



A directory of
businesses that
are truly local
to Norfolk



*If you love
where you live,
Buy Local*

Spring / Summer 2021 edition
buylocalnorfolk.org.uk





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*International Longevity Centre UK – What it's worth survey, December 2019

FOREWORD FROM OUR CHAIRMAN, GLYNN BURROWS

This year, we decided to run a photographic competition for the Directory cover, asking for images of Norfolk. The competition was open to members only and the selection of images we received were stunning, which made it very difficult to select just one photograph to appear on the cover. After much deliberation, we selected the image you see, which was taken by **Jim Barrett-Smith of JBS Dog Photography** at Bonds Farm, Blofield Heath.

The best thing about the competition is that it has highlighted that Norfolk means different things to different people and, in some ways, it's good to get away from the "place" and get to the "feeling". In many ways, it is good that the places aren't identifiable, in that way, it is "a Norfolk field", "a bit of the Norfolk coast", "some Norfolk wildlife", etc. and they all show great examples of the biggest reasons why Norfolk is so amazing.

Agriculture is why we are what we are today and our coastline, with its fishing in the past and the tourism today was, and is, one of the most important bringers of trade to the area.

As an historian, I love to see a ruin, or a Church on the cover, but that doesn't mean Norfolk to someone who doesn't recognise where the picture was taken. With our farm shops and our acres and acres of golden fields in the Summer, our little muddy inlets on the coast and our fantastic bird reserves, these pictures are just as "Norfolk" as a photo of Norwich Cathedral. (In fact, Norwich Cathedral is mostly French!)

Thank you to all who entered!

Below are the runners up.



Keith Osborn Photography
Wells-next-the-Sea



Keith Osborn Photography
Wells-next-the-Sea



Vicky Plum Photography
Barton Bendish, West Norfolk



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WHY BUY LOCAL?



"Covid has hit our High Streets and local, independent businesses incredibly hard over the past year. That's why, if we are to 'Build Back Better' and ensure we have a strong Norfolk economy with thriving towns and vibrant villages, we must do all we can to shop locally and support our local entrepreneurs. If we don't 'use them' now, we will inevitably 'lose them' – potentially forever."

George Freeman
MP for Mid Norfolk

Norfolk's independent businesses are the backbone of our local economy but to say they have been severely impacted by the pandemic is an understatement, and put simply, George's words are not to be taken lightly.

Buy Local Norfolk is a social enterprise all about keeping the county's wealth within the local community and ensuring Norfolk thrives. An independent business controls its own spending

power and the more local a company is, the more likely they are to spend their operational costs and also their profit locally. This reinvestment in other local businesses and projects keeps our towns and villages robust and distinctive, creates greater buying choice, and produces more local job opportunities.

"Local businesses are at the heart of our economy with independent businesses providing great products and services. Shopping local allows more jobs and opportunities in Norfolk as well as greater choice and more sustainable communities. The pandemic has highlighted the importance of local produce and supply chains so continuing to support them is vital as we start to rebuild our local economy."

James Wild
MP for North West Norfolk



"Norfolk produces the best food. By buying local you get it at its freshest, providing the best taste and the most nutrition. By reducing food miles you will also be supporting local businesses and communities to flourish, benefitting us all. Buying local keeps our highstreets alive and recycles your money within our local community, putting it to work to support economic growth and prosperity here in Norfolk. You get better customer service and more responsive after sales care thrown in for free."

Jerome Mayhew
MP for Broadland

If that isn't enough reason, buying local also positively impacts the environment, by reducing your carbon footprint, removing the need to travel long distances for supplies and deliveries and making walking or cycling an option. Buying fresh local produce helps preserve small farms and green space. Independent businesses also tend to make decisions which benefit the local community and often build this into their brand offering. One example of this is eco friendly packaging, such as reusable containers.

It's not just our local independents' green credentials that shine through either, they also excel at keeping their customers happy too, often taking more time to get to know their clientele and going the extra mile to get things done!

