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TECH SUPPORT THAT WORKS

WHY I BELIEVE OUTSOURCING IT IS THE RIGHT CHOICE FOR GROWING BUSINESSES



By Ian Taylor, Mercury Maynard

As the Managing Director of Mercury Maynard, I've spent over 25 years working with businesses of all shapes and sizes to make their IT work better for them. One thing I've learnt in that time is that technology should be a tool that enables growth – not a constant headache.

For many businesses, especially those without an internal IT team, managing systems, devices and security can be overwhelming and time-consuming. That's where outsourcing comes in – and why I believe it can be one of the smartest moves a business can make.

Let Your Team Focus on What They Do Best

When your staff are tied up with IT problems, they're not focusing on their actual roles. Outsourcing IT to a trusted partner like Mercury Maynard means your people can get on with their jobs, confident that the technology they rely on is working as it should.

Tap Into Specialist Knowledge Without the Overhead

Technology is constantly evolving, and keeping up takes time, training and experience. When you outsource, you gain access to a full team of specialists who are already up to speed.

At Mercury Maynard, we make it our business to stay ahead so our clients don't have to.

Control Costs and Improve Value

Hiring, training and retaining in-house IT staff is costly – especially if your needs are variable. With outsourced IT, you only pay for the support and services you need. We offer flexible, scalable packages that adapt as your business grows or changes.

Prevent Problems Before They Disrupt Your Business

One of the things we pride ourselves on is being proactive. We don't wait for things to go wrong. We monitor, maintain and update systems continuously so that small issues don't turn into big problems. It's about peace of mind and consistent uptime.

Get IT That's Built Around Your Business

We never take a one-size-fits-all approach. Every solution we deliver is shaped around the unique needs of the business. Whether it's cloud services, network infrastructure or security, we work closely with clients to ensure IT is supporting their goals.

Stay Protected in an Increasingly Risky World

Cyber security is one of the biggest challenges facing businesses today. Our clients benefit from managed firewalls, antivirus, backups and security policies that meet modern standards – all handled with care and clarity, not jargon and panic.

Get Support That's Actually Supportive

We're a people-first business. Our clients know us, and we know them. When something goes wrong, they don't get lost in a queue or passed between teams – they speak to someone who knows their setup and gets it sorted. It's one of the reasons we've built so many long-term relationships over the years.

In Summary

Outsourcing your IT isn't about giving up control – it's about getting the right support in place so you can focus on what matters. If your business is growing or you're tired of IT firefighting, we're here to help.

If you'd like to talk through how we could support your organisation, feel free to get in touch or visit

www.mercurymaynard.co.uk

Let's make technology work for you.

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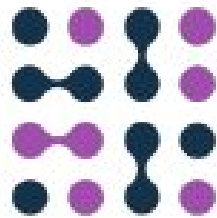
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At Let's Do Business Group, we're all about helping businesses take the next step whether that's launching, growing, or simply finding a better way forward. Backed by years of experience and a deep understanding of what makes businesses tick, we offer practical, hands-on support that's grounded in the real world. From mentoring and funding advice to workshops and strategic guidance, our goal is to empower business owners with the tools and confidence they need to succeed, whatever success looks like for them.

Is This Support Really for My Business? Yes — And Here's Why

By Mark Alefounder, Business Advisory Manager

We've worked with all sorts of businesses, bakers, builders, candlemakers, coaches, crafters, stylists, you name it. Different industries, different goals, but the same drive to grow. And almost every week, someone asks me the same question:

"Will this actually work for my business?"
The short answer? Yes.

Because the support we offer isn't a one-size-fits-all package. It's tailored mentoring, practical strategy, and real-world know-how. The kind that helps you build confidence, make clearer decisions, and grow something solid, whether you're just starting out or ready to scale.

Think of it like learning to drive. Once you've got the fundamentals, steering, brakes, awareness, you can handle almost any car. Business is the same. Once you've got the right skills, you can navigate almost any challenge, in almost any sector.

