

MANAGED WORKSPACE CENTRES

# INSIDE THE HUB OF CREATIVITY AND COLLABORATION

## IN FOCUS WITH - LOUISE BREWER FOOT HEALTH PRACTITIONER

SCALING SMART:  
STRATEGIES FOR SUSTAINABLE  
SME GROWTH IN 2025

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CYBER SECURITY:  
SHOULD I TAKE IT SERIOUSLY?

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DIRECTORY - FIND, CONNECT  
WITH OTHER BUSINESSES

## INSIDE THE HUB

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Foot Health Practitioner



The Rybec Group



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# LETTER FROM THE MANAGER



Dear Valued Members,

Welcome to another exciting edition, and the first of 2025 of the Managed Workspace Centres magazine!

Is it too late to say Happy New Year? Oh well, looks like we just did. I do hope everyone's year has begun strongly and positively. January felt like a long month, and I'm sure these dark nights and cold weather is becoming rather testing!

However, we're pushing through as we step into this latest issue, we are brimming with enthusiasm and purpose.

The energy within our workspace community continues to inspire, innovate, and drive success – and this issue celebrates exactly that!

This edition is packed with insightful articles, expert perspectives, and success stories that showcase the resilience, ambition, and collaboration that define our business network. From invaluable strategies for SME growth in 2025 to a deep dive into the ever-evolving world of cyber security, we're here to help you navigate the changing landscape of business with confidence.

We are also delighted to feature Louise Brewer, an exceptional Foot Health Practitioner whose journey reflects the passion and commitment that so many of our business owners share. Her story is a testament to the power of perseverance and the impact of finding the right environment to flourish.

As always, this magazine is about you – our community. It's about the entrepreneurs, the problem-solvers, and the visionaries who make our centres vibrant hubs of opportunity. Whether you're looking to scale your business, forge new connections, or simply find inspiration, this issue has something for everyone.

Let's keep pushing forward, supporting one another, and making 2025 a year of growth, success, and endless possibilities.

Enjoy the read!

*Allan Rookyard*

Allan Rookyard  
Managed Workspace Centre Manager



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# LOUISE BREWER

## FOOT HEALTH PRACTITIONER



Louise Brewer is your Local Foot Health Practitioner, promoting, maintaining, and improving foot health care in the Bespoke Centre North Hull. Louise's path to success started whilst supporting residents in a nursing home. Unknown to her she had gained much knowledge and began to become more interested in foot health.

Later changing job, working as an axillary nurse is where her interest in anatomy and physiology increased. She booked onto a Level 4 Foot Health Course to develop her theory and clinical knowledge allowing her to start up her company 'Louise Brewer Foot Health Practitioner' and start working for herself.

Her extensive training and continuous professional development ensure that she stays at the forefront of the latest advancements in foot care. She has a genuine interest and passion about what she does which is proven through her work. What truly sets Louise apart is her empathetic and patient-centred approach which keeps all her clients coming back.

"My room at Bespoke Centre is everything I could wish for it is ideal for my business, with a great location for my business I have gained many customers who live close by and some who come from far away," said Louise. Offering Foot Soaks, nail trimming, nail care, creams, Hard/Dry skin removal and Callus and Corns treatment.

If you are looking for a Foot Health Practitioner who combines expertise with a compassionate approach, look no further than Louise Brewer. Her dedication to her clients and her commitment to excellence make her a No.1 choice when thinking about your Foot Health needs.

For more information or to book an appointment, you can reach out to Louise on her new online booking system at: <https://louise-brewer-foot-health-practitioner.selectandbook.com/> or check her out on Facebook @louisebrewer.



# CYBER SECURITY

## SHOULD I TAKE IT SERIOUSLY?

- DOES YOUR COMPANY USE/STORE/SHARE PERSONAL OR CONFIDENTIAL INFORMATION REGARDING YOUR COMPANY, CUSTOMERS, CLIENTS OR EMPLOYEES?
- DOES YOUR COMPANY RELY ON INTERNET CONNECTED DEVICES, APPLICATIONS AND SOFTWARE TO FUNCTION?

