



# SHREWSBURY BUSINESS CHAMBER

ISSUE 4 2025

**FIND OUT ABOUT UPCOMING  
NETWORKING EVENTS**

**PEOPLE PLEASING AND HOW TO  
BEGIN CHANGING THE PATTERN**

**MEET SBC'S NEWEST MEMBERS**

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# CHAIRMAN'S FOREWORD



## KEVIN LOCKWOOD

Manager of Shrewsbury Shopping Centres

**As we gather once again to celebrate the festive season, I am delighted to welcome you to the 2025 Christmas edition of the Shrewsbury Business Chamber magazine. This year has been one of renewed energy, innovation, and collaboration across our local business community, and I am proud of all that we have achieved together. It's also been a challenging year for businesses, in particular the forced increases in operating costs, including the National Insurance contributions...**

Throughout 2025, we hosted some great member networking events, each designed to strengthen connections and support growth for businesses of all sizes. We continued to champion a thriving, inclusive, and forward-looking business environment.

12 months ago, I did say that I would be stepping down as Chair, however, the last year has flown by and I'm still here .... I'd like to personally thank the Executive Board for their time and commitment to the Shrewsbury Business Chamber along with Lauren (Social Media and Magazine content) and Josh (Website) who keep things going for us.

As we close the year, I extend my warmest thanks to our members, partners, event sponsors, and volunteers.

Your commitment and enthusiasm drive the Chamber forward every day.

On behalf of the Shrewsbury Business Chamber, I wish you a joyful Christmas and a prosperous 2026.

Kevin Lockwood  
SBC Chair.

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# SHOOHILL GROUP RAISES OVER £1,100 FOR SEVERN HOSPICE AT CHARITY GOLF DAY



**Shoothill Group is proud to announce that its recent charity golf day has raised more than £1,100 in support of Severn Hospice, helping fund vital care for families across Shropshire, Telford & Wrekin, and Mid Wales.**

Held at the scenic Shropshire Golf Centre, the event brought together colleagues, clients, and local businesses for a day of friendly competition, networking, and fundraising.

Teams took to the fairways for an 18-hole round, followed by lunch, presentation and prize giving. **Simon Jeavons, Managing Director of Shoothill Group**, said: "We couldn't have been more pleased with the turnout for our first Shoothill Scramble. A big thank you to everyone for being generous with their time and donations. Severn Hospice provides such an essential service to our local community it has been a privilege to support. The competitive but good-natured atmosphere was great so keep an eye out for next year's!"

**Jenny Bean, Severn Hospice Fundraising Manager** said: "We're so grateful to Shoothill for choosing to support us with their charity golf day and to everyone who played and sponsored the event. Not only does their generosity help us continue providing free, specialist care for local families, but events like this also raise awareness

of the work we do. We can't thank Shoothill enough for supporting us in such a fantastic way."

**Nick Taylor, Managing Director of Housebuilder Pro**, a subsidiary of Shoothill Group, added:

"It was so good to see everyone come together to raise money for Severn Hospice. We put a lot of work into making sure the day was a success, and we're already looking forward to making next year's even bigger. Every pound raised helps the hospice continue its incredible work."

Shoothill Group would like to make a special thanks to the companies that sponsored the day and generously contributed raffle prizes. Their support was instrumental in making the event such a roaring success.

The day was not only a fundraising triumph but also a fantastic way to mark the end of the summer, bringing people together for a great cause in a relaxed and enjoyable setting.

Severn Hospice must raise £2 out of every £3 it spends, and events like this are crucial in ensuring continued support for thousands of local families living with incurable illness.

The annual Shoothill Scramble shall return next year.

# BERRYS WELCOMES ALEXANDRA ROWLEY TO GROWING HERITAGE CONSULTANCY TEAM



## **Berrys is delighted to announce the appointment of Alexandra Rowley, an experienced Senior Heritage Consultant who joins the firm to strengthen its growing Heritage and Archaeology team.**

Alexandra brings over nine years' experience advising on development affecting the historic environment. She has worked on proposals of all scales involving sensitive and significant heritage assets, including listed buildings, conservation areas, world heritage sites and registered parks and gardens.

Beginning her career at a leading built heritage consultancy in central London, Alexandra has been involved in complex development schemes from feasibility through to application, appeal and public inquiry. She has worked as part of multidisciplinary teams on strategic land allocations, large-scale housing developments, urban regeneration and the adaptive reuse of historic buildings.

Her expertise includes finely balanced heritage assessments, due diligence and feasibility reporting and strategic representations in the local plan process. She has provided heritage evidence for major public inquiries, including high-profile schemes such as the National Holocaust Memorial and Learning Centre, the former Stag Brewery redevelopment and Hulton Park Ryder Cup golf course.

**Phoebe Farrell, Partner and Head of Heritage and Archaeology at Berrys, commented:**  
"We are thrilled to welcome Alexandra to the team. Her

extensive experience and understanding of the historic environment will be invaluable to our clients. Alexandra's appointment reflects our commitment to delivering robust and thoughtful heritage advice, especially as we continue to work on increasingly complex and sensitive sites."

