

PATRONS DIRECTORY 2021



Patron



Contents

3	7 Video
4	Aaron & Partners
5	Aico
6	Barringtons
7	Chrisbeon
8	Clicking Mad
9	Dyke Yaxley
10	Enreach
11	Marches Care
12	McConnel
13	McPhillips
14	Shrewsbury Colleges Group
15	Shropshire Business
16	Shropshire Council
17	Telford and Wrekin Council
18	Telford College
19	Thomas Consulting
20	Triangle HR
21	University of Wolverhampton
22	WPG
23	Yarrington

Don't forget to relay all your latest news and events to other members of Shropshire Chamber of Commerce through the membership magazine, Your Chamber, Your Voice.

For all editorial requests contact Hollie Jones on:
magazine@shropshire-chamber.co.uk

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Raising awareness of your organisation

Once again, I am privileged to thank our esteemed Patron members for their amazing and unrelenting support of your Chamber.

Our work in supporting the wider business community through these extraordinary times and on into recovery, is on a different level thanks to each and every one of them. As business leaders in their field, our Patrons not only provide us with generous financial support but equally important, their expertise within their sector, helping to shape what we are and the support we offer to all.

It is fitting that these extraordinary businesses, enjoy the profile and recognition they deserve through our communications which includes this directory.

As we move on, we are committed to attracting additional members to our Patron group as part of your Chamber's overall growth strategy.

If you and your business are exemplars in your field, would you like to be part of this very special group?

Do you want to play a fundamental part in helping your Chamber to reach its full potential in supporting Shropshire business?

Well, I am delighted to announce that, Rachel Owen is our new Patron Account Manager and she will take it from here and tell you a little more about the programme itself.



Richard Sheehan
Chief Executive Officer

Our Patron Programme gives a select group of dynamic businesses in the county various opportunities to raise awareness of their organisations, as well as to formally express their commitment to the success of the

Shropshire business community.

The programme offers opportunities to enhance awareness, brand association, share best practice and actively encourages businesses to apply their wide range of skills, knowledge and specialisms to provide a representative voice of business and industry in Shropshire.

Over my years of service, I have had the pleasure of experiencing how the Chamber and its Patronage programme supports the business community and I am proud, to now be part of this and eager to offer my support to see the programme grow and continue its success.

Over the next 12 months, I look forward to working with our Patrons and providing many opportunities.

Should you wish to discuss the Patronage Programme, please do contact me: r.owen@shropshire-chamber.co.uk or 01952 208201.



Rachel Owen,
Membership Manager



7video specialises in film, animation, drone and timelapse, helping customers harness the power of video on a variety of platforms

Double delight for film and animation experts

7video is an award-winning media production company that has more than doubled in size over the last year, putting it in an even stronger position to develop engaging and persuasive videos.

Now with a team of 14, it has made thousands of films and animations for a wide range of sectors across the West Midlands, the UK and overseas.

Based on the Shrewsbury Business Park, 7video specialises in film, animation, drone and timelapse, helping customers harness the power of video on whatever platform they require.

As well as expanding, the team enjoyed further success when it was crowned Best Small Business by the Chamber at their virtual awards ceremony.

Director Pete Sims said: "We're delighted to have welcomed new film and animation experts to the team which means we can deliver even more exceptional projects.

"What makes us stand out is our can do attitude and customer service. We love what we do, using the latest equipment and techniques to produce compelling videos."

Pete said there were wide-ranging benefits about being



Pete Sims, of 7video, is delighted to be a patron of Shropshire Chamber of Commerce

a patron. "It's great being part of a business network where everyone is so friendly and happy to help each other," he explained.

"We're delighted to be part of it and look forward to working with everyone over the next 12 months."

Visit www.7video.co.uk for more details about the media production company.



Aaron & Partners
Solicitors

01743 443043

www.aaronandpartners.com



It's been fantastic to see communities able to come back together, and we're pleased to be able to support key events across the region such as the 'Aaron's Premier 100' – a new 100-ball cricket tournament hosted by Shropshire County Cricket League

Success is a credit to the team ethic

Over the past year, the teams here at Aaron and Partners have been at the forefront of helping businesses and individuals navigate new legislation, unique challenges and rapidly changing advice.

Through all this, we have stayed committed to providing high levels of support and excellent outcomes for all our clients and we are incredibly proud of everything we have been able to achieve.

It's been inspiring to see all of our departments quickly adapt to new ways of working and find different ways to support people and businesses across the region. Our webinars, workshops, guides and clinics provided practical guidance during a time when so many people needed it.

The demand for our services in Shropshire has continued to grow, and this has seen us expand our Shrewsbury-based

team, which includes the introduction of a residential real estate team after seeing significant demand in the region.

Our people have remained a top priority and our continued growth in the region is a testament to their ongoing commitment. As part of this, the firm reinforced its promise to promote good mental health and wellbeing for its employees by signing up to the Shropshire Chamber of Commerce Mental Health Charter earlier this year.

In the latest edition of The Legal 500 – a comprehensive guide to the top professionals working in the UK's legal market – our position as one of the best law firms in the region was reinforced. Across the team we received 46 individual recommendations with some significant individual achievements within our Shropshire office.

Corporate and Commercial Partner, Stuart Scott-Goldstone, maintained his position on the prestigious Legal-500 'Leading Individuals' lists, with Partners

Hugh Strickland and Stuart Haynes also being highly recommended for their work within the Corporate and Commercial team.

Family Partner Neil Hobden was highlighted on the list for his expertise in the financial aspects of relationship breakdown, whilst department head, Richard Barge, was highly recommended.

It's been fantastic to see communities able to come back together, and we're pleased to be able to support key events across the region such as the 'Aaron's Premier 100' – a new 100-ball cricket tournament hosted by Shropshire County Cricket League.

We're very proud to have helped individuals and businesses across Shropshire by providing specialist and bespoke legal advice, especially during this uncertain and challenging period. Our continued success is a credit to the team we have built in Shrewsbury, and now more than ever, their outstanding achievements deserve huge recognition.

Building Sustainable Futures

Aico, an Ei Company based in Oswestry, Shropshire, are the European leader in home life safety, pioneering new technologies and offering high quality alarms, developed and manufactured in Ireland.

All Aico alarms meet UK standards and offer a variety of sensor types to guarantee protection for every home, the cornerstone of which is delivering education, quality, service and innovation. In 2020, Aico expanded their Connected Home offering with the acquisition of leading Internet of Things (IoT) solutions provider, HomeLINK. HomeLINK leverages cutting edge smart home integration and analytics technologies, providing a complementary platform to present a synergistic approach to IoT.

