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In celebration of our thriving businesses



East Anglia has an active business community spanning multiple sectors

Image: GETTY

Meet the companies that are demonstrating East Anglia's reputation for entrepreneurial excellence.

The variety of East Anglia's business community is undoubtedly one of its biggest strengths.

The region's firms span a wide array of industries, from agriculture and engineering to technology and financial services. And that's before you even consider the fantastic hospitality outlets delighting locals and tourists alike.

In the following pages, we speak to the inspiring businesspeople heading up some of East Anglia's most ambitious companies, each flying the flag

for their respective sector.

Whether it's an innovative approach to an age-old service or launching a new business to fulfill local demand, everyone featured in this supplement demonstrates the entrepreneurial spirit that sets the East of England apart.

On page 4, we speak to Bobby Harrison, who founded his fitness company Hustle with a simple idea: create a gym where people feel supported, not judged. He now runs two classes-only gyms in Norwich and Wymondham, with more than 500 members.

In an age where more customers are seeking out companies with strong ethics and environmental credentials, it's little wonder Wymondham-based ML Financial Associates is proud to have achieved B Corp certification. Read more about the firm's achievement on page 5.

Sustainability is also a selling point for PSH Environmental

(page 7) and SHIMPAC® (page 9), who are showcasing an environmental approach to waste management and road maintenance respectively.

On page 10, we hear from Jon Gardner, an advanced nurse practitioner who launched Norfolk Health and Joint Care to provide rapid access to medically therapeutic joint injections that

aren't available on the NHS.

Finally, on page 11, we discover how Waypoint Planning is carving its own path as a newly-launched subsidiary of agricultural and environmental consultancy Wilson Wraight LLP.

Read on to discover how these businesses are truly putting East Anglia on the map.



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PROMOTION: FITNESS

A gym where confidence and community come first

Hustle started five years ago with a simple idea: create a gym where people feel supported, not judged. What began as a small, class-based set-up has grown into two full gyms in Norwich and Wymondham, now serving more than 500 members.

Hustle is an independent, classes-only gym where everything is coached and community-led. It runs sessions for kids, teens, adults, over-60s and mums, because health and movement shouldn't stop at a certain age or life stage.

The timetable runs seven days a week and includes HYROX, boxing and strength training. Whether someone wants to build fitness, feel stronger or just move more consistently, there's a place for them at Hustle.

"What I love most about working in this industry is the people," said Bobby Harrison, founder of Hustle. "You see real change happen when someone feels supported. Members check

Hustle's approach to fitness isn't about toned bodies, it's about resilient minds and connection.

in on each other, train together and celebrate progress that goes far beyond lifting heavier weights or running faster times. That sense of belonging is what keeps people coming back, and it makes the work meaningful."

Bobby believes that one of the biggest challenges in fitness is fear; many people want to train but feel intimidated by gyms.

"They worry they won't know what to do, won't fit in, or will be judged," he said. "That fear alone can stop someone walking through the door. We've worked hard to remove those barriers by keeping everything coached, welcoming and beginner-friendly. You don't need experience, you just need to show up."

The gym's biggest strength is its focus on mental health and

wellbeing before aesthetics.

"Confidence, routine and community come first," said Bobby. "Physical changes tend to follow naturally when those foundations are in place."

"The last few years tested everyone in the fitness industry. We adapted by staying flexible, listening to our members and doubling down on what mattered most: connection."

"We expanded carefully and kept investing in programmes that serve the whole community," concluded Bobby. "That approach hasn't just helped Hustle grow, it's helped people stay active, supported and resilient through uncertain times."

For more information, visit doyouhustle.co.uk



Hustle is a classes-only gym where members are coached to meet their goals
Image: EDDISON CONTENT

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Financial advisory firm achieves prestigious B Corp certification

ML Financial Associates has been recognised for its high standards in the areas of social and environmental performance, transparency and accountability.

A leading independent financial advisory firm with its head office in Wymondham has officially become a certified B Corp.

ML Financial Associates has joined a global movement of businesses committed to using their influence for good, meeting the highest standards of social and environmental impact, accountability and transparency.

This milestone makes ML one of the few financial advisory firms in the UK to achieve B Corp status, underlining its mission to not only deliver expert financial guidance, but to do so in a way that benefits clients, communities, employees and the planet.

