



Pricing

Mix n match marketing from £300/m

I offer 4 main services to choose from;

Blogs / Case studies
Social media content & scheduling
Newsletters & scheduling
LinkedIn profile management.

One-off packages

Website copywriting
Awareness campaigns;
including landing pages, social support
and emailing
£400/day

You & me and how we'll get along...

You have asked me to be the voice of your brand on social media and represent you online, so it's important that we get to know each other reasonably quickly.

So how can we do that?

- **Teach me** about you: Share your customer profiles, mission, values, newsletters, anything!
- Open channels of **communication**: Phone calls, emails, WhatsApp
- Spend **time** together: Your team meetings, networking groups, monthly catch-ups
- **Introductions**: Introduce me to your consultants, coaches, web designer and business partners.

It will take time, as we learn about how we each work, but we'll get along just fine!

The values you're looking for

Marketing to me is about building **relationships**.

It's less about selling and more about demonstrating your value and your understanding of your customers needs.

Relationships are built on **trust**...

You need to trust that I will not miss a deadline, will treat your audience with the same respect that you do and that no-one will notice any changes, unless you want them too!

You need to trust that I will not work with another company with the same message, on your turf.

You need to trust that I will take care of your marketing, as if I was an employee.

I am detail focused as any of my colleagues or friends would tell you! I work best with clear processes and if they're not in place yet, I'll help you put them there.

People I've worked with

REFURB

refurb-pr.co.uk



Commercial property
renovations
Commercial electrician
Plastering
Decoration

Website copy
Social media
training
Social media
management
Blogging



Testimonial



"Hilary previously helped us with content for our website pages so naturally we were very happy to be able to bring her on board when we needed someone to manage our marketing activities.

We have been working with Hilary on social media and blogging and have seen a marked increase in enquiries for our commercial side which we wanted to focus on.

She has also helped one of our directors venture into LinkedIn and supported him in making beneficial connections, whilst growing our online presence overall."

Lydia Rayner, Operations Manager
Refurb

People I've worked with



grimebusters.co.uk

We ain't afraid of no grime! View this email in your browser



If there's something weird and it don't look good.
If there's something strange, looks like it's stained for good.
Who you gonna call?
Grimebusters!

15% off carpet and upholstery cleaning in April

Beat that beastly grime from your carpets, rugs and upholstery with Grimebusters' April discount. Get 15% off professional cleaning until the 30th of April 2018.

Just give us a call and we will clean it all for you, no mess, no fuss, no 'wet dog' smell, and your carpets will be usable in half an hour and usually completely dry within the hour.

And a FREE stain treatment, for your carpets and rugs, comes as standard.

Please quote April18 when you call... and feel free to forward this offer to friends and family.

Commercial and
domestic carpet
and upholstery
cleaning

Website copy
Social media
management
Database
management
Emails

Spring has sprung, let's get those carpets clean with 15% off. View this email in your browser



No need for this kind of nonsense!

Call Grimebusters for fabulously clean carpets that are as good as dry within an hour.

15% off carpet and upholstery cleaning in May

Beat the winter grime from your carpets, rugs and upholstery with Grimebusters' May discount. Get 15% off professional cleaning until the 31st of May 2016.

Just give us a call and we will clean it all for you, no mess, no fuss, no 'wet dog' smell, and your carpets will be usable in half an hour and usually completely dry within the hour.

And a FREE stain treatment, for your carpets and rugs, comes as standard.

Please quote May16 when you call... and please feel free to forward this offer to friends and family.



Carpet, Rug & Upholstery Cleaners for Oxfordshire & The Cotswolds

Oxford 01865 726983

Witney 01993 868924

Abingdon 01235 555533

Testimonial



"I have been running Grimebusters, professional carpet and upholstery cleaners in Oxfordshire for over 30 years now. In all that time, one of the very best business decisions I have ever made has been to use Hilary to help me communicate with my customers.

