

# WiRED

WiRE - *The Voice of Rural Businesswomen*

Issue Two 2011





The nights are getting darker and there is a definite chill in the air so Christmas must be just around the corner. With Christmas comes the cheery Christmas Markets that are almost as synonymous with the festive period as mince pies. If you have considered holding a stall at a market of this kind or any other craft fair or exhibition it's essential you give careful consideration to your insurance needs. Public Liability insurance is a worthwhile investment for anyone who deals with the public and many markets and fairs will not allow you to trade without adequate proof of insurance, but what exactly does Public Liability insurance cover?

Public Liability insurance covers you for any award of damages to a member of the public because of an injury or damage to their property caused by you or your business. This insurance will also provide cover in respect of legal fees, costs, expenses and necessary hospital treatment.

It may be the time of good will to all, but with all these costs to consider it's worth taking time to think about how a claim for injury or damage would affect your business. If you were to leave cables or packaging in a walkway and someone were to trip and break their ankle you could find yourself responsible for medical expenses and compensation. Alternatively, if you sell food products you may need to consider what the cost implications would be if a customer were to be made ill or have an allergic reaction caused by eating your products. It's not hard to see how the costs of a claim can quickly add up and that's why claims of this kind can have the potential to destroy small and fledgling businesses. We live in a litigious society and sadly claims of this sort are increasingly common. Of course many businesses never need to make a claim of this kind but when you have worked hard to grow your business you want to know that you have the right cover to protect you when you need it. When you have the right cover you can stop worrying and start enjoying the festive period.

Merry Christmas from BIB.

**For more information email [helen.raine@bibinsurance.co.uk](mailto:helen.raine@bibinsurance.co.uk),  
telephone 01325 374237 or visit [www.bibinsurance.co.uk](http://www.bibinsurance.co.uk)**

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## WiRED

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WiRE Conference 2008

# Welcome...

**W**ell, here it is – your new look WiRED! Our aim has been to give you something small but perfect – a “handbag slipping” blast of knowledge and inspiration. I do hope that you enjoy it and read something that helps you change and develop your business.

Whilst we've streamlined the size, we haven't compromised on content and this edition is full of helpful and morale boosting articles and stories.

WiRE's Business Manager, Fiona, aims to bring out the innate flair for sales in every one of you and we've expert articles from members and partners, with Elaine Clark encouraging you to ditch the shoebox of receipts and Helen Colshaw prompting you to check who really owns your website.

If you are looking for inspiration rather than advice then it's time to applaud the Glittering Successes of other members – women like yourselves with businesses like yours – be inspired!

And if you are in need of a boost, look no further than News from the Networks. Pembrokeshire Networkers find parallels between running a business and coasteering (both requiring the courage to leap off big ledges); the members of WiRE Bedford inspire, educate and motivate themselves with a WiRE Inspire Conference and many WiRE Networks have been raising money for charities alongside their normal networking and business activities.

So, let's work together, have fun, network, learn from and inspire each other, and in so doing develop as people and business owners.

## Polly Gibb, WiRE

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## WiRE LIKES

### Look what we've found!

The WiRE team have been doing some Christmas shopping in the WiRE online Marketplace and here are some of the businesses that have caught their eye...

## Julie Likes



### *Tea in a posh cup!*

Daisy Park is a boutique for the home with a real and online shop. It's a family business based in Devon. The online shop is a place you can escape to, I love the choice of colourful happy bedding, crocks and accessories, particularly the Pip Studio range - still into birds!

[www.daisypark.co.uk](http://www.daisypark.co.uk)

## Tory Likes



### *Cake Boxes*

With a best friend having just got married; I haven't been out of wedding mode for the past few months. When I came across Little Cupcake Boxes, the options for wedding cupcakes were endless, a huge variety that cater for a range of tastes! If you have a celebration on the way do check out Little Cupcake Boxes for your celebration cake!

[www.littlecupcakeboxes.co.uk](http://www.littlecupcakeboxes.co.uk)

## Helen Likes

### *Secret Holidays!*

The name 'Secret Cloud House Holidays' was so intriguing that I had to look at the lovely website. Although not a fan of camping, a stay here is very appealing!

[www.secretcloudhouseholidays.co.uk](http://www.secretcloudhouseholidays.co.uk)

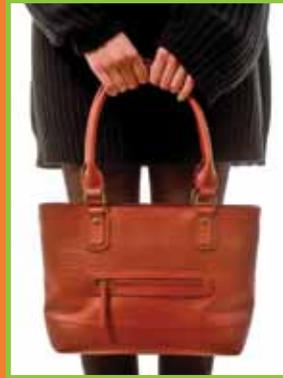


Fiona Likes

*Friday!*

Initially drawn to the name of Ali's website [www.onfriday.co.uk](http://www.onfriday.co.uk), I was thrilled to find that it was actually an online shopping site dedicated to ethically sourced bags. There is even a range made from recycled fire hose... "It's already had 25 years of putting out fires and saving lives. How many bags can you say that about?" I'm thrilled to have found these bags - statement pieces for all the right reasons.

[www.onfriday.co.uk](http://www.onfriday.co.uk)



Polly Likes

*To Shop Fair Trade*



I am ever hopeful of finding the perfect combination of ethical and lovely, and yet again the Rural

Marketplace has the answer. Peruse Fair Trade offers a range of ethically sourced bags, footwear and hats, which are quirky and unusual without being outlandish. I particularly like the Sloops, which are colourful little slippers made from very soft Yaks wool, available in wonderful colour combinations such as fuschia and purple - little jesters hats for happy feet.

[www.perusefairtrade.co.uk](http://www.perusefairtrade.co.uk)



Sarah Likes

*The Back Garden*

The Back Garden, founded by Cheryl McGee, offers a range of homemade foodie delights - all sourced from the 'back garden'. It epitomises everything that's good about buying local food, which as some of you will know is a cause close to my heart. I love the colours on the website, the simple navigation, the blog about selling sausage to the Spanish, as well as the story behind the business which makes me want to buy even more. A great source of home made yumminess for Christmas.

[www.thebackgarden.co.uk](http://www.thebackgarden.co.uk)

# You make me feel like a natural (sales) woman

**A**part from “why isn’t there a Men in Rural Enterprise”, the one thing we hear most from WiRE members is “I’m no good at selling”.

Selling is a very natural process. Building trust and relationships and creating a twinge of need and excitement in the customer – it’s what women (especially WiRE women) do brilliantly, so why the negativity and why do women find it difficult to sell?

Well they don’t, they just don’t realise that they are selling most of the time. Just listen to women talking about their family, their children and their pets. We enthusiastically “sell” the people and things we love because we want everybody else to love them too, but we rarely (well never) put a price on them. When was the last time you heard “and it was so cute when she put all four chocolate biscuits into her mouth, that will be £4,000 shall I wrap her now?”. Nobody is suggesting we should hone our skills and start selling our loved ones, but we can take those natural abilities and turn them into serious sales skills. With these three simple lessons you can turn casual browsers into happy customers.