We are so proud of the way our member businesses have risen to the challenges of the last year, not only continuing to adapt and run their own businesses but by finding the time and a multitude of ways to support their local community as well. Turn the page to read some of their stories.

GETTING THROUGH THE PANDEMIC

OSIRIS

"In January 2021, working with Candour and the Norfolk Community Foundation, Osiris Technologies launched the Plug the Gap appeal. It is estimated that there are over 6,000 children in Norfolk without a device to participate in remote learning, and there are a significant number that are falling through the gaps in government provisions because of extreme circumstances.

The aim of the Plug the Gap Appeal is to raise money, procure and distribute brand new laptops for young people across Norfolk who need them the most due to the increasing digital divide and the reliance on these devices to be able to learn remotely in these new times. Working with a number of charitable and education organisations we are aware of this digital divide more than ever and want to do whatever we can to help which is why we launched this great appeal."



CLAIRE CARNEY FLORAL & BALLOON DESIGNS

"Like the vast majority of other businesses, I had to completely close during the first Covid-19 lockdown. As the rainbow symbol gathered pace as a sign of recognition for our key workers and to have hope for the future, many balloon artists across the country created balloon rainbows to display for their local communities to see. I placed my rainbow on the front of our house and it very quickly attracted positive attention, with many people saying how much it had brightened up their walk.

In the following weeks I created more characters, some timed with local events (such as Captain Tom's 100th birthday), or national dates (such as St George's Day). People very kindly donated a total of £300 which was sent to the amazing NHS Superheroes group run by another BLN member, Kerry Ellis, which helped to buy essential items to support our incredible NHS staff.

It was a privilege to be able to do something which felt small to me, but actually lifted many people's spirits, gave them something positive to talk about and helped others at the same time"

EPIC EVENT HIRE

"Supporting charities and local causes is deeply rewarding and brings important positivity to our Epic Event Hire team. Over the years we have chosen to give our time and participate in fundraising for lots of organisations such as Keeping Abreast, Hamlet Centre, MIND and the Benjamin Foundation.

During the last 12 months we have also been determined to do as much as we could to help support our hard-working healthcare workers, so we joined a team of volunteers that created a local facebook charity group called NHS Superheroes. The idea was to get as many people to join the group as possible and make a donation no matter how big or small so we could purchase items for NHS staff at the hospital and in the local community which they told us they desperately needed.



With over 20,000 members it was a huge success and we raised a grand total of over £14,000 which was amazing! We were blown away by the support we received and couldn't have been prouder."



COLEMAN OPTICIANS

"During the pandemic the Directors of Coleman Opticians have been open for emergencies at all times and as lockdown changed to a tier system, we opened up routine hearing tests, eye examinations and ear wax removal.

In the first lockdown we were dealing with a number of key workers who had broken their glasses or needed them changing to fit better under the PPE, or to prescribe contact lenses as masks were rubbing on their ears and making them sore.

Keeping the team morale up during this year was great fun and everyone was involved in the virtual London Marathon taking a section each by rowing, paddle boarding, running, walking with toddlers or the dog and cycling. The team have also continued to support their charity of the year, Break, by collecting items for recycling including used contact lenses, batteries and printer cartridges as a fundraiser."