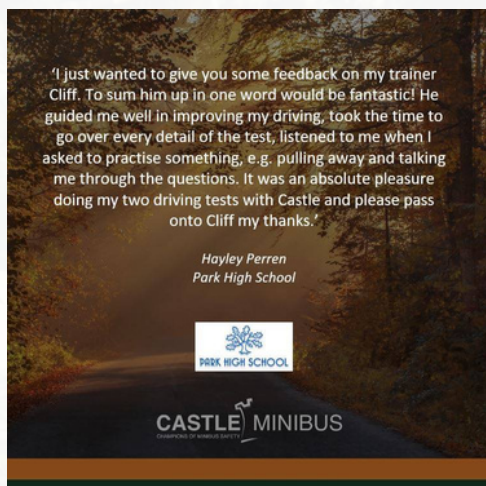
In the last month alone, they have run another simple, fun marketing campaign for me which - again - has produced really outstanding results. My customers are happy and have wonderfully clean carpets. And I am happy that a quiet time of the year has been turned into a very busy one!"

Richard Schofield, Director
Grimebusters

People I've worked with



castleminibus.co.uk



Minibus lease, hire,
insurance and
driver training
Education and
commercial sector

Definitive advice from the DVSA on minibus weights and specialist equipment could have far reaching consequences for drivers with no D1 entitlement

Castle Minibus created the MCC (Minibus Compliance Course) to educate schools on minibus compliance under Section 19 Permits and encourage best practice where guidance/the law is subject to interpretation; mainly those vehicles and drivers requiring D1 entitlement. Recently the DVSA has been very clear on plated weights that will affect many schools relying on an alternative interpretation of weight allowances to drive their vehicles on a standard B car licence.

Vehicle weights on a Standard B car licence

The law says that people can drive a minibus on their standard B car licence if the maximum authorised mass (MAM) is 3,500kg or under (subject to certain conditions, see below). However, this is a specific clause that says the weight limit can be increased by 1,000kg for disabled passengers' specialist equipment such as a wheelchair ramp, grabrails, hoists, etc.

During a recent visit to a school Castle Minibus found that 8 separate buses had been driving with a plated weight of 4,500kg. These were the ones that were used to transport the school's disabled pupils. This is a breach of the law as the law states that the maximum authorised mass (MAM) must not exceed 3,500kg.

Castle Minibus advised the school that their drivers needed a D1 entitlement to drive these vehicles.

The school's interpretation of the law was that because the gross weight of the vehicle with its specialist equipment was less than the 4,500kg limit it didn't matter that the plated MAM was over 3,500kg. The school's interpretation was initially supported by expert advice that the law was open to interpretation and in any case driving with the car licence was not an offence.

However, on further enquiry the same expert was given definitive guidance from the DVSA that they passed on to both the school and Castle. The DVSA said the view that the weight of the 1,000kg must be attributable to the specialist equipment.

Guidance of weight if they drive a small bus which is considered to carry weight - if the total mass is 3,500kg, including any part of that weight which is attributable to specialist equipment intended for the carriage of disabled passengers, and is not more than 4,250kg otherwise.

Section 19 of the Transport Act 1985, as amended by Schedule 1 to the Driving (Licences) Regulations 1996.

If the vehicle is plated at 4,250kg then it will be considered to be within the permitted weight. If the vehicle has not been plated at 4,250kg then it will only be able to be used if it has a full category B car licence for a 3.5 tonne maximum weight.

The permit holder and/or driver would need to demonstrate clearly that the additional weight is due to the specialist equipment. For example, ramps need to be securely mounted onto the vehicle and be of appropriate size to allow the wheelchair to enter and leave the vehicle.

Following this definitive advice from the DVSA we want to encourage all schools to be aware and check the plated MAM of their vehicles, and any time to consider this carefully, to ensure they are driving them with the right licence and carrying the weight allowance from 1985 to 4,250kg for specialist equipment only. And, that the specialist equipment is for the purpose, i.e. in the vehicle and that they can demonstrate the need and use of this equipment if asked, i.e. that they have disabled pupils.

