



SHREWSBURY
BUSINESS CHAMBER
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Chairman's foreword

CHRISTMAS COMES TO SNOWSBURY

Christmas is nearly upon us again, and the lights and tinsel are in the shop windows of Shrewsbury, so I have been reflecting back on the business year and what has happened to our town in the last 12 months.

Our town is more and more seen as a desirable place to live and work. It made the top 10 in the The Sunday Times Best Places To Live In Britain charts. It has been voted the most courteous town by the National Campaign for Courtesy following the launch of the Most Courteous Town Award. It was second behind only Harrogate as the happiest place to live in the Rightmove survey, which asked 24,000 people how they feel about where they live. We now have a University and our football team was promoted.

Certainly the mood of the members of the Chamber has been by and large positive. At the start of the year the unemployment rate in the town was 1.3%, compared with 2.4% in the West Midlands and 1.9% in the country as a whole. In Shrewsbury's town centre figures show that the vacancy rate for shops is currently 9-10% - with the regional benchmark for comparable towns being 10-14.9%, according to retail analyst Spring-board. But not all the news was positive. Job losses at Shropshire Council and Caterpillar are still on the cards, and the outlook for manufacturing is still cautious.

The national growth forecast for 2016 has recently been upgraded from 2.4% to 2.6% with 2017 also predicted to have growth at 2.6%. As Shrewsbury Business Chamber Executive member Tony Bywater observed at a recent meeting: "I am much happier with steady growth than with quick high growth. In my experience fast growth only leads to an even faster decline". So as a Chamber, we are hoping for 'steady as it goes' in 2016.

I recently went to see the new Steve Jobs movie so I leave you with a thought from Steve: "Success is simple. Do what's right, the right way, at the right time!"

*Val Edwards, Partner
Hatchers Solicitors LLP*

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Christmas window competition

CHAMBER CHRISTMAS SHOP WINDOW COMPETITION RESULTS ANNOUNCED...



The winners of the annual Shrewsbury Christmas Window competition have been revealed with judges praising the standard of entries.

The competition included five categories and saw Deliciate, Heavenly Brides & Belles, Mr David's Hair & Beauty and Save the Children scoop the top prizes.

Peter Bettis, president of Shrewsbury Business Chamber, which runs the competition in conjunction with the

Shrewsbury Chronicle, said the judges had a tough task picking the winners.

"So many people entered the competition and it is great that they join in the festive spirit and take part. There were some great efforts and it was a very difficult job for me and my fellow judges to select the winners. The competition provides businesses with the chance to join in with the festive celebrations, and it is a wonderful opportunity for retailers to participate in a competition and show their enjoyment of the festive season."

Runners-up awards went to Arthur's Cafe, Tanners Wines, Chanelle Hair Salon and Salvation Care.



Shrewsbury Chronicle's Heidi Frost said that she was impressed with the efforts for all those who had entered the competition. "It is great to see so many people getting involved and coming up with lovely displays to celebrate the festive season. All the entrants made a wonderful effort and we certainly had a tough job on our hands to pick the winners."

Heavenly Brides & Belles was also the winner of the new People's Award, which was donated by Shrewsbury Bid and voted for via the internet. "Businesses have excelled themselves this year, we have had over 140 entries in our new People's Award category and the quality of entries has been second to none," added Kirsten Henly, Shrewsbury Bid Manager.

Cooper Green Pooks are a Shrewsbury-based property consultancy, regulated by the RICS dealing with commercial and residential property sales and lettings, property management and associated professional work primarily in the Shropshire and Mid Wales area but also throughout the UK.



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New member feature

WELCOME TO OUR NEW MEMBERS...

Shrewsbury Business Chamber has been representing businesses in the Shrewsbury area since 1903. As the main platform for businesses, membership of the Chamber is open to all business types. We recognise that the economy is a difficult one so we have kept our fees to a minimum, ensuring good value and good

services for members. We've introduced a new pricing structure so that home-based businesses can enjoy the benefits of full Chamber membership for a trial period of 12 months at a reduced rate, while student membership is free. For full details of our membership rate pricing structure, please see our website.

