



COMMUNITY SPOTLIGHT: MERRY GO ROUND

JULY 2026

ISSUE #5

MINT CHOC CHIP GREEN:
THE TREND FOR SUMMER

YOUR GUIDE TO SUMMER:
THE SUMMER COMMUNITY SCHEDULE

EMBRACING OUTDOOR TRADING:
MARKETS, FAIRS & STALL SPACE

Circular Social

Community Magazine

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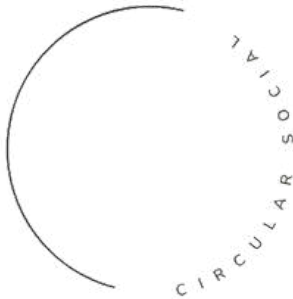
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MERRY GO ROUND

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IT TAKES A VILLAGE PLYMOUTH

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FROM THE EDITORS

Dear Readers,

After what has felt like an endless wait, summer is finally here, and with it, the light, warmth, and energy we've all been craving. The darker months of winter tested us, and spring brought with it the promise of renewal. Now, as the days stretch longer and the sun lingers well into the evening, there's a fresh sense of optimism in the air. For many businesses, this is the season of possibility.

Summer marks the height of market season; a time when stalls line the streets, communities gather, and local brands come to life under open skies. It's the moment to connect with customers face-to-face, share your story, and let your business shine. In this issue, we'll cover how to develop a good summer strategy and ensure you prioritise your digital marketing in a way that feels manageable.

But more than ever, this summer is about collaboration. The past year has shown us the strength that comes from working together; sharing audiences, ideas, and inspiration. Whether it's teaming up for an event, cross-promoting online, or simply offering support to a fellow entrepreneur, we rise higher when we ride the wave of summer side by side.

So here's to lighter days, open doors, and opportunities waiting to be seized. Let's make this season one of growth, connection, and celebration.

Welcome to Issue No. 5; your guide to making the most of summer.

We can't wait to see what's ahead this season!

Rebecca & Lanie

CIRCULAR SOCIAL





MINT CHOC CHIP GREEN

PHOTO BY [ALEXANDER GREY](#)



As we look at Summer 2026, mint green emerges as one of the season's defining shades. Moving beyond a simple pastel into a symbol of freshness, renewal, and conscious style.

A Season of Fresh Energy & Soft Renewal

Trend forecasters point to a growing desire for calm, clarity, and connection. Mint green captures this mood perfectly, sitting at the intersection of nature and modernity. It reflects a shift toward mindful fashion, where colour choices evoke a sense of well-being, sustainability, and a lighter environmental footprint. Expect to see it paired with breathable fabrics like organic cotton, linen, and innovative recycled textiles, enhancing its naturally cooling and soothing appeal.

Mint in Motion: A Modern Colour Story

For Summer 2026, mint green is anything but predictable.

Designers are reimagining it across a spectrum: from icy, almost translucent tones to richer, herbaceous hues. It appears in fluid silhouettes, sheer layering, and subtle gradients, often paired with complementary shades such as soft neutrals, sun-faded yellows, and aquatic blues. The result is a colour story that feels both tranquil and forward-thinking.

Texture, Light & Elevated Simplicity

Mint green thrives through texture. Think airy knits, crinkled fabrics, and light-reflecting finishes that enhance its luminous quality. There's a move toward understated elegance: clean lines, minimal embellishment, and pieces that let colour and material take centre stage.

COMMUNITY BACKBONE

Our mission and values



PHOTO BY TIMUR SHAKERZIANOV

“We feel like our community can be the backbone small businesses lean on in Devon” Lanie Bayliss

