

Catalyst*

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Welcome to Catalyst

A curated network of the best independent operators of flexible workspace*

Catalyst brings together the best independent flexible workspaces.

The way we work, how we work and where we work has changed forever. As an increasing number of people seek balance and flexibility in adopting a blended, hybrid approach to work, now more than ever the workplace is considered as much more than just office space. The best workspaces inspire us, support our wellbeing, enhance creativity, enable collaboration, spark innovation and drive productivity.

We handpick only the most inspiring and amazing flexible workspaces which have proven they can deliver this. A Catalyst space raises the bar and sets the benchmark.

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The way we work, how we work and where we work has changed forever*

As businesses adopt a blended, hybrid approach to work, now more than ever the workplace is considered not just as an office, but as a productivity solution for companies to attract, recruit and retain the best talent, and to innovate, collaborate and grow.

Increasingly companies will occupy space on demand and on a 'hub-and-spoke' basis as they adopt a multi-channel approach to work. What may formerly have been an HQ, this office will become a central hub for collaboration, interaction and knowledge exchange and an impressive client facing environment. Increasingly supported by technology, companies will have a growing need for a network of satellite spaces providing high quality and readily available solutions to suit decentralised and remote teams who need on demand, flexible solutions nearer home.

There are over 6,000 flexible workspaces in the UK, 53% of which are made up of smaller independent operators. In an increasingly fragmented market with an abundance of choice, the Catalyst platform offers instant scale allowing you to compete alongside the largest operators in the sector.



The Catalyst platform has been built by operators for operators*

We bring together a handpicked collection of inspiring and purpose driven workspaces all underpinned by the same high level of standards, quality, design, technology and a passion for creating the best workspace experience.

Emphasising the individuality of each workspace, the Catalyst platform has been designed to enhance the profile and visibility of the best independent operators of flexible workspace.

Members of the Catalyst network are part of a unique community and through shared learning, insight and best practice, Catalyst spaces are at the forefront of a dynamic, vibrant and evolving flexible workspace sector.

Benefits of joining the Catalyst platform*

- * A very cost-effective marketing channel to drive high quality leads
- * A recognisable mark of quality to enhance your product offering
- * Boost occupancy, enhance retention and increase revenues
- * Stand out in an increasingly competitive environment
- * Proactively adapt to the market with readily available data and insight
- * Be part of a unique community and benefit from shared learning
- * Be at the forefront of a dynamic, vibrant sector
- * An improved profile on third-party listing platforms
- * Updates and guidance on best practice and regulatory changes

Additional services available:

Only with a holistic value proposition where every touch point across both the digital and physical worlds has been considered will strong innovation and value creation result, driving occupancy and retention. From design, branding and marketing of your space, to refining your customer journey and aligning processes, operations and technology, we ensure that your space meets the evolving needs of today's agile workforce and provides the best possible member experience.

We can help to drive secondary revenue streams such as membership, meeting room revenue, and virtual office solutions and through innovative data solutions, we can ensure that how your space is used is fully understood, by transforming data analytics into meaningful, actionable data insights.

Furthermore, we can also work with you to implement affordable smart building solutions using wireless occupancy and environmental IoT sensors to make buildings more responsive, sustainable and productive for their users.

Become a member of the Catalyst network*

Joining Catalyst:

The strength and long-term success of Catalyst is dependent on its membership base and therefore the quality of the individual operators. As such, we ensure that only the very best operators with the highest standards are accepted, and where operators commit to the same level of standards and member experience.

Maintaining this quality is paramount as we are only as strong as our weakest link and therefore quality and standards will be judged relative to the quality of others, meaning that together we can also raise the bar for our sector.

Whether you are an established operator or have recently launched, we can work with you or introduce you to a trusted partner to help improve, evolve or innovate any area of your business.

We help improve, evolve or innovate any area of your business*

Membership Criteria

- * You must be one of the best operators in your local area, with a passion for excellence and attention to detail
- * A seamless online and offline experience is available to both members and non-members.
- * A service ethos which is personal, professional and friendly – as you would expect from the best hotels
- * Food and beverage provision must be of the highest quality AV and IT infrastructure must be secure and reliable.
- * Design, furniture, fittings and equipment (FF&E) must be of very good quality and maintained with attention to detail
- * Your workspace is not only sustainable, but also supports the wellbeing of your members.
- * An easily navigable website with online booking and self serve functionality You must ensure 'A member of the Catalyst network' logo is visible on your website and in other marketing material, and that this meets with our brand guidelines.
- * Should you cancel or decide not to renew your membership, all references to Catalyst must be removed from your marketing material.
- * You and your employees should uphold the ambitions of Catalyst and help to promote the platform accordingly for mutual benefit.
- * You commit to continued improvement in what you do and how you do it, complying with all necessary legal and regulatory requirements as applicable, with adequate insurance policies in place.

For further details or to join Catalyst
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