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Insight Report



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Insight Reports – An Introduction

GL Postcode*

officebroker.com Insight reports are designed to offer both office providers and landlords a detailed insight into the serviced office market within a specific postcode area for the period 01/04/09 to 31/03/10.

The report reveals data relating to activity within the postcode while also presenting it in relation to regional and national activity during the same period, allowing the performance of specific postcode activity to be compared and contrasted to the wider market.

This report will provide you with the following information on the GL postcode:

Existing Serviced Office Providers

A detailed overview of the existing marketplace including the existing providers operating within the GL postcode, a list of the services offered by each provider, photographs from their officebroker.com profile and a map showing each centres location.

Enquiries

- Total enquiries received
- Enquiry size (Workstations)

Tours

- Total tours arranged
- Tour to placement ratio

Placements

- Total placements
- Size of placements
- Value of placements
- License lengths

officebroker.com intends to provide no suggestions regarding activity within the GL postcode, simply to supply you with additional otherwise unobtainable data to assist you in your decision making process.



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Serviced Office Providers: GL Postcode

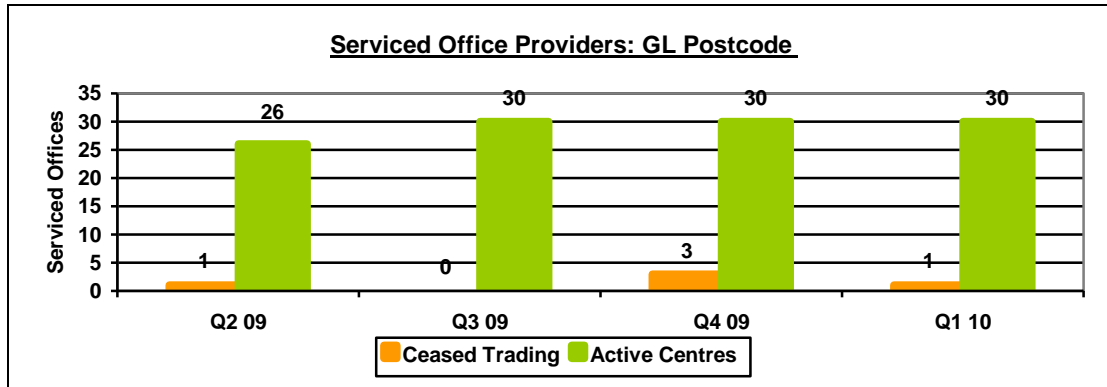


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Existing Serviced Office Providers

The graph below shows the number of serviced office providers currently operating within the GL postcode utilising the services of officebroker.com. In addition to tracking the growth / decline of serviced office providers within the postcode we also include information on those which have ceased to trade.



Overall Change	+ 15 % (+ 4 Buildings)
Ceased Trading	5

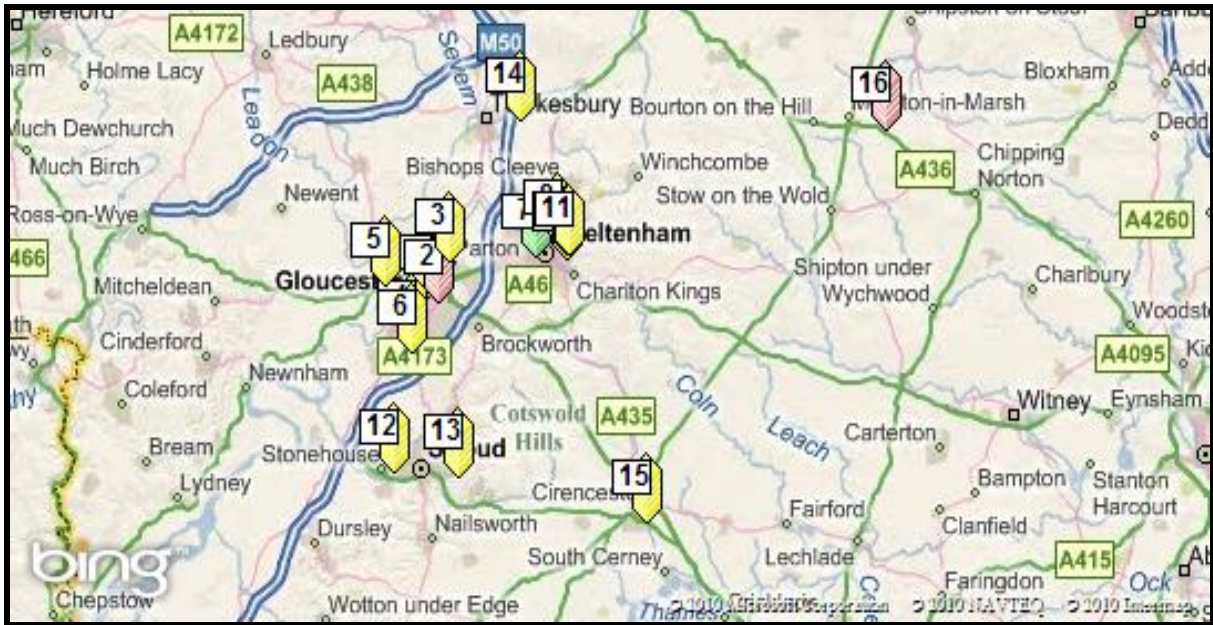


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Serviced Offices Currently Operating in the GL Postcode

The map below pinpoints all of the Serviced Offices within the Gloucester area. Each office is colour coded depending on its star rating – a key to this is given below. Further details for each Serviced Office is given overleaf.



