



Shrewsbury
Town Council



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Mayor of Shrewsbury Awards 2020

On behalf of the Mayor, Councillors and Officers of Shrewsbury Town Council, I am delighted to welcome you to this, our eleventh Mayor's Awards Ceremony. Usually at this time we would be tucking into a nice glass of wine eating those wonderful savouries not to mention our favourite meringues but it is not to be. So Ladies and Gentlemen in the comfort of your own home kick off your shoes, get your carpet slippers on and sit down with a nice cup of tea or something stronger and welcome to this is our very first of Virtual Awards ceremonies. We are going live to the nation on t'internet streaming on Facebook so no naughty words or you will be deleted forthwith.

But before we get started just a few word from our Mayor, Councillor Phil Gillam.

[MAYOR] - Ladies and Gentlemen I am delighted to welcome you to

my Awards Ceremony. This was supposed to take place in April but we were all in the throes of lockdown. The Town Clerk promised me if I continued as Mayor after May it will all be sorted by September and we will be able to have a live awards ceremony. But that wasn't to be.

So the next best thing. But regardless the calibre of awards is extremely high this year and selecting winners has been exceptionally hard. And this makes me really proud of our town and the people who make it great.

So without further ado lets proceed with the ceremony



As we have already mentioned this is our first virtual Awards Ceremony and we are running the awards over three nights. Tonight we shall deal with Built Heritage, Business, Tourism and Market Trader of the Years celebrating the economic heart and fabric of Shrewsbury. Tomorrow our focus will turn to community and people and the environment and we will hold our final evening just days before the Mayor hands over his chains to celebrate the efforts of our Flood Heroes and Covid Heroes during this year. The Mayor will present his personal awards to those he has personally witnessed during his term of office and we will culminate in a new awards, the Lifetime Achievement celebrating one individual who has stood out in his or her service to this time over many years..

So much to look forward to and to celebrate.

Built Heritage Category



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Built Heritage

Past Recipients



Mayor's Awards

- 2013 – St Alkmunds
- 2015 – Shrewsbury School
- 2016 – River Thai Restaurant
- 2017 – Cambrian House
- 2018 – Shrewsbury Cathedral Orchard Café
- 2019 - Shrewsbury Flaxmill Maltings

Built Heritage Awards

Dr Nigel Baker

Andrew Arrol



#MayorsAwards



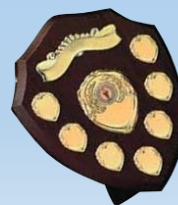
Dr Nigel Baker – As a Shrewsbury-based freelance urban archeologist with more than 30 years experience, Dr Nigel Baker is a historic towns specialist who has carried out exhaustive research into the historic fabric of our county town and is a respected expert in its development. His recent clients have included Historic England and the National Trust. In the summer of 2019, Nigel was lead archeologist at the Shrewsbury Castle dig, working alongside students from University Centre Shrewsbury to shed new light on the castle’s evolution through the centuries and it has been wonderful to see him uncover other treasures at the castle over the last few weeks as past life has been revealed.

Andrew Arrol – As a celebrated architect and expert conservationist and with a life-long experience of historic building repair, Andrew Arrol’s contribution to Shrewsbury’s built environment has been immense. Working with his talented team at Shrewsbury-based Arrol Architects, his projects across Shrewsbury and over the years have included restoration and enhancement of St Alkmund’s Church, Tudor buildings in Mardol, the Old Market Hall, Holy Trinity Church in Meole Brace, The Buttermarket, and the transformation of Royal Salop Infirmary into the Parade Shopping Centre, as well as handsome new-builds at Carline Fields, Riverside Meadow and Century House. His name often crops up in conversation with colleagues across the country as we affectionately refer to him as God Architect to

reflect the fact he is regularly called to give expert advice on many of this country's greatest churches

**Built Heritage Category Winner
2020**

Andrew Arrol



#MayorsAwards



Business Category



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Moving onto the Business Awards. These awards reflect all aspects of local business and how they fit into ensuring the vitality and viability of Shrewsbury as an economic centre for the sub-region, a key employer and a driver for economic growth. Nominations were invited for small businesses, larger businesses and young entrepreneurs, and those organisations who have shown a commitment to supporting our local economy through employing local people, expanding their businesses (particularly in these hard times) and promoting Shrewsbury as a local economic centre or taking their Corporate Social Responsibilities in supporting the local community.

