



**SHREWSBURY**  
BUSINESS CHAMBER

**Issue 2 2021**



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# Chairman's Foreword

## Kevin Lockwood

Manager of Shrewsbury Shopping Centres



### Welcome to the summer issue of the Shrewsbury Business Chamber magazine.

The last few months have provided encouragement for local businesses as more residents returned to the town centre for the first time since the third lockdown.

This can be attributed to the increased numbers of people fully vaccinated and also last month's easing of restrictions which saw cafes, pubs and restaurants open indoors for the first time since December.

Whilst high street footfall is still far below normal trading levels, there was an increase

of 5.4% from April to May. It is also slightly above the average footfall for market towns across the West Midlands.

Working with Shrewsbury BID and the Recovery Taskforce, we are all fully behind the Shrewsbury's Open campaign, endorsing the town as a fun, friendly and safe place to visit. Shoppers have appreciated the temporary pedestrianisation of the High Street and Shoplatch, leading for calls to make the change permanent.

Whilst there is some disappointment that the last remaining lockdown restrictions are set to

continue until the 19<sup>th</sup> July at least, the recent fine weather has helped the reopened café's, restaurants and bars to create a bustling atmosphere in the main shopping streets and on the River Severn, where Sabrina Boat now has a full programme of boat tours and themed events that are sure to take your fancy.

Lastly, a thank you to all of our members for your support throughout the pandemic. We are continuing to hold our members meetings online. Please visit our website for the latest information.



## New Executive Committee roles for Shirley and Niamh

We are pleased to announce the following changes to our Executive committee.

Shirley Davies (left), a director at digital marketing and events agency Yarrington will assume the role of Treasurer. With a career in business administration and finance, her experience will prove valuable to Shrewsbury Business Chamber moving forward.

Niamh Kelly, a director of HR Dept Shropshire and founder of HR Dept Mid Wales will take over from Shirley as Chair of our events committee. Niamh will play a key role in attracting interesting speakers to our monthly members events which we hope to hold in person as soon as it is safe to do so.

We wish Shirley and Niamh all of the best in their new roles.





# There have never been so many ways to work...



*Helping our members to understand the various options*



## The future of Co working and hybrid office space in Shrewsbury

Alessio Dyfnallt from Cooper Green Pooks & David Parry from Wellmeadow Consulting

**June saw the SBC members event focus on the myriad of new ways to work that many of us are having to understand, embrace and work to fit our needs.** Our two experts enlightened us on firstly what is on offer and just why Shrewsbury may fair better than urban areas. Secondly, on how business owners can utilise their unused office space.

Alessio offered an insight into the types of work-space available to us and the pros and cons of each.

Covid has changed the way we work and will continue to do so. Certain industries had already started to embrace new ways of working. The creative sector already used hybrid forms of working, using their workspace differently to embrace new ideas such as creative quiet spaces.

Local businesses will be quicker to flex than large city centric corporates. This gives Shrewsbury and surrounding areas an advantage, as businesses who are small or who's head office is local can move more quickly to change.

Alessio stated that "there have been a lot of studies on how working environments and choices will change. One statistic is clear, those with longest commutes are keen to continue to homework. People are

also looking for a new work life balance, shown by over 40% of sales enquiries for local properties coming from outside the SY post code area."

The negatives may be that homeworking is not ideal for those who live alone, can reduce creativity, lose loyalty to the brand or employer, and can in fact be costly for the employee with increased heat and light costs. However, the positives include the reduced cost of travel, flexible days and statistics show that individuals can often be more productive when working from home, however teams do not always fair better when unable to work collectively.

Companies are now starting to require different things from their offices, more flexi space, shorter lease commitments, Zoom rooms and breakout spaces.

The choices all have pros and cons, from shared kitchens and loos, to being tied into longer tenancies.

- Traditional Offices – longer lease but own front door, no sharing, more cost effective
- Flexible workspace – shorter flexi leases but shared communal spaces, slightly more expensive
- Co-workspace – very flexi rentals, even day rents available, many styles to choose from.
- Hybrid - Home & Office – mix of any of the above with home

David from Wellmeadow Consulting then went on to talk about co-working space and his own journey from buying town centre premises for his own business to then renting out the spare desk capacity. Renting those desks allowed his Company to pay off the mortgage much sooner than planned.

David explained how the system worked, how they both regulate it and how they benefit from the extra expertise on site. Many of their tenants work for large corporates but use this co-working space as their main office rather than travelling to distant head offices.

David said "co-worker spaces come in all shapes and sizes, some more studios, some more funky. Those seeking space must ensure they pick a space and atmosphere that suits their way of working and the owner must ensure the right balance for all the co-workers to work well together".

The lively Q&A session that closed the meeting showed the level of interest members have in the alternative ways to work and how they may benefit their businesses by exploring those opportunities. Members informative events are just one of the ways in which Shrewsbury Business Chamber strives to support and inform its members.

# Salop Leisure delight at Shrewsbury's tourism boost

The latest easing of lockdown restrictions has given Shrewsbury tourism a major boost, a view held by Shrewsbury Business Chamber member Salop Leisure. The caravan and holiday home dealership which also owns Love2Stay touring and glamping resort is a huge contributor to tourism in Shrewsbury, the Heart of England and Mid Wales, as a supplier of holiday homes to over 200 parks. Love2Stay can welcome up to 800 guests to the park at any time, with visitors spending an estimated £2.4m a year within the local community.

When the leisure and hospitality industry was given the green light to open on the 12<sup>th</sup> April, there was a huge number of bookings from guests keen to enjoy a much needed holiday on the 5 star park. To meet the added demand for UK staycations, the park added 11 luxury woodland lodges to the existing offering of 122 touring pitches and 11 glamping safari lodges. Each lodge features a hot tub, a fire pit and access to a sauna.

Other facilities on the park include a fully equipped gym, natural swimming pool, a large playground and an outdoor enrichment programme all of which can be enjoyed by tourists and the local community.

