




SHARED GROWTH
**CHALLENGE
FUND**

Project Title	Ardmore Design 
Project Partners	Ardmore Design and Ardmore Ceramic Art, Light from Africa
Location	Lidgeton, KwaZulu-Natal & Cape Town, Western Cape
Funding	Business Trust: R1,919,000
	Ardmore: R2,413,000
Project Challenge	<p>Ardmore is based in rural KwaZulu Natal where there is pervasive unemployment, low level of education and the highest incidence of HIV/Aids in the country. The KwaZulu Natal Midlands is known for the Midlands Meander which has skilled crafters producing products that while of a good manufacturing quality, lacks international design style. These businesses also do not have the capacity and skills necessary to successfully market these items to a wider audience than the local tourist market.</p> <p>By bringing the internationally established Ardmore design, brand and access to international markets to these businesses, Ardmore can help to grow the market for these businesses product/s whilst expanding their own product range. This will lead to greater production and increased employment in both partner businesses as well as Ardmore. The project will also provide training to new employees and therefore assist in skills development in the region.</p>
Expected Project Impact	<ul style="list-style-type: none">• Direct employment: up to 40 in the long term• Indirect employment: up to 80 in the long term (+potential spillover employment in related industries)• Transfer of skills and knowledge (training) to low-income groups• Enterprise development in rural areas