

# FOOTWEAR



**TECHNICAL  
SERVICES LTD.**

**Cheryl Taylor, Editor,  
talks to Ashley Metcalf,  
Managing Director at  
Footwear Technical Services Ltd.**

**Tell us about your company history, your experience in manufacturing and the service you offer?**

Footwear Technical Services was created in 2014. This was from an idea I had years previously where technical experience had started to diminish with manufacturing moving abroad. The consultancy was created with the view to using my experience in conjunction with retailers and suppliers.

I started work on a loading bay at the age of 16 after leaving school and I attended as part of my working week at Accrington and Rossendale college studying footwear. I began on the factory floor moving later into in the pattern room/designing and range building. I worked with 2 start up factories and managed their production - which included all gender footwear - Mens/Ladies and Childrens footwear.

With the decline of the manufacturing industry I went into retail 18 years later as a Footwear Technologist.

Working in retail fine-tuned my fitting experience in all constructions. My employment in home shopping gave me full understanding of how customers interact through returns and made me focus on improving customer satisfaction. I developed styles with buyers with an eye focused on the product to improving fit and the customer experience.

During my time in retail I have worked overseas in many countries developing and auditing factories.

As a consultant my business is flexible, offering a full technical service for retailers and suppliers worldwide with the ability to meet customers needs and improve bottom-line sales.

**What sets your Footwear Technical Consultancy apart from the rest?**

Having the experience in manufacturing and retail I understand what is required from both sides to meet deadlines. Knowing the demands of retail timelines balanced with the capability of the manufacturers to ensure the product required is the product delivered, correctly and technically assured. Training is also part of my services.

**Where are you based and in which areas of the country do you operate?**

FTS is based in Rossendale, East Lancashire, and with the ability to work in all areas of the country which includes working overseas.



**Ashley Metcalf, Managing Director.**

**How do you market your service? Do you use social networking?**

Footwear Technical Services advertise in fashion and footwear magazines along with LinkedIn interacting with business connections including posts and my website.

**Any well known clients?**

I have had the pleasure of working with Sainsburys - Missguided - Primark.

**And, the next step? Any plans for the future, etc?**

I intend to stay as a freelance consultant. In the future I plan to introduce full time training from my office as footwear manufacturing technical skills are declining and could be lost.

Should footwear manufacturing return to the UK, my services will be on hand to assist in the re-growth of the industry.

**How does the Trade contact you?**

I can be contacted as below. You can also view me on LinkedIn showing my full experience.

**Mobile:** 0044 (0)7581188563

**Email:** ashley@footweartechnicalservices.com

**Website:** www.footweartechnicalservices.com

