

MANAGED WORKSPACE CENTRES

# INSIDE THE HUB OF CREATIVITY AND COLLABORATION

## IN FOCUS WITH - NEIL SHEARSMITH & STEVE OXLEY SOLARFROST WINDOW FILMS

DIRECTORY - FIND, CONNECT  
WITH OTHER BUSINESSES

UNDERSTANDING BUSINESS  
ROADMAPS VS. BUSINESS  
BLUEPRINTS  
A PRACTICAL GUIDE FOR START-  
UPS AND SMALL BUSINESSES

SMALL BUSINESS  
BIG IMPACT  
LOUIS PEARLMAN NEW VIDEO  
PROMOTION



## INSIDE THE HUB

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### PAST ISSUES



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visiting the website



# LETTER FROM THE MANAGER



Dear Valued Members,

Welcome to the latest edition of the Managed Workspace Centres magazine!

We're stepping firmly into another vibrant quarter. Not only does it feel like spring and with some lovely sunshine of late - but it seems like only yesterday we were celebrating the start of 2025, and here we are, swiftly advancing through another exciting year.

In this issue, we continue to spotlight innovation, growth, and community spirit within our Managed Workspace Centres. We proudly feature inspiring business journeys, expert insights, and valuable resources tailored specifically to empower our thriving network of SMEs. Among our highlights, we have fascinating articles exploring sustainable business practices and insights into mastering effective digital marketing – vital tools for navigating today's dynamic market landscape.

We are particularly excited to introduce you to some remarkable individuals whose entrepreneurial spirit exemplifies the very essence of our community. Their stories underline resilience, creativity, and a commitment to excellence that resonates with so many of you.

We feature an insightful guide on Understanding Business Roadmaps vs. Business Blueprints, providing clarity and strategic direction essential for start-ups and small businesses. Additionally, discover the remarkable story of Neil Shearsmith and Steve Oxley from Solarfrost Window Films, whose entrepreneurial journey showcases innovation and commitment.

Further, learn how we are Maximising Our Visual Appeal through digital signage, enhancing the way our community communicates and promotes its services. And don't miss the Small Business Big Impact feature, highlighting the significant role SMEs play within our workspace community.

As always, our magazine remains dedicated to you – our MWC business community. It's a celebration of your achievements, an encouragement in your pursuits, and a platform to connect and collaborate. Together, let's continue to build on our shared successes and embrace the opportunities ahead with renewed energy and enthusiasm.

Wishing you an inspiring and productive quarter ahead.

Enjoy the read!

*Allan Rookyard*

Allan Rookyard  
Managed Workspace Centre Manager

# MEET THE TEAM



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# NEIL SHEARSMITH & STEVE OXLEY

## SOLARFROST WINDOW FILMS

In 2022, Neil Shearsmith and Steve Oxley founded Solarfrost Window Films, combining their expertise and passion for innovation in the window film industry in the UK. Specialising in the installation of glazing films and window graphics, the company serves both residential and commercial properties across the country, solving a range of glass-related problems. Solarfrost's products are designed to address issues such as heat, glare, privacy, and fading, while also offering stylish solutions for decorative purposes.

As Solarfrost continues to expand its presence across the UK, Neil and Steve remain committed to staying at the forefront of industry innovation. They focus on providing exceptional customer service, tailored solutions, and high-quality products to ensure that every project meets their clients'

needs. With a strong foundation and a growing reputation, the future looks bright for Solarfrost Window Films.

Solarfrost's range of films serves multiple practical purposes. The films help reduce heat build-up in warmer months, block harmful UV rays that cause fading of furniture, fabrics, and artwork, enhance privacy without blocking natural light, and minimise glare for more comfortable living and working environments. These benefits make Solarfrost an ideal choice for both homes and businesses. In addition to functional films, Solarfrost also supplies and installs window graphics and manifestations, which provide clients with the opportunity to enhance their space with custom designs that are not only visually striking but also serve a functional purpose—whether for branding, privacy, or simply aesthetic appeal.

“The Louis Pearlman Centre has been instrumental in fostering the growth of Solarfrost by providing a reliable and supportive workspace in an ideal location,” says Neil and Steve, who continue to value the centre as a key component of their business success.



