

CASE STUDY



We needed a central location and had looked at a range of offices in the area, however we liked the idea of having the support that the WorkSpace staff can provide to us.

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The Business

Brightquarter provides a full support package to businesses in the locality. The team run a fresh thinking business development company specialising in PA, administration, marketing and events.

Their aim is to 'grow their customers business' and support them as individuals whilst doing so. They offer a bespoke service delivering professional expertise and are ideally situated to serve the needs of the local business community along with those further afield.

The Background

Brightquarter was established in May 2009 by Jane Warcup and joined later by Jennifer Lang.

Jane is skilled in project management having delivered various projects in both private and public sectors for a range of businesses. She also works part time for the Scottish Borders Council as the Events Strategy Officer.

Jennifer has a Marketing and Management degree and has worked as a PA for two Directors at the National Trust for Scotland, as well as working freelance providing marketing support for local businesses.

Both Jane and Jennifer see this as an exciting and innovative approach to working for other businesses providing a unique way of cutting staffing costs, but supplying all the support of in-house staff.

The service

Brightquarter's service begins with an initial diagnostic of the business, leading to a tailor-made package to suit the direct needs and requirements of the client. Whether PA, administration support, or help with developing the business through marketing, most businesses needs can be catered for.

Support services that can be provided are diary and email management, taking and making phone calls, writing letters, taking and making bookings and Power Point presentations. Other services include business development through marketing and strategy plans, or simply organising and running events.

Jane said, "Really we are all about taking on the tasks in our clients business that they don't have time to do, or don't feel they have the necessary skills to carry out to the standards their business deserves. There is no template that fits all, we provide a bespoke service to individual businesses."

Why Berwick WorkSpace?

Jane said, "We needed a central location and had looked at a range of offices in the area, however we liked the idea of having the support that the WorkSpace staff can provide to us.

Jennifer added, "The offices are very functional and it's great that we have communal areas to get to know the other companies working in the building, everyday effectively is a networking day."



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