



WESTMINSTER
BUSINESS COUNCIL



WESTMINSTER
The World's Best Business City



1,500 volunteer hours worked on our sites in 2015

14,500 hours of training delivered in 2014

15,000 delivered in 2015

More training hours

from 2014/2015 to 2015/2016

14.5%

20.7%

Incident reduction achieved

from 2014/2015 to 2015/2016

100% green waste recycled every year



reduction of landfill waste by **37%** in 2015



85.3% UK Customer Satisfaction Index highest in sector



All of our sites have a bespoke Biodiversity Action Plan - Together for Nature



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WESTMINSTER

The World's Best Business City

Published by:
Burrows Communications Limited
Cantium House, 2nd Floor,
North West Suite, Railway Approach,
Wallington, Surrey SM6 0DZ
Tel: 020 8773 3000
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Architects: AHMM
Completion: 2020

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LONDON



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Training for your business in the heart of Westminster



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Foreword



Westminster Business Council Business Breakfast with Councillor Philippa Roe

“Westminster is the focal point of the UK’s economy. Businesses choose to base themselves in Westminster for a huge variety of reasons, but we know that the status associated with operating out of the heartland of the world’s fifth largest economy is an important factor for the 50,000 plus businesses located here.

We can’t be complacent however, and it is the responsibility of the council and our partners to do all we can to ensure our great city remains a great place to do business and that we retain our status as the premier destination for business in the UK.

I recently launched the second year of the council’s City for All programme which contains a strong commitment to working closely with the business community to encourage continued growth, and safeguard our unique international status.

As part of this commitment we now have the council’s own Westminster Business Unit up and running to ensure that the council is meeting its commitments to business who want to work with us. I am also keen that we have a two-way relationship with the business community. In particular, I want to jointly explore the opportunities that exist to use the prosperity we create to tackle long-term unemployment in Westminster. The newly established Business Unit will be well-positioned to coordinate this type of collaboration.

This is exactly why the work of the Westminster Business Council is so important. Westminster’s businesses can only continue to grow, flourish and create jobs if they can access the right advice at the right time. I am continually impressed with the support that Westminster Business Council provides to our businesses and I am delighted, once again, to be able to show my support through this Foreword for the work that Westminster Business Council does.”

Councillor Philippa Roe
Leader of Westminster City Council





About Us



Westminster Business Council is London's premier business connections team. We help businesses grow across the Capital by providing effective business intelligence and contacts.

WBC has developed strong and extensive networks, being in touch regularly with around 12,000 enterprises. Our service delivery includes regular events which allow businesses to network, meet buyers, and be introduced to partner organisations that can provide information and services which support business growth. WBC also operates a flagship business mentoring programme that utilises the expertise of experienced business owners and corporate employees to support both start-ups and SMEs. With strong businesses come strong communities, and ultimately we want to ensure that as businesses grow, they are able to take on local employees and contribute to their local economy.

Whether you're a sole trader or a multinational, WBC has something to offer all.

Connections. Intelligence. Growth



Connections

If you are looking to meet with fellow business owners, corporates, public sector officers or media representatives, Westminster Business Council is the place to come to first. WBC makes tailored and personal introductions to businesses and individuals that partners wish to meet or be made known to. This takes the form of virtual introductions, meetings brokered and face to face introductions. We help you navigate through businesses in order to speak to the right people.

"We have won some significant business as a result of the connections WBC has provided our business. Top work, keep it coming!"
Les Bexfield, Cascade Group

Westminster Business Council hosts more than 40 quality networking events, informative seminars and CPD opportunities every year. Each is designed to provide a platform for learning and finding great business connections. Our speakers are leaders from across business, the media and politics, but crucially they engage with our audiences to provide maximum learning and networking benefit. Our audiences are made up of individuals that bring talent and knowledge to the WBC network; they are key decision makers and people that shape different industries across London.

"WBC put on excellent, well attended events with speakers who are inspirational, interesting, and highly regarded and accomplished in their fields of expertise. The networking is always superb with attendees from a wide variety of sectors who are there to make connections. I knew it would be a good evening because of past WBC events I've attended, but I didn't know it would be as outstanding as it was. Excellent event."
Rachel Calder, First Potential



Intelligence

Our experienced team provides businesses with intelligence on potential business opportunities to explore. For example, if you are looking for the inside track on future tendering opportunities, WBC will be there to source that information. With members ranging from start-ups to corporate clients, WBC has an extensive network of connections making us the perfect organisation to help your business grow.