### Get in Touch

Interested in transforming your space with high-quality window films or custom graphics? Contact the Solarfrost team today to discuss your needs and schedule a consultation.:

**Phone: 01482 688328**

**Email: [info@solarfrost.co.uk](mailto:info@solarfrost.co.uk)**

**Website: [www.solarfrost.co.uk](http://www.solarfrost.co.uk)**

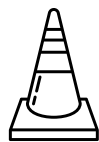
# UNDERSTANDING BUSINESS ROADMAPS VS. BUSINESS BLUEPRINTS: A PRACTICAL GUIDE FOR START-UPS AND SMALL BUSINESSES

When launching or growing your business, clarity is essential. Entrepreneurs are frequently advised to create strategic documents to guide their efforts, with "roadmaps" and "blueprints" often mentioned. Although these terms seem similar, they serve distinct roles. Understanding their differences is crucial for setting clear expectations, aligning your team, and driving business growth effectively.

## WHAT IS A BUSINESS ROADMAP?

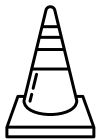
A business roadmap is essentially a strategic plan outlining your business objectives and the key steps required to achieve them within a set timeframe. Think of it as your sat-nav, guiding the route you'll follow, highlighting milestones, and marking checkpoints that track your progress.

### A ROADMAP TYPICALLY INCLUDES:

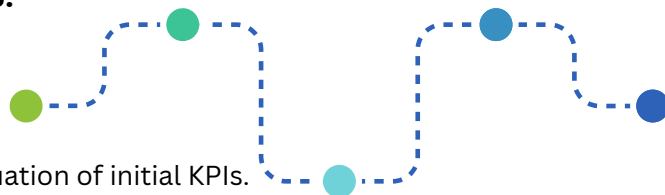


- Objectives and Goals: Clearly defined, measurable outcomes.
- Timeline: Specific dates or periods for achieving targets.
- Milestones: Key achievements or markers indicating progress.
- Responsibilities: Clearly assigned tasks to team members or departments.
- Potential Challenges: Identification of foreseeable obstacles and contingency plans.

## CONSIDER YOUR BUSINESS IS AIMING TO LAUNCH AN INNOVATIVE APP. THE BUSINESS ROADMAP MIGHT LOOK SOMETHING LIKE THIS:



- Quarter 1: Complete prototype, initial user testing.
- Quarter 2: Refine based on feedback, secure seed funding.
- Quarter 3: Beta launch, expanded user testing.
- Quarter 4: Official launch, marketing campaign rollout, evaluation of initial KPIs.

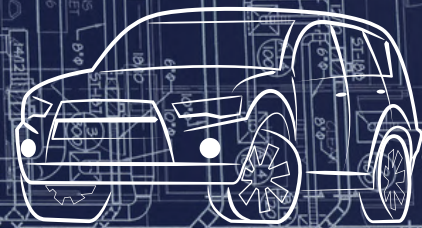


This roadmap clearly outlines each step needed to move from concept to launch, assigning responsibilities and timelines.

## WHAT IS A BUSINESS BLUEPRINT?

While a roadmap focuses on "what" and "when," a blueprint emphasises "how" and provides detailed structural planning. Think of a business blueprint as the architectural plans of a building. It includes detailed descriptions of the processes, systems, and structures that enable the business to function successfully and sustainably. A business blueprint typically includes:

- Operational Processes: Detailed procedures for day-to-day operations.
- Systems: Technology, infrastructure, and tools required.
- Structure: Organisational charts, team responsibilities, and hierarchy.
- Standards: Guidelines for quality control, compliance, and performance metrics.
- Resources: Detailed listings of necessary resources (financial, human, technological).



# UNDERSTANDING BUSINESS ROADMAPS VS. BUSINESS BLUEPRINTS: A PRACTICAL GUIDE FOR START-UPS AND SMALL BUSINESSES

## EXAMPLE OF A BUSINESS BLUEPRINT

A business roadmap is essentially a strategic plan outlining your business objectives and the key steps required to achieve them within a set timeframe. Think of it as your sat-nav, guiding the route you'll follow, highlighting milestones, and marking checkpoints that track your progress.

