

Your

# Business Brief



Chester  
Handbooks

ISSUE 8



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## Unlocking Your Business Potential

**WELCOME** to the latest issue of our quarterly newsletter.

This month marks 18 years in business here at Chester Handbooks. As we look back on the past 18 years, we are grateful for the support of our readers, advertisers and contributors. We could not have achieved this milestone without you.

Since 2005 we have grown and evolved, adapting to the ever-changing landscape of marketing and advertising. We have expanded our coverage to include digital marketing, social media and other emerging trends while still maintaining our focus on the traditional print format that has been our foundation for many years.

We are proud to have worked with countless businesses over the years, from small local startups to multinational corporations. We have seen first-hand the impact that effective marketing and advertising can have on a business and we are honoured to have played a part in helping our clients achieve their goals

We remain committed to providing the best possible platform for businesses to showcase their products, services and success stories, and we look forward to continuing to serve our community for many years to come. Thank you for your continued support and here's to the next 18 years!

Send us your news by 15th June to feature in our next issue!

*The Chester Handbooks Team 😊*

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## Congratulations to SJ Bebbington Butchers!

The butcher's based in Westminster Park was recently the proud winner of a national award for the 'best cold pie', dubbed "exceptional" by judges at this year's Golden Cleaver Awards held in Harrogate, Yorkshire.

It was the first time SJ Bebbington Butchers had entered the award, choosing their pork and apple pie to submit into the category. Proud owner Stuart Bebbington, who has run the shop in Westminster Park in Chester for 11 years said he and his team were delighted to win.

Manager Andy Owen accepted the award at the ceremony on behalf of his colleagues. The awards run by the Institute of Meat recognise and celebrate innovation and quality in butcher shops across the country.

S J Bebbington butchers of Chester  
53 Five Ashes Rd, Chester CH4 7QS  
01244 682424

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

[sjbebbington.butchers](https://www.facebook.com/sjbebbington.butchers)



**SJ Bebbington**  
BUTCHERS OF CHESTER

# SIT DOWN WITH...

## STEPHEN FROM CHESHIRE-WOOD LTD

### TELL US A BIT ABOUT YOUR BUSINESS AND WHAT YOU OFFER CUSTOMERS

At Cheshire-Wood Ltd we specialise in the design and construction of high quality bespoke, eco-friendly handcrafted Garden Rooms. We offer a comprehensive turnkey package, managing the process from conception through to completion utilising the latest 3D design software ensuring that our client's vision is fully realised.

We pride ourselves on our reputation of delivering a high-quality product and exceptional customer service. Our craftspeople use traditional skills with a high level of attention to detail to build beautifully crafted garden rooms to enhance and add value to our customers property and lifestyle.

We cover all aspects from joinery, hard and soft landscaping, electrical, plumbing and internal finishes. We also ensure our quality and attention to detail run throughout the project.

### WHAT'S YOUR BUSINESS'S USP? How DO YOU STAND OUT FROM OTHER OUTSIDE ROOM COMPANIES?

We use the latest 3D design software to be able to provide customers with 3D views of their designs and we also overlay these with photos of their existing space to enable them to visualise the build prior to the sign off of the design.

### IS THERE ANYTHING NEW YOU HAVE IMPLEMENTED IN YOUR BUSINESS RECENTLY THAT HAS MADE LIFE EASIER?

When we outsource the electrical and ground works we use the same specialist sub-contractors who understand our quality requirements and who have successfully worked with us for some time.

### YOUR THOUGHTS ON THE VALUE OF ADVERTISING LOCALLY

We have enjoyed a good return on our local advertising and as we grow the business we are starting to explore more regions and new opportunities.

### A SURPRISING THING ABOUT YOUR BUSINESS THAT PEOPLE WOULDN'T KNOW

I worked for some of Europe's leading architectural practices for twenty years and prior to starting the business worked for ten years in nuclear engineering.

It is the combination of my architectural and nuclear engineering experience that gives our garden rooms the precision and quality we are known for.



Cheshire-Wood Ltd

**FOLLOW ON FACEBOOK AND INSTAGRAM**

**@CHESHIREWOODLTD**

**ENQUIRIES@  
CHESHIRE-WOOD.CO.UK**

**01244 87 99 78**



## How to have a healthy cash flow

#### Create a cash flow forecast

A cash flow forecast helps you predict your cash inflows and outflows, giving you a clear picture of your financial situation.

