

MANAGED WORKSPACE CENTRES

# INSIDE THE HUB OF CREATIVITY AND COLLABORATION

## THINGS ARE STARTING TO BLOOM DOWN AT BESPOKE CENTRE

DIRECTORY – FIND, CONNECT  
WITH OTHER BUSINESSES

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THINKING BEYOND THE RAMPS  
WITH HELEN'S WHEELS

---

NAVIGATING THE CROSSROADS OF  
GROWTH

---

MEET THE TEAM - NIGEL LENDON

# LETTER FROM THE MANAGER

Dear Valued Members,

Welcome to June, and the latest edition of our newsletter at Managed Workspace Centres (MWC).

Reflecting on the month June, I am delighted to share the highlights from Humber Business Week, from Monday 3rd to Friday 7th June. This event, a cornerstone of our regional business calendar, provided a platform for invaluable networking, learning, and collaboration and I am pleased to say that I and all the team attending numerous events throughout the week.

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We were particularly proud to host one of the key events at our Louis Pearlman Centre, where Helen Thompson from Helen's Wheels (a resident licensee) delivered an impactful session on disability awareness and the "purple pound," emphasizing the importance of accessibility for all customers. It was well attended, and the room was full of laughter and intrigue.

In this edition, we delve into the critical decision-making process of business expansion with our feature article, "Navigating the Crossroads of Growth: To Expand or Not to Expand Your Business". This article offers insightful guidance on determining the right time for expansion, understanding potential pitfalls, and balancing the speed of growth. It underscores the importance of strategic planning and considering both internal capabilities and external market conditions before making significant business decisions.

Furthermore, our continuous effort to highlight the exceptional individuals within our centres leads us to feature Nigel Lendon in this edition's "Meet the Team." Nigel's unwavering dedication to supporting our licensees and ensuring the smooth operation of our facilities is commendable. His story reflects hard work and passion that fuels our vibrant work community.

As we look forward, your feedback and engagement remain essential to our ongoing evolution and innovation. Please feel free to share your thoughts and suggestions for future topics or events. Together, we can ensure that MWC continues to be a thriving environment where businesses grow and inspire each other.

Thank you for your unwavering support and commitment. Here's to another month of productivity, success, and continued collaboration.

**Best regards,**

**Allan Rookyard**

*Allan Rookyard*

**Managed Workspace Centre Manager**

# MEET THE TEAM



**ALLAN ROOKYARD**  
MANAGED WORKSPACE CENTRE MANAGER



**HAYLEY DRUST**  
TEAM LEADER



**MIKE YOUNG**  
BUSINESS DEVELOPMENT OFFICER



**GRACE LOWTHORPE**  
BUSINESS DEVELOPMENT OFFICER



**MATT NIBLETT**  
BUSINESS DEVELOPMENT OFFICER



**NIGEL LENDON**  
BUSINESS DEVELOPMENT OFFICER



**JACOB MCLEAN**  
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**LOTTIE RYMER**  
BUSINESS DEVELOPMENT OFFICER



**BRANDON WILLBY**  
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# A FLOURISHING COMMUNITY GARDEN EMERGES AT BESPOKE CENTRE

Lead by Reverend Andrew Silley, St John's Church have spent the last year bringing the Bespoke Centre's Community Garden back to life. Their passion and hard work saw the first year's crop yield a surprise bounty for the Churches' Community Store. Not just providing food for those in need, the project has provided a purpose and sense of community for those who have joined the cause; no matter their knowledge or experience beforehand. The nature and social aspects of the endeavour are great for those who have a sense of isolation in their own lives.

Refreshing the paintwork, replenishing the soil and removing unwanted weeds and neglected paintings and furnishings throughout the first year has laid the foundations and has the garden up and running. This year's progress has already begun with archways being grown out of various plants, planting beds have been built out of donated pallets and the current crop is already beginning to flourish. With clearing more areas around the Centre already in progress, there are plans to expand the project further with flower beds spreading a more varied and vibrant colour palette around the centre.

