

## INTO SOMERSET CASE STUDY – CREATIVE

### ADK Limited

Taunton-based design and media company ADK Ltd provides services to the private sector, government agencies, charities and other design agencies. They include web and ecommerce design, logo and branding, print and graphic design, digital magazines, film and media, email marketing, search engine optimisation and training.

ADK also designs and owns biz-mag ([www.biz-mag.co.uk](http://www.biz-mag.co.uk)), a national free business advice digital magazine and has recently launched its innovative 'Design for Tourism' programme ([www.designfortourism.co.uk](http://www.designfortourism.co.uk)) exclusively for the South West.

ADK was founded in 2002, but Director Andrew Knutt (*pictured*) has been in business in Somerset for 17 years. "There is a great creative network throughout the region and cross border ties. Good transport links also mean that we are able to invite clients to visit us and as we hold training and workshops for businesses, their access to our destination is just as important

"There are nice people here to do business with. Somerset locations are less stressful compared to city life and there are varied and accessible business locations.

"In my experience, people from fast-paced cities who stay for a while adapt to this breathable county after a few months and wish they had moved here earlier. And when they get the urge for a fast-paced weekend, the transport links will take them where they want to go within hours. Therefore, Somerset is a place to come home to - a place that offers space for the mind, spirit and even business."

One important creative industry networking and support organisation is Somerset Design Enterprise Network (SDEN) - [www.designenterprisenetwork.net](http://www.designenterprisenetwork.net) - and Andrew is its vice-chairman. It aims to support Somerset's design community, build a knowledge economy and promote the county's design excellence. It also provides a meeting point for design, industry, education and other design-related sectors.

All in all, Somerset's quality of life is a key advantage to ADK employees and to the business itself. Andrew says, "Somerset lifestyle is important to us as a business and to us as individuals. We love the nature of the landscape and all areas of beauty are accessible no matter where we live."

He believes in Somerset so much, that he designed a series of posters/flyers that promote its quality of life and how important it is to businesses. (<http://www.adkdesign.co.uk/ict-06.htm>).



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