1. Provider and centre name included in full report
2. “
3. “
4. “
5. “
6. “
7. “
8. “
9. “
10. “
11. “
12. “
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14. “
15. “
16. Provider and centre name included in full report



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1 Provider & Centre Name Available in full report



Westgate Street, Gloucester, Gloucestershire, GL1 2RU



Description

This historic 18th Century building provides furnished office suites from single office to suites containing up to 8 workstations. All to let on a flexible license agreement with a minimum of 3 months providing you with an easy in easy out option.

Services

- Furnished
- Lounge Areas
- Meeting Rooms
- Admin Support
- Manned Reception
- Telephone Answering
- Alarm Security
- CCTV
- Broadband Access
- Cabling
- On Site IT Support
- Telephone System
- WiFi
- Twenty Four Hour Access
- Air Conditioning
- On Site Car Parking



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2 Provider & Centre Name Available in full report



106-114 Northgate Street, Gloucester, Gloucestershire, GL1 1SL

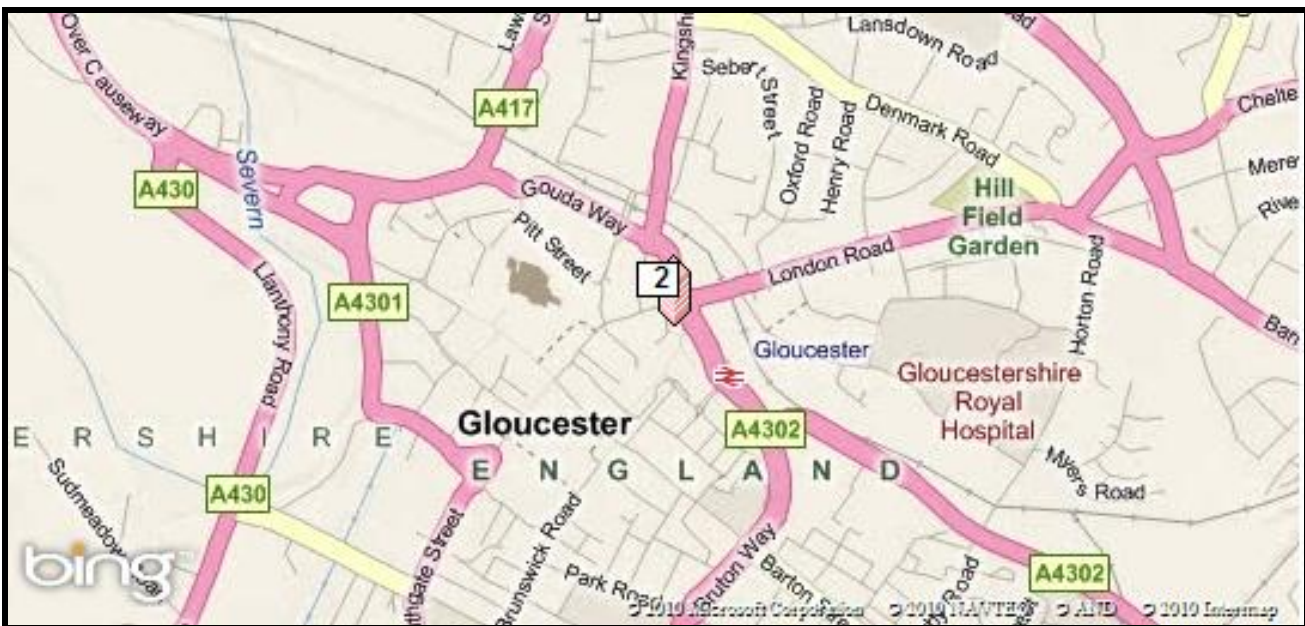


Description

This period property is constructed of traditional brick under a pitched slate roof with an attractive entrance hall leading to the recently refurbished accommodation. The office suites are carpeted, with heating and an automatic lift. There is a WC and Kitchen facilities on each of the floors.

Services

- Lounge Areas
- Meeting Rooms
- Shared Space
- Alarm Security
- Cabling
- Telephone System
- Twenty Four Hour Access
- Lifts



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3 Provider & Centre Name Available in full report



Tewkesbury Road, Twigworth, Gloucestershire, GL2 9PG



Description

A restored former farm building with offices covering two floors this space has lots of character including the original beams. Floor space covers 1429 sq ft in open plan offices and services include toilets, one of which is disabled, kitchen area, meeting rooms and plenty of parking.

Services

- Furnished
- Meeting Rooms
- Shared Space
- Twenty Four Hour Access
- Disabled Access Facilities
- On Site Café Restaurant



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4 Provider & Centre Name Available in full report



Goodridge Avenue, Gloucester, Gloucestershire, GL2 5EB



Description

This privately owned business park provides flexible industrial and office accommodation with fully managed and services workspaces available to rent on flexible licence and lease basis to suit potential clients.

Services

- Furnished
- Broadband Access
- Cabling
- Telephone System



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5 Provider & Centre Name Available in full report



Highnam, Gloucester, Gloucestershire, GL2 8DN



Description

A characteristic and creative centre from which to run your business, with new self contained and serviced offices available which can be taken individually or as a whole, this site also offers the use of a meeting room and located in a peaceful, rural setting is a great place to update your corporate image.

Services

- Meeting Rooms
- Unbranded Office Space
- Broadband Access
- Cabling
- Disabled Access Facilities
- On Site Café Restaurant
- On Site Car Parking



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6 Provider & Centre Name Available in full report



Olympus Park, Quedgeley, Gloucestershire, GL2 4AL



Description

This business centre provides the easy way to occupy commercial property. All units are ready-to-use, flexible and secure without the pressures of a long term lease. The units range from 357 - 721 sq ft and are let on easy-in, easy-out terms with just one month's commitment.