WHAT'S INSIDE

BUSINESS SERVICES	10	Heather Flint – Bespoke Seamstress & Artisan	23
Alex Howe Leaflet Distribution (AHL D)	10	JBS Dog Photography	23
ASG Editorial	10	Paul Macro Photography	23
Bluespace Ltd	10	SewNso	23
Cedaro	10	The Digbys Art	23
Clarity	10	The Norfolk Artist	24
Contract Personnel Ltd.	11	ENERGY	24
EnigMedia Marketing	11	Inspired Renewables Ltd.	24
Example Marketing and Web Design	11	FOOD & DRINK	24
Heather Nunn Business Services	11	Anglia Free Range Eggs Ltd.	24
Ignite People Solutions HR	11	Boudicca Brewing Co Ltd	24
Joe Lenton Photography	13	Coffee Express	24
Keith Osborn Photography	13	Drinklink Vending Services Ltd	25
Leave A Trail	13	Emporium Norwich Ltd	25
Leonards	13	Green Farm	25
LiveLink Resource	13	Norfolk Brewhouse home of Moon Gazer Ale	25
Mayday Office Equipment Services Limited	14	Norfolk Gin	25
Maze Media Group	14	Norfolk Veg Box	25
Norfolk Chambers Of Commerce	14	Office Water Supplies	27
Norwich Print Solutions	15	The Little White Lamb Co. Ltd	27
Nu Image	15	Walnut Tree Distillery Ltd	27
Office Furniture Scene	15	Weddell and Turner Limited	28
Paul Kirk Design	15	HEALTH, BEAUTY & WELLBEING	28
Phase Three Goods	15	Able Community Care	28
Presentation Works Ltd.	16	Adrenalize Personal Training	28
Raze Print Shop	16	Anglia Chiropractic Healthcare Ltd	28
Shred Station Ltd.	16	Coleman Opticians	28
Twist Dev	16	Dipple & Conway	29
Type and Image	16	Magnets 4 Wellbeing	29
Vicky Plum Photography	16	Randell's Footcare	29
CHARITIES	19	Treat-Norwich	29
Big C Cancer Charity	19	HOME & GARDEN	29
Hallswood Animal Sanctuary	19	Blooming Artificial	29
The Benjamin Foundation	19	Broadland Aerials	29
CONSTRUCTION	19	Carbinium Engineering	30
Clear Consulting and Design Ltd	19	City Locks Norwich Ltd	30
J and P Decorators	19	DMB Norwich Ltd.	30
Norwich Glass Company	20	Dr Stump Ltd	31
S1 Builders Norfolk	20	Earth Wood & Stone (Norfolk) Ltd	31
The Joinery Workshop North Norfolk	20	EBC Pest Control	31
Toilets+	20	Hangman Curtains and Blinds	32
CREATIVE & ARTS	20	Ninja Mole Catcher Norfolk	32
Claire Carney Floral and Balloon Designs	20	Norwich Sunblinds	32
ETT Photography	23	ShowerPowerBooster Ltd	33

Syder Plumbing and Heating Ltd	33	Aston Shaw Ltd.	42
TopMark Cleaning	33	Belmore Wood	42
The Perfect Pad Company Norfolk	33	Clapham and Collinge	42
HOSPITALITY, LEISURE & TOURISM	33	Crab Bookkeeping	42
Bounce Back Castles Ltd	33	Grow Your Business (East Anglia) Ltd	42
College Farm	34	Hansells Solicitors & Financial Advisers	45
East Coast Hideaways	34	Heritage Will Writers	45
Epic Event Hire	34	Hulbert West Ltd	45
Norfolk-Tours	34	MHA Larking Gowen	45
Samphire Vintage Props	34	Lovewell Blake LLP	45
Secret Getaways in Norfolk	34	Orchard K Lettings	46
Silverlight Disco	35	Pro-Wills Ltd	46
Stripes Express	35	Pymm & Co	46
The Kelling Estate	35	R Todd Insurance Services Ltd	46
Vintage Partyware	35	Shaper Accountants	46
Visit Breckland	35	Smith & Pinching	47
Wellington Wood	35	TBS Norwich Limited	47
Wiveton Hall	36	Terry Collins Associates Ltd	48
IT, TECHNOLOGY & TELECOMMS	36	RETAIL	48
Anglia Computer Solutions Business Ltd	36	4 Sports Group (4Work)	48
Anglian Internet	36	All Planet Kind	48
BRS Epos	36	Blaines	48
CR Network Solutions	36	Cator Family Car Sales	48
CR Security Solutions	37	Harlequin Blooms	49
Empresa Limited	37	Howards Cycles	49
FreeClix Ltd	37	Norfolk Gift Box	49
Inter-Logic	37	Pooch's Treats Ltd	49
Intouch Systems	37	Sonkai Jewellers	49
Norwich Computers	39	Tins And Fings	49
Osiris Technologies	39	Truffle & Co	50
S2 Computers Ltd	39	TRAINING, EDUCATION & PERSONAL DEVELOPMENT	
Westcotec Ltd	39	How-2-Drive	50
MANUFACTURING	39	Lioness	50
Anglian Bespoke Corrugated and Packaging Ltd.	39		
Bowles and Walker Ltd.	40		
NewGenne Ltd	40		
The Candle Brand	40		
Urbanavitcha Ltd.	40		
OTHER	40		
Trott Rentals	40		
Anglia House Clearance	41		
PROFESSIONAL SERVICES	41		
Abacus Accountancy	41		
Adrian Flux Insurance Services	41		

