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North East
Local Enterprise Partnership



Richard Carter, Managing Director, Peacock Carter

Richard Carter started his business when he was still at university, setting up web design agency Peacock Carter while studying for a BSc in Computer Science and Software Engineering at Durham University.

Ten years on and Richard, who moved to the North East from Leicester, is at the helm of a business which has clients in the North East, the rest of the UK and abroad.

"I met my original business partner at university and I always knew I was going to stay in the North East," said Richard. "People here have a nice outlook on life – friendly and professional, with a reputation for working hard."

"We're based in the Northern Design Centre in Gateshead which is a hub for creative and digital businesses. There's a nice business community here which we feel a part of."

"The transport links to and from the region are good so it's not an issue to work with clients who are based elsewhere in the country. We've worked on projects for clients in London, Edinburgh and overseas. And Newcastle, where I now live, is a compact city, easy to get around."

What advice would Richard give to students or graduates who are thinking about setting up their own business in the North East?

"There's support in the region for young people starting up a business. For example, Newcastle Startup Week is a city-wide event helping people to grow their business, and there's lots of other free help and support out there."

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