

# andover women in business



**Andrea Barry - President**

## April 2016 Newsletter

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

*Newsletter introduction by Sue Risdale, on behalf of the AWIB Management Team*

Dear Members and Friends of AWIB

As some of you know, our President, Andrea, was taken to hospital last week, and has been very poorly indeed. But, I am glad to say she is now home and continuing to recover. So, sadly, we will have to wait for her President's Prologue - but it will be worth it!

In the meantime, I just want to say how very pleased Andrea and the AWIB Management were with the way it all went for the most recent AWIB monthly meeting: The Co-Ed Dinner.

The guests had a great time making useful connections with business and the community. The speaker was interesting and thought-provoking. Quality, effective networking was achieved - job done!

Photos and video of the event will be available shortly. Please do let us know of any fabulous connections that you made there.

Thanks to Andrea's exceptional organisation skills and tenacity in planning, everything went very smoothly.

AWIB is continuing to enable and strengthen the wonderful connections to other networking groups, the local council and organisations bringing us all together. Our "Co-Ed Dinner" was perfectly organised to achieve this.

Our friends from Test Valley Borough Council, Andover Mutual Business Group, Hampshire Chamber of Commerce, and now the Andover Town Centre Partnership, are committed to moving forward, and supporting networking in Andover and Test Valley. We are enjoying good communications and interaction with all, and look forward to the **BIG NETWORK EVENT** on **4<sup>th</sup> October 2016**.

Please check out and "share" the NEW Business Networking Diary on the TVBC website, and submit your dates for anything appropriate:

<http://www.testvalley.gov.uk/business/businessgrantsandsupport/localbusinessinformation/business-networking-diary/>

Also, may I remind you that the Test Valley Business Awards are still open for your nominations:

<http://www.tvbawards.org.uk/>

Finally, we look forward to seeing you all at our **next AWIB meeting, 6.30pm on Tuesday 10<sup>th</sup> May** at the **White Hart Hotel**, Bridge Street, Andover, SP10 1BH. If you are not on our mailing list, and would like an invitation, send a request to [info@awibc.co.uk](mailto:info@awibc.co.uk).

Thank you.

Susan Risdale, AWIB Management Team



***AWIBC extends a warm welcome to its newest members:***

**Claire-Louise Wilson**, a **child minder** and

**Lesley Newton** of **NZ Dream Relocator** who has rejoined.

We look forward to hearing more about them and their business activities in the next or future newsletters.

**Member Spotlight**



**Faith Blinston,**



**What do you do in your business?**

I work alone in my business "SimplyCalm"; offering complementary therapies: Reflexology, Reiki, Indian Head Massage, Metamorphic Technique and Reflexology Lymph Drainage.

**What made you want to set this business up?**

I took redundancy due to failing health and found complementary therapies gave me relief and comfort. The results I experienced with complementary therapies made me look into the ones I could train in for self-administration inbetween hospital appointments. I found relief from self-administered Reiki. I further trained in the other therapies and decided to help others in the way these therapies had helped me.

**What's the thing you enjoy most about your job/business?**

The positive feedback from my clients shows me that I am making a difference to their well-being. I personally sought out complementary therapies for my own well-being and had good results, so I know what it is doing for my clients. Such feedback gives me job satisfaction.

I keep developing, always think about what/how I am doing and look at ways of getting better. Networking has come in handy for word of mouth recommendations and referrals, which is serving me well.

### **How are you different to your competitors?**

I don't look at them as competition, we complement one another. If I had someone who prefers a certain way then I can recommend to colleagues who do similar work. We all have different tools that suit different situations. I feel if we start competing as therapists we are failing people. That ethos works well with a few therapists I work with despite doing similar therapies to mine.

### **How do you mostly get your new clients?**

By word of mouth, my website, Facebook page and other networking forums.

### **What help would you like from any other AWIBC members to help you achieve it/them?**

I would like other members of the AWIBC to come and try my therapies, to see how I work. They will be well-informed to spread the word. I feel without informed knowledge of how someone does their work it's difficult to recommend. We should be giving each other taster sessions of what we do.



### **Inspirational quote of the month**

*The only time you should ever look back is to see how far you've come.*

## **Spring** by *Personal Poet Fiona*

Spring is my favourite time of year -  
The smell of newness fills the air.  
Lots of yellow flowers do appear  
And fresh green grass is everywhere.

The birds are hurriedly nesting  
To rear offspring from their pairing.  
Bees and flies are waking up,  
And finding flowers and buttercups.

Lambs skip and run about, bleating,  
Calves are from their mothers feeding.  
The cycle of new birth is repeating,  
As each generation's time seems fleeting.

Now it's time for constant gardening,  
As weeds and all need lots of tending.  
The Spring season brings all things new,  
It's great life finds a way to continue.

Member Spotlight



**Lucy Johnson,**

**Museum of Army Flying: 01264 784421**

**[www.flying-museum.org.uk](http://www.flying-museum.org.uk)**



**What do you do in your business?**

I am the Marketing and Events Manager for the Museum of Army Flying at Middle Wallop. I joined the Museum about 18 months ago and moved down from Canterbury to take the job having previously been the Marketing Manager of Canterbury International Arts Festival.