Alexandra has experience with:

- Listed buildings and adaptive reuse: including the conversion of a Grade I listed country house to a retail gallery and restaurant, and the transformation of a Victorian former Workhouse Infirmary on Historic England's Heritage at Risk Register.
- Strategic land and housing: advising on the heritage aspects of strategic land releases, including an allocation of 10,000 homes across seven new villages in East Hertfordshire.
- Urban and infrastructure projects: such as the creation of a new centrepiece at the grade II National Railway Museum in York and assessments for the Illuminated River project affecting nine listed bridges in central London.

*"I am excited to be joining Berrys and contributing to the continued growth of its heritage and archaeology services," said **Alexandra**. "I look forward to working with colleagues and clients on a wide variety of projects where the historic environment plays a central role."*

Her appointment reflects Berrys' ongoing investment in expert-led, client-focused consultancy across planning, development, and the historic environment.

For heritage related enquiries please contact Alexandra on 07918 319768  
email [alexandra.rowley@berrys.uk.com](mailto:alexandra.rowley@berrys.uk.com).



# Local Members, Big Impact: **Peakes Travel Elite & Shropshire Festivals**

**In Shrewsbury,  
collaboration isn't just a  
nice idea - it's what keeps  
local businesses thriving.**

Two members of **Shrewsbury Business Chamber**, Peakes Travel Elite and Shropshire Festivals, are proving just that with their long-running partnership on one of the town's most inspiring events - the Luxury Travel Showcase.

Peakes Travel Elite, the town's multi-award-winning independent travel agency based on Mardol, first connected with the events experts at Shropshire Festivals through the Chamber. Both businesses are deeply rooted in Shrewsbury's community and share a commitment to showcasing what the town has to offer.



Since that first introduction, the collaboration has flourished. Autumn 2025 marked their fourth year working together to stage the Luxury Travel Showcase, a unique event that brings top UK tour operators to the heart of Shrewsbury.

**Helping businesses in Shrewsbury;  
to have a voice, to learn and to prosper.**



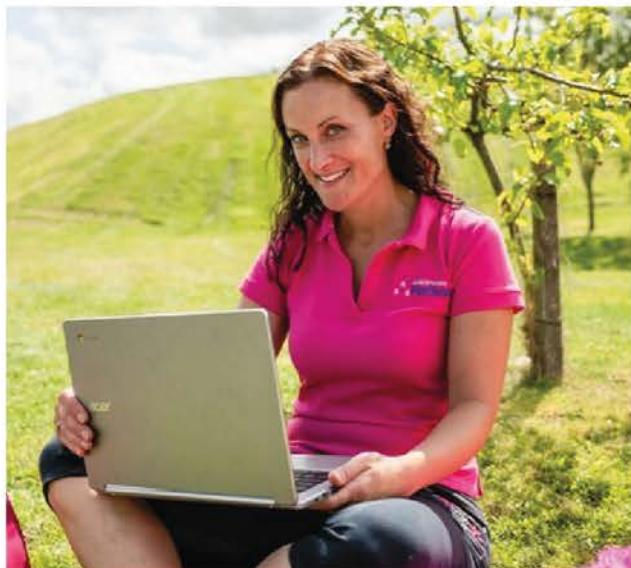
# BRINGING THE WORLD TO SHREWSBURY

The 2025 Luxury Travel Showcase took place on Sunday 2<sup>nd</sup> November, transforming St Mary's Church, a stunning decommissioned medieval church, into a travel-lover's paradise.

Visitors met hand-picked experts from leading tour companies; from cruise and touring specialists to adventure travel experts, all under one historic roof.

## THE POWER OF LOCAL COLLABORATION

Behind the scenes, Shropshire Festivals handles the full transformation of the venue - bringing creativity, their in-house infrastructure, local suppliers, and event management expertise to the table. The result is a seamless, visually stunning experience that attracts hundreds of visitors to Shrewsbury's town centre.



PEAKES TRAVEL ELITE

**Claire Moore,**  
MANAGING DIRECTOR

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. There's no comparison between sitting down in a beautiful venue with experts and scrolling the internet at home - this is how luxury travel should be planned.

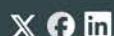
### CLAIRE ADDS...

Shrewsbury Business Chamber keeps us connected to businesses in our community, helping us find partners who can elevate what we do. By working with Shropshire Festivals, we get an award-winning events team who take all the stress away and deliver a stunning event.



