



taking business to new heights

Dear Members

Welcome to the first newsletter of 2023 Newsletter

I hope you all enjoyed a great festive season with your loved ones

I am very pleased to announce the arrival of my first grandson on 9th December 2022.

Welcome to Edward after a difficult entry into this world



In my excitement I fell downstairs and broke my toes the day after he arrived, so many of you have seen me limping around Altrincham over the last 7 weeks.

Here's to a successful and happy 2023

Best wishes

Sue xxxxx

Chamber News



Altrincham and Sale Chamber of Commerce Forthcoming Events

Breakfast Matters Event – Thursday, 2nd February 2023, Cresta Court Hotel – 08.30 am until 10am – Work/Life Balance

Breakfast Matters Event – Thursday, 2nd March 2023, Cresta Court Hotel – 08.30 am until 10am - Social Media update

Our Annual AGM is to be held at the Cresta Court Hotel on 2nd February 2023 at 10am
All welcome

21 Feb 2023 - Chamber Social at Jardim 17:30 onwards

10th March 2023

New year Lunch – Event to celebrate the start of the Chamber year and to inaugurate our New President with our special guest and our patron Sir Graham Brady

10 Nov 2023

Chamber Business Awards at The Point, Lancashire County Cricket, Old Trafford

Training Opportunities

In co-operation with the Growth Company, the Chamber and Trafford BC are offering Trafford based manufacturing SMEs the opportunity to attend a free on day course on Lean Manufacturing with focus on the principles that they can take back to the business with a view to improving efficiency, productivity and profitability.

The session will take place on the 13th of Feb at Lancashire Cricket Club. As mentioned, there is no cost to manufacturers for attending and the session may be of interest to employees in management or supervisory roles. Grateful if you could share with any of your members. Further information and bookings can be made via the link below;

[Lean Champion - Trafford | GC Business Growth Hub](#)

Marketing Opportunities

Marketing Materials at Breakfast Meetings

Now we are all back to meeting in person we are delighted to display members banners, marketing literature and promotional items at our Breakfast Meetings (the first Thursday of each month 0830). Any Chamber member is welcome to bring along materials to display in the room at the Cresta Court.

Chamber Membership Benefits

Chamber UK GDPR Health Checks – Free of Charge

As part of Chamber membership we provided new members with a “UK GDPR Health Check”. This check is provided by Sam Alford of PPP Management Ltd and includes confirming your ICO registration is up to date, checks on your website and cookie notices and a review of your privacy notice to see that it complies with the latest guidance. We are pleased to announce that Sam will now provide this health check for current/existing Chamber members and is in the process of working through our membership list. You can expect an email from Helen in the office sometime after you renew your membership with the results of your Company’s UK GDPR Health Check.

MEMBER of the MONTH PC Express Ltd

January 2023



1. How has business been since Covid?

At the beginning of the initial lockdown, there was a huge demand for laptops with home-schooling and working from home. This was good for business, it felt great that we were able to provide laptops and help everyone during the scary time we all faced. After this initial phase wore off, we did see a decline in footfall from our retail repair shop, so we adapted our business model to provide home support, especially for the elderly and vulnerable. On our business-to-business division however, we continued to grow day by day and haven't really been affected too much apart from a few of our smaller clients that unfortunately had to close their businesses. We are lucky enough that our business model covers both retail and business, I know this hasn't been the case for everyone and feel grateful to have been in this situation.

2. What keeps you awake at night?

The world today! Where do I start, well I think we all know that we live in some very unpredictable times and its hard to turn a blind eye on what's going on with the economy let alone the war and pandemic. I feel for anyone setting up a new business in these times, it must be so difficult with the cost of living and raising inflation. What often drives me is my 11-year-old daughter, I want to do everything I can to make sure she grows up in a world that she can enjoy. I think any parent would agree it can keep you up at night.

3. How did you get into your business?

It goes back to the age of 9 years old, when I saw my first computer the Commodore VIC20 computer. That was the moment from such an early age I knew it would be a part of my life. I saved up my paper round money in my teens for 2 years until I could eventually buy the Commodore Amiga and started programming games. Skipping a few years ahead, I started full time work cleaning metal for a fabrications company who heard of my interest in computers, they decided at the age of 21 to put me in charge of a Novell network of 15 offices computers. I had no idea what I was doing, and without the internet (showing my age now), I became very good at troubleshooting which became pivotal for me starting my own IT business.

