

DECEMBER 2024
ISSUE 10

MANAGED WORKSPACE CENTRES

INSIDE THE HUB OF CREATIVITY AND COLLABORATION

THE IMPACT OF GOVERNMENT ELECTIONS ON BUSINESS: RISKS, OPPORTUNITIES, AND STRATEGIC RESPONSES

DIRECTORY - FIND, CONNECT
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MEET THE TEAM -
ALLAN ROOKYARD



LETTER FROM THE MANAGER

Dear Valued Members,

Welcome to the December edition, the final edition of the year, of our Managed Workspace Centres magazine!

As the year draws to a close and the festive season is upon us, we are filled with warmth and gratitude for all that we have achieved together. We've worked harder than Santa Elves here at the MWCs and December is a time for celebration, reflection, and looking ahead with hope. In this final issue, we celebrate the resilience and creativity that have defined our workspace community over the past year.

This edition is all about embracing the festive spirit while preparing ourselves for the opportunities that lie ahead in 2025.

Our feature article delves into the impact of government elections on businesses, offering insights on how to strategically respond to political shifts. You'll find practical advice on adapting to new policies, managing uncertainty, and capitalising on emerging opportunities – essential reading as we move forward into 2025. This issue also celebrates the continued spirit of community, spotlighting members of the team and this time it is all about yours truly. When Mike and I planned the magazine, I wanted a section that would introduce the team members you interact with daily, with our staff often moving between sites. Originally, I was meant to go first, but plans changed, and here I am as your final read of the year.

We also highlights the numerous events hosted this year, following a focused 2024 marketing plan I set out, with Mike's involvement. I believe it was very successful, and we're set to make 2025 even more productive. So look out...especially at our social media and the team in place!

As always, we encourage you to take full advantage of the resources available—whether it's exploring our business directory to connect with fellow members, participating in upcoming events, or simply finding inspiration from the stories shared here. Let's continue building a supportive, dynamic environment together.

On behalf of the entire team, I wish you all a wonderful festive season filled with warmth, joy, good health, and meaningful moments. May 2025 bring prosperity, growth, and success to you and your businesses.

Thank you for being an integral part of our thriving community. Here's to an exciting year ahead!

Best regards,

Allan Rookyard



Allan Rookyard

Managed Workspace Centre Manager

MEET THE TEAM



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The Impact of Government Elections on Business:

Risks, opportunities, and
Strategic Responses

The final article of the year is upon us, and what a year it has been – 12 articles in total which I have thoroughly enjoyed writing. Thank you all so much to those that have read these, and I truly hope you found them informative, enjoyable, provocative and above all useful! So, let's go...

Article by Allan Rookyard

Government elections can be a seismic force in the world of business, bringing both opportunities and challenges. Depending on the outcome, businesses may see shifts in policy, consumer confidence, taxation, and regulations that impact their growth trajectory. Whether the outcome is favourable or less desirable, understanding the potential effects of elections can be vital for business owners aiming to thrive despite the uncertainties. In this article, we'll explore real-life examples of the impact of elections on businesses and provide practical strategies to help you navigate either positive or negative election outcomes.