**Helping businesses in Shrewsbury; to have a voice, to learn and to prosper.**

shrewsburybc.membership@gmail.com | shrewsburybusinesschamber.com



Shrewsbury Business Chamber,  
Livesey House, 7 St Johns Hill,  
Shrewsbury, SY1 1JD



# A WIN FOR THE LOCAL ECONOMY

**When businesses work together through the Chamber:**

- Local spend stays local: from venue hire to catering and marketing
- Town-centre footfall increases: drawing visitors into Shrewsbury's mix of independent shops, cafés and restaurants
- Strong business networks grow: members find trusted partners who understand their market and values

## WHAT THE CHAMBER DOES - AND WHY YOU SHOULD JOIN

Shrewsbury Business Chamber is a not-for-profit, member-led organisation that provides a collective business voice, facilitates networking, and helps local firms grow. Through regular events, training, and forums, the Chamber enables members to connect, share knowledge, and raise their profiles. It also acts as a bridge between the business community and local stakeholders, ensuring that business issues are heard by decision-makers.

For businesses in Shrewsbury, joining the Chamber offers real benefits: access to a trusted network of peers, partnership opportunities (like Peakes Travel Elite and Shropshire Festivals), a platform to raise your voice, and visibility in the local economy. Being part of the Chamber means you don't have to go it alone - you gain allies, support, and collective strength.



## BECOME A MEMBER

**Why not join today and help promote your business to a listening audience!**

**Contact us to find out more:**  
[shrewsburybc.membership@gmail.com](mailto:shrewsburybc.membership@gmail.com)

**Helping businesses in Shrewsbury; to have a voice, to learn and to prosper.**

[shrewsburybc.membership@gmail.com](mailto:shrewsburybc.membership@gmail.com) | [shrewsburybusinesschamber.com](http://shrewsburybusinesschamber.com)



Shrewsbury Business Chamber,  
Livesey House, 7 St Johns Hill,  
Shrewsbury, SY1 1JD



# DATE ANNOUNCED FOR SHROPSHIRE BUSINESS FESTIVAL



**Shropshire Festivals has announced the date for Shropshire Business Festival 2026, a one-day networking event that brings together business leaders and emerging talent from across the county. It will take place on March 5th at Telford International Centre.**

The free one-day event creates an environment where attendees can forge business partnerships in a relaxed atmosphere with Shropshire Festivals' signature fun. Attendees include CEOs, business owners, and professionals from across Shropshire's business community.

*"We've thrown out the rulebook on traditional networking," said **Beth Heath at Shropshire Festivals.** "Too often, business events feel forced or unengaging. We're creating something completely different - an atmosphere where real conversations happen naturally around icebreaker fun and engaging activities, leading to meaningful business relationships that drive results for the year ahead.*

*"Last year we welcomed over 800 attendees, and we believe our 2026 event will be even more popular, with businesses wanting to drive sales, build leads and form new connections."*

Around 60 businesses from across the West Midlands will exhibit at the festival and there will be a hub to grow leads in a networking area. For exhibitors and sponsors, the festival provides access to Shropshire's business decision-makers. Companies can showcase products and services while engaging in face-to-face conversations with potential clients and partners. Stand applications are now open.

You can learn while you mingle with seminars and workshops that tackle topical business issues, and sit down with experts from finance, legal, and HR teams.

Shropshire Business Festival is taking place on Thursday, March 5th, 2026 from 1pm - 6pm at Telford International Centre.

Secure your free ticket or apply for a stand at [www.shropshirebusinessfestival.co.uk](http://www.shropshirebusinessfestival.co.uk).

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# LANYON BOWDLER MAINTAINS STRONG RANKINGS IN LEGAL 'BIBLE'

**A Shropshire law firm has retained its top tier ranking in two categories in the latest edition of the "industry bible", Legal 500.**

Lanyon Bowdler has been recommended in 13 practice areas of the prestigious guide with tier-one recognition once again awarded in the legal fields of clinical negligence and agriculture and estates.

The firm is also celebrating 17 recommended lawyers in the guide, eight leading partners, five next generation partners and three leading associates - with testimonials supporting Lanyon Bowdler's entry in the Legal 500 including: *"Lanyon Bowdler stands out for its exceptional service, expertise, and pragmatic approach"*, and: *"The team at Lanyon Bowdler take time to really understand our needs which ensures the work prepared is delivered in a timely manner"*.

**Brian Evans, Lanyon Bowdler managing partner**, said: *"Every law firm values their position in the Legal 500, which is highly respected within the industry and we are delighted to have maintained our top-tier ranking for our clinical negligence and agriculture and estates departments in the West Midlands.*

*"Being recommended in a total of 13 areas is testament to the high standards we set across the firm and demonstrates the strength of the firm's expertise across a range of legal disciplines.*

*"We have been successful in maintaining our tier-two status in agriculture and estates, Wales; personal injury, West Midlands; personal tax, trusts and probate, West Midlands; and family, elsewhere in the West Midlands - and we have seven practice areas where we have a tier-three ranking*

*"Individually we have excelled once again with a total of 33 recommendations and I would like to offer my congratulations to all of the lawyers named in the guide, with each one continuing to go above and beyond in the best interests of our clients. It really is appreciated."*

Leading partners are defined in the guide as the strongest in their field, endorsed by peers and clients alike. Next generation partners highlight junior partners with significant recognition from clients and peers in the market and key roles on multiple matters, while leading associates are identified as having regular involvement in their team's key work, and recognition from peers or clients as being ones to watch.