Shrewsbury Marine Services



Shrewsbury Marine is a well-established, family-run marine business based on the Frankwell Quay in Shrewsbury. We have been servicing boat engines for the last 40 years, and also have a comprehensive chandlery shop for all boating requirements, in addition to our online web shop at www.shrewsburymarine.co.uk.

Not all our customers are boaters, as we sell useful maintenance equipment too suited to other household/outdoor purposes, such as rope, repair kits and stainless steel fittings – screws, bolts, etc. We keep wetsuits and buoyancy aids in stock all year round (for the hardier swimmers/boaters amongst you!)

We are really pleased to become a member of the friendly and informative Shrewsbury Business Chamber, and one of our aims is to raise the profile and potential of our lovely River Severn here in Shrewsbury.

Shrewsbury Marine Services

Telephone: 01743 242555 www.shrewsburymarine.co.uk

Kitchen Thyme

Kitchen Thyme was created by foodie and entrepreneur Sabrina Zeif. Born in Trinidad, Sabrina's Caribbean roots sparked her love for flavourful international food. Trinidadian heritage is mixed, embracing a fiery fusion of Indian, Chinese, African, Portuguese, Spanish, British, Syrian, Lebanese, South American and Creole cultures and cuisines

Kitchen Thyme is a culinary experiences company which takes influence from Cajun-Caribbean cuisines and cultures. The business draws on Sabrina's culinary roots and heritage, and bringing together the eclectic flavours of the many countries she has experienced. The experiences focus on creating delicious, authentic food infused with herbs, spices and unique flavour, using only the freshest local ingredients.

Sabrina adopts the Caribbean spirit of fun, laughter and never taking things too seriously at her events. All the experiences are interactive, dynamic and full of delicious food. Offerings include Supper Clubs, Cookery Courses, Creative & Collaborative experiences for businesses and private dining events across the county. Sabrina also does demos, culinary & cultural talks and has recently featured on BBC Radio Shropshire alongside Nigella Lawson.



Kitchen Thyme

*Telephone: 07855 341516
www.kitchen-thyme.com*

Sterling Clinics



Sterling Clinics

*Telephone: 01743 361430
www.sterlingclinics.co.uk*

Based on Shrewsbury Business Park, Sterling Clinics is run by Tera Bomberg, who has her own personal tale of dramatic weight loss to tell. Using the Alevere Body Contouring Weight Reduction Programme four years ago, Tera herself lost a total of six stones in body weight. Tera, a former Sports Injury Therapist and Dietician, said: "I have successfully completed the Alevere programme and then worked for several years at the Alevere Cheshire Clinic in Wilmslow. I am now much happier in my body and therefore perfectly placed to help others.

"I believe that we are the only clinic in Shropshire that provides this unique service, whereby clients have an initial consultation with our doctor, followed by specialised non-surgical treatments, using the latest, medically certified technology to optimise the body's contours and body shape. Combined with our precisely designed Alevere eating plan which contains a large number of natural vegetables and fruits and regular Doctor Reviews, we have a successful programme. Take a look at our case studies on www.sterlingclinics.co.uk."

"Being a brand new business, I will be recruiting staff in the near future and believe that by joining the Chamber it will help raise my profile and introduce people to the services that we have on offer and I am happy to share my own personal experiences with anyone who needs further information."