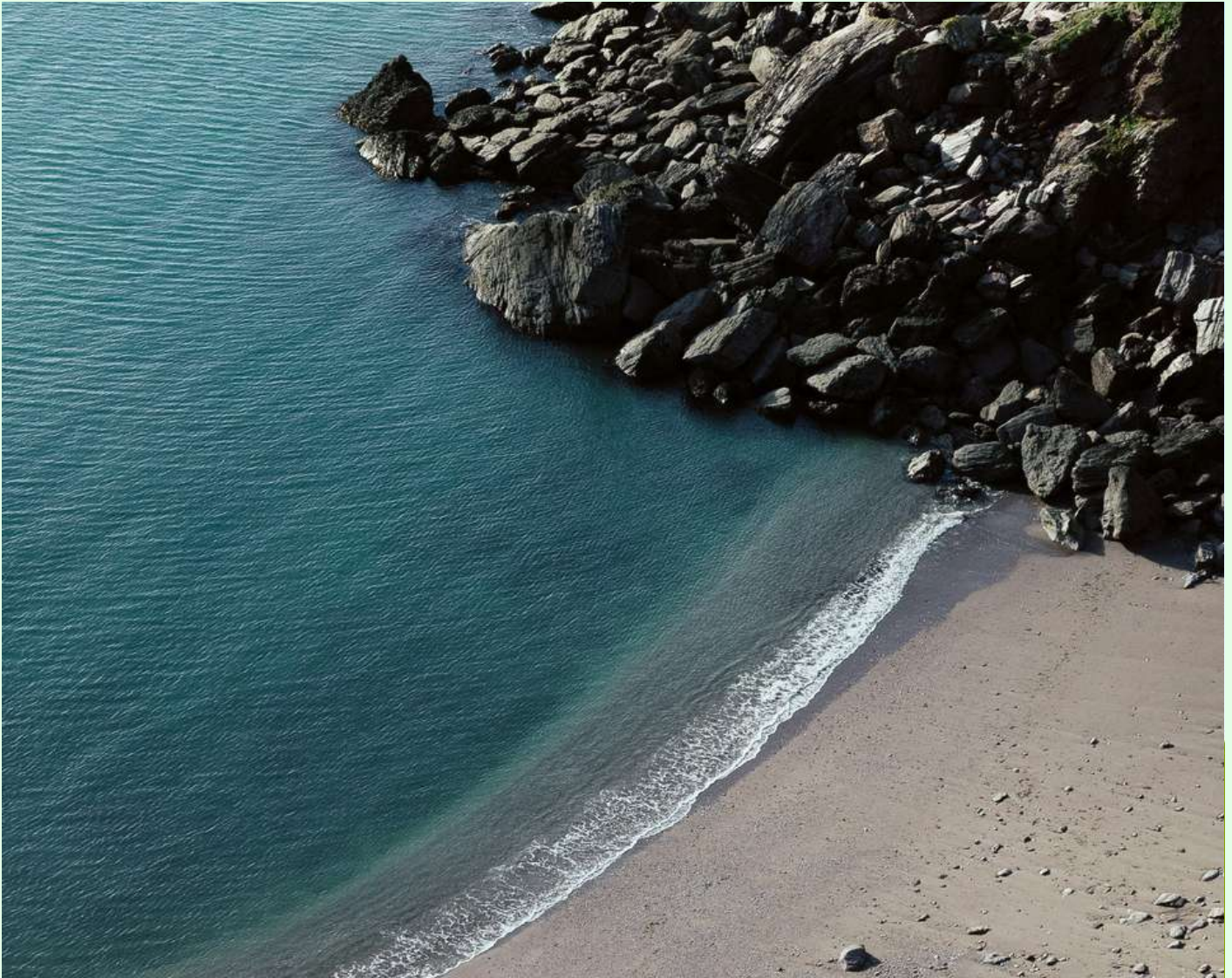


PHOTO BY JACK ATKINSON

Circular Social aims to serve as the backbone of a community by creating a system in which connections, resources, and support flow continuously among its members.

By fostering collaboration, knowledge sharing, and mutual aid, we want to strengthen local networks and build trust.

In this model, every interaction, whether sharing skills, exchanging goods, or offering guidance, reinforces relationships and creates a resilient social fabric.

Over time, Circular Social practices help communities become more self-sustaining, inclusive, and adaptable, turning social networks into the lifeblood that keeps the community thriving.





PRIORITISE YOUR MARKETING - PRIORITISE YOU

When I say the phrase ‘digital marketing’ to you, you might groan. Particularly as a small business owner trying to juggle the running of a business, finances, a family and more.

