

## A day in the life of BELLMORN – Early Days

**Employee:** I've got a job as manager of a general store/newsagent/liquor shop, in the suburb of Madsen. There is an apartment upstairs, and the owner has offered to let it to me for quite a low rent. The shop is on a main road, so there's traffic, but it's quiet enough at night.

**Boss:** There's a lot of building going on, and we're looking to set up a branch of our timber yard business. We've found a place in Peters Hut, right near the new motorway.

**Employee:** I've got a job at a lavender farm! They're looking for a handyman. It's a sort of farm and factory. They make essential oils, lavender and other kinds. I've got experience on farms, including with farm machinery, and I'm giving it a go. Though I've never worked on a lavender farm. There's a couple of houses on the property and I can stay in one of them.

**Sole trader:** I'm closing down my design consultancy. There is now a community here of artists and craftspeople, and I thought there would be some demand for high-quality design services. But there just doesn't seem to be a market for what I can offer.

**Employee:** I've been offered a job as supervising production engineer at a plastics moulding outfit. It is a quite a step up for me, with good pay too. The business is in Glen Affric, and we've found a house in Manning, just a short commute for me.

**Developer:** There is strong demand for industrial properties. We've bought a house in Glen Affric that was sitting on a sizeable piece of land, we've knocked it down, and we're building a group of industrial units.

**Resident:** My house has been sold out from under me, and word is they're going to build a factory. The house and the neighbourhood suited me – not happy!

**Employee:** I'm moving here for a job as a roofing installer. I've done this sort of job before. I've located a house in Manning, quite close to the depot, but of course I'll be working all over Bellmorn.

**Boss:** We're having to let some people go. We were the only people doing kitchen fitouts in Bellmorn, but now a place has moved in that sells flat-pack drawers and cabinets. It's rubbish stuff, but we can't compete on price. So we're changing to custom joinery for things like built-in robes. But it will be a different and smaller team.

**Employee:** I've lost my job in kitchen sales; I could see the business was struggling. I liked selling the higher-end products and I'm going to move to a more established town, some place where there are better opportunities for a senior sales person.

**Employee:** I've got a job as a warehouse hand — this is my chance to move out of home! The place distributes heating and cooling systems, and they've said they will help me get a forklift licence. I can actually afford to live here on an entry-level wage, and I've found a place just across the road from the job. It might be a bit grotty, but it's got heaps of space.

**Employee:** We're moving back to the big smoke. I've landed a better job, definitely a step up the ladder, but it's going to be hard to find anywhere reasonable to live there, even with the better salary. We'll miss our large yard, and everything here (which is admittedly not all that much) is only a short drive away.

**Proprietor:** We're opening a clothing shop, and we're going to offer tea and coffee as well. We've found a suitable place in the suburb of Madsen, on a main road, so access is good, and we've teed up a clothing distributor here.

**Road engineer:** The traffic in Madsen is getting heavy, and we're extending the motorway by one section. That will mean demolishing a few low-rise buildings.

## A day in the life of BELLMORN – Growing Fast

**Employee:** I'm taking up a job in Bellmorn as project manager for a firm that supplies and manages IT systems. It is a promotion away from the coalface, but I will still be doing some hands-on work. The firm's offices are in Foulis Castle, and I've found a nice house in Macandrew. The commute time is quite short; there were places nearer to work, but this is a much better house.

**Boss:** Our business is fire safety. We supply and install smoke detectors, sprinkler systems and specialised fire suppression equipment. We're opening a branch in Bellmorn and we've found a site in Prague.

**Employee:** I've been offered a position as manager of the new Bellmorn branch of a firm that installs fire safety equipment. This is a big opportunity for me, and a good fit with my experience in the construction industry. I've found us a place to live. It's an unrenovated place more or less on the edge of town, but it is a short commute, and the house has potential.

**Employee:** A bit of an adventure, moving here to a new town. I've found a job as receptionist/office support at a physiotherapy practice in Lavoisier. They seem nice people. Housing was a little harder to find than I expected. Everybody said Bellmorn was cheap, but the cheap places were in industrial areas and pretty horrible. I've found a flat in Buttongrass, but it is getting towards the top of what I can afford, and it's on a main road. Still, it is a nice flat, and the commute is quite short.

