

Touching **BASE**

The Basepoint quarterly newsletter

Offices | Flexi-Space | Virtual Licences | Meeting Rooms | Unique workspaces for your business

Issue #04 APR 2015



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Basepoint launches new Virtual Office packages













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Basepoint introduces new Virtual Office products

We're excited to announce that Basepoint Business Centres has launched a new range of Virtual Office products.

Basepoint has offered Virtual Office services for many years but we are now pleased to be able to offer our customers an all round service which can include a local postal address, local telephone number and telephone answering service.

For more information on the new Virtual Office products by Basepoint, please contact your local Centre or visit basepoint.co.uk/services/virtual-offices.

VIRTUAL OFFICE STARTER	VIRTUAL OFFICE CONTACT	VIRTUAL OFFICE PLUS	VIRTUAL OFFICE PRO
  	  	  	  
MAIL ONLY SERVICE	TELEPHONE ANSWERING ONLY SERVICE	MAIL AND TELEPHONE NUMBER	MAIL, TELEPHONE AND ANSWERING SERVICE
Dedicated business address from one of our 30 Business Centres in South of England, Midlands and Wales.	Simple cost-effective telephone call answering in your company name, using your own telephone number or a local number from one of our 30 locations.	Mail only service plus use of a local telephone number from one of our 30 locations.	Premium solution includes our mail only service, local phone number and call answering service.



Message from the Chairman Denis Taylor



Despite the economic storm that began in 2008 Basepoint has grown from 19 to 30 Centres and 31 opens shortly.

With the UK recording its highest level of new startups the storm has finally subsided and Basepoint is seeing record occupancy with many Centres at 100%, a testament to the superb customer service offered by our fantastic Centre teams. We have targeted another 22 Centres by 2022 investing several million pounds in our people, buildings and services. We look forward to welcoming you and helping you grow too.

Basepoint makes new Board appointments

As part of its growth agenda, Basepoint Centres Ltd has appointed two new Executive Directors to the Board.

Caroline Kendall, previously one of Basepoint's Regional Managers, joins the Board as Operations Director while Petra Morris, previously Basepoint's Financial Controller becomes Finance Director.



Basepoint's Chairman, Denis Taylor, comments; "These appointments, made from the talent within our business, will help us to deliver our goals – not only to grow the business, but ultimately, to be the first choice for SMEs."



Double figures for Basepoint Swindon

We love birthdays at Basepoint and in this issue we're singing Happy Birthday to our team at Swindon who have been celebrating the 10th Anniversary of their Centre.

The Mayor of Swindon, Teresa Page, kindly unveiled a commemorative plaque for the Centre at their anniversary celebration event and

commented, "Congratulations on your ten years in Swindon, what a great job you've done."

Centre Manager, Lyn Chapman, added, "During the last 10 years, we've welcomed a wide variety of businesses and some have never left - Link magazine came here in 2005 and are still with us today. We're looking forward to seeing what the next 10 years will bring!"

Basepoint purchase The Base in Dartford

Basepoint is delighted to announce the acquisition of The Base Business Centre in Dartford, following a £3.875m deal with the Homes and Communities Agency (HCA).



The centre was built by Basepoint on behalf of the HCA in 2010 and has been managed by Basepoint since opening in 2011, accommodating hundreds of small businesses in need of office space. Working with local partners, the HCA is disposing of assets to ensure its contribution to economic growth and regeneration opportunities.

Brian Andrews, Managing Director of Basepoint, said: "We're delighted to add The Base to our ever-expanding portfolio of business centres across Southern England, the Midlands, East Anglia and Wales. Having successfully run The Base for three years, it felt like a natural step to purchase the building. This centre incorporates a diverse range of licensees who have benefitted from Basepoint's operational expertise and business support, and I have no doubt that the management team at the centre will make certain it continues to thrive."



HAVE YOU THOUGHT ABOUT

APPRENTICESHIPS?

