

THE SHOE QUARTER NEWS



October 2025

Management Memo

A warm welcome to all of the new tenants and co-workers who have joined us. We hope that you enjoy being a part of The Shoe Quarter community.

New Faster WiFi !

We are pleased to announce that upgrades to the wifi service within the building are now complete and the testing phase indicates that it has been very successful. You should have seen a significant increase in speeds, signal strength and connectivity, with fewer drop-outs on video calling etc. however if you have experienced any issues with connection since the upgrade please let us know.

We would like to thank our IT consultant Rob Brown for such a seamless transition from the old system to the new one. He will continue to manage network security and performance, ensuring that you and your business are always connected, and enjoy reliably fast wifi at St George's Works.

Coffee Counter

We would like to apologise again for the sudden closure of the coffee counter. We remain in discussion with The Feed to work out when we can re-open. Thank you all for bearing with us, we will announce any news as soon as we have it.

Parking

2025 Parking Permits for St George's and St Mary's have been issued. May we remind all tenants that a valid permit must be displayed in the windscreen of your vehicle when using our car parks. This allows us to differentiate between our tenants vehicles and those who should not be using the car parking facility.

The Shoe Quarter Asset Management Team

OFFICE SPACES AVAILABLE

St Georges Works

Offices 3.8 / 3.9 / 3.10 available now

Office 3.11 available from 1st Dec

Shoe Quarter Festive Social Event

Our next social event will be on
Friday 12th December
from 3pm to 6pm
in the Reception.
Hope to see you there.



TENANT'S NEWS



Royal Drawing School

The Royal Drawing School will be continuing their drawing courses for young people in Norwich next spring. Young Artists courses invite young people aged 10 to 18 to develop their drawing and observational skills through creative exploration and hands-on practice.

The two-hour drawing courses run every Saturday during term time. Taught by professional practicing artists, the weekly classes are an opportunity for students to develop their passion for drawing in a creative and supportive environment.

Tutors will lead students through a range of drawing exercises each week including working from a clothed model, still life, and artworks. They will create collaborative works, theatrical sets, and animations as well as venturing into Norwich to draw the city.

We have our own dedicated studio in St Mary's House, complete with artists' easels and a range of different materials. Older students are invited to submit artworks to our annual Young Artists Exhibition in our Shoreditch studios in London.

Spring Term dates:

Saturdays, 24 January to 28 March 2026 (10 sessions)

Booking opens on Saturday 8th November at 3pm. For further details and book information please see our website:

[Royal Drawing School - Young Artists](#)



CAM Architects completes new affordable housing schemes in West Beckham.

Work has been completed and the keys to ten new affordable homes in West Beckham handed over to their new residents. Five new dwellings on each scheme, comprising single and two storey properties have been designed and delivered for Broadland Housing Association.

Both schemes take inspiration from the local-vernacular style found in North Norfolk with traditional architectural details complementing the buildings. Both schemes respond successfully to their setting with buildings positioned around a courtyard in the Sheringham Road scheme, and houses set back from the road, with open space frontage, along Church Road.

For more information or to discuss how can CAM architects assist with your projects please visit www.camarchitects.co.uk



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OUR PLACE

What Really Happens When Founders and Investors Drop the Act

Every Tuesday and Thursday, a few dozen founders and investors log into a Zoom room run out of St George's Works in Norwich. On paper, it's business networking. In reality, it's part therapy session, part masterclass, part comedy special. We talk about everything from cyst removals to capital structures — often in the same ten minutes. That's the thing about [MagicSauce.online](https://www.magicsauce.online), the startup platform we're building here: it's not just about funding deals. It's about stripping away the performance that usually comes with startup life. No glossy pitch theatre. No "we're crushing it" nonsense. Just founders and investors being blunt, curious, and occasionally very funny.

The Conversations That Actually Matter

Our founder sessions have a rhythm now. Someone drops in late from Nairobi or Lisbon. Someone else is juggling school runs and investor calls. The chat lights up with new rounds, hard lessons, and honest "how the hell do we do this?" questions. This week we went from talking about hospital visits to debt financing — which sounds like a stretch, but both come down to resilience and realism. Ahmed, one of our regulars, broke down how **debt financing** can help early-stage founders bridge gaps without giving away equity. It's not glamorous, but it's smart. In a world obsessed with big valuations, learning to use debt responsibly is practically a superpower. The group leaned in. No jargon, no PowerPoints. Just founders asking direct questions and getting answers from people who've done it.

Investors Are Talking Differently Too

On the investor side, things have been shifting fast. We've had funds dialling in from Dubai, Lagos, and New York — people who've stopped chasing the next shiny consumer app and started looking at the fundamentals again. They're talking about **validation** (who's already invested), **local knowledge** (who actually understands the market), and **trust** (who's done their homework). A billion-dollar fund in Dubai recently told us they're doubling down on African infrastructure and early tech ecosystems, but only when there's local insight attached. That's exactly where MagicSauce fits in: helping investors tell the genuine from the glossy by vetting traction, team, and intent before anyone gets introduced.

