

BUSINESS FIRST

TRAFFORD'S BUSINESS BULLETIN - JUNE 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 which we hope you find useful including, the Greater Manchester Apprenticeship Grant for Employers, a new energy efficiency guide for SMEs, the Meet The Buyer and Trafford Expo event on 30th June, Research and Development Tax Credits and Broadband Connection Vouchers.

Trafford Council has launched a new business website, *Invest in Trafford*, making it easier for people to find relevant information to start a business and help existing businesses to grow, pinpoint relevant support, access funding and

find a new location. It also incorporates a customised Google calendar making it easier to see upcoming events.

In addition, it is intended that this new website provides businesses with comprehensive information on why Trafford is a powerhouse for growth and a great place to locate a business. The site will continue to be updated with new content to make sure it is relevant to businesses in the Borough and has been responsively designed so that it can be accessed by smart phones and tablets as well as laptops and PCs.

The new website can be accessed either via the business section on the Council's website or by visiting www.investintrafford.co.uk

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 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, you can follow our Twitter account @TraffordBiz, or visit www.investintrafford.com. You can contact the team by telephoning 0161 912 4176 or email business@trafford.gov.uk

GREATER MANCHESTER APPRENTICESHIP GRANT FOR EMPLOYERS (GM AGE)

The Greater Manchester Apprenticeship Grant for Employers (GM AGE) supports GM businesses (employing less than 250 employees) to recruit individuals aged 16-24 into employment through the apprenticeship programme. The basic grant is £1,500 and is available to companies within the Greater Manchester boundary who haven't recruited an apprentice in the previous 12 months. Up to 3 GM AGE grants may be

available to any employer meeting the eligibility criteria.

You can also apply for additional incentives, worth £1,000 each, if an apprentice is an existing trainee progressing from Traineeship to Apprenticeship and/or you are offering an Advanced or Higher Apprenticeship. If both conditions are met then you may be eligible for a total grant of

GMCA
GREATER MANCHESTER
COMBINED AUTHORITY

£3,500. GM AGE is available until December 2015, subject to budget availability.

For further advice and information, employers can either contact their training provider or the National Apprenticeship Service on 08000 150 600 or visit www.apprenticeships.org

AMEY LG AWARDED JOINT VENTURE CONTRACT

Amey LG has been selected to manage services for Trafford Council following a 12 month competitive tender process. The services cover a range of areas including Street Cleaning, Grounds Maintenance, Highways Services, Bridges, Traffic and Transportation, Road Safety, Street Lighting and Furniture, Drainage, Management of the let estate, Corporate Landlord Services, Capital Development

Team and Major Projects Teams. In addition, the commercial and domestic waste contract, which has been contracted out for a number of years, will also now be delivered by Amey.

The contract has a "Go-Live" set for July 2015. Further details will be available in the August Business Bulletin.

FESTIVE 50

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 on 11th 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:

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

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

BUSINESS SUPPORT

Each month we will cast a spotlight on three support organisations and opportunities which may be able to benefit your business. You can also find information about further support initiatives and organisations by [contacting the Economic Growth Team](#).

LOGISTICS ACADEMY

Think Logistics is an initiative devised and delivered by businesses in the transport and Logistics sector. Logistics is a national growth area but with problems of an ageing worker profile and skills shortages. The same is true here in the North West.

Think Logistics' aim is to engage young people, 16 to 19, in interactive logistics workshops so they can improve the image of the sector, give a real awareness of the scope of job roles (from warehouse operator, driver, to managing director) and establish talent pipelines into your

business from local schools and colleges. Trafford College is establishing a Logistics Themed Career Academy from September this year.

You can get involved by offering to run a Think Logistics Workshop, becoming a mentor to a young person, offering a paid internship as part of the Logistics Themed Career Academy Programme or joining the Local Advisory Board of a school or college and make the development programme happen for young people near you. We already have a number

of well-known local companies who are supporting and getting involved with the local advisory board but we need more.

The Logistics sector needs more young people. Get involved and support and encourage them to see Logistics as a career of choice!