**Employee:** I've been sacked! The pub that I was working in is trying to go upmarket, and I was told my attitude and presentation weren't good enough. I reckon I got on well with the customers, especially the regulars, but that isn't good enough any more it seems. I'm outa this town!

**Developer:** More service businesses are moving in, and demand is strong. We specialise in small projects, and on this site in Berzelius we are converting a house into a two-storey building, suitable for a restaurant and bar or similar.

**Employee:** I'm a parts interpreter and I'm offered a job here with a place that maintains heavy vehicles. Quite a lot of responsibility, and fair pay. The workshop is

in Manning and I've found a flat in what I think is the tallest apartment tower in town, 21 storeys! It's in Buttongrass, pretty close to work.

**Boss:** We're having to downsize our Bellmorn office. Head office has decided that, as most customers deal with insurance online, we really only need people on the ground to inspect damage and coordinate repairs; we're effectively not going to deal face to face with the ordinary policy-holders.

**Employee:** My job in the insurance office has disappeared. My role was to offer advice on what sort of insurance people needed, really to be a friendly face in a confusing industry. But the bosses don't believe in friendly faces any more. I'll look for a job where customer service is better appreciated.

**Employee:** I'm taking up a mid-level accountancy role. I'll be working with an industrial group who are substantial suppliers to the construction industry. The office is in a new block in Foulis Castle, and I've found us a house in Macandrew. Commute times are pretty short here, and housing still seems to be cheap — I could afford to pay considerably more than I am.

**Employee:** I'm leaving Bellmorn. I've found a job much nearer family, and I've been missing them. Yep, time to go.

**Consultant:** I recently finished my training as a gastroenterology specialist, and I'm joining two other new specialists, a cardiologist and a neurologist, to set up the Bellmorn Specialist Practice. There are several GPs here, and a couple of specialists who come here one day a fortnight, but we are the first specialists based in Bellmorn. There is certainly plenty of demand. We've got our rooms in an office tower block in Cricklade — not particularly cheap, but well-located. And for me, I've found an apartment in Buttongrass, with a reasonable commute.

## A day in the life of BELLMORN – Boom Town!

**Boss:** We're setting up a proper kitchenware shop in Bellmorn. There isn't one as of now, and we think there is a market. We'll be stocking coffee machines, mixers and blenders, high-quality ranges of saucepans and frying pans, and all the latest culinary gadgets. We've found a two-storey place in Macandrew, with good access for customers.

**Employee:** I have started working at a new kitchenware shop. They sell classy stuff, and people are flocking in. I thought I knew kitchenware, but some of what's here is amazing. We do get a staff discount, tempting! My house is in Maclane, and it's quite a short commute.

**Employee:** I'm working for a recruitment agency. They mostly deal with casual workers in the construction industry. I keep track of job applications and employer requirements. It's just admin – I don't make the decisions. The office is in Buttongrass and I've found a flat in the same suburb. There are some busy roads here, but the flat's quite cheap.

**Freelancer:** I'm setting up as a web developer/user experience designer. I've found a nice new house in the suburb of Jemima. I'll be largely working from home, but I've arranged access to facilities at a co-working space in Kernighan, mostly to meet clients.

**Employee:** I've started working as a conveyancer here in Bellmorn. It's not quite what I thought I'd be doing with my law degree, but it's interesting. In Bellmorn the land itself is leased from the Bellmorn Corporation; it is the building freehold that is transferred. And the ownership of that can be remarkably complicated, involving trusts, nominee companies, you name it. The office is in Ben Wyvis, and I've found a house on the edge of town, quite a quick commute.

**Developer:** People are flooding into Bellmorn; housing is the thing to be in just now. We have bought an old one-storey house in Carslaw and are replacing it with a six-storey apartment block. For this site six storeys offers us the best return on investment.

