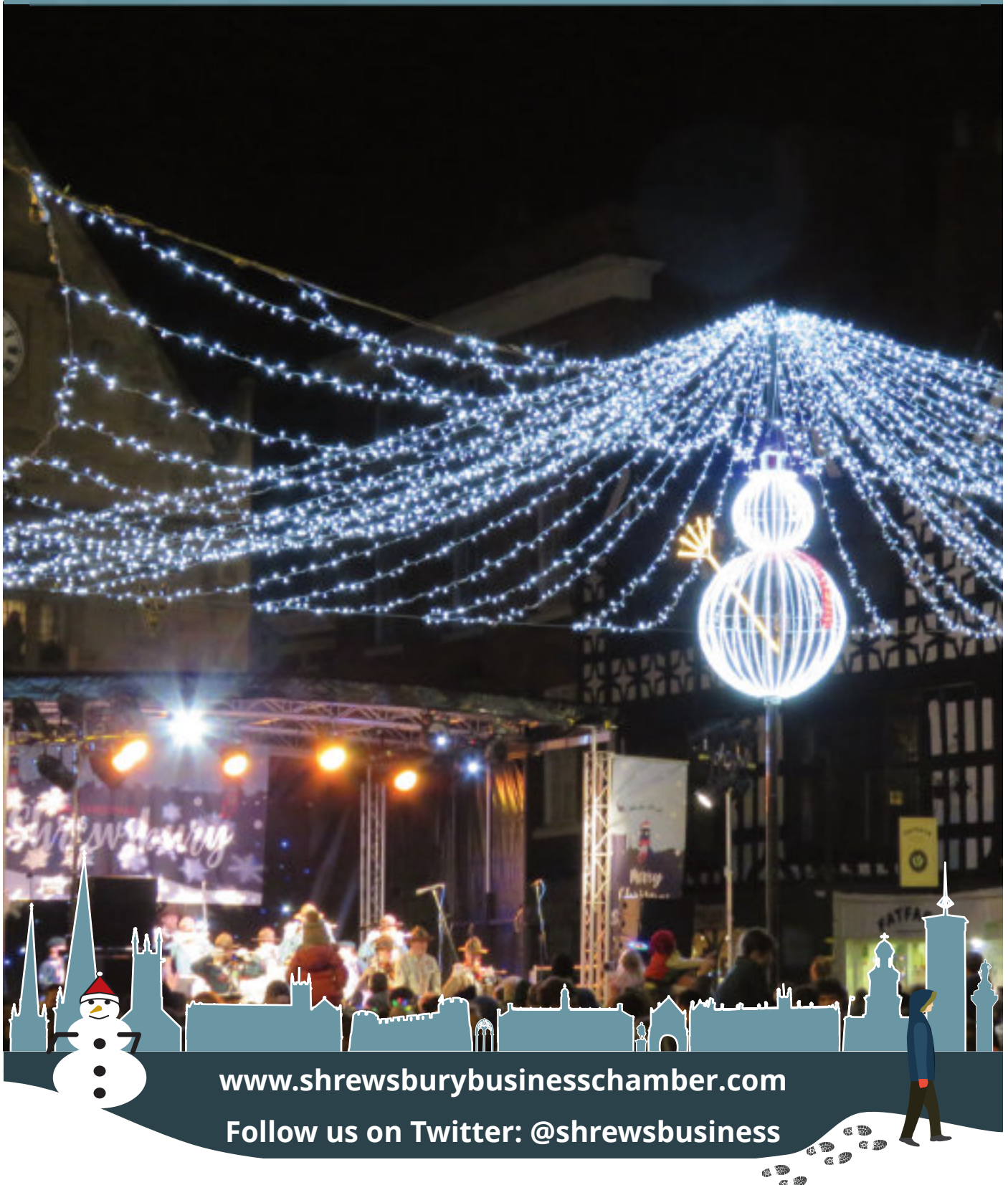




SHREWSBURY
BUSINESS CHAMBER

Issue 3 2019



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Chairman's Foreword

Welcome to the Autumn issue of the Business Chamber magazine.