- Development Process: Coding standards, project management tools (such as Jira or Asana), testing methodologies.
- Marketing System: Platforms for social media, content calendars, analytics tools.
- Sales Processes: CRM systems (like Salesforce or HubSpot or example), scripts or guidelines for customer engagement, sales cycle management.
- Human Resources Structure: Clearly defined job roles, reporting lines, and employee onboarding processes.

This detailed blueprint ensures each part of the business functions efficiently and predictably, allowing scalability and consistency.



## KEY DIFFERENCES SUMMARISED

### ASPECT

#### PURPOSE

#### FOCUS

#### CONTENT DETAIL

#### USAGE SCENARIO

#### FLEXIBILITY

### ROADMAP

Strategic planning and goals

"What" and "When"

Broad objectives, key actions

Strategic decisions & progress

High (adaptable, iterative)

### BLUEPRINT

Detailed operational guidance

"How"

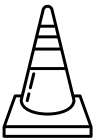
Specific processes, structures

Daily operations & consistency

Low to medium (stable, structured)

## WHY BOTH MATTER TO YOUR SMALL BUSINESS

Understanding and utilising both roadmaps and blueprints ensures comprehensive planning and execution. Small businesses, particularly start-ups, greatly benefit from this clarity:



- Roadmaps: Allow agility, helping you quickly adapt to market changes while maintaining focus on strategic goals.
- Blueprints: Provide stability, essential for scaling operations, ensuring consistency, and preventing operational chaos.

# UNDERSTANDING BUSINESS ROADMAPS VS. BUSINESS BLUEPRINTS: A PRACTICAL GUIDE FOR START-UPS AND SMALL BUSINESSES

## REAL-WORLD EXAMPLES



- **Apple:** Uses roadmaps to outline product releases and strategic goals, while blueprints guide the meticulous processes of product design, manufacturing, and customer experience.
- **Starbucks:** Employs roadmaps for global expansion strategies but relies on detailed blueprints for standardising every coffee shop, from interior design to employee training protocols.



## GETTING STARTED WITH YOUR OWN ROADMAP AND BLUEPRINT

- **Identify Clear Objectives:** Start by defining clear, measurable goals (roadmap).
- **Establish Timelines:** Assign realistic deadlines for each milestone (roadmap).
- **Detail the Processes:** Clearly define how your business operates daily (blueprint).
- **Choose Appropriate Tools:** Leverage technology to streamline and document both strategic goals and operational processes.

### CONCLUSION

While often confused, roadmaps and blueprints are complementary tools essential for strategic success and operational excellence. By clearly distinguishing their purposes and effectively utilising both, small businesses can achieve sustained growth, clarity in direction, and operational effectiveness. Ultimately, your roadmap guides you towards your vision, while your blueprint ensures your business is solidly built to reach — and exceed — your goals.



GOT SUGGESTIONS FOR FUTURE ARTICLES?

*Let us know*

# BIG SMALL BUSINESS IMPACT

Video production specialists OAT Productions focus on producing long form content for the purpose of enhancing organisations internal communications and advertising content. Some of the services provided include business updates, induction videos, case studies and promotional work.

OAT Productions has been actively building their portfolio by working on a promotional film featuring several businesses located at the Louis Pearlman Centre. Allan Rookyard, Managed Workspace Centre Manager, has highlighted the importance of Managed Workspace Centres.

Featuring several businesses, this initiative has brought together companies such as Redfez, Pick and Mix Bricks, and Bielbys, who have showcased their products and services on camera.

The resulting promotional film underscores the vital role of small and medium-sized enterprises (SMEs) and demonstrates how managed workspace centres play a crucial part in supporting and developing these businesses.

Watch on  
our digital  
screens

# MAXIMISING OUR VISUAL APPEAL



In an era driven by visual communication, we are constantly seeking better ways to capture attention and inform licensees. Digital signage has emerged as one of the most effective tools for achieving this goal. Around the centres, you will have noticed our visual display screens displaying various information from the latest news headlines, upcoming events, weather forecasts and business directories. One of the significant advantages of this type of signage is the ability for us to update content in real-time. This also allows licensees the opportunity to offer promotions, display new products, or share important information. This flexibility ensures that the messaging is always current and relevant.