**What made you want to do this job?**

I always wanted to work in the Cultural sector but was never quite sure in what role. I was lucky enough to get a job as part of Canterbury City Council's Arts Development team shortly after graduating and as Events Support Officer, I got to work on some really big festivals and events and even supported the volunteer stewards when the Tour de France UK stage finished in Canterbury – so much work for about 20 seconds of cycling! I was instantly hooked on the power of culture for community and have been in the sector ever since. Heritage is a slight deviation for me, but I learn so much every day and am thoroughly enjoying the challenge.

**What's the thing you enjoy most about your job?**

I love working with people, particularly on the events side of the role. It's so satisfying to help someone throw a really fantastic party, celebrate their birthday in style or hold a wedding reception everyone will remember. Although, on the flip side, the people can also be one of the biggest challenges!

**Have you changed anything majorly since starting this work?**

We've just launched our brand new website and I'm so pleased with it! Technology moves so fast now what seemed new and exciting yesterday suddenly becomes dated and clunky. One of the biggest changes with the new site is a vastly improved online shop which is already yielding a much greater spend and has made the customer experience a hundred times better.

**What did you wish you knew, or did, sooner for your business?**

I think the best piece of advice I was ever given in business was to always admit if you don't know or understand something. There is no shame in trying to learn but when I was starting out it felt like failure to admit I couldn't do something whereas in reality you grow as a professional so much quicker if you can be learning all the time.

**What have you gained by joining AWIBC?**

AWIB has been fantastic for me as a newcomer to the area. It was the first networking group I joined and everyone made me feel so welcome and there was such support throughout the group that I felt really energised and excited about being in Hampshire and specifically in Andover. I've also gained some extra corporate clients which is no bad thing either!

**What important milestone is coming up next for you (business or personal)?**

We have recently submitted a large funding application to the HLF and if we get awarded the money in June, the Museum will go through a huge period of change with a brand new purpose built archive and a complete re-interpretation of the collection. It would be great opportunity for me professionally, as well as transformational for the Museum.

**Who or what inspires/d you?**

I have four amazing best friends, all of whom are fierce, determined, fabulous women who have succeeded in their own special ways. If I ever feel a bit lost I know that they will pick me up and dust me off and then probably pass me a glass of wine – everyone should have a group like them!

**What do you like to do in your spare time?**

I adore being outdoors and can usually be found in a field somewhere with Mr J and Elkie (our gorgeous mongrel dog) in our campervan Dolly! I'm also slowly teaching myself to use a sewing machine so if anyone knows how to make a circle skirt, please come and explain it to me – curved hems just don't make sense.



This month's THANKS AND PRAISE goes to Andrea again - for spear-heading the most fabulous joint networking event on 12th April, where 98 people attended. Thanks also to Lucy and others at the Museum of Army Flying for hosting and putting on lovely food

*Please note the date to get articles, information and offers to Fiona Mobbs for a newsletter is **5<sup>th</sup> of the month.***



AND OVER

**EXCITING NEWS AND OFFER FROM**

## **MUMS IN THE KNOW**

Over the past year, together with our parent organisation the Lifecycle Marketing Group Ltd, we have undertaken a strategic review of our 3 hugely successful consumer brands - **Emma's Diary**, **Families Magazine Network** and **Mums in the Know**.

We are excited to update you with the outcome of our review and our development plans in advance of them becoming a reality and a much talked about household name!

We are in the final stages of concluding our development of brand new websites. Our new websites will service every local community across the UK reaching every family in every neighbourhood. We will operate a network of almost 350 local Managers who, supported by national and regional content, will provide hyper-local information to families in their area. Our design is based largely on our successful **Mums in the Know** operating model. We will continue our recipe which blends our website with on the ground marketing and social media expertise to deliver the optimum user experience and results for advertisers.

We will also continue to invest in our customer specific research campaigns where our unique two way dialogue with our audience provides our clients with invaluable insights into consumer perception and their brands.

It is time for us to reach beyond Mum and engage with the entire modern family. Our new website will be branded as '**Families - Loving Local Life**'. It is set to become the new word of mouth for all families, parents, grandparents, friends and all of us who are interested in family life and wanting the best for our children.

Our **Mums in the Know** team are firmly at the heart of our new family of websites ready for our public launch in **July 2016**. With heavy investment in our launch campaign we will be in a position to connect your business with your desired audience to achieve your business outcomes. We are confident that you will enjoy our developments and our investment in the expert design of it promises to deliver the most compelling website for families and brands in the UK market.

