



SHREWSBURY BUSINESS CHAMBER

ISSUE 3 2025

**FIND OUT ABOUT UPCOMING
NETWORKING EVENTS**

**CELEBRATING SHROPSHIRE'S OWN
BEST BUSINESSWOMAN FINALIST**

MEET SBC'S NEWEST MEMBERS

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CHAIRMAN'S FOREWORD



KEVIN LOCKWOOD

Manager of Shrewsbury Shopping Centres

Small businesses are the lifeblood of Shrewsbury, and over the past three months you've faced some of the toughest national pressures in years. Rising costs – from fuel and utilities to stock – tighter access to finance, and uncertainty around future tax changes have all made it harder to plan and grow.

Confidence is fragile, with many small firms delaying investment or hiring. Yet despite these challenges, our local business community continues to show remarkable resilience.

The Chamber is here to help you weather this period by:

Championing your voice in debates on tax, regulation, and regional investment.

Supporting access to finance through alternative lenders and grant opportunities.

Helping reduce costs via collaboration, shared resources, and best practice.

Driving local trade with campaigns to keep spending in Shrewsbury.

The months ahead may be testing, but by working together, sharing resources, and supporting one another, Shrewsbury's small businesses can not only survive but thrive.

Why not share your experiences at one of our upcoming events <https://shrewsburybusinesschamber.com/events-calendar/events/> where you can meet like minded business people from the local area.

I hope you enjoy our latest edition of the magazine.

Kevin Lockwood
SBC Chair.

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BERRYS AND MORRIS PROPERTY CONFIRM CONTINUED SPONSORSHIP OF VIP FINALS DAY LUNCH AT THE LEXUS WREXHAM OPEN



Berrys and Morris Property are proud to announce the continuation of their sponsorship of the prestigious VIP Finals Day Lunch at the newly rebranded Lexus Wrexham Open – formerly the W100 Shrewsbury event.

This move to Wrexham marks an exciting new chapter for the tournament, establishing it as the largest tennis event in Wales since 1996 and the most significant women's tennis tournament in the UK this year outside the grass court season.

Long-time supporters of the tournament, Berrys and Morris Property have a deep-rooted association with the event and its promotor, Dave Courteen, with senior leaders from both firms being enthusiastic supporters of sport and active participants themselves. Their continued backing reflects a shared commitment to promoting health, wellbeing and community engagement through high-profile events like the Lexus Wrexham Open. Taking place from October 19-26 2025 at the Wrexham Tennis and Padel Centre, the tournament will welcome top British and international tennis stars to North Wales for this prestigious ITF World Tennis Tour event. For the duration of the tournament, the venue will be transformed into a world-class arena, with a 600-seat stadium built around the main show court—offering spectators an unforgettable opportunity to witness elite-level tennis up close.

"We're delighted to see the event evolve and expand while remaining true to its values," said **Stuart Thomas**,

Chief Executive Officer at Berrys. *"Our ongoing sponsorship of the VIP Finals Day Lunch highlights our dedication to supporting community-led initiatives that promote wellness and regional growth."*

Robin Morris, Chairman at Morris Property added, *"This tournament has always been about more than world-class tennis – it's about bringing people together, inspiring the next generation, and fostering positive conversations around health, business and opportunity. We are pleased to continue playing a part in its success."*

The relocation to Wrexham – just 30 miles from its previous base in Shrewsbury allows the event to reach a wider audience while maintaining strong regional ties. As it embeds itself into the Wrexham community, the tournament week will feature a dynamic programme of sport, education and business engagement.

- **Monday** – Official launch night.
- **Tuesday** – Business Leaders Briefing with a focus on wellness and healthy lifestyles for employees.
- **Wednesday** – Schools Sports Discovery Day hosted at the University of Wrexham, introducing students to careers in sport, followed by Live Tennis Podcast evening.
- **Thursday** – The highly regarded Business Network Lunch featuring keynote speakers Baroness Tanni Grey-Thompson and Joanna Rowsell.
- **Friday** – Junior School Tennis Day.
- **Sunday** – Finals Day and the exclusive VIP Lunch, proudly sponsored by Berrys and Morris Property.

The Lexus Wrexham Open promises to be a landmark event for the region, attracting both international tennis talent and leading voices in sport, health, and business.

LEVELING UP SHROPSHIRE: HARPER ADAMS TELFORD UNVEILS LATEST SHORT COURSES



A transformational space which aims to help level up the region's economy has unveiled its latest short courses for Shropshire businesses.

Harper Adams University, Telford was officially opened by Her Royal Highness the Princess Royal in October. It will welcome the first undergraduates to a suite of digital degrees aimed at providing highly-skilled workers for businesses in Shropshire and beyond this September, has already hosted an award-winning programme to boost the social mobility of young people in the region – and has hosted dozens of events, such as the Stiperstone 'Innovating with AI' Conference.

The conference offered Shropshire firms the chance to network with other local businesses, share insights, and explore the latest advancements in AI technology. The hub is also providing tailored courses which meet business needs – which is at the heart of its collaboration with local organisations, believes **Operations and Business Co-ordinator Helen Walker**.

She said: "As Shropshire's University, we've long worked closely with businesses in the county as well as those across the country.

