



An Aspatria embroidery and party supplies firm is on the move to a larger premises after outgrowing their current home on King Street.

For owner Dawn Richardson checking that superfast broadband speeds were available at the new base was top priority after finding the business is increasingly reliant on a good connection in order to run efficiently.

Although situated in Aspatria, Gift and Stitch offers its range of gifts, balloons, printed and embroidered clothing to customers both near and far.

Dawn said: "Superfast broadband was very near the top of our wish list when looking for a new premises and one of the first things we did once the building was purchased was to place our order. The process was very simple."

"In this business, a fast, reliable internet connection is an essential. I can browse catalogues, order goods, keep my accounts in check, enable card payments, operate my wireless machines and do my online banking. Most importantly we can interact with our customers at the touch of a button via social media. Social media boost sales without a doubt and regular posts reminds existing customers we are there and also attracts new customers. Having a presence on the high street is great, but without being able to showcase our goods on our social media platforms I think we would struggle.

"We get so many enquires via social media and being able to respond to these quickly and efficiently is vital. Customers rightly expect a speedy response and slow broadband would make meeting that expectation difficult. Having an online presence definitely compliments and attracts additional footfall to our high street shop".

Dawn is a working mum to three children. She added: "My children often come to work with me during the holidays and at weekends but as you can imagine they only want to help for so long. Superfast broadband enables them to stream or download films and games to keep them occupied while I get on with work. It's great that such a simple thing keeps us together as a family as well as allowing me to run the business."

“I would encourage other businesses in the area and across the county to check if they can upgrade to a superfast service. There are so many great local businesses in Cumbria, and we should all be showcasing our products and talents to as wide an audience as we can.”

For more information on Gift and Stitch please visit Facebook page 'Gift and Stitch Aspatria' or visit the new shop at Gift and Stitch, 40 King Street, Aspatria, CA7 3AA