

MANAGED WORKSPACE CENTRES

# INSIDE THE HUB OF CREATIVITY AND COLLABORATION



## IN FOCUS WITH - 121 DIGITAL MARKETING

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

**2025 A YEAR THAT WAS:**  
A REVIEW OF THE YEAR AND A  
LOOK TO THE YEAR AHEAD

**ACN ELECTRICAL:**  
SUPPORTING OUR INDUSTRY  
AND INVESTING IN THE FUTURE

**CHRISTMAS GREETINGS:**  
THE FAVOURITE FESTIVE  
VIEWINGS FROM THE TEAM



## INSIDE THE HUB

### EDITORIAL

Allan Rookyard  
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Business Development Officer

### CONTRIBUTORS THIS ISSUE

121 DIGITAL MARKETING



ACN ELECTRICAL



Jacob McLean & Mike Young

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# LETTER FROM THE MANAGER



Dear Valued Members,

As we reach the final edition of the year, I'm delighted to welcome you to a very special, and yes, a very festive issue of the Managed Workspace Centres magazine! This is always one of my favourite editions to put together — a chance to reflect on the year we've shared, celebrate the accomplishments across the centres, and embrace the joy and spirit of the season.

It's been an incredible year within our MWC community, rich with inspiring achievements, new collaborations, and success stories that continue to highlight why our workspaces are such vibrant places to be a part of. Every business, every conversation and every milestone reached has contributed to a year we can all be proud of. And with the festive season now upon us, the celebrations are just beginning!

As a reminder to you all, you are all invited to our "A Christmas Network to Remember". It's taking place on Friday 12<sup>th</sup> December from 12pm-4pm at the Louis Pearlman Centre (Breakout & Rear Garden). The event will be a relaxed, feel-good afternoon filled with festive fun — from Woodfire festive pizzas and light refreshments to games, music and a special competition for best, worst and in-between Christmas jumper! So please join us to network, unwind, or simply enjoy the celebrations, we'd be delighted to see you there.

Inside this edition, we're also embracing the season with one of the cosiest topics of all — our staffs favourite Christmas films. Maybe there's a film in here you haven't seen that you'd like adding to Christmas film collection! And for our last edition we feature the fabulous 121 Digital Marketing. Hear Darren's story, his origins, where he excels and what has driven him to start-up in business.

As always, this magazine remains dedicated to celebrating you — our incredible business community. Thank you for your commitment, your hard work, and your continued contribution to the thriving atmosphere within our centres. It's your passion and perseverance that make this community so unique.

From all of us here at the Managed Workspace Centres, we wish you a joyful, peaceful and well-deserved festive break. We hope to see you at the Christmas event, share a mince pie or two, and celebrate the end of a fantastic year together.

Here's to a wonderful Christmas — and an exciting year ahead!

Enjoy the read!

Best regards

*Allan Rookyard*

Allan Rookyard  
Managed Workspace Centre Manager



# MEET THE TEAM



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**CARL**

CARETAKER



**TONY**

FACILITIES ASSISTANT



# Louis Pearlman Centre Licensee Directory



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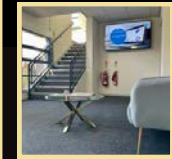


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# DARREN HYDE

## 121 DIGITAL MARKETING

### **Darren Hyde Owner of 121 Digital Marketing: Supporting Local Businesses Through Honest, Results-Driven Digital Marketing**

I'm Darren, the owner of 121 Digital Marketing, and I've been helping businesses across Hull and East Yorkshire grow online since launching the company in 2020. After spending 10 years at the Hull Daily Mail training the sales teams on all of their digital products—and receiving specialist training at Google's offices—I realised I could offer something different: a digital marketing service that is genuinely focused on the customer, not the sales target.

That belief became the foundation of 121 Digital Marketing. I started the business because I saw a real gap in the market for honest, jargon-free support that actually delivers results. My goal has always been simple: to become the most trusted digital marketing agency in the area by giving local businesses the kind of service they truly deserve.

Five years on, I'm proud that around 90% of my very first customers are still with me today. That loyalty means everything. It tells me that doing things the right way—being transparent, approachable, and focused on real outcomes—makes a difference.