Past Recipients

Business

- 2010 – Salop Leisure
- 2011 – Evans Easyspace
- 2012 – Libertine Cocktail Bar
- 2013 – Henry Tudor House
- 2014 – Salop Design
- 2015 – Shrewsbury BID
- 2016 – Salop Engineering
- 2017 – Tesco Extra Battlefield
- 2018 – Reech Media
- 2019 – Shrewsbury Indoor Market



Mayor's Awards

Business Awards

4Shrewsbury
Peakes Travel Elite
My Shrewsbury Magazine
DM Recruitment



4Shrewsbury – 4Shrewsbury was re-launched in January 2019, supported by Barclays Premier and local solicitors Lanyon Bowdler. This networking group for businesses meets monthly and gives an opportunity for local businesses to come together, to connect business to business, to discuss relevant current topics and to share experiences and learn from each other in an informal way. And at a time when business and commerce is stretched supporting each other and the broader local business agenda is vital to retaining the vitality and commerciality of Shrewsbury.

Peakes Travel Elite – Peakes Travel Elite had humble beginnings on Frances Peakes’ kitchen table over thirty years ago. It grew from the farmhouse to its own shop on Mardol, where Peakes remains a family-run business with excellent customer care at its heart. With the support and loyalty of the local community, Peakes has become an award-winning travel agency and treasured local business employing 14 members of staff with different areas of expertise in the travel sector. When they aren’t making holiday dreams a reality, the team will often be seen out and about at Shropshire’s events and festivals, as well as supporting local charities, like The Harry Johnson Trust.

My Shrewsbury Magazine – My Shrewsbury is more than a magazine; it is a wonderful reflection of all the businesses, organisations, charities and individuals who make this town what it is. The magazine does the great job of promoting and marketing business and stirring the economy in the town. They also build a picture of this town that attracts many tourists and visitors to Shrewsbury.

In three short years My Shrewsbury has fostered long-lasting relationships with their readers and with schools and community groups, and wonderfully reflects the character of our town and the interests of all who live here. Their magazine helps readers connect with their local community, drives business and creates a sense of belonging and civic pride. And in times like these – this is invaluable.

DM Recruitment – DM Recruitment was founded by Stuart Danks less than 5 years ago, but in that time it has grown from its headquarters in Shrewsbury, to having branches in Welshpool, Cannock and Leominster. The business mainly focuses on temporary recruitment in the industrial and commercial sectors, but has also expanded in the last year with the launch of sister company Opus Vitae, offering permanent recruitment solutions. With each expansion, DM has grown its team from its base in Shrewsbury.

DM Recruitment have made the most of the town's best assets to strengthen their brand name, sponsoring the away stand at Shrewsbury Town FC, supporting many of the festivals in Shrewsbury's Quarry and sponsoring a new re-usable beer cup scheme, which helped organisers massively reduce their plastic waste.

Business Awards

Shropshire Festivals
La Bonne Parisienne
Susan Caroline
Shrewsbury Shopping Centres



Shropshire Festivals – Shropshire Festivals have featured in Mayors Awards a number of times predominantly in the Tourism category featuring some of its successful events like the Shrewsbury Food Festival, Shropshire Kids Festival and Shropshire Oktoberfest. But this year this award focuses on its business model and the way it has diversified beyond events, taking its skills in running very experiential events to focus that energy in supporting not just its own business but that of others. Over the last few years the business has grown from a business from home to having its own purpose built offices which has given it the resources to develop the Shropshire Think Tank and establish events like the Shropshire Biz-Fest a networking event that brings professionals together to connect, collaborate and grown their business connections. Even though in the serious world of business their overriding mantra continues to be FUN.

La Bonne Parisienne – A Shropshire girl born and bred with a love of baking that was inspired by her grandmother who was an accomplished professional cookery demonstrator, as well as her own mother who taught her all the basics from a very young age, Alison Jones has been able to turn her hobby into a job and has been operating under the glamorous title of La Bonne Parisienne. What makes this quirky and attractive to many is that the breads and pastries she beautifully prepares are delivered to your doorstep on a bike.

Susan Caroline, Pengwern Books – Now located on Fish Street in the heart of the town after many years in the Market Hall, Pengwern Books has been serving book lovers in Shrewsbury and

beyond for over 13 years. With a small but carefully curated stock, readers will find something different from the mainstream on the shelves and what isn't on the shelf can be ordered quickly. But more importantly Pengwern offers a first class browsing experience. Browsing is something that on line retailers and the big chains just don't do as well, if at all, and Pengwern Books is especially good at it! ... Really putting that personal touch into the love of the written word.

