

STEER YOUR BUSINESS

**SCALING WITH
CONFIDENCE:
ACHIEVING BUSINESS
GROWTH BARRIERS**

By Rebecca Sutherland,
Investor, Business Mentor,
and CEO

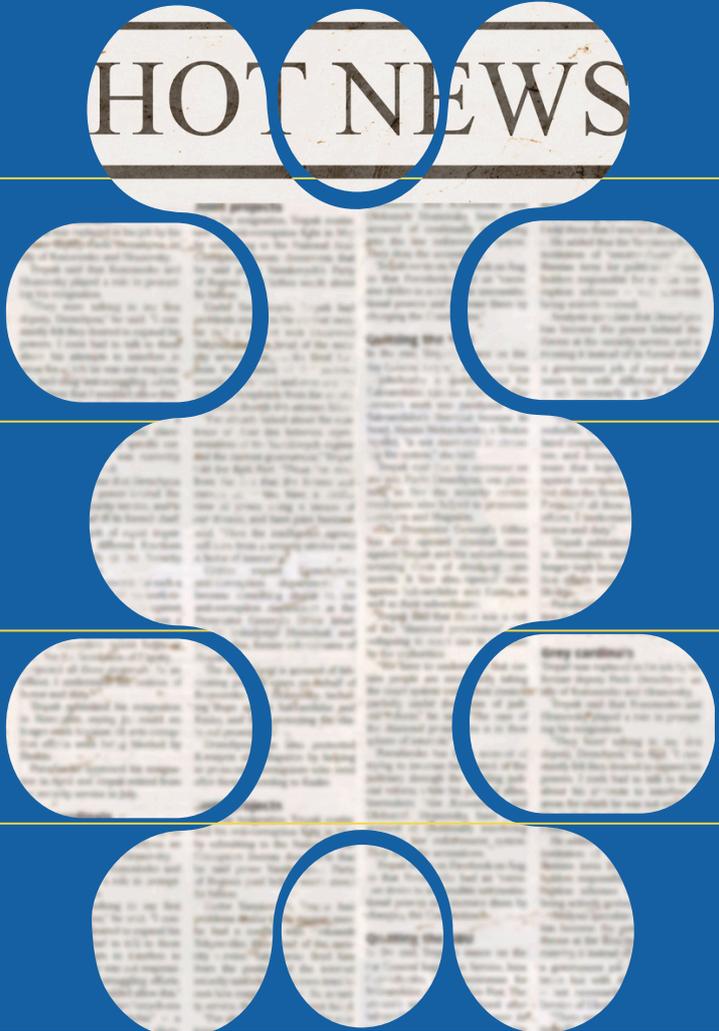
**IT'S ABOUT THOSE
PESKY "SOFT SKILLS"!**

Russell Harvey, The Resilience
Coach

**The Emotional Side of
Selling a Business**

Aly Young- AY Business Law

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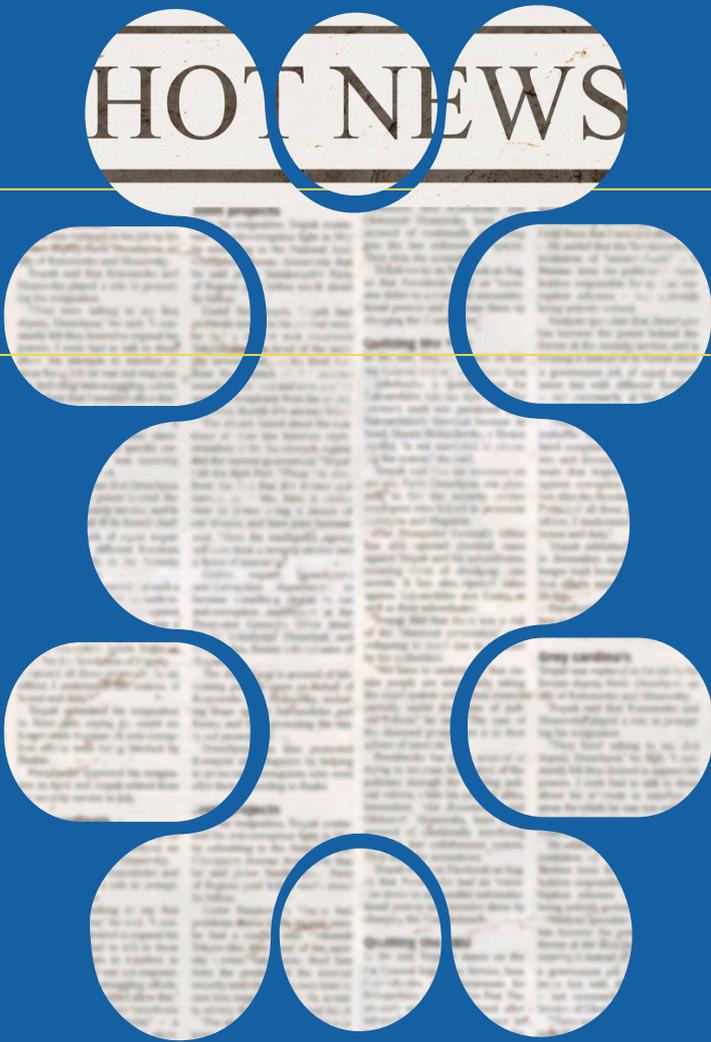
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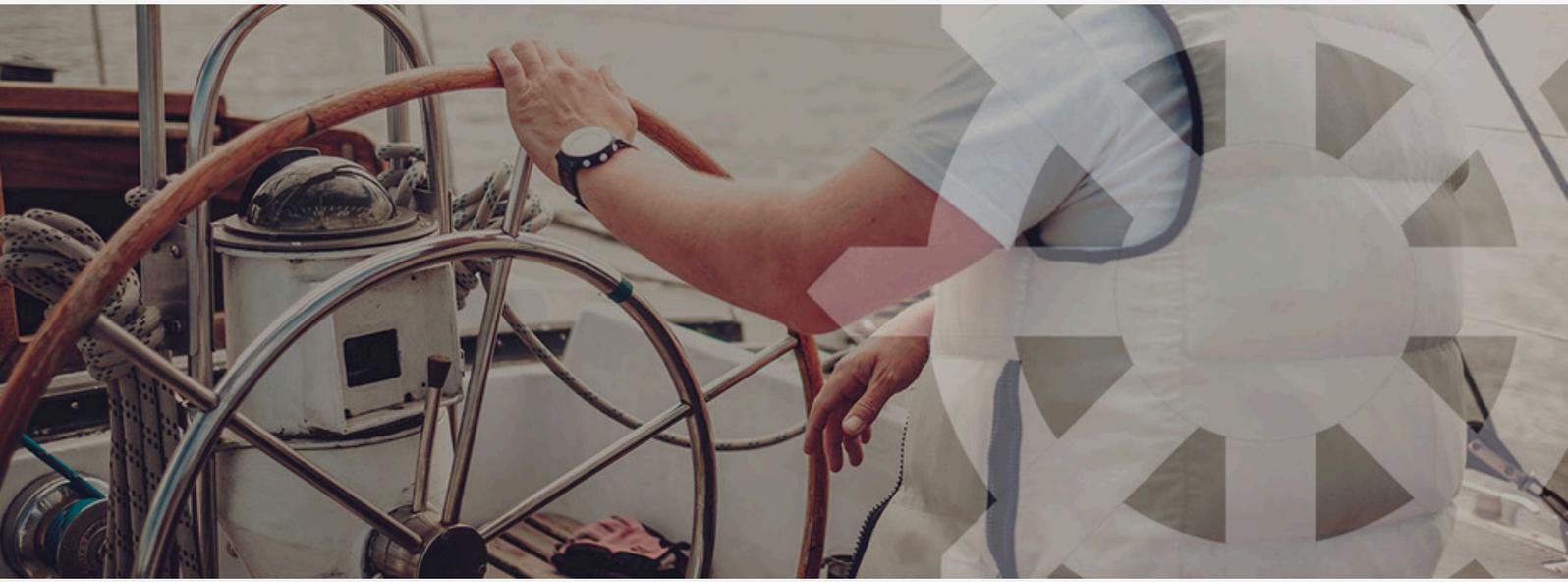
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LETTER FROM THE EDITOR