Business Development Officer, Mike Young is tasked with keeping the screens refreshed, “A major part of the screens is the opportunity for us to communicate across all the centres and use this as an additional way of introducing services and upcoming events” said Mike. He also added, “with screens across all our centres, we are now able to engage more effectively in real time and add another dimension for licensees to promote their services across a wider audience.”

In a nutshell, digital signage offers an enriched customer experience and more importantly allows licensees the opportunity to promote their businesses within the centres and allows us to keep licensees informed of new developments and vital information.

## BE A PART OF IT

We are currently seeking testimonials about the Managed Workspace Centres and how they have supported your business. Additionally, if you have any tips for others starting out in business, we would love to hear from you. If you would like to be featured, please speak with any member of the team.



## LET'S TALK

If you have any ideas or suggestions on future inclusions, we'd love to hear from you.

# LOUIS PEARLMAN CENTRE

INSPIRING, FLEXIBLE, READY-  
TO-USE WORKSPACES

## ESTABLISH, DEVELOP, GROW, AND FLOURISH

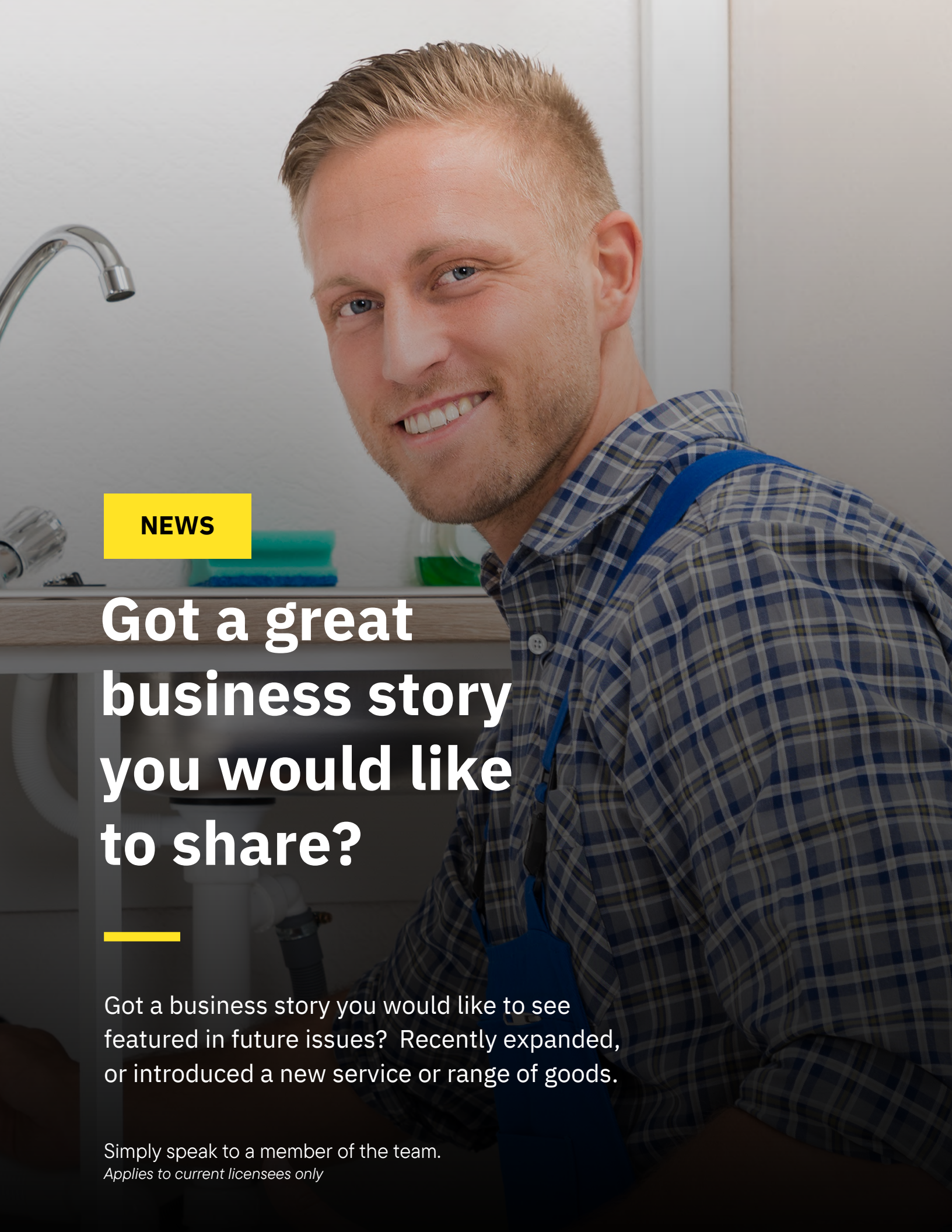
The Louis Pearlman Centre comprises of 75 units with sizes ranging from 108 sq ft to 764 sq ft. It offers a mixture of workshop, storage units and offices aimed at growing businesses. Situated on Goulton Street, it is 1.5 miles west of the city centre, adjacent to the A63 Clive Sullivan Way. It benefits from excellent transport links to both the city centre and national motorway network.