#### Monitor your cash flow regularly

Monitor your cash flow regularly to identify any potential issues early on and take corrective action.

#### Invoice promptly and accurately

Invoice your customers promptly and ensure that the invoices are accurate to avoid any delays in payments.

#### Set clear payment terms

Set clear payment terms for your customers and follow up promptly on any overdue payments.

#### Offer incentives for early payment

Offer incentives such as discounts for early payment to encourage your customers to pay on time.

#### Negotiate payment terms with suppliers

Negotiate payment terms with your suppliers to ensure that you have sufficient time to pay your bills.

#### Manage your stock

Avoid overstocking and tying up your cash in excess materials.

#### Have a cash reserve

Maintain a cash reserve to cover unexpected expenses or short-term cash flow issues.

#### Seek professional advice

Seek professional advice from a financial advisor or accountant to help you manage your cash flow effectively.



# ENRICHING LIVES THROUGH MUSIC



**Residents at Sanctuary Care's care home in Chester are hitting the high notes, banging the drums and singing loud and proud, thanks to an exciting new partnership with the UK's largest music therapy charity, Nordoff and Robbins.**

Music therapy student Hannah Thompson has embarked on a six-month placement at Upton Dene Residential and Nursing Home, where she spends a day a week taking our residents on a "musical journey".

Armed with wind chimes, a guitar, the cymbals and drums, Hannah leads both individual and group sessions with our residents.

She explains: "You can see so much joy when the residents sing. Music doesn't rely on words, so it enables people to feel connected, to be valued in a therapeutic relationship."

Hannah is in the final year of her Master's degree with Nordoff and Robbins, validated by Goldsmiths, University of London.

## A TRUE SENSE OF ACHIEVEMENT

The home's activities co-ordinator, Bernie Harding says: "At Upton Dene we are passionate about enriching the lives of our residents, and music is such a magical way to do this.

*Our residents are having an absolute ball with Hannah and have such a great sense of achievement, expressing themselves through music."*

As well as stimulating the senses, Hannah's sessions have also been a reminiscence activity for many of the residents, some of whom live with dementia.

She adds: "Music can connect us with old memories, but also gives us the opportunity to be present in the moment, connecting with someone else, creating something that you can be really proud of."

One resident who has absolutely loved Hannah's sessions is Ivor, who now wants to buy his own drum set!



**Sanctuary Care**  
enriching lives

And for Hannah, music is about celebrating people's abilities and what they can do, making it so inclusive.

She adds: "I want people to have the opportunity to have this new experience for themselves - with music there is so much you can do and so much there is still to do. We are enjoying having the opportunity to make music together!"

With a unique approach shaped by more than 60 years of practice, Nordoff and Robbins' trained music therapists use the power of music to break through barriers, creating space for people to express themselves and find connection in society.

**For more about how the team are enriching lives at Upton Dene, Sanctuary Care's Enquiry Support Team are here to talk on 0800 331 7411.**

**YouTube**

## FOR BUSINESS

### There are several reasons why you should use YouTube in your business:

**Reach a wider audience:** YouTube has over 2 billion active users and is the second largest search engine after Google. By creating video content on YouTube, you can reach a wider audience and increase your brand awareness.

**Cost-effective marketing:** YouTube is a cost-effective marketing tool that can help you reach your target audience without breaking the bank. You can create and upload videos for free and even paid promotion on YouTube is relatively affordable.

**Build trust and credibility:** YouTube allows you to showcase your products or services, demonstrate your expertise and engage with your audience. By doing so, you can build trust and credibility with your target audience, which can ultimately lead to increased sales.

**Analyse performance:** YouTube provides analytics tools that allow you to track the performance of your videos. By monitoring your analytics, you can identify what works and what doesn't and optimise your videos accordingly to improve engagement & increase ROI.

# REBRANDING TODAY TO CEMENT YOUR BUSINESS'S FUTURE

Evolution and change are always occurring in the world around us and it can be hard to keep up... so don't let your business fall behind.

With competition cropping up from all directions staying a step ahead of the competition has never been so important. And a solution can lie within a simple but swift rebrand.

The notion of a rebrand can be incredibly daunting and on the face of it, time-consuming but this priceless investment might just galvanise an old brand!

Your brand is the most vital form of communication you initially have between you and your customers.

