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SG8 VILLAGES

February 2025

Issue 234

## WEDDING SPECIAL 2025



As published in The Listing SG8 Villages Issue, February 2025

Full of local suppliers who can help you plan your special day

## LOCAL RECOGNITION... SUE ROSS, CREAM FASHIONS

This month, we are continuing with our "Local Recognition" feature, and were delighted when Royston First wished to recognise Sue Ross from Cream.

Sue was recently awarded the Lifetime Achievement Award at the Royston First Business Awards 2024, and here's why.

**Tell us why Sue was nominated for, and subsequently won, the Lifetime Achievement Award at the Royston First Business Awards**  
We were lucky enough to receive some fabulous nominations for the Lifetime Achievement Award, which is testament to the dedication of the people working here in Royston.

Sue stood out because she not only works within the business but owns and runs it too, and we particularly wanted to recognise what it means to be a business owner.

Small business owners need to be endlessly tenacious, never really switching off from their day to day, continually focused on the viability and growth of their business, and willing to take a level risk that you just don't get with being employed.

### **What made Sue stand out from the other nominees?**

Sue embodies what it means to run a small business successfully.

Since starting the business in 1975, some 50 years ago, the face of retail has changed significantly, and it continues to be a challenging environment, but Cream's longevity shows Sue's willingness to adapt to ever-changing times.

Sue invests heavily in both print and social media, promoting her business to drive footfall into Cream, which brings new people into Royston town centre.

It's become a destination store for Occasionwear, including Mother of the Bride and Groom outfits, day and cruise wear, and accessories such as hats, fascinators, shoes, bags and lingerie.

The industry itself is fairly specialist, and due to Sue's understanding of the importance of marketing her business both locally and to the wider region, customers travel from far and wide to Cream.

Once there, they can expect dedicated time and attention from Sue and her team, to help them find their perfect outfit. There's a huge



Sue Ross receiving her Lifetime Achievement Award from Award Sponsor Denise Lindsell, Hardcastle Burton

(photo ©: Gareth Jones Photography)

pressure to find the right outfit for a big occasion, such as your son or daughter's wedding, and Sue has an instinct (built up over years of experience) of what style will work for different people, shapes and sizes. And if the outfit doesn't quite fit properly? Sue is a master seamstress, and will undertake outfit alterations.

Of course, this level of service means some appointments can take a number of hours, and customers may have to return to collect their altered items. This encourages customers to stay and find somewhere to eat in Royston, and visit other shops on their return visit.

### **Is there anything else you would like to add?**

Sue has demonstrated strong business acumen. Her sister store across the road, Occasions for Less, launched in 2017 and offers end of season outfits at discounted prices.

Her businesses boost our local economy in a considerable way, from employing local people to raising awareness of Royston in the wider region and giving new people a reason to visit, and once here, encouraging visitors to stay in Royston and shop locally.

Overall, we were delighted to award Sue Ross the Lifetime Achievement Award, and give her Local Recognition, and we wish her and her businesses continued success!

**Cream, John Street, Royston SG8 9BE**

**Tel: 01763 244073 or 07813 086331**

**Email: [info@creamfashions.com](mailto:info@creamfashions.com)**

**Web: [creamfashions.com](http://creamfashions.com)**

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**Keep an eye out for the Royston First Business Awards 2025 which take place on Thursday 18th September - Royston First will be announcing more details this summer.**



## JEWELLERS & GOLD BUYING CENTRE



Your wedding day is one of the most important days of your life, and everything should be perfect — the dress, the venue, the food — and of course, the wedding rings.

Choosing the perfect wedding ring is a task you should not take lightly. After all, you will wear this piece of jewellery every day for the rest of your life, it's a symbol of eternal love and commitment, a physical reminder of the promises you will make on your wedding day and the deep connection between you and your partner.

At HC Jewellers, we understand how special this event is, and we are committed to helping you find the perfect rings to symbolise your love.

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and materials including platinum, white, yellow, and rose gold, so you are sure to find something. Whether you're looking for a simple gold band, a ring adorned with diamonds, or bespoke wedding rings, we have something to suit every taste and budget.

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And if you have any questions or are looking for advice, please get it touch with the HC Jewellers team.

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## WEDDINGS AT THE WOODMAN INN

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Whether you're planning an intimate gathering of 20 with a traditional pub lunch, or a grand celebration with up to 200 guests with fairy lights and live entertainment, we can accommodate your needs and work within your budget to create a memorable event.

Our dedicated events team is ready to assist you in planning every detail of your wedding or reception. From selecting the perfect menu to choosing the right drinks and entertainment, we ensure a seamless event process from start to finish. Our team is committed to making your dream wedding a reality, providing expert advice and personalised service to make your day truly special.

At The Woodman Inn, we understand that every wedding is unique, and we strive to create a bespoke experience tailored to your preferences. Our beautiful venue offers a picturesque setting for your ceremony and

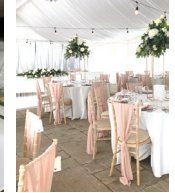
reception, with charming indoor and outdoor spaces to suit any style or theme.