Andrew Hooper from Boom Training, a licensee at Basepoint Southampton, tells us more about why SME's should consider taking on apprentices.

What is an apprenticeship?

An Apprenticeship is a job with training. An Apprentice is usually a full time employee working for a company alongside other staff. The Apprentice, however, is also completing an in depth training programme which includes a mix of vocational/technical skills and generic employment skills. The range is huge – there are over 200 Apprenticeship programmes covering almost any job you can think of. They can last up to 3 years but in practice most last 12 months.

Why should I take on apprentice?

Apprenticeships offer a number of benefits, including:

- introducing 'new blood', new thinking and fresh ideas
- moulding an employee into 'the way we do things here'
- protecting the business against future staff turnover
- bringing formalised business training into the organisation

- the opportunity to develop and train other employees with government financial support

Studies have shown that Apprentices really do offer a return on investment to their employer which is great news for SME's who are trying to keep to a tight budget.

How is an apprentice trained?

It depends on the training provider. Quite a lot of training providers and colleges still require the Apprentice to attend college one day a week and in some technical subjects this is necessary. However, in more office-based apprenticeship schemes, it should be possible to deliver the training entirely in the workplace (assuming there is a space that the tutor and candidate can sit together away from their work station).

"...If the candidate is 16-18 years old the recruitment and training are fully funded by the Government..."

How will an apprentice affect my business financially?

You'll have to pay the Apprentice's salary. This can start at £2.73 per hour but we strongly recommend paying significantly more (£3.50-£4.50) in order to get a good quality candidate. If the candidate is 16-18 years old the recruitment and training are fully funded by the Government. If the Apprentice is over 18 the training provider will only receive half of the funding for the programme so should, in theory, charge you

the other half. Not all providers do charge all of this fee but in our experience this will usually impact on the quality of the training programme. If you have fewer than 50 staff, you may be eligible for a £1,500 grant from the Government to help reduce the cost.

Where can I find out more?

The government website, www.apprenticeships.gov.uk is a useful source of information, however, other Apprentice training companies such as Boom Training are available. We cover Hampshire and Surrey at the moment but if you are further afield we can usually help to put you in touch with a more local training provider.

For more information contact Boom Training on:
www.boomtrainingltd.co.uk
T: 020 8068 2060
E: hello@boomtrainingltd.co.uk



What Our Customers Say...

Virtual Offices

Starting a business can be hard work and costly, one of the biggest costs often being the set up of your workspace. With a Virtual Office at Basepoint you can still look professional to your clients, without committing to a physical space.

We've caught up with some of our licensees who have found a Virtual Office particularly beneficial to their business.

Specialist Fire & Security Ltd

Specialist Fire & Security Ltd, a licensee at Basepoint Luton, are a company specialising in the supply and installation of fire and security systems including fire alarms, intruder alarms and CCTV.

Nick Enright of Specialist Fire & Security Ltd, commented;

"We started our business in October 2013 and signed up to a Virtual Office at Basepoint Luton.

During that first year the Virtual Office service was very beneficial to us as the postal address meant we could have our packages sent to the Centre where there would always be someone to sign for them. This enabled our staff to be out on the road with our customers instead of waiting in the office all day.

Since starting the business we have grown sufficiently enough to commit to an office and Basepoint Luton was an obvious choice for us based on the service we have received through our time as a Virtual client."

Specialist Fire & Security Ltd

Kate Meads Associates

Kate Meads and her team of occupational therapists help people with physical, mental or developmental conditions to develop, regain and maintain their daily living and work skills by providing occupational therapy services across the UK in a variety of clinical, private, corporate and public sectors.

Kate joined Basepoint Andover as a virtual client in May 2012 and within six months her success meant she was able to take an office within the Centre. Over the next two years Kate continued to develop her client base on a national level, then in March 2014 she expanded within the Centre taking a larger office. Today Kate Meads Associates have added Physiotherapy to their portfolio and are once again looking to expand.

Kate commented that the Basepoint model, which takes care of most of the traditional administrative roles of a business, has freed up the time and created the right environment for her to concentrate on the core aspect of the business and its continued success.