They are suitable for a variety of uses from industrial, workshop and short term projects to warehouse, storage and office space.

Services

- CCTV
- Broadband Access
- Telephone System
- Twenty Four Hour Access
- On Site Car Parking



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7 Provider & Centre Name Available in full report



Landsdown Ind Est, Gloucester Road, Cheltenham, Gloucestershire, GL51 8PL

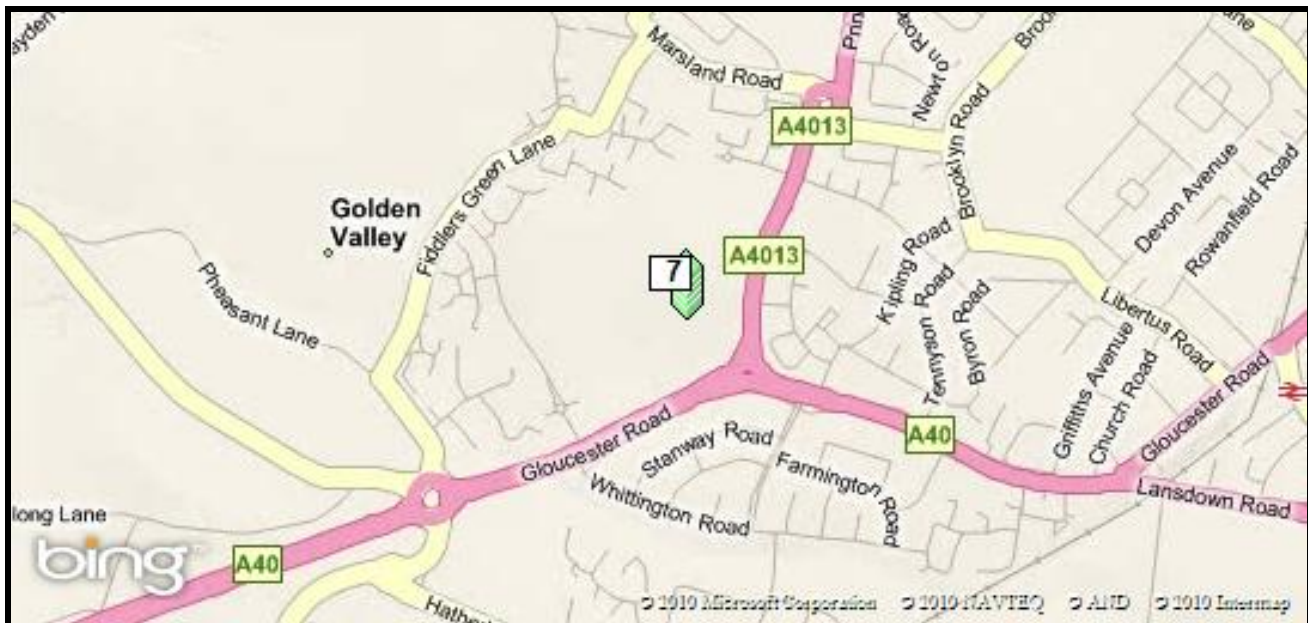


Description

This contemporary Business Centre has been built with clients in mind and has a wide range of on site facilities to meet most business requirements. Offices are spacious, bright and create a professional image for your company. On site facilities include meeting rooms - one with videoconferencing equipment, car parking for up to 100 cars and a cycle area, refreshments and break out areas. The centre is part of a Carbon Offset program with automatic energy saving lighting, paper recycling, waste toner cartridge recycling, and heat transfer systems and can calculate the cost of energy used in each office.

Services

- Furnished
- Lounge Areas
- Meeting Rooms
- Video Conferencing
- Virtual Offices
- Admin Support
- Manned Reception
- Telephone Answering
- Alarm Security
- CCTV
- Broadband Access
- Cabling
- Telephone System
- WiFi
- Twenty Four Hour Access
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8 Provider & Centre Name Available in full report



Tewkesbury Road, Cheltenham , Gloucestershire, GL51 9FL



Description

This brand new purpose built facility has the flexibility to provide space for various different types of projects ranging from industrial, workshop and short term projects to warehouse, storage and office space workshop space right through to office solutions. There are a wide range of benefits on offer such as your own front door as well a flexible mezzanine area and CCTV. The space is available on a rolling monthly contract.

Services

- CCTV
- Broadband Access
- Telephone System
- Twenty Four Hour Access
- On Site Car Parking



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9 Provider & Centre Name Available in full report



Bayshill Road, Cheltenham, Gloucestershire, GL50 3AW



Description

This typical Regency style Building was built in the late 1830s. Comprising 4 floors totalling 13 offices in a range of sizes suitable for 1 - 6 people. The Centre retains its decorative regency ceilings and has been renovated to a very high standard, from an impressive reception area to a fully equipped meeting room with large Plasma screen. This Business Centre is an ideal option for any small business looking to promote an excellent business image.

Services

- Furnished
- Lounge Areas
- Meeting Rooms
- Unbranded Office Space
- Virtual Offices
- Admin Support
- Manned Reception
- Telephone Answering
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- Broadband Access
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10 Provider & Centre Name Available in full report



Jessop Avenue, Cheltenham, Gloucestershire, GL50 3SH



Description

A modern multi storey building, this Business Centre has recently been refurbished and offers high specification executive office space which may be configured to suit the needs of small or large businesses, all with the benefit of no long term commitment thanks to short term license agreements. Services include full reception support and video conferencing facilities with beneficial meeting rooms able to cater for up to forty five people.