We're in May! How did that happen? Almost half way through the year. How are things going?

The economic climate is still in a state of flux with changes to the minimum wage, NI contributions for employers and of course, influences from the US with tariffs which seem to change day by day but small businesses continue to thrive by supporting each other to meet the challenges.

In this month we have some fascinating and informative articles from a variety of contributors who support businesses with their knowledge and skills.

There is something for everyone, whatever size business you are involved with.

Take a break, grab a coffee and pick an article to read for a few minutes.

Let me know what else you'd like to see.

Sally Marshall

Editor

THE EMOTIONAL SIDE OF SELLING A BUSINESS

Although they want to sell, a huge part of the process is letting go.

By Aly Young



Most of our business sale clients are the founders and managers of the business they are selling.

Most have spent years building their business.

They have loved what they did for a living.

They have pride in what they have created.

They have formed bonds with staff, customers, suppliers.

Although they want to sell, a huge part of the process is letting go.

Some will be asked to stay on to help transition the business to new ownership. This can be double-edged. On the one hand it can help bridge that gap from ownership to exit for the business owner concerned.

On the other hand it is hard to be working in a business as an employee or a consultant when you were previously the decision-maker.

At AY Business Law, we encourage our clients to face this part of the sale process.

One of the reasons we like acting on the sale side is that the human element is an integral part of the work we do.

Whilst our clients want to make sure that they get their financial reward.

They care very much about the business they have created and we really help them to process and manage their feelings about the deal.

We highly recommend that an owner has a post-sale exit plan. What are you going to do the day after you sell your business.

Most want to have a lovely holiday.

But it is good to consider doing something more purposeful to fill the gap of business ownership.

We also check in with our clients in the weeks and months following completion.

We spend such a lot of time together, particularly in the last few weeks of a deal, that we miss them as much as they miss us. And we are always there for any follow up questions