KATE MEADS WITH
ASSOCIATES LTD SUCCESS
IN MIND

Sandersons UK

Sandersons UK, a licensee at Basepoint Folkestone, are a firm of estate agents located in Maidstone, Canterbury and Ashford who wanted to test their market in Folkestone before committing to office space.

Mark Weller of Sandersons UK commented;

“Having a Virtual Office at Basepoint enabled us to commence our marketing in advance of our launch into the Folkestone area. It was a cost effective solution to the always difficult decision on where to open up your business.

We were able to build a stock of property to sell and rent whilst organising our physical infrastructure. The move from virtual to an actual office was simple and painless.”



Enterprise Opinions

Enterprise Opinions, a licensee at Basepoint Swindon, are an IT firm which has staff spread across multiple locations. They have benefited from being able to move in and out of office space whilst keeping a consistent professional image.

Martin Thompson of Enterprise Opinions commented;

“Enterprise Opinions owns two niche IT communities, for which we deliver specialist online content and events. Our team is spread out across the south of the UK and we rely upon online tools to collaborate. Most of the team work at home and we use Basepoint as our central hub and meeting point when we need to get together. We’ve outgrown coffee shops and hotel lobbies as meeting spaces and enjoy having a dedicated space.

We’ve been a full time tenant with Basepoint, then went virtual for a while, then went back to being a full tenant again. As far as our customers and the outer world is concerned; our business is based at Basepoint, but it’s been great to have the ability to come and go over the years as the business demands and without the huge commitment of a lease.”



enterpriseopinions



How Can Flexible Working Help Your Business to Grow?

A recent change in the law means that all employees in the UK now have the right to request flexible working if they have more than six months' service. In the past, only parents of children under 17 and those with caring responsibilities had this right, but now it has been extended to all. Firms don't have to grant all requests, but they do have to consider them "in a reasonable manner".

There has been some concern over the extension of flexi-working putting a strain on small businesses and the Federation of Small Businesses has warned of an increase in red tape. However, they have also highlighted the fact that more than three quarters of members already offer flexible working.

Some estimates have put this even higher, saying that 90% of British small businesses offer some degree of flexibility. Either way, it seems clear that small businesses are showing the way forward to the rest of the business world in terms of flexible working – and making imaginative use of changing working patterns in order to grow.

Official figures from the Institute of Public Policy and Research show that SMEs have created a massive 84% of new jobs in the UK in the last three years, with many of these being flexible or part-time roles. So how is this trend benefiting business?

Expanding the Pool of Talent

Skills shortages are a real worry for UK business in general, with the Department for Work and Pensions saying that 20% of vacancies are remaining unfilled when employers can't recruit anyone with the right skill set. Small businesses in particular are suffering as a result, and in one recent survey nearly a third of respondents said their growth prospects were being hindered by a lack of suitable staff.

However, offering part-time work, or other options such as working from home all or part of the time, can help to attract the talent you need. Fully exploring the option of flexible working enlarges the pool available, because it means you can consider people who have the skills you need, but are not looking for a full-time job. This does not just apply to just parents and carers, but also to older people with valuable experience and younger people who want to combine part-time study or training with paid work.

As well as helping to recruit new staff, offering flexible working options is also a good way to retain the valued team members you have on the books already. It means that, if someone can no longer work full time because of personal circumstances, you don't have to lose their skills, experience and commitment – and they may be able to return full-time in the future.

Financial Advantages

Embracing a flexible working culture means you can offer more hours if you need more staff for a particular project, but you will not be committed to a large full-time workforce when the work isn't available. In effect you can have two or three talented individuals on your books rather than just one, but without the need to pay full-time salaries.

