



Jacqueline Champion from Champion & Reeves

Commons showcase for county food & drink

Shropshire food and drink producers showcased their range at the House of Commons.

The producers were led by Jacqueline Champion of confectioners, Champion & Reeves, who produce fine 100% natural confectionery.

She said: "Thanks to Shrewsbury member of Parliament, Daniel Kawczynski, we have been given a platform to introduce our unique range of expertly produced Shropshire products to other members of Parliament.

"As a group we are all passionate about the provenance and heritage of our products and are looking forward to communicating this plus their brand stories and tastings, to all who attend."

The other producers who attended are: Image on Food, Hobson's Brewery, Great Berwick Organics, Lajina Masala, Real Coffee Bag, Buy From Online, Shropshire Spice Co, Oak Apple Caterer, Chilton Liquers and Petton Preserves.

"We were also delighted to offer the experience to students of Bridgnorth Endowed School with their Tanzanian coffee beans with proceeds going to school in Tanzania," she added.

Daniel Kawczynski was joined by two other Shropshire MPs, Philip Dunne and Mark Pritchard. All three MPs talked with producers and tasted product and said that they were proud of the fabulous quality and range of products.

After a long but amazing day, with a brief tour and a period listening to a debate in the Commons, Jacqueline Champion was delighted by the feedback she received.

"A pleasure to be part of a team showcasing a product which was so well received by the MP's we met and their staff."

Ruben Crouch, of Hobsons Beer, said: "I think we got it in the bag, great day." Paul Day, Real Coffee Bag Co, said: "Amazing opportunity, I am proud to be amongst other premium and dedicated producers with such passion for their products."

Breath of fresh air for view of council services



Ian Kilby, Planning Services Manager. Wayne Flynn, Mr Flynn Creative Incorporating Netti, Phil Russell, Building Control Manager

MATCH made at Chamber breakfast meeting brings a breath of fresh air to the perception of Local Authority services.

Shrewsbury-based design company Mr Flynn Creative incorporating Netti have helped improve the perception of Local Authority services by designing a series of pop up banners for the Council's Planning department.

Ian Kilby and Phil Russell from the Council's Planning department have been defining services and making the process of applying for planning and development far more transparent.

Each division within the department has a unique service with time-honoured experience, but this wasn't being communicated clearly.

Both Ian and Phil attended the Chamber's fortnightly breakfast meeting held at the Lord Hill Hotel in Abbey Foregate and met Wayne from Mr Flynn Creative who held a ten minute talk about branding, the importance of clarity of message and web development.

Being in the position of requiring some guidance with their message clarity Phil arranged a meeting at the Council's offices the following week.

Within the following five working days all five banners had been designed and supplied to the Council.

The banners have a common modern design theme, each uses a colour from the Council's branding guidelines aligned to each division of the planning department for clarity of message.

On the first day of display the Council secured new business in Much Wenlock.

Ian Kilby, Planning Services Manager said: "The topic Wayne presented was inline with the issues we were facing so we had no hesitation in wanting to speak further.

"We were glad we did, with a seemingly impossible deadline to showcase our department at a pre-scheduled event. We saw design ideas the following day and from then he worked quickly and efficiently, keeping us informed all along the design journey".

Phil Russell, Building Control Manager said; "The design input is a real breath of fresh air and is exactly what we wanted to achieve in terms of trying to improve the perception of Local Authority services."

Design enquiries can be made to Wayne at Mr Flynn Creative on 07970 702 691 or view mr-flynn.co.uk