

MANAGED WORKSPACE CENTRES

# INSIDE THE HUB OF CREATIVITY AND COLLABORATION

## DIFFERENT SOCIAL MEDIA PLATFORMS AND HOW THEY SHOULD BE USED

**DIRECTORY - FIND, CONNECT  
WITH OTHER BUSINESSES**

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**ONE PUNCH HULL  
CONTINUES THE MESSAGE**

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**MEET THE TEAM -  
TONY HATTON**



# LETTER FROM THE MANAGER

Dear Valued Members,

Welcome to the November edition of our Managed Workspace Centres (MWC) magazine!

As we move deeper into autumn, there's a distinct energy that comes with the crisp air, and we are channelling that vibrancy into this edition.

Our focus this month is all about harnessing creativity and collaboration within our thriving community.

You will find insights and stories that highlight not just the value of working together but also practical tools to make your business grow more effectively in the digital age.

Our feature article, "Different Social Media Platforms and How They Should Be Used," explores how your business can thrive in today's digital marketing landscape. Whether you are looking to amplify your brand story, connect professionally, or drive real-time engagement, this guide provides tailored strategies to help you navigate each platform with purpose and clarity.

Additionally, our article, "One Punch Hull Continues the Message Across" shares an incredibly moving story about the impact of one punch and how a community is rallying to raise awareness and drive change. This piece serves as a powerful reminder of the importance of community, compassion, and education in preventing needless tragedies. By sharing their story, One Punch Hull is not only creating awareness but also making a real difference in schools, workplaces, and at local events.

Tony Hatton is this month feature in our "Meet the Team" section. We celebrate the individuals who contribute to making our workspace a place where businesses can truly flourish. Tony's journey is a reminder of the passion and commitment that keeps our centres thriving.

We encourage you to take full advantage of the opportunities in this issue—whether it's diving into our business directory to connect with fellow members, attending upcoming networking events, or just finding inspiration from the stories shared here. Together, let's continue building a supportive, creative, and collaborative environment for all.

Thank you for being such an integral part of our community. Here's to another month of growth, connection, and success!

**Best regards,**

**Allan Rookyard**



*Allan Rookyard*

**Managed Workspace Centre Manager**

# MEET THE TEAM



**ALLAN ROOKYARD**  
MANAGED WORKSPACE  
CENTRE MANAGER



01482 613 594



[allan.rookyard@hullcc.gov.uk](mailto:allan.rookyard@hullcc.gov.uk)



**HAYLEY DRUST**  
TEAM LEADER



01482 616 256



[hayley.drust@hullcc.gov.uk](mailto:hayley.drust@hullcc.gov.uk)



**MIKE YOUNG**  
BUSINESS DEVELOPMENT OFFICER



01482 613 624



[mike.young@hullcc.gov.uk](mailto:mike.young@hullcc.gov.uk)



**MATT NIBLETT**  
BUSINESS DEVELOPMENT OFFICER



01482 613 614



[matthew.niblett@hullcc.gov.uk](mailto:matthew.niblett@hullcc.gov.uk)



**NIGEL LENDON**  
BUSINESS DEVELOPMENT OFFICER



01482 612 334



[nigel.lendon@hullcc.gov.uk](mailto:nigel.lendon@hullcc.gov.uk)



**JACOB MCLEAN**  
BUSINESS DEVELOPMENT OFFICER



01482 613 704



[jacob.mclean@hullcc.gov.uk](mailto:jacob.mclean@hullcc.gov.uk)



**LOTTIE RYMER**  
BUSINESS DEVELOPMENT OFFICER



01482 616 982



[charlotte.rymer@hullcc.gov.uk](mailto:charlotte.rymer@hullcc.gov.uk)



**BRANDON WILLBY**  
BUSINESS DEVELOPMENT OFFICER



01482 614 811



[brandon.willby@hullcc.gov.uk](mailto:brandon.willby@hullcc.gov.uk)



