



Name:	Loretta Harmer	Age:	49
Business:	Natural Impression	Product:	Jewellery and giftware design
Website:	www.naturalimpression.co.uk	University:	Manchester Metropolitan University
Degree:	3D Design	Graduated:	2006

Loretta Harmer's entrepreneurial flair earned her a place on the NCGE Flying Start programme for those with design talents in July 2007. The Flying Start programme gave her the knowledge, skills and confidence to set up her business and commercialise her range of distinctive jewellery and giftware.

The Business

Natural Impression is a jewellery and designer giftware business specialising in cufflinks, necklaces, bangles, earrings, brooches, rings and giftware . Loretta works in pewter, silver, gold, mokume gane and enamel and takes her inspiration from natural objects such as cones, shell and seed pods. Loretta feels that the detail and wonder of natural design is often overlooked and she aims to bring these qualities in to her range of distinctive jewellery and giftware. Many of Natural Impression's objects feature engravings of favourite poetry and are made to commission for clients.

How the NCGE has helped

As a result of the Flying Start Programme, Loretta developed significant business contacts, in-depth knowledge of the issues for entrepreneurs in the design sector and a broad range of essential business skills such as marketing and finance know-how. Loretta found the Flying Start Programme particularly valuable since the advice was tailored to the creative industries and completely relevant to her business.

At a glance...

Started Trading:	July 2007
Investment	£1,000
Number of employees:	None
Turnover 07	£5,000
Projected turnover 08	£10,000

“After meeting Lorna Collins from RSA Flying Start at New Designers I realised I could benefit greatly from the resources made available through the Programme. I enrolled at the earliest opportunity. The advice and guidance received during the course, together with the ongoing mentoring arrangement proved invaluable.

When I look at my business objectives I can see how they have been influenced by Flying Start suggestions. I have particularly found the sense of accountability to be helpful in encouraging me to keep the momentum going. It is so helpful to know that there is someone I can bounce ideas off and keep me on track. I am convinced that my progress so far would have been severely limited if it had not been for the input I've received from the Flying Start Programme”.

Business Growth

Loretta has seen her business grow at a very healthy rate since she started trading in July 2007. At present Loretta sells her work online, through galleries and at a number of crafts exhibitions and shows. Planned exhibitions for Natural Impression include the Great Northern Contemporary Craft Fair in Manchester and the Mall Galleries in London as a member of the Society of Designer Craftsmen.

About the Flying Start Programme

The Flying Start Programme is a 12-month business readiness programme for new entrepreneurs. It offers an intensive three-day residential training course plus 12 months' specialist mentoring and support. The key aim is to have graduates trading within one year or to help those already trading to grow quickly. The Programme ensures that all new graduate businesses understand how to make money, have a ready-made national and regional network, have a dedicated mentor and understand the 'know-hows and know-whos' of practical business.