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## A helping hand

[Evening Standard \(London\)](#), [Mar 26, 2003](#) by [NICK RYAN](#)

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Jim Evans, Scagglethorpe Manor [www.scagglethorpemanor.co.uk](#) "OVER there is where Wild Bill Hickok signed the old mantelpiece," says Jim Evans, pointing towards a fireplace. "He came here in 1887 with his Wild West Show, for Queen Victoria's Golden Jubilee. Of course, he couldn't bring his horses with him, and this is where heavy horses were bred."

Despite such lively former denizens, Scagglethorpe Manor, a 17th- century farmhouse and B&B located three miles from Malton, is now an altogether more relaxed place, set deep in the heart of the stunning Ryedale countryside. The area was once known for the Puritans who went on to become the early settlers of America, but is now popular with holidaymakers and walkers.

The B&B has a new website, too, thanks to the Malton and Norton portal.

With a free training course and easy-to-follow template, the site was soon up and running. "They came up with a really good scheme and price and tidied up my efforts. They've been fantastic."

One of the advantages is the free first year subscription and the ease with which everything can be updated.

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"We've taken bookings already as a result of the site, but our main aim is to let people know we exist. It's just one more way to try and give people the best possible stay in our own house."

Adrian Pagliaro,

IT manager, Hoppers [www.hoppers-online.co.uk](#)

HOPPERS newsagent and department store is one of the fixtures of Malton town centre. A series of five shops knocked together, it has existed as a company since 1952.

Now Adrian Pagliaro, the firm's new IT manager and part of the town centre's management team, says there is a vision to shape Hoppers into a department store. "Probably on a par with a WH Smith in size, that is what we are moving towards."

It already has a toys section, as well as large book department. "Plus we specialise in cards and paintings from local artists."

We try to promote the local area and Ryedale – the whole point is that we are trying to drive business to the town."

At the same time as the business expands, Hoppers has also developed a website to sell to an online audience.

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"It has been very easy, extremely easy to use the website technology," says Adrian "as a novice the system is almost foolproof, I'm glad to say! We can change product details with little problem, it is quite extensive in terms of what it can do. I'm very impressed with the technology and the service we have received."

"We are not trying to be Amazon," he adds. "We're trying to tell people Malton is alive and that places like Hoppers are very oldfashioned in terms of our pride in our service. Modern society is losing the personal touch, which we very much want to promote."

Adrienne Morris, Isis Decora

[www.isisdecorashop.co.uk](http://www.isisdecorashop.co.uk)

NEW Zealander Adrienne Morris and her partner Geoff live just 100 yards from their workshop, in the beautiful village of Hovingham, north of Malton.

It is a place where everyone knows each other, Adrienne says, but her business – supplying custom-made printed china and porcelain – has expanded tremendously and now has international customers.

"People come to us with their logos, or they want to commemorate a special event perhaps, and we put these on mugs, plates, vases, and so on. Basically, anything that can go on a piece of china."

Their Egyptian name tablets ([www.nametablets.com](http://www.nametablets.com)) are also in huge demand, and have even been supplied to the British Museum.

"We needed the Internet," says Adrienne, "because we have such a personalised service, although we are now also developing our own shop".

"We had a bad experience through one company, then we heard about the portal project, and how a certain number of websites were being given away free."

"We have three websites now [listed on [www.isisdecora.com](http://www.isisdecora.com)] and we are not doing too badly. We have covered our costs already and, if we keep going like this for a year, it looks like we will make a tidy profit."

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