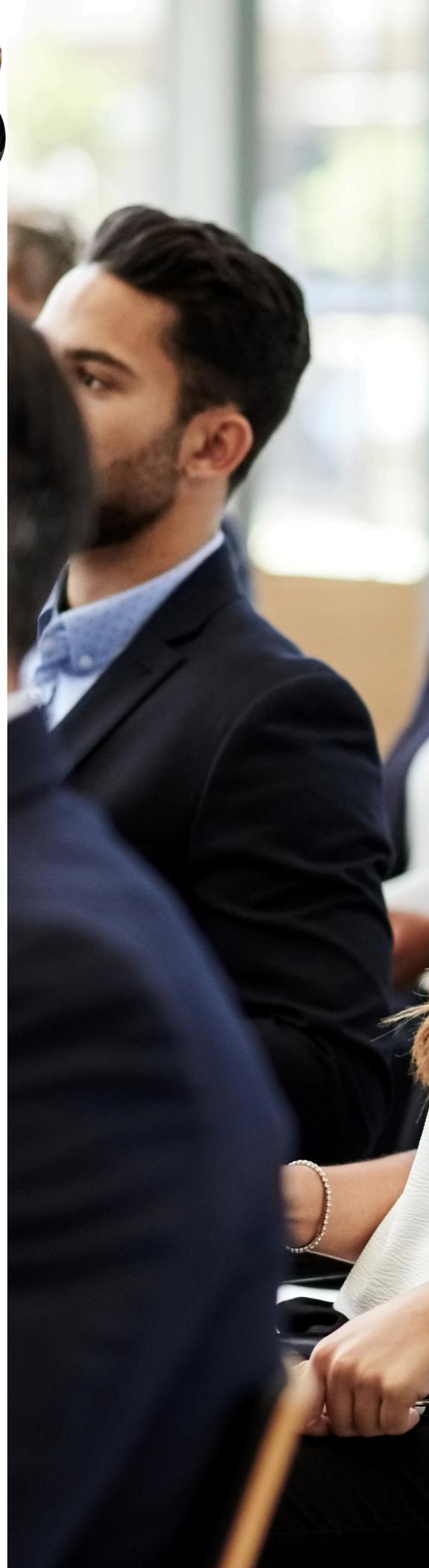
The Ripple Effect: How Elections Impact Businesses

Elections can impact businesses through changes in economic policies, taxation, international relations, and regulatory frameworks. Let's consider two prominent examples—the United States and the United Kingdom—where the effects of government elections have been highly visible.

Case Study 1: The 2016 U.S. Presidential Election

The 2016 presidential election in the United States serves as a good example of how elections can produce both positive and negative impacts on businesses. Donald Trump's election led to significant tax cuts for corporations, and these changes boosted some sectors of the economy, particularly large multinational businesses. According to a report by the U.S. Department of Commerce, the reduction in corporate tax rates led to a notable increase in investments by large companies, contributing to economic growth and stock market gains in the immediate years following the election.

However, not all businesses benefited equally. Small and medium-sized enterprises (SMEs) faced a more mixed outcome. Policies that prioritised trade protectionism, such as tariffs on imported goods, increased operational costs for small businesses reliant on imported materials. A 2019 survey by the National Federation of Independent Business (NFIB) highlighted that more than 30% of SMEs reported negative impacts due to rising costs of imports under the new trade regulations.





Case Study 2: The 2019 UK General Election and Brexit

In the United Kingdom, the 2019 general election was another pivotal event for businesses, being closely tied to Brexit. The election resulted in a clear Conservative majority, giving Prime Minister Boris Johnson the mandate to proceed with Brexit. The resulting political stability, at least in terms of decision-making clarity, was welcomed by the markets, and the British Pound saw an uptick.

For businesses, this election provided some measure of certainty around the Brexit process, enabling more informed planning. Businesses in industries such as agriculture, fishing, and manufacturing that were less dependent on the EU market began to see opportunities. For instance, local manufacturers started capitalising on the narrative of "British-made products," catering to domestic demand that had risen amidst concerns over the availability of imported goods.

On the other hand, businesses that relied heavily on exports to the European Union or on a migrant workforce were more negatively impacted. Companies that prepared by diversifying their customer base or automating certain labour-intensive processes fared better during the Brexit transition.

Good or Bad: Navigating the Election Tide

Elections bring uncertainty, and uncertainty often leads to shifts in consumer behaviour and business dynamics. It is critical for businesses to recognise that political shifts will always present both risks and opportunities. Here are some strategies to navigate the election tide effectively.

1. Diversify Your Risk

One common issue that businesses face during election cycles is regulatory uncertainty. This may be related to trade policies, taxation, or labour laws. To mitigate the risk, diversify both your customer base and your supply chain. A diversified customer base, spanning multiple countries or demographics, reduces your vulnerability to region-specific changes in regulation. Similarly, having alternative suppliers in different regions or countries can make you less dependent on favourable trade terms from one country.

