

Steer

Issue 27

Mar/Apr 2020

STEER YOUR BUSINESS | THE MAGAZINE

MARKETING YOUR BUSINESS

Clive Reddihough

WHY SOCIAL MEDIA ISN'T THE BE ALL

Lydia Mckeown

REINVENTION: NOW MORE RELEVANT THAN EVER

Lawrence Morison

Marketing, now is the time...



Editor's Review

Welcome to the latest issue of Steer Your Business. We are in uncharted water and a very challenging situation for business but I'm confident that we will get through this if we all stick together, collaborate and support each other as best we can.

Looking on the positive side, this is a fantastic opportunity to catch up on your reading, take some online courses and of course keep up the contact with your clients and people in your network so that you are ready to go once we are back to "business as usual".

The new business directory in this issue is the perfect place to start. Have a look and see who you could do business with, if not right now, then in the future when things are more certain. While you have the time, why not make contact and see how you can support each other.

What about your social media? Are you keeping up your visibility, sharing posts and having conversations with other business owners?

I am constantly talking to business owners to promote Steer Your Business, its contributors and advertisers as well as building the network of people who know about the magazine and want to be involved in some way.

Now is the time for planning, thinking about projects you didn't have time for before COVID-19 and putting in place a marketing strategy so that your clients and potential clients know that you're still open for business.

For many businesses, it has been a steep learning curve, but they have risen to the challenge and changed their business model so that they are online and still available to offer their products and services. Could you do the same? What would you need in order to do that? Who do you need to speak to? Where will you find the answers you need in order to move forward?

We're always looking for contributors who want to showcase their expertise and share their knowledge with the business community. Please get in touch if that's of interest.

Stay safe, keep networking and enjoy the latest issue of Steer Your Business. We have some great plans for the future and will still be here when the current crisis is over.

Sally



Sally
Marshall

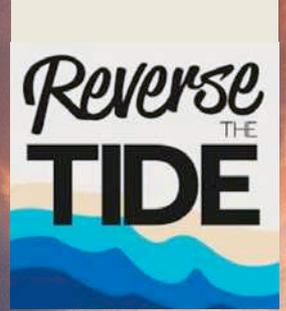
Contents

- 04** NEWS FROM THE BEACH
Sally Marshall
- 05** REINVENTION: NOW MORE RELEVANT THAN EVER
Lawrence Morison
- 06** MARKETING YOUR BUSINESS RIGHT
Clive Reddihough
- 07** WHY SOCIAL MEDIA ISN'T THE BE ALL
Lydia Mckeown
- 08** POWER OF NETWORKING
Brad Burton
- 10** CYBER SECURITY
Chris Windley
- 12** CHOOSE THE BEST ACCOUNTING PACKAGE
Claire Hughes
- 13** PLEASE DONT SAY THE "B" WORD
Judith Andrews
- 14** WORKING PARENTS
Jacqueline Shakespeare
- 15** KENT WILDLIFE TRUST
Edward Charles
- 16** HOW DO YOU DEAL WITH EMAIL OVERLOAD
Tim Munday
- 17** RECYCLING
Simon Pollard
- 18** BUSINESS DIRECTORY

Editor: Sally Marshall
Design & Layout: GraphicKat Uk Ltd - 07399 712 721 | Print: Geerings Print - 01233 658 602

Steer Your Business, C/O CH Accountancy, 35 Sandyhurst Lane, Ashford, Kent TN25 4NS
Email: connect@steeryourbusiness.com | 07771 714221
Advertising: media@steeryourbusiness.com
www.steeryourbusiness.com

Subscription:
If you would like to receive a copy of our magazine to your door each month, we would be honoured to despatch one. The cost including delivery is just £3.99 per month. Please log on to <https://steeryourbusiness.com/magazine/> to sign up.



News From the Beach!

Visibility is crucial to businesses but many business owners don't update their profile on the various social media platforms or even have a profile on somewhere like LinkedIn.

Whenever I go to a networking meeting or meet new people, I always look them up, connect with them and have a look at their business to see how I could help them by referring my clients to them. Recently I've struggled to find people either on Google or on Facebook or LinkedIn.

Linking all your social media with your website and your blogs will increase your visibility and make it very easy for prospective clients to find you. Having the same photo across all platforms makes it easy to identify you and connect.

Someone asked a question recently about Facebook. Personally, I don't use it for personal posts so it isn't an issue but if you do post personal, family photos which you don't want everyone to see, then use the filters so that only selected people see certain posts. If you hide your profile, then your business contacts won't be able to find you, won't see your "business" posts and you may be missing out on your ideal clients.

LinkedIn is more for business networking so if you want other businesses to find you, make sure that your profile is up-to-date, has a professional photo and looks as if you want to connect. A comment was made recently about profiles and that some people give the impression that they don't want to connect with anyone! Surely that defeats the object of being in business?

Whatever size the company, big or small, everyone is looking for more leads, more customers and more money in the bank so why wouldn't you want people to connect with you and start a conversation? You just never know where they conversation might lead and who they can connect you to in their network. The best way to build your own network is to talk to other people, work together, collaborate, share and promote each other. No-one can achieve that on their own, living in isolation and not communicating with the outside world. A lady in my Facebook group said that she closed her website because no-one visited it. A website on its own doesn't solve all your problems. You have to work at it, direct people to take action, visit your website and engage with you. If you don't have a website at all then Google won't find you either so it becomes a vicious circle. Your website is your shop window but if you don't invite anyone to visit it, then the shop will close - as has been happening on the high street in recent months. People need a reason to find you, engage with you and buy from you. If they don't know you are there, they are unlikely to do that.



Sally Marshall

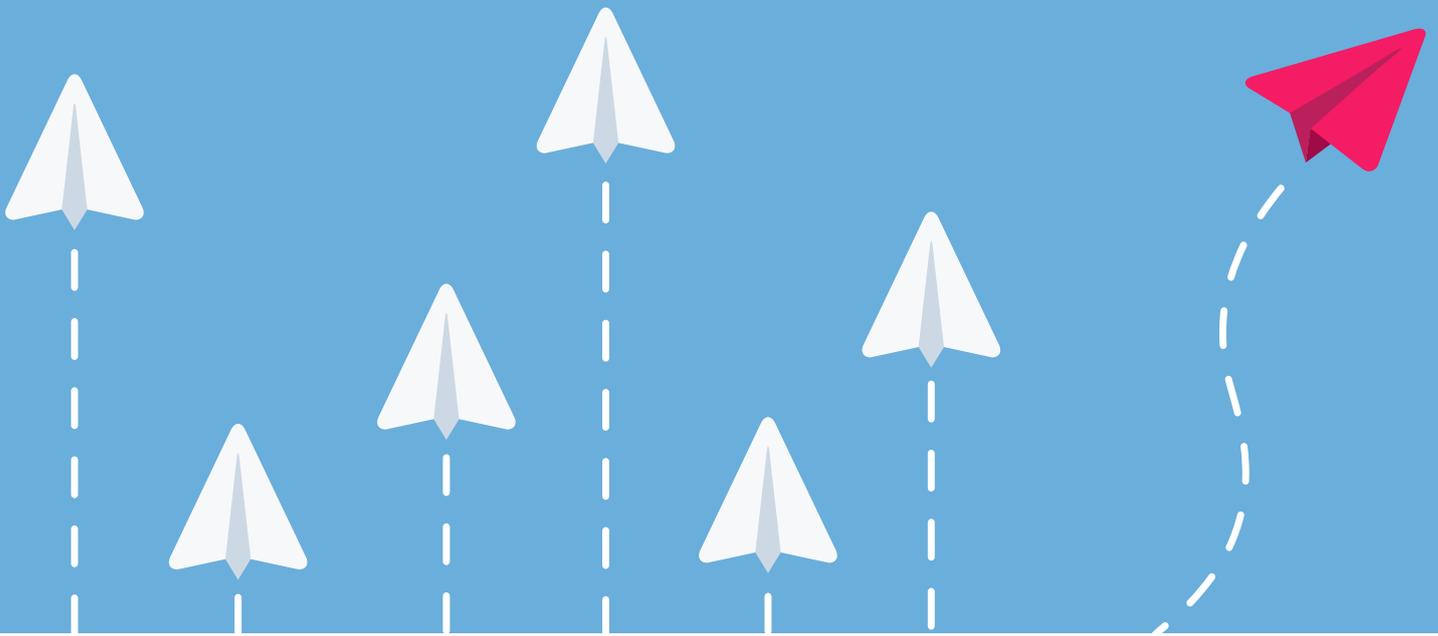


Sally Marshall

sally@sallymarshallgroup.co.uk

0330 107 8337

www.sallymarshallgroup.co.uk



REINVENTION: now more relevant than ever!