"Our new base in Telford offers us the opportunity to offer courses in a town centre location with great transport links – and as we've expanded and developed our short course provision over the past year, we've been able to do so alongside some great Shropshire businesses."

Among the new courses set to run in the coming months are a six-week Leadership and Management course – acclaimed as 'excellent' by one of its initial graduates – and an examination of the Foundations of Project Management.

Both are set to start in September, and are expected to draw keen interest from the region's businesses, Meanwhile, for those who might not see their core skills as that of a salesperson – but still find themselves needing to sell – plans are underway for a Sales for Non-Sales four-part programme.

Helen added: "This is designed for those who might not be a traditional salesperson – such as designers, developers, engineers or those running their own business – and helps them identify potential customers, understand their needs – and close deals with assurance and ease."

The site is also offering evening courses – including one launching in September, Eat Well, Live Better: An Introduction to Nutrition, Health and Wellbeing. This four-week course is led by experts, including academics and industry professionals, and for anybody interested in food and nutrition.

Helen added: "As we add to our Short Courses, we want there to be something which appeals to everyone – though as you'd expect, we're going to keep a keen focus on our region's businesses.

"Additional short course themes in development include social media and marketing training, a LEGO® SERIOUS PLAY® course – which sounds absolutely fantastic – and one looking at the principles of Systems Thinking.

"There's definitely lots more to come – so watch this space!"

To find out more about Harper Adams University, Telford, and the range of short courses available for September starts, visit: harper.ac.uk/telford

SHREWSBURY CELEBRATES ITS INDEPENDENT BUSINESSES WHICH ARE BUCKING THE NATIONAL TREND



Is Shrewsbury “king of the indies”? That’s the question being posed as part of a national campaign to celebrate independent retailers across the UK.

Independents Day highlights the diversity and quality of independent businesses, and calls for people to support them to ensure they can continue to thrive.

New figures have been released by Shrewsbury BID (Business Improvement District), which show that independent traders are out-performing national brands in the county town.

Seb Slater, executive director of Shrewsbury BID, said Shrewsbury was bucking the national trend when it came to the success of independent businesses - and urged shoppers to continue supporting their favourite shops. “New figures from Beauchair Data show that last year 51% of customer spend is in Shrewsbury’s independent retailers, compared to the UK average of 29%,” he said. “That’s a significant difference and something to be celebrated.

“Even more independent businesses are opening in the town centre, with more than 20 opening in the past year, which clearly demonstrates the strength of the independent sector here in Shrewsbury.

“Independents Day is the perfect time for shoppers to show their appreciation and continue to make Shrewsbury one of the highest-performing towns for independent retailers in the UK.”

Pollyanna Williams, of Snoop in Wyle Cop, said she loved being a part of the vibrant independent scene within Shrewsbury.

“It is actually the main reason I decided to move and open up Snoop here - there’s nothing better than being part of such a wonderful community of fellow small businesses, which make the town thrive.”

“We’re into our third year now, and every month

continues to get better, which I’m so thankful for. We may be biased but Shrewsbury definitely has the best customers.”

Andrew Prow, of Halon Menswear in High Street, which can trace its Shrewsbury roots back to the 1800s, added: “Like many long-established shops, Halon Menswear continues to trade successfully.

“In recent years, the loss of national department stores appears to have encouraged customers to rediscover local, independent businesses with deep roots in the community. We offer specialist products, keen prices, and a level of customer service that’s built on generations of trust and knowledge.

“We maintain a high standard of quality while keeping costs as affordable as possible for the customer by absorbing price increases where we can to maintain customer satisfaction and product integrity. Our priority is always to retain and reward long-term loyalty.

“Shrewsbury is a special, historic town - largely unspoiled by the failed regeneration efforts of the 60s - and we’re proud to be part of its living history. Our building has had a commercial use since 1780, with parts believed to date back to the 16th century.”

Shrewsbury BID is throwing its support behind Independents Day, with the Original Shrewsbury social media channels profiling 14 unique town centre businesses in the week leading up to the campaign’s key dates of July 4 and 5.

But independent businesses can look forward to more than just a week of support in Shropshire’s county town - trails and special events support footfall at different points throughout the year.

Next up, Shrewsbury Summer of Wellbeing kicks off on July 20, a six-week programme which will encourage people to love and connect with their local businesses, whilst Shrewsbury’s second ever Restaurant Week is coming this autumn to promote and highlight the town’s thriving culinary scene.

LANYON BOWDLER LAWYERS RETAIN THEIR PLACE IN NATIONAL LEGAL GUIDE



A Shropshire law firm is celebrating after being highlighted in a national guide which recognises expertise in assisting with private wealth clients.

Lanyon Bowdler, which has offices across Shropshire, Herefordshire and North Wales, has two lawyers featured in the Chambers and Partners High Net Worth Guide 2025 - both retaining their place in the prestigious publication.

Chambers High Net Worth Guide ranks leading lawyers and law firms for international private wealth. Those ranked in the guide are recognised for their understanding of the complex needs of high net worth individuals in providing specialist advice and legal services.

The guide is aimed at helping people find the leading lawyers in their field and is compiled through independent research involving submissions from legal peers and clients.

