

Your Business Brief



Chester
Handbooks

ISSUE 6



Unlocking Your
Business Potential

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Hear! Hear!

WELCOME to the latest issue Enjoy!

You should know by now that your opinions and knowledge matter to us and you should also know how valuable they can be to our like-minded business customers we have the pleasure of speaking to daily.

Life as a business owner can be tough and lonely, challenging and exciting all wrapped in one and the current issue of 'Your Business Brief' is brimming with top tips in all manner of subjects. We hope it will help get you to where you need to be in your business this year and beyond.

'Success or struggle' – it is highly likely someone in our 'family' of local businesses has been in the exact same place as you at some point and will have heaps of the right help and advice to give.

HOW you spend your time really matters (see article below) and by taking a few minutes to read the following pages could be the best thing you do for you, your family, and your business this month!

Please send any content you want to share with other advertisers, whether it's a milestone at the company, an event, an award win or even a shout out to a member of staff who's done a brilliant job recently. Email to caroline@chesterhandbooks.co.uk

'Your Business Brief' is posted out to all our local advertisers quarterly, meaning 400 local businesses have the opportunity of using your services offering great awareness for your business!

Send us your news by the end of December to feature!

The Chester Handbooks Team 😊

How addressing HOW you spend your time working can make you more efficient.

What should I be doing with my time?

Your ability to honestly answer this question will say more about where your business is going to end up than anything else.

For instance, you know that you should not be spending your time doing your own bookkeeping, say, or answering the phone. If you aspire to a six-figure income and therefore have to be generating a three-figure hourly sum, you can't do work that others could do for £15 or £20 an hour.

Remember, the price you pay for doing the things that you should **NOT** be doing is huge. The act of getting and keeping of customers really is the single most important thing for any business. When you have a regular consistent flow of customers coming into your business, everything else gets taken care of.

But only when you understand properly the answer to this question.

What SHOULD you be doing with your time? Write it down and be clear on this.

Work out where you can outsource any work that's using your time which could be spent more efficiently. Work out what's stopping you and how to eliminate this issue. We hope that asking yourself these simple questions will help you work more efficiently.

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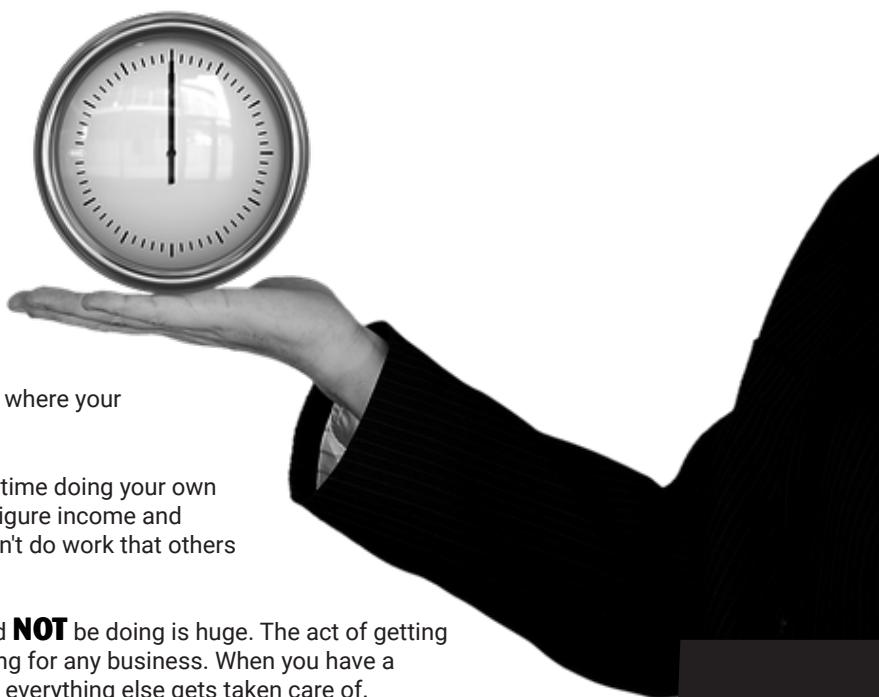
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How Giving Back Helps Your Business



Your local community is a stakeholder in your business, and every business no matter how big or small can and should make corporate social responsibility (CSR) a core part of its business model.