We've seen it firsthand. From sole traders looking to grow figuring out how to reach new markets, the transformation happens when people stop trying to figure it all out alone and start working on the business, not just in it.

About the Author

Mark Alefounder is Business Advisory Manager at Let's Do Business Group, where he supports early-stage and growing businesses across Essex. Mark helps founders build confidence, clarity, and real-world skills to create sustainable growth. He's worked with businesses and startups of every kind offering fully funded, practical support backed by local council programmes.

And we're not the only ones who've seen the difference this kind of support can make. Here's what one local business had to say:

“ I can't thank Backing Essex Business and Robert enough. It was great to have someone to shine a light on the business and show there is a path forward, this is what we're going to do, and how I can help you. Being a small business you sort of feel a bit left in the dark because we're not a big brand or chain of nurseries. We felt a bit lost, unsure what's next for us, but having their support has helped us gain confidence in our business and helped us grow. ”

— Amber Coldron, Nursery Manager - Cann Hall

And here's the part most people don't realise, this kind of support, mentoring, workshops, expert advice usually costs hundreds, even thousands. But here in Essex, thanks to funding from your local council, it's completely free.

No catch. No sales pitch. Just expert business support, fully funded and designed to help you grow.

So, if you've been wondering whether it's "for you," the answer is yes.

What are you waiting for?

To find out more, visit

www.letsdobusinessgroup.co.uk/business-support/essex
Call: 07562 950938 Email: mark.alefounder@ldbgroup.co.uk

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Nick Thurston

Nick has almost fifty years working in the insurance market, lives in Colchester with his family and is an active member of his local community



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THE SILENT KILLER OF CLIENT SERVICE

You know that talking stage in dating where everything starts brilliantly? You text back and forth, the chat flows, there's a spark, you even think, "this one feels different." Then, suddenly, radio silence. No text. No explanation. You go from "good morning" to being left on read.

Now, swap dating for client communication.

Because let's be honest, some businesses are absolute charmers at the start. They are quick to respond, full of enthusiasm, saying all the right things. Then the client signs, and the silence begins. Updates slow down, responses become vague, and before long, the relationship feels distant. That silence doesn't say "we're busy doing great work" it says "we've forgotten you."

That's the silent killer of client service.

HOW SILENCE WRITES THE WRONG STORY

Silence in business is not neutral. To a client, it often means uncertainty. They start wondering if something has gone wrong. You can be working flat out behind the scenes, but if your client doesn't hear from you, they assume the worst.

You wouldn't stop replying during the talking stage of dating and expect to still have a shot, would you? Yet many businesses do exactly that after the contract is signed.

They start thinking: have they forgotten about us, has something gone wrong, did I make the wrong choice? Once that doubt creeps in, trust starts to crack. You might still deliver a great result, but the emotional connection, the thing that makes them want to stay with you – is already damaged.

COMMUNICATION IS THE RELATIONSHIP

Communication isn't a side task you add on top of delivery. It is the delivery. It's how clients experience your business between milestones.

Good communication is the heartbeat of client experience. It tells your client you're in control, you care about the outcome, and they're in safe hands. When communication drops, confidence drops with it.

HOW OFTEN SHOULD YOU COMMUNICATE?

There's no one-size-fits-all answer, but there is a principle: be predictable. Clients should never have to chase you for updates.

In the early stages of working together, communication should be slightly more frequent. This helps build confidence and reassure them that progress is happening. After that, one clear, concise update each week is usually enough. If things are moving quickly or if there's change in scope or timing, a quick midweek check-in works wonders.



THE REAL ADVANTAGE

Businesses that master communication outperform those that don't, not because they work harder, but because they remove doubt. They're the ones clients stay loyal to, recommend, and come back to time after time.

When you get communication right, you don't just improve client relationships, you build a reputation for being dependable, straightforward, and genuinely good to work with. And that is the kind of reputation that sells for you.