Lanyon Bowdler's head of the private client team, Edward Rees, is ranked in the top tier of the guide - a position he has maintained each year since 2019. Edward joined Lanyon Bowdler in 2004, became a partner four years later and works out of the firm's Telford office.

The guide states: *"Edward Rees has decades of experience in the field, advising clients on trusts, estate administration, powers of attorney and tax planning. With clients saying: 'Edward is excellent at his job' and 'Edward Rees really knows his stuff. He is a true professional.'"*

Edward said: *"It is a great honour to be named in the Chambers High Net Worth Guide once again - it is a highly respected and valued publication that is based on independent research from both fellow professionals and our clients."*

Meanwhile, Sioned Williams, who works in Lanyon Bowdler's private client team based in Conwy, is ranked in band two of the guide - following up her debut appearance in the publication last year.

She joined the firm two years ago and deals with the preparation of wills, inheritance tax advice, estate planning, estate administration, preparation and registration of lasting powers of attorney.

Chambers UK states: *"Sioned Williams handles a range of wills, tax planning and estate administration matters. Clients appreciate her ability to provide services in Welsh. Comments include 'I have all the confidence in Sioned's competence, service and vision.' and 'Sioned is very efficient.'"*

Sioned, who is fluent in both English and Welsh, said: *"I am delighted to retain my place in the 2025 guide. It is particularly important because inclusion offers an independent recommendation, meaning clients can have complete faith in our expertise when dealing with high value cases."*

For more information about Lanyon Bowdler, visit the website at www.lblaw.co.uk

CELEBRATING SHROPSHIRE'S OWN BEST BUSINESSWOMAN FINALIST

Best Businesswomen Awards 2025 Finalists Announced Celebrating the resilience and brilliance of female entrepreneurs in challenging times

The finalists for the prestigious Best Businesswomen Awards 2025 have been revealed, highlighting the grit, innovation, and leadership of women who are redefining success in business.

In a year marked by economic shifts, technological disruption, and continued pressure on work-life balance, female entrepreneurs have once again stepped up with remarkable resilience. These women haven't just survived; they've adapted, innovated, and thrived, often while navigating the additional demands that come with being women in business in 2025.

The judging panel was inspired by the level of tenacity, creativity, and strategic thinking demonstrated across all entries. Each finalist is an outstanding example of what it means to lead with both purpose and performance in today's ever-evolving entrepreneurial landscape.

The Best Businesswomen Awards were established to recognise and celebrate the achievements of women across all industries. These awards celebrate the achievements of women who are not only building successful businesses but also breaking down barriers, creating impact, and inspiring others to follow.

Local entrepreneur Leanne Simcoe, founder and CEO of Little Stars, has been shortlisted as a finalist in the Charity Champion category.

Founded in 2020, Little Stars is a Shropshire-based children's charity that provides essential items such as clothing, nappies, toiletries, and safe sleeping equipment to families facing hardship. Since its inception, the charity has supported thousands of children across Shropshire and Telford & Wrekin, working closely with referral partners to ensure help reaches those who need it most, when they need it most.

Leanne Simcoe said: *"I'm absolutely thrilled, and a little bit shocked, to be named a finalist for Charity Champion at the Best Businesswomen Awards. Launching Little Stars five years ago from my living room and growing it into the charity it is today has been a true labour of love. I'm incredibly proud of what we've achieved - from our fantastic team and trustee board to the many babies and*



children in Shropshire we've supported. This recognition is incredibly special, and I'm so grateful to be part of a community that's shining a light on the work of women in business and the charity sector."

Debbie Gilbert, founder of the Best Businesswomen Awards, said: *"This is the 11th year of these awards, and once again, we've seen an incredible calibre of entries. Despite the mounting pressures faced by women in business, from funding gaps to rising costs to the mental load of balancing life and leadership, these finalists have shown that female entrepreneurship is stronger than ever. Our judging panel was truly impressed by the standard of entries, and we're proud to shine a light on these trailblazing women."*

The winners will be announced at the Gala Awards Night at the Daventry Court Hotel, Daventry, on 10th October 2025 when the Gold Winners in each category will be revealed.

WHY TEARS MATTER - AND WHAT THEY TELL US



Tears are crucial for our wellbeing. How do you feel about crying? What was happening the last time you cried?

I've always found the expression "a good cry" interesting – I'm not sure how often it's used these days, but it points to something important: that crying can be cathartic. Tears often come in response to conflict, rejection, criticism, or loss. We might also cry when witnessing someone else's pain – moved by their distress.

Crying helps us process difficult emotions. It means the feelings are moving through us rather than getting stuck. And I believe this has nothing to do with gender – crying isn't weak, male or female.

Think back to your childhood.
What message did you receive when you were sad?
How did your caregivers respond when you cried or expressed big, angry emotions?

The way we learn to handle emotions is often shaped in early life. Children learn about feelings by watching and experiencing how their caregivers respond. If a child is told to "stop crying" or is ridiculed – "big boys don't cry" – they may grow up suppressing or dismissing their emotions. As adults, they might push feelings down or distract themselves through busyness, alcohol, or excessive screen time.

