

INVEST IN
**South
Lakeland**



The Herdy Company

Made to make you smile!



www.investinsouthlakeland.co.uk

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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, design led range of products including giftware, kitchenware, home furnishings, accessories and babywear - beautifully designed and made to the highest quality: products which help support, through their sale, environmental and sustainability causes in the Lake District.

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. Running your own business is pretty full-on most of the time so 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 for Herdy that says 'made to make you smile' continues Diane, "Whether it's the product itself, the story behind the product or our responsibility agenda, we want to make our customers smile. We design everything in-house and work direct with responsible manufacturers to bring our designs to life."

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



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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 Herdwick sheep breed. Giving something back to the area that inspired us is really important".

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. So much so that we moved up permanently within a year and relocated our design business to Kendal. We worked for clients nationwide so figured being located an hour further up the motorway would be manageable".



Diane adds "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 20 staff and export to the US, Japan and Europe. Herdy has four shops and supplies around 350 retailers nationally with their growing range of products.

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 and more recently 'Retailer of the Year' in the Cumbrian Family Business Awards 2017.

Diane says "Our ambition from the start was 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, rural communities and the Herdwick Sheep. It's really important to give something back and that's why we put an ethical and sustainable approach at the heart of our business."

"Our latest project is Herdysleep, a traditionally, hand tufted, pocket sprung mattress which has a natural sleep layer of Herdwick wool. We've been looking for some time to develop another product using Herdwick wool. We're buying the wool direct from the farmer and paying them twice the rate they would get through The Wool Board. It's a sustainable price for us and makes it commercially viable for the farmer to shear their sheep".

The company has recently moved to new headquarters in Kendal, providing office accommodation, design and photography studios and space for a fifth retail outlet. Spencer says "the move represents a £500k investment by the company and provides us with purpose designed facilities to take the company forward for the next ten years".

The Herdy Company Limited

13-15 Stramongate, Kendal, Cumbria LA9 4PU

Telephone: 01539 739 202

Email: mailus@herdy.co.uk

www.herdy.co.uk

Welcome to South Lakeland

A Breath of Fresh Air for Business

INVEST IN
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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.

Economic Development Team
South Lakeland District Council
South Lakeland House
Lowther Street
Kendal
Cumbria LA9 4DL

Telephone: 01539 793280
Email: info@investinsouthlakeland.co.uk

www.investinsouthlakeland.co.uk