Legal 500 was launched in 1987 as the original clients' guide to law firms and lawyers. Its rankings are based on independent research with feedback from clients, barristers and professionals, who score law firms across a range of criteria.



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Pleased to support  
Shrewsbury Business Chamber



[www.lblaw.co.uk](http://www.lblaw.co.uk)

# GUEST SPEAKERS LINED UP FOR SPECIALIST AFTER INJURY CONFERENCE

**The founder of a Shropshire company specialising in providing expert support for adults and children with serious injuries will be one of the guest speakers at a major event taking place in the county in March.**

A variety of speakers are being lined up by organisers Lanyon Bowdler for the Innovation After Injury conference at Theatre Severn in Shrewsbury on March 4 and tickets can be booked for the event now.

The conference promises to be an inspirational day for anyone affected by serious injury, particularly spinal or brain injuries, and those working in the professional field. One of the speakers will be Jenny Whittall who founded Telford-based Jennifer M Whittall Ltd (JMW) in 2009 - a company dedicated to supporting people recovering from spinal cord injury, traumatic brain injury, medical negligence, orthopaedics, amputation, and multiple disabilities.

**Dawn Humphries, head of the personal injury team at Lanyon Bowdler, said:** "Plans for our big event in March are now well advanced and we are delighted with the extensive list of speakers who have agreed to be with us on the day.

"Jenny Whittall is a qualified physiotherapist with a professional career spanning over four decades and since qualifying in 1982, she has built a wealth of experience across both the NHS and private sectors, gaining extensive expertise in clinical practice and healthcare management.

"She is also a highly-respected expert witness, having prepared more than 500 reports for both claimant and defendant solicitors, including joint instructions, covering areas such as physiotherapy, care needs, immediate needs assessments, and equipment recommendations."

Dr David Lee, a chartered psychologist and chartered scientist will be another speaker on the day. David is the full-time clinical director at Sleep Unlimited, a company specialising in the delivery of training of psychobehavioural treatment



strategies for insomnia.

In addition, Francesca Bingley, a rehabilitation coach, will be outlining the work she is involved in as a member of the team at Breathe and Recover, an organisation dedicated to bridging the gap between body, mind, and spirit through the transformative power of breathwork, yoga, meditation, and mind-body integration.

**Dawn** added: "Speakers at the conference will cover a variety of subjects and turn the spotlight on a range of incredible people who have battled back from serious injuries, along with professionals working in catastrophic injury rehabilitation."

Tickets for the Innovation After Injury conference are available by visiting the Lanyon Bowdler website at [www.lblaw.co.uk/about-us/events](http://www.lblaw.co.uk/about-us/events) or by emailing [marketing@lblaw.co.uk](mailto:marketing@lblaw.co.uk)

A graphic for HR Dept. It features a purple circular logo with 'HR DEPT' in white. Surrounding the logo are several handwritten-style text bubbles in yellow, red, and purple, listing services: 'Someone raises a health issue', 'You have a concern', 'Your business is changing', 'An employee raises a complaint', 'You need help recruiting', 'You are looking for development & training', and 'You simply need some reassurance'. Below the logo is the text 'Call us if...'. At the bottom, there is a green footer bar with the text 'Contact Ms Niamh Kelly', 'Call 01743 290 474', 'Visit [www.hrdept.co.uk](http://www.hrdept.co.uk)', 'Preventing People Problems', and 'Niamh.Kelly@hrdept.co.uk'.

# DO YOU FIND IT HARD TO SAY NO TO OTHERS?



**Do you find it hard to say no, even when you're exhausted?**

**Do you feel guilty or worry about what others might think if you do?**

On the surface, people-pleasing looks like kindness. But often, it's a silent agreement to put yourself last. You stay late to help a colleague, take on extra projects to keep the peace, and agree to things you don't have time for, all in the name of being a "team player." But underneath that constant yes might be something deeper: people-pleasing.

## What Is People Pleasing?

People-pleasing happens when you care deeply about whether others like you or approve of what you do. You might feel uncomfortable or even guilty if you say no to someone.

Of course, wanting to be kind and helpful is a wonderful quality. But over time, it can lead you to neglect your own needs or change parts of yourself just to fit in (sometimes without even realising it).

People-pleasing might look like staying quiet instead of sharing your opinion. It might look like not using your voice to ask for what you really want or need.

## Where does people-pleasing come from?

These behaviours often begin in childhood or after difficult experiences. You might have grown up in an environment where love or approval felt conditional. Perhaps you learned that saying yes, staying quiet, or putting others first kept you safe or accepted.

At the time, that strategy may have been essential. But as

an adult, it can leave you feeling disconnected from your own feelings, needs, and boundaries.

