emma is the owner of Blackstone Solicitors, an expanding law firm based in Hale which specialises in Property Litigation and Commercial Litigation.

After setting up the firm in 2010, Emma has enjoyed a reputation as a tenacious and highly regarded lawyer. Previously, Emma worked in a city centre firm which was listed as one of the top 500 law firms in UK. This gave Emma a varied and comprehensive experience. She is an academic and commercially minded solicitor with a rapidly expanding client base, glowing testimonials and a truly formidable reputation.

**Q** What do you always carry to work?

**A** My bag! My Armour! And my smile!

**Q** What is the biggest challenge facing your business?

**A** Finding brilliant candidates

**Q** If you were the Chancellor, what one thing would you change to help businesses?

**A** Better corporation tax benefits for small businesses.

**Q** What can you see from your office?

**A** A fishmongers and a beautiful flower shop

**Q** If you could do another job what would it be?

**A** Secret Food Tester for Restaurants

**Q** As a business person, what are your three main qualities?

**A** Honesty, integrity and tenacity

**Q** What was your biggest mistake in business?

**A** I don't see wrong decisions as mistakes; I view them as learning experiences, which I turn in to successes.

**Q** What advice would you give to aspiring entrepreneurs?

**A** Aim high, work hard and don't let anyone tell you that you can't do it.

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**Emma Nawaz**

Blackstone Solicitors Limited

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

# diary dates

## Wednesday January 8

12.15-2.30pm

### 20/20 Women's Business Network

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

Contact Julie Gray - 07979 075877 - j.gray@caft.co.uk

## Thursday January 9

3.00-5.00pm

### Networking at the Grill

Venue The Grill at 27, 29 Station Road,  
Urmston M41 9JQ

Contact Alex McCann - 07806 774279 - @urmstonnetwork

## Thursday January 9

4.00-6.00pm

### Bowdon Business Group

Venue Bowdon Club, South Downs Road,  
Bowdon, Altrincham WA14 3DT

Contact David Bellin - 0161 883 0308

## Friday January 10

6.30-8.30am

### Timperley and Sale Business Breakfast Club

Venue Bean and Brush Café, 12 Hayfield Walk,  
Sale, Cheshire M33 7XW

Contact Laura Evans - 07976 894419,  
Brad McBride - 0161 973 8448

## Tuesday January 14

9.30-11.30am

### Carrington Business Park Networking Group

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

Contact Susan Renshaw - 0161 776 4000

## Thursday January 16

8.30-10.00am

### Altrincham & Sale Chamber of Commerce - Breakfast Matters

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

Contact Paul Mirage 07708 987518

## Friday January 17

6.30-8.30am

### Timperley and Sale Business Breakfast Club

Venue Bean and Brush Café, 12 Hayfield Walk,  
Sale, Cheshire M33 7XW

Contact Laura Evans - 07976 894419,  
Brad McBride - 0161 973 8448

## Friday January 24

6.30-8.30am

### Timperley and Sale Business Breakfast Club

Venue Bean and Brush Café, 12 Hayfield Walk,  
Sale, Cheshire M33 7XW

Contact Laura Evans - 07976 894419,  
Brad McBride - 0161 973 8448

## Wednesday January 29

Noon onwards

### Networking in the City - The Curry Club

#### Construction, Finance and Property Networking

Venue Rajdoot, 18 Albert Square, Manchester M2 5WD

Contact Steve Kettle - 07585 002 386

## Friday January 31

6.30-8.30am

### Timperley and Sale Business Breakfast Club

Venue Bean and Brush Café, 12 Hayfield Walk,  
Sale, Cheshire M33 7XW

Contact Laura Evans - 07976 894419,  
Brad McBride - 0161 973 8448

## Friday February 7

6.30-8.30am

### Timperley and Sale Business Breakfast Club

Venue Bean and Brush Café, 12 Hayfield Walk,  
Sale, Cheshire M33 7XW

Contact Laura Evans - 07976 894419,  
Brad McBride - 0161 973 8448

## Friday February 7

7.00-10.30pm

### We Are One - The Life Centre's 1st birthday fundraising dinner

Venue 235 Washway Road, Sale M33 4BP

Contact 0161 850 0770

## Wednesday February 12

12.15-2.30pm

### 20/20 Women's Business Network

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

Contact Julie Gray

## Thursday February 13

3.00-5.00pm

### Networking at the Grill

Venue The Grill at 27, 29 Station Road,  
Urmston M41 9JQ

Contact Alex McCann - 07806 774279 - @urmstonnetwork

