



INVEST IN
**South
Lakeland**

Net Development

Creative and digital for town and country



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The superlatives abound when it comes to describing glorious South Lakeland; a region which includes swathes of two National Parks and also areas of outstanding natural beauty, it has inspired for generations and continues to be a destination of choice for travellers from the world over.

The creative connections of yester-year are well documented, with Wordsworth and Ruskin embedding themselves in the landscape and Beatrix Potter's characters still providing an educational platform for children learning the English language.

All very sweet and, undeniably, very rural but that's all history - what about the digital-age creatives in the area?

"Since starting the business we haven't had a quiet moment, it really was a case of hitting the ground running." says Annette Ritson, Director of Net Development, a small yet highly creative business located on the edge of Kendal.

Annette is a local girl who made the decision to return to her roots after university, something which isn't always the case with home-grown talent.

After a decade of building her experience and expertise across a broad spectrum of disciplines, Annette decided to strike-out on her own in 2012.

"I can imagine it's a leap of faith for anyone leaving a steady job and starting a business, but there is so much support here in South Lakeland that I was never really on my own. I wanted to set up the kind of business that made people happy to come to work and really inspired us all to love what we do."

Being alone was never actually going to be an option as Annette was swiftly joined by a graphic designer, her first website developer, a marketing manager, an accounts person, and another developer...

So the office quickly filled-up? "You can say that again, especially as there are always a couple of dogs under the desks for good measure - always handy as feet warmers!"

Annette's business, Net Development, is a full service digital marketing company (in plain English, that's a team of creative people who love getting to the heart of a business and making it look amazing and connect with its customers effectively).

"We love helping create visual identities which people are proud to have represent their business. We also design and develop websites that work intuitively both for the for the audience they are targeting and the clients updating them." says Vicky Bower, Lead Developer at Net Development.

You obviously enjoy your job, we ask: "Absolutely! It's one thing building websites which are client and mobile friendly but it's even better doing it for a company that is also employee friendly!"

Vicky continues, "South Lakeland is a beautiful place, we're so lucky to live and work here. We take pleasure in our natural surroundings and often swap power lunches for power walks."



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Although still a small team by city centre agency standards, Net Development more than punch above their weight and the “full service” tag isn’t just lip service.

“We’re really pushing boundaries of what is technically possible with websites. As well as working in platforms such as Joomla and Wordpress, we also deliver a number of bespoke web-based systems for our clients, that effectively manages their business operations.” says Annette.



“Again, it sounds like a cliché, but we really get to understand our client’s business objectives and audience requirements before we start creating a brand identity let alone their website.

We also work carefully together on marketing plans, both offline and digital, including social media campaigns, search engine strategies and building PR opportunities in order to maximise outreach and ultimately generate more business.”

It’s a business model which seems to work.

“Our office is close to the M6 motorway and 10 minutes from Oxenholme Station on the West Coast Main Line which means we can literally hop on a train to Euston and be in London in two and a half hours.”

Along with clients within a dog walk of the office, the reach of Net Development extends to the heart of London as well as picking up an account across the pond in America.

Amongst all this, Net Development still have time and energy to devote their skills to supporting local charities, with Cancer Care and Hand on Heart (getting twenty schools equipped with fully funded defibrillators) both benefitting greatly from their assistance.

There have also been business accolades to shout about, including finalists in the Enterprise Vision Awards, the E3 awards and the CN Business Awards.

“There are still plenty of business opportunities here in South Lakeland.” concludes Annette. “The business calendar is full of very strong and often influential networking groups. There are also great resources available to ensure that even the smallest companies with big ideas can thrive and find success.”

“The business community is thriving with creative minds producing so many great things; it makes us proud to be part of this thriving sector in South Lakeland.”

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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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