Today, my services include website design and build, social media management, Google Ads management, SEO, and graphic design such as business cards, leaflets, and signage. Although the business has grown, I still work closely with every client, supported by Kia, who looks after our social media content. I oversee all strategy and ensure every project stays aligned with our values: clarity, honesty, and results you can actually see.

As someone who has lived in Hull all my life, supporting local businesses means a lot to me. Whether you're looking to refresh your online presence, attract more customers, or simply get a clearer idea on what's working, I offer a completely free, no obligation online health check to help you understand where your business stands digitally.

If you'd like a genuine, easy-to-understand view of your online performance, I'd love to help.





# REFLECTING ON A YEAR OF GROWTH, COMMUNITY AND SHARED SUCCESS

As we approach the end of another remarkable year across the Managed Workspace Centres, it's the perfect moment to pause, reflect, look back, and celebrate the journey we've taken together. What a year it has been! It's been filled with progress, new partnerships, unexpected triumphs, and the continued strength of a community that remains at the heart of everything we do.

Across our three centres, we've seen businesses of all sizes take ambitious steps forward. From innovative start-ups to expanding local enterprises, this year has been rich with stories that speak to resilience, creativity, and a commitment to excellence. The pages of our magazines throughout the year have captured just a glimpse of that – from the inspiring entrepreneurial journeys featured in our “In Focus” interviews to the practical insights and heavily researched (often from my own experience) guidance designed to support you at every stage.

We have highlighted stories of transformation, whether it was businesses scaling sustainably, embracing new technologies, rethinking strategy, improving wellbeing, or taking bold new directions in competitive markets. Each feature has reinforced what we already knew: that the determination, imagination and courage within our workspace community is truly exceptional.

Our centres themselves have continued to evolve. This year welcomed new enhancements such as refreshed communal areas, activity spaces, and outdoor improvements – all designed around you the occupier to embrace, to engage with one another and that focused on wellbeing, networking, and collaboration. With every improvement, our aim remains the same: to ensure the Managed Workspace Centres continue to be places where ideas grow, businesses thrive, and people feel supported.

Yet beyond the physical spaces, perhaps the greatest success has been the strengthening of the community spirit that defines us. From spontaneous office conversations to collaborative projects sparked in shared spaces, we have seen time and time again how connection fuels opportunity. It is a reminder that no business journey is taken alone, and that the right environment can make all the difference. We may not say it enough, or maybe this is because we need not say it, but we are here for you. Sole trading doesn't have to mean by yourself – and we're here, right where you expect and need us to be.

As we close out the year, we want to thank each and every member of our centre and community you create. Your energy, your ambition, and your trust in choosing to grow your business with us is what turns these centres from buildings into hubs of possibility. It has been a privilege to share your stories, champion your successes, and support you through the challenges.

And now, as we are ready to turn the page to a brand-new year, we do so with optimism and excitement. Opportunities lie ahead - new ventures to begin, new goals to chase, and new support to offer. Whatever the coming year brings, we look forward to continuing this journey with you, side by side.

Wishing you all a wonderful festive season, a well-earned rest, and an inspiring year ahead.





## SUPPORTING OUR INDUSTRY AND INVESTING IN THE FUTURE

At ACN Electrical, we take pride in being a trusted provider of electrical and renewable energy services for both domestic and commercial customers. Our work ranges from full electrical installations and upgrades to more specialised areas such as solar panel and battery storage systems, EV charger installations, and landlord safety reports (EICRs). As the industry evolves, we've embraced the shift toward greener, cleaner energy, helping our customers make smarter and more sustainable choices.

But while our services and technologies continue to advance, one thing remains constant — our belief in the importance of people. Good electricians aren't built overnight; they're developed through time, experience, guidance, and real-world learning. That's why apprenticeships are so valuable to us.

Taking on apprentices without government funding isn't easy. It means committing financial resources, slowing down on certain jobs to teach properly, and giving young people the time and support they need to grow. In the early days, apprentices need close supervision, and the work we invest in them doesn't always pay back immediately. For many small or independent businesses, that can be a real challenge.

