

Silly Billy's Toy Shop Re-Born and Calderdalerising

After the devastating floods in the Calder Valley of Boxing Day 2015 a decision was made to relocate Silly Billy's from its home in an ageing Mill

HEBDEN BRIDGE, WEST YORKSHIRE, UNITED KINGDOM, January 17, 2016 /EINPresswire.com/ -- Silly Billy's Toy Shop is an Independent Toy Shop, established now for almost 19 years. Silly Billy's has fought hard to stay trading despite the surge of mass retailers and internet retailers into the Toy Market Sector. One reason Silly Billy's has been so resilient is its location in the Independent Shopping Town of Hebden Bridge in the Pennines. The mass amount of local support and local customers that we have accrued is outstanding.

The devastating floods of Boxing day 2015 affected Silly Billy's Toy Shop and many other businesses and residents in the Calder Valley.

Another reason for Silly Billy's continued success is the focus now given to Social Media through such channels as Facebook and Twitter. Christmas 2015 was one of the busiest and most successful trading periods Silly Billy's

had experienced and we were looking forward to a continued buoyant trading period between Christmas and the New Year and into January 2016. The floods that so impacted the local area have had a resultant impact on trade for local retailers. There are fewer visitors to the town of Hebden Bridge and overall less money for locals to spend as nearly everyone was in some way affected by the dramatic and never before seen flooding.

Silly Billy's owner Bill Deakin made the brave decision to relocate the Toy Shop two days after the flood waters subsided, to a new build development some 500 metres or so from where it once was. With help and support from local residents in Hebden Bridge and thanks to Mark Coup of [Welcome Independent Living](#), Silly Billy's stock was given a safe and dry storage place and the whole Toy Shop contents transported to a storage location in less than half a day. This was a remarkable achievement



Silly billy's Flooded Outside



Flood Inside Toy Shop

by all those involved and Silly Billy's, Bill Deakin and Robert Williams would like to thank all those people that helped us move at such a difficult time.

Now, however, we are in the very uncomfortable and challenging position of not trading and having some massive costs loom on the horizon as we venture into new premises. We will need to fit out our new shop, get services installed such as Alarm Systems and Internet, phone lines. Contract graphic designers for new signage and other contractors and architects for shop-fitting. We would ask

that you look at the [#calderdalerising](#) campaign that is happening through Crowdfunder and see if any of the rewards appeal to you. The rewards are often changing so it is worth checking back on that Crowdfunder page regularly.



Silly Billy's New Shop Location

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Silly Billy's Toy Shop is
Moving

Robert Williams

Silly Billy's is looking forward to it's new start in a new premises in Hebden Bridge which will be at 19, Old Gate, Hebden Bridge, HX7 6EN. We are very much hoping our New Toy shop will be open in March 2016 and ready to serve the community.

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This press release can be viewed online at: <http://www.einpresswire.com>

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