



MANAGED WORKSPACE CENTRES

# INSIDE THE HUB OF CREATIVITY AND COLLABORATION

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Lottie Rymer

# LETTER FROM THE MANAGER

Dear Valued Members,

As we move into May, I am delighted to welcome you to another edition of our newsletter at Managed Workspace Centres (MWC). This month, we not only celebrate the arrival of spring but also a decade of flourishing collaborations and achievements at Craven Park. The upcoming 10-year anniversary is a significant milestone, and I am excited to give you a first glimpse of the plans for this grand celebration.



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Reflecting on the past month, we've seen substantial progress and successes across our centres. The Hull Business Breakfast Bites at the Louis Pearlman Centre proved particularly fruitful, offering yet another opportunity for networking and insightful discussions that many found invaluable. I hope these events continue to inspire and motivate you as much as they do our team.

This edition of our newsletter addresses crucial topics pertinent to our current times. We delve into the critical importance of ethical and sustainable business practices, with a focus on the pressing issue of business waste management in the UK. As responsible members of the community, it's vital that we find ways to minimise our environmental footprint. The article provides a comprehensive overview and practical tips, which I hope will encourage all of us to adopt more sustainable practices.

In our feature, "Crafting a Dynamic Roadmap for Business Success," we outline strategies and considerations to help you navigate the complexities of today's business environment. As your business evolves, your strategies should too. This piece aims to guide you in adapting and thriving amid the ever-changing market demands.

As always, our commitment to providing a supportive and innovative environment for all our members remains steadfast. I'm sure we're all eager to see the new garden space at LPC, which is set to replace the old conservatory. Will it become your next favourite spot for relaxation and professional meetings once completed? We think it might.

Thank you for your continued trust and engagement with MWC. Your drive and commitment are what transform our shared spaces into a vibrant business community. Here's to a month filled with productivity, success, and celebration. We look forward to seeing many of you at the anniversary event at Craven Park – let's make it memorable!

**Best regards,**

**Allan Rookyard**

*Allan Rookyard*

**Managed Workspace Centre Manager**



# MEET THE TEAM



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**CARL COOK**  
Caretaker



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# LOUIS PEARLMAN CENTRE BUSINESS DIRECTORY

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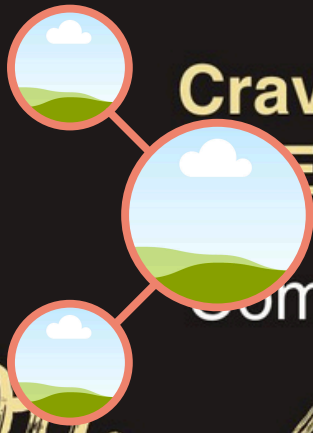
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# Craven Park Training Enterprise Centre

Come Join Us For Our

# 10th Anniversary

Staff and licensees at Craven Park Training and Enterprise Centre in East Hull are to celebrate its 10th anniversary later this year. Two of the centre's original staff from back in 2014 will be sharing their memories along with some old friends for a day of fun and reminiscing.



FOOD  
DRINK  
LAUGHTER  
NETWORKING



**MONDAY 1ST JULY**



**LEGENDS LOUNGE**  
Craven Park Training & Enterprise Centre

**STAY TUNED**



# BUSINESS ROADMAP

## Crafting a Dynamic Roadmap for Business Success: Strategies and Considerations

### Introduction

You may hear the business climate today is like no other, but in reality, today's business environment is no different than it has ever been before. It's fast paced, dynamic, ever changing, and so developing a strategic roadmap is essential for guiding your company towards its goals. A successful roadmap not only outlines the path to achieving objectives but also remains flexible to adapt to changing and often challenging circumstances.

This month's article explores how to create and implement an effective roadmap tailored to your business needs and discusses the importance of agility in business.

### 1 Identifying Your Business Needs

The first step in creating a roadmap is understanding your business's unique needs. This involves:

**Setting Clear Objectives:** Define what you want to achieve with your business in the short and long term.

**Understanding Your Market:** Analyse your industry, competitors, and market trends.

**Assessing Internal Capabilities:** Evaluate your company's strengths, weaknesses, and resources.

### 2 Incorporating Strategic Frameworks

Frameworks like PESTLE (Political, Economic, Social, Technological, Legal, and Environmental) help in foreseeing future challenges and opportunities. Other considerations include:

**SWOT Analysis** (Strengths, Weaknesses, Opportunities, Threats): Provides a holistic view of your business in its current state.