IF SO TO EITHER OF THESE...**ABSOLUTELY!** WHETHER YOU ARE A ONE PERSON COMPANY WITH A SMALL CLIENT BASE OR A LARGE COMPANY WITH MULTIPLE OFFICES AROUND THE WORLD, THE IMPACT OF EVEN A SIMPLE CYBER ATTACK COULD HALT YOUR BUSINESS, SUBJECT YOU TO FINES FOR A DATA BREACH AND CAUSE REPUTATIONAL DAMAGE.

**50%** OF UK BUSINESSES REPORTED A CYBER ATTACK LAST YEAR, MOST WERE SME'S

**80%** OF SMALL TO MEDIUM SIZED BUSINESSES STRUGGLE TO RECOVER FROM AN ATTACK

**60%** OF SMALL BUSINESSES CLOSED PERMANENTLY AFTER A CYBER ATTACK

SERVICES YOU CAN INVEST IN TO IMPROVE YOUR SECURITY, THESE INCLUDE:

### GAP ANALYSIS:

NOT SURE WHAT YOUR VULNERABILITIES ARE OR WHERE TO START? WE CAN LOOK AT WHERE YOU CURRENTLY ARE AND GIVE YOU A STRUCTURED LIST OF IMPROVEMENTS.

### CYBER ESSENTIALS CERTIFICATION, ISO27001 AND OTHER ASSURANCES:

A CYBER ESSENTIALS CERTIFICATION IS A GREAT WAY OF ENSURING THAT NOT ONLY DOES YOUR SECURITY MEET THE REQUIREMENTS SET BY THE NCSC, BUT ALSO ASSURING CURRENT AND POTENTIAL CLIENTS THAT YOU TAKE CYBER SECURITY SERIOUSLY. WE ARE A CYBER ESSENTIALS AND CYBER ASSURANCE **CERTIFICATION BODY** WHICH MEANS NOT ONLY CAN WE ASSIST YOU IN APPLICATION, BUT CAN ALSO PROVIDE YOU WITH THE FINAL CERTIFICATION, STREAMLINING THE WHOLE PROCESS. AS WELL AS CYBER ESSENTIALS WE CAN ALSO AUDIT, IMPLEMENT AND MANAGE STANDARDS SUCH AS ISO 27001 WHICH IS A GLOBALLY RECOGNISED STANDARD.

### INFORMATION SECURITY AWARENESS TRAINING:

AROUND 90% OF THE TIME, CYBER ATTACKS CAN BE TRACED BACK TO EMPLOYEE ERROR! WE OFFER FACE TO FACE INTERACTIVE AWARENESS TRAINING PITCHED AT EITHER EMPLOYEE OR BOARD LEVEL TO EMPOWER STAFF WITH THE KNOWLEDGE OF CYBER SECURITY AND REDUCE THAT PERCENTAGE.

### INFORMATION SECURITY POLICIES AND PROCESSES:

WE CAN PROVIDE POLICIES AND PROCESSES TO FIT YOUR BUSINESS AND AID YOU IN IMPROVING YOUR SECURITY POSTURE.

### SECURITY CONSULTANCY:

WE CAN TALK YOU THROUGH AND ADVISE ON GENERAL CYBER SECURITY WITHIN YOUR COMPANY, HELP YOU IMPLEMENT ACTION PLANS, PROJECTS, OR JUST GENERALLY WORK TOWARDS INCREASING YOUR SECURITY POSTURE

**CONTACT US OR POP INTO THE OFFICE FOR MORE INFORMATION ON HOW YOU CAN SECURE YOUR COMPANY!**

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# Scaling Smart: Strategies for Sustainable **SME Growth in 2025**

For small and medium-sized enterprises (SMEs), growth is a critical goal, but scaling too quickly or without the right foundations can jeopardise long-term success. Sustainable growth is about building a business that thrives not just today, but for years to come. With challenges such as economic fluctuations, shifting customer expectations, and technological advancements, businesses in 2025 must adopt innovative yet practical strategies to scale smartly. In this month's article we explore actionable, detailed approaches SMEs can use to grow sustainably, with examples and insights tailored to business based in our East Yorkshire region.

