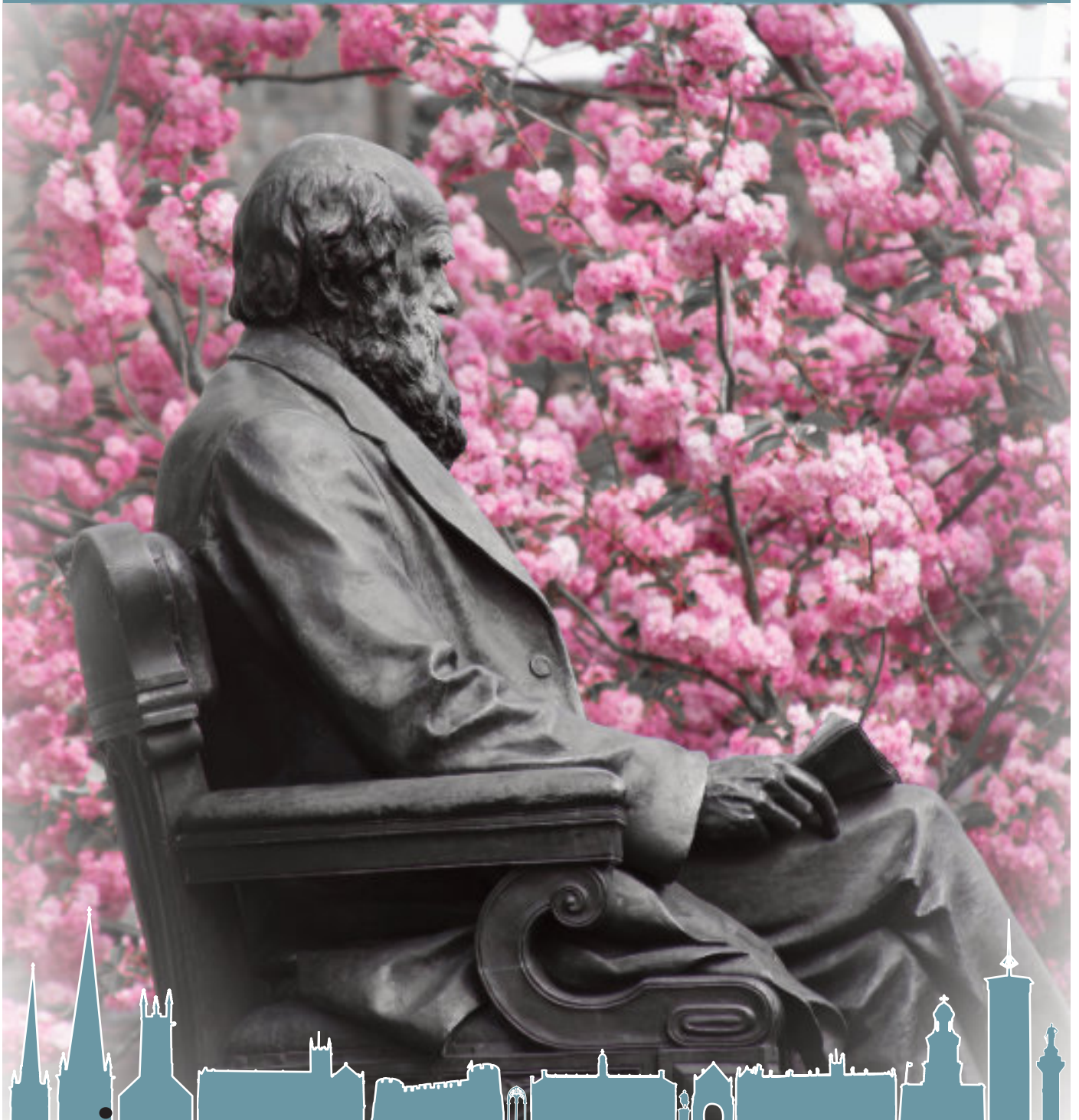




SHREWSBURY
BUSINESS CHAMBER

Issue 1 2020



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Chairman's Foreword

Welcome to the Spring issue of the Business Chamber magazine.