A case in point is Unilever, a multinational consumer goods company. During the uncertainty of Brexit, Unilever moved its headquarters to the Netherlands to ensure continued access to the EU market. By having a multi-hub structure, Unilever was able to adapt smoothly to whatever changes came post-Brexit, securing business continuity.

2. Stay Agile in Response to Policy Changes

Policy changes stemming from elections can alter the business landscape overnight. To survive and thrive, businesses must remain agile. This may mean investing in new technology, upskilling the workforce, or pivoting to a new market.

A useful example is the renewable energy industry in the United States. When the Biden administration came to power in 2020, the policies prioritised investment in green energy. Businesses that had positioned themselves to take advantage of federal tax incentives for renewable energy projects saw a boom. Those who shifted towards a greener approach (offering solar panels or energy-efficient products) benefited from this policy shift.

3. Build Relationships with Decision-Makers

Lobbying or building relationships with government representatives can help businesses have a say in how new regulations are framed. Although this approach is more feasible for larger businesses, SMEs can benefit from participating in local chambers of commerce or trade associations. These organisations can represent the interests of smaller businesses to decision-makers.

For instance, after the 2016 Brexit referendum, many UK businesses formed alliances to lobby for policies that would minimise disruption to their sectors. Organisations like the Confederation of British Industry (CBI) played an essential role in voicing concerns about tariffs, labour issues, and market access to the government.

Leveraging the Power of Elections for Growth

The best approach to dealing with elections is to leverage them to your advantage. If your business anticipates upcoming changes, try to ride the positive tide while mitigating the negatives. Here are some practical tips:

Monitor Policy Agendas: Track the platforms of candidates and parties during the election period. Understanding their priorities will help you prepare for potential changes in tax, labour, trade, or industry-specific regulations.

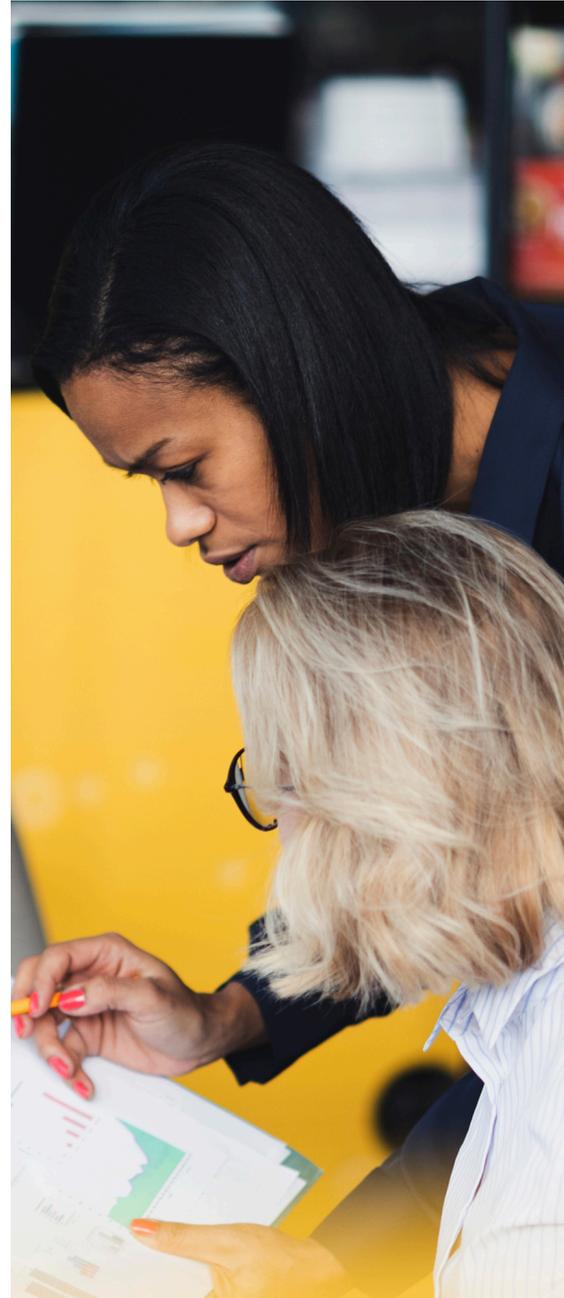
Scenario Planning: Develop several scenarios that explore different election outcomes and outline how each will impact your business. Use these to create contingency plans. If tax rates rise, how will you adjust your pricing? If tariffs are imposed, are there alternative suppliers you could consider?

