

Essex-based Web Development Company Looks Back on a Successful, Action-packed 2014

It's been a great year for Objective. Head of Digital Lara Fox outlines the firm's recent achievements and summarises what's in store for the team in 2015.

December 19, 2014 (FPRC) -- The team at Objective have certainly made 2014 a year to remember. Under the direction and encouragement of Director Cath Fox, staff lent their support to a number of initiatives that have helped shape and evolve the company throughout the last twelve months.

Here, Lara Fox, Head of Digital, has shared a list of Objective's key moments from 2014.

Training for charity

For the seventh year running, staff took part in Birketts' Race4Business, which involved a five kilometre run through Chelmsford and raised a substantial amount of money for Haven Hospices. 'This is a cause that's still very close to our hearts and we look forward to the event every single year, although persuading the team to train after a long day at work can be tough at times!' says Lara.

Sponsoring local creative performances

Objective lent their sponsorship and support to 'In the Spotlight', a summer performance co-ordinated by Colchester's Severalls Concert Group, of which Senior Developer James is Publicity Manager and a Committee Member.

Baking for a great cause

Objective raised an impressive total of £615.06 for Macmillan Cancer Support after hosting a Coffee and Cake morning at their offices in Great Baddow. Friends, family, colleagues and clients attended to sample the gorgeous array of cakes that had been handmade by various talented members of the Objective team. 'We were delighted by how popular the event turned out to be and would definitely consider running it again,' Lara states.

Reducing Objective's carbon footprint

The company is pleased to announce that, after much encouragement from management over the past twelve months, over a third of its staff have decided to either walk or cycle to work on a daily basis. 'This is not something most companies can boast about!' says Lara.

Joining the Digital Growth programme

Objective applied to Essex County Council's Digital Growth programme, an initiative designed to help young people find entry-level roles in local firms. After being selected to receive funding, Objective was able to welcome new development trainee Zac into the fold. Zac has already proven to be a valuable addition to the team and has assisted on various client projects.

Investing in staff

Objective has invested significantly into training for its staff in 2014 and has given team members the chance to undertake courses in all manner of fields, including CSS, HTML5, Project Management and Marketing. 'We would specifically like to congratulate Karen and Chris on their recent exam passes,' Lara adds. 'Karen achieved a Professional Diploma in Marketing from the Chartered Institute of Marketing, and Chris passed his Developing ASP.NET MVC Web Applications exam.'

Lara firmly believes that all of the company's amazing achievements from the past year will lay the foundations for a prosperous 2015. 'We fully intend to seek out new ways in which we can get involved in the local community and continue raising lots of money for the county's important charities,' she says. 'Getting involved in various different initiatives, and lending our brand name to great causes, gives us an identity and a distinctive personality that really sets us apart from other web development companies in the Essex area.'

For more information on what the Objective team have planned in 2015, as well as a run-down of the latest industry news and developments, visit the company blog.

Boilerplate:

Objective is one of the leading software development companies in Essex and the South East. Based in Great Baddow, the entire team possess a passion for creating innovative solution and cross-platform mobile and tablet apps for small to medium sized businesses.

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