



Delivering a Growth Factor of Ten Times

A growth factor of ten times - that was the anticipated space requirement when the team behind Lead Forensics first moved to Lakeside North Harbour.

With ambitious plans and a track record of rapid growth that had already seen them move offices several times, the founders of Lead Forensics, Paul Thomas and Henry Braithwaite, knew they needed to put down roots somewhere that would allow space for exponential growth.

The Lead Forensics business was born out of another lead generation company, MarketMakers, which was started by Paul and Henry in 2004. By 2009 MarketMakers was hungry for more and more leads of its own and so the first version of the Lead Forensics software was written to help the company identify who was visiting the MarketMakers website. Fast forward to 2018 and the combined businesses employ more than 800 staff, although MarketMakers has subsequently been acquired by Centaur Media Group in 2017, leaving Henry and Paul to focus on the continued growth of Lead Forensics.

When the two businesses moved to Lakeside North Harbour, the total head count was just over 100 and so in the five years that they have been on campus they have already increased the number of employees eight fold. Whilst underpinned by a successful business plan and exploiting a niche in the market, Henry knows that being on campus at Lakeside has helped them to recruit and retain the people that have allowed the business to flourish.

"We wanted a location near Portsmouth with really good transport links. At the time we were in our own offices in the City and had grown quite quickly from 20 – 100 people, so we knew access to good staff was going to be key to continuing the growth. Lakeside provides us with better facilities than we could ever offer ourselves and I would suggest the recruitment pool here is more loyal than London".

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He continues “The campus at Lakeside is great and it has influenced our thinking when setting up additional offices overseas. When we opened our US operations we knew that places like San Francisco were just like London, highly contended, expensive and overcrowded, and so we looked for the Lakeside equivalent stateside”.

Despite being in their own offices prior to moving to Lakeside, Paul and Henry did not feel the need to ‘own’ the space for their future offices, instead putting expansion potential ahead of the ‘ego’ that some firms allow to cloud their judgement when searching for office space. Henry explains “We did think about the perception that your own front door portrays but having had our own building we knew that with the benefits of ownership came the issues of ownership. The previous offices had been broken into on more than one occasion and when you own your own offices, it’s you they call at 2am to go and secure the place when the alarm goes off”. But it’s not just the security element that made the difference for Paul and Henry. “Because we are regularly working away from the Lakeside offices, it’s reassuring to know that there is a security team keeping an eye on things for us but it’s all the other benefits of the campus that really help us – things like the connectivity, parking, grounds and space for our staff to relax in” says Henry.

Being located at Lakeside North Harbour has not just helped the firm with recruitment and retention of staff, something Henry says is the company’s top priority. It has also helped attract clients, build working relationships and win accolades as Henry tells us. “We work with a number of the other occupiers here, there is a genuinely collegiate feel to the relationships on campus. We use legal firms and recruiters on campus and lots of occupiers, including Lakeside themselves,

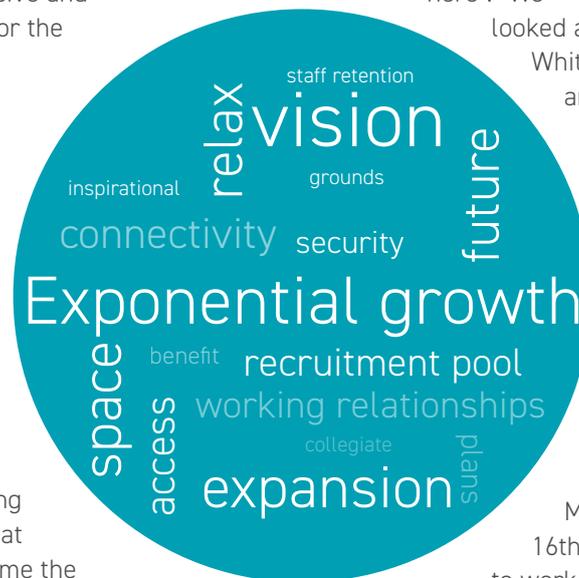
have chosen to use our software, so there is a financial benefit to being based here”. “We



looked at a handful of other locations but Whiteley, Langstone Technology Park and Port Solent just could not offer us everything Lakeside could. Building 1000 was only around 25% full when we moved here and IBM were still the largest occupier on campus but we knew that over time the space would be there to support our plans – we could see a clear future here”. And their vision was right. In the summer of 2018, the Chartered Institute of Management ranked Lead Forensics 16th of the top 20 Inspirational places to work in the UK, from a long list of 700,000 business and Henry puts a large part of this down to their location.

Henry concludes “We have run and grown two big businesses here, going on to sell one of them to a major UK media company who always commented about our ‘amazing offices’ when we were negotiating the deal. We are really happy here and I would have to say that this is the best office space around”.

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