## Lesson Number 1: *be natural*

Relax, selling is a completely natural process, you do it all the time, let your natural passion drive the sales process and

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## Passion persuades

*Anita Roddick (1942–2007), Entrepreneur, activist and founder of The Body Shop*

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gently guide customers towards loving your product as much as you do. You are good at selling, good at helping the customer make a decision, don’t let the fear that it will become difficult drive the whole transaction.

## Lesson Number 2: *be interested*

This lesson starts with a word of warning. I once watched a WiRE member talk herself out of a sale (of over £200) by being so intense, giving so much information and loving her product so much that the customer, who had her purse out, walked away. She simply couldn’t buy something that clearly belonged so completely to somebody else. So lesson number 2 is really about listening and asking questions to help you guide the customer towards the right product for them. Prepare your questions in advance, think about why a customer might buy it and listen to what they say before you start talking, then build your questions around their answers.

For example, say you sell handmade specialist soaps all individually wrapped and

100% natural. People are likely to buy because it's good for their skin, it's the right colour, because they want an unusual gift, or because they want to treat themselves. So you might prepare a few open questions like:

- Do you find soap dries your skin?
- What colour is your bathroom?
- Is it a present?

All these questions open up a conversation and people love to talk about what they want. Once they start you don't need to give them the hard sell, they sell it to themselves.

### **Lesson Number 3:** *be helpful*

It is odd that if selling is so very natural, if it plays to our strengths as women and we have pride and passion in our product, that the next stage in the process feels very unnatural. But closing, the point when the customer decides to buy, is the most important part of the sale. The truth is that many people, even when they want something, can afford it and want to buy it, struggle to get over the "hand in purse hump" to actually do so. This is where

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*You can close more business in two months by becoming interested in other people than you can in two years by trying to get people interested in you.*

*Dale Carnegie (1888-1955), Writer and the developer of the self-improvement course 'How to win friends and influence people'*

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being helpful comes in, they have all the information they need and they are ready to buy, so you need just be helpful but firm to tilt the balance. This final stage is not about being pushy, it's about asking very simple and practical questions that the customer has to decide on:

- Which colour would you like?
- Would you like gift-wrapping?
- Will you take it now or shall I arrange delivery?

You are simply guiding them through the process, don't focus on closing the sale, concentrate on helping the customer make the decisions they need to make – do that, and the sale will close itself.

And if they don't buy after all your natural passion, your interest and your help, it's not a rejection, it's not personal and it's not your fault – move enthusiastically onto the next customer (they may buy two!).



**WiRE**  
Women in Rural Enterprise

## WiRE Business Training

Is 2012 time to review your business, check your direction, take the next step? WiRE Business Advisors and Mentors offer one-to-one support in addition to three day courses in business planning, growth and marketing. Visit the WiRE website for further details, rates and dates.

**[www.wireuk.org/training](http://www.wireuk.org/training)**

# Welcome to WiRE Inspire

15th September 2011

**O**rganised by a volunteer event team (pictured below), headed up by the fabulous Babs Morse, the day started with thanks to the team. Organising an event on this scale is a huge amount of work and commitment especially when you also have a business, family and other commitments to contend with. Our extended thanks from WiRE at head office go to the whole team.



Julie Foster talked us through Goal Setting in a Wizard of Oz context. She encouraged us to follow the Yellow Brick Road, avoiding falling houses, munchkins and evil witches (you know who they are) to end up at our own personal Emerald City; wearing ruby slippers on the way tempted most to give it a go! [www.compass-life-coaching.co.uk](http://www.compass-life-coaching.co.uk)

Heather White took the floor next to talk us through "how to network smarter". It was a light bulb moment for many in the room when we realised that our phones not ringing doesn't mean we are bad networkers; the customer is just not at the right stage of their buying cycle. Networking is a marathon not a sprint; use your contacts, your connections, your knowledge and good planning – it will work for you. [www.heather-white.com](http://www.heather-white.com)

Sustained on into the afternoon by lunch, cakes and shopping, the first session was a look at WiRE and how the networks work. Three Bedford members gave a short talk on how they network, how they came across WiRE and how it works for their business. There were some hilarious insights and some genuinely warm moments. The long and short being that WiRE networks and their leaders are hugely valued and appreciated by rural businesswomen – long may they continue.



The keynote and final speaker was Pauline Stewart, the UK Ambassador for the De Bono Foundation. Pauline talked us through 'The Six Thinking Hats', which has us in fits of laughter exploring our "Yellow" side and learning to accept that it needs a mixture of thinking styles to create success. [www.inspirati.info](http://www.inspirati.info)

One of the charities supported by the raffle (which raised over £200) was Save 5. Teresa Sandeman-Charles, a successful businesswoman with a business turning over £1 million was diagnosed with a rare lung condition, has challenged herself to sign up 10,000 organ donors. WiRE Inspire was proud to sign up 10 new donors on the day. [www.save5.org.uk](http://www.save5.org.uk)

With a packed agenda, plenty of networking and shopping to boot, the 60 businesswomen who attended could not fail to be: inspired, educated and motivated. [www.wireinspire.co.uk](http://www.wireinspire.co.uk)



*All Conference photographs (apart from the group shot) by Anna Bowkis • [www.annabowkisphotography.com](http://www.annabowkisphotography.com)*

## Successful ‘Spoil Yourself Sunday’ Event

**W**aveney Valley Network Leaders Lisa Jones and Gemma Parker came up with an idea for a charity event in aid of Breast Cancer Care, which was held on 9th October at the Fisher Theatre in Bungay, Suffolk.



The event, opened by a local TV celebrity, was an opportunity for local ladies in business to showcase their products and services. The stage was utilised

to the full with a programme of events including a talk on wine with tastings, a style and colour analysis, a catwalk show of beautiful French lingerie and evening wear available to hire. The fashion show models were treated to a hair and make up session in front of the visitors.



Over 20 stalls were selling products from jewellery to engraved crystal, and handbags to cards and prints. Topped off by a raffle with some really good prizes, the event helped the Network raise a fantastic £1000 for charity.

# Pembrokeshire WiRE

## *A Year in the hands of a shared leadership!*

**A** couple of years ago I started going to Wire meetings, until the organisers retired, with no-one volunteering to take over.

But as the saying goes “you only know the value of something when you lose it”. So after a few months of no WiRE, my colleague Lise and I cracked and called a meeting to see what interest there was in restarting the group. The response was good so we volunteered to take it on together.

We tried a few approaches – firstly we shared the organisation of each meeting, but found that generated a lot of extra emails to each other. So then we took turns to organise them, but found all we could sensibly cover was the admin side of arranging the meetings. So we decided to ask two or three members at each meeting to volunteer for the next one, so there wasn't too much to do individually – mainly organise venue, menu, speaker and theme.

We publicised the meeting and entered it onto the WiRE website. There was real variety at each one and while some people were really nervous at first, they glowed with satisfaction (and relief) when ‘their meeting’ was a great success!

To ease forward planning given so many ‘helpers’, we decided to choose the same date for each meeting whatever



*Gitti Coats and Lise Matthews*

day of the week it fell on. We felt this helped women with regular weekday commitments to still make some of the meetings and meant nobody could say they didn't know when it was!

