

SHREWSBURY
BUSINESS CHAMBER

Issue 3 2021



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Chairman's Foreword

Kevin Lockwood

Manager of Shrewsbury Shopping Centres



Welcome to the autumn issue of the Shrewsbury Business Chamber magazine.

On Wednesday we hosted our first face to face event since January 2020 as we welcomed members and guests to enjoy refreshments and a tour of Love2Stay's new woodland lodge development.

It was a great evening and it was pleasing that there were many familiar faces in attendance including our former President Peter Bettis, who we presented a Certificate of Appreciation and gift from all at the Business Chamber for his 25 years of service. We wish him well and hope to see him at our events in the future.

This year we have taken a fresh look at the Business Chamber internally to see how we can improve and provide more support to our members moving forward.

If you haven't visited our website for a while, please have a look at the changes we have made. We are now endorsing more training opportunities than ever before. We are looking at how we can take opinions from our members on

certain issues and raise these with relevant stakeholders. Our goal is to be business and member focused. A huge amount of thanks to the Executive committee for their tremendous efforts in bringing about some of these changes, in particular, Rosie Beswick, Chair of our Marketing group, who has provided many hours of support.

Lastly, with my Shopping Centre hat on - I am continuously optimistic with the town centre's recovery from the pandemic. A number of retailers are reporting an increase in average customer spend which is encouraging news.

Footfall to the town was also boosted by the return of major events in the Quarry. Many thousands of people acquainted themselves with their favourite 80s bands such as ABC and Nik Kershaw at Lets Rock Shrewsbury in July. A couple of weeks ago, Shropshire Festivals hosted their 8th annual Shrewsbury Food Festival event which again was a success. Congratulations to Beth Heath and her team. We wish her the best of luck with Shropshire Oktober Fest next month and a return to normality in 2022.



Chair Kevin Lockwood speaks to Shropshire Live TV

Kevin Lockwood, Chair of Shrewsbury Business Chamber was interviewed recently by Carl Jone, from Shropshire Business TV Live. Kevin wears many hats including Town Centre Manager, so was well placed not only to talk about the work the Shrewsbury Business Chambers does but also about the local retail economy and how tourist footfall is a big boost for the town. He spoke on how the town was bouncing back and holiday makers were back in force. Kevin explained that the

Chamber was established in 1903 but now in 2021 with Covid as a good lesson, the Chamber is strongly looking forward, modernising and welcoming new members. Our events have always made us stand out and though not easy while on zoom the Chamber has not faltered and has kept up the momentum and used the time wisely to modernise and look to the future.

Filming was carried out by local company Yarrington.





Shrewsbury Networking is Back!

On Wednesday we held our first face to face networking event since January 2020 at Love2Stay's touring and glamping resort.

It was wonderful to see so many familiar faces in join us at one of the most impressive businesses in Shrewsbury. Love2Stay, which now boasts 22 glamping units (with more to come in 2022) and over 100 touring pitches has a dedicated outdoor BBQ area which can be hired out for events similar to this one. This created the perfect environment to network on a pleasant evening in a safe way.

We were pleased to have the opportunity to pay our thanks to Peter Bettis (right) for his years of service to Shrewsbury Business Chamber. Our President Val Edwards presented her predecessor with a Certificate of Appreciation and a special hip flask.

We also want to pay special thanks to the Love2Stay team including: park manager Chris Skitt, who gave a very informative talk about Love2Stay to members and guests; Laura Wilde, who made all the arrangements for the evening and of course the catering team for their wide selection of food for members.

Our next networking event will be with Lezley Picton, Leader of Shropshire Council next month that will be held virtually.

We are looking forward to more events being held in person assuming it continues to be safe to do so.



Rob Hughes (Reech), Laura Wilde (Love2Stay), Dena Evans and Michael Barton with President Val Edwards



The team at Berrys were hugely influential in building and developing Love2Stay from 2015 to the present day



(L-R) Chris Skitt, former Shrewsbury Town and physio and now Love2Stay manager speaks to members about how the park has progressed since opening in 2017.

PC Net solutions MD Katy Jones with partner John Chilton.

Wonderful food selection courtesy of Laura Wilde and the Love2Stay catering team.



Chris Allen (Red Step Marketing) and Simon Jeavons (Shoothill) were guests for the event



Steve Nankivell of Belvidere Lifts has been a supporter of Shrewsbury Business Chamber for a number of years



Executive Members meet with local MP Daniel Kawczynski

Three members of the Shrewsbury Business Chamber met with local MP Daniel Kawczynski to discuss matters that affect our members. SBC Chair Kevin Lockwood, SBC Vice Chair Jenny Osborne and Charles Howell, Chair of the SBC Current Issues & Lobbying Committee were present. Carol Foster Senior Assistant to Daniel was also on the call. The meeting was held via zoom. Issues discussed included North West Relief Road, Flood Alleviations (River Severn Partnership), electrification of the Shrewsbury to Wolverhampton rail line, redevelopment of the Shrewsbury Shopping Centres and the Future Fit NHS reorganisation.