The Roy Fletcher Centre



*The Roy Fletcher Centre
Telephone: 01743 341300
www.go-to-internet.com*

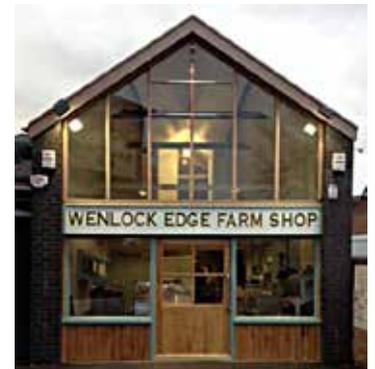
Roy Fletcher Centre was established by the Roy Fletcher Charitable Trust, their namesake a builder and philanthropist well known in the town. The Trust, administered by Roy Fletcher's son and daughters, acquired and converted the former Livesey Printing Works to fulfil their father's dream of providing a Centre for caring and charitable voluntary organisations in Shrewsbury. He wanted them to have a place where they could all be under the same roof with high quality facilities, without having to pay commercial rents, thereby releasing more money for them to spend on delivering services to the community.

The Centre's Go-To Internet café was officially opened by the Mayor of Shrewsbury, Miles Kenny, on 1st October 2015, and offers drop-in sessions with volunteers assisting anyone new to the technology on topics such as using new tablets and laptops, setting up e-mails, computer basics, internet access, online social housing applications, job searches and updating/uploading CVs. It also offers a program of tailored IT courses to suit small groups new to computers, social media and website design.

Members' news

NEW FARM SHOP IN SHREWSBURY

Cooper Green Pooks are pleased to report the letting of 31, Smithfield Road to Wenlock Edge Farm, already well known to many in the county who have enjoyed their products sold at various farmers markets, including Shrewsbury, as well as their own shop in Wenlock Edge. The Farm Shop, which opened recently, will stock fresh meat, sausages, bacon, hams and charcuterie all produced at Wenlock Edge Farm in South Shropshire, as well as bread, cheese, milk, eggs, vegetables and a wide selection of artisan produced foods. Formerly trading as a pizza takeaway/delivery outlet, the property includes a first floor with office and mezzanine display space totalling 73.25 sq m (788 sq ft). The shop was offered to let on a new lease at an asking rent of £10,000 per annum.



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SHROPSHIRE CONSTRUCTION WORKER NAMED ONE OF COUNTRY'S TOP BUILDERS

A site manager from Shrewsbury and former Shrewsbury College student has been crowned the runner-up in the Youth Build Young Builder of the Year 2015 competition. Nathan Buckley, 25, from Shrewsbury, is the site manager for family-run Shropshire-based building firm English Construction, where he started as an apprentice in 2009.

Director of the firm, David English, entered Nathan into the awards, which seek to recognise those who have overcome adversity in the building trade. Nathan, currently oversees 20 tradespeople and three apprentices and after being dogged by various injuries has had to come off the tools and carve out a different career path for himself within the industry.

He was recently invited to the Houses of Parliament in Westminster with his wife Laura, to accept the runner-up prize in the UK-wide competition, which also saw him being awarded £250 in cash and a £500 gift voucher for Tool Station, from Youthbuild UK President Baroness Smith of Basildon.

Nathan said: "It was a bit of shock to come second to be honest! I really didn't think I was in with a chance.

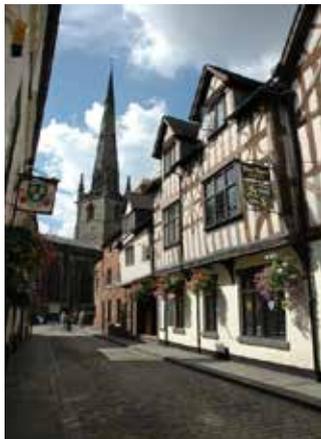
All of the finalists got to meet beforehand and talk to each other and from hearing their stories I really didn't think I would win anything. The idea of the awards is to recognise people who have overcome barriers and done well for themselves.

"I have suffered with a bad back for a few years now, so despite my age, found I could not carry on working on the tools and it's an ongoing issue so had to find a new role within construction and moved up into management. I feel this award will be a real boost for my career."



Members' networking

CHAMBER NETWORKING EVENT CALENDAR



Shrewsbury Business Chamber member, The Prince Rupert Hotel, was once again the venue for this year's Chamber Festive Dinner.