**CARL COOK**  
CARETAKER



**TONY HATTON**  
FACILITIES ASSISTANT

# LOUIS PEARLMAN CENTRE

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| 8 <b>HESH Computer Services Ltd</b><br><a href="http://www.hesh.co.uk">www.hesh.co.uk</a>   | 37 <b>Markham Wallis Limited</b>  | 120 <b>Eazy Rooms Ltd</b><br><a href="http://www.eazy-group.co.uk">www.eazy-group.co.uk</a>   |
| 9 <b>Sam Harrison Trading Ltd</b>   | 38 <b>Techade LTD</b>   | 121 <b>Skin and Laser Treatments</b>  |
| 10 <b>Bispol Candles LTD</b><br><a href="http://www.bispolcandles.co.uk">www.bispolcandles.co.uk</a>  | 39 <b>Image 2000 Systems</b><br><a href="http://www.image2000systems.co.uk">www.image2000systems.co.uk</a>                      | 122 <b>EMBE Acupuncture &amp; Complementary Health Clinic</b><br><a href="http://www.embeacupuncture.co.uk">www.embeacupuncture.co.uk</a> |
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| 21 <b>Image Solutions Ltd</b>   | 102 <b>No Name I.T. / Guide Region</b>  |   |
| 22 <b>Abbey Hull Ltd</b><br><a href="http://www.abbey-hull.co.uk">www.abbey-hull.co.uk</a>  | 103 <b>MPS Kitchens and Bathrooms</b><br><a href="http://www.mpskitchens.co.uk">www.mpskitchens.co.uk</a>                       |   |
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| 27 <b>Meridian Training Academy</b>   | 109 <b>East Riding Finance Ltd</b><br><a href="http://www.eastridingfinance.com">www.eastridingfinance.com</a>                  |   |
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| 29 <b>East Riding Electronics</b><br><a href="http://www.eastridingelectronics.co.uk">www.eastridingelectronics.co.uk</a>                   | 113 <b>Impact First Aid</b><br><a href="http://www.impactfirstaid.com">www.impactfirstaid.com</a>                               |   |
| 30 <b>Perfect Serve Drink Dispense Services</b>   |   |   |

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| 1 Reception  | 9 Dan Pearce Fitness Ltd<br>Instagram @TRAINEDBYDP   | 21 Moduflow Plumbing and Heating<br><a href="https://www.facebook.com/profile.php?id=100050961084013">https://www.facebook.com/profile.php?id=100050961084013</a> | 35 Haydn George Construction LTD<br><a href="http://www.haydngeorge.co.uk">www.haydngeorge.co.uk</a>       |
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| 4 Hull Training<br><a href="http://www.hcctraining.ac.uk">www.hcctraining.ac.uk</a>                      | 12 Preston Furniture Solutions Ltd<br><a href="http://www.prestonfurnitureolutions.co.uk">www.prestonfurnitureolutions.co.uk</a> | 24/25 By Design Holidays  | 38 Gillian Day Administration  |
| 5 Hull Training<br><a href="http://www.hcctraining.ac.uk">www.hcctraining.ac.uk</a>                      | 13 Prestige Floorcoverings UK  | 26 McKinney Haarcourt<br><a href="http://www.mckinneyhaarcourt.com">www.mckinneyhaarcourt.com</a>   | 39 Airmed Psychology Limited<br><a href="http://www.airmedpsychology.co.uk">www.airmedpsychology.co.uk</a> |
| 6 Hawker Construction<br><a href="http://www.hawkerltd.co.uk">www.hawkerltd.co.uk</a>                    | 14 MS Electrical Solutions<br><a href="http://www.ms-electrical.net">www.ms-electrical.net</a>                                   | 27 Litonics Homes<br><a href="http://www.litonicshomes.co.uk">www.litonicshomes.co.uk</a>   | 40   |
|  | 15 One Punch Hull & East Yorkshire<br><a href="http://www.onepunchhull.com">www.onepunchhull.com</a>                             | 28 Northern Air Conditioning  | 41 Yorkshire Control and Power Ltd   |
|  | 16 Just Gilbey IT Solutions LTD<br><a href="http://www.justgilbey.co.uk">www.justgilbey.co.uk</a>                                | 29 Levente Rog  | 42   |
|  | 17 We're on it limited<br><a href="http://www.were-onit.com">www.were-onit.com</a>   | 30 Fountain of Hope Care & Support  |  |
|  | 18 Cleansure Ltd<br><a href="http://www.cleansurecleaning.com">www.cleansurecleaning.com</a>                                     | 31 Restore Empathy Healthcare Ltd<br><a href="http://www.rehealthcare.org">www.rehealthcare.org</a>   |  |
|  | 19 SJS Flooring<br><a href="http://www.sjsflooring.co.uk">www.sjsflooring.co.uk</a>  | 33 Door Repair & Service Yorkshire<br><a href="http://www.doorrepairandservice.co.uk">www.doorrepairandservice.co.uk</a>  |  |
|  | 20 Excel Modular Buildings<br><a href="http://www.excelmodular.co.uk">www.excelmodular.co.uk</a>                                 | 34 Practical Psychology Consultancy<br><a href="http://www.practicalpsychologyconsultancy.com">www.practicalpsychologyconsultancy.com</a>                         |  |