4. What is your USP?

What makes us stand out is our wide range of knowledge throughout the IT sector. We class ourselves as a Virtual IT department because we have a panel of experts for all solutions. If you think about how expensive it would be to have your own IT department compared to outsourcing to us. We have Steve L who heads up our on-premise Windows Server support, Tom J who came from one of the largest datacentre in the UK looking after our co-location datacentre servers. Tom S, 5 years working in corporate web designer. Alex S who is our head designer for VoIP phone setups, Ben D working our client Google Ads marketing and social campaigns. Tony L on hardware repairs and the rest of our team on our IT support helpdesk. My wife Joanne M and I work the company operations and love to get stuck in with client relations. We have such a great and powerful team that thrives with our customers success.

5. What can Chamber members do for you?

The chamber has already done wonders for me, I met my business coach at one of the events in 2018 who has really helped the business grow, not to mention a few now customers too. I love the Altrincham and Sale community and the chamber really brings that together. I will continue to support the chamber and look forward to meeting other members where we can exchange services.

And finally ...

6. You're off to the Desert Island who is with you and what 3 things – and why?

- 1) The wife – because she would find a way to find me and punish me for not choosing her first.
- 2) 500ltr keg of Jack Daniels – do I really need to explain why?
- 3) An everlasting lighter – I don't think I'd be good a rubbing sticks together.



Welcome from the new Leader of Trafford Council

Posted: Thursday 5th January 2023



Councillor Tom Ross

Welcome to my first blog as the new Leader of Trafford Council. I must start by saying what a privilege it is to have been appointed to this role, in the borough where I was raised.

It is only right that I pay tribute to my predecessor and friend Andrew Western for the hard work he has put in over the last four years, and I know I can rely on his continued support.

Like Andrew, I realise there is great responsibility in being elected as Council leader, and like him I also want to put my own stamp on the role.

As a Council we have a clear sense of purpose, based around our three corporate priorities – reducing health inequalities, supporting people out of poverty and addressing our climate crisis. While these remain, I would like to briefly outline some of the early policy themes I will address with the help of our partners over the coming weeks and months.

Ensuring the children of this borough always have the best possible start in life is a personal priority for me.

Children and young people suffered a lot through the Covid pandemic, missing out on school and the opportunity to meet and socialise with their friends and peers.

So, I want us to look again to see how we – as corporate parents – together with our schools, colleges, voluntary services, and local employers - can support our children from early years right through to school leavers.

Trafford is world renowned for being rich and diverse in sports and the arts and I want to do even more to enhance our excellent reputation in these areas. We have a new culture strategy on its way and I would like to see this embedded into our approach right across the council - from education and leisure through to regeneration and jobs.

The lack of affordable homes and the numbers of families on waiting lists for social housing is one of the great injustices of our time. This must be an urgent priority for us.

When it comes to the most pressing global issue of our time – climate change - our commitment to act will remain unswerving.

Finally, I want to see a focus on what I'm simply calling 'getting the basics right.' Everything we do as a council matters – from gritting roads, fixing road signs, or maintaining grass verges. And if they matter, they must be done well. Our contractors need to always adopt that mindset - and we will be holding them to account to make sure they do.

We will use every opportunity to grow our economy and to make this borough a safe, green, and welcoming home for all of you.

And we will continue the work of integrating our health and social care services to help improve outcomes and reduce health inequalities.

I look forward to leading a council committed to making Trafford a place for everyone – particularly the most vulnerable in our society and those reliant on the high-quality services we provide.

Best wishes Tom





**TRAFFORD
COUNCIL**

TRAFFORD

FIRST FOR BUSINESS

Free course for Trafford SME manufacturers to improve profitability

Trafford Council, in co-operation with the Growth Company's Manufacturing Team is offering Trafford based manufacturing SMEs the opportunity to attend a one-day seminar around Lean Manufacturing.

This free to attend one day seminar is a consolidated version of the Growth Company's two day course, reducing the time that attendees are away from the business.

The programme, which takes place on the 13th of February at Lancashire Cricket Club is designed for those companies that value learning and sustained, standardised improvement to drive long term growth, eliminating variability and non-value adding activity from their processes.

The course is suitable for those in management or supervisory roles.

For further information and to book your place visit [Lean Champion - Trafford | GC Business Growth Hub](#)

Latest News & Information:

Multi-Sector Networking Event for Self-Employed in Greater Manchester

Enterprising You is holding an event for self-employed people across Greater Manchester. Taking place at UA92 on the 15th of February between 0930 and 1530, the event aims to outline the support available to the self-employed in Greater Manchester via a series of presentations and workshops throughout the day.

Speaking at the event will be Olympic silver medallist Roger Black MBE who will outline how he moved from excelling on the track for Great British athletics to excelling in business.

On the day, attendees will be able to attend taster workshops. Options of the workshops include Marketing, Sales, Tax, SEO, Self-Awareness, HR, Finance and Networking.

For further information and to book your place, click here.