Services

- Furnished
- Hot Desking
- Lounge Areas
- Meeting Rooms
- Shared Space
- Unbranded Office Space
- Virtual Offices
- Admin Support
- Manned Reception
- Telephone Answering
- Alarm Security
- CCTV
- Manned Security
- Broadband Access
- Cabling
- On Site IT Support
- Telephone System
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11 Provider & Centre Name Available in full report



St Georges Place, Cheltenham, Gloucestershire, GL50 3PN



Description

Prestigious office space which is situated in a central location and benefits from a manned reception area with friendly and professional support staff, on hand to assist with the day to day running of your business. The package is all inclusive with no hidden extras and all tenants will benefit from services such as 24 Hour security, onsite kitchen facilities and Post service handling.

Services

- Alarm Security
- Cabling
- On Site Car Parking
- CCTV
- Telephone System
- Broadband Access
- Twenty Four Hour Access



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12 Provider & Centre Name Available in full report



Bristol Road, Stonehouse, Gloucestershire, GL10 3RD



Description

This building provides first floor office space, on a flexible lease or license basis to be agreed with the landlord. The building includes parking spaces and a convenient location close to the town centre.

Services

- Lounge Areas
- Meeting Rooms
- Video Conferencing
- Manned Reception
- Alarm Security
- CCTV
- Broadband Access
- Cabling
- Telephone System
- WiFi
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13 Provider & Centre Name Available in full report



London Road, Stroud, Gloucestershire, GL5 2AJ



Description

Attractive period terraced property offering well managed office space in a variety of sizes to let on flexible license agreements. Lease agreements are also available. This Business Centre provides a friendly and professional atmosphere making it a popular choice for many companies.

Services

- Alarm Security
- Twenty Four Hour Access



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14 Provider & Centre Name Available in full report



18 Ashchurch Road, Tewkesbury, Gloucestershire, GL20 8BT

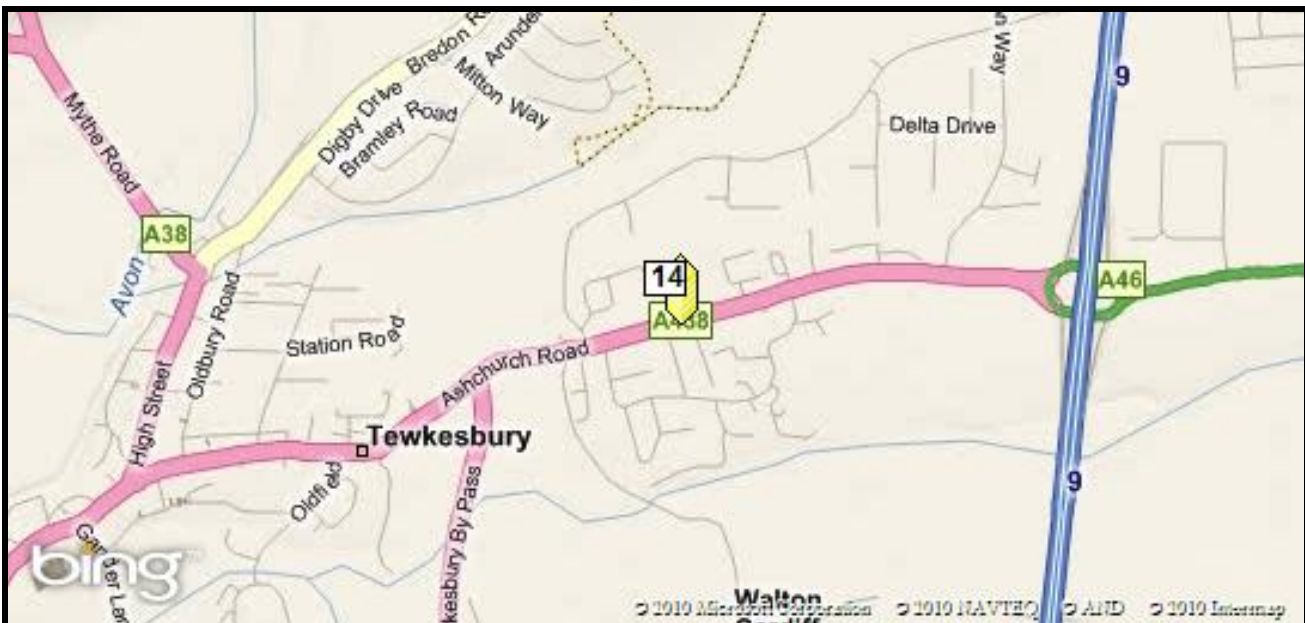


Description

These serviced offices are aimed at small and start up businesses looking to take the next step from a home office. The offices come complete with computer cabling, internet, telephone answering service and kitchen facilities. There is also an IT team onsite ready to assist with any technical issues.

Services

- Meeting Rooms
- Cabling
- Twenty Four Hour Access
- Manned Reception
- On Site IT Support
- On Site Car Parking



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15 Provider & Centre Name Available in full report