You don't have to be a huge corporation with a budget of millions, even a small or micro business can make a difference by giving something back.

Why?

Because not only is it good for your reputation, it also makes you and your employees feel good, generates goodwill, and makes your community a better place to live. Giving back is great publicity and PR. It's an ideal way to establish your business within your local area and create valuable networking opportunities.

Your business name and brand become more visible and you will attract new customers just as effectively as the smartest advertising campaign.

Cost-effective ways to support your local community

Donating cash to a local charity is a fine undertaking but it's by no means the only way.

Here are five cost-effective ways to promote your small business for those on even the tightest of budgets.

1. Sponsor a local youth sports team

You can add your brand name to the team kit, take advertising space in the fixture programmes, offer to host the annual prize giving, or even provide the pizzas after the game!

2. Sponsor a fund-raising event

You can donate money to help offset the cost of the event or donate products that can be given away to participants. This can be anything from fresh fruit to branded reusable water bottles.

3. Donate your skills & time

You can lend a few hours of your time in a "pro bono" capacity to help a local charity or non-profit organisation by using your expert skills.

For example in marketing, accounting, or building and decorating.

4. Use local services

By using other local small businesses you're demonstrating your support for them, and they will reciprocate.

If it's a positive experience tell others and recommend them.

"When businesses are more focused on supporting each other than competing the entire local economy will flourish."

5. Encourage your employees

Make it easy for your employees to take part in fund raising events or donate their time by giving them paid time off (up to a limit).

This boosts morale while also increasing your business' community involvement. This can be to support your preferred charity, or for a cause of their own choosing.

"Remember that supporting your community requires a continuous effort and should not be considered a one-off activity."

After all you would never run a single advertisement and expect it to produce constant results, would you?

You should treat your charitable giving as a regular business undertaking. That's how you will create a long-lasting impact and build a positive local reputation.

A LOCAL SCHOOLCHILD HAS WON A WELCOME CARD DESIGN COMPETITION FOR NEW RESIDENTS OF A CHESTER CITY CENTRE DEMENTIA CARE VILLAGE.

5-year-old Naomi Shetty's winning entry has won her and her classmates a workshop with an acclaimed sculptor, which recently took place before schools break up for summer.

Belong Chester opened its doors on Monday (18th July) and is the region's first intergenerational care village complete with a fully integrated nursery for children.



4 Easy Steps to Turn Marketing Leads Into Closed Deals!

1. Understanding your customer

You must know your ideal customer and the process that customer goes through to become aware of, consider, and decide to purchase your product or service. Ask yourself these questions:

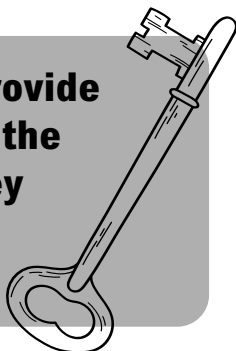
- What's the best way to communicate with him/her?
- What motivates your ideal customer to take action?
- What's your ideal customer's greatest pain point?

When you understand the above, then you can create the content and the messages to attract leads.

2. Nurture

You **MUST** build a relationship with your leads and gain their trust if you want them to buy from you.

The key is to provide value, offering the information they need at the right time.



On average, it takes 6 to 8 touch points (interactions) to generate a sales qualified lead. Sounds like a lot, but it's worth preserving.



Research shows that leads nurtured with targeted content produce and increase in sales opportunities of more than 20%.

3. Multi-channels

Every touch point compliments another so why wouldn't you use every available channel to connect with your leads?

Calls, email, FB chat, social media post, and more. Make the experience consistent, cohesive and complementary through all those channels.

When the leads you get are consistent and focused on taking them through a particular journey, the chances of them becoming sales qualified leads increase dramatically.

4. Response time

According to HubSpot, the odds of a lead becoming qualified are 21 times greater when contacted within five minutes versus 30 minutes. We could say the same about a qualified lead becoming a customer.

The world moves quickly and your lead is potentially at a stage where they have questions for you (and competitors!) and these questions need to be answered quickly in order to encourage them into buying from you. So be quicker and more efficient in your answers than competitors and include answers to questions they may be asking next!

One of the quickest ways to communicate with your leads and start a relationship is on a live chat (integrated into your website) or Facebook chat from your business page.