## **1 Establish a Clear and Realistic Growth Vision**

A business without a clear direction is like a ship sailing without a crew and compass. To scale effectively, SMEs need to outline a growth strategy anchored in measurable objectives.

**Why It Matters:** Setting SMART (Specific, Measurable, Achievable, Relevant, and Time-bound) goals allows businesses to focus their efforts and track progress. This ensures growth efforts remain structured and purposeful. Having these goals in place also provides clarity for your team, keeping everyone aligned and motivated.

**Example:** If you're a tech-based firm with a specialised market and your vision is to dominate the Yorkshire's B2B software market by 2030, you'll need a plan. To achieve this, it will more than likely, need to be broken down in areas. A simple example of this could be by segmenting your target into manageable milestones, such as acquiring an agreed number of new clients annually and increase that number for the years that follow. This will be challenging to achieve of course, but it means you have a goal to achieve this successful expansion, while maintaining a quality service.

**Actionable Tip:** Regularly revisit your business plan to ensure alignment with market trends and internal performance metrics. Use tools like SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to identify areas for improvement or opportunity. Create visual roadmaps that can be shared with your team, so they clearly see how their daily efforts contribute to long-term goals.



## 2 Prioritise Financial Health and Cash Flow Management

Growth requires capital, but poor financial management is one of the primary reasons SMEs fail. Cash flow mastery ensures stability during expansion.

**Why It Matters:** According to the British Business Bank, 82% of SME failures stem from poor cash flow management. Sustainable growth hinges on understanding your financial health. A business might be profitable on paper, but if it struggles to maintain liquidity, operations can grind to a halt.

**Steps to Take:**

- **Implement Forecasting Tools:** Platforms like QuickBooks or Xero enable SMEs to predict and manage cash flow effectively. These tools provide detailed insights into your income and expenditure, helping to prevent unpleasant surprises.
- **Diversify Revenue Streams:** Introduce new income sources, such as subscription services or partnerships, to minimise dependency on a single stream. For example, a marketing agency could offer training workshops to complement its client services.
- **Leverage Grants and Loans:** Hull and East Yorkshire businesses can explore programmes like the Humber Business Growth Hub to access funding. Taking the time to understand grant eligibility can open doors to resources that would otherwise remain untapped.

## 3 Invest in Scalable Systems and Processes

A business can only grow as fast as its systems allow. Without the right infrastructure, operational bottlenecks can arise, which in turn begins to hinder growth.

**Why It Matters:** Scalable systems allow businesses to handle increased demand without compromising quality or efficiency. Imagine a bakery that struggles to fulfil larger orders due to manual processes. Investing in automation would not only improve output but also free up time for creative product development.

**In Practice:**

- **Customer Relationship Management (CRM):** Tools like HubSpot or Zoho CRM enhance customer retention by centralising data and automating follow-ups. By tracking customer interactions, you can better understand their needs, tailor marketing campaigns, and increase repeat business.
- **Cloud-Based Solutions:** Platforms like Google Workspace or Microsoft Azure support seamless collaboration and data accessibility. This ensures your team can work efficiently, whether in the office or remotely, without losing valuable time.

*Detailed Insight: CRMs improve customer retention by identifying repeat buyers and tailoring outreach campaigns to their preferences. By automating reminders and creating personalised experiences, businesses can increase customer loyalty and lifetime value.*

## 4 Embrace Digital Marketing

In 2025, a strong online presence is essential for SMEs to thrive. Digital marketing is not just about visibility — it's about connecting with your audience meaningfully.