There are many challenges facing companies today whether large corporations or small owner managed business's the concept of reinvention has never been more important.

It is a genuine problem area; so many feeling disengaged in their work as they feel powerless, feel controlled and worse, feel under financial strain. One only has to look at the increased levels in anxiety, stress which is often caused by a struggle to find a balanced life between their struggles at work impacting on their lives at home. It is natural when 40% feel under financial strain.

At the same time the figure of only 12.5% of employees being positively engaged in their work means inevitably that many are simply going to work to gain their pay check and with less interest in any strong performance. This too naturally will lead to poor behaviours which will impact on others.

So what is the answer? It must lie in finding individual purpose. It is what everyone owes to themselves anyway - to have real purpose in life, to live life with energy and with aims. However, recent research has indicated that 42% do not feel they have any real purpose in their lives, 24% feel that work saps their energy and 28% feel they are not good enough to aspire for more.

Not good enough? That is so sad. In fact all the above figures are sad. It is one of the big changes that we have seen and I suspect these figures are the highest they have been and still rising. I suspect many felt more purpose even back in the dark days of the late 40s, and the late 1970s. Many look back at the days when they had to struggle most, had to fight for their careers and businesses.

We all need purpose. We actually need to have something to strive and fight for. The good news is that many businesses are responding by helping good talent find causes and empowering them to do things outside

of their work to help find purpose - so that balance can be found.

Each person owes to themselves to find a purpose for where they can make a difference but some need help to find the road. This is where reinvention can be of help but more, we all will have to now continuously learn, change and adapt as we go through our careers. Everyone will find times when they will no longer be able to continue without change. It is a modern reality.

With all the arguments over productivity and how to improve it, maybe a greater focus on working with individuals to help them find that piece of purpose could alone just allow for productivity to improve by a few percentage points - which alone makes a major difference and provides a ROI.

The good news is we have tremendous talent within our organisation and we have a duty to release it for the benefit of our employees and our business.

The same old way will not work. The workplace is critical in supporting culture change, design, environment, working patterns, collaboration areas and re-fuelling areas where people relax are vital.

The equation must be simple
- Individual purpose = higher
productivity = greater profit,
greater engagement and
retention.



Lawrence
Morison



Lawrence Morison

Business Coffee Solutions
07812348181

lawrence@businesscoffeesolutions

Marketing Your Business

How to make the right start

By Clive Reddihough, vice chair of the Chartered Institute of Marketing South East regional board and MD of marketing agency, FMS

There are so many marketing opportunities it can be difficult for businesses to know where to start when it comes to marketing. It can be tempting to reach out and grab opportunities that ‘shout loudest’ and set off on down a particular path before you really know where you’re going.

If this sounds familiar, it’s a good idea to stop, or at least pause your marketing activity and take stock. Following a couple of simple rules and checks before initiating any marketing activity can really pay dividends:

1. Focus on what you do as a business

For any marketing activity to be really successful it must focus on what you offer as a business. Not what you sell, not what you manufacture or on the services you provide, but on how you add value to customers lives.

There are two simple questions that you can ask to help determine what you do as a business:

- How does what you / what you’re doing make customers lives easier or better?
- What’s unique about what you do?

2. Ensure that any marketing activity supports your business objectives

If you don’t already have clear, simple goals for your business - both short and long term - determining how you add value to customers lives and what’s unique about what you do (or the way that you do it) will help set you on the right course. It is really worthwhile keeping these aims and objectives simple, as it will bring clarity and focus to what you are trying to achieve and help keep any marketing activity ‘on track’.

3. Prioritise your marketing activity

Once your target market has been defined you can start separating it into segments of people or businesses that

share common characteristics, so that you can prioritise the most attractive segments first (i.e. those that will have the most impact in delivering the company goals).

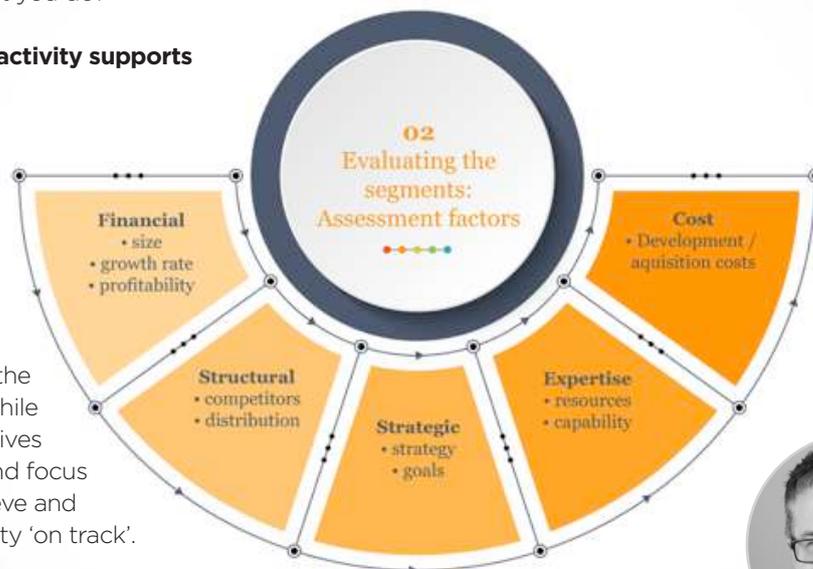
What you’re trying to establish here is a ‘rounded’ appraisal of each of your target segments evaluating them against a range of criteria – see diagram.

There’s no ‘perfect’ way of carrying out this evaluation, and for some of the criteria instinct may play as much a part as statistics, but you will now at least have a good idea of the relative ‘worth’ of each of your key segments. But beware, your most ‘valuable’ segments may not be the most attractive, if, for example, they are difficult or expensive to reach.

Final thoughts

For your marketing to be successful:

- Focus on what you really do as a business and understand how you add value to customers’ lives.
- Ensure that any marketing activity supports your business objectives and prioritise it.



Clive Reddihough



CIM has a host of free content, podcasts, reports on its website and cost-effective training, which can help you take the next step: www.cim.co.uk

Why Social media isn't the be all and end all



Why would a millennial, 30 something

marketing consultant who manages multiple social media accounts for businesses throughout Kent and has trained hundreds of people on social media suggest that social isn't the be-all and end-all for your business?

Why?! Because although social media is a very powerful marketing method, it's like every other marketing method you use and should form part of a bigger picture for your business. Additionally, if you haven't got the rest of your marketing in order, then don't expect social media to deliver its best for you and your business.

An Evolving Puzzle

Think of it as a puzzle. Email marketing, website, Search Engine Optimisation (SEO), advertising including Pay Per Click (PPC) etc, content marketing including blogs, print advertising, direct mail and so on... each of these pieces of the puzzle fit together to form your plan and each should and will help to get you improved results. The difference with a marketing plan is it should always have room to evolve. In today's marketing world it doesn't make sense to have a finished puzzle. We need room to evolve, to be dynamic and social media is a fantastic way for a business to do it - like a puzzle with no edges.