Our mission here at WBC is to support business growth. We often introduce our partners to other networks and industry groups, helping to develop connections and business opportunities.

Growth

Whether it is through bespoke connections or our flagship business mentoring programme, Westminster Business Council is dedicated to helping your business grow. WBC has been running a successful business mentoring programme for five years. In that time, more than 500 businesses have sought and gained support in all aspects of business, be that business planning, financial advice, product advice, legal and governance issues to name just a few. Through a unique event, our Mentoring Meet Up connects start-ups and SMEs with mentors.

WBC exists to promote business and to help raise awareness of your brand. Our members are able to submit and share news with our network of 12,000 businesses. This can include industry updates, press releases and newsletters. Our team can promote your business and brand on social media also via our Twitter and Linked In groups. WBC has good links with national and local press and we often place industry related articles on behalf of our partners.

All WBC events provide the perfect platform for businesses to contribute to a wider debate and raise their profile within the sector. WBC creates specific opportunities for partner employees to speak at our events, an excellent way to develop brand awareness of the business.

WBC designs and delivers bespoke events for Associate and Corporate Partners; relieving the resource burden of finding the perfect venue, getting an engaged audience in the room and providing all the aspects that make an event effective for your business.



Membership

Westminster Business Council offers three different types of membership.

SME Membership

- Priority event invitations and discounted access to more than 40 fantastic networking events, business seminars, CPD lectures and personal developments opportunities.
- Free access to WBC Mentoring Meet Ups, our unique programme connecting talented entrepreneurs to experienced business owners.
- Opportunity to share blogs, news and offers to our business community via the press section of our website, newsletters and social media platforms – providing greater exposure to your brand and business.

Associate Partner

- Free access for up to three people in your business to more than 40 fantastic networking events, business seminars, CPD lectures and personal developments opportunities.
- Free access to WBC Mentoring Meet Ups, our unique programme connecting talented entrepreneurs to experienced business owners.
- Bespoke introductions to potential clients. Meetings brokered with individuals in the companies you are trying to meet with.
- Opportunity to share blogs, news and offers to our business community via the press section of our website, newsletters and social media platforms – providing greater exposure to your brand and business.

Corporate Partner

- Free access for all staff in your business to more than 40 fantastic networking events, business seminars, CPD lectures and personal developments opportunities.
- Access to WBC Mentoring Meet Ups, our unique programme connecting talented entrepreneurs to experienced business owners.
- Bespoke introductions to potential clients. Meetings brokered with individuals in the companies you are trying to meet with.
- Opportunity to share blogs, news and offers to our business community via the press section of our website, newsletters and social media platforms – providing greater exposure to your brand and business.
- Opportunity to create bespoke events to promote your business to new audiences. Westminster Business Council provides our Corporate Partners with full event design and management services.
- A range of speaking opportunities for your staff to both promote the business, contribute to thought leadership and provide continuing professional development opportunities.

Our Corporate and Associate Partners shape our agenda. Whether that's by providing ideas for great event content or engaging with our community-led projects we deliver, Westminster Business Council's Corporate and Associate Partners are at the forefront of our business.

WBC is always looking to engage with dynamic companies that want to engage with the local and business community. Get in touch to discuss your bespoke package.

Businesses join WBC for a number of reasons. They may want to reach a whole new range of businesses that they could potentially do business with, provide support and advice to growing companies, or engage with mentoring or community projects.

WBC is always looking for new Partners who believe they can add something to our incredible network of Westminster (and beyond) businesses. In return, the WBC will pledge to connect your business to the people that matter.





Mentoring Programme

Westminster Business Council has been running a successful business mentoring programme since 2011.

Our mentoring programme is simple and effective. With good conversations in a supportive environment, entrepreneurs can discuss their business needs and plan for the next steps of their business growth.

Our series of Mentoring Meet Ups connect the talent and knowledge, passion and enthusiasm of entrepreneurs and experienced businessmen and women with a variety of exciting start-ups and SMEs. These sessions allow mentees to meet with a range of potential mentors, receive on the spot guidance and feedback about their business and to network with fellow business owners.

The key to our programme is simplicity and allowing individuals to make the right connection themselves by choosing their own mentor. WBC has welcomed more than 500 start-ups and SMEs through our doors and we have seen some wonderful successes as a result.

Who is eligible?

Anyone! Whether you are a start-up, a well-established business or just have an idea, WBC's mentoring programme is open to you.

Who are our mentors?

