



*taking business to new heights*

Dear Members

Happy Easter 🐰

Welcome to the ASCC newsletter.

This issue is full of information about both Sale and Altrincham, including articles on Sale Regeneration and Altrincham Town Hall. In particular, I need help with the Altrincham Town Hall project.

Please accept my apologies for the increase in membership fees, it seems everyone is increasing costs at present. I reduced the membership fees significantly during covid to account for the disruption to all our businesses.

We all have had 12 months to trade out of the pandemic and the personal subsidies which Sam and I have made to keep the Chamber afloat are substantial. Therefore, we have taken the decision to increase the membership fees to pre-covid levels, and have checked competitors and we are still substantially lower.

As always, I could not do this without the support and encouragement of the membership, and I am extremely grateful for the continued loyalty of everyone.

Very best wishes

Sue xx

## Chamber News



### Altrincham and Sale Chamber of Commerce Forthcoming Events

<https://altrinchamandsalechamber.co.uk/events/>

**Breakfast Matters Event** – Thursday, 13<sup>th</sup> April 2023, Cresta Court Hotel – 08.30 am until 10am – Budget Update. Panel discussion and will be budget themed. The panel includes Karen Garrattley from COS Bookkeeping, Lyndsey Roll from Truity Wealth Management and Mike Carpenter from Carpenter Rees

**Chamber Social** – 20<sup>th</sup> April, Dutch Courage, Sale 18:00 onwards

**Breakfast Matters Event** – Thursday 4<sup>th</sup> May 2023, Cresta Court Hotel. 8:30 – 10:00  
Our speaker this month is DI Dan Giannasi, Head of Cyber & Innovation, North West Cyber Resilience Centre on the topic of “Cyber Security & Data Protection”.

**10 Nov 2023**

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

## You Chamber membership.....

### 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.

### Showcase your Business.

Any member who would like to host an evening social either at their premises or in a local venue, please contact Helen in the office 0161 941 3250. This entails providing wine/beer and nibbles but gives you the opportunity to welcome both chamber members and guests into your business and tell them your story.

## MEMBER of the MONTH Altrincham Football Club March 2023



The club are having a fantastic season this year, their first as a professional club. At the weekend they so nearly got to go to Wembley the first time since 1986, sadly it was not to be but we have been so impressed by the reactions of the team, consoling supporters and looking to the positive with the mantra “we go again”. The club is integral to our community offering so much for us all. This month many Chamber members sampled the outstanding hospitality space for our President’s Inauguration Dinner.

### 1. How has business been since Covid?

It is great to have the crowds back in person! We were delighted and surprised to see post COVID that we have had an increase in the numbers attending matches which is excellent. Initially we had to quickly adapt to having more attending as we hadn’t known what to expect but thought it could be fewer. We are working hard to make the match day experience as good as possible as we find that people are more “choosy” about what they do their time and money. Doing that well will be an indication of our success.

### 2. What keeps you awake at night?

Like everyone the cost of living pressures are a worry. In our case it is not just the business costs (our electricity bill has increased from £15K to £100K a year) but we also have staff and volunteers who are struggling too. Trying balance all this and ensure we are moving forward all the time is difficult. In this business you need to keep your eye on the ball all the time.

### 3. How did you get into your business?

AFC have been part of the local community for as long as any of us can remember. From a club point of view we have been a fixture in Altrincham for 130+ years. We are currently in the strongest position we have been for many years. But we are growing in other ways to and supporting our community is key.

### 4. What is your USP?

Our USP is our Community. We are so much more than the football. It is important that we have our Full time, Reserve and Ladies teams and our Academy as this is our reason for being. But we want to be at the heart of the community and serve the community in other ways. That's why we offer Grassroots football to 1200 Juniors from 4 years old upwards and deliver outreach at local schools. But we also offer place a place for many community organisations allowing them to hold events in the club, hire our hospitality facilities and attend our Business Breakfast Club.

### 5. What can Chamber members do for you?

We'd love them to use our facilities and come our games, and share the message. The more people that shout about us the better.

**And finally ...**

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

1. A Football – to play with
2. The Robin Mascot – to support me
3. A picture of the ground full to the max – to remind me what we have achieved

... the who is a difficult one ... so many to choose from ... but on balance Alex Ferguson with me because I could learn so much from him with all that time.



## ASCC SUSTAINABILITY FOCUS GROUP

In January the board held a Strategy Day to organise the initiative for the coming year. As part of our broader focus, it was decided to form a Sustainability Focus Group to provide a Sustainability focus for the Chamber. The Group comprises Sam Alford from the Chamber Board, Chris Garland of Chris Training and Lisa Storey of EZ Hampers.