As the market leader in home life safety, Aico strive to deliver safer homes through engaging with communities to educate and promote best practice. Corporate Social Responsibility is a key focus for Aico; in 2018, 'Aico in the Community' was developed to provide support to both local and national educational and charitable organisations in building sustainable futures for communities, focusing on four core areas: Education, Business Enterprise, Charity, Volunteering.

Part of Aico's core ethos is education, with their mission statement promising to promote best practice and deliver safer homes. Aico's award-winning, CPD accredited, Fire Industry Association approved Expert Installer training scheme for Electrical Contractors is renowned in the industry and has trained over 30,000 industry professionals since conception in 2009. As a means of encouraging sharing knowledge and best practice in the industry, they have launched the Aico Installer Community. Aico Installer Community is a connected, online community providing a platform for Electrical Contractors to discover opportunities, interact and engage with one another to share knowledge and earn rewards.

Aico understand the importance of supporting education, realising the pressures that schools and colleges are under financially. In 2019, Aico was invited to join the Enterprise Advisor Network, with a colleague becoming an Enterprise Advisor. Their role is to link schools and colleges to employers and help them to deliver world class support for young people by building networks and supporting careers leaders.

With a successful and established apprenticeship scheme, launched in 2018, Aico views apprenticeships as an investment, as well as providing excellent career opportunities to local young people. Aico also offer students of all ages the opportunity to attend Fire Awareness and Safety Sessions and Science, Technology, Engineering and Maths (STEM) workshops at their Centre of Excellence at their headquarters in Oswestry, as well as in schools across Shropshire. A former apprentice, now Product Development Executive has recently become a STEM Ambassador for Shropshire.

Showing support to charities, particularly in a time of novel and almost insurmountable challenges brought about by the pandemic is key to Aico in the Community. As well as a specific charity initiative of the year and numerous office fundraising events, each colleague nominates a charity of their choice, either local or national, to receive a donation before Christmas. Over £40,000 of these donations were brought forward to support charities during the pandemic.

Aico is a business that has been based in Shropshire for thirty



Aico Ltd – the head office based in Maesbury Road, Oswestry



Aico's recent acquisition of IoT solutions provider HomeLINK



Aico is a champion of the local community



Dr Matt Home, Willowdene, former High Sheriff Dean Harris & Neal Hooper



Volunteer work taking place in Oswestry



School engagement sessions support Aico's ethos of education

years and became patrons of the Chamber in 2018. Showing continued commitment and support to our community, is key to Aico in the Community and the recent times have amplified this, as Aico have adapted to new ways of delivering on their CSR goals. Last year, Aico were extremely proud to be treble winners at the Shropshire Chamber Business Awards, receiving awards for Workplace Health and Wellbeing, Corporate and Environmental Responsibility and were named Company of the Year.

Aico is delighted to be able to support the Chamber in many ways, promoting the work of their CSR programme, the work that is carried out within the community and continually looking at ways in which Aico and the Chamber can work together with other Shropshire based organisations on CSR initiatives, as building relationships with local businesses and organisations is the essence to sustainability within our community.

Putting your business first

At Barringtons we believe in putting our clients at the centre of our business and doing all we can to take the strain away.

Always our aim is to help businesses maximise profits, minimise tax, plan for future success and succession and even deal with business failure.

We're specialists regularly praised for our friendly, jargon-free advice and have supported Shropshire businesses with our know-how for decades. We remain the go-to accountants for professional services not only to businesses and individuals but to medical professionals as long-standing members of the Association of Independent Specialist Medical Accountants (AISMA).

We are centres of excellence for both Xero and QuickBooks and have helped many local businesses switch to Cloud-accounting. Our digital accounting gurus analyse trends, forecast cash flow and support businesses in making data-driven decisions.

Payroll takes the headache away for local employers, releasing them from the burden of complex taxation and employment legislation.

Overall, we take the time to get to know our clients and their businesses, so we can make suggestions on how they can become more efficient and profitable.

Barringtons adds value to many Shropshire businesses – a committed friend through these troubled times and beyond.

Follow Barringtons on Facebook and Twitter for news and blogs
@TeamBarringtons

Businesses helped to thrive in 'new normal'



Barringtons has been working flat out to help local businesses bounce back after an unprecedented period in British history.

Throughout the health crisis we have lived up to our role as members of the Accountants for Good programme offering sound financial advice and a shoulder to lean on.

Accessing support has been vital and we have worked hard to ensure our clients remain strong to weather the storm. We have helped them access Bounce Back Loans, Restart grants and Research & Development tax relief as well as defer VAT payments and calculate Coronavirus Job Retention Scheme (CJRS) claims and Self-Employed Income Support grants.

Indeed, as we emerge from the pandemic, CJRS is an area where our Payroll department continues to offer a tower of support. The latest change, introduced August 1, sees the Government pay 60% of wages for furlough employees (up to £1,875) and Payroll is busy helping employers calculate how much they need to pay to top up to 80%.

And with the fifth SEISS grant now available, self-employed people are turning to us in their droves to help calculate their taxable grants and manage cash flow for the rest of the year.

Barringtons Managing Director Phil Wood says: "Businesses have endured a tough time and we have heard incredible stories of resilience from our clients across Shropshire, Staffordshire and Cheshire.

"Caring for clients is key so a great deal of time has been spent making sure they have taken advantage of Government stimulus packages while working with them to put robust systems in place to ensure they not only survive, but thrive, as we move forwards.

"With restrictions now eased in England, the next few months will be a tense time. If anything has been learned in the last eighteen months, it is to expect the unexpected. Rather than fixing your financial plans, review and revive them on a regular basis.

"We have an excellent talent pool to tap into no matter what the size of your business. Team members at our Newport and Market Drayton



Market Drayton Rugby Club captain Stuart Williams with Andrew Wilshaw of Barringtons

offices remain on-hand to handle enquiries. Feedback tells us they have proved immensely helpful, sharing their specialist knowledge to help clients make informed decisions and minimise risk. If you need assistance creating or revising your financial plans, growing your business or just a chat about how to move forward, please do not hesitate to contact us."

Through our social media, App and newsletters we continue to keep the Shropshire business community up-to-date with legislation while sharing our knowledge through helpful articles such as effective working from home, data protection, cloud-accounting and achieving business goals and of course, expert tax planning to help clients keep more of their hard earned cash.

In short our business consultancy services will help in terms of:

- improving profitability
- raising finance for growth
- managing your cash flow
- buying or selling a business
- planning for retirement and realising assets

Barringtons is committed to working with clients in a new way as part of a world-wide group of Accountants for Good, dedicated to building a better future for everyone. We regularly fundraise for good causes including Severn Hospice, Shrewsbury and back local sports clubs, such as Market Drayton Town FC, Market Drayton RFC and Hodnet FC.

Our offices are open for enquiries and for your safety we continue to operate social distancing and wearing of masks. We look forward to seeing you all again.

