

MAKE YOUR BUSINESS VISIBLE...

Not sure where to start when looking for web hosting. Dynamic Servers explain what you need to consider
[See Below](#)

What can a good accountant do for your business? James Twigger reviews the benefits of employing a professional
[See Below](#)

Is your business going in the right direction. Strategy and planning can save you time and money.
[See Below](#)

Developing the talent of the future can reap real benefits for your business. South Devon College cover how
[See Below](#)

Oct 2020 Edition



Ask the Editor

Welcome to issue 5 of South Devon Biz covering the issues important to South Devon businesses. If you have a topic or question you would like us to cover in the next issue please do send me an email to

Maureen

maureen@astralitybusinessservices.co.uk

The views expressed are our personal views from our professional business advisors (All content has t&c copyright)

Navigating the Web Hosting Maze



When looking for a website hosting company there are a few things to consider. Fundamentally a website doesn't need much storage unless you are hosting a large online store or an online platform for thousands of users.

So the main things to consider are: The speed of the servers

If a web server is of low spec this will result in the website taking longer to load. If your website takes longer than 5 seconds to load users will get frustrated and go to a competitors website this is called your bounce rate, a slow site has shown up to a staggering 80% of visitors will leave and go elsewhere.

The Security of the site

You need to ensure your website hosting package has the necessary security certificates. Search engines and browsers will see websites without an adequate SSL certificate as insecure, and will prevent users from being directed to the sites. Your hosting also needs to be GDPR compliant for security reasons.

Support

When running a business your email and communications need to run like clockwork.

Should you experience issues, businesses need them sorting quickly and efficiently, or it may lead to the loss of big contracts due to not receiving valuable information.

At Dynamic Servers Limited we take these things very seriously. If you require any more information or advice regarding this do not hesitate to get in touch.

We have also chosen to go Climate Positive. This means any activity the business generates goes one step further than being carbon neutral. On top of offsetting carbon emissions produced by its business activities, Dynamic Servers Limited creates environmental benefits by eradicating additional carbon dioxide from the atmosphere.

Managing Director, Paul Edworthy, commented

"Over the last 12 months Dynamic Servers Limited saved just over 3 tonnes of CO2e more than they produced, meaning that their carbon usage was -3.397 tCO2e. It gives you a real great feeling inside knowing we are doing a great deal to help the climate emergency."



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01392 330292
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Organisers - Maureen Frost - Interesting Fact!
In my previous role as CEO of Hampshire Chamber of Commerce I led the team that looked after 1700 businesses representing their interests at local regional and national level.
Contact: Maureen@astralitybusinessservices.co.uk



Organisers - Q - Interesting Fact!
I have developed brands for the international music and film sector and worked alongside world wide celebrities and public eye entrepreneurs.
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South Devon College

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 South Devon College



Principal, Laurence Frewin Explains the Benefits of Working with your local College

South Devon College works with over 1,000 businesses every year, providing courses, CPD, training for your workforce and much more! With 10,000 students, 700 staff and third largest employer in Torbay, we have expertise, specialist technical knowledge, up to date resources and equipment to help businesses of all sizes with a range of significant benefits.

Businesses can access academic and technical talent, scoping new projects and ideas or have use of cutting-edge technical equipment in our £17m Hi Tech & Digital Centre to develop rapid prototyping. Accessing student resource to complete live projects gives learners the opportunity for highly-valued real-world experience alongside their classroom lessons, allowing the business to achieve their goals.

Whilst providing resources, training, and industry expertise, the College also has two high quality incubation spaces for start-ups. In partnership with TDA and funded by the European Regional Development Fund (ERDF), the incubation offer provides business advice and support from TDA alongside specialist advice from our staff.

Serving businesses large and small throughout the South West our qualified lecturers and tutors deliver high-quality training with bespoke solutions that suit business needs, making a real and lasting difference to organisations, regardless of size or sector.

Whatever help you need, our friendly and expert teams offer everything from relevant functional English, maths or digital qualifications to employability skills, wellbeing workshops, higher-level qualifications and of course traineeships and apprenticeships.

Every business is allocated a member of our dedicated Employer Engagement Team ensuring they stay informed about funding options and help identify training or other needs, with free analysis ensuring the business is operating effectively.

The College has developed South Devon Business Partners, a unique reward and recognition incentive for employers who use education to grow and develop their business and choose South Devon College as their preferred training partner.