WBC has a wonderful group of dedicated mentors who have experience in a range of industries, each with a wealth of expertise and sector knowledge. These industries include: Hospitality, Construction, Retail, Technology, Property, Food & Beverage, Finance and many more.

Our mentors are serial entrepreneurs, those with real business experience.

Mentor Profiles



Fiona Davis
The Brand Inspiration Company
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www.thebrandinspirationco.com

Fiona's passion is getting to the heart of a business and finding out the 'why', 'what' and 'how' behind it. Fiona has made a career using the answers to these seemingly simple questions to build stronger brands and compelling customer experiences. She has worked in leadership roles across the retail sector, transforming brands like Ann Summers, Wallis, Early Learning Centre and BHS to achieve powerful improvements in performance, with a lot of fun along the way. Fiona also set up and ran the MA in Fashion Business Management at the University of Westminster and has just finished writing her first book, *A Profitable Love Affair – How to Build and Sustain a Strong Brand*.

Fiona is now Managing Director of The Brand Inspiration Co., which helps clients from start-ups to well-established firms boost business by (re-)discovering their brand mojo. After being involved over a number of years as a Trustee of Women in Retail, Fiona was invited to take a Director's role to realise their vision: helping the next generation of retail leaders be the best they can be, both professionally and personally.



Simon Fordham
Fordham Henderson
simon@fordhamhenderson.com
www.fordhamhenderson.com

A serial businessman, Simon is a generalist having started, led and sold a multi-million pound business. Advising hotels, leisure, entertainment, restaurants, health, construction, property and refurbishment, he recently co-founded The Fordham Henderson Partnership offering mentoring, coaching and business advice services and leadership and management development training.

Simon is a speaker on business issues and writes for a business magazine, is a board member of The Association of Business Mentors and has been asked to act as an advisor to the Anglia Ruskin University Business School in Cambridge and Chelmsford as well as the Institute of Directors Young Enterprise Award Scheme. He recently received two nominations for the first Annual Excellence in Enterprise Mentoring Awards for his assistance to start-ups.



Harry Lipman
Harry's People Ltd
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I qualified as a Certified Accountant in 1973 and went into practice in late 1976. During my years as a practicing accountant I worked at every level of business from start-ups to established multinational corporations.

Leaving practice life in late 2012, I started mentoring with Westminster Business Council. I have helped a number of businesses progress from pre-inception to active trading and established businesses to grow through resolution of day to day problems and strategic planning.