But tears are a natural release – they even help flush toxins from the body.

Crying is also a signal: "I need support." Yet many people prefer to cry in private. This might reflect a lack of support in their past, or discomfort from others around their emotions.

When I trained as a therapist 11 years ago, one of the biggest lessons I learned was that sad isn't bad. Somewhere along the way, I had absorbed the idea that sadness was something to avoid. That's simply not true. Now, I help my clients understand that all emotions matter – and none of them are bad. Emotions can be painful or distressing, but they're not negative. Every emotion tells us something important.

Too often, tears are suppressed because they make others uncomfortable. Have you ever apologised for crying in front of someone? I hear this often, even in therapy sessions.

It tells me many people believe crying in front of someone is wrong. And yet, research shows that when we feel securely attached and supported, we're more likely to allow emotions to surface – including tears.

This is the power of counselling. A strong therapeutic relationship provides a safe space where emotions are welcome, not judged. Where someone sits beside you, fully present, and values every feeling – even tears.

If you'd like to support your employees with early intervention for stress (whether work-related or due to the challenges of modern life), I'd love to help. I'm offering Shrewsbury Business Chamber members 5% off employee counselling services until the end of 2025.

Contact me:
office@presencecounselling.co.uk

Read more here:
<https://www.presencecounselling.co.uk/employee-counselling-shrewsbury/>

Susie Harris MNCPS (Accred)
Counsellor/Psychotherapist
Presence Counselling & Psychotherapy

SUN, SUPPORT & CELEBRATION



Reclaim Tax UK Sponsors the Shrewsbury Food Festival Hospitality Marquee and raises over £1,500 in the process

Set against the vibrant backdrop of one of the region's most beloved events, the Shrewsbury Food Festival, this year's Corporate VIP Hospitality Experience brought together a powerhouse of local businesses and community leaders, not just to enjoy great food and company, but to give back in a big way. The result? A hugely successful day that raised over £1,500 for three outstanding local charities: Hope House Children's Hospices, Shrewsbury Town FC Foundation, and Shine On With Harvey.

Housed within a stylishly decorated marquee in the centre of the festival grounds, the VIP experience delivered an atmosphere that was as relaxed as it was rewarding. This wasn't a traditional corporate event with suits and speeches, instead, guests were welcomed into an easy-going, sun-soaked space filled with laughter, clinking glasses, and the unmistakable energy of a community coming together. Proper Festival Vibes.

The weather delivered in spectacular style, with clear skies and golden sunshine creating the perfect backdrop for a day of genuine connection. Cold drinks flowed freely, delicious locally-sourced food was served throughout the afternoon, and the informal setting gave everyone the chance to unwind, catch up, and enjoy the buzzing festival vibe with front-row access to the action.

More importantly, the event served as a thank you to the incredible businesses who continue to place their trust in us year after year. Their ongoing support isn't something we take lightly. We see it as the foundation of

everything we do and this day was designed to celebrate that relationship, to show our appreciation in the most enjoyable way possible.

Sean Goodman, National Development Director, reflected on the day:

"We didn't want to throw a typical corporate gathering, this was about connection over formality, community over competition. We set out to create an event where people could be themselves, relax, enjoy some amazing hospitality, and leave feeling valued if not a little bit tipsy. And the fact we raised such an impressive sum for three charities doing life-changing work? That's what made it truly special."

Thanks to the generosity of all who attended – and those who contributed behind the scenes – £1,500 was raised and evenly split between three incredible causes that each hold a special place in the hearts of many in our community:

- Sean's Charity Tandem Skydive for Hope House Children's Hospices
- Shrewsbury Town FC Foundation
- Shine On With Harvey

The day was more than just a success, it was a reminder of what makes the Shrewsbury business community so special: a shared sense of purpose, a passion for people, and a willingness to show up for one another.

The organisers would like to extend sincere thanks to everyone who attended, supported, and helped make this event such a memorable occasion, as well as Beth Heath and the outstanding team behind the Shrewsbury Food Festival for creating a fantastic platform to bring people together.

SHOOTHILL PARTNERS WITH EVOLVE MY MEDIA TO ENHANCE CONTENT MARKETING SERVICES



Shoothill, a leading full-service digital technology provider, is pleased to announce a strategic partnership with Evolve My Media, a dynamic social media marketing agency.

This partnership will ensure Shoothill clients have access to high-quality content as a part of their Shoothill Create, design and marketing solution. For Evolve My Media's customer-base this means an expansion of services through a trusted provider, where Evolve My Media is assured of quality.

As a full-service digital technology provider, Shoothill offers customers a complete service in the digital world ranging from software development, to creative and IT Services. By collaborating with Evolve My Media, Shoothill is set to expand its creative service portfolio to include advanced social media marketing strategies, content creation for websites and corporate videography. For both business's clients this ultimately offers access to even more creative and technical minds, leading to greater results.

Established in 2006, Shoothill has a proven track record of delivering innovative digital solutions to a diverse clientele, ranging from start-ups to blue-chip companies. Shoothill work with your business to digitally transform your processes and unlock newfound levels of growth through their four teams, consult, create, develop and support. Partnerships such as this represent Shoothill's ambition to bring this change to every area of your business.