You may also simply be someone who's naturally tuned in to the emotions of others. When empathy becomes overextended, it can turn into self-neglect.

## The cost of always saying yes

Life can be overwhelming, and stress or burnout affect many of us. When you constantly meet the needs of others, it can lead to overwhelm, resentment, and exhaustion.

You might start to feel anxious or drained because you've taken on more than you can cope with. What once came from good intentions (wanting to be kind or helpful), can eventually make you lose sight of who you are.

Over time, this pattern can affect your emotional wellbeing, your relationships, and even your sense of self-worth.

## How to begin changing the pattern

The first step toward change is awareness.

Start to notice when you're more likely to say yes out of obligation or fear of disapproval rather than genuine desire.

If helping others aligns with your values and brings you joy, that's healthy. But if you find yourself saying yes because you feel you should, or because you're anxious about saying no, that may be a sign of people-pleasing. Try asking yourself:

*"How will saying yes make me feel?"*

If your answer feels light or joyful, great. If it feels tight, heavy, or uncomfortable, it may be time to pause.

*continued...*

## Small steps toward boundaries

- Slow down your response. When someone asks for your help, try saying, "Let me think about it and get back to you." This gives you time to check in with yourself before automatically agreeing.
- Notice your emotions. People-pleasers often tune in to others' feelings but not their own. Start by asking, "What am I feeling right now?"
- Spend time with people who affirm you. Seek out relationships where you can be your full, authentic self. No performing, no pretending.
- Recognise your needs. Your wellbeing matters too. Boundaries aren't barriers; they're healthy ways to protect your energy and preserve genuine connection.

## Moving toward balance

Learning to set boundaries doesn't mean you care less about others, it means you're learning to care for yourself, too.

Counselling can help you explore where your people-pleasing patterns began, understand the emotions that drive them, and build the confidence to make choices that feel authentic and balanced.

You deserve relationships where kindness flows both ways, including toward yourself.

**If you would like to invest in your employees' emotional wellbeing I'm offering Shrewsbury Business Chamber members 5% off employee counselling services only.**

This offer is available until March 2026.

I'd love to hear from you to discuss this: office@presencecounselling.co.uk

Read more here:

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

Susie Harris MNCPs (Accred)  
Counsellor/Psychotherapist  
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# T.H.BAKER, A FAMILY JEWELLER WITH OVER 135 YEARS OF HERITAGE, IS ROLLING OUT THE RED CARPET



**As the historic streets of Shrewsbury brighten with festive lights, the search for that perfect gift begins.**

**This December, T.H.Baker, a family jeweller with over 135 years of heritage, is rolling out the red carpet to ensure your Christmas shopping is a truly luxurious experience.**

The T.H.Baker Shrewsbury store is a full of luxury watches and exquisite jewellery, ready to mark every milestone on your list. We know that Christmas shopping is about more than just a purchase; it's about finding a special piece for the people closest to you.

To help you secure the perfect gift in time for Christmas, T.H.Baker Shrewsbury are proud to offer a curated selection of timepieces, including brands like, Oris, GUCCI, Citizen and TAG Heuer. As well as a range of jewellery, including brands such as Clogau, GUCCI Jewellery, Swarovski and THOMAS SABO.

## **A Look Back: An Exclusive Client Evening**

Last month, T.H. Baker Shrewsbury hosted a very special invite-only Client Evening on Thursday 27th November, offering guests a rare opportunity to view an extraordinary selection of pieces not normally available in store.

Dedicated brand representatives helped make the event truly memorable, including:

- Gucci Jewellery - showcasing sleek, modern designs perfect for fashion-forward shoppers.

- Lucy Quartermaine - presenting her signature bold, organic sterling silver creations.
- Oris, Seiko and Gucci Watches - with experts on hand to guide guests through new releases and answer technical questions.

The evening was a resounding success, giving attendees a personalised and luxurious experience, and exclusive access to exceptional collections.

## **Find you perfect Christmas gift**

Beyond T.H.Baker Shrewsbury's in-store event, their team of experts are on hand throughout December to help you find something personal this Christmas. Whether you need assistance choosing the perfect diamond, selecting a timepiece, or finding a simple, meaningful keepsake, T.H.Baker is your essential destination for a Christmas gift that will last a lifetime.

Visit T.H.Baker Shrewsbury in-store to not only get your personal invitation, but to find that perfect Christmas gift.



# SHOOHILL BECOMES OFFICIAL IT PARTNER OF SHREWSBURY TOWN FOUNDATION



## Shrewsbury Town Foundation has announced Shoothill as its official IT partner, strengthening its digital capabilities to support communities across Shropshire.

Building on Shoothill's successful collaboration with Shrewsbury Town Football Club, this new partnership marks a significant step forward in supporting the Foundation's mission to deliver impactful programmes in education, employability, health, inclusion and sport. Shoothill will provide IT services including connectivity, cybersecurity and managed IT, ensuring the Foundation has the tools it needs to deliver with confidence.

