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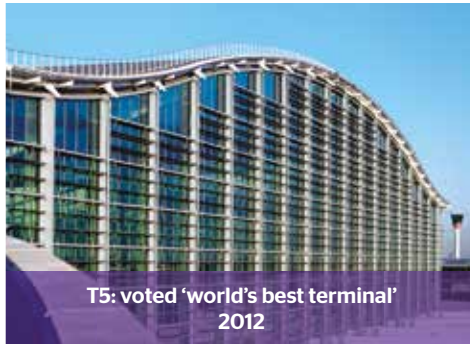
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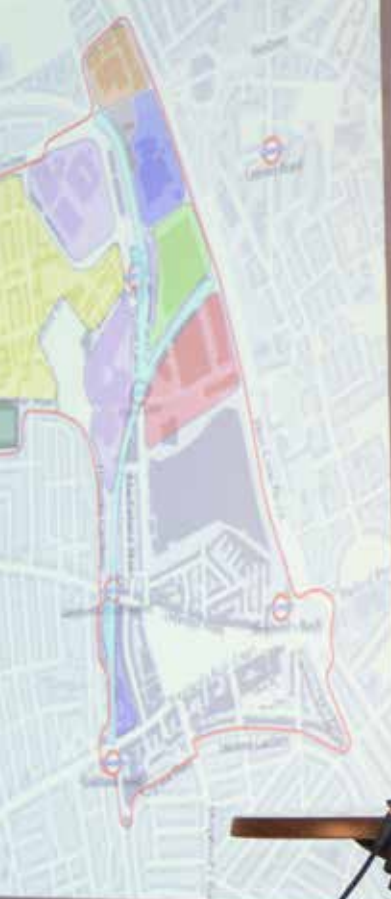
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Heathrow
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14 Christmas Parties



18 Joe Polley

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Infrastructure for the Economy



By Frank Wingate
Chief Executive
West London Business

Planes and trains much in the news again lately as debate continues to swirl around hub airport solutions and HS2. Both debates are critical to future success of the UK economy and businesses everywhere clamour for clear decision making and action on delivery.

WLB joined recently with four LEPs in the Thames Valley, Oxfordshire and M3 regions to commission a piece of research on the economic impact of Heathrow. This was an important collaboration, bringing together the business representative bodies for the powerhouse economy of West London/Thames Valley, which contributes no less than ten per cent of the total UK economy.

The results confirmed our worst fears about the effect of closing Heathrow on this area. Some 200,000 jobs throughout the region, plus 120,000 directly related the airport site, are under threat if Heathrow shuts down. This alone should be enough to convince the Davies Commission and the Government that the commonsense solution is to invest in success and support the well-planned and budgeted-for Heathrow options.

Questions about the budget for HS2 continue to dog that major project. WLB maintains its position of support, on the broad grounds that our Victorian rail network desperately needs upgrading and additional capacity. We also find the business case stacks up, though like every tax-paying individual and business, we want to see budgetary discipline.

Meanwhile, we are enjoying a positive response to Place West London and to the inaugural West London Business Awards. Sponsorship is in place and the entries have been rolling in, so look out for details of progress and of the Gala Awards Dinner on November 28th.

These are two highlights in a busy WLB Autumn schedule, so keep your eye on www.westlondon.com and follow us on Twitter – @WestLBusiness – to make the most of networking and marketing opportunities.

Local firm launches alternative to Nespresso

Putney-based Big Cup Little Cup have launched an alternative to Nespresso coffee machine pods. The company is the brainchild of a coffee entrepreneur and an online marketing expert who have combined with a master blender to offer quality coffee experiences, from punchy espressos to luxurious lattes, delivered direct to the customer. Following the UK High Court ruling on the expired Nespresso patent, the team of coffee lovers have opened the door for owners of Nespresso machines to broaden their coffee horizons.

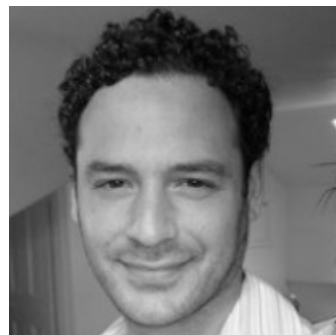
One of the founders of Big Cup Little Cup, Peter Grainger, is the man behind CaféPod., the producers of the first Nespresso-compatible pods to hit British supermarkets. Working with online entrepreneur, Philip Wilkinson, who has successfully launched companies such as Kelkoo, Keynoir and Kopi, the team have built a user-friendly site so customers can have their favourite blends delivered to their door with the simple click

of a mouse, or the tap of a smart phone. The company's exclusive coffee collection has been selected by master blender, John Thompson. He has spent his career sourcing coffee from the "bean-belt" of South America, Africa and Asia.