Shrewsbury Shopping Centres – Attracting over 8million visitors in 2019 the Pride Hill and Darwin Shopping Centres are at the heart of the Shrewsbury community and as a result have been collectively branded 'Shrewsbury Shopping' in a bid to create a sense of local pride, bolster their value within the town and provide visitors with a clear locator to navigate by. Their multi-level marketing, events and PR strategy, demonstrating huge investment in the town's commercial and public community, as well as numerous achievements throughout 2019 make them a key business in the town. At a time when retail is on the cusp of survival Shrewsbury Shopping has also introduced a number of new businesses to the town to enhance Shrewsbury's shopping offer, including JD Sports, Meg Hawkins, Teresa's Boutique, Green Options and Skechers – all of which have opened up in Shrewsbury in the last 18 months.

Business Category Winner 2020
Shrewsbury
Shopping Centres



#MayorsAwards



Tourism Category



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Now to the Tourism Awards:

All of this year's nominations show the ambassadorial spirit, promoting everything that is good about Shrewsbury and encouraging everybody to visit our fantastic town.

Its about spreading the message about our gem to the world so that they too can enjoy what we take for granted.

Past Recipients

Tourism

- 2012 – Shropshire Horticultural Society
- 2013 – Sabrina Boat
- 2014 – Shrewsbury Folk Festival
- 2015 – Martin Wood
- 2016 – Shropshire Festivals
- 2017 – Shrewsbury Morris
- 2018 – Love 2 Stay
- 2019 – Theatre Severn



Mayor's Awards

Tourism Awards

Bill Hurst

Ferndell Bed & Breakfast



#MayorsAwards



Bill Hurst – Bill is a great asset to Shrewsbury's tourism, although he does not see it himself. He always volunteers at St Chad's lunchtime concerts, volunteers at Attingham Park and is one for dressing up in Victorian costume. He is one of many people that volunteer their time to these great tourist institutions that bring an extra buzz to our town.

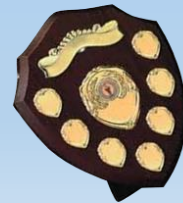
Ferndell Bed & Breakfast – Tourism is about providing an experience to a visitor which will be imprinted on them forever and will leave them in no doubt that Shrewsbury is one of the most beautiful places to be – and Sarah Hopper does all of this even before letting her visitors out onto our cobbled streets, with her bubbly personality, her attention to detail and her prized full English breakfast. She sees promoting our lovely town as a side line along running her Bed & Breakfast from a beautiful period property overlooking Castlewalk and the river and she is the first one to promote businesses to her visitors. But it isn't just that; her infectious enthusiasm means that the many craft workshops she hosts are a sell out and even the Treasure Hunts she does around the town give that added dimension to that tourism offer.

Tourism Category Winner 2020

Ferndell Bed & Breakfast



#MayorsAwards



Market Hall Trader of the Year



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We are very fortunate in Shrewsbury having a vibrant Market Hall, with a variety of stalls, an electric atmosphere and great feel good about the building. Well how many Market Halls in the country can you get champagne & oysters, bike parts and nuts for the birds in such close proximity.

For the last few years we have decided to acknowledge the hard work of our traders and have given the local people the opportunity to vote for their favourite.

Thankfully Ladies and Gentlemen, while COVID stopped elections up and down the country it didn't stop the good shoppers and visitors of the Market Hall from voting in their droves for their favourite Market Trader. Most of our Admin Team have been working from home during COVID but when that voting box arrived back in the office, you'd have thought staff were working on the election count. So I'm feeling a bit like the returning officer for the Market Hall Constituency ready to declare the result of the election.

Voting was strong but the first three were very worthy winners taking the majority of the votes between them.



Third Place goes to The Birds Nest

a very popular café in the Market Hall with a very quirky ambience. This businesses has helped shape the Market Hall as a visitor destination in its own right.



Second Place is The Icing Tip

whether this year has seen us all become creative but this is clearly the best place in top to buy anything cake related



First Place is Ewe & Ply

doing one place better than last year. Whoever thinks knitting is the only domain of your granny is sadly wrong and research has shown that wool-related crafts are a very good way of enabling people to heal themselves or cope with illness or bereavement as well as to bring people together to reduce isolation. This is a wool haven where people can find everything wool orientated from 10g of Shetland fleece for felting to some really swanky silk yarn and everything in between.



[MAYOR] - I would like to say how absolutely delighted and proud I am being able to present these wonderful awards to you fantastic people. I am just so sorry that we couldn't do this in person. But it shows that we have such a wonderful town to be proud of and despite the difficult situation we find ourselves in you must take great pride in what you have achieved.

I offer you my heartfelt congratulations to you all and wish you all the very best as you continue to work hard and promote this great town.

I hope you have enjoyed this Virtual event as much as I have. Your certificates will be posted out to you and I am hoping that I will be able to invite the Winners to my Parlour for a socially distanced cup of tea before my term is finished so that you can collect your trophies.

Thank you for coming and thank you for those on our Facebook Feed who have tuned in to watch.

I wish you all a very good night.