It has been an eventful few months for our businesses since our Winter issue was release. December saw the UK go for its third election in four years, with Boris Johnson's "Get Brexit Done" political campaign proving decisive in securing a working majority for the Conservative party in government. We have since then begun to press on with steps to break away from the European Union.

Last month, the Business Chamber praised the work of retailers, office occupiers and the food and drink sector in the town who adapted admirably to try and keep businesses operating as smoothly as possible.

The increased rainfall caused the River Severn to rise to within 13cm of its record height in what was some of the worst cases of flooding in 20 years.

Nevertheless, the installation of flood barriers, sand bags and road blocks, combined with the hard work of our Environmental agency and staff from both Shropshire Council and Shrewsbury Town Council, we have seen the potential serious risk to life from the flooding minimised.

Whilst the flooding has been detrimental for the retail trade in the town centre's major shops, we are thankful that most of the buildings and stock have not been damaged. We look forward to supporting our shops as the weather improves.

Val Edwards

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

Business Chamber Executive meet the local MP



On the 28th February members of the Chamber Executive attended a meeting with Daniel Kawczynski, our Member of Parliament. The main topic of discussion was the impact of the recent floods on Shrewsbury and to what detriment this has been on local businesses. Daniel was pleased to see the Secretary of State for the Environment George Eustice make the trip up to Shropshire to see the extent of damage first hand and learn of proposed

measures to take on an holistic programme of flood mitigation involving all the local authorities affected by flooding . As the government contemplates the need for additional investment in flood prevention, our MP committed to lobbying on Shrewsbury's behalf. He also offered the use of his office for the Chamber to seek the answer to any pertinent business related questions to government and he would seek the answers.

Shrewsbury River Festival promises shakeup

The annual Shrewsbury River Festival will be taking place on Sunday 7th June 2020 in the Quarry Park and on the River Severn.

Come and enjoy a fantastic day of family fun, while at the same time learning about water safety awareness. Pirate fancy dress is encouraged, both on land and on the boats. The Festival will feature various races and demonstrations on the river, canoeing, coracles, local independent craft stalls, children's fancy dress and other competitions, as well as live entertainment.

Returning this year will be the Raft Race where businesses and individuals will be invited to design and put



together a raft before the event on the 7th June 2020. This has proven to be an excellent PR opportunity for local businesses. Contact dilwyn@sabrinaboat.co.uk / 08487 893333 or visit the new river festival website to download an entry form – www.shrewsburyriverfestival.co.uk

Nominations open for Mayor of Shrewsbury Awards

Shrewsbury Town Council are seeking nominations to recognise and celebrate those unsung heroes who have made an outstanding contribution to the town of Shrewsbury within a number of different categories.

Shrewsbury Town Council who host the awards towards the end of each mayor's year in office are hosting their annual awards event on Wednesday 29th April, with nominations open until the 20th March. Visit the Town Council website and put your nomination in today.

Cover image courtesy of Paul Tanner Photography. More examples can be viewed in Bear Steps Gallery from August 9th to 22nd or online at www.illumigraphy.co.uk, and at Shrewsbury Arts and Crafts in Windsor Place.



A few words from our new members

Severndale Specialist Academy

At Severndale Specialist Academy we educate children and young people with special education needs and disabilities from 2.5 years to 19 years of age. We cater for a range of abilities over three sites within the Shrewsbury. Some secondary learners are located within a mainstream school where some take exams along with their mainstream peers. Sixth formers have a dedicated hub located within the local College where they learn vocational skills and work in our café to gain experience. We promote an ethos of inclusion to immerse our students in to our community to ensure that they integrate into society and are accepted by everyone.



Our annual festival celebrates this ethos where our students, their families and the mainstream schools (whom we link on a regular basis) join together to create memories in a safe festival environment. A day where they share music, dance, yoga workshops, story telling and much

more. To keep the festival immersed in the community we are looking for more businesses to join us to bring together motivating experiences for everyone.

Ensuring people's attitudes towards anyone with special needs are no different to anyone else's is important to us. Knowing that this will grow in to young people changing their attitudes for the future.