**Boss:** We've decided to sell our café business. It's going well, but we're tired! We're going to take a proper holiday, and then decide whether we stay in Bellmorn, or what we'll do. Somewhere slower-paced could be attractive.

**Employee:** The café I work for is closing, and we've heard that a Korean restaurant is coming in. Anyway, I've lost my job, but I should be able to get another quickly. There's lots of cafés and bars looking for experienced staff.

**Road engineer:** We need to extend the motorway in Peano; there's quite a bit of development going on down there. It is a residential area, and we'll have to take a number of single-storey houses, but that's progress.

**Resident:** They've built a motorway right next to my house!

**Employee:** I'm working for a company that supplies services to small businesses, helping to manage things like Internet connections and commercial waste collection. The office is in this massive 39-storey tower in Cricklade. I had to go a fair way to find a place that I liked and could afford — I have a new apartment in a six-story block in Millington. I'm told this whole inner north-east of Bellmorn was paddocks until recently. The commute is OK — there's a motorway, though it can get congested — an awful lot of us are trying to get in to these big office blocks in Cricklade.

**Employee:** I'm working as an assistant food technologist, my first job after graduating. The company makes "healthy snacks", and they are reasonably healthy, nuts, dried fruit, not much processing. I'm doing quality control. The factory is in Prague, and I've got a flat in Crowley, quite close.

**Employee:** I've just moved to Bellmorn, and I'm manager in a pet shop. There are a lot of people in apartments here, and aquariums are popular. Also small dogs, cats, budgies, rabbits, and even mice and rats. And snakes and lizards, though you need a licence for those. The shop is in Inverness, and I've found an apartment just a few blocks away in Rowbottom. I can walk to work!

## A day in the life of BELLMORN – Major City

**Employee:** I'm moving to Bellmorn for work. I'm a manager in a health products chain, and they have quite a large office in Bellmorn. My new role is "retail media manager": essentially I'll be responsible for a small team placing advertising for all our retail products, and monitoring what the effects are on sales. The office is in Rowbottom and I've found an apartment in a new development – it doesn't seem to have a suburb name yet. A fairly quick commute.

**Employee:** I've got a job in a call centre for a finance company. A job's a job, so I'm here, but I found it hard to find anywhere to live on my pay. The call centre is in Macandrew, and I need to be there all day, but the best I could do was a rather noisy flat in Aberdeen. Work is not that far in a straight line, but the commute is horrible. It's unbelievably congested for the second half of the trip.

**Consultant:** I am taking a senior role with a group helping businesses to adopt a "culture and experience" mindset, a broadening of the traditional HR approach that emphasises the culture of an organisation and the experiences of employees, both day-to-day and longer term. Our office is in Kripke. I have found a large block with a very nice house at the edge of town. The commute into the office at Kripke is pretty horrendous, but I can work from home some of the time.

**Employee:** I'm taking a lead role in re-engineering the data management for a health services company. It sounds as though they really need to have better systems! I'll be leading a team, but there is still some scope for hands-on activity. The office is in a tower in Macandrew. I've found a house and land out in the west of Bellmorn. Unpleasant commute, but I will only need to be in the office about half the time.

**Developer:** It seems that there is demand for office space even in the suburbs. We've bought an old house in Riga and are building a three-storey office building in its place. A small development, but it should give us a good return for our money.

**Road engineer:** We're extending a motorway up in the north of Bellmorn. The area doesn't have a suburb name yet, but it's very busy already. We need to put the new segment through medium-rise housing, so quite a few people are having to move elsewhere.

**Resident:** They're knocking down my block of flats to put a motorway through. I'm manager in a supermarket in Foulis Castle, and it wasn't a bad commute. Two other people who live in the next apartment block to me also work in the same shopping centre, and we car-pool, but their flats are being demolished too.

**Employee:** I've come here to take up a role as training coordinator for a logistics company. They have a substantial presence here in Bellmorn and the industry has a high turnover, so there is a constant need for training. Part of my role is to find trainers. The office is in Quantock — this is basically a desk job — but I'll be at the main depot in Chadwick too. I've found an apartment up on the northern edge of town. The commute times are much longer than I would like, but this job is a good step up for me.

