

## The Swig Cart



The Swig Cart is a vintage horse box lovingly restored and converted into a mobile bar offering services to weddings, functions and events across Cumbria.

The services provided by The Swig Cart will adapt to fulfil the need of their client, whether that be for a pre-drinks reception, welcome drinks, table wine, champagne for toasting or a fully stocked bar for guests and attendees to purchase from.

We talked to Lynsey Ireland, the entrepreneur behind this business about how she uses her broadband service to support what she does.

Lynsey told us “social media provides a real catalyst for our business in terms of publicity. I honestly believe that this, hand in hand with word of mouth, is the most powerful tool we have for getting our business known. The majority of our existing and potential clients have access to social media, and I believe it is the main ‘go to’ when searching services such as ours”.

“Via our social media page clients can do many things including finding out about The Swig Cart, seeing it in action, finding out about our attendance at local events, reading customer reviews, contacting us and learning about the services we have to offer.”

“Our social media page is accessible on a number of devices when I am in the home and of course on my handheld device when I am out and about, meaning I can access and respond to any enquiries in real time; something which I think is really important. All clients both existing, and potential, need the confidence that I am available and contactable when they need me. I have the confidence to be able to say this is possible thanks to my home broadband service and 4G availability when I am out and about.”

“We offer a range of services to our clients from them sourcing their own drinks and us providing the bar and staff to serve them, providing a selection of wines, beers and spirits to purchase, de-branding our cart to make room for a clients corporate branding, hire of the cart as a prop for photoshoots and working with clients on any

bespoke needs to provide a unique service for them. We love meeting our clients and will go over and above to ensure the service we provide is exactly right for them.”

“When providing a ‘paying bar’ service, we do have a card payment device which is operated by connecting to the 4G service through our mobile phones. As you can imagine, depending on the location and more importantly the 4G availability at the location, sometimes this works and sometimes it doesn’t. We have to be savvy about this and as part of the prep work for any events, when visiting the location, must check the 4G service and where the service is poor we would have to operate ‘cash only’. Nowadays I think the majority of people expect to be able to make electronic payments so the ‘cash-only’ option isn’t always ideal and something which we ask clients to communicate ahead of their events to help avoid disappointment on the day. Whether we can or cannot provide an electronic payment option is completely outside of our control. To me this really emphasises the need for improvements in mobile connectivity across Cumbria and further afield. It is needed in order for businesses like ours who provide our services remotely to fully utilise the online resources and props available to us.”

“My partner and I took this business on a year ago and we are really proud of how far it has come. We have met so many fabulous people and supported so many amazing events and we look forward to seeing where it will take us in the future. As our business grows, I am sure we will explore other online avenues to further support it, for example introducing a website and perhaps an online booking system so clients can look to find out our upcoming availability or perhaps an online calendar of events to show where we will be popping up.”

Lynsey continued “my broadband service allows me to run my business from home and supports a lot of what I do behind the scenes. Jobs such as completing tax returns, online banking, research and purchase of products which support the business and email management are all possible to do from my home at a time that suits me. Being a working mum to three children, this flexibility is so important – we all know how difficult a juggling act it can be at times. Being able to work from home has such huge advantages, especially while my children are young. Our fixed broadband service has other advantages here too, whether that be for online entertainment, education and accessing online learning and homework apps, online gaming and the streaming of music and videos. Children now expect, and are expected, to be able to access such online resources and whether you believe this to be a good or bad thing, these days being technologically savvy is a must”.

Lynsey would encourage other businesses to get online. She said “there is no doubt that being able to get online and have an online presence brings so many benefits to a business. I definitely would not want to be without the service we have.”