Press Release

10th May 2018 - Kineton, Warwickshire, UK

A new rural co-working business and launch site opens Friday 11th May in Kineton with an Open Day for local businesses, freelancers, the self-employed, home-workers and start-ups.

MyCRO™, ‘My Company’s Rural Office’, has been developed by Kineton-based entrepreneur, Mark Hughes-Webb who has benefited from local working since establishing his business headquarters in the village.

Focusing on village and rural locations in central England initially, MyCRO™ provides benefits beyond just flexible, affordable workspace. Recognising the numerous challenges facing small businesses and the self-employed, having rural coworking in the village helps productivity for local business people through shorter commuting times (if any!), negates the need for a second car (MyCRO™ encourages members to bike or walk to work!) reducing traffic and their carbon footprint as a result. Furthermore, MyCRO™ helps address the very real issue of rural isolation and will help create more cohesive communities in villages and rural areas.

Some of the less obvious but no less important benefits of working locally include reduced outgoings on season tickets for long-distance commuters, less stress for working parents (especially if member’s children go to the local school), no snow days (you just need a pair of wellington boots!) and provides local village retailers and amenities with additional weekday income that would otherwise be lost to neighbouring towns.

Included within the all-inclusive MyCRO™ monthly membership is a designated desk, superfast broadband, tea/coffee, meeting spaces as well as excellent networking and collaborative business opportunities.

And why South Warwickshire for the launch of MyCRO™? Well, apart from the fact that the CEO grew up and now lives there, another compelling reason is that it has the lowest rate of unemployment in the UK at just 0.4% so it’s the perfect proving ground for a region dominated by large scale automotive manufacturers. Its also incredibly rural for somewhere so well connected with its largest towns of Stratford-upon-Avon, Warwick and Royal Leamington Spa being at least 10 miles away.

With the significant rise in residential development across the county putting huge pressure on employment land, the need for more flexible workspace aimed homeworkers, the self-employed and those starting new businesses has never been more acute and the concept of rural coworking is likely to see increased take-up. A recent co-working survey indicated that rural locations were likely to be more appealing than business parks and out-of-town office locations.

***“The launch of the MyCRO™ concept and business is really important but being able to welcome the local business community and draw out homeworkers from the village to work in a creative but professional environment is the really important part and being able to host an open day and get people’s feedback and see their reactions to the space we have created is exciting”***

CEO & Founder, Mark Hughes-Webb

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