If you are interested in joining us or sponsoring our festival to help us carry on this amazing legacy and to continue making it a reality contact us on 01743 563333.

Rosie Consulting

Rosie Consulting is a specialist Market Research and Business Consultancy helping businesses to gain competitive advantage. Founded in 2002 and based close to Shrewsbury, it is headed up by Managing Consultant Rosie Beswick. Research services are coupled with a range of one off or longer-term consultancy options, to ensure the information gained is used to its best advantage and has long term value. Basing marketing and strategic decisions on facts not

assumptions is critical if a company wants to keep pace, stand out from the crowd and retain market share.

Rosie Consulting provides services to many, including specialist research house in Europe and US working on studies for blue chip clients, including Dow, DuPont, UBS, Allied Signal and many more. Rosie Consulting has provided policy and data analysis Headed up by Managing Consultant Rosie Beswick to Shropshire Chamber of

Commerce for over a decade, in addition to sitting on various public sector boards and arranging the Bank of England's Inflation briefings. Rosie Consulting provides services to a wide range of SME's, from manufacturers to public schools. Public sector work has included Jobcentre Plus and Shropshire Fire Service. This rich diversity of clients and projects gives us a unique insight into the workings of a wide variety of sectors.



Visit our website to learn more
www.rosieconsulting.com

Reech Media

As Reech is based in Shrewsbury, it is important to us to build more mutually beneficial relationships in the local area of Shrewsbury and the surrounding areas in the county. By joining as a member of the Shrewsbury Business Chamber this will enable us to continue to grow our Shrewsbury-based clients and engage with likeminded businesses in the town.

As one of Shropshire's leading marketing agencies, we work with various local successful businesses including current Business Chamber members Salop Caravans, who, along with PC Net Solutions, have recommended us to join and engage in this exciting opportunity. In addition to our success with local businesses, we are also club sponsors of Shrewsbury



Town Football Club and design their official match day programme.

We have also worked closely with Shrewsbury-based businesses such as Hencote, Fletcher Homes and are marketing partners of the charity Lingen Davies Cancer Trust.

We are extremely excited to join and embrace our membership of Shrewsbury Business Chamber and be a proactive member.

We are one of the largest marketing agencies in Shropshire and are based in Shrewsbury Business Park. We operate a full-service agency – both online and offline – to deliver outstanding business results for our clients. We work with clients across a wide range of sectors from sport to construction to education and non-profit organisations, our services resulting in designing, developing and photographing beautiful and high-quality projects.



Our 2020 Events

Marches LEP: Chairman Mandy Thorn MBE

On the 22nd January Mandy Thorne MBE spoke to members and guests about the Marches Local Enterprise Partnership and the work that it undertakes to support economic development across Shropshire, Telford & Wrekin and Herefordshire. Local Enterprise Partnerships are private public partnerships created by the government and bring together the three local authorities which operate in the region and representatives from Higher and Further education establishments, the private and community sectors working together to enable economic development and change. The Marches LEP has arranged significant funding for predominantly infrastructure based projects in Shropshire, including: Connecting Shropshire – investment in fibreoptic broadband; new premises construction/refurbishment, and expansion at Shrewsbury College to name a few. Mandy commented on the challenges our county faces: including encouraging development and increased skills; enticing people to return to the area after University; and making the local housing market accessible and affordable to working people across all skills levels today. With the average house price in some parts of the County now 11 times the average salary, there are clear barriers that make attracting skilled workers to the area potentially difficult.



Book your place at our next 3 networking events on our website



**An evening with Shrewsbury Shopping Centre
Manager Kevin Lockwood & Shrewsbury BID
Executive Director Seb Slater**

Wednesday 18th March from 6pm

**A historic tour of Flaxmill Maltings &
Visitor centre**

Wednesday 15th April from 5pm



**An evening with Edward Goddard on
board the Sabrina Boat**

Thursday 21st May from 7pm





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Shrewsbury Shopping Centres go dog friendly

As of Monday 17 February (2020) Shrewsbury's Darwin, Pride Hill and Riverside shopping centres are now 'dog friendly', meaning dogs are welcome in all three centres.