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| 1 Rhapsody Activities   | 9 Louise Brewer Foot Health Practitioner<br><a href="https://www.facebook.com/louise.brewer.foothealthpractitionerpathp0354">www.facebook.com/louise.brewer.foothealthpractitionerpathp0354</a> | 17 RD - Physio - Hull<br><a href="http://www.rd-physio-hull.co.uk">www.rd-physio-hull.co.uk</a>                          |
| 2 Rhapsody Activities   | 10 HLDPS  | 18   |
| 3 Complete Provisions<br><a href="http://www.completeprovisions.com">www.completeprovisions.com</a>                   | 12 Alex Carling Training & Therapeutic Services<br><a href="http://www.counsellinginhull.co.uk">www.counsellinginhull.co.uk</a>   | 19 Suzannah Hypnotherapy Solutions<br><a href="http://www.shs-hypnotherapy.co.uk">www.shs-hypnotherapy.co.uk</a>         |
| 5 Kingswood Nutrition<br><a href="http://www.kingswoodnutrition.co.uk">www.kingswoodnutrition.co.uk</a>               | 13 Sunshine Technology<br><a href="http://www.sunshinetechnology.co.uk">www.sunshinetechnology.co.uk</a>  | 20 Diana Johnson MP Constituency Office<br><a href="http://www.dianajohnson.co.uk">www.dianajohnson.co.uk</a>            |
| 6   | 14  | 21 Brightstart Day Nurseries<br><a href="http://www.brightstartdaynurseries.co.uk">www.brightstartdaynurseries.co.uk</a> |
| 7 Reliance Community Care Ltd<br><a href="http://www.reliancecommunitycare.co.uk">www.reliancecommunitycare.co.uk</a> | 15 Mary Ruth Care Services<br><a href="http://www.maryruthcareservices.co.uk">www.maryruthcareservices.co.uk</a>  | 22 Brightstart Day Nurseries<br><a href="http://www.brightstartdaynurseries.co.uk">www.brightstartdaynurseries.co.uk</a> |
| 8 Reliance Community Care Ltd<br><a href="http://www.reliancecommunitycare.co.uk">www.reliancecommunitycare.co.uk</a> | 16 Foxglove Supported Living<br><a href="http://www.foxglovecare.co.uk">www.foxglovecare.co.uk</a>  |  |

# DIFFERENT SOCIAL MEDIA PLATFORMS

AND HOW THEY SHOULD BE USED FOR BUSINESS GROWTH  
IN THE UK



In the fast-paced digital landscape, social media platforms offer unprecedented opportunities for startups and small to medium-sized enterprises (SMEs) in the UK to engage with potential customers locally, nationally, and globally, enhance brand visibility, and drive business growth. In this article I aim to delve into the distinct features of various social media platforms and provide strategic insights on how they can be effectively leveraged by new and growing businesses. Drawing on the latest statistics and expert opinions, we'll explore optimal uses for key platforms to maximise your digital marketing.

At the end of 2023, Facebook boasted over 2.9 billion monthly active users globally, with approximately 44 million users in the UK alone (Statista, 2023). Its extensive demographic reach makes it a valuable tool for businesses aiming to build a broad customer base.

## Facebook: The Versatile Giant

### Strategies for Effective Use:

- **Content Diversity:** Incorporate a mix of content types, including images, videos, and live streams, to engage different segments of your audience.
- **Facebook Ads:** Utilise targeted advertising options to reach specific demographics and measure return on investment with built-in analytics tools.
- **Community Building:** Create and manage a Facebook Group related to your industry to build up community engagement and brand loyalty.



Instagram, with over 1 billion active users worldwide and a strong user base in the UK, it is ideal for brands focusing on visual storytelling. Approximately 30% of UK internet users access Instagram, with a significant skew towards the 18-29 age bracket (Ofcom, 2023).