What I suggest, is that a business should use the 80/20 rule for planning their social media content; 80% of the content you post should be planned and aligned with your other marketing, whilst 20% of your content should be relevant to what's happening in the news and trending on social media. Don't forget to always keep in mind your target audience when planning your content.

The Bigger Picture

OK - so how can you make sure social media is part of your bigger picture?

Think about your customer journey - the various touchpoints in that journey from a prospective customer to a converted customer and then potentially that customer referring you on or buying from you again. Typically there are 5-7 touchpoints in the average journey. Ideally what we're aiming for is to make each of these points stronger to improve results.

If we take that last point as the Facebook advert - if it has been set up to drive traffic to your website... Where do I land? How is it delivering on progressing a client through to the next step...? Can we capture data through sign up or download?

Identify...Understand...Analyse...Review

My advice is thus:

1. Identify your business's touchpoints.

2. Understand how this journey varies.
3. Analyse how successful each point is.
4. How many clients convert and what was the final point.
5. Review the touchpoints and improve the content and call to actions.

Where to start with a plan? First, think of your goals.... AND If you'd like to discuss any of the above get in touch with Lydia for a free 1:1 marketing consultation session or check out / *Do Marketing's* upcoming events including #lovemarketing a marketing training workshop to help you write your own marketing plan.



Lydia Mckeown

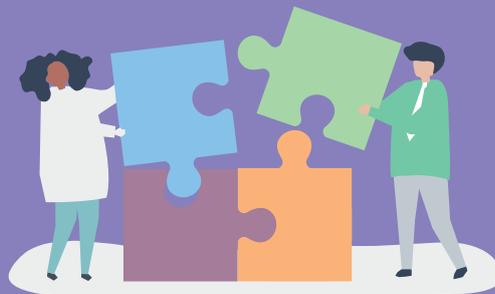


Lydia Mckeown / *Do Marketing* 01227 200585

www.idomarketing.co.uk

hello@idomarketing.co.uk

Photo credit: Jason Dodd Photography



Helping you put the puzzle pieces together

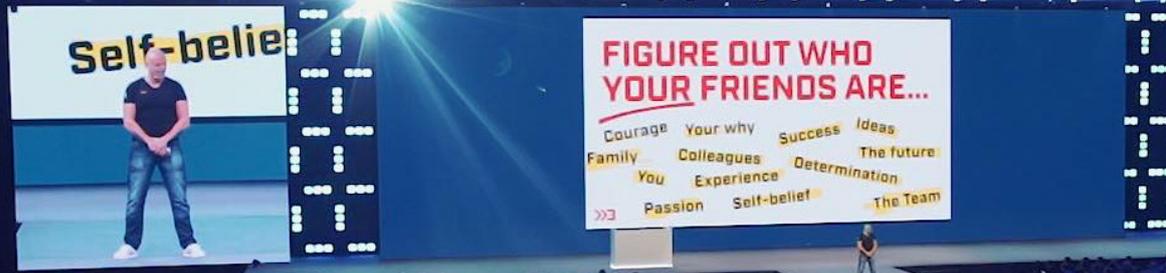
Impactful marketing solutions to help businesses thrive.

- Tailored Marketing Plans & Strategy
- Social Media Management & Training
- Graphic Design & Branding
- Web Design, SEO & PPC



Get in touch call 01227 200585 or email hello@idomarketing.co.uk

[Instagram](https://www.instagram.com/idomarketing.co.uk) [Facebook](https://www.facebook.com/idomarketing.co.uk) [LinkedIn](https://www.linkedin.com/company/idomarketing.co.uk) [Twitter](https://www.twitter.com/idomarketing.co.uk) [idomarketing.co.uk](https://www.idomarketing.co.uk)



Brad Burton

The Power of Networking

February 16th, I launched my first ever business networking meeting. I was nervous, shaking like a leaf, and opened with the words “Welcome to the future of business networking” Of the 10 tables in the room, one of them started sniggering...

That was just over 14 years ago and since that first meeting we’ve now run over 50,000 business networking events in that time. 4Networking, a truly joined up national business network, the only one in the world. I’ll give you a harsh statistic. 94% of businesses fail in the first decade.

So, what separates the majority with the 6%? I’ll come back to that before this article is finished. Back on to business networking. Over the years I’ve seen people get it right and people get it very, very wrong. Let me share some of my networking observations, which may help you get more from your networking. Fast!

“4Networking isn’t for me, I’m looking for high net worth individuals.”

“And do you think high net worth individuals are looking for you?” High net worth individuals don’t walk around with sandwich boards saying they are a high net worth individual. Generally, to establish that, it takes time and if you don’t have time then your networking is unlikely to work. But here’s the thing, it’s not just the person you are talking to, it’s all the people they know!

Never overestimate anybody, based on the car they drive, shoes they wear or handbag they carry.

Never underestimate anyone or prejudge. Over the years there have been countless times where people have made incorrect assumptions as to who or what I am in business, they didn’t want to speak to the guy they thought I was.

I had a guy look me up and down and ask me what I did. I said I’m a builder. He asked snootily what I build? I said big fuck off national businesses!

Do yourself a favour in networking, in fact, business and life, never underestimate anyone, never over estimate anyone, treat people the same, with respect.

You build relationships over time. A great example of this is the day I met my wife in a nightclub, I never said do you want to come back to my place for sex, then in the morning we’ll get married and in 9 months you’ll have a baby, then over the next 10 years you’ll grow to hate me.

Networking is not the place to take that approach either. We leak the truth. Desperation sells nothing, the best time to plant a tree is 20 years ago. The next best time today. “4Networking doesn’t work.”

“Which bit, of you talking to people about your business, isn’t working?” The point is this. Networking, however you undertake it, is a platform not a guarantee. I recently bought a ‘hole digger’ from B&Q. Two weeks in and it’s not dug a single hole. What a waste of money.

It’s called a spade. It’s a tool





which will rapidly speed up the process, if used correctly. This got me thinking; why it is that two people using the same network in the exact same profession can have completely different experiences from networking?

I pondered and pondered, trying to come up with the answer and no, no luck. Driving along one day, then wallop, I'd sussed it. I know why Mr Z failed to win any business where Mr X succeeded. Because no one liked Mr Z. Mr Z would come to our meetings with a face like a slapped arse, miserable, dour and negative. Likeability' is always going to attract people to do business with you and the reverse is also true. There are some networking organisations whose foundations are built on only having one profession within each group. Wonderfully romantic and idyllic networking Utopia that. But a Utopian idea that, in my view, creates a whole load more problems than it solves. I'll get off my soap box/cross now. Anyway, we took the view with 4Networking to adopt the opposite stance. Have as many people from the same industry as the room can fit. And you know what? It works. You'll often find an 'IT Corner' where all the cyber geeks hang out and communicate in their own special language.



And before I have a revolt, let me ask you a question. Would you go to a trade show if your competitors were in attendance? Would you go to a networking event if your competitors were in attendance? Some would say no way! What's the difference? What's wrong with a meritocracy?

That's what the real world of business is about, working with and alongside competition. Your ability to adapt and set yourself apart from the crowd. I'm sorry to have to break this to you... But the real world is full of competitors and the sooner you recognise that, the better you will be able to deal with them. Then one day I broke it right down. Mr Z had never had a chance. He may have had the best product ever but if he never engaged with anyone, they'd never get to know. I'd like you to think about your best friend, your wife/husband/ lover/partner and your best clients. Generally speaking, the process we go through to form an opinion of them is this:

See, so many people looking for quick wins, wanting to come away with wheelbarrows full of work. Networking doesn't work like that. I genuinely can give you 4N stories of people getting a £20,000 day one, or someone winning a £10m vehicle contract with Warburtons. It's not the real world. Networking takes time, it takes trust. Without those 2 things, its unlikely to work.