To celebrate, our social media competition winner Max Ball and his two lovely pooches Splashy and Archie formally declared the centres 'dog friendly' at a small ceremony on the morning of 17 February.



Kevin Lockwood, Shrewsbury shopping centres manager, said:

"We're delighted that, from 17 February, the three shopping centres will be



officially 'dog friendly' and we look forward to welcoming dogs and well-behaved owners into the centres!

"Please feel free to bring your dog into the centres when you visit. All we ask is that you follow our 'code of petiquette', and that you check with individual stores for their policy on allowing dogs in-store."

Until now, only guide and assistance dogs had been allowed inside the Pride Hill and Darwin centres.

For more information go to www.shrewsbury-shopping.co.uk/petiquette

Crown Wealth Management: Bringing Client Testimonials to life with video

The end of 2019 proved to be exciting for Crown Wealth Management. They collaborated with a video production company from Telford called JAKINB Media (Shrewsbury businesses do work with Telford Businesses!) to produce a company video and client testimonial videos.

Brian Benson, Managing Director, said, "I have always been keen to use video and it has been great to see the project come to fruition. The videos are truly terrific and we can't wait for people to watch them." The videos can be seen via the website at www.crownwealthmanagement.co.uk with special thanks to Hencote for providing their gorgeous venue for filming.

On the investment side, the financial markets have performed well over the last 12 months and clients have seen decent returns. Lewis Benson, Financial Planner, said, "some people were concerned about investing during 2019 because of uncertainty and the "b" word, etc., and ultimately these people have missed out on growth. You can't time the market. The start of 2020 is proving to be exciting for us too, we have some top-secret news that we can't wait to share!"



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New sponsorship packages unveiled by showground

The group behind one of Shropshire's biggest public venues has launched a series of sponsorship packages for the first time - and already welcomed its first corporate sponsors at a special reception.

Shrewsbury's Greenhous West Mid Showground is home to a series of major events each year, along with car boot sales, craft and antique fairs, and is a popular spot for camping and caravanning. It will also be providing glamping pods in another first this spring.

Sponsorship has been available for individual events in the past, and the showground's main sponsor is currently Greenhous, but the West Midlands Agricultural Society has now introduced a range of new sponsorship packages.

The first two new corporate sponsors to sign up are IT support specialists PC Net and Lanyon Bowdler Solicitors. Ian Bebbington, chief executive officer of the society, said: "The 58-acre showground is a multi-purpose venue and one of Shrewsbury's idyllic gems. Supporting the society through our new sponsorship packages will help us maintain the

showground and assist our main aims each year, Shropshire County Show and The Rural Charity.

"We are very grateful to all of our existing sponsors, particularly Greenhous who sponsor the showground as a whole, because their support is vital.

"We decided it was time for a new coordinated approach to sponsorship, with a range of options available, from sponsoring individual buildings to having advertising boards in the main ring.

"We would like to thank Lanyon Bowdler and PC Net for becoming our first corporate sponsors and were delighted to welcome them on board at a special reception and tour of the showground.

"A sponsorship highlights a business to our many thousands of visitors each year, the farming and town community, and to tourists visiting Shropshire who enjoy our camping, caravanning and glamping facilities."

Mr Bebbington said the showground had a huge reach through its social media channels with about 10,000 followers across Facebook, Instagram and Twitter and



hosts more than 100,000 visitors each year.

Amanda Jones, marketing director at Lanyon Bowdler, said: "The showground is a well-used space throughout the year, we particularly enjoy offering our clients and contacts hospitality at the County Show each May.

"We felt it was beneficial to sponsor the showground and are pleased to now have a promotional banner on the arena."

Katy Jones, managing director of PC Net Solutions, said: "We really enjoyed looking around the showground and hearing about the plans for the future

during the sponsor's reception. "We are looking forward to enjoying this year's events and spending some more time at the showground."

Packages last for 12 months and include exclusive sponsorship of the main ring grandstand, sponsorship of the Berwick Pavilion, road sponsorship, along with other possibilities.