It has been a very eventful few months since the release of the summer issue. In August our new website was officially launched. Thank you to everyone at Yarrington for their astounding work creating a fresh look new website which has had a lot of positive feedback from our members in it's first few months.

In November, after the House of Commons and the EU unanimously decided to delay Brexit into the new year, the outcome would be that for the third time in four years the UK would go to a General Election. The Business Chamber once again were very proud to have had the opportunity to host the hustings event for Shrewsbury & Atcham constituency ahead of the election on the 12th December. This concluded our events programme for 2019 before our annual Christmas dinner on the 4th December.

I would like to pay special thanks to all of the Executive Committee including Martyn Rowlands, who has worked extremely hard to provide members with a number of varied networking events this year. He is currently working on the programme for 2020 and when we are ready, we will make announcements very soon.

I wish you a very Happy Christmas and look forward to seeing you at our events in the new year.

Val Edwards

**Chairman, Shrewsbury
Business Chamber
Partner, Hatchers Solicitors**

Shirley Joins Executive Committee

In August we welcomed local business woman Shirley Davies on to the Business Chamber Executive Committee. As a Finance Director for creative design agency Yarrington, she has a wide experience of finance, administration, event management and marketing.

She is a keen supporter of local events, being a trustee of the Shropshire Horticultural Society, organisers of the Shrewsbury Flower Show, and has also held senior positions within St John Ambulance in Shropshire.



New Executive Committee member Shirley Davies

We are really excited to have her on board.

Grant funding available for small and medium enterprises

Up to £50,000 funding is available for Innovation of low carbon products and services. The Low Carbon Opportunities Programme is working in partnership with Shropshire Council to provide revenue and capital support to enterprises in Shrewsbury and across the county. The funds will help SME's who are developing low carbon goods and services to implement ideas and commercialise products that reduce greenhouse gas emissions.

Capital and revenue grants of up to £50,000 (at 40% intervention) are available. Smaller grants can also be applied for.

For more information please contact:

Don Gembeckas	01905 843902	dgembeckas@worcestershire.gov.uk
Or		
Christopher Atkinson	01905 843309	cnatkinson@worcestershire.gov.uk

A few words from our newest member

You will probably know of Drapers Hall, you may have dined with us, you may not have visited us for sometime or perhaps none of the above. Whichever is the case for you, we would love to welcome you to our beautiful and iconic medieval building, in the heart of Shrewsbury.



Enjoy afternoon tea in a beautiful setting

With a strong emphasis on local, seasonal and sustainably sourced ingredients, we provide memorable dining experiences, the likes of which are unique within the town. We are happy to work alongside you to provide bespoke packages for your clients, your stay or even your own special family occasions - we can even arrange entire restaurant takeovers.

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We also have six, individually designed, comfortable, characterful, en-suite double rooms which you might also wish to consider for your individual plans.

To explore the possibilities, please call us on 01743 344679 or visit our website: www.drapers-hall.co.uk



Local constituents warm up for December General Election with hustings debate

The NHS, Adult Social Care, Brexit and more were passionately discussed in great depth at a Shrewsbury & Atcham Constituency General Election hustings event, which was hosted by Shrewsbury Business Chamber.

About 250 constituency voters from across the political spectrum attended the 'open' meeting at Shrewsbury College and were able to put their questions to the five candidates: Daniel Kawczynski (Conservative), Hannah Locke (Independent), Dr Julia Buckley (Labour), Julian Dean (Green) and Nat Green (Liberal Democrat) in a lively but good natured debate that was facilitated by well known financial services commentator Ed Marshall from Kingsland Wealth Management.

With 20 days to polling day, the candidates were looking to make a good impression to voters in what could be considered to be a critical election in shaping the country for generations to come.

Whilst national issues around Brexit and the NHS were discussed, many of the audience were keen to hear each candidates positions on local issues including the state of adult social care, the Future Fit hospital debate and the need for more local



The five candidates for the Shrewsbury & Atcham constituency responded to questions from the 250 voters in attendance

initiatives to address the Global Climate Emergency.

In responding to questions about what they would do to support businesses in Shrewsbury, candidates outlined their proposals which included upskilling the work force; providing bursaries for training and helping to improve the digital infrastructure.

