

# Objective One case study sites and premises



Objective One is  
part-financed by  
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The Objective One Partnership  
for Cornwall & the Isles of Scilly

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The projects in the Sites and Premises investment cluster are helping address the shortage of quality modern workspaces across Cornwall for businesses wishing to grow and relocate.

Providing modern, suitable workspace facilities is essential to establishing an environment in which business can flourish long after 2006. Sites and premises projects have included both new build and the sympathetic conversion or redundant historic buildings for use by new businesses.

This workspace needs to be equipped for 21st Century business – including high speed internet access and environmental features that reduce running costs and access for people of all abilities.

## Neutralize (\*\\*)

Lucy Cokes is managing director of Neutralize (\*\\*), one of the UK's leading internet search engine specialist companies. It specialises in helping companies and individuals generate more business from the internet by directing customers to their websites from search engines such as Google, Yahoo! and MSN.

The company that was initially set up by Lucy working from her bedroom in London is now based at Tolvaddon Energy Park and employs 12 people full-time plus two contractors. This will grow to 14 plus contractors early in 2007. The high speed broadband access offered in Cornwall is essential.

“Doing business in Cornwall for us has been a breeze for the operational side of the business. Since relocating here our company has experienced exponential growth by promoting our clients’ websites on search engines. Our clients are based all over the country and indeed around the world, as our work is PC based it doesn’t matter where it takes place.”

Units at Tolvaddon Energy Park were targeted at the renewable energy and technology sectors. All units have under floor heating. Environmental features include energy efficient lighting; boreholes harnessing geothermic energy to heat the water and heating pipes; rainwater from the roof is collected in underground tank, to provide water for non-drinking purposes and timed spray taps keep wastage to a minimum.

Neutralize (\*\\*) has been listed 6th in the Deloitte and Touche 2005 Technology Fast 50 Awards - an



Lucy Cokes, managing director of Neutralize (\*\\*)

indicator of the UK's fastest-growing high-technology companies - and managing Director Lucy was placed in the top three in the 2005 NatWest Everywoman Awards. In the same year she was also awarded the coveted Cornwall Chamber of Commerce and HUB awards 'Entrepreneur of the Year' award.

Lucy, 30, wrote a thesis while studying at Kings College London in 1996 about the use of search engines. The timing coincided perfectly with the growth of the Dot Com sector. In June 2000 expansion made it necessary for new offices and Neutralize (\*\\*) moved from the New Media Hub of central London to pursue dreams of working from Cornwall.

**For more information about Tolvaddon Energy Park visit [www.tolvaddon.co.uk](http://www.tolvaddon.co.uk).**