"We have been mindful when developing the resort that we needed to create an offering which appeals to a younger audience," explained Mark Bebb, Managing director of Salop Leisure.

"Love2Stay is designed to offer the very best luxury break experience with our holiday lodge accommodation matching a five-star hotel. Whether it's a romantic holiday or a family getaway, relaxing in a hot tub is the perfect way to end a busy day of exploring."

Maintaining their focus on supporting leisure and tourism, Salop Caravan Sites recently invested in a local fishery based



Huge potential seen in Spring Lea Fishery based near Hanwood

near Hanwood which is a popular location for still water fishing in the area. This 30 acre site features 6 pools that are stocked with carp, bream, tench and roach. Marketing Manager Ed Glover explained, "The aim is to create one of Shropshire's best fisheries as well as providing high quality accommodation with a back to basic feel. Attracting anglers and guests from across the UK will increase tourism in the town centre as our guests look for something to do."

Located on the site are touring pitches and 3 Holiday Homes

which are available to hire for short stays. With local bus links into Shrewsbury, this provides more opportunities to attract tourists to the town centre.

Spring Lea is currently being redeveloped with improved fishing pegs, a new car park and a brand new website all being worked on. For more information about the park visit: <https://springleapark.co.uk/>



Love2Stay has boosted Shropshire tourism since opening in 2017



# All partners remain fully committed to Shrewsbury Big Town Plan as next chapter begins

Shrewsbury Big Town Plan has welcomed a new face to the partnership as the team looks forward to the next stage of the process.

There is a firm message of continued commitment from the Shrewsbury Big Town Plan Partnership as Councillor Ed Potter becomes Shropshire Council's new representative following the recent elections.

Councillor Potter is the Cabinet member for economic growth, regeneration and planning, and said he was pleased to be involved with the Big Town Plan.

"A great deal of positive work has taken place over the past five years between Shropshire Council, Shrewsbury Town Council and Shrewsbury BID, which culminated in the publication of the Masterplan Vision earlier this year," he said.

"The public response to that vision has been really encouraging and it is clear there is a need for this kind of collaborative approach to shape the future of Shrewsbury.

"It's worth remembering that the Big Town Plan is not a rigidly-defined planning document, it is an ethos and a way of working, and we remain very much committed to continuing this positive work both now and in the future."

Councillor Alan Mosley, leader of Shrewsbury Town Council, welcomed Councillor Potter to the Partnership and said he looked forward to working together.

"I would echo Councillor Potter's comments about our commitment to this partnership, and it has been heartening to be part of such positive collaboration for the good of our town," he said.

"There are plenty of challenges for us to work through, and the



recent consultation into the Masterplan Vision made it clear that traffic and movement in and around the town centre remains the most contentious issue for people.

"Arising from those comments and other recent developments I hope we can go on to commission a substantial consultancy to undertake a thorough re-evaluation of the Movement Vision.

"Having an overarching strategy with clear principles for how we want Shrewsbury to develop is vitally important, which is why I am proud of our work to get the Big Town Plan to where it is today.

"We have come a long way, and there is still much to do - together."

James Handley, a director of Shrewsbury BID, said the Big Town Plan was an important framework to enable a strong partnership approach to how Shrewsbury can develop in the future.

He said: "We have always been very clear, right from the beginning, that the Big Town Plan would change the way we planned for the future - in the

sense that we wanted to work together, with an holistic view, rather than decisions being taken individually.

"Over the past five years, that collaboration has resulted in numerous benefits - not least in how effective we have been in working together to ensure the town centre could react and adapt to the necessary Coronavirus restrictions.

"On behalf of the Partnership, I would like to thank Peter Nutting for his contribution as Leader of Shropshire Council, and I am looking forward to continuing that positive relationship with Councillor Ed Potter and the new leader, Councillor Lezley Picton.

"As Councillor Potter says, the Big Town Plan is a way of working, not simply a document to sit on a shelf. It is a resilient, flexible framework that is vital to ensuring we are all committed stakeholders in the future of our wonderful town."

For more information, visit the Shrewsbury Big Town Plan website at

[www.shrewsburybigtownplan.org](http://www.shrewsburybigtownplan.org)

# Chance to lift skills to new level

Shrewsbury Business Chamber member Belvidere Lifts has an opportunity for a new apprentice.

The established independent lift company founded in 2003 specialises in preventative lift maintenance, repairs, breakdowns and modernisations to all types of lifts together with new installations across the Midlands and Welsh Regions.

At present the company employs 12 people including a recently qualified engineer who qualified through an apprenticeship. Will Nankivell started work with Belvidere in 2016, and has completed an NVQ Level 2 in Technology and NVQ Level 3 in electrotechnical systems at Shrewsbury College then finally completed his NVQ Level 3 Diploma in lift servicing last year.

As a qualified lift engineer, Will can respond to emergency breakdown call-outs, carry out routine maintenance and carry out minor repairs. Will said: "I'm very pleased to have completed my Level 3 in lift maintenance."

"It has been a lengthy process but worth it to progress my career in lifts. I'm very grateful for the support of Steve and all members of Belvidere Lifts and look forward to developing my skills through further experience."

Managing director Steve Nankivell said: "Due to the success of Will we are very keen to offer a new



opportunity to an apprentice who can start their career in engineering. "We are very passionate about developing our staff and by offering a local person this opportunity it not only allows us to train and develop a new employee into the sector but also supports in helping a local person on to the career ladder."

