



I met Sarah when's she called into the cafe to explain about her business that she was just launching. She was looking for business partners to join her Bill and Mrs M group, by way of offering a discount for her members as well as putting walks together for her Walking the Wolds website. Our cafe is dog friendly, and many of our campers bring dogs, so I was keen to become involved. We arranged a walk together,(the old saying too busy working in the business to work on it) this was the beginning of a number of walks and talks, Sarah had some amazing marketing ideas for working together.

The Mile became a starting point for 3 circular walking routes which were advertised on her website and social media, this highlighted our business, brought new customers to the cafe and shop that previously hadn't heard of us.

Towards the end of 2023 we changed the farm shop into an emporium giving small business the opportunity to rent shelf space to showcase and sell their products. This included several dog businesses. Sarah had the idea of having a launch day of our 'dog area' of the shop along with our new dog exercise area calling it 'Posh Paws' launch day. She suggested free doggy goody bags together (items donated by the dog stall) doggy stallholders in the barn, including Walking the Wolds, dog trainer demonstrations, charities attendance. She organised a guided walk from The Mile, 20 people and dogs, again through social media the day was a huge success. In addition to this a Summer Gathering was planned which involved a 10-mile guided walk from The Mile for her members, returning to a well-deserved BBQ and refreshments. The event sold out, and once again brought regular and new customers that didn't know we existed.

By working with Bill & Mrs M and Walking the Wolds, it's highlighted the importance and benefits of small business working together, by way of social media and also visiting in person. As an enhanced partner Sarah social media campaign reach has increased our social media reach from around 17k to a huge 50k, which is an amazing achievement.

There is a lot to be gained from Walking and Talking, I felt it gave me a legitimate time out of the business, really productive time as well as talking business ideas, it helped on a personal level to relieve stress and clear the mind a bit. In my opinion Sarah, Bill and her business are an invaluable asset to East Yorkshire. They are uniting small businesses to boost business, through Sarah's exceptional marketing, historical expertise marketing, and innovative business concepts.

Jo Barnes (Partner since November 2023)