You can set FAQs that will allow you to give your leads information without even being at your computer or phone!



CONGRATULATIONS TO Xplore!

Xplore! Science Discovery Centre in Wrexham is delighted to have been awarded the **Visit Wales Visitor Attraction Quality Scheme GOLD award!**

Business Development Officer Katie Williams said:
"This is testament to the high level of service that our staff place in the day to day running of the centre. From our front of house team to our science communicators and our cleaning staff who have helped to make this happen - thank you!"

We are all extremely proud of the whole team who thoroughly deserve this recognition."

Gwobr Aur
Gold Award
2022



The Advertising Slogan

Many businesses have found success through establishing a well-known advertising slogan. Test your knowledge here.

- 1 Which company promotes its products with the tagline, **Because You're Worth It**?
- 2 Which brewer has used the slogan, **Probably the best beer in the world?**
- 3 Which retailer says, **Every Little Helps?**
- 4 In the Advertising slogan, **You Should have gone to... Where?**
- 5 Which company's products are **Finger Lickin' Good?**
- 6 According to the advertising slogan, **There is an awful lot of coffee...** in which country?
- 7 As part of the lyric in the Ad, what product was promoted with **Any time any place anywhere?**
- 8 Name the company whose advertising slogan claims that, **I'm Lovin' It?**
- 9 Which company used this advertising slogan; **A diamond is forever?**
- 10 Which is **The World's Local Bank?**
- 11 Name the car manufacturer that is **Vorsprung durch technik?**
- 12 What is it that **Gives You Wings?**
- 13 Whose advertising was based around the catchphrase It **Does Exactly What it Says on the Tin?**
- 14 Which Department Store is **Never Knowingly Undersold?**
- 15 Whose voice told UK audiences for years that **Heineken Refreshes the parts other beers cannot reach?**

Get To Know Our Customers Dominic Kenzie from ROKJET

What sets ROKJET apart from its competitors?

ROKJET is a fully compliant company, registered with the Environment Agency and United Utilities, which not all companies are as the industry is unregulated.

We hold specialist insurance and are backed by our health and safety advisors.

The equipment we use is commercial grade and the best available, not many companies can offer the same service.

What inspired you to set up the business?

I really like that the processes give the opportunity to quickly transform the condition and aesthetics of a property or building.

This is much better for the environment than replacing and renewing and offers customers a significant cost saving. It's a win-win to maintain rather than replace.

What other jobs have you done?

I have been lucky to work for two great companies which helped me develop and learn some great skills, Miles Macadam in Cheshire and Boral Asphalt in Australia.

I was the Operations Manager for the North Queensland business in Australia.

3 most important things about running your own business.

Treat your colleagues and customers exactly the same with trust and respect. Be willing to listen and learn from your peers. Enjoy what you do and develop the staff around you.

Where would you like to see ROKJET in 5 years?

As a recognised and trusted business that is considered to be a leader in our industry.

What route did you take after school?

I left school at 16 with one GCSE in English! I wasn't very academic. The apprenticeship route is a great way for a school leaver to get a skill set that will be with them for life, there will always be a demand for trades people which offers excellent career and earning potential.



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CAMBRIA FOR BUSINESS

DELIVERING SKILLS FOR YOUR BUSINESS

Cambria For Business is Coleg Cambria's Work-based Learning business support team. We are one of the largest providers of education and training in Wales and the North West with an excellent reputation for skills delivery and strong relationships with local, regional and national employers.

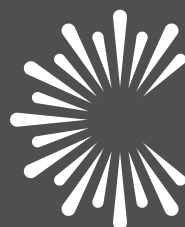
We have worked with thousands of businesses of all sizes delivering high quality, flexible training and development which meets the needs of industry.

The Cambria For Business team provides a single point of contact for employers, helping to identify your training needs. We can help you navigate the complexities of the new apprenticeship levy to see how it can support your business. We are a registered provider on the Register of Apprentice Training Providers (RoATP) in England and also a contract holder for Wales.

The team will tailor the services to suit your individual needs, budget and objectives. They have a wealth of cross-industry knowledge, which they use to help inform and advise businesses on the best training solutions available and potential sources of funding.

Need a bespoke solution to training?

Our industry experienced team have capabilities to support specific "not off-the-shelf" training. Contact the team to find out more.