Call Newport: 01952 811745 or Market Drayton: 01630 698017. Email advice@barringtons.co.uk



The Furniture Team from Chrisbeon, pictured in the Telford showroom, where visitors can see the extensive product range

Meeting the needs of hybrid working

Chrisbeon is busier than ever - building on its impressive record of working with businesses in Shropshire over almost half a century.

The family firm is proud to be a Patron of Shropshire Chamber of Commerce and continues to supply top-of-the-range furniture and office supplies as part of its commitment to providing a quality service and supporting businesses of all sizes and in all industries across the county.

Things have changed greatly for many over the many months of the pandemic but as the country moves back to normality, Chrisbeon has adapted and moved with the times in ensuring they are always in the right spot to meet the needs of an expanding client base.

One of the ways businesses have

needed to change involves remote and hybrid working. Many people who worked from home during the pandemic are continuing to do so and there are also many businesses who are now employing a policy of flexible working where staff can work from home and in the office.

Richard Hughes of Chrisbeon said: "Hybrid working is happening and we are able to meet all the customer requirements. We can plan spaces and make changes to existing layouts - whatever needs doing to help a firm's operational needs.

"We use 3D CAD planning to plan out the office space for our clients - but it is not only to ensure the furniture fits in the space, it is also to increase productivity and meet the needs of the workforce. It's an essential tool in showing the client how the finished plans would look.

"We are busy fitting out home offices and business premises, advising on and

supplying desks, chairs and other furniture along with supplies to keep companies functioning - including a variety of made-to-measure furniture options.

"Clients are also taking advantage of our furniture part exchange and trade-in facility, a popular service for customers looking at changing furniture - and we may even be able to buy back unwanted items.

"Our Telford showroom is welcoming more visitors and provides the ideal opportunity to see the extensive range of products we supply and reap the benefits of our try-before-you-buy offer - ensuring you get exactly what you are looking for."

Chrisbeon is ISO9001 accredited, which means they 'consistently provide products and services that meet customer and regulatory requirements'. Whatever your office needs and whatever your business, Chrisbeon is still the go-to company after almost 50 years!

Commercial websites a speciality for 21 years

Bridgnorth-based web agency Clickingmad is considered one of Shropshire's best kept secrets when it comes to digital design and innovation.

Located at Waterloo House, on Castle Terrace, it has been designing, building and developing commercial websites for the last 21 years.

It works with clients across multiple UK sectors and is proud to have worked with some major international brands such as Virgin, Argos, Ascot Lloyd and the BBC.

However, despite national success, managing director Shaun Carvill says its Shropshire roots will always remain at the heart of the company and becoming a patron of the chamber forms part of its continued commitment to the local economy.

He said: "Clickingmad has come a very long way in 21 years and we have worked with thousands of businesses located the length and breadth of the UK, but we will always be proud to be a Shropshire-born company.

"We have an extremely vibrant business community and becoming a patron in 2020 was a huge honour for us.

"Increasingly, we are seeing more and more of our home-grown Shropshire companies achieving success at national and international level and a key part of our work as patrons has been to highlight these achievements as well as shout about the benefits of living and working in such a dynamic county.

"We look forward to continuing this work into the new year and beyond."

At Clickingmad, its innovative team of developers and designers provide a full suite of digital website services from initial design through to build, delivery and management.

It's creative work for UK financial services company Ascot Lloyd was



The innovative team of developers and designers at Clickingmad pictured with, left, Richard Sheehan

shortlisted for an international award at the 2020 Digital Impact Awards and won an award for "Best Digital Rebrand".

Through #GoInternational campaign and partnership with the Department for International Trade, Clickingmad is helping businesses to successfully grow their global exports and conquer new foreign markets.

To get in touch with Shaun and the team visit the website at <https://www.clickingmad.com/> or email sales@clickingmad.com or phone 01746 769612. You can also find them on Twitter @clickingmad and LinkedIn.



Shaun Carvill, managing director



The Shrewsbury offices of Dyke Yaxley Chartered Accountants, based at 1 Brassey Road, Old Potts Way

Here to work with you

Dyke Yaxley is one of Shropshire's leading independent firms of Chartered Accountants, working with some of the county's most successful businesses, both established and growing. We are proud of our Shropshire roots and the great relationships we have with our clients.

Whether you need help with developing your business, taxation advice, business valuations, starting a new business, raising finance, selling your business, making acquisitions or R&D claims, we are here to work with you. We have also developed a range of complementary business services in-house. These include Human Resources advice and training, Cloud accounting, Xero Lab and a Payroll Bureau.

Our successful business has been built on establishing close and long-standing relationships with our clients. Ultimately, our goal is to help our clients realise both their business and personal ambitions. We pride ourselves on having an established team at Dyke Yaxley, we offer all clients a consistent

relationship with a Director, Client Manager and our Engagement Team.

The Dyke Yaxley philosophy is what you see is what you get with no surprises. Fair and transparent fee pricing is essential in the business world today. Dyke Yaxley offer all new clients the choice of three main service packages with a selection of add-ons. This allows us to tailor the price to suite your specific business needs. All fees are agreed upfront so there will be no unexpected bills for work detailed in the fee quote. All our fees are quoted exclusive of VAT and are payable monthly by direct debit.

Managing Director Marie Bramwell said: "During the last 12 months, the Coronavirus pandemic has essentially changed the way in which we work and engage with one another. We have adapted, innovated and delivered a wide range of services to our clients in ways never even considered before. We have adapted our offices so they comply with all the safety procedures, welcoming clients and visitors as normal. We have also welcomed Zoom and Teams into our working life, enabling us to talk to each other and our clients, both effectively and efficiently".

For further details on all the services Dyke Yaxley can offer please contact Marie Bramwell on 01743 241281 or 01952 216100 or email marie.bramwell@dykeyaxley.co.uk



Managing Director, Marie Bramwell

Communications solutions

Business communications provider, Enreach, is the go-to partner for businesses looking to work wonders in the new normal.

The company offers everything a business needs to work its magic including cloud phone systems, business grade broadband, mobiles, video conferencing solutions, mobiles, lines and calls, energy and IT solutions. Industry-leading technology coupled with top-class customer support is the name of the Enreach game.

With over 20 years' experience in supporting local and national businesses, the provider offers bespoke solutions to seamlessly fit with business' needs and budgets regardless of their industry or size. Offering two flagship products, including the award-winning HD Touch desk phone and the futureproof Enreach Contact cloud telephony solution, the provider supports thousands of customers, both locally and nationally, to ensure they can communicate effectively no matter where or how they're working.

HD Touch, the provider's touchscreen desk phone, has worked wonders for both the Enreach team and its customers. As a plug and play solution, the 9-inch desk phone can be used from absolutely anywhere with a WiFi connection. The desk phone is the ideal partner for flexible working with its built-in HD video conferencing capabilities, ensuring team members are in the loop, regardless of where they're working from.