<https://ay-law.co.uk/>



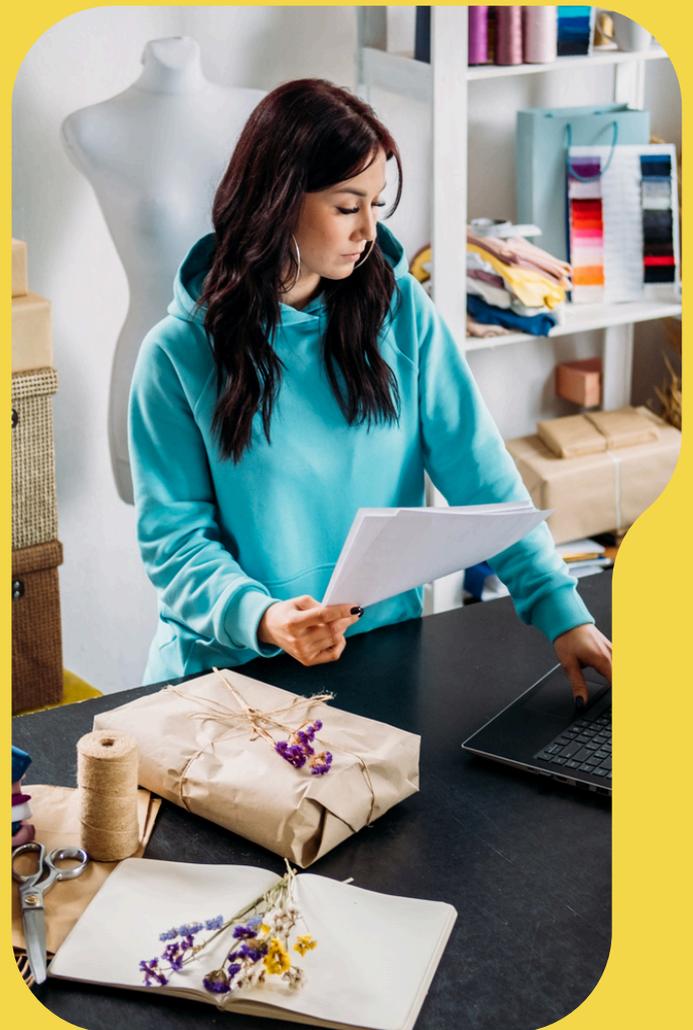
WHY UPDATING WILLS AND LPAS IS CRUCIAL FOR UK SMALL BUSINESSES

By Sara Sheppard

Updating these legal documents can safeguard both personal and business interests, providing peace of mind and a stable foundation for the future.



Small businesses are the backbone of the UK economy, contributing significantly to employment, innovation, and community development. Yet, many small business owners neglect an important aspect of their long-term planning: ensuring that their Wills and Lasting Powers of Attorney (LPAs) are up to date. Updating these legal documents can safeguard both personal and business interests, providing peace of mind and a stable foundation for the future.





Protecting Business Continuity

One of the main reasons small business owners should update their Wills and LPAs (especially where the business was started after these documents were made) is to ensure the smooth continuity of their business in the event of death or incapacitation. Without an up-to-date Will, the law decides how your assets—including your business—are distributed, which may not align with your wishes. This could lead to disputes among family members or business partners, potentially jeopardising the company's future. An LPA for property and financial affairs is equally critical. It allows you to appoint a trusted individual to manage your financial and business matters if you are unable to do so yourself. Without this, business operations may grind to a halt while legal proceedings take place to appoint a deputy—an outcome that could be disastrous for a small enterprise.

Adapting to Changing Circumstances

Life is dynamic, and so are the circumstances that affect your business. Changes in ownership structure, the expansion of operations, or shifts in financial standing can all necessitate revisions to your Will and LPA. For instance, if you have brought in a new business partner, you might want to update your Will to clarify how your shares should be handled. Similarly, if your business assets have grown, it's essential to ensure they're adequately accounted for in your estate planning. On the personal front, changes such as marriage, divorce, or the birth of children can significantly impact your estate planning needs. Keeping your legal documents updated ensures they reflect your current situation and intentions.

Mitigating Tax Implications

Another compelling reason to update your Will and LPA is to optimise tax efficiency. Proper estate planning can help minimise inheritance tax liabilities, ensuring more of your hard-earned wealth goes to your beneficiaries rather than the taxman.

For small business owners, this might include taking advantage of business relief schemes or restructuring how assets are distributed. With changes to the taxation of businesses on death being changed in the next few years, it is vital to consider full estate planning to see how best to protect not only your family but also your business.

Regular updates to these documents also provide an opportunity to consult with legal and financial advisors, who can help you navigate the complexities of tax laws and identify strategies that benefit both your business and your family.

Reducing Emotional and Financial Stress

When legal and financial arrangements are unclear, it can create significant stress for your loved ones and business partners during an already challenging time. An up-to-date Will and LPA can prevent misunderstandings, reduce the likelihood of disputes, and provide clear guidance on your wishes. This not only protects the longevity of your business but also spares those you care about from unnecessary emotional and financial burdens.

Conclusion

For UK small business owners, updating Wills and LPAs is not just a matter of personal responsibility but also a strategic business decision. These documents are vital tools for protecting your legacy, ensuring business continuity, and minimising risks for your loved ones and colleagues. By taking proactive steps to keep them current, you can secure the future of your business and those who depend on it. Our team at SLS Wills and More Ltd work only with trusted providers to cover the full scope of an Estate Plan. Sara Sheppard TEP FSWW, founder, has over 38 years' experience in helping not only individuals but businesses as well.



UPDATE ON HMRC MAKING TAX DIGITAL CHANGES



By Lyn Newbury, Director at Azets



Making Tax Digital for Income Tax Self Assessment (MTD for ITSA) will require sole traders, the self-employed and landlords with qualifying income to maintain digital records and update HMRC each quarter.

To raise awareness of the change ahead of the April 2026 go-live date, HMRC will be running a high-profile advertising campaign throughout this year.



The criteria and requirements

Key information on qualifying income levels.

This change will be introduced in three phases:

- from April 2026, for those with qualifying income over £50,000
- from April 2027, for those with qualifying income over £30,000
- from April 2028, for those with qualifying income over £20,000

Those impacted by the new legislation should have been contacted by HMRC in April 2025.

What does the introduction of MTD for ITSA mean?

To comply with the requirements, those affected must:

- keep their records digitally
- submit digital quarterly updates to HMRC

use MTD-compatible software to file ITSA returns

From April 2026, those in scope for MTD for Income Tax will no longer submit an end-of-year tax return through HMRC's online filing service. They will need to make their end-of-year final declaration using HMRC approved MTD software.

The benefits of maintaining digital records

As well as MTD for IT compliance, submitting records digitally offers benefits such as a reduced admin time, paperwork, more accurate financial records and the availability of real-time information about your finances.

We are here to help

If you have any questions relating to the forthcoming changes to the tax rules for DCPU, please get in touch.

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There's no getting away from it, that a Resilient Leader needs to understand that "it's about those pesky Soft Skills."

My next question is:

How would your life improve if you dedicated more effort to these three responsibilities?

