

TAUNTON
CHAMBER
of
COMMERCE

MAY & JUNE 2021

CHAMBER CHATTER

by local business. for local business

Offering support to help your business recover and grow

Welcome back!

Welcome back to our members in the retail, hospitality, personal services and leisure sectors who are now able to reopen their doors as the staged lifting of restrictions moves forward across the spring - you have been missed!

Taunton Chamber of Commerce wishes you all the very best for successful reopening and return to business.

**Time
to rally**

Together, let's support local businesses, the bedrock of our communities.



PHOTOGRAPHY BY

360 | SOUTH
-WEST-

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AGM Round Up

Thank you to the members who were able to join us online on Thursday 29th April for our Annual General Meeting - for those who were unable to join us, please see your email inbox where we have shared the link to watch back the recording of the meeting - this link will be live for the next 30 days. Also in your inbox are links to the finance report and presentations that were shared at the meeting.

At the AGM, the following Taunton Chamber of Commerce roles were confirmed for the coming year:

TAUNTON CHAMBER EXECUTIVE COMMITTEE 2021

PRESIDENT: Adam Townley

VICE PRESIDENT: Nigel Pearce

HONORARY TREASURER: Laurence Bassett

EXECTIVES:

Colin Barrell

Trish Caller

Richard Holt

Laura McKain-Bremner

Philippe Messy

Jayne O'Brien

Liz Payne-Ahmadi

Moira Reynolds

Chris Winter

A change of roles at Taunton Chamber



“

My time as President has been a very enjoyable and rewarding experience, sometimes challenging but always positive working with my colleagues on the executive.

We have dealt with some interesting and difficult issues during the past four years what with Brexit, our involvement in the Taunton BID and of course Covid19, but I think the support and contributions we have given our members and the wider business community has made us stronger and more relevant to the challenges that Taunton faces.

Our membership has grown, mainly as a result of the great work by Bethan, our Membership and Events Manager, and I look forward seeing this continue and working with Adam in the future. ”

Nigel Pearce, Former President

“

Having served as Vice-President of the Chamber for a number of years now, I am pleased to be able to finally step up to the President role. I would like to thank Nigel for his work in the role and I am pleased that he has agreed to take on the VP role for this 'handover' year so that I can benefit from his support and guidance in my new role.

We all hope the challenges 2020 provided are beginning to get behind us and I look forward to using the role to help our members bounce back in 2021 and beyond. ”

Adam Townley, President

Taunton Chamber of Commerce are committed to support you as the positive voice in our Taunton Deane Business Community.

Call: 01823 230898 **Email:** office@taunton-chamber.co.uk

Join us for our May & June events

12th May 9.15am:

SME MENTAL HEALTH AT WORK TOOLKIT WORKSHOP

Alongside member Becky Wright from NewLeaf we have a further opportunity to run this exclusive CPD accredited workshop taking place in Mental Health Awareness Week. Delegates will come away with a comprehensive toolkit workbook, and plenty of practical steps they can take to ensure the wellbeing of their colleagues and team members, whether work is based on site, remotely or a blend of both. **Thanks to grant funding, Taunton Chamber are able to offer this workshop at a member's cost of only £30.**



14th May & 11th June 5pm:

CHAMBER CHATTER LIVE - FRIDAY FEELING *FREE EVENT*

Join us online in our 'virtual pub' on the second Friday of the month for the opportunity to raise a glass to the weekend with business friends – no pitches, no formal introductions just a great chance to catch up with what's new in the local business community and to meet some of the people behind our wonderful local businesses - have your glass of something chilled at the ready!



19th May 11am:

GROWING YOUR BUSINESS WITH DATA *FREE EVENT*

Join us alongside members Barclays, as part of the Rebuilding Thriving Local Economies Taunton Deane project, for this interactive webinar exploring different types of business data you can collate and how they can be used to gain useful insights for your business. Email lucy.partridge@barclays.com to register.



