

# BusinessObserver

Famous sweets to be promoted at airport welcoming 30 million visitors

## Uncle Joe takes flight

By **ANDREW NOWELL**  
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**Wigan's iconic sweet is featuring in a new campaign by Manchester Airport which seeks to celebrate and raise awareness of the north.**

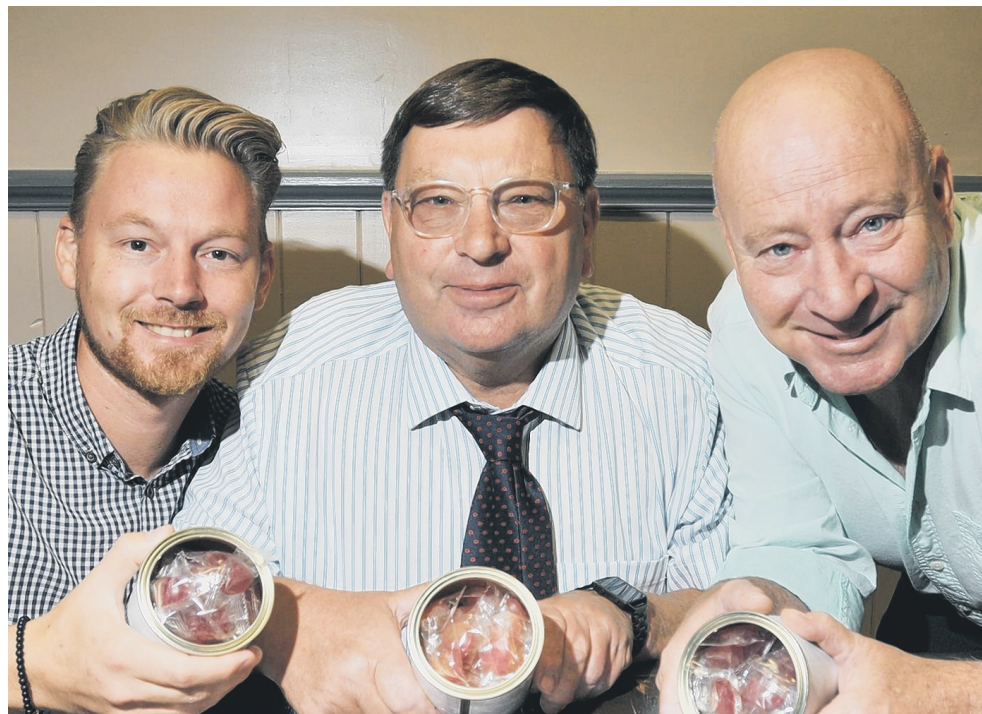
Uncle Joe's Mint Balls, which are produced at the Toffee Works on Dornin Street, is one of a host of regional institutions and companies being showcased in More Than An Airport.

The idea is to show off some of the things that make the north of England the place it is and highlight how the region benefits from connectivity to flights.

Uncle Joe's will join businesses, individuals, tourist sites, charities and other organisations in a series of images displayed across the airport to be looked at potentially by up to 30 million people which use the UK's third-largest gateway site.

The campaign will also go out and about across the north and be released online and through social media.

"We know Manchester Airport performs a vital role in driving international exports for businesses of all sizes across the region, as well as attracting visitors, students and investors to this great part of the world," said Andrew



Gareth, John and Antony Winnard showcase their famous sweets

Cowan, CEO of Manchester Airport.

"What the creation of this campaign has done is enable us to fully understand the many ways in which the international connectivity we provide truly makes the North a great place to visit and do business with.

"We are also proud to be able to showcase the many community groups and organisations we support each year and promote businesses who are doing great things

around the world through the eye-catching imagery."

Uncle Joe's Mint Balls, which have been made by Wm Santus and Co. for more than a century, have been selected for More Than An Airport due to the firm's work as an exporter sending its well-known product to shores far and wide.

The campaign aims to show the role the region plays in creating jobs, inspiring young people, enabling trade links and attracting visitors

and investors to the entire north of England.