The magic doesn't stop there, the HD Touch desk phones are completely open source meaning users can download their favourite apps from the Google play store as well as being able to check their emails, update their calendars and even control the smart office. The traditional features such as call recording, CRM integration, hunt groups, professional voicemail and auto attendant have gone absolutely nowhere.

Also working wonders for the Enreach team and its customers is Enreach Contact, the cloud solution that replicates a user's office from anywhere. Offering built-in softphone functionality and the ability to flip live calls between devices, the system removes the need for workers to be locked into one working location.

Enreach Contact is not only intuitive and flexible, but it's completely scalable meaning users can pick and choose their



CEO, Duncan Ward, and members of the Enreach team



Enreach's futureproof desk phone, HD Touch

setup and make changes themselves at any time, thanks to the simple admin portal. This saves vital time for business owners!

As part of the wider European group, Enreach is supported by pioneering teams with over 1,000 colleagues across Europe. As a result, Enreach is constantly striving to make a splash in the telecoms industry with industry-leading technology and best-in-class customer support. The provider has won numerous awards for both their teams and their products.

With the customer experience at the forefront of Enreach's minds, they

offer 24/7 customer support as well as dedicated Account Managers for every single customer, regardless of business size.

With in-house and field engineers, the company offers both virtual and on-site installs meaning customers can work however they want to. The provider is constantly creating cutting-edge solutions and takes pride in offering customers access to the very best rates and upgrading them to the latest technology whenever possible.

The team are available in a flash at enquiries.uk@enreach.com



Since its launch in 2007, the Uplands has cemented its reputation as a nationally recognised provider of nursing and dementia nursing care for up to 81 older adults as well as a local employer of over 130 skilled and dedicated staff

Caring staff who go the extra mile

Marches Care Limited is a multi-award-winning, family-owned company which operates the Uplands, a care home at Bicton Heath on the outskirts of Shrewsbury.

Since its launch in 2007, the Uplands has cemented its reputation as a nationally recognised provider of nursing and dementia nursing care for up to 81 older adults as well as a local employer of over 130 skilled and dedicated staff.

Residents enjoy single bedroom accommodation, each one light, airy, well-equipped and with en-suite bathroom facilities, and some with their own patios.

The home offers short-term rehabilitation care in partnership with local statutory health and social care colleagues, and accommodation which

supports the diagnosis and treatment of some long-term conditions.

We are a recognised national leader in the adoption of digital technology in care homes and the directors continue to work with national organisations developing best practice around clinical governance and digital working.

2021 in review

The past 12 months have been about responding to the pandemic and ensuring that our residents are kept as safe and secure as possible. The way the staff have faced up to the multitude of different challenges – and the dedication, professionalism and selflessness they have shown in the process – has confirmed that we have the most fantastic cohort of individuals working for us.

The willingness of staff to 'go the extra mile', particularly through the lockdown periods, was an inspiration.

We also recognise that for our residents and their families it has been incredibly difficult time with visiting restrictions imposed upon them but we have been overwhelmed by the support they have provided to our staff throughout.

The year has of course been dominated by the coronavirus crisis, but during lockdown we welcomed a new Operations Manager in the form of Dan Kendrick, who works alongside Managing Director Carey Bloomer and Registered Manager Tracie Peate to ensure that the Home is operating to its full potential.

Whilst we have had our challenges we have also continued our work supporting our local community. We are working with local schools, charitable and church groups, other organisations and individuals to ensure that the Home has the spirit of community running through all that it does.



01584 873131

www.mcconnel.com



World's leading supplier of Power Arm technology

A multi award-winning British manufacturing company with a proud 85-year history as a market-leader in hedgecutting and verge mowing machinery, McConnel is the world's leading supplier of Power Arm technology.

McConnel designs, manufactures and tests a comprehensive range of reach arm mowers and remote-control machinery at its award-winning Shropshire facility. It precision-engineers the vast majority of its components on-site and has achieved the UK's ISO9001:2008 hallmark of quality management.

A successful export company with a worldwide reach, McConnel supplies machines to more than 50 different countries.

Innovation

McConnel's comprehensive product portfolio covers everything from huge 9.0m reach embankment mowers to state-of-the-art unmanned remote control mowers.

A key ingredient to the company's success has been its commitment to innovation and quality – developing state-of-the-art products which have set new standards and propelled the company to a series of accolades including the Queen's Award for Technology.

It's a recipe which has enabled McConnel to thrive in tough economic conditions because it consistently delivers machines which deliver the best in durability, efficiency and productivity – enabling customers to reduce costs while enjoying a superior performance.

McConnel also gives customers more choice than any other company – offering more than 15,000 build variations, as well as bespoke machines with a unique specification designed with the customer's precise needs in mind.



McConnel is the World's leading supplier of Power Arms

Cutting edge – upgraded ROBOCUT range

For 2021, McConnel has launched ROBOCUT2, the second generation of remote-control mowers. The new models have received a host of upgrades including cleaner, low emission Stage V engines, increased durability and a plug-and-play GPS autosteer option that significantly boosts output by eliminating wasteful overlap on each cutting pass.

The second generation of ROBOCUT2 is in full production at McConnel's manufacturing facility in Ludlow, Shropshire and are immediately available through the company's extensive distribution network worldwide.

Christian Davies, McConnel's General Manager, said: "The ROBOCUT range has become the fastest growing sector of the McConnel business and we see major growth opportunities in what has become an exciting marketplace for us."

"We continue to invest heavily in research and development to ensure our remote-control range remains at the forefront of the Worldwide market."



McConnel's latest remote-control range of ROBOCUTs has achieved sales success the World over

Client's needs met by local contractor

MCPHILLIPS is an award winning building, development and civil engineering contractor serving private and public sector clients throughout Shropshire, Mid Wales and the wider West Midlands.

McPhillips has been based in the county for over 55 years and has always drawn their directly employed workforce from the local population as well as operating and maintaining their own fleet of vehicles and plant equipment.

The headquarters at Hortonwood, Telford incorporates a purpose built plant maintenance workshop and in-house construction training centre with the modern offices.

This self-sufficient infrastructure provides a base for all directly employed resources and provides a number of distinct benefits for clients:

Meeting Clients Needs

McPhillips ensure that the intrinsic strengths within the organisation together with a fully accredited supply chain are aligned with client requirements to achieve successful project outcomes.

Their experienced management team provide advice throughout projects including early contractor involvement initiatives and are able to offer additional benefit by employing their tried and tested value and risk management strategies.

This ability to add value has been proven through participation in framework contracts and partnership schemes with blue chip clients over many years.

Local People

Their belief in directly employing local people provides advantages over competitors.