Peter Grainger comments: "We called ourselves Big Cup Little Cup because we understand everyone's tastes are different. We want to put the customer at the heart of everything we do, so by taking part in tastings, cuppings and helping us choose new blends, we hope customers can share an adventure of coffee discovery with us."



Is The Traditional Employee Survey Dead?



Above:
Michael Silverman

Silverman Research has teamed up with leading human resources trade title HR magazine to launch a collaborative open-access project that will provide insight into the changing face of employee engagement research. Despite the increasing adoption of social and digital technologies that allow for instant and continuous feedback at work, the traditional employee engagement survey remains the

default approach to generating employee feedback.

The project is, in itself, an effective demonstration of how technology is changing the way we exchange knowledge and information about our opinions, ideas and experiences and utilises social technologies to harness "the wisdom of crowds". This approach allows people to interact and is a powerful mechanism for mass collaboration, generating insight and distilling the essence of those conversations and interactions to achieve results that are not possible with conventional survey techniques.

Michael Silverman, Managing Director of Silverman Research, said: "Organisations have long relied on surveys to gather feedback from their employees, however society is on the cusp of a technological revolution. It is essential that we understand how this will affect the way organisations collect employee opinions."

Brunel opens National Centre for Sustainable Energy Use in Food Chains

Leading scientists and government officials spoke at the launch of the new National Centre for Sustainable Energy Use in Food Chains, at WLB member Brunel University, on 5th September. The Centre, one of six in the UK, will establish a cross-disciplinary hub of engineers, scientists and industry experts to develop energy-efficient food manufacturing, distribution and retail systems to support the Government's target of 80% CO2 emissions reduction by 2050.

The new facility, led by Professor Savvas Tassou, Head of the School of Engineering and Design and a well-known expert in refrigeration and energy research, is a partnership with teams from the University of Manchester, led by Professor Adisa Azapagic, and the University of Birmingham, led by Professor Fryer. The total cost of the centre is £12 million, with £5.7 million in funding from Research Councils UK and the Manufacturing the Future Programme and the remainder coming from its 33 UK industry supporters and the three universities. In addition to researching the physical reduction in the carbon footprint of food processing, transportation and storage, the project will assess supermarket packaging, people's buying habits and food choices, and Government and

EU policy on unavoidable food waste, as well as establishing links with developing countries.

A representative from Sainsbury's, which is working with academia and partners to reduce its operational carbon emissions by 30% absolute by 2020, spoke at the event. Other speakers included Dr Jason Green, Head of Research Councils UK Energy Programme, Dr Lucy Foster, Food Science Lead and Sustainable Economy Science Coordinator at the Department for Environment, Food and Rural Affairs (Defra), and Calum Murray, the Technology Strategy Board's Lead Technologist for Sustainable Agriculture and Food.

While there are no specifically West London businesses involved at the moment, the organisers are keen to bring in expertise from all areas of industry to ensure that the outputs from the Centre are genuinely practical and useful.



Above:
Prof Savvas Tassou

Streets Ahead for business

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Heathrow economic impact study



Above:
Heathrow Control Tower

West London Business (WLB) has collaborated with four Local Economic Partnerships (LEPs) to commission a new economic impact study on Heathrow. The LEPs include Buckinghamshire Thames Valley, Enterprise M3, Oxfordshire and Thames Valley Berkshire. Covering the area of the partners, the study examines the economic impact of three Heathrow scenarios: Do nothing; expand Heathrow; or build a new hub airport elsewhere.

The economy of West London and the Thames Valley contributes ten per cent of the UK economy, with a combined GVA of £136 billion. The study concludes that expanding Heathrow

would result in 40,000 extra new jobs and an increase in GVA of £1.7 billion. However, the building of an alternative hub airport elsewhere would result in the loss of 90,000 jobs and £4.4 billion GVA in the study area. A parallel business survey has also showed that some 32 percent of businesses in West London would be significantly impacted by the closure of Heathrow.

Frank Wingate, WLB's CEO, comments: "This new study, which covers the entire Heathrow economy, demonstrates clearly the importance of Heathrow and the damage that would be suicidally inflicted on this key economic powerhouse if Heathrow was closed."