HOW TO CONTACT BUY LOCAL NORFOLK

Write to: The Enterprise Centre,
University of East Anglia, Norwich
Research Park, Norwich NR4 7TJ
email: info@buylocalnorfolk.org.uk
phone: 01362 760006

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I'm Pip and I run Leave a trail. I'm a marketing communications specialist, coach and mentor. My ethos is that sometimes it's about leaving a trail rather than following a path... Let me help you leave a trail too.

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Mayday are the largest independent supplier of photocopiers and printers in Norfolk and Suffolk. Since first opening their doors in 1979 Mayday now employ 30 people at its head office in Norwich. Mayday offer a wide range of services including IT support, equipment leasing, office products, local servicing and repair.

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Norfolk's largest business membership network. We provide networking opportunities, share knowledge, offer business advice and support, signpost to business opportunities and inspire innovative thinking to enable companies to do better business.



"With superb independent businesses, innovative food and drink producers, fabulous farm shops and dynamic markets – buying local in Norfolk is a great way of supporting our local traders, towns and villages."

Liz Truss
MP for South West Norfolk

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Norwich Print Solutions was established in 2005 and is owned and managed by husband and wife team, Pippa and Mark Redmond. Between them they boast over 50 years' experience in printing and pride themselves on offering a personalised service, combined with excellent quality and value for money.

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    $business['future'] = 'brighter';
}
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Construction

CHARITIES

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Big C is Norfolk's Cancer Charity. Since 1980, with the support of the local community, we've been working to improve the lives of local people affected by cancer. Through our local Support and Information Centres, funding research into cancer, and medical equipment in local hospitals. Registered Charity No. 281730

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The Benjamin Foundation

The Benjamin Foundation is a Norfolk based charity which is expanding to deliver services in neighbouring counties. We support 2,000 children, young people and families every year with issues like homelessness and helping to build stronger family relationships. Our work is delivered in King's Lynn, Great Yarmouth, North Walsham, Thetford, Norwich, Aylsham, Fakenham and over 80 schools. Everything we do provides hope, opportunity, stability and independence to the people we support.

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joineryworkshopnorfolk.co.uk | 01263 510033

katie@joineryworkshopnorfolk.co.uk

Unit 1B, Cromer Business Park, Middlebrook Way, Cromer, NR27 9JR



The Joinery Workshop North Norfolk is a family-run business. From renovations, restorations and barn conversions to listed properties and new builds, we employ the latest manufacturing methods and techniques to create a wide range of bespoke joinery items, all of which retain traditional details to comply with latest regulations.

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Green Farm Coffee are small batch, artisan coffee roaster where our beans are roasted, cooled, packed and sent straight to our customers, you can even purchase small bags of our coffee on our website. Our beans are roasted on site in Norwich.