## Instagram: Visual Impact and Brand Storytelling

### Strategies for Effective Use:

- **High-Quality Visuals:** Invest in high-quality photography to showcase products, events, and company culture.
- **Instagram Stories and Reels:** Make use of short-form video content to capture attention and create interactive experiences.
- **Influencer Collaborations:** Partner with influencers to expand your reach and add credibility to your brand.

LinkedIn is the premier social media network for professional networking, with a UK user base exceeding 29 million professionals (LinkedIn, 2023). It is essential for B2B companies and entrepreneurs looking to forge business relationships and recruit talent.

## LinkedIn: B2B Networking and Professional Growth

### Strategies for Effective Use:

- Professional Content: Publish articles, case studies, and white papers to attract a professional audience.
- Networking: Actively connect with peers, industry leaders, and potential clients to expand your professional network.
- Talent Acquisition: Utilise LinkedIn's job posting features to attract and recruit top industry talent.

X serves as a dynamic platform for real-time communication, making it a powerful tool for customer service and timely updates. With over 17 million UK users, it is particularly popular among professionals and news seekers (eBizMBA, 2023).

## X: Real-Time Engagement and Customer Service

### Strategies for Effective Use:

- Timely Updates: Use X to share industry news, company updates, and react to trends with relevant hashtags.
- Customer Interaction: Engage with customers directly to solve issues and answer questions, enhancing your brand's reputation for responsiveness.
- Thought Leadership: Share insights and articles related to your industry to establish expertise and authority.

## TikTok: Trend-Driven Marketing and Young Audiences

TikTok has rapidly become a hotspot for creative marketing, especially among younger audiences. In the UK, it has amassed a user base of over 13 million, predominantly under the age of 30 (Statista, 2023).

### Strategies for Effective Use:

- Trend Participation: Leverage trending hashtags and challenges to gain visibility.
- Creative Content: Develop unique and entertaining content that reflects your brand's personality.
- User Engagement: Encourage user-generated content and interactions to boost engagement and loyalty.

## Conclusion

Social media platforms provide diverse and powerful channels for startups and SMEs to grow their businesses. By understanding the unique strengths and audiences of each platform, businesses can tailor their strategies to effectively engage with potential customers and drive growth. Remember, consistency and authenticity are key to building a successful social media presence that resonates with your audience and supports your business objectives.

### References:

- Statista. (2023). *Social Media Statistics & Facts*.
- Ofcom. (2023). *The Communications Market Report*.
- eBizMBA. (2023). *Top 15 Most Popular Social Networking Sites and Apps*.
- LinkedIn. (2023). *Business Solutions & Marketing Insights*.

This comprehensive approach not only helps in achieving targeted results but also in building a sustainable digital footprint that can support business objectives over time.

# ONE PUNCH HULL CONTINUES TO EXPAND IN GETTING THE MESSAGE ACROSS



Since moving into an office at the Craven Park Enterprise Centre our Charity has gone from strength to strength. The move has given us the opportunity to create a base, an identity, has opened up new opportunities, and has brought people together to support our Charity moving forward.

Since January 2024 we have delivered over 40 educational talks across Hull and East Yorkshire, in schools, workplaces, colleges and training centres, delivering to over 4000 children and young adults. We have developed our website and facebook page, which now has nearly 4000 followers. By sharing our true story, in regards to the impact and devastation caused to our family, from a One Punch attack, which resulted in our son Scott Akester losing his life, we are raising awareness and are hoping that everyone we speak to, understands that punching out needlessly is really not worth it.

Through our work, we are changing behaviours, and making an impact in schools and the local community, and we are very proud of the strength we are showing others, that it is ok to STOP, THINK AND WALK AWAY. At least you are there the next day and your families aren't going through what we have been through over the last 2 years.

It was November 2022 when Scott lost his life, at the age of 31 years old. He was on a night out with friends, when at the end of the night, his friend punched him in the mouth for no reason, he fell back, hit his head on the ground, hard, and lost his life from the injuries caused. This didn't need to happen, it could have very easily been avoided, should his killer taken the decision to walk away that night. He is now serving 7.5 years for his crime. It could have been avoided.

We will continue to carry out our work in the Community, we also attend local events; since receiving funding to purchase a minibus, we have been able to take our work into local communities, attending events and local venues, speaking to local people and taking our story wider. We have attended a number of events over the summer and will continue to get our messages out there.

