



SHREWSBURY
BUSINESS CHAMBER
Chamber Magazine Issue 2 2016



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President's foreword

Welcome to this Summer 2016 issue of the Chamber Magazine. We try to include the many topics discussed at Members' meetings. We have also highlighted those businesses who we welcomed to the Membership during the last quarter.

Many have enjoyed the activities planned in Shrewsbury throughout the summer months. Whether your leisure time is appreciating good food, participating in the many sporting events such as the cycle race, running, rowing, or being a spectator. All these activities have done much to popularise Shrewsbury's excellent food venues.

We hope to see many of you at next year's events by including them on your calendar. It is a pleasure to see the general public making full use of the river, Quarry Park and the Showground, giving them an opportunity to explore and enjoy our beautiful town.

Our many independent and national retail outlets have also shown an increase in footfall largely due to the many events planned in the town.

The Sports Village, which is easy to access on the town's northern outskirts, has also seen an increase in participants and competing teams.

As a result of the EU Referendum, we will be seeing many changes to our trading laws and the movement of our workforce. We will need to be flexible and agile in our negotiations especially with our European neighbours. We have been given a positive opportunity to increase our contact and contracts with our trading partners in The Americas and the Commonwealth countries.

The business community in Shrewsbury is very optimistic and sees opportunities for the growth of their company. Shrewsbury as a whole is evolving into a business hub and a centre for investment and development.

There is still considerable work to be done to encourage our local businesses to employ talented young people thus giving new added value.

The new commercial and residential sites in and around Shrewsbury are proving much needed employment for our young people. There is a need to provide tailor-made courses and apprenticeships to enable our young people to gain employment in these areas. In order for the town's continued growth and development, it is essential that we encourage new manufacturing companies into the area.

I hope you will enjoy reading your Chamber Magazine. We are always happy to include, in future issues, articles and photographs which show your involvement with the wider community.

Peter Bettis
President

Members' news

SHREWSBURY COLLEGE MERGER

August 1st is usually an insignificant date in the academic calendar, but for a handful of Sixth Form and Further Education colleges around the country, this date in 2016 will be long-remembered as the dawn of a new era with merger arrangements coming to fruition. Included in this are the local Shrewsbury College and Shrewsbury Sixth Form College which are merging to form the new 'Shrewsbury Colleges Group'. The identities of the two colleges will stay the same, but for joint activities the Shrewsbury Colleges Group will also have a new identity and logo.

In a bid to identify ways of securing a high quality education for 16+ year olds as funding tightens and student numbers decrease, Shrewsbury College and Shrewsbury Sixth Form College entered into merger discussions in 2015.

It was agreed that by merging and forming the new Shrewsbury Colleges Group on August 1st 2016, outstanding opportunities for the young people of the region will be created. The merger allows the two colleges to focus wholly on what they do best: offer an exceptionally high performing Advanced Level centre for academically motivated students at Shrewsbury Sixth Form College and a leading vocational centre of excellence at Shrewsbury College. It will also allow increased focus on the development of much needed Apprenticeships.

"This is a very exciting time for Shropshire as we start this new relationship between the two merged colleges," comments newly appointed Chair of Governors, Alison Jackson. "Rather than co-existing - and in some areas competing - we are now able to positively work together, ensuring we deliver a broader, stronger and more co-ordinated offering to our students, local employers and the community. Students will still apply to the individual colleges and feel aligned to one college or the other, but they will benefit from access to the best resources and facilities at both."

A significant change to the management structure will see one Principal/CEO appointed to oversee the merged group. The interim post has been taken up by Lyn Surgeon, experienced Principal and Chief Executive previously of the 'outstanding' Nelson and Colne College and South Downs College. Prior to this Lyn was Deputy Principal of Pendleton College, an 'outstanding' Sixth Form College which was part of the merger of the three colleges which formed Salford City College in 2009.

"I am delighted to be leading the newly formed Shrewsbury Colleges Group, where we will provide excellent opportunities for all our students, enabling them to fulfil their dreams and aspirations," said Lyn Surgeon.



