



# SHREWSBURY BUSINESS CHAMBER

ISSUE 2 2023

GET INVOLVED IN THIS YEAR'S  
SUMMER WINDOW COMPETITION

CONTENT LEVERAGING: WHAT IS IT,  
AND HOW CAN YOUR BUSINESS USE IT?

MEET SBC'S NEWEST MEMBERS



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# CHAIRMAN'S FOREWORD



## KEVIN LOCKWOOD

Manager of Shrewsbury Shopping Centres

**Dear Members of the Shrewsbury Business Chamber,  
Welcome to the latest issue of our magazine! I have taken the opportunity  
to use ChatGPT to produce this forward which was an interesting  
experience.... Have you tried it yet? Let me know what you think.....**

Amidst the current economic pressures facing businesses in the UK, we understand the ongoing challenges you may be facing. However, it is during times like these that our collective strength and resilience shine through.

Together, we can support one another, share knowledge, and identify opportunities for growth and innovation.

In line with our commitment to foster collaboration and growth, I am thrilled to announce our upcoming events.

Firstly, mark your calendars for our highly anticipated Summer BBQ, a time for us to come together, unwind, and forge new connections in a relaxed and enjoyable environment. Additionally, we have planned a delightful Sabrina boat trip along the picturesque River Severn, offering a perfect blend of networking and leisure. Lastly, our popular

Netwalking events will provide you with the opportunity to explore Shrewsbury's beautiful surroundings while engaging in meaningful conversations with fellow members.

To learn more about these exciting events and to secure your spot, please visit our website at <https://shrewsburybusinesschamber.com/events/>.

We encourage you to take advantage of these invaluable opportunities to connect, collaborate, and share.

Thank you for your continued commitment to the Shrewsbury Business Chamber. Your participation, input and feedback are vital to our collective success. Enjoy this magazine issue, and we look forward to welcoming you at our upcoming events.

Best wishes,

Kevin Lockwood Chairperson, Shrewsbury Business Chamber

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# Q1 INSOLVENCIES: BUSINESS FAILURES SET FOR RECORD HIGH IN 2023, WARNS EXPERT



## **Q1 INSOLVENCIES - Nicola Banham, R&I Director at UK Top 10 accountancy firm Azets believes the retail, hospitality, hotels, restaurants, and manufacturing sectors are most at risk of insolvency.**

An insolvency practitioner of one of the UK's leading accountancy firms predicts the number of company insolvencies in England and Wales will set new records during 2023.

The warning comes as latest quarterly insolvency statistics for January to March 2023 (Q1) reveal there were 5,747 company insolvencies in England and Wales, 18% higher than in Q1 2022.

Notably, there were 4,739 creditors' voluntary liquidations (CVLs), close to the highest quarterly level since records began in 1960. There were 652 compulsory liquidations, 318 administrations, and 38 company voluntary arrangements (CVAs).

Nicola Banham, R&I Director at UK Top 10 accountancy firm Azets, says that as long as inflation remains high and interest rates continue to rise as expected, cash will become tight for many more businesses due to increased finance costs and increased costs of supplies.

She said: "Government financial support during the pandemic led to a significant reduction in corporate insolvencies. Last year, insolvencies reached the highest level since 2009. If this continues to increase at the same

rate as seen in Q1 2023, corporate insolvencies will be even higher during 2023.

*"Business are continuing to operate in a challenging environment as inflation remains high and interest rates continue to rise. As a result, cash will become tight for many more businesses due to increased finance costs and increased costs of supplies.*

*"Furthermore, the Energy Bill Relief Scheme ended in March, so businesses will face a further increase in energy costs and we expect to see far more casualties in certain sectors. Most at risk are those with significant energy consumption, including retail, hospitality, hotels, restaurants, and manufacturing.*

*"Directors must seek advice early if they are concerned about cash and ongoing trading, to preserve as much of the business as possible and avoid liquidation."*

### **About Azets**

Azets is an international outsourcing, compliance, and advisory group. Our 7,600 smart talented people support over 100,000 clients through our network of 189 offices in the Nordics, UK, and Ireland.

In the UK, Azets is a Top 10 accountancy firm and employs more than 3,800 people, with 90 offices nationwide.

We provide trusted advice and personalised client services across accounting, tax, audit, advisory, people, and technology, saving companies and business owners precious time, so they can focus on achieving their ambitions.

We exist to improve the lives of our colleagues, clients, and communities, in a sustainable way. And everything we do is underpinned by our investments in people and technology.

Our proprietary digital workplace technology, Azets Cozone, is a unique cloud-based portal giving SMEs instant access to information about their business that simplifies workflows, increases operational productivity, and supports a more productive client relationship.