Evolve My Media, founded in 2022, has quickly made its mark as a results-driven social media marketing agency. Specialising in data-driven advertising, content creation, and influencer marketing, Evolve My Media is dedicated to transforming ambitious brands into industry leaders. Their expertise in crafting compelling campaigns and website content aligns with Shoothill's mission to provide tailored digital solutions that drive meaningful results.

Claire Critchell, Head of Marketing Services at Shoothill, said: *"We can't wait to get started! Partnering with Evolve My Media means we can offer even more to our clients - bringing in additional social media campaign management, high-quality photo and video production and influencer partnerships to help brands expand their reach."*

Social media is a crucial part of any modern marketing strategy, and by working with specialists like Evolve My Media, we're making sure our clients have access to top-tier expertise. This collaboration reinforces our commitment to being a true full-service digital technology provider."

James Cross, Director of Evolve My Media, added: *"This partnership is a great fit. Shoothill's expertise in digital technology and marketing services combined with our specialism in social media means we can offer our clients a more complete digital strategy. By working together, we're making it easier for brands to create high-quality content that connects with their audiences and drives real results."*

For more information about Shoothill and its services, visit www.shoothill.com. To learn more about Evolve My Media, visit www.evovemymedia.co.uk.

SHREWSBURY BUSINESS CHAMBER OPTIMISTIC ABOUT STRONG PARTNERSHIP WITH NEW TOWN AND COUNTY LEADERS



Shrewsbury Business Chamber is strengthening ties with the new leadership at Shropshire Council and Shrewsbury Town Council, following their appointments earlier this year.

In a move to ensure the business community has a strong voice in shaping local economic priorities, the Chamber has invited senior council figures to share their key objectives for the town's growth. Collaboration with Heather Kidd, Leader of Shropshire Council; Alex Wagner, Deputy Leader and Mayor of Shrewsbury; and Rob Wilson, Leader of Shrewsbury Town Council and Portfolio Holder for Economic Growth - mark the start of what the Chamber hopes will be meaningful and ongoing alliance.

Kevin Lockwood, Chairman of Shrewsbury Business Chamber, said: "Now that the new leadership teams have had time to settle into their roles, we're encouraged by their early engagement and positive approach to working with the business community. We congratulate Heather, Alex and Rob once again on their appointments and look forward to working together to deliver a stronger, more resilient local economy."

Kevin has invited each of the council leaders to outline their key priorities for the business community to share with Chamber members to encourage dialogue and ensure businesses can work in partnership with the local

authority to support and deliver shared goals.

"By aligning our efforts and maintaining open communication, we can help ensure Shrewsbury continues to thrive as a place to do business," added Lockwood. "We're optimistic about what we can achieve together."

Statements From the Leaders:

Cllr Rob Wilson - Leader of Shrewsbury Town Council & Shropshire Council Portfolio Holder for Transport & Economic Growth

"Shrewsbury has a fantastic business community, and I'm keen to understand what both Shropshire Council and Shrewsbury Town Council can do to help you all thrive.

With the financial pressures at Shropshire Council, we need to focus on the areas where we can make the biggest difference - and transport is a clear example of that. Meanwhile, Shrewsbury Town Council is stepping up to improve our local environment: cleaning streets, cutting back overgrown vegetation, and tackling graffiti. Making Shrewsbury a more attractive place to live, work, visit, and do business benefits everyone.

Working in partnership is by far the best way to achieve this, and I look forward to doing exactly that with you all over the next four years."

Continued...

Cllr Alex Wagner - Mayor of Shrewsbury & Deputy Leader of Shropshire Council

"Shrewsbury's thriving business community is a big part of what makes our town such an attractive place to live, work, and visit. As Mayor of Shrewsbury and Deputy Leader of Shropshire Council, I'm keen to see all levels of local government working more closely with our partners to deliver better services for residents and businesses.

We know the challenges facing our town - from transport to planning and economic growth - can't be tackled in isolation. That's why we're committed to opening the Guildhall, sharing power more widely, and making it easier for local voices to shape decisions.

For the business community, that means clearer communication, more joined-up working, and a focus on practical outcomes. Whether it's reducing traffic in the town centre, supporting local enterprise, or unlocking funding opportunities, we want both councils to listen and act."

The Chamber will continue to provide opportunities for members to engage directly with civic leaders through upcoming events and communications, reinforcing its role as a vital stakeholder in the town's ongoing economic development.

About Shrewsbury Business Chamber

Shrewsbury Business Chamber is a proactive and inclusive organisation dedicated to supporting and promoting businesses in Shrewsbury and the surrounding areas. The Chamber provides a dynamic platform for local businesses to connect, collaborate, and thrive through networking events, advocacy, and knowledge-sharing opportunities. By working closely with key stakeholders, including the local council and business leaders, the Chamber plays a vital role in influencing economic development and ensuring Shrewsbury remains a vibrant and prosperous hub for commerce. Open to businesses of all sizes and sectors, it champions the success of its members.