But beyond the jargon that industry professionals often use, ‘SEO,’ ‘Social media marketing,’ ‘PPC,’ ‘content marketing,’ and more might feel like overly technical terms that you feel you’ll never get your head around... but in reality, this is just not the case.

Approaching your digital marketing should make business sense. We can’t provide a step-by-step guide on how to create your digital marketing strategy and execute it in this small article, but we can give you some food for thought...

Firstly, think about your **audience**. Wearing the shoes of your target customers and clients is the first step in creating a strategy that works and succeeds. Starting with user behaviour, you can tell where your target audience is online, when they are there and what they do.

Social Media

With this in mind, take a look at your social media accounts. It’s tempting to jump on the TikTok bandwagon, but it isn’t always viable to do so. If you’re a small business dealing with tasty treats, bakes and custom cakes, for example, then TikTok and Instagram are brilliant places to promote your content. These platforms are typically where you’ll find users scrolling through mouth-watering recipes and saving them to their ‘favourites.’

However, if you’re a physical store that sells preloved children’s items, it might not be the platform for you. Instead, it is worth putting time and energy into a platform such as Facebook. With a plethora of Mummy and Baby groups to target, and the use of Facebook Marketplace to promote your products.

PHOTO BY [HUGO BARBOSA](#)

Looking at what platforms are best suited to you all depends on where your audience are and what content they are consuming.

All social media platforms have an 'insights' tab to show you the demographic of your current audience. If you wanted to delve further and gain more insight into your audience you can utilise GA4 (Google Analytics) which hooks up to your website and gives you information about how people find you, what location most of your visitors come from and even their age-range and sex.

Free tools such as Microsoft Clarity can also be integrated into your website easily to help you watch live recordings and view heat maps of real-user behaviour. See how people move around your site and what they take most interest in.

Learning who your audience is and taking note of their interests, their preferences and the time they are most active online helps you fine-tune your digital marketing strategy and tailor your content that will hit the sweet spot.

It means you waste less time 'shouting into the void' and instead get seen and heard by customers and clients most likely to engage with your brand.

Over the autumn and winter period we'll be running **free workshops** for our members to attend covering digital marketing subjects. Keep an eye on our event calendar to secure your place.