Article by: Matt Niblett

A kind and welcoming group, the team of volunteers are often found on site tending to the plants, implementing new ideas or holding events to get the community involved. Everyone is welcome to visit for a cup of tea or even get stuck in! If you'd like to follow how the ever-growing garden continues to expand, you can follow them on TikTok @stjohnsgardenhull or contact them on Facebook at St John's Community Garden at The Bespoke Centre.



# Navigating the Crossroads of Growth: To Expand or Not to Expand Your Business



**Ever felt a desire to expand your business but had that voice inside your head scream wait!? Or maybe you've pushed on too quick, too soon and things went from bad to worse?**

Expansion is a pivotal decision in the lifecycle of any business. It's a move filled with opportunities and risks, requiring careful consideration and strategic planning. We've all been there at one point or another in life where we question our next and focus on the bad over the good or thought we could fly without wings only to suddenly come crashing down. How do we make the next step, how do we pick ourselves up from bad experiences? Well, let's see – in this article, we're going to delve into various facets of business expansion, offering insights into when to expand, potential pitfalls, appropriate speed of expansion, its necessity, and social impact.

## Understanding the Right Time for Expansion

The decision to expand should not be taken lightly. Here are key indicators that it might be time to grow your business:

- **Consistent Growth in Revenue and Profit:** A steady increase in profits over time suggests a healthy demand for your products or services.
- **Market Research Supports Expansion:** Data indicating untapped market segments or high demand areas can justify expansion.
- **Capacity Strain:** If your current operations are consistently at full capacity, it might be time to expand.
- **Customer Demand:** An increase in customer inquiries from regions where you don't currently operate can be a sign.



## Pitfalls of Business Expansion

With opportunities, come challenges. Common pitfalls include:

- **Overextending Financially:** Expansion requires capital. Misjudging the required investment can lead to financial strain.
- **Dilution of Quality or Service:** Rapid expansion can stretch resources thin, impacting product quality or customer service.
- **Cultural Misalignment:** Expansion, especially into new geographic areas, can lead to a clash of corporate and local cultures.
- **Operational Challenges:** Managing larger teams and more complex operations can be challenging.

## Is Expansion Always Necessary?

Business expansion isn't a one-size-fits-all strategy. For some, staying small and specialised is more beneficial, allowing for greater control and focus. The decision should align with your overall business goals and personal aspirations.

## The Social Impact of Business Expansion

Expanding a business can have significant social impacts:

- **Job Creation:** One of the most direct impacts is the creation of new jobs, contributing to local economies.
- **Community Development:** Businesses often invest in local infrastructure, education, and other community development initiatives.
- **Cultural Exchange:** Expansion, especially international, promotes cross-cultural interactions and understanding.

## The Speed of Expansion: Finding the Balance

The speed at which a business expands is crucial. Too fast, and you risk the pitfalls mentioned above. Too slow, and you might miss valuable market opportunities. The key is to find a balance, considering factors like market readiness, financial stability, and operational capacity.

## Benefits to the Local Community

Beyond economic growth, business expansion can bring various benefits to local communities:

- **Enhanced Services and Products:** It can lead to a wider range of services or products available locally.
- **Economic Diversification:** Helps in diversifying the local economy, making it more resilient to sector-specific downturns.
- **Innovation and Skills Transfer:** Often brings new technologies and skillsets to the local workforce.





## Key Statistics and Insights from Media

- According to a 2020 report by the ScaleUp Institute, scaleups in the UK were growing 3.4 times faster than the rest of the business population.
- Podcasts like "Masters of Scale" hosted by LinkedIn co-founder Reid Hoffman discuss scaling strategies and challenges faced by renowned business leaders.
- TV shows like "Shark Tank" offer real-life insights into how investors evaluate the potential and readiness of a business for expansion.