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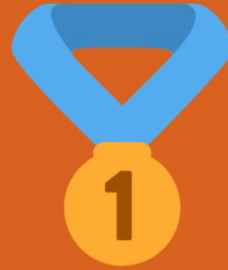
In 1939, Brown & Brown started as a small, two-partner firm with a bold vision centred around relationships. While this vision has propelled us to grow into one of the world's largest insurance brokerages, our foundation remains the same: a commitment to trust, resilience, teamwork and delivering results for our customers.

Business doesn't stand still, and neither do we. Our strength is in our people. With deep local connections and the resources of a global leader, we take an agile, forward-thinking approach to risk. Whether our customers are expanding, evolving or facing new challenges, we build solutions that help protect what they value most.

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Address:	1 Brassey Road, Old Potts Way, Shrewsbury, SY3 7FA
Website:	BBrown.com

TEAMPOINT EMBRACES THE FOUR-DAY WORK-WEEK: A NEW CHAPTER FOR WORK-LIFE BALANCE AND EFFICIENCY



**WE ARE A GOLD
ACCREDITED FOUR-DAY
WEEK EMPLOYER**



#4DayWeek #GoldStandard

At Teampoint, we're proud to announce our move to a four-day working week for all full-time staff – with no reduction in pay.

This bold step is more than just a policy change; it's a reflection of our commitment to the wellbeing of our team, while continuing to deliver the cutting edge software that helps field service teams work smarter and save time.

A brief history of the Four-Day Week

The idea of working less is far from new. More than a century ago, visionaries and labor activists imagined a future where technological progress would free people from the grind of long hours. Economist John Maynard Keynes famously predicted a 15-hour workweek by 2030, though we're still on the journey toward that ideal.

For decades, experiments with reduced hours have shown promising results – maintaining or even boosting productivity while improving health and happiness. Yet cultural norms, especially in places like the UK and US, have kept the traditional five-day week deeply rooted. That's starting to change.

The UK leads the way

Recently, the UK has become a hotbed for four-day week experiments. South Cambridgeshire District Council made history by permanently adopting a four-day workweek following a highly successful trial starting in

early 2023. The results? Improved public services, lower staff turnover, and significant savings.

Following that lead, nearby Cambridge City Council has extended the policy to shared staff, and campaigners are urging other councils across the country – from Belfast to Bristol – to follow suit.

The private sector is also jumping on board. A national pilot involving 17 companies and nearly 1,000 employees wrapped up with a 100% success rate, with businesses maintaining service levels while boosting employee wellbeing. Even the Labour government is signaling cautious support for the concept, a shift from previous opposition.

Why Teampoint chose to switch

Our mission at Teampoint is to give time back to field service teams by streamlining scheduling, reducing travel, automating admin, and cutting unnecessary visits. Embracing the four-day week for ourselves was a natural extension of this mission.

We believe that by working fewer days without sacrificing pay, our team will experience:

- Greater focus and creativity
- Improved work-life balance, leading to higher job satisfaction
- Alignment between our values and employee wellbeing

Continued...

An internal survey revealed a mixture of optimism and realism among our staff. One team member shared, *"Fewer 'formal' hours a week is a relief, though I might still put in some extra hours when needed."* Another said, *"I get more time with my kid, which is a good change of pace – right now, I think he hates this chair I'm sitting on all day!"*

While there is hope for mental and physical health improvements, some concerns remain about managing workloads in compressed schedules. *"I don't think work will get less; whatever I don't deal with on the fifth day will be waiting when I get back,"* said one employee. Yet, the belief that better morale will boost productivity overall is strong.

More time back – For customers and staff

What makes Teampoint unique is that we're not just reducing hours internally; we're actively saving time for our customers. Our platform helps field operatives complete more work with less stress – a perfect complement to a shorter workweek philosophy.

By living the four-day week ourselves, we deepen our understanding of the value of time and balance, sharpening our commitment to creating tools that maximize every minute.

Personal reflections on the Four-Day Week

From a personal perspective, the four-day workweek offers invaluable flexibility. It allows me to support my mother, who has memory loss, while prioritizing exercise, healthy eating, and cooking from scratch rather than relying on ready meals.

Reflecting on when my children were young, I can see how a four-day week would have made life easier. During school holidays, my days off often turned into bustling gatherings of my kids' friends – a way to repay the kindness of others who looked after my children. If both their dad and I had been working four-day weeks, we likely would have had only one day per week without one of us home, greatly easing childcare challenges.

Lessons from around the world

Globally, companies and governments are experimenting with shorter workweeks. Microsoft Japan's 2019 summer trial led to a remarkable 40% jump in productivity and energy savings. Iceland's multi-year trial found workers reporting better wellbeing and work-

life balance, with productivity stable or improved. Even cities like Valencia, Spain, have experimented with holiday scheduling to give workers longer breaks, seeing improvements in health and happiness.

Potential Challenges

Of course, the four-day week isn't a magic bullet. It brings challenges such as compressed workloads, risks of burnout if hours aren't managed well, potential service gaps, and resistance to cultural change. Some industries – healthcare, emergency services, retail – may find it harder to adapt. But with thoughtful planning and commitment, these hurdles can be overcome.

Looking Forward

The four-day workweek movement is gaining real momentum – politically, culturally, and practically. At Teampoint, we're excited to lead by example, proving that it's possible to work less without compromising quality or service.