If you're a new or growing business the decisions around business premises is a crucial one. Being based at one of our Managed Workspace Centres means with flexible rolling monthly rentals this makes budgeting and cost projections easy to manage. You'll receive a host of other benefits too including free parking, use of meeting rooms and the benefit of on-site staff.

Louis Pearlman Centre  
Goulton Street  
Hull  
HU3 4DL  
01482 612 478

Take our virtual tour and  
view the facilities on offer



A smiling man with short blonde hair and blue eyes, wearing a blue and white plaid shirt and a blue apron, is looking towards the camera. He is standing in a kitchen, with a wooden countertop and a silver faucet visible in the background. A yellow rectangular box with the word "NEWS" in black capital letters is positioned to the left of the man's head.

**NEWS**

# Got a great business story you would like to share?

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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 a member of the team.  
*Applies to current licensees only*



# Grants Funding Grants Funding



FINANCIAL HELP AVAILABLE THROUGH GRANTS AND FUNDING TO HELP  
NEW START-UP AND ESTABLISHED SMES LOOKING TO GROW.

[www.hccp.org.uk/managed-workspace-centres](http://www.hccp.org.uk/managed-workspace-centres)



Sometimes the key to a **successful business**  
is finding the key to the **RIGHT SPOT**



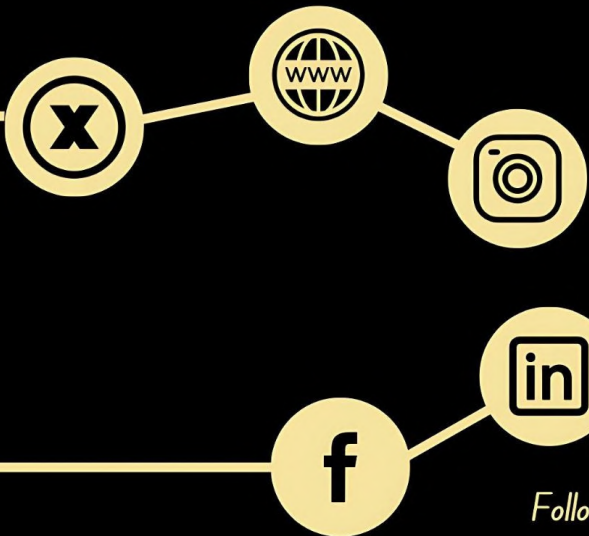
**Zoopla**  
Smarter property search

For all our latest availability, visit us on Zoopla



## SUBSCRIBE TO OUR SOCIALS

FIND US ALL IN ONE PLACE!



*Follow and say hello!*



### Louis Pearlman Centre

Goulton Street, Hull



01482 612 478

### Bespoke Centre

Zeals Garth, Hull



01482 692 494

### Craven Park Centre

Poorhouse Lane, Hull



01482 379 514



MANAGEDWORKSPACE@HULLCC.GOV.UK



WWW.HCCP.ORG.UK/MANAGED-WORKSPACE-CENTRES

## MANAGED WORKSPACE CENTRES

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GRANTS AND  
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