Will a change from the **Mums in the Know** brand lose any reader loyalty? No. We expect a significant *increase* in loyalty and engagement. As we have been **Mums in the Know** for quite some time, one thing we have learnt and continue to realise is the role of the extended family and friends and how all parties involved with family life have a growing significance in today's family unit and a greater involvement in family decision making. **Mums in the Know** remains at the heart of the Families brand and through our content and local presence we will continue to engage with Mum only now, through our innovations, we will do so in a more inclusive fashion that Mum can enjoy with her

whole Family network. Our website promises to be a place where all members of the family & caregivers of children feel comfortable to visit and find great ideas for family activities, days out and locally inspired family news.

This July our existing **Mums in the Know** site will redirect to our new Families website. In addition to all our national and local **Mums in the Know** traffic, the audience from Families magazine website will be introduced to the new site too. This will deliver you instant increase in traffic figures and page impressions – enriching the user experience whilst increasing the presence of your brand across your preferred locations.

We have planned a large scale marketing and PR campaign, with local, regional and national emphasis and we have invested heavily in social media promotion and search. This will be the **ONLY** online network for families that delivers hyperlocal, dynamic information across the whole country - with a team of 350 local representatives keeping Families in the know.

We are now taking bookings for local advertisers and national brands who want their campaigns to take part in our new website launch. Now is the time to get onboard! Customers can expect more audience to see their campaigns and benefit from being on a brand new, extremely modern & responsive website. This isn't just a brand new website, it's a brand new design but it's a well-respected brand with high levels of authority by the most commonly used search engines!

Every Customer who books a **Mums in the Know** advertorial of £150 or more in May and June will receive a FREE Premium listing and event diary listing on our new Families website for 1 month upon launch of our new site AND we will transfer their advertorial campaign onto our new site for 1 month starting on launch day. Anybody booking this campaign will also receive the last week of April free of charge – ensuring those customers enjoy our spring bank holiday traffic surge. Email to take advantage of this great advertising offer [andover@mumsintheknow.co.uk](mailto:andover@mumsintheknow.co.uk)

## Sarah Gisbourne

ADVERTISE WITH US TO REACH LOCAL PARENTS  
YOUR BUSINESS COULD SPONSOR OUR SITE - ASK ME HOW



**OAKTRACK SMALLHOLDING OPEN DAY: 1<sup>st</sup> May 2016 10.30am - 3pm**  
<https://www.facebook.com/events/1561307274167511>

Dear AWIB Members

My first ANDOVER NAILS EVENT - the

**“Andover Nails - Beauty Playground Party”**

is available at a **special price for you!** Please *email me for details.*

Thank you, Sue Risdale - [info@andovernails.co.uk](mailto:info@andovernails.co.uk)

Andover Nails 



## ANDOVER NAILS - BEAUTY PLAYGROUND PARTY!

An Afternoon (2pm -4pm) of Relaxed Playing, with Lovely New Season, and Classic Make-Up, Nail Polish and Beauty products.

The Best Quality, and Latest Formulations.

Absolutely NO Pressure to Buy.

If you would like to try Pedicure, Manicure and Body products, bring a foot/hand bowl and a couple of towels.

Let's play and have fun!

Bring your friends, neighbours, work colleagues, clients and networking buddies!

Includes delicious canapes from Andover Buffets.

Tea and coffee by donation - with the money made on that, to go to the 3-2-5 Pre School - Charity no 1037061

WHEN

Saturday, 21 May 2016 from 14:00 to 16:00 (BST) WHERE

Burghclere Down Community Centre - Berry Way, Andover SP10 3RZ, United Kingdom

COST

£10.50

Tickets Via - Eventbrite

<https://www.eventbrite.co.uk/e/andover-nails-beauty-playground-party-tickets-20824248889?aff=ebrowse>



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## Invitation to our May Dinner on 10<sup>th</sup> May 2016

Venue: The White Hart, Bridge Street, SP10 1BH

Time: 6:30 for 7 PM    **£13.00 per person**

**Non Members** must pay by BACS in advance: Sort Code: 309021 A/C No: 00274234

RSVP by 5<sup>th</sup> May to: [info@awibc.co.uk](mailto:info@awibc.co.uk).

*Cancelled after this date must be paid for in full*

Guest Speaker: Meg Leach – New Threads Quilt Shop

## The Journey from Clicks to Bricks

### Menu

Welcome drink of wine/juice

### Main Course

British Beef and Ale Pie with New Potatoes and vegetables

Lasagne with garlic bread and side salad

Vegetarian Lasagne (V) served with garlic bread and side salad

Rump Steak (GF) with grilled tomato, mushroom, peas and chips

BBQ Beef Burger with chips, battered onion rings and home made coleslaw

Gammon Steak (GF) with fried egg, pineapple, chips and peas

Breaded Plaice, chips, peas and tartare sauce

Blue Cheese and Bourbon Pork steak served with mashed potatoes and vegetables

Chicken Tikka Masala Rice, poppadum and rice

Roasted Root Vegetable Crown Pie (V) Chip and peas

### Dessert

Ice Cream: Three scoops from a selection

### Apple Pie

Melt in the Middle Chocolate Pudding with chocolate ice cream

### Tea/Coffee

(V) Vegetarian (GF) Gluten Free