

# Living360 THE BUSINESS GUIDE

Whether you're looking to grow your company or streamline its activities, this guide is full of practical ideas and services to consider. From talent recruitment, software solutions and cyber security to various outsourced services spanning marketing, finance and event management, there's a multitude of ways to boost your business.

## EARN MORE WITH CASHLESS TIPPING

As the world shifts towards a cashless society, customers are changing how they tip hospitality and service employees

With fewer people carrying cash, particularly since the start of the pandemic, businesses should ensure they offer choice for customers to say thank you in a direct and personal way. EasyTip is the ideal cashless tipping solution. It allows customers to tip individual staff or the whole team. In less than five seconds, customers simply scan a bespoke QR code and leave a tip to the chosen recipient. No apps or downloads are required and the process is quick, transparent and efficient. EasyTip empowers hospitality and services workers and can help to boost their income substantially. Direct tipping also lifts the admin burden from the business owner. Collecting, distributing and accounting for tips is a pain point for many companies, but with EasyTip, managers have more time to focus on the core of their business, bolstered by additional data, invaluable feedback and a motivated team. EasyTip has an intuitive suite of tools that automates tip distributions, provides a history of all received funds and simplifies the process of reporting additional income.

Thousands of hospitality workers and businesses use the platform daily across the UK. Whether you manage a restaurant or a salon, a nightclub or a golf club, a food delivery service or a hotel, a concierge travel or a fitness centre, or any other business where tips are common, EasyTip offers customers a simple and personal way of showing appreciation for great service. **Signing up is free and there are no subscription costs. For more information on how EasyTip can help your business, please visit: [easypip.net](https://www.easypip.net) Instagram: @easypipuk**



## REGULATORY REPORTING TO HMRC AND THE FCA

Efficient and accurate reporting is time-consuming and challenging but essential for businesses and individuals alike. With reporting to tax authorities and regulators ever-increasing in complexity, achieving compliance is fraught with difficulty. The devil is in the detail, especially where both tax

and FCA considerations apply, and Wheelhouse Advisors has been helping entrepreneurs establish and operate their businesses and personal tax affairs efficiently and effectively for more than 20 years.

From obtaining FCA authorisation to regulatory reporting across Europe and from inheritance tax planning to making the most of the remittance basis, Wheelhouse Advisors is here to advise and streamline your reporting so you can focus on value creation, safe in the knowledge that you comply with all applicable regulatory and reporting requirements and without unwelcome distractions.

Wheelhouse Advisors is an award-winning tax, accounting and advisory firm, supporting the complex needs of high-net-worth individuals and the financial services community. It works with more than 900 clients, taking care of HMRC reporting on personal and corporate matters and reporting to the FCA and European regulators on more than \$130bn (£105bn) of assets under management.

Wheelhouse Advisors' corporate clients include regulated and hosted financial services firms — ranging from start-ups and spinouts through to long-established firms and multinationals — and a personal client base comprised of HNWIs, including the principals and senior personnel of regulated businesses, with a key focus on ensuring compliance with tax and regulatory requirements and preparing for and responding to change.

**To learn more about how Wheelhouse Advisors can help you, contact Alistair on 020 3404 1080 or [ayoungs@wheelhouse-advisors.com](mailto:ayoungs@wheelhouse-advisors.com)**



## FREE UP YOUR TIME WITH A VIRTUAL PA

Gain more focus in your business, maximise productivity and boost efficiencies with a professional Virtual Assistant. Ambitious business owners thrive when they trust Alchemy Virtual Assistance to handle their admin needs and operational requirements.

A highly skilled Alchemy Virtual Assistant can save you time and money while improving outputs, plugging skill gaps and streamlining operations.

With decades of experience across many sectors and specialisms, the family-run, UK-based Virtual Assistant team support entrepreneurs and businesses across the globe.

Alchemy VA delivers superior quality, flexible and tailored business support that's low risk yet high impact. Delegate your to-do list and get more done today with Alchemy VA.

**Find out more about Alchemy's award-winning virtual assistant services and request a free, no obligation quotation at [alchemyva.co.uk](https://www.alchemyva.co.uk) — T: 01604 312195 E: [hello@alchemyva.co.uk](mailto:hello@alchemyva.co.uk)**



## PROSPER IN UNCERTAIN TIMES

It's not easy to achieve or sustain profitable growth, especially in a tough economic environment. This is where Crucial Connexions can help:

- Business strategy — creating a focused plan to improve financial results and business competitiveness and secure the commitment of your investors, customers, employees and suppliers.
- Customer engagement — maximising revenue and profit through sales and marketing initiatives that make your business stand out, attract new customers and build loyalty.
- Organisational effectiveness — increasing staff productivity and engagement by enhancing leadership, and developing capabilities that strengthen team and individual performance.