**Scenario Planning:** Helps envision different future scenarios and prepares your business for unexpected changes.

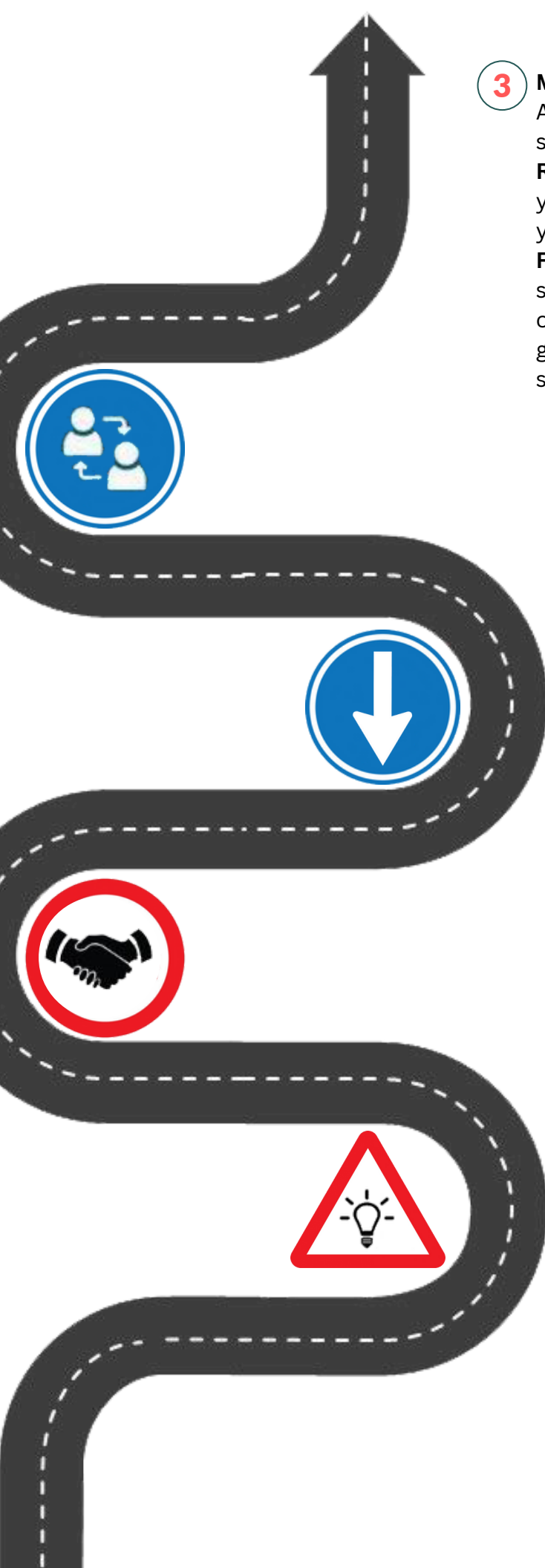
### Understanding the Purpose of a Roadmap

What is a roadmap and why is one important? Well, for me, a business roadmap is a strategic plan – it outlines and defines a step-by-step guide to achieving a company's long-term goals

It's a tool that helps align resources, manage stakeholder expectations, and provide a clear vision of the future.







### 3 Making the Roadmap Dynamic

A static roadmap can lead to missed opportunities and stagnation. To make your roadmap dynamic, consider:

**Regular Reviews and Updates:** Schedule periodic reviews of your roadmap to ensure it remains relevant and aligned with your goals.

**Flexibility for Change:** Build in flexibility to adjust your strategies and tactics as needed.

**Incorporating Feedback Loops:** Create mechanisms to gather feedback from employees, customers, and stakeholders to inform roadmap updates.

### 4 Implementing the Roadmap

Effectively implementing your roadmap requires:

**Clear Communication:** Ensure that everyone in your company understands the roadmap and their role in it.

**Resource Allocation:** Assign necessary resources, including finances, personnel, and technology.

**Monitoring Progress:** Establish metrics and KPIs to track progress and measure success.



### 5 Importance of a Roadmap to Company Success

A well-crafted roadmap is crucial for:

**Guiding Strategic Decisions:** Provides a framework for making informed decisions.

**Aligning Team Efforts:** Ensures that everyone works towards common goals.

**Attracting Investors and Partners:** A clear roadmap can build confidence among potential investors and partners.

#### Key Statistics and Media Insights

According to a study by the Harvard Business Review, companies with strategic planning processes are 12% more profitable.

Podcasts like "The Tim Ferriss Show" often feature successful entrepreneurs discussing the importance of strategic planning and agility in business.

TV programs like "Inside the Strategy Room" by McKinsey offer insights into how top executives approach strategic planning.

6

**Agile Business Practices**

Incorporating agility into your business means:

**Quick Adaptation to Market Changes:** Being able to pivot quickly in response to market trends.

**Continuous Improvement:** Regularly evaluating and improving processes and products.

**Empowering Teams:** Allowing teams to make decisions and act quickly.

7

**Learning from Successful Companies**

Companies like Amazon and Google are prime examples of using dynamic roadmaps and agile practices. They continuously adapt their strategies based on market feedback and technological advancements.