A first glance at your logo, or skim read of your brand name could secure a sale; so why not hold it to the highest standard you can?

Are you portraying a personal and intimate, warm brand, or straight talking, formal, direct one?

One businessman familiar with the endorsement and triumph a rebrand can accomplish is local estate agent, Daniel Lee.

The young entrepreneur launched the agency, Douglas Butler four years ago with the ambition of creating a unique company, focused on a belief in the importance and utility of a direct and trustworthy estate agency.

We spoke to him about the company's recent rebrand.

"The market is constantly changing and we decided to mark our four year anniversary by a rebranding and freshening up our business.

We decided to go for a black and white theme with the rebrand as we feel it represents Chester well with all the heritage Tudor style buildings but also it provides an underlying message.

"We're black and white, therefore what you see is what you get with us. There are so many decisions that fluff things up and don't deliver on promises and we wanted a strong brand to get our message across. Our new for sale boards and sold boards really stand out and we've had some terrific feedback on them.

"I feel as a business owner you have to constantly look at ways to improve your business. Whether it's keeping up to speed with all the latest technology that is out there to stay one step ahead of the competition or training your team to ensure they are experts in their field, you have to always find new ways to develop your offering and customers experience.

Rebranding can be costly but you have to invest in your business and it also sends a positive message to not only your clients but also your staff."

What would Daniel recommend if you're considering a rebrand to make your business stand out?

"I believe it's all about looking at new ways to get one step ahead of the competition. It's so easy to get complacent especially when business is going well, but you have to constantly be improving your business.

I love brands like Tom Ford, Flannels and The White Company. We took inspiration on our rebrand from these hugely successful brands. They are all black and white: they're simple, classy and never seem to go out of fashion.

Sometimes you can spend thousands of pounds rebranding and coming up with unique branding but for me the simple brands work extremely well and are often the best."

What else does Daniel believe makes for a strong business with longevity in its industry?

"I feel that having a knowledgeable, trained team is crucial for a successful business but also ensuring they enjoy what they do and you reward them for their hard work.

Without a motivated and positive team your business is nothing and that's something I feel really strongly about. I also feel that regular advertising both through clients' doors and via social media is always incredibly successful for attracting fresh business.

"My aim is that Douglas Butler continues to grow, expand and thrive and is known as a leading expert in our field, an agency that customers trust and other agents look up to.

"Our strapline is

**"YOUR PROPERTY,  
OUR PASSION"**

and this truly is at the heart of our business."

Consistently publishing and advertising your company, from print to social media, can bring in swarms of fresh clients. The beautiful simplicity of this rebrand has offered clients something different, something steadfast and something new.