Philippa Seal
Business Mentor and Coach
philippaseal1@gmail.com

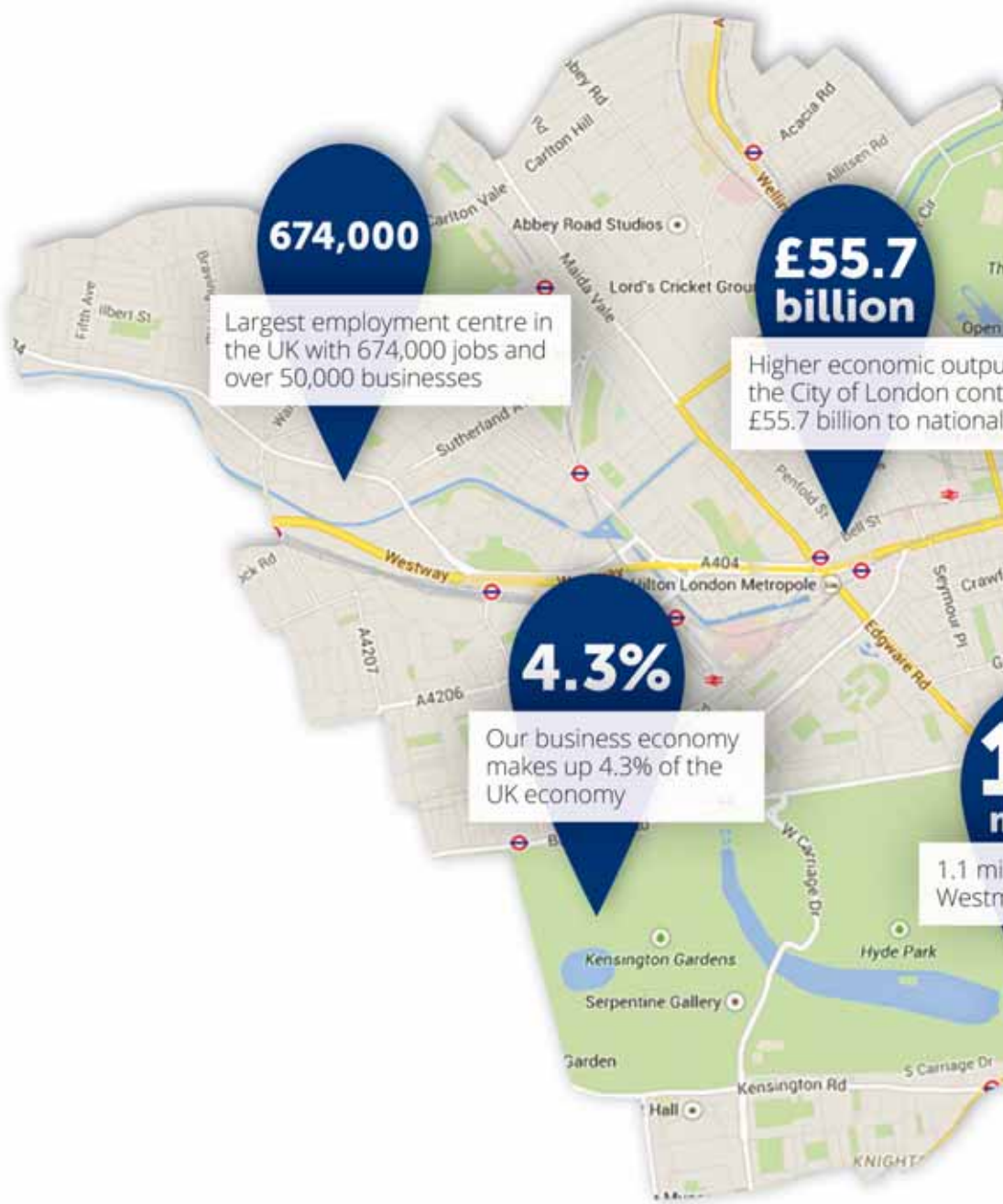
Philippa ran a successful and profitable advertising and communication agency for many years. She holds CIM diplomas in Marketing and Digital Marketing, a Marketing MA and an MBA. She is a member of the Chartered Institute and Chartered Marketer and member of the Institute of Learning and Management and the Association of Business Mentors. Her expertise is in business and marketing strategy and ideas generation, change agent, marketing communications, pricing, media, branding, social, digital, leadership and profitability.



Lance Walker
Ministry of Innovation
Lance.walker@ministry
ofinnovation.co.uk

Lance has more than 25 years' experience in selling and delivering large IT systems to the Financial Services Sector. Lance ran offices with multiple sales teams and projects across Europe, the Middle East and Africa. In 2004 started his own consultancy business and now continues to help SMEs grow their businesses. His main area of expertise is in creating a good value proposition, lead generation/marketing and sales plan.





Courtesy of Google Maps

Business in Westminster





Women of Westminster

Westminster Business Council is passionate about raising the profile of women in business, be that business owners or women in corporate organisations.

WBC have run a number of Women of Westminster events, our stand out networking evenings that bring together talented professional women who wish to grow their networks and opportunities, both personal and professional.

Our Women of Westminster series has taken in a number of industries including finance, technology, construction and property.

Recent testimonials from events include:

"Thanks for a great evening last night – it was a lively debate with a great crowd of decision makers! We made a couple of great new contacts and caught up with some existing ones on a very timely basis."

"WBC put on excellent, well attended events with speakers who are inspirational, interesting, and highly regarded and accomplished in their fields of expertise. The networking is always superb with attendees from a wide variety of sectors who are there to make connections. I knew it would be a good evening because of past WBC events I've attended, but I didn't know it would be as outstanding as it was. Excellent event."

"Thanks for organising such a great event."

When asking our members how we can improve our events, one response read "I don't know if you can, you are already fabulous."



From Westminster to the World

The City of Westminster contributes £55.7 billion to the UK's national economy. That's more than Canary Wharf and the City of London combined, and more than the output of nine different European economies.

Westminster is also home to more than 50,000 businesses. With that in mind, the City of Westminster is an obvious place to start and grow a business. To add to the mix, Westminster is just one step away from the potential to grow a company globally. With a number of global headquarters based here, and the vast majority of Embassies located in the borough, WBC has excellent links to help our members grow internationally.

Ambassadorial Networking

WBC has pioneered Ambassadorial Networking. These events are hosted by Ambassadors and highlight the business opportunities available for our partners in other countries. To date, we have opened up business opportunities in Hungary, Austria, Serbia and Estonia. The business links we have provided have led to more than 500 million euros worth of business opportunities to explore.