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.

Beaumont Lawrence

Family-run Beaumont Lawrence, based in Sweetlake, Shrewsbury, is one of Shropshire's leading Independent Commercial Insurance Brokers. Established over 40 years ago, the company is one of less than 170 in the UK to boast prestigious Chartered Status, a title achieved by demonstrating the highest standards of professional practice. The company prides itself on assessing the needs of the customer and providing expert advice and guidance to achieve the best insurance solution across all areas of their business. Their experienced staff have a wealth of knowledge, both professionally and of the local business community, and deliver a highly responsive personal service. Their expertise does not end there, as they will also give every assistance in the unfortunate event of a claim, taking the sting out of what can be a traumatic time.

Beaumont Lawrence has worked with many of Shropshire's long-standing businesses, taking pleasure in watching them prosper and grow. Shrewsbury is a fantastic town and were proud to support local events such as the Flower Show and the recent Grand Prix. Encouraged by existing members, they are really pleased to now be part of the Shrewsbury Business Chamber and look forward to making new connections.



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Veolia is the UK leader in environmental solutions, providing a comprehensive range of waste, water and energy management services designed to build the circular economy and preserve the planets scarce raw materials. They apply 160 years of industry expertise to create green products and energy from waste, and their innovative circular economy solutions help their 70,000+ UK customers manage their resources and environmental challenges efficiently. The company currently has a large presence in the Shropshire community, providing waste and recycling services for households across the area, with the Battlefield Energy Recovery Facility playing an active part in assisting the local community to help the environment. The Battlefield site creates enough energy to power 10,000 homes and diverts 90,000 tonnes of waste per year away from landfills.

Veolia also offers recycling and waste management services to businesses – these are efficient, cost-effective and underpinned by years of technical and environmental expertise. The company is currently offering fellow Chamber members a free waste audit, together with the opportunity to discuss waste streams ensuring compliance, increase recycling, and deliver cost savings.

Phil Gillam Journalism & PR Ltd.

Journalist Phil Gillam says that creating a magazine devoted to the Belle Vue area of Shrewsbury has been a dream of his since childhood. When Phil left the Shropshire Star in 2014, he found a way to make that dream come true.

BELLE VUE MAGAZINE is a high-quality, full-colour, glossy publication (a quarterly) and it reaches 3,500 people in the Belle Vue, Coleham, Reabrook, Sutton Park, Longden Road and Hereford Road areas of Shrewsbury. Not only is it distributed directly to people's homes, but hundreds more copies are placed in shops, hairdressers, cafes, pubs and businesses in the area. Launched in Spring 2015, the magazine has really taken off. "Everybody's talking about it!" says Phil. "And people have taken it to their hearts. This bright and bubbly publication has created a real buzz across the neighbourhoods it serves. But not only this. Its good reputation is spreading quickly, and people and businesses beyond its immediate circulation area are now asking if they can advertise in it.

"Because it is so well-loved by its readers, it has a much longer shelf life than a newspaper or leaflet. Because of its high-quality content, many even collect it and keep their issues safe for reference."



Phil Gillam Journalism & PR
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Business Doctors Shropshire



*Business Doctors Shropshire
Telephone: 0845 163 1494
www.businessdoctors.co.uk/
business-consultant/shropshire*

Business Doctors is a support network dedicated to helping small- and medium-sized businesses achieve their full potential. They are more than the usual business consultants. From successful entrepreneurs to corporate leaders, they come from all industry sectors. They're passionate about sharing what they know, and committed to helping overcome your challenges so that your company can achieve its full potential.

Business Doctors Shropshire provides practical advice and hands-on support to business owners which is specifically tailored to their individual aspirations, circumstances and needs. They don't offer any 'silver bullets' or 'magic formulas' to fix businesses or provide instant growth. We also don't 'dump & run', leaving you with fancy reports without the necessary support and guidance on how to take advantage of the advice. What they do offer is active support, right through from business planning to effective long term implementation, based on practical experience in starting, owning and running businesses in multiple countries over more than 20 years.

