



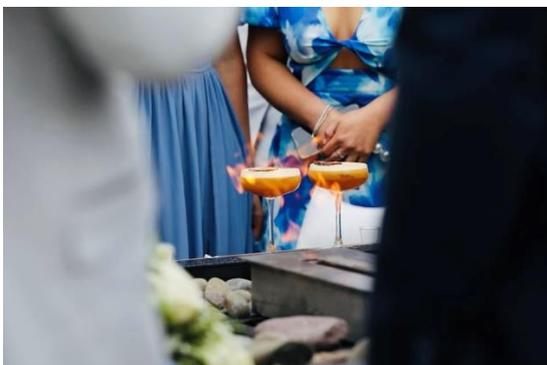
The Flirty Foal



New family-run business The Flirty Foal is a fully functional mobile horse box bar, holding a full personal licence and insurance to sell cocktails, prosecco and spirits to a host of events and venues across Cumbria and beyond.

As they approach their busiest season over the summer months, entrepreneur Amy Johnston who owns and runs this business alongside her partner Dan and their family talked to us about how online connectivity supports them in what they do.

Amy said “being a relatively new business, having an online presence on social media is a great way to get our name out there. We keep our Facebook page fresh and active, encouraging engagement with our followers and for them to provide feedback on the services we offer. Social media provides a great insight into the service we offer. We hope as our business grows our following will too, increasing the scope of reach to potential clients. It is a great tool to businesses like ours and I honestly think that this, alongside word of mouth, is one of the best forms of advertisement”.



“Our home broadband service and 4G service when out and about enables us to post regularly and respond to any comments or enquiries on any device that we have handy to us. This ‘real time’ communication is great and something we really strive to keep up”.

“Behind the scenes, our broadband service supports a raft of administrative duties. Internet banking, emails, online forms, website updates and accounts can be done efficiently and without hold up. Being online makes such services accessible to all, something which is really important, especially to businesses like ours who work so flexibly”.

“Running our business from home is something which really supports our work/life balance. We have a young family and having the ability to mix our family life with our business commitments is great. Our home broadband service allows for us to do this; we can pick up on our work at a time which is convenient to us”.

“Our work takes us to venues across the county, many of which we are able to tap into the venue Wi-Fi to operate our handheld payment device, but at some of the venues or events we attend we have to rely on the 4G service for this, which really emphasises the need for improved and consistent 4G coverage across the county”.

Amy would encourage other businesses across the county to check to see if faster broadband is available to their property. ‘I think when you have an improved service, you almost take it for granted; when I take a step back and think of all the aspects of our business it supports, I wouldn’t want to be without it’.



To find out more about the Flirty Foal visit their [facebook page](#).