Lise and I have now retired, just in time for Lise to take on another business and for me to get involved in a big project on my smallholding, knowing our group will carry on. It takes a bit of experimenting to find the formula that best fits a local group and its specific members. All groups get fantastic support from the WiRE HQ team who are amazingly organised – and we haven't even scratched the surface of what WiRE can offer!

**Gitti Coats**

[www.thehealthdetectives.co.uk](http://www.thehealthdetectives.co.uk)

## And a day out...

**O**ur September WiRE Pembrokeshire meeting began with an exhilarating kick-start in the form of a brilliantly unusual and exciting coasteering event with Celtic Quest at Abereddy beach.

Met by Cleo Browne (a WiRE member since we launched in March 2009) and her team, we were provided with all the necessary safety equipment (a lot!) and a thorough briefing, ending with the daunting comment "If you fall in unexpectedly, just relax and go with the flow!".

To say we were challenged is a gross understatement, but with the calm encouragement and support of Cleo and her team we all managed belly-flops, back-slams, side jumps, front flips, a rope crossing and a session having a 'play' (as Cleo termed it) in wild surging swells (and the waves were HUGE...honestly!)

After a bit of a breather sitting around a hidden rock pool, Cleo suggested some



high jumping – a series of increasingly high jumps from rock ledges. Firstly we watched Cleo and the boys demonstrate. Just step off the ledge, keep our legs straight, feet together, arms crossed over the chest and SPLASH!

Just as it can be in business, when you think you're at your limit, you find that with support and a leap of faith you can take yourself on to another level and it feels amazing!

A quick change and a hot drink from Rachel's snack van soon had the energy flowing again and we all trooped up to the Farmer's Arms in Mathry to devour Anne Marie's (another WiRE member) delicious spread and continue our meeting.

**Ruth Woodage, New Co-ordinator and Rachel Eyles, Co-founder and Assistant Co-ordinator**



# Network News Bites

The launch of Dorset WiRE Network was attended by 20 business women in September at the Langton Arms, Tarrant Monkton. The new group already has 30 members covering a diverse range of businesses and the new Network Leaders are Barbara Cossins, Davina Skinner and Louise Talbot, pictured right.



Once a year Norwich WiRE Network devotes a meeting to reviewing other local business networks. "The meeting is based upon a list I compile (currently about 40)", says Network Leader Sophie Garrett. "The list includes name, location, dates, cost, leader's name and type of events, which we go through and give feedback upon (kindly and constructively). Six female leaders from other networks also attended the last session. Very popular, so I'd better start arranging the next meeting."



Congratulations to Rugby & District WiRE Network who recently held a Big Networking Coffee Morning in aid of MacMillan Cancer Research. The successful event was held at Rugby College, which kindly donated both the room and liquid refreshments. Various activities helped to raise money alongside the entry fee and cakes (supplied by the WiRE Members) sold on the day. The event raised a total of £316.



The Worcestershire WiRE Network adopted a local charity for homeless youngsters three years ago - [www.bromsgrovebasementproject.co.uk](http://www.bromsgrovebasementproject.co.uk). Donnah Morgan, Network Leader, said "We hold a raffle every month and members donate store cupboard goods, donations from events and their expertise. It has given the project and the Network a higher profile. Who will your network support?"



# TOP TIPS

## *to Improve Your Marketing (for free!)*

### TELL PEOPLE WHAT YOU DO

Sounds obvious, but you'd be surprised how often it is difficult to understand what a company does, particularly if it is offering a service. Also, what makes your company better than the competitors?

### TARGET YOUR CUSTOMERS

To do this, you need to know who are they – their age, sex, socio-economic group, nationality, industry sector etc. When do they use your product or service? What do they read or watch? What do they do? Where do they go?

### USE THE INFORMATION

Use the information to reach your potential clients. This could be speaking at relevant events, writing articles or blogs they read, socialising where they do, putting your leaflets where they are.

### REPEAT THE MESSAGE

Whichever marketing tools you use (press releases, mailings, adverts etc), you will need to keep up a steady flow – once is not enough!

### USE FREE MARKETING TOOLS

Register with online directories such as Yell, the link will help with the Search Engine Optimisation (SEO) of your website. Enter competitions and awards, use social media tools such as Twitter, Facebook and Linked-In and give talks and presentations.

### USE FREE ONLINE TOOLS

Use online marketing tools such as Mail Chimp or Constant Contact for email marketing, Survey Monkey or Smart Survey for Surveys, and Wordpress or Typepad for blogs. Put Google Analytics on your website so you find out about your visitors and how they found your site.

### USE THE BASICS OF SEARCH ENGINE OPTIMISATION

Many websites cannot be found in Google, even by searching with a company name. Make sure you understand the basics of SEO - use the right page titles, get links on high ranking sites and register your business on Google maps.

### USE YOUR EXISTING CLIENTS

We all tend to put the emphasis on attracting new clients, but it's much cheaper to retain the ones you already have. Keep them happy, get recommendations and testimonials from them and sell them more.

### WRITE AN ACTION PLAN

The best way to ensure you put all of this into practice is to write a simple marketing plan with actions. When you have actioned your plan, monitor the results, revise it and start again!

### MEASURE THE RESULTS

You can use some of the free tools to help you monitor the results. Email marketing programmes will enable you to see who has clicked on your mailing and Google Analytics will show you how many people are responding and visiting your website. Just asking enquirers and customers "Where did you hear about me?" can also give you valuable information.

**Beryl Pettitt**

[www.ridgewaymarketing.co.uk](http://www.ridgewaymarketing.co.uk)

Ridgeway Marketing provides Marketing Mentoring and Training to small businesses and organisations. Beryl has over 25 years experience working in both a corporate environment and running her own business.

# Who Owns Your Website?



**P**icture the situation. You've paid a large sum of money for a brand new website with all the bells and whistles. A few months down the line the web developer goes bust, and your site is left in limbo!



With no support number to call, what would you do in this situation? You've bought a website, but does that mean you own it? Follow these top tips to keep your website under control.

## 1 Check your domain name is registered in your own name

If your domain name is registered in the name of your web designer, you may find it difficult later on to prove that it rightfully belongs to you.

## 2 Check on the copyright of website content

First, do you have the right to use all of the content you have put onto your website? Never reproduce someone else's text or images on your website unless you have permission. Second, make sure that any contractors you use to create your website will agree to assign to you the copyright of any work they do on your behalf.

## 3 Find out what content management system your website uses

If the content management system or e-commerce package that your website is built in is proprietary to your web developer, then the system that sits behind your website is unlikely to belong to you. This means that should you ever wish to move away from that developer, you will probably not be able to take your website with you.

A good way to avoid nasty surprises is to have your site built using an open source content management system like WordPress or Drupal, or ecommerce system such as Magento. Open source software is free to use, widely supported and easier to move between different hosting providers.

## 4 Make sure your Google Analytics account is set up as a standalone account

Many web developers will set up all their clients as 'profiles' within one central Google Analytics account rather than as standalone individual accounts. While this may be convenient for them, it means you will never be able to have administrative rights to your own Analytics account – otherwise you would have access to all their other clients' data. This may sound unimportant but if you ever want to take your internet marketing campaign beyond the basics, you will need administrative rights to your account.