I treat everyone the same. Really, nothing changes with me, perhaps I'm somewhat autistic in my approach, but everyone deserves a bench line level of respect.

A wise and great friend of mine, Roy Hurley, shared something with me once. Roy said, "Treat people like bank accounts; always ensure you are in the black. Every time you ask someone to do something, this counts as a withdrawal and it will need filling again." Yet so many employers/people continue to draw heavily into the red. So you have to somehow manage people, from the point of meeting you all the way through to trusting you. It's really not that difficult, unless of course you are a toe-rag.

Finally Accept that not everyone will like you. We're all individuals and all have different personalities.

So why do I believe we've succeeded where so many others have failed? How have we made the 6%, here's why, I've always had a positive mindset. Clear Direction. High confidence and an unwavering, at times misguided self-belief! If you really can't tick all those boxes, don't blame me if your networking isn't working.

Because if you don't 100% believe in you and your business, don't get upset if others don't 100% believe in it either.



Brad Burton



Brad Burton, is the UK's #1 Motivational Business Speaker, 4x Author and Founder of 4Networking.
www.4Networking.biz
www.BradBurton.biz

Cyber Security

When presenting at the Association of Convenience Stores Conference in Manchester late last year alongside GCHQ/NCSC it became clear to me that not many people knew about GCHQ (Government Communications HQ), NCSC (National Cyber Security Centre) or the Cyber Essentials and Cyber Essentials Plus Cyber Security standards.

Some good news ... they are always thinking ahead as to how to help UK Businesses fight off Cyber attacks. They are thinking years ahead too. There are other things happening like the roll out of 10 Business Resilience Centres across the UK - staffed by Police and Cyber Security graduates.

We all agree that we need to get the UK's 5.8 Million SMB's Cyber Secure and Fast - They have suffered from Brexit - now at least decided - losing money to crooks as well is too much to take.

Recently it was announced that IASME (Information Assurance for SME's) was appointed as the sole Cyber Essentials Partner as of April 2020. Cyber Essentials aims to help organisations implement basic levels of protection against cyber-attack, demonstrating to their customers that they take cyber security seriously.

The Government wants the UK's SMB's to be cyber secure and fast. Of 5.8 Million SMB's around 30,000 had become certified either at the Cyber Essentials (self-certification) level or the Cyber Essentials Plus (Independently assessed) level.

Being cyber secure is actually the priority, being certified is of secondary importance. In my view, the objective of the restructure is to get many more SMB's cybersecure as soon as possible and faster than would have been possible under the current structure.

2 years ago we were asked (by GCHQ/NCSC) to develop it's solution so that we could provide "Continuous Monitoring against the Cyber Essentials standard". Cyber Essentials is an annual re-certification and the day after certification something could be changed that would open up a vulnerability.

We provide 24-7, 365 monitoring that will stop 95% of the cyber attacks that SME's suffer.

rity



We were also asked to provide this solution so that it was simple to use and low cost – say the price of a mobile phone contract.

We also needed to work in conjunction with the typical current cybersecurity employed i.e. Anti Virus and perhaps firewalls (although these are rarely set up correctly in the SMB).

Within 7 days of our solution being deployed into an SME they will be monitored and assessed to the Cyber Essentials standard and a list of actions needed to get to a point where 95 % of cyber attacks will be foiled identified.

We work mainly with trusted advisers to the SMB i.e. Managed Service Providers, Internet Service Providers and Cyber Security Consultants.

Typically they are the ones deploying our solution, monitoring it and rectifying any issues highlighted.

Following the Cyber Essentials restructure what is really important is that all parties work together in a positive frame of mind to achieve “ Mission Possible Cyber “. Included in the people that need to work together are our Partner MSP’s. Cyber Security Consultants, Cyber Insurance Underwriters and Brokers, the Cyber Protection Officers from the local ROCU/ RCCU and also heads of Supply Chains.



Chris Windley



Chris Windley, Global Sales and Marketing Director, Google and LinkedIn Top Digital Sales Expert.

Enterprise Level Security, Simple to Use, Price of a Mobile Phone Contract.

“ An affordable DarkTrace “ - LuJam Cyber Partner

#MissionPossibleCyber

<https://www.linkedin.com/in/chriswindley/>

**LuJam Cyber | www.lujam.com
+44 (0)117 373 6186 | +44 (0)7881 500002**

branding
logos
advertising
publications
posters
magazines
brochures
vouchers
giftcards
greeting cards

COME CHAT TO THE KAT
kathy@graphickat.co.uk

www.graphickat.co.uk
Facebook: [egraphickatukltd](https://www.facebook.com/egraphickatukltd)
Instagram: [graphickatuk](https://www.instagram.com/graphickatuk)



are committed to reducing their carbon footprint by printing on Carbon Woodland Paper.

Talk to  [geerings print](http://www.geeringsprint.co.uk) about reducing your own carbon footprint by opting for the natural woodland solution.

Martin Almond
T: 01233 658602
E: martin.almond@geeringsprint.co.uk



FOREST CARBON

CARBON WOODLAND PAPER
Creating UK forests, compensating CO2

How to... Choose the best online accounting package



Nowadays there is a whole host of online accounts software packages and so gone are the days of buying bookkeeping software in a box and loading this to your computer. Many of these packages are available for very reasonable monthly fees and you are likely to see a greater return on investment into cloud based software as many processes can be automated, therefore saving your valuable time.

The beauty of these systems is that you can access your accounting records wherever you have internet access which can really help you save time and manage your business more effectively. Also, you no longer need to keep hoards of paper records as you can simply scan or take photos of receipts and keep them in the system.

But as there are so many online software packages how do you know which is the best one for you? Whether looking to upgrade or change from your current bookkeeping system, or if you are just starting your new business, here are some tips to narrow down the field and ultimately choose the right one for you and your business.

Identify what you need the system to do

- **VAT** – if you are VAT registered, or expect to be in the future, then you need to ensure that the package you choose will enable you to deal with this.
- **CIS** – do you work in the construction industry? If so, you need to ensure that the system that you choose can deal with the relevant reporting requirements to HMRC.
- **Multi-currency** – does your business deal with different currencies? Not all packages can handle this so ensure that you choose one that does.
- **Reporting** – what reports do you need to measure the performance of your business?
Popular reports include:
 - o Profit and loss with comparisons
 - o Balance sheet showing assets, liabilities and capital accounts
 - o Aged debtors and creditors
 - o Top customer and supplier reports
- **Bank** – can the software link to your bank account? Some packages require you to upload bank statements and others will link via your online banking with an automatic feed. An automatic feed is certainly better and as you can 'train' the system as to what regular transactions are for thus saving you precious time. Not only that but your system is then always up to date.
- **Stock** – if you trade in products and want to keep track of stock then ensure that the package you choose deals with this.

- **Payroll** – if you are going to process your own PAYE system then you need to ensure that the software has this facility. Sometimes this is included as standard and sometimes it is available as an add-on. You need to ensure that it will deal with the HMRC RTI (Real Time Information) submissions.

Other things to think about and look at

- Does the system have a good interface? This is totally a personal preference and something only you will be able to gauge so take a trial or demo before making your decision.
- How easy is the system to use? You will be using the system day in, day out and therefore you need to feel comfortable with this. Some systems are far more straightforward to use than others so by taking a trial or demo of a system you will be able to see how easy it is to use.
- Is there an app available so that you can deal with your accounting on the go? Some online accounting packages have an app associated with them so that you can snap pictures of your receipts or send invoices etc whilst on the go.
- Support – find out what level of support is available, other than your accountant. Many systems have online training videos that you can use if you have queries but in addition you will inevitably have queries outside of normal office hours and therefore check to see which providers have support available at these times.