We have also had the opportunity to work with a local playwright family, The Godbers, who agreed to write a play about our story, which was shown over 4 performances at the Hull Truck Theatre and one night in Goole, in early October. They were all sell out shows and gave us the opportunity to raise awareness to a different audience. Attended by approximately 800 local people, who can then share our story with their family and friends and again raising that awareness.

Our aim is to ensure that everyone knows about our Charity, knows about the risks of One Punch attacks, and the devastation they cause. We want everyone to talk about One Punch attacks with their family and friends; we hadn't heard of this type of crime, before it happened to us as a family, and by sharing our trauma and our local story, we are helping to change behaviours and save lives as a result of increasing awareness out there in our local Community.

This isn't unique to Hull, it happens all over the world, and we will continue to share our story until everyone understands the risks and devastation One Punch attacks cause.

We have recently moved into a larger office, at the same site, as our charity grows, and hope that the future brings us more work, and more visibility to continue with our journey. If you would like us to come into your school or workplace, please get in touch by emailing us at [onepunchhull@gmail.com](mailto:onepunchhull@gmail.com), or contacting us on Facebook, Instagram or twitter.



ONE PUNCH HULL  
& EAST YORKSHIRE

[www.onepunchhull.com](http://www.onepunchhull.com)  
07715 238093

# MEET THE TEAM: TONY HATTON

“I believe that being a team player plays a vital role in boosting motivation.”

## **What does your job entail?**

My responsibilities involve the overall maintenance of the centres, which includes gardening, cleaning tasks, and supporting the team. Additionally, I assist licensees and meet with contractors throughout the centres.

## **What inspired you to pursue the career you have today?**

Following a brief career in butchery, I had the chance for a complete career shift and applied for a position with the council. This opportunity ultimately resulted in my successful employment at the indoor market.

## **Where do you see yourself in 5 years?**

As I head towards my retirement, I am really looking forward to many beach holidays and enjoying a nice cocktail or two.

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

I believe that being a team player plays a vital role in boosting motivation. I also take pleasure in speaking to the licensees as they carry out their duties running their businesses and meeting the diverse array of people who visit the centres.

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

On a personal level, it has been a joy to watch my son grow and achieve remarkable things. Professionally, I take pride in the time spent with the council, as I have now completed over thirty-six years of service.

## **How have you grown professionally whilst with the team?**

I have a wonderful rapport with the team, and it feels fantastic to be part of something meaningful. I have engaged in training and will continue to do so.

## **Tell us something about you that most people don't know.**

I purchased my first record in 1970, and since that time, I have become a passionate vinyl collector.



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Control functions

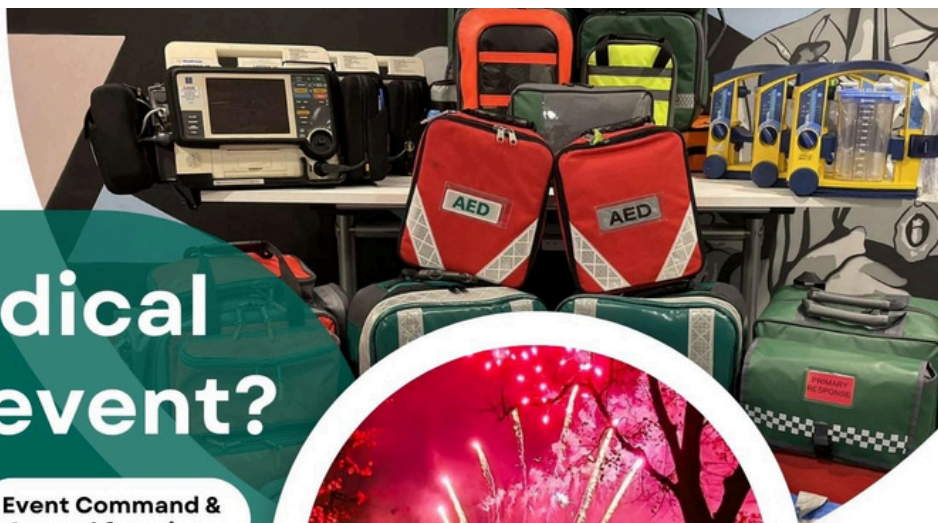
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