

Gift and Stitch Aspatria



Aspatria embroidery, gift and party supplies firm Gift and Stitch have taken massive leaps forward in their business field since we first spoke to them back in 2019.

We caught up with owner, Dawn Richardson, as she prepares for the busy Christmas period, to find out what they have been up to and how the arrival of gigabit broadband in Aspatria is supporting them in all that they do.

Dawn said “since we have moved premise, the business has gone from strength to strength with the expansion of the products and services we have available. The team working in the shop has grown and behind the scenes we are busier than ever with the number of embroidery contracts we are now fulfilling. This growth has exceeded our expectations; we have loved watching it happen and are extremely grateful for all the support of our customers along the way”.

Dawn went on “Aspatria was one of the first areas to be covered by the UK Government Project Gigabit programme and watching Hyperfast GB upgrading the network we were chomping at the bit to upgrade once the service became available to order. The upgrade process was relatively easy and I was really impressed with the deal we got and the service we received”.

“We continue to offer our range of gifts, balloons, printed and embroidered clothing to customers both near and far. Time and time again we hear how our customers find us online, view our products online, read online reviews, purchase online; having the shop is great, it provides us with a base and enables us to be open to the public and meet our customers, but I honestly think without having the online presence that we do then our business would not be as successful as it is today”.

Dawn said “having a fast and reliable internet connection is an essential. I can operate my printing machines, browse catalogues, order goods, manage my accounts, enable card payments and do my online banking. But most importantly it enables me to interact with our customers at the touch of a button whether that be via social media, digital message or emails”.

“Since we last spoke our website has gone live which enables customers to browse and purchase at a time which is convenient to them. I manage the website myself keeping it current using our broadband connection. As we approach Christmas and customers search for that perfect gift, I believe our website really comes in to its own allowing customers to purchase at the touch of a button on their chosen device around the clock to get those special gifts ticked off the list”.

“Our reliance on our fixed line broadband service has increased hugely over the past few years and we need it now more than ever to support what we do and work in an effective and efficient way”.

Dawn went on “We were starting to struggle with the fibre broadband service we had available to us before the arrival of the gigabit service; the pull on our service just kept increasing. Upgrading to gigabit has been unreal in terms of the speeds we are now receiving, and I feel it has really future-proofed my connection for years to come, something which I believe will only become increasingly important as the years go by and technology progresses further”.

Dawn said “I would definitely encourage other businesses to check if they can upgrade to a gigabit service. Christmas time, more than any other, highlights the need to be able to showcase what local Cumbria businesses have to offer. Having an online presence means you are accessible to a much wider customer base as well as providing a ‘shop local’ option which I think people really like. My service supports so much of what I do and provides a platform to enable me to showcase what we have on offer”.

For more information on Gift and Stitch please visit their website <https://www.giftandstitch.co.uk/> and Facebook page [‘Gift and Stitch Aspatria’](#)

To find out if you’re connectable to the governments Gigabit broadband scheme in Cumbria, check your postcode at [Home - Hyperfast GB](#).