The group will provide a regular sustainability update for Chamber newsletters and the website. So we can keep our members updated, the group will also provide a panel discussion for the 6<sup>th</sup> July Breakfast Matters and plan to hold a sustainability event in the future.

Initially the focus will be on providing helpful hints, information on grants and funding and debunking some of the myths that surround sustainability. We will be supporting the initiatives listed below:

- B Corp
- Living Wage
- Mental Health
- Healthy Eating
- Andys Mans Club
- Carbon Footprint (Zeller)
- Play it green
- Just one Tree
- Heart of England Forestry
- Reduce Reuse recycle (Too good to go)
- "Top Tips" from businesses in the sustainability field
- Local Recycling Suggestions



## UNIQUELY SALE SALE REGENERATION

Thank you to members who attended the event on 21<sup>st</sup> March 2023 at Sale Waterside.

The Chamber has been active in supporting our member, Michael Brown of Altered Spaces and Tony Martin, Stanley Square in their transformation of Sale Town Centre. Michael, together with businesses (some chamber members and me), Trafford Council and residents have been working together on initiatives to increase the profile of Sale.

Hosted by Eamonn O'Neal, the event was focused on the release of the Uniquely Sale website which it is hoped will act as a 'Notice Board' for Sale Town Centre, providing valuable information for residents, visitors and local traders who will be able to advertise their businesses via this portal. So whether it's transport information, ideas on where to eat or shop, or a guide to up and coming events that you are after, the Uniquely Sale website is aiming to be a one stop shop for all things Sale Town Centre.

<http://uniquely.sale>



# UNIQUELY SALE BOARD

MICHAEL BROWN  
Director: Altered Space

DARREN ADAMS

Venue Manager: Waterside

SUE ALDRIDGE

CEO: Sale & Altrincham Chamber of Commerce

CHRIS BROWN

Managing Partner: Slater Heelis

JO CHERRETT

Chief Executive: Trafford Leisure Trust

CLLR. ELIZABETH PATEL

Executive Member for Regeneration & Economy

CONNOR MOYLAN

Managing Director: Empanda Properties

EAMONN O'NEAL

Broadcaster/Producer

JOAN SCOTT

Assistant Principal: Trafford College Group





# INTRODUCTION TO UNIQUELY SALE

## **A Uniquely Sale Experience – Green, Beautiful and Fun**

Sale Town Centre fuses its urban location with a picturesque town, that is Green, Beautiful and Fun. A home for creativity; arts & culture, heritage and retail remain firmly rooted in its heart.

### VISION

We value our diverse, creative community here in Sale and are bold in our ambition to drive forward positive change.

### MISSION

We are committed to supporting the development of Sale Town Centre, bringing together key stakeholders, taking a strategic approach in effecting change, with tangible outcomes. Community will be at the heart of our work, informing conversations, responding to the needs of our residents, and attracting new people in to enjoy our town.

### HOW WE WILL DO THIS

A small, but well-formed board will steer the direction of our work

A wider group of stakeholders and community champions will help drive forward our vision and be our most trusted cheerleaders.

A series of sub-committees / action groups will focus on place, community, communications, governance, and local economy.

Open and honest communication and collaboration with the communities and residents of Sale as well as private and public stakeholders.

## Trafford Council is encouraging commercial, charity or community groups interested in taking on the lease at Altrincham Town Hall to submit a Proposal



Trafford Council is encouraging commercial, charity or community groups interested in taking on the lease at Altrincham Town Hall to submit a proposal.

The Council is commencing a formal open tender process to request proposals from groups and businesses that are interested in operating the town hall.

Groups or individuals are asked to express their interest from Friday 21st April and submit bids and business cases by August 2023. The contract award will be made in December 2023 and it is planned that the asset will be handed over in January 2024.

All bids should be made via the Chest, The Chest: North West Procurement Portal ([thechest.org.uk](https://thechest.org.uk))

A spokesperson for Trafford Council said: “The Council is interested in bids for the lease of Altrincham Town Hall in the long term and we are encouraging commercial, charity or community groups to come forward with their proposals. We are not considering selling Altrincham Town Hall, but plan to lease the building so the Council retains control over it in the future.”