**Simon Jeavons, Group Managing Director at Shoothill, commented:**

*"We're really pleased to be extending our IT support to the Shrewsbury Town Foundation. The work they do in the community is so important, and we're proud to play a role in helping them achieve their goals. This partnership is a good example of how we can help local organisations that make a real difference."*

With Shoothill's expertise, the Foundation will benefit from enhanced digital systems that make it easier to deliver projects, connect with more people, and increase the impact of its community programmes.

**Shin Aujla, Foundation Director, added:**

*"Having Shoothill on board as our official IT partner is fantastic. Their expertise and personable support team will allow us to focus more on delivering our programmes and engaging with the community, knowing our IT systems are in expert hands. It's so great to have a local partner on hand to help us with whatever we need."*

The partnership underscores a shared commitment to innovation, community and opportunity, ensuring the Foundation is equipped to continue creating positive change across Shropshire.

# SHOOHILL LEADS AI TRAINING TO HELP SHROPSHIRE BUSINESSES WORK SMARTER



**Local businesses gathered in Shrewsbury on Tuesday 4th November for a practical training session exploring how artificial intelligence can help them achieve more in less time.**

Delivered by Shoothill and BizEd Projects CIC, and fully funded by the Shropshire Growth Hub, the session is part of the Work in Shrewsbury initiative, which supports business growth and career development in the town. The training focused on the fundamental understanding of AI and the context businesses need to understand to successfully use it. The session demonstrated how small businesses can streamline admin tasks, improve productivity, and unlock new opportunities for growth using this exciting technology. With a high demand from businesses for this training a second session will be run on November the 20th.

**Josh Welch, Head of Commercial Operations at Shoothill, said:**

*"AI is no longer just a buzzword, it's a business tool that can deliver real value when used correctly. At Shoothill, we're helping companies cut through the hype and apply AI in ways that makes a difference. This is all part of our continuing mission to support our customers with digital transformation that works. This session was about showing how even small businesses can benefit from AI, without needing an in-house tech team or big budgets."*

Shoothill, a Shrewsbury-based software company, is

increasingly recognised for its AI consultancy work. They help organisations across sectors to integrate intelligent tools into their workflows by understanding business needs. From automating customer service to enhancing data analysis, Shoothill's approach is focused on practical, ethical, and sustainable AI adoption.

**Emma Molyneux, Project Lead at Shrewsbury BID, said:** *"We're really pleased to be working with Shoothill and BizEd to deliver this training, fully funded by the Shropshire Growth Hub. This session builds on our successful Work in Shrewsbury programme, which celebrates and promotes investment and career growth in Shrewsbury. We believe that by taking advantage of the AI tools available now, small businesses can save valuable time they might spend on repetitive administrative tasks - giving them more time to focus on the passions that inspired them to go into business in the first place!"*

**Laura Scotland, Business Development Director at BizEd Projects** said: *"The AI workshop sparked lots of fab discussions, building confidence in how using technology can drive business growth and innovation. Collaborating together on this project has allowed our local business community to benefit from a real breadth of expert experience and support to help embed their new skills into their day-to-day business operations."*

Attendees were also invited to apply for one-to-one AI consultancy support with Shoothill in early 2026, giving them tailored guidance on how to implement AI in their own operations.

# AWARD RECOGNITION FOR SHROPSHIRE FESTIVALS



## Local events business, Shropshire Festivals, has been shortlisted for two awards by the National Outdoor Events Association.

One of those awards is 'The Place Making Award', which recognises events teams that understand the importance of working with local communities to deliver new or improved events in public spaces. Earlier this year, Shropshire Festivals reimagined the town square for the three-day event, Shrewsbury Moves. The festival was coordinated by the Big Town Plan Partnership and funded by the Government's UK Shared Prosperity Fund (UKSPF) to celebrate the future of movement around the town. Shropshire Festivals has also hosted Shrewsbury Food Festival and Shropshire Oktoberfest in the Quarry.

Their events manager, Clare Wells, is up for the 'Best Unsung Hero/Heroine Award' for demonstrating her indispensability to the Shropshire Festivals team.

This follows the news that Shropshire Festivals' owner, Beth Heath, has received a 'Special Recognition Award' at the Best Business Women Awards in Daventry this month, in addition to picking up the silver trophy for 'Best Female Leader'.

**Beth Heath** said, "To have this amazing recognition as our busy events season draws to a close for the year is wonderful. Being recognised by NOEA means a huge deal to our small, family-run business, and I'm so pleased they have shone a spotlight on my very hardworking events manager, Clare Wells, who puts a million per cent into everything she does and who has elevated the business greatly since she came on board.

"I'm still in shock after receiving the 'Special Recognition Award' at the Best Business Women Awards. It was an absolute honour to be singled out amongst a room full of inspirational women from across the UK."

