



Celebrating all things local from businesses, tradespeople, news, and events.

Newsletter

Issue 2. November 2020

COVID-19 Response

In light of recent news regarding the government implementing a second lockdown, we would like to put your mind at ease with the way we operate our business. Gutter repairs and maintenance are considered essential works during the pandemic as neglect will lead to both costly repairs but in some cases aggravate health problem. HydroSmart is able to operate as a socially distanced service which means we work at a safe distance away from our customers, mostly at height and with no customer contact. For those who **do** wish to have any works undertaken, we will be very happy to accept all payments via transfer.

A message from the Company Director

Dear Customers,

It is unfortunate that Novembers Newsletter was unable to get to you for the start of the month as a result of a technical glitch in the system. Due to commitments during the weeks, we have faced challenges with getting the problem resolved sooner, but we hope that with what is left of the month you will find the newsletter useful and our customers will be able to make use of this months special offer.

Best Wishes and stay safe.

Julian Mellor

Refer a friend and get £10 off your next window clean.
To view full terms and conditions, visit invitari.co.uk

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Events
1st November
Weekly Horniman
Market

3rd November
Dulwich Park Runners
@ 19:00

8th November
Weekly Horniman
Market

15th November
Weekly Horniman
Market

22nd November
Weekly Horniman
Market

29th November
Weekly Horniman
Market

Throughout the year there are local groups and events popping up, many of them more commonly being accessed online due to social distancing measures. If you are starting a group/event or know of one you think your neighbours would be intrested in, then let us know here at HydroSmart so that we can spread the news. Anything from a new sewing club to and political rally could be featured in next months newsletter.

We try to keep the local events up to date but if there is something you think we have missed then do get in touch. Send an email to julian@invitari.co.uk with 'newsletter' in the subject box.

AVAILABLE WINDOW

CLEANING

APPOINTMENTS

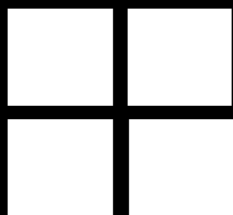
**WOULD YOU LIKE YOUR
WINDOWS OR GUTTERS
CLEANED THIS MONTH?**

EMAIL

julian@invitari.co.uk

OR TEXT WINDOWS TO

07500 903965



Spread the Word

With each job we complete, we hope that you are satisfied with the service you receive. HydroSmart has been very fortunate in serving customers who are willing to recommend us to friends and family over the years. Because of the volume of recommendations we have had in recent months it was necessary to recruit new staff to help with the workload which is why we are so pleased that Darren has joined the team. HydroSmart has been able to grow during a pandemic due to customers willing to recommend our services. We hope that this will continue and ask that in addition to telling your neighbour about us, we would like the word to spread further and ask if you could spend a few short moments writing a review on Trustpilot. At the end of the day, the company is made up of humans and we do ask for you to give us the opportunity to rectify any mistakes before writing your review.



<https://uk.trustpilot.com/review/invitari.co.uk>

Local Trade Directory

We have added this weeks spotlight guest to our local traders list both in this month's newsletter and on HydroSmarts website at www.invitari.co.uk.

As mentioned last month, we want to give a platform to our local traders by allowing our customers to recommend professionals through our Trade Directory. This feature will be on every copy of the HydroSmart newsletter and copies will be uploaded to the company website at invitari.co.uk. The directory will be constantly updated based on our customer recommendations. If you would like to recommend a local trader or small business, then you can email invitari@outlook.co.uk with 'Newsletter' in the subject box.

Free advertising with HydroSmart

Our customers have been good to us and in a bid to repay our gratitude during tricky times we want to help you advertise items you have for sell to a wider audience. The company's website sees a lot of cyber traffic with views from all over the world. What better way to advertise your items for free with no commission than with HydroSmart.

Adverts will be posted in each newsletter and will be available to view on the company website at www.invitari.co.uk. See below for this months feature ads.



Festive Crockery Set £50 ono Motorcycle Jacket £40.00

If you would like to place a free advert with HydroSmart, please send your entry with a maximum of two hundred characters a picture and contact number to julian@invitari.co.uk with 'Advert' in the subject box.

Local Trade List

Plough Homecraft

346 - 348 Lordship Lane,
London,
SE22 8LZ

Phone: 020 8693 1404
www.ploughhomecraftdulwich.co.uk

Spotlight on a Local Business

Shining a spotlight on a local business this month,
We're talking to **Deborah Harradine** from
Plough Homecraft.



How Long have you been in business?

Plough Homecraft was started by my Grandfather and his brother over 60 years ago. My Dad along with his brother and brother-in-law then took over and now my brother Darren and I run the business.

Do you have family?

I have a fairly large family and over the years most of my Uncles, Aunts, Cousins, neices and nephews have all worked in the shop. I have two sons who have also helped out from time to time although they both enjoy being outdoors rather than be in a shop.

What is your favourite film?

I enjoy most comedy/easy watch films like Mamma Mia, Carry on Films and the like but my favourite film is Young Frankenstein. I even got to sit 2 rows behind Mel Brooks in the theatre once.

What is the most rewarding aspect of your job?

I love that after I have helped a customer whether it's with picking paint or getting the right product for their needs, they generally seem grateful for our knowledge, I love that part.

Who are your greatest influencers?

I've always looked up to my Grandad when he was alive. He was a reliable, honest man, a true gent who customers to this day still remember.

What was the last book you read?

I don't read a lot of books but I'm currently reading "More than a woman," by Caitlin Moran. It describes that just when you get to middle age you think you've got life figured out and you're over the tough stuff. All of your previous problems were with yourself. Now at 50 all your problems are other people's problems ie, supporting divorcing friends, ageing parents etc.

What is your favourite colour?

I wear too much black, I love blues and greens and I'm trying to add more flashes of colour in my wardrobe. My home though, like most of Dulwich is painted in shades of whites and greys.

How has Covid-19 changed your business?

Covid-19 has made us busy as everyone has painted, made or fixed something during lockdown.

What makes you grumpy?

When we spend a lot of time with people trying to help and advise them and they then go online to make purchases.

What do you think about the current road closures in the area?

It's very frustrating how much time is being wasted because of the new road closures. I've had customers tell me that they now struggle to get to us as so much time is lost sitting in traffic.

What is your favourite food?

Couldn't choose between a roast dinner or a curry, followed by Mr Whippy ice cream, I'm easily please.

Is there anything else you would like to add?

When you are looking for a specific piece of DIY equipment, the right advice from a trusted source can make things easy. At Plough Homecraft, we guarantee to help our customers find quality tools or products suited to personal requirements.

Whether it's selecting the perfect colour of paint for your re-decorating or the right power tool for your building project, we're the suppliers you can rely on.

So "If you're looking for that oojeymaflip to fix a wotsit on a thingameebob chances are we'll have it"