**WHY NOT DO THE  
SAME?**



## DOUGLAS BUTLER

ESTATE & LETTING AGENTS

douglasbutler.co.uk | info@douglasbutler.co.uk | 01244 563 155

NEW  
LOGO



**DANIEL LEE**

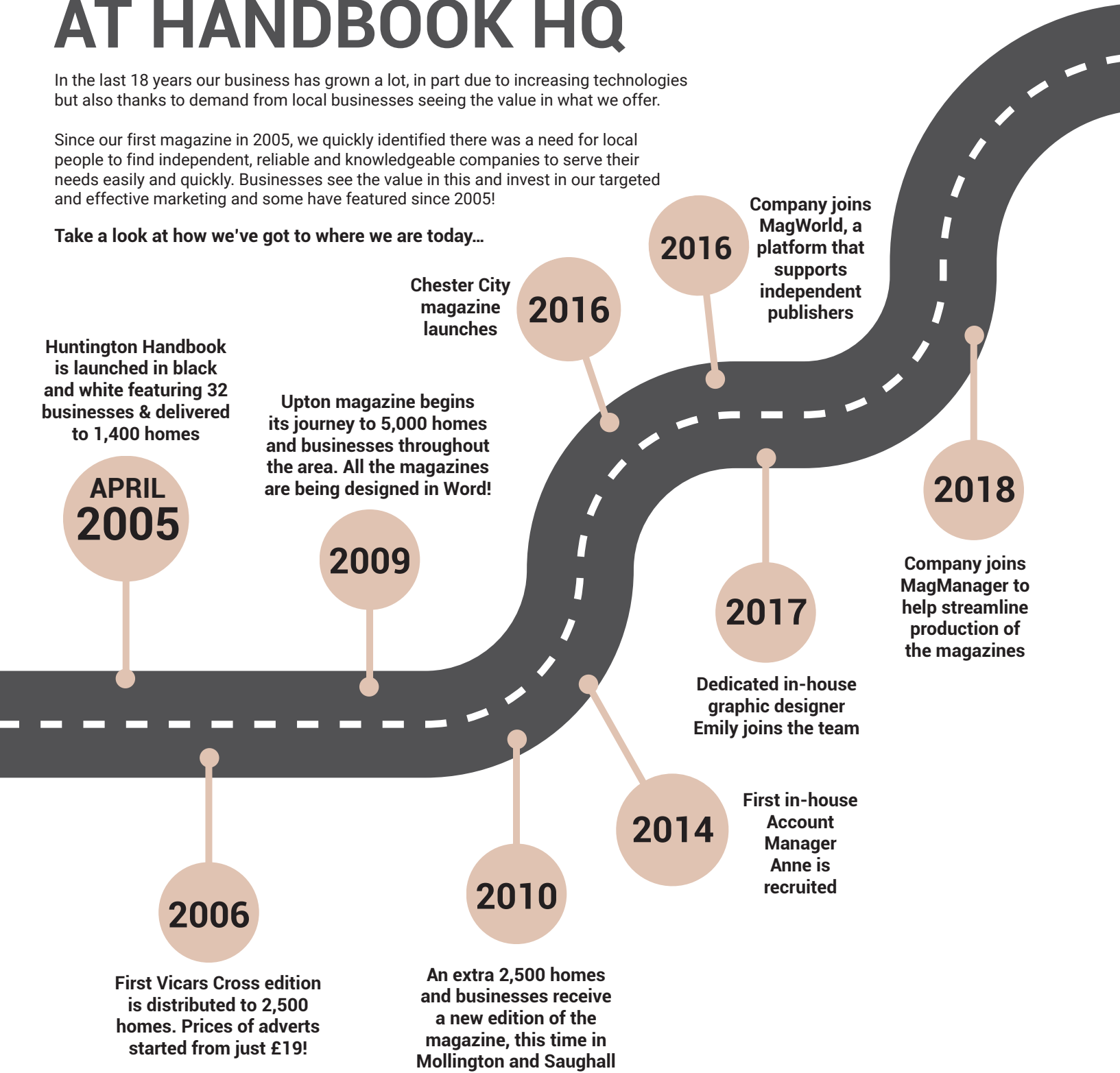
FOUNDER/MANAGING DIRECTOR

# OUR ROAD TO SUCCESS AT HANDBOOK HQ

In the last 18 years our business has grown a lot, in part due to increasing technologies but also thanks to demand from local businesses seeing the value in what we offer.

Since our first magazine in 2005, we quickly identified there was a need for local people to find independent, reliable and knowledgeable companies to serve their needs easily and quickly. Businesses see the value in this and invest in our targeted and effective marketing and some have featured since 2005!

Take a look at how we've got to where we are today...



## Life in April 2005..



Price of a pint of milk – 35p  
(double today in 2023)