Tetbury Road, Cirencester, Gloucestershire, GL7 1XX

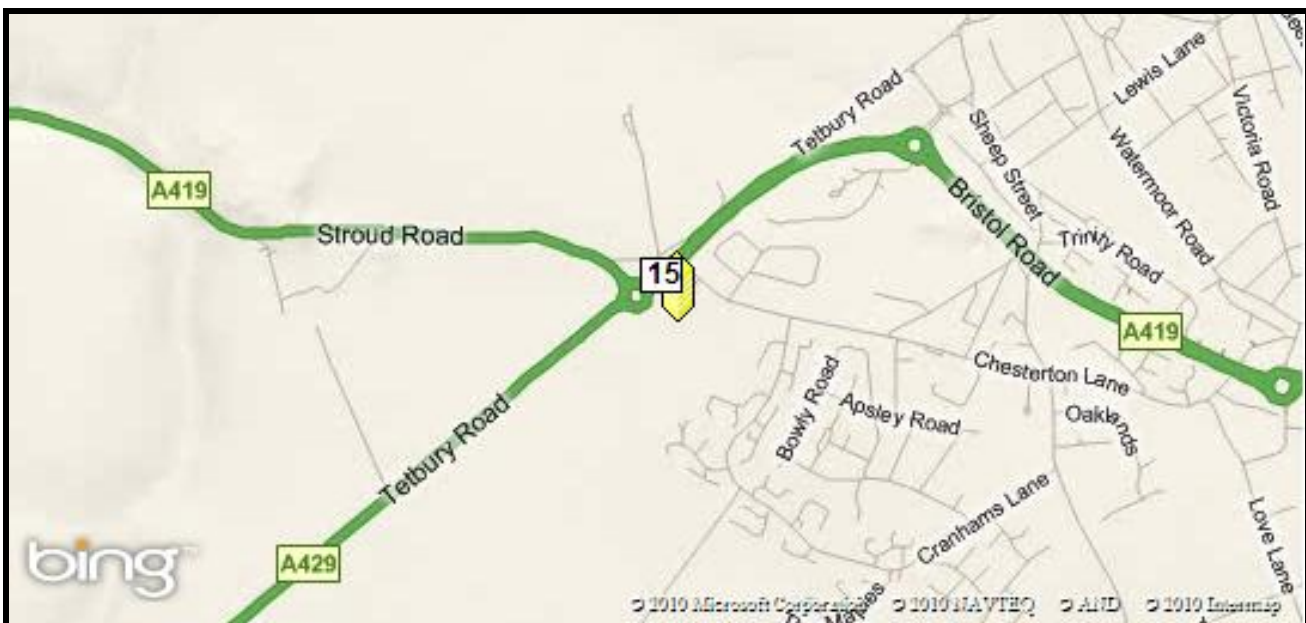


Description

This Office Park provides units from 150 sq ft to 5000 sq ft in a brand new building on a prestige development within walking distance of the centre of this attractive Cotswolds town, which offers a selection of shops, bars and restaurants. It is just 13 miles from both Swindon and Gloucester, and Kemble station is just three miles away (London 75 minutes). The branding is low profile, so you can promote your own brand without being eclipsed. Car parking for staff and visitors is next to the building.

Services

- Furnished
- Meeting Rooms
- Shared Space
- Unbranded Office Space
- Virtual Offices
- Admin Support
- Manned Reception
- Telephone Answering
- Alarm Security
- CCTV
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16 Provider & Centre Name Available in full report



Wychwood Court, Moreton in Marsh, Gloucestershire, GL56 0JQ



Description

These ground floor offices are situated within a high quality mixed use village development and range from 140 - 320 sq ft in size. There is a shared reception onsite and offices are available on flexible license agreements.

Services

- Lounge Areas
- Meeting Rooms
- Shared Space
- Unbranded Office Space
- Admin Support
- Manned Reception
- Telephone Answering
- Telephone System
- Twenty Four Hour Access
- On Site Car Parking



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Enquiry & Tour Data: GL Postcode



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Enquiries

Having identified the level of competition which exists within the GL postcode, the following sections present information intended to provide an insight into the health of the serviced office market within the GL postcode in relation to the wider region and that taking place on a national level.

Regional Position – Enquiry Levels

The table below shows the position of the GL postcode within its wider region in terms of total enquiries received.

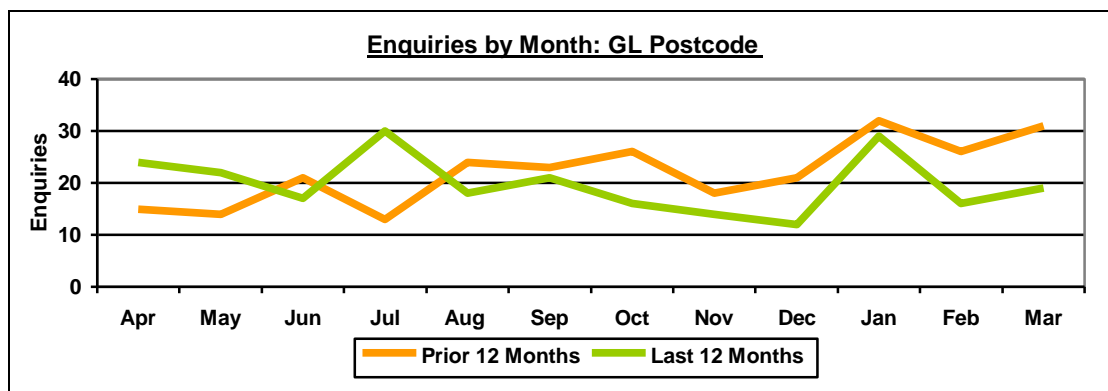
By judging this percentage against that of the total enquiries being received throughout the region, a greater understanding of the potential market for serviced office space can be assessed.

Position	Postcode	Enquiry Numbers	Average Per Month	Regional %
1	BS			
2	GL	264	22	17.7%
3	BH			
4	BA			
5	SN			
6	EX			
7	SP			
8	PL			
9	TA			

Total Regional Enquiries	1489
---------------------------------	-------------

GL Postcode Growth & Decline - 12 Month View

The following graph allows a comparison of activity reaching back 24 months, allowing a greater understanding of how the market in the GL postcode has performed over an extended period of time.



Overall Change	+ 10% (+26 Enquiries)
-----------------------	------------------------------

Enquiry Size (By Workstation)

Taking into account a 12 month period, the table below provides information on the type and size of enquiry being received for the GL postcode by officebroker.com.