Anyone wanting further information about the showground sponsorship packages can call 01743 289831 or visit the website at www.westmidshowground.com



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Is your brand saving you money and working effectively for you?

One of the most common questions asked of the David Lovatt Design Studio is how can I improve my brand identity? My clients first thoughts are often that the solution is a new website or logo, but this is not always the best answer.

Full rebrands or websites can be very costly. After all, branding is represented by every aspect of your business, not just limited to these two elements. Simply by consolidating your existing assets and reviewing how they are used you can save

money whilst improving your brand.

First, find out how your customers view your business. This starts the process of understanding what works and what does not. Consistency is the key to brand awareness. From your company culture through to your signage, the customer must receive the same message to ensure you maximise their loyalty.

For example, look at your digital assets. Do you need to be on multiple social media platforms? Is it better to

promote your business regularly on two sites, rather than posting sporadically across multiple platforms? This targeted consistent approach will save both time and money.

Look at your printed materials. Rationalise what you already use. Could any of your printed material go online such as catalogues? Could you combine multiple printed items into one document to save money?

Finally, it is vital to look at your customer experience. Your brand creates an emotional

connection with your consumer. From a simple story to an aspirational lifestyle, these values need to be consistently delivered by your business.

You know your business better than anyone. David Lovatt Design Studio can work with this knowledge and experience to help you get the best out of your brand assets.

For more details on branding or design please contact 01743 884972 or visit dmlovatt.co.uk

Peakes Travel Elite Picked for Prestigious Cruise Trip

Claire Moore, managing director of Peakes Travel Elite, has recently had the honour of an exclusive preview of a brand new innovative cruise ship. Work on the 'Celebrity Apex' is being completed ahead of its maiden voyage, on the 1st April in Southampton. The ship has been billed as "the ultimate holiday at sea" with luxury accommodation, world-class dining, and a "rule-breaking design."

One hundred people from around the globe were selected for the ship's preview, and of those just ten people from the UK were invited, of which Mrs Moore was one of five travel agents. She was flown out to a shipyard in France where she was given a guided tour and behind-the-scenes look.

Claire Moore comments on the experience, "It was such a privilege to be one of the first people



worldwide to see this amazing ship, 50 days before its launch. It was a VIP glimpse at what is to come and it is very exciting to be involved at this stage.

"The Celebrity Apex is a sister ship to the hugely successful Celebrity Edge. Celebrity Cruises is an inspiring brand and has carved out a niche in the market with their client reactive, modern-thinking, premium

offering. It was an amazing experience to see what they have come up with, and allowed me to embrace my inner geek!"
"Sarah from our team has been invited to go on a press trip to stay on the ship which is another great honour for us here at Peakes. It is fantastic to have reached a point with our supportive customer base, that we are now being recognised as a strong travel agency on a national and international scale. Being awarded the UK and Ireland's number one travel agent has raised our profile in ways we never imagined possible, and we are very grateful for the opportunities that it has opened up for us."
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New year, New Headquarters for Shrewsbury Distributors

Pipekit, the Shrewsbury based pipework and drainage distributor, has marked the new year with a new move, after outgrowing its original site in Annscroft. The new premises, located on Longden Road, Shrewsbury, is 16,000 square feet and selected to future proof the business; following year on year growth since Pipekit was launched in 2011.

Pipekit selected the new premises based on two factors; its size and location. Three times the size of the Annscroft site, the new facilities provide Pipekit with the ability to increase its warehouse provision and stock more items, which is integral to improving the efficiency for the business and its customers. The increase in the headquarters footprint will also allow for improved working facilities for staff and a better customer experience, with a larger trade counter and car parking facilities.

In terms of location, it was essential that the business remained in Shrewsbury due to local staff. However, Pipekit was also keen on

improving the ease and convenience of its location for its customers. The new Longden Road headquarters offers the perfect marriage between size and location, being a big premises close to main transport routes for better access for all. It's also located in an area where other building material suppliers are situated, which Pipekit hopes will have a knock on effect in terms of footfall and brand awareness.