If you are looking for effective support and guidance to grow your business, contact Business Doctors for a no obligation, free health check for your business.

Members' news

POKÉMON GO CRAZE TRIGGERS EMPLOYMENT WARNING

It's the latest craze to sweep the country taking people into a world of augmented reality as they try to capture, battle and train virtual creatures. But the meteoric rise in the popularity of Pokémon Go is already causing a headache for employers, according to a solicitor from a Shropshire law firm.

Amber Bate, an employment specialist with FBC Manby Bowdler, said the firm was already aware of employees facing disciplinary hearings for allegations of playing Pokémon Go whilst at work.

She said employers needed to act quickly to ensure their business doesn't suffer if employees are spending time playing the game instead of working.

"There are various problems for businesses such as disruption caused by characters being located on their premises, although some businesses such as cafes and pubs are cashing in on this to attract customers!" she explained.

"Another potential implication for employers is employees becoming so hooked on the craze they can't stop playing the game. This may particularly affect home or mobile workers including those who have to drive.

"It really ought to go without saying that this type of behaviour is totally unacceptable and will be treated as misconduct, leading to disciplinary action being taken. However, if an employer is particularly concerned, they should consider making a pre-emptive statement to reinforce this to their staff.

"Most importantly, any suspected incidents of staff playing the game whilst working should be promptly investigated and appropriate disciplinary action taken."

If disciplinary action becomes a possibility, employers must also make sure that they are complying with data protection rules, warned Amber.

"For example, if the employer has tracking devices installed on company vehicles that might help them gather evidence to support such allegations that an employee was taking unnecessary detours.

"It is important to ensure that employees are aware of any tracking devices and that data is processed in line with a data protection policy," she added.

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CHAMBER NETWORKING EVENT CALENDAR

The Chamber's annual Shrewsbury Flower Show networking breakfast promises to be even more successful this year, with almost 70 tickets sold days before the event. For only £15, members will not only get to see the show before the general public are allowed in, on Friday 12th August, they'll also get to chat informally with members and other guests for breakfast. Aubrey Kirkham has kindly agreed to give a brief talk about the history of Shrewsbury Flower Show, which at almost 130 years, is the longest running show of its kind. In fact, in a previous version, Aubrey says that the show has run for much, much longer...

An EU Referendum Debate was held in May at Shrewsbury College's Origins Restaurant and Clayton Hall, compered by Eric Smith of BBC Radio Shropshire. Panelists who agreed to air their views included Cllr Jonthan Carr (replacing Shrewsbury & Atcham MP Daniel Kawczynski at short notice) and UKIP's



Suzanne Evans (both supporting the 'Leave' campaign, and Arthur Hill (Shropshire Business Board) and Sam Fowles (Another Europe is Possible) (supporting remaining in Europe). Members of the Chamber and the public put forward their questions before the event. In April, members had a chance to tour Salop Design's new training facility, to see a presentation by Shropshire Council's Chris Taylor about broadband investment in May, and visit Shrewsbury Prison in June.



Last month, a guided tour around our beautiful, mediaeval town was provided by our very own Shrewsbury tour guide and author, Stan Sedman (pictured on the front cover, in Butchers Row) where members and their guests had a chance to walk and hear about the amazing history and sights of the town, which many residents and businesses take for granted. Afterwards, both party and guide convened at Morgans for a meal.

In September we return to our favourite Origins Restaurant on London Road, for our usual networking evening combined with our AGM. We've managed to secure a presentation by Paul Hinkins, Managing Director of Business Watch Guarding Ltd., Chair of Telford Business Board and Vice Chair of The Marches LEP.

Members, guests and non-members are welcome to Chamber events; non-members are generally asked for a small fee to cover administration and catering charges.

Attendees at all networking events must complete registration, via the events page on our website www.shrewsburybusiness.com, or by emailing info@shrewsburybusiness.com.



