

MOTHERS WHO INSPIRE



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A focus on Esme Mason: mother, business owner, pioneer.

With Mother's Day just around the corner, we decided to investigate the strong and inspiring mothers of Penarth and the Vale; when faced with adversity they've risen to the challenge and thrived. We were very sad to hear about the passing of Esme Mason, doyenne of the Welsh removals industry, just before Christmas. In tribute to her inspiring life, we spoke to the team at the **Masons Group** to find out more about Esme.

It all began with Eric Mason, an RAF veteran and a second-hand Luton Army Truck driver. Esme had been

working on the buses when she met Eric in the late 1950s and it wasn't before long that they were married in 1959 in Cardiff! Esme joined Eric working for the family business almost by accident. She was asked by Eric to cover for his secretary in the office one afternoon and she never looked back. She continued to support Eric and the business whilst raising four children.

When Eric sadly passed away in 1983, leaving Esme with their four children: Gordon, Brett, Sarah and Richard, as well as a business to run. Her eldest son, Gordon, remembers that they were faced with a choice: "**we either had to shut up shop and walk away or take it on and make it happen**". They made it happen and **Masons Moving Group** became Esme's fifth child.

Even though it pained her to lose her husband after 25 years of marriage, she was so resilient. She discovered a wealth of strength and skills that had been hidden within her and she thrived, becoming the cornerstone of the **Masons Moving Group**.

In the 1990s, whilst Esme, and by now her three sons, were at the height of the Welsh removals and storage industry, they saw other business opportunities arise in the Vale and opened the very first self storage facility which was later rebranded and expanded as **Masons Self Storage**, a 24/7 state of the art storage facility based just five miles from Penarth. Never standing still, just over ten years ago, Esme and her sons also saw a new trend emerge with the serviced office, meeting space and virtual office market, and in response built the now highly successful **Business Centre** just next to the stunning **Masons Self Storage** centre.

The **Masons Group** are as strong as ever with a fourth generation of Masons currently working their way up the ranks. Along with a strong sense of family, Masons are dedicated to getting involved with the local community, supporting wherever they can. From sponsoring local events like our Penarth Bakeoff in 2018 to the sponsorship of Barry Athletic Bowls Club.

Decades in the making



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