**5 Establish whether you're buying or renting your website**

Over the last couple of years we've seen a growing number of providers offering websites for a few pounds a month, rather than charging upfront for the design and build of a website. This can be a great way for small businesses to get started but you should be aware that if you are paying a monthly ongoing fee that this usually means that when you stop paying, you stop having a website. Typically, this means you will never be able to transfer the website to another party without rebuilding it from scratch. Make sure you're clear about whether you're buying or renting!

**6 Keep good records and ask the right questions!**

It's hugely important to keep a record of any usernames and passwords associated with your website – any login details associated with your domain name, website hosting, content management system and analytics package, for example. These details would certainly come in handy if your web developer were to go out of business!

**Helen Culshaw**  
[www.websitewhileyouwait.co.uk](http://www.websitewhileyouwait.co.uk)

Helen is MD of Ascendancy Internet Marketing, who run a unique web design service aimed at giving the customer more control over the design and upkeep of their website. For more details visit: [websitewhileyouwait.co.uk](http://websitewhileyouwait.co.uk)

**FREE LEGAL ADVICE FOR WIRE MEMBERS**

For more details simply visit [www.purplelegal.co.uk/wire](http://www.purplelegal.co.uk/wire)

**WIRE**  
Women in Rural Enterprise

**PURPLE LEGAL**  
Law for people and families  
[www.purplelegal.co.uk/wire](http://www.purplelegal.co.uk/wire)

# Ditch the Shoe Box of Receipts -

**I**t's that time of year again and the self assessment filing deadline is fast approaching. Is it time for you to head off to your accountant with your shoe box or plastic bag full of receipts, bank statements and the like? Then you have the agonising wait whilst he or she prepares the figures and reveals just how much, or how little, profit you have made and how much you have to pay in tax and national insurance.



## Your accountant

Of course your accountant plays a vital role in your business. They need to:

- Make sure you have set your business up in the most tax efficient way.
- Ensure that you minimise your tax bill by claiming for all available costs.
- Eliminate any penalties and fines being incurred by ensuring all of your tax returns and accounts are filed on time.
- Assist you with the financial planning and management of your business as it grows and expands.
- Keep you up to date on new changes in tax and laws that may apply to you, eg. when you need to register for VAT, register as an employer etc.

So trooping off to the accountant at the end of the year armed with your shoe box of receipts is not something to be criticised at all, but is there a better way of doing things to help you to manage your finances?

If this does sound like you then maybe it is time to pledge to do things differently from now on in.

## Get an accounting system

Make this year the one that you get all of your accounting records into a system. A proper system. One on a computer.

It doesn't have to be a fancy one or an expensive one. There are a number out there that will do, such as Sage One starting at just £5 a month. New WiRE Partner Sage One is an online accounting solution designed to help business owners record the movement of money in and out of their business. There are two products available in the suite – *CashBook* for those who operate on a cash basis and *Accounts* for those who need to record customer and supplier invoices and payments.

Sage One, like many other computer solutions is really easy to use and requires no training. If you can use a PC and are familiar with basic computer packages, then getting to grips with an online accounting system will be a doddle.

Give it a try – a free trial of an online system will prove to you just how easy it is

# Get Organised!

to use and by having a proper accounting system will help you to know:

- Just how your business is performing at any point in time – not just at the year end. Are you making a profit and hitting those targets that you set out at the start?
- Are things going in the right direction?
- How much cash you have in the bank
- Can you meet all of your bills as and when they become due?
- Who owes you money and who should you be chasing for a payment, especially

before you provide further goods or services to them.

- How much should you budget for your tax bill? Have you put aside enough?
- Just how much can you take from the business as wages or drawings to live on.

Does your shoe box of receipts tell you that? I doubt it. So come on make the change and ditch that shoe box of receipts.

Your business deserves it.

**Elaine Clark, Managing Director**  
**CheapAccounting.co.uk**

## Effective relief from accounts headaches



From just

£24.99

+VAT per month

**We recognise that running a business is difficult enough and doing your accounts at the end of a working day can be a real headache.**

That's why Sage has come up with a nifty solution that allows you to concentrate on running your business saving you time, money and letting you ditch the shoe box of receipts!

Sage One is an online accounts solution that allows you to keep track of money coming in and out of your business. It's accessible on your mobile, laptop or iPad so it's easy to use on the move and we know that owning a business isn't a 9 to 5 job so there is Sage One software support 24/7.

Lots of small businesses are already using Sage One to help manage their accounts with the help of their accountant and we would like to put even more businesses in touch with like-minded accountants. From just £24.99+VAT per month you get Sage One software and online support from a qualified accountant to manage your business accounts.

**To help with your accounts headache take Sage One daily and contact us on [www.sageone.cheapaccounting.co.uk](http://www.sageone.cheapaccounting.co.uk) or call us on 0844 884 2399**

SageOne

sage

# Member News

## Wire Networking – Going National!

**S**ince joining South Suffolk WiRE Network in February and getting to know other members at our lively monthly meetings, I've had the unexpected pleasure of connecting and working with WiRE members from beyond my immediate locality and network.

Whilst some clients have approached me as a direct result of my visibility on the WiRE Market Place (which has great google rankings!), relationships with other more distant businesses have become quickly cemented due to our mutual membership, which speeds up the process of trust and familiarity that are the foundations of any business. As a freelance graphic designer working from home, I've built my client list from

scratch. So without the luxury of taking clients with me from my former agency, networking is a real business lifeline. Whilst I've enjoyed the benefits of other networking groups, I've found WiRE's wider national audience invaluable in facilitating the expansion my own network and client base. Just over the last year, from my WiRE clients alone, I've received an exciting array of briefs ranging from exhibition banners and drinks coasters to event programmes and even a couple of magazines!

**Joy Day, [www.creativejoy.co.uk](http://www.creativejoy.co.uk)**



## The Rapport Store HR Consultancy Launches New Initiatives



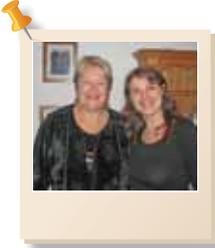
**T**he Rapport Store, founded by HR Director, coach and WiRE Member, Clare Jones, has launched two exciting new

**initiatives to show businesses how to get the most from their people.**

A new maternity coaching programme is designed to help businesses attract and retain their talented staff and business training workshops with a unique value guarantee; delegates only have to pay what they think the training is worth. Clare said: "We know that we can offer amazing value and this seemed to us the best way to prove it."

**[www.rapportstore.co.uk](http://www.rapportstore.co.uk)**

## Networking Events Business



**West Suffolk  
WiRE  
Network Leader  
Lynette Bucknall  
has recently  
franchised her  
networking events  
business, Office**

**Drinks, and one of her first franchisees  
is South Suffolk WiRE Network Leader,  
Sue Hall.**

The idea was to get local businesses together in an informal way. Sue's Office Drinks events in Ipswich have been an instant success. Lynette says "I'm delighted to have Sue on board, she's so passionate about networking, as anyone who has met her though WiRE will know." Lynette is currently looking for other Office Drinks hosts across the country.

[www.officedrinks.co.uk](http://www.officedrinks.co.uk)

## Business Wipe Out Prior to Opening

**A**t the end of November last year, after spending five years slowly converting my redundant builders store and yard in the heart of the Peak District National Park into a holiday cottage, I was finally ready to market my little business. Then in December I arrived at the cottage to find the whole place under water - I was devastated!