8

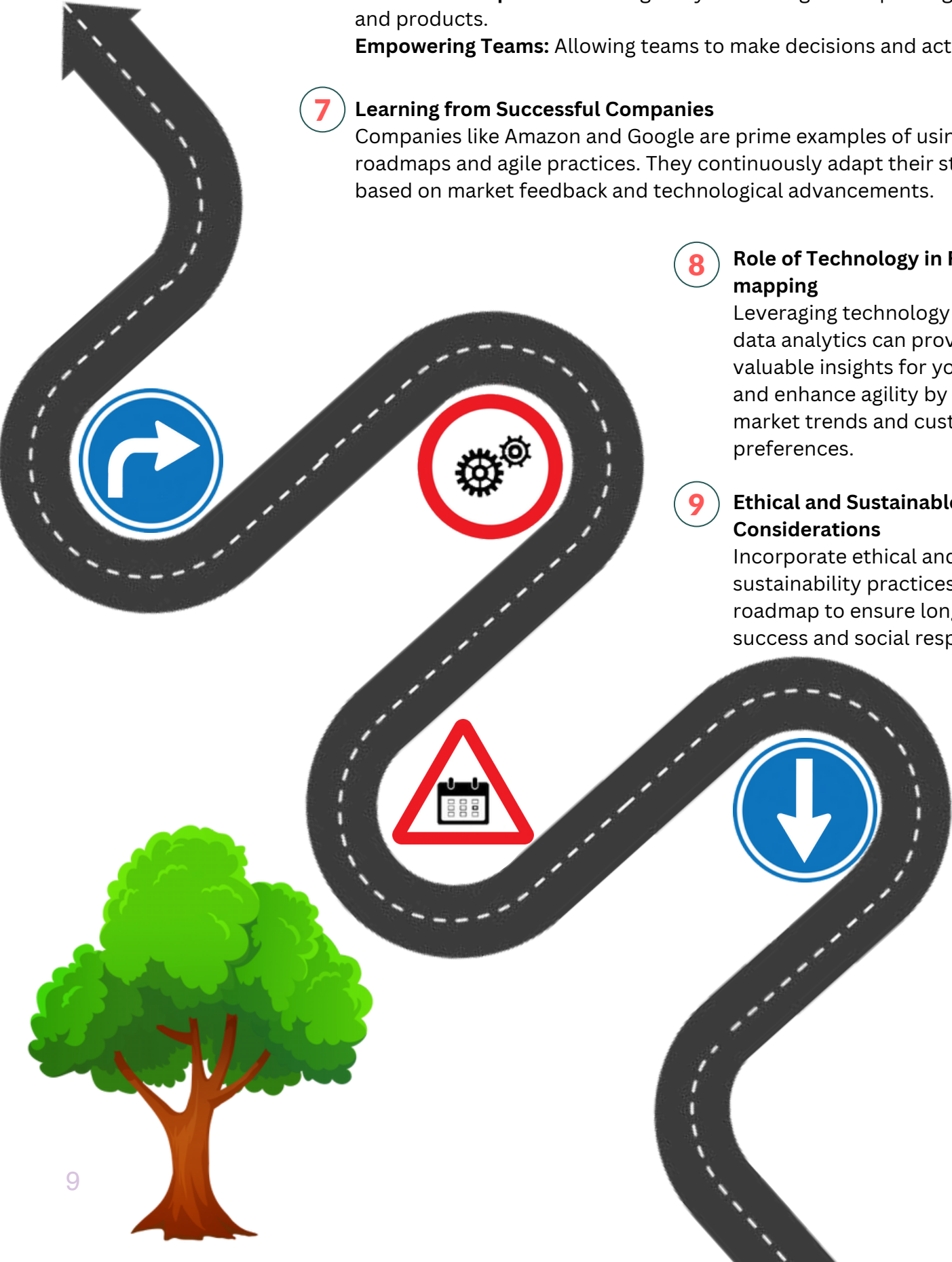
**Role of Technology in Road mapping**

Leveraging technology like AI and data analytics can provide valuable insights for your roadmap and enhance agility by predicting market trends and customer preferences.

9

**Ethical and Sustainable Considerations**

Incorporate ethical and sustainability practices into your roadmap to ensure long-term success and social responsibility.





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## Final Thoughts: Balancing Vision and Adaptability

A successful roadmap strikes a balance between a clear vision and the flexibility to adapt to changing circumstances. It's not just a plan but a living document that guides your business through the complexities of the modern marketplace.

