

BUSINESS FIRST

TRAFFORD'S BUSINESS BULLETIN - SEPTEMBER 2015

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Welcome to the latest edition of Trafford's 'Business First' bulletin brought to you by Trafford Council.

In this edition you will find articles on the latest business news, support and funding opportunities including: the Altrincham BID; Trafford Park TV; Manchester Metropolitan University's GradMatch scheme; cyber security training; Access to Finance; and the Creative Local Growth fund.

The Council's Economic Growth Team is here to act as a single point of contact for business in the borough. Whether it's through identifying potential funding opportunities, searching for sites or premises, guiding you through available business support provision or supporting new and expanding companies, the Team is ready to help and advise you.

For more information about the support available to businesses, visit www.investintrafford.com, or follow us on Twitter @TraffordBiz. You can contact the team by telephoning 0161 912 4176 or e-mailing business@trafford.gov.uk



Trafford Council is looking for businesses in Trafford to help to light up our Town Centres this Christmas – can you help by donating a 'Festive £50'?

The Council is asking all businesses in the borough to help fund the Christmas Lights for 2015. The 'Festive £50' campaign launched in May, is asking for a small donation of £50 to help raise £70,000 to fund the Christmas lights in the town centres.

How to donate

You can donate online at www.trafford.gov.uk/christmaslights using any major debit or credit card. Remember to select 'Christmas Lights' from the dropdown menu.

Every business who contributes will receive a thank you post on our Trafford Christmas Facebook page and a vinyl sticker and poster.

Those businesses who can contribute a little bit more can buy-in to one of the festive sponsorship packages as follows:

- £500-£1,000 – as above with listing on your town centre partnership website with a link to your own website;
- £1,000-£2,000 – as above with businesses identified on all marketing / PR material about the towns Christmas lights;
- £2,000 + – as above with increased marketing / PR by negotiation depending on the level of sponsorship.

If you are interested in any of the sponsorship packages, please:

E-mail altrinchamforward@trafford.gov.uk or call 0161 912 1599 for Altrincham / Timperley / Hale.

E-mail partnershipsteam@trafford.gov.uk or call 0161 912 1173 for Partington / Sale / Stretford / Urmston.

REALITYMINE SECURES £750,000 INVESTMENT



Trafford Park-based RealityMine said business has boomed ever since it secured a £750,000 investment from The North West Fund.

The provider of mobile research technologies and behavioural data landed the cash just over six months ago and has since opened offices in Sydney, Chicago and San Jose. As a result turnover has doubled while plans are afoot to grow its headcount to 250 by the end of 2016.

Chief executive Garry Partington said, *"The funding package we received has enabled the business to focus on expansion, and to set ambitious growth targets. We are in an exciting position, expanding our business across three continents simultaneously, and I'm looking forward to growing our Manchester team over the next year."*

Fred Mendelsohn, investment director at AXM Venture Capital, which manages The North West Fund for Digital & Creative, added: *"RealityMine has demonstrated enormous growth potential in the last three years, and operates an impressive operation across the Atlantic and in the UK. By providing an extensive funding and support package, we are able to demonstrate our impact on the firm's operations in the North West, offering RealityMine the opportunity to maximise their growth at home and overseas."*

BUSINESS IMPROVEMENT DISTRICT PROPOSED FOR ALTRINCHAM

Altrincham's proposal to establish a Business Improvement District (BID) in the town centre is approaching a crucial stage, with the full Business Plan for the project due to be released this month. This will then be followed by a ballot of all eligible businesses, which will open on Thursday 8th October.

A Business Improvement District (BID) is a defined area where businesses come together to collectively invest to improve their trading environment over a period of five years. During this term, occupiers of all business

properties defined within the BID area are required to pay the mandatory levy, irrespective of whether they cast a vote in the ballot.

All eligible businesses in Altrincham town centre are invited to a meeting about the BID on Monday 21st September at Altrincham Town Hall from 5.20pm, where a full update will be given, and there will be the opportunity to discuss the proposal in more detail with members of the BID Steering Group.



TRAFFORD PARK TV LAUNCHED

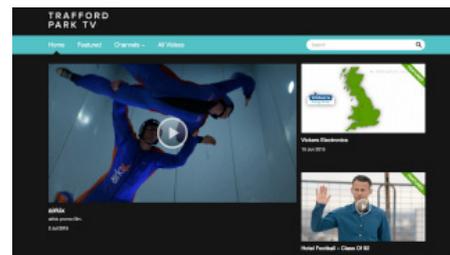
Following the recent 'soft-launch' at the Trafford Park Business Network event on 9th July 2015, Skylab (based in Trafford Park Village) is inviting businesses located in Trafford Park to participate in Trafford Park TV.