To cut a long story short, contractors finally arrived in May all the way from Torquay and completely gutted the cottage. Out went the new bathroom, out went the new kitchen – skip after skip – it was heartbreaking. It's certainly been an interesting

journey, but the Opening Doors business course lifted my spirits and at the end of this month we will be ready for guests.

Thank you WIRE – at low points I have read and re-read about other women and their businesses and have been spurred on to see it through.

**Sandie Bebbington**  
[sandie.bebbington@btinternet.com](mailto:sandie.bebbington@btinternet.com)



# Glittering Successes



## Posh Pop wins New Business Award



Claire Martinsen of Breckland Orchard was named the East of England Businesswomen's Best New Business for 2011. The awards recognise Businesswomen in the East of England across a whole spectrum of businesses and Claire was delighted to be recognised by the team as a business going places. "It's an unbelievable honour to have won the best new business award. To be recognised

by my peers makes it very special indeed." Breckland Orchard make award winning 'Posh Pop' and are based in Norfolk. [www.brecklandorchard.co.uk](http://www.brecklandorchard.co.uk)



## Award Winning Laundry Powder

Home Scents's best selling eco friendly and hypo-allergenic laundry product, Violet's Magic Laundry Powder, has been awarded FINALIST for best baby friendly laundry detergent in the Practical Parenting & Pregnancy awards 2011/12. WiRE Member Judith Mathias, whose Company developed the product, said "We launched Violet's Magic Laundry Powder last year to offer an effective and natural alternative to washing powders and detergents which contain optical brighteners and other synthetic chemicals. It contains a unique blend of plant and mineral ingredients which are kind to baby's sensitive skin and suitable for those who suffer allergic reactions. We are really thrilled that Violet's Magic Laundry Powder is a Finalist and are delighted to be recognised for the award alongside leading national brands. A fantastic achievement for a small independent company like Home Scents." Demand for their Laundry Powder was so great that they've now expanded their range of laundry products. [www.homescents.co.uk](http://www.homescents.co.uk)





## A Commendation at The RHS Flower Show



Gilly Pollock has created a website dedicated to British nursery growers. The purpose being to support local businesses, encourage the use of plants grown for our climate, to reduce our carbon footprint and preserve our horticultural heritage. A year after launching Gilly was offered a stand at The RHS Chelsea Flower Show 2011. The end result was a very attractive stand featuring a Morris

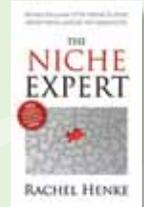
Traveller, vintage props and lots of great plants. The judges awarded a Commendation for the high quality of presentation. [www.britishplantnurseryguide.co.uk](http://www.britishplantnurseryguide.co.uk)



## A Winning Book

Suffolk Wire member Rachel Henke has recently secured a book contract with her new book *The Niche Expert*, published by BookShaker.

"I experienced one of those electrifying AHA moments when I realised that, even with cows for neighbours in our tiny rural village, I could build a global business with the internet." Founder of *The Niche Expert System*, Rachel shows solo and home based entrepreneurs how to become the go-to expert in their niche in order to attract their perfect clients, publicity and big opportunities online, and make a difference doing what they love. [www.rachelhenke.com](http://www.rachelhenke.com)



## Gloucestershire Enterprising Legacy Award



Emma Heathcote-James of the Little Soap Company has recently won the University of Gloucestershire's Enterprise Legacy Award. The Little Soap Company is run entirely by Emma, who manages every aspect and is responsible for solely creating the brand, the product, the packaging and the marketing. The success of the brand has been recognised and is now stocked by one of the UK's leading supermarkets. Emma also provides demonstrations and

hosts alternative office party soap workshops. She has also been nominated for the Worcestershire Ambassador's CSR Awards, which are announced at the end of November.

[www.littlesoapcompany.co.uk](http://www.littlesoapcompany.co.uk)

# Operating your business from home, have you ever considered...

## *The need for Planning Permission?*

**I'm sure that many WIRE members operate their businesses from home. However, have you ever considered whether planning permission is needed, and are you aware of the potentially serious consequences if consent is not obtained? Don't panic, The Planning Doctor is here to help.**

How do you know if permission is needed? If you answer "Yes" to any of the following, it is likely that planning consent will be required:

- Will the property no longer be used primarily as a private residence?
- Will it result in marked rise in traffic or people calling?
- Will it involve any activities that are unusual in a residential area?
- Will it disturb neighbours at unreasonable hours, or create other forms of nuisance such as noise or smell?



Advice can be sought from your Council's Planning Department, who will give you their opinion on the chances of obtaining consent and guidance on what to do. Conditions may be used to control the business operation.

If you have been operating for more than 10 years you are most likely exempt from any action the Council can take. Any less than this and I would suggest a retrospective application be submitted, or you run the risk of action being taken against you. In one of my most recent cases, a change of neighbour 3 years after start up gave rise to complaints. The business faces closure if planning consent isn't granted or a hefty fine if he operates without it.

Operating a business creates enough headaches. Getting planning permission may be considered one for the "too difficult" pile. However, operating without planning consent is an offence, and there are serious consequences operating without it. Can you afford to take the risk?

**Allison Blakeway**  
**The Planning Doctor**

If you require any advice on planning related matters, The Planning Doctor is on hand to assist. Please contact the Doctor with your query. [www.evolution-pdr.com](http://www.evolution-pdr.com)

# Ludlow Stoves

**I became aware of WiRE three years ago at the Burwarton show. I had just had my first child and was thinking about starting a business from home. In the back of my mind I had thought about importing wood burning cookers as we had done a lot of research into how to heat our 400 year old cottage.**

In January I attended the three-day Opening Doors Programme for business start ups and it gave me enough confidence to turn my idea into reality. I borrowed some money, opened a business bank account, imported two cookers and advertised them locally. They quickly sold and the feedback was very encouraging.

I then developed my branding ideas, creating a website, banners and postcards and in August attended the Burwarton show, taking a space in the WiRE marquee. I thought it would be a good time to chat with the other WiRE ladies and read some literature, but to my amazement we were so busy people were queuing to speak to us. We made sure we took all their details so we could contact them after the show.

The next day, to my horror, we had someone from the show knocking on

our door! There was washing up everywhere, I had no makeup on, but I managed to pull it together and they bought a cooker there and then.



We immediately started looking into renting retail space, but after weighing up the costs decided to open up the front part of our house to the public. After obtaining the relevant permissions we opened the showroom and are always prepared for visitors! My husband, who runs a building company, also complements the business as he has become a registered Hetas engineer and does all the installations.

Each month I send out national and local press releases and one of our cookers has been chosen as 'Editors Choice' for the November issue of Ideal Home. We now sell a large range of wood burning cookers, stoves and pellet heaters which we deliver free to anywhere in the country.

I don't think I would have done all this without the support and guidance of the Opening Doors Programme and my local WiRE Network. Thank you WiRE.

