



*It's Only The Next Village  
Along*

– Maria Tomlinson

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# *It's Only The Next Village Along*

I have mentioned before, about our 15 minute rule for travel time. This is where we won't go further than 15 minutes to get to a job.

The only time we break this rule is:

- when we know nobody else would be able to provide that service either, eg. they live really rurally.
  - we charge a higher price to allow the extra time and hassle of extra travel.
  - We do tell the people that it is a higher price than normal, as it's a long way out.
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# Adding On To A Job...

The only other time we broke this rule was when we 'added on' to another job. So we already travelled 15 minutes to get to a job, then someone asked in the next village along if we could help their mum. As it was only another 10 minutes after the first job, we took the job. Which meant it was 25 minutes back to get home.

This worked well for a while as it followed on from the other job.

However...





# Adding On To A Job...

... people's needs are constantly changing and nothing stays the same for long!

Eventually the 25 minute job needed more care but we wasn't seeing the 15 minute job just before.

So that meant we now had to travel 25 minutes to get to that job once a day.

But at least it was only once, and then the other visit, wasn't too bad as it followed on from the other job.

But then, guess what happened..






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....the 15 minute job needs changed and he went to a care home.

So now we were travelling 25 minutes twice a day, and 25 minutes back twice a day also. So that was then 1 hour 40 minutes spent travelling for this one job, that we weren't getting paid for.

And don't forget, by this point, you have built a relationship with someone and genuinely like the person, so you don't want to let them down. So you don't really want to give the job up, yet it really isn't worth your time.






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After a while of doing this, we eventually plucked up the courage to speak to the family and explain that we are spending too much time travelling now and it's just not cost effective. So we either need to find a more local carer for them to step in instead or we need to increase what we are charging.

They chose to pay the price increase.

But in hindsight what we should have done in the first place was not take that job as it was too far away.





# We Don't Change Prices If We Can

We don't like changing prices for people as that is not what they had agreed to.

When we increase our prices, which we have done over the years. We never tell current clients, we always just start our price increase for future clients.

With people's needs constantly changing, it eventually works out that most people pay the higher price as clients constantly come and go.






# Choose Your Jobs Wisely

So to some up, when choosing your jobs wisely, don't just think, well it's only a little further based on your current work.

As that work **will** change.

Stick to the 15 minute maximum travel time rule!







Task:

Research/drive/walk/bike/bus, where you can get to within 15 minutes from your house.