Once again, the responses are enlightening and often transformative.

Right then, it's time to talk about those pesky "Soft Skills"!

Delegating brilliantly:

Brilliant delegation requires:

- Empathy and Compassion – two specific Strengths that we are either naturally energised by or not, however, we can develop strategies to role model both, regardless.
- Coaching skills – this is significantly about Emotional Intelligence, eg understanding our personal "triggers" and making healthy (emotional) choices, in the moment to choose how we will behave in the moment, in the conversation and ensure we continue to ask questions rather than advise and tell.
- Being open and curious about other humans and what makes them "tick" and discover their Strengths, values and motivations.

Removing blockages to your people performing:

A point will come where Coaching others to resolve their solutions is no longer the right approach. At some point you will need to go speak to your peers, colleagues and bosses to remove the blockages within the Organisation that are stopping your people from performing.

Therefore, this is about:

- Managing upwards – clearly communicating the challenges to people more Senior than you supporting them to make decisions and choices to make improvements/changes.
- Having the confidence (Resilience) to speak truth to power.
- Taking ownership for supporting your people and putting others needs before your own.
- Networking, communication, building relationships, persuading others, building Trust and role modelling.

Building and Enabling a Resilient Team:

This starts with Self! You will need to make the decision to role model "Springing Forward with Learning."

Therefore, you will need to:

- Show some vulnerability to your team and talk about your thoughts and feelings and how you are managing these in a healthy way.
- Be a good Storyteller and Communicator, that empowers and motivates others.
- Take the time to foster a feeling of Community amongst your people, aligned to a common Purpose that is relevant to them.
- Be comfortable leading conversations around Optimism and hope, which requires a lot of Compassion, Empathy, Emotional Intelligence, Openness and Curiosity.

There's no getting away from it, that a Resilient Leader needs to understand that "it's about those pesky Soft Skills."

How are you now going to role model Springing Forward with Learning?

Podcast Episode 1 Series 1 (all episodes available on website)

<https://www.theresiliencecoach.co.uk/podcast/e01-what-is-resilience>

Website link –

www.theresiliencecoach.co.uk



SCALING WITH CONFIDENCE: ACHIEVING BUSINESS GROWTH BARRIERS

By Rebecca Sutherland, Investor, Business Mentor, and CEO



If there's one thing I've learned in over two decades of building and transforming businesses, it's this: **growth rarely comes from playing it safe.**

Getting stuck in the cycle of doing what's always been done is easy. You hit a plateau, and things feel "fine," but deep down, you know there's potential bubbling beneath the surface. I've seen it countless times — founders with incredible vision held back by old systems, outdated thinking, or fear of rocking the boat. And trust me, I get it

Scaling a business can feel overwhelming. But the truth is, with the right support and mindset shift, breaking through growth barriers doesn't need to be a slow, painful grind.

I've made a career out of finding potential where others see problems. From turning "boring" businesses into market leaders to backing bold founders, I've seen what it takes to scale confidently. And, spoiler alert: It's not about working 18-hour days or throwing money at Facebook ads.

So, what does it take? Let's get into it.

1. Reframe What Growth Looks Like

Before anything else, you need to redefine your relationship with growth. It's not always about more — more revenue, more clients, more output. Sometimes, real growth means simplifying, streamlining, or letting go. The best businesses I've scaled didn't add more chaos to their plate — they got laser-focused on what actually moved the needle.

Ask yourself: What's working? What's not? Where are you leaking time, money, or energy?

Sometimes, all it takes is one smart tweak — a pricing strategy shift, a clearer customer journey, a tighter sales process — to unlock serious momentum.

2. Fill the Skill Gaps Before They Cost You

Here's the uncomfortable truth most founders avoid: You can't scale what you don't fully understand. And while you don't need to become an expert in everything, you do need to understand where your blind spots are.

We take founders through a six-month accelerator designed to plug the holes fast — whether it's sales, finance, operations, or marketing — and surround them with people who've done it before. No one builds empires alone. If your business is resting on your shoulders alone, you're not scaling — you're surviving.

3. Systems Will Set You Free

Many founders hit a ceiling because they're the bottleneck in their business. They're approving every invoice, firefighting every problem, and wondering why growth feels so draining. The answer? **Systems.**

If you want sustainable, confident growth, you need a business that runs without you. That means clear processes, documented workflows, empowered teams, and the ability to delegate without drama. Scaling isn't about doing more — it's about building something that works while you sleep.

4. Stop Seeking Permission

One of the biggest barriers I see — especially for women in business — is waiting for someone to validate their big idea. Whether it's a fear of judgement, imposter syndrome, or just plain burnout, so many talented founders hold themselves back. Let me be clear: You don't need permission to scale. You don't need a fancy investor or a viral LinkedIn post. You need courage, a plan, and a solid support system that backs your ambition.

5. Only Work with Aligned People

I say this to every founder I invest in: Values matter.

I don't care how impressive your numbers are — if your team culture is toxic or you treat people like transactions, it's not going to work. Growth isn't just about profits. It's about people. I back founders who lead with kindness, integrity, and a deep sense of purpose. Because those are the businesses that last.

Final Thought: Back Yourself, Loudly

Scaling a business isn't just a strategic challenge — it's an emotional one. It asks you to dream bigger, let go of control, trust others, and evolve into a new version of yourself. And that can feel scary. But it's also where the magic happens.

So, whether you're at the start of your scale-up journey or deep in the trenches wondering what comes next, know this: You are not alone. And there is a way through.

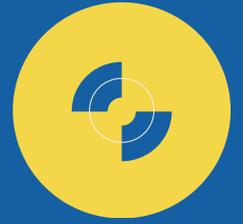
If you're ready to push past the limits and take your business to the next level, you've got everything it takes.

It's time to scale — boldly, strategically, and on your own terms.

