

# Altrincham Town Centre Partnership

www.altrincham.org.uk

## Altrincham Update

TOWN CENTRE UPDATE ISSUE 5—SUMMER 2009

### SUPPORT FOR BUSINESSES

Trafford Council's executive have given the green light to a series of measures to help businesses and residents through the economic downturn. A boost for businesses, changes to car park charges and increased support for residents are amongst the new initiatives.

**From early July, businesses and residents will benefit from free parking in all council controlled car parking, both on and off street, with the introduction of "Free after 3pm" car parking Monday to Friday.**



Other measures that the council will introduce include:

- **improving the awareness and availability of support through the job centre plus and business support packages.**
- **free lettings to groups who are giving debt counselling advice.**
- **increasing the availability of short-term lets for vacant units in town centres - with rent free start up periods.**
- **a business start-up package.**
- **increasing Citizen's Advice presence at Altrincham County Court to help people facing repossession of their homes.**

Executive Councillor for Economic Growth Mike Cornes said: "It is vital that we take the lead in providing support for our town centres, the businesses that trade in them and across the borough". Mark Rubin, Chairman of the Altrincham Town Centre Partnership said, "The Partnership are particularly pleased with the changes to car parking charges, the Partnership has lobbied for on behalf of the businesses for changes such as these for a long time".

### BUSINESS RATES

Business ratepayers across Trafford are being targeted in a campaign to encourage them to apply for business rate relief. And some businesses receive a reduction in their bill of up to 50 per cent. Options for deferring up to 60% of this years rates increase are also available. Businesses may be eligible for this extra help and the council is encouraging businesses to apply for rate relief.

More details of how to apply for this help, or any of the other reliefs available to business ratepayers can be found at [www.trafford.gov.uk](http://www.trafford.gov.uk) or by telephoning the Business Rates Section on 0161 912 2346.

**Also see the Partnership's Business Support page on the town centre website for more information.**

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## A RECIPE FOR BUSINESS SUCCESS



Help us celebrate everything that's good about food and drink in Trafford and promote your business. Last year's 'Taste Sensation 08' event proved a great hit with visitors and businesses alike. We are now looking forward to this year's event

on Sunday, 20th September. **Interested in taking part by offering a festival offer to attract visitors into your shop?** Contact Penny Bell on 0161 912 4282 or Kay Harwood on 0161 912 4502 or e-mail [penny.bell@trafford.gov.uk](mailto:penny.bell@trafford.gov.uk). Further information about the event can be found at [www.atasteoftrafford.com](http://www.atasteoftrafford.com).

## Swine Flu—Pandemic Influenza Checklist for Businesses

The Government has developed a checklist specifically regarding pandemic influenza. It identifies important and specific activities which organisations can do to prepare for a pandemic. Directed mainly at medium and large businesses, some elements will be of use to smaller businesses. Further information on this is available in the 'Business Support' area of the Partnership website at [www.altrincham.org.uk](http://www.altrincham.org.uk)

## SOUNDS TOO GOOD TO BE TRUE?

If you run a business of any type or size the chances are you will be contacted at some stage by one or more companies operating scams designed to part you from your hard-earned cash and these are becoming more frequent.

Trading Standards divisions up and down the country receive new enquiries every week about scams being perpetrated on UK businesses and another potential new one has just come to light targeting small business owners, asking if they would be prepared to lodge funds on behalf of their East European clients.

This is a timely reminder about these type of scams. If you receive a letter or a demand from a company you feel may be suspicious, check with Trafford Trading Standards on 0161 912 3845 or [www.trafford.gov.uk/tradingstandards](http://www.trafford.gov.uk/tradingstandards) or visit the Department for Business Enterprise and Regulatory Reform website: <http://www.berr.gov.uk/whatwedo/sectors/infosec/infosecadvice/general/fraudsandscams>

## A Helping Hand for Businesses— available from your office or home

Library membership may not be your highest priority but did you know libraries in Trafford have a range of resources that can help you build and develop your business? Joining online is easy and free and once you're a member you'll have access to expert resources with just an internet connection and your library card. More information on the **Ask About Business Service is available on the website: [www.askaboutbusiness.org](http://www.askaboutbusiness.org)**. These include:

- Information on local seminars and training
- Tips on developing and growing a business
- Email and phone enquiry service provided in partnership with Manchester Commercial Library
- **COBRA: <http://askaboutbiz.cobwebinfo.com>**
- **Complete Business Reference Advisor**
- Business opportunity profiles and information fact sheets
- Up to date guides to finance, tax, and marketing
- Online Legal Library for Business
- **NewsUK: [www.newsuk.co.uk](http://www.newsuk.co.uk)**
- Search local and national newspapers for articles on a company or topic.