SBC meets through the year with the MP and various Council officials to help highlight issues that affect Shrewsbury area businesses.

Assistant Director of Economy & Place updates on Shrewsbury's recovery and regeneration



I really appreciated the opportunity of speaking at Shrewsbury Business Chamber meeting as there is so much happening in Shrewsbury demonstrating that our economy has done so well despite the significant impact of covid pandemic. There has been a real sense of the business community coming together to support each other, as well as residents really recognising the importance of local businesses.

As a Council, we have

continued to take some major development proposals forward to give the economy confidence in investing in the area. The regeneration plans for the town centre that form part of the Big Town Plan are progressing and there is a lot of interest from external investors. We are even considering moving the Council offices into the town centre to continue to increase the footfall. Data has shown that footfall levels are achieving similar levels to those pre-covid, which is great news, and we have been working closely with partners to ensure the town centre is a safe place to be.

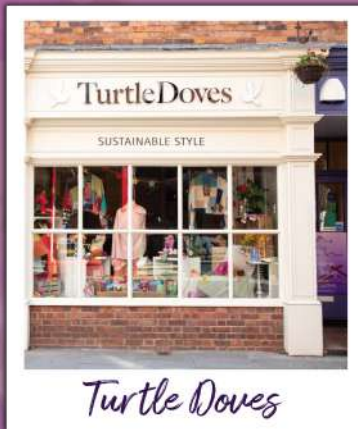
Financial support to businesses during covid pandemic has been significant, with in excess of £160m government funding

to businesses in Shropshire. This has helped numerous businesses to survive during the last year. In addition, we are providing wider business support through particular projects, ie. visitor economy, helping people to re-train, providing co-working facilities, as well as themed sector support. These projects need to be delivered by March 2022.

There has been a huge number of businesses joining the events being provided through the growth hub, and these continue to grow.



SUMMER WINDOW COMPETITION 2021



Turtle Doves

SMALL WINDOW WINNER



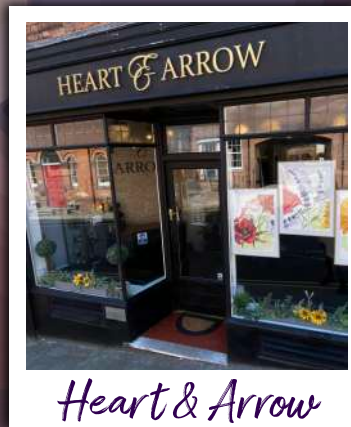
Thomas Glover

SMALL WINDOW RUNNER-UP



Zaza Johnson & Bath

LARGE WINDOW WINNER



Heart & Arrow

PUBLIC VOTE WINNER



Goldsmiths of Shrewsbury

LARGE WINDOW RUNNER-UP



Home Essentials Charity Shop

CHARITY SHOP WINNER



Shropshire Cat Rescue

CHARITY SHOP RUNNER-UP



**SHREWSBURY
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**Shrewsbury
Flower Show**



**SHREWSBURY
BID**

SHREWSBURY COLLEGES GROUP

Shrewsbury Colleges Group students achieve fantastic results!

Shrewsbury Colleges Group is congratulating the A Level and vocational courses students who received their results on Tuesday 10 August. A Level results for the students have been particularly pleasing with more than 57% of students receiving an A* to B grade at A Level and 84% getting A* to C grades. The overall pass rate was 99.9%.

107 students achieved AAA or better at A Level and 29 students achieved 3 or more A* grades. The best performing students were Daisy Weston, Grace Stephenson, Hugh Lea, and Leo Ellis who all achieved an incredible 4 A* grades.

Nine students are progressing to either Oxford or Cambridge Universities and more than 720 students have places at university already confirmed.

Students also received their Level 3 BTEC, CTEC and UAL Diploma results on Tuesday for courses at London Road, English Bridge and Welsh Bridge campuses. The results were again excellent. 79% of students achieved DDD or better with 99% of students receiving a Pass grade. 77% of students

achieved their target grade and 133 out of 304 students achieved the highest grades of D*D*D. SCG Principal, James Staniforth said after seeing the overall results "Many congratulations to all these students, their teachers, tutors and support staff. My thanks to everyone who contributed to these excellent results. Our students should be very proud of the grades they have been awarded. These grades reflect the hard work and commitment our students have put into their studies. These achievements are also the result of the excellent teaching and support they have received, both at college and in their previous schools, and the support of their families. Well done to everyone on all the successes."

