

## MY MIDLANDS

## NAOMI SNELLING

PR consultant and editor Naomi Snelling has a passion for helping small businesses, inspirational entrepreneurs, and all things the Midlands

**N**aomi Snelling is a journalist, editor and an award-winning PR consultant to SMEs. She has created PR and LinkedIn content for top name brands and now coaches small teams and individuals in written and visual content. Her passion is helping small businesses tap into the real magic of what they offer – and helping marketing teams grow in skills and confidence. She lives in Worcester.

#### Favourite pub or restaurant in Worcestershire?

There are so many! The Chequers at Crowle has a great atmosphere and good food, and I also enjoy The Nightingale and both of The Swans! There's a gorgeous pub half way up the Malverns that I discovered by accident one day and really want to find again. Food wise – Worcester really needs a few more top restaurants, but I do love Anatolian Palace and the new Eat Greek is great for takeaways.

#### Favourite place to go shopping?

It's probably just over the border, but the boutiques in Ludlow are to die for. Tewkesbury is a fantastic shopping spot – and there are some independent gems in Worcester town centre too.

#### Favourite day out within the county?

Malvern Hills – those 360-degree views are incredible. I like to treat myself with coffee and cake at The Kettle Sings afterwards, where the rolling hills stretch out below the window like a postcard you could walk into. I've also enjoyed a lovely brunch at The Abbey Road Cafe in Malvern town centre.



Tewkesbury



**‘I’m inspired by entrepreneurs who are driven by a deep sense of purpose – and who measure success in personal ways – including time’**

#### Favourite local landmark?

I'm from the Gower originally so getting to know Worcester and its history continues to be a pleasure for me. I was intrigued to discover that the civil war started in Powick, and there are still arrow marks on the church walls from the fracas. It seems too cliché to say the cathedral, even though it is beautiful, and I love the swans who cluster just below it on the river. For me, my favourite landmark is the bridge itself – especially when it's lit up at night.

#### Your inspiration?

I'm inspired by entrepreneurs who are driven by a deep sense of purpose – and who measure success in personal ways – including time. I see so many people create businesses they grow to find a chore rather than a joy – and I am inspired by people who have a laser focus on what they want to achieve and understand what they need to do to create balance and harmony in their lives.

#### Your proudest achievement?

I often seem to generate rounds of applause

– in uni lecturing and also when I deliver coaching sessions. I love the energy around passing on knowledge and inspiring and empowering others. This question makes me feel that I have yet to have a huge achievement – I'm proud of the little steps along the way – and proud of moving to Worcester as a single parent and creating a happy prosperous life for myself and my children. I hope to publish a book later this year – now that will be an achievement!

#### Your favourite local business?

There are so many! I love coffee shops like Lemon Tart, Waylands Yard, The Meeting Place, Francinis, and my current top favourite – Papas. And I work alongside lots of awesome local service businesses too at the Kiln co-working hub in Copenhagen Street. Passion Flowers, Barbourne Road, Worcester is the BEST florist and nearby is Sunny Spells, where Florrie does the best waxing in town (believe me, I know!). Sanctuary Yoga and The Zen Shed are also both awesome and I must go back soon! And Airband is a wonderful telecoms provider based in Worcester and helping to bring the rural villages up to speed.

#### The best thing about living in Worcestershire?

Worcester itself is the beating heart of the county and is a city with the heart of a country town. Easy-going and unpretentious it's also beautiful and historic and in easy reach of the countryside. And just a stone's throw away are the gorgeous market towns of Evesham and Pershore, and also Broadway at the gateway to the Cotswolds.

#### What you do to relax?

I love to walk through Ghulevelt Park and along the river into town, enjoy a coffee and saunter home, or a cycle along the canal and a glass of vino at Browns.

#### What in your opinion is Worcestershire's best kept secret?

Me! I've only recently launched naomisnelling.com and I run Elevate – a PR and content training programme tailored to a company's specific needs and LinkedIn 101 – a six-month coaching programme for local businesses, which I'm delivering in partnership with Esther Partridge-Warner, social media guru and a former Worcestershire businesswoman of the year.