With some young voters in the audience, candidates were also questioned on what they would do to support young people if they were elected. The candidates acknowledge these as the future of the country who need support and investment. Increases to the living wage, reductions in income tax for lower earners and free bus travel to under 25 were all considered.

Val Edwards, Chair of Shrewsbury Business Chamber concluded the

night by thanking everyone who was in attendance and Shrewsbury Colleges Group for hosting the meeting. She added "The Chamber was pleased to organise this event as part of our annual programme which promotes Shrewsbury as a business centre, and the importance of local businesses to the community."



Voters arriving at Shrewsbury College to quiz the candidates on national and local issues.



Ed Marshall from Kingsland Wealth Management was the compere for the evening.

Christmas Meal

Join us from 7pm on Wednesday 4th December for our annual Christmas dinner at the Origins Restaurant on London Road. We are having a sumptuous six course sit down meal. The price is £28 for members and £33 for non-members. Please visit www.shrewsburybusinesschamber.com/events to book your place.



A look back at previous events:

Flower Show Breakfast Meeting at Quarry Park



On Friday 9th August we began the 133rd Shrewbury Flower Show with a special breakfast meeting. We were joined by Margaret Thrower, who gave an interesting talk on her family and her recollections of the Flower Show since the

1940s. The catering by Lulu Beau Nosh was fantastic. We look forward to the next one in 2020.

AGM with Dr Josh Dixey

On Wednesday 25th September we welcomed the High Sheriff Dr Josh Dixey to our AGM. It was a really informative talk where he shared his optimism for



Shrewsbury and the county from a business point of view; the opportunities to grow an outright university in Shrewsbury and how he supports charitable organisations all over Shropshire.

Climate Emergency: Actions for Business

We are all aware that the challenges facing our planet are worrying.

The presentation given by Mandy Stoker and Deb Cairns from E4 Environment and Robin Mager from Shropshire wildlife Trust did not gloss over the issues, but gave us some background into why organisations such as extinction rebellion (XR) are demonstrating in order to make us all aware of how fast the climate is changing.

There are ways in which we can assess and measure our commitment to making our



businesses greener and the Green Achiever scheme from E4 Environment is one of them – this assesses

what we have already achieved, what changes we are committed to make and what we can do in the future.

Having a good environmental policy can help us to gain more business as well as helping to slow down climate change. There are already laws which we need to adhere to regarding disposal of waste and there was an opportunity at the end of the presentation whereby we were able to

share frustrations regarding disposal of business waste, and good practices used within our businesses.

Meeting with Clive Wright and Peter Nutting

On Wednesday 13th November we welcomed Shropshire Council leader Peter Nutting and Chief Executive Clive Wright to our networking event.

After a fantastic buffet, Peter took to the stage to talk about the council's plans for Shrewsbury and other parts of Shropshire moving towards the new year.

The biggest priority is to look at how they can improve accessibility to the town centre and develop services such as the park and ride which now has fallen to 600,000 users a year over the Meole Brace, Oxon and Harlescott sites.

There is hope for the North West Relief Road to be successfully completed and in 2023 there is a real prospect of it being a reality. This could take a



large amount of traffic from Smithfield Road and ease the burden on the town centre.

The Council also hope to announce their plans for developing the Riverside, Pride Hill and Darwin shopping centres in the near future. Attracting popular national retailers and food outlets is seen as important to retaining business within the town.

It was acknowledged that parking provision in the town centre is a real concern. The multi-story car park does need to be replaced in the near future, which the Council are considering options for. There will be a need to provide more car parking spaces in the town whilst the redevelopment is taking place.





Meet Santa and Enjoy FREE Crafty Christmas Workshops

23rd November - 23rd December*

Come and meet Santa in his enchanting grotto on the lower level of The Darwin Centre on selected dates from 23rd November – 23rd December.

Join us at The Workshop Station for FREE creative workshops on selected dates throughout December.

For further details visit

Shrewsbury-Shopping.co.uk



*Selected dates only.