He added: "Our students have had to cope with the situation that the COVID pandemic has presented, and they have risen to the challenges. They have shown tremendous resilience and flexibility throughout their time with the college, and they have quickly had to learn new skills like online learning and how to communicate digitally."

For more information visit scg.ac.uk



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Salop Leisure prepares to host exclusive model launch weekends to highlight the 2022 product ranges

With huge demand for UK staycations and there being a general boom within the leisure industry, it may seem strange that Salop Leisure are investing in promoting their products and services. We caught up with marketing manager Ed Glover, who shed some light on this fast flowing industry.

Tell me about the last 18 months for Salop Leisure ?

At the start of the first lockdown we were all concerned for the future of our business. We had a lot of products to sell, whilst our customer base were forced to stay at home. We have a large workforce and like most businesses in the UK, we depended on the furlough scheme for our survival. During the lockdown periods, we managed to continue to run with skeleton staff and now we have enjoyed the increased demand for the UK staycation both at our dealership and on Love2Stay resort which has been close to sold out most weekends during the summer.

How have Salop Leisure changed as a business during the pandemic?

We have refined our marketing strategy enormously: placing less focus on print media and more on building up our digital presence. We are seeing more of our manufacturers create virtual reality tours, which is a valued addition to the customer experience. Ideally though, you need to come in and see the product. People will always buy from people at the end of the day!

We know that the market can change very quickly. As they say on Game of Thrones: Winter is Coming! We need to wise up and focus our marketing spend for when customers are no longer coming through the door.

What have been the Opportunities and Threats for your industry?

The most obvious opportunity has been the heightened demand for UK staycations which has been driving up our number of sales.

The biggest threat is the ability of our manufacturers to meet these sales in the agreed time frames. The production lines are now slower because of social distancing and also their ability to get the parts and materials that go into the models from their suppliers.

Another challenge is the limited availability of used stock which has always provided our customers with affordable options to dip their toe into the leisure industry. As the market is very buoyant at the moment many people are

choosing to hold onto their caravans or sell them privately to maximise their returns.

Tell us about your show?

We have historically always hosted a model launch show around this time of year which would slot in around the national show at Birmingham's NEC that has been cancelled. As one of the largest dealers in the UK, we believe it is extra important for us to take the lead and invite the customers on our database to look at what 2022 has to offer.

We have already ordered large amounts of touring caravans, motorhomes and holiday homes for 2022 and in some cases 2023 so we cannot rest on our laurels. Keep your eyes peeled on our website for full information about our show soon.

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LOVE COFFEE

Darwin's Barbers is the Latest Addition to The Collective at Darwin

A brand-new barbers is the latest new addition to The Collective, a compendium of thriving independent businesses in The Darwin Centre, Shrewsbury.

Visitors to The Collective can expect a warm welcome and something a little different from this quirky new corner of Shrewsbury. The space which was formerly a QVC store, has been lovingly transformed by The Darwin Centre into a thriving avenue of shops. From jewellery, beauty, gifts and fashion, to technology, music, film and literature – it's an eclectic mix and there's something for everyone. After what has undoubtedly been one of the most challenging times for retail following the COVID-19 pandemic, this group of passionate business owners are a breath of fresh air.

The retailers include; Sydney's Café, iRehab, Tubeway Records, DVD Megastore, Buttercup Bookshop, Val B's Wax Jewellery, Portofolio Clothing, Beauty InBox, Heavenly Brides of Shrewsbury and now Darwin's Barbers.

This latest venture is the third name to the empire of local entrepreneur Estaban Bridges, who also owns DVD Megastore and Buttercup Bookshop. A true success story - Estaban started his first business with a market stall which grew, with the help of The Princes Trust, into DVD Megastore as it is today. Now Darwin's Barbers brings something different to The Darwin Centre, with a nod to its name sake.

"I wanted to create Darwin's Barbers to not only provide a service that has been missed from within the shopping centre, but; to also create a space to champion Darwin and his achievements as a fitting addition to Shrewsbury and the centre itself. I'm looking forward to seeing the business evolve and being able to increase the amount of Darwin memorabilia on display. We have obtained a miniature limited-edition replica of the H.M.S Beagle from The Natural History Museum, a great talking point whilst having a trim."

There is a real sense of community spirit amongst the businesses within The Collective.

"Being part of The Collective is like being part of a community in itself. Customers love the independent nature of all the businesses and appreciate the redevelopment of the area, the light and bright, clean, crisp and fresh feel. What I personally enjoy the most is the range of offerings inside, there is something for everyone, - from books to games, music to films, beauty treatments to jewellery and even wedding dresses, plus; a café to boot!