Find out more:
<https://www.harbarsix.com/>



WHAT YOU NEED TO KNOW ABOUT WORKPLACE INVESTIGATIONS!



With the many recent changes to employment law, it can be difficult for a business owner to stay on top of all their duties and obligations

With the many recent changes to employment law, it can be difficult for a business owner to stay on top of all their duties and obligations. Legal costs may be high should things go wrong, workplace disputes can present a major challenge for businesses, and the need to undertake workplace investigations can be a stressful and time-consuming undertaking.

The need for a workplace investigation can arise for a variety of reasons, and it is often a critical process to enable employers to address several issues. From workplace misconduct to grievances, when complaints or concerns arise, workplace investigations should be undertaken to establish facts and determine their validity. Investigations should be tailored to the issue and remain impartial throughout, and knowing how to properly conduct a thorough HR investigation is essential in ensuring your organisation remains legally compliant, maintains employee trust, supports wellbeing, and upholds process integrity.

Employers are under an obligation to deal with complaints and concerns fairly and appropriately. When such issues arise, undertaking internal investigations promptly and thoroughly ensures that matters are dealt with effectively. Failing to investigate can have disastrous implications for an organisation, who may find themselves failing to comply with their legal duties.

Investigations may include the gathering of evidence, interviewing witnesses and the reviewing of any relevant documents.

Employers must be aware of employee rights during an HR investigation, particularly those allowed under an employer's own procedure. During an investigation meeting, allegations will be set out and clarification will be provided that the meeting is about fact-finding. Employers must also ensure employees are given the opportunity to provide their side of the story, with witness statements and documents also collated where appropriate.



It may also be necessary to consider a period of suspension (with pay) or an alternative to suspension, depending upon the seriousness of any allegation and/or available evidence.

On the conclusion of an investigation, a written report is usually provided that details evidence considered and may also give recommendations for next steps.

By following carefully established procedures, a company can help to ensure they are following internal processes and acting appropriately.

At Eclipse HR, our expert team is best equipped to support your business through internal workplace investigations. Please feel free to get in touch with a member of our team today to find out more about the services we provide and how we can best support you and your company.

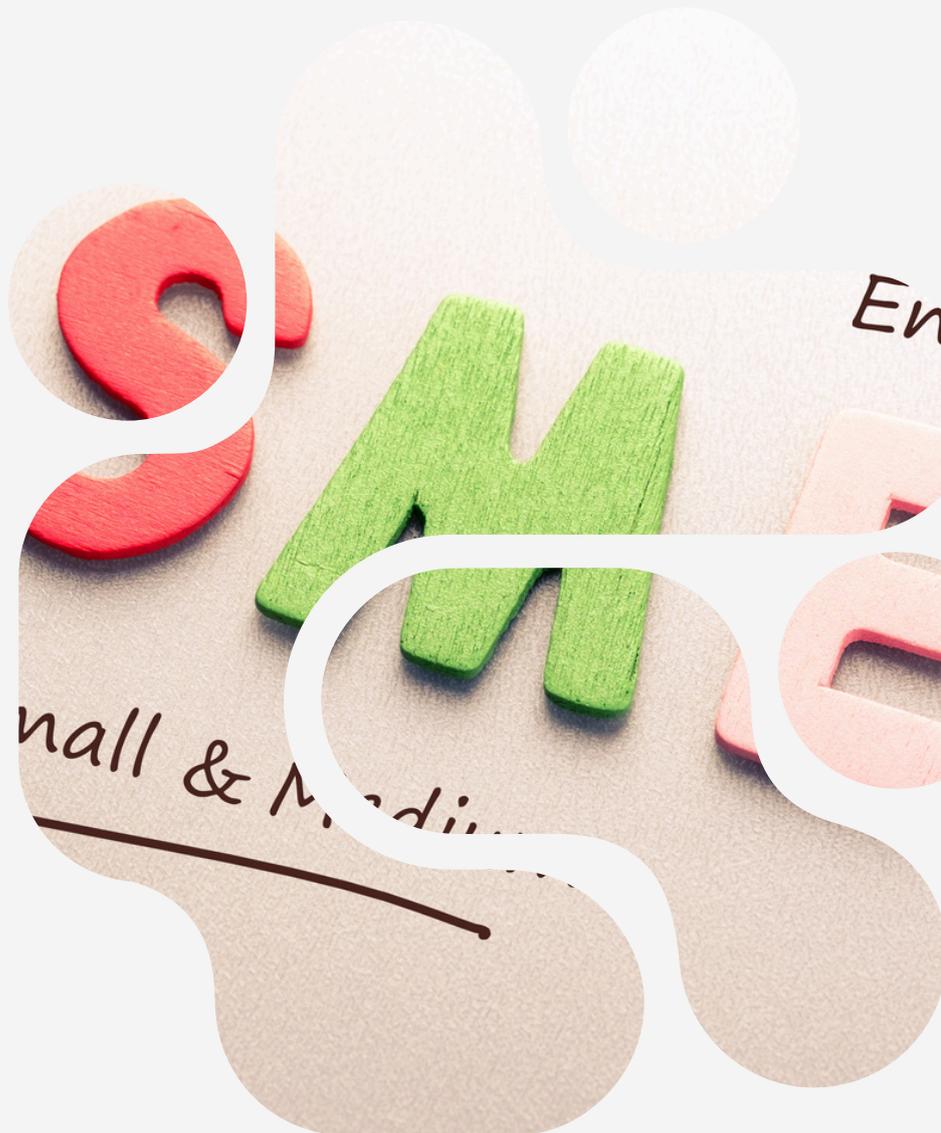
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OUR ECONOMY HAS A BACKBONE, AND IT IS BLANKET TERMED THE SME

By Anita Pickerskill

Micro businesses will both require and ask for payment either in advance or on seven days terms—yet the industry standard is 30 days.