**Why It Matters:** Research by Statista shows that 70% of UK consumers research a business online before purchasing. A lack of online presence can make a business invisible to potential customers, even if it excels offline.

**Strategies to Adopt:**

- **Search Engine Optimisation (SEO):** Focus on local SEO, ensuring your business appears in "near me" searches. For Hull and East Yorkshire SMEs, this means targeting keywords like "best plumber in Hull" or "artisan bakery near Beverley." Strong local SEO not only increases foot traffic but also builds credibility within the community.
- **Content Marketing:** Regularly publish blogs, videos, or infographics to demonstrate expertise and attract organic traffic. For example, imagine you are a financial consultancy firm – by creating a blog series simplifying tax legislation, the potential impact could result in up to a 20% increase in website visits.
- **Social Media:** Platforms like LinkedIn and Instagram can help build brand awareness. For instance, businesses have been able to demonstrate a 30% increase in foot traffic after launching a vibrant Instagram campaign showcasing their skills and behind-the-scenes workforce.

## 5 Deliver an Exceptional Customer Experience (CX)

Satisfied customers become loyal advocates, and loyal advocates drive referrals. Prioritising customer experience is a cornerstone of sustainable growth.

**Why It Matters:** Studies show that improving customer retention by 5% can boost profits by 25-95% (Source: Bain & Company). Retaining customers is often far more cost-effective than acquiring new ones, making CX a critical focus area.

**How to Improve CX:**

- **Personalisation:** Use customer data to tailor products, services, and communication. For example, sending personalised product recommendations based on purchase history can significantly increase sales.
- **Feedback Mechanisms:** Collect and act on customer reviews to show you value of their input. Negative reviews, when handled well, can turn disgruntled customers into loyal advocates by addressing issues quickly and transparently.
- **Customer Support:** Invest in training for your team to provide empathetic and solution-oriented assistance. Providing a seamless experience at every touchpoint builds trust and loyalty.



## 6 Prioritise Financial Health and Cash Flow Management

Collaboration often leads to innovation and market reach that would be difficult to achieve alone.

**Why It Matters:** Partnering with complementary businesses allows for resource-sharing and mutual growth. Partnerships can also bring fresh perspectives, enabling SMEs to innovate and solve challenges more effectively.

A few examples of how this may look:

- Imagine a Hull-based bakery was situated close to a Hull-based local coffee roaster – they wanted to expand their operations and increase sales. So, by connecting and collaborating to offer co-branded products, you would expect a percentage increase in sales. By creating this collaboration, you have effectively allowed both businesses to expand their customer bases.
- Another example – an East Yorkshire construction firm has successfully partnered with renewable energy providers, allowing them to tap into the ever-growing green building market. By combining a partnership such as this, it not only meets the consumer demand but also contributes to environmental sustainability.

*Actionable Tip: Identify businesses that share your target audience but offer different services. Joint promotions or bundled offerings can drive mutual growth while enhancing customer satisfaction.*

## 7 Invest in Talent and Company Culture

Your team is your greatest asset. Attracting and retaining skilled employees is critical for long-term success.

**Why It Matters:** Research by CIPD indicates that 60% of SMEs experience increased productivity after investing in employee development. Happy, motivated employees are more likely to deliver exceptional customer experiences and contribute to business innovation.

**Steps to Take:**

- **Upskilling Opportunities:** Provide training through platforms like Udemy or partner with local institutions like Hull Training or Hull College. Equipping employees with new skills ensures they can adapt to changing industry demands.
- **Flexible Work Models:** Remote or hybrid options (albeit not ideal or possible for all) attract top talent and improve retention. Offering flexibility shows you value your team's work-life balance.
- **Recognition Programmes:** Celebrate achievements to boost morale and productivity. Simple gestures like employee of the month or team lunches can make a significant impact.