You can find The Collective at Darwin on the lower ground floor of The Darwin Centre. It's handily positioned with easy access from Raven Meadows car park and Shrewsbury bus station. Visit the website at www.shrewsbury-shopping.co.uk, and follow them on social media on Facebook www.facebook.com/thecollectiveatdarwin and Instagram @thecollectiveatdarwin.



Shrewsbury Cocktail Week celebrates the town's cocktail creativity

A brand new festival came to Shrewsbury this week with bars in the town centre getting together to celebrate the world of cocktails.

Shrewsbury Cocktail Week began on Monday September 13 to Sunday September 19. The event which was organised by Shrewsbury BID (Business Improvement District) was designed to showcase the array of fantastic venues in the town centre.

James Hitchin, Shrewsbury BID director and owner of The Alb, came up with the idea and said he was excited with how it was coming together.

He said: "Shrewsbury Cocktail Week was an opportunity to bridge the gap between the craft of making drinks and the guest... a peek behind the scenes into how we ply our trade!"

"It gave people a chance to broaden the venues they usually frequent and highlights the fantastic scene we have here in Shrewsbury." Darren Tomkins, also a Shrewsbury BID director and owner of Gindifferent bar, said bars had gone all-out to create new and innovative cocktail offerings for the festival.

"The cocktail week was a fantastic opportunity to show the world the quality of our bars and bartenders, as well as showcasing what a fantastic and unique place Shrewsbury is," he added.

"We have some amazing talent and businesses here which we want to share far and wide and this is the perfect way to do that."

Events during the week included cocktail classes, tasting menus, parties and special offers for those who buy a Cocktail Week Pack.

Vanessa Fairfax-Wood of Shropshire Trading, who has been helping with the organisation of the event, said: "It's been great getting involved with Shrewsbury Cocktail Week."

"Getting the venues on board and running the Instagram account has let me give something back to the community in such a fun-filled way. Making people's day on Instagram with the ticket giveaways has been such a joy."

"It has been great to see the town bustling with cocktail goers dressed up and having a fantastic time. We have such a strong selection of independent cocktail venues it's great to give them the opportunity to show off."


Seb Slater, executive director of Shrewsbury BID, said: "We were thrilled to announce this exciting new venture for Shrewsbury and hope that it will show off our much-loved cocktail bars and creators to a much wider audience. "I think we have all earned a cocktail or two, given the year we've had. We're ready to celebrate, but are asking people to do it in




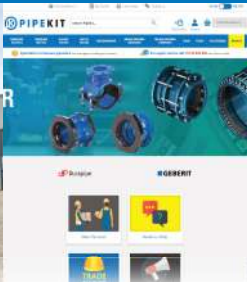
style, enjoying the skill of the mixologists – it's quality, not quantity that counts!

"We would like to say a big thank you to everyone involved, particularly James, Darren, Vanessa and Emma who have put a lot of time and commitment into making this inaugural Shrewsbury Cocktail Week happen."

For more information, visit www.shrewsburycocktailweek.com

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Rob joins the health and safety team

Shropshire insurance broker Henshalls has appointed a new health and safety expert who will be part of their growing in-house consultancy.

The company is the only broker in the region with its own team specialising in workplace risks and solutions, and Rob Andrews is the latest consultant to join the division.

He will work alongside Charles Gunter to help businesses identify and solve health and safety issues in the workplace, and to draw up bespoke strategies to deal with each individual company's needs.

"I'm looking forward to learning more about how the Henshalls systems work and getting to know both existing and future clients," said Rob. "I aim to build on the strong foundation of health and safety work that Henshalls already has in place, and to develop this side of the business even further."

Rob – who will be based in the Henshalls Shrewsbury office – previously served for 27 years in the British Army where he began his health and safety career.



He joins the firm from a multi-million pound new-build hospital project in Oman that was built to UK NHS standards implementing UK health, safety and environmental standards, where he carried out bi-annual audits for the International IFC2 (Labour and Working Conditions) standards.

Henshalls Managing Director Mark Freeman said Rob's recruitment was great news for the team and his experience made him a valuable addition to the Henshalls family.

"We're very proud to be the only broker in the region to have our own in-house health and safety consultancy, and our clients will be pleased to see the team grow even further with Rob's appointment. Our company has seen a real increase in the number of enquiries about workplace safety, particularly as businesses begin to recover from the aftermath of the Covid-19 pandemic, and now we can assist even more firms with effective and workable strategies."

The Henshalls health and safety team explains the minefield of rules in clear, simple, terms, and aims to keep businesses up-to-date with constantly-changing legislation. They visit company premises to discuss each firm's specific needs, and the consultants review workplace and current procedures to identify any risks that need to be addressed.

Areas assessed include: the workplace, work equipment, hazardous substances, fire, manual handling, occupational road risk assessments, accident investigation, and staff issues including young people, new and expectant mothers, people with disabilities, and lone workers.

