

## Village Business

# Many Happy Returns ‘Ivy’s’

### One Year On

This time last year we featured ‘Five Generations of Avery’s Stores’ on our *Past and Present* page. It is good to report that the flower shop on Shipton Green is flourishing.

Born in Chipping Norton Hospital and reared right here in Shipton, Elaine Avery can trace her ancestors back locally through several generations. Elaine began her career in floristry in the Covered Market in

Oxford, where she was trained to wire flowers ‘in the old-fashioned way’. She has many years experience behind her and has adapted her skills to fit modern trends.

Elaine originally took over the shop on Bonfire Night 1979, when her sister Marie, who had been helping Granny with the grocery shop, was married. Elaine ran the floristry business, maintaining the tradition of wet fish sales on Tuesdays, until her marriage in September 1982.

### Blooming Business

With her son now grown the time seemed right to return to the village and the shop that she loves. Not much inside the store, which dates back to the 16<sup>th</sup> century, has been changed, Elaine preserved the original oak counters, made by Alfred Groves & Son and kept the marble slab and the original shelves. The wooden till



was made in the till-yard at the other end of Gas Lane and is one of the last still in use.

But there is nothing old-fashioned about the flower business. Fresh flowers are delivered each week and are turned into simple bunches, elegant bouquets and baskets and floral tributes of any shape and size. Elaine recently made a white Scottie dog for a local funeral. She also has several weddings booked for later in the

summer. Supermarket flowers may be a bit cheaper but they do not offer the ‘exotics’ available from a real florist and you know that flowers from ‘Ivy’s’ are fresh and have been handled correctly.

### Delivered to Your Door

Elaine will deliver flowers to a wide area, covering not only the Wychwoods and Leafield but from Burford to Kingham, Chadlington to Great Barrington. Linked with *Flowers Direct* it is possible to order flowers to be delivered nationally. Contact Elaine on: 01993 830268.

As well as fresh flowers, house and garden plants the shop stocks gifts and cards, mirrors, handmade wooden ornaments, plus all the usual florist sundries like Oasis. If it’s a celebration helium balloon that you need, then look no further! So happy birthday *Ivy’s* and good luck for the years to come.

**Christine Halliday**