

## INTO SOMERSET CASE STUDY – BUSINESS SERVICES

### Kwintessential

For cross-cultural communications specialists Kwintessential, relocating from Surrey to Somerset has translated into a big success.

Kwintessential offers a range of services, including translation in all languages and formats; intercultural training; interpreters; multilingual DTP; website translation and conference interpreting equipment.

Managing director Neil Payne, *right*, moved Kwintessential from Croydon to Somerset in 2005 for both business and personal reasons. "We had had enough of aggressive, fast-paced London and wanted a more relaxed place to live with access to countryside and rural pursuits. Business-wise, it was decided a move to target businesses outside of London, where 95% of our competition are, would be prudent."

And, as a result, Kwintessential has seen strong expansion. "We have grown from one man in a box room in Croydon to a company with six full-time employees, over 400-plus associates and offices in Peru, Miami and Cape Town."

Being in Somerset has many benefits for Kwintessential. "It is near enough London to go for business, but far enough to feel detached. Employment is less expensive, as are the cost of rent, rates and suppliers. In addition, life is cleaner, less stressful and more productive. There are lots of opportunities down here. You can cut costs, grow and at the same time have lovely surroundings in which to live and work."

Somerset's excellent broadband service is important for Kwintessential, as its website has a reputation for being one of the best within its sector for free resources and tools.

Kwintessential is an accredited member of the Association of Translation Companies and demands that all its translators provide unbeatable service, professionalism, expertise and confidentiality. It has received support from Somerset Chamber of Commerce and Business Link.

When it comes to lifestyle, living in the county makes a world of difference. "We have everything in Somerset. The food choice here is excellent and there are lots of small producers making world-class produce. The countryside is beautiful and offers everything from good walking to horse riding to sports and swimming. There are also many activities and tourist attractions," Mr Payne adds.



#### CONTACT DETAILS

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