**Corrabeth Bishop**  
[www.ludlowstoves.co.uk](http://www.ludlowstoves.co.uk)

**For further details and dates of the Opening Doors Programme visit:**  
[www.wireuk.org/training](http://www.wireuk.org/training)



# Promoting Rural Business

## AGRICULTURAL PRODUCTS

### Liz Russell – EnviroSystems



EnviroSystems is a leading supplier of products to UK Dairy and Beef

Cattle farmers, including 'EnviroBed', 'Optimize Plus' and 'Slurry Bugs'. We are passionate about the use of environmentally friendly products, and helping farmers maximise the use of their on farm resources. Visit the website for more information. [www.envirosystems.co.uk](http://www.envirosystems.co.uk)

## ARTS, CRAFTS & GIFTS

### Pat Campbell - Little Bell Yarncrafts



Little Bell Yarncrafts is based in North Shropshire. We create exclusively handcrafted hats using a selection

of the finest luxury yarns. Vibrant colours and textures inspire our designs. [jcampbell012@btinternet.com](mailto:jcampbell012@btinternet.com)

### Jill Parker – Jills Keepsakes



Luxury Handcrafted Personalised 3D Cards and Keepsakes. Are you looking for a luxury card that is a little bit out of the ordinary?

Looking for something truly personal? Visit our website for beautiful luxury handcrafted cards, gifts & keepsakes for every occasion that will be treasured forever. [www.jillskeepsakes.co.uk](http://www.jillskeepsakes.co.uk)

### Claire Staddon – Suffolk Made



Suffolk Made website sells hand-crafted products made

in Suffolk. The site offers a wide and diverse variety of crafts, all crafted by an eclectic group of passionate artisans skilled in a wide range of disciplines. Join our newsletter and receive the latest offers. [www.suffolkmade.com](http://www.suffolkmade.com)

### Amanda Walker – Amanda Walker Crafts



Handmade party bags for children's parties with a selection of quality wooden toy fillers.

Cotton gingham fabric bags individually handmade with larger sizes available, perfect for storage. All my products are lovingly handmade from quality or vintage materials in Stratford-Upon-Avon. A full range of unique gifts are available on our website. [amandawalkercrafts.co.uk](http://amandawalkercrafts.co.uk)

### Tracey Portery – Petals and Pearls



Hand made Silk Flower Arrangements, Fresh Flower Orders (Bouquets, Sympathy and Wedding Work), Floristry Workshops ~ including seasonal specials and wedding

design workshops, and Hand Painted Glass Gifts. Located on the outskirts of Coventry. [www.petalsandpearls.co.uk](http://www.petalsandpearls.co.uk)

Visit the WiRe member Rural Marketplace [www.wireuk.org/market-place](http://www.wireuk.org/market-place)

**Jennifer Tetlow - Jennifer Tetlow Stone Sculpture**



Wildlife inspired sculpture, birds and animals carved in local sandstone, unique pieces created with distinctive personality or view the exciting new seasonal additions to the

Made in Stone range - a small collection of stunning, hand crafted objects hewn in stone. Just time left for 'made to order' or personalised gifts. [www.jennifertetlow.co.uk](http://www.jennifertetlow.co.uk)

**Suzanne Lake - made from my heart**



Handcrafted wooden gifts for children, women and men from a cottage industry in Norfolk will be a lovely addition to your home if you are inspired

by country living and shabby chic. Gifts can be personalised and order for bespoke items are welcome for those special events.

[www.handmadefromtheheart.folksy.co.uk](http://www.handmadefromtheheart.folksy.co.uk)

**Joelle Harris - Joelle Jewellery Making & Textile Workshops**



Joelle delivers a variety of workshops in the Staffordshire and Derbyshire area.

2012 sees a whole new set of sewing workshops, encouraging creativity, using sewing machines. Workshops are delivered in a professional,

yet fun manner and allow all abilities of participants to take away something to be proud of. [www.joelleharris.co.uk](http://www.joelleharris.co.uk)

**Anna Mangini – Crafts of the World Online**



Crafts of the World Online is the one-stop-shop for out-of-the-ordinary buys. Everything is hand-picked by Anna, who loves hunting-down things that you won't easily find on the high street. Our products are sourced from exotic countries,

as-well-as Britain, delivered to your door and you will be sure to own/give presents that make you remembered. [www.craftsoftheworldonline.co.uk](http://www.craftsoftheworldonline.co.uk)

**Hilary Belshaw - Henhouse Productions**



Learn all about keeping chickens in your back garden with this lovely DVD made at Hilary's smallholding in Cheshire. With plenty of entertaining and quirky clips of chickens at play

and some sound advice, this DVD would make an ideal gift for anyone who keeps or loves chickens. [www.henhouseproductions.co.uk](http://www.henhouseproductions.co.uk)

**BUSINESS SERVICES**

**Elaine Clark - CheapAccounting.co.uk**



By delivering accountancy services via innovative online systems at a cost effective price,

Wire member and national accountancy firm CheapAccounting.co.uk supports the growth of local businesses. Along with easy to understand, informative social media content CheapAccounting.co.uk takes a new and refreshing approach to the essential accounting required for businesses. CheapAccounting.co.uk

Fabulous handmade products at [www.wireuk.org/market-place](http://www.wireuk.org/market-place)

## THE WIRE RURAL MARKETPLACE

### Zoé Lewis - Harvard Lewis Associates



Helping graduates stand out from the crowd and get into work! We provide expert graduate coaching, via the phone

or Skype. Executive Coach, Zoé Lewis, receives excellent feedback from clients, "Zoé is an outstanding coach", graduate coached by Zoé, now working at Deloitte. Please contact us for an informal chat. [www.harvardlewis.co.uk](http://www.harvardlewis.co.uk)

### Patricia O'Connor - O'Connor Smith and Associates



Overcome the Fear of Public Speaking  
Millions of pounds are spent on advertising, and corporate offices. How much money are you spending to improve your public speaking skills?

Remember in business

you are judged by your appearance, confidence and ability to speak in public. We can help you overcome the fear of public speaking.

[www.oconnorsmith.com](http://www.oconnorsmith.com)

### Caroline Sanger-Davies – Aero Media & Marketing



A small marketing and PR consultancy based in North Wales, we provide marketing advice and / or hands on support for rural businesses needing to grow their profile,

customer base and revenue. We specialise in farm shops, tourist attractions and food businesses. For a free initial consultation (we'll come to you wherever you are) please contact Caroline. [www.aero-media.co.uk](http://www.aero-media.co.uk)

### Anna Goodwin – Anna Goodwin Accountancy



Anna is an accountant who takes the anxiety out of accounting. Specialising in small

businesses. Please contact Anna to arrange a free consultation on 07711 805183.

[www.annagoodwinaccountancy.co.uk](http://www.annagoodwinaccountancy.co.uk)

### Shelli Moyes



MPM IT is your local IT department on the road, based in Stowmarket,

Suffolk. We helping Sole Traders, small businesses and start-up businesses on tuition, hardware repairs, troubleshooting and IT advice on security. For further information please contact Shelli. [www.mpmit.co.uk](http://www.mpmit.co.uk)

### Hazel Langley - Enact Development



TakeCare and ArriveSafe are online, cost and time effective, employee health and safety training and driver risk assessment products

that help you meet your obligations. For more information, to discuss requirements or a free online demo please contact Hazel.