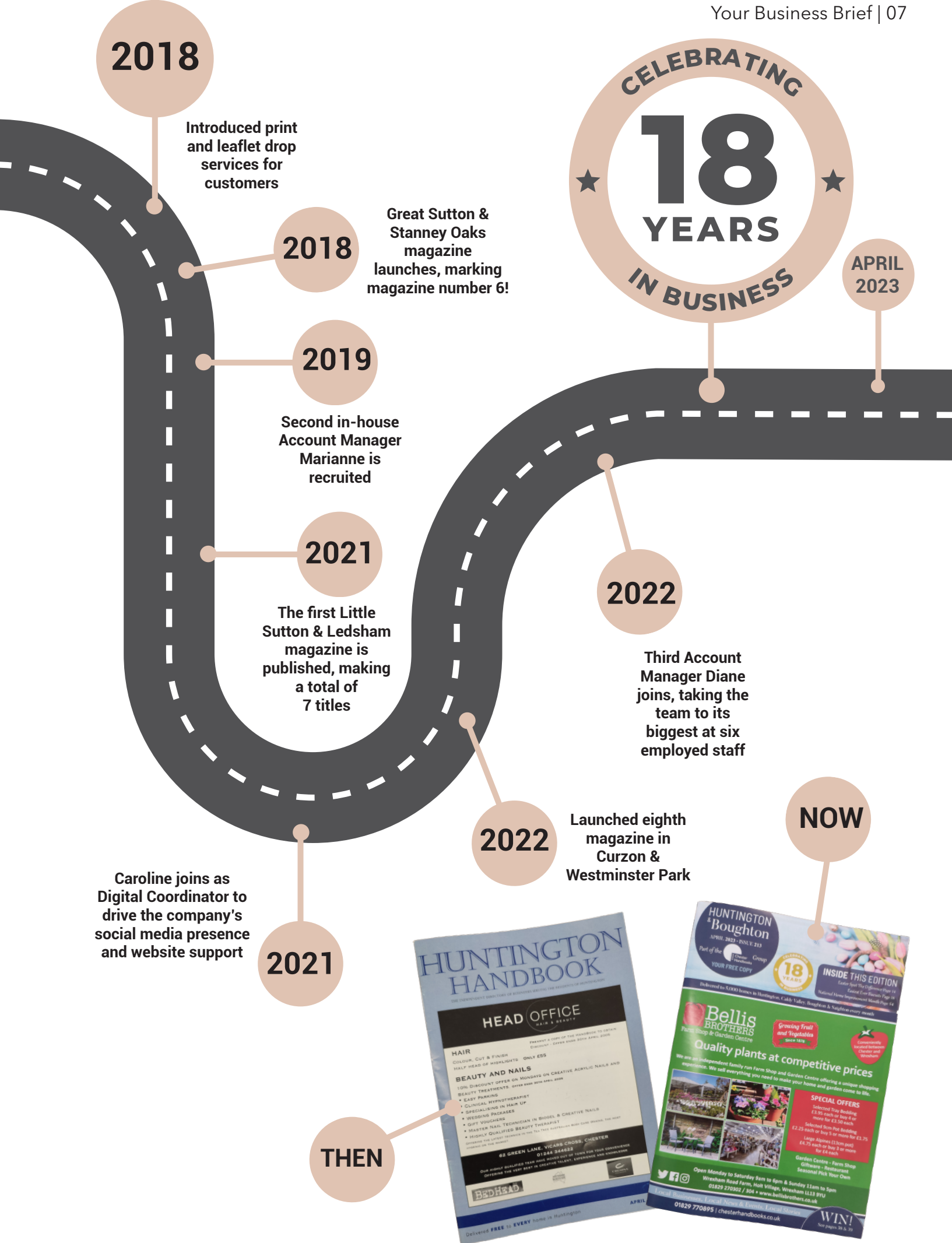
Average pint of draught beer – £2.40  
(£4.45 today)



Petrol price (per litre) – 79.9p  
(146.63 today)



Number one in the music charts "Is This the Way to Amarillo" Tony Christie featuring Peter Kay



# SPOTLIGHT ON...

ISSUE 8

## HOUND DOG RAW FOOD SUPPLIES PASSIONATE ABOUT GIVING YOUR DOGS THE BEST FOOD POSSIBLE TO IMPROVE THEIR OVERALL HEALTH AND WELL-BEING.

*"We opened Hound Dog Raw Food Supplies in January 2023 at Rose Farm, John Street, Utkinton CW6 0LP.*

*A raw diet is exactly what your dog's or cat's digestive system is designed by nature to process and as raw meat and vegetables retain the most natural nutritional goodness, it's perfect for providing all the essential proteins, fats and nutrients they need to function at their best.*

*"What some people don't know is that the cooking process involved when preparing dried dog food, tinned or semi-moist foods destroys many of the major nutrients. It is a huge industry backed by massive marketing campaigns and we have all been brain washed over the years that this is good for our dogs but sadly, it isn't.*

*"We stock a variety of top-quality raw dog foods sourced from DEFRA approved suppliers using human grade meats such as Durham, Nutriment, Naked Dog, Natural Instinct, Finer by Nature, Pro Dog and Paelo Ridge.*

*"We never compromise on quality or price and also have support ranges that cater for digestion, kidney and liver issues."*

*"At Hound Dog Raw Food Supplies, we also stock Anco 100% natural treats perfect for their dental health, such as pigs ears, rabbit ears, bully muscle sticks and more.... Not forgetting we also sell eco-friendly compostable poo bags too!"*

