

INVEST IN
**South
Lakeland**



The Herdy Company

Beautiful things with a beautiful intention.



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Think of the Lake District with its iconic mountains and fells, rising high from the lakes and valleys. Take a closer look and you can't help but notice one of our oldest residents, one who has possibly done more than most to shape the countryside by literally eating their way through the landscape.

The Herdwick breed of sheep is one of the most traditional to be found in the UK and can be traced back to the 12th century, but they have been the inspiration for one of the most imaginative enterprises to establish in South Lakeland over recent years.

Herdy is the brand behind a contemporary range of products - giftware, kitchenware, home furnishings, accessories and soon, a range of children's clothing - beautifully designed and made to the highest quality and integrity: products which help support environmental and sustainability causes in the Lakes and throughout the UK.

Spencer and Diane Hannah are the husband and wife team who, from their base in Kendal, created this already iconic and globally loved brand in 2007.

"We feel very fortunate to live in such a beautiful place." Diane tells us, "The countryside is stunning and gives us an opportunity to relax and get out in the great outdoors. Whilst running your own business is pretty full-on most of the time, it helps to get quality time out away from work to maintain perspective on things. We can't think of a better place to do that than in the area where we now live."

"We have a strap-line that wraps up our ethical position as best we think it can: beautiful things with a beautiful intention." continues Diane, "Everything we do starts with good design. Everything we do is socially responsible and everything we do is to the highest quality."

Wherever possible, the Herdy Company use local companies (local wool processors, spinners and weavers printers, logistics and storage) as well as supporting UK manufacturing, such as the skills of fine bone china potters in Stoke-on-Trent.

Spencer tells us more, "We want our customers to love, enjoy and get a long life from our products and we also want to support the sustainability of the breed



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by making good use of the Herdwick and British lambs wool in our home furnishings - our Herdwick rugs are woven using traditional techniques at Sedbergh in Cumbria.”

Diane also tells us about their choice of South Lakeland: “We lived and worked in Bolton, where we owned a design business. In 2002, we bought a second home near Windermere and for the next year we visited the Lakes at weekends and every available holiday, always resenting the return journey back home.



After about a year, we decided to move both our home and business to the Lakes. We worked for clients nationwide so figured an hour further up the motorway would be manageable.

We needed an office which was close to the motorway, with good train links to London, and identified Kendal as a perfect base. Commuting distance from home to our office is now only ten minutes and best of all there are hardly any traffic lights to interrupt the journey!

Our decision to move, without a doubt, was what led to the inspiration behind the Herdy Company - if we'd stayed in Bolton it simply wouldn't have happened.”

The Herdy Company now employ seven full time staff and export to the US, Japan and Germany with Spencer and Diane identifying export development as a key driver to their business growth in the next 5 years.

They have also won numerous awards, including the 'Business in the Community Small Company of the Year' award in 2010, presented by Prince Charles at the Royal Albert Hall.

“We wanted to develop a brand with a heart - one that delivered benefits to the local economy, not only through its commercial operation, but also by donating a percentage of profits to look after the Lakeland landscape. Our aim from the outset was to build a company which gave something back and put an ethical and sustainable approach at the heart of our business.”

The Herdy Company already donate a percentage of their profits towards helping protect the Lakeland landscape as well as contributing to The Herdy Fund, which provides grants and funding to enterprises and organisations promoting the conservation of the Herdwick sheep and rural lifestyle associated with upland fell farming in Cumbria.



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Welcome to South Lakeland.

A Breath of Fresh Air for Business.

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An area known globally for its astounding natural beauty and unique vibrant culture, South Lakeland is also home for a thriving and innovative business environment where companies can become established, grow and prosper.

The entrepreneurial business spirit is strongly encouraged in South Lakeland, reflected in the healthy number of fledgling enterprises setting up each year in our region, and our work also encompasses projects designed to help make the first steps to start-up as easy as possible.

The Economic Development Team at South Lakeland District Council are an inward investment service providing information and support to businesses of all sizes, covering all industry sectors, whether you are already here or are looking to locate your operations in South Lakeland.

The Economic Development Team are here to help your business uncover the exciting potential that exists here. Should you have any questions, we are on hand to assist and tell you more about the opportunities to be found in the most beautiful corner of the UK.

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