

# Business

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In association with

BOLTON BUSINESS SCHOOL

**MESSAGE** Front from left, Gaynor Ramsden, Mayor of Bolton Cllr Colin Shaw, Mayoress Dee Shaw and David Ramsden, with members of ThebestofBolton marketing group



**ACCOUNTANCY**

## Managing wealth

A BOLTON accountancy expert has expanded his business with a new wealth management arm.

Paul Lindfield has launched Sedulo Wealth Management, as part of Sedulo, which he founded five years ago.

Sedulo, based in Manchester's Deansgate Locks, now has 20 employees and has expanded its annual turnover in excess of 20 per cent year-on-year, he said. Its focus has so far been on the corporate side of financial advice but the launch of wealth management services will bring a more holistic approach to its client base.

Mr Lindfield previously worked for RSM Tenon, which has an office in Bolton town centre, as an executive consultant to advise personal and business clients.

His new development comes as the Financial Conduct Authority (formerly the FSA) has imposed fundamental changes to how financial advice is delivered, leading to a large contraction in the market offering independent advice.

**IMPROVEMENT**

## Insolvencies

THERE were 196 insolvencies in the North West in April, new figures have disclosed. According to global information services company Experian, the region has shown the biggest improvement in England with insolvencies down from 0.12 per cent of its business population failing to 0.9 per cent month-on-month.

## TravelMoney

Australia	1.61	N.Zealand	1.91
Canada	1.55	Pakistan	120.79
Denmark	8.49	Singapore	1.88
Egypt	9.97	S.Africa	15.18
Eurozone	1.15	Sweden	9.90
Hong Kong	11.68	Switzerland	1.41
Israel	5.32	Thailand	45.99
Japan	145.65	Turkey	2.85
Kenya	123.49	USA	1.53
Mexico	18.98		

**CAMPAIGN**

## Tea time for local traders

THE Mayor and Mayoress of Bolton had afternoon tea with members of a town marketing group to highlight the importance of local trade.

Bolton's First Citizens, Cllr Colin Shaw and Dee Shaw, met businesses from ThebestofBolton group, which is run by David and Gaynor Ramsden.

The event was held to highlight

the Buy Local Week campaign being promoted by the group.

As well as spending their cash with local businesses, members were encouraged to display Buy Local stickers, bags and other publicity material.

The group also ran a daily prize draw linked to the week's campaign. Mr Ramsden said: "We have some

great businesses in the area but shouldn't take them for granted.

"They need to be supported and this campaign is designed to remind everyone about their importance to the local economy."

ThebestofBolton is also a sponsor in this year's Bolton and Bury Business Awards, organised by The Bolton News and Bury Times.

**WEBSITE**

# Absolutely fabulous designs uncovered

Media firm helping lingerie business to make it big in Japan



**TOP DESIGNS** Latest work by Absolute Media

THE firm behind Amir Khan's website has unveiled its latest work — with a lingerie business aiming to make it big in Japan.

Horwich-based design agency Absolute Media has been working with luxury retailer Dolci Follie on redesigning its website.

London-based Dolci Follie was named independent retailer of the year at last year's UK Lingerie Awards and wanted its online material to reflect the accolade.

The firm approached Horwich design agency Absolute Media after seeing their recent award-winning project for Bolton boxer

in detail at customer-buying procedures, improving the website's navigation and increasing the values of sales for the lingerie firm.

The firm employed a "clean, minimalist design", supported by photography of the products on offer.

A "look book" feature also allows customers to explore different styles.

Chris Hodgen, Absolute's managing director, said: "Digital retail is a big part of our business.

"It's an area we are really starting to see some stunning results for our customers, through our work, and for our reputation.

"This was a great project to work on because we had a fairly free reign. We look forward to working with the Dolci team over the

coming months as they expand."

This project is the latest addition to Absolute's portfolio, which has been growing rapidly this year with work across a spread of clients and sectors.

Customers include Bolton Council, IT firm Intel, Bells Whisky, Royal Birkdale golf course, Bolton golfer Kelly Tidy, Giggleswick School in the Yorkshire Dales, Hilton Hotels and London Business School.

Dolci Follie's managing director Simona Walters said: "The website has been in development by Absolute for a few months and we are so excited to finally show it off.

"It will become the hub for our future expansion plans which includes targeting the Japanese market."

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