26th May & 30th June 11am:

CHAMBER CHATTER LIVE - WEDNESDAY WINS *FREE EVENT*

Join us for a midweek cuppa and chat on the last Wednesday of the month no pitches, no formal introductions just a great chance to catch up with what's new in the local business community and to meet some of the people behind our wonderful local businesses – have your cuppa and biscuits ready!



27th May 10am:

'DEMYSTIFYING DIGITAL MARKETING - MAKING PPC, SEO AND PAID SOCIAL WORK FOR YOUR BUSINESS' *FREE EVENT*

Join us and member business Talking Stick Digital for this session, demystifying some of the trickier elements of digital marketing and exploring how you can harness them to the benefit of your business.



23rd June at 11am:

GROWING GLOBALLY *FREE EVENT*

Join us alongside members Barclays, as part of the Rebuilding Thriving Local Economies Taunton Deane project, for this interactive webinar discovering how your business can identify new opportunities within the global marketplace. Email lucy.partridge@barclays.com to register.



All events are bookable via our EventBrite page unless otherwise stated.

scan here →



www.eventbrite.co.uk/o/taunton-chamber-of-commerce-15354648391

TAUNTON CHAMBER RESTRUCTURING & RESOURCES HUB

Free Events for Job Seekers

5th May 10am:

LINKEDIN JOB SEEKERS' WORKSHOPS WITH INTROTWEET

Alongside Taunton Chamber member business Introtweet Ltd we are offering FREE of charge LinkedIn Workshops, focused on how the platform can be used to make you stand out from the crowd, and how to create the perfect recruitment post to find new opportunities. There will also be the chance to book a funded, bespoke follow-up session suited to the attendee's individual needs.



8th June 10am:

'PREPARING FOR INTERVIEWS - BEING MINDFUL NOT MIND FULL'

Part of our 'Restructuring and Resources' Support Services, aimed at helping those needing to look for their next job opportunity, join Taunton Chamber and member business Teresa Wort, Mindfulness and Compassion Teacher for this hour long online session, full of tips and techniques to help you get into the best mindset for interviews, pitches and presentations.



Qualified Mindfulness
& Compassion Teacher

Image: Phil, one of our Level 2 HP Indigo Operators

Quality Printing for 40 Years

"Whilst working for Summerfield Homes I have found Carly Press extremely efficient and the products they produce are superb. The service they have provided so far has been faultless and the staff are fabulously helpful. I would highly recommend them as a company"

Chloe, Summerfield Developments

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www.carlypress.co.uk

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WELCOME TO OUR New Members



Lorraine Stamp - You'll Know When You Get There Global Transformation and Happiness Coach

I have been in the learning and development world for over 20 years and have worked with a number of retailers such as the Arcadia Group, Monsoon Accessorize, Debenhams and Screwfix, in addition to manufacturing, sales and financial services businesses.

My aim is to empower you to design your version of a meaningful life, where you feel aligned and free from the stresses of life. My approach to coaching seeks to bring about increased awareness of a person's model of the world in order to create new possibilities for how one sees oneself, other people and the world. It's about working deeper to explore the underlying assumptions, beliefs, values, expectations, personal attitudes that shape their experience of themselves, their world and other people. My questioning technique is one of intuition, possibility and solution focused.

"Lorraine's ability to build relationships across the business is exceptional. Lorraine and I first met during one of my exec team sessions where she kindly agreed to lead the team through several team building and skills evaluation processes. The team then became used to Lorraine becoming an extended part of my group and she enjoyed huge success in mentoring several of my team and with her help, growing their careers and capabilities. It was a real asset to have Lorraine's experience and can-do attitude whilst driving business and organisational change"

Find out a little more about what I can offer in my short video: www.linkedin.com/in/lorraine-stamp-05545075/detail/

www.youllknowwhenyougetthere.co.uk



ASPIRE TO EXCELLENCE

CABiz has been around a little while now and started as the traditional face to face networking – great! However, when the pandemic hit over a year ago CABiz had to change tack and quick. Now firmly in favour of the online route the membership and following has grown and evolved.

