



This is Rochdale

Being an ambassador...



Stephen Warburton
Managing Director
Zen Wholesale

"I speak to a great number of companies across the UK and I always highlight that Rochdale is a great location for businesses to serve customers and to attract the best talent".

"We always incorporate #thisisRochdale into our foundation's communications".

Niel Wood
Sports Management
Consultant



"I attend a lot of networking events and promote the spirit of co-operation in Rochdale. It is alive and well between the public, private and the education sectors".

Jill Nagy
Chief Executive
Rochdale Training



"I am passionate about Rochdale and have presented numerous times to businesses about the borough".

David Bottomley
Director
Rochdale AFC





This is Rochdale Q & A

What is This is Rochdale?

'This is Rochdale' is a private sector initiative which brings together business leaders from across the borough to promote Rochdale as a destination for business. Supported by both the Council and Rochdale Development Agency, our mission is to share our knowledge of the benefits of investing and doing business in Rochdale - to encourage other businesses to invest in the borough.

Who else is involved?

Companies; big and small from across all sectors: educational establishments; (colleges and training providers) and senior public sector representatives.

Can I specify how I contribute?

Yes, of course. People have different skills and preferences, so we'll agree activity that you're comfortable with. For example, some people don't like presenting to a large audience, but are quite happy talking at a small roundtable event, networking events or are just happy to share updates on social media and their own websites.

Where can I use the This is Rochdale logo?

It can be used on letterhead, emails, social media and on your website. The logo is available in various formats.

How will my company benefit from this?

We promote our activities as widely as possible, including nationally. You will be included in the Rochdale Ambassadors' business directory, have access to marketing materials and we may invite you to regional/national meetings, dinners, functions and events.

What will my relationship be with This is Rochdale?

This is an informal role. You are simply sharing your story with other businesses and potential investors into Rochdale.

Why would I be invited to be an Ambassador?

As a leader in a successful organisation, you would be invited to our events and asked to become an ambassador because you share our passion for Rochdale as a place to live and/or do business.

What am I committing to?

This is an informal agreement to help spread the word about Rochdale. We'll name your company in the Rochdale Ambassador directory but we won't do anything else without agreeing it with you.

So what is expected of me?

There is no fixed role as such; typically, we would like you to attend the Ambassador events which take place on a quarterly basis. These allow you to receive updates on what is happening in Rochdale and network with like-minded people.

We may approach you for a case study to look at the benefits of having your business located in Rochdale, ask you to speak at an event promoting Rochdale as a business destination and use #ThisIsRochdale in social media alongside any positive news stories you may have. Other examples may include asking your company to be involved in PR initiatives, hosting a VIP for a press visit or attending other networking events to promote Rochdale.

For further information please contact:

Alison Salas

E a.salas@investinrochdale.co.uk

T 01706 927936 M 07973 687116