Blick Rothenberg, London's award-winning international corporate and private tax and accounting brand, and Nordic-based companies Karabingruppen, Legeregnskap, Luotsi Isännöinti, and Idur are all a part of Azets.

Azets is a member of Allinial Global, the member-based association dedicated to the success of independent accounting and consulting firms.

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

SIGN UP FOR THE

# A GREAT SHREWSBURY SUMMER

SHOP WINDOW COMPETITION

ENTRIES MUST BE RECEIVED BY 9AM, 21ST JUNE



**SHREWSBURY  
BUSINESS CHAMBER**



**SHREWSBURY BID**

[shrewsburybid.co.uk/window-signup-23/](https://shrewsburybid.co.uk/window-signup-23/)

The Shrewsbury Business Chamber and Shrewsbury BID invite you to join in with the Shrewsbury Shop Window Competition 2023!

This year's theme is...

# A GREAT SHREWSBURY SUMMER

The competition is free to enter, there are four categories with an additional public vote. You must submit a picture of your window to be entered into the public vote.

**Category 1 - Smaller Shops (up to 18' total frontage)**  
Sponsored by **Crown Wealth Management**

**Category 2 - Larger Shops (over 18' total frontage)**  
Sponsored by **Reech Media**

**Category 3 - Charity Shops**  
Sponsored by **Tanki**

**Category 4 (NEW) - Market Hall**  
Sponsored by **Clarks Solicitors**

**Category 5 - Public Vote**  
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# CONTENT LEVERAGING: WHAT IS IT, AND HOW CAN YOUR BUSINESS USE IT?

## Creating content has become more important than ever in today's digital age.

With the rise of social media platforms like TikTok, YouTube shorts, and Instagram reels, attention spans have become shorter, and algorithms favour engagement over reach. As a result, businesses need help to keep up with the need to create a lot of relevant content to drive their growth.

At Wellmeadow, we've created our Content Leveraging model, allowing us to develop a significant content output for our clients with minimal time investment from them.

### Creating Content: The Business Perspective

Content creation refers to the pieces of media made to use as part of your marketing mix. This can include videos, podcasts, graphics, and eBooks. Your content must meet your audience's needs; and can be classified into three categories: education, engagement, or entertainment. This will add value for your audience and help establish trust and rapport with your brand.

Many small and medium business owners know that they need to produce more content, but they're also often time-poor and wary of the time commitment they think creating content will take up. Businesses often have a lot of knowledge trapped inside people's heads. Realistically, they also know they won't get the subject matter experts to write it down, on top of the issue of taking key experts out of circulation to share the knowledge.

Companies can also be suspicious of agencies acting like journalists but getting key technical details wrong. As a result, businesses need to harness experts' passion for their knowledge while capturing their own words, tone of voice, context, and relaxed familiarity with the language.

### The Content Leveraging Concept

To solve these issues, we've created our content leveraging method, generating vast amounts of useful, engaging content with minimal content time with the business - often from just an hour of talking and filming a business expert.

The key to unlocking expertise in the business is to ask the right questions and interview subject matter experts on video or other content capture methods. Afterwards, we break this down into bite-sized pieces such as blogs, shorts, infographics, and eBooks and distribute it through social channels. In this way, a 30-minute interview can yield a huge amount of content.

For example, we recently worked with Grainger and Worrall on their Giga Casting campaign. From one 20-minute interview with a business expert, we created



hundreds of pieces of content, including blogs, an eBook, videos, shorts, graphics and social posts. Much of this content is evergreen, allowing it to be posted and shared by the company for many months.

### How to create content people want to engage with

Of course, generating lots of content is only part of the solution; it's also essential to know who your business is talking to and create content they find engaging and valuable. We use Buyer Personas as part of this, clearly defining the audience and the value they'll be getting from each piece of content.

Automating processes and tracking data to ensure the content is working is also essential. Companies must define their goals and beware of vanity metrics; it's not just about enquiries or orders but also about creating awareness, engaging evangelists, and demonstrating capabilities to clients for a cross-sell or upsell.

**Find out more** - Read our blog on the subject, or listen to a podcast episode dedicated to it. You can find it at <https://blog.wellmeadow.co.uk/what-is-content-leveraging>

### In conclusion

Every business knows that creating content is vital to their marketing mix. But businesses are often wary of the time making valuable, quality content takes. But content leveraging solves this problem, allowing businesses to unlock company expertise with minimal time investment.

In addition, this content can be used to build rapport and trust with your branding, driving robust business growth.

*Wellmeadow is a creative, data-driven growth agency based in Shropshire. We work with start-ups, SMEs, and Mid-caps to help them drive profitable growth.*

# Free Introduction Talks in your Office!

Are you struggling with:

- Aches and Pains?
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# GRADUATE BEGINS PROMISING JOURNEY



## The doors of opportunity have swung wide open for Luke Franks as he takes his first steps into the professional world.

