



■ Members and supporters of ISSBA getting in the mood for the Halloween Monster Bash later this month. Picture: CONTRIBUTED

MARKETING
Crafted secures law firm projects

Digital agency Crafted has been appointed to manage two significant marketing projects for regional law firm Birketts.

Ipswich-based Crafted will rebuild the corporate website for Birketts, which has offices in Ipswich, Chelmsford, Cambridge and Norwich, and support the firm with a strategic brand realignment project.

Crafted commercial director Tom Gillman said: "Being appointed to create digital identity for an award winning Top 100 law brand is exciting. Working for a company who's built that success from a regional base is even better."

Matthew Rowe, PR and communications manager at Birketts, said Crafted had quickly understood the firm's requirements, adding: "They have a great reputation for delivering first-class sites and I am very confident that our new website will be a significant improvement."

Business group all set to mark 30th anniversary

Duncan Brodie

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The Ipswich and Suffolk Small Business Association (ISSBA) is to celebrate its 30th anniversary in spirited fashion later this month with a Halloween-themed event.

IPSENTA is staging the celebration in partnership with the Atrium Studios creative industries hub in Ipswich, with which it is working this year to help small start-up businesses to flourish and grow.

The event is being held at St Peter's by the Waterfront in Ipswich on Friday, October 21, and is being organised by Beer and Co, a start-up company based at Atrium Studios on the University of Suffolk campus.

From small beginnings in 1986 ISSBA has developed into a hugely successful networking organisation for small firms, with its events including the Anglia Business Exhibition which, having started as the ISSBA Trade Fair in 1996, celebrated its own 20th anniversary earlier this year.

The initial moving force behind ISSBA was David Hennel, executive director of the Ipswich Enterprise Agency (IPSENTA) who launched the concept of a membership organisation for small businesses at a public meeting in Ipswich in April 1986.

“We are immensely proud of ISSBA; to reach this milestone is amazing

Chris Marsh, chairman of ISSBA

IPSENTA organised the first few meetings of the new organisation which quickly built up a membership of more than 30 and officially became an independent body on October 28 that year.

Chris Marsh, chairman of ISSBA, said: "We are immensely proud of ISSBA; to reach this milestone is amazing. We are delighted to be supporting the Atrium Studios this year and really looking forward to working with them on our event in October and fundraising to help the aspirations of future businesses."

"I would also like to take this opportunity to thank all of our membership and supporters and the committee who work tirelessly during the year to promote ISSBA and to make it the success that it is today."

Prof Simon Hallsworth, pro vice-chancellor at the university's Faculty of Art, Business and Applied Social Science, added: "It is a privilege for the new University of Suffolk to work with ISSBA; as a community impact

university we will continue to support the business community in any way we can."

Beer and Co which is organising the 30th anniversary event - styled the Halloween Monster Bash - specialises in artisan food and drink experiences.

Company director Greg Cooper said: "We are delighted to be assisting ISSBA with their 30th anniversary as well as raising money to help other start up businesses grow."

He added: "St Peter's By The Waterfront will provide an exhilarating environment for this 'spooky experience', with a choice of local seasonal cask ales, ciders, wines and bottled beers available to suit all palates. Fellow ISSBA members Presitige Bars will provide BBQ and fresh paella, while brilliant local band J S & the Lockerbillies will be providing the live entertainment, and are guaranteed to get all grizzly ghouls rock'n'rolling!"

■ Tickets for the ISSBA 30th anniversary and fundraiser event, which will run from 7pm until 11pm on Friday, October 21, can be purchased online from either www.issba.co.uk (ISSBA members) or www.beerandco.uk (non members and the general public).

THE ATRIUM STUDIOS

The Atrium Studios is an innovative creative industries hub offering affordable studio and desk space enabling start-ups, SMEs, freelancers and artists to work, meet, collaborate, network and grow.

Greg Cooper of Beer and Co

said: "We really do feel part of a vibrant and growing creative community that is hugely benefiting our business."

Robert Simpson from Squircle Creative, another occupant, said: "I already feel more positive about my business because I've

been able to split my home and work life."

Artist Joanna Whittle, who also has a desk space, added: "I like having my own space away from home and to have the opportunity to meet other artists and professionals."

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