Sarah Jones is a Business Performance Coach and founder of The Business Fixer. She helps service-based business owners build stronger systems, improve performance and create businesses that no longer depend on them.

The 5 Levels of Great Communication

1. SETTING THE STANDARD

Right from the start, explain how communication will work. Outline who's responsible for what, how often updates will be sent, which channels you'll use, and what "no news" means. Take this opportunity to identify your client's preferred way of communicating.

2. REGULAR UPDATES

Send one structured update each week. Keep it short and to the point, progress since last time, what's next, any issues or decisions needed, and a quick confirmation of the timeline. Even if there's nothing new to report, send the update anyway.

3. RAISING AN ISSUE

When something changes, a delay, a dependency, a scope tweak communicate immediately and practically. Don't hide behind silence hoping it will sort itself out. Try something like, "We've spotted a potential delay with X. Here are two ways we can handle it, and here's our recommendation."

4. THE HUMAN TOUCH

Wherever possible, speak to clients directly. Pick up the phone or arrange a quick call, then follow up with an email summary. Tone can so easily be misinterpreted in an email, and this small habit separates businesses that retain clients from those that lose them. Personal communication builds confidence, trust, and in turn, loyalty.

5. FOLLOW UP AND FEEDBACK

After a milestone or project, take ten minutes to review. Ask what worked well, what could be improved, and what's next. These conversations often lead to repeat work or referrals because they show you care about the ongoing relationship, not just the transaction.

These levels create a rhythm your team and your clients can both understand. It takes communication from being a personal skill to being part of your system.

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Karan Wilson, Director
Amica Financial Wellbeing Limited



What might 2026 have in store for business owners?

As UK business owners step into 2026, the investment landscape is shaped by cooling inflation, modest economic growth and continuing cost pressures. Navigating this environment requires a balanced, disciplined approach focused on resilience, diversification and long-term planning.

Understand the 2026 Economic Backdrop

Economic growth in the UK is expected to remain steady but unspectacular, with several forecasts pointing to modest, predictable expansion rather than rapid acceleration. Lower but still-elevated costs—especially for wages, energy and services—mean business owners must plan investments carefully within a high-cost environment.

Meanwhile, inflation is easing toward the Bank of England's 2% target, and interest rates have begun to edge down from 2025 levels. This offers some relief for businesses reliant on borrowing, helping to improve liquidity and financing conditions.

Prioritise Cash Flow Stability and Cost Control

Before making new investments, ensure your business maintains a strong cash position. With many operating costs remaining stubbornly high, owners who actively manage expenses and protect margins will be better positioned to seize investment opportunities as they arise.

Review your financial commitments, evaluate contract terms with suppliers and consider refinancing existing loans while interest rates are relatively favourable.

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A Disciplined, Diversified Investment Approach Remains Crucial in 2026.

UK equities are showing pockets of opportunity due to relatively attractive valuations, while high-yield bonds and fixed income have regained appeal as gilt yields rose during 2025. Spreading risk across sectors, regions and asset classes helps shield business owners' portfolios from unexpected downturns.

Tax and Regulatory Changes

Corporation tax remains at 25% for most companies, while new capital allowance rules begin rolling out during the year. Additionally, dividend tax increases scheduled for April 2026 may influence how owners structure personal income and investment withdrawals.

Take a Long-Term, Strategic View

While 2026 is not expected to bring dramatic economic shocks, it rewards businesses that plan thoughtfully rather than chase rapid expansion. A long-term approach—supported by realistic assumptions, disciplined financial management and diversified investments—positions UK business owners to stay resilient while benefiting from opportunities in a steady but evolving market.

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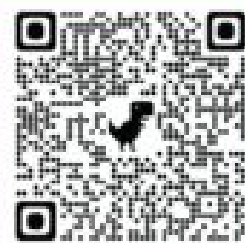
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