Find them at [www.trafford.gov.uk/libraries](http://www.trafford.gov.uk/libraries) and select Online Information Resources

For further information contact Jenny Ridout on 0161 912 5925 or email her at [jenny.ridout@trafford.gov.uk](mailto:jenny.ridout@trafford.gov.uk)

## SAFER RETAIL, BETTER BUSINESS – DON'T BECOME A VICTIM OF CRIME!

Violent crime is a very real hazard for retail staff. In 2005, over 10,000 retail workers were physically assaulted and hundreds of thousands were subjected to verbal abuse and intimidation. They are particularly at risk from workplace violence as the goods and cash held in the shop or catering premises put them at risk from criminals who will use violence to steal, and contact with all sections of the public puts them at risk from people who become violent when they are angry.

Altrincham Town Centre Partnership has been working with Police and other agencies on initiatives to reduce crime within the Town Centre. Over the next two years environmental health officers are going to be working with businesses in Trafford to try and reduce the numbers of commercial robberies and other violent incidents across the Borough.

Environmental health officers and Crime Reduction Advisers from Greater Manchester Police will be undertaking joint visits to those businesses that are unfortunate enough to be the victims of commercial robberies. They will be advising on how to further improve security and employee safety at these premises and where appropriate will be using health and safety at work legislation to reinforce their message.



A retail violence guidance pack has been produced for businesses, which includes information to assist employers to proactively identify, assess and control the risks of violence in the workplace. You can obtain a copy of the guidance pack by contacting us at the bottom of this page or you can download a copy from the Council's website at: [www.trafford.gov.uk/healthandsafety](http://www.trafford.gov.uk/healthandsafety)

Every workplace is different and there is no single simple solution but by taking reasonable, practical and cost-effective measures you can significantly reduce the chance of becoming a victim of a violent attack: In Altrincham we have the retail led radio-link, this gives businesses immediate links to help if problems do occur and also provides information on shoplifters or trouble makers on the Town.

**Provide a secure work environment** – For example, ensure the exteriors of buildings are well lit and are kept free of possible hiding places for aggressors, staff should not work alone or in isolated conditions key-holders should be trained in what to do in a call-out and should not be expected to enter the building on their own.

**Install and use physical barriers and security systems** - For example, provide a workplace that has service counters that act as a barrier to physical contact between clients and staff, lock doors to "staff only" areas and ensure that only staff have (and use) keys, install security and access key/card/code systems and provide a "safe area" for workers to retreat to in a case of emergency.

**Remove the motivation or incentive for violence** – For example, reduce cash held on site by encouraging use of electronic payment methods, regularly remove cash from more accessible areas and ensure that the till is emptied of cash at night, don't cash up / count money in public view, have a safe procedure for banking and / or cash collection, advertise the fact that your business has security measures to detect aggressors.

**Provide detection measures** – For example, suitably positioned and regularly maintained security video cameras, mirrors, beepers to announce entry and exit, duress alarms/panic buttons, report forms to encourage description taking of incident and offender.

**Produce safe work practices and guidelines and train staff in them** – For example, lone working, night working, handling complaints, dealing with aggressive customers and shoplifters, and what to do if an incident develops.

If you would like more detailed advice on crime reduction measures then speak to your local Crime Reduction Advisers, Simon Collister or Douglas Craigen 0161 856 7869. For more information on the Altrincham Radiolink contact the Partnership office on 0161 929 6881.



**Altrincham**  
Town Centre Partnership

## SUPPORTING BUSINESSES AND PROMOTING THE TOWN

This year Altrincham Town Centre Partnership are bringing Altrincham Festival to the town centre on July 4th. As we go to press with this newsletter the Altrincham Festival floats are putting the finishing touches on ready for parading along Stamford New Road on their way to the event field in Timperley. Here at the Partnership we've been working hard with partners to provide an afternoon of top talent and entertainment to encourage more visitors to stay and spend money in the town. We hope it has benefited you. For additional business opportunities, find out how we can help you.

If you aren't a member of the Partnership—  
look at all these benefits you are missing out on!

- **Full listing on and link to your website from [www.altrincham.org.uk](http://www.altrincham.org.uk)**
- **Opportunities to take part in town centre promotions**
- **The opportunity to advertise your promotional activities on the [altrincham.org.uk](http://altrincham.org.uk) website and others, giving a potential audience of 5000+ people**
- **Direct access to key decision makers for the town**
- **Information about your town centre before anyone else**
- **Opportunity to support local events and environmental projects**
- **A bigger voice as part of a large lobby group to influence decisions that affect your business and Altrincham town centre**
- **Networking with other town centre businesses**
- **And much more...**

**Joining is easy—contact us to find out how!**

**Altrincham Town Centre Partnership**  
www.altrincham.org.uk

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