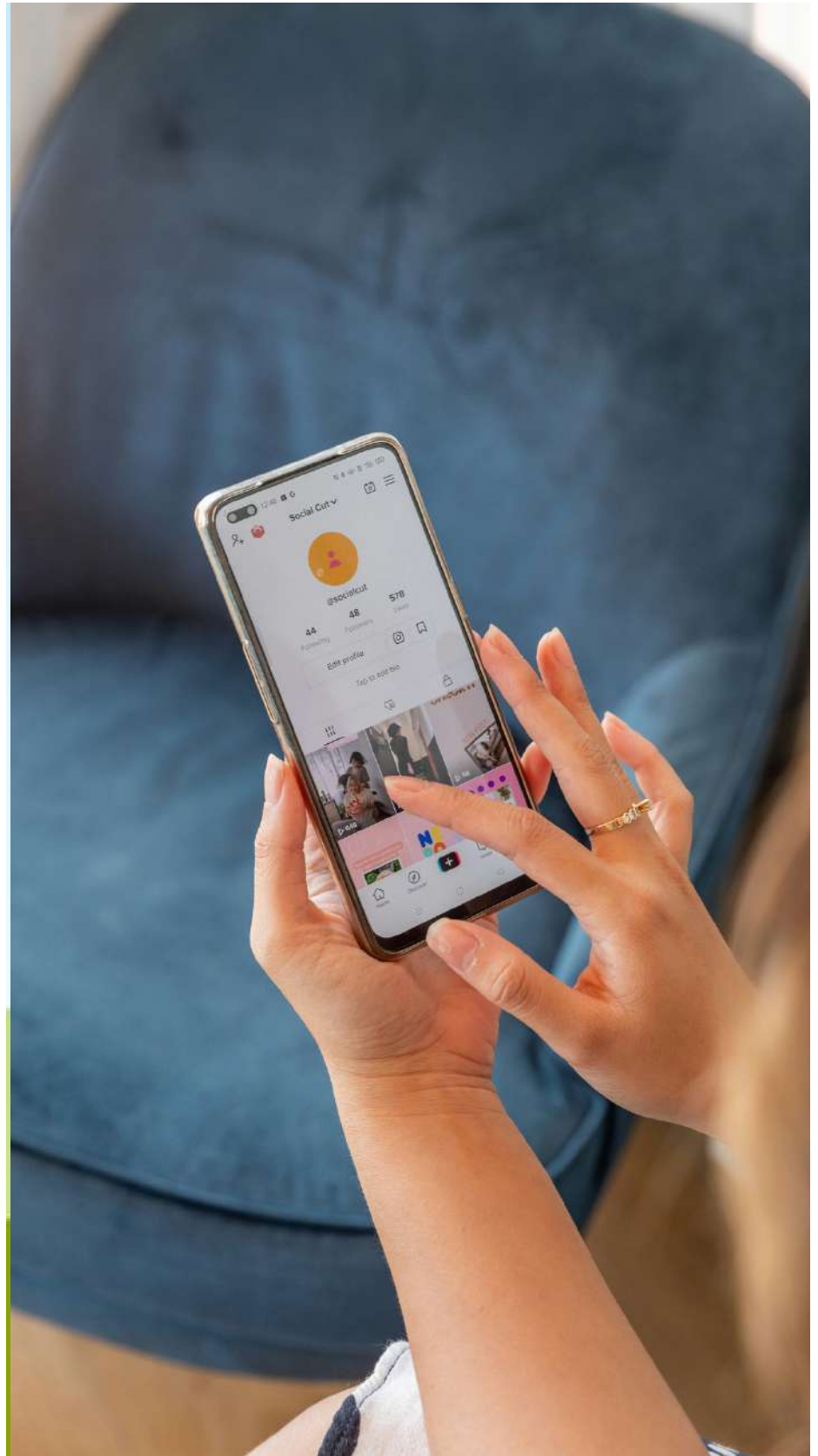


PHOTO BY S O C I A L . C U T

INVESTING TIME IN YOUR DIGITAL MARKETING IS CRUCIAL, BUT IT DOESN'T MEAN YOUR BRAND HAS TO BE EVERYWHERE... CHOOSE WISELY.



COMMUNITY SPOTLIGHT: MERRY GO ROUND



Merry Go Round

[Visit the website](#)

MERRY GO ROUND

MERRY GO ROUND COMMUNITY VENTURES IS A
COMMUNITY INTEREST COMPANY FOUNDED IN 2018 BY
DIRECTOR AND VOLUNTEER SADIE COVENTRY.

MERRY GO ROUND



The company was originally set up to raise funds for local primary schools by selling high-quality, low-cost preloved children's goods, to reduce waste, encourage re-use and reduce the environmental impact of children's goods.

Merry Go Round also provides a free community space for other community groups to use, and a place where people can gather and socialise.

"As the cost-of-living crisis developed in 2022, so did our mission! Our community room became a designated warm space, and we adapted our office to house a large community fridge and larder to help alleviate food poverty.

We now run a full foodbank service for our town and surrounding villages.

Our purpose is to invest in, support, and improve the mental and physical wellbeing of our local community, whilst raising funds for schools to enhance the children of our community's education.

By shopping with us, you are not only saving money and the planet, you are helping us achieve our goals too, so a massive THANK YOU from all of us at Merry Go Round!"

[Visit the website](#)



PHOTO BY LUNA WANG

CIRCULAR SOCIAL EVENTS

Creating space for your business to be seen and heard



PHOTO BY LANIE BAYLISS

“Here you’ll find the Summer events for 2026 within the community and further afield - supporting local is so important to each and every business!” Rebecca Winther



PHOTO BY RICHARD BELL

Summer thrifting often feels like uncovering hidden treasures under the bright sun. As people refresh their wardrobes for warmer days, thrift stores brim with breezy pieces—think lightweight sundresses, airy tank tops, linen shirts, and shorts perfect for staying cool. You’ll also find an array of sandals, espadrilles, and casual sneakers that pair effortlessly with summer outfits.

