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Why do you love Norwich and Norfolk so much?

I think Norwich is one of the best cities in England. It's quieter than bigger places like Manchester, Leeds, Birmingham, or London but that is one of the things that make's it special. When you walk around Norwich you see people talking, bumping into each other, sharing thoughts and ideas and I love that. Norwich tends to hide its light under a bushel! It has two beautiful cathedrals, the oldest Market in England, an amazing library building called The Forum, great music venues, a ski slope, an Olympic standard swimming pool, a world class research facility and one of the most credible celebrity chefs of all time, Delia Smith.

Norfolk is such a beautiful place. I have spent some of my happiest times walking along the North Norfolk coast or flying my kite along the beach. There are some truly beautiful landscapes across Norfolk whether you are an early riser or someone who likes to see the sun set. Across Norfolk you will find some fantastic small villages, some great places to eat, a few really exciting art galleries, an abundance of locally produced food from cured meats to freshly harvested vegetables, and some really interesting characters along the way. If you want to enjoy the country side then Norfolk always has something to offer whether you like cycling, mountain biking, walking, getting on the water, or even camping out for a few nights.

Norwich is convenient too. It has a great park and ride scheme, a strong public transport network, an airport with regular flights to Amsterdam, and trains which offer 1h45mins journey time to London, and 1h20mins to Cambridge. What more could one ask for on your door step?

What do you think about Norwich's economic position at this challenging time?

I think Norwich is well placed to deal with the economic downturn that is talked about so much. Norwich is typically entrepreneurial and passionately independent. This means local business people are more likely to collaborate and are less likely to respond in a knee jerk fashion to national or even international events.

This doesn't mean it is an easy time. It is noticeable on our streets that shops have been closing, our Market is less busy than a year ago, and particularly in construction and retail sectors, jobs have been lost.

Despite this Norfolk has a considerable "talent pool" that punches well above its weight for the region's economy. Organisations such as The East of England Development Agency are leading the country in providing local businesses with the help and support they need. Our university has positively engaged with local businesses to take advantage of the low carbon economy opportunities that rural areas like Norfolk have to offer.

I think that ultimately a combination of our attractiveness as a business location, our local business people, and the organisations that support us will come together to sustain and develop the economy in a very positive manor. For these reasons I think that overall we will fair better than the bigger cities in England.



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What do you think about “the triple bottom line”, how are Norfolk organization’s dealing with the multiple considerations of stakeholders?

Environmental concerns and social responsibility have always mattered to organisation’s in Norfolk. We all love our country side and want to protect it, and we all love the Norfolk way of life which is sometimes misunderstood by the rest of our country. I think that if you look across the region you can see many examples of where we have led the way in considering social responsibility and environmental policies.

One great example of this would be Adnams Brewery based in Southwold. By taking the lead the East of England has been able to gain greater credibility and influence with national and international business leaders. Case studies from East Anglia are often referred to by academic institutions and business leaders across the world and this really raises the profile of our region particularly with larger organisations looking at regional investment opportunities.

What is your main pitch to possible clients?

This is an easy one!

- We listen hard
- We learn what is working and what isn’t within your business
- We challenge the status quote and come up with fresh approaches for you to consider
- We work in partnership with you to create a compelling marketing strategy and creative plan to meet your business objectives
- We don’t do executional stuff like advertising , PR or SEO, but we will help your forge partnerships with the right agencies if you need us to.
- We work to an agreed timescale at an agreed budget.
- If you are not happy with our work, you don’t pay - it’s simple!



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How do your workshops tend to work?

Our workshops are designed to get people working together. We find that by putting people together and encouraging them to share different perspectives and view points we are able to create an environment of real positivity, energy and focus.

Typically we start by setting out what we want to achieve and why. We make sure everyone in the team is engaged and gets to have their say in how the workshops develop. There are no hierarchies in our workshops, we listen to everyone. We facilitate the group's exploration of particular themes offering a fresh perspective and fresh ideas. We encourage open thinking and creativity but then underpin the best ideas with the discipline of practical, commercial considerations along with next actions and timings.

Our workshops leave clients feeling optimistic and excited with fresh clarity over their strategy, underpinned by robust plans and clear next steps. We listen hard to make sure that we have met the client's expectations and we keep in touch to make sure those next steps really do happen!

What is Saturday Kitchen?

The Saturday Kitchen is a programme dedicated to helping new businesses move through the planning process. It is designed to be informal, super positive, and entirely focused on helping the client to move their business forward straight away.

The Saturday Kitchen includes a mid morning breakfast of local bacon and free range eggs (we find this helps people to open up and talk) with a chance to discuss the business situation in a friendly and informal environment. As the morning progresses we chat more about the business plan, what key customers may be looking for, and the challenges, opportunities and possible solutions that lay ahead.

Then over a lunchtime hog roast we work together with the client to define some key objectives and performance indicators to move the business forward. All of this is wrapped up into one practical, insightful and great tasting half day in the Kitchen!

We like our clients to leave the Kitchen with a real spring in their step - renewed optimism and some practical ideas to move their business forward.

The Kitchen serves local organic food from Norwich and the surrounding area.



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What kind of companies or brands are you working with right now?

Getcomfortable is always working with a range of brands in very different industries. It keeps our work fresh and exciting. Currently we are working in areas as diverse as tourism, premium drinks, clothing, retail, low carbon technologies and renewables. We continue to build on-going relationships with a small number of local charities and also work with a wide range of start-up companies through Saturday Kitchen.