The transfer between sites began at the end of 2019 to ensure the new year trading commenced in the new premises. Commenting on the move, Martyn Rowlands, M.D of Pipekit said: "The actual move went very well, although managing a building project and planning and undertaking a move, whilst still keeping the business trading, is not something I would like to do every year!" He continues: "The new premises is brilliant and we're really excited at the new opportunities and prospects these facilities will offer us. Simply due to more space, we will be able to stock more brands and products and we'll have more room to provide better training and



product demonstrations. It's a really exciting time for the business".

The interior of the Longden Road site was rebuilt by Pipekit to meet its specific business needs. The new warehouse has been designed with efficiency at its heart, making the stocking, packing and shipping processes, especially for the global remit, more streamlined.

The improved office capacity has created a more spacious working environment and can support an increased head count when required, whilst the new trade counter and training facilities have been improved upon to enhance customer experiences. Furthermore, a new I.T system was also integrated during the move to meet the increased demands and complexities of the business and support ever growing website sales.

Career opportunities in new apprentice programme

Sixteen young adults in Shropshire have been given a step up the career ladder thanks to a new 2020 apprentice programme with construction company, Morris Property. Working in partnership with Shrewsbury Colleges Group, Morris Property is taking on six apprentice Site Managers, one female student and five male. Its sister business, Morris Joinery, is also providing up to 10 apprentices with a week of work experience. The apprentice joiners will shadow Morris's qualified craftsmen and leave with new skills and vital workshop experience. The Site Manager apprentices will be out on site, shadowing a variety of positions and sitting in on project meetings with

senior members of staff and clients.

As part of the new agreement, the apprentices will spend two days a week on site with Morris Property as part of their 1st and 2nd year Site Manager college course. This multi-faceted training and development programme is aimed at tackling the industry's skills gap.

Stuart Raine, Construction Trades Curriculum Leader from Shrewsbury Colleges Group, said: "We are thrilled Morris has taken on so many of our students for work experience. We are confident the sessions will equip them with valuable experience and skills that will stay with them forever. "We would like to thank Morris Property again for



supporting our students in such a crucial time in their educational careers." The leading developer is Shrewsbury based but has been expanding its footprint over the past few years and has ongoing projects in Telford, Wolverhampton and Staffordshire, as well as many local projects. Morris Property's

Construction Manager, Steve Flavell, commented: "We are extremely passionate about arming our future generations with strong foundations for success in their chosen field. Hopefully we will see some exceptional talent and be able to employ a couple of the apprentices on a full time basis."



Double gold for Salop Leisure in Caravan Owner Satisfaction Awards

Shropshire's multi-award winning caravan and motorhome dealership Salop Leisure is celebrating after striking gold twice in the Caravan Owner Satisfaction Awards for 2020.

The Shrewsbury-based company is the only dealership in the country to have won gold awards in both the new and pre-owned caravans categories. It's the second year running that Salop Leisure has scored double gold awards, which require an average satisfaction score of 80% or over.

The awards are based on the response to a survey by readers of Practical Caravan magazine and members of The Camping and Caravanning Club which identified the dealers best to buy from in the view of touring caravan owners.

Nearly 3,000 caravanners responded to the in-depth questionnaire, which included questions covering caravan design and

features, reliability, build quality and dealer service.

Mark Bebb, Salop Leisure's managing director, revealed that the company had won gold awards in six of the last 10 years and he thanked customers for their loyal support.

"We are delighted that our customers have voted in our favour again," he said. "However, I still believe that we have a huge amount of work to do as an industry to drive forward customer service improvements.

"It's an honour for the company to win these awards, but we are just part of the caravan supply chain."

An awards spokesman said: "Practical Caravan magazine readers and The Camping and Caravanning Club members can be sure our findings are based on the collective wisdom of many owners and give a firm indication of the typical experience of owning a particular brand of caravan.



Celebrating the gold awards are Salop Leisure's managing director Mark Bebb (centre) and various colleagues

"Brand new caravans with all the latest features and technology are great, but we want to be sure that anyone shopping for a pre-owned caravan gets the same enjoyment and an equally high level of customer service.