Headed by myself, John Holden, my passion in life is to help business owners get more business and to pass on all that I have learnt over the years of growing my successful business.

Our events are focused and friendly with an emphasis on support for our fellow business owners as we recognise it can be hard being a sole trader, part of a small team or new to running your own business. Being online has really grown our reach across the country which means a bigger reach for our members to make new connections as well. We also recognise that networking can be hard for some and are now holding networking training twice a month after our meetings so you can bring your trials and tribulations or your expertise! Together we are stronger!

It's not all about networking with CABiz at the beginning of 2021 we launched our successful Online Academy with a team of hand-picked trainers helping our members in their area of expertise that cover PR, Sales, Communications, LinkedIn, Health and fitness, Personal Development, Technology and more.

One final bit of good news – Chamber members get 20% off our membership fees! So look forward to welcoming more members soon.

Chokoleti

My real love of Chocolate didn't begin until I was an adult, up until then I was quite happy munching on any kind of chocolate that my parents would let me have. I have tried many types of chocolate through the years, all of which, I have to say, I LOVED.



The MAGIC of Chokoleti happened about 8 years ago when my daughter met her partner. Charlie is Kenyan and along with his chilled and laid back personality he also brought his passion for food. Like a lot of boys he was extremely close to his grandma Alice, 'Kukhu' as Charlie called her and his memories of her and the meals she would make for him have been an influence on some of the flavours that we have created.

Great Taste means the world to us - and probably to you too. That's why we choose our chocolate wisely. The taste is more than just the skill of our Chocolatier, it starts at the source with the love and passion of the cocoa farmers. Their care for the soil, the forests and the earth make the cocoa trees thrive. Their craftsmanship yields better cocoa beans, full of taste. We make a choice to use chocolate that sides with the cocoa farmers in West Africa.

My hope is for all my customers to experience the wonderful flavours of our chocolate including our Kenyan influence - enjoy our chocolate to the fullest, knowing that in every bite you'll taste the unique taste of craftsmanship.

**Happy Eating Everyone
...furaha kila mtu!**

www.chokoleti.co.uk



Somerset Design Studio evolved in 2018 by Kirsten Rae. It started with a vision of working with and building long term relationships with local businesses supporting them with their Graphic Design requirements. Now in 2021 Somerset Design Studio offers a number of services to help you market to your audience effectively, including: Branding, Brand Guardianship, Graphic Design & Print, Photography & Styling and Social Media Management.

'I am passionate about producing fresh, inspiring & compelling creative output that adds to your customers experience and builds brand loyalty, whether it's B2B or B2C'

Somerset Design Studio can help creatively with your customer engagement and experience, marketing and other related promotional initiatives. We can also champion your brand, upholding standards of creative integrity and help you maintain a consistent brand voice.

Photography is also an extremely important factor of your branding. If you're lacking eye-catching persuasive imagery, we can also manage and coordinate photoshoots for your products or media ensuring customer engagement.

If you are unsure about your current branding? or looking for creative feedback on a particular project? We also have a lot of experience in critiquing and briefing artwork, so can give you guidance on how to achieve the best customer response.

**To see some of our latest work follow us on
Twitter, Instagram, Facebook & LinkedIn.**

**Or if you would like to talk more about
any of our services please contact us at
info@somersetdesignstudio.com
or call 07725 055767**

45Red

45Red was founded by former UK servicemen with a unique background in remote video solutions. The leap from military and law enforcement security applications to the commercial security industry was a logical one, and one we relish and welcome!

The unique challenges our customers and partners bring to our attention offer 45Red the opportunity to solve some exciting problems. Our partnership with AXIS Communications allows us to work the very best equipment on the market.

