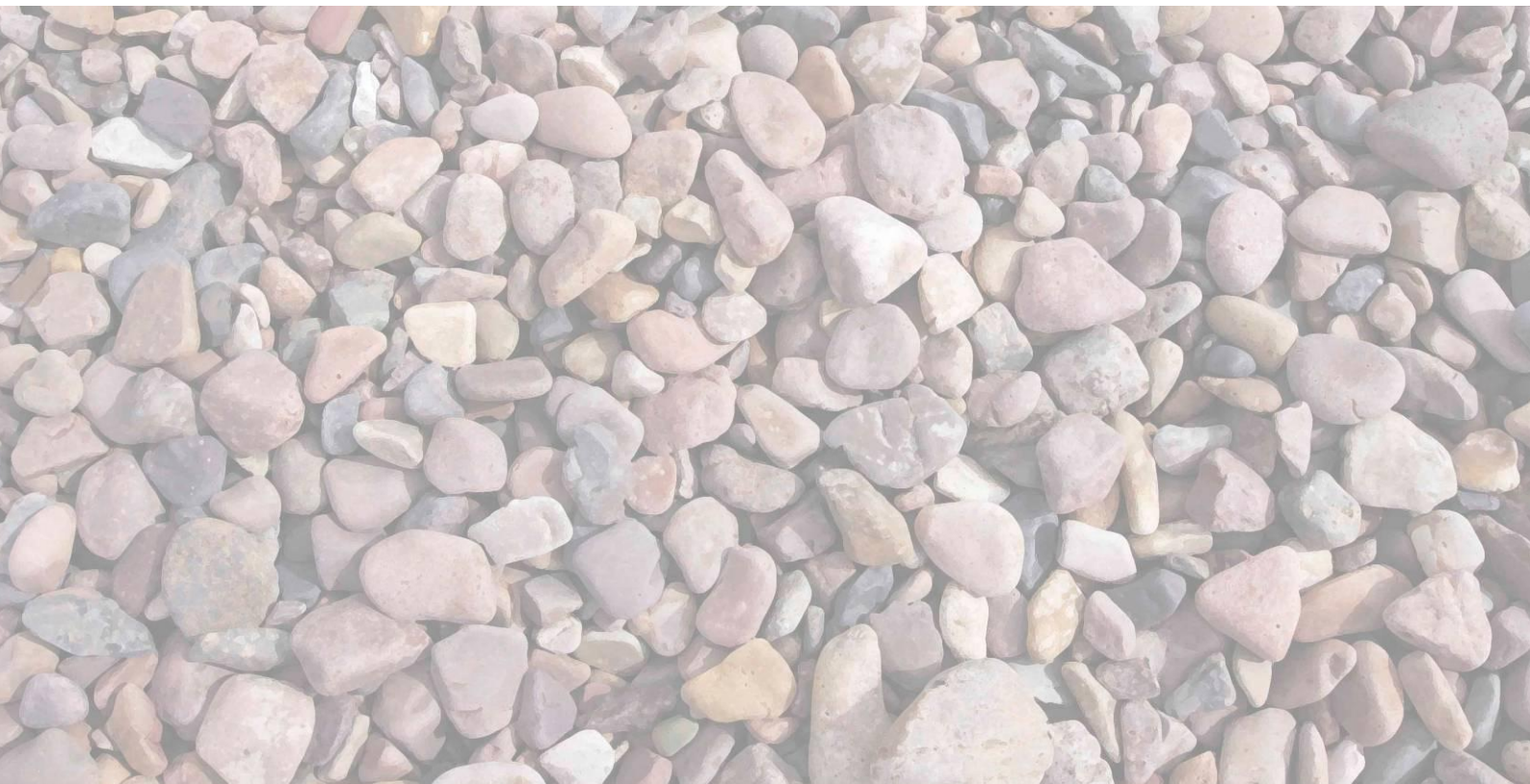


# WYBOSTON LAKES

## Our Company



# WYBOSTON LAKES

## Creating lasting impressions

Nestled within 350 acres of rural countryside, alongside the meandering River Great Ouse, Wyboston Lakes is one of the UK's largest, independent destinations; situated on the A1[M], easily accessible and conveniently positioned between Bedford, Cambridge and Peterborough.

Foremost a conference, meeting, training and event venue, offering clients a space to realise their potential - we can deliver a choice of environments; the latest IT or AV equipment; as well as advisory and support services that will impress.