Every member of the multi-disciplinary team has worked at a senior level for respected organisations, and is experienced at dealing with tough business situations and market conditions.

**Call the Crucial Connexions team to discover new ways to achieve profitable growth. T: 020 3239 1345 E: [enquiries@crucialconnexions.com](mailto:enquiries@crucialconnexions.com) [crucialconnexions.com](https://www.crucialconnexions.com)**

## YOUR BUSINESS EXPERTS

AFP Services, the only outsourced business services company offering a full suite of accounting and operations from the UK. For 20 years, AFP has helped hundreds of start-ups and SMEs unlock their business's potential by offering tailored solutions for the day-to-day administration involved with running a business. AFP makes your life easier and less stressful, so you can focus on what you're good at — getting out there and growing your business.

From bookkeeping to accounting through to forecasting and management reporting, this information provides the basis for founders to carry out meaningful decision-making for their business.

For those seeking an FMCG solution, AFP's supply chain professionals handle everything from order processing and customer service to production planning and stock analysis, communicating with customers and suppliers directly as an extension of your brand.

AFP's clients come from all walks of life, including FMCG, estate management, PR and marketing, pet food and much more. The team work in partnership with each and every client to become a part of the client's business. AFP's flexibility allows you to choose the service that's right for you, for a pre-agreed monthly fee.



Richard Peel, frustrated by the corporate world, founded AFP Services to start a new way for businesses to grow. "I just found it astounding that business owners are expected to work it out on their own," he says. "Often this leads to real opportunities being missed, so I wanted to make a difference by taking away the day-to-day stresses so entrepreneurs can focus on the more productive tasks."

**If you're keen to see how an outsourced accounting and/or operations solution could work for you, get in touch for a free business consultation. T: 01526 419940 E: [hello@afpservices.co.uk](mailto:hello@afpservices.co.uk) [linkedin.com/company/afp-services-limited](https://www.linkedin.com/company/afp-services-limited) [afpservices.co.uk](https://www.afpservices.co.uk)**



## REDUCE PAYROLL COSTS BY UP TO 30%

Your business can achieve the same output at a lower cost by outsourcing. The business world has certainly changed, hasn't it? Years ago, having a team of employees in the office was the norm. Nowadays, businesses are outsourcing aspects of their business to other agencies. Not only is it cost-effective, but it also gives senior stakeholders time to focus on important business tasks. Appoynt supports businesses with their administrative responsibilities by providing dedicated virtual assistants at an affordable price point. Appoynt works with a range of businesses within different industries, giving it holistic knowledge to provide the right services for your business.

**Get in touch now and get 20% off your first month. Valid until 16 August 2022. E: [hello@appoynt.co.uk](mailto:hello@appoynt.co.uk). Visit [appoynt.co.uk](https://www.appoynt.co.uk)**



## TRANSFORMING YOUR FINANCE TEAM

Shaping your finance team for the future success of your business. Be | Shaping the Future UK (Be UK) are a team of experienced management consultants, working with global banks, FinTechs and other financial institutions to shape their future through transformation and advisory consulting services.

Be UK's Finance in a Box service helps growing companies to set-up, scale-up and run their finance departments, positioning the company for success and future growth. Be UK works with clients to create and build a finance team, optimise data flow, automate processes, add cloud usage, and provide essential tools and resources to drive innovation. Overall, it delivers greater value to the business in a cost effective manner.

**Get in touch for more information: Be | Shaping the Future UK E: [enquiries@shapingthefuture.co.uk](mailto:enquiries@shapingthefuture.co.uk) [shapingthefuture.co.uk](https://www.shapingthefuture.co.uk)**



## THE FUTURE OF GLOBAL WORK

Employ and pay your workers anywhere in the world with Mauve Group's award-winning employer record solutions. Employer of record solutions have boomed in the UK and beyond over the past five years, as firms seek to overcome the impact of 'the Great Resignation', Brexit and the trend for remote working.

Talent shortages, supply chain issues and shifting workforce needs have placed extra pressure on businesses in the wake of these recent global events. The pandemic, in particular, has sparked a paradigm shift in the world of work, and businesses need efficient solutions to help them adapt.