At 45Red we greatly appreciate the opportunity to work with new customers and partners. Our plug and play products make it easy to integrate the range into existing AXIS Communications products. For customers who want an off-the-shelf solution, 45Red offers a range of integrated solutions using the AXIS T98A17-VE Surveillance Cabinet and 45Red CCE for remote video and audio transmission and access control.

Our solutions include:

Transportation The need to protect transportation links has never been more vital. With integrated Axis' solutions, wireless remote video is a reality.

Remote Security Temporary remote security, such as construction sites offers a unique problem. No easy access to power or internet, the need to run expensive cables which are often intrusive and disrupt workflow. The 45Red range of Axis surveillance cabinets solve this problem.

M2M Applications 45Red's remote solutions are ideally suited to Machine-to-Machine (M2M) applications. Whether via cellular (2G, 3G, 4G/LTE) or via IP Mesh, 45Red can offer a simple plug and play system for all M2M applications.



Business Labels is the sister company to Funky Labels. Following on from the success of Funky Labels it was a natural progression to launch Business Labels. Through hard work and dedication, Business Labels was soft launched at the beginning of this year.

Business Labels was a route the company needed to pursue given the demand from our B2B clients. There was a crossover from retail customers requiring more B2B work. We saw the opportunity to grow the company further and developed a corporate branded platform.

Business Labels offers a bespoke printing service for companies from start-ups to major blue chip companies, tailored to the companies' individual requirements.

Having heavily invested in new equipment we offer resin coated, domed labels to add that extra dimension. For a luxurious look and feel, we offer foiled finishes on a range of materials and substrates.

From Business Cards, Leaflets, Menus and Banner Printing to point-of-sale items including packaging. We utilise our range of wide format printers and roll to roll printers for standard everyday labels and stickers. Whether packaging labels for beers, wines and spirits or die cut stickers to promote your business. Personalised labels for smaller corporate events are our speciality.

We pride ourselves on our work and quality, offering a friendly and efficient reliable service.

www.45red.com
01823 240 850

www.businesslabels.co.uk | 01823 299654
info@businesslabels.co.uk

Does radio Advertising Work?

By Darren Cullum (AKA Daley) from our members Tone FM

I started my career with Orchard FM in 1989 as a raw 17 year old 'wannabe' broadcaster and now, having worked all over the country at some of the biggest radio stations it is so sad to see the demise of PROPER LOCAL RADIO. By that, I am referring to the large groups like Global & Bauer who have basically bought out nearly every radio station in the country and networked them to create national brands. One of the many reasons for doing this is to attract the big spending national clients which in turn alienate the small local businesses who simply can't afford the prices they charge. Not only that, there is no local content either! Listening habits have changed so much over the last 12 months and more so than ever, LOCAL news and information is more important to listeners than ever before.

It's probably fair to say as well that more people are listening to the radio than over the last 5 years, especially at home, with the options available to them like ALEXA and GOOGLE. So, if you are thinking about advertising on the radio, now is probably the best time ever because at Tone FM, we have taken all of the above into consideration. Instead of giving you a load of prices and saying how wonderful we are I took the opportunity to ask a couple of clients to tell us if radio has worked for them...

SEA BASS FISH & CHIPS

"We took sponsorship of the drivetime show for 3 months with the aim of promoting our new app. As an additional incentive, anybody who ordered their food from us online or via the app received a 20% discount. After 3 weeks we had to pull the offer because so many people took advantage of it! Tone FM was the only medium we used to promote apart from our own flyers etc"

CRESCENT FUNERAL SERVICES

"We have been using Tone FM and Tone News to help the awareness of our business within the community since 2018, it has proven to be a worthwhile and rewarding partnership. Darren is personable and easy to work, the whole ethos is not to be pushy but to support and promote positively he has great ideas which help to strengthen our marketing whilst providing the support and gentle discretion we require when promoting our Funeral Services. We believe we were the first Funeral Director in the area to use Radio as an outreach and it has been successful in allowing families to hear of our services and get an understanding of our team prior to them needing our services and has led to people engaging us at their time of need."