As a recent graduate from Sheffield Hallam University, Luke has returned to Crown Wealth Management after a successful internship, marking the beginning of an exciting and promising career.

As a graduate, Luke understands the significance of this opportunity and the responsibility that comes with it. He plans to use his strong educational foundation and

work collaboratively with the team to deliver a first-class service.

Managing Director Brian Benson is equally enthusiastic about his return. Recognising his potential, he has expressed confidence in his ability to contribute fresh perspectives and valuable ideas.

As Luke embarks on this exciting journey, we wish him the very best in his new role and look forward to witnessing his growth and accomplishments in the years to come.

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# TIME FOR SHREWSBURY BUSINESSES TO ORDER HANGING BASKETS



**Shrewsbury businesses are being encouraged to order hanging baskets to help the town centre look its blooming best this summer.**

Every year, Shrewsbury Town Council grows and installs wonderful hanging basket displays around the town centre - and businesses are being asked to get their orders in now.

Shrewsbury BID members can purchase hanging baskets at a discounted price of £52, which includes installation and watering by the town council over the summer.

Emma Molyneux, project coordinator at Shrewsbury BID, said the floral displays really helped the town centre look its best during the summer months.

She said: "The town council always does a great job of creating beautiful hanging baskets and it looks fantastic when so many businesses take up the opportunity to display them outside their premises.

"The baskets are installed on existing metal brackets which are also used to display Christmas trees, so if any business is unsure of whether they have a bracket or think it needs checking, please get in touch with us.

"We would urge as many businesses as possible to place an order as it always makes a big difference when lots of premises have hanging baskets on display - it really gives the town centre a wonderful atmosphere during the summer."

To place an order, visit the Shrewsbury BID website at <https://shrewsburybid.co.uk/hanging-basket/>



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# 5 Top Tips for wedding dress shopping

Suzanne of Heavenly Brides with 17 years experience of helping brides, shares her thoughts...

## 1. GIVE YOURSELF TIME WHERE POSSIBLE

Most brides like to have purchased their dress around 9-12 months before the big day. This ensures that if you need to order your gown it has time to arrive to the boutique and it also allows for any alterations that may be required. Many feel that the dress is one of the most important elements of your wedding and once you have that sorted you will be able to focus more on other aspects of your wedding such as makeup and hair styles; as well as bridal accessories. It's worth noting though that most boutiques, including mine, do have a range of gowns available to take home on the day of purchase so don't worry if you are planning a wedding within a few weeks or months!

## 2. SET YOUR BUDGET

Whilst this can be a tricky subject to talk about it is sensible to have at least a guide in mind; it would be heartbreaking to fall in love with a dress only to discover it is not within your budget and/or you cannot commit to it at that time. When setting your budget don't forget to include bridal accessories and alterations costs.

## 3. CONTACT YOUR LOCAL BOUTIQUES

It's great to support local businesses and most independent boutiques will really know their stock and will go the extra mile to ensure you have the perfect dress. Do your research - check out their reviews, follow them on social media, get a feel for the sorts of gowns they stock, ask what prices their gowns are; if they offer payment plans and what sizes they have in store. Most boutiques like to book brides in for an appointment - this means that they can reserve the fitting room for you and ensure you get enough time with a consultant. Expect an appointment to last 60-90 minutes and I would advise choosing no more than 2-3 stores; visiting them over a couple of days.

## 4. CHOOSE YOUR BRIDAL PARTY WISELY

It goes without saying that you will want a few of your friends and family with you when you start looking for your bridal gown - it's such an exciting time in a woman's life. I do however urge brides to remember that whilst you value their opinion, it is YOUR dress and you will be the one wearing it. If you love a dress don't let anyone else put you off it.

## 5. STAY OPEN MINDED

Wedding dresses can look very different on a mannequin, coat hanger or model. Try different styles, necklines and fabrics etc and judge each dress on its own merit as they can surprise you when they're actually on. It may sound soppy, but when you find "the one" you will just know - you will look and feel fabulous and you'll be able to imagine yourself on your big day wearing that gown. What's also important to remember is when you have found "the one", stop looking and celebrate the fact!

If you would like to book a no obligation consultation with Suzanne, contact her  
on 07436 809903 or via the website [www.heavenlybrides.co.uk](http://www.heavenlybrides.co.uk).

Established since 2012, Heavenly Brides is situated in the Darwin Shopping Centre Shrewsbury.