With a new awareness that many job roles can be carried out remotely, organisations are looking beyond their home markets to source skilled workers. But what do you need to compliantly employ those workers once you find them? How do you navigate the complex rules of different jurisdictions without having to commit substantial time and cost resources to your new hire? This is where employer of record comes in.

An employer of record works by employing a company's staff overseas on their behalf, in locations where the company doesn't have its own entity set up. The employer of record is responsible for providing the worker with an employment contract and carrying out necessary onboarding processes in line with local law. As the in-country employer, they register the worker on the payroll, pay them in local currency, and remit the correct tax and social security contributions to the authorities.

This is a tripartite relationship between worker, company and employer of record, who supports the employment, HR and compliance elements of an overseas hire for the duration of the contract. The service is a lifeline for businesses that want to offer their employees the flexibility to live and work anywhere — or to those that have pinpointed specialist talent in another country.

Mauve Group is an award-winning provider of global employment and business expansion services, founded in 1996. Its employer of record solutions have seen an explosion in popularity since the rise of remote work, recording 40% year-on-year growth in new clients from 2020-2021. With

## A NEW MARKETING CHANNEL

Personalise your packaging to retain customers and drive loyalty. Penny Black is the only marketing platform that lets ecommerce brands bring online personalisation into the unboxing moment.

Penny Black's award-winning technology lets brands print on-brand, high-quality inserts personalised to each customer. This means all the effort you pour into improving your brand and customer experience doesn't end when a shopper checks out. Instead, you can delight your customers through to the moment they unbox their order and motivate them to stay loyal long-term.

With Penny Black, you'll get 3x ROI as its flyers have a 100% open rate and a conversion rate of between 10-15%. **Limited-time offer: Get three months of Penny Black for only £2,500. This includes platform access, hardware implementation, paper and ink, ongoing support and flyer design assistance. See if you're eligible by scanning the QR code or by visiting: [bit.ly/3XN8TJ1](https://bit.ly/3XN8TJ1)**



## OUTSOURCE YOUR EVENT SERVICES

Introduce a specialist agency to take on all or part of your event strategy, planning and delivery. Unite marketing and events' flexible approach to event support means they work with you — and your team — to give you as much help as you need.

The company can manage your event from start to finish (including planning, production, logistics, marketing and everything in between) or can provide specific support where — and when — you need it most.

Covering live, virtual and hybrid events, the company has a proven track record of bringing brands together and stories to life, all over the world.

Not sure how to get your event off the ground or in need of an extra pair of hands? Give Unite a call. **Visit [unitemarketingandevents.co.uk](https://www.unitemarketingandevents.co.uk) for more information or contact Aneliese Hurst on 07563 157779.**



# ONELINKMEDIA Grow your business with Performance Marketing

Get in touch with Onelink Media | [www.onelinkmedia.co.uk](https://www.onelinkmedia.co.uk) | [enquiries@onelinkmedia.co.uk](mailto:enquiries@onelinkmedia.co.uk)



## HOW TO ATTRACT TOP TALENT?

In a candidate short market, businesses are struggling to secure the ideal talent to match their growth expectations.

At Leo Xander, the team have redefined traditional recruitment methods to deliver outstanding results, enabling their clients to hire the best talent, efficiently and effectively. Their industry-leading AI automation technology quickly sources active and passive candidates that are highly skilled in their areas of expertise, allowing the company's consultants to engage with them before the competition. Operations director Fran Lilley emphasises the importance of seamless customer service at Leo Xander: "Our dedicated team are passionate about matching candidates to the perfect role, and this personal approach is loved by both clients and candidates alike. Our client satisfaction rate is higher than the industry average, which I believe is due to the services we provide and our ability to deliver. We offer temporary, contract and permanent recruitment solutions, alongside payroll services, removing the burden of managing a weekly payroll from businesses."

**Leo Xander is a rapidly growing recruitment agency, trusted to deliver within the construction and life sciences sectors. For more information, please visit [leoxander.com/talent](https://www.leoxander.com/talent)**



## ACCELERATE GROWTH IN A DIGITAL WORLD

Onelink Media delivers digital growth strategies to ambitious brands through search engine marketing and paid media.

In today's world of business, growth and competitive advantage has never been more important. With 92% of adults in the UK being internet users, along with 63% of the global population, the customers available to any business with a product, service or message has never been greater.

With such sizable digital opportunities and low risk entry to markets, the doors have been opened to new start-ups and increased competition — where if you don't keep up, you could be left behind.

