

Jam Chowder Jewellery



In the heart of the Lake District, artist Jasmine Balmer creates and sells handmade polymer clay jewellery to customers near and far.

We caught up with Jasmine to find out how her fixed line broadband and mobile 4G connectivity support her in what she does.

Jasmine said “I have always been really passionate about art, and during lock down took the creation of polymer clay jewellery up as a hobby”.

“My hobby has grown to the point where I now sell my creations. I love what I do and being able to turn my designs in to bespoke jewellery pieces for all my lovely customers has been a dream come true. My hope is that the pieces I create boost confidence, compliment personality and express individuality”.

Jasmine went on “being online is key to a lot of what I do. In support of my business I run both Facebook and Instagram pages and a website with online shop”.

“As a small business in the Lake District, I feel one of the best ways to advertise is by supplying my products to shops and galleries around the local area and actively welcome businesses who share my passion for quality, home made and fair priced products to reach out to me. There are so many wonderful products and services available in our county it is so important we support each other as best we can and I am more than happy to publicise the work of others in return”.

“My social media pages are continuing to grow. Via my pages, people can see my products, read customer reviews, access my website, find my email address, find out about any events I am attending and contact me with any questions and queries they may have. Social media is massive and provides businesses like mine a place to stage their products, makes us accessible around the clock and allows a forum for engagement with potential customers. I love that I can run my pages from a variety of devices from my laptop to my hand-held device depending on whether I am at home or out and about”.

“My website is something which has come in to being this year. It allows customers to find out a bit more about me and what I do, access an online chat function, and

hosts my online shop. Here customers can browse and purchase at a time which is convenient to them. It is right what they say, receiving a notification to say an order has been placed really does make me do a happy dance on the inside. The fact people love my products enough to purchase them is amazing”.

“I run most aspects of my business from home. This means I can run it flexibly, without the cost of a business premise rental, eliminates any commuting time and has meant my business start up being relatively low cost. My broadband service has been key to me being able to do this and without it I honestly don't think it would have been possible”.

“I take my products to many local markets and exhibitions. Getting out and about and meeting customers is great but this can pose problems depending on the location as to whether my payment device which requires a relatively strong 4G connection, works or not. It is important when attending events to post on social media in real time, obviously this also requires a connection. We have all been to parts of Cumbria where the mobile connectivity is iffy, it definitely highlights the need for consistency in service across the county”.

“Being online and having that decent connection has been a huge support in getting my business to where it is today; I would definitely encourage other businesses across our county to look at what it could do for them”.

Visit the Jam Chowder Jewellery [Website](#) and [Facebook Page](#) to find out more about their products, which events you can find them at and where their products are currently:

- The Big Onion, Staveley, Cumbria
- No. 15, Cockermouth, Cumbria
- Handmade in Hawkshead, Hawkshead, Cumbria