What are the top online accounting software systems?

Bearing all of these things in mind, in my opinion, the top accounting software systems currently on the market are:

- Xero – designed by a business owner, not an accountant!
- QuickBooks Online – based on the old desktop version.
- Kashflow
- FreeAgent

What should I do now?

Go and test drive the systems that are out there. Once you have picked the right one for you it is advisable to get some assistance to ensure that the system is set up for correctly for your business – this will save you both time and money in the long run.

Finally, start using it – practice makes perfect, and I promise you, you will not break it!



Claire Hughes



Contact Claire at CH Accountancy Ltd
01233 328 545 | info@ch-accountancy.co.uk



Please... don't say the "B" word

Despite the current uncertainty about the UK leaving the EU, the GDPR, the EU Directive that has challenged businesses since its introduction in 2018, is here to stay. The UK is committed to maintaining the high standards set by those Regulations, and legislation was passed earlier this year bringing about the UK GDPR.

Whatever happens to the UK's relationship with Europe, the UK GDPR will ensure that the importance of data protection and secure processes around personal information must remain high on any organisation's agenda.

Even if your business already complies with the GDPR, you now need to make sure that you comply with the updated Regulations especially if your business has links with the EU. Two quick questions:

- Does your business receive any personal data from a business or organisation in Europe? If so, you need documentation to keep that data flowing.
- Does your business target customers in Europe? If so, it's likely you need to appoint a representative for data protection in Europe.

The following short summary has been taken from the ICO's own advice about preparing for changes in the relationship between the UK and the EU and personal data. If your organisation doesn't have any contact or customers in Europe

1. Make sure that you comply with the UK GDPR and DPA 2018 now.
2. Review your organisation's privacy information and documentation so that you can make any minor changes as soon as possible.

If your organisation sends or receives data to/from Europe In addition to points 1 and 2 above.

- Data transfers to the EEA will not be restricted and there are no additional steps if you are sending data from the UK to the EEA.
- If a business partner in the EEA is sending personal information to you, then they need to comply with EU data protection laws.
- You should also introduce one of the standard contractual clauses (SCC) found on the ICO website as this will be the best way to keep data flowing.

If your organisation is based in the UK but has a European presence or European customers

In addition to points 1 and 2 above.

- For your offices in the EEA, you will need to check who is the lead supervisory authority and make sure that you comply with the relevant standards for that country.
- If you are based in the UK but offer goods or services to customers in the EEA, in most cases you will need to appoint a suitable representative in the EEA to act as your local contact for both individuals and the supervisory authority.

Finally, if your organisation shares data outside the EEA, then for the time being the rules will stay the same.

I know from experience that just the mention of GDPR causes business owners to run for the hills, but don't be complacent about the personal information your business collects, uses and stores.

Making sure your organisation meets the data protection standards can reassure your customers, employees and business contacts that you take their personal information seriously, which can only enhance your business's reputation.



Judith
Andrews



Contact Judith Andrews on **0207 294 7599**
or **hello@businesstamer.co.uk**



Still not sure if the UK GDPR applies to your business?

Show your customers, contacts and employees that you take their personal information seriously.

Helping small business owners get more of
what they want from their business

- Protecting and Using Data
- Strategy and Governance
- Ways of Working

Contact the Business Tamer
hello@businesstamer.co.uk 0207 294 7599

Working Parents

Why does it feel like a constant struggle to reach calm and contentment as a working parent?

Humans are most comfortable living in a 'simple' world where either a specific action causes a predictable outcome, we run and we become fitter, or a 'complicated' one where we need to use our knowledge, instinct and experience to drive a specific outcome. We can comfortably operate in these environments. They make sense to our rational selves and we broadly understand them.

For much of the time, as working parents, we operate within one of these environments. We read to our children and their language skills develop; they fall over and we know how to comfort them.

However, our overall environment as working parents isn't one where there is a simple or even complicated relationship between our actions and our outcomes. It's a complex one where cause and effect can only be deduced in retrospect; using our knowledge and instinct alone is no longer enough.

Our children are constantly growing, maturing and developing different needs. What worked last week with them may not work this week. One of our parents may become ill and we need to spend more time with them; our partner may secure a new job and isn't at home as much. We can never truly create stability as a working parent; as soon as we feel like we're getting it right, something changes and alters everything again.

It's a natural human tendency to try and manage our environment as though it were a simple or complicated one - the environments we understand and feel more comfortable operating in. We pull on our knowledge, instinct and experience. We try harder, but don't get the outcome we would expect, and we struggle to understand why, when it's simply because our overall environment is complex.

To be the contented parents we want to be, bringing up healthy and happy children, we must have solid foundations in place - the working parents' principles and skills.

The five principles that help you to be your best mental, emotional and physical self:

- Know that good is good enough
- Live in the moment
- Be your own best friend
- Be resilient every day
- Believe in yourself

The five skills demonstrated by contented parents:

- Make everything visible
- Do less
- Manage the day to day
 - Build meaning into your work
 - Develop strong routines



When you learn the principles and skills, and practise and experiment with them, they will help you to stop feeling as though you are muddling your way through each day. Instead, you can breathe more deeply, smile and be proud of what you are achieving. You can find joy in your life as a contented working parent. The working parents' principles and skills are explored in detail in Jacqueline's book,

In This Moment, a working mothers' guide to a calm and fulfilling life.



Jacqueline Shakespeare



Jacqueline is an author and Operating Partner at business transformation consultancy *Sullivan and Stanley*. She is the author of ***In This Moment, a working mothers' guide to a calm and fulfilling life.***

<https://www.amazon.co.uk/this-moment-working-mothers-fulfilling/dp/1781333696>



Kent Wildlife Trust

How can business prove itself sustainable? An introduction to BEN – by Ed Charles – Director of Fundraising and Marketing – Kent Wildlife Trust.

Many of you reading this will know that on May 1st, 2019 our parliament approved a motion to declare an environment and climate emergency. Dozens of towns and cities and local authorities across the UK have already declared a climate emergency. Here in Kent many local authorities have declared a climate emergency including: Canterbury, Shepway, Gravesham, Maidstone, and Medway.

At no other point in time has our environment been so high up the agenda. Just think of the impact Sir David Attenborough's Blue Planet had on people's awareness of how our planet was being damaged through single use plastics, and the subsequent changes made by some global corporates and by individuals to address this issue of sustainability.

Momentum and interest in making change has been retained and the country is beginning to see the wider threats to the environment finally being taken seriously, but how can business play its part simply and easily, whilst keeping an eye on the bottom line and work towards becoming sustainable?

Many businesses are keen to improve their green credentials and make a positive contribution to the environment, but often they don't know what to do and access to the right information can be quite limited or difficult to get hold of.

To address this Kent Wildlife Trust recently launched a new initiative - Kent Business Environment Network (Kent BEN) - designed to create a forum in which private sector companies, ranging from single and sole source traders through to small to medium enterprises to big business, can come together to share their ideas, good practice, concerns and questions about how we can collectively make business and society more environmentally friendly. Working from within this group of business peers it is hoped, that with access to a wide range of expert advice, that business can work to find solutions – solutions which can have a positive impact on the bottom line – think here of the changing expectations of the consumer.

With a strong focus on sustainability, and with a general sense that the traditional networking scene has become a little stale, Kent BEN is designed to improve the dialogue around sustainability and create a collaborative approach to change. As a result Kent Wildlife Trust sees Kent BEN as the easiest way to allow businesses to become part of the broader solution to the biggest challenge of the age.

Having held two launch events the initial signs have been incredibly positive. Over 100 businesses attended, from technology firms to goods and service providers, to solicitors and insurers, listening to experts from the areas of sustainability with the vast majority of attendees looking to participate through 2020.