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“Fire and rehire” practices are under fire. What do Shrewsbury employers need to know about workers’ rights?

Fire and rehire refers to a practice where employers having been unable to get agreement through consultation, terminate the contracts of employees with a view to immediately offering them a new contract on less favourable or different terms. With suggestions that the practice has become more prevalent during the pandemic, the government commissioned Acas to prepare a report.

So ‘here’s the science’ on this and related issues!

Acas’s brief was to complete an independent fact finding mission on fire and rehire, making no recommendations. They found that while it was not a new practice, it did appear anecdotally to have become more common in recent years. Triggers include the desire to avoid or minimise redundancies, and to change terms and conditions.

A recent high profile example is that of Clarks shoes who are asking more than 100 warehouse staff to accept a new contract on reduced terms... and the staff are considering strike action.

The business minister has recognised the practice in general as “bully-boy tactics” but indicated the government is not in a rush to legislate specifically against it. They have, however, asked Acas to prepare clear guidelines about when fire and rehire may be used.

With many businesses forced to take difficult decisions during the pandemic, it is always best to seek professional advice when doing something

with such far-reaching consequences for both the business and your staff.

Employers should be aware that the government is preparing to clamp down on enforcement in other areas of workers’ rights, though. Of course, by far the majority of businesses do want to treat workers respectfully and in compliance with the law, but there are always a few who will cross the line – whether inadvertently or deliberately.

Going for these, the government plans to merge three bodies - the Gangmasters and Labour Abuse Authority, the Employment Agency Standards Inspectorate and HM Revenue & Customs’ national minimum wage enforcement team - into a single watchdog guarding employment rights.

The new regulatory body’s scope will include ensuring workers receive holiday and sick pay they are entitled to without resorting to an employment tribunal; as well as protecting agency workers, enforcing minimum wage compliance and fighting against modern slavery.

While it is not formed yet, one would imagine the new agency will be far more coordinated across the broad workers’ rights remit as well as more streamlined. If you are unsure if your employment practices meet minimum standards, now would be a good time to get them reviewed!

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 30 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. You can contact them on Shropshire@hrdept.co.uk or 01743 290474

Is it time to update your contracts and handbooks?

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New Member

the
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club

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So much more than just a health club!

The Shrewsbury Club is an award-winning, family-friendly health and fitness club close to the heart of Shrewsbury. Despite lockdown, the Club has had over £750,000 investment over the last year including a complete gym refurbishment and the #BASE, an exciting outdoor fitness workout zone.

The new gym equipment is based over two floors and offers members the latest in technology, enabling programmes to be linked to wearable technology or an app that is accessible at all times. It's the best way to stay motivated and ensure members get the most out of their workouts. The friendly gym team are always on hand to help with technique and technology so there is always someone around to make sure programmes are effective, safe and enjoyable.

Add in the 80 plus classes a week, that include everything from Aerobics to Zumba, and a new

interactive spin studio that creates a great atmosphere for indoor cycling, and members are really spoilt for choice when it comes to exercise.

There's plenty of time to relax too, with the Club offering a 20m luxurious indoor swimming pool and a sauna, steam room and vitality pool for those who want to chill out. For the those looking for even more relaxation, the Club has its own Imagine day spa. With a wide range of treatments, relaxing thermal facilities and friendly therapists, Imagine Spa Shrewsbury offers members and non-members a place to unwind and forget about their stresses for a while. Perhaps this could be the perfect venue for your next team building event?

The Shrewsbury Club is the ultimate family friendly health clubs with free membership for all children under 16 who can enjoy a jam packed, varied programme that ranges from Yoga to Teen Spin and everything in between! Currently, the Club is offering a daily Summer Camp for a small additional fee, which offers children a chance to keep active, learn new hobbies and make friends during the school holidays.

The Shrewsbury Club is proud of its reputation in the tennis world with six indoor courts and six outdoor courts too and a wide variety of programmes for beginners through to county players. From tennis tots for under-fives through to our



veterans. The Club also hosts two ITF World Tour tennis events every year which sees some of the top professional tennis players grace the courts at the Club and provides some ideal networking opportunities for local businesses.

The Shrewsbury Club's vision has always been to be "the Shrewsbury Club for Shrewsbury people" and members enjoy a warm welcome and personalised service, where our welcoming reception team greet members by name on arrival. The Club is delighted to be joining the Shrewsbury Business Chamber.

There are a range of memberships on offer that start from £49.50 for our corporate partners who want to offer exercise in a high-quality setting as an employee benefit. Our Hub bistro bar is a great place for a work meeting, especially as there is free WIFI, or just a social get together after work, or a workout! If interested, please call the Club today. They'd be more than happy to show you the club.