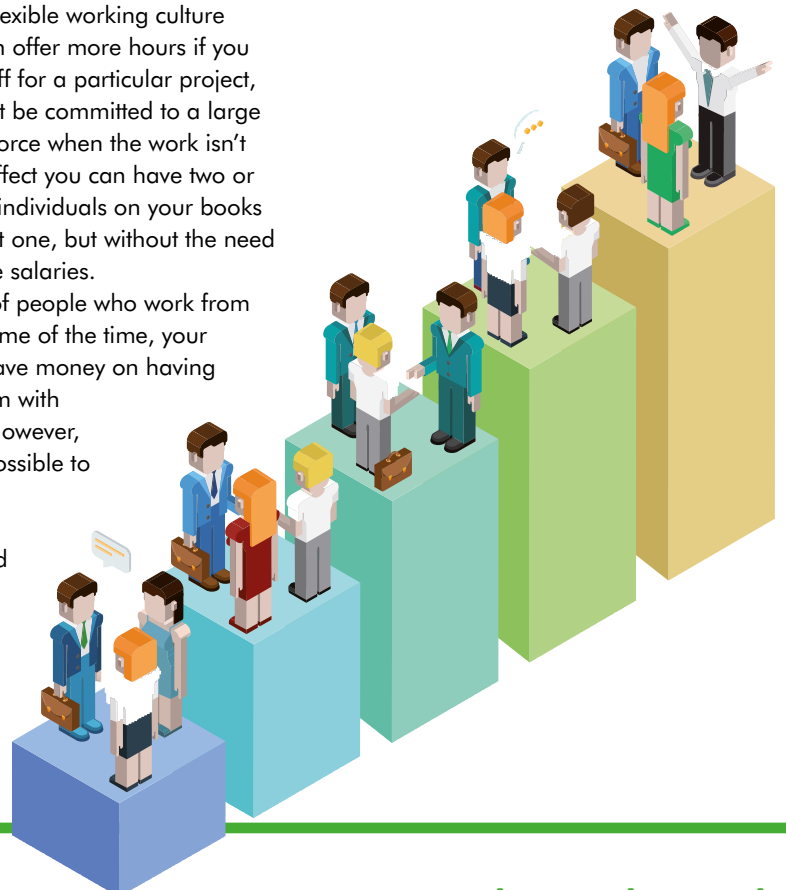
In the case of people who work from home all or some of the time, your business will save money on having to provide them with office space. However, it will still be possible to communicate with them via technology and work together on shared documents, and you

could also arrange regular meetings for brainstorming face to face.

Another type of flexible working arrangement can see two or more small companies who are working together deciding to share the cost of an employee, who might work with each of them for a certain number of days in the month. This can be a good idea for an expert providing skills such as bookkeeping, which a small company may not need all through the month.

However, it isn't just the business owners who benefit from the roll-out of flexible working. There is increasing evidence that offering this type of option can lead to greater commitment and loyalty from staff, who will often be keen to stay in a job which fits in well with their lifestyle.

In turn, this benefits business owners again, since committed staff do a better job – and you will also benefit from their life experience and the contacts formed when they are not at work.



Want to read more?

Visit blog.basepoint.co.uk for more useful articles

Licensee Focus Havant



Basepoint Havant are pleased to welcome Dream 3D.

Dream 3D are distributors and resellers for 3D printers, filaments, 3D scanners and software. They specialise in the Architectural, Design and Construction market but also cater from hobbyists, engineers and more.

Visit their office and you will see 3D printers in action, and be able to browse their collection of filaments and discuss 3D printing with expert advisors.

For more information visit; www.dream3d.co.uk

Wellness not just for January

To kick start 2015 Basepoint Centre's gave away free fruit once a week to all Licensees through the Wellness January promotion.

The event was well received and has been such a success that many of our Centre's have decided to continue the promotion throughout 2015 on a monthly basis.



Free courses for rural business women



Basepoint Tewkesbury recently joined forces with WIRE, Women in Rural Enterprise, to offer a range of free training courses to local business women at their Centre. The courses covered topics such as e-commerce, social media and blogging for business.