# BIG ANNOUNCEMENT FOR HENSHALLS



## **Henshalls Insurance Brokers has announced the company has been acquired by the UK operation of the fifth largest insurance broker in the world.**

The Shropshire firm, which has its head office in Newport and branches in Shrewsbury and Stafford, has signed a deal with Global Risk Partners (GRP) which is a major force in the UK and Irish retail insurance markets and part of US broker Brown & Brown Inc.

Henshalls managing director Mark Freeman said: "We have operated as a proud independent broker since 1967 and decided that now was the right time to join GRP. This will enable us to continue our ambitious growth plans and expand our footprint in this area of the UK.

*"In our discussions with GRP, it became clear that joining them was the best future option for our business, our excellent team and for our customers. The deal builds on our strong foundation of loyalty and commitment to the local community, and we're looking forward to the next exciting chapter for our business."*

Henshalls was founded in 1967 and specialises in insurance cover for various industries including food and drink, manufacturing, construction, charities, sports, and hospitality. It also operates two other brands: Bayliss and Cooke in Stafford, and Coachline providing cover for buses, coaches and minibuses.

Following the deal, Mark and his fellow directors Martin Pitchford, Dave Williams, Anthony Hughes and Neil Atkinson, and their 42-strong team of staff will remain with the business.

Stephen Ross, head of M&A at GRP, said: "Henshalls is a really good fit for our business and gives us a valuable

*presence in Shropshire and Staffordshire.*

*"The Shropshire region is not widely served by brokerages so we are pleased that a company with the well-deserved reputation that Henshalls has achieved over so many years has chosen to join us."*

The Henshalls deal is the fifth acquisition completed by GRP so far this year, including four in the retail division and a deal with Nucleus Underwriting. GRP has its head office in London and has ongoing plans to acquire brokerages right across the UK.

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# LAW FIRM TOPS THE CHARTS



## A Shropshire law firm is topping the charts on a national website which ranks solicitors and law firms based on direct feedback from clients.

Lanyon Bowdler, which has offices in Shrewsbury, Telford, Oswestry and Ludlow, along with Conwy and Hereford, is ranked at number one in each of its local areas across every category on the 'ReviewSolicitors' website - and is outperforming the national average for overall client satisfaction.

According to the site, 94% of clients say they would recommend the firm to friends and family, compared to a national average of around 60%, and the same proportion, 94%, say they are satisfied with the outcome of their legal matter, compared to a national average of about 70%.

The ReviewSolicitors website says: "In order to assist clients, we provide an overall 'ranking', which identifies the highest rated firm in the local area as the number one result, with the remainder of law firms sequentially following. "ReviewSolicitors provides a ranking for the different expertise that a potential client needs. This means that every firm has a ranking for each of the main practice areas that they cover, including Family, Wills and

*Probate and Conveyancing."*

Lanyon Bowdler is currently ranked at number one for every area, which managing partner, Brian Evans, said was a source of pride for the firm.

He said: "*The ReviewSolicitors platform is a great way for people to evaluate their experience of dealing with law firms, and we very much value their feedback.*

*"Our lawyers always strive to go above and beyond for their clients, and it is heartening to see their hard work reflected in such positive reviews."*

Visit [reviewsolicitors.co.uk](http://reviewsolicitors.co.uk) to view more reviews on law firms across Shropshire and the UK.

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# FULLY-LET BUSINESS PREMISES SEES SHREWSBURY STREET BUCKING THE NATIONAL TREND



James Austin and Melissa Jane

## An area of Shrewsbury town centre is bucking the national trend and celebrating being fully let by a string of thriving independent businesses.

St Mary's Street and Dogpole plays an important role in linking the Castle Quarter of the town to Wyle Cop and the latest arrival of a new business means every unit on the street is now fully occupied.

Seb Slater, executive director of Shrewsbury BID, said: "This is really positive news, despite the challenges of the present economic climate, and highlights the importance and popularity of independent businesses here in Shrewsbury.

"It's not just new businesses that should be celebrated and it is worth highlighting that others have stood the test of time. Teestar, for example, at the bottom of Dogpole, has been there since 1976 and is one of Shrewsbury's longest-running businesses."

New arrivals Spires Goldsmiths and the Wellness Atelier have both opened this year, the former Darwin's Kitchen unit has been taken on by Shrewsbury Optometry, Cromwell's has been refurbished under a new owner, and Kashmir and Silk relocated to Dogpole from The Parade

last year.

Meanwhile, Drapers Hall was recently profiled in The Guardian's top 10 of the best new hotels in Britain, which placed the hotel and restaurant as one of the picks of recent openings and revamps in the UK.

Melissa Jane, of the Wellness Atelier, said: "We are extremely excited to have made the move to St Mary's Street and Dogpole, it is a particularly vibrant part of the town and it's nice to think that we are in an area so popular with other independent businesses.