We also offer great hospitality; with an AA Rosette winning restaurant overlooking the lake; spacious lounge bar areas; comfortable hotel accommodation, with modern services; fresh food, from award-winning chefs; and atmospheric private dining or event spaces.

In addition, Wyboston Lakes presents a wide range of activities to enhance your visit, ranging from: an 18 hole, par 70 golf course set beside the beautiful lakes; a health club featuring the latest equipment, an exercise studio and wet area; as well as a land and watersports centre for individual or group experiences.

From equipment hire to entertainment; from special events to creative menus ... we have an ever expanding, innovative portfolio to offer.

### Quick Guide Facts

- Over 5,500m<sup>2</sup> of venue space with ample parking
- 3 distinct venue centres for either day or residential use
- Over 400 ensuite rooms with modern facilities and services
- AA Rosette restaurant and bar with lakeside setting
- 18 hole, par 70 golf course with 14 bay driving range
- Health and Fitness Club, with 70 state-of-the-art stations and wet area
- Land and Watersports Centre with 2 lakes

# WYBOSTON LAKES

## Our Mission

We want to be recognised as one of the UK's most unique business and leisure destinations - quality, affordable, flexible and service driven.

*" .. we will always look after our customers  
and exceed their expectations,  
so that we are their first choice and  
they unreservedly recommend us to others .. "*

Our brand is a compelling promise : **creating lasting impressions** and through our propositions [venues, restaurants, hotel, offices and activities] we deliver our that promise.

To involve impress and inspire are the values that define our brand. They reflect how we behave, what we deliver and what our customers' desire. Our commitment to delivering them is at the heart of our promise.

# WYBOSTON LAKES

## History of Wyboston Lakes

**1983** : The 350 acre Wyboston Lakes site with golf course was purchased by Potton Developments Ltd.

**1985** : The golf course was enhanced by the construction of a new clubhouse and shop - a leading 'pay and play' golf course.

**1986** : Construction of 'The Birches' - a 38 bedroom hotel, using the volumetric construction method.

**1990** : The birth of the Wyboston Knowledge and Leisure Village with the completion of the construction of Wyboston Lakes Training Centre [formerly The Willows Centre].

**1995** : Waterfront Centre, a 103 bedroom residential conference and training centre, was built as an open market centre.

**1997** : Health and leisure club completed and open for Wyboston delegates and public membership.

**1998** : The Birches Hotel redeveloped and incorporated into a 120 bedroom residential conference and training centre [Wyboston Lakes Executive Centre (formerly Robinson Executive Centre)].

**2000** : Potton House, the first serviced offices completed and used by the family business as the head office.

**2003** : Potton Developments Ltd name changed to Wyboston Lakes Ltd.

**2004** : Additional serviced offices completed using their own innovative Pavilion construction system. Waterfront Restaurant/Bar opened.

**2005** : The 'Knowledge Centre' completed - a totally new concept in serviced offices.

**2007** : Investment of more than £30 million in Wyboston Lakes - the largest, single site, privately owned conference centre in northern Europe.

**2010** : Redevelopment of Waterfront Restaurant and bar with 'zoned' areas.

# WYBOSTON LAKES

## History of Wyboston Lakes Ltd

With a pedigree of more than 45 years of entrepreneurial excellence, Wyboston Lakes Ltd. is recognised as a world class business, providing fully serviced open market conference and training centres, serviced offices, golf and leisure facilities. It is the core of the family business with a history adorned with landmarks and innovative concepts.

It began in the early 1960s when current president Peter Hutchinson started a small family business, Potton Timber Engineering Ltd., manufacturing wooden pallets and cases in an old foundry building in the village of Potton, Bedfordshire. The business grew rapidly developing sophisticated packaging for multinational blue chip companies like Ford, Rank Xerox and Kodak.

In the 1970s, the growing demand for housing inspired Peter's entrepreneurial flair and the company diversified into manufacturing timber frame housing components.

Winning major public and private sector contracts, Potton rapidly became one of the major suppliers of timber frames to the construction and housing development industries in the UK and overseas, and established the benchmark for timber frame housing by becoming the first manufacturer to be registered by the British Standards Institute.

During this period, Potton built thousands of houses for leading developers including Laing Homes, Barratt, Bellway, Lovell, Crest Nicholson, McNerny, McCann and David Wilson.

Although the recession in the late 1970s hit many construction companies, it stimulated further innovation by Potton with the development of pre-finished modular or 'volumetric' construction.

Houses were manufactured and finished in 'pod' form in the factory and bolted together on site. This dramatically reduced erection times and resulted in further success for Potton.