Onelink Media is an agency for brands who want more. The company works with brands that are focused on driving real impact, across a range of industries. The agency has a collective team of performance marketing experts, dedicated to getting more traffic, sales and revenue. Get in touch today to see how Onelink Media can help grow your business.

**T: 0808 164 8084 E: [enquiries@onelinkmedia.co.uk](mailto:enquiries@onelinkmedia.co.uk) [ONELINKMEDIA onelinkmedia.co.uk](https://www.onelinkmedia.co.uk)**



## HOW CAN MEDIATION CLAUSES HELP BUSINESSES?

Mediation clauses put a business in control of the process should a commercial dispute arise.

Including a mediation clause in your contracts with customers and suppliers ensures a roadmap for how to deal with any dispute that may arise. An agreement to mediate means that you limit costs of finding a resolution through a quick and effective confidential assisted negotiation process. A commercial compromise can be reached so that relationships are quickly mended and business operations can continue without disruption. The London Chamber of Arbitration and Mediation (LCAM) is part of the London Chamber of Commerce and industry (LCCI). LCAM is delighted to support the business community.

**Mediation provides a constructive and efficient way to resolve disputes. Contact LCAM for model clauses for contracts and information about fixed fee mediation. T: 020 7203 1946 E: [info@lcam.org.uk](mailto:info@lcam.org.uk)**



## USING TECH TO BOOST CASH FLOW

Open Banking delivers a glimmer of hope to businesses as they battle inflation, rising costs and a slow pandemic recovery.

Business lender Capify's latest survey found that in the first quarter of 2022, 37% of SMEs in London and South East England cited cash flow as a major concern.

A reduction in transaction fees and a better grip on cash flow are just two of the main benefits businesses can leverage with Open Banking. Customers pay directly from their bank account straight to the merchant, meaning that when a sale is made, funds settle immediately. This results in better managed cash flow and seamless reconciliation for supplier management.

Transaction fees can add over time and impact overall revenue, but by bypassing traditional card intermediaries, transactions can be lowered by up to 80%, putting the power back into the hands of businesses.

**Pay with bank by Vyne — payments perfected and built to improve cash flow through instant payments and generate more revenue by reducing high-cost payment fees. Visit [payvyn.com](https://www.payvyn.com)**



## PURVEYORS OF UNIQUENESS

Delight Consulting is a multi-award-winning, full-service diversity, equity and inclusion practice specialising in culture transformation. Thanks to its commercially minded approach, Delight excels at helping people, networks and organisations thrive financially by thinking differently, embracing uniqueness and keeping promises.

Delight can help your business experiment, learn and make mistakes safely, by seeking to understand and help — not to criticise. Delight believes that any business can reach its full potential, and uses bespoke assessment, advisory, training and research techniques to help you create a workforce where employees belong and talent is cultivated.

A diverse social enterprise, Delight represents humanity and champions equality for all protected characteristics, because it's commercial, not just correct.

**Want to drive more meaningful cultural change across your business, quickly and lucratively? Then become Delightful. Contact Delight today at E: [hello@delightconsulting.com](mailto:hello@delightconsulting.com), or visit [delightconsulting.com](https://www.delightconsulting.com) for more information. Delight Consulting**



## HOW TO AVOID A CYBERSECURITY BREACH

After a breach, most SMEs will be wishing they'd started working on cybersecurity earlier. Kloudwerk gives your business the protection it deserves.

Imagine you're running a marathon, except, you're in the middle of a hurricane. This is how a business might feel while setting up its technology stack before it's ready to sustain real-life attacks by hackers. What you need is effective and affordable cybersecurity. Kloudwerk's mission is to make that possible. KW assists SMEs as they build their business by executing and educating on risk-reducing practices. This is offered through ongoing specialist support and monthly consultancy packages, from an independent cybersecurity risk assessment through to achieving a Cyber Essentials certification. Plus, your own experienced consultant, who'll work to understand your business and develop a roadmap that caters directly to you. Let Kloudwerk navigate this storm, so you can focus on your business.

**Discover more at [kloudwerk.com](https://www.kloudwerk.com)**



## SAVE TIME AND MONEY WITH GO-TO

Every business can save time and money with smart outsourcing from Go-To Outsourcing — how much depends on you.

You can count on Go-To as an extension of your team, with over 100 offshore professionals based in Dubai and Philippines. All services are project managed in the UK so you can have peace of mind the company will be at the forefront of all processes, so you don't have to be. Go-To caters to a range of administrative, resourcing and customer-orientated services. Whether you need recruitment support or office assistance, the large talent pool in the Philippines can meet your needs.