## RAISING YOUR PROFILE

Barbara Hallwood is the Managing Director of Marketing Profile, a PR, Marketing & Events Company based in Hale. Barbara also runs the prestigious members club, the Profile Club, a club that attracts brands such as Premier Football teams and Bentley motors.

Marketing Profile work with a range of businesses, from start-ups to large national brands. Barbara explains, "With some clients the focus is on further raising their business profile and with others planning a specific event. We offer a bespoke service to our clients to suit their individual needs. We are all about providing a personal service and getting results. Should you have any requirements, please don't hesitate to contact us for an informal chat."



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**Friday February 14**

6.30-8.30am

**Timperley and Sale Business Breakfast Club**

**Venue** Bean and Brush Café, 12 Hayfield Walk, Sale, Cheshire M33 7XW

**Contact** Laura Evans - 07976 894419, Brad McBride - 0161 973 8448

**Tuesday February 18**

9.30-11.30am

**Carrington Business Park Networking Group**

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

**Contact** Susan Renshaw - 0161 776 4000

**Wednesday February 19**

Noon-2.30pm

**Networking in the City - Trafford Park**

*Professionals in Business*

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

**Contact** Steve Kettle - 07585 002 386

**Friday February 21**

6.30-8.30am

**Timperley and Sale Business Breakfast Club**

**Venue** Bean and Brush Café, 12 Hayfield Walk, Sale, Cheshire M33 7XW

**Contact** Laura Evans - 07976 894419, Brad McBride - 0161 973 8448

**Friday February 28**

6.30-8.30am

**Timperley and Sale Business Breakfast Club**

**Venue** Bean and Brush Café, 12 Hayfield Walk, Sale, Cheshire M33 7XW

**Contact** Laura Evans - 07976 894419, Brad McBride - 0161 973 8448



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Whilst we operate within the consulting industry we are not traditional consultants. Our approach is different and involves getting into the nuts and bolts of businesses providing practical advice every step of the way.

Business Doctors has developed and helped transform hundreds of companies across a spectrum of industries, filling a gap in the market between the big four consultancies and specialist individuals.

**We don't just coach, we get on the pitch!**

Our holistic approach and alignment to government funded support programmes has helped us to become the fastest growing business support network in the UK.

Dave Blakey - Business Doctors - Manchester  
Mob: 07850 051306 / Tel: 0845 293 9686  
daveb@businessdoctors.co.uk  
www.businessdoctors.co.uk/manchester

# places to meet

## 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

## Bowdon Rooms

### The Cinnamon Club

**Address** The Firs, Bowdon, Altrincham WA14 2TQ  
**Contact** 0161 926 8992  
**Facilities** Conference Room, Boardroom,  
 Live Music Venue

## 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** 75 School Road, Sale M33 7YF  
**Contact** 0161 973 2259  
**Facilities** Coffee, Snacks

## Costa Coffee

**Address** 33-35 George Street, Stamford Quarter,  
 Altrincham WA14 1RN  
**Contact** 0161 929 0382  
**Facilities** Coffee, Snacks

## Costa Coffee

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

## Costa Coffee

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

## Cresta Court Hotel

**Address** Church Street, Altrincham WA14 4DP  
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**Contact** 0161 492 100  
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**Contact** 0161 928 7121  
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**Mersey Farm**

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

**St Anthony's Centre**

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

**The Life Centre**

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

**The Little Deli Company**

**Address** 42 Stamford Park Road, Hale WA15 9EP  
**Contact** 07921 717548  
**Facilities** Meeting Rooms, Café

**The Red Rooms**

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Managing Director  
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**Laura Morgan**  
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**Paul Hughes**  
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