Anyone interested in supporting the local community groups submit a bid, please contact:

[ceo@altrinchamandsalechamber.co.uk](mailto:ceo@altrinchamandsalechamber.co.uk)

## The Hive Altrincham Launches Crowdfunding Campaign



**The Hive** is a General Store and Beverage Bar located on Grosvenor Road in Altrincham. Often described as a hidden gem, the General Store stocks a carefully curated selection of gifts, homewares and eco-friendly supplies and refills. Whilst the Beverage Bar serves speciality coffee, real hot chocolate and sweet treats.

The owners Steven and Gareth have launched a crowdfunding campaign to raise funds for the expansion from a coffee trailer, into two adjacent shops. This will allow them to offer indoor seating, savoury food options and a small deli area for locally sourced and Italian provisions.

Steven and Gareth have been serving the community for 8 years since starting out at Altrincham market in 2015. They are passionate about what they do and they are committed to providing a unique shopping experience at The Hive for the rest of their working lives. This dedication has led to The Hive winning multiple awards over the past 18 months and becoming a popular destination for locals and visitors alike.

The crowdfunding campaign is an opportunity for the community to come together and support The Hive in Altrincham. The campaign is offering rewards as well as seeking donations to help purchase new equipment, as well as make renovations to the space. Pledges of any amount are appreciated and will help the local business continue to grow and thrive.



TRAFFORD  
COUNCIL

TRAFFORD

FIRST FOR  
BUSINESS

## Department of Business and Trade unveils new 'Help to Grow' website

The Department for Business and Trade (DBT) has unveiled a new centralised website to help the UK's businesses.

The new 'Help to Grow' site from DBT is aimed at upskilling both big and small businesses across the country by helping them to:

- Learn new skills.
- Reach more customers.
- Boost business profits

This centralised 'Help to Grow' page, which is now live for use, will make it simpler for businesses to find, access and use the information and support they need in one place.

For further information click [here](#).

To access the site, click [here](#).

## Latest News & Information

### Free Cyber Security Workshop

Secure Digitalisation is a programme of workshops for SMEs to help businesses to defend, innovate and grow using cyber security.

Taking place on the 28th April, Secure Digitalisation helps organisations to understand what Cyber Security is, why it is important, and some basic steps that can be put in place to defend your organisation from malicious actors. Following on from that, the course will demonstrate how businesses can use cyber security tools and philosophies to enable innovation and growth. The course is non-technical and accessible to all regardless of your own level of technical ability.

The programme is delivered across two workshops and is supported with online elements. The workshops include group work providing a great opportunity for businesses to network and connect. The programme also includes one-to-one sessions. Ultimately, companies will be able to take away a tailored business strategy and action plans.

For further information and to book your place, click [here](#).

## Low Carbon Skills - Journey to Net Zero

Delivered by the Growth Company, Low Carbon Skills: Journey to Net Zero is made up of 7 interactive workshops designed to support organisations in building a strategic plan to cut their carbon footprint, reduce costs, minimise risk and capitalise on the many opportunities awaiting you in the net zero world. Three cohorts take place in April will be delivered hybrid, taking place across a mixture of in-person and online sessions over 5 days.

By the end of the course, attendees will:

- Understand key net zero terms, the risks and opportunities in the workplace
- Feel empowered and motivated to begin or progress the net zero journey
- Create a clear and strategic plan to deliver Net Zero ambitions.

On completion of the programme, attendees will have the opportunity to gain a Level 3 qualification from Ascentis. In addition, the Low Carbon Skills: Journey to Net Zero programme has been assessed and verified by IEMA (Institute of Environmental Management and Assessment: <https://www.iema.net>) and GC Business Growth Hub is an approved IEMA training centre. On completion of the course, learners will be able to gain 21 hours of IEMA-certified CPD credits.

For further information, click [here](#).

## Growth Company Employer Voice Focus Group Survey – Your insight informs the future

In November, the Growth Company established a virtual Employer Voice Focus Group open to all sizes of Greater Manchester employers from varying sectors, providing a platform to influence the design of future talent attraction and skills programmes, by discussing:

- Skills shortages and skills gaps within your sector
- Recruitment and retention of talent

- Diversification of the workforce, for example – ex military personnel, people with disabilities, young and older people, refugees

The initial event was virtually hosted in November followed by an event every quarter, the next being scheduled for the 12th June 23. This platform continues to be a really great opportunity for you, your organisation, and the sector you work within to have a positive impact on its future and the people who will be part of it.

### **IT'S NOT TOO LATE TO GET INVOLVED..... YOUR OPINION MATTERS**

If this is the first time you have heard of the Employer Voice Focus Group or for any reason you were unable to attend previous events, but you would like to input and be involved in future Employer Voice Focus Group activity please feel free to also fill in the survey, as we value your

opinion <https://www.surveymonkey.co.uk/r/ZTKJKW6> The survey is open until 31<sup>st</sup> March 23.

