



Q&A with **SACHA LORD**

Night-time Economy Adviser for Greater Manchester/Altrincham Business Task Force



Tell us about your role at Greater Manchester Combined Authority?

As the Night-time Economy Adviser, I am the voice for the night-time economy in Greater Manchester, that includes all hospitality businesses like bars, restaurants and clubs but it's not just those types of businesses but everything that operates between 6pm and 6am.

What are you doing to support the night-time economy businesses at this time?

My focus has been on lobbying for as much support as possible for the night-time economy businesses.

I've had messages from hundreds of restaurants, bars, clubs and hotels who are struggling, and even at the start of this month, we knew that 70% of operators would not survive if they didn't have cash within 4 weeks. I'm very concerned by the lack of financial access available to these businesses. We have been lobbying to speed up the grant process and other funding streams.

The challenges created by COVID-19 compound the existing financial strain that high street businesses endure because of the archaic, unfair business rates system that needs urgent reform.

I have also been lobbying on behalf of those who have fallen between the cracks like our contractors, freelancers and gig economy workers. Millions do not have the financial means to tide themselves over to the start of June and the delays in Universal Credit and the wait to access finance could critically damage the livelihoods of so many people, who are vital to our sector.

On a positive note and where possible, I have been sharing social media posts about the incredible things that our sector businesses are doing to support the NHS and key workers. This has been happening all over Greater Manchester but to name a few in Altrincham - Blanchflower, The Con Club, Altrincham Market and Open Studios Altrincham.

As well as supporting the night-time economy businesses, along with an incredible team of volunteers, I've been leading on a project to support the community in lockdown. 'United We Stream GM' was launched earlier this month and allows people around the world to enjoy art and culture from Greater

Manchester through the website which streams live music and performances every weekend, uniting the city region during the COVID-19 outbreak. All income from the stream goes directly to a relief fund. This can be accessed via unitedwestream.co.uk

How can business owners get in contact with you?

I'm very happy to hear from night-time businesses about the challenges they are experiencing and can be contacted on email:

Nightadviser@greatermanchester-ca.gov.uk

Are there any night-time businesses that are doing great things which could inspire others to possibly think of ways their business could promote themselves?

Incredible things are happening throughout Greater Manchester and I've seen many businesses doing great things to diversify, but a few in Altrincham that I have seen include Evuna with their new Online Wine Shop, Batch Bottle Store with deliveries, The Cheshire Tap with their 'Tap to Go' service and Riddles who have been doing online Gin Tasting. Businesses who have done well at keeping themselves at the forefront of the community's minds with pub quizzes and competitions include the Old Market Tavern, The Orange Tree and Bricklayers Arms. I also love the 'make at home' recipes or 'make at home kits' which are being shared by restaurants like Sugo, Tre Ciccio and Tender Cow (at Altrincham Market). There really are too many to mention! Do give a shout-out to your business in the comments on this post because I know so many of you are doing great things.



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