### ADVICE YOU'D GIVE SOMEONE CONTEMPLATING STARTING THEIR OWN BUSINESS.

*"Never give up on your dream! Don't be too proud to ask for help and advice. Make sure you have some 'you time' even if it is one hour a day whilst you are getting started, just to re-charge, be it the gym, or just relaxing. Don't beat yourself up if you get things wrong, you'll learn as you go along."*

### BEST THINGS ABOUT BEING A BUSINESS OWNER

*"Meeting different breeds of dogs and watching their little faces light up when they see all the 'natural dog treats' available to them! It's music to my ears when I hear my new customers have converted to raw dog food from dry food and are experiencing positive changes in their dogs."*



### CHANGING YOUR DOG TO A RAW DIET MEANS:-

- ✿ A SHINIER HEALTHIER COAT
- ✿ IMPROVED SKIN CONDITION
- ✿ BETTER DIGESTION
- ✿ FRESHER BREATH, CLEANER TEETH
- ✿ INCREASED VITALITY IN OLDER DOGS
- ✿ REDUCTION IN ALLERGY SYMPTOMS
- ✿ SMALLER, FIRMER, LOW ODOUR, EASIER TO HANDLE STOOLS

**INFO@HOUNDDOGRAW.COM**

**HOUNDDOGRAW.COM**

**07548 453639**

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AND INSTAGRAM @HOUNDDOGRAWFOOD**

## Quick, prompt and safe payment from Stripe

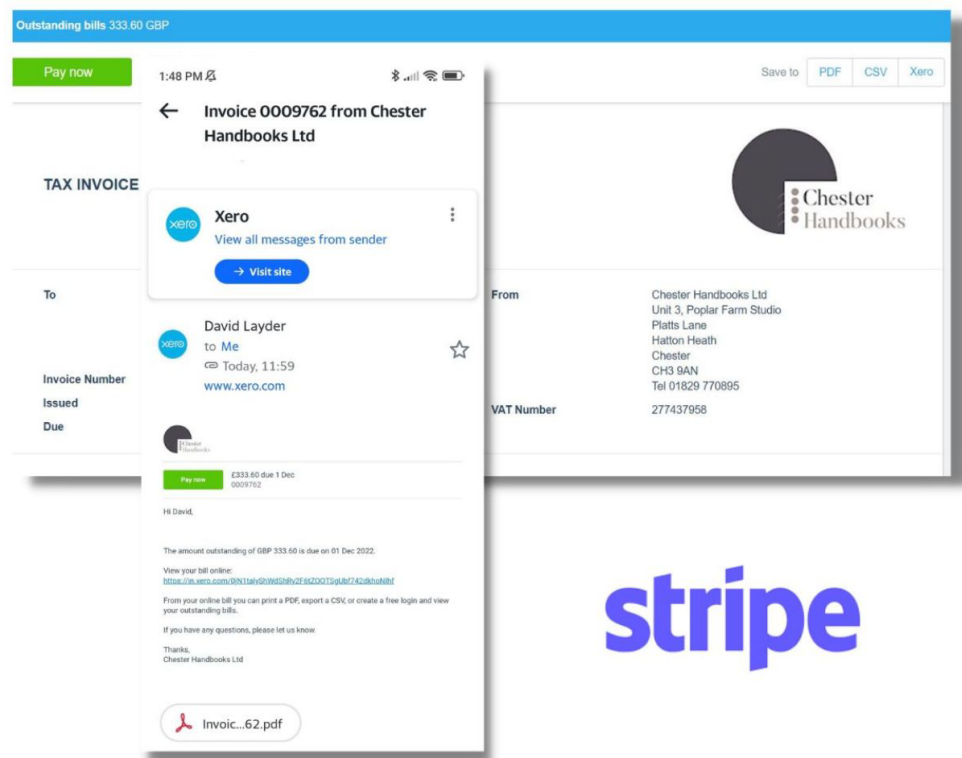
As our valued customers, our aim is to make your life as easy as possible running your business. We know how important it is to spend as much of your time on your actual business and not completing admin.

That's why we offer Stripe payment system that's quick and easy to use. You'll receive an email with notification of the amount and a 'pay now' button.

Click this, enter your details once and that's it!

Once you've entered your details you won't need to again.