[Multi-Sector Networking Event for Self-Employed in Greater Manchester Tickets, Wed 15 Feb 2023 at 09:30 | Eventbrite](#)

Trafford College - Apprenticeships Webinar

The Trafford College Group will be facilitating a Webinar for Employers that would like to find out more about Apprenticeships and hear first-hand how they can be really beneficial to both attract new talent and retain exiting talent through upskilling. We're joined by an existing Employer and an Apprentice who will share their story to support. To find out more and to book a place simply visit the link below.

[Apprenticeships - why they work for employers Tickets, Thu 9 Feb 2023 at 13:00 | Eventbrite](#)

Financial Resilience Training - Trafford

A seminar aimed at businesses that provide everyday essential retail products and services, such as food and drink, health and beauty, leisure and care sector, taking place at Altrincham Library on 21st February at 12.45pm.

The event will examine the challenges faced by this sector by the cost-of-living crisis, how best to manage the current economic uncertainty faced. Attendees will look at how to build their financial resilience, identify risk in their supply chain, create a viable cash flow, examine their pricing strategy and how to ensure their own

personal finance needs are considered, so as to be able to better deal with the coming year.

Attendees will leave with an understanding of how to identify financial risks to their business, how to create a cash flow and personal survival budget and have a pricing strategy

[Business Growth Hub - Trafford Financial Resilience Training](#)

Skills for Growth - SME Support

Skills for Growth SME is a fully funded skills consultation service tailored to help upskill employees, improve productivity and drive business growth. Commissioned by the Greater Manchester Combined Authority, the programme is fully funded by the European Social Fund and is delivered in partnership by GC Business Growth Hub and the Greater Manchester Chamber of Commerce.

You will receive tailored support for your individual sector and business need. Our expert skills consultants work at your pace to help you grow your business by identifying skills gaps, developing your talent and enhancing your team's performance.

Learn more about our support for businesses and find out how we will help you grow your business through skills development. [Skills For Growth SME](#)

Manchester University workshop - Sustainability, plastics and your business.

The University of Manchester's Sustainable Materials Innovation Hub is offering Trafford SMEs the opportunity to attend its 'Not easy being green' workshop which takes place on the 8th of February.

It's Not Easy Being Green, provides free impartial advice and expertise around plastics use and circularity, supporting your business to use plastics more sustainably and efficiently. During the workshop, businesses will have the opportunity to engage with and learn from sustainability and polymer experts, who can help businesses to create a roadmap to increased sustainability.

Kicking off with an introduction to plastics, including production, processing, recycling and end-of-life, attendees will have the opportunity to tour the SMI Hub labs, and hear more about upcoming policy changes that could affect local businesses.

For further information and to book your place, click here. [It's Not Easy Being Green: Sustainability, Plastics & Your Business – SMI Hub](#)

Warehousing and Logistics - Recruitment Opportunities

The Trafford College Group in partnership with the Skills Shop at the Trafford Centre, aim to bridge the gap for employers and unemployed people looking to work within Warehousing and Logistics. The one stop shop provides training, information and guidance on courses, apprenticeships and updates on the development of Trafford and beyond. Our business training team at the Skills Shop offers bespoke training services for employers within the warehousing and logistics sector.

We host pre-recruitment courses at the Skill Shop in conjunction with DWP and provide opportunities for those who find themselves unemployed to get back into work. We will be running courses that may of benefit to your recruitment needs within Warehousing and Logistics, the courses are usually 5 days in length and include a further 2/3 employer interview preparation. We ask employers supporting the scheme to offer guaranteed interviews to those that complete the courses, we are able to offer support including access to interview space. There is no charge for this service. In just a few years, Skills Shop has successfully moved over 500 unemployed people into employment from our course and supported thousands of customers with seasonal recruitment.

Please book a meeting in with Hilary Orr, Trafford College to find out more and to hear of the many successes for both candidates and employers. https://calendly.com/hilaryorr-trafford_college_group_/30min

Reminder- Here for Business Drop-in sessions

Need help navigating your business through the current crisis? The Business Growth Hub is offering Trafford based the companies the opportunity to discuss any current issues as part of their Here for Business campaign. The next drop in session takes place at Trafford Town Hall on the 1st of February between 10am and 12pm. There will also be a drop in session on the 8th of February between 10am and 12pm. Interested in attending? There is no need to make an appointment however if you would like further information contact business@trafford.gov.uk

Transport for Greater Manchester - Travelling by Tram

Transport for Greater Manchester is promoting the benefits of travelling by Metrolink to residents and employees across the city region through its #GetOnBoard campaign. Using Metrolink can be a convenient and cost-effective option for travelling to work with TfGM offering a number of flexible ticketing options including the Early Bird, Weekly Cap, and Clipper, all which can provide value for money for users.

For further information, click here. [Your commute | Transport for Greater Manchester \(tfgm.com\)](http://tfgm.com)

Trafford Business Volunteering Opportunities

Are you a local business looking to give something back to the community? There are a range of local groups and organisations looking for support from local businesses including the examples below.