Claire Vagges, Tewkesbury Centre Manager, commented; "We were happy to support WIRE in delivering their free training and hope that all attendees gained some useful skills for overcoming the barriers faced by rural business women."

For more information on events at a Centre near you visit us online.



Andover supports local feathered friends

In keeping with Basepoint's commitment to providing first class business accommodation, our team at Andover thought it seemed a natural step to sponsor some first class accommodation for some of their local feathered friends.

The team are delighted to have sponsored a new Raptor Nest Box Project at their local Hawk Conservancy.

The project aims to give homeless birds of prey somewhere to live as a lack of suitable nest sites is a limiting factor for many bird species that rely on holes or cavities for their nests.

At least four British raptor species are affected in this way - Barn Owls, Kestrels, Little Owls and Tawny Owls. Whilst areas of foraging habitat do exist in the local area, without suitable nest sites breeding opportunities and population growth are limited.

The Raptor Nest Box Project is run by the Hawk Conservancy Trust, a group which aims to address this lack of suitable nest sites by giving local owls and kestrels a home and helping to secure the future of their population.



Pictured: Andover Centre Manager, Des Faherty holding Charlie the Barn Owl with Dr Campbell Murn, Head of Conservancy and Research

CHARITY ROUND UP



More than just a house

The ACT Foundation is pleased to announce that it has granted £2,000 to Julian House, a charity set up to offer direct support to the homeless.

Initially this was limited to offering food and shelter but over time other projects have been developed which are targeted at preventing people becoming homeless by engaging them in meaningful activities, training and preparation for employment.

ACT's grant was made towards their Meaningful Occupation Project which provides education and training opportunities for people who are homeless and who have difficulty accessing mainstream education because of addiction, learning difficulties and mental health issues.

The Meaningful Occupation Project will help those who are homeless to acquire skills and training and access job opportunities in a safe and welcoming environment.

Registered No. 19305R

ACT now!

Do you or does somebody you know with disabilities need help to become self-sufficient? ACT is a grant making charity and we'd love to hear from you. Visit us online to find out if you are eligible for a grant and to apply. theactfoundation.co.uk



Waterlooville makes local charity smile

Basepoint Waterlooville are proud to have supported local charity, SMILE Support & Care, with a donation of £10,000 to help equip a new Short Break Centre in Waterlooville.

SMILE already provide support and care to over 500 children and young adults with disabilities and will soon be offering short

breaks at their newly built centre on Hemlock Road in Waterlooville. The purpose built centre will offer a safe environment with round the clock professional support and comfortable, specially equipped accommodation in peaceful surroundings.

Basepoint Waterlooville's donation of £10,000 will be used to provide the garden with outdoor play equipment.

Theresa Elliott, Head of

Fundraising, said, "Basepoint supported us back in 2012 with a balloon release on the site where the centre now stands, to help get the building work underway. We were thrilled to welcome them back today, to see the centre and present us with a cheque for £10,000. This contribution will fund the play equipment in the garden which will be specially adapted for severely disabled children."

Registered Charity No. 1047359



Match Funding for St Michael's



As Basepoint is owned by The ACT Foundation, a leading UK grant-making charity, each centre is dedicated to fundraising for a selected charity and The ACT Foundation match funds any

money raised for the chosen charity, up to a maximum of £10,000.

The team at Basepoint Basingstoke are one of the many Centres who have reached this match-funding target this year for their local charity.

The money is raised through various events including coffee mornings, raffles and book

sales, as well as Basepoint matching all of the money that the Charity raises through its own fundraising events – including golf days and sponsored sport activities.

Jackie Ridge, Corporate Partnership & Legacy Manager at St. Michael's Hospice who are supported by Basepoint Basingstoke commented; "To have the support of such a key organisation in Basingstoke makes a huge difference to our fundraising objectives and helps to enable us to continue to provide our services to patients and their families in the area at a time when they are most needed. Without support such as this we would not be able to provide vital services to patients in Basingstoke and North Hampshire. Thanks again to the Basepoint team."

Registered Charity No. 1002856



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