"Variety is important and it is easy to understand why our street is also so popular with tourists and local shoppers - there are so many different types of businesses to explore, a real eclectic mix with something to suit everyone."

James Austin, of Number 8 in St Mary's Street, said: "Since opening in 2015 our business has gone from strength to strength, it is great to see St Mary's Street and Dogpole full of independent shops, restaurants and pubs.

"This part of the Shrewsbury town centre is a true test of how the local community and tourists keep the towns economy healthy, even after pressing times over the last couple of years."

# THE RUBBER DUCK OSCARS



## **Alisha Rose Barnes, Social Media Manager for Shrewsbury Duck Store has won Best Movie at the 2023 Tubbies Awards, for her Feature Film 'Tubbz Chainsaw Massacre', featuring Numskull's Rubber Duck Leatherface.**

This was Numskull's First International Awards Ceremony, with entries from all over the world, which makes Alisha the First Ever Tubbies Best Movie Winner. This Award recognises Alisha's creativity behind the camera which up until now has only been seen through her work with Local Businesses, Shrewsbury Duck Store and Shrewsbury Gifts.

Alisha joined Shrewsbury Duck Store 2 years ago via the Governments Kickstart Scheme, which was created to help young people between the ages 18-24 to find work. After Alisha's 6 month placement, she decided to take a step further to extend her knowledge and online skills by joining SBC's Training Digital Marketing apprenticeship.

During her time at Shrewsbury Duck Store, Alisha has developed their Social Media Profile, including the creation of a TikTok channel for the business which has gone on to gain millions of views and brought visitors in from all over the Country. Alisha helped the store win prizes for their Window Displays. While also being a young artist, she has used her skills to create designs

for many products used in Shrewsbury Duck Store and Shrewsbury Gifts.

The Brand behind The Tubbies is Numskull, a company that produce high quality, one of a kind collectibles, clothes, accessories, and unique delights based on all the biggest video game, movie, TV show, and comic book properties with brands such as Disney, Marvel, Sony, Bethesda, Capcom, Sega, 2K Games, Bandai Namco, Bungie, EA, Activision, Warner Bros and many more. Alisha has said " I am very grateful to have won the award and for my hard work to have been recognised. I'm very thankful to the Duck Store for giving me the opportunity to showcase my passion of being behind the camera and allowing me to grow and become the person I am now" Alisha will go on to finish her apprenticeship in the upcoming months and plans to further her Digital Marketing Career.

Shrewsbury Duck Store owner, Andy Evans says, "It's nice to see Alisha being rewarded for her Design, Creativity and Hard Work. We hope this is only the beginning for her winning such awards."

Shrewsbury Duck store can be found on the middle floor of Shrewsbury's Darwin Centre.

Alternatively online,  
@ShrewsburyDuckStore  
on Instagram, Facebook and TikTok

# ORIGINAL SHREWSBURY GRANTS DONATED TO RANGE OF EVENTS AND ACTIVITIES



**Grants have been awarded to help people organising activities which bring “variety and vibrance” to Shrewsbury town centre.**

**The Original Shrewsbury grants scheme, administered by Shrewsbury BID, is in its second year and donates a total of £10,000 to activities taking place in the town.**

Grants have now been announced for a variety of different events, including Shrewsbury Piano Day, the John Weaver Dance Festival, Sunday Beer Tour, Secret Artists Sale and Making Our Mark workshops.

Seb Slater, executive director of Shrewsbury BID, said: “We were really pleased to receive such a good response and the quality of applications was very high, which was no surprise considering the excellent events which are organised in Shrewsbury every year.

“The whole aim of the Original Shrewsbury grant scheme is to increase the variety and vibrancy of activities which bring people into the town centre.

“Like last year, a panel of Shrewsbury BID board members considered every application, taking details such as anticipated footfall, budget and promotion into account before making decisions.”

Emma Molyneux, project coordinator at Shrewsbury BID, said the events being supported covered a wide range of activities and causes.

“Many of the activities are new for this year, so will really benefit from our support to get them off the ground,” she added.

“They will all bring something new and different to the town centre - some raising the profile of important issues, and others highlighting parts of Shrewsbury which sometimes go under the radar, such as a festival to celebrate John Weaver, who is credited as the father of English ballet and was born in Shrewsbury.

“We look forward to seeing these projects develop and add their own twist to the already brilliant range of activities taking place in the town centre.”

Stacey Hill, owner of Oberon in Wyle Cop who is on the grants panel, said: “We were pleased to receive applications from a wonderful range of activities, all of which will add something different to the Shrewsbury event scene.

“Activities and events really bring the town centre to life and I am looking forward to seeing these events bringing joy to people throughout the year.”