Anyone wishing to apply for this apprenticeship needs to email their CV to [Tiff.Walsgrove@sbc-training.co.uk](mailto:Tiff.Walsgrove@sbc-training.co.uk)



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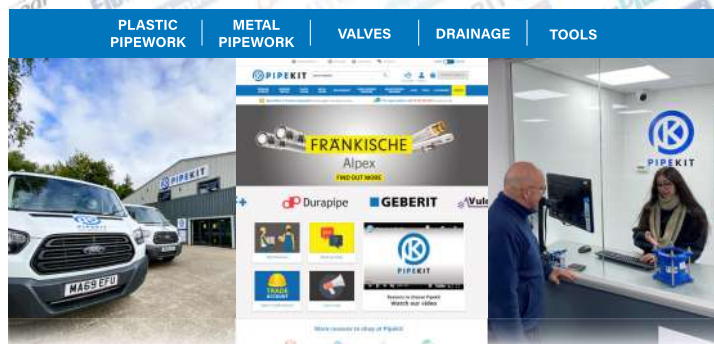
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# Chartered status success for employees

Three employees at a Shropshire insurance broker are celebrating after achieving a prestigious national standard.

Sammy Hammond, Jason Ireland and Lucy Sutton work for Henshalls Insurance Brokers in Newport and Shrewsbury.

They have all now completed their training to be named as Chartered Insurance Practitioners, and are delighted to have been officially accredited.

Mark Freeman, from Henshalls, said: "We couldn't be prouder of Sammy, Jason and Lucy who have worked so hard throughout this difficult year that we've all faced to emerge from the pandemic with their well-deserved chartered status.

"We are always keen to encourage colleagues to continue to develop their skills alongside their every day work here at Henshalls, and this is a perfect example of staff who are keen to make progress and who want to aim to be the very best."

The trio studied for their Associateship of the Chartered Insurance Institute or Advanced Diploma by completing five modules of three assignments to earn enough points to qualify for their CII chartered status.

"As a company, we provided some administrative support but the studying was down to them to do in their own time, as well as during their working day," said Mark.

"We also arranged full day sessions in Birmingham run by Insurance Training Partnership to help with their studies, and there was a lot of pressure as failing to complete any of the modules would have meant starting that part of their training all over again.

"We're very proud of all three of our newly-accredited staff, and we're looking forward to helping them to continue to build successful and productive careers in the industry."

The Henshalls Group – incorporating Bayliss and Cooke – is now one of the region's largest independent insurance brokers.

It has its head office at the heart of Newport town centre, and a branch in Shrewsbury to meet an increasing demand for its services in the wider Shropshire area.



(Clockwise from top left) Sammy Hammond, Lucy Sutton and Jason Ireland



## Two new faces join the team

A Shropshire insurance broker has welcomed two new team members after demand for its services grew during lockdown.

Henshalls Insurance Brokers, in Newport and Shrewsbury, has continued to provide support and advice throughout the pandemic with all of its employees adapting to remote working from home. And now, with lockdown easing and an increase in enquiries, the team has welcomed two new colleagues.

Tess Wauchope is joining the Business insurance team as a commercial account handler and she brings with her a wealth of industry experience. She has worked with a wide range of SMEs and has also previously worked for the National Farmers' Union.

"I was looking for a new challenge after five years of working in personal insurance and on small commercial accounts, and I was fully aware of Henshalls' excellent reputation so decided to apply for the role.

"The opportunity will allow me to continue to develop my commercial insurance skills, and I can't wait to finally meet the clients I'll be working with in person."

Shannon Summers is the second new face to join the Henshalls team, and she has started an apprenticeship in accounts. She

left college with impressive business qualifications and decided on a career in the finance industry.

"I am delighted to have secured my apprenticeship role with Henshalls which will enable me to work towards my formal AAT accounting qualification while gaining day-to-day experience in the finance department.

"My new role is the first step hopefully towards a successful career in finance and I'm ready to start my journey with the support of my colleagues at Henshalls."

Henshalls Director Mark Freeman said:

"We're very pleased to welcome Tess and Shannon to the Henshalls family, and we're sure they will be invaluable additions to our ever-growing team.

"We have maintained our renowned standards of customer service throughout one of the most difficult years we've all faced, and it's a real testimony to the dedication and commitment our employees have shown that demand for our expertise has actually increased.

"We're working hard to ensure we surpass our clients' expectations at all times, and our two new team members are already measuring up to our demanding standards incredibly well."





## Are employers really ready to welcome back staff to the workplace?

If the roadmap out of lockdown stays on schedule, the “work from home” order for office workers is set to expire on 21 June. By then, employees in most other job roles (including most of you!) will already be back.

But with many office-based roles lending themselves to remote working, to what extent will a return be embraced by workers?

Although we are approaching the stage when staff are allowed back in the office, the pandemic has shown us that a degree of remote working does work for many businesses. Therefore, the first questions to ask are: who is coming back and for how much of the time?

It is clear that there is no single right answer. Among big businesses for example, Facebook has proclaimed that staff in eligible roles wishing to work from home can do so indefinitely. Conversely, Goldman Sachs has dismissed the idea of permanent remote working, arguing that it's not appropriate for a company with an innovative, collaborative apprenticeship culture.

The final decision will come down to you as the employer, and be based upon the needs of the business, the health and safety risk assessments and also, taking into account staff sentiment, which may not be uniform!

Some staff may have genuine anxiety about returning to work... and it's not simply a matter of 'forcing' staff to return if they genuinely feel unsafe. Others may be desperate to get out of the house!

Understanding the reasons for their preferences will help. Modifying your plan where appropriate will create goodwill by showing that you care. For example, if a

worry about using public transport during rush hour is the problem, allowing flexible start and finish times or introducing a cycle to work scheme may be a positive path forward in easing the way back.

Some businesses are implementing a full on-boarding process for staff returning after months of furlough, like the programmes normally reserved for new hires. In one survey of tech businesses, this was found to reduce the proportion of returning employees feeling anxious from 55% to 28%.

You may find that now is a good time to review your premises – even if you only have 1 or 2 staff who use them. Are they the right size for your post-pandemic workforce? Can you easily make them Covid safe? Does the location make for an easy commute? Do they offer an inspiring environment where people actually ‘want’ (rather than are ‘required’), to be?

If you are going to carry on with remote or hybrid working, pay attention to how it impacts your company culture. The good news is that with so many digital channels available for connection and fostering a good culture, you should find the mix that is right for you. It will take thought and effort to implement well.