Capitalise on Opportunities: Elections often stimulate specific sectors. For example, increased spending on infrastructure or renewable energy under new governments can offer opportunities for businesses operating in related industries. If you see a trend in favour of climate policies, could your business introduce a new product or service to align with this trend?

Conclusion

Government elections have a profound impact on businesses—both positively and negatively. By examining the 2016 U.S. election and the 2019 UK general election, while some businesses benefited from favourable policy changes, others faced significant challenges. The key lies in understanding the potential impacts and preparing accordingly.

Whether it is diversifying your risk, staying agile, building relationships with decision-makers, or simply keeping a close eye on changing policies, elections offer plenty of opportunities for those who are prepared. If approached strategically, elections can become a tide that lifts your business, rather than a force that sweeps it away. The more proactive you are, the better you will be at riding the wave of uncertainty to find success.



WORKSHOP

KNOWLEDGE SHARING AND INNOVATION

This year has been an exciting one for our centres, as we hosted a variety of workshops in collaboration with Growth Hub Hull, Invest Hull, and Invest East Yorkshire. Allan Rookyard, our Managed Workspace Centres Manager, and Mike Young, Business Development Officer, have been working tirelessly to establish our centres as thriving hubs for ongoing business development, training, and growth.

Our business workshops were designed to help professionals enhance their skills and knowledge, and they delivered in spades! Participants had the chance to gain valuable insights, learn new techniques, and stay on top of the latest industry trends — all within a supportive and dynamic environment.

Just as importantly, these workshops were a fantastic opportunity for networking and collaboration. Attendees connected with like-minded individuals, exchanged fresh ideas, and forged meaningful relationships that could benefit their careers and businesses well into the future. With carefully curated content tailored to specific topics and industries, these sessions ensured that participants got the targeted information they needed to make a real impact.

Featuring industry experts and thought leaders as speakers and facilitators, each workshop brought a wealth of real-world expertise straight to our participants. Hearing directly from those who have navigated the highs and lows of the business world allowed attendees to come away with practical advice and a deeper understanding of industry best practices.

Reflecting on future plans, Allan Rookyard, Managed Workspace Centres Manager, said, "We are thrilled by the momentum we've built this year and are excited to continue supporting our local business community. We're looking to build on this success and work even harder to provide bigger and better events moving forward. Our upcoming programs will feature diverse topics, new destinations, and even closer collaboration with our licensees. We're committed to listening to your needs and tailoring our offerings to ensure they meet the unique challenges faced by SMEs today. Together, let's keep growing and making great things happen!"

The collage contains several promotional posters for workshops and events. Key titles and details include:

- Using LinkedIn as a business:** A poster with a blue and white color scheme, featuring a person on a mobile device.
- Family baggage affecting your business success?** A red poster with white text, asking if family issues are affecting business success.
- Introduction to IoT - BRINGING SHOP FLOOR DATA TO LIFE:** A dark poster with white text, mentioning a date of Wednesday, November 8th, 9:30am - 4:30pm.
- FREE WORKSHOP RECRUIT WITH CONFIDENCE:** A yellow poster for Craven Park Centre, presented by Dynamic People Solutions Limited.
- A WEEK IN THE LIFE OF YOUR BUSINESS MEDIA ACCOUNTS:** A blue and yellow poster for a free event on 16th May, 1:15PM - 4:15PM.
- Canva for...:** A poster featuring the Canva logo and a person's face.
- FREE WORKSHOP HOW TO CREATE A DYNAMIC ONE-PAGE MARKETING PLAN:** A green poster for a Tuesday 18th June event at Louis Pearlman Centre.
- FREE social media workshops for local businesses:** A purple poster from Hull City Council.
- Free Business Breakfast Networking Hull Business Breakfast Bites:** A dark poster for a 30 April event at Louis Pearlman Centre, 8am - 10am.