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SPOTLIGHT ON...

Port Tyres – Investing in the future of electric vehicles

Electric vehicles (EV) is inevitably the future of motoring and one company who is making sure their staff are equipped with the skills and knowledge of EV is Port Tyres based in Ellesmere Port.

We spoke to Melanie at Port Tyres to find out more:

"Local businesses know Port Tyres & Autocare because we've looked after their fleets for more than 30 years. This means we have to be trained on the latest technology to keep you on the road - almost always a same day repair or service."

"This year we invested in staff training on how to work safely on electric vehicles so you can take advantage of our pricing on service and repair without compromising your warranty which includes electric cars MOTs."

She goes on to say it's important to know the differences between petrol and electric vehicles:

"Does your electric car need specialist tyres? Some do and some don't. That's very important for your safety and comfort. Some tyres even have bespoke foam inside the tyre to reduce noise whilst others are especially reinforced to cope with the stresses of an EV."

"We know which tyres your EV needs. We can jack up any EV, especially a Tesla, safely, without damaging the battery pack - always a risk in untrained hands."

DID YOU KNOW?

Since 2016 all new passenger cars, not just EVs, have a built-in Tyre Pressure Monitoring System (TPMS.) Many of these are nearing end of life and need replacing. We stock the replacements and a range of cost saving repair kits if they're leaking and don't need replacing.

We also have the latest diagnostic equipment to reprogramme and reset the TPMS.

Making sure we get the latest training and equipment is key for us to keep your costs down and generate customer confidence.

We're confident we have a good business for the future that customers can trust with their cars.



Business Insurance – The do's and the don'ts when working from home

In a life post-Covid working from home is no longer something that seems out of reach for most people.

The ONS reported in May 2022 that there was 24% of hybrid workers and 14% working exclusively from home.

It's important to consider insurance if this way of working is an option for you.

Below we look at some of the questions to consider:

Do I need special insurance cover?

Often (but not always) computers, laptops, scanners, printers cameras and phones are covered under the contents of your own home insurance.

However, remove and use your laptop from the home and have it dropped or stolen then they may no longer be valid. You'll need to check that with your provider.

Your home will probably already have buildings cover alongside your contents policy. This should usually protect you for things like fire, floods, burst pipes, tree damage, storms and subsidence.

Will my home and buildings insurance cover me working from home?

This will depend on the work you do and what you need to do it. Are you looking after stock or do you need to use high-tech tools? **In which case they may not be covered.**

Do you have business supplies, or create a product or food or perform a professional service in your home?

A dedicated business policy may be required.

There are three main classifications of home working:

- Clerical business use: accounts, admin or office work
- Business use with visitors: Child minders, dog groomers and music teachers are just some examples that may fall under this. Having visitors to your home could have a higher impact on your insurance policy because your home and contents will be regarded as 'higher risk'.
- Other business use: particularly keeping stock (an increased fire, theft or liability risk). If your stock includes dangerous or hazardous materials you'll need to check with your insurer if this can be covered.

What is Public Liability Insurance?

This covers liability to members of the public, provided they are not there for any business purposes; friends popping over for a chat, your Mum, children...

How do I cover people that visit for business?

This would come under a separate Public Liability Insurance that or a separate Employer's Liability in place to cover any potential accident. This could also include a cleaner, dog walker or someone doing childcare etc.

What is Employer's Liability Insurance?

If you have an employee who will be working from your home you will need to take out employer's liability (EL) insurance in case they make a claim against you. They can do this even if your company has gone into liquidation or receivership and even more worryingly, the NHS can also claim against you for ambulance and treatment costs.

By law you need to have EL insurance that covers you for damages of at least £5million.

There are, however, occasions when employer's liability insurance is **not compulsory** - for instance, if your business is not a limited company, and its only employees are yourself or close family members, but it may still be wise to investigate it in more detail to see if you need it.

Professional indemnity insurance

You'll need this if you're offering advice on a professional basis. This will protect you in a situation when you make a mistake and your client suffers a financial loss which could result in compensation.

Vehicle insurance

This is really important.



If you use your car for business purposes, there's a chance you may have to alter your policy outside of the usual **'social only'** or **'social and commuting'**.

If you or any named driver on your policy has to travel on work-related business away from the office/home, you'll have to make sure your car insurance company knows this and it's on your policy.