There's truth in the adage ‘Out of sight is out of mind’ though, so be careful that your culture doesn't deteriorate without your realising it.

One thing's for sure, the quicker employers can identify the right long-term approach for them and plan towards a smooth transition, the more successful they will be.

**Níamh Kelly – Director of The HR Dept Shropshire; The HR Dept Wrexham & Chester and The HR Dept Mid Wales - is an award winning HR professional with over 25 years HR experience at a Senior level in the corporate, public and voluntary sector. Working with SMEs across the region; she and her team have rapidly developed a very strong client base of local companies. So if you have a question about Recruitment & Right to Work; to Resolving Problems; to Redundancy... they're here to help you!**



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# Marches Care joins Shrewsbury Business Chamber

The Uplands is a multi-award-winning care home at Oxon on the edge of Shrewsbury, providing nursing care for up to 81 older adults, including those suffering from dementia.

It is operated by family-owned Marches Care Limited which has cemented its reputation as a nationally recognised care provider as well as a local employer of over 130 skilled and dedicated staff.

The residents live in single bedroom accommodation with en-suite bathroom facilities, some with their own patios. The Home offers short-term rehabilitation care in partnership with local statutory health and social care colleagues, and accommodation which supports the diagnosis and treatment of some long-term conditions.

The Uplands is seen as an exemplar in the care of older people with dementia-related illnesses. The dementia units are communities where residents and their families are made to feel comfortable and at ease in the environment with an underlying ethos of focusing on what works best for each individual resident.

Marches Care continues to be a national leader in the adoption of digital technology in care



homes and the directors work with national organisations developing best practice around clinical governance and digital working.

The last year has been dominated by the coronavirus crisis, but during lockdown we welcomed a new Registered Manager in the form of Tracie Peate. A vastly experienced RGN, Tracie oversees the nursing side of the operation while Carey Bloomer remains Managing Director. Dan Kendrick is now the company's Chief Operating Officer.

The Home's overriding concern since the spring of 2020 has been to keep residents and staff safe from the virus, and all

practicable steps have, and are, being taken to ensure this is achieved. The selflessness and willingness of staff to 'go the extra mile', particularly through the early days of lockdown, was an inspiration.

Marches Care is always enormously proud to support the community, working with local schools, charitable and church groups, other organisations and individuals to ensure that the spirit of community running through the Home.

It is also an integral member of the county town's business community, and that is why Marches Care is so pleased to be joining Shrewsbury Business Chamber.

The Uplands, Clayton Way, Bicton Heath, Shrewsbury SY3 8GA

Tel 01743 282040

Email [info@marchescare.co.uk](mailto:info@marchescare.co.uk)

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



# Sabrina Boat: Since COVID.

Initially getting back into the swing of things has been a relatively bumpy road, but we are assuredly optimistic about the future. We have faced a few hurdles since re-opening, but we see ourselves as one of the lucky ones. Since we are an outdoor attraction, we have fewer restrictions than most due to our open sides and our ability to easily ensure social distancing conditions are met. However, we are in no way operating at full capacity, and the majority of our usual operations have been eliminated until the full restrictions are lifted. We are, of course, grateful to be able to open at all.

One of the initial hurdles we have tackled has been coming into the season with a blank calendar. Since everyone has been so unsure on restrictions and guidelines, we have not been taking the volume of bookings we are used to over the winter period. Taking larger bookings has always been something we push for as it ensures consistently high volumes of customers even when the weather is not in our favour. Due to the covid restrictions we are unable to take these bookings – such as private hires and coach bookings. This has massively impacted our ability to



completely fill the boat, especially on weekdays. Our inability to take large groups has also eliminated our ability to host evening functions since these are primarily large individual groups.

Even when some restrictions are lifted, we still have to operate entirely differently and have had to introduce new ways to operate and change how we function on a fundamental level. From the introduction of PPE including new screened table dividers, to changing our rules for private functions and events. To account for the loss of capacity due to distanced tables, we have added a new 10am trip onto our roster and added the ability to hire the boat for shortened durations – for individual hours during the week.

Though we have noticed a huge change in the bookings we are entirely optimistic about the future. Our aim for the current year is to break even and see ourselves through to a booming 2022. We believe things will begin to rapidly pick up, as we have noticed a definitive divide in our customer base. There are those who are more relaxed with regards to the restrictions, and those who are relatively apprehensive. But all those we have spoken to are keen to keep living their lives and it has not appeared to stop any bookings coming in for after the proposed lifting of all restrictions. Through this, we can see our town slowly but surely returning to its usual bustling self, and our team is very excited for this day to come.

Towns like Shrewsbury have a lot to be optimistic about. As a small town full of independent businesses, we have the drive and passion to adapt and keep Shrewsbury open. With our beautiful parks, open spaces, and outdoor seating we have the ability to keep the town centre going while keeping people safe. The future looks bright for Shrewsbury, and we are excited to see how we will continue to come together for a final push through these challenging times.





**"The greatest risk to business data is the failure to protect it"**

**Aversus Ltd is a Data Protection consultancy run by Director Martin Ruston, who provide a range of support to organisations of all sizes and sectors.**

**Consultancy support is provided around GDPR Compliance, Cyber & Physical Data Security, Training, Cyber Essentials / ISO27001 / ISO22301 & Vulnerability testing.**

Martin was invited to make the guest presentation at the April SBC meeting, in which Cyber Security featured as its main interest area. Attendees were provided with guidance on both the technical and organisational considerations for tackling the increasing rise in Cyber threats and as a follow up, he outlines here his top ten tips for the implementation of effective Cyber Security measures.

