

# JON SHATFORD BUSINESS SUPPORT SERVICES NEWSLETTER



*'LOOKING AFTER THE BOOKS SO YOU CAN GET ON WITH THE PARTS OF YOUR BUSINESS YOU LOVE.'*

## SHOPPING LOCAL THIS CHRISTMAS

By shopping locally, you are pumping money back into your community. A recent government study has shown that for every £10 spent locally, £3.85 is recirculated within the local community, thus helping national recovery across the entire UK \*shoplocaluk. Another reason to shop local is that it keeps employment going within a community, overall improving the local economy. It also massively reduces carbon footprint and preserves the heart of the local community. This Christmas, where possible, see where you can buy local before shopping online or from a large chain.



## OUR LAST NETWORKING DATE OF 2023

As the year draws to a close, our last networking event will be Thursday 14th December. We have been delighted with the variety of local business that have attended each week, with some making an appearance every week. It's looking like we will carry our events into the new year, so we would be grateful to see even more of you attending in 2024. To get your free ticket to our December event please use the Eventbrite link below. Details of the new meeting format is also on the booking page.

<https://www.eventbrite.com/e/696551573507?aff=oddtcreator>

## ADVANTAGES OF MAKING THE MOST OF TECHNOLOGY IN BUSINESS

Technological advances enable small businesses to work more efficiently in several different ways. Whether that means collaborating with remote colleagues using video-conferencing software or texting customers to request a Google review, technology allows businesses to reach their goals more effectively. It also helps track and streamline processes, maintain data flow, and manage contacts and employee records. In fact, this increased efficiency in operation helps reduce costs as well as enable the business to grow rapidly.

## HUNGERFORD EXTRAVAGANZA

For a few hours Hungerford town is taken back in time, and becomes a fantastic Victorian scene with a helter-skelter, big wheel, old-time carousel, street stalls, street entertainers, and a wealth of steam traction engines, fairground organs, and other events. Most shops stay open through the evening, many offering added hospitality such as mulled wine and mince pies. Festivities kick off at 5pm.



## HAPPY CHRISTMAS FROM THE TEAM

### **Jon Shatford Business Support Services**

2<sup>nd</sup> Floor, Wessex House

High Street

Hungerford

RG17 0DL

[hello@jonshatford.co.uk](mailto:hello@jonshatford.co.uk)

01488 505301

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