Happy Christmas from all the team

Merry Christmas to
all licensees and
staff
Tony

Feliz Navidad
Matt

Merry Christmas
everyone,
Let us cheer far and near,
As we hope for a
prosperous new year!
Brandon

Wishing you a Happy
Christmas filled with
love, laughter, and
cherished moments.
Merry Christmas and
Happy New Year
Hayley

Wishing you all a very
happy Christmas with
the ones you love and a
most prosperous 2025
Jacob

Wishing you and your
families a happy
holiday
Lottie

"Thank you for being at
the heart of our
success this year. May
the lessons of 2024
inspire an even more
prosperous and
fulfilling 2025."
Allan

Cherish this special
time with the ones
who matter.
Mike

Wishing you health
and happiness this
Christmas
Nigel

All the best, Have
a happy New Year.
love from
Carl



MEET THE TEAM: ALLAN ROOKYARD

“I’m naturally someone who doesn’t sit still — always looking for ways to make our operations and our occupiers’ experiences better”

What does your job entail?

I oversee the overall management of all sites—everything from staffing to site operations. My role is to ensure that all aspects run smoothly and efficiently. This involves keeping the centres open and fully operational for our occupiers, managing finances, ensuring compliance with health and safety, and making sure our staff are well-trained. Ultimately, my job is to handle everything behind the scenes so that our occupiers can focus entirely on running their businesses successfully.

What inspired you to pursue the career you have today?

Honestly, I fell into this career. I was meant to go to university, but decided to take a gap year — arrogance of teenager! Me Ma, however, was having none of that and insisted that if I wasn’t studying, I’ll be working. Growing up, I watched her build and run her own business, which could’ve indirectly influenced on me. I started as an Enterprise Support Officer, moved on to become a Business Manager, had a spell of successful self-employment, and eventually found myself back at Hull City Council, where my journey began.

Where do you see yourself in 5 years?

In five years, I see myself playing a bigger role within Hull City Council’s property portfolio. I want to expand the Managed Workspace Centre programme and identify areas where the council can make a real difference in supporting enterprise and business growth. Ultimately, my goal is to help build a vibrant, thriving business community in our city.

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

I’m naturally someone who doesn’t sit still — always looking for ways to make our operations and our occupiers’ experiences better. I constantly put myself in our occupiers’ shoes: What would I want or need if I were in their position? Working within a local authority does mean that progress often requires navigating the right channels for approval, but self-motivated to succeed, and I want my staff to grow and excel, so I challenge both them and myself to be the best versions of ourselves.