# SABRINA NETWORKING BOAT TRIP

JOIN CHAMBER COLLEAGUES AND NEW BUSINESSES LOCAL TO THE AREA FOR A SAIL ALONG THE SEVERN, WITH MUSIC AND A CASH BAR.

FREE  
EVENT

21 JUNE

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This event is going to be one of our best.

A Great chance to meet Chamber members and other business owners in shrewsbury to network.

This event is also free for both members & non members, It's the perfect opportunity to see what the Shrewsbury Business Chamber is all about - and have a lovely evening on the Severn!

Sponsored by the town's Darwin Shopping Centre.

Join chamber colleagues and new businesses local to the area for a sail along the Severn, with music and a cash bar.

Meet Quayside from 6pm to set sail at 6.30pm prompt.

To book your place go to -

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



# MARCH'S PANEL DISCUSSION WITH REECH



Thankyou to all who attended our Panel Discussion 'Building Trust with Brand Consistency' event with Reech Media in march.

We look forward to seeing you all again at our upcoming events.

Thankyou to Reech Media for the photos and organising such a brilliant event!



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...

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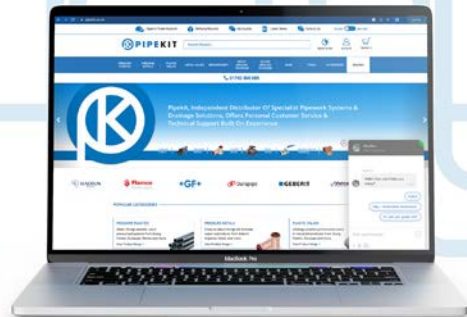
**2Scale Architects and designers was established in 2007. We offer a wide range of services including, initial designs, feasibility studies, planning applications, building regulations and full architects duties through to completion of construction on site.**

We also have specialist in house kitchen design. Our portfolio includes one off houses and small developments, care facilities, barn conversions, house extensions and refurbishments, community projects, commercial, education and leisure buildings. Director Nick qualified as an architect in London and worked on multimillion-pound schemes in the leisure industry before relocating to Shropshire. The practice is a Chartered Practice with the Royal Institute of British Architects.

Co Director Sandra Trained in interior design before specialising in kitchen, bedroom and bathroom design also working in London for high end suppliers and now undertakes the measured surveys, CAD drawings of exiting and proposed, as well as preparing, submitting and overseeing the Planning Applications , kitchen design and the day to day running of the practice.



PIPEKIT, independent distributor of specialist pipework systems & drainage solutions, offers personal customer service & technical support built on experience.

