



**HERE
FOR
BUSINESS**
IN BOLTON


**We unlock potential
in business**

GC Business Growth Hub exists to significantly improve our communities by making businesses the very best they can be.

We unlock potential in business by opening new markets, driving operational efficiencies, championing sustainability, sparking innovation, developing diverse talent streams and providing access to finance.

Our experienced advisors spend time getting to know you and your business objectives, enabling them to create a bespoke growth plan which adapts as your company evolves. The tailored business support they deliver is often fully-funded and includes one-to-one and peer-to-peer advice, events, specialist programmes and exclusive resources.

Bolton is home to more than 12,100 businesses and there is so much potential for growth here, particularly in sectors such as manufacturing, finance and professional services and creative and digital.

So, whether you're a micro company working to get the basics right, an SME preparing for exponential growth, or a large organisation looking to take the next step, we are **#HereForBusiness** in Bolton.



How we support you



Opening new markets

Introducing you to new geographies, businesses and individuals and preparing you to attack new segments.



Driving operational efficiencies

Delivering incremental improvements to your processes to boost your bottom line.



Championing sustainability

Ensuring your growth while having a positive impact on the environment and society.



Sparking innovation

Developing and commercialising new products and services.



Developing diverse talent streams

Creating long-term people strategies and providing access to our pool of inspirational mentors.



Providing access to finance

Simplifying the investment landscape, identifying eligibility for grants and preparing you to interact with funders.

Hub support proves breath of fresh air for Cool Tech

Cool Tech Air Conditioning in Bolton has refined its business and marketing strategy following support from the Hub.

Established in 2002, Cool Tech Air Conditioning specialises in the maintenance and installation of air conditioning systems for commercial customers.

Manager, Richard Smith, approached the Hub for support developing a new strategy for the business and redefining its objectives. He also wanted advice on how to manage growth more effectively without exposing the business to undue risks.

He also saw important opportunities in the growing low carbon sector. He wanted to create a more proactive and targeted marketing strategy, raising the company's profile and positioning the business to take advantage of this.

The support from the Hub began with an analysis of its operational strengths,

weaknesses, opportunities and threats. A dedicated Hub advisor also reviewed the company's business plan and strategic objectives.

Following this, key staff attended a variety of training opportunities, covering business skills such as sales, tendering and finance, as well as masterclasses on digital marketing and selling low carbon products and services.

Alongside this support, the Hub's low carbon sector team helped Cool Tech review its procurement and tendering strategy, with new strategic partnerships established with Bolton University, Bolton Council and local construction clubs.

Cool Tech's new targeted sales strategy brought immediate results, with the company winning its largest-ever contract to supply over 620 indoor and outdoor air conditioning units to a new Regency Homes hotel next to Heathrow Airport.



cooltech
air conditioning



**4 new jobs
created**



**10 jobs
safeguarded**



**Increased year-
on-year turnover
by £300k**



The Hub has helped us to better understand the potential barriers that were hindering our growth. Since we started working together, we've recorded our best financial results yet and have seen several major new clients come on board.

**Richard Smith, Manager,
Cool Tech Air Conditioning**



Our dedicated advisors in Bolton



Jonathan Crabtree

Jonathan is an experienced account manager with the ability to identify and develop new business opportunities, lead on stakeholder engagement, identify and prioritise business needs and maximise value from the customer journey. He also acts as a critical partner to business customers, building trust and long-lasting, sustained client relationships.

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Vickie Killan

Vickie has worked within an account/relationship management position for the last six years, initially within the Welfare to Work sector, working alongside public sector businesses. Most recently, she has worked within the recruitment sector across a multitude of services including financial, e-commerce, technology and manufacturing.

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**Get in touch to discuss
how we can support
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