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a: 28 -29 Bertie Ward Way, Rashes Green Ind. Est. Dereham NR19 1TE

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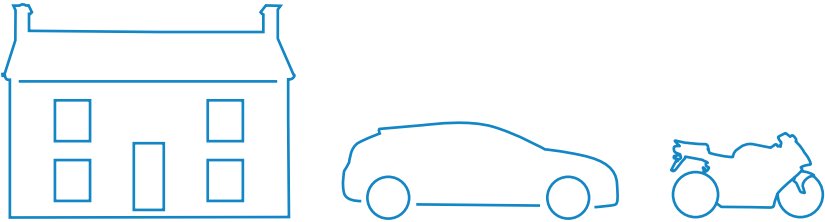
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I know how worrying the past year has been for local businesses and I am keen that businesses across our fine city know what help is available because this is critical for jobs and livelihoods. This is a challenging time, but together we will get through this and it is vital that we support our local businesses. Wherever you live, there's a shop near you that is a crucial part of the local community. "Buy local" and you can be part of investing in the Norwich and Norfolk that we all love."

Chloe Smith
 MP for Norwich North

**SHOP.BUYLOCALNORFOLK.ORG.UK**

The pandemic has completely altered the way we live, including the way we shop. According to a recent study done by YouGov, 64% of people want to support local businesses and buy local products.

As a result, local businesses are having to step-up their online presence to stand out from the crowd and get noticed by people searching for local places to shop.

The Directors of Buy Local Norfolk realised this need very early on, but also recognised that setting up an online shop was beyond the funds, time and expertise of many of its members. Consequently, Buy Local Norfolk responded quickly to this demand, launching an online selling platform just in time for Christmas, to help our members to continue to trade.

All Buy Local Norfolk members are independent business owners, who live and work here and contribute to Norfolk's economy. So, when you purchase items from our online shop, you're putting money into the pockets of local independents and boosting the economic health of your county.

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BUY LOCAL NORFOLK SUPPORTER MEMBERSHIP

Over the years, we have come across some fantastic organisations and individuals who are right behind the Buy Local Norfolk ethos. However, for one reason or another, they're not eligible to become a member.

That's why we offer a Buy Local Norfolk Supporter Membership option. We hope this provides a route for non-eligible organisations and individuals to show their support for our cause and our members.

What is a supporter member?

A supporter member is a definable individual, group or organisation (one with a generally recognisable brand or title) which meets our criteria for supporter membership and shares our pride and passion for the brilliant county of Norfolk.

A supporter member would typically be a public sector, community or social enterprise organisation. Our supporter members have a desire to help and support Buy Local Norfolk and/or its members.

Like to know more? Please visit buylocalnorfolk.org.uk/supporter-members-directory

OUR SUPPORTER MEMBERS:



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economic.development@north-norfolk.gov.uk
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THE BENEFITS OF BEING A MEMBER OF BUY LOCAL NORFOLK



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- Free use of equipment: including digital projector, screen, flip-chart, gazebos, banners etc
- Free use of the Buy Local Norfolk brand: setting your business apart from national and international competitors- Members Logo, certificate, branded marketing such as pens, window stickers, directories, product stickers, pin badges, etc
- Benefit from our vast social media audience across all our platforms; we encourage our members to tag us in their posts for optimum engagement and join our private and public Facebook groups too.
- Access to low-cost stand space at exhibitions and promotions
- Benefit from discounted offers and support from our supporter members
- Promote your events on our online calendar
- Own a share of the company: as a not-for-profit social enterprise, every member owns an equal share of Buy Local Norfolk and is entitled to have a say and get involved as much as you choose

Benefit from Member to Member offers and add your own if you wish!

TO JOIN, SIMPLY VISIT

buylocalnorfolk.org.uk/join-buy-local

Scan to join:



MEMBERSHIP LIAISON

Hi I'm Missy, your liaison for anything membership related. Being Norfolk 'Born and Bred', a fellow business owner and member, I fully support and champion the ethos of our brand. I've always been very conscious about supporting local independent businesses and love getting to know all our members and helping to raise their profile. I bring various skills to the table such as social media management, event planning, project management, training delivery, a healthy dose of creativity and a friendly smile thrown in for good measure!

Join Now!