At a time of climate crisis and climate emergency it is all of our responsibility to sit up and take note and, whilst we wait for solutions to come from a national level, there seems to be a great opportunity to take the initiative now and to shape and create something from the ground up which has clear and measurable benefits to us all.



Ed Charles



Ed Charles, Director of Fundraising and Marketing, Kent Wildlife Trust. **Contact :**
Kent Wildlife Trust on 01622 662012 or
www.kentwildlifetrust.org.za

How do you deal with **Email Overload**

Do you receive too much email? I've yet to meet anybody who says they don't receive enough!

Email is now the most common mode of business communication and yet the vast majority of people I talk to would put it in their top 3 things they hate having to deal with. Without a doubt the problem is getting bigger. Almost 250 Billion emails will be sent every day this year: that number has been growing consistently at 5% a year and shows no sign of slowing down. Statistics will tell you that, on average, people are spending 2-3 hours a day dealing with ~130 business emails per day and that only ~38% of received emails are important and/or relevant. There are countless other statistics, some of them mind boggling, that quantify the scale of the problem, but ultimately, we can all see the hard evidence in our inboxes every day.

If we accept that only 38% of our business emails are relevant it follows that 62% aren't. So, if they aren't relevant why do we send or receive them? It's pretty safe to assume that every email is important to the sender and at least one of the people on the recipient list: the problems start when we start copying people "for information." Most of the emails we see as not being relevant are those where we have been included on a "cc" list for information, so eliminating those would have a massive impact with regards to reducing email overload. The problem is that, even if the information in those emails doesn't seem relevant, there is always a chance you might need it at some point. In today's fast paced workplace missing a vital email could be the difference between the success or failure of a project. Consequently, there is a tendency to copy everyone on every email "to be on the safe side." The downside of this approach is that it becomes increasingly difficult to differentiate between the emails which are for information and those which require some form of action or response. It also means that when we do need something that was in a "for information" email we either forget we ever received it or are unable to find it because our inbox is overloaded!

So, what's the answer?

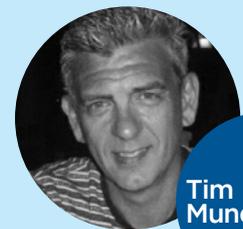
Search the internet for "email overload solutions" and you will find numerous blogs and articles full of tips, advice and best practice on how to use email more efficiently and effectively. Whilst the advice they give is sound it isn't always easy or practical to adhere to all the time which limits its effectiveness. A lot of the advice centres on eliminating inappropriate use of "cc" and "Reply to All" but the problem is people that will err on the side of caution when deciding what is appropriate and in doing so perpetuate the problem.

In addition to good email practice there are a growing number of collaboration software solutions on the market which promote themselves having the potential to reduce our reliance on email. These might seem like the perfect solution but there are drawbacks.

1. They all have different features so choosing which one is right for you isn't always straightforward.
2. When you have chosen there is new software to install, learn and support.
3. Many collaboration "Apps" use some form of instant messaging as an alternative to email. Whilst this might reduce email volume it replaces it with something else. Granted instant messaging can be less onerous to deal with than email, but it is still only a partial solution.
4. The different solutions currently available aren't compatible with each other so you will not be able to collaborate with a client, contractor or other 3rd party unless they are using the same solution. Likewise, if a solution other than yours were to become the de facto industry standard you could find yourself with the equivalent of a Betamax VCR (or Myspace page for the social media generation).
5. If you switch solutions, you will be left with legacy data that can't be migrated.

It isn't all doom and gloom though, because **MAIL MASTER** offers the benefits of a collaboration "App" with none of the drawbacks.

MAIL MASTER is a completely Cloud based solution that works alongside whatever email program and web browser you currently use to create a fully searchable database of your organization's emails. Put simply, information is filed using your email program and retrieved using your browser. It reduces email traffic by adopting the best practice of eliminating unnecessary "cc" lists. Emails are only sent to people who have an action or immediate need to know whilst being "filed" in a shared workspace within **MAIL MASTER** where all those who would have traditionally been on the "cc" list can view them as and when required. Not only does this reduce the number of emails in your inbox, it increases the relevance of those you do receive. If you're worried about missing something because you weren't copied, **MAIL MASTER** can be configured to automatically send bespoke notifications in the form of a consolidated summary of all activity in the shared workspaces to which you have access. You can set your own schedule for these notifications, so you are in full control of how and when you stay informed. And, when you do need to access it, finding information in **MAIL MASTER** is far easier than it is with a regular email program. Its powerful search functionality is easy to use and lets you use multiple parameters to quickly find exactly what you are looking for.



Tim Munday



Tim Munday

Sales and Marketing Director
www.mailxmaster.com

Tim.munday@mailxmaster.com
0333 224 8053

Recycling

Sally asked me, 'could I put together 500 words about recycling'. Absolutely...

But you have to ask, 'what is recycling?' And therein lays the first challenge. Typically, or topically, it's a word we like to use to mean the physical things we use, and then re-use. It's a concept that is part of our everyday lives, when we separate out cardboard and plastics, or left over food, or vegetable cuttings. We recycle unconsciously almost so enshrined in our thinking it has become.

At work we do it all the time, if we dig out a pond we'll use the spoil to make a hill. If we have some old paving often we'll break it up and use it at the bottom of raised beds before placing dug out topsoil so that there is suitable drainage. Especially if the soil is derived from clay. If we are removing decking and have concrete footing to lay, we'll use the decking to give us a good straight edge, before later, if necessary, disposing of it.

It makes sense not to buy new materials if you don't have to, use what you have as much as possible, but also avoid the cost of having waste removed.

In all the years of running my business I have never had to buy wood, I love a wood burning fire and every piece of wood that can be burnt has gone on my fireplace. Whether it looks like it's come from a tree or not.

And that links us to a more important form of recycling, one that we don't think about so much, it's there, but often forgotten.

We are a part of nature, much as we might not want to admit it, we are. And the reminders are there continually. When we go outside, we unconsciously take a breath of the air out there. It's fresher than that indoors. When we want to think we go outdoors; outside helps us to clear our minds and let us think, even if what we conclude is not what we'd like to admit.

We have five senses and all are heightened by what we experience outdoors, the flash of blue from a kingfisher, or green from a dragonfly. The erratic flight of a bat, or the dramatic shapes that clouds form, often forewarning us of the future. The sound of wind, either as of itself, or through the trees as it makes leaves fall to the ground. The song of a robin, one of the few present all year round, or the buzzing of insect in the summer.

The taste of food, often fruit or vegetables from our gardens, and the delight of children, or grandchildren as



they eat the raspberries they have just picked. And smells, scents that make us look up and discover the source, honeysuckles, roses, or choisias. Smells take us back to places we had forgotten instantly.

And touch, have you ever rubbed your hands over the bark of a tree? Go on, be a hippy and try it. You don't have to talk to them, but....

Recycling? Absolutely, this knowledge has always been there, but so many of us choose to ignore it. WE shouldn't have to recycle these stimulations they should be a constant part of our awareness. Maybe a more accurate term would be remembering. High the remembering!

Often all we need to do is experience stimulations without getting wet or cold, which is never best, but makes us even more alive when we return indoors, to that fire. And when you think about it, even that we have brought in from the outdoors, as we have done with all those things that stimulate us best.