Vice Chair Jenny speaks to Shropshire Live TV

July 2021 saw Jenny Osborne, Vice chair of Shrewsbury Business Chamber interviewed by Chris Pritchard of SBLTV. Jenny explained what the Chamber offers to local businesses and how they can get involved. She explained about all the events we hold and how diverse they are in nature. The Shrewsbury Business Chamber website was highlighted as the best place to really get to understanding of what the

Chamber offers to businesses from across the Shrewsbury area.

Filming took place in Shrewsbury town centre much to the interest of passing shoppers. Sadly the rain arrived but thanks to a local business they were able to take cover and continue the interview. Filming was carried out by local firm Yarrington.



Halloween spooktacular for Sabrina Boat

Have you explored Shrewsbury as a tourist?

A great way to learn about Shrewsbury's history is to enjoy a boat trip between Welsh and English bridges on a Sabrina Boat tour. If you have already done this, why not incorporate a themed event into your next night out in Shrewsbury?



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Throughout October there will be halloween themed cruises where you can discover the darker side of Shrewsbury.



What you should know about making a backup of your data (and why it is important!)

A computer hard drive is like a filing cabinet- its where everything is stored. If hard drive dies; it can mean the end of anything stored on it. (Photographs, customer data, music, applications - these are all "data")

So it is important to have all this in more than one place.

Experts recommend the 3-2-1 rule for backup: three copies of your data, two local (on different devices) and one off-site. For most people, this means the original data on your computer, a backup on an external hard drive,

and another on a cloud backup service/ external hard drive stored in a separate location from the computer.

For home users the easiest backup to do is by using Windows: To get started: If you're using Windows, you'll use File History. You can find it in the system settings of your PC by searching for it in the taskbar. Once you're in the menu, click "Add a Drive" and pick your external hard drive. Follow the prompts and your PC will back up every hour

Windows 10 has an automated tool to backup your device and files- Cloud Storage.



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Five ways to back up your data

1

USB stick. Small, cheap and convenient, USB sticks are everywhere, and their portability means that they're easy to store safely, but also pretty easy to lose or damage and need encrypting in case they are lost.

2

External hard drive. Again: our recommendation is that this should be encrypted in case they are mislaid or stolen. We always recommend having at least 2 hard drives.

3

Network Attached Storage. This is a more robust way of backing up your data.

4

Cloud Storage. For smaller businesses this can be One Drive or Google Drive. For larger businesses there are specialist Cloud backup providers. The best ones have a local backup - for a speedy restore if needed. For GDPR compliance, businesses should check where in the world the backed up data will be stored.

5

Printing. - If you don't have any of the above backup solutions in place, print out important documents.

For Businesses: data backup plays another important role. If your business is hacked, or the data is held to ransom - having data in a separate, external location can save the day!

STEP Diploma success for solicitor Amy

Hatchers Solicitors are pleased to announce that Amy Morris, Solicitor within the Wills, Trusts and Probate Team has completed her STEP Diploma in Trusts and Estates and is now a full member of STEP (The Society of Trust and Estate Practitioners).

The Diploma is recognised worldwide as being the benchmark qualification for those specialising in trust and estate work. The course covers a wide range of study areas including will drafting, trust administration and complex taxation issues involving trusts and estates.

Amy, who joined Hatchers in 2016, has 12 years post qualification experience and specialises in will drafting, particularly for clients with complex personal circumstances or business interests. In addition, she provides advice to clients in relation to Inheritance Tax planning during lifetime, as well as the administration of estates and the administration of trusts. Finally, she prepares and registers Lasting Powers of Attorney for property and finance and health and care decisions.

Mark Munro, Head of the Wills, Trusts and Probate Team commented, "We are extremely proud that Amy is now qualified as a Trusts and Estates Practitioner (TEP). The Diploma builds on her existing technical knowledge and enables her to provide clients with a holistic approach to estate planning, both in lifetime and upon death."

Hatchers Solicitors can be contacted on 01743 248545 or at hatchers.co.uk.



Amy Morris, Solicitor at Hatchers



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Are Your Images Well Liked?

Social media is one of the best places these days to engage with your audience. There are approximately 1.8 billion photos uploaded to the internet each day, so it is important that you are able to stand out from the crowd. The images that are posted should be engaging and entertaining.

If you don't have an extremely visual brand or are not a professional photographer, don't worry. With improved camera and editing software on our smart phones, the following tips will help you take great pictures to post on your social media accounts, whatever the platform.

1. Clean the camera lens

This may sound obvious, but before you take a picture, make sure that the lens of your smart phone is clean. If you think how many times these devices are used daily, it's not surprising that the lenses can get dirty resulting in distorted or foggy images.