[www.enact.org.uk/Products.aspx](http://www.enact.org.uk/Products.aspx)

### Lynette Bucknall - Office Drinks



Raise your profile and promote your business through becoming an Office Drinks Host. Office Drinks is a new approach to business networking, over a drink

with a fun, friendly feel, popular with women.

Currently in East Anglia and London we are looking to expand across the UK.

[www.officedrinks.co.uk](http://www.officedrinks.co.uk)

Hundreds of like minded businesses at [www.wireuk.org/market-place](http://www.wireuk.org/market-place)

## Donnah Morgan - DMTraining/'abfablife'



DM Training offers Business Mentoring/Development. It's our

mission to 'enable you to become the best you can'. In partnership, we help you identify the skills, knowledge and competencies you need to develop using a combination of training, mentoring strategies, agree goals and checking regularly with you on progress and changes. [www.donahmorgan.co.uk](http://www.donahmorgan.co.uk)

## Lynn Oldfield - YDIY?



YDIY? Why do it yourself? Working to provide professional bespoke business and personal services to support and

compliment you and your business. Assisting independent consultants and all types of businesses, whether virtually or onsite with Event Management, Networking, PR & Marketing support; Secretarial, Administration and Business Organisation. YDIY? – Helping you to connect and grow your business. [www.ydiy.info](http://www.ydiy.info)

## Allison Blakeway - Evolution



Evolution is an independent Property Development Consultancy providing specialist advice in relation to

town planning and property development. Our comprehensive approach covers site feasibility to start of construction. We use our professionalism to maximise value from your property assets. [www.evolution-pdr.com](http://www.evolution-pdr.com)

## CLOTHING & ACCESSORIES

### Louise Whitehead – All Time Dude



Clothing for teenage boys aged 11 to 18 years. Range of wearable lifestyle clothes & accessories available online. Winter lines currently available, hoodies, t-shirts, shirts, denim and accessories including the Flip-Top Mitts. All Time Dude

caters solely for boys. Based in Shropshire. [www.alltimedude.co.uk](http://www.alltimedude.co.uk)

### Katie Twigg - KatieTwigg Birthing Gown™



The maternity/nursing nightdress has been totally re-invented. Having been thoughtfully designed by an experienced midwife and mother of 3. The UK manufactured KatieTwigg Birthing Gown™ is designed to meet you and your baby's every need. The new must have for your hospital bag offering you comfort, dignity and practicality. [www.katietwigg.co.uk](http://www.katietwigg.co.uk)

### Christina Friel - Fashion Accessories Designer/Maker



Stuck for Christmas gift ideas? Need to update your little black party dress? Visit [christinafriel.com](http://christinafriel.com) for an exclusive range of English silk accessories handcrafted in my Suffolk studio. Bespoke orders taken. Also in stock trend-led

jewellery and quality vintage scarves. [www.christinafriel.com](http://www.christinafriel.com)

# THE WIRE RURAL MARKETPLACE

## CONSULTANCY SERVICES

### Helen Russell - Projects Alive Limited



Projects Alive specialise in tender management services by sourcing and winning more local contracts

relevant to your business. We save you time and money by providing a full Grant, PQQ, Tender preparation and submission service. Clients vary from SME's, private/ public sector organisations to community and voluntary groups. Creating constructive solutions to improve your bottom line. [www.projectsalive.co.uk](http://www.projectsalive.co.uk)

## COURSES, EDUCATION & TRAINING

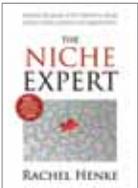
### Emma Heathcote-James – The Little Soap Company



Little Soap School: Come alone or bring a gaggle of pals for a luxury day of learning, playing and mixing up your own batches to take home. If you have an arty lean then all the better as

soap making's often described as the blending of chemistry and art with endless possibilities for recipes, textures, natural colours and blends. [www.littlesoapcompany.co.uk/courses](http://www.littlesoapcompany.co.uk/courses)

### Rachel Henke - The Niche Expert



Announcing the publication of 'The Niche Expert,' which shows business owners how to harness the power of the internet to attract perfect clients, publicity and opportunities. Now available on Amazon, this simple step by

step system using social media and the internet shows you how to effectively market your business online. [www.RachelHenke.com](http://www.RachelHenke.com)

### Carey Bilton – Tyro Training



Centres in Scarborough and Skipton offering extensive range of training, consultancy

and support, including: ECDL/Flexible IT Training, Sage Bookkeeping, Assertiveness, Customer Service Skills, Successful Sales Skills, Marketing. Flexible solutions and flexible delivery - at one of our venues or yours. [www.tyrotraining.co.uk](http://www.tyrotraining.co.uk)

## FOOD & DRINK

### Debbie Wren - Little Cupcake Boxes



At Little Cupcake Boxes we supply a unique range of cupcake boxes and wrappers to complement beautiful cupcakes including boxes for individual cupcakes in a wide range of colours and designs and cupcake

boxes for 2, 4, 6 and 12 cupcakes which are ideal for cupcake companies and shops who use our cupcake boxes to package their cupcakes and add a very special gift presentation. [www.littlecupcakeboxes.co.uk](http://www.littlecupcakeboxes.co.uk)

### Deb Gallimore - The Lilac House



Pork, Bacon, Sausage etc. from Traditional native rare breed pigs. Naturally fed, outdoor reared, with the freedom to dig and roam. Happy

pigs, Great pork and bacon! Half pig boxes to individual joints, available year round from the farm gate. Piglets always available. [www.thelilachouse.net](http://www.thelilachouse.net)

Support your local economy at  
[www.wireuk.org/market-place](http://www.wireuk.org/market-place)

## Gemma Parker - Humble Cake



Humble Cake - Creating delicious cakes using the finest locally sourced ingredients. Cakes by mail order direct to your door or surprise a loved one with a cake as a

gift. Christmas Cakes, Bespoke Wedding Cakes, Celebration Cakes and buffets. Humble Cake - for cupcakes to wedding cakes and everything in between. [www.humblecake.co.uk](http://www.humblecake.co.uk)

## HEALTH & PERSONAL DEVELOPMENT

### Mary White – Hypnotherapist, DipHypCS, LHS



Hypnotherapy is a wonderfully powerful healing medium through relaxation techniques

that help to relieve the stresses and tensions of everyday life. Do you need help to : Stop Smoking? Lose Weight? Are you suffering from Depression? Trauma? Anxiety? Lack of Confidence and Self Esteem? Fears & Phobias? I can help you achieve positive changes that enhance your life. [marywhite@talktalk.net](mailto:marywhite@talktalk.net)

### Teresa Bovingdon - White Lily Holistic Therapies



White Lily Holistics are passionate you should feel in perfect harmony Contact us today to see how we can help restore your inner calm. Therapies available include: Aromatherapy Massage, Indian

Head Massage, Hot Stone Massage, Hopi Ear Candling, Crystal Facials, Reiki, Reflexology. [whitelilyholistics.co.uk](http://whitelilyholistics.co.uk)