Finally, it's worth mentioning the cost, which quite often scares people off at first! To give you a comparison, £50 will give you a fairly small sized advert in the local newspaper for 1 week. At Tone FM, for the same price, you can have 4 plays per day of a 30 second commercial between 6am & 6pm for a whole month!



If you would like more details please visit the **BUSINESS PLUS** page on the website:
tonefm.co.uk or call Brian Lee on 07715 871636

TAUNTON CHAMBER MEMBERS CONFIRM CONTINUING MUTUAL SUPPORT AS 2021 CRICKET SEASON KICKS OFF

We are delighted to see that the partnerships between Taunton Chamber members Somerset County Cricket Club and fellow members Cooper Associates Group and Clarke Willmott are to continue as the 2021 cricket season kicks off.



From Cooper Associates:

CA are proud to announce the extension of our ground naming rights partnership with Somerset County Cricket Club for the next five years. The partnership renewal is the largest single deal ever agreed with the Club and will help support Somerset CCC's ambitious plans both on and off the field. Cooper Associates first became the ground naming rights partner of Somerset CCC in 2016, with the venue becoming known as The Cooper Associates County Ground.

Neil Wyatt, Marketing Director at Cooper Associates, commented: "We are thrilled to continue our proud association with Somerset County Cricket Club for another five years. Since the inception of our relationship in 2016 both Somerset CCC and Cooper Associates have gone from strength to strength. The Cooper Associates County Ground has been significantly enhanced in this period, with the addition of the Marcus Trescothick Pavilion and the amazing new floodlights, which have transformed the Taunton skyline forever.

We are devoted cricket fans and are delighted our increased level of sponsorship will contribute to the long-term success of Somerset CCC, both on and off the pitch.

It's been a long time since we have all been able to watch the team in action. We can't wait to see The Cooper Associates County Ground full with members and supporters cheering the team on again."

Caroline Herbert, Somerset CCC Commercial Director, said: "Cooper Associates are at the forefront of their field and one of the most instantly recognisable brands in the region. They play an important role within the local community and have a long history of supporting charities and championing both sport in the region and local sporting stars such as Jos Buttler, Jack Leach and Tom Banton.

The last five years were only the start of our commercial partnership and I am looking forward to working together to realise our ambitious goals

and to cement Cooper Associates relationship with our Members and wider fanbase. Cooper Associates offer both financial expertise and excellent customer service which will in turn enable our Members and supporters to realise their own aspirations. We all have a brighter future with Cooper Associates at our side."

From Clarke Willmott:

We are delighted to have renewed our partnership with SCCC for the upcoming season, and will remain as the club's Preferred Legal Partner. We have a long-running relationship with SCCC, having provided the club with legal advice for over 30 years.

In addition to the main club partnership, we sponsor the SCCC Academy which supports young people in developing their cricket skills and provides a link between the two parties, enabling Academy players to carry out work placements with Clarke Willmott.

Chris Thorne, Partner and Head of the Taunton office, commented: "We are delighted to have renewed our long-standing partnership with Somerset County Cricket Club. The club is at the heart of our community and the chance for people to engage with first class sport right on our own doorstep this summer will be more welcome than ever, as a distraction from the recent difficult times."

Caroline Herbert, Commercial Director for Somerset County Cricket Club, said: "We are delighted that Clarke Willmott has renewed its partnership with Somerset CCC for another year coming on board as our Preferred Legal Partner once again. We have worked together for a number of years through sponsorship, advertising and by utilising Clarke Willmott's legal services. "Clarke Willmott's additional support of the Academy in 2020 and 2021 demonstrates how much they value, not only the professional side of the cricket club, but also its future players and youngsters with an interest in cricket. Clarke Willmott will once again be a proud and visible presence at The Cooper Associates County Ground at all of our matches this summer."

DAFFODIL

PR & Communications



At Daffodil PR, we have been lucky enough to have had a rather busy 'lockdown', including undergoing a re-brand.