Workstation Requirements					
Virtual	1 – 5 wks	6 – 15 wks	16 – 30 wks	31 – 100 wks	101 + wks
5	199	45	13	2	0
Overall Average			5.3 wks		



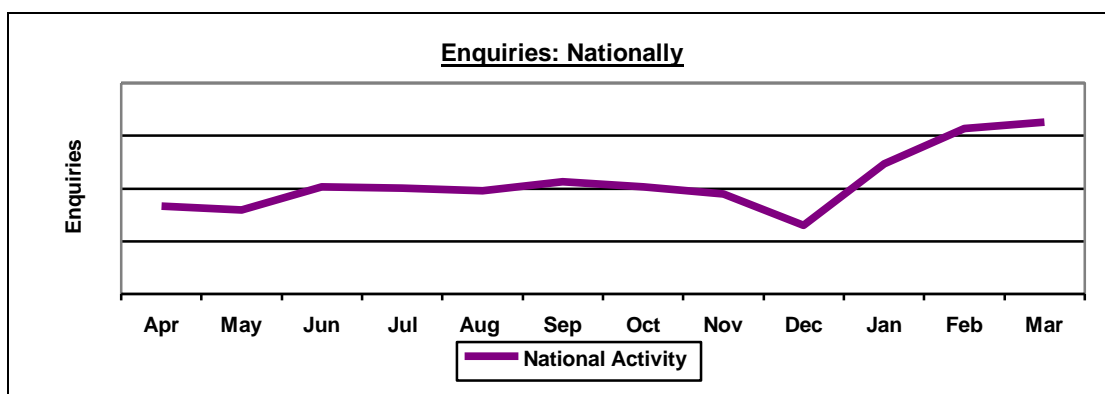
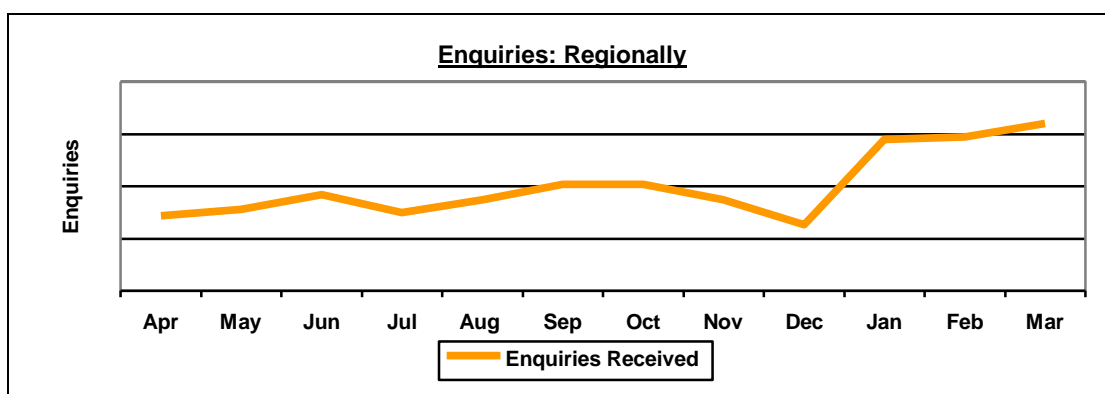
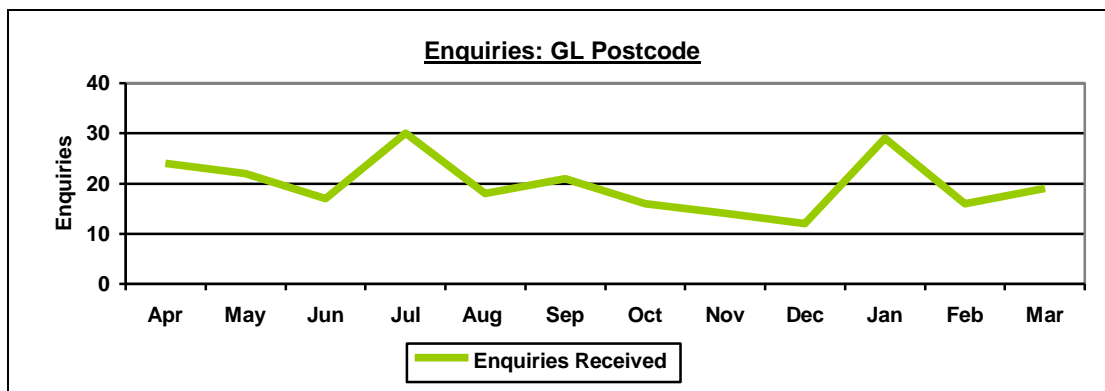
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GL Postcode vs. Regional and National Levels – 12 Month View

The graphs below track the enquiry levels with your specified postcode, the surrounding regional market and that of the national market during the same period.

Placing this information side-by-side allows the pattern of activity within your postcode to be compared and contrasted with that of the wider market.