If driving **IS** part of your job, then you need a commercial travelling policy.

Why trust is important for your business.

T =

Trustworthiness

Credibility + Reliability + Intimacy

Self-Orientation

Business gurus tell us that one of the golden rules of building a successful business is to

‘earn the trust of our potential customers and clients by helping them to get to know and like us’.

BUT HOW DO YOU DO IT?

The concept of **KNOW, LIKE & TRUST** uses the above model.

The Equation states that trustworthiness equals the sum of credibility, reliability and intimacy divided by a person's self-orientation (ego).

Reliability:

This is all about your actions and how dependable you seem to others. Can they rely on you? Do you do what you say you will do? As humans we tend to like consistent and reliable people because it creates psychological safety.

Credibility:

This is all about your words and how believable you seem to others.

In simple terms, do you know your industry?

Positioned in the right way, your knowledge and ability can help others to grow.

Intimacy:

This is all about your ability to be honest and vulnerable and how safe people feel sharing things with you? Broadly speaking, the more of YOU you reveal, the more likeable and trustworthy you become – which is a big wake up call for those entrepreneurs who want to remain invisible and in the background because that makes it much harder to build trust.

Self-orientation:

This is all about your motives and the extent to which you focus on others as opposed to yourself.

WHY you do what you do is also a big element here. Is it all about you, or are you genuinely interested in others?

Psychologist Robert Cialdini states that to be successful means to like your customers as much or even more than they like you. It's a two-way street, folks. Because the equation is a total, it's not enough to work on one aspect.

So demonstrating your value by establishing yourself as a credible expert, sharing knowledge and showing your skills is, broadly speaking, a good thing BUT it's not enough, on its own, to earn you the trust required in 2022.

If your customers don't get to know anything about YOU, the human behind the knowledge, the trust will be shallow.

When you are 100% focussed on building your credibility, remember to keep your ego in check and ensure you don't make your prospect feel dumb or small in your attempt to show them how much you know. It sounds obvious, but we see this happen a lot, particularly at networking events.

People are so keen to show what they know and how clever they are that they metaphorically trample over the person that doesn't. It's not a good look.

Once you realise that intimacy and vulnerability is a vital part of trustworthiness, you might be tempted to dial up the sharing.

But be careful to keep the ego crushed when you do. It's not simply about sharing how your success has provided a gorgeous home or the car of your dreams.

The person also needs to hear about your 'face palm' moments, the things that have gone wrong, and the less than shiny days you've endured on the way to your success!

Revealing your vulnerability earns trust.

Finally, you have to be able to do what you say you are going to do. It's fundamental to trustworthiness. You know, there are **MANY** people out there who subconsciously believe that they don't matter.

That means that when you don't do what you say you will do, their internal programme can be triggered like a land mine.

Their belief, coupled with your action, immediately erodes trust for these people, and you will be fighting a losing battle to win them back. So, the equation tells us that you should share knowledge **AND talk about yourself**; indeed, it's essential. Leading with your heart is a good thing!

Quick win:

When you first meet somebody, resist the urge to talk about yourself and instead get curious about them.

This is the ultimate way of pushing down self-orientation, and it earns you the right to build the 'KNOW, LIKE and TRUST' next time.



Legal Documents Every Business Start-Up Needs To Consider

Marta Williamson

My Local Solicitor



Do you know which documents your new business needs?

As a new business owner there will no doubt be some uncertainty with regards to which legal documents you may require.

Depending on whether you are a sole trader, partnership or company and what product/service you are providing, some documents will be needed more than others. I have outlined below the basic documents that you should think about when starting up.

Do you have co-founders?

If yes, the document you should really be considering depends on the structure of the business. Where a partnership has been formed the document would be a partnership agreement and for a company a shareholder's agreement.

These are private agreements which detail, for example, how decisions are to be made and how the business should be valued if sold or one of the owners wants to leave.

If you have formed a company there is a requirement for articles of association, which is a public document that details how the company must be run and administered.

As well as owning the company you will work for it (unless you are a non-executive director), so a director's service agreement (employment contract) will be needed.

This document will contain additional clauses to an employment contract that are relevant to someone who runs a company.

If you bring in an employee then they must be provided with an employment contract.