We have something for every business. 87% of employers would recommend South Devon College as a training provider to other employers with the same percentage agreeing the College delivers training that is up to date, relevant and meets industry standards.

Find out more. Search South Devon College, head to www.southdevon.ac.uk, call us 08000 380 123 or email employers@southdevon.ac.uk

Don't just take my word for it, here are some recent quotes from organisations we support:

"Working with South Devon College is an absolute pleasure. They go above and beyond with a fantastic team of tutors and staff. They have gone out of their way to continue to support Mid Devon District Council, especially during the recent difficult times. So glad we work with you all at SDC, you're all fabulous!"

Courteney Gilbert
HR Advisor
Mid-Devon District Council, Sept 2020

"The business benefits of using South Devon College are that as an employer, I get to grow my business in an affordable way.

We get to develop an individual by them working alongside our existing staff, turning them into a skilled individual. It's a great way of producing home grown talent and giving individuals a chance to shape their future."

Sophie Tombs-Cousins
Managing Director
Mantra.com


manage • track • communicate



Sponsors - Astrality Business Services

With over 20 years experience of helping businesses to grow and prosper, our services are designed to help business owners and entrepreneurs set and reach their goals and raise their business profile. Contact: 07717 130226



Sponsors - QballCreative - Creative Brand Expert

Digital design & brand identity development. We are specialists in creating a strong brand presence. From the conception of a logo to the design of your business card and corporate identity. Contact: 01626 335588



Giving your business direction and focus

We are proud to offer a variety of business services leaving you free to run your business while we work on the additional challenges you face.

With over 20 years experience of helping businesses to grow and prosper, our services are designed to help business owners and entrepreneurs set and reach their goals and raise their business profile.

We can give an independent view and assist with business planning, marketing strategy & implementation as well as event management for conferences, away days, product launches, teambuilding or client entertainment.

Based in Torbay and working across the South Devon area including: Torquay, Paignton, Brixham, Dartmouth, Teignmouth, Totnes, Newton Abbot, Salcombe.

Most services can also be provided remotely if you are based outside of South Devon.





James Twigger, Accounting4Everything

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Bean counter.
Number cruncher.
Penny processor.
Accountaholic.
Accountants have had many nicknames over the years.

We probably have a bit of an unfair reputation – the stereotype of suit-wearing, boring, introverted, maths geek! This is largely due to a misunderstanding of what our role is in the modern world and what we can do for your business.

What is an accountant?

What do accountants do?

Starting with the very basics, let's consider what the job of an accountant actually entails. An accountant is a trained professional who can prepare, check and analyse the financial affairs of a business. At Accounting 4 Everything, we are a firm of Chartered Accountants, bound by a very strict code of ethics, professionalism and continuous training/development.

We can check that your business is operating within the law and any relevant guidelines – and can advise on allowances that a company may be missing out on, as well as offering advice on the best way to overcome financial difficulties.

Our role is increasingly moving towards an advisory role; never more so than in the current world of adapting to COVID-19. It's not just about the tax

Why do I need an accountant?

Small businesses might be tempted into thinking that they don't need an accountant, can't afford one or that they're just involved in filling in forms to keep the taxman happy. But, by doing all of the above well, a good accountant can:

- **Save you time**

– You need to dedicate every minute you can to the important work of developing your products and services to improve your profits. Having someone who can help to check that you've filled in your forms correctly, help you to meet key deadlines and offer financial advice will help you to concentrate your efforts on what you do best.

- **Save you money**

– Filling in forms incorrectly or failing to understand new legislation could result in a fine, something that would put an unwelcome dent in your profits. Not only that, but accountants will help you to minimise your tax bill by taking

advantage of any tax reliefs that are open to your business.

- **Help you to grow**

– An accountant can act as a valuable sounding board. They know your business almost as well as you do – and probably know the financial side of it even better! By assisting you to make sound judgments, they can help you to grow your business. Accountants can also help you to identify and fix problems before they become a more serious drain on your finances.

- **Remove worry**

– Lots of businesses find their finances daunting. After all, there's a good chance that you might never have come across all of the paperwork and terminology of business accounts before. The complexity of the task in hand – and the importance of deadlines – can cause many people to worry about this. An accountant can ease this burden and offer necessary reassurance.

When you consider all of the benefits that come from what an accountant does, the question is less about whether you can afford one and more about whether you can afford not to use an accountant.

Helping you overcome every challenge
Call 01803 500202



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Your brand is what other people talk about when you're not in the room

we create brands that work
and win business...