Events

Westminster Business Council is unrivalled in running quality business events, be that our Business Breakfast, private lunchtime dining or evening networking events.

All of our events are thought provoking opportunities. Our events are designed to engage like-minded individuals in productive conversations to share their knowledge on business opportunities and to develop longstanding relationships with key decision makers.

Business Breakfasts

Our Business Breakfasts are excellent opportunities to hear from business and political leaders. Previous speakers include Sir Charlie Mayfield, Chairman of the John Lewis Partnership, Nicola Mendelsohn, Vice President of Facebook, Alison Nimmo, Chief Executive of the Crown Estate and Leader of the Westminster City Council, Councillor Philippa Roe.

Private Dining

Our lunchtime dining events offer our members enhanced opportunities to develop great business relationships.

Women of Westminster

These evening networking sessions bring together leading women from across industry together with women running their own businesses. We hear from inspirational speakers, experts in their field who share their stories and provide encouragement for women to pursue their business goals and careers.

Events have included Women in Technology at the top of the BT Tower, Women in Property and Construction supported by Corporate Partners British Land, and Women in Finance.





Corporate Social Responsibility – Our Impact

With strong businesses come strong communities. We want to ensure that as businesses grow, they train and recruit local employees, provide opportunities for students in local education and residents who are long term unemployed, source local suppliers, support start ups, local businesses and local charities, and so contribute to the local economy and community.

The City of Westminster is both a city of wealth and a city of poverty. It is rated the 6th worst place in the UK for child poverty and the worst for child obesity. Male life expectancy is 10% worse in the north of the City compared with the south. Long term unemployment is high with 11,000 people falling into this category, 50% of them having health problems. The gap between average incomes and the price of housing is one of the worst in the UK. Savills have named London as the world's most expensive city to accommodate an employee for the third year in a row.

At the same time, Westminster is the powerhouse of the UK economy with more than 50,000 businesses across all sectors and 600,000 jobs in its eight and a half square miles. Westminster businesses contribute £55.7 billion to the UK economic output. This is more than the City of London and Canary Wharf put together and more than nine European countries.

The City of Westminster is number one in the UK for the number of jobs created with 20,000 in 2012/13 and number one for the number of start up businesses – 20,000 in 2015 which is one third of the UK total. Westminster is also a large part of the reason why London is the most talented city in the world with a survey by Deloitte showing that there are more highly skilled people in the Capital than in any other global rival.

Much of London's success in attracting high skilled workers has been put down to its broad industry base, with the city coming in number one for 11 of 22 sectors. London is also the number one city for UHNWIs – Ultra High Net Worth Individuals – according to Knight Frank's Wealth Report 2016.

London has the largest concentration of digital businesses in Europe. The vast majority of the 23,000 digital businesses in London with over 390,000 employees are in Westminster. Westminster is arguably the global centre for creative industries in Soho. The West End is also the UK's largest retail area. Other key sectors include professional services (finance & law), hospitality and entertainment, and the public sector. More than 1 million people visit Westminster each day. In addition, the rest of the UK and the world do business with Westminster, making it a pivotal point for trade and investment across the globe.

Corporate Social Responsibility – Our Impact Continued...



The challenge, therefore, is to maximise local advantages for as many people as possible, both in Westminster and beyond:

- It is a great place to start and grow a business, but requires more accessible business start-up hubs, both virtual and actual, for a wide range of businesses with ready access to finance, premises, business connections and networks both across the capital and globally.
- With digital skills in short supply and holding back business growth in Westminster, there is a huge opportunity to increase digital skills training and make it available across Westminster to students in local education, employees and long term unemployed residents.
- Fast broadband is essential to keep Westminster on the global stage for high growth businesses in diverse sectors such as media, design, digital and telecommunications.
- Creating opportunities with local businesses of all sizes for local students and long term unemployed residents to help people into work, requires scaling up significantly.
- Supporting local charities who are working on Westminster challenges e.g. homelessness, isolated elderly and long term unemployed, will help the most vulnerable to value themselves and benefit from the opportunities that Westminster has to offer, as well as build a cohesive community.

How does Westminster Business Council contribute to meeting these challenges?

