



Miss England

Women's under-18 section World Stone Skimming champion "Jessica Bailey" is also a proud Miss England finalist from the beautiful town of Shrewsbury, Shropshire, home to Charles Darwin



Jessica works as a nursery practitioner and currently completing her Level 3 apprenticeship, learning how to support young children, including those with special educational needs.

Jessica reached the Miss England final by competing in the Miss England semi -final on 3rd October 2025 in Wolverhampton where she was chosen as a judges choice for the final & will now represent Shrewsbury in the contest.



Jessica hopes to make a real difference in the lives of the children she cares for, helping them grow, learn, and thrive. Every fortnight, Jessica takes the children I look after to a local care home, where she play games, sing songs, and do craft activities with the residents.

Jessica is sponsored by the Birkdale Insurance Group in the Miss England final.

Outside of work Jessica has a wide range of hobbies and achievements.

“I am a dancer and I did gymnastics for 5 years and competed in gymnastic competitions, and I’ve competed internationally in stone skipping alongside my father, Gary Bailey, a successful champion who recently won the 2025 Welsh Championships, 2025 Swiss Championships, 2024 Berlin Masters, and the British title twice (2016 and 2023). I was proud to win the women’s under-18 section at the World Stone Skimming Championships in 2017” says Jessica.

This year, Jessica tried pageantry for the first time, and is absolutely loving every second!

Beauty with a Purpose

“I entered Miss Shropshire, where I was second runner-up, and then advanced to the Miss England semi-finals, where I was honoured to be a judges’ choice. I’m also raising funds for breast cancer charities and creating fundraisers, inspired by my grandmother, a survivor, and other family members affected by the disease. Through my Miss England journey, I hope to inspire others, give back to my community, and make a real difference — from planting seeds of hope in young children’s lives to supporting families affected by cancer.”

Jessica’s sponsor the Birkdale Insurance Group has over 30 years of experience in the insurance sector.

The senior team founded the company to deliver exceptional customer service. Operating from six regional offices, the friendly and knowledgeable staff tailor insurance policies to meet individual and business needs.

“We’ve built a loyal client base, ranging from individuals to SMEs and public sector organisations, by offering expert guidance and personalised support” says Jennie Jackson, Operations Director. “Our long-standing relationships with select underwriters and insurers allow us to access competitive rates and provide bespoke risk assessments. We prioritise trust, mutual respect, and a people-first approach, ensuring our cover and pricing are market-leading. Focused on long-term relationships, we value repeat business and referrals, often managing clients’ full insurance portfolios. Our commitment to excellence and personal service sets us apart in the industry.”

The two-day Miss England final is being held on

Dates: 20th & 21st November 2025

Venue: Grand Station, Wolverhampton

The public vote is open on the Miss England App – available on iOS & Android FREE to download and make one free vote for Jessica a day.

Tickets are on sale for the red carpet style final which includes a 1950s Hollywood Glam Ethical fashion show [here](#)

Socials: @missenglandlimited (Instagram)

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