More than 50 individuals and organisations are in the campaign, with others making the final cut including universities, Metrolink, schools across Greater Manchester, breweries, tourist attractions in Cumbria and Wales and events such as Leeds Pride.

The campaign also highlights airport staff's volunteering efforts and the connections forged for exports and tourism.

Project

## Law student is a hit on prison radio

By **RACHEL HOWARTH**  
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A Wigan student has been collaborating with convicted criminals to record a series of radio programmes for broadcast on prison radio.

Sophie Harrison is a packer for a pharmaceutical supplier but ultimately has dreams of becoming a criminal lawyer.

During her studies at the Open University, the 26-year-old became involved in the Legal Eagles project by the institution's Open Justice Centre.

She is one of six law students on the W360 Justice in Action module who have been granted regular access to HMP Altcourse, a Category B men's private prison in Merseyside.

They have met with prisoners to explore the legal issues affecting them.

Together the final year students and inmates identified topics for the law students to research – ranging from human rights and release on licence to family, employment and housing

law. They later returned to HMP Altcourse to record the radio shows with the prisoners, tackling the selected legal topics.

The programme – called Castaway – is being broadcast to prisoners on Radio Altcourse.

Sophie, who hopes to graduate this year, said: "I wanted to get some experience of how things work in a prison and what people are like.

"There are so many stories that prison is completely different from how the prison service is, so it was refreshing to be able to see this at first hand and what the prison officers are doing to help prisoners.

"Going into HMP Altcourse was a brilliant experience. It showed me how things work, but it also gave us as students the chance answer legal questions that prisoners might normally struggle to find the answers to."

This is the second time the project has been implemented with NOVUS – an organisation which strives to educate offenders – at HMP Altcourse. It is now expected to roll out to other prisons.

## Financial matters

# Safeguarding your company against fraud

Written by

**John Fairhurst**



**W**hile the value of reported fraud in the UK more than halved in 2018 compared with 2017, the number of reported cases has barely changed.

The reported figure for fraud in 2018 is nearly £750m, but the true figure could be

much higher – over £37bn by some estimates. Many businesses prefer to deal with fraud internally to avoid reputational damage, with possibly only one in 50 cases being reported.

The most common type of fraud is 'third party fraud' – where an individual's or company's identity is used

without their knowledge in order to commit the fraud. The scammers tend to spend a lot of time researching their intended mark, finding out specific names of staff to target, supply chain details, company events and what technology the company is using. Research indicates that straightforward greed is the main motive, followed by gambling, depression, addiction or other health problems.

Third party fraud may come from suppliers, customers or potential customers, employees, or people pretending to be any of these.

Online fraudsters can tap the wealth of information

available on social media to create fake emails and business profiles that appear genuine. 'Phishing' emails that pretend to be from some reputable organisation, like a bank or HMRC, can lead to the loss of confidential data and passwords to criminals.

In fact, fake emails from HMRC are the most common and successful of all phishing scams in the UK.

This is more than likely due to the trust people have in HMRC and also the fear of the 'taxman'. The scams are usually focused around specific dates in the financial calendar, such as tax return and self-assessment deadlines.

Also, companies such as PayPal and Airbnb, known for their large customer bases, can be regularly imitated by phishing campaigns.

Protection methods for your business:

Ensure everyone in the business uses strong passwords and updates them often;

Only authorised people should be able to place orders and make payments;

Make sure that more than one person is involved in making payments above a set amount;

Consider installing electronic monitoring systems to detect unusual financial activ-

ity or movements of data.

You should keep your business assets register up-to-date and make regular physical checks of assets, ensuring valuable assets are held securely. Test financial statements for unexpected changes in margins, turnover and costs, and only give trusted and senior employees access to critical information within a business.

Suspicious incidents can be reported to Action Fraud, either via their website or by phoning 0300 123 2040. They can offer advice and your report will be passed on to the National Fraud Intelligence Bureau for further investigation.