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# Reception Direct



Orwell House  
Cowley Road  
Cambridge  
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# **.Summary**

## **Business name:**

Reception Direct – social enterprise

## **Business structure:**

A new social enterprise to be registered as a Community Interest Company (proposed) currently operating as a project under the Realife Trust (registered charity and company ltd by guarantee)

## **Business location:**

Orwell House, Cowley Road, Cambridge, CB4 0PP

## **Products/services:**

Contracted reception services for multi-occupation including tenant sourcing; post handling, customer service, events and training seminar management; funding applications; training services; pre-start up mentoring/coaching and project management.

Real time work experience, training and job creation for disabled and/or disadvantaged people in office and reception skills.

## **The Market**

### **Target market:**

Our business model focuses on four main clients groups:

- i) multi-occupancy business and community centre owners that require cost effective reception coverage
- ii) individuals and groups at the pre-start up phase of enterprise development requiring low costs office shares or hot desk facilities
- iii) individuals and groups with established enterprises that choose to work collaboratively
- iv) unemployed disabled and/or disadvantaged people interested in the specialist training and support programmes provided by the Realife Trust

# The Concept

Reception Direct provides a cost-effective solution to owners and managers of multi-occupation enterprise centres, community centres and other buildings who require a full time reception service. Our model provides a comprehensive set of core reception and office service functions with the added advantage of income generation through our unique range development and training services.

The concept is simple – in exchange for free office accommodation, one FTE reception post and an exclusive agreement to provide office, events management and training services to internal and external clients, Reception Direct provides a full reception, postal and tenant support service at a considerable saving on paying for a full time receptionist team.

Realife provides added value to the building owners social audit by providing training opportunities for disabled and/or disadvantaged people and by providing specialist pre-startup information, advice and guidance to individuals and groups.

In turn, Realife as a registered charity saves in excess of £20,000 per year in office costs whilst enabling us to develop new projects to meet local need.

We have been honing the business model in Orwell House, a Cambridge City Council owned enterprise centre since 2013 and now have a time-proven, fully operational model to export to other locations.

## Orwell House

Orwell House comprises 19 offices, most of which are on the first floor, with the Orwell Furlong industrial units making up the ground floor (12 units in total).

The complex is situated with on Cowley Road, opposite the Cambridge Science Park, close to Business Park and St John's Innovation. That means it is located at the heart of the Greater Cambridge technology and business cluster, in which it plays a pivotal role.

The temperature-controlled offices share the use of a kitchen and a conference room. Tenants are mainly small businesses covering a range of activities such as software development, recruitment, printing and design.

Our model reception service can be transferred to any similar multi-use building in both public and private ownership.

## **Our clients**

Our business model focuses on four main clients groups:

- i) Multi-occupancy business and community centre owners that require cost effective reception coverage
- ii) individuals and groups at the pre-start up phase of enterprise development requiring low costs office shares or hot desk facilities
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