I do not like the terms SME because it encompasses a huge range of businesses—I much prefer to separate the sub-categories out and use them so that those people who make up our backbone can easily see where they fit. Make no doubt the entrepreneurs who fall under this huge blanket are important people:

- They are a major driver of economic activity and job creation.
- They play a crucial role in innovation and entrepreneurship.
- They are often more flexible and adaptable to changing market conditions.
- Let's look at the actual definition below, it will come as no surprise that most solopreneurs will be within the Micro and Small Business category you can find out more here

Payment Terms, are influenced by size

Micro businesses will both require and ask for payment either in advance or on seven days terms – yet the industry standard is 30 days.

This is a problem, as businesses get bigger, they have little choice but to bring in more process driven automation, the need to be more seamless and return a yield has seen artificial intelligence bring the saying “the computer says no” truly to life. With a growing number of invoices rejected for things such as missing order number, lack of address, payment details – other things such as sent to the wrong email address are also very common.

As businesses get larger, they will offer flexibility to the key essential suppliers and more valued relationships but introduce a standard payment term of 30 days or end of month following date of invoice with a strict cut off date in the month. With invoices received on time and done correctly hitting the payment run and those received after the cut off date being allocated to the next one.

Payment methods are also affected by size

The principal payment methods are:

Direct Bank Transfer – a variety of options with same day transfer (faster transfer) BACS three days to clearance normally

Debit Card – linked to CPA an alternative to Direct Debits known as a Continuous Payment Authority

Credit Card – A preferred method used by consumers and micro business owners/sole traders as it offers the comfort in many cases of clawback for fault or dispute in some cases

Cheque – There are still a significant number of businesses that use this method of payment with most cheques taking on average 7 working days to clear and some longer. This is a form of short-term credit and allows time for clearing funds to clear whilst the cheque is still clearing

Cash – 5000 and 10000 euros maximum to help prevent money laundering, with businesses having to evidence where funds have come from if they wish to deposit it into a bank account or regularly have banking above these amounts. Such businesses may be retail shops, taxi drivers, takeaways, market traders, laundrettes,

With micro businesses and smaller businesses having less cash to stand the charges often associated with CPA and credit card payment facilities they are limited much of the time to only offering bank transfer which will mean that often a business that would pay by debit card or credit card will pay late especially if they are awaiting funds coming in.

These are just some of the reasons why having a good robust set of terms and conditions as part of a good compliant credit process which covers, pre-sale documents, invoices, payment methods, chase methods and more is important.

Turnover less than £50 million, or balance sheet total less than £43 million	Fewer than 250	Medium sized
Turnover less than £10 million, or balance sheet total less than £10 million	Fewer than 50	Small
Turnover less than £2 million, or balance sheet total less than £2 million	Fewer than 10	Micro



HOW DOES COLOUR BUILD POSITIVE CUSTOMER RELATIONSHIPS FOR SUSTAINABLE BUSINESS GROWTH?

By Sheila Caulfield

“As Maya Angelou once said, ‘I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel’”



I remember my 16th birthday because it was the day that transformed my life for the better despite being encased in a neck to toe white plaster cast following a challenging leg operation, spending three-months in hospital and getting to grips with a rigid hospital routine.

It was on this day that my favourite nurse told me with a beaming smile on her face that in one-hour I would be transported to a beautiful countryside convalescent home, spend three months recovering there recovering from my operation in a relaxing environment, saying the food would be more varied, I’d have more freedom to choose how I spent the day, friends could visit more often and I could watch as much television as I like.





There is a colour palette for everyone

Instead of feeling excited by these messages I could only think that “this is too quick,” feelings of overwhelm swept through me and I felt anxiety rising to the surface at the thought of changing my daily routine upset me.

I remember travelling to my new location wrapped up in a colourful ruby red, forest green and cobalt blue blanket and for some reason I felt a sense of optimism and excitement flowing through me. This brought a smile to my face.

At that time, I questioned nothing other than wondering how a simple change of clothing, yes I’m calling my blanket “clothing” as you can imagine how difficult it would be wearing more stylish clothing in a neck to toe plaster cast, could help me to feel this way. All I knew then was that I became more confident, felt happier in myself and I was able to promote this image on arrival at my new location that helped my stay there to be a happy and fulfilling one for me, my family and the staff looking after me.

Leatrice Eiseman, (executive director, Pantone Colour Institute), says. Colour is the single most important design element in creating mood and style, the influence colour has on our feelings, our well-being and our perceptions cannot be underestimated.

Today following years of working with colour and experiencing its transformational qualities on myself and my clients I now understand why colour did what it did for me at the time I needed it. I’ve learned that colour is emotion and non-verbal communication. Studying colour science and theory I understand without a doubt that every hue, shade and tint (in the massive spectrum of colour) communicates different messages to us if we choose to listen to them and open our hearts and minds to all that is possible. It helps us be more confident and feel happier in ourselves that in turn empowers us to exceed our goals and achieve our full potential

As a busy business owner these thoughts strike me that working with colour offers a wonderful resource that help us to portray a positive image to those who are important to us, provides a tool for building instant trust and rapport with our clients and when we understand our personal connection with colour and wear it we feel empowered to build a successful and sustainable business through challenging times of change from feel recharged, revived and refreshed in how we look, feel and act

Colour is subjective so my colour preferences will differ from yours and the messages of tranquillity that cobalt blue conveyed to me, the energy that ruby red ‘shouted’ at me and the sense of balance that forest green whispered to me may not work for you.

However, there is a colour palette for everyone and when discovered this is where the excitement of working with the wonderful phenomenon of colour begins as you start to notice it’s affect on how we think about things and feel the positive emotions/feelings that empower us to drive business success from growing a loyal customer base who have confidence in us and trust us.

