



Jane Hooper, owner of Hooper Graphics, in PIC's Formation Zone where businesses can share workspace

Isolation at an end thanks to switch

For graphic designer Jane Hooper, the best thing about moving into the Pool Innovation Centre is an end to the isolation of working alone.

Having worked from home and from an office, in Pool, Jane's business, Hooper Graphics, is now based in PIC's Formation Zone, a shared workspace that is particularly aimed at small and new businesses.

The business started in 2004 and provides graphic design services for websites and printed products.

"I was working from home, in Redruth, in the spare bedroom and then I had a small office but it was tucked away. I was there all by myself all day and I was quite isolated — I

didn't see anyone," she said. "If you feel isolated, you tend to doubt yourself but this is a positive environment and it puts you in a different head set.

'When you're in a positive environment it gives you that lift'

Jane Hooper

Things aren't easy with the recession and when you're in a positive environment, it gives you that boost and lift that you need to take things forward."

Jane is keen to grow the business and is hoping that the move to PIC will allow her to

build links with IT-focused fellow tenants in order to bid for larger contracts than she is currently able to which, for example, may have elements search engine optimisation that she is unable to provide on her own. Jane believes PIC's impressive green credentials will also strengthen her tenders for new work.

"I think PIC is brilliant. People look down on this area from the rest of Cornwall but it has got a lot going for it. Truro has got overcrowded and it's difficult to drive in there. This is on the main A30 route and, once the roadworks are done, it will be easy to get to. It's great to settle here and to think that the area will be regenerated," she added.