## Learning from Successful Companies

Studying successful companies offers valuable lessons in expansion:

**Apple:** Known for its calculated expansion, focusing on creating a strong brand and customer loyalty before scaling.

**Airbnb:** Expanded rapidly but faced challenges due to cultural and regulatory differences in new markets.

## Consultation with Experts

Before making a decision, it's crucial to consult with various experts:

- **Financial Advisors:** To understand the financial implications and feasibility.
- **Market Researchers:** To gain insights into market trends and demand.
- **Legal Consultants:** To navigate the legal complexities of expansion.

## Final Thoughts: A Strategic Approach to Expansion

Expanding a business is a major decision that requires a strategic approach, considering both internal capabilities and external market conditions. It's not just about growing bigger; it's about growing smarter. Remember, the success of an expansion is not just measured by increased revenue or market share, but also by the positive impact on your team, customers, and community. If you feel like you're ready, ultimately the question is "what are you waiting for?". If you've dotted the I's and crossed the t's and you want it so, there is only you holding back. When contemplating a significant change, especially one that could impact your business, it's crucial to pause and reflect, even if you feel ready to leap forward. Our instincts often serve as an internal compass, guiding us through complex choices, even if we don't fully understand their origins. This intuitive sense can act as a guardian, keeping our decisions aligned with our deeper values and goals. From personal experience, I've learned the importance of heeding these instincts. There have been times when I've acted hastily, sometimes succeeding, but also facing setbacks. In business, management, and day to day life, when faced with pivotal decisions, I strive to afford myself some time for consideration. While immediate decisions are sometimes necessary, I think it is wise to question whether a choice that demands instant resolution is truly beneficial in the long run. Taking a moment to reflect can be a powerful tool in ensuring that your business choices are not only timely but also deeply considered and aligned with your overarching vision.

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.



As part of Humber Biz Week, Louis Pearlman Centre welcomed Helen Thompson from Helen's Wheels, a trading arm of local IT company, RedFez a well-known business in the centre. The event was designed to raise awareness of the issues faced by disabled customers when accessing services that non-disabled users can access without a second thought.

Helen explained that 1 in 4 people in the UK have a disability, and that this is actually a large proportion of any business's customer base and means you could be missing out on the "purple pound", a collective term used to describe the spending power of this group of consumers.

Helen's Wheels also advises local companies on accessibility issues, provides consultancy to planners and architects on accessibility issues and delivers disability awareness training to various organisations.

When asked why Helen chose the centre as the preferred location to hold the event, Helen was quick to point out the friendliness, ideal location and accessibility.

If you or your company would like to find out more regarding disability awareness training or consultancy services, you can visit Helen's Wheels at [www.helenswheels.co.uk](http://www.helenswheels.co.uk)

# Thinking the beyond ramps



# MEET THE TEAM: NIGEL LENDON

“If you are not moving forwards, you are going backwards.”

## What does your job entail?

This is a multi-faceted role across the three Managed Workspace Centres. Every day is different, but the key responsibilities are to ensure Licensees maximise every opportunity to succeed in their business goals and that the sites run effectively.

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

I have always wanted to see people succeed at whatever they choose to do. This, together with my years of business and management experience, seems a perfect fit.

## Where do you see yourself in 5 years?

As long as I continue to enjoy this role and can make a meaningful difference, delayed retirement can continue to be delayed. Failing that, thru hiking the Pacific Crest Trail has a certain appeal.

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

Self-motivation has never been a problem for me. I strongly believe in doing everything to the best of my ability and reminding myself that lifelong learning is not just a throw away phrase.

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

In my personal life, loving life with my wife of 38 years and watching our two kids doing a great job of raising their kids. On the entertainment front, receiving two platinum albums for my work with a recording artist in the USA (years ago). On the business front, my role in the growth of Rightmove from pioneering small business to successful IPO.

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

If you are not moving forwards, you are going backwards. On that basis I have taken every opportunity to maximise mandatory training and explore further specific training to enhance my role

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

I have abandoned six vehicles scattered across the USA, Mexico and UK. These include luxury cars, 4x4's, motor homes and trucks. Probably best not to lend me your car!



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