- WBC actively recruits work experience students into our team on a regular basis. We are passionate about providing hands-on opportunities for young people to learn real skills that they can apply in the workplace.
- We encourage our partners to see the benefits of bringing students into their businesses, to learn from these dynamic and enthusiastic young people and help grow the talent pool of the future.
- We have organised training sessions to help students develop their CVs, learn interview techniques and get to grips with key networking skills.
- WBC has hosted events such as 'The Business of Collaboration' to connect small businesses with small charities. We have also held fundraising events to support charities including In Deep, Veterans Aid, the Royal Marines' Charitable Trust and the Holocaust Educational Trust.
- WBC has arranged opportunities for young people to demonstrate their skills in a business environment. For example, we arranged for art students to have the opportunity to run their own gallery in the heart of Central London. Each student sold their work to the public and went on to further education or employment.



Westminster Business Council believes that Westminster is the best City in the world for business. We are keen to promote Westminster as the start-up Capital of the world with all the support and connections to grow rapidly. It is the right place with the right connections for all businesses to grow and engage the local community in Westminster's success to ensure ongoing growth for all.

Winning Westminster

Case Study: Aon

Aon is a worldwide leader in risk advice and insurance broking. We are committed to understanding each client's specific growth objectives and delivering the best value for them.

Aon's bespoke broking platform uses the full resources of Aon Broking, enabling us to develop tailored solutions with unique policy wording. Our Global Broking Centres in London (122 Leadenhall Street), Bermuda and Singapore connect clients with carriers that best meet their specific needs, whether the market is local, regional or global in scope.

Where we identify groups of clients with similar needs, Aon's Structured Portfolio Solutions offer organisations across all segments seamless access to innovative solutions from leading carriers. A Structured Portfolio Solution is an insurance product that is pre-negotiated and pre-structured to meet the needs of a group of clients with a similar set of characteristics, risk profiles or coverage needs.

This standardisation drives greater efficiency in the broking process. Given the consolidated buying power, we look to bring broader coverage, terms, policy wordings and enhanced service levels.

We are extremely proud to be working with the Westminster Business Council. Our view on this prestigious network is that Aon has a responsibility to fellow WBC members to ensure their general awareness of the insurance and risk management solutions that meet current and future social and economic demands, whether London-centric or worldwide.

We would be very happy to offer seminars or roundtable discussions on subjects ranging from cyber and data breach solutions, mergers and acquisitions, terrorism, employee protection abroad, employee health and benefits, brand reputation and many other subjects.

Please see aon.co.uk for more information or contact mike.powell1@aon.co.uk

We look forward to meeting with you.

Case Study: Hyatt Regency Churchill

One of the finest 5 star hotels in London, Hyatt Regency London - The Churchill enjoys a prime location in Central London's West End, close to exclusive shopping and the City. Its positioning in the Marylebone area, adjacent to Park Lane, ensures that it is one of the best situated luxury hotels in London from which to explore Hyde Park, Marble Arch and Buckingham Palace, some of London's most celebrated landmarks. Just minutes away from the exclusive shopping areas of Oxford Street, Soho or Bond Street, Paddington Station is also in easy distance of the hotel, where a fast train service takes a mere 15 minutes from Heathrow Airport.

The hotel's 434 rooms and suites, many of which have been recently refurbished, enjoy views over the leafy Portman Square gardens, the interior courtyard or London's

charming streets. Guests at the Regency Club Floor enjoy private concierge, use of the boardroom and access to family and business Regency Club Lounges. Within the two Regency Club lounges guests can enjoy complimentary continental breakfast, all day tea, coffee and light snacks and evening cocktails and canapés.

For those guests seeking the best afternoon tea in London, The Montagu is the ideal venue offering a Traditional, Champagne and themed Afternoon Teas as well as a wide selection of British seasonal dishes on the A La Carte menu and delicious bottomless weekend brunches. In addition, the award-winning Churchill Bar & Terrace offers guests classic cocktails, fine wines from the great Maisons and artisanal producers and a selection of cigars for smoking on the terrace.

Hyatt Regency London - The Churchill provides the perfect setting for every occasion. From top-level meetings to private events or professional conferences, the hotel's 12 meeting and event rooms, offer an unsurpassed range of event space to suit every type of occasion for up to 300 guests.

As one of the capital's most highly rated five-star business hotels in London's West End, Hyatt Churchill pride ourselves on the quality and flexibility of our professional and well-trained meetings and event staff, who will take care of all your wishes and requirements before and during your meeting or event. This, together with state-of-the-art technology, guarantees a stress-free event. High-speed wireless internet access is available in all meeting rooms.

Case Study: WBC Support Cascade Group Expansion into Westminster

You will all have seen the new Westminster Business Council brand and website in recent months which was developed for us by Associate Member Cascade Group, but what you might not know is that Cascade is one of our true success stories.