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DARWIN & PRIDE HILL

Dyke Yaxley Welcomes STFC legend back to the Meadow

Last month, Former Shrewsbury Town stalwart, David Moyes, was the guest speaker at a charity dinner co-hosted by Dyke Yaxley Chartered Accountants and Kingsland Wealth Management. He spoke about his time at the Riverside Meadow, as well as his managerial stints at Everton, Manchester United, Real Sociedad, Sunderland and West Ham. David is now a League Managers Association ambassador – an organisation which Dyke Yaxley and Kingsland Wealth work closely with as they handle its accountancy and financial services requirements and other professional services.

Managing director at Dyke Yaxley, Marie Bramwell, said: "It was a real pleasure to hear from David

about his career, particularly the stories he had to tell about his time at Shrewsbury Town. And our guests thoroughly enjoyed the question and answer session on the night where they had the chance to speak to David directly about his footballing career and the ups and downs of the game."

The dinner raised over £1,800 which is going towards The Harry Johnson Trust and SANDS (Stillbirth and Neonatal Death Charity), Dyke Yaxley's two chosen charities for the year.



Dyke Yaxley's Adrian Key & Marie Bramwell with David Moyes

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Shrewsbury Business Park restaurant nearing completion

Building work is nearing completion on a new restaurant/public house built to a stunning design by Walker Hay Architects at Shrewsbury Business Park offering approx. 430 sq (4,300 sq ft) gross internal space.



Built by Matrix Construction, the scheme is an Alaska Property Group development in partnership with Shropshire Council and funded by a local family.

Letting agents, Cooper Green Pooks are seeking restaurant/public house operators who would fit out the building to their own specification on completion of the construction work. The asking rent is £60,000pa exclusive and there is scope to split the building into two units.

Charles Howell from Cooper Green Pooks who is handling the letting said "This building offers a much-needed facility for Shrewsbury Business Park and will serve the established residential areas off Wenlock Road and the new housing developments nearby."

For further information contact Charles Howell at Cooper Green Pooks cth@cgpooks.co.uk 01743 276644

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Merry Christmas
and a
Happy New Year



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Australian eloper keeps with Shrewsbury printing company

Shrewsbury's leading litho Print Company Battlefield Printing Group (BPG) have been busy in the build up to Christmas.

Now into their 29th Year of trading, their name has even reached down under to Australia!



Fiona Nelson with her printed Christmas Cards

Fiona Nelson, who grew up in Pontesbury, emigrated to Perth Western Australia back in 1982 met up with local photographer Lorraine Fletcher as she had seen one of her pictures that she wanted to buy.

They decided to produce Christmas Cards using each other's skill sets and after hearing from Lorraine about how BPG had done a lot of card printing for her in the past, made contact with manager Amanda Mullins. Since then the pair have used BPG for all their card printing and hope to be extending their range in the near future.

Working with Lorraine has enabled Fiona to come back to the UK more often, something which is very high on her priorities as her daughter is now living here too.

Lorraine's skill as a fabulous photographer has given Fiona this wonderful opportunity, Fiona will forever be grateful to her.





5 Minutes with....

Katy Jones, Managing Director of PC Net Solutions



Tell me a bit about you and what you do for as living?

I spent 20 years working in libraries, I now run a small IT support company; PC Net Solutions Ltd, based in Shrewsbury. We are 21 years old and look after computers and IT for local businesses.

How did you become involved with Shrewsbury Business Chamber?

When our business moved location into Shrewsbury, I was keen to get involved with more Shrewsbury businesses and SBC is an excellent way to meet them and to find out what the main issues affecting the town are. I now sit on the executive committee.

I heard from the grapevine that you are an avid gardener?

The first thing I ever grew was a hyacinth bulb when I was 4 years old, I have grown stuff and gardened ever since. I am also interested in wild flowers. I have had an allotment for almost 8 years and try to make it as organic as possible, and incorporate butterfly and bee friendly plants.

What makes you most proud about Shrewsbury?

There's so much; it's friendly, lively without being crowded, I especially love the park with the lime trees along the river and the views up to the Georgian buildings in Town Walls. I think that the theatre is a great asset to the town, and there is always something exciting going on there.

Why is promoting business so important?