Confidentiality agreements

You have come up with an amazing business idea and understandably you want to share it with anyone who is willing to listen but take some advice from Gwen Stefani and "don't speak." That is, not until you have spoken to a lawyer about putting in place a confidentiality agreement with the right clauses.

You do not want to share too many of your new business details with a company that has the resources to execute your idea before you have had the chance.

Contracts with your suppliers and customers

Irrespective of whether your business is being supplied to or is selling a product/service, a legal document should be used to record details of the transaction so that all parties understand their rights and obligations.

Does your business have a website?

If your business collects or processes personal information there is a legal requirement to have a privacy policy page on your website and if you are going to be selling through your website there should also be a page specifying the terms and conditions.

New businesses do tend to overlook the protection of intellectual property (IP), as they think it only applies to designs. IP does, however, also cover your website content.

Every business has different needs and I have only covered the basics. The purpose however, of having written legal agreements is to clearly state what has been agreed and to create rights for the respective parties, which are enforceable in law.

mls

My Local Solicitors Ltd are experts in getting business start-ups off on the right foot.

Our business start-up solicitors proved flexible, cost-effective legal advice to help you identify your legal requirements and grow your business the safe and legal way.

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This article is for information purposes only and legal advice should be taken for individual circumstances.



5 REASONS WHY YOU SHOULD POST REGULARLY ON SOCIAL MEDIA



It's easy to forget about posting on your social media when you are busy running a business, the task just slips through the priority net.

However, what if social media was as important as sending an invoice? If you don't send the invoice, you don't get the money. If you don't post on social media, you won't get the leads, the brand recognition, the brand exposure etc.

We're going to give you 5 reasons why you should post regularly on social media that will make you prioritise the task for your business.

Search Engine Result Performance Increase

Having social media and website links will boost your SEO (search engine optimisation) naturally, however, posting to social media regularly will consistently maintain a good position on your Google ranking.

Actionable Tips:

- Have your social media profile on your website
- Ensure your website is on your social media profiles

Improved Conversion Rates

Whether your service or product is £5 or £500,000 the potential buyer is still taking a risk by buying from you.

To reduce our uncertainty as buyers we like to know we are getting the best from the best provider, to reduce that uncertainty we look at social media profiles, reviews, comments, etc to provide validation of the company.

By having a regular presence, you tell your customer you are here for business and are a trustworthy company.

Actionable Tips:

- Have reviews/recommendations on your social media and website for people to see
- Pin your best post to the top of your social media profiles
- Make sure your brand messaging on posts are clear (jargon free)

Better Brand Loyalty

The more we stay in our customer's minds, the more likely they are to buy from us again when they need us. Social media provides a constant reminder to your buyers that you're here.

Another point to add, social media allows you to have direct interaction with your customers, so you can join into the conversations they are having and build deeper relationships. This will also increase your customer satisfaction.

Actionable Tips:

- Follow your customers
- Get customers to follow you
- Engage with your customers

More Brand Awareness

Posting on social media increases your brand awareness and this is something brands are paying thousands upon thousands a month for... social media is free if you're not hiring someone to do it.

By posting regularly, you make sure existing customers see more of you to buy again and you attract new customers with the content you are sharing.

Actionable Tips:

- Make your content snackable i.e. No paragraphs of text, easily digestible
- Use hashtags to be found by more people

Free Market Research

Social media gives us an opportunity to get to know our customers better. By regularly posting content you will see the content they like most and the ones they don't. From this, you'll learn more about their likes, dislikes, behaviours and more.

Actionable Tips:

- Review your analytics regularly
- Vary your content to establish what works and what needs improving or scrapping
- Ask your audience what they want - Send an email, ask in meetings

Social media has brilliant benefits and you'll see those benefits sooner by posting regularly.