B Corp certification is awarded by B Lab, a non-profit network that rigorously assesses companies across five key areas: governance, workers, community, environment and clients.

ML, which also has offices in Northampton and Thame, underwent a comprehensive review of its policies, practices and impact, earning its place among an elite group of purpose-driven businesses. It is a testament to the hard work and dedication of the entire team, who have tirelessly worked to meet the rigorous standards set by B Lab.

ML Financial Associates believes that businesses have a responsibility to contribute positively to society, and by becoming B Corp certified, ML is demonstrating its commitment to ethical practices, sustainability and social responsibility.

This certification aligns with ML's core values and reinforces its dedication to making a difference in the world.

The benefits of B Corp certification extend beyond the company. The entire team of 22 can take pride in working for an organisation that prioritises their wellbeing and the wellbeing of the planet.

ML's clients can trust that their financial advisory team are committed to ethical practices, transparency and community



ML Financial Associates managing director Simon Lister (left) and compliance director Craig McClurg. Below, the head office in Wymondham

Images: JULIA HOLLAND



benefits from its efforts to support local initiatives and reduce its environmental footprint.

"Achieving B Corp certification is a proud milestone for our firm. It reflects our deep commitment to responsible business practices and to being a force for good in the financial advice sector," said Simon Lister, managing director, ML Financial Associates.

"B Corp isn't just a badge of ethics – it's a tough, independent measure of how we run our business.

"It looks at everything: how we treat our team, how we support the community and how we care

for the environment. Most importantly, it shapes the way we work with our clients.

"Our mission hasn't changed – we're here to grow and protect the wealth of our clients but this certification underlines that we do it with transparency, integrity and a long-term approach that matches our clients' values as well as their financial goals.

"Ultimately, our goal is not only to achieve strong results but to do so responsibly and with a positive impact."

As a B Corp, ML Financial Associates joins more than 8,000 certified companies worldwide,

including worldwide household names like Patagonia and Etsy, and closer to home Innocent Drinks and The White Company.

"We've always believed that doing the right thing and running a successful business are not mutually exclusive," added Craig McClurg, compliance director, ML Financial Associates.

"For us, this isn't a tick box exercise; it's a framework that helps ensure our growth is sustainable, our advice is responsible and our relationships – with clients, colleagues and the wider community – are grounded in trust.

"Strong financial outcomes and strong values go hand in hand, and this recognition underlines our belief that profit and purpose are not mutually exclusive."

ML is committed to continuously improving its practices and its positive impact. This certification is a milestone in the ML journey towards sustainability and social responsibility, and all at ML look forward to collaborating with other B Corps to drive change and create a better future for all.

For more information about ML Financial Associates and its services, visit mlfa.co.uk

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Family waste management firm leading by example

PSH Environmental, a champion of sustainable waste management, shares its knowledge with other businesses in the industry.

PSH Environmental is a family-run business which was set up more than 40 years ago.

The business, originally called Parkers Skip Hire, was founded in 1985 by Alan Parker and his sons Nigel and Martyn.

What started as a business with one skip lorry and skips they fabricated themselves has developed over the years into a waste management company.

Today, the business, based on the Rackheath industrial estate in Norwich, offers skip hire and domestic and commercial waste and recycling services in Norfolk.

Daniel Parker, the third generation of the family to be involved in the business, said there are a lot of positives about working in the waste management industry, which he said is a fast-paced sector with new technology and innovation at every turn.

"Backed with a passion for problem solving and learning new techniques, it lends itself to hard work and determination," said Daniel. "Something everyone at PSH can proudly say they do on a day-to-day basis."

But working in the waste sector comes with its challenges, including the regulators.

"If there is not a clear and concise approach to the direction of legislation, then it leaves it open to abuse by un-regulated operators," he added.

Another challenge is the public perception of the waste sector, including the use of landfill.

"Many customers who enquire about skip hire automatically assume that their waste will end up in a landfill," said Daniel.

"This is simply not the case when PSH is trusted to deal with customers' waste – we have been a 'zero waste to landfill' operator consecutively for the past seven years."

PSH's dedication to sustainable waste management is one of its many strengths, alongside a core family belief of leading by example.