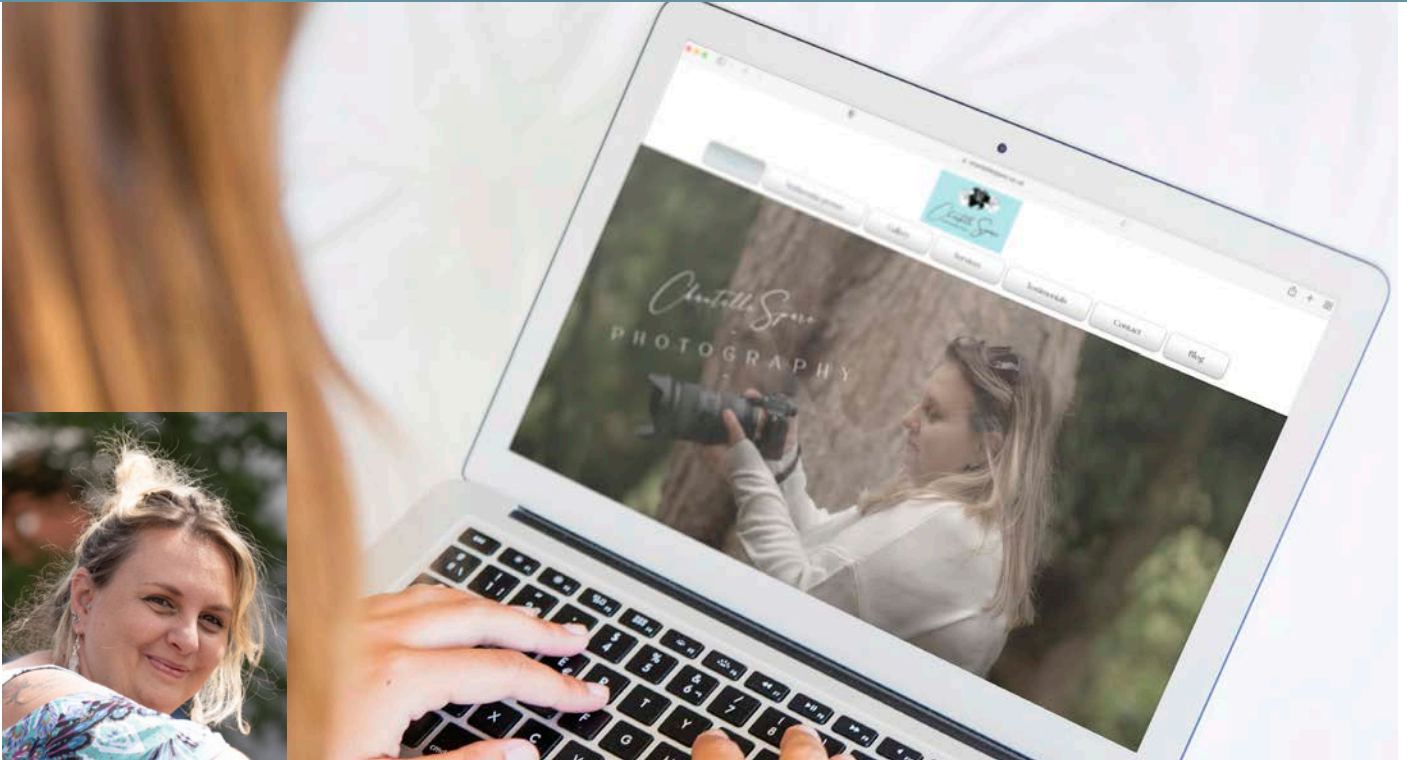


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Call us: **01743 860088**



# CHANTELLE SPARE PHOTOGRAPHY JOINS SHREWSBURY BUSINESS CHAMBER



## “What is Brand Photography? isn't it just a headshot shoot? Why do I need a brand shoot?”

Brand photography is a suite of professional images that represent your brand, visually and fit your brand identity and personality. Images that tell your story.

These images are bespoke to you and your brand and are ready for all you online and offline needs.

Running a business can be so overwhelming. We went into business to create more freedom in our lives to make more money.

Working together we create the perfect collection of images you can use on all your marketing needs. I am so much more than a photographer, I help you with social media content.

How do I help you with a brand shoot?

- I help you increase visibility
- I help increase awareness and presence both off and online
- I help you to accurately portray your brand story, your mission, your personality and your values
- This enables you to attract more clients, your ideal client/s
- Getting you more bookings, increase your sales of services or products

- I help you ideally stand out from the competition really showing your unique properties and personality and being the one and only you in the market place
- I am going to get you more confident and grow your self worth by helping you look and feel freaking amazing, this is going to empower you with the confidence to show up consistently
- I help you to define your own clarity on your business, where you going, what your goals, targets and dreams are
- You will feel more professional, have more control and be able to portray your brand, the you that is your brand
- But the best thing I will help you do, is save TIME and Stress! You will have a already bank of images which is going to stop the search for stock images, selfies or them really unflattering ones that your think will do.

So if you after a band shoot, I can help you!

If you after a wedding photographer, I can help you!

If you want a family shoot, I can help!

Events taking place, you I can help you!

Find me - <https://chantellespare.co.uk/>

Discovery Call -

<https://calendly.com/chantellesparephotography/30min>

# HEAVENLY BRIDES JOINS SHREWSBURY BUSINESS CHAMBER



**As the longest standing independent shop in Shrewsbury Shopping Centre, business owner Suzanne Heavens has lots to be proud of. Her boutique was recently featured on channel s4c as part of Welsh wedding documentary series - Priodas Pum Mill!**

As you cross the threshold into the boutique, you get a feel for the high level of service and personal experience that brides can expect when searching for 'the dress'. Suzanne has dreamed of everything to do with weddings since she was a little girl and says that when she purchased her own wedding gown she sadly found the experience in some shops was less than desirable, and if anything, that made her even more determined to work in the industry. Suzanne, who lives in Shrewsbury with her twelve year old daughter Bethany, decided to open the boutique over ten years ago (having worked in the bridal industry for six years prior to that). The motivation to become self employed and follow her dream came after she had a life-threatening condition during pregnancy called HELLP Syndrome. She decided that life was too short not to pursue her passion. Since then she has helped hundreds and hundreds of brides-to-be across the County and further afield, and is well known for her honest and friendly advice when helping a bride choose a gown.

*She says "I adore my work, I love helping brides find their bridal gown - they leave the store happy and full of confidence. I believe that if you truly love what you do then your passion shines through and your customers will naturally have an all-round better experience. I offer a fun, relaxed environment with plenty of guidance and advice where needed, and to ensure a magical and exclusive experience - my boutique opens on an appointment-only basis. I love to get to know my brides and learn the details of their big day - it's such an exciting time and it's a privilege to be part of it. A wedding dress is arguably one of the most important gowns one will wear and inevitably it's a heart-led purchase. My brides know that I am only at the end of the phone if they need me, if I can help with anything, I will - even after the wedding!"*

Suzanne's boutique - Heavenly Brides of Shrewsbury - opens by appointment only and can be found inside The Collective on the lower level of The Darwin Shopping Centre in Shrewsbury.

