



WYBOSTON LAKES

Wyboston Lakes Case Study, April 2014 (non-attributable)

Please note: this client organisation has a policy of not providing attributable testimonials

The customer

Our client is a significant multi-national organisation, which began to use Wyboston Lakes in 2012. Four times a year, it runs a globally-orientated leadership programme for graduate trainees, covering up to 25 of its national operations overseas. The courses normally have up to 90 delegates: with training staff and managers, the group total can reach 100 people. The courses run for a total of three weeks, one of which is spent at Wyboston Lakes, with delegates arriving on Saturday and departing on the Sunday of the following week.

The client has used both the Wyboston Lakes Executive Centre and the Wyboston Lakes Training Centre.

Why the customer uses Wyboston Lakes

Explaining the organisation's reasons for using Wyboston Lakes, its group graduate training manager comments:

"The focus and togetherness that the venue helps to achieve is critical to effective training. It is in effect a one stop shop, with residential accommodation, dining facilities, relaxation areas and training rooms all close together on a single site. It is a perfect environment for us to build a community ethos between our delegates, which is one of our major objectives. In our experience, only a specialist venue can create this environment: it is highly unlikely that it could be achieved through a hotel-based event, where facilities are disparately located and there would not be the privacy that we regard as essential."

"The venue's high standards of bedrooms, food and training facilities are fundamental to achieving our objectives. It doesn't matter how good your training is, if your delegates are uncomfortable and feel undervalued, it simply won't work."

"Support staff are highly experienced in understanding the demands of our trainers and our delegates, far more so than you are likely to find at hotel-based venues. They can be relied upon totally to make sure that our requirements are implemented, leaving us free to concentrate on our delegates. It is a seamless service."

"The venue's IT infrastructure, which has recently been significantly enhanced, is well ahead of what can be found at equivalent standard hotels, even in London. But the biggest difference is that it is supported by a specialist in-house team, which is available immediately and at all times. Hotels normally have to call in support."

"As a large specialist venue, Wyboston Lakes offers an exceptional selection of main training and breakout rooms, all of which are purpose-built. Few hotels can match that – if we were based at a hotel, we would probably have to find a separate conference centre to obtain such a choice."

"It is important for us to be within reasonable travelling distance of London, as most of our delegates arrive there and on occasion like to go into the city during free time. Wyboston Lakes provides a traffic-free, pleasant rural location only one hour away from London. We would not look to go further out."

"The Wyboston Lakes site offers a number of options for relaxation away from the venue we are using: its other venues offer different styles of bars and lounges, including a lakeside location which is very popular with our delegates."

"The venue represents good value for money: In London, you would pay a lot more and get a lot less."

"For a disparate group like ours, where many are not fluent in English, the patience, availability and commitment of staff is vital. Because it is a family run business, Wyboston Lakes does not tend to lose staff from one year to another, and we benefit very much from that continuity: staff know how to handle our groups and contribute very much to the fostering of the right spirit - so much so that we now regard them as personal friends."

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