This filters down to the staff, who show their dedication "through the care and attention for the work that they do".

The PSH team feels it can showcase what it has achieved to other businesses in the industry.

"An open door into our processes allows other businesses to get up and close and take away ideas that they can put into practice on their own sites," said Daniel.

What they will discover is that PSH has diversified to be more than a skip hire company.

"We feel that how we have adapted and invested has given us the ability to class ourselves as a waste management company."

The last five years has seen significant investment into the business for new fixed plant, machinery and operational services.

In that time the business has also focussed more on its environmental and community responsibilities.

"This is shown through our commitment with the Norfolk Wildlife Trust at Foxley Wood with its 'Clean Up to Green Up' project," said Daniel.

Staff suggestions have also been taken on board, with their ideas turned into projects which Daniel said will "elevate the business even more".

Looking ahead, Daniel and the team are aiming for continued growth, while remaining true to the company's core values.

"We hope to be seen as an industry leader that can showcase what the waste management sector has to offer," he said. "The way we prepare for this is to focus on the approach we have had over the past five years – if we can continue the dedication we have shown to self-sufficiency then I feel we will be in a strong position within the following five years."

The dedication of the company's loyal staff is something Daniel wants to recognise. "I would just like to take this opportunity to thank the dedication from all of our loyal staff at PSH, which simply wouldn't be the same without them," he concluded.

For more information, visit parker skips.com



Above, shredded waste at PSH Environmental. Inset left, baled refuse-derived fuel. Below, the business is based at the Rackheath industrial estate in Norwich

Images: PSH ENVIRONMENTAL





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Pioneering sustainability in road maintenance

Environmental sustainability is a global priority, and innovative solutions like SHIMPAC® are leading the way in revolutionising infrastructure development.

The highways sector has important and ambitious net-zero targets, and companies across the industry are against the clock when it comes to reducing adverse environmental impact.

So, how exactly does SHIMPAC® embody environmental care?

The answer is: from its materials, installation process and long-term durability, to ultimately reducing waste and minimising carbon emissions.

Environmentally friendly, recycled materials

At the heart of SHIMPAC®'s environmental sustainability lies its use of materials that minimise harm to the environment.

SHIMPAC® products are made from materials that are ecologically safe and fully recyclable, particularly in-situ.

Unlike traditional materials that degrade over time, SHIMPAC® utilises advanced compounds that are designed to withstand the test of time without causing harm to ecosystems.

By opting for non-degrading materials, SHIMPAC® eliminates the need for frequent replacements, reducing the accumulation of waste. This conscientious approach not only mitigates environmental degradation but also contributes to a circular economy where resources are utilised efficiently and responsibly.

Low-impact installation process

Another crucial aspect of SHIMPAC®'s environmental focus is its low-impact installation process.

Unlike methods that may rely on hot solutions and/or heavy machinery, SHIMPAC® offers a streamlined installation process that minimises environmental disturbance.

The simplicity of installation means fewer emissions associated with the use of heavy machinery and reduced energy



SHIMPAC® is a road seating and levelling ironwork product that has sustainability at its core, from the materials it's made from to the reduction in carbon emissions due to its efficient install and minimal maintenance requirements
Images: SHIMPAC®



consumption during the construction phase.

Furthermore, SHIMPAC®'s installation does not require extensive excavation, preserving natural habitats and minimising soil erosion.

Durability and reduced maintenance

SHIMPAC®'s durability plays a pivotal role in reducing its long-term environmental impact.

By requiring minimal maintenance over its extended lifespan, SHIMPAC® significantly reduces the

consumption of materials and energy associated with frequent repairs and replacements.

The reduced need for maintenance translates into fewer vehicles visiting repair sites, and, as a result, lower carbon emissions and associated air pollution.

This ripple effect underscores SHIMPAC®'s holistic approach to environmental sustainability, where every aspect of its design and functionality contributes to a greener, more sustainable future.

It exemplifies a cultural shift, where environmental



sustainability takes precedence without compromising performance or efficiency.

Nothing new here...

As awareness of climate change globally becomes more prevalent, in the highways sector and road maintenance arena, SHIMPAC® provides a pathway towards a more sustainable road network.