Simon Pollard



Contact Simon Pollard at Simple Life at

www.simplelifeld.co.uk

01304 239390 | simon@simplelifeld.co.uk

Business DIRECTORY

ACCESSORIES

Nelson Were Designs
Birchington, Kent
0780 6668184
Info@nelsonwere.com

ACCOUNTANTS

Beresfords Chartered Accountants
Ashford, Kent
Peter@beresfordsaccountants.com



CH Accountancy Ltd
Ashford, Kent
claire@ch-accountancy.co.uk

AT Accounts Ltd
Whitstable, Kent
01227 200744
Amanda.taylor@ataccounts.co.uk

BAKERS

PandiBakes
Banstead, Surrey
0751 6961799
Any@pandibakes.co.uk

BEAUTY

Lashtastic Beauty
Bradwell, Great Yarmouth,
Norfolk NR31 9RB
0770 615 3572
Laststic@sky.com

BOOKKEEPING

Strata
Ashford, Kent
0781 6335595
Info@strata-bk.co.uk

Brilliant At Bookkeeping
Margate, Kent
01257 739 2881
Alan.brown@brilliantatbook-keeping.net

BUSINESS SERVICES

Applause Conferences
Maidstone, Kent
Conferences@applause-conferences.co.uk

BUSINESS SERVICES



Time Turner Ltd
020 3948 6850
ea@timeturnerltd.com

CLEANING SERVICES

MAS Cleaning
01474 974142
Contactus@mascleaning.com

Seaberry Cleaning Services
Rainham, Kent
07525 196950
Aideen1969@icloud.com

Mobile Cleaning Services (UK) Ltd
Crowborough, East Sussex
0800 612 4405
Info@mobilecleaningservices.co.uk

CHARITY/NON-PROFIT

Kent Association for the Blind
Maidstone, Kent ME15 6SJ
01622 691357
Sue-piper@kab.org.uk

CHAUFFEURS

Ashford Chauffeurs
Ashford, Kent TN23 5HX
07792 084344
Info@ashfordchauffeurs.co.uk

CONSULTANCY

Sally Marshall
Kent
0330 1078337
Sally@sallymarshallgroup.co.uk

Diligence (PM) Services Ltd
Dartford, Kent
0796 1781981
Nicola@diligence-pm-services.co.uk

EMC & Associates
Ashford, Kent TN27 9AD
0771 747 4684
John.mather@ibd-uk.com

Spark Consulting Ltd
Rochford, Essex SS4 1NS
0797 3801682
Julie.barber@spark-consulting.co.uk

COACHING

Improving Performance Personal Coaching
Pegwell, Kent CT11 0LY
Info@improvingperformance.co.uk

Vanessa Vajana
07918 733328
Vanessa@vanessavajana.com

CRAFTS

Little Button Candles
Chislehurst, Kent BR7 6DS
Sales@litte-button.co.uk

Scrabox
Banbury, Oxfordshire
07946 383319
Scrabox2018@gmail.com

Simply Chocolate Whitstable
Whitstable, Kent
0775 3605936
Simplychocolatewhitstable@gmail.com

Sharon's Crafty Corner Workshops
Folkestone, Kent CT19 4HE
07534 802084
Gshazzy@aol.com

PURE WIX

Artisan Candle Maker
Bearstead, Kent
079552 15796
Karen.wickenden@sky.com

DISCOUNT CLUB

GW Associates
Folkestone, Kent CR18 7SA
Johnandsheila@minibills.co.uk

DRINKS

Beach Craft Spirits Ltd
Nairn
Info@beachcraftspirits.co.uk

Wines From The Vines
Ashford, Kent
Whichwines@gmail.com

ENERGY

Rest
Margate, Kent CT9 2PX
Info@rest-uk.com

ENTERTAINMENT

Stuart Weller Magic
Ashford, Kent
07834 922578
Stuart@stuartweller.co.uk

ELECTRICIANS

T-Tech South East Limited
Maidstone, Kent
Info-t-techltd.co.uk

EMPLOYMENT LAW

Orchard Employment Law
Medway, Kent ME4 6BB
01634 564136
Info@orchardemploymentlaw.co.uk

EQUITY RELEASE

Discover Equity Release
Info@discoverequityrelease.org.uk

EVENTS

The Open Air Cinema
Admin@theopenaircinema.com

FIRST AID

CPDG Limited
Kent DA3 8ND
07910 277210
Paul@cpdg.co.uk

FOOD

Bangers and Balls
Whitstable, Kent CT5 4FD
07517 404880
Bangersandballs@gmail.com

FRAGRANCES

We Make Scents
Ashford, Kent TN24 0BJ
Hello@wemakescents.uk

GLAMPING

Honey Bee Glamping
Devizes, Wiltshire SN10 3NE
Themelanielee@hotmail.com

GRAPHIC DESIGN

GraphicKat
Sittingbourne, Kent
07399 712721
Kathy@graphickat.co.uk

Lemon Creative
Bossingham, Kent CT4 6DY
01227 752081
Drew@lemoncreative.co.uk

Gentle Giant Design
Designgentlegiant@gmail.com

HEALTH AND SAFETY

Invicta Safety Ltd
Ashford, Kent TN23 6LW
01233 226477
Info@invictasafety.co.uk

Wirehouse Employer Services
07496 523121
Matthall@wirehouse-es.com

HEALTH CARE

TEDAAlert
Maidstone, Kent
075000 45599
s.palmer@tedalartuk.co.uk

HEALTH AND WELLNESS

Shaping Wellness
Faversham, Kent ME13 8UJ
01795 229151
Deborah@shapingwellness.co.uk

Andrew Marsham Fitness Ltd
Kilbirnie, Ayrshire
07432 122743
Andrewmarsham7@gmail.com

Body Boost
Tenterden, Kent
0754 3054135
Herbalicious73@gmail.com

Insightful Minds
Maidstone, Kent ME17 3AW
0781 5904848
Liz@insightfulminds.co.uk

Moth Therapies
Whitstable, Kent
077887 14588
Tracey@moththerapies.co.uk

Urban Bottles
Ashford, Kent TN23 5HX
07967 808728
Hello@urbanbottles.com

Inspired To Change Canterbury
Canterbury, Kent
078 287 93189
Richard@inspiredtochange.biz

Medway Sports Massage
Gillingham, Kent ME7 1HF
07899 744817
Medwaysportsmassage@hotmail.com

The Little Breathing Space
Clarissa@thelittlebreathing-space.com

Performance Therapy & Personal Branding
Battle, East Sussex
0797 3846934
Talktome@elaineflook.com

HOTELS

Broome Park Hotel
Canterbury, Kent
01237 831701
Sales@broomepark.co.uk

HR

Realise HR Ltd
07546 854552
Jean@realisehr.co.uk

INSURANCE

Medic Healthcare Ltd
Ashford, Kent
0781 548 4513
Kevin.bates@medichealthcare.co.uk

Martin Insurance Services Ltd
Rochester, Kent ME1 1LX
01634 407103
Ian.martin@misonline.com



IDEAL4U Insurance
Discovery Park Kent CT13 9FF
info@ideal4uinsurance.co.uk



Michele Cole
Canterbury
wpa.org.uk/michelecole

IT SERVICES

Blue Scorpion Limited
East Malling, Kent ME17 6BJ
Sales@bluescorpion.co.uk

Verbo Computers
Northfleet, Kent DA11 9DY
01474 353277
Cj@verbo.co.uk

Red Boot Tech Services
Dave@rbtechservices.co.uk

Mail Master Ltd
Ramsgate, Kent CT11 9JF
0333 224 8053
Tim.munday@mailxmaster.co.uk

Liquid Computing Ltd
Molash, Kent CT4 8HF
Pmonger@liquid-computing.co.uk

Highway Business Services
Sandwich, Kent CT13 3AS
David@hibits.co.uk

JEWELLERY

Leon Designs
Ashford, Kent TN23 3FW
07718 882556
Leondesigns@btinternet.com

LASER SERVICES

Ashford Lasers
Ashford, Kent
0779 2084344
Info@ashfordlasers.co.uk

LEGAL

SLS Wills and More
Aylesham, Kent CT3 3HB
01304 577998
Sara@sllswillsandmore.co.uk