It's also 100% secure, enabled for credit/debit card and Google pay, mobile and desktop compatible so you can pay wherever, whenever!



# Knowing Your HR from your Employment Law

When it comes to employment law in the UK, businesses have a range of options for seeking advice and support.

Two of the most common options are HR firms and Employment solicitors. While both can provide valuable advice and services, have you ever considered what's the difference between the two, and which one is right for your business?

Firstly, it's worth noting that HR firms typically offer general advice and support on a range of HR issues, such as recruitment, performance management, and employee engagement. They can also provide training and support to help businesses comply with employment law.

Solicitor's firms, on the other hand, are regulated legal professionals who specialise in providing legal advice and representation to businesses on employment issues.

They can provide expert guidance on a range of employment law matters, including contracts, discrimination claims, and redundancy procedures.

## One of the key differences between the two is legal privilege.

Legal privilege is a principle that protects the confidentiality of communications between lawyers and their clients.

In practical terms, the general rule is that anything you tell your solicitor in the course of seeking legal advice is confidential and cannot be used against you in court.

This is a crucial protection for businesses that may find themselves in legal disputes or facing claims from employees.

While HR firms can provide general advice and guidance on HR issues, any communications between a business and an HR firm could be used as evidence in court if a dispute arises. By contrast, communications with an Employment solicitor are protected by legal privilege and cannot be used as evidence in court.

Another key difference between HR firms and solicitors firms is the level of legal expertise they offer. While HR firms can provide valuable support on day-to-day HR issues, they may not have the same level of legal knowledge and expertise as solicitors firms.

This can be particularly important when it comes to complex legal issues, such as employment disputes.

Having said that, HR firms also have their strengths. They can provide practical advice on day-to-day HR issues, such as performance management, absence management, and employee engagement.



**Marta Williamson**

My Local Solicitor

## Ultimately, the choice between an HR firm and an Employment solicitor will depend on the specific needs of your business.

If you are facing a legal dispute or need complex legal advice, an Employment solicitor with legal privilege may be the best option. However, if you are looking for more general HR support and advice, an HR firm may sometimes be a more cost-effective option.

As a business owner, it is important to consider all options and choose the one that best meets your needs.

Here at My Local Solicitor we are happy to be able to provide advice on all aspects of employment law including day to day HR issues. Please contact us for more information on our incredible and affordable monthly packages for businesses.

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

Get in touch on

**01244 478 730** to discuss our essential legal documents package.

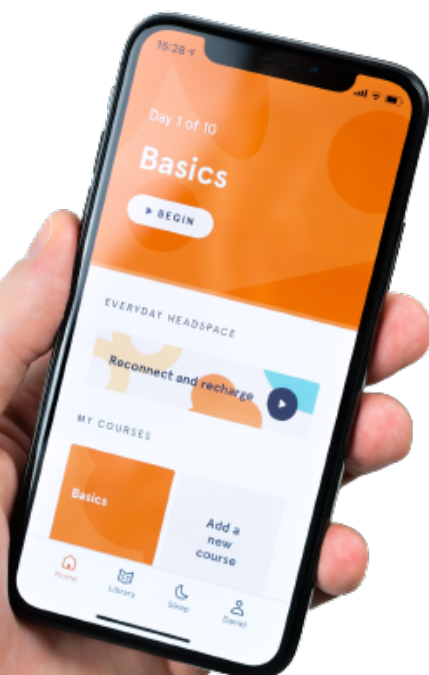
**mls**

**mls my local solicitor®**

# 5 Apps that will make your life easier as a small business owner

There are now over 4 million different applications (or apps) available across the various platforms such as the Apple, Google, Play store and a huge number market at business owners, aiming to make life easier whilst 'on the go' and from anywhere.

Here we've outlined a range of apps for different aspects of business that could save you time!



## Accounting - Quickbooks **intuit quickbooks**

This app includes tax accounting, payroll, profit analysis, inventory management and much more. Their mobile app is one of the top-rated small business apps in the Apple store. There's a version and price point to suit all business needs and sizes.

## Point of Sale - Square



As a point of sale provider, Square has improved how businesses process credit card transactions and is very simple to use. Pay 1.75% for each contactless, chip and pin or swiped card transaction. Square makes it easy to sell in person, online, over the phone or out in the field and you manage your entire business from one place. You can add an online store with no web experience needed, sell through Instagram and Facebook, offer click and collect, local delivery and shipping.