Cascade Group is a print and design company with local customer service offices in Holborn, the City and on the South Bank, large print production facilities in London Bridge and a specialist graphic design studio specialising in branding, marketing and web development. It has been family owned and operated since it was established as a part of a franchised print network in 1982.

Cascade Group completed a three-year business transformation programme in 2014 which included:

- acquiring and absorbing a local rival;
- leaving their old franchise and establishing their own brand;
- being shortlisted for a B2B Marketing award for that new brand;
- moving all its premises off the high street to focus solely on business customers;
- maintaining what is believed to be the only on-site lithographic printing facilities left in central London.
- expanding into large production facilities;
- adding large format, signage and display services to the mix; and
- setting up the specialist design and web arm.

Quite apart from being exhausted and beware of resting on their laurels, the owners tackled head on the new challenge of how to continue growing and expanding the business.

Having identified production capacity and therefore the opportunity for sales growth, whilst protecting the quality of services provided to existing clients, the team looked closely at the existing business and its brand values. 90% of Cascade's clients are within 300m of any one of its office doors with clients valuing the speed of response and locality of the team. It therefore made most sense for them to look at setting up new customer service offices in new territories. The directors therefore set about researching which areas in London offered the best opportunity for ongoing expansion.

Using a combination of desk-based research and with the support of the Business and IP Centre in the British Library, a number of areas all with the Lord Mayor's designated Central Activities Zone (CAZ) were assessed against a range of criteria including density of business, local growth opportunity, accessibility from existing Cascade locations and likelihood that the best represented



Email marketing templates coded for optimised display on different devices for Venus Business Communications as a part of Cascade's digital offering.

25

industry sectors in that area would need Cascade's broad range of high quality print and design services.

Based on this assessment, Cascade narrowed the opportunity down to a couple of areas including Westminster, which narrowly took the lead as the other areas would only really come to fruition once Crossrail was complete and HS2 commenced.

Having identified Westminster as the best opportunity, Cascade recruited experienced business development manager Les Bexfield and based him in the Holborn office whilst he built the customer base. Les quickly identified Westminster Business Council as a key partner for being introduced to contacts and potential clients in the area and became an Associate Member. With this in place, he took advantage of membership benefits including networking and personal introductions to key opinion formers, and WBC business mentoring programme.

WBC has been so impressed with Cascade that it commissioned them to explore developing their brand and subsequently build an interactive new membership website. If you haven't done so already,



Les Bexfield, the dedicated account manager for Cascade Group | Westminster which will be opening in summer 2016



The new Westminster Business Council brand and website developed by Cascade has been a real success.

please visit www.westminsterbc.org.uk and sign-up as a member or update your profile!

Within the first month of the new brand being launched, WBC had an additional 45 SME partners sign-up through the website of which two converted to paying Associate Members. This is a fantastic improvement in the WBC's conversion rate and can directly be attributed to the WBC's partnership with Cascade and more effective delivery of WBC's offering.

Over the last 12 months, Les has won other clients across a broad range of sectors and business types including Westminster Kingsway College, Venus Business Communications, The Brand Inspiration Company and Women in Retail. He has also been able to provide even more personalised account management to existing Cascade clients based in Westminster such as Lewis PR who moved from Holborn to the Millbank Tower.

From a small sticker or business card to a brochure or website build, it would seem that local Westminster business is taking to the Cascade offering of high-quality solutions and excellent customer service at a competitive price like a duck to water! So much so that Cascade are already opening their Westminster office this summer, a full 12 months ahead of the schedule outlined in their initial strategy.

For more information on Cascade's services, please visit:
www.cascadelondon.co.uk
www.cascadestudio.co.uk
or contact the Cascade Group | Westminster team on 020 7623 9081 or email: westminster@cascadelondon.co.uk



Literature designed and printed by Cascade for Westminster Kingsway College to promote their corporate training and private dining offer.





City of Westminster College

City of Westminster College is a leading provider of post-16 education in the London Borough of Westminster and delivers a wide range of courses to some 7,000 students each year, with both full-time and part-time courses available to young people and adults.

The College, which celebrated its centenary in 2006, is led by Principal Keith Cowell and a Board of Governors. The College also benefits from strong working relationships with College Partners, including inner London secondary schools, London universities and the local community in north Westminster. The College also work closely with Westminster City Council to plan courses that meet the current and future needs of learners.