Having set up our business in 2018, we branded ourselves according to what we thought a PR Agency should look like: bold, contemporary and bright. However, we have since come to better understand our business, its identity and our values, and our original branding just didn't feel right.

At Daffodil PR, we pride ourselves on our warm, friendly approach to business, and our branding just wasn't communicating that to the outside world. So, armed with a little more time at home and our creative juices flowing, we got to work.

We devised a new colour palette; opting for softer, warmer tones and chose a bespoke font, all better reflected our personalities. Finally, we updated our website and social media channels – and we couldn't be happier with the results. However, we're not only happy with how our branding now looks and how it reflects our business values, but the whole exercise taught us many valuable lessons. As a business owner, it's easy to fall into the trap of doing what you think you should be doing, but we've learned that the most important thing is to be unapologetically yourself and authentic. If Covid-19 has shown us anything, it's that people want to get to know the businesses they are supporting, on a human level.

As human beings, we build relationships with

people for a wide variety of reasons. It might be because they're fun to be around, maybe you share common interests, or perhaps just really like them. However, the most compelling reason why we're attracted to and want to communicate with people is because of their personalities, and that's the case in business too.

On the subject of communication, one of the main impacts of Coronavirus has been the difficulty of building relationships. Faces have been hidden behind masks, and face-to-face contact has been almost impossible - so many businesses have, rightly so, turned to communicating via their social media channels. However, as a large chunk of the global population hunkered down in isolation away from their friends and family, technology became a crutch for human connection – and some may argue that social media is serving its true purpose now more than it ever did before. However, with this has come an ever-increasing fight to stand out from the crowd, with everyone spending far more time online than they did before, and thousands more brands pumping out digital content.

If you want some friendly advice on your business's communications, be it digital or printed copy, get in touch for a free consultation and to see how we can help you stand out from the crowd.

hello@daffodilpr.co.uk | 01823 461463 | www.daffodilpr.co.uk



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INTROTWEET LTD ARE EXPANDING WITH A NEW OFFICE IN EXETER!

We are thrilled to announce that we are launching an Exeter office & we will be based at The Exeter Business Hub! Following increased workload, client success and exciting growth plans the time has come to branch out.

Peter Andrews from Introtweet says: *"We are so excited to open an Exeter office - the city where Pete grew up & where we have previously run workshops and #TweetOverCoffee events. We also have many clients in Exeter & we can't wait to catch up with them for a coffee once restrictions allow!"*

"Our new Exeter office also means that we are hiring! We are recruiting for a Social Media Manager, Training & Exeter Office lead - our job advert and description will officially launch a week today and we are so excited to find the perfect person to be a long term member of Team Introtweet! If you know the perfect person based in Exeter (or nearby) to be part of Team Introtweet please feel free to share the exciting news with them"

Here's to our Exeter office! If you know the perfect person for our new Job Role, have any amazing Exeter networking events to recommend or have business contacts in Exeter just wanting to say hello - please do get in contact: hello@introtweet.com



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MAILBOXES ETC - A NEW CHAPTER

Kim Salmine tells us more: *"Having spent a great 17 years building up the business at MBE Taunton, Rod and I have embarked on a new adventure... retirement! The new owner is Neil Moore who runs the very successful MBE centre in Plymouth. Together with his son Sam, who will manage the centre here, along with Ellie and Dace, it will be business as usual."*

We would like to take this opportunity to thank all our wonderful customers over the years, and are confident that you will continue to enjoy excellent service at MBE Taunton"

Taunton Chamber President Nigel Pearce added:

"On behalf of everyone at Taunton Chamber of Commerce, I would like to wish Kim and Rod all the very best for their retirement, and send a warm welcome to Sam as he takes on what is such an important business in our town. MBE have looked after the Chamber post and mailbox for a considerable time and it has been wonderful to have their sponsorship support."