Ability to respond and mobilise is greatly enhanced together with the added benefits of increased flexibility and reliability. Continuity in the workforce allows McPhillips to invest in their people in order to develop highly skilled and safety aware personnel.



Kidderminster Fire Station – one of many projects dealt with by McPhillips



Prime Point Phase 2, Pensnett, Kingswinford, is another McPhillips project

Employee retention rates far higher than industry averages means McPhillips people care more about client satisfaction and are able to build long term relationships to the benefit of all parties.

Delivering Quality

McPhillips operate an ISO 9001 certified Quality Management System to ensure they maintain their reputation for delivering high quality solutions on time, defect free and within budget.

Maintenance of this quality is an ongoing process using continuous improvement techniques covering all aspects of the business.

Safety Ethos

McPhillips has achieved a strong safety ethos by developing an integrated approach through effective training and communication of risk awareness and

management backed up by rigorous monitoring. Their strong track record was recognised with a RoSPA Order of Distinction in 2021 reflecting consecutive RoSPA Gold Awards for the previous 24 years.

McPhillips' performance has ensured that they have developed high levels of repeat business from a diverse client base including: Taylor Wimpey, Morris Homes, Bellway Homes, Telford and Wrekin Council, Birmingham City Council, Warwickshire County Council, Shropshire Council, Dogs Trust, Highways England, The Wrekin Housing Trust and BAE Systems.

Certifications

McPhillips' quality, health & safety and environmental management systems are certified to ISO9001:2015, ISO45001:2018 and ISO14001:2015 respectively. They also holdSSIP and Constructionline certifications.

Success stories are celebrated by group

Shrewsbury Colleges Group was created five years ago following the merger of Shrewsbury Sixth Form College and Shrewsbury College of Arts & Technology.

The College is Shropshire's largest provider of post-16 education, teaching 70% of all 16-18 students in the county. The College operates from three campuses in the county town, providing academic and vocational excellence, as well as high quality on-the-job training and business support through its Apprenticeship provision.

The College is the sixth form for all schools in Shrewsbury and many schools in Shropshire as well as Powys, offering the widest choice of courses in the county. It is also a leading provider of Higher Education courses, offering degree, foundation degree, HNC, HND and higher level professional courses. In total, Shrewsbury Colleges Group works with around 9,000 students each year.

The College vision is to ensure all students make outstanding progress, regardless of their age, course or educational background.

Its mission is to provide outstanding academic and vocational education, provide local, high quality higher education and to be the College of choice.

The excellence of the College is highlighted in a number of successes. Results from 2019/20 cohort included:

A Level:

98% A Level pass rate
More than 50% of our A Level students achieved A*- B grades (1,188 students)
50 students achieved AAA.

Vocational:

99% pass rate across all college courses
229 students achieved DDD or better – one in four students

88% of our former students who graduated from university in 2019 gained a first class or upper second-class honours



Welsh Bridge Campus

companies of all sizes from SMEs to multinational corporations and public sector services. Employer services offered by the College include:

- Apprenticeships in a diverse range of sectors
- The help of qualified staff with industry experience
- Flexible workplace delivery of training
- 'Job Shop' to advertise positions and recruit talent
- Jobs at Shrewsbury Colleges Group – Current job vacancies at the College can be found online at www.scg.ac.uk/jobs

Join our Alumni: If you are a former student or staff member of the College, please help us inspire the next generation of students and keep in touch with former students and the College via Shrewsbury Colleges Group Alumni at www.scg.ac.uk/alumni

To find out more, visit www.scg.co.uk or call 01743 342342 (London Road Campus) 01743 235491 (Welsh Bridge and English Bridge Campuses).

Follow twitter at @ShrewsColGroup; like facebookshrewsburycollegesgroup or see instagram at @ShrewsColGroup



London Road Campus

degree. 92% who attended Russell Group universities gained a first or 2:1 (This is higher than both other sixth form colleges and the independent sector nationally.)

We are in the top 5 colleges in the country for success in GCSE resits. Students on vocational courses progress to university courses all over the country to study everything from Aircraft Engineering to Fashion Merchandising, from Midwifery to E-sports.

They also secure highly sought-after apprenticeships at companies like Caterpillar or BMW, as well as working in accountancy, in outdoor adventure centres, as bricklayers, carpenters, event organisers and plumbers.

The College supports the business community through the extensive range of business training opportunities for



On location in Shrewsbury for Shropshire Business Live TV



Award-winning magazine and so much more

Shropshire Business is the county's award-winning independent magazine, website and podcast – bringing you news, views and analysis from the local economy.

It is run by journalists Carl Jones and Henry Carpenter who have decades of experience in the Shropshire media, backed up by a top team of media professionals.

It is proud to have won the coveted Midlands Magazine of the Year trophy – one of several accolades it has achieved at the Midlands Media Awards since its launch in 2016.

Shropshire Business is more than just a print publication:

- The glossy bi-monthly magazine is delivered free to businesses in all corners of the county, and read by thousands.
- The website, shropshirebiz.com, is updated every weekday with the latest news and comment.
- The SB podcast gives wide-ranging businesses a voice, exploring their success stories in even more depth.
- And Shropshire Business Live TV – a joint venture with Shropshire Live and Yarrington – is a monthly live streamed TV news show which is gaining a growing audience.

If you are an expert in your field with top tips to share, a company which is innovating, evolving, expanding or relocating, or has top tips to help us all navigate the post-pandemic landscape, the Shropshire Business team wants to hear from you!

Like the majority of companies, Shropshire Business was impacted by Covid-19 during those early months of uncertainty last year – but there are also some positives to have come out of it.

The bi-monthly magazine's circulation of just under 3,000 copies is now coupled with dramatically rising numbers who download their copy of the magazine in pdf format from the shropshirebiz.com website. Web traffic is nearly 20% up on the same time last year.

Shropshire Business editor Carl Jones says: "As we all emerge from the Covid crisis and digest the impact it has had, it's more important than ever important for businesses to keep their brand at the forefront and remind people they're still very much open for business.

"Everything we do in print, online, or through our live streaming TV venture is about championing Shropshire-based companies, and success stories. There is a real appetite for keeping the 'Shropshire pound' in our county right now, and for companies to source their suppliers as locally as possible.



News, views and analysis – the award-winning publication

"Now, more than ever, we need to be celebrating the many success stories which continue to make Shropshire such a dynamic place in which to do business."

Shropshire has built a reputation for punching well above its weight when it comes to business – and it's richly deserved.

Its diverse, supportive, intuitive and brilliantly-networked businesses, put the county on the regional, national and international map.

From SMEs and one-man bands, to manufacturers and engineers employing thousands; legal and financial powerhouses to media organisations large, small and varied; polymer, agriculture, food and pharmaceutical trailblazers to tech and telecom entrepreneurs, Shropshire really does have it all.