We believe this approach is not just a perk for employees, but a strategic advantage for businesses ready to embrace the future of work. If you want to learn how Teampoint can help your team save time and support a healthier, more productive workforce, visit teampoint.app.



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INTRODUCING HEATHER - YOUR GUIDE ON A TASTE OF SHREWSBURY FOOD TOUR!



Walking Food Tours UK is thrilled to introduce it's new guide Heather, on The Taste of Shrewsbury Food & Drink Tour. Armed with infectious passion for Shrewsbury's culinary scene and deep local knowledge, Heather is now taking tour guests through the town's historic heart, uncovering hidden gems and sharing stories behind each dish and venue.

Since its launch in September 2023, the tour has made a name for itself by:

- Showcasing at least **five independent venues**
- Offering a **c4 hour** walk that feels more like an immersive afternoon of flavours and discovery
- Mixing **sweet, savoury, and drinks**, with recommendations that often inspire guests to return to newly discovered places

What Guests Say: Rave Reviews

"A super experience in a beautiful town..."

"It didn't disappoint. What a wonderful town and tour... We tried a nice variety of food..."

"Great mix of food and drinks..."

"There was great mix of sweet, savoury and drinks. Over

the weekend we ended up going to two more restaurants that were informally recommended during the tour."

"I would 100% recommend & can't wait to book again!!!"

A Flavourful Stroll Through the Town

This experience is more than just a food tour—it's a journey through Shrewsbury's vibrant culture and history.

It's the perfect blend of food, drink, history, and local charm—especially with a guide like Heather weaving together stories and recommendations.

Why It Matters for Shrewsbury

- **Supports local businesses.** The tour emphasises independent cafes, bars, and eateries, shining a light on small, passionate owners.
- **Celebrates Shrewsbury's character.** With its 660 listed buildings, medieval street plan, Abbey, and birthplace of Charles Darwin, the town's rich heritage becomes part of the story behind every dish
- **Elevates the visitor experience.** As one guest noted, they visited "places we never knew existed!" with enthusiasm pointing the way

If you're after the food-and-drink experience that delivers on flavour, fun, and local insight—and happily supports Shrewsbury's independent spirit—this is it. Heather and Gareth are ready to welcome you.

walkingfoodtoursuk.co.uk/shrewsbury-food-tours/

DUST OFF YOUR LEDERHOSEN FOR SHROPSHIRE'S BIGGEST PARTY



Shropshire's biggest beer festival is back in the Quarry this October. Aside from the Lederhosen-clad crowd and occasional Oompah, Shropshire Oktoberfest puts a local twist on the Oktoberfest format, celebrating local brewers, cidemakers, producers, street food, and live bands.

The Shropshire Festivals' event first began in 2017 and since then, attendance figures have doubled. Their huge marquees and tipis are lined with brewers, cidemakers, distillers and producers from across the Midlands and Welsh border, who serve up their quality products directly to customers.

Beth Heath, Director of Fun at Shropshire Festivals, said the number of attendees dressing up for the festival has risen over the years. *"From human pickles to walking beer bottles, with plenty of lederhosen and dirndl in between, we've seen it all at Oktoberfest! Preparing festival outfits seems to grow in popularity every year, so this year we'll be crowning the best dressed at the event, so we'd love festivalgoers to really up the ante!"*

New to have a stand in 2025 is Bewdley Brewery from the Worcestershire countryside, and Two Farmers, who produce hand-cooked crisps from Herefordshire potatoes.

Beth sets the scene for Shropshire Oktoberfest for anyone who hasn't been before. *"It's the best night out of the year! From 18 - 80+, everyone is welcome, as long as*

you let your hair down and have fun! The event is nearly all under the cover of our huge beer tents and tipis, with a huge live music stage, silent disco tent, Lanyon Bowdler Live Lounge, Volvo Cars Shrewsbury's Carpool Karaoke, and lots of brilliant brewers and producers serving up tasty tipples and treats. There's plenty of seating with Oktoberfest-style long beer tables on one side, and then the live music stage on the other, with tipis in between. Head outside to our street food village to fill up on tasty tucker, and if you're looking for an exclusive area with a great view of the stage and posh toilets, you need tickets to the Start Tech VIP Area - but hurry, they usually sell out!"

Friday's music lineup features Katie Brisbourne & DJ Dan Anderton, Callum & The Pookies, Hot Rox, and SkaBurst.

On Saturday, the stage will host Radio Rumours, Midnight Symphony, Vorsprung Durch Oompah, Supersonic - The Sound of Oasis, Dirty Rockin Scoundrels, Groove Dynamite, Lost the Plot, and Ego Friendly.

Festival goers can pick their own music in the silent disco tent and have 5 minutes of fame at Volvo Cars Shrewsbury's Carpool Karaoke. There's live comedy in the Live Lounge on Saturday, and live music throughout the event.

Shropshire Oktoberfest is taking place in Shrewsbury's Quarry on Friday, October 3rd from 5pm - 10pm and on Saturday, October 4th, from 12pm - 10pm.

Purchase tickets at www.shropshireoktoberfest.co.uk.