**Employee:** My husband and I are both retiring. It's a bit early for both of us, but we think we can manage it financially. I'm really over the long commutes, which have got much worse recently, and my husband is even more fed up. We've been looking at places up in the high country.

**Manager:** We're pulling out of Bellmorn. Head office says that costs need to be cut quite heavily. All employees will be consolidated into three locations, and Bellmorn's not one of them. I think we are going to lose our clients in Bellmorn over this.

**Employee:** My job as a business analyst consultant has come to an end; the Bellmorn office is being closed. Ironically it was a business analysis that led to this decision. A couple of us are considering opening our own consultancy here, if we can get round the non-compete clauses.

## A day in the life of BELLMORN – Gridlock

**Employee:** I'm taking up a role as a senior biochemist/food technologist in Bellmorn. The firm is in the meat industry and I'll be leading new product development – exciting! The accommodation is less exciting. I'm in a flat in Inverness in a six-storey block, practically on a traffic island, but that's all I could find. The commute is pretty long, I thought, but I'm told that for Bellmorn it isn't bad.

**Employee:** I've got a job as an assistant document controller for a major building contractor. It's good experience, as document controller is a highly responsible position. The office is in a tower in Carslaw. There aren't as many offices here as there are across in Cricklade, but the traffic is just as bad. I've found a place in an apartment block in Estelle, and the commute is right through the middle of town and just awful.

**Employee:** I'm taking up a role as deputy marketing director for a large clothing retailer. Career-wise this is a very good move for me – if I do well I can expect a senior role at head office. But it's almost impossible to find anywhere to live. I've got us an apartment in a six-storey block in Inverness. It's cramped and noisy and the commute is appalling. I could afford much better if there was anything available.

**Boss:** We're in something of a dilemma. We want to be part of the business culture here – it is something special – but we can't get staff, especially junior staff. The housing market is very tight, and the younger people just can't afford to live here. Remote work isn't a solution for us, and we're on the verge of relocating the whole office to another city.

**Boss:** Whatever else people say about Bellmorn, there is money in this town. We are opening an exclusive fashion store, featuring some exciting on-trend new designers. We have found a suitable two-storey building in Eyland, we're remodelling it, our suppliers are on board, and we're looking for staff. We know we'll have to pay higher wages than usual, because of Bellmorn's accommodation problems.

**Employee:** I've successfully applied for a job as records officer with an agribusiness firm in Bellmorn. But I've been looking hard, and I cannot find anywhere to live in Bellmorn that I can afford. I'm going to have to tell them that I can't take the job.

**Employee:** I'm a financial data analyst with a wealth management firm, and I've been promoted to senior analyst. I look at opportunities for our clients that are not normally available to retail investors, especially infrastructure projects, commercial property syndicates, and unlisted securities. Our office is in Maclane. As expected, accommodation was very difficult to find. I've located a flat in a 20-storey building in Crowley. The commute is unbelievably bad; unfortunately, that was expected too. I've looked pretty hard, and I could afford to pay more than I am, but there's almost nothing available. I've told my wife that we'll stay in this town three years at most, and I mean it.

**Employee:** I've been offered a pretty good job as a senior tax accountant here in Bellmorn, and the salary is, as they say, competitive. But I've been scouring the real estate websites, and there's just nothing. If something doesn't come up in the next two weeks, I think I'm going to have to say I can't take the job.

**Boss:** Bellmorn is a good place for innovative industrial concerns — the entrepreneurial spirit isn't confined just to financial whiz-kids, and there's something of an R&D ecosystem here. We're starting up a prototyping facility for advanced industrial coatings, and we've identified a suitable location in Prague for our laboratory and pilot plant.

**Employee:** I'm a chemical engineer, and there's an interesting job in Bellmorn, working on new industrial coatings. They're particularly interested in coatings that resist very high temperatures, challenging! So I've taken the job, but accommodation is a nightmare. I've found an apartment right at the edge of town, with a very slow and tedious commute, but all commutes are like that here.