Our most up-to-date calendar of networking events can be found on the events page of our website, www.shrewsburybusiness.com. Bookings for all events can be made via the links to Eventbrite.



<i>Date</i>	<i>Event</i>	<i>Venue</i>
Wednesday 20th January 2016	Members' networking meeting, with guest speaker Trevor Osborne talking about his plans for Shrewsbury Prison	The Agency, Shrewsbury College
Wednesday 17th February 2016	Members' networking meeting, with guest speaker Barry Sheldon speaking about Business Crime	The Agency, Shrewsbury College
Wednesday 16th March 2016	Members' networking meeting, with guest speaker Joan Woulfe from Cooking Marvellous	The Agency, Shrewsbury College
Wednesday 20th April 2016	Members' networking meeting, with Chamber Executive Committee member Richard Homden of Salop Design speaking about apprenticeships	tbc
Wednesday 18th May 2016	Members' networking meeting, with Chris Taylor talking about Broadband	The Agency, Shrewsbury College

Members' news

SAMARITANS SITTING COMFORTABLY

Volunteers at Samaritans in Shrewsbury will be able to listen in comfort to those in need – thanks to a donation of two new reclining chairs. The team, based at Swan House in Coleham, spend many hours on the phone, listening to people who call up for help. But the volunteers were finding their old chairs very uncomfortable, which made it hard to concentrate for long periods of time.

Alan Ward in Shrewsbury, this month celebrating 45 years as Shropshire's largest family-owned furniture store, came to the rescue and donated two fabric reclining chairs with footstools to provide the ultimate comfort for volunteers.

Jane Muscroft, Shrewsbury Samaritans volunteer, said the chairs had made a huge difference to the volunteers. She said: "A colleague of mine was doing an overnight duty on a long phone call and she was so stiff and sore afterwards, she could not move so we really needed to do something. Alan Ward was the natural choice when we thought about new chairs and we were thrilled when they kindly donated them to us as part of their 45th birthday celebrations. It's absolutely marvellous. The chairs are deeply upholstered, they recline and they have footstools."

Mrs Muscroft said it meant the world to the 50 plus people who volunteered at the centre. She said: "It means they can focus entirely on the caller because they can relax and be comfortable, even if the call lasts an hour-and-a-half or longer. We do four to five hour shifts in



twos and most people will have one or two longer calls in that time."

Mrs Muscroft said she hoped the chairs would be the start of a full refurbishment plan for the centre. She said: "It's a 1930 house, which apparently used to be a pub. We have had furniture come together from all over the place and made do for years but we want to go for a full refurbishment next year. We want to have a comfortable environment as people are providing a volunteer service."

Kathy Lesser, marketing manager at Alan Ward, said the Ennerdale Road store was delighted to help the Samaritans' volunteers. "The volunteers spend several hours in the chair listening to people in distress and therefore often save lives. It was clear they were desperate for new furniture and it was important it was good quality and comfortable."



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87% IN SHROPSHIRE LEAVE LIFE-CHANGING DECISIONS IN STRANGERS' HANDS

- Alarming new report reveals people in Shropshire leaving major decisions about housing, assets and care to chance;
- 78 per cent want loved ones to make decisions in the event of illness or accident – but only seven per cent have created a lasting power of attorney (LPA) to enable this;
- People in Shropshire are better at planning for death than later life; 37 per cent of people have a will vs. only seven per cent with an LPA;
- SFE member Neil Davies from Lanyon Bowdler urges people in the UK to safeguard wishes in the event of accidents or illness like dementia.

87% of people in Shropshire are currently living with no control over important later-life decisions around their housing, assets, health, and care, according to a new report. The report by Solicitors for the Elderly, a national organisation representing legal professionals specialising in helping people plan for later-life, has been described as 'deeply concerning' by lawyers at Shropshire firm, Lanyon Bowdler. Statistics reveal that while 37% of people in Shropshire have a will in place to manage their affairs after death, only 7% have an LPA in place to safeguard their wishes in the event they are no longer able to make decisions for themselves, due to accident or an illness such as dementia. 78% want a family member or friend to make important decisions on their behalf, in the event of illness or an accident.

