



Pictured: David Lawrence from Write Angle Media and Anna Davis, Business Centre Support Officer at Venture House Business Centre.

HOTDESKING PROVES BENEFICIAL FOR MEDIA COMPANY

www.writeanglemedia.co.uk

A journalist who branched out into the world of PR and media with his own company has talked about the benefits of hotdesking.



David Lawrence created Write Angle Media in 2000 after a number of years working for the Worcester Evening News and Coventry Telegraph.

The company has traditionally provided a diverse range of services including sports match reporting, features, event public relations and media training.

From extensive reports and analysis of elite level professional sport in the country's top arenas to rounding up the news from grassroots clubs, Write Angle Media guarantees comprehensive, accurate and

entertaining coverage through a bank of specialist reporters.

Now the business is branching out to include news and corporate affairs.

Convenient base

David discovered Venture House Business Centre in December 2016 when he needed workspace on a more ad-hoc basis.

"I had tried permanent offices in the past, but didn't spend enough time in them to warrant it," he said. "So Venture House seemed like a perfect solution with its hotdesking facilities

meaning I could have the flexibility I needed.

"You can pay as you go, so it means that you are not constrained by time, there's free Wi-Fi, which is an added bonus, along with free parking.

"Another positive with Venture House is the fact that if you need something a bit more private for a period of time, there are also the small offices upstairs as well.

"Other facilities such as the chill zone, meeting space and staffed reception are a real benefit too.

"These are all perfect for myself and running Write Angle Media since I know I have a versatile base that is exactly what I need."

Venture House is Stratford-on-Avon District Council's business centre which opened on the Avenue Farm Industrial Estate in Birmingham Road in 2016 after receiving £450,000 of funding from the Government's Local Growth Fund through the Coventry and Warwickshire Local Enterprise Partnership (CWLEP).

Unexpected benefits

There have been a number of added benefits that David has experienced since hotdesking at Venture House and they came as a pleasant surprise.

"Venture House is so much more than just a temporary base that can be used by business people," David added.

"I saw it as a convenient office space, but there is so much more added value to it than that such as the networking opportunities that it offers.

"The events that are hosted at Venture House have also been extremely worthwhile for meeting new people and getting business ideas."

Having established himself and the business for its excellent sports writing, David wants to push other sides of Write Angle Media further.

He will continue to produce the sports reporting he is known for across the region, but will be pushing the news side as he also continues working for the Local Democracy Reporting Scheme in conjunction with the BBC.

Flexible working space

Anne Solomon, Business Centre Administrator, said Venture House offered something different for businesses such as Write Angle Media.

She said: "Flexibility is something that is very attractive to businesses such as David's and one of the aims of Venture House is to offer that.

"Our facility is an innovative space and can work better than traditional commercial spaces as people can come and go as they please and pay for the time that they spend here, which is perfect for many people who are spending less and less time in an office.

"Venture House also provides free business support from advisors at the

Coventry and Warwickshire Local Enterprise Partnership Growth Hub as well as a busy event calendar with monthly networking events, a variety of largely free workshops and a new Co-working Club.

We are trying hard to provide a complete service for micro and small businesses as well as freelancers and homeworkers."

Lucy McGovern, CWLEP Programme Development Manager, added: "It is very positive to see that Venture House is working for those who want something different than the traditional office environment.

"I am pleased to see that a business such as Write Angle Media is making the most of the added bonuses of a site such as this.

"Venture House is the perfect location in the heart of the UK and provides the modern facilities which businesses need to thrive.

"There are many positive ways in which Venture House can have an impact on a business, whether it is just starting out or already one that is established and going from strength to strength."



To find out more about Venture House, please visit www.venturehousestratford.co.uk or contact 01789 207500.

Venture House Business Centre is operated & managed by Stratford-on-Avon District Council in partnership with:



ABOUT THE LOCAL GROWTH FUND

Local Enterprise Partnerships are playing a vital role in driving forward economic growth across the country, helping to build a country that works for everyone.

That's why by 2021 Government will have invested over £12bn through the Local Growth Fund, allowing LEPs to use their local knowledge to get all areas of the country firing on all cylinders.

Analysis has shown that every £1 of Local Growth Fund invested could generate £4.81 in benefits.

LEPs are investing in a wide range of projects informed by detailed analysis of the most pressing economic needs in each of their areas, including transport, skills, business support, broadband, innovation and flood defences.