



"The TEDCO team were really friendly and helpful from our very first visit. We know they are there for us anytime should we need more advice. The support we've had has been invaluable".

WhiteRoom Creations
Suite 1.10 Howard House
Commercial Centre
North Shields
Tyne and Wear
Tel : 0191 258 2200
www.whiteroomcreations.co.uk



CASE STUDY – WhiteRoom Creations

The Business

White Room Creations was started by brother and sister Stuart and Amy Hingston. Based in North Shields, White Room specialises in web design, graphic design and illustration.

How did you come up with the name?

Stuart used the name for his final project at university. When we started the company we tried a few but White Room Creations just seem to fit.

How did you come up with the idea?

We wanted to offer a friendly, professional service providing great designs that really can help businesses make an impact upon their bottom line.

Stuart says "I have always worked in graphic design and Amy has worked in marketing. We felt we could bring our expertise together to provide a high quality design services at cost effective prices, bridging the gap between the two".

What's the best thing about running your own business?

As it's your own business you get to see the bigger picture. We work with a lot of start-ups, providing them with marketing tools and then watching them flourish. All our clients become good friends and it's enjoyable to know that the consultancy we provide can help them achieve their goals.

What is the worst thing about running your own business?

You never stop! There are always a million and one things to be done, so late nights and working weekends are a regular occurrence. Although you do work so hard it is still very enjoyable as you know you're doing it for yourself, your staff and the future of the business.

What advice would you give to anyone starting out?

Amy says, "Get as much advice as possible from the start-up structure before you start. Organisations such as TEDCO and Business Link provide an invaluable service so take advantage of it, they will become your good friends".

TEDCO

The Tyneside Economic Development Company Ltd
Viking Industrial Park, Jarrow,
Tyne and Wear
NE32 3DT
Tel: 0191 428 3535 Fax: 0191 428 3388
Email: starting@tedco.org
www.tedco.org

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