If you want to get involved, email Neil Caldwell, Think Logistics Project Manager neil.caldwell@careeracademies.org.uk

MEET THE BUYER

Trafford Council's Meet The Buyer 2015 will be held at Lancashire County Cricket Club on 30th June 2015, co-located with the Trafford Business Expo. Meet The Buyer will provide the opportunity for local suppliers to book one-to-one appointments with procurement staff from a selection of large public and private sector organisations who have

forthcoming purchasing requirements. 'Buyers' attending on the day will include Trafford Council, Transport for Greater Manchester, Regatta Group, Procure-Plus Ltd and more. Purchasing requirements range from design and print services to international freight, and from office fit-outs to e-marketing expertise.

For full details of the buyers and their purchasing requirements, and to register for an appointment, please visit www.trafford.gov.uk/meetthebuyer or e-mail business@trafford.gov.uk for further information. The deadline for supplier registrations is 31st May 2015.

NEW ENERGY EFFICIENCY GUIDE FOR SMES

The Business Growth Hub service has collaborated with the Department of Energy and Climate Change to produce a new energy efficiency guide designed for SMEs with limited resources or experience with energy management.

The SME Guide to Energy Efficiency aims to ensure SMEs have access to easy-to-understand information and top tips on how to cut energy use and start saving money. Once you make savings, energy bills will remain lower, year after year and

the average small to medium enterprise (SMEs) could save up to 25% on their energy bill. Taking simple steps to improve your energy efficiency could lead to new business opportunities, as more and more businesses are choosing suppliers that can demonstrate their resource efficiency.

business
growth hub®

The Guide:

- Provides simple advice on the steps SMEs can take to improve their energy efficiency and reduce their consumption. All of the measures signposted pay back in less than two years;
- Sets out top tips on how to engage staff;
- Signposts to support available from Government and the wider market; and
- Includes a list of FAQs for those wanting to find out more.

Funding opportunities are available to support businesses to grow and prosper. In each Business Bulletin we will highlight three of these, but please contact us directly if you would like to learn more about potential funding opportunities available to your business.

BRITISH BUSINESS BANK

Funding for small business start-ups and for the growth of existing SMEs is available in abundance from hugely diverse sources. Keith Morgan, the chief executive of the 100% government-owned British Business Bank, delivered this message to North West firms when he recently visited Manchester.

Launched in November 2014, the BBB has been given £3bn to bring together expertise and money and push support through to the market place. Already,

over 5,900 companies in the North West are benefiting from the bank's lending or investment programmes. That translates into £380m of lending and investment for public and private funding and is approximately 13% of all the activity of the BBB in the UK.

Entrepreneurs' wanting to set up, businesses needing new equipment to grow and established SMEs aiming to consolidate, are urged to approach the BBB, Greater Manchester Chamber

of Commerce or the Federation of Small Businesses to access funding.

The British Business Bank has produced a document called the Business Finance Guide <http://british-business-bank.co.uk/bfg/> which gives a range options and contact points for businesses.



RESEARCH & DEVELOPMENT (R&D) TAX CREDITS

HM Revenue & Customs R&D Tax Credit scheme is a government initiative to encourage investment in innovation. Eligible companies are able to deduct up to 225% of qualifying expenditure to reduce their taxable profits. R&D Tax Credits are available to all business sectors and the average SME claim is over £40,000. However, it is estimated that as little as 5% of eligible businesses are claiming relief.

Trafford Council has partnered with accountants and business advisors Beever and Struthers to ensure that as many eligible businesses in Trafford as possible are claiming R&D Tax Credits. The partnership was launched with a free business workshop at Trafford Town Hall on 26th February 2015.

Over 20 enquiries have been received from Trafford businesses to date, with the first successful claim already awarded. If your business invests in any R&D activity or has made significant improvements to your products, services or software, then you could be eligible.

For more information about R&D Tax Credits and to find out if you are eligible, email business@trafford.gov.uk



BROADBAND CONNECTION VOUCHERS

Eligible businesses in all Greater Manchester postcodes (i.e. including Trafford) can now apply for a grant of up to £3,000 to upgrade to faster, better broadband through the Broadband Connection Voucher Scheme.

Over 80 Trafford businesses have already taken advantage of the scheme, which provides grants of up to £3,000 to cover the capital and equipment costs of upgrading your broadband connection. You pay the VAT charged and the monthly line rental to your service provider. The

monthly costs vary by provider and package, but a quarter of businesses pay £40 per month or less. The scheme has been launched in 50 cities across the UK. It is administered by the cities through over 600 registered suppliers.