Trafford Park TV is a new digital platform, designed to promote and showcase the wide range of businesses based in Trafford Park – both to other local businesses and to a global audience. Essentially a video-based business directory – it will group businesses into 'channels', based on business sector

and activity, helping customers to navigate more easily and identify supply chain or other commercial opportunities. This initiative is based on Skylab's award-winning MediaTank video platform.

Trafford Park is one of the largest industrial estates in the world, and is home to over 1,300 businesses. Trafford Park TV presents an exciting new opportunity to highlight the variety of businesses based in the area with the aim of promoting trade regionally, nationally and internationally.

For further information, or to submit your own video, please e-mail davidj@studioskylab.com



MANCHESTER METROPOLITAN UNIVERSITY (MMU) SEEKING BUSINESSES TO RECRUIT 2015 GRADUATE INTERNS



MMU's graduate internship scheme 'GradMatch' helps organisations across the North West to recruit a recent graduate for at least 8 weeks and receive £1,000 towards their salary. MMU's Employer Liaison Team offers support with the job description, promotion and provides organisations with a shortlist of suitable graduates. Businesses are asked to contribute an additional £1,000 to provide the graduate with the National Minimum Wage during their internship.

As well as supporting local businesses, the scheme allows recent graduates to gain paid work experience in a range of industries and sectors, utilising the skills and enthusiasm gained from their recent studies.

Employers from last year's scheme commented that they found the process "easy to use" and a "very worthwhile experience". Some employers remarked that the scheme helped them to complete projects where they didn't have the funding to recruit permanently, whilst many others used the scheme as a method for trialling new recruits, with nearly 80% of graduates being offered extensions at the end of their internships.

What next?

- Applications open for organisations from September 2015
- Interns start in their roles between Monday 23rd November 2015 and Monday 11th January 2016
- Organisations receive 2 payments of £500 towards their graduate's salary throughout the internship.

To find out more, visit the [GradMatch website at www.mmu.ac.uk/gradmatch](http://www.mmu.ac.uk/gradmatch) or contact the Employer Liaison Team at gradmatch@mmu.ac.uk or call 0161 247 3485.

CYBER SECURITY TRAINING FOR PROCUREMENT PROFESSIONALS

The government has launched a new online cyber security training course to help the procurement profession stay safe online.

The new interactive course will help people working in procurement protect themselves, their businesses and their suppliers from cyber attack. Developed in partnership by government and industry, the training is freely available online and will help UK businesses protect themselves from information breaches and other threats potentially costing millions of pounds.

The government's recently published 2015 Information Security Breaches Survey shows 74% of small businesses and 90% of large organisations reported an information security breach in the past year. 50% of the worst breaches were caused by inadvertent human error.

Procurement professionals deal with a wide range of sensitive commercial and financial information which is central to the successful operation of many businesses. The course will increase awareness of common cyber risks and threats procurement

professionals may experience in the workplace and how to prevent and deal with them. It provides advice on how to safeguard digital information, raise awareness of cyber issues with suppliers and gives examples of how to deal with issues such as information breaches in the workplace.

To access the new online training, please visit www.cips.org/cybersecurity

ALTRINCHAM BUSINESS LEARNING EXCHANGE



Altrincham Business Learning Exchange (ABLE) provides support to start-up or growing businesses in Altrincham & Sale, by offering a series of workshop sessions covering some of the most common business pitfalls.

The initiative has been developed by Altrincham Forward, Altrincham & Sale Chamber of Commerce and Trafford College, along with a selection of local business mentors who will offer monthly

workshops covering topics such as: 'The Legal Jungle'; Grants & Finance; Sales & Marketing; Social Media; Basic Accounting.

For further information and a full schedule of upcoming workshops, visit www.altrinchamchamber.co.uk/business-learning-exchange

ACCESS TO FINANCE



The Access to Finance (A2F) service from the Business Growth Hub provides independent and impartial financial advice to businesses in Greater Manchester, helping you to maximise your chance of success in raising funds or looking for alternative sources of capital. Whether you are seeking finance for the first time, have been declined by a lender and / or are looking for additional funding, the A2F team can offer advice, either on a one-to-one basis or through a series of regular workshops.

