

Helmsley in Business celebrates record boost in numbers

Helmsley in Business is celebrating welcoming 18 local businesses as new members during the last year.

The group was founded by two local business owners at the start of 2012 with the aim of encouraging businesses in the rural town, which is based on the edge of the North York Moors National Park, to work together to promote Helmsley as a whole. It now has 51 members.

Since the group launched it has run a series of successful summer and Christmas events every year, developed a website and marketing collateral, and forged productive partnerships with external organisations - as well as encouraging collaboration between members.

The latest new members of Helmsley in Business (HiB) include Lazenby Visuals, Helmsley Antiques & Interiors, Venetos and RED taxis, which are all based in the Market Town.

The owner of Lazenby Visuals, Chris Lazenby, has lived in Helmsley for four years but opened his gallery and bespoke framing facility in July this year. Chris, who is also a member of the local fire service, said: "I had been working out of my home doing artwork and framing my own work for a few years, but I needed more space. By coincidence, the unit at the Walled Garden became available and a friend was selling her professional framing equipment, so it all fell into place.

"HiB seemed like such a good opportunity to join a community of like minded people. Everyone seems to work hard, not only at their own business but also helping to promote each other. It's not an easy world we live in these days and everything we can do to help each other out can only be a bonus."

Chris has already formed a working partnership with fellow new HiB member Helmsley Antiques and Interiors. The shop opened in June, and aims to show people how well antiques work with contemporary interior styles, with a mixture of country rustic, industrial and vintage pieces, as well as antiques.

Martin Jeffrey, who owns Helmsley Antiques and Interiors, said: "When we moved to the area two years ago we had in mind opening a shop, but for us witnessing at first hand the

great work that HiB does, it was a no-brainer to come to Helmsley and be a part of a supportive network, especially when High Streets and retail seems on the decline. We have already been actively involved and made some great contacts - including Chris at Lazenby Visuals. It doesn't matter what we ask him to do - ranging from framing authentic motor-racing posters to antique African arrows, he always produces a fantastic job. If we're asking other people to shop local, we should shop local too!"

To find out more about Helmsley in Business go to www.visithelmsley.co.uk or follow Helmsley on Facebook www.facebook.com/visithelmsley or @visithelmsley on Twitter.

Ends

For further media information or images please contact: Shona Nutter on 07714 953919 or shonanutter@googlemail.com

Notes to editors:

Helmsley in Business is a group of 51 businesses working together to ensure the continuing success of the North Yorkshire town of Helmsley. Members include: Antiques and Interiors; Auntie Anne's Bakery; Bay Clinic; Bella di Notte; Black Swan Hotel; Browns of Helmsley; Castle Stores; Carters Country Wear; Celebrate Country Cake Design; Claridges; Crema Coffee Shop; Cut Price Bookshop; Duncombe Sawmill; Duncombe Park Gift Shop; Duncombe Park Estate; Elijah Todd; English Heritage; Feversham Arms Hotel and Verbena Spa; Helmsley Art Centre; Helmsley Brewery; Helmsley Galleries; Helmsley Post Office; Helmsley Town Hall; Helmsley Traditional Sweet Shop; Helmsley Walled Garden; Helmsley Wines; Honeysuckle Cottage; Hunters of Helmsley; International Centre for Birds of Prey; JEB Taxis; KVA Planning; Lazenby Visuals and Framing; Libby Butler Jewellers; Look Gallery; Marleys Butchers; No. 54 B&B; North York Moors National Park; Pennita Fashions; Porters Coffee Shop; Retals; Saltbox Gallery; Scotts of Helmsley Fish and Chip Shop; The Feathers; The Stickman; Think Fresh; Thomas of York; Thundercliffes; Tulchan; Viva Hair; and Yorkshire Deals.

Helmsley is a beautiful market town in the Ryedale District of North Yorkshire, with something to offer everyone - and a great place to explore the North York Moors National Park. It is popular with tourists for its characterful Market Place, historic architecture, the wide range of quality independent shops, and the excellent selection of accommodation, pubs, cafes and restaurants, many of which are award-winning. There are also plenty of interesting activities and attractions available on the doorstep including The International Centre for Birds of Prey, Helmsley Castle, Rievaulx Abbey and The Walled Gardens. Helmsley also marks the start of the Cleveland Way, which is popular with walkers and loops round the National Park to end up at the coast near Filey.

For more information log on to www.visithelmsley.co.uk