*Top tip: Last year I introduced employee's employee of the year. All the staff got to choose who they thought was employee of the year and that person took home the trophy. The trophy sits pretty in their possession for the year before it comes up for grabs again at the end of the year. This person did a speech and felt extremely valued because of it...and if you'd like to know who that winner was, just ask the staff!*



## 8 Prioritise Financial Health and Cash Flow Management

You can't improve what you don't measure. Tracking KPIs allows SMEs to assess their progress and make data-driven decisions.

**Why It Matters:** Measuring success ensures growth strategies are aligned with business goals. KPIs also highlight potential areas of concern before they escalate into larger problems.

Common KPIs for SMEs:

- Revenue Growth Rate
- Customer Acquisition Cost (CAC)
- Net Promoter Score (NPS)
- Customer Lifetime Value (CLV)

## 9 Invest in Talent and Company Culture

Growth comes with risks, from economic downturns to supply chain disruptions. Anticipating challenges ensures preparedness.

**Why It Matters:** Being proactive rather than reactive reduces the impact of unforeseen circumstances. A solid risk management plan gives you the confidence to take bold steps knowing you have contingencies in place.

Steps to Take:

- Develop a risk assessment framework to identify vulnerabilities. Map out worst-case scenarios and plan responses accordingly.
- Build a contingency fund to cover unexpected expenses. Setting aside even a small percentage of profits can make a big difference during tough times.
- Invest in cybersecurity to protect data and maintain trust. With cyberattacks on UK businesses up by 30% in 2024, this is more critical than ever.

*Actionable Tip: We are running a Cyber Security workshop at the beggng of February which is free to attend. Details will be shared separately – but I advise you to get to this if you can.*



# 10 Adopt Sustainable Practices

Sustainability is no longer optional. Customers and investors are increasingly favouring eco-conscious businesses.

**Why It Matters:** A strong sustainability strategy can set your business apart, attract environmentally conscious customers, and even reduce operational costs. Going green also aligns with consumer values, building brand loyalty.

*Actionable Tip: Start small by reducing waste, using energy-efficient equipment, or sourcing locally to lower your carbon footprint. Communicate these efforts clearly in your marketing to attract eco-conscious customers.*

## Conclusion

Scaling a business isn't about growing quickly — it's about growing smartly. By establishing clear goals, prioritising financial health, investing in scalable systems, and focusing on customer experience, SMEs in East Yorkshire and beyond can build a sustainable foundation for long-term success.

**By adopting these strategies and remaining adaptable in a changing landscape, your SME can achieve meaningful growth that withstands the challenges of tomorrow. Let 2025 be the year your business not only grows but thrives.**

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The Bespoke Centre is renowned for its support of local businesses and startups. With a variety of office spaces available, it provides an ideal environment for entrepreneurs to grow and thrive. Located in the northern area of Hull, the Bespoke Business Centre offers local transport links, local amenities, and easy access towards the east of the city.. This location not only enhances convenience but also positions businesses in the heart of the community.

The centre is aimed at small and starter businesses and is located at Zeals Garth off Wawne Road on Bransholme 5.3 miles from the city centre. Comprising a mix of 24 units with sizes ranging from 14 sqm to 42 sqm, this allows space for a variety of businesses.

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Got a business story you would like to see featured in future issues? Recently expanded, or introduced a new service or range of goods.

Simply speak to any member of the team  
*Applies to current licensees only*



## EVENTS

# CYBER SECURITY WORKSHOP



THE  
**RYBEC**  
GROUP

**WEDNESDAY 19TH FEBRUARY LOUIS PEARLMAN CENTRE**

10.00AM - 12.00PM (CONFERENCE ROOM) FOLLOWED BY NETWORKING AND LUNCH



## Revolutionise Your Marketing: Learn How to Use AI in Our Hands-On Workshop

This interactive session is designed to demystify AI and show you how to harness its potential for your business.

**Louis Pearlman Centre**  
**18th March**  
**9:30am - 12:30pm**

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### Louis Pearlman Centre

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### Bespoke Centre

Zeals Garth, Hull

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### Craven Park Centre

Poorhouse Lane, Hull

☎ 01482 379 514

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