<i>Date</i>	<i>Event</i>	<i>Venue</i>
Friday 12th August 2016	Breakfast at Shrewsbury Flower Show	Quarry Park, Shrewsbury
Wednesday 21st September 2016	Shrewsbury Business Chamber AGM, with presentation by Paul Hinkins, Vice Chair of The Marches LEP	Origins Restaurant
Wednesday 19th October 2016	Networking meeting at Shrewsbury Town Football Club	Shrewsbury Town Football Club, Greenhous Meadow
Wednesday 16th November 2016	Networking meeting. Clive Wright speaking about the Shropshire Council Business Update	Origins Restaurant
Wednesday 8th December 2016	Members' Festive Dinner	Prince Rupert Hotel

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Members' news

AA ROSETTES FOR ORIGINS RESTAURANT

Recognition for any restaurant by the AA is highly sought after, so to be one of only a handful of college restaurants in the country to be awarded the 'AA College Rosette - Highly Commended', is an outstanding boost for the students and staff within Shrewsbury College's Origins Restaurant.

The AA College Rosette Scheme has been designed to reflect current industry trends within realistic working environments. It recognises a restaurant with a clear commitment to students and the industry, where food is prepared and served with care and understanding to a standard which stands out in the local area. Furthermore, the restaurant had to demonstrate that it is completely commercially viable and has clear links with the industry locally.

Qualified AA Hotel and Restaurant inspectors with relevant industry experience carry out the visits. Having dined at Origins they concluded: "The team here are very professional and service is structured and well-paced.

"All the team were immaculate in their presentation, giving a professional impression in line with industry standards.



Hospitality & Catering Students Abbie Davies, Huw Roberts, Tamara Deakin

"The whole dining experience impressed both in terms of the front of house team and also the cuisine served. The front of house team are well structured, roles are clearly defined and minimal input was needed from supervisors. Cuisine showed a greater technical skill than was expected with some modern techniques also used and plating in line with a modern commercial restaurant. It was impressive to hear that the students have input into designing and developing dishes."

Chef Lecturer, Dan Gibbons adds: "It's a great honour to be one of only a few colleges nationally to receive this award. The students have shown great commitment and attention to detail, which sets them apart from the crowd. They deserve this recognition."

SHOW UNVEILING FOR SALOP LEISURE'S NEW PARK DRAGONFLY SCULPTURE

While many industry leaders are still predicting uncertainty in the wake of June's EU Referendum, Salop Leisure chairman Tony Bywater sees an upward trend for the UK tourism sector.

"Opportunities for tourism in this country are massive over the next five years," he says. "Customers have



Shropshire Leisure Fabrications' Tony Peacock shows off his completed dragonfly sculpture for Salop Leisure

been increasingly sharing their concerns about travelling abroad – from possible terrorism threats, fluctuations in currency to delays caused by border control checks.

They're appreciating the amazing tourist attractions we have in this country, and in Wales especially, following the success of the Welsh national football team reaching the Euro 2016 semi-finals."

Salop Leisure will be unveiling a new dragonfly sculpture – a closely-guarded secret over the last few months – at Shrewsbury Flower Show. Replacing the well-known eagle sculpture, which has flown to

the company's Min-y-Don holiday park in Harlech, the new feature, designed by Shropshire Leisure Fabrications' Tony Peacock, will also welcome holiday makers to Salop Leisure's latest £2.5 million investment – a 120-'super pitch' touring park alongside the current Salop Leisure headquarters towards the nearby village of Atcham.

The new, as yet unnamed, state-of-the-art park, construction of which started in August with completion due in March 2017, will feature indoor and outdoor gyms, an adventure playground, leisure facilities including natural outdoor swimming pool, walking/running trails & fitness studio, dog walks and fishing pools, to name but a few.

"Shrewsbury, and Shropshire generally, has a lot to offer visitors in the way of beautiful sights and rich heritage," adds Tony Bywater. "There are so many tourism opportunities here – it's up to local businesses to make visitors welcome!"