AUTHOR: LINDA CLOKE
WEDOSOCIALMEDIA.CO.UK

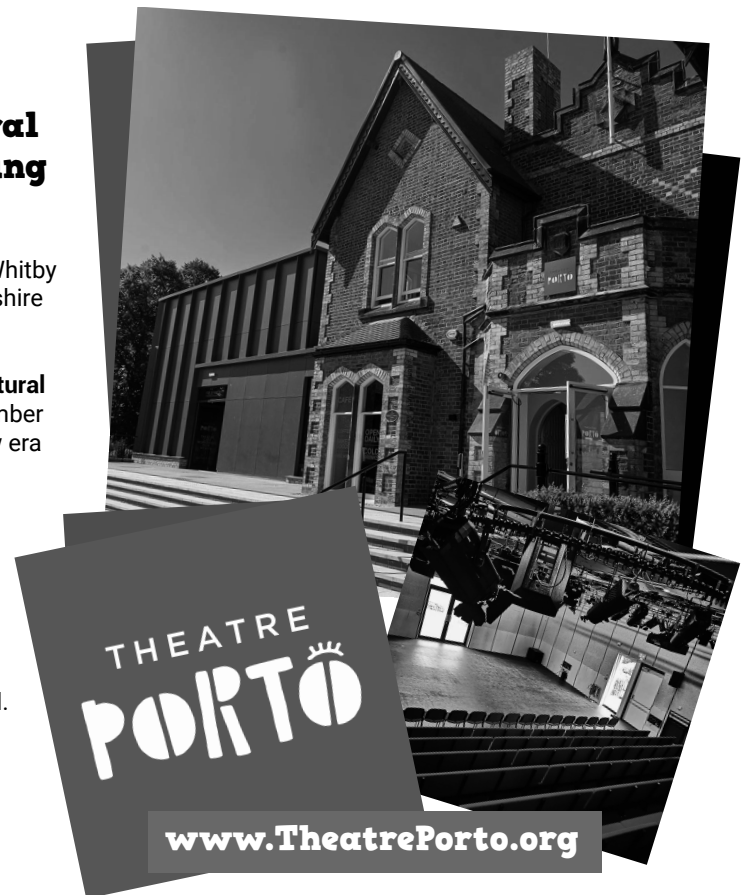
Theatre Porto (formerly Action Transport Theatre) opens its transformed building: a state-of-the-art theatre and new cultural centre for, by, and with children and young people.

On 10 August 2022, the doors of the new theatre and cultural centre in Whitby Park, Ellesmere Port opened after a £2.8M development, funded by Cheshire West and Chester Council and Arts Council England.

The new venue will be the only specialist, purpose-built theatre and cultural centre for children and young people in Cheshire and one of a small number across England. The first of the public openings in August marked a new era for the company under its new name Theatre Porto.

This contemporary performance space and cultural centre now houses: a state-of-the-art 150 seat flexible auditorium for performances and film screenings; rehearsal rooms; workshop rooms; a temporary gallery, spaces for artists and a new café with an outdoor terrace. It has the highest quality technical facilities in sound, lighting and includes specialist equipment to broadcast National Theatre Live screenings. There is also a 300-seat amphitheatre in Whitby Park open all year round.

Councillor Louise Gittins, Leader of Cheshire West and Chester Council said: *"I am so excited that the wait is over, and the transformed Whitby Hall is ready to welcome audiences and performers again. I've been following the work and I know how important this will be for the young people of Ellesmere Port and across the borough."*



Hear! Hear!

Interhearing celebrating 2 years in Chester

Back in June, Interhearing celebrated the 2nd birthday of their popular Chester microsuction ear wax removal clinic located within the In Motion Clinics in Upton.

Interhearing clinics provide an alternative to the NHS wait list by providing the same microsuction ear wax removal treatment patients might have at their local hospital. With so many companies now offering a variety of ear wax removal treatments, both in private clinics and on the High Street, Interhearing also ensure that clinics are led by fully trained, experienced and registered Ear Care Nurses, which gives our patients reassurance and peace of mind.

"We can't believe it has already been 2 years since we opened the clinic and really just want to thank our patients for making us feel so welcome in Chester and continuing to recommend our service to friends and family."

"We really enjoy working in Chester and have met some great people - both patients and our colleagues at In Motion Clinics," explains owner and Consultant Audiologist John Beharrell.

Interhearing launched their Chester clinic in July 2020 due to a rising demand for ear wax removal in the area.

"Due to the declining number of GP surgeries able to offer this service and particularly during the last few years where hospital waiting lists have increased dramatically, we found that patients were travelling from Chester to our clinics in Oswestry, Warrington and even Shrewsbury," explains John.

"We are looking forward to serving the people of Chester for many more years to come and would also like to thank In Motion Clinics and Chester Handbooks for their continued support."



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