All enquiries are welcome, and we invite you to contact us to discuss your wedding plans. Let us help

you create a day filled with love, joy, and unforgettable memories at The Woodman Inn, Nuthampstead.

Contact Robyn on events@nutwoodpubs.com or on 01763 848328

Viewings by appointment only, but you can always book a table at The Woodman Inn to experience the atmosphere for yourself. [www.woodmannuthampstead.com](http://www.woodmannuthampstead.com)



Business Profile

## Weddings at The Woodman Inn

A rustic haven in the quiet fields of North Herts. The Woodman Inn is licensed to hold civil ceremonies up to 120, and can comfortably hold 200 for the evening. The perfect venue for your whole celebration.


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We work closely with a variety of trusted suppliers and pride ourselves on our excellent relationships, which allow us to organise fantastic honeymoon packages complete with added value extras such as room upgrades, spa treatments, private tours, and more.

Planning your honeymoon with us is easy and stress-free. But why stop there? For couples planning a destination wedding, we can assist with the arrangements, making your special day as smooth and magical as possible. Imagine saying "I do" on a sun-kissed beach, in a charming vineyard, or under the Northern Lights - we can make it happen.

We also understand that your loved ones will want to play a part in your special journey. That's why we're delighted to offer our popular wedding list service. This service allows your guests to contribute towards your honeymoon, knowing they're giving you a gift that will last a



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Let Premier Travel Royston take the stress out of planning your honeymoon or wedding abroad. Visit us today, and together, we'll create a once in a lifetime experience that's truly memorable.

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Business Profile

## CHOOSING YOUR WEDDING FLOWERS

Getting married is so exciting but choosing your wedding flowers can be daunting!

Here's the The Verdila guide to choosing your wedding flowers.

Having created flowers for many weddings from small to large, over the years, in the Royston, North Herts and South Cambs area, here are my 5 top tips for choosing your perfect wedding flowers.

1. Seasonal flowers are cost effective
2. Pick your main colours before speaking to a florist
3. Choose a local wedding florist as they have inside knowledge of local venue decoration and setups
4. Choose five bouquets for inspiration as they will reflect your style. You do not need to be a flower expert. That is your florist's job!

5. If you have a 'must have' flower, check that it is in season, as not all flowers are available all year round

More details on my Verdila blog at [Verdila.co.uk](http://Verdila.co.uk)

Have fun flowering!

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## JEWELLERY FAIR

The Great Chesterford Jewellery Fair takes place on Sunday 27th April, 10am-4pm at The Chesterfords Community Centre, Newmarket Road, Great Chesterford, Saffron Walden Essex CB10 1NS.

The fair supports jewellery makers from Hertfordshire, Cambridgeshire, Suffolk and Essex, giving them the opportunity to showcase their jewellery makes. Many of the jewellers at the fair also undertake commissions to make wedding jewellery from wedding bands to engagement rings, to bridesmaids' jewellery.



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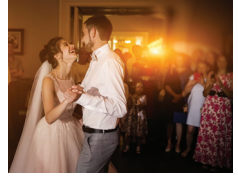
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## YOUR WEDDING DANCE

A wedding dance should be a wonderful moment in your day. It's a privilege to help couples find the joy of dancing feet, and particularly so with such a special focus in mind.



Dancing is great for couples and often enjoyed throughout life. Many of my wedding clients continue dancing into their married life.

From the elegantly simple to the highly choreographed, your wish is my command! It can be as easy as you like and still look amazing. Every dance is bespoke, and tailored to suit you.

If you'd like me to guide you through light hearted lessons, I promise you'll take your first steps to your special song with pride, happiness and confidence, creating a memory to cherish forever.

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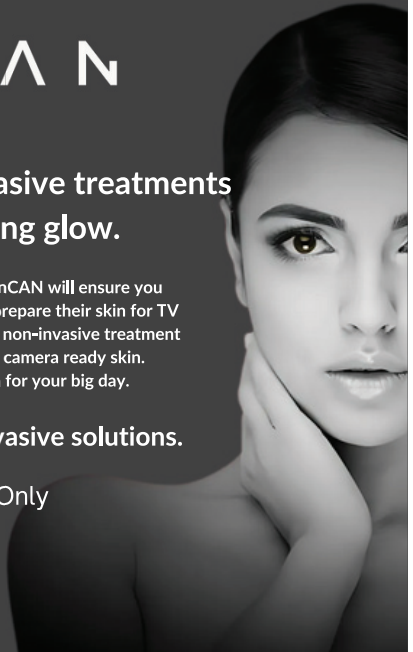
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## YESTERYEAR HIRE

Finding entertainment to entertain guests at quieter parts of the wedding, such as during the drinks reception, can be tricky.



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There is a choice of mobile golf courses that can be brought to venues for guests to play. One is very much wedding themed, with a wedding cake plus bride and groom among the obstacles, but in addition there is a course with a more crazy theme and other courses as well.

In addition to the golf there are a range of large garden games. These include Jenga, noughts and crosses, and connect four along with several bespoke games with a scarecrow theme.

Mini golf or games can be hired for weddings and parties along with other events.

[www.yesteryearprophire.com](http://www.yesteryearprophire.com)

Business Profile

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