My main way of promoting PC Net is through

networking, through building relationships with other businesses. As a service provider, trust is important. I get great testimonials for the work we do and I try and share these with staff and on our website. These are great for promoting our business.

If you could go back and give your younger self some advice, what would it be?

Making a decision, even if it's the wrong one is better than not making a decision at all. However, I do use up all my decision making ability and energy at work, and then when I get home I can't even choose what I want for my dinner!

What do you believe is special about the business community in Shropshire?

Shropshire Businesses like to do business locally, so a company's reputation and integrity is very important.

Tell us something about you that most people probably wouldn't know?

I am not very competitive!

What is the last song you listened to?

REM "Shiny Happy People"

Your five dream dinner party guests, dead...?

Oh, easy, Jimmi Hendrix, Paul Weller, Margaret Hamilton, my Grandad and JK Rowling. alive!

And what would be on the menu?

We would eat spinach and paneer curry with vegetable parathas and onion bhaji's and I would ask my Grandad to make pudding - probably his rice pud!



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Shropshire Lawyers hike for Charity

A team from Lanyon Bowdler have gone the extra mile in their support of a county hospital by taking part in a special fundraising event.

The team of 13 raised more than £1,300 after climbing Snowdon in the fourth annual Snowpaedic Challenge, with the money going to the new Veterans Orthopaedic Centre in Gobowen.

Those taking part in the challenge covered just under 10 miles during their trek, and all proceeds on the day will help fund research and education at the veterans centre at the Robert Jones and Agnes Hunt Orthopaedic Hospital.

The centre will treat veteran patients in a dedicated care environment. The current service, the first of its kind in the UK, delivers two outpatient clinics per month and is open to all those who have served with the UK military - including National Service.

Debra Alexander, fundraiser for the Orthopaedic Institute charity, which organised the event, said: What a fabulous day we had on Mount Snowdon with 118 walkers taking part in the fourth Annual Snowpaedic Challenge.



Team Lanyon Bowdler and fluffy mascot celebrate success at Mt Snowdon peak

"We were delighted to have the support of Team Lanyon Bowdler and look forward to welcoming them back next year - they were absolute stars and I can't thank them enough for their support."

Brian Evans, managing partner at Lanyon Bowdler, took part in the challenge and said he was delighted with the efforts of all those who had taken part.

"It was quite a day with so many people turning out to support such a good cause. Our team of 13 did extremely well and we were very pleased to have raised more than £1,300.

"We are proud to be heavily involved in supporting and helping serving and former members of the Armed Forces and their families. It was another reason why our team wanted to take part in the Snowdon challenge.



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Ransomware Attacks Are on the Rise: Prevention Tips

While cyber-incidents of any form are a rising concern for organisations in the UK, recent research revealed that a specific type of attack is escalating at an alarming rate: ransomware. This malicious software typically invades a victim's device through disguised downloads or email attachments, disables the device's anti-malware software and lays dormant until activated by the cyber-criminal who created it. Once activated, the ransomware is able to encrypt every file on the device and force the victim pay a ransom—often with cryptocurrency (eg bitcoin)—to have their files properly restored.

The UK was the biggest global target for ransomware attacks in the first half of 2019—with the number of ransomware incidents increasing by 195 per cent when compared to last year's totals, according to SonicWall. What's worse, ransomware attacks are known to result in more costly consequences than the average cyber-incident due to the additional risk of having to pay a ransom to restore stolen data.

Consider the following guidance to keep your organisation from becoming another statistic and the next victim of a ransomware attack:

1) Software updates—It's vital to routinely update your cyber-security software (eg firewalls, anti-malware or

anti-virus software) on all devices to properly protect against ransomware.

2) Staff training—Be sure to provide routine cyber-security training for all employees to ensure they are capable of reducing ransomware risks. Specifically, employees should know how to detect phishing scams to prevent ransomware from invading organisational devices through email attachments.

3) Device controls—Consider implementing a security feature on all workplace devices that filters employees' web browsing traffic and blocks malicious websites.


This will help prevent the risk of employees accidentally downloading ransomware.

4) Back-up systems—In order to decrease your vulnerability during a ransomware attack, establish a secure back-up location for storing data. Doing so will protect you from having to pay a costly ransom if your


devices are compromised.

