

## Wyboston Lakes introduces new concept for growing entrepreneurs

A new business initiative launched at the Knowledge Centre, Wyboston Lakes has found a solution to the age-old problem faced by home office entrepreneurs. How do you make the leap from the back bedroom to fully functional commercial premises, without bankrupting the company along the way?



Brian Payton, director of business development for Wyboston explained how the new business model worked and why it was already proving popular with knowledge-based entrepreneurial companies from a range of sectors including I.T, recruitment, renewable energy and advanced manufacturing. “For many small innovative businesses, the barrier to growth is funding the high costs associated with moving from the home office to commercial premises. Our new business model allows the growing entrepreneurial business owner to choose the level of accommodation to fit their individual requirements and budget.



The entry-level package is the ideal option for a single person business to move out of their “house”. It provides a self-contained and secure workplace within a shared fully serviced office. Each lockable workplace features a

generous desktop area, telephone, drawers, shelving and an office chair. All the tenant has to do is plug in their computer and their business is immediately up and running. Because the office is shared between three individual companies each tenant only pays 1/3rd of the costs, which means they immediately establish a professional corporate image but at a fraction of the cost of a conventional serviced office. The Knowledge Centre provides affordable and flexible accommodation in a secure, prestigious, modern air conditioned building.

All offices have access to telephony, broadband and computer networking. Contracts are based on 12 months and terms are inclusive of insurance, heating, lighting, cleaning, water and business rates, use of reception, and a



shared kitchen, so there are no unplanned or unwelcome extras to budget for. Tenants are also able to take advantage of discounted rates for the many facilities provided on site including meeting and training rooms, bars and restaurants, hotel accommodation and leisure facilities.

An added bonus is that Wyboston Lakes also has close links with Universities in Cambridge, Hertfordshire and Bedfordshire and there are wider business networking opportunities with businesses located on site.

“Our new business model is in line with the government’s ideal of innovation and growth in the private sector but at minimum cost. I strongly believe that our role is to provide an environment which lets the entrepreneur get on with building their business without the distractions associated with the ever increasing financial burdens of a long leased premises,” Payton added. “As companies grow they can seamlessly upgrade to a single office or a suite of furnished or unfurnished high-tech offices providing accommodation from 3 to

35+ people. Because our accommodation is so versatile no matter how rapid their growth, our tenants will never have to worry that their expansion will be stifled by lack of office space or that they will have to find precious funds to invest in more space before they need to." To see more visit [www.wybostonlakes.co.uk](http://www.wybostonlakes.co.uk)

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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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