## Top 10 Cyber Security Tips

- 1** Assign responsibility for Data protection & Cyber Security at a senior level
- 2** Assess how vulnerable your IT systems and staff are to current Cyber threats
- 3** Do not ignore the vulnerabilities of home working or external organisations with access to systems/data
- 4** Benchmark your security measures & procedures against recognised guidance or standards  
Eg - NCSC 10 steps to Cyber Security, Cyber Essentials, ISO27001
- 5** Select proportional Technical & Organisational measures to reduce identified vulnerability (Risk)
- 6** Do not focus purely on IT related measures - internal policy, procedure & staff awareness are equally as important
- 7** Ensure that you have effective Continuity planning to reduce the impact of a successful Cyberattack
- 8** Ensure that you have adequate Cyber Insurance to cover potential losses due to a Cyberattack
- 9** Regularly test staff awareness and Continuity plans
- 10** Hold regular senior management review of evolving Cyber threats, security & staff performance





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## **Trainee Solicitor qualifies at leading Shropshire Law Firm**

**Hatchers Solicitors LLP have announced that Ellie Jenkins has qualified as a Solicitor, following completion of her training contract with the firm.**

Ellie was born and raised in Shrewsbury, before studying for a degree in Law with Criminology at Liverpool University. Following her graduation in 2016, she completed her Legal Practice Course at Liverpool BPP.

Ellie joined Hatchers in 2017, initially starting as a Legal Executive within the Dispute Resolution team. During her training contract, Ellie has supported the Dispute Resolution team, both Residential and Conveyancing team, and the Employment team. She is now a Solicitor working within both the Dispute Resolution and Employment Team.

Emma Jones, Practice Manager, commented "Ellie has shown commitment and resilience during her training her at Hatchers, especially since her training contract coincided with the Covid pandemic. We are thrilled that Ellie has completed her training contract, and wish her a long and successful career with Hatchers."

**HATCHERS**  
Solicitors LLP



## Award- Winning Shropshire Financial Advice Practice in Merger Deal

Nick Jones Wealth Planning, a financial advice Practice based on Shrewsbury Business Park, Shrewsbury, Shropshire, has announced that they are merging with Throgmorton Associates Wealth Management Ltd.

Nick Jones, Principal who founded the firm in 2004, said that he was thrilled at the opportunity this evolution creates for all concerned. He said;

"I have thoroughly enjoyed building the Practice over the last 17 years but I really feel that we have come as far as we can with our current structure. By becoming a Director and joining the very experienced team of Stephen Hadley, Mark Whiteside, Jon Lee & Ian Fisher I am personally looking forward to the new challenge within an enlarged Practice.

Every member of the Advice and support team is continuing in the new entity and are genuinely as excited as me. To the outside world very little will change (apart from our logo and website). Our Shropshire base is very much part of our future and we are now in a really strong position to be able to continue to grow whilst maintaining excellent levels of personalised service to our existing clients.

We are going to share best practice in every area of the business and have complimentary specialisms, expertise and experience so the sum of the whole could well be greater than the parts. I'm looking forward to see what we can do in the next 17 years!"

Throgmorton Associates Wealth Management Ltd has a Head Office in Enderby, Leicestershire and many clients in the Midlands and the wider UK. Having joined St. James's Place Wealth Management in 2009 they have a fantastic reputation in the industry.



Stephen Hadley, MD of Throgmorton Associates Wealth Management Ltd said;

"We have known Nick and his team for a number of years and been impressed from afar. During this process we have worked really closely exploring the opportunity that merging would present and our excitement has grown as each month has passed. Our business plan details a fantastic future for all of our stakeholders (including Clients, Advisers and Employees) and Nick Jones Wealth Planning are an integral part of that. We warmly welcome everyone involved."

For further information please call (01743) 240968 or email [nick.jones@sjpp.co.uk](mailto:nick.jones@sjpp.co.uk).



## PEAK PERFORMANCE FOR SEVERN HOSPICE

**Beauty therapist Sarah Hodnett recently took part in Severn Hospice's Snowdon Challenge helping raise much needed funds.**

Sarah, together with two friends, Megan Price and Tracey Thomas, raised an impressive £2319 between them, Sarah raised a phenomenal £1,228 smashing her £300 target by over 400%.

The friends were amongst a group of people who braved wet weather on May 15 and completed the 6-hour trek up Mount Snowdon, Wales's highest peak. Sarah said:

*"What a sense of an achievement I felt at the Snowdon summit. It was both physically and mentally challenging. But we did it!"*

*"I am deeply touched by the valuable care that Severn Hospice offer to people who are living with incurable cancer and other life-limiting illnesses and their unending support for families. Due to the pandemic, I feel it is vital to help local charities where fundraising has been limited, so the Snowdon Challenge seemed like an excellent opportunity."*

*"I'd like to say an overwhelming thank you to family, friends and clients for sponsoring me and helping me raise so much money."*

Severn Hospice provides care and whole family support for those living with an incurable illness for as long as they need it. They offer their support for anyone in Shropshire, Telford & Wrekin and Mid Wales, helping more than 3,000 people each year. For every £1 raised 86p is spent directly on care and the remaining 14p is spent on activities to generate income. Each year the Hospice needs over £8 million to spend directly on care.

For more more information visit:

<https://beautybysarah.org.uk/>

Tel: 01743 247427

Email: [info@beautybysarah.org.uk](mailto:info@beautybysarah.org.uk)





## Start Working Smarter Not Harder

As you were growing up and in the later stages of your education, you will probably have had your parents stress to you the importance of “working hard.” Your success and your future career hinges on good GCSE results (or O-levels as they were known as before 1988) so you have to spend all your time revising, or cramming depending on your style.

My method at school was studying with a goal to trying to succeed at exams, but at the detriment of learning everything about a subject which is often the fun part. I remember completing my French GCSE speaking exam where strangely we were allowed to make notes in the form of pictures, but no words were allowed. I had prepared my speech at home and when it came to learning it, I split the words into their syllables and then drew what they were in English. For example: L'Année dernière would become an internet symbol (LAN), which

would be followed by a drawing of a knee and so on to the end of the speech. I remember feeling very proud of myself at the time and even though I had in a sense cheated to pass an exam, I had my first experience of working smarter and maximising my limited ability to achieve a positive outcome.