Shropshire Business champions the work being done across all corners of the county, celebrating innovation and achievement, and showing people just what's right here on their doorstep.

There are commercial packages on offer for local businesses, who can feature in both a print publication, and online, from as little as £750 for a whole year.

For further details, send email to editor@shropshirebiz.com

Helping you to grow



Emma Chapman and Anna Sadler at the Marches Growth Hub

The Marches Growth Hub Shropshire is the gateway for business support provision in Shropshire. It acts as a 'one stop shop' for all businesses, helping them to start, grow and succeed, helping our county to stimulate, energise and celebrate the enterprise, innovation and successes of our business community.

Since opening in March 2016, the Marches Growth Hub has provided businesses with a seamless, simple customer journey, helping businesses to navigate the business support maze, signposting to relevant advice, information, access to finance and funded programmes.

During the last 12 months the Growth Hub has experienced exponential growth and has been a lifeline and critical access point for general business support, but more importantly for accessing COVID 19 information and government financial support. We have become a professional friend and familiar face for so many businesses.

We continue to help the Shropshire business community to make the relevant changes through the 'restart and recover' stage, embracing change and being creative and innovative in their approach. Offering dedicated support to businesses to help them with their growth ambitions as the region recovers from the impact of the Covid pandemic.

We also help facilitate connections and opportunities amongst our local businesses through our weekly Friday Hub, so they continue to contribute more broadly to the economic wellbeing and prosperity of the county.

Maintaining momentum



3D visuals of Bishops Castle Business Park's new development

Covid-19 has continued to dominate the headlines so, as we moved into 2021, the county's businesses remained uppermost on Shropshire Council's agenda.

Throughout 2020 until early 2021, £160m of funds were successfully administered to businesses, with 31,593 grants awarded.

In June 2021 a further grant was launched. The Wider Economy Recovery Grant was available to businesses for projects that also provided wider economic benefit for the county by indirectly supporting other businesses in their post Covid-19 recovery. In one month, 54 grants were awarded totalling £1,115,000 meaning that a further £2.76m could then be requested from government to further support recovery in the county.

Despite the challenges of the pandemic, optimising growth opportunities have continued and Shropshire Council remains as ambitious as ever in its plans for development and investment.

Tern Valley Business Park phase 2 is nearly completed with its business units being in high demand. Oswestry Innovation Park, bringing more than 1,000 new jobs to the area, moved a step closer with permission for the road infrastructure to kick start the development recently being granted, and a £4.3m major expansion to Bishop's Castle Business Park is about to get under way with a projected completion date of Spring 2022.



01952 567589

www.enterprise-telford.co.uk



Protect, care and invest

Telford & Wrekin Council is committed to “**protect, care and invest to create a better borough**”. This is built on a strong track record of delivering on investments and award winning services.

The Council recently won **Co-operative Council of the Year** and has also been shortlisted for ‘**Local Authority of the Year**’ at this year’s prestigious MJ Awards which recognises outstanding achievement in local government.

We continue to be extremely proud of how the borough has come together in response to the challenges faced. In one of the most difficult years for local government and the country, this achievement has been possible thanks to the support and partnership of many local organisations, partners, council staff and volunteers, as well as local communities.

The future looks bright after securing a **£22.3 million ‘town deal’** to revamp the community after the pandemic. Here it will be spent on transforming the land between Telford Central Railway Station and the town centre, to be known as Station Quarter; the regeneration of Wellington conservation area, including the historic market and Oakengates theatre quarter as well as supporting the town’s destination offer through a growth fund.

In the Council Plan one of the four key priorities is that **everyone benefits from a thriving economy**. The borough has an outstanding reputation for attracting and securing investment to create jobs, last year four out of the 10 single site inward investment schemes and nearly half of the 220 new jobs created across the Marches landed in Telford. Job creation through investment and growth will continue to be a focus whilst the impact of Covid-19 challenges how businesses survive and thrive. We will continue to drive innovation and support businesses to support the economy as much as possible.

By supporting our local businesses, assisting those looking to grow and promoting Telford to attract new companies our local service - **Enterprise Telford** continues to play a key role in achieving the commitment to invest in a better borough.

Managed and delivered by the Council the Marches **Growth Hub Telford & Wrekin** is the local gateway to business



Mayor of Telford & Wrekin Council, Councillor Amrik Jhawar and the authority's leader Councillor, Shaun Davies with the national award for Co-operative Council of the Year 2021



support. Our business engagement in collaboration with partners ensures as many of our local businesses as possible will be supported and sign posted to projects and programmes that include:-

- **Tech Telford** – highlighting the boroughs success as a centre for hi-tech companies and promoting the expertise on offer to help SMEs to adopt new digital solutions
- **Step up programme*** – a provision of business support through coaching and mentoring to entrepreneurs and SME’s
- **Finance and funding** – working with partners to support businesses to access grants and other sources of funding

● **Skills for Growth and Job Match** – supporting businesses with skills and recruitment including redundancy support

● **High Street Revive and Thrive Fund** – addressing the pressures facing high street businesses as a result of the pandemic

Our patronage is part of our commitment to the local business community and all the work that the Chamber does to support its members contributes directly to our own aspirations to make our borough a better place to live.

* Part funded by the European Regional Development Fund (ERDF).

Dedicated to education



Telford College's Haybridge campus on the outskirts of Wellington

Telford College has outlined its ambitious vision for the next five years with publication of its Strategic Plan.

It includes details of a new maths and digital hub due to open in Telford town centre, the creation of more specialist 'employer hubs', and an increasingly 'blended' and flexible approach to teaching.

The document spells out Telford College's direction of travel up to 2026, aligning its curriculum to the needs of local employers.

Principal and chief executive Graham Guest said: "These are changing, and challenging times. But as we begin to gradually emerge from lockdown, it's time to look forward with greater optimism.

"This plan is focused on aligning our curriculum with the needs of local employers – providing them with the skills required in these times of economic change."

Each academic year, Telford College plans to engage with more than 2,000 young people in college-based programmes, plus more than 700 apprentices and over 3,000 adult learners.

A particular priority is to engage with students living in deprived areas – more than 40% of the college's young people and 45% of the college's adult learners live in areas which are officially classified as deprived.

"For every £1 of Government funding,

we will provide a return of at least double that to the local economy," Mr Guest said. "And collaboration with local employers is at the heart of everything we do.

"Our growing range of Employer Hubs are already strengthening these links, and opening up exciting new career opportunities for students.

"But the innovation doesn't stop there. Very soon, we will also be opening a new digital and maths hub in Telford's 'Station Quarter' to upskill the workforce and make the borough more appealing to inward investors."

He added: "We are proud to be named among the top 25% of providers nationally, with 96% of our students receiving offers from their first-choice university.

