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WORKSPACE HOSTS CUSTOMER EVENT ON SME RESILIENCE

Workspace Group PLC ('Workspace'), London's leading provider of flexible office space, hosted its inaugural SME panel event at Salisbury House in Moorgate on Tuesday, bringing together Workspace's community of customers to hear the ways in which SMEs adapted to remain financially resilient amid the uncertainty of the pandemic.

The discussion drew on the successes seen by SMEs that have adapted rapidly during the pandemic, most notably highlighting the importance of rethinking channels to market, the need to consider innovative forms of business finance, and the benefits of forming close and authentic relationships with customers. The panel featured Jamelia Donaldson, Founder of Treasure Tress; Freddie Garland, Founder of Freddie's Flowers, and Will Abbott, Workspace's Chief Customer Officer, who each offered their unique perspective on these topics.

Panellists firstly discussed how the pandemic had compelled their businesses to reconsider how they could bring their products to the market and make them more readily accessible to customers. Jamelia Donaldson said: *"We began hosting braiding workshops remotely to instruct Black Women on how to treat their hair themselves while hairdressers were closed. By putting creativity into the hands of our customers, we helped them to develop a deeper appreciation of our product, and this allowed us to form a closer relationship with them in the process"*.

Discussing the need to find new funding sources, Freddie Garland outlined how Freddie's Flowers looked to innovative sources of finance from its customers: *"We created 'Flower Bonds' that our customers could invest in that would pay interest in the form of flower boxes and VIP benefits. This allowed us to raise £4 million during the pandemic to accelerate growth in the UK and internationally"*, he stated.

Will Abbott highlighted that SMEs that have been most successful are those that have stayed close to their customers: *"Businesses with their own unique and authentic brand personality have flourished. SMEs are specially placed to adapt rapidly to new opportunities in the market and it's those that listen most carefully to their customers and are consistent and authentic in how they behave and communicate with them that will win."*

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For media enquiries, please contact:

Workspace

Kati Jagger, Senior PR and Marketing Manager

07929 073988

Finsbury Glover Hering

Chris Ryall

020 7251 3801

Notes to Editors

About Workspace:

Workspace is a FTSE 250 listed Real Estate Investment Trust and a member of the European Public Real Estate Association. Established in 1987, and listed on the London Stock Exchange since 1993, Workspace owns and manages four million sq. ft. of business space across 60 properties throughout the capital.

We are home to London's brightest businesses, including established brands such as Citymapper, National Theatre, Papier, Hugo Boss, Just Eat, Sonos and Bella Freud as well as fast-growing, emerging businesses like Bloom & Wild, Freddie's Flowers, Gorillas, Getir, Astrid & Miyu and BullDog. Workspace's purpose is to give



businesses the freedom to grow, because we believe in the right space, teams can achieve more. We offer liberating spaces for businesses to shine - our unique portfolio of iconic London buildings provides a home for SMEs to express their own identity and grow their culture in their own space.

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For more information on Workspace, please visit www.workspace.co.uk