The College courses range from post-16 A Level and BTEC vocational provision, up to HE and degree level across a wide range of disciplines. This is combined with a range of professional development courses and programmes to ensure not only do we meet the educational needs of individual learners, but also address specific business needs too.

In 2015 a Strategic Alliance between City of Westminster College, College of North West London and Kensington and Chelsea College was entered into with the aim to deliver the highest quality education and training opportunities for students and employers together, across central and west London and beyond. At the heart of the alliance is the commitment for each College to work together collegiately towards meeting the Government's ambition of higher level technical and vocational skills and education, including the potential establishment of Institutes of Technology. This will ensure Central and West London has the Centres of Excellence its economy needs, which build on the strengths of the group in the Creative Arts, Computing Technology, Engineering and Construction sectors. This will provide a sustainable long term future and the best opportunities for the College's students.

The College is committed to working fairly with students, staff, partners, stakeholders and visitors and our vision is to be excellent in every way. The College's core values are: Ambition, Responsibility, Respect.





Case Study: A tasty offering from Westminster Kingsway College

The Victoria Centre (part of Westminster Kingsway College) is a flagship for the Hospitality and Culinary Arts industry. Not only is it the oldest established training school in England, it has produced some distinguished alumni such as Jamie Oliver and Ainsley Harriott.

As well as this, it offers Foundation Degrees and Continuing Professional Development courses in Business and related subjects such as Accounting, HR and Leadership and Management. All courses lead to recognised qualifications with tailor-made training programmes developed to employers' specifications also on the menu.

All students are encouraged to gain work experience through placements and internships and many are employed by their host employer after graduation.

The College is very much in the heart of the local community, forming partnerships and collaborations that lead to employment opportunities and contribute to the growth and prosperity of the local economy.

"We have an excellent track record of consulting with businesses and employers through our outreach work and membership of bodies such as the Westminster Business Council", says Geoff Booth, Assistant Principal and Manager of the Victoria site, "and we are constantly looking for ways to ensure our students are 'work-ready' and are able to bring their learning to their professional practice."





The Venus Fibre Network

The Venus networks covers the whole of Westminster providing high speed connectivity and business communications to London's largest business hub.

The Venus Fibre Network provides high speed leased line communication for Media and Professional Services businesses and other bandwidth-hungry applications. Venus's services start with London's lowest cost Fibre Internet Leased Line. Added value services include offsite backup (provided free with selected fibre leased lines), hosted VOIP, AWS Amazon Direct Connect and private VLANs etc. Venus provide wholesale leased line services to IT services companies, as well as offering competitively priced connections directly to businesses.

As well as operating Venus's own London Fibre Network, Venus offers a complete portfolio of Leased Line services including EFM, point to point LAN Extension services and National Ethernet. The capacity and reliability of the Venus network is backed by a team of local engineers focused exclusively on business customers and offering 24/7 support.

The vision for Venus is to provide high speed reliable connectivity to businesses all over London to improve productivity helping businesses and the economy to grow. London is a centre of excellence, capital of the world, home to some of the largest businesses out there and therefore London needs to represent itself as a highly powerfully Gigabit connected city. The

concept of a gigabit City was a distant dream, but advances in technology and investment from network operators means the dream is much more of a reality.

Venus Business Communications Director, Brian Iddon, agrees. To transform London into a functioning gigabit city requires fibre optic cables to be run to premises rather than to cabinets or exchanges. "There is confusion in the marketplace as some services, marketed as fibre, only has fibre running to a local cabinet or exchange with copper to the premises. This limits the capacity with differing upload and download speeds together with speeds

degrading with the distance from the exchange and at peak usage times," reveals Brian.

Westminster Business Council has helped Venus with key introductions into Westminster City Council and the decision makers who can truly have an impact on the connectivity of Westminster and London. WBC hold a number of key networking events throughout the year and have teamed up with Venus to host some outstanding sell-out events allowing Venus to connect more and more businesses to their high speed dark fibre network.



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In 2015, we were placed third overall in the Management Today 2015 awards for 'Britain's Most Admired Companies'.

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Westminster Adult Education Service

Westminster Adult Education Service (WAES) is one of Westminster's leading training providers. We work with small and medium employers to develop a range of relevant and affordable high quality training programmes to meet the needs of developing businesses.

Our tutors are dedicated professionals with many years' experience in industry and adult education.

We offer high quality, affordable training programmes to help small and medium businesses up-skill their workforce. From workplace learning to apprenticeships and tailored training programmes, we assist in overcoming tomorrow's business challenges.

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Who

business name

What

business type

Where

business postcode

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