5) Response planning—To help limit the consequences of a potential cyber-attack, create a cyber-incident response plan and test the plan regularly with staff for effectiveness.

More than anything, you need cyber-insurance to ensure ultimate peace of mind against the growing threat of a ransomware attack. For more information, contact Henshalls Insurance Brokers today.



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Shrewsbury Business Chamber new website delight

Val Edwards the Chair of SBC commented that the Chamber are pleased to be working with Yarrington who have long been members of the Business Chamber; the new website has a clean feel with up-to date information and has the added advantage that it can now be updated by Shrewsbury Business Chamber.

Katy Jones from PC Net solutions who sits on the board of the Shrewsbury Business Chamber said that following a long period where the website had not been maintained or updated she was pleased to see the new site.



Shirley Davies from Yarrington, Jenny Osborne from Henshalls and Katy Jones from PC Net Solutions look at the new Business Chamber website

Shirley Davies, Director of Shrewsbury creative agency Yarrington, commented "We understand the importance of our local Business Chamber and the need for their website to reflect their professional standing in the wider business community. We were

thrilled when we were approached to design and build a modern, fresh website to meet the needs of their members. We look forward to working on other exciting projects with the Chamber and their members in the future."

Advertising opportunities on the website will be made available in the near future.

Local Company Celebrates 150th anniversary with Charity success

Morris & Co based on Welsh Bridge, Shrewsbury were delighted to be able to surpass their £10,000 fundraising target on what is their 150th anniversary.

The Shrewsbury based company with expertise in property development, care home provision and site machinery were delighted to contribute to their chosen charity, Alzheimer's Society.

Efforts to reach the ambitious target began with Wolverhampton-based Morris Site Machinery's, Phil Winnington, putting on his running shoes to complete 5k in five consecutive days. The week long challenge at different locations around the country saw colleagues, hirers, suppliers and associates come together in the hottest week of the year to join in.

This was followed by Robin and Chris, along with colleagues and friends, cycling 150 miles from Holyhead back to HQ in Shrewsbury in under 12 hours, taking on dramatic valleys and Welsh coastline and winding country lanes across Cheshire and Shropshire. Reflecting on this year's challenges, Robin said: "We set an ambitious fundraising target for our chosen charity this year. To not only have met this, but exceed it, tops off what has



Brothers Robin & Chris Morris during a 150 mile charity cycle from Holyhead to Shrewsbury

been memorable challenge and milestone year so far. Thank you to everyone who took part, organised and supported these events."

Our care business has six Nursing Homes across Shropshire and Cheshire and sees first-hand how important the work which Alzheimer's Society carry out is to people living with dementia and their loved ones.

Lisa Courtney, Alzheimer's Society's Community Fundraiser for Staffordshire & Shropshire, accepted the cheque on behalf of the charity and added "This is such a fantastic achievement for everyone involved and we're very grateful for their efforts to raise awareness and unite against dementia. With such public support we can fund research to improve care for people today and find a cure for tomorrow."



Shropshire HR firm shortlisted for National Award

A Shropshire woman who launched her own HR business a little over a year ago has been shortlisted for a prestigious national award.

Niamh Kelly, from Shrewsbury, is one of 11 finalists named in the Best New Business category in the National Business Women's Awards - now in its second year. The winners will be named at a special ceremony in London on December 6.

Ms Kelly launched The HR Dept Shropshire last year, a company which provides employment law and human resources support to small and medium sized businesses. She has more than 25 years experience as an HR professional and previously led HR operations at the Universities of Birmingham and Wolverhampton.

The awards feature 21 categories and are aimed at raising the profile of industrious, hardworking and enterprising business women nationally. The shortlisting follows success for Ms Kelly earlier this year in the Midlands Business Networking Awards where she picked up the Start-Up Business of the Year Award.



Niamh Kelly hoping for success at the National Business Women's Awards in December

"It's been a truly wonderful year or so since I launched my business. It has gone from strength-to-strength and I have gained a great deal of satisfaction from being able to help many companies of varying sizes resolve the challenges they face with HR and employment law," she said. "I was thrilled to win a regional award earlier in the year and to be shortlisted for a national honour is amazing - I still can't believe it.

