



Q&A WITH **ASHLEY ALLETSON** GC Business Growth Hub

Tell us a little bit about your role at GC Business Growth Hub

My role as a Start Up Business Advisor at GC Business Growth Hub is to offer tailored business advice to start-up businesses in Greater Manchester. At GC Business Growth Hub, we are a community of specialists with a passion to help businesses across Greater Manchester to realise their ambitions. We support businesses at all stages of their growth journey with our broad range of services. We offer expert one-to-one and peer-to-peer business support, events, specialist programmes, funding and much more. Better still, most of our support is fully-funded and is provided at no direct cost to the businesses we work with.

What are you doing to support businesses in Rochdale during the lockdown?

Our main focus at the moment is to help minimise, where possible, the effects of the Coronavirus on Rochdale businesses. If you're concerned about the impact that COVID-19 might have on your business, we are here to help you navigate the latest government information and provide specialist advice.



The Growth Company hosted a series of live webinars to help businesses prepare for the potential economic impact of Coronavirus. Each webinar featured a panel of expert speakers from private and public sector organisations discussing the key challenges facing business. Participants were able to join the live webinars and to pose questions on their specific challenge for the panel during the session. These sessions are now available to view on our website.

Advice and guidance is still available from our specialist teams, including Access to Finance, Digital and Innovation, Growth, Workforce Development, Mentoring, Resource Efficiency, Manufacturing and others. We have also launched Employ GM, which connects employers who have urgent temporary vacancies with individuals who are available to start working straight away.

Other key areas of support include Supply Chain Guidance, Finance and Cash Flow and Remote Working. These areas are all featured in the webinars on our website.

In addition, we've launched a brand new initiative aimed at the Self-employed and Gig economy called Enterprising You.



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How are you supporting businesses with their planning for when its safe for them to re-open.

It's essential that your business and employees are ready to hit the ground running post pandemic and we can support this with an action plan and signposting assistance for wider training needs.

We are also continuing to run a number of our popular workshops. We have started to deliver these digitally, covering a range of topics such as business basics, cash flow planning, marketing and more.

Rochdale's business community is currently facing a challenge like never before, but the message from GC Business Growth Hub is that its expert advisers are #HereForBusiness and ready to assist employers with whatever issues they are facing.



How can business owners contact you, if they want to know a bit more of what you have been doing?

I'm available to all businesses via any of the following:

Email: Ashley.Alletson@growthco.uk

Tel: 07715 239 667

LinkedIn: Ashley Alletson