As you put your education behind you and enter the exciting working world, you will probably encounter the phrase “work smarter” more and more in your life. You may remember trying to save for a deposit for your first house: You have worked full time and earned additional money either by doing overtime, bar work, or a secondary job that maximises your income. That can and has worked for a lot of people, but you can potentially be expending a lot of time and energy unnecessarily and limiting the precious time you could be spending with your friends and family.

## Here are some of my tips for “working smarter”

**Find tools which increase your productivity:** Canva is an intuitive graphic design tool enabling those who didn't study design to create assets for their social media channels; create presentations and even logos.

Asana is a handy tool for managing your work teams, helping you to create and delegate projects to members whilst providing opportunities for collaboration.

**Start your day with the worst tasks:** You have to eat your frog early and your day will only get better from there.

**Apply the Eisenhower Decision Matrix to your tasks:** All your tasks are either urgent or not urgent. They are either important or not important. If they are urgent and important they should be at the top of your list; if they

are neither you should cross them off your list. If it is important but not urgent you should schedule a time to do it and if it is urgent but not important find someone who can do the task for you.

**Use Automation:** You have probably seen this when you have joined someone's mailing list. You are sent a free download or lead magnet (as the marketers call it) and then you receive follow up emails which are geared to promoting their products and services. This is called email sequencing and it can be a successive tool to bring customers into your funnel and onto your website. This is all infrastructure you can create to do the heavy lifting for you if you are selling something like an online course or a subscription, you can in theory sell your service without having to expend any time or energy yourself.



Max Ball is a Virtual Assistant based in Shrewsbury, with experience in graphic design, social media management and process improvement.

If you are a business owner who needs support please visit:  
[maxballvirtualassistant.co.uk/](http://maxballvirtualassistant.co.uk/) or email [studio@maxballcreativdesign.co.uk](mailto:studio@maxballcreativdesign.co.uk)





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## PC Net comes to aid of fellow chamber member in business system hacking scare

Hiring an outside company to support your IT systems is an essential part of safeguarding your business - just ask chamber executive committee member Rosie Beswick!

It all began when Rosie, Managing Consultant of Rosie Consulting, suddenly became aware of the worldwide hacking of the business-critical network storage device used by her company.

To say it was a worrying discovery would be an understatement but Rosie was quickly reassured by the swift action of fellow executive committee member Katy Jones and her team at PC Net - who moved to counter the threat before Rosie Consulting could even react to the problem!

Rosie Consulting has been a client of PC Net for many years and Rosie says the support of the external IT company has proved invaluable, as the hacking scare highlights, and she urged other businesses to adopt a similar policy.

She said: "PC Net literally saved us from the jaws of the lion. To suddenly discover on world news that the business-critical network storage device our company relies on was being globally hacked, was terrifying.

"The news had broken overnight in the USA but before we could even react we received a call from PC Net to inform us and to arrange immediate installation of a patch to combat the problem.

"I have used PC Net for systems, equipment and cabling for many years and to receive that level of



service is simply outstanding. It is how customer service should be, proactive as well as reactive - and I can highly recommend PC Net.

"It's all about having safeguards in place and the reassurance of knowing your business IT system is as well protected as possible. We know that if something is wrong PC Net will not only inform us immediately but also arrange the fix.

"System hacking is common, which is why attention to detail and speed of reaction is vital where our systems are concerned.

"From selecting new PC's to organising extensions to our systems into other buildings, we know we can ask PC Net for ideas, costs and options which helps us plan how we expand or update the systems we use."

Katy Jones of PC Net said:

"Hacking of business systems is

a growing problem and one which all companies need to be aware of. This particular instance could have had serious consequences for Rosie Consulting and highlights the importance of bringing in an external IT company for essential support.

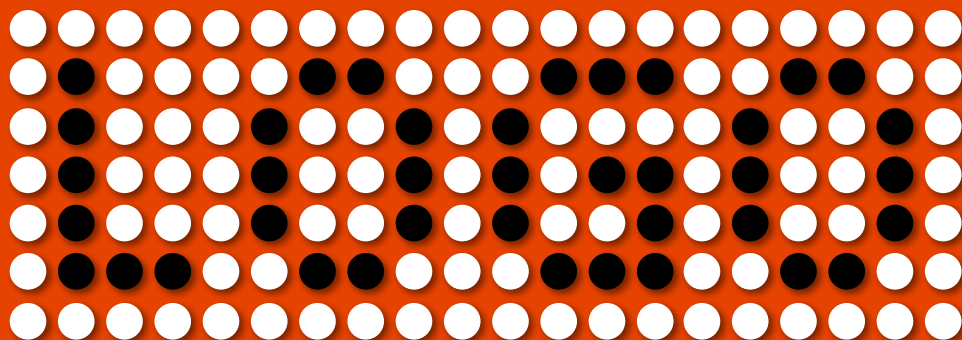
"We were able to respond quickly to the emergency and ensure there was no systems breach. Having a professional company looking after your IT is a vital addition to a company's team - someone who has the knowhow to deal with problems quickly and effectively, often before firms become aware of them!"

For more information on how PC Net can support your business, call 01743 290588

or email

[katy@pcnetsolutions.co.uk](mailto:katy@pcnetsolutions.co.uk)





## What is a Customer's Perception of a Logo?

A logo can say a lot about a company, including its brand values, heritage and customer. How the logo is perceived by the end-user however, can be a totally different matter. The following explains 4 different ways in which a logo can be interpreted:

### **1. It is secondary to the service or product**

There are products and services on the market that are by definition, unique and do not need branding. They are instantly recognisable. Apple for instance, whose logo is now simply a symbol, chooses to put its logo on the back of its products. The iconic design and shape of an Apple product dictates what it is, rather than relying on the logo.