Beyond clothing, summer thrifting brings seasonal décor like picnic baskets, beach blankets, colourful glassware, and sun hats, as people bring light and vibrancy into their homes.

Outdoor gear—gardening tools, camping supplies, and patio accessories—also starts to appear, making it an

ideal time to thrift for adventures and sunny projects. It’s a season when secondhand shopping mirrors the warmth, freedom, and playful energy of summer.

Embroidery and stitching are delightful ways to add a personal touch to summer wardrobes. Hand-stitched motifs—like sunflowers along a neckline, waves trailing up denim shorts, or tropical blooms across a lightweight shirt—instantly turn simple thrifted pieces into unique, one-of-a-kind garments.

Whether subtle and delicate or bold and eye-catching, embroidered designs let you carry the essence of summer with you, while also celebrating creativity and sustainability.

Check out the Summer schedule for our members

July events	Date/Time	Member
Circular Social's Mini-Mindful Market @ Boston Tea Party, Exeter	2nd 5-8pm	Various
Short Baking Workshop: Sourdough Bread	17 th	One Mile Bakery
Half Day Taster Class	25 th	One Mile Bakery
Teignmouth Market	11 th & 25 th	Teeny Tiny Teignmouth Company
Shaldon Market	1 st , 8 th , 15 th , 22 nd and 29 th	Teeny Tiny Teignmouth Company
Circular Social's First Birthday - member-only event @ Exeter Phoenix	4th	All
<u>Green Phoenix Festival</u>	5th	Exeter Phoenix
Pick your own	19 th	Wild and Verdant Flower Farm

August events	Date/Time	Member
Teignmouth Market	8 th & 29 th	Teeny Tiny Teignmouth Company



August events	Date/Time	Member
Teign Artisans, Shaldon Village Green 10-4pm	29th	Katie Moore Studio
Pick Your Own	2nd, 16th	Wild and Verdant Flower Farm
Shaldon Market	5 th , 9 th , 12 th and 26 th	Teeny Tiny Teignmouth Company

September events	Date/Time	Member
Circular Social's Mini-Mindful Market @ Boston Tea Party, Exeter	3rd 5-8pm	Various
Introduction to Sourdough	19 th September	One Mile Bakery
Italian Baking	26 th September	One Mile Bakery
Teignmouth Market	12 th & 26th	Teeny Tiny Teignmouth Company
Shaldon Market	2 nd , 9 th , 16 th , 23 rd and 30th	Teeny Tiny Teignmouth Company

Are you running a local event? Get in touch to have your event featured in The Circular Social Magazine.





Local business shout-out

It Takes a Village - Plymouth

"It Takes a Village Plymouth CIC is a social enterprise, powered by a small group of mums, social entrepreneurs, educators, community builders, cheerleaders and friends. We believe that it really DOES take a village to raise a child and we want to help ensure that families in our community have that village around them.

We are creating a Sustainable Family Support and STEAM Discovery Village in the heart of Plymouth, where families can connect through STEAM activities and workshops, and access services, support, clothing, books and stuff they need.

Our Sustainable Family Support & STEAM Discovery Village will make a positive difference to people, the community & the environment.

Find out more about us today!"

[Visit the website](#)

 *Are you a local business? Get in touch with us to feature in the next issue of The Circular Social.*



PHOTO BY [JOHN CAMERON](#)





PHOTO BY SZABO VIKTOR

The Summer Season for Small Businesses

Summer in Devon is more than just a season; it's the heartbeat of the local economy. With golden beaches, vibrant market towns, stunning moorland, and bustling seaside resorts, the county attracts thousands of visitors each year. For small local businesses, this surge presents a major opportunity. The key is preparation, visibility, and creating memorable customer experiences.

1. Prepare Early and Plan Strategically

Successful summer seasons begin long before the first heatwave. Review last year's performance: Which products sold best? When were peak days? Where did bottlenecks occur? Stock up on high-demand items, ensure staffing levels are sufficient, and streamline processes to handle increased footfall. Temporary seasonal staff should be trained early to maintain service quality.