Building the Ecosystem Around the Startups

One of the founders we highlighted recently, Olatakunbo Ige of TogoMall, summed it up perfectly: you can't build Amazon without roads. She's not just backing tech startups; she's helping build the infrastructure they need to survive. That's what makes emerging markets so interesting right now — they're building for what's around them today, not for some distant future. And honestly, that lesson applies everywhere, including here in Norwich. We keep seeing founders try to skip ahead to the "scale" stage before they've nailed the messy local part. What we're proving every week — through these conversations — is that grounded, authentic founders are the ones investors stick around for.

From Norwich to Nairobi (and Back Again)

Our little office at St George's Works has become a strange crossroads: founders in Pakistan, investors in Dubai, advisors in Ghana — all dropping into a room run from a former shoe factory in Norwich. And it works because the vibe's right. People know they can turn up unpolished, ask blunt questions, and learn from each other without ego. We've even started hosting in-person meetups. The first MagicSauce Investor Gathering in London brought angels, VCs, and family offices into one room — the kind where you can talk about a £1 k angel cheque and a £50 m fund in the same breath. Everyone left buzzing. Next up? Expanding the same model in Pakistan with our regional partner Zeeshan Qedwae, where founders will get full access to our resources free of charge. The goal's simple: remove gatekeepers, add trust.

Why It Matters

When people think "startup," they imagine tech bros and unicorns. We're showing it can look like something else entirely — open, inclusive, and powered by genuine connection. From Norwich to Nairobi, Karachi to Camden, founders are figuring out that the best way to get funded is to stop pretending and start learning together. So if you ever hear laughter coming from a floor 3 office at St George's Works on a Tuesday afternoon — that's probably us. Talking about cysts, cash flow, and the kind of courage it takes to build something real.

WAVE NETWORKING EVENT

Wednesday 12th November.

Whether or not you have been before, you are more than welcome, this is your chance to connect with awesome people at this chilled and relaxed – no pressure 'not-working' event.

Dick's Bar

19 Bedford Street Norwich NR2 1AR

4.30pm – 6.30pm

Free to attend, just buy a drink if you wish. We would love to see you there!

Any questions please get in touch with Louise at Service Service.

01603 622667

Louise@serviceservice.co.uk

Atkinson Moss Raises £3,813 for Alzheimer's Society

Atkinson Moss proudly hosted a charity quiz night at the stunning Royal Norwich Golf Course in support of the Alzheimer's Society. The event brought together twenty teams from local businesses, who battled it out across eight competitive rounds to claim the title of the brainiest team. After a close contest, Sign's Express (Quizzy Rascals) emerged victorious, taking home the crown on the night.

Guests enjoyed not only the quiz but also a lively game of "Heads or Tails" and a raffle table brimming with prizes generously donated by local companies.

Director Graham Moss expressed his gratitude:

"We're so thankful for the incredible support from our team and the local business community. It was inspiring to see so many people come together to raise money for such a worthy cause."

Angie Atkinson (Director) added:

"The support from our clients was so humbling, thank you to all who participated, from generous donations to on the night contributions. I believe most people have been affected by Alzheimer's at some point in their lives, I know I have, my father passed 3 years ago (27th October) to this sad illness and my best friend lost her mum only this year to the same disease. We are beyond proud to support such a great charity to help those impacted. "

While things have settled back to normal at Atkinson Moss HQ, the team and attendees are still reflecting on an enjoyable evening. Photos are now available on the news page of the Atkinson Moss website:

<https://atkinsonmoss.co.uk>



TENANT'S NEWS

Dick's Bar

I'd like to thank everyone who has been to Dick's Bar this summer and given their support to our lovey bar.

Hospitality is such an incredibly tough sector to be in, so we are hugely grateful for each and every visitor.

Our garden has been a huge success this year, and with some warm days still due in Autumn there is plenty of time to get there and enjoy some alfresco burgers!

See you there!



Service Service

We would like to introduce Dale King to the team. Dale is a very experienced Engineering recruiter and has already made a huge impact on our business, bringing us a more UK wide reach in this sector



Chris Francis of Deck shares some updates...

"Back for my second year decorating the NARS charity fundraising ball — I filled the marquee at Caistor Hall Hotel with golden globes and red starbursts to celebrate a brilliant cause. Always rewarding to support local volunteers and collaborate with great Norwich crews like Huxley Events."

"Created elegant balloon pedestals for a wedding at The Last Wine Bar & Restaurant, designed to move effortlessly from dining to dancing. Love finding adaptable, low-impact décor solutions that make a big difference for smaller venues."

"I will be exhibiting at A Love Thing wedding fair at Norwich Arts Centre on Sunday 2nd November — showcasing creative balloon styling for couples looking to bring colour and personality to their celebrations. Pop by to say hello or grab a card!"

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