"We are also proud to have recently been recognised by the Chancellor of the Exchequer, Rishi Sunak, who congratulated us in the House of Commons for our 'fantastic performance' in creating new apprenticeships."

That's not the only national recognition this year. Telford College has also won a top accolade in the 'Oscars' of the UK teaching profession - The Pearson National Teaching Awards - an annual celebration of excellence in education, recognising the amazing work of teachers across the UK.

The Foundation Learning team was selected from thousands of nominations to win a coveted Silver Award, and could



Look forward with greater optimism – Principal and chief executive Graham Guest

strike gold in the UK finals later in the year.

Paul Hinkins, who chairs the Telford College corporation, said the college's blended learning model, taking advantage of emerging technology, had responded swiftly and efficiently to the challenges of the Covid-19 era.

"After a time of transition, Telford College is now perfectly placed to deliver, making a significant difference to the lives of the communities we serve."

To view the full Strategic Plan, see www.telfordcollege.ac.uk/strategic-plan/

TELFORD COLLEGE IN NUMBERS:

- 100% SAY COLLEGE HAS CREATED A SAFE ENVIRONMENT
- 98% PRAISE SUPPORT FROM TUTORS
- 95% RECOMMEND THE STUDENT EXPERIENCE
- 94% RECEIVE AN OFFER FROM FIRST CHOICE UNIVERSITY
- Telford College students have achieved 25% better than their expected A Levels grades, putting us in the top 25% in the country

What a difference a year makes

2020 was a year all of us will remember for many years to come; for plenty of reasons. After everything that has happened in the World there have been some positives.

As an organisation we have been very fortunate to continue to provide our Design Engineering services whilst remote working across the UK, ensuring both client and employees were safe and well. The current climate has seen domestic and commercial clients developing and renovating properties new and old.

Not only are we proud as an organisation to have continued to assist our clients, we moved offices in the North, merged with a fellow Structural Engineering practice enhancing our existing capabilities and client base and at the same time growing our Civils department throughout the UK.

Here at Thomas Consulting, we pride ourselves on the quality of our staff and recognise that our staff are our business; we concentrate on ensuring that each new member will work well with the existing team and have the abilities and personality to work with our existing client base, however It is important to highlight the opportunities within the engineering industry to the younger generation as engineering continues to face a skills shortage.

Our latest member of the team in Shrewsbury Sophie Davies is no exception to that rule; she returned to her Shropshire roots and has joined as a Principal Engineer continuing with the process to become a Chartered Structural Engineer after sitting her exam (lasting 7 hours) and a two- part interview with the Institution of Structural Engineers (IStructE), Sophie scored the highest mark of all the Midlands Counties Region candidates who sat the examination in 2020 and this earned Sophie the 'Bob Fisher Award'. This is an amazing accolade and signifies Sophie's commitment and passion for Structural Engineering.

The business has always been proud of its Shropshire roots and working with local businesses but also to continually develop its employees to the best of their abilities; Thomas Consulting have only been part of the Shropshire Chamber Patron group for 2 years but we plan to put further investment back into the region and its people, whilst developing local working relationships in the County.

This approach keeps our clients coming back, time and time again....



New Office of Thomas Consulting, in Lancaster

The Institution of
StructuralEngineers



01743 444007

01952 981500

www.trianglehr.co.uk



Triangle HR is keen to support the workforce of Shropshire, in good times and bad

Helping hand for employers

When speaking with our clients on employment matters, they often say “It’s all weighted in favour of the employee”. With strong employment rights in the UK, it can be difficult to disagree. However, the Triangle HR team are on hand with practical advice and guidance, driven by the needs of your business.

It is without question that employers should act reasonably when it comes to HR matters, and we are passionate about challenging often long-held perceptions and practices. But we also understand that without commercial success there would be no ‘employees’, so we work with you to balance best practice and legal requirements against the commercial needs of your business – by providing realistic, proven resolutions that help drive your business forward.

Our product and service range is continually evolving to ensure our clients have up-to-date and user-friendly information and documents. Our consultants deliver expert ‘hands-on’ HR

advice, with full case management and bespoke on-site support available for more complex situations.

Triangle HR are here to help your business in the most beneficial way – you can choose a tailored support package right for the people, skills, and resources you have available. Here are just some of the key support areas we provide:

- **HR Review** – identifying priorities and clear action points, to keep you on top of your HR
- **Employment Documents** – handbooks and contracts for your employees and self-employed
- **24/7 Client Portal** – online access to a range of template employment documents/guidance
- **Consultant Telephone and Email Advice** – specialist HR guidance as and when you need it
- **Case Management Support** – high level assistance for those more complex matters
- **Regular Consultant Presence** – Integrating our HR expertise into your team
- **HR Software** – A central online location for all things ‘HR’, reducing admin and paperwork
- **Management Workshops** – Informal and practical sessions, designed for your business
- **Partner Support** – Access



Nikki Hall

to services such as Health & Safety, Occupational Health and more

With offices in **Shrewsbury** and now in **Telford**, you can rest assured help is never far away.

To discuss your HR needs or our services please call our team on 01743 444007 or 01952 981500, send email to info@trianglehr.co.uk or find our more at www.trianglehr.co.uk.

Similarly, if you would like to receive our quarterly newsletter providing the latest on topical HR matters, please email the word ‘Subscribe’ to info@trianglehr.co.uk

**Professional Support,
Personally Delivered**

Creativity and innovation rule

Since it was established over 190 years ago, the University of Wolverhampton has earned a reputation for creativity and innovation.

Collaboration with local industry aids the University in achieving one of its key goals: developing students and staff who are entrepreneurial, eminently employable, and well-connected. By embedding employability into all of its programmes, the University uses its role in contributing to economic growth regionally and nationally to create opportunities and connections for our students, and provide regional employers with qualified, work-ready graduates.

Based at campuses in Wolverhampton, Walsall and Telford – the site of the new Marches Centre of Excellence for Health and Social Care – the University of Wolverhampton has over 21,000 students and 2,200 staff. It also maintains education centres in Stafford, Telford and Burton, and the Midlands Centre for Cyber Security in Hereford. Additionally, the University of Wolverhampton Science Park and Telford Innovation Campus are home to tenant businesses and support the development of innovative companies.

One of the most recent additions to the University's portfolio, Springfield Campus is a culmination of the most ambitious aspect of the University's Our Vision, Your Opportunity programme. The site of the former Springfield brewery has been transformed into Europe's largest specialist construction and built environment campus, bringing together businesses and the education sector to maximise impact on the economy.

In May 2021 the University opened the new Marches Centre of Excellence in Health, Allied Health and Social Care, providing state-of-the-art training facilities for the next generation of key workers from the Telford campus. The Centre, which received £3.5m Growth



Telford Campus is home to the University's new Marches Centre of Excellence for Health and Social Care



The University of Wolverhampton Business School provides a dedicated Business Support Hub

Deal funding from the Marches Local Enterprise Partnership (LEP), will enable students to gain hands-on, real-life experience of the profession they will enter and ensure they have the skills and knowledge to benefit employers.