### Gabriella Guglielminotti Trivel



Is your cycle a recurrent problem? Flying Inspiration help women come to terms with their cycle and enjoy life in a new natural way. You can either

attend a workshop or have a private session to find your inner bliss and fly in life! [www.flyinginspiration.co.uk](http://www.flyinginspiration.co.uk)

### Anna Mason - Distance Dieters



Distance Dieters offers bespoke weight loss programmes

tailored to you and your lifestyle. We give you the essential know-how to take control of your eating habits, reach your desired weight, and stay there. Programmes are delivered online, by telephone or by email. 20% discount for WiRE members. Usual price £299, Special Price £239.20. [www.distancedieters.co.uk](http://www.distancedieters.co.uk)

## HOME AND GARDEN

### Louise Robiolle – uniquelylinen



uniquelylinen duvet covers, sheets and pillowcases are

individually made-to-measure from 100% fine French linen. Available for standard and non-standard bed sizes, they are generously cut and finished with French seams. Uniquely beautiful, cool linen with a touch of luxury. Orders received from WiRE members before 14/02/2012 attract 15% discount. [www.uniquelylinen.com](http://www.uniquelylinen.com)

### Corrabeth Bishop - Ludlow Stoves



Wood burning cookers and boilers, stoves and pellet

heaters. Full Hetas approved installation available. Ilaria wood burning cooker and heater £2,550 runs 4 bedroom central heating. A family run business run from home, enables savings to be passed onto customers and flexible showroom hours to suit you. [www.ludlowstoves.co.uk](http://www.ludlowstoves.co.uk)

# THE WIRE RURAL MARKETPLACE

## Jacquetta Menzies - Sustainable Landscape Design



Winter is the time to plan changes to the garden - plant in Springtime - enjoy in Summertime! Designs by Jacquetta Menzies will transform difficult

spaces into productive sanctuaries. Domestic or holiday lets. Peak District and surrounding counties - steep sites a speciality. [www.jacquettamenzies.co.uk](http://www.jacquettamenzies.co.uk)

## Sue Hall - Maid2Clean



Busy WiRE Women, don't struggle to juggle! Cleaning, shopping, ironing, school runs as well

as your business? If you are not Superwoman you need help; Maid2Clean provide vetted and insured workers for your home, same person each week. Regular weekly/fortnightly or one-off blitz cleans. Competitive rates. [www.maid2clean.co.uk/suffolk](http://www.maid2clean.co.uk/suffolk)

## HR

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## Clare Jones - The Rapport Store



Our passion is enabling people and organisations to fulfil their

potential through good HR management, coaching-mentoring, recruitment and career advice. Join us at one of our new management workshops - we're so confident you'll find them worthwhile, you'll only have to pay what you think they are worth. [www.rapportstore.co.uk](http://www.rapportstore.co.uk)

Visit the WiRe Member  
Rural Marketplace  
[www.wireuk.org/market-place](http://www.wireuk.org/market-place)

## Nia Marshall - NM Human Resources Ltd



NMHR specialises in providing tailored support to businesses across Wales, including: People management consultancy, Recruitment, Payroll services, Investors in People, Welsh Government funded support, Outsourced HR solutions, Virtual admin services, Business management consultancy. Please call us for more information. [www.nmhr.co.uk](http://www.nmhr.co.uk)

## JEWELLERY

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## Sara Piper Heap - Designer, Maker and Jeweller



Working from her garden studio near Oswestry, Sara individually handcrafts unique silver jewellery. Fascinated by the eloquent beauty of the natural world meeting the mathematical

one, Sara's jewellery features regular geometric shapes and simple clean lines. She also runs silver jewellery making courses. [www.saracircles.co.uk](http://www.saracircles.co.uk)

## LEISURE AND TOURISM

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## Trish Ferrie - Scarborough Holiday Homes

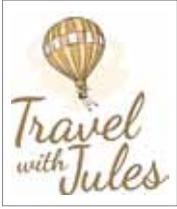


Need a break? Why not visit this lovingly converted, detached former stable, sleeps 8, or "Beech Court" a 5 bed Detached house that

sleeps 10, perfect for that long awaited "get together" with family or friends. [www.holidayhomesinscarborough.co.uk](http://www.holidayhomesinscarborough.co.uk)

# THE WIRE RURAL MARKETPLACE

## Julie Croucher – Travel With Jules



Bespoke travel agency specialising in long haul, wildlife (particularly African safaris!), luxury and adventure. Give me a call for family holidays and city breaks too. Stress free holidays with a personal touch! No consultancy fees

and independent, ABTA bonded.  
[www.travelwithjules.co.uk](http://www.travelwithjules.co.uk)

## Sally Lockwood - Ennerdale Holiday Apartments



Six self-catering apartments based in the heart of Filey, North Yorkshire. Well appointed with private parking and close to all amenities.

Pets welcome at owners discretion. Clean, comfortable with linen provided. A warm welcome awaits you.  
[sally.lockwood@btinternet.com](mailto:sally.lockwood@btinternet.com)

## Sandie Bebbington - Shortner Croft Holiday Cottage



Centrally located in the heart of the Peak District National Park. The property is easily accessible to all, especially those with mobility issues.

The spacious, centrally heated, open plan, single level accommodation includes large bathroom with walk in shower. Discount for WIRE members. [sandie.bebbington@btinternet.com](mailto:sandie.bebbington@btinternet.com)

**Fabulous handmade products at**  
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## PHOTOGRAPHY

### Jacqueline Rawlinson - ACS Images



ACS Images provides Newborn, Family

and Wedding Photography to clients in and around the Sudbury area. ACS can do studio, on location photography and commercial portraits at your place of work. We find the best images come through client consultation so contact us to ensure you get what you want.  
[www.acsimages.co](http://www.acsimages.co)

## TOYS

### Harriet Stapleton - Ptolemy Toys



A magical toy shop selling great brands you will not find on the high street. Lots of Christmas present ideas and beautiful birthday gifts. Our Brands include Djeco, Haba, Holtziger, Fagus, Kathe Kruse all fabulous European toy

makers. [www.ptolemytoys.co.uk](http://www.ptolemytoys.co.uk)

## WEB DESIGN

### Lee Ann Smith - W3 Web Designs Limited



Availability Booking Calendar: This Booking Calendar is ideal for B&Bs or Guesthouses.

Allow customers to book their holiday online and guarantee that booking, this easy to use system can help to increase sales! It can show availability and booked days with the colour coded calendar, show prices for that day, it has a full management system and Email notifications.  
[www.w3designs.co.uk](http://www.w3designs.co.uk)

# WiRE

Women in Rural Enterprise

## join the network



## [www.wireuk.org](http://www.wireuk.org)

- **Network** – WiRE local network groups cover the UK – offering you support at a local level
- **Website** – informative, with interactive member section, noticeboard and rural directory
- **Business Help Articles** – written by and for rural women giving you knowledge to make informed decisions
- **e-newsletter** – keeping you up-to-date
- **WiRED Magazine** – your news and views in print
- **Preferential Rates** and deals from a range of ‘WiRE partners’
- **National WiRE Events** – inspiring, informing and involving you

**IF UNDELIVERED PLEASE RETURN TO:**

Women in Rural Enterprise  
Harper Adams University College, Edmond, Newport, Shropshire TF10 8NB