## Design and Create - Canva



Whilst paid versions are available, the free version of Canva offers a surprising amount of creativity and flexibility for designs. A plethora of design templates are on offer, which are easy to change to your business. Create PowerPoint presentations, letterheads, presentations, graphs, CVs and much more. You don't need any design experience to use this app (which is available on iOS and Android) and the integration with other websites is constantly growing, making it easy to design in Canva and use in another platform.

## Scanner - Adobe Scan

This one sounds extremely basic but as we all know sometimes it can be simplest tasks that prove the most frustrating, especially on a small phone screen. This free app lets you send documents and forms whilst on the go. Take multiple photos and put them into one single document and you can even add a signature to it.



## Mailing - MailerLite



An email marketing platform that's easy to use and a great place to start for small business, giving you the first 1,000 subscribers for free. Don't think this means it lacks in the analytics department because even with the free version, you can review open rates, geo locations plus it allows customisation and should you decide to subscribe as your mailing base grows over 1,000 it's affordable.

# Wellbeing by the water

**The National Waterways Museum is a unique place to visit, where you can discover the rich history of Britain's canals and rivers while enjoying the health benefits of being by the water.**

Located in Ellesmere Port and part of the Canal & River Trust, the museum is housed in a historic dockside warehouse, on the beautiful Shropshire Union Canal.

Visitors can explore a series of interactive exhibitions, showcasing the fascinating history of Britain's waterways, from their creation and growth as vital transport networks, to their decline in the 20th century and their recent revival as popular tourist destinations and important habitats for wildlife.

One of the museum's highlights is the restored Victorian canal warehouse, which has been transformed into a lively and interactive exhibit, showing what life was like for workers and families who lived and worked on the canals.

**Throughout the Spring, the museum will be hosting a series of activities, including:**

- **Easter Boat Gathering (7-10 April)** when a fleet of colourful narrow boats and barges take centre stage across the site.

- Enthusiasts will be invited to view the magnificent exhibits on display on **Steampunk Sunday (16 April)** when they can also take part in Tea and Parasol Duelling and enjoy the fine range of Steampunk accessories and curiosities on sale.

In addition to its indoor exhibits, the museum also has a beautiful outdoor area, where you can wander along the canal and admire the historic boats moored there. Refreshments are available in the museum's café which offers tranquil views over the canal.

*"We believe that life is better by water and canals and rivers offer the perfect place to unwind and recharge," said Ani Sutton, Destination & Attraction Manager.*

*"Our museum has plenty of green and blue open spaces where you can avoid the queues and lose yourself in nature. With good disabled access, an extensive children's play area and dog-friendly spaces, visitors of all ages can enjoy an uplifting and safe experience, where time slows down and history comes to life."*

**Entry to the museum costs £28.50 for a family ticket which allows you to visit as many times as you like for a year.**

**An adult ticket is £11.75, concession £10.50 and children £8.50.**

**More information can be found at:  
[www.canalrivertrust.org.uk/places-to-visit/national-waterways-museum](http://www.canalrivertrust.org.uk/places-to-visit/national-waterways-museum)**

**Spring cleaning your business is a great way to declutter and organise your business ready for a busy summer! It's easy to put off things until a quieter time but as the saying goes don't put off until tomorrow what can be done today.**

#### **Review your financials**

Take a close look at your financials, including your budget, expenses and revenue. Identify areas where you can cut costs, such as unnecessary subscriptions or services and consider investing in areas that are producing the most profit.

#### **Update your marketing strategy**

Evaluate your current marketing efforts and consider revamping your strategy. This might include updating your website, refreshing your social media profiles or exploring new advertising channels.

#### **Streamline your processes**

Identify areas of your business where processes could be streamlined or automated. This might include automating email responses or investing in project management software to streamline communication and task management.

#### **Organise your physical space**

Take time to clean and organise your physical workspace. Clear out clutter and reorganise your space to make it more functional and efficient.

#### **Evaluate your team**

Take time to evaluate your team and identify any areas for improvement. Consider providing additional training or support to help team members grow and develop in their roles.

**5 WAYS TO  
SPRING CLEAN  
YOUR BUSINESS**

***“Nobody counts the number of ads you run; they just remember the impression you make.”*** - **Bill Bernbach**

Doyle Dane Bernbach (DDB)