It has been a bumper year for corporate events for Shropshire Festivals, with events they have been asked to deliver including the Challenging MND Gala Ball 2025, WR Partners Late Summer Party, Harper Adams University Graduation, Ricoh UK Products Ltd 40th birthday celebrations, Peakes Travel Elite Luxury Travel Showcase, Reconomy's Summer Family Party, a party within Shropshire Oktoberfest for Lanyon Bowdler, multiple hospitality events for Aaron & Partners Solicitors, and most recently a week of hospitality events for the ITF World Tennis Tour Wrexham.

**Beth** adds, "We love working with local businesses and organisations, using our expertise, extensive infrastructure, and connections to deliver events which take all the stress away. From business celebrations to major hospitality events, glamorous parties to company festivals, my team at Shropshire Festivals can deliver it all. Get in touch if you have an event you need a hand with in 2026."

Find out more about Shropshire Festivals at [www.shropshirefestivals.co.uk](http://www.shropshirefestivals.co.uk).

**THE COLLECTIVE**  
SHREWSBURY

### RETAIL LETTING OPPORTUNITY IN THE HEART OF SHREWSBURY

*Are you running a small business and considering a retail unit in Shrewsbury? If so - we'd love to hear from you!*

**TOWN CENTRE RETAIL OPPORTUNITIES FOR INDEPENDENT BUSINESSES AT THE COLLECTIVE IN THE DARWIN CENTRE, SHREWSBURY**

*Flexible 2 year lease at an affordable rent - inclusive of utilities, service charge, wi-fi and marketing support (does not include business rates but some smaller units may be eligible for relief).*

*Includes store room.*

**TO REGISTER YOUR INTEREST AND BE FIRST TO HEAR ABOUT THE LATEST OPPORTUNITIES, PLEASE EMAIL:**  
[info@shrewsbury-shopping.co.uk](mailto:info@shrewsbury-shopping.co.uk)

**THE DARWIN**

# THOUSANDS RAISED FOR CHARITIES BY SHROPSHIRE LAW FIRM



**A Shropshire law firm has raised £3,500 for two charities through a year-long campaign of fundraising activities by staff.**

**The total raised by Lanyon Bowdler has been split between Belmont Community Hall in Wellington and We Are Farming Minds, a charity which supports farmers with their mental health.**

Lanyon Bowdler, which has offices across Shropshire, Herefordshire and North Wales, has a long tradition of supporting charities by raising funds and sharing their story through the firm's various contacts and marketing channels.

Staff nominate different charities to support each year, with Belmont Community Hall and We Are Farming Minds the recipients for 2024/25.

Amanda Jones, marketing director at Lanyon Bowdler, said the firm was proud of its record of supporting charities over many years.

She said: "We are always looking to help small charities who will really benefit from our fundraising, which we hope will make a big difference to them.

"Every member of staff has the opportunity to nominate a charity for consideration, and our charity committee then votes on each nomination, giving them a score based on a

range of criteria, with the highest scoring ones being the two we support.

"Belmont Community Hall is a huge help to many elderly or isolated people in the Wellington area, holding events and simply being a welcoming place for people to come together.

"We Are Farming Minds is based in Herefordshire and does a lot of amazing work to support the mental health of those working in farming, which can be a very stressful and lonely job.

"Our staff have raised £1,750 for each of these charities through a range of activities, from bake sales to holding musical bingo nights, and we know the money will be put to good use."

Meanwhile, Lanyon Bowdler has announced Shrewsbury-based Little Stars and Severn Valley Rescue, an animal sanctuary near Bridgnorth, as the firm's nominated charities for the next 12 months.

Little Stars works to ensure babies and children do not go without clothes and other essentials, through donations and pre-loved shops and events.

Severn Valley Rescue looks after donkeys, dogs, cats and other animals, many of them with special needs, injuries or disabilities - rehoming them whenever possible.

For more information about Lanyon Bowdler, visit [www.lblaw.co.uk](http://www.lblaw.co.uk)

# WALKING FOOD TOURS UK CONTINUES ITS AWARDS SUCCESS



**Chamber member Walking Food Tours UK is once again on the awards trail, with the company's continued growth, outstanding 5-star guest reviews and unwavering commitment to exceptional customer experiences firmly in the spotlight.**

The much-loved food and drink experience provider has been shortlisted as a finalist for New Experience of the Year 2026 at the West Midlands Tourism Awards.

In addition, the business is celebrating a double nomination at the Small Business UK Awards 2025 - Best Small Business and Best Customer Service.

Founder & Managing Director Gareth Boyd shared his pride in the team's achievements:  
*"It's been another great year for me, Heather (guide) and our superb indie venue partners.*

*These awards help provide the recognition for all the hard work and effort that goes into delivering a consistently great food and drink experience for our guests."*

Now in its seventh year, Walking Food Tours UK continues to champion local, independent venues across Shropshire, Cheshire, Merseyside, North Wales, and Manchester - showcasing the very best food, drink and hospitality the region has to offer.

