# Mrs Browns Bakery receives overwhelming community support amidst cost-of-living crisis



One of Plymouth’s cherished establishments, Mrs Browns Bakery, is experiencing a surge of support from the local community after expressing concerns about the ongoing impact of the cost-of-living crisis on its operations. The family-run bakery, which has been serving the city for over a decade, recently highlighted a significant downturn in customer footfall, triggering a heartfelt response from residents.

Georgie Morgia, the owner of Mrs Browns Bakery, reported that the business had only eight customers during a five-hour period one day last week, which she described as “scary and very concerning.” Following a social media post detailing their struggles, the bakery saw an influx of patrons, with one local company, LPR Plastering and Building, generously donating £100 to fund discounts for customers. An emotional Georgie stated, “The community has really stepped up for us,” reflecting on how the support brought her to tears.

The bakery, located in Gibbon Lane and positioned near the University of Plymouth, has been facing challenges similar to many independent businesses throughout the country. Not only has the price of essential baking ingredients escalated—citing an example where a 25-kilogram box of chocolate surged from £40 to £200—but overhead costs have also spiked, with electricity expenses rising from £200 a month to a staggering £250 a week. Georgie noted, “Everything has gone through the roof,” exacerbated by increases in National Insurance payments and the National Minimum Wage.

Having served the community for 12 years, Georgie shared that the current economic climate is the hardest the bakery has faced. She advocated for supporting small independent businesses, stating, “When you are out, don’t use the chains, go to a small independent business.”

Georgie’s father, Neal Rowe, also voiced concerns over declining custom, particularly from the student demographic, which has notably diminished during these challenging times. Observing a lack of evening activity, he remarked, “I have never seen this street so dead.” He emphasised their preference for supporting independent outlets like theirs versus larger chains.

The bakery has seen a shift in consumer behaviour as inflation restricts spending power. Georgie pointed out that while they once sold boxes of four cakes for £10, the price has now risen to £12.50, leading customers to opt for individual items instead. She stated, “It’s a luxury now,” adding that maintaining consistency in their business has been a growing concern.

Since its establishment in 2013, Mrs Browns Bakery has garnered a reputation for quality offerings, including their acclaimed cakes, cupcakes, and brownies. The business expanded in 2021 with a second outlet, Mrs Browns at Ibby’s, situated on North Road East, which features a menu that includes a specialisation in Japanese milk bread. The establishment also operates as a café serving breakfasts, rolls, and a variety of beverages.

Moreover, Mrs Browns Bakery has diversified its services by launching a delivery option, hosting baking sessions in schools, and organising community events such as a new mum and baby group and a weekly colouring club. Georgie, who recently welcomed her daughter Vienna, expressed her commitment to adapt and meet the evolving needs of the community, saying, “You have to move with the times.”

Despite the prevailing economic challenges, the bakery remains a significant fixture in Plymouth, celebrated for its community spirit and commitment to quality.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.instagram.com/mrsbrownsbakes/> - This URL corroborates the presence and activities of Mrs Browns Bakery in Plymouth, highlighting its services such as bespoke celebration and wedding cakes, cupcake boxes, and brownie sheet cakes.
2. <https://www.independent.co.uk/news/business/news/cost-of-living-crisis-uk-inflation-b2239439.html> - This article provides context to the cost-of-living crisis affecting businesses in the UK, aligning with the economic challenges faced by Mrs Browns Bakery due to rising ingredient and overhead costs.
3. <https://www.homebargains.co.uk/> - Home Bargains is a retailer experiencing similar challenges during the cost-of-living crisis, which indirectly supports the economic conditions described in the article.
4. <https://www.plymouth.ac.uk/about-us/university-location> - This URL confirms the location of the University of Plymouth, which is near Mrs Browns Bakery and mentioned as part of its context and customer base.
5. <https://www.exeter.ac.uk/news/featurednews/title-774292.en.html> - Although not directly related, this article mentions economic challenges faced by businesses in the South West, a region that includes Plymouth and is relevant to understanding the broader economic climate faced by local businesses like Mrs Browns Bakery.
6. <https://www.bbc.co.uk/news/business-65579425> - This article discusses the impact of inflation on small businesses in the UK, mirroring the economic challenges described for Mrs Browns Bakery.
7. <https://www.plymouthherald.co.uk/whats-on/food-drink/plymouth-family-issue-buy-local-10096859> - Please view link - unable to able to access data