Areas covered by the service include:

- Assessing a business's financial position and funding requirements
- Help developing business plans, financial forecasts and other supporting information
- Help understanding the finance raising process and issues such as debt and equity finance
- Support with identifying the most appropriate finance products
- Coaching and mentoring to develop an investment proposition
- Support at meetings with lenders and investors
- Introductions to suitable finance providers including NW Business Angels.

For further information visit www.businessgrowthhub.com/access-to-finance

£40M FUND FOR AMBITIOUS SME BUSINESSES

Enterprise Ventures has launched a new private capital loan fund with £40m backing from Santander UK plc and Greater Manchester Pension Fund.

Enterprise Ventures SME Loans will provide up to £1m to established and ambitious SMEs in all sectors and in all areas of the UK.

Santander's investment is part of its Breakthrough initiative, a unique suite of financial and non-financial services and products for the country's most

ambitious businesses. Damian McGann, Divisional Managing Director – North of England, at Santander UK Corporate & Commercial said: "SMEs need access to multiple sources of finance, our support of Enterprise Ventures allows us to fill a gap in the market and provide a breadth of innovative solutions for all ambitious SMEs.

Enterprise Ventures SME Loans are available now to established businesses which have been trading for three years

or more and which have current or anticipated £100k operating profit and a minimum turnover of £1 million.

Loans will be available for all purposes, including acquisitions, asset purchases, operational improvement and business development. For further information contact Paul Taberner on 0345 094 8886.

ARTS COUNCIL FUNDING FOR ECONOMIC GROWTH

The Creative Local Growth Fund will support arts and cultural organisations to contribute to local economic growth by helping fund activity to support the creative industries, tourism and a stronger cultural sector. The fund seeks to put arts and culture at the heart of growth plans by:

- Securing long term partnerships between LEPs, the Arts Council and other local partners to support the cultural sector;
- Helping to leverage European Structural and Investment Funds (ESIFs) – particularly European Regional Development Fund (ERDF); and
- Investing in new approaches to achieve these objectives, while at the same time developing learning that can inform policy and practice.

Applying to the fund

The deadline for applications for the Creative Local Growth Fund is 16th October 2015. Applicants can apply for between £150,000 (minimum) and £500,000 (maximum). This is to serve as match funding for ERDF, although the funding may also act as match funding for other EU Structural and Investment Funds.

For further information, visit www.artscouncil.org.uk/funding/apply-funding/apply-for-funding/creative-local-growth-fund/



The coming months see a number of high-profile events featuring the strength and diversity of the Trafford business community. These include:

VENTUREFEST



Venturefest returns to Manchester on 22nd September, with its unique brand of inspirational speakers, interactive workshops and the chance to network with some of the region's most successful business leaders.

Organised by the Business Growth Hub, with support from Innovate UK and the Knowledge Transfer Network, Venturefest 2015 is all about technology and innovation, and the ways in which they can help companies to grow.

Venturefest 2015 will feature a host of specialist workshops on all things innovation, from digital marketing to low carbon technologies. For more information, go to www.venturefestmanchester.com

TRAFFORD PARK BUSINESS NETWORK

The next Trafford Park Business Network event takes place at Old Trafford Supporters Club (Hotel Football) on Thursday 22nd October. This event is only open to businesses located in Trafford Park, and was set-up by Trafford Economic Growth Board with the primary objective of increasing local inter-trading amongst local businesses.

This event welcomes Mark Hughes, Chief Executive of Manchester Growth Company as guest speaker. Mark will discuss the impact of devolution on businesses in Trafford Park, as well as providing an introduction to Manchester Growth Company and the range of business support services they provide.

To register for the Trafford Park Business Network on 22nd October, visit www.trafford-park-network.eventbrite.co.uk

ROAD CLOSURES

The following forthcoming events will require limited road closures, which may impact upon businesses in the affected areas:

Run in the Dark (Wednesday 11th November) – road closures along Trafford Wharf Road and Wharf End from 8pm.

For further information visit www.runinthedark.org/manchester

Santa Run 2015 (Sunday 15th December 2015) – road closures along Sir Matt Busby Way and Wharfside Way between 11.15am – 12.45pm.

For further information contact getinvolved@mufoundation.org

CONTACT

Economic Growth Team, Trafford Council
Tel: 0161 912 4176
Email: business@trafford.gov.uk