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

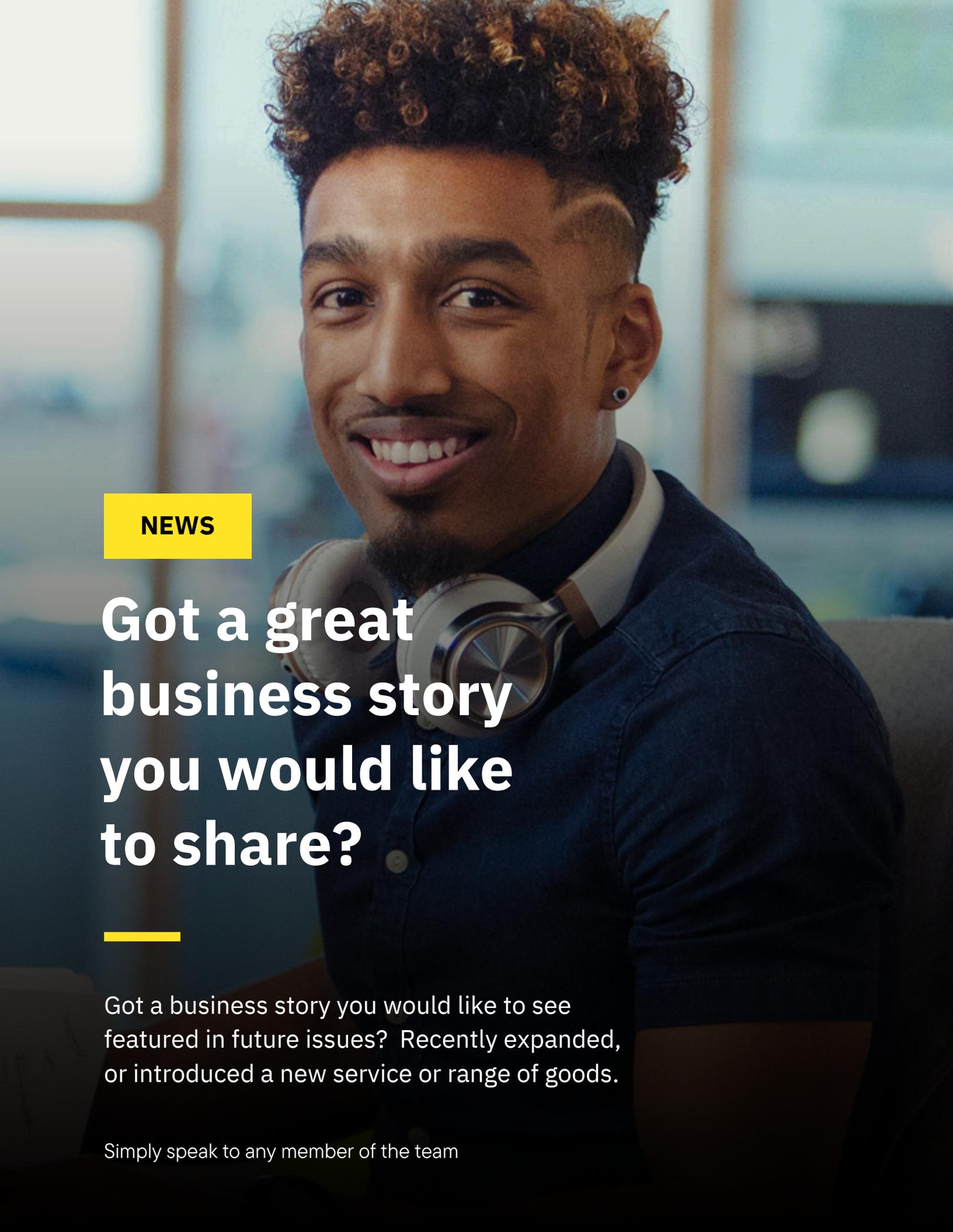
When I returned to this role, one of our centres, LPC, was in a tough spot—occupancy was at around 58%, and the building had seen very little investment or improvement. My first objective was to change that, and I’m proud of how far we’ve come. Occupancy has increased significantly, but it’s not just about giving the building a facelift; it’s about laying a solid foundation for success.

One change I’m particularly proud of is introducing new roles for staff that involve direct engagement with occupiers. This has led to productive conversations and vital feedback, helping us align our goals with those of the businesses we support. I’m also proud to have taken on two apprentices, both of whom passed with distinctions and have since secured full-time roles. Seeing their growth and success has been incredibly rewarding.

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

Back in 1995, I was Humberside Judo Champion, giving the alleged favourite from Leven a whipping he wouldn’t forget. The following year, I represented the region and helped win the club trophy. However, once I found out there was no money in the sport I decided I’d become a professional rugby player... though I can safely confirm that dream has sailed on!





NEWS

Got a great business story you would like to share?

Got a business story you would like to see featured in future issues? Recently expanded, or introduced a new service or range of goods.

Simply speak to any member of the team

Reception opening hours
this *Christmas*

24th Christmas Eve	open
25th Christmas Day	closed
26th Boxing Day	closed
27th Friday	closed
30th Monday	closed
31st New Year's Eve	closed
1st New Year's Day	closed
2nd January	open

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Poorhouse Lane, Hull

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