What do you think?

Ask Sheila any questions you have through her website <https://sheilacaulfield.com/> by email sheila@sheilacaulfield.com or phone her on 07970 493938



DOES YOUR BUSINESS RUN WITHOUT YOU?

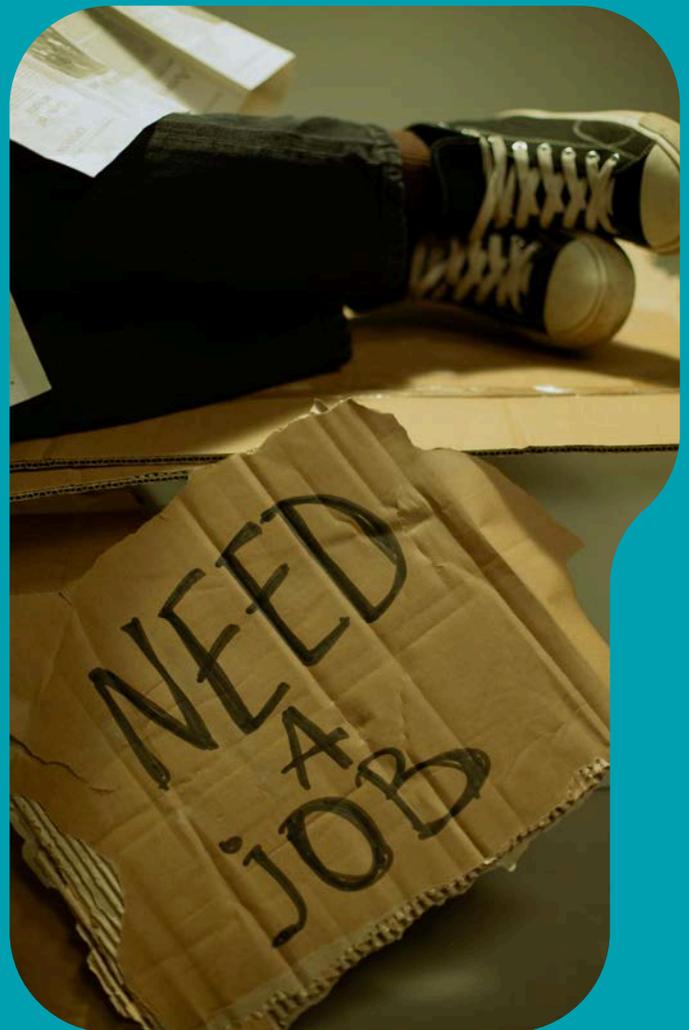
By Sally Marshall

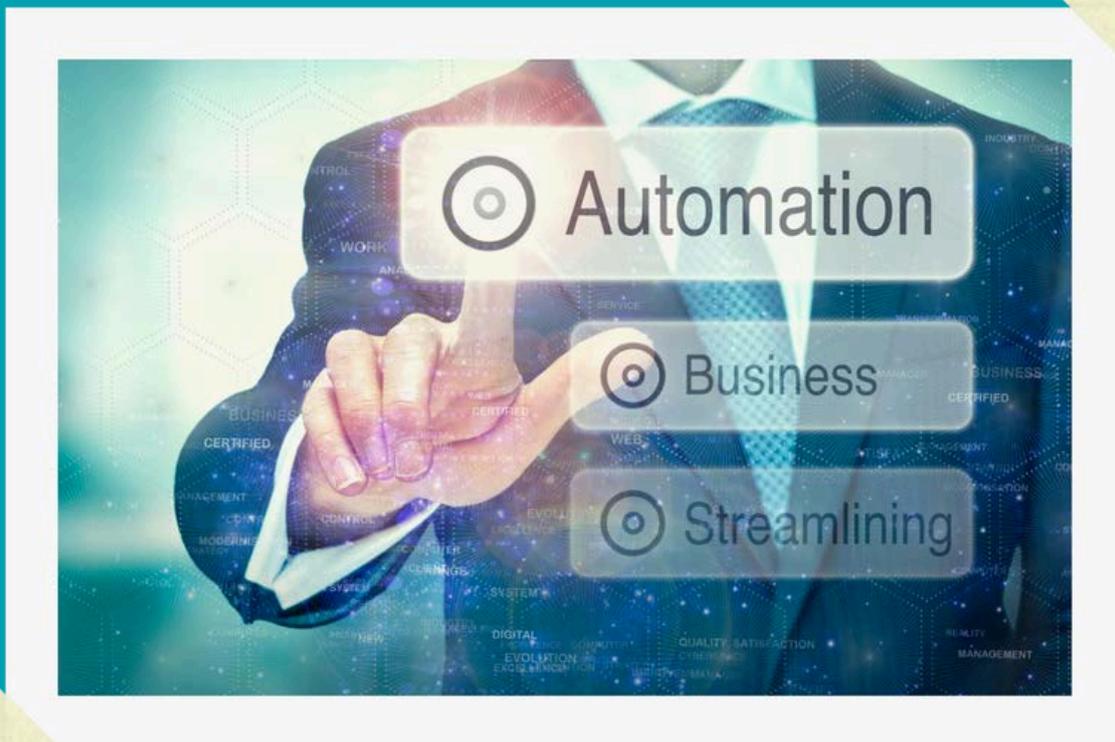
Do you have a business or do you have a job and pay yourself?

Whether you have a job or a business is always an emotional question and people get very defensive when they answer but ... what is the answer in your situation?

If you have a job rather than a business you are probably doing everything yourself and when you take a day off, the business pauses until you return.

If you have a business, and one which has a value, then the business will continue to operate whether you are there or not.





Delegate and automate to elevate from a job to a business

One way to move from a job to a business is to delegate. That could be to a person who works in your business either as an employee or a freelancer. It could be that you delegate several of the tasks that you currently do to someone else who can just focus on that part of the business. These could include social media, answering the phone, responding to emails, processing orders or doing the account.

