

# LOCATE IN AND



## SECTOR: BUSINESS SERVICES

Ards and North Down is home to innovative businesses across a wide range of sectors. Innovation is particularly thriving in the service sector – with many specialist providers of communications, marketing, and creative tech industries successfully serve clients across the globe from their facilities in the borough.

## SUCCESS SHOWCASE: MANGO ETHICAL DIRECT MARKETING

If you're in the business of global communication, then look no further than Ards and North Down, where Mango Direct Marketing is going from strength to strength. Not only does the area offer excellent digital connectivity and stellar transport links, it's also home to some of the most successful customer service companies on the planet who, like Mango boss **Stuart Lally**, credit the people who live and work in the region as "the biggest benefit".

Mango Ethical Direct Marketing is Northern Ireland's largest independently owned contact centre. Set up in 2008 by husband and wife Stuart and Susan Lally, Mango employs over 200 staff at its 12,000 sq ft building. Having started out in telemarketing, it's expanded to become one of the leading full service direct marketing agencies on the island of Ireland, providing services for clients in the UK, Ireland, Australia and America.

Mango operates in many sectors including charities, home shopping, public sector and finance. Clients include NSPCC, BHF, Save the Children, Ideal World, Best Direct and Shop TJC (formerly The Jewellery Channel.)

Mango serves two "bespoke, distinct markets" – namely the live home shopping TV channels and the not-for-profit sector.

*"When Sky TV teleshopping sells products on TV, viewers come through to Mango employees with [Northern] Irish accents and a bit of the Irish charm and we would sell them more than what they would want,"* said co-founder Stuart.

*"Mango is the best in the UK at doing this because we're a bit more chatty.*

*"We also work in the not-for-profit sector.*

*"We're 24/seven, seven days a week, every day of the year, including Christmas Day and New Year's Eve."*

Stuart believes their staff is the "biggest benefit", and the key to Mango's success.

*"A lot of the team has been working with us from day one, which is quite unheard of in the call centre world because they sometimes tend to have a revolving door,"* said Stuart.

*"But we look after our staff and pay them more than the normal rate. We have a great team that's still growing."*

Few would dare to set up a company during an economic downturn, but Stuart said Mango's creation was more down to accident than design.

*"We were working in an agency that had closed and Susan and I decided to start a small call centre,"* he said.





## SUCCESS SHOWCASE: **CONT'D** **MANGO ETHICAL DIRECT MARKETING**

*"We genuinely had – and still do – a bespoke market, where because it's sales, and because of this dual TV and charity aspect, the [Northern] Irish accent is deemed to be the most receptive in terms of sales and that type of service.*

*"Our clients love us for what we do and we talk a lot.*

*"It's also possible to do with our costing model – we charge per call as opposed to per minute so we encourage the team to talk a bit more.*

*"The old saying 'people buy from people' is very apparent with us."*

Stuart believes there are sound reasons for having a high-growth global business in the services industry in Ards and North Down. *"It's a great catchment area,"* he said.

*"The people we employ choose not to work in Belfast and spend up to £6,000 on travel."*

Other benefits include easy access to Belfast and both Northern Ireland airports.

*"Bangor itself is a great selling point. When our clients come to visit us from England or the Republic it's like going on holiday.*

*"They enjoy coming over and staying in one of the fantastic hotels nearby – The Culloden, The Old Inn or Clandeboye Lodge – going out for meals, visiting the marina and they love the local area."*

*"There's a lot to offer clients coming to visit us and hospitality is a big selling point."*

He added: *"Bangor is actually closer in travel time for some of our clients based in London who have a call centre in Liverpool. Travelling around the UK can take hours on the train."*

# Ards and North Down

## A great place to live, work and invest

Ards and North Down is a proven location for success.

With some of the most enviable assets in terms of companies, people and physical resources, this is a thriving centre for business growth.

Located adjacent to Belfast, this borough boasts strong connectivity both in transport links (beside Belfast Harbour major port and airports and under 2 hrs to Dublin by road and rail) and a leading digital infrastructure.

Home to a hub of world leaders across a wide range of industries including Creative and Digital, Tourism – Hospitality and Leisure, Agri-food, Business / Professional Services, and Advanced Manufacturing.

With a highly educated skilled workforce, strong retention rates cited by employers and an exceptionally high quality of life, it is an ideal choice for professional relocation.

With an abundance of mixed-use, greenfield and water's edge investment opportunities backed up by pro-business Council support, now is the time to locate in Ards and North Down.

Find out more: **ANDbusiness.co.uk**

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