

Press Comment 21st September 2010

Comment on 'Why choose managed office space?'

For Katie Lewis, Fresh Business Thinking

From Basepoint Business Centres Ltd

Basepoint Business Centres Ltd operates 26 business centres across the South of England and the Midlands. For businesses, there are many advantages of taking out managed office space such as flexible licensing, business support and networking opportunities.

One of Basepoint's unique selling points is that they offer an easy-in, easy-out, two week license agreement on an inclusive price package. The flexible licensing allows businesses to expand or contract their office space, as they require. One Basepoint tenant that has benefitted from this flexible licensing is Duncan Bartlett, Basepoint Southampton based co-founder of One Way Resourcing – a recruitment company which is now backed by Dragons Den, star James Caan. Duncan said: "We chose Basepoint because their licensing is so flexible and has enabled us to grow without the worries and stresses of signing long term leases that would not have fitted into our business plan for rapid growth. We started off with a 440 sq ft office and now occupy the centre's largest office which is 1460 sq ft."

Another feature that Basepoint offers is a strong business support system and a unique 'Business Portal'. The Business Portal gives Basepoint tenants the buying power of a major group – from their desktops, licensees can take advantage of the economies of scale savings which are usually only available to large companies.

Other benefits include the use of meeting rooms and facilities at the centres; Lesley Way is the Founder of training company, The Way Ahead, and is based in Basepoint Bournemouth. She says: "We often hold courses or workshops in the meeting rooms in Basepoint, but only have to pay for the space when we are using it. If we had to pay for full time occupancy on such a large room, our overheads would increase significantly."

All Basepoint centres have dedicated reception staff that are always on hand to help out licensees; they assist with day-to-day tasks, welcoming clients and organising networking events – another benefit of managed office space. Stephanie Pettitt, runs accountancy firm Equation Accounting, and is located in Basepoint Weymouth. She comments: "It is great to know that when my clients arrive, someone is there to greet them; it helps to reinforce Equation Accounting's professional image. Basepoint also organise 'coffee and cake mornings' in the centre which are great for networking – as a result of these events, Equation Accounting now deals with a number of other businesses within Basepoint Weymouth."



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Basepoint Luton based Sajid Parkar, Founder of Take Two Books, agrees: “It is so convenient to be able to deal with the other businesses within Basepoint; one company from the centre manages the taketwobooks.com website and another is assisting to get the second edition of the book onto iTunes. As long as you are willing to talk about your business, other licensees will always approach you, which is fantastic.”

Overall, most companies within Basepoint centres agree that having managed office space has enhanced their business, Lesley concludes: “Having an office in Basepoint has certainly helped TWA to create a professional image; having a business address and a designated space in which to run workshops, together with the lovely Basepoint staff welcoming our clients, has added to our credibility. This in turn, has brought in business.”

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NOTES FOR EDITORS

Basepoint specialises in the development and operation of managed business, innovation and enterprise centres. These centres provide comprehensive accommodation and support infrastructure packages to new and early-stage companies within a supportive and secure environment. The company operates both wholly- and part-owned centres as well as managing facilities on behalf of public sector bodies. Group operations currently extend across Southern England and the Midlands, with additional opportunities under assessment across the UK.

Basepoint is a wholly-owned subsidiary of the ACT Foundation, a leading grant-making charity dedicated to improving the quality of life of those in need. The ACT Foundation derives its income from a substantial and diversified property portfolio of which Basepoint is a major constituent.

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For further **press** information, please contact:

Emma Ward Hunt / Charlotte Young

Foundation PR Ltd

T: 020 8542 7400

E: emma.wardhunt@foundation-pr.co.uk / charlotte.young@foundation-pr.co.uk