Another way would be to look at automating some of the processes within your business so that they happen in the background without any intervention from you.

There are so many tools that can do this for you so take your time and try some out and see what works for you. They can save you a lot of time during the day and enable your businesses to run 24/7.

If you'd like a chat on how you can start to automate your business, email me at sally@sallymarshallgroup.co.uk

TRANSFORMING THE FUTURE OF CARE IN KENT

Redefining what it means to provide care & companionship for the elderly, Thrive Homecare launches in Kent

by Chris Gage, Thrive Homecare





At a time when the care system is under immense strain, Thrive is pioneering a holistic approach that places wellbeing at the heart of everything. More than just meeting needs, the team at Thrive is committed to helping older people live with meaning, purpose, and joy in later life. The need for high-quality, relationship-centred support has never been greater.

The UK's ageing population is growing rapidly, with the Office for National Statistics predicting that by 2050, nearly one in four people will be aged 65 or over¹. Additionally, loneliness is associated with an increase in mortality and research suggests it is comparable to smoking 15 cigarettes a day.² Thus highlighting the urgent need for care models that prioritise emotional and social wellbeing alongside practical support.

The team behind Thrive Homecare recognise that true quality of life is about more than just daily tasks, it is about relationships, experiences, and the small details that make life fulfilling. This relationship-centred approach ensures that every individual receives not just physical support, but a sense of connection, achievement, and value.

Far from being new to the industry Thrive Homecare is the sister company to Plan with Care; the highly regarded local organisation working alongside families and solicitors to support older people. After positive feedback from individuals, their family and solicitors, Co-founder Chris Gage identified a broader need for a home care service in Kent with a tailored approach to wellbeing.

Our vision for Thrive Homecare is to be seen as a quality-of-life company. Many individuals manage well at home until they begin to experience frailty and isolation. Often, this leads to a crisis resulting in hospitalisation, followed by admission to a care home, where the average life expectancy is notably reduced” said Chris Gage, Co-founder and CEO of Thrive Homecare. “By putting in place a structure of support before a crisis and prioritising social engagement, individuals can enjoy a higher quality of life in their own home for much longer.”

Thrive is unique in that each person benefits from a dedicated Wellbeing Specialist who works with them in the long term, ensuring consistency, trust, and truly personalised support. Quality of life is improved and enhanced by fostering social connection, supporting aspirations, and bringing joy into everyday life.

“The launch of Thrive Homecare comes at a critical time when busy families are seeking more than just basic care for the people they love. With a greater understanding today of the impact that isolation and poor mental health can have, they are looking for meaningful support that enhances quality of life in every way.

Thrive currently operates in Ashford, Canterbury, Whitstable and the surrounding areas.

For more information about Thrive Homecare and how it is transforming the future of care & support, visit www.thrivehomecare.co.uk or email hello@thrivehomecare.co.uk



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Steer Magazine

Steer Your Business is a business magazine to support SMEs with information and resources to help them with their business. None of us know it all and running a business is no different whether you're a start-up or a more established business. Everything changes so quickly that keeping up-to-date can be a challenge. Steer Your Business brings together an eclectic mix of information from different sectors to support business owners moving forward.

Distribution & Readership

The magazine has a wide social media reach across the main business platforms of Linked In, Twitter and Facebook. Social Media has opened up significant target markets and has made our material, accessible to a wide variety of businesses. A large proportion

of our readership view online, either via our app or through the website and of course social media sites.

The magazine has achieved a wide international presence, viewed online and providing support and the best business resources to grow in international networks. The print edition of the publication is sent to key decision makers from blue chip companies to SME's by paid subscription.

Our business development manager will be pleased to discuss the vast scope of media opportunities, for aspirational SME businesses, both in the U.K. and overseas markets.

Rates & Packages

Front cover package

- Front cover, full colour picture or montage.
- Credit on the contents page
- Full page of editorial.
- A MPU on the website for a month and listing in the business directory in both print and digital versions

£1495

Special position

Inside front cover. Inside back cover. Back cover.

- Full page advertisement.
- Full page of editorial.
- Hyperlink from the editorial in the digital version to any dedicated url.
- A MPU on the website for a month and listing in the business directory in both print and digital versions.

£1195

Full page advertisement

- Hyperlink from the editorial in the digital version to any dedicated url.
- A MPU on the website for a month and listing in the business directory in both print and digital versions.

£895

Half page advertisement

- Hyperlink from the editorial in the digital version to any dedicated url.
- A MPU on the website for a month and listing in the business directory in both print and digital versions.

£495

Quarter page advertisement

- Hyperlink from the editorial in the digital version to any dedicated url.
- A MPU on the website for a month and listing in the business directory in both print and digital versions.

£350

Discounts offered for more than one inclusion.

All advertisements are in full color. Technical specifications will be supplied on completion of the order.

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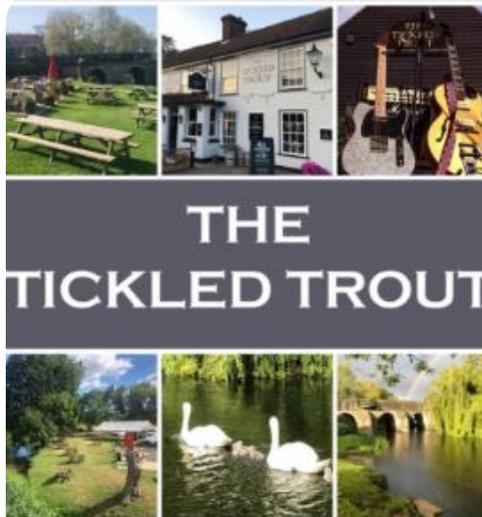
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