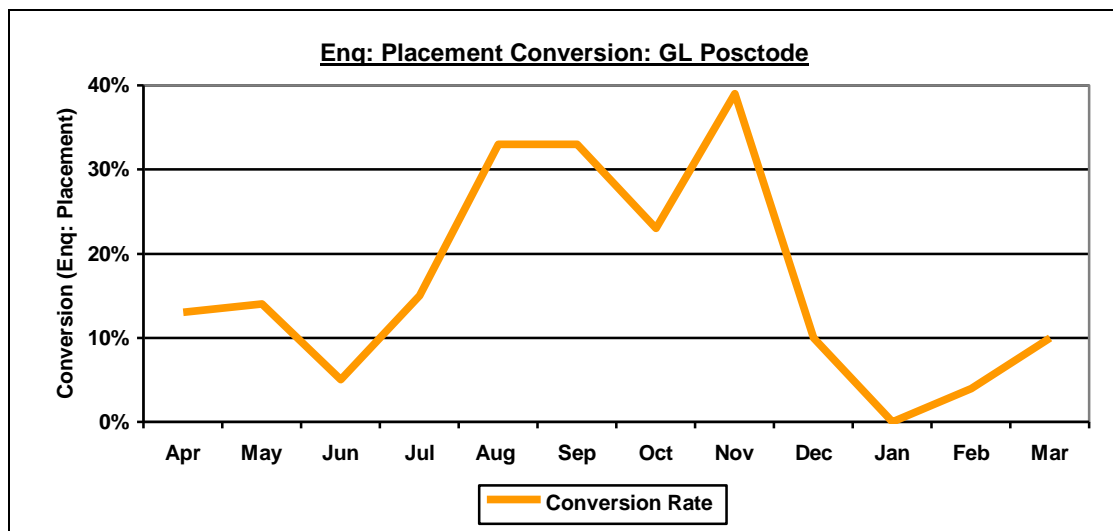
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Enquiries, Tours & Placements

The chart below reveals the total number of enquiries, deals and tours recorded for the GL postcode within a 12 month period alongside relevant conversion rates.

	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Enquiries	15	14	21	13	24	23	26	18	21	32	26	31
Tours	1	6	7	4	8	7	6	1	4	6	3	3
Placements	2	2	1	2	8	5	6	7	2	0	1	3
Enquiry / Tour Ratio	7%	43%	33%	31%	33%	30%	23%	6%	19%	19%	12%	10%
Tour / Placement Ratio	200%	33%	14%	50%	100%	71%	100%	700%	50%	0%	33%	100%
Enquiry / Deal Ratio	13%	14%	5%	15%	33%	22%	23%	39%	10%	0%	4%	10%



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Placements & Space Data: GL Postcode



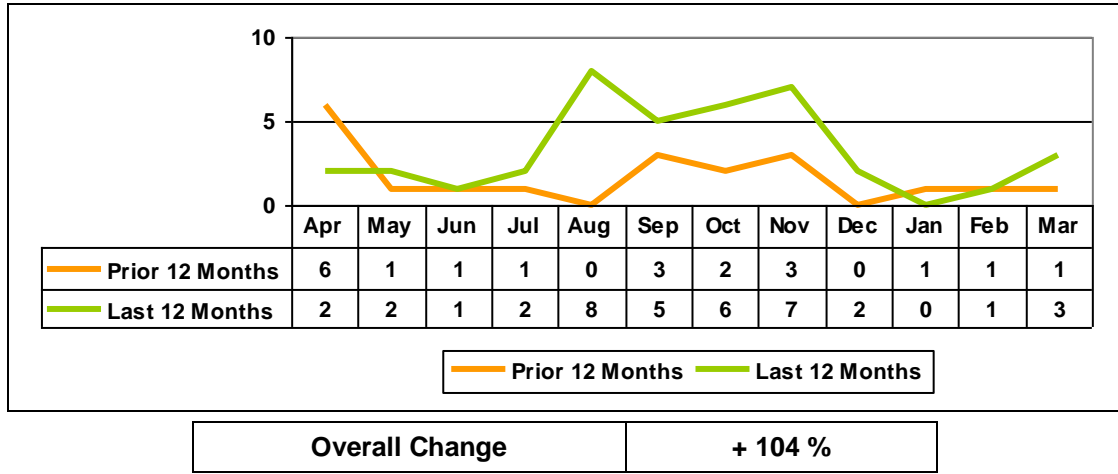
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Placements

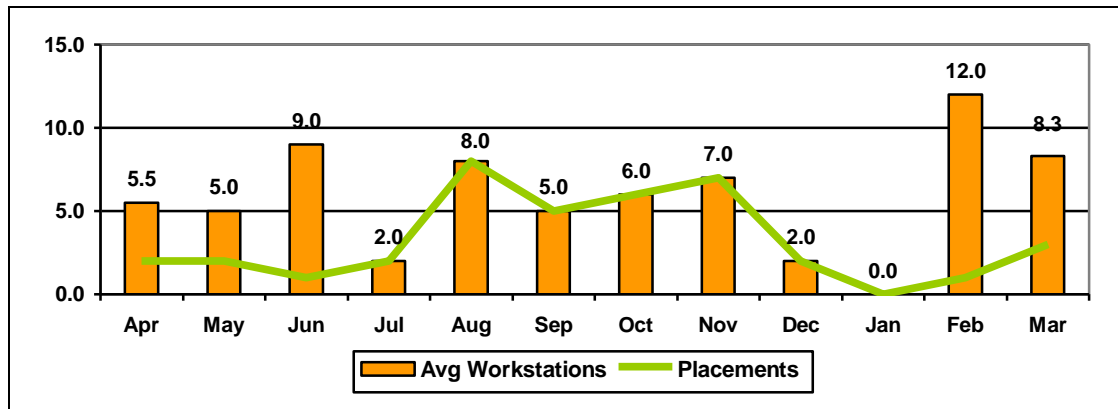
Placement History

The following graph charts the levels of growth and decline in the GL postcode in terms of completed placements each month.

