

Fibre Broadband gives new business SarahJane i-Brows a starting boost!



Based in the village of Blencogo, Sarah Peile owns and runs Sarah Jane i-Brows, a specialist brow and eyelash salon offering sought after treatments including HD Brows, HD Browsculpt, Digital Machine Brows and LVL Eyelashes.

We talked to Sarah about how the arrival of superfast broadband in her village has acted as an enabler to her carrying out her training, gaining her qualifications, the start-up and the successful running of her business.

Sarah told us “the beauty industry has always been something which I have been passionate about, during the first Covid-19 lock down I decided I would throw myself in to gaining qualifications in the provision of niche eyebrow treatments and from there have developed my portfolio of techniques and opened up my own salon from home.”

Sarah went on “having access to a high speed broadband service was essential to my training; Covid-19 restrictions meant all my theoretical training and exams were carried out online with the practical exams taking place once restrictions allowed. Having a reliable and stable broadband service meant online sessions ran smoothly with no interference, something which would not have been possible with the service we had prior to upgrading”.

Alongside gaining her qualifications, Sarah managed the development of an outside building to a beauty salon. Sarah said “being online enabled me to follow the planning application for building works and respond to any planning and building enquiries efficiently. Once building works were complete, the specialist equipment required was procured via online orders and I can now purchase any additional resources at the touch of a button to arrive straight to my door.”

Sarah told us how having an active social media account has been essential to the growth of her business. She said “from the early stages of starting my training I opened up social media pages on Facebook and Instagram, this allowed potential clients to follow my journey and put the feelers out as to the demand for the services which I could provide. I enlisted the help of a local designer to create a logo which is very personal to me and I feel gives a professional look to my business. As my business has grown, the social media aspect has been one of the most successful forms of publicity, showcasing the work I do and client reviews of the services I provide. Having access to a fast and reliable broadband service means I can keep my social media pages current, regularly updated and respond to any comments or enquiries in real time. The sharing of my work has definitely had a positive effect in terms of reaching out to new prospective clients, people like to see the work of the beautician before booking an appointment, social media provides the means to do this”.

“As my business has grown, I have also opened an online booking system which allows clients to view the treatments and prices available and to book an appointment at their leisure. The link to the online booking system is available via my social media pages and has really helped me from an administrative perspective. We are all busy people and I feel that clients want to be able to review and book appointments at a time which is convenient to them, my social media pages make this possible”.

Sarah went on “the support of the local community has been great; one gesture which I am extremely grateful of is the donation of a new computer by ACP Computing which has enabled me to back up and store online client records and retrieve individuals data easily”.

Behind the scenes Sarah told us how her fast broadband service supports her in a vast range of back office tasks including email management, online banking (which means she doesn't have to make the 20 mile journey to the nearest bank), ordering of stock and keeping up to date with all the latest trends and qualifications available which is so important to maintaining the success of her business.

Since opening in August 2020, Sarah has been selected as a 2021 finalist in the Hair and Beauty awards, something which she is extremely proud to of achieved in such a short space of time.

Sarah would urge other new business across Cumbria to look into the possibility of upgrading their broadband service. She said ‘I don't think we realise what doors open up to us with a fast and reliable broadband service, if you have a dream of starting up a new business, this will give you the boost you need to get started’.

For more information on SarahJane i-Brows visit

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