PHOTO BY [KATIE PUZATOVA](#)

2. Embrace Devon's Local Identity

Visitors come to Devon for authenticity. Whether you run a café, boutique, farm shop, or activity company, celebrate what makes your business distinctly local. Highlight locally sourced ingredients, collaborate with nearby producers, and share your story. Signage and marketing that reflects Devon's coastal, rural, and artisanal character help businesses stand out from national chains.

3. Strengthen Your Online Presence

Many tourists plan their visits online. Ensure your Google Business profile is up to date with accurate opening hours, fresh photos, and current contact details. Encourage satisfied customers to leave reviews; positive feedback strongly influences visitor decisions. Active social media accounts showcasing sunny specials, events, or daily highlights can draw spontaneous foot traffic.

4. Create Seasonal Offers and Experiences

Summer customers are often looking for something memorable. Consider limited-edition products, themed menus, outdoor events, or family-friendly promotions. Partnering with other local businesses for joint offers, such as a "shop and dine" discount, can increase cross-promotion and strengthen community ties.

5. Prioritise Customer Experience

Devon's charm lies in its warm hospitality. Friendly service, quick response times, and attention to detail encourage repeat visits and word-of-mouth recommendations. Small touches; complimentary samples, local tips for visitors, or a comfortable seating area, can turn a one-time tourist into a returning customer next year.

6. Stay Flexible and Weather-Ready

British summers are unpredictable. Having contingency plans, covered outdoor seating, indoor alternatives, or rainy-day promotions ensures steady trade regardless of the forecast.

THE MINDFUL MARKET BY CIRCULAR SOCIAL



PHOTO BY [MELYN MOON PHOTOGRAPHY](#)

In May, we held the first Mindful Market by Circular Social at The Birdhouse in Pines Gardens Exeter. It was an amazing day, with Circular Social members putting on some great stalls, activities, and pop-ups.

We then brought a mini version of it to the Boston Tea Party in June, as part of InExeter's First Thursdays initiative, to celebrate Gandy Street in Exeter.

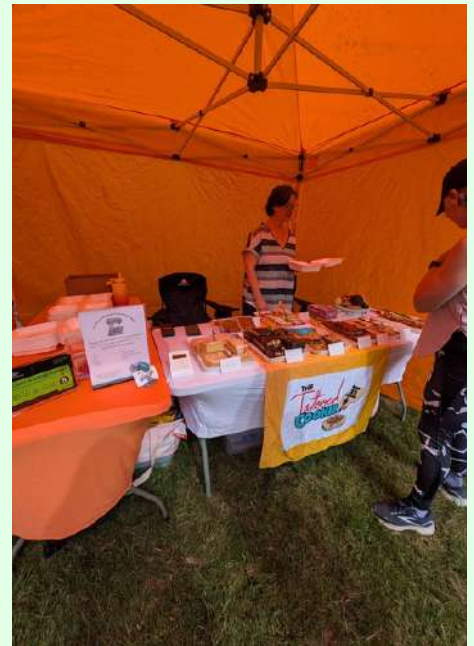
Due to its success, we are pleased to announce that we will be running a mini version of the market again in July and September, taking over the upstairs at Boston Tea

Party on Queen Street!

This vibrant event brings together our eco-conscious business members, each with their own space to exhibit and sell thoughtfully made, sustainable products. From handmade goods to ethical brands, the market is a chance to shop with purpose and connect directly with the people behind the businesses.

Not only is this a celebration of a vibrant and bustling city in Devon, but it is also all about shining a light on amazing, small, independent businesses in Devon and supporting shopping locally.

THE MINDFUL MARKET BY CIRCULAR SOCIAL



THE MINDFUL MARKET BY CIRCULAR SOCIAL



GANDY STREET AND THE FIRST THURSDAYS INITIATIVE

Inspired by similar initiatives, First Thursdays aims to celebrate Gandy Street's unique identity and to support the InExeter 'Celebrating our City' objective.

It also aligns with InExeter's 'Safe & Secure' initiative and ambitions for progressing Exeter's 'Evening and Nighttime Economy' work, aiming to diversify the city's offering.