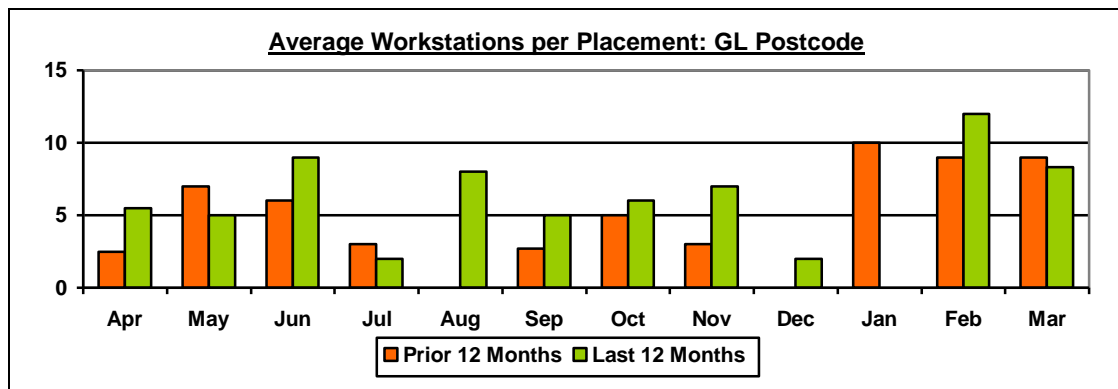


Size of Placements

The information below shows the average number of workstations per placement month-on-month with the total number of placements.



Below: Year on year comparison of average workstation sizes showing the levels of recorded growth and decline in business requirements.



Avg Workstation Size: Prior 12 Months	4.7
Avg Workstation Size: Last 12 months	5.8

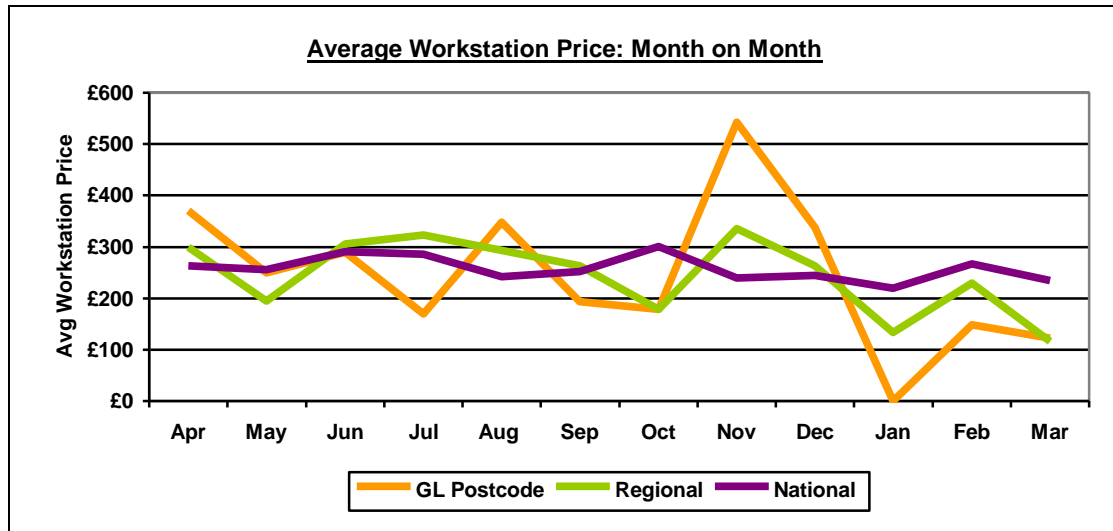


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Placements: Value

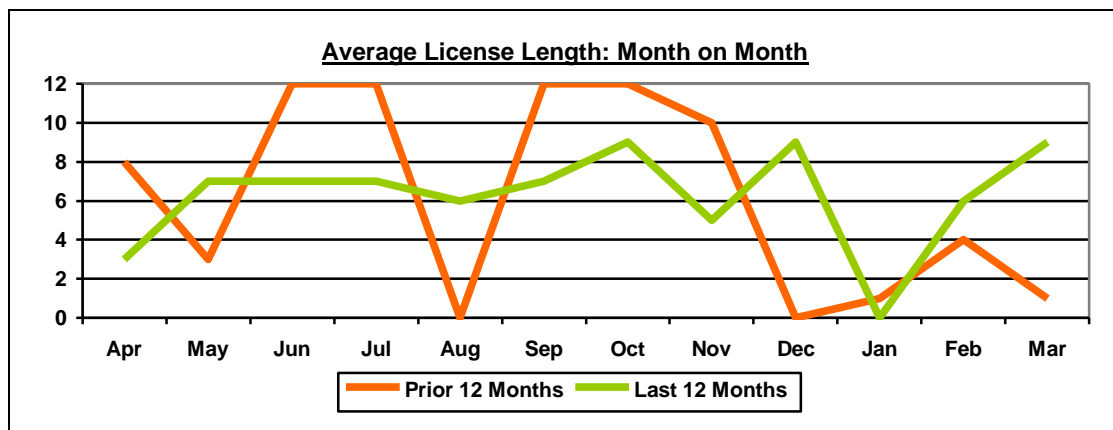
The average cost of workstations can vary greatly between specific postcodes when compared to regional and national activity. In order to allow you to draw a considered opinion of the health of workstation prices within your specified postcode area, the graph below allows a comparison to be made between the prices recorded at postcode level and regional level as well as nationally.



Avg WKS Cost Postcode	Avg WKS Cost Region	Avg WKS Cost National
£246.97	£244.66	£258.00

License Lengths

The graph below shows the average license length per placement between 01/04/09 – 31/03/10 in comparison to the preceding 12 months. This data is intended to provide you with information on the longevity of initial terms that providers have experienced within the last 24 months along with any growth / decline that may have occurred.



Average License Length: Prior 12 Months	6.25
Average License Length: Last 12 Months	6.25



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