2. Tap on the subject

Before you take the shot, tap on the focal point of your image. The smart phone will automatically focus on this element resulting in a clear, sharp image.

3. Take note of the lighting

Try and use natural daylight if possible and don't photograph against a window as the external light will bleach out the surroundings and cast a strong shadow on your subject.

4. Take more than one shot

It is always wise to take several shots of the same subject as differing factors can affect the final image such as someone blinking or a person appearing in the background.

5. Use negative space

By this I mean don't go too close on your subject. By adding empty space around your shot, not only will it reduce the feeling of claustrophobia, but also it will be more impactful as an image.

6. Use the rule of thirds

Most digital cameras produce photos with an aspect ratio of 3x2 (width x height) which encourages our mind to view an image in thirds. If you imagine the screen split into 3 vertical sections and 3 horizontal sections resulting in nine boxes, try to place your subject in the left third or right third of the frame rather than placing it centrally in the photograph. This will encourage the viewer to spend more time looking at the

photo than if it was symmetrical.

7. Crop instead of zooming

If you are using a smart phone it is best to steer clear of the zoom function. Unlike a professional camera, this will reduce the quality of the image resulting in a poor photograph. Instead, either get closer to your subject, or crop using the smart phones' editing software to achieve the image you require.

8. Use natural frames

Look around you when taking a photograph. Are there natural frames available? This may be the branch of a tree, a window, a doorway. If possible, use a natural frame to add additional interest and depth to your image.

To be successful with social media, you need to focus upon the quality of your imagery. By using these tips, it will allow you to take great photos using your smart phone without the need to invest in more expensive photographic equipment.

For more information on graphic design and many other business topics visit: www.dmlovatt.co.uk



Hidden Costs in your Business – simple ways to reduce those costs.

Would you like to increase your profit margin, well of course, it is a no brainer?

It costs a lot to simply make a business function but so often routines fall into place, costs get hidden and rarely do we make the time to stand outside and look in as a 3rd party.

This is not a programme like Sixth Sigma, but is simply realising that by changing habits or being more aware you can save money. It is possible to achieve this in every business however small and regardless of sector. Even tiny changes can save money.

Hidden costs plague every business but are rarely obvious. Yes, it can be as simple as changing the loo roll from a well-known brand to a low-priced supermarket own brand. However, this might cost more in industrial relations! It is a little deeper than that, but still not rocket science.

Waste: Printing when not required just needs a culture change, which

must come from the top to succeed. Moving resources between staff, offices, or departments. When did you last look in every cupboard and wonder why all those reams of paper are sitting there when the next office is ordering more? Is routine your enemy, everyone doing what they have always done? This may mean you work like a well-oiled machine, but is it costing you a packet? Could you be smarter?

Mismatch: Could you redeploy staff to roles better suited to their talents and in this way end up with a more productive workforce for the same wage outlay?

Death: Do reports, marketing material or ideas go through so many hands that you are adding to the cost of every project. Is the company's hierarchy or egos meaning that too many people are able to request changes? This will mean more tweaks and delays, each one costing money. Death by committee is not fiction, it is sadly

very real, causing indecision, delay, inaction as well as a lack of ownership or responsibility. This is costing companies vast amounts of money, money that could be redeployed or increasing your profit margin.

Stepping outside and looking in is vital to stop costs running away, bad habits forming, and to ensure you stay as lean as you can. Every business owner or manager can find time if they really want to reduce their costs and improve their profit.

Rosie Beswick – Managing Consultant of Rosie Consulting, a specialist marketing and market research consultancy that can help you bring change to your business, understand your clients, and gain competitive advantage or financial savings. Established in 2002, based in Shropshire, working nationally with companies from a wide range of sectors and sizes

<https://rosieconsulting.com>

Shropshire law firm expands residential property team

A law firm with offices across Shropshire has welcomed two new faces to its residential property team as property sales continue to soar in the county.

Lawyers at Lanyon Bowdler say the expansion reflects the growing demand for property - both across Shropshire and into Wales.

Emma Wilson and Joanne Thomas have joined the firm's Oswestry office, bringing a wealth of experience in residential property law.

Emma Wilson is an experienced residential conveyancing solicitor, working for firms in London, Chester and Liverpool before joining Lanyon Bowdler as the residential property team leader in Oswestry.

She said: "It's been well-documented that the property market is extremely busy across the country, and none more so than here in Shropshire. "Rural areas like ours have really surged in popularity during the pandemic, as many people now see working from home as a viable long-term option, so no longer need to live in large towns and cities.

"I qualified as a solicitor in 2001 and have many years of experience assisting with all aspects of residential conveyancing, including sales and purchases of both freehold and leasehold properties, remortgages and leases.