If you would like any further information, support on survey completion or would like to join the virtual focus group taking place on the 12<sup>th</sup> June 23 please contact [employervoice@growthco.uk](mailto:employervoice@growthco.uk)

### **Trafford Business Start Up Network**

These events are suitable for anyone who is thinking of setting up a business or has started their business. The network is organised by Trafford Council working with business support partners including People Plus, Momentic, the Growth Company and Enterprising You. There will be the opportunity to chat to business start up advisers at the event as well as lots of opportunities for building your own networks and talking to other businesses. Please click on the links for further information and to book your place:

- [Thursday 27.4.23, 10.30am - 12.30pm, Urmston Library](#)
- [Thursday 25.5.23, 10.30am - 12.30pm, Urmston Library](#)
- [Thursday 29.6.23, 10.30am - 12.30pm, Urmston Library](#)

### **Reminder - Salford & Trafford Construction Club - 27.4.23**

This event has been developed by Greater Manchester Chamber and Salford & Trafford Council's to help businesses in the region benefit from construction opportunities in the two boroughs. The event will focus on the development and construction opportunities in both boroughs and will feature presentations on specific projects. [Click this link for further information and to book your place](#)

### **Warehousing and Logistics - Recruitment Opportunities**

The Trafford College Group in partnership with the Skills Shop at the Trafford Centre aims 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. The business training team at the Skills Shop offers bespoke training services for employers within the warehousing and logistics sector. Interested in finding out more? Contact [Hilary Orr](#), Trafford College

### **Reminder- Here for Business Drop-in sessions**

From April, the Growth Company's Here for Business drop-in sessions will take place every two weeks. The sessions are an opportunity for businesses to discuss their challenges with a Growth Company Advisor.



# Altrincham **BID** Business Improvement District

## What's On

### Altrincham's Coronation Champions



As part of the celebrations for the Coronation of King Charles III in May, we are on the hunt for individuals who go above and beyond whether it be through volunteering or fundraising. We would like to celebrate the individuals who give so much of their time to help others.

We will be highlighting these individuals through a social media campaign on Visit Altrincham's platforms, and we are calling for your nominations for people who:

- volunteer with different groups or organisations
- use the volunteering hours or days within their business to give back to others.
- undertake charity fundraising challenges.

Coronation Champions can be of any age, children and adults, and could be someone who has gone to remarkable lengths to help others, has worked tirelessly to raise funds for a charity, or gives their time to help others achieve their goals".

If you would like to nominate someone from your business or from a volunteering group, please complete the nomination on the link below and return it to [info@altrinchambid.com](mailto:info@altrinchambid.com)

Altrincham BID will also be hosting an event at Altrincham Library on Tuesday 3rd May which Coronation Champions from businesses and the community will be invited to. We are working with Inch Arts to create a large commemorative cushion which will be housed at the library and used for Storytime session. There will be a specially themed Storytime as part of the Coronation Champions event. Refreshments are being sponsored by GAIL's Bakery.

We will also be promoting everything that's happening in the town to celebrate the Coronation - if you have anything you would like us to include, from Coronation Chicken to Coronation Cocktails, please let us know.

## [Nomination Form](#)

### New Chair of the Bid Board

**Laura Sharrock**, a solicitor at McHale & Co and also owner of womenswear shop **Skanda**, has been appointed chair of Altrincham's Business Improvement District (The BID) board. She takes over from **Ewen Miller**, from Calderpeel Architects, who has chaired the board since 2018.

As chair, Sharrock will be tasked with running and operating the board and ultimately ensuring that the business plan is being delivered through a range of events, projects and initiatives.

She said: "I have lived and worked in Altrincham all my life so have strong personal and professional ties to the area. "I am a passionate supporter of local business, being a Director of McHale & Co and also having a family retail business in the form of Skanda.

"I can therefore bring a unique perspective to the board as I have concurrent experience in both professional services and retail which will, hopefully, let me see matters in the round.



## Netwalking 2023 - Save the Dates!



There will be a series of Netwalking events throughout the Summer months (excluding August). The events are being sponsored by Bruntwood and provide a great opportunity to meet other Altrincham businesses, leaving your desk for a break at lunchtime and returning refreshed for the afternoon.

The dates are listed below:

Tuesday 9th May  
Monday 12th June  
Monday 10th July  
Monday 4th September

More information to follow but if you would like to register to join us, please let us know on email.

[Email](#)