- **The Little Green Sock Project based in Urmston:** contact Catherine D'Albertanson, Co-Founder of the Charity – for further details of what they do and how you can get involved to support them can be found on: [Become A Charity Partner – Little Green Sock Project](#)
- **GoodGym Trafford** -GoodGym Trafford are a group of local residents who run, walk, or cycle to help out community projects and older people in Trafford. Kate Frain is the Area Activator for GoodGym her contact email address is: kate@goodgym.org For further details on what they do and how to sign up to volunteer visit: [GoodGym - Do Good, Get Fit | Trafford GoodGym | About](#)
- **The Bread & Butter Thing** – The charity works from their warehouse based in Trafford Park, they collect food donations from suppliers who have excess produce and then bag up and redistribute out to members (residents) at an affordable cost. Full details of the work they do can be found on [Bread and Butter Thing](#) more details of the community hub areas they support also how it works for members can be found on: [Members — Bread and Butter Thing](#)
- **Cracking Good Food** – A not-for-profit social enterprise helping people to learn how to cook healthy nutritious meals from scratch and reduce food waste at the same time. For further details on how you can get involved visit: [Volunteering – Cracking Good Food](#)
- **TDAS (Trafford Domestic Abuse Service)** toiletry packages for women fleeing domestic abuse in Trafford and other corporate volunteering opportunities available. For further details visit: [Businesses | Tdas | Trafford Domestic Abuse Services | Stretford, Manchester](#)

To find out more about how your business can engage with the local Trafford community visit [Business Engagement - Thrive Trafford](#).

Altrincham **BID** Business Improvement District

What's On

Film Projects with Trafford College



Altrincham BID will be working with Trafford College 2nd year film students to create a small number of promotional videos with some of Altrincham's new businesses.

If you would like more information about this project let us know.

[Email](#)

Altrincham VS Cancer is back for 2023



Altrincham VS Cancer has raised over ££33,000 for The Christie and it's back for 2023.

Organised by Altrincham HQ participants are heading out on the roads and treadmills to fundraise in February.

There are options for everyone including:

- 5k at Pure Gym Altrincham (23rd February)

For those who would like to challenge themselves in their own time - on the roads:

- 10k
- 10k every week of Feb
- Half Marathon

Altrincham HQ will shout about you and push your involvement to their 56,000+ followers on Social Media along with shout-outs on Altrincham BID and Visit Altrincham.

Each runner is asked to aim to fundraise at least £100.

If you don't run, your business can still get involved in other ways - Dress Down Fridays, Fundraising Nights / Days, Cake Sales, Raffles, Quizzes etc.

[More Info](#)

Would you like your business to be promoted across Greater Manchester?



The Transport for Greater Manchester (TfGM) 'Get On Board' marketing campaign, launched in September 2022, aims to increase sustainable travel.

The ask:

TfGM would love to work with you to find individuals from your organisation who use Metrolink, bus and/or walking, cycling or wheeling to help benefit their lives. As a thank you, they'll be offering the volunteers a £50 shopping voucher. The volunteers would be filmed and photographed telling their stories and how public transport or walking, cycling and wheeling has helped benefit them.

Promotion:

TfGM would use this content from Spring 2023 and promote on billboards, paid social and digital display, as well as on every Metrolink stop and tram, and at bus shelters and interchanges across Greater Manchester. They will also have organic social posts on the TfGM Facebook, Instagram and Twitter feeds.

Your organisation will also be tagged on campaign content on the TfGM Facebook, Instagram and Twitter feeds where we have a collective of more than 196,000 followers. There will also be a range of other promotion across the whole Greater Manchester.

More information including how to sign up can be found on the link below.

[**More Info**](#)

Haines Watts

[View online](#)

Tax Busting Tips - 3 reasons why you can't ignore this email



It's January, which means the tax year-end is almost upon us, but do not fear because we've set our tax gurus the challenge of distilling all the key information you might need into one handy tax planning guide, which is available now for free, [click here](#).

Here's 3 reasons why you need to read (and digest) the content within this guide...

1. Getting ahead of your finances will make you feel prepared and organised (even if you aren't).
2. We have some top tax busting tips to save you money that you may not be aware of (and we aren't talking about a move to the Cayman islands).
3. Tax is fun, right? Ok so not everyone loves tax as much as us but that's why we are here. Our gurus have outlined the key tax planning tips into one handy document ready for you to read. We have your back.

So grab a hot drink and delve in, and If you want further advice and guidance on any of the issues raised in the document, then please get in touch and we will be happy to discuss your requirements.

On a brighter note, spring is just around the corner so hang in there.

[Read Guide](#)

John Whittick

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