

PRESS RELEASE

For immediate release
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BASEPOINT
making a difference

BASEPOINT ON THE WATERFRONT AT GUNWHARF

As part of the roll-out of its new brand identity, Basepoint Business Centres Ltd — the leading developer and operator of managed business centres for small businesses in the south — chose the waterfront at Gunwharf Quays in Portsmouth as the ideal location for an event to raise public awareness of the company and its services, which was held on Saturday 16 May 2009.

Every Basepoint Business Centre across the region recently took delivery of a new Mercedes A-Class for centre staff to use for raising local awareness of the company and their respective centres. A vivid green colour scheme together with oversized company logos has been wrapped around each of the prestigious cars, which will also provide transport on a flexible basis for centre staff.



Three of these cars took up prominent positions on the waterfront beneath the iconic Spinnaker Tower and staff from centres across the region were on-hand to answer questions and hand out information about the services Basepoint Business Centres offer to new and developing companies.

With a force 6 wind racing across the Solent it was a severe test of both man and machine as the staff bravely held on to their clip boards and information packs while keeping a careful eye on the flags and info signs that had been put in place.

The weather did not put off many people and a steady stream of enquiries was fielded with numerous people signing up for Basepoint Membership Cards which gives the holder access to facilities at all 24 of the company's business centres. The added attraction of the chance to win a £100 Gunwharf Quays gift card also attracted a steady stream of people who had to guess the number of balloons in one of the cars. The lucky winner will be announced soon once all the entries have been checked.

With Basepoint being a wholly-owned subsidiary of the ACT Foundation, every penny of profit goes towards improving the lives of those in need. Each Basepoint Business Centre supports a local charity; Gosport Business Centre's chosen beneficiary is the Rainbow Centre for Conductive Education in Fareham and a representative from the centre was on hand during the day to answer questions and hand out information about their work.

In the last financial year, Basepoint Centres generated almost £90,000 in matched funding support to a wide variety of worthy causes, with the local centres of Gosport, Havant and Waterlooville giving £14,000 to local organisations. In these uncertain economic times fundraising can be difficult for

Basepoint Gosport, Frater Gate, Aerodrome Road, Gosport, Hampshire PO13 0FQ
t: 01329 848700 f: 01329 848701 e: gosport@basepoint.co.uk w: basepoint.co.uk

Basepoint Centres Limited, The Gatehouse, 2 Park Street, Windsor, Berkshire SL4 1LU Reg no: 3048451



unique workspaces



latest technology



easy in, easy out



great people

charitable organisations, but Basepoint is continuing its matched funding support to ensure that the valuable work these organisations undertake can continue.

Basepoint Business Centres provide a wide range of high quality office space and workshops designed for all kinds of small to medium-sized businesses. Thanks to our easy-in, easy-out licence agreement, companies are free to stay as long as they like – or leave with as little as two weeks' notice. They can keep a close eye on expenditure with our simple monthly licence fee, and take advantage of a whole host of additional business benefits including virtual offices.

Ends

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.

www.basepoint.co.uk
www.theactfoundation.co.uk

Media contacts may be addressed to:

Andrew Weston
Gosport Business Centre
01329 848702
andrewweston@basepoint.co.uk

Della Parker
Basepoint Centres — Havant & Waterlooville
023 9244 9668
dellaparker@basepoint.co.uk

Matt Johnson
Clearline Communications Ltd
01962 820358
matt@clearlinecommunications.co.uk