### **2. It helps to sell the service or product**

This is where competition is strong, but the product is not unique. The brand has to compete for market position and therefore a strong logo, combined with clear brand values is all important. Packaged tea for example, the factors behind purchasing that product could be based on taste, on heritage but also on price. Taste and heritage

will be a governing factor for purchasing traditional brands such as Twinings. Price and taste will govern own brands such as Aldi Red Label. New tea brands such as Clipper will be reliant on their branding and packaging to entice consumers away from the established brands. Therefore, a logo not only attracts customers by being an established brand, but it can also entice customers away from their normal go-to purchase.

### **3. It is more than the service or product**

The world of fashion is a good indication of the strength of a brand. Nike for example – is their footwear purchased because it is comfortable or because it is the latest model and is branded in such a way that it promotes itself? I think the latter would normally be the case. Fashion brands such as Ralph Lauren and Chanel have all evolved into being a brand name rather than a product. The fact that these logos are copied or counterfeited shows the strength of the brand is all in the name.

### **4. It helps establish a service or product**

A logo does many things, but initially it helps define the name

of a business. When a new company is started, following the decision of what the business will be called, the next item on the agenda will always be a logo. Many factors will go into how this logo is designed, but essentially before a website or stationery etc. can happen, the logo needs to be created. The above brands all started out as an initial idea. How these logos evolved and their perception by the consumer is down to many factors, but essentially all these businesses required a simple logo at the initial stage of the company's life.

A logo is only a small part of how a company is branded, but it is always worth considering the bigger picture as to how this branding will be perceived by customers, not just at the outset, but in years to come. There are no rules as to how a logo will develop, but considering all the scenarios listed above, a logo is certainly NOT just the name of a company.

For more information on graphic design and many other business topics visit: [www.dmllovatt.co.uk](http://www.dmllovatt.co.uk)

# What is it really like to buy from your Company?



## Is TRUST a key USP for your Company?

As a company owner can you honestly say what it is like to buy from your company, to return something or to make an enquiry? Are all your staff equally equipped to handle customers, regardless of their role or it being B:C or B:B? These are questions rarely tested out fully, honestly and acted on. So much is based on assumption, own personal values, marketing statistics and add to that, the risk of your being too close to your product or service.

Have you ever cursed at product instructions that have the audacity to assume you know the first steps? Have you ever gone to buy an electrical device to realise the salesperson knows little, even if keen? Sent an important email only to get no response or repeatedly had to chase a supplier? Spent hours looking for a product online to discover they have not given vital information like dimensions? These are all time consuming, frustrating, unproductive and unprofessional ways in which you are left distrusting that company. Can you be sure that your company does not fall-down on anything like that?

Covid has changed all our lives, the way we source things, the level of trust we had to put into companies we do not know and fear of what the future holds. Honesty, trust and simplicity are the new buzz words. Bad experiences will have had, and will continue to have, an effect on businesses, B:B or B:C. Covid helped to explain away poor service, but it will not work going forward.

Consumer facing businesses may pay more attention to customer feedback and buying trends than B:B. However, those statistics are meaningless if the secondary parts of your business, like enquiries, lets you down. Business to business, is a quite different world, in many ways easier as far less personal. However, many companies are now selling to different audiences and those audiences are staffed by human beings, all going through the personal trauma of Covid. So, whether your client base is the same as before or new, fully understanding and ensuring you flex to meet your customer's needs and altered outlook, is more critical than ever.

Trust has become a top priority in a world where people are scared and worried. Humans come with many different personalities and just because you feel okay with scant information or taking a trip without a map, many do not. If you understand your customers mindset and needs you will often find them to be totally different to what you assumed. That very fact means your business is not working as well as it should, you are wasting money and you will lose competitive advantage, loyalty, and brand devotion.

Taking a third party look at your business may just reveal a host of ways to improve your competitive advantage as well as future proofing your business.

Rosie Beswick is Managing Consultant at Rosie Consulting, a specialist market research, marketing, brand insights, and advisory consultancy based near Shrewsbury but working nationwide.

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# A Conversation with Shrewsbury Business Chamber



## Shrewsbury Colleges Group Principal proud of virtual learning success.

The programme of learning during the third National lockdown has seen outstanding results reports Shrewsbury Colleges Group Principal James Staniforth, whilst addressing Shrewsbury Business Chamber members during an online networking event.

The Colleges Group, which enrolled nearly 3600 students in the last year has successfully transitioned from face to face education, to a new look programme of digital learning during the current lockdown.

"We have learned a lot in the last year about how we can use Microsoft Teams to maximise learning and teach our students the key skills that they will need when they enter the workplace" James explained.

"Early in the pandemic we completed a lot of training for staff

and students on how to use this digital platform and so when the country locked down in January, we were well prepared for the months ahead."

"We have 1200 students with 100% attendance across 2021 to date who we are all very proud of. We have been able to leverage break our rooms and the chat functions to encourage students to open up more when perhaps they would be less confident to do so in person."

"One of the beautiful things we have seen over the last 12 months is the rising number of students looking to study health and social care. Many have seen the challenges the NHS have faced over the last 12 months and that has motivated them to want to become our doctors and nurses of tomorrow."

"Our young people are keen to contribute and do their bit. One of our students put their skills into practice early in the pandemic and manufactured 12,000 clips for PPE visors, which was enough for all NHS front line staff in the county."

"The pandemic has also provided a lot of opportunities for us to reflect on the way that we do things. Whilst many of our courses are more suited to being taught in person, others such as accountancy could be taught as a distant learning course instead"

"A big success has been ensuring the safety of our students and staff. By implementing our own track and trace team, we quickly ensured that students who tested positive were isolating, and so 98% of students could continue studying on campus as normal towards the end of last year."

## Questions from Members

### **What can Shrewsbury Business Chamber do to support you going forward?**

Encourage the business community to work hard with education to provide work experience opportunities.

