

Specialist Games provider moves global headquarters to Wyboston Lakes



Universally Speaking, one of the leading providers of specialist games services to the global games sector, has established their worldwide headquarters at the Knowledge Centre, Wyboston Lakes.

Founded in 2002 by managing director Vickie Peggs, Universally Speaking currently employs more than 40 full time staff and 450 contractors in their offices in the UK and Japan to provide development services to global clients including Sony, Disney, Warner Brothers and BBC Worldwide. The company has worked on many major games titles such as Harry Potter, FIFA, Tiger Woods and Lord of the Rings, for Playstation 3, X-Box 360, Nintendo Wii or DS.

Vickie explained why she chose the Knowledge Centre as her headquarters. “Wyboston is very close to Cambridge which is critical for us as it is recognised as the ‘Silicon Valley of the UK’ with more than 18% of the total games industry located there.

Because of the extremely confidential nature of our work, we demand exceptionally high levels of security, which is one of the biggest strengths of the Knowledge Centre. An added



value is that the staff cannot do enough for you, whether it is a critical business issue or just a friendly chat, they are always on hand.”

“Wyboston also has world-class conference facilities which means that the environment is completely adaptable to our specialist needs and the high standard of the restaurant and hotel facilities allows us to entertain our global clients and visitors in style.”

Brian Payton, director of business development for Wyboston Lakes added, "The needs of Universally Speaking are very specific. Fortunately, the Knowledge Centre has been designed with these specialist business needs in mind, meaning they have all the facilities they need on site, as well as room to grow."

No stranger to international acclaim, Vickie and her team have been finalists for three years running in their industry's "Develop Industry Excellence Awards".

Vickie added: "When I started the business it was from a small office in St Neots. Now that we have our main facility at Wyboston we intend to expand further by adding an office in Los Angeles in 2012, for which we are currently recruiting for people with a passion for video games."

Despite the general economic downturn in many sectors, the games industry continues to grow at a phenomenal pace to service the constant needs of their customers. Vickie commented: "This is an incredibly exciting and challenging period in our company's growth and we estimate that we will more than double our headcount worldwide during the next 3 years. Once we have opened our Los Angeles office we will truly be able to say that we are a global company and by locating our headquarters at the Knowledge Centre we will certainly put Wyboston Lakes onto the global games map."

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More about Wyboston Lakes

With a pedigree of more than 45 years of entrepreneurial excellence, Wyboston Lakes Ltd. Is recognised as a world class business centre.

Wyboston Lakes is centrally located on a 350 acre rural estate between Cambridge and Bedford, close to the A1, M1 and recently dualled A421 road networks and local railway links. Uniquely on a single site, in addition to the serviced offices, it has three distinct conference and training centres, hotel facilities with a total of 403 bedrooms, an AA Rosette Restaurant, an 18 hole golf course, a leisure centre, and watersports facilities.

The serviced offices provide solutions to a wide range of knowledge based companies, with a full range of support services to help their enterprises grow and succeed. The site provides secure work stations within a shared workplace for smaller enterprises, fully serviced offices for 3 to 35+ people, either furnished or unfurnished and self-contained individually designed headquarters for companies that are accelerating and growing rapidly.

<http://www.wybostonlakes.co.uk/serviced-offices.aspx>

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