By joining Buy Local Norfolk you are becoming part of something important. We are a community of like-minded people who all run an independent business, rooted in Norfolk, with a shared interest in strengthening the local economy.

Apply here:
buylocalnorfolk.org.uk/join-buy-local



Scan to join



Did you know Buy Local Norfolk is a Kickstart Gateway?

After a lot of work and much frustration, Buy Local Norfolk is now a Kickstart Gateway for the Government's new scheme to help young people, aged 16-24, who are on universal credit, to get into work.

The scheme is designed so that young people can learn skills which will help to make them more employable and so they can see that there is an escape from a life on benefits. Buy Local Norfolk is proud to have been one of the very few organisations in Norfolk, which has been selected to become a gateway for the scheme.

Open to all members, the scheme asks that a business takes on a young person for at least 25 hours a week and trains them in a work situation. There are other training requirements, but, as the Gateway, Buy local Norfolk will be carrying out all of those for the young people. The government will provide the pay, etc, leaving the business with a worker for twenty-five hours a week for free.

The scheme is an exciting chance for businesses which have never been able to take on any workers, to get some help and to enthuse the next generation about the benefits of work and even the opportunities for them to become self employed.

If you are interested in employing a young person in your business, please contact us at info@buylocalnorfolk.org.uk

MEET THE BUY LOCAL NORFOLK KICKSTART RECRUITS!

Buy Local Norfolk employed three young people through the Kickstart Scheme, whose employment started in April. Tom, Chloe and Connie will each be assisting with admin tasks and getting to know our members via our social channels and potentially face to face as restrictions are lifted.

They've all shown great potential and have fitted in very well with the BLN team. We look forward to getting to know them better and supporting their professional development!

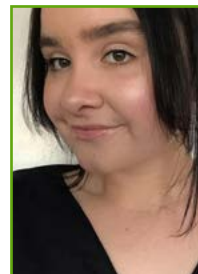
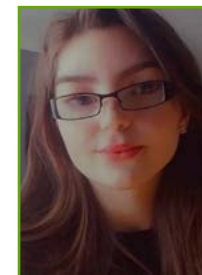


Tom Scott

Tom is a big fan of card and board games and enjoys the social elements of these. His favourite place in Norfolk is Norwich as it's a great social hub of activity and he loves that there is so much history from Tudor houses to cobbled streets and vintage shop fronts. Tom's looking forward to getting to know Norfolk as a whole during his employment though, as he admits his experience to date has been limited to Dereham, Norwich and the coast.

Chloe Hughes

Chloe loves exploring and is always looking for a new Norfolk nature trail and will be sharing some with us; keep your eyes peeled on our insta reels and blog posts! Her favorite place to visit in Norfolk is Well-next-to-Sea, there's a trail there she likes to walk but also enjoys just being there and enjoying the peaceful calm. During her time with us Chloe is most looking forward to interacting with people and getting to know our members.



Connie Wallace

Connie is very hands on and her favourite hobby is sewing, and tie dyeing as she finds it really calming and loves to see the results of her work, and know she has created and owns something unique. Connie is also a big fan of the beach at Well-next-to-Sea as she lived near there for a couple years, and has so many good memories. She's most excited in this role to learn more about local companies and the people who run them.

YOUR BUY LOCAL DIRECTORS



Glynn Burrows

I became a Director of Buy Local Norfolk because I want to influence what we do as a group. My own aim is to get the powers that be, to realise just how important it is that we all spend our money with local independent businesses. I would love to see all of our local councils and all establishments within the public sector, buying the majority of their goods and services from independent businesses which are based here in Norfolk. I don't think that is too much to ask, do you?



Peter Bussey

As a member I had made the most of the Directory exposure, taken advantage of cost effective stand space in the BLN marquee at the Royal Norfolk Show and frequently attended the free monthly networking events. When the opportunity to volunteer as a director presented, to add to the existing strengths of the leadership team I stood by my motto 'if you want something doing – ask a busy person' and stepped forward (to the dismay of my wife!). I assist with my financial knowledge and personal understanding of the 'pain points' small business owners experience, helping to find ways BLN can further help and support our members.