SHREWSBURY TRAVEL AGENTS TO HOST LUXURY TRAVEL SHOWCASE



Shrewsbury's multi-award-winning travel agency, Peakes Travel Elite, is once again hosting a Luxury Travel Showcase this autumn. Their annual event attracts top tour operators from around the UK, bringing them to the heart of Shrewsbury to kickstart your holiday planning for next year and beyond.

The Luxury Travel Showcase is taking place on Sunday, November 2nd, from 11am until 3pm at St Mary's Church in Shrewsbury. The Peakes Travel Elite team will also be on hand to offer their award-winning expertise in the world of cruise, touring and adventure.

"Our annual travel event is the perfect place to find holiday inspiration and start having conversations with travel experts, who we have hand-picked for their excellent service and offering," said Claire Moore, managing director at Peakes Travel Elite.

"Together with the Peakes team, you have all the travel knowledge you could ever need under one roof to start the ball rolling on your holiday plans. Once you have some ideas to work towards, we can book you in for a follow-up appointment at our base on Mardol where we can take a deeper dive into all the possible itineraries and

options. We have a beautiful meeting area upstairs where we can have video calls with tour operators, and have a private space to finesse your holiday plans."

Confirmed tour operators include Prestige Holidays, AE Expeditions, Distinctive Americas, Inside Asia, Kirker Holidays, Fred. Olsen, Africa and Beyond, Wendy Wu Tours, Explore, TransIndus, Oceania Cruises, Celebrity Cruises, and Riviera Travel.

St Mary's Church, a one-minute walk from the top of Pride Hill in Shrewsbury, will be transformed for the travel showcase event.

Claire adds, *"There is no comparison between sitting down in a beautiful venue with travel experts, to scrolling the internet at home looking for options by yourself. You should give yourself time and space to plan luxury holidays and once-in-a-lifetime trips properly, and here at Peakes, that's what we do best."*

"It's free to register for our event. So book in, come along, and let's start your holiday planning with some introductory chats with the best in the business."

To book a free place at the travel event on Sunday, November 2nd, email sales@peakestravelite.co.uk or call 01743 233234.

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SOME SNAPS FROM OUR EVENTS



Netwalking

We love welcoming your lovely faces to our monthly events, and this year we've got some great ones lined up.

Our events give you the chance to network with other local business owners, while trying/learning something new. We have met so many new lovely people & businesses in the last 12 months and we have welcomed a huge amount of new members.

If you would be interested in sponsoring an event please contact Donna - shrewsburybc.events@gmail.com

We hope to see you soon!



Cheese & Wine Evening



Business Breakfast

To make sure you don't miss out on our events make sure you check out our website

<https://shrewsburybusinesschamber.com/events/>

and follow us on all socials...

-  SHREWSBURY BUSINESS CHAMBER
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MEET THE LEADERS

CHEESE & WINE EVENT

MEMBERS : FREE
GUESTS: £6.13

03 SEP 6PM

The Darwin Centre
Raven Meadows
Shrewsbury SY1 1PL

To book your place go to -

<https://shrewsburybusinesschamber.com/events/>

UPCOMING EVENTS

SEPTEMBER

**MEET THE LEADERS OF SHROPSHIRE
COUNCIL AT CHEESE AND WINE EVENT**

WED 3 SEP
6PM

FREE TO ALL

NETWALK

2 HOUR WALK COVERING 4 MILES AND
INCLUDES A PUB STOP.

WED 24 SEP
6PM

FREE TO ALL

OCTOBER

**A VISIT TO HARPER ADAMS FOR A TOUR,
BUSINESS UPDATE AND NETWORKING**

WED 15 OCT
5PM

MEMBERS: FREE
NON MEMBERS: £10



For more information about our events, please take a look at the events section of our website and follow all our socials for updates.



WWW.SHREWSBURYBUSINESSCHAMBER.COM



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THANKYOU!

Thankyou to everyone who has contributed to this issue of the Shrewsbury Business Chamber magazine.

We are always looking for new content to promote over social media, so if your business has some exciting news, any events or good news to share, then please send these to us so we can promote for you across our social media.

If you would like to be featured or have a story or an event you'd like included, if you could please send an email to shrewsburybc.editor@gmail.com with all copy and any images.

To advertise in future issues if you could please contact shrewsburybc.editor@gmail.com

Thinking about becoming a member?

Shrewsbury Business Chamber is the business group of choice for the Shrewsbury area. The Chamber organises regular events allowing businesses to network, voice their opinions and gain useful business expertise. The Chamber provides a collective voice and ensures business issues reach the right officials. A not-for-profit membership organisation which is headed up by a volunteer business focused Executive Committee. The Business Chamber works closely with other local private and public sector organisations for the betterment of businesses from across the Shrewsbury area.

MEMBERSHIP	ANNUAL FEE
Retired	£30
Charity	£50
Sole Trader	£70
Up to 10 employees	£100
More than 10 employees	£140

For more information on how to join please head to our website www.shrewsburybusinesschamber.com

The opinions expressed here do not necessarily represent the views of the editor, or those of Shrewsbury Business Chamber.

To advertise in future issues if you could please contact our editor via email at

shrewsburybc.editor@gmail.com