With demand rising and the brand going from strength to strength, 2025/26 looks set to be another exciting chapter for this multi-award-winning business.

For more information go to [www.walkingfoodtoursuk.co.uk](http://www.walkingfoodtoursuk.co.uk)



## CASTLE CARS JOINS SHREWSBURY BUSINESS CHAMBER



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### **Castle Cars: Premium Private Transfers Built on Reliability and Service**

With over 15 years of experience, Castle Cars has established itself as a trusted provider of high-quality private transfers across Shrewsbury and the wider region. Specialising in airport transfers and long-distance travel, the company is known for its professionalism, excellent communication, punctuality, and commitment to delivering a truly premium travel experience.

Serving both business and leisure clients, offering a diverse fleet of modern vehicles that accommodate individuals, families, and groups of up to eight passengers. Professional, courteous drivers are fully vetted, knowledgeable, and committed to ensuring every journey is seamless, exceptional, and conducted with the highest standards of safety. Each journey is tailored with attention to detail – from fixed, all-inclusive pricing to live flight tracking, in-terminal meet & greet, and 24/7 availability with a dedicated booking office operating from 8am to 6pm.

Whether transporting executives to meetings, ensuring

stress-free airport runs, or supporting travel agents and private schools with seamless ground transport, the promise remains the same: dependable, discreet, and consistently excellent service.

Castle Cars' growth continues through long-standing relationships built on trust and exceptional care, word-of-mouth, trusted local partnerships, and a reputation that reflects the high standards clients expect.

To enquire about services or discuss partnership opportunities, visit [www.castle-cars.vip](http://www.castle-cars.vip), email [enquiries@castle-cars.vip](mailto:enquiries@castle-cars.vip), or WhatsApp 07818 414 828.



## MEMBER SPOTLIGHT: ORIANA CAVENAGH - LEADERSHIP & EMPOWERMENT COACH



# ORIANA CAVENAGH

## LEADERSHIP AND EMPOWERMENT COACH

**Shrewsbury-based Oriana Cavenagh is an ICF-trained leadership and empowerment coach (working toward ACC accreditation) who helps professionals build confidence, sharpen leadership skills, and move forward with clarity in their careers.**

With several years' experience coaching new managers and emerging leaders in the public sector, Oriana's style is warm, curious, and outcomes-focused—designed to help clients uncover their own insight, make practical decisions, and build positive momentum.

### What Oriana supports

- Leadership development – step into new responsibility with confidence
- Working effectively with others – communication, influence, and collaboration
- Career clarity & progression – define direction, set goals, take action
- Personal growth & self-belief – build resilience and presence

- Work-life balance & time management – structure, priorities, boundaries
- Stress management & motivation – sustainable habits that stick

### How it works

Oriana offers flexible coaching for individuals and organisations, delivered in-person or online. As she builds accredited coaching hours, discounted rates are available—making it an accessible option for local businesses investing in their people, as well as professionals seeking one-to-one support. Whether you're onboarding new managers, developing future leaders, or navigating a personal career transition, Oriana provides a structured space to reflect, plan, and follow through.

### Contact & next steps

[oriana.cavenagh@gmail.com](mailto:oriana.cavenagh@gmail.com)

Book a no-cost introductory chat to explore fit and outcomes.

Empower your next step—lead with clarity, confidence, and impact.

# UPCOMING EVENTS

## JANUARY

MEET THE NEW MEMBER  
AND BID THE YEAR AHEAD

WED 28 JAN

SPONSORED BY BID

FREE TO ALL

## FEBRUARY

SMALL BUSINESS UPDATE ON THE  
ANTICIPATED EMPLOYMENT BILL CHANGES

WED 11 FEB

SPONSORED BY PEAKES  
TRAVEL & HR DEPT

FREE TO ALL

## MARCH

CHAMBER SPEED NETWORKING

WED 18 MAR

SPONSORED BY  
SHREWSBURY COLLEGE

FREE TO ALL

## APRIL

HARPER ADAMS CAMPUS TOUR AND  
LEADERSHIP UPDATE, CHANCE TO NETWORK

WED 15 APR

SPONSORED BY HARPER  
ADAMS UNIVERSITY

MEMBERS: FREE  
NON MEMBERS: £10

### NETWALK

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

WED 29 APR

6PM

FREE TO ALL

## MAY

FINANCE CONSIDERATIONS FOR SMES

WED 20 MAY

SPONSORED BY  
THROGMORTON ASSOCIATES

MEMBERS: FREE  
NON MEMBERS: £10

## JUNE

SUMMER BBQ AND TOUR OF FACILITIES

WED 24 JUN

SPONSORED BY LOVE 2 STAY

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](http://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](mailto:shrewsburybc.editor@gmail.com) with all copy and any images.

To advertise in future issues if you could please contact [shrewsburybc.editor@gmail.com](mailto: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](http://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](mailto:shrewsburybc.editor@gmail.com)