### **Do you think the opinion of going to University will change post Covid-19?**

We have seen the proportion of A-level students going to university decline in Shrewsbury in the last 10 years anyway. A lot of students who were unsure and now electing to do

vocational courses and pursue opportunities which don't require going into higher education.

### **What subject has grown the most over your time as Principal and what would you like to see grow in the future?**

We have seen a huge rise in people doing health and social care. Our construction courses have growth in popularity. I hope to see engineering develop further. We recently acquired funding to build a new automotive engineering centre that will incorporate training for new

electric/hybrid cars. I would love to create a digital centre with a digital curriculum and becomes integrated into the business community.

### **How can you ensure students learn soft skills such as professionalism and good manner?**

We make it part of their curriculum. But we also need continued Work experience opportunities which gives students a sense of how businesses operate. Time management and resilience are valuable skills for their future careers.

## New changes for those injured in road traffic accidents are unrealistic, says experienced solicitor

New laws meaning people will have to pursue their own claims over certain whiplash injuries in road traffic accidents have been branded unrealistic by a Shropshire legal expert.

The changes came into effect last month and relate to the amount paid towards an injured person's legal costs and how compensation is calculated for what are commonly described as whiplash injuries.

The aim is to try and reduce the amount of fraudulent claims and cut insurance premiums but Phillip Roberts, a personal injury solicitor at Lanyon Bowdler, said it was likely to make it more difficult for genuine claimants to access the justice and compensation they deserve.

He said: "Two significant changes are coming into force for those unfortunate to be injured in a road traffic accident. The first relates to the contribution which the defendant, or more usually their insurers, have to pay towards the injured person's legal costs, and the second to how compensation is calculated.

"Currently, the claim for the injuries has to be worth in excess of £1,000 for the insurers to have to contribute towards the injured person's legal costs. For the vast majority of cases that figure will rise to £5,000, a five-fold increase.

"At the same time, a tariff system is being introduced to determine the value of such claims and this will lead to a significant reduction in the levels of compensation recovered.

"At the bottom end of the tariff system is a fixed figure of £240 for those people who suffer a

whiplash injury which takes up to three months to settle.

"Under the current system for valuing injuries, the same person would be entitled to receive up to £2,300 - so we are talking about a reduction of almost 90 per cent.

"For a whiplash claim to be worth more than £5,000 under the new system, the symptoms would have to last for more than two years."



Phillip added: "The practical effect of this on those injured is that it will be uneconomical to instruct a solicitor to deal with the claim in the way they would now, so they will have to deal with it themselves, or make a significant contribution to their legal costs. The only good news is that it only applies to accidents on or after May 31.

"An online portal has been designed which is meant to assist people to pursue their own claims and a guide of no less than 64 pages has been issued.

"I have been doing this type of work for almost 20 years and have just about got my head around it all. I think it is completely

unrealistic to expect people to deal with these claims on their own."

Phillip said it was difficult to see how the changes would meet the targets of reducing fraudulent claims and insurance premiums.

"I have not seen anything likely to achieve that and even heard one barrister explain recently that it will actually make it harder for insurers to fight fraudulent claims," he added.

"As to whether it will reduce insurance premiums, according to data published by the Government, during 2020 the number of personal injury claims following road traffic accidents fell by 47 per cent compared with 2019 - yet over the same period, car insurance premiums fell by just one per cent.

"The reforms are based on a promise by insurers to pass on to customers any savings made but, based on these figures, I just cannot see that happening.

"It is about time insurers admitted that rising car insurance premiums have very little to do with personal injury claims and the Government started thinking about the rights of those who have been injured by someone else's negligence.

"How can it be right that someone who suffers a three-month whiplash injury following a road traffic accident receives £240 and has to deal with the claim themselves, yet someone who suffers exactly the same injury following, for example a fall at work, receives up to £2,300 and the assistance of a solicitor?" responsibilities."





# Wishing Good Luck to Darren Edwards

Last week Darren Edwards and his Kayak 4 Heroes team began their world record attempt to be the first adaptive team to journey from Land's End to John O'Groats in a Kayak.

The trip is expected to last approximately 35 days with the team traveling 1408 miles following this route

If you would like to sponsor Darren and his chosen charity the Armed Forces Para-Snowsport Team click below



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# Shrewsbury Colleges Group become Stonewall Champions

Shrewsbury Colleges Group has joined Stonewall to ensure young people have access to an inclusive education.

Stonewall is Europe's largest LGBTQ+ organisation, the charity has spent more than 30 years working towards a world where all children and young people have access to an LGBTQ+ inclusive education. Shrewsbury Colleges Group has joined as a Stonewall School & College Champion.

As part of the membership the college will benefit from exclusive training and resources, guidance on best practice, as well as year-round support from a team of experts and the opportunity to be graded against the national best practice.

"It is a real pleasure to be involved with Stonewall and become one of their Champions," says Lorraine Burrage, Project Coordinator at SCG. "It is crucial for students in the LGBTQ+ community to feel supported and included in college. Joining up with Stonewall was a natural next step in our continued efforts to support our college community."



Lorraine and students from the SCG Pride group are also hosting several activities during Pride Month to raise money for the charity.

Karen Hayward, Agency Manager says, "Shrewsbury Colleges Group is a college with a strong sense of community where everyone is welcome. We're always looking for new ways to ensure that students and staff have access to specialist support and resources. We strongly support the Stonewall belief that 'when difference is celebrated, all young people are able to thrive as their unique selves'."



**Despite Covid 19 making it impossible for the Marches Growth Hub to hold events in person, there are still plenty of courses and networking opportunities available using zoom, many of which are free.**

**CLICK HERE TO FIND SKILLS  
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Thank you to all those who have contributed to this interactive issue of the Shrewsbury Business Chamber magazine. The opinions expressed here do not necessarily represent the views of the editor, or those of Shrewsbury Business Chamber.

To advertise in future issues please contact our editor Max Ball on 07859 123417 or email [shrewsburybc.editor@gmail.com](mailto:shrewsburybc.editor@gmail.com)