Benefits to your business as a result of faster, better broadband include:

- Growing and accessing new markets through better communication with customers and suppliers
- Increasing security through fast secure back-up of data

- Increasing productivity and improving customer service through faster upload and download speeds
- Upgrading your broadband will also help to future-proof your business for the digital challenges of tomorrow

To find out more and apply visit www.connectionvouchers.co.uk/manchester

START-UP BUSINESS SPOTLIGHT

TOWN CENTRES LOAN SCHEME BOOSTS NEW BUSINESS MODELS IN ALTRINCHAM

Two Altrincham businesses are enjoying the benefits of a 'two into one' business model since establishing their separate businesses in one retail unit in Altrincham town centre, with the help of an interest-free loan via Trafford Council's Town Centres Loan Scheme.



Vintage Angel Design, owned by Pamela McCauley and Hummingbird Flowers, owned by Siobhan Harkin were initially located alongside other arts, crafts and independent traders in Altrincham's Emporium, and having established a loyal customer base were keen to move their businesses to the heart of the town centre. Their successful joint application for the Town Centres Loan Scheme enabled Pamela and Siobhan to keep their businesses as separate entities, but to open them together in a unit in newly refurbished Stamford House, close to Altrincham's new transport interchange.

Pamela said: "We couldn't have opened our shop without the interest-free loan scheme. For us the process was quite involved as we are two businesses in one unit, but the good thing is we've now set a precedent for this model. For small complementary businesses like ours it made a lot of sense to share premises and reduce costs, and the loan scheme enabled us to do that."

Siobhan added, 'Altrincham Forward and Trafford Council got to know us, got to understand us, saw the potential in our products and location, recognised we have a loyal and growing customer base and provided us with a loan that was the difference between getting the business going and being restricted to market stalls and craft fairs'.

For more information about the Town Centres Loan Scheme in Altrincham contact the Altrincham Forward Town Centre Team on 0161 912 1599 or via email at Altrincham.forward@trafford.gov.uk. For information about the Town Centres Loan Scheme in Sale, Stretford and Urmston contact the Economic Growth Team on 0161 912 4176 or via email at business@trafford.gov.uk

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

TRAFFORD PARK BUSINESS NETWORK



There are over 1,000 businesses and 35,000 employees in Trafford Park.

How many of these are you currently doing business with?

The Trafford Park Business Network is a new quarterly networking group open to businesses based in the Park. It has been developed in response to demand from local businesses, and focusses on creating new local supply chain opportunities and new contacts, with attendees asked not just to think about what they can sell, but

also what products or services they could purchase locally.

Over 100 people representing around 70 businesses in Trafford Park attended the first event on 19th March at the newly opened Hotel Football. The event was a great success, with extremely positive feedback received from some of the businesses who attended, including:

"a great event – it's the best networking experience I have ever had and met quite a few valuable contacts."

"It was by far one of the best events of its kind that I've been to. Well attended and informative."

"Great venue, well organised and professional. Great attendees."

"The event was excellent and certainly beneficial. It highlighted well how we should be looking much closer to home when sourcing products and services as there's probably someone around the corner doing exactly what we're looking for."

The next Trafford Park Business Network event will take place at Imperial War Museum North on 9th July 2015. For further information and to register to attend, please e-mail business@trafford.gov.uk

TRAFFORD BUSINESS EXPO

The Trafford Business Expo, hosted by Innov8 Conference Services, will take place at Emirates Old Trafford from 10am-4pm Tuesday 30th June. Following the success of last year's inaugural Trafford Business Expo, this year's event promises to be even bigger and better, showcasing over

60 exhibitors and with over 400 attendees expected on the day. The Trafford Expo will also be co-located with Trafford Council's Meet The Buyer event (see page 3) for the first time, providing a unique opportunity for Trafford businesses to meet and network with

new supplier, clients and partners. Trafford Business Expo is free to attend.

For further information and to register for the event visit www.trafford-business-expo.co.uk

TRAFFORD BUSINESS AWARDS

M.E.N Media's Trafford Business Awards 2015 will celebrate the achievements and successes of companies of all sizes based in Trafford. Nominations closed on 1st May 2015, with the winners of each category to be announced at a spectacular award ceremony at The Point, Lancashire County

Cricket Ground on Thursday 11th June 2015.

Categories include the Business Start-up Award, Community Award, Green Business Award and International Business of the Year, amongst many others.

For further information, or to book a table at the award ceremony, visit www.traffordbusinessawards.com



CONTACT

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