



# PERSHORE: COTSWOLD CHARM HIDES NATIONAL BUSINESS SUCCESSES

Pershore Plum Festival

## Red Deer heads into town

A 30-year-old business has seen a sharp rise in demand following its relocation to Pershore in 2016. Red Deer Herbs, which processes fresh and frozen herbs and sells them directly to the UK food industry, has reported a strong increase in production and a boost in staff numbers.

The company put its boost in business down to the increase in demand for healthy food ingredients. Within the new Red Deer factory the company grades, washes, sterilizes, dries, packs and dispatches a whole range of herbs across the UK. The company is also seeing a rising demand from food producers for micro herbs. These are tiny, tender varieties of herbs favoured by an increasing number of chefs.

Don't be fooled by appearances. Pershore is not the sleepy Cotswold town that visitors might first perceive as they drive down the pretty streets full of Georgian houses and independent retailers.

It is those independent businesses which give the town its personality, from Ogles pharmacy to WL Brown the hardware store, which seems to sell as much as an out-of-town DIY store in a fraction of the retail space. Pershore Market oozes with stall holders including Masons Fruit and Vegetables, and the market regularly bursts out into the adjacent car park.

On St George's Way is Abbey Forestry, a thriving business with years of experience in woodland management and contract work.

Newer retailers on the high street include family-run home and gift store Persora.

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Nationally, Pershore is probably known best for its horticultural expertise. Pershore College (part of the Worcestershire College Group), is a national centre for horticulture. In 2016 it added a £5.8 million agri-tech extension which now houses a science and technology centre and a collections house alongside new teaching facilities.

Towering over the town is the beautiful 1,300-year-old Pershore Abbey located just behind the high street in an oasis of calm.



**A PERSONAL APPROACH  
TO ACCOUNTING AND TAX**

## Food for thought

Dozens of thriving companies around the town serve the UK's food sector, giving weight to the description of Pershore as the garden of England.

Evesham Vale Growers was recently granted permission to build a £30 million, 14-hectare tomato glasshouse complex at Tilesford just outside the town. The company says this will create around 100 new jobs. Evesham Vale Grower's Peter Bavan said: "It will be the largest high-tech facility of its type in the UK."

Spectrum Pastes, on Cobham Road, manufactures and supplies bulk food ingredients to the trade: from sun dried tomato products to sweet pepper paste. Family business Ron Dadge Ltd on Pershore Trading Estate sells fresh produce from the Vale of Evesham and across the world to markets, secondary wholesalers, caterers and packers. There are many more.



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Pershore Plum Festival

## DOWNTOWN PERSHORE

### Plum time for town's foodie industry

Look more closely and many more thriving businesses are hidden away, such as Sprint Group, on Pershore's Racecourse Road Industrial Estate.

This company designs and supplies catering kitchens for some of the UK's top restaurants, from Soho House to Daylesford at Selfridges in London.

Pershore is also becoming nationally known for its annual Plum Festival, which runs throughout August.

On August 11, the town will celebrate the first official National Plum Day. Thousands of visitors are expected to celebrate the Pershore Purple, Pershore Yellow Egg Plum and Pershore Emblem.

## Keeping Pershore business thriving

Pershore

Right at the heart of the town are the professional services companies that keep local businesses thriving. Crowthers Chartered Accountants has been based in The Courtyard off Pershore's High Street since 1989 and has grown significantly since then.

The business, which looks after local family businesses and specialises in tax and the agricultural sector, enjoys being a central part of the community.

Jonathan Crowther, founding Director said: "Pershore is a unique town, with many businesses operating successfully in

the centre, on its business parks, or even more tucked away. It's small towns such as Pershore which represent the beating heart of this country's economy, though they're often overlooked in favour of our larger towns and cities which have higher profiles.

"We love being right in the centre, as we are in our second office at Ledbury, because being integrated into the local community means we've got a deeper understanding of the businesses here, and our knowledge of what makes these towns tick means we can make a difference."

Crowthers has taken these principles into



Jonathan Crowther

Cheltenham where it has recently opened a third office.

"We are pleased that we now cover the three counties of Worcestershire, Herefordshire and Gloucestershire from town centre offices."

- Managing your business finances has never been easier
- Helping clients complete tax returns and minimise tax bills

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