However, few are aware that without an LPA in place, any individual's affairs, such as their end-of-life wishes and

health treatments, can be left in the hands of third party solicitors, social workers, medical doctors, or the British courts. Even the minority of people that have taken steps to plan ahead for later life may still be at risk, due to poor quality legal advice and invalid documents. 85% of people with LPAs in place did not use experts or legal guidance, according to the report, instead taking a gamble using online resources, non-legal advisers, or off-the-shelf kits.

Neil Davies, head of the Court of Protection team at Lanyon Bowdler, said: "This report confirms our fears that many people are unaware of the importance of a lasting power of attorney, which is deeply concerning. Even if you have a will in place, it is essential that you make arrangements to ensure someone you know and trust will look after your affairs if you are unable to."

Lakshmi Turner, Chief Executive of SFE, said: "Most people assume that if they suffer an illness or accident, their next of kin will be responsible for vital decisions. The reality is starkly different – loved ones may not be able to make a decision on your behalf unless you have an LPA in place. An LPA is by far the most powerful and important legal document an individual can have. If you have children, own a home, or have views on your preferred health treatment, we urge you to go to an expert to get the right advice."

To download the report 'Who will decide for you when you can't?' go to: <http://www.sfe.legal>.

CHRISTMAS SURVEY REVEALS RETAILERS ALL SET FOR CHRISTMAS TRADING

- A record 77% of UK retailers are more confident about Christmas trading this year compared to last year, and 79% expect revenue to increase;
- 77% of UK retailers also say they will hold a Black Friday promotion, with 69% predicting sales will rise compared to Black Friday 2014; only 4% predict a fall;
- The majority of retailers expect mobile to be the channel experiencing the biggest sales growth (56%);
- Click and collect expected to be the delivery channel with the biggest growth, experiencing a predicted 25% increase compared to 2014.

New research from Barclays has revealed confidence is high in the retail sector as the Christmas period approaches. More than three quarters of retailers reported that they are more confident about Christmas trading this year (77%), and an even higher proportion (79%) expect revenue to increase, with 14% predicting their revenue will rise by more than 10%.

The Barclays Christmas Survey also examined the growing significance of Black Friday, the initiative imported from the USA, which sees significant discounts from many retailers on the fourth Friday in November. Black Friday has rapidly established itself as an annual fixture on the UK retail calendar and the survey reveals the extent to which it has made its mark in the UK. 77%

of UK retailers plan to hold a Black Friday promotion this year, up from 73% last year, with 69% expecting sales to rise compared to Black Friday 2014, and only 4% of those surveyed anticipating a fall.



When asked about the channels and methods of delivery they expect to be most popular this year, the majority of retailers revealed that they expect mobile to experience the biggest sales growth (56%). On average, retailers expect mobile sales to grow by a staggering 52% compared to last year. With regards to delivery channels, click and collect is expected to continue its rise in popularity, with an estimated 25% increase in orders.

Sarah Offland, Relationship Director at Barclays in Shropshire, commented: "It's our 3rd year compiling the Barclays Christmas Survey and the results are more positive than ever. The overwhelming confidence around prospects for the whole Christmas season is great to see. When Black Friday first came to the UK, the industry speculated about whether it was just a fad or would really take hold. This research shows that it appears to be here to stay, as for the first time, more than three quarters of retailers plan to hold a promotion. As long as retailers focus on selected lines and manage the level of discounting appropriately, this increased participation can contribute to a successful Christmas season."