"The best caravans are only as good as the dealer network that stands behind them. It's easy to be ready with a smile and a cuppa when

someone's wallet is twitching. What's more important is to be as helpful and willing when something goes wrong.

"The best dealers are there for their customers in bad times as well as good, and attentive customer service and a willingness to listen go a long way. A friendly and efficient dealer can make a huge difference to the ownership experience."

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Colourful caper will raise charity cash

Insurance experts at Henshalls Insurance Brokers are backing the second Lingen Davies Cancer Fund colour run – in more ways than one.

The team has signed up as one of five local businesses to sponsor the event next month and director Dave Williams will be taking part in the run itself.

Lingen Davies raise money to make a positive difference to lives affected by cancer in Shropshire, Telford and Wrekin, and Mid Wales, and this year they are hoping to double the number of participants and raise even more than last year.

Dave Williams said: "Lingen Davies have supported friends and family members of our staff over the years and we are absolutely delighted to support such a fun event."

The 5k Shrewsbury Colour Run will take place at the West Midlands Showground on March 28, and entry is £20 per adult and £7 per child.

As well as Henshalls, other sponsors include headline sponsor Sixticks, Peakes Travel Elite, Hometyre and Thomas Consulting.



Lizzy Coleman, events and fundraising officer for Lingen Davies, said: "It's great to see local businesses getting involved with the charity. We were so pleased with the success of our first colour run last year, and we're looking forward to making this year's event bigger and better."

The colour run follows hot on the heels of the charity reaching another fundraising target of £105,000 raised in just a few months, which will go towards buying 2 EBUS scopes to help with the diagnosis of lung cancer, for the Lingen Davies Cancer Centre at the Royal Shrewsbury Hospital.

New offices proposed at Shrewsbury Business Park

Alaska Property Group, developers of Shrewsbury Business Park [SY2 6FG] have submitted a planning application for a development of small office units at the Wenlock Road entrance to the Park.

The first release of the development – to be known as One Anchorage Avenue – will comprise four units each of approx. 185 sq m/2,000 sq ft for freehold purchase or leasing.

Alan Hay of Alaska said 'We are really pleased that the uncertainties over the last 3 years have settled and businesses feel that they can no longer delay their occupation needs. We are now embarking on a programme of optimistic development in response to this new demand'.

Charles Howell of selling agents Cooper Green Pooks added 'with one unit already sold subject to contract we expect considerable interest in the remaining offices from occupiers wanting to buy their own building as well as investors'



Artists impression of the proposed development

The scheme comprises 5 office buildings to be built in two phases by Alaska. Phase I will comprise a terrace of four units each of approximately 185 sq m with their own dedicated parking spaces. Each unit is for sale at around £450,000+VAT dependent upon specification. (Leasing also considered)

Phase II will comprise a single detached building of circa 550 sq m/6,000 sq ft and fronting Wenlock Road, to be offered on a bespoke pre-let basis.

Shrewsbury Business Park is a 30-acre office scheme developed by Alaska in association with Shropshire Council.

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Over the water for HR work experience placement in Shropshire

A Shropshire HR consultant today urged people to offer work placements to those from overseas in order to showcase what Shropshire has to offer and to help reduce the skills gap faced by many industries.

Níamh Kelly, director of The HR Department Shropshire, welcomed her first work experience student Róisín McGuinness from Ireland.

Ms Kelly said the education system in Ireland allowed students to enjoy a full transition year whereby they can take that academic year to experience different industries and learn about the world of work. The students also enjoy extra curricular activities, volunteering and personal and physical achievements.

Róisín, 16, from Dublin, said she really enjoyed her week in the county and it had given her a real insight into the HR industry. She is also completing her GAISCE Presidents Award which is the equivalent of the Duke of Edinburgh Award.

Róisín is enjoying athletics as her physical recreation activity and playing the piano as her personal skill and is also a talented GAA player back at home.

"I've loved my work placement here in Shropshire with The HR Department. This has given me the chance to experience HR but also so much more - I can't believe all of the different things we have covered in a week.

