

e-news

May 2010



"Shropshire is the centre of our global business, and it's central to the quality of our lifestyles. The perfect county!"

Dr Geoffrey Davies OBE
Managing Director - McConnel Limited
CEO - Alamo Group Europe Limited
Chairman - Shropshire Council Business Board

New Business Ambassadors for Shropshire

Following a meeting with the county's Business Ambassadors, Council Leader Keith Barrow and the Chief Executive of Shropshire Council, Kim Ryley, last month, five additional business leaders have been recruited to join the Shropshire Business Ambassador scheme.

The latest Ambassadors to be recruited are Mandy Stoker of e4environment Limited, Mandy Thorn of Marches Care Limited, Graeme Clifford from the Shropshire Star, Elwyn Griffiths of Oaklands Farm Eggs and Keith Winter of Dyke Yaxley.

Shropshire Business Ambassadors are a group of influential business people who, through their work and contacts, actively promote Shropshire's considerable business assets and quality of life.

The main purpose of the network is to:

- Raise awareness of the business expertise and high quality products and services in the county.
- Promote Shropshire as a great place to live, work, invest and do business.
- Contribute to opportunities that are of benefit to Shropshire, such as inward investment, attracting and retaining talent, expanding Shropshire businesses and lobbying on key economic issues.

Shropshire Business Ambassadors alongside Councillors and Senior Council Officers



...and Ambassadors shine at the Shropshire Business Awards

Now in its tenth year, the 2010 Shropshire Business Awards will include a special award for the Champion of Champions - with all previous winners of Company of the Year award invited to enter.

Three of Shropshire's Business Ambassadors' companies are included in this select group, McConnel won in 2001, Grocontinental in 2004 and Salop Leisure in 2007.

Another of the county's Ambassadors, Ann Johnson, was successful at last year's Awards, winning the best Homebased Business category for her business, Husk.

This year's awards ceremony will be held on Friday 4th June at the International Centre, Telford with Lord Digby Jones as the keynote speaker.

For more details see www.shropshirebusinessawards.co.uk



The Shropshire Business Enterprise Fund continues to offer grants to start up, retail and growing businesses in Shropshire.

For more information see www.shropshire.gov.uk/sbef or call 01743 252531.

The deadline for the next round of applications is Monday 5th July 2010.

Spotlight on Shropshire Event a Major Success

The Shropshire Business Board and Shropshire Council hosted an entertaining evening on 22nd March with more than 100 Shropshire businesses and key stakeholders, debating the key issues that affect Shropshire's economy. Attendees moved into facilitated workshops where they were able to share their views on the state of the Shropshire economy.

Businesses also had the opportunity to highlight any challenges they are currently facing and to bring to light any major obstacles that are restricting their ability to grow.

The information gathered will be used by Shropshire Council both in the compilation of its Local Economic Assessment and to inform future strategies and policies.

If you were unable to attend the event, but wish to put forward your views on Shropshire's economy, please contact helen.hunter-hayes@shropshire.gov.uk.

Shrewsbury's exciting new Shropshire Food Enterprise Centre is now open for business!

Heart of England Fine Foods (HEFF) who manage the Food Enterprise Centre on behalf of Shropshire Council,



Businesses take part in tailored tasting

recently invited Shropshire businesses to view the brand new facilities available at the centre on Battlefield Enterprise Park, north-east of Shrewsbury.

Businesses were able to view the 12

purpose-built production units that are available now for new and growing food and drink businesses. These units have been specifically designed to meet the latest food industry standards. This is a big benefit for tenants who will avoid the cost of getting their production facility up to the correct level.

HEFF also revealed their state of the art demonstration kitchen and foyer café alongside a purpose built conference room, boardroom and informal meeting area.

The centre's manager Andrew Wardle said of the response to the open days "Businesses were curious to know what was happening at the Shropshire Food Enterprise Centre, once inside they were most impressed with the facilities on offer to them."

If you are interested in viewing one of the food and drink production units, or using the facilities on offer at the Shropshire Food Enterprise Centre please contact Andrew Wardle on 01743 452810 or email manager@shropshirefoodcentre.co.uk

metnet (the Marches Environmental Technology Network) is a new and dynamic regional network designed for businesses within the environmental technology sector.



Based on a model that has already been highly successful within Shropshire, metnet aims to extend the benefits of the network to environmental technology businesses across the three counties of Shropshire, Herefordshire & Worcestershire.

Funded by local councils, AWM and the ERDF, metnet seeks to encourage businesses to get together with a view to growing and developing their businesses through innovation and collaboration. It will also provide practical information, opportunities and advice on how to make that happen.

In addition to a programme of events, metnet is developing a website that will provide a resource that businesses can access: in addition to being a central access point for news and opportunities within the sector, it will attempt to de-mystify the vast range of business support available, and provide an opportunity for businesses to link 'virtually'.

A launch event is scheduled for Wednesday 19 May at the Prostar Stadium, Shrewsbury Town Football Club.

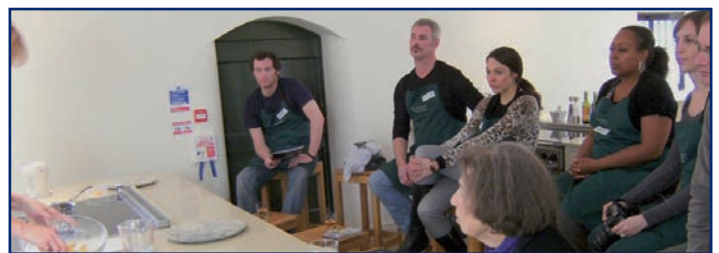
For information: contact Patricia Head on 07850 643119 or Dr Jane Yardley on 07850 643120

American and Canadian Travel Writers Explore Shropshire

National tourism organisation Visit England earlier this year set up a Press Office in New York. At the launch in February souvenirs of Shropshire including marmalade from the Ludlow Food Centre and information about Charles Darwin and the Olympian connection were given to those who attended. The office recruited five travel writers to explore the region for great food and drink in particular 'In Search of the Perfect Pudding.'

The group took a trip through The Shropshire Hills to the National Trust's Attingham Estate and a visit for lunch and a demonstration at the new Brompton Cookery School. One of the highlights of the whole tour was dinner at Michelin star Mr. Underhill's Restaurant on the banks of the River Teme.

Shropshire and Telford Destination Management Partnership encourages press visits to Shropshire to enable writers to extol its virtues. It has resources for marketing Shropshire provided by regional development agency Advantage West Midlands.



The group enjoy a demonstration at Brompton Cookery School

talk to us direct on 01743 252274 or visit www.investinshropshire.com

Invest in Shropshire is providing news on behalf of Shropshire Council's Economic Development Service