Remember, the goal of a roadmap is to navigate your business to success while being prepared to shift course as needed. I personally believe that people get roadmaps and business plans mixed up. Often people deem them as interchangeable – but they're not in my eyes. A business plan is more about the “what” and “how” of a business at its inception and initial stages. You focus on detailed planning and operational phases and strategies. A roadmap, on the other hand, is about the “where” and “when.” You then provide a high-level, long-term strategic vision for the company's growth and evolution. Both are crucial but serve different purposes in a business's journey. My advice, look into building a roadmap – how can you make it dynamic, how easy is it to write the strategic vision and how can you make it agile? There are some great business advisors and coaches out there to help – reach out to one of them and discuss over a cup of coffee.



## Learning from Successful Companies

I hope you found this edition both informative and enjoyable. Remember, each article we publish is inspired by you, our readers. If there's a specific topic, you're curious about and would like me to explore, please don't hesitate to get in touch. I'll do my best to accommodate your request in upcoming articles. As always, my team and I wish you success and positivity in your business journey – remember, belief in yourself is key. Navigating the world of self-employment can often feel solitary, but rest assured, we're here to support and guide you through any challenges you might face. Your business success is our commitment.

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# HULL BUSINESS BREAKFAST BITES: A Resounding Success



Tuesday morning saw the Louis Pearlman Centres Atrium bustling with energy as local businesses gathered for the eagerly anticipated second "Hull Business Breakfast Bites." Hosted by Hull City Council and the Federation of Small Businesses, the event proved to be an outstanding success, drawing a diverse crowd keen to connect and share insights.

This breakfast meeting, part of a series aimed at strengthening community ties to develop strong business growth within the region, featured networking opportunities that participants found immensely valuable. Local businesses alike exchanged ideas, experiences, and strategies, contributing to an atmosphere of collaboration and mutual support.

Attendees left the event inspired and motivated, equipped with new connections and practical advice to implement in their own ventures. The success of the breakfast bites underscores the vibrant entrepreneurial spirit prevalent in Hull and highlights HCC Managed Workspace Centres (LPC on this occasion) as a hub for business excellence.

As the city continues to cultivate a supportive environment for businesses of all sizes, events like these are crucial for sparking innovation and driving the local economy forward. Here's to the next gathering and the sustained success of Hull's business community!



# Addressing the Mounting Concern of Business Waste:

## AN OPPORTUNITY FOR ENVIRONMENTAL TRANSFORMATION IN UK

The issue of waste management has become increasingly critical as businesses grapple with repercussions of excessive consumption and irresponsible disposal methods. In the United Kingdom, business waste contributes significantly landfill volumes, exacerbating environmental concerns. This article aims to shed light on the statistics surrounding business within the UK and explores the potential for reusing and repurposing this waste to foster more sustainable future.

**Magnitude of Business Waste in the UK:** Businesses, both small and, in the UK generate an astonishing amount of waste annually. According to government data, in 9 alone, approximately 41.1 million tonnes of commercial and industrial waste were produced in UK. This figure represents a significant challenge in terms of waste management and environmental impact.



**The of Landfill:** One of the major issues with business waste in the UK is the significant amount ends up in landfill. Shockingly, nearly 70% of commercial and industrial waste in UK is currently disposed of in landfills, with only a small portion being recycled or repair. This excessive reliance on landfills not only depletes valuable landfill space but also contributes the release of greenhouse gases, which further exacerbates climate change.

**The Potential for Reuse Repurposing:** The alarming statistic mentioned above underscores the urgent need for businesses to reassess their management practices and explore opportunities for reuse and repurposing. Many items that are commonly discarded waste, such as packaging materials, office supplies, and even electronic devices, could be salvaged

**ALLAN ROOKYARD** Managed Workspace Centre Manager

# MEET THE TEAM: LOTTIE RYMER

“I have gained much knowledge about small business and the diverse range of people who run them”

## **What does your job entail?**

My Job as a Business Development Officer entails; supporting the running of the 3 Business Centres on a rolling rota. I do sign-up and termination paperwork for the Licensees in our centres as well as answering day-to-day questions and resolving problems.

## **What inspired you to pursue the career you have today?**

I chose to pursue this career as I enjoy working face to face with clients and wanted to move away from a retail setting. This job seemed like a new challenge and gave me the opportunity to do what I am good at.

## **Where do you see yourself in 5 years?**

I have no idea where I will be in 5 years, I just like to see what happens.

## **When you are at work, how do you motivate yourself?**

I am passionate about helping people in any way I can and love speaking to and getting to know the different Licensees.

## **In terms of successes, which accomplishments are you most proud of?**

My biggest accomplishment must be getting my current role within Scouting, I am the County Youth Lead for Humberside Scouts, it took a lot of hard work and effort to get me to the place I am now! It means I can empower the Youth Sections and ensure they are getting the best possible experience from Scouting.

## **How have you grown professionally whilst with the team?**

I have gained much knowledge about small business and the diverse range of people who run them. It has been very interesting to be able to work in this environment and continue to network and meet new people.

## **Tell us something about you that most people don't know.**

I can lick my elbow







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