Ed Glover, Assistant Marketing Manager & Tony Bywater, Chairman of Salop Leisure

THE NEW ARRIVAL

We're moving into exciting times as work commences to create a brand new Primark as well as improvements around the atrium and on the ground floor.

From now until the early part of 2017 you will see the new store unfold over two levels of the centre.

Thank you for continuing to shop with us and for your patience during these exciting times.

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Kevin Lockwood
Centre Manager



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SWAN HILL COURT LETTINGS



Cooper Green Pooks Commercial Property Consultants of Shrewsbury reports a run of recent lettings at 5 Swan Hill Court, Shrewsbury, an imposing late 18th century four storey Grade II* Listed building situated within Shrewsbury Town Centre Conservation Area.

The attractive period building has been recently refurbished to provide self-contained suites over four floors benefiting from a number of retained period features including sash windows, ornate ceiling, oak panelled walls and staircase.

The charity Relate, the UK's largest provider of relationship support, have relocated from elsewhere in the town and taken the first and second floor suites which were offered at asking rents of £6,500 pa for each and provides a total area of about 130 sq m.

A local housebuilding firm, TC Homes, is taking the lower ground floor suite. Since its inception in Wellington, Shropshire, TC Homes Limited has grown and adapted whilst specialising in market-driven residential property development, including land procurement, design, social housing, marketing and sales. The lower ground floor suite, which totals about 77 sq.m., had an asking rent of £7,400 pa.

SHREWSBURY TOWN IN THE COMMUNITY CHARITY PARTNERSHIPS

Shrewsbury Town Football Club, in partnership with Shrewsbury Town in the Community, is delighted to announce that they are taking applications for their Charity Partners of the Year of the 2016-2017 season.

Through its lead charity Shrewsbury Town in the Community, we are very proud of the work we carry out in the local community. Shrewsbury Town in the Community engages with over 6,000 people each year delivering projects under the themes of Education, Health, Sports Participation and Social Inclusion. We believe it is imperative to support other local charities, as they understand the importance of fundraising and the benefit it can have on a charity, however big or small. They are looking to support three local charity partners and will offer each charity in-kind support throughout the year, including:

- Official Charity Partner of Shrewsbury Town Football Club and Shrewsbury Town in the Community
- Use of Club logo with permission from Club
- 1 x Player appearance (subject to approval)
- 3 x bucket collection (date to be allocated by STFC)
- 1 x awareness day at STFC match
- 2 x signed items (shirt, ball)



Any Shropshire-based charity working directly within the local community of Shropshire can apply.

For further information, e-mail community@shrewsburytown.co.uk or telephone 01743 289177.



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TORN BETWEEN TWO HOMES...

More parents are seeking legal advice during a separation or divorce when a child is torn between two homes, a leading family law solicitor has claimed. Sue Hodgson, of Lanyon Bowdler Solicitors, said the recent high-profile case of Guy Ritchie and Madonna's son, Rocco, leaving his mother to live with his father in London, highlighted an increasingly common issue.

She said: "I have noticed an increase in families requiring advice when their separation involves relocation, whether within the UK or a move of an international nature. Often cases involve children who are torn between two homes, homes that can be very different. These cases are highly emotive, with both parents often trying to be seen as the better home for the child, and unfortunately losing sight of the fact that it's not about which parent is the best, but what is right for the child.

"Often cases which involve teenage children are more complicated because it involves a child digging their heels in to try and get what they want, and once children become teenagers the law is not always that helpful. If the child demonstrates a level of maturity the court can take their wishes and feelings very strongly into account, and is often very reluctant to go against them. English law only provides for orders in relation to children aged over 16 in exceptional cases, so in cases involving older teenagers the emphasis is on reaching a collaborative solution that works for the child and the parents... if everyone can be practical and sensible, and work with the professionals, matters can work out in the end for the good of the child."

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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Cover photograph of Stan Sedman with July networking eve tour group in Butchers Row by Jamie Burgoyne of *sportsMODE* pr & design.