Go-To provide a recruitment service that includes sifting through CVs, advertising roles, vetting candidates and arranging interviews. Understanding the fast-moving and diverse needs of clients, Go-To prides itself on being flexible and adaptive to the needs of businesses.

**New to outsourcing and want to know more? Call Chloe on 01527 903752 or email [info@go-to-outsourcing.com](mailto:info@go-to-outsourcing.com)**



## NOT SURE HOW TO MARKET YOUR BUSINESS?

You're not alone! Many businesses struggle to figure out how to reach their target audience. But if you don't know what's out there already, how will you know how to stand out against it? A marketing analysis from One2create is a powerful way to review your current offering against your competitors and use this information to overtake them in the marketplace. That's got to be a sound investment for any business, right?

**Get 10% off using Marketing10. Valid until 31 August 2022. [one2create.co.uk/marketing-analysis](https://www.one2create.co.uk/marketing-analysis)**

## SELL MORE WITH OUTREACH EXPERTS

Sopro helps you sell more by starting new sales conversations with the people who matter to you.

Sopro is a sales engagement platform, run by outreach experts. The fully managed outreach service sources your ideal prospects, engages them with personalised emails and connects them directly to your sales team when they're ready to talk business.

Research has shown that salespeople spend as little as 10% of their time pitching, proposing and closing. The remaining 90% is spent on researching prospects, sourcing contact details, cold calling, manual email intros, events, travel and admin.

Companies like Sopro reverse that statistic and allow sales teams to spend 90% of their time doing what they do best: selling. The prospecting service does the hard work, sourcing and contacting the decision-makers, and your sales reps can simply sell more.

As a sales engagement platform, Sopro builds a live list of the people you want to contact, just for your campaign, and emails are sent directly from your sales team using Sopro's technology. The positive responses simply drop directly back to your inbox.

Sopro's client portal offers total control, with detailed reports and additional tools to help you or your sales team maximise the impact of your campaign.

Sopro's outreach experts ensure the campaign runs smoothly and successfully, with clients having as much or as little involvement as they want. Expert prospecting writers work with you on email templates. Proven message sequences and data insertions create highly personalised messages that connect with buyers.

You'll have a dedicated customer success and campaign manager, and behind the scenes, an army of developers, tech experts, data scientists and compliance experts who all work on improving your campaign.

Sopro is meticulous about compliance. Its prospecting is fully compliant with all major frameworks, so you can rest easy knowing the company has got you covered. Sopro's service takes your outreach to the next level, by using its tech and prospecting experience to deliver your company's message to the people who matter to you.

**To discover how prospecting can transform your business, download your free copy of Sopro's The State of Prospecting report at [sopro.io/sunday-business](https://sopro.io/sunday-business), or call 020 3988 3940**



## GROW AND SAVE TIME WITH QUALITY FREELANCERS

In the fast-moving world of business, sourcing candidates with appropriate digital skillsets can be slow and costly.

Digital marketing is proven to increase brand awareness significantly, with digital now accounting for the majority of marketing activity in the UK. In 2022, digital experts are in high demand, so you need to look in the right direction to find what you need at an affordable price. Revolancer allows you to submit a quick and easy request for your digital project, free of charge. By quality-vetting freelancers, Revolancer ensures a streamlined experience and excellent results. After spending two minutes submitting your project request, Revolancer will produce a custom shortlist of ideal freelancers who are ready to get to work.

**Visit [revolancer.com/project](https://www.revolancer.com/project) to get started on your next digital project**



## PRACTICAL CYBER SECURITY TIPS FOR BUSINESSES

Make your business more cyber secure with these easy to implement strategies from Red Maple Technologies.

It's basic, but make all important passwords complex, unique and store them in a password manager. Multi-Factor Authentication (MFA) should be enabled for all your accounts that are business critical. Check your email configuration, as misconfigured or out of date setups can be exploited. These enable hackers to conduct phishing attacks using spoof emails from your domain to your customers.

If something is online, it might be hacked! Understanding your business's online footprint is vital to an effective cyber security strategy. A comprehensive attack surface management tool, such as FractalScan Surface, can reveal those weaknesses and help you secure them.

Every company has a guilty security record, but the longer you wait to update that old computer or delete those old accounts the more susceptible you are to an attack. Get ahead of the hackers and start today.

**Try FractalScan Surface for free — [fractalscan.com/free](https://www.fractalscan.com/free). If you want help making your business cyber secure, get in touch Email: [info@redmaple.tech](mailto:info@redmaple.tech)**