Research England's Knowledge Exchange Framework (KEF) recognises the diverse contributions that universities

across the country offer their local areas. The framework aims to increase the efficiency and effectiveness of public funding used for knowledge exchange while aiding continuous improvement in higher education providers. KEF identified the University of Wolverhampton as being in the top 10% nationally for public and community engagement, as well as in the top 10% for local growth and regeneration.

The University has a dedicated Business Engagement Team, focused on providing access to the wide variety of services available to businesses in the region. As we all begin to emerge from the global pandemic, the University of Wolverhampton is very much open for business and has thinkers, educators, and innovators are on hand to ensure your business continues to thrive. The package of support available includes: student and graduate placements, apprenticeships, funded support, knowledge transfer, research, executive education, and a dedicated Business Support Hub.



Printing with passion

At WPG Group Ltd we have two main passions, printing and caring for the environment, and we want to share our main passions with all members of Shropshire Chamber of Commerce.

We genuinely care about the environment as much as our customers do, so our main priority is ensuring that we look after it too. We are committed to finding the best quality and environmentally-friendly printing materials to use for all of our clients.

Ethical purchasing has become even more important to our customers since we have been locked down in our local communities over the past year or more and families have been able to enjoy their gardens and really appreciate wildlife and the planet.

When you print with WPG Ltd, based in Welshpool on the Wales/Shropshire border, you are helping to reduce your carbon footprint and helping to grow new woodlands across the UK. We also support the World Land Trust, who are protecting natural ecosystems and species across the world.

This gives us a good feeling and we want to share that with you too.

Carbon-balanced Paper

We have achieved the Chain of Custody certification and can provide an ever-growing choice of certified papers. We also supply carbon-balanced materials, from paper to banners and vehicle wraps, made to reduce carbon impacts on the environment. We mainly buy our paper from Antalis, who plant four trees every time we print on 1.5 tonnes of paper.

When we quote a job, you can opt for a Forestry Stewardship Council (FSC) claim, which is a designation on sales and delivery, that shows its status as FSC certified. This is awarded to organisations that manage their forest operations in socially, environmentally and economically responsible ways.

Accreditation

We work hard to meet the ISO 14001:2015 Environmental System Standards. This allows us to constantly monitor and update our production efficiencies throughout all stages of the printing process. Additionally, we have achieved the ISO 9001:2015 Quality Management System for over 20 years. This measures how well a company meets



Kelly Griffiths, Account Manager



Alison Jones, Account Manager



Sally Williams Marketing & Sales Manager



Andrew Bebb, Sales Director

their customers' requirements and consistencies.

Recycling

We ensure that all materials and waste products can be recycled at WPG. We make sure that we recycle everything we possibly can, from paper to ink tins and wooden pallets.

Renewable energy

In 2015 we had solar panels fitted, to ensure that we are using renewable energy. By using renewable energy this allows us to decrease our usage of fossil fuels, so we are doing all we can to look after the environment in numerous ways.

We can print anything you need

We can print anything from a trade journal to a whole new shop front for your business, plus matching signage and merchandise, and wrap a fleet of vehicles in your corporate colours.

We also offer a wide range of clothing and branded promotional products.

Our Customers in Shropshire

We are very proud to say our customers include some of the biggest names in the region, such as Shrewsbury Town Football Club, Aico, in Oswestry and the Robert Jones and Agnes Hunt Orthopaedic Hospital, in Gobowen, to name just a few.

Call our Sales Team

So, if you hear of anyone who needs a high-quality and reliable printing run, completed with eye-catching colours and a perfect finish, with an express delivery time as quick as 24 hours, please get in touch with our Sales Team.

Please call WPG Ltd's Sales Director, Andrew Bebb, (01938) 557110, or Account Managers Alison Jones (01938) 557112 or Kelly Griffiths (01938) 557129.

We also offer a wide range of bespoke clothing, signage, trophies and mail services.



Yarrington

01743 234910

www.yarrington.co.uk



When the pandemic took hold in 2020 the world of marketing was left struggling as budgets slowed or disappeared completely in the face of business uncertainty and insecurity.

For Yarrington, as the foremost supplier of B2B exhibition and event production in Shropshire, our focus quickly shifted to encouraging clients to accept the changing landscape and embrace the new working methods required to continue to communicate with their customers.

As the year progressed and with little likelihood of any real face-to-face connections, we concentrated on how businesses could engage with clients, employees and colleagues in a meaningful and exciting way. As no strangers to using live events to communicate key business messages, the pandemic led to us completely re-imagining the virtual event world and how to enrich the experience making it engaging, interesting and ultimately very watchable.

We repurposed 50% of our office space and built a complete TV studio with all the latest camera and streaming technology to make our clients stars of their very own shows. We've created virtual award ceremonies, conferences, product launches, business TV programmes and festivals.

We've broadcast to the world from our premises in Shrewsbury and been out on the road setting up temporary studios around the UK. Both existing and new clients have been getting on board with this exciting new skill set and we've invested in technology, equipment, cameras, drones and the team to enable these events to come together seamlessly and effectively.

But it's not just the events team who have been hard at work. Our graphic design and digital teams have been busy creating branding, print, websites, apps and dashboards for a broad spectrum of local and national clients.

For almost 25 years Yarrington has embraced emerging digital technologies and, more importantly, invested in the right people and created the right environment where we can harness and commercialise all the latest developments and this has been especially true during the pandemic months.

A fabulous bespoke dashboard we call YesDeck has been one of the highlights to help us create exciting, interactive, virtual events to the digital world.

Embracing emerging technologies in this ever changing world



Marches Careers Hub Launch was handled by Yarrington



Tech Severn YesDeck



Working on the Wrekin Housing Trust Awards

As always it's been a marriage of creativity, skills and technology that has enabled us to continue to work with our wide range of clients and allow them to broadcast their marketing propositions around the globe. So if it's just a one off event, website or maybe a complete

rebrand and marketing suite, Yarrington have the skill set, imagination and innovative attitude to help you along that journey.

Email: hello@yarrington.co.uk
Twitter & Instagram: @yarringtonltd

PATRONS DIRECTORY 2021



Aico in the Community was developed to **provide support** to both local and national educational and charitable organisations in **building sustainable futures** for our communities.

To achieve this, we focus on **four core areas**:



Education



Volunteering



Business
Enterprise



Charity

If you would like to know more about Aico in the Community, **please get in touch** with our Community Liaisons, Jane Pritchard and Lily Ellis:

community@aico.co.uk



www.aico.co.uk | 01691 664100 | enquiries@aico.co.uk

an  Company