

Supported by Superfast Broadband, new business La'al Bods has its sights set on big things



Wigton-based primary school teacher Becky Morrison has always had a creative flair which, during lock down, she has taken to the next level with her new venture creating hand-crafted wooden figures.

Becky started painting La'al Bods as classroom props and over time built up a substantial gathering of little characters. She took to Facebook in search of new homes for her creations and when a friend commissioned a set for a gift her business was born.

Becky explained that the arrival of superfast broadband in Wigton has been a huge boost to the start-up of her business.

She said: “My venture would never have got off the ground if it wasn’t for me taking the plunge and showcasing my creations on social media. Until that point, I had no idea what interest I would get. Showcasing my products on social media and seeing all the interest generated has given me the belief that this is something I can absolutely make a go of.”

Becky added: “Social media plays a major part in the way my products are shared and helps me catch the attention of prospective customers. I update my social media page regularly and respond to any comments or enquiries quickly and efficiently from any of the devices in my home. This means customers receive responses in real time which I believe is vital to secure commissions. It’s important to be as accessible as possible to my customers and having good communication is essential to ensure I create exactly what they want. Having the access to superfast broadband speeds means this is always possible.”

“Being a very new business, I’m yet to develop my own website so payments are made via BACs or PayPal. Having access to internet banking and my PayPal account around the clock means I can monitor payments to secure orders. Once the commissions are complete, I can then post to customers with the confidence of being able to follow through to successful delivery via the online Royal Mail app.”

Becky creates all her commissions from home that she shares with her children which means often it’s not just her using the broadband at any one time. “

Having access to a superfast connection has been so important over the last year. Without it I fear we would have really struggled with the business and home schooling not to mention keeping in touch with friends and family and accessing online entertainment. The last year, I believe, has changed the way in which most people operate and without a doubt being at home more and having the faster broadband connection has given me the ability to 'get out there' and hit the ground running with the business."

"Having a strong presence online opens doors and allows me to do business with a range of customers at a time which is convenient to them and me. It provides a window to promote my products across the UK and potentially worldwide."

"I'd encourage other businesses to upgrade their broadband service. Its quick and easy and even a very new business like mine is already reaping the benefits."



For more information on La'al Bods please search www.facebook.com/laalbods.

Readers are asked to note that upgrading to superfast broadband is not automatic - customers are urged to shop around for a deal which best suits their needs before contacting their chosen service provider to upgrade to fibre-based broadband. Alternatively, they can contact the Connecting Cumbria team directly to find out what services and opportunities to improve connectivity are available in their local area at info@connectingcumbria.gov.uk.