Gandy Street in Exeter is a historic, narrow, and cobbled street dating back to Saxon times, running alongside the former Roman fortress boundary. Today it is a key part of the city's independent shopping scene, bridging the High Street and the Cathedral Quarter.



BOSTON TEA PARTY

Boston Tea Party (BTP) is an independent, family-owned British café group founded in 1995 in Bristol, known for ethical, conscience-led practices and serving ethically sourced, scratch-cooked food and coffee. Operating 22 locations, primarily in the South West, the company focuses on sustainability, community, and quality.

Boston Tea Party Exeter is a community hub, loved by students, creatives, remote workers and more. Circular Social are so proud to hold the mini-mindful market here for the First Thursdays initiative.



PHOTO BY CIRCULAR SOCIAL



THE MINI-MINDFUL MARKET BY CIRCULAR SOCIAL



THE MINI-MINDFUL MARKET BY CIRCULAR SOCIAL





PHOTO BY CIRCULAR SOCIAL

Introducing the Circular Social Voices Podcast

The Circular Social Voices podcast is a space for honest, relaxed conversations with our community, where we sit down with members to explore the real highs and lows of running a small business. Each episode blends open, get-to-know-you-style chats with discussions of topical issues, creating a warm, authentic vibe that feels more like a conversation than an interview. It's about sharing stories, learning from each other, and celebrating the journeys behind the businesses.

New episodes will be released monthly, giving us a regular rhythm to spotlight different voices across our community. Alongside each full episode, we'll share carefully selected snippets across our online channels to highlight key moments, insights, and stories. This approach not only extends the life of each conversation but also helps raise awareness of our members, putting their work and experiences in front of a wider audience and strengthening the visibility of small businesses within our network.



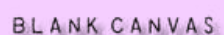
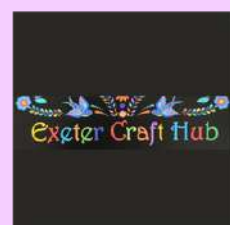
PHOTO BY MELYN MOON PHOTOGRAPHY

Episode One

In episode one, we will introduce Circular Social and share the story behind how it came to life. We'll explore the inspiration that sparked the idea, the challenges and opportunities that shaped its development, and the purpose that continues to drive us forward. At its core, Circular Social is built on a commitment to sustainability, community, innovation, and creating meaningful social impact.

We'll discuss our mission to connect people, ideas, and opportunities within the circular economy, while making sustainable practices more accessible and engaging for everyone. Looking ahead, we'll share our vision by inviting our members on as guests to discuss their business, what they do, why they do it and what community means to them. Stay Tuned!

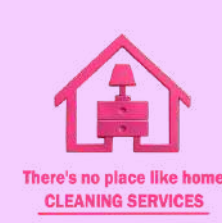
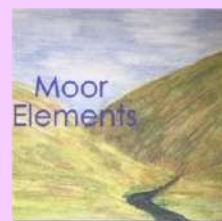
Our amazing members - check them out in our directory!



Our amazing members - [check them out in our directory!](#)



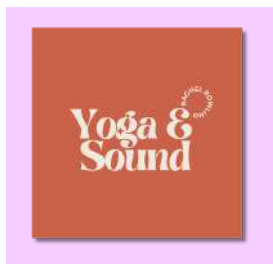
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Are you a small local business in Devon with an eco-focus?

Do you hand-make, hand-craft, or sell upcycled items, deliver sustainable products or services? Are you a maker? Artist? Photographer? Creator? Illustrator? Do you run a community, initiative, organisation or group?

[Join for free today.](#)

THE COMMUNITY
FOR ECO-
CONSCIOUS DEVON
BUSINESSES

WE ARE
Circular Social



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PHOTO BY LANIE BAYLISS
@ OTTER VALLEY ICECREAM FIELD AND KITCHEN



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A woman with dark, curly hair and sunglasses is leaning against a green wooden door. She is wearing a white, vertically striped, short-sleeved shirt tied at the waist. The background is a textured, light-colored wall. A large, bright green palm frond is in the foreground, partially obscuring the bottom of the image.

Would you like to appear in a future issue of The Circular Social?

Get in touch with us info@circularsocial.co.uk or visit our contact page circularsocial.co.uk

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