LOCKSMITH

SL Locksmiths
Steve@sllocksmithskent.co.uk

MECHANICAL SERVICES

Alied Link Ltd
Romney Marsh, Kent TN29 9LW
07856 598103
Info@allgasserv.com

MERCHANDISE PRINT

Wittering Promo Worx
Wittering, West Sussex
PO20 8PR
0774 2802 600
Wpworx@outlook.com

MORTGAGE BROKERS

Charles Mac
Ashford, Kent TN26 6HH
01233 733900
Elaine.cook@charlesmac.co.uk



MHC Mortgages & Protection
Herne Bay, Kent
enquiries@mhcmortgages.co.uk

NATURAL PRODUCTS



FOREVER Aloe2Bee
Longbridge, Warwick
CV34 6RB
07815 967 445

NETWORKING

Wonder Women Network
Maidstone, Kent
07846 759591
Info@wonderwomennetwork.co.uk

SERVICED OFFICES

Kent Space Ashford
Ashford, Kent TN23 6LN
01233 222233
Vt@kentspace.co.uk

PHOTOGRAPHY

StudioGB Photography
Welling, London DA16
0203 763 7703
Info@studiogbpb.com

PR AND MARKETING

Markethinker
London SW11
07946 661532
Ducasorana@gmail.com

JSPPR
Bearstead, Kent ME14
Jane@jsppr.co.uk



izzy PUBLIC RELATIONS
Izzy PR
Maidstone, Kent
hello@izzypr.co.uk

PRINT

Geerings Print
Ashford, Kent
01233 658602
Martin.almond@geeringsprint.co.uk

Symbian Print Intelligence Ltd
Stansted
01279 810740
Lee.deacon@symbianprint.co.uk

Wittering Promo Worx
Chichester, West Sussex
07742 802600
Wpworx@outlook.com

Advanced Print
Coulsdon, Surrey
020 8668 1411
Info@advanced-print.com

The Print Directors
Needingworth Hello@theprint-directors.co.uk

PROJECT MANAGEMENT

Special Projects Consultants
Rochester, Kent
t.wyles@specialprojectsconsultants.com

PROPERTY

Votta Sales and Lettings
Margate, Kent
Info@votta.co.uk

Kitchen Wraps UK
Sittingbourne, Kent
0774 527 3037
Architehuralwrapsuk@gmail.com

Business DIRECTORY

PROPERTY

Inspired Villages

London N1C 4AG
Jane.shotliff@inspiredvillages.co.uk



Spray Styles
Dumpton Park
07514133355
jamie.hunter@spraystyles.co.uk

PROPERTY MAINTENANCE

Allworx

Whitstable, Kent
0746 208 4024
Allworx86@hotmail.com

Frederick and Co Property Services

Westgate on Sea, Kent
0770 283 2665
Martyn@frederickandcopropertyservices.co.uk

PROPERTY - OVERSEAS

Beckett Hanlon Worldwide

Property
079664 96496
Fred.manning@becketthanlon.com

REAL ESTATE

Expat Housing Solution

New Delhi
982107 1240
Expathousingsolution@gmail.com

RECRUITMENT

Kent Recruitment Bureau

Whitstable, Kent
01227 637 393
Tony.line@kentrb.co.uk

SOCIAL MEDIA

Designed to Network

Gwynedd
Kim@designedtonetwork.co.uk

Socialincs

Ashford, Kent
07825 137075
Charlotee@socialincs.co.uk

TEAM BUILDING

Carpe Occasio Creative Art

Herne Bay, Kent
07811 196340
Fun@cocreativeart.co.uk

TELEPHONE ANSWERING

Miss'd Call

East Malling, Kent
01732 757 879
Hello@missedcall.co.uk

The Call Answering Company

Hessle, East Yorkshire
0333 8007 365
Info@thecallanswering-company.co.uk

TRAINING

Oregon Computer Training

Sittingbourne, Kent
01892 665 353
Info@oregentraining.com

TRAVEL

Not Just Travel - Ian & Liz

Ashford, Kent
0777 168 3778
ian.liz@notjusttravel.com

Travel Counsellors

London W11
Cathie.ofea@travelcounsellors.com



YMS Travel
Canterbury, Kent
01227 456331
www.ymstravel.co.uk

Arriva Bus

Maidstone, Kent
0788 4004 103
Christiem@arriva.co.uk

VIRTUAL ASSISTANT

Your Virtual Assistant Solutions

Aldington, Kent
0798 191 8458
Emilie.naiker@yourvirtualassistantsolutions.co.uk

Get Ahead VA

Godalming, Surrey
Office@getaheadva.com

Pitstop PA Services Limited

Milton Keynes, Bucks
Penny@pitstoppaservices.co.uk

Miss MPS

East Malling, Kent
01732 757870
Info@missmps.co.uk

VIDEO

Big Jam Studios

Sittingbourne, Kent
01795 385385
Info@bigjamstudios.co.uk

Steve Briant Dot Com

Canterbury, Kent
01227 832 910
Steve.@stevebriant.com

Taking The Pixel

Bexleyheath, London
0748 0111591
info@takingthepixels.co.uk

WEBSITES

Local Websites

Westerham, Kent
07840 582 509
David@localwebites.biz

Liquid Computing

Molash, Kent
Info@liquid-computing.co.uk

WEALTH MANAGEMENT

Letts Wealth Management

Maidstone, Kent ME14 5PP
01622 470101
Adam.letts@sjpp.co.uk

DO YOU WANT YOUR BUSINESS IN OUR DIRECTORY?

Contact us at media@steeryourbusiness.co.uk

Make sure your company has a consistent presence in every issue of Steer Your Business Magazine to maximise your exposure to hundreds of our readers

Contact us today to add your business.





WORKING HARD BUT NOT MAKING MONEY?

**Are you struggling to find time to do everything? You feel stuck?
Do you work IN your business not ON your business**

Whether you're a start up , in retail, transport, or manufacturing and any of the above sounds familiar, then the **Steer Your Business Programme** is the answer you've been looking for. Here are some key issues we cover...

Vision: The key to success: knowing where you want to be in 5 years' time. Do you know what you want from your business? Are you jumping from one idea to another? Are you following the shiny object time and time again?

Strategy: Have a Plan: How Are You Going To Get To Your Desired Goal? Do you have a plan for your business journey? Do you drift from one thing to another with no real focus on the outcome?

Systems & Processes: Having a Process for Everything Enables Your Business to Run Smoothly Are you offering the same service to every customer? Does everything you do look the same?

It's time to start your business improvement - TODAY!

Visit our website to find out more about the perfect programme for you and your business:

Web: <https://steeryourbusiness.com>

Email : connect@steeryourbusiness.com

Phone: 07771 714221



Thousands of businesses across all industries are eligible for Research & Development tax credits...

Are you one of them?

If you can answer **"YES"** to any of the statements below, then get in touch with one of our highly experienced team to see how you could claim back thousands of pounds.

- Do you regularly problem solve technical issues to meet your customer's needs?
- Have you made bespoke or customised products?
- Are you using existing processes or methods in a unique way?
- Have you made any environmental or other improvements to your manufacturing processes?
- Have you developed any new or improved products, methods or processes?
- Have you carried out prototyping, or made patterns, tooling or models?
- Have you abandoned a project for technical reasons?
- Have you developed or improved any software in-house?
- Do you consider your business to be a market leader in technology, a product or process?
- Have you carried out design work in-house, or sub-contracted design?

Take a look below to see a selection of the sectors from where we have helped businesses successfully claim back Research and Development tax credits:

- Alarms and CCTV
- Automobiles and Parts
- Banking and Finance
- Clothing, Textiles and Fabrics
- Construction and Building Materials
- Food and Drink Producers and Processors
- Foundries
- Retailers
- Health
- Household Goods and Textiles
- Insurance Brokers (software development)
- Lighting
- Marine
- Manufacturing
- Media and Entertainment
- Printing and Packaging
- Property and Construction
- Travel Industry
- Transport
- Waste Recycling