The volumetric principal was also applied to hotels, and the construction of a hotel in just 14 weeks so astounded Sir Rocco Forte, that Potton was awarded the contract with Trust House Forte to manufacture and build 200 Travel Lodges around the United Kingdom. Many other hotel chains were supplied including Swallow Hotels, Whitbread Premier Inns and Holiday Inns Express.

In the 1980s Peter introduced the US 'self-build' concept into the UK. The innovative 'Heritage', an authentic Tudor-style house designed for the self-build market was launched at the 1982 Ideal Home Exhibition to great acclaim. Manufactured in the factory for easy assembly, the 'kit' included classic exposed beams and inglenook fireplaces and set the benchmark for self-build properties, establishing Potton as the market leader in self-build package homes.

As part of Potton's strategic development plan, Peter formed a sister company, Potton Developments Ltd to invest in land banks, and in 1983 Potton Developments Ltd purchased 350 acres at Wyboston Lakes.

Although it only consisted of an infant golf course and flooded gravel pits, it was Peter's foresight that recognised that Wyboston's delightful rural setting at a strategic location would be a sound foundation for diversifying the group activities into the residential training and leisure marketplace.

To ensure success and gain competitive advantage he wisely used the Potton manufacturing and construction skills and experience to construct all of the buildings.

In the early 1980s Potton Developments Ltd purchased the ex-naval training centre at Shotley Point in Suffolk. This was converted into a 200 bedroom residential training centre and then fully managed and operated as a regional police probationary training centre under contract to the Home Office. After several years of operation and the successful training of thousands of police constables, the centre was sold for housing development.

The valuable experience gained at Shotley was then used to successfully start the residential training and conference centre business at Wyboston Lakes.

# WYBOSTON LAKES

## Travel Information

### By Rail

The nearest rail station to Wyboston Lakes is St. Neots, on the First Capital Connect on the Great Northern Line, a 48 minute journey from London King's Cross. St Neots and Sandy Train Stations are only a 10 minute drive away.

### Road : from North or South

Leave A1 at A428 junction (signposted Cambridge) just South of St. Neots. From North, take third exit at roundabout. From South, take fourth exit at roundabout (back towards A1). Entrance to Wyboston Lakes is 60 yards on the left.

### Road : from East

A428 (from Cambridge and M11) before A1 junction, take first exit at roundabout. Entrance to Wyboston Lakes is 60 yards on the left.

### Road : from West

A421 (from Bedford), join A1 North. Leave at A428 junction (signposted Cambridge) just South of St. Neots. Take fourth exit at roundabout (back towards A1). Entrance to Wyboston Lakes is 60 yards on the left.

### Address

- Wyboston Lakes  
Great North Road  
Wyboston  
Bedfordshire  
MK44 3AL

### Taxi Companies

- Consort Taxis  
+ 44 (0)1480 380 545
- Steve's Taxis  
+ 44 (0)1480 215 666
- Anglian Taxis  
+ 44 (0)1480 475 222

### Airports

- Luton Airport  
45 minutes
- Stansted Airport  
45 minutes
- Heathrow Airport  
1.5 hour

# WYBOSTON LAKES

## 0333 7007 667

### Getting in touch

“ ... we will always look after our customers and exceed their expectations, so that we are their first choice and they unreservedly recommend us to others ...”

### Sales and Reservations [option 1]

Conference, training, meetings and Christmas parties  
Hotel Reservations, short breaks and social Events  
Private Events and Weddings  
Waterfront Restaurant & Bar

### Wyboston Lakes Golf Course [option 2]

Golf Pro Shop  
Tee Times  
Golf Societies and Groups  
Season Tickets

### Management and Accounts [option 3]

### Other Enquiries [option 4]

### 0333 Numbers

The same cost as a Landline Number BUT the price is also the same for calls from Mobile Phones.

### Dialling from outside the UK

Please call +44 (0)1480 212625.

### Address

- Wyboston Lakes  
Great North Road  
Wyboston  
Bedfordshire  
MK44 3AL

### Hotel Reservations

- 0333 7007 667  
reservations@wybostonlakes.co.uk  
8.00am to 10.00pm GMT/BST  
364 days a year

### Event Reservations

- 0333 7007 667  
sales@wybostonlakes.co.uk  
8.30am to 5.30pm GMT/BST  
Monday - Friday

### Website

- [www.wybostonlakes.co.uk](http://www.wybostonlakes.co.uk)