

## Relocating with Konfidence

### Overview

Andy Regan relocated his business Konfidence Ltd from Surrey to north Cornwall in March 2002. Konfidence designs and manufactures a range of watersports wear, including the original Konfidence Jacket (an alternative to armbands for children), UV-protective swimwear, and even life-jackets for dogs – a must-have accessory for today's ocean-going canine.

Andy's in no doubt that the move to Cornwall has brought major benefits, both in business terms and personally. "In Surrey we were living in a box of a house on a postage-stamp plot," he says. "Cornwall is just so much more spacious."

He and his family have also been delighted at the warm welcome they've found in the local community. "In an urban environment there are so many people living in a confined space, there seems to be a desire to get away from each other rather than socialise. There's a different attitude here – people don't seem to feel so boxed in. And it's a far better environment to be bringing up children." Andy's three sons enjoy their free time pursuing the wide variety of outdoor sports that Cornwall has to offer.

No wonder, then, that his nostalgia for the South-East is so conspicuous by its absence.

### Technology

"Broadband access means we can do this just as well from Cornwall as anywhere else." Says Andy. Although Konfidence is now three-and-a-half hours from Heathrow, Andy points out that when he was based in Surrey it often took over two hours to get to the airport, due to bumper-to-bumper traffic.

### Clients

Konfidence may be a 'micro business' with just five employees, but the Launceston-based company has big ambitions and is now trading both nationally and internationally. Major customers include UK retailers such as Mothercare, Marks & Spencer, Toys R Us and The Early Learning Centre. We also carry out business in China, France and Spain.

### Support

Given the nature of Andy's business, Cornwall's maritime environment makes an ideal location. "Being in Cornwall makes you more aware of the market you're catering for," he points out, "and there are always people ready to offer advice on our products."