"There are some truly inspirational women taking great strides in the business world and I think it's wonderful that their profile is being raised and their efforts are being recognised."

For more information about how Niamh can help meet your HR needs, email Niamh.Kelly@hrdept.co.uk

Trainee Solicitor qualifies at leading Shropshire Law firm

Hatchers Solicitors LLP has announced that Rebecca Beaman has qualified as a Solicitor, following completion of her training contract with the firm.

Rebecca was born and raised in Shrewsbury before moving to Aberystwyth to study for her Law degree. Following her graduation in 2015, she completed her Legal Practice Course in Birmingham in 2016. Rebecca returned to her home town Hatchers in August 2017.

During her training contract, Rebecca supported the Residential Property Team, the Dispute Resolution Team, the Family Team and the Wills and Probate Team. She is now a qualified Solicitor in the firm's Dispute Resolution Team, based at the Welsh Bridge office.

Emma Jones, Practice Manager, commented "Rebecca has shown commitment and professionalism from the outset. We are delighted to announce her qualification as a Solicitor within our Dispute Resolution team, as it continues to grow to meet the needs of our clients."



New solicitor Rebecca Beaman



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Busy time for Santa as Salop Leisure unwraps Christmas adventure

Santa and his elves are going to have a very busy time at a Shrewsbury-based leisure business in the run up to Christmas this year.

In addition to welcoming children to his grotto at Salop Leisure's Emstrey headquarters, he will be hosting Tea with Santa every day of the week during December up to Christmas and will be lost in a sea of lookalikes for the Santa and Elf Dash.

Shrewsbury's largest outdoor festive synthetic skating rink also returns as Salop Leisure is planning an extra special, action-packed and fun-filled festive season.

The Salop Christmas Adventure began on the weekend of November 23-24 when Salop Leisure hosted the Shropshire Handmade and Creative Christmas Gift Fair.

The weekend also saw the opening of Santa's Grotto, where Elves began guiding children through Toyshop Lane to the grotto where Santa heard their Christmas wishes.

In addition, Shrewsbury's largest outdoor festive synthetic skating rink will be opening at the Love2Stay resort next to Salop Leisure's headquarters. The 96 square metre rink, which can accommodate up to 20 skaters at one time, will be open every day until December 23.

Children wishing to have tea with



Salop Leisure marketing manager Ed Glover, assistant marketing manager Laura Wilde and Carrie Hughes sample the synthetic skating rink.

Santa at Love2Stay during December must pre-book online. Tea will be served at 4pm during the week and at 11am, 2pm and 4pm at the weekends for a cost of £12 per child and £5 per adult. There will also be a chance to post a letter in the North Pole letterbox and to watch a festive film in a cinedome with cookies, blankets and hot chocolate.

As no home would be complete without a real Christmas tree during the festive season, Love Plants at Salop Leisure will again be selling

freshly cut and potted trees in a range of sizes. "The Salop Christmas Adventure will definitely be the place to be this Christmas," said Ed Glover, Salop Leisure's marketing manager. "We have planned something for everyone and hope our exciting programme of Christmas activities will make the festive season magical for our customers who have young families."

For full details, visit www.salopchristmas.co.uk

Courses available Marches Growth Hub

Search Engine Optimisation and Google Analytics, with Eddy Webb, InSynch
23 January 2020, 09:30 - 12:30
University Centre, Shrewsbury

£15 + vat

This half day course and interactive workshop is aimed at people want to better understand their Google Analytics and learn how to improve the position of their website in the search engines.

Social Media Strategy with Eddy Webb, InSynch
20 February 2020, 09:30 - 11:30
University Centre, Shrewsbury

£15 +vat

This 2 hour course will guide you on using social media strategically to bring results for your business. Focusing on Facebook, Twitter, Instagram, Pinterest and LinkedIn: we will look at how each could be used to engage with potential customers and how you can create an efficient and effective strategy that you can follow and measure.

For details of these and other courses offered by the Marches Growth Hub, visit www.marchesgrowthhub.co.uk/calendar.

Please note: eligibility criteria may apply for training or networking events.

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