Roger Bell

I am a true Norfolk boy, born and raised in Burnham Thorpe, famous for the birth place of Lord Nelson, another local boy. I am passionate about my county and the businesses that are trying their best to survive and grow in the county. I am a director of two businesses that are members of Buy Local Norfolk and my wife also has a business that is a member, so I have keen interest in the economy of the county and being in the communications industry I am able to bring advice and assistance to businesses and Buy Local Norfolk in this area.



Richard Evans

I joined the board of BLN because I wanted to continue the work of previous directors to preserve the independence and individuality of Norfolk's towns and villages. My accountancy background enabled me to take over the Treasury role. The most enjoyable part of my role is meeting and interviewing members at the various exhibitions we host to show people the faces behind our local businesses.



Tom Holmes

I joined the board of Buy Local Directors because I believe that independent, local traders are vital to the economic strength and the identity of our local Norfolk communities. There are many benefits to businesses working together and I'm proud to play a small part in that collaboration. I have a background working in Economic Development and supporting SME's with a particular interest in using social media to help businesses increase their marketing reach.



Paul Knock

Born and bred in Essex, I moved up to Norfolk in 2016. My passion is working with small independent businesses and helping them get to grips with the latest technology to help them thrive and boost efficiency, so what better place to move to than to Norfolk which has one of the highest concentrations of small independent businesses in the country. Having been a member of BLN for a few years, it made sense to become a director as their core values and passion align with my own. It was a great achievement to set up and create the BLN shop in a very short space of time, putting the foundations down for a new online platform to support small Norfolk businesses for many years to come.

Kerry Ellis

With my event and fundraising background I offer a wealth of skills and knowledge that I felt would be a valuable asset to the existing team of directors. The impact of the pandemic on local businesses, my own included, further motivated me to pursue the role as a way to help other businesses to rebuild, keep up morale and make change happen!



THANK YOU

Judith decided to stand down as a Director late last year and we were sad to see her go. We'd like to thank her for her invaluable organisational skills which helped our events to run smoothly and which culminated in us winning Reserve Best Stand in our category at the 2019 Royal Norfolk Show. We should also thank her husband Andy for lending us the Inspired Renewables vans and manpower to get events set up on Judith's "request"!

Thanks to Broadland District Council, North Norfolk District Council and The Enterprise Centre at the UEA who offer our members support in various ways. We will continue to explore lots of new opportunities where Buy Local Norfolk and our supporter members can work together, particularly once the Covid restrictions are lifted.

Thanks also to Emma and her team at Example Marketing for their continued support, patience and expertise in helping us to collate these directories and keep our website high on Google's radar helping to raise the BLN brand awareness and all our members' businesses too.

Thanks to Anne Gillion of ASG Editorial for her assistance with proofreading member blogs when needed and for her work on our recent press release launching the Buy Local Norfolk online shop.

Thanks to our team of Directors for their continued hard work. They all give their time freely and the past year has been challenging to say the least, but they have pulled out all the stops to help our members. Buy Local Norfolk has adapted to the lockdowns by moving our networking online, we launched an online shop, (thanks here to Paul Knock) and we have become a "Kickstart Gateway", (thanks to Glynn Burrows for his perseverance with that). The Directors are keen to do what they can to help our members' businesses succeed and welcome any ideas from members regarding anything else they want the team to look at doing to support Norfolk independent businesses.

We have also taken on a member of staff who has really got things moving in the right direction. Our new Business Relationship Manager, Melissa Dunning, has increased all our social media followers, sorted out all our procedures and got everything up to date. Thanks Missy!

Thanks to our members for continuing to support us and finally, thanks to you. By picking up this Directory and looking through it, you are hopefully finding a truly local business which you will be contacting, keeping the local economy going from strength to strength.

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