But despite those challenges, we choose to do it anyway — because someone once did it for us. The electrical and renewables industries are expanding faster than ever. If companies don't invest in training, we risk facing a shortage of skilled tradespeople in the years to come. By bringing apprentices into our team, we're not just helping them build a career; we're helping secure the future of our trade.

We're proud to support young people who want to learn, get their hands dirty, and make a difference. Watching an apprentice grow from their first day on-site to completing complex installations with confidence is one of the most rewarding parts of what we do.

At ACN Electrical, we believe success is measured not only by the quality of our work, but by the opportunities we create. Taking on apprentices without funding is a commitment — but it's a commitment to our community, our industry, and the next generation of electricians.



*Apprentices Tommy and Eddie*



# WE ASKED THE TEAM - IF YOU HAD TO PICK ONE CHRISTMAS FILM AS YOUR FAVOURITE, WHAT WOULD IT BE AND WHY?



Allan

Klaus. . It's the last film we watch together before the kids go to bed on Christmas Eve, and it never fails to deliver. It's a perfectly animated Santa origin story with humour, heart, and all the magic you want in a family Christmas film.

Nigel

National Lampoon's Christmas Vacation stole my cold, green heart. Why? Because it proves that even when the lights don't work, the turkey's dry, and Cousin Eddie shows up... Christmas should still be about FAMILY and FUN!

Carl

Bad Santa - "It's a good comedy."

Hayley

Die hard "I like action movies."

Matt

With Tom Hanks taking the lead (literally) my Christmas movie pick is The Polar Express. It takes us on a magical ride reminding us all to really believe in the spirit of Christmas. From snowy adventures to hot chocolate breaks it's the kind of Christmas film that makes everyone feel like a kid again.

Tony

Santa Who! Lesley Nielson makes a great Santa who loses his memory. Funny film.



Mike

"Call Me Mrs. Miracle" was purely by accident when I first watched this film by just channel flicking. A typical family Christmas film with lots of humour through the sadness. As with any festive film, they always have that happy ending.

Jacob

My favourite Christmas film has to be Home Alone. I can't decide between the 1<sup>st</sup> one or Lost in New York. Both film's perfectly blend humour with heartfelt moments, creating a festive atmosphere that feels timeless. It's iconic characters, clever traps, and memorable Christmas soundtrack make it a cherished part of holiday traditions.

Brandon

My favourite Christmas film has got to be Home Alone 2 Lost in New York. There is something magical about the big apple and Christmas, I have watched it more times than I can remember.

## Christmas reception opening hours

Christmas Day 25<sup>th</sup> December

CLOSED

Monday 29<sup>th</sup> December

CLOSED

New Years Day 1st January

CLOSED

Boxing Day 26<sup>th</sup> December

CLOSED

Tuesday 30<sup>th</sup> December

CLOSED

Friday 2nd January

CLOSED

New Years Eve 31st December

CLOSED

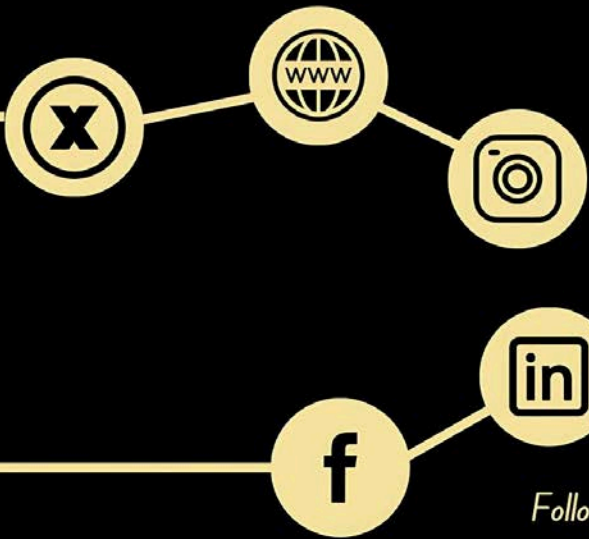
Monday 5th January

OPEN

If there are any issues with the building during the closure period, please contact CIVIC ONE on 616720

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