



THE MINDFUL ORGANISER - TRANSFORMING SPACES

The Mindful Organiser, founded by Cher Casey, provides professional decluttering and organising services in York and the surrounding areas. The business is dedicated to creating calm, functional living and workspaces by offering streamlined systems, tailored storage solutions, and strategies for decluttering, all aimed at enhancing physical and mental well-being. Cher offers personalised, in-person assistance and has recently introduced virtual organising sessions to support a wide range of clients, including families, working professionals, and retirees, in managing clutter and maximising their space.



At the inception of The Mindful Organiser, Cher faced typical start-up challenges. These included establishing her business, building her brand, and creating visibility in the market. Starting from scratch, she needed guidance on setting up a successful business foundation.

Cher engaged in the Innovate York peer-to-peer networking, funded by City of York Council through the UK Shared Prosperity Fund, which she found incredibly beneficial. Being at the early stage of her business, she absorbed everything from the sessions, learning from established local businesswomen, particularly presenter Holly Arden. The group developed a strong bond, providing invaluable support as Cher established her business. The ongoing connection with the group and plans for future meet-ups continue to provide support and camaraderie.

The sessions were crucial in supporting Cher as she started The Mindful Organiser. They provided confidence and clarity on essential aspects like identifying her target audience. Cher could discuss ideas and strategies with her peers, gaining insights and feedback while navigating the initial stages of her business. Cher gained expert knowledge on various aspects of owning and running a business from every session. The sessions covered entrepreneur well-being, managing complications, and avoiding pitfalls, equipping her with the tools to start and grow The Mindful Organiser confidently.

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I highly recommend the peer-to-peer group program to any woman at any business stage. As I began my professional organising business, I gained invaluable knowledge on operating successfully, from defining target audiences to confident pricing and innovation. Led by Holly Arden, we brainstormed, collaborated, and networked, making enriching connections with fellow women business owners in York.

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