

## Are your offices reflecting your success?

More than three quarters of small businesses that have outgrown their offices are delaying upscaling because of the hassle of moving, according to a recent survey by E.ON. This means many businesses are operating from premises that are often cramped, dilapidated, expensive or inefficient which is seriously compromising their future growth and success.

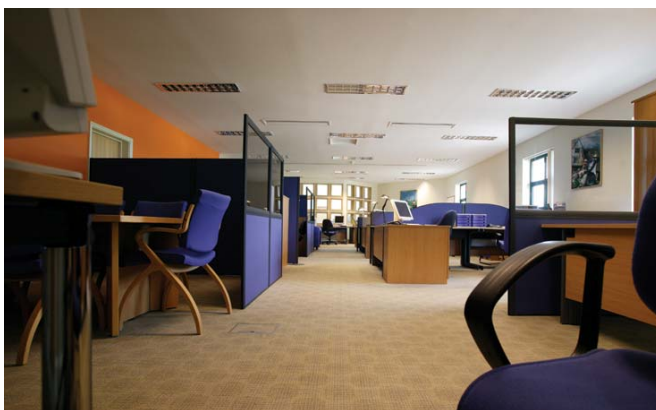
It's not just the cost of moving that puts off many businesses. It's also the interruption caused by getting services such as electricity, phone lines and broadband up and running. And you can't ignore the additional costs of new stationery, brochures, updating websites and the time



taken advising customers and suppliers following a change address. It's not something that any business relishes, but upscaling can be a major challenge to growing businesses.

Business owners don't want the hassle and expense of moving every few years, but on the other hand, taking on larger premises than is currently required to future proof against projected growth can mean unused space which is an expensive luxury. But there is also a shortage of good office accommodation in the East of England so it's not easy finding suitable premises. Buying or leasing are options but both lack the flexibility that is essential for growing businesses.

A more practical solution is a modern fully serviced office complex such as Wyboston Lakes



which includes The Knowledge Centre, Potton House, Fairways and the Rural suite. These not only provide growing businesses with contemporary and prestigious office space, but they come with a comprehensive package that includes all the services that a modern business requires.

Telephone and high speed broadband infrastructure, heating, lighting, cleaning, insurance, business and water rates, reception facilities are all on hand from day one.

But the biggest advantage of serviced offices is their flexibility. Licences from 1 to 7 years give the tenant security, but office space can easily be adapted or expanded into larger units as the need arises, which avoids having to relocate.

Principle Careers started just a year ago with three staff providing recruitment services to the healthcare profession. Rapid success meant the business quickly outgrew their small office in Cambourne, so new accommodation was urgently needed. Managing director Simon Jay commented, “We looked at Wyboston Lakes and just loved the setting. The offices were just what we needed, but we can also use all the on-site amenities site including the restaurants, hotel, meeting rooms and even a golf course. As we continued to grow we took on more staff so we needed extra offices. We were using another room for a meeting and were so impressed with it we asked if we could take it on. Within a week we were in and now we have nine staff on board. Wyboston Lakes is not just a great location to work from, but the people here are always willing to help. Nothing is too much trouble and it makes all the difference.”



Vickie Peggs is managing director of Universally Speaking, one of the leading providers of specialist games services to the global games sector. “There was a lack of quality office space in St Neots, so we looked at Wyboston Lakes” she said. “What impressed us was the



24 hour site security which is very important to our business. I expected it to be expensive so I checked the finances carefully. Comparing like-for-like and taking into account all the services they provide, it compared favourably to market prices, so it was a no-brainer for us. As we have grown, all the staff here made it incredibly easy to take additional office space, and I can

honestly say moving to The Knowledge Centre really was a win-win situation for us.”

Brian Payton, director of business development for Wyboston Lakes added, “For many innovative businesses, the barrier to growth is the high costs associated with commercial premises. The Knowledge Centre allows the entrepreneurial business owner to choose the level of accommodation that meets their needs, so no matter how rapid their growth, so our

tenants never have to worry that their success will be stifled by lack of office space. We work closely with all our clients to ensure that everybody succeeds.”