While the highways industry has taken until more recent times to focus on its environmental impact and carbon footprint – with the topic shooting to the top of the priority

lists of many companies – this is nothing new to SHIMPAC®, which has held this core value for a long time – tracing back to the earliest of its product installs more than 30 years ago.

Showcasing the system's durability, there have been no reported failures of these installs, meaning the ultimate case study of sustainability is there for all to see.

"Environmentally-friendly products and process is something we're very passionate about when we talk sustainability," said Barry Andrews, technical lead at SHIMPAC®. "Environmental factors are probably the most common thought when sustainability is brought up, and it's a key part of our holistic approach to the topic.

"From the materials, to waste, the degradation and associated carbon footprint of install and maintenance, the system provides environmental benefit at every step, meaning that when it comes to seating and levelling ironwork, SHIMPAC® is the sustainable choice."

For more information, visit shimpac.com



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PROMOTION: HEALTHCARE

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Find out how Norfolk Health and Joint Care is offering rapid pain relief.

Based in Norwich, Norfolk Health and Joint Care offers self-referral for rapid access to medically therapeutic joint injections.

The clinic is owned by Jon Gardner, an advanced nurse practitioner who has run it alongside NHS practice since 2022.

Jon completed his master's degree in 2012 and has been providing traditional and hyaluronic acid joint injections as part of his role for around six years.

Hyaluronic acid injections use a gel that is designed to lubricate and cushion the



Jon Gardner, owner of Norfolk Health and Joint Care
Image: NORFOLK HEALTH AND JOINT CARE

joint. Although they are shown to reduce the need for surgery when given for mild to moderate arthritis, the injections are not currently available on the NHS.

These injections may also be helpful for conditions such as rotator cuff syndrome, tennis elbow and carpal

tunnel syndrome.

"Maintaining a healthy lifestyle is fundamental to enjoying long term health," said Jon.

"This can be optimised by treating conditions promptly with appropriate medical treatments to enable relief from symptoms which limit activity.

"At Norfolk Health and Joint Care, we seek to provide affordable private healthcare to help patients help themselves for their future benefit."

Jon offers free telephone or email consultations, with a single charge and no hidden fees for any treatments.

Home visits are available at a small additional fee for anyone who would benefit from treatment but is housebound.

For more information, visit norfolkhealthandjointcare.co.uk



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PROMOTION: PLANNING

Planning firm launched as standalone consultancy



The Waypoint Planning team, left to right, Tomas Ziromskas, Isaac Mace, Dan Hewett and Jonathan Squire
Image: TOM SOPER PHOTOGRAPHY

Waypoint Planning launches as standalone consultancy, building on Wilson Wraight’s planning expertise across East Anglia.

Waypoint Planning has launched as a standalone planning consultancy, building on more than five years of planning experience developed within agricultural and environmental consultancy Wilson Wraight LLP.

Based near Bury St Edmunds, Waypoint Planning provides dedicated planning advice to businesses, developers,

landowners and individuals across Suffolk and the wider East Anglia region.

Formed from the same team, principles and professional approach that clients of Wilson Wraight LLP have come to trust, Waypoint Planning advises on development ranging from individual sites through to large-scale and strategic land schemes.

Recent projects include land option/promotion negotiation and

the successful local plan promotion of major residential and mixed-use developments across the region.

Leading Waypoint Planning is Dan Hewett, a chartered member of both the Royal Town Planning Institute and the Royal Institution of Chartered Surveyors.

He is supported by planning consultants Isaac Mace and Tomas Ziromskas, with further team expansion planned for 2026 as the business grows.

Waypoint Planning also offers in-house architectural expertise through architectural technician Jonathan Squire, allowing planning strategy and design to be developed together from an early stage.

This integrated approach supports the preparation of stronger, more efficient planning applications and is particularly valuable in East Anglia, where landscape sensitivity, heritage considerations and appropriate development scale are key to

securing consent.

“Our aim in establishing Waypoint Planning is to provide a strengthened service capability that maintains the trusted, outcome-focussed ethos that has underpinned our work at Wilson Wraight since 2020,” said Dan.

For more information, visit waypointplanning.co.uk, email advice@waypointplanning.co.uk, and follow Waypoint Planning on its social media channels.

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