

A LOCAL BUSINESS WITH DESIGNS ON SUCCESS



North Design draws on support from Caithness Chamber of Commerce, thanks to funding from DSRL and the NDA



Support from Caithness Chamber of Commerce helped North Design to grow

North Design was formed in 2014 by graphic designer Ken McArthur who has over 30 years of experience working on design projects in Glasgow, London and the South Pacific, with services ranging from corporate identities to nationwide advertising campaigns.

Based in Thurso since 2001, Ken had built a reputation through his work with local businesses. When he took the decision to launch his own graphic design business, he approached the Chamber after hearing about their Business Support Programme. The support provided by the Chamber team focused on in-depth advice and guidance on

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areas including marketing and communications, social media and financial planning. Over the first few months of trading, he established North Design’s web presence with regular meetings with a mentor to develop a social media and marketing strategy. As North Design grew, he also received guidance from the Chamber team regarding financial planning and bookkeeping, enabling him to keep control of the company’s rapid growth and plan for future development.

The Chamber team has been on hand throughout the initial startup period supporting North Design’s evolution from startup business to a well-established asset for clients within Caithness and beyond. With access to support workshops,

one-to-one sessions with Chamber staff, and a variety of networking opportunities, Ken has found the programme an invaluable experience.

“The support and guidance I’ve been given from the Business Support Programme has been a tremendous help to North Design. The Chamber team have been very helpful throughout the process,” he explained. “No matter how much experience you have, branching out on your own is a challenge, and the Chamber team were always on hand to assist with any issues and to help me grow the company. If you have dreams of starting up on your own, I’d certainly recommend getting in touch.”

To find out more about the Chamber’s Business Support Programme and how the team can help you succeed, contact us today on 01847 890076 or info@caithnesschamber.com.



Support is available for those looking to start up a new business or who have been in business for less than six months, thanks to funding made available by Dounreay Site Restoration Ltd and the Nuclear Decommissioning Authority.