Kim and Rod have been absolute stalwarts of the 'positive Taunton' message over the years and they have both been key and active supporters of our endeavours to ensure Taunton is a great place to live and do business. Kim has also been a longstanding member of our volunteer Taunton Chamber Executive Committee, and her enthusiasm and support will be very much missed"

NEW SOMERSET DAY PARTNER FLIES THE FLAG FOR SOMERSET

Somerset celebrates its birthday over the weekend of 7/8th May through to Somerset Day on 11th May when we can start waving goodbye to lockdown by Flying the Flag for Somerset.

Skymark Financial will be Flying the Flag for Somerset this year having just joined as a new Official Partner. Mark Howard, founder of Skymark Financial, is passionate about partnering with small businesses to assist them to maximise their potential. Commented Mark "Much of my 40 years' experience has come from working with small to medium-size businesses and I have a comprehensive understanding of what is required to manage the finances, with effective and efficient processes and reporting, alongside innovative thinking and targeted business intelligence".

Mark added *"At Skymark Financial I am proud to be a partner of five of the best cloud accounting software packages on the market."*

Skymark will be supporting Somerset Day CIC by undertaking all their bookkeeping, accounting and company record keeping for both Somerset Day and Shop Somerset. Founder of Somerset Day, Nigel Muers-Raby says, "We're delighted to welcome Skymark Financial on board. Somerset Day celebrates this amazing county we all live and work in. We're excited to be working with Mark and to share our passion for everything Somerset Day and Shop Somerset stand for."

Skymark Financial join some of the county's leading businesses including Evosite, Thatchers Cider, Somerset Larder and Haynes International Motor Museum in their support of Somerset Day.



**SOMERSET
DAY** MAY 11TH

www.somersetday.com



SKYMARK FINANCIAL

www.skymarkfinancial.co.uk



SIMPLY SIG

SIMPLY SIG CELEBRATE YEAR ONE!

The first year of running a business undoubtedly has its highs and lows for any new business owners, but when you throw into the mix a nationwide lockdown it certainly has its challenges.

Sarah Berry and Lorrie Kelly founded Simply Sig in March 2020 and as a shortage of food supplies hit the headlines they made it their mission for their first project to be a community resource - connecting the people of Somerset with local food suppliers. Whilst building the website they were contacted by Natalie Dyson of the Taunton Coronavirus Help Group and asked to work alongside the group and great efforts by all ensured the website went live in its hour of need.

Their skills were then put to good use when Spark Somerset partnered them with EAQ Manor Farm, an outdoor and equine assisted learning centre based near Ilminster. Having met with the Manor Farm Directors, Lorrie was able to design and build a new website highlighting some remarkable stories of those that attend the centre. *'As mental health deteriorated during lockdown, EAQ Manor Farm found themselves oversubscribed and short on time resulting in the project being a work in progress for many months. It was fantastic to be able to launch the site just inside our first year'* said Lorrie.

Twelve months on, and while Simply Sig had set out to help hospitality and leisure businesses gain greater market share, they have instead found themselves working with several new business owners, creating brands and developing websites and managing social media accounts.

'We hadn't imagined pivoting the business quite so quickly.' Sarah said *'But alongside many other businesses we had to change direction to survive. We are now working with hospitality businesses but have also introduced a package for new business start-ups as this is where we really made a difference last year. When we founded Simply Sig we were both very keen to be able to give back to the community, and to have been able to achieve this in our first year of business has been incredibly satisfying.'*

CHAMBER MEMBERS COLLABORATE TO CREATE INNOVATIVE VIRTUAL TOUR

Member businesses Richard Huish College and 360 South West have recently collaborated to create a Virtual Tour of the College campus and Boarding House on South Road.

In a year where Huish haven't been able to open their doors to potential future students, they have run a series of online events under the name "The Virtual Huish Experience".

This was the perfect opportunity to launch the 360° Virtual Tour and allow online local, national and international visitors to immerse themselves in an online open day with the freedom to view teaching facilities, social spaces and Oak House student boarding accommodation.