SCIENTISTS AT LUBRICANTS COMPANY RESCUE JAGUAR XJ220 SUPERCAR

Scientists at Britain's leading independent lubricants specialist came to the rescue when the iconic Jaguar XJ220 supercar was in danger of being mothballed. Morris Lubricants was called in to answer an SOS from Jaguar XJ220



guru, Don Law, who was running out of specialist transmission oil needed to keep the supercars running. During vehicle production, JaguarSport commissioned a one-off batch of a specific lubricant in conjunction with transmission designer, Ricardo. "JaguarSport had concerns over transmission crown wheel and pinion life during early testing," explained Don, who owns Jaguar XJ220 specialist Don Law Racing in Newcastle-under-Lyme. "There was no lubricant on the market in 1991 that could withstand the extreme pressures required for the crown wheel and pinion to survive whilst maintaining the integrity of the unique triple syncromesh design."

In 2008, stock of the transmission oil was rapidly running out, so Don approached the original supplier and was given the bad news that it could no longer be made due to the high cost and small batch situation. As the final stocks of the old

transmission oil ran out, a new batch was produced by Morris Lubricants, using the original specification and Don is delighted with the result. "Isn't it amazing that the only component in that wonderful supercar that we are struggling to produce was that lubricant. Thanks to Morris Lubricants, the XJ220 legend lives on."

CYBER-CRIME THREAT TO BUSINESSES

Businesses who ignore the ever-increasing risks of cyber-crime may be putting their entire future in jeopardy. That's the warning from Jenny Osborne, of Henshalls Insurance Brokers in Newport and Shrewsbury, who said the risks were growing by the day.

"It's not only e-commerce companies and businesses who sell products over the internet who are being targeted - any company that collects and stores personal and corporate data, or that relies on computer and telephone networks could fall victim to the crime."

Jenny said that as a direct result of the growing risks, many companies were turning to cyber-crime insurance cover to protect their day-to-day operation.

"Research has shown that this year, for the first time ever, the risk of cyber-crime is now in the top ten most critical considerations for any business. If your computer system is infected with a virus, or sensitive data is breached, your company could face huge financial losses; its reputation could be damaged; and disruption or even a total shutdown of your business could be the result. Cyber cover is not only a reasonably new form of insurance, it also deals with an industry that is constantly changing, so it's vital that if you do have a policy, you update it regularly. Computer networks are at the heart of almost all companies, and if you're not protecting your system well enough, you're risking the very future of your business."



SALOP LEISURE BACKS LADDER FOR SHROPSHIRE APPRENTICESHIP CAMPAIGN

Award winning caravan and motorhome dealership Salop Leisure is supporting the Ladder for Shropshire, a multi-organisation campaign to promote apprenticeships. The Shrewsbury-based company, which also has sales centres in Stourport-on-Severn and Machynlleth, employs six apprentice caravan engineers, including recently recruited Connor Hodnett, 16, from Wolverhampton. He joins Connor Sale, 19, from Pontesbury and Josh Roberts, 20, from



Shrewsbury in taking a level two apprenticeship while Jack Clarke, 21, Tom Hancock, 21, Daniel Taylor, 20 and Ashley Lutwyche, 19, have progressed to a level three apprenticeship.

The man guiding them is experienced after sales manager Viv Jones, who began his career as an apprentice mechanic in Shrewsbury in March 1960. A perfect example of the value of apprenticeships, Mr Jones went on to become workshop manager, service manager, general manager and franchise director of Jaguar dealerships in Shrewsbury and Bristol. Persuaded to come out of retirement to join Salop Leisure, he has overseen the huge growth of the company's workshops, which has included a recent five-bay extension. Workshop staff have increased from five to 25 during his time with the business, which is now recognised as one of the leading servicing and accident repair centres in the UK.

Thank you to all those who have contributed to this issue of the Shrewsbury Business Chamber Magazine. The opinions expressed in this magazine do not necessarily represent the views of the editor, or those of Shrewsbury Business Chamber. The articles or photographs appearing within this magazine must not be reproduced without the written permission of the author and the Shrewsbury Business Chamber Executive Committee. Shrewsbury Business Chamber accepts no responsibility for any loss suffered by any reader as a result of any notice, article or statement.

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