"It has been really interesting talking to people who run their own businesses; experiencing networking where I did my first 60 second pitch and also shadowing Níamh in client meetings which took us from offices to farm yards!

"I've seen how a grievance meeting runs, how important contracts are and also enjoyed a meeting about flexible working requests.

"But then on another day we were at a shopping extravaganza where I enjoyed finding out about event organisation and fundraising.

"It's been brilliant to live and work in such a beautiful area - my friends who have stayed back home will be very jealous."

Ms Kelly, who is also a Shropshire Enterprise Advisor and guest lectures at the Shrewsbury Colleges Group as part of the higher national diploma in business, said:



"Róisín has really thrown herself into her work experience.

"Her confidence has grown through the week and she has explored different careers as we have met so many different people.

"There's no doubt about it - the wonderful business community of Shropshire has certainly inspired her.

"If we can show young people what a fantastic place Shropshire is to both live and work when they are so young, then it might stop people who have grown up here moving elsewhere and encourage others to move in.

"As a business community we can help these young people, whilst at the same time plan for the future and reduce the skills gap which is happening in so many different industries.

"I would ask next time a business owner gets a request from someone wanting a work experience placement - just give it a second thought - they will remember you and hopefully want to work for you in the future."



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Successful sustainability summit draws packed crowd

Nearly 100 business people packed into a major Shropshire summit to drive down energy use and boost sustainability.

The Sustainability in Business Summit - held at the Marches Centre for Manufacturing & Technology in Bridgnorth - was such a success organisers are now considering making it an annual event.

The event was staged by the Meres and Mosses Business Environment Network (MMBEN) in partnership with the Marches Growth Hub, Shropshire Chamber of Commerce and the Business Energy Efficiency Programme (BEEP) and featured experts speakers, a series of roundtable discussions, networking and exhibitors. Its main sponsor was Bridgnorth Aluminium. Emma Chapman, manager of the Marches Growth Hub Shropshire, said organisers had been delighted with how well

the event had gone. "We had 94 attendees from across the Marches at what was a highly successful day. We are already talking about running this on an annual basis to help ensure the region's businesses are doing everything they can to drive down emissions and protect the environment. "It can sometimes feel as if there is nothing that anyone of us can do in the face of climate change, but the summit provided lots of hope and practical advice on steps we can all take to make a real difference. "We heard from various speakers about sustainable businesses and what that means, the current state of the environment and what can be done. There was a clear message that to meet the climate change emergency it will be vital to reduce emissions from power, heating and transport." Craig Baker, of MMBEN, said feedback from those



attending the event had been overwhelmingly positive.

"There was a very positive atmosphere throughout the day. Whilst it is vital to reduce energy consumption to safeguard the planet, it can also help businesses reduce their costs and work more efficiently. It's a mammoth task for organisations across the region and therefore MMBEN and its partners are looking at harnessing the energy and momentum created at the event to identify ways in which to support

businesses further in becoming more sustainable, including our future event themes." Experts speakers included John Vidal, the former Environment Editor at the Guardian, Dr Julieanna Powell-Turner, Research Director at CREST@UCS and Anna Bright, Chief Executive of Sustainability West Midlands.

Free Courses available Marches Growth Hub

What's in a Blog?
11 March 2020, 09:15 - 11:15
Marches Growth Hub Shropshire, SY1 3TG

Statistics show that small businesses that blog generate more enquiries, leads and sales. But what is a blog, how do you write one and what can you blog about?

This workshop is aimed at SME's and business owners who want to understand the basics of blogging within their website or via LinkedIn.

You are required to book through the website

DIY Digital Marketing for Businesses
with Eddy Webb, InSynch
02 April 2020, 09:30 - 13:00
University Centre, Shrewsbury

A punchy session packed with tips and techniques along with a strategic approach for using Digital Marketing to achieve business goals. This is a must for SMEs looking to use any form of Digital Marketing to connect with customers. You will learn about strategy, Website Marketing, Email Marketing, Facebook & Content Marketing.

You are required to book through the website

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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