Finding the plated weight or MAM of your minibus

The MAM is the weight of a vehicle including the maximum load (passengers, other luggage that can be carried safely when it's being used on the road. This is also known as the gross vehicle weight (GVW) or permissible maximum weight.

The plate is sometimes called the chassis plate or 198 plate and is usually in the driver's footwell, under the bonnet or in a front foot well. The MAM is always the second largest weight, in this case, 4,250.

What is your school's interpretation?

The other area for interpretation is mentioned that the law is relevant to vehicle weights that are under a Section 19 Permit (plate) of a vehicle plated under 1985/1986 for specialist equipment can do so on a Standard B car licence if they have no payment or other consideration, or an equivalent vehicle licence.

Company 8 minibus then to drive a small bus but only if all of the following conditions are met:

- they have held a full category B car licence for at least 2 years.
- they receive no payment or other consideration for driving other than out-of-pocket expenses.
- the vehicle has a maximum gross weight not exceeding 4,250 tonnes in its current condition (specialist equipment for the carriage of disabled passengers).

Generally, schools are not permitted to transport (19 and 22 permits) not the goods (passenger transport) within 19 and 22 permits can the goods (passenger transport) of goods, vehicles.

Some schools interpret this to mean that because teachers aren't paid as drivers, they are volunteer drivers. There has never been a legal case but some schools, like Northampton County Council, have sought specific legal advice and been advised that their teachers and other staff are paid employees, they are not volunteer drivers, as required by a D1 entitlement.

In Castle's recent experience schools faced with this interpretation gap and/or negligent because they had been told a 19 and 22 'lightweight' minibus on the premise that this staff would not need D1 entitlement to drive them. While it is up to schools to decide what interpretation they will follow, they need to be aware that it is the school and/or the driver who would be liable for prosecution, should the worst happen, not the minibus supplier. If they were found to be breaking the law by driving vehicles without the right licence.

Again, Castle Minibus has a positive message is that all drivers of the passenger vehicles have a D1 licence. This negates any interpretation of the permit or other consideration as well as the issue of vehicle weights. It's doubly, please seek specialist legal advice.

MINIBUS COMPLIANCE COURSE IN NUMBERS

CASTLE'S MINIBUS COMPLIANCE COURSE: THE UK'S ONLY COMPLIANCE COURSE WRITTEN SPECIFICALLY FOR SCHOOLS

- 12 MONTHS IN OPERATION
- HELD IN 18 CITIES ACROSS 18 COUNTIES
- 498 SCHOOLS ATTENDED
- 400
- 62% OF ATTENDEES FROM INDEPENDENT SCHOOLS
- 100% WOULD RECOMMEND US TO A COLLEAGUE
- 9.2/10 APPROVAL RATING
- 4 ESSENTIAL AREAS COVERED: LEGAL, VEHICLE, DRIVERS, JOURNEY
- D1 LICENSES COVERED
- GET 10% CONCESSION ON YOUR INSURANCE
- ONLY £395 PER SCHOOL
- 'This is quite easily the most useful session I have attended in two years of joining the education sector' - JENNIFER LAMBERT, SCHOOL

FOR MORE INFORMATION PLEASE
CALL US ON 01869 253744 OR VISIT WWW.CASTLEMINIBUS.CO.UK

RBC, BVRLA, RUSPA, and other logos.

Website copy, Social media management, PR
copy,
Database management, Emails

Testimonial



"I just wanted to recommend Hilary Nightingale for overseeing all of our social media activities.

Her knowledge and straight forward advice of what is best for us at Castle Minibus is a huge help in getting our `Champions of Minibus safety` message out there."

Chris Maynard, Founder & CEO
Castle Minibus

Fancy a coffee?

Or tea, whatever you like...

If you'd like to talk to me about how I can fortify your business with my mix of marketing skills, just give me a call or email and we'll set something up.

07825 031036

hilary@carboncopysocial.co.uk

Have you seen my LinkedIn profile?