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

01743249080  
07436809903

<https://linktr.ee/heavenlybrides>



# LITTLE STARS JOINS SHREWSBURY BUSINESS CHAMBER



## Shropshire charity reaches milestone as demand for support doubles

A Shropshire charity has reached a milestone, having supported over 400 children since it launched in 2020. Little Stars is a Shropshire charity supporting vulnerable families with the essential items that need to ensure that children are clean, clothed and safe. The charity was formed when Founder and CEO, Leanne Simcoe, discovered that there was nowhere that she could donate her children's good quality pre-loved baby items, when finishing her maternity leave.

Little Stars provides a baby bank service to families in Shropshire, who are referred by professionals, including midwives, housing associations and domestic abuse charities. As well as pre-loved items and clothing, kindly donated by the local community, the charity also provides nappies, toiletries and equipment, such as stair gates and car seats.

The charity was formed at a time when families were facing unprecedented challenges during the pandemic. "I was sure that there must be so many families out there who needed this support. Following discussions with potential referral partners and after carrying out research, including on Government data on deprivation within Shropshire, it became clear that there was a need for a baby bank within the county" says Leanne Simcoe, Founder and CEO of Little Stars. "Immediately we formed links with professionals in the county, who refer to us. As awareness of our work grows, and due to the

cost-of-living crisis, demand for our services has doubled in the last twelve months."

It is an incredibly challenging time for so many families. Research by End Child Poverty shows that 31% of children in North Shropshire, 26% of children in Shrewsbury, 30% of children in Ludlow and 31.5% in Telford and Wrekin are currently living in poverty. "Little Stars is sadly seeing the reality of these statistics," says Leanne. "We are incredibly grateful for the support we receive from the local community, charitable trusts and foundations and local businesses, but there is still so much to be done. As a small charity it is vital we are able to grow and develop so that we can continue to support families in the county, especially as the need for our work continues to grow."

As Little Stars enters its third year, the charity is planning on expanding its services, supporting families with school uniforms and other essential items, as well as growing its baby bank provision.

To find out more about Little Stars visit their website or contact Leanne Simcoe (leanne@littlestarscharity.org).



# THE FLORIST JOINS SHREWSBURY BUSINESS CHAMBER



## For flower delivery in and around Shrewsbury look no further than The Florist.

A friendly and welcoming family-owned florist run by Sandra Bateman.

The Florist are highly experienced in creating and delivering beautiful bouquets, amazing arrangements and breathtaking baskets and more - All created with talent, love, care and attention to detail. No two bouquets or arrangements are ever the same. Each and every one is handmade and hand-delivered using the lushest freshest blooms available.

We deliver everything from fabulous birthday gifts, impressive anniversary flowers and thank you gifts, Valentine's Day flowers, Mother's Day gifts and more. Every design is made using only the best quality, freshest flowers.

As an independent florist in Shrewsbury, The Florist has been designing stunning bouquets and floral arrangements for all occasions for many years. Whatever your floral needs, we offer a friendly and welcoming experience to each and every customer and strive to deliver the very best service each and every time. 100% satisfaction is our aim.

<https://www.theshrewsburyflorist.co.uk/>  
(0)1743241133  
sandra.bateman1@icloud.com



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, wifi 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

# UPCOMING EVENTS

## JUNE

**BEHIND THE SCENES  
AT VEOLIA WASTE**

**WED 7 JUN**  
9.45AM

FREE TO MEMBERS

**SABRINA BOAT TRIP**

**WED 21 JUN**  
6PM

FREE TO ALL

**NETWALK**

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

**WED 28 JUN**  
6PM

FREE TO ALL

## JULY

**SUMMER BBQ**

AND WINDOW COMPETITION RESULTS

**WED 12 JUL**  
6PM

MEMBERS FREE  
NON MEMBERS £15

## SEPTEMBER

**BEHIND THE SCENES  
AT VEOLIA WASTE**

**WED 6 SEP**  
9.45AM

FREE TO MEMBERS



**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.

BUSINESS SUBSCRIPTIONS	ANNUAL FEE
Sole trader	£60
Up to 10 employees	£90
More than 10 employees	£120

OTHER SUBSCRIPTIONS	ANNUAL FEE
Student (0-24)	FREE
Charity (less than ten employees)	£30
Retired Business Owner	£30

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)