"I have acted on behalf of commercial developer clients, as well as private individuals, and am really looking forward to assisting a variety of clients in Oswestry and the wider area."

A recent addition to Emma's team is Joanne Thomas, a specialist in residential property who has worked in Shropshire since qualifying as a solicitor nearly 10 years ago.

Born and raised in Shrewsbury, Joanne said she enjoyed helping people with the sale or purchase of their home.

"Moving house is a hugely important part of someone's life, and I am proud to be able to help them make that step with as little stress and worry as possible," she said.

"Communication is key to ensuring a property exchanges hands quickly and efficiently, so I always make an effort to avoid using legal jargon and keep my clients updated throughout the whole process."

For any residential property advice, contact the Lanyon Bowdler team on 0800 652 3371 or visit www.lblaw.co.uk

The firm has offices in Shrewsbury, Telford, Oswestry, Ludlow, Conwy, Hereford and Bromyard.



New faces at Lanyon Bowdler: Emma Wilson (Left) and Joanne Thomas (Right)



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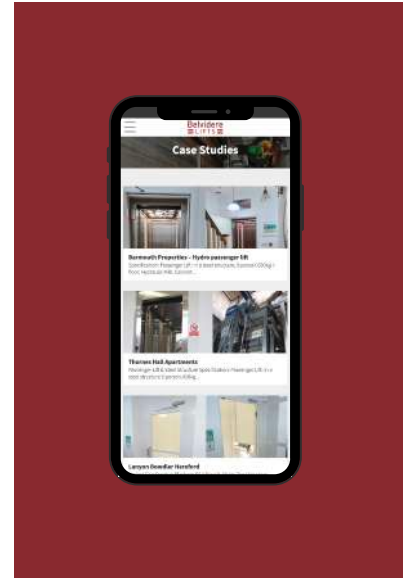
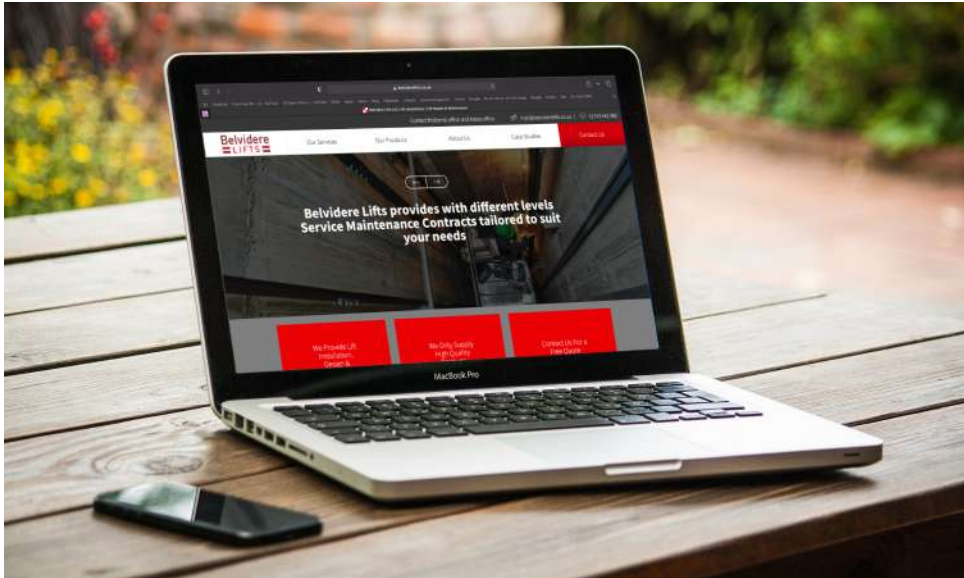


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Announcing The Launch Of Our New Website



We are pleased to announce the launch of our brand new website! After months of hard work and dedication, we are delighted to officially announce the launch. The new site launch is available and the URL is www.belvidereelevators.co.uk

make this site what it is.

For any questions, suggestions, feedback, or comments, please do not hesitate to contact us.

Our goal with this new website is to provide our visitors with an easier way to learn about Belvidere services and solutions and also to allow the visitor to browse information based on their own choice. The new website is interactive and gives better access to About Us, Consulting, latest Technology, Case studies and Products. Our current and prospective clients will find useful information about our services and products on the homepage of our website. The Case Studies & Portfolio will highlight the projects we have completed and outline the value created for each client as a result.

Amongst the new features, the site contains integrated social media buttons for Facebook, Twitter, and LinkedIn to foster improved communication with the clients. We will be constantly updating our content with helpful information, articles, blogs, newsletters, company announcements, and client successes.

We hope you find the new website with a fresh look, easy to access information and we also wish to establish this portal as a source of information for those who visit our site.

We would also like to thank our amazing staff at Belvidere who donated their time and energy to



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