

# Regus helps Parkers find storm's silver lining.



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## Client

The North East's premier chauffeur company moved just half a mile after being flooded out by Newcastle's first 'supercell' storm – and came back with a new computer system and reinvigorated business. After this year of record-breaking floods and drought they're calling it 'weird weather' as the driest spring for more than a century gave way to the wettest-ever early summer – nowhere more dramatically than in Newcastle, which on 28 June suffered its first 'supercell' or rotating thunderstorm.

## Challenge

Almost two weeks of rain fell in one hour that afternoon, with the rare high-pressure storm blowing man-hole covers into the air and up to a foot of foul water flooding into the Newcastle riverside offices of Parkers Executive Chauffeurs

"Regus were the ideal solution for us – you move in and plug in. Now that we have a Regus Restart recovery plan, we wouldn't have to wait the five days for the loss adjuster, but could move in the next day."

**Brian Rudd, Managing Director  
Parkers Executive Chauffeurs**

and its 10 staff. "Fortunately we had disaster recovery plans of a sort," says Brian Rudd, Parkers' Managing Director. "We were properly insured, including disruption insurance, which allowed us to move fairly quickly, although we had to wait until the loss adjuster gave us the green light the following week." Small firms are less likely to have adequate disaster recovery plans

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# The importance of resilience is in sharp focus, taking action today to prepare and adapt businesses and infrastructure is vital.

in place, and AXA Insurance recently reported 80% of small companies affected by major incidents such as flooding went out of business within 18 months. And although Newcastle companies rate above the UK average for disaster recovery planning, previous research commissioned by Regus shows that only 57% of Tyneside firms have workplace recovery plans, and just 43% for computer systems. "But with other flooded-out local businesses also looking for temporary office space, and local hotels unable to meet our broadband needs, there seemed few suitable alternatives for our technology-based operation – it's the computers as well as the cars which are absolutely key to our business," adds Brian Rudd. "Communication is crucial for us 24/7 and it was traumatic when our systems went down. Throwing away damaged equipment, dealing with landlords, insurance companies and loss adjusters while soldiering on through power cuts was also considerably more time-consuming than you'd ever imagine. I certainly wouldn't want to go through it again."

## Solution

Help was at hand, literally just a few minutes along the River Tyne. "I'd heard about Regus and their walk-in offices, and discovered the local office was only half a mile away – we didn't realise there was one so close!" Three months later, Parkers' return to their old offices at the end of October went equally smoothly, and Brian Rudd has nothing but praise for their enforced holiday hosts. "We spent three happy months on

"From our initial meeting all the staff were extremely helpful, and then it was just a case of our technical people talking to their people, and we were back in business in about two hours."

**Brian Rudd, Managing Director  
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the second floor of Rotterdam House opposite The Sage and Baltic Centre: Regus staff couldn't do enough to help, both before moving in and while we were at Quayside."

And it's an ill wind that blows no good, and the silver lining from June's storm-clouds was a brand new computer system to match Parkers' increasingly flexible new ways of working. "Our old PC's units on the floor were all damaged, so we had to consider either like-for-like replacement or investing in new kit, and decided to use the opportunity to migrate to an Apple Mac system," says Brian Rudd. "It's transformed the way we work on the move with iPads and iPhones, and our new mini-server is so significantly smaller it sits on a desk-top."

But let a 'weird weather' expert have the last word. As Christine Tuckett of the Environment Agency said recently: "The weather extremes we've seen this year – widespread floods almost immediately following a long term drought – have brought the importance of resilience into sharp focus. "Taking action today to prepare and adapt businesses and infrastructure is vital".



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