Visitors can even view the tour in Virtual Reality using a set of VR Goggles.



Sarah Morgan, Head of Marketing at the college, had this to say:

'Ivan has been a pleasure to work with, from explaining the initial concept of his unique offering, to shooting all of the content and seeing the final tour, it's been an exciting process and we are delighted with the end result, which is a professional and informative marketing tool we can use in a number of ways. The 360 tour will be invaluable to our community helping to reach potential students and parents by giving them the opportunity to view the College campus and facilities during a time when visitors haven't been able to visit. We wouldn't hesitate to recommend 360 South West and we look forward to working together again in the future.'

To take a virtual tour of the college yourself, please visit <https://www.huish.ac.uk/360campustour/> or scan the QR Code ...



SPAEDA LAUNCH NEW WEBSITE

SPAEDA (Somerset Partnership Arts Education Agency), is thrilled to announce the launch of its new website, www.spaeda.org.uk

Having had our old website for a number of years, a re-design was important for SPAEDA to be able to provide a clearer, informative and more up to date service. We wanted to be able to offer our users a site that was easy for them to navigate, to book our events and find relevant information quickly.

The new website features lots of support ideas for schools and families, new creative careers insight films, online booking and purchasing, easy sign up for our newsletters and the opportunity to support and donate to our charity with the click of a button.

We all know that the last year has been a challenge for many organisations. Yet at SPAEDA



we have also embraced the opportunity to rethink how our services could be delivered differently.

With the support of funding from the Arts Council we have been able to develop a range of resources for schools, families and individuals. Our new website provides the perfect platform to showcase this new range of videos and creative ideas.

This has been a huge undertaking for a very small organisation. We are immensely proud that this agile approach means SPAEDA is continuing to shape and inspire the future of the arts and creative skills in young people across the region.

Sarah Dawes - Chairperson SPAEDA Trustees

Please explore our new site, we hope it will help us all shout about arts, culture and creativity in education and get more children and young people laughing, sharing, exploring and making.



CLEANING SOLUTIONS UK LTD CONTINUE THEIR SPONSORSHIP SUPPORT OF YOUNG RACING ACE OLIVER BOVINGDON

Richard Williams from Taunton Chamber of Commerce members Cleaning Solutions UK is delighted to announce the firm's continued sponsorship for young speedway racing ace Oliver Bovingdon for the coming year. Here, Oliver's dad Chris updates us on the latest from 'Team Bovingdon':

"As with most sports in the country there wasn't much in the way racing for spectators over the past 12 months but that didn't stop Oliver from getting in a few races behind closed doors, the majority of these were in the British youth Speedway championships where we had some good results regularly scoring points, Oliver did however save his best performance until the last race of the season at Belle Vue which is Manchester's new National speedway stadium where he was riding in the 125cc B class as its his first year of competition, even so he managed to finish a creditable 2nd place on the night which he was very proud of.

Oliver has been very busy over the closed season training hard and would like to say thank you to James Luckman for the online training classes

that he has been conducting getting a group of his 'young guns' fit and ready for 2021!! Oliver has also spent time in the workshop getting the new bikes ready for the upcoming season and has now got some good equipment under him and proud to have them decked out with the Cleaning Solutions UK Ltd logo on the bike as Richard and the team have been a great sponsor to Oliver who really appreciates the help given to him from the company throughout the season.

Oliver is hoping to get a few practice days in over the next month so he is ready to start the season properly in May for the first round of the British youth Championship"

Taunton Chamber of Commerce join 'Team Bovingdon' in wishing Oliver much success in his Speedway career – it was a real pleasure to meet him and hear him talk so passionately about his sport and his goals for the future. If you would like more information or would like to become involved with Team Bovingdon please feel free to contact Oliver's father Chris at chris.bovingdon@sky.com or richard@cleaningsolutionsuk.net



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