

Case Study



▶ Kent Enterprise Gateways continued...

Recreate Design UK is a graphic design agency based in Medway. Trading since February 2007, Directors James and Emma Vigar started the business to capitalise on James' talent as a designer and fulfil Emma's aspiration to run a business. The business has since secured and delivered successful commissions across the Southeast with London, Kent and Sussex-based clients and is looking forward to moving up a gear as they head into their second year.

What made us go it alone?

James: My first design job after graduation was for a touring opera and ballet company, also based in Medway. When they approached me to take another position in their design department Emma and I decided that, rather than a career move, a successful, local client would be a good starting point upon which to build a business. I worked self-employed for four months until February 2007, when Emma quit her job, and we set up as a Limited Company.

We felt that becoming a Limited Company was the best course of action for us, as we knew from the start that our ultimate goal would be to employ other designers and

build an agency. Many larger clients also prefer the security of working with a business that holds Limited Company status.

What were the biggest challenges?

Emma: The biggest hurdle we faced (apart from funding) was the fact that our customers are businesses themselves. Both James and I were relative newcomers to Kent and so networking became our number one priority. The Medway Enterprise Gateway has been an invaluable source of information and support in identifying trade shows and networking events to attend, in order to meet other business owners and initiate the process of persuading them that we were the best agency for the job.

What next?

Emma: Our plans for next year include increasing our team of full-time designers and developing our portfolio. We also intend to upgrade our office premises, still within the Medway region.

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The Enterprise Gateway's support is for people who would like to work for themselves, but who need to explore their skills and business ideas. The support is also available to businesses up to three years old that need help and could benefit from networking.

Collectively over the past four years, the Kent Enterprise Gateways have helped over 1,000 individuals to decide whether or not working for themselves is the right decision.

And at times, the Gateway can be a voice of reassurance when people, for whatever reason, lose confidence in their own ability to succeed.

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