Above:
Craig Donaldson

Metro Bank opens 20th store

WLB member Metro Bank continues its fast expansion with the opening of its 20th store in Staines-upon-Thames. Metro Bank is open seven days a week, early and late. Customers driving to the new Staines store will also be able to park their car for free.

Craig Donaldson, Chief Executive Officer at Metro Bank, said: "Metro Bank's continued success and growth is a triumph for customer service. We know what customers want, and already we've seen thousands of people flock to us for the unparalleled service and convenience we offer."

"Metro Bank isn't just for personal customers, so we'd also like to invite all of the businesses

in Staines-upon-Thames to come and help us celebrate. Metro Bank is a community bank and each of our stores is run by a local bank manager who works closely with the community to really understand their needs. This means we live and breathe our motto of 'Local Bankers Making Local Loans'. We look forward to our store at Two Rivers Shopping Centre becoming a centre-point of the community and making a difference to the way that the town banks." The Staines opening is the latest step in Metro Bank's expansion plan to open up to 200 stores by 2020. A further four stores are planned for 2013, including Kingston, the City of London, Edgware and Windsor.



Above:
Sue Ramcharan

New WLB Events Manager

Sue Ramcharan has joined West London Business as Events Manager, taking over from Lorena Saiano who has moved on to pastures new in Essex. As Events Manager, Sue is responsible for organising the full calendar of events that WLB put on throughout the year and brings with her more than 14 years' experience in public relations and events management.

She has worked in the music industry and in the charity sector and has a passion for organising parties in her spare time.

Sue can be contacted via sue.ramcharan@westlondon.com or call 020 8607 2500.

Business Backing Heathrow

A new campaign is looking to enlist businesses who value the location and health of Heathrow Airport.

Back Heathrow is asking WLB members to circulate a short online survey to their employees. The survey, Grow, Decline or Close, gives employees a chance to have their say. The campaign, supported by WLB, has been set up to give local businesses a voice in the debate about defending jobs, protecting property values, and safeguarding the west London economy.

The Government has set up the Airports Commission to look into future airport capacity in the UK, and in particular where it might be

located, so the campaign's timing is crucial.

Rob Gray, Back Heathrow campaign co-ordinator, said: "To get the right decision for businesses in west London, we need support in numbers – it's that simple. We know that support is out there but we have to harness it."

Frank Wingate, WLB chief executive, said: "I urge every WLB member who wants to see Heathrow grow, rather than decline or close, to circulate the survey".

The survey can be found here
www.backheathrow.org/survey



Collaborative working a win for local residents in Hounslow

Hounslow Highways began operating the new highways service in the London Borough of Hounslow on 1 January 2013 and is working hard to ensure improvement works in the borough are more efficient and less disruptive to businesses, residents and road users alike.

Using collaborative working agreements, Hounslow Highways is partnering up with utility companies to share road space and carry out works at the same time. It means roads will be closed less often during the major works taking place as part of the £100 million five-year Core Investment Period, as well as during routine maintenance.

Hounslow Highways has also agreed to replace ironworks, such as manhole covers, on behalf of Thames Water when carrying out road surfacing schemes to avoid repeat visits to the same locations and associated road closures.

This collaborative approach was recently demonstrated when Thames Water contractor Cappagh Browne carried out footpath reinstatement works in Hibernia Road under closures for street lighting installations.

Hounslow Highways Service Director, Rob Gillespie, said: "Joining up with other organisations and the work they do is more efficient for the utility companies, more efficient for Hounslow Highways and a win for



local businesses and residents.

"Wherever we can reduce disruption while our huge programme of works is taking place is a positive move. Given that we are carrying out works on 85% of the borough's roads, 75% of the footpaths and replacing 16,000 street lights with LED lamps in the next five years, it is important we work together."

Jason Aldred, Head of Water Networks for Thames Water, added: "We do understand that people get frustrated with what appears to be uncoordinated road works so we are delighted to work together with Hounslow Highways on a collaborative approach."



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Images:
Brent Council

New Brent Civic Centre – the UK's most sustainable public building

Located on a prominent site next to two well-known civic icons, Wembley Stadium and Wembley Arena, Brent Council's new £85 million Civic Centre streamlines all aspects of the borough's activities and aims to be a new hub and heart for the community where residents can meet, shop and eat. It houses Brent's civic, public and administrative functions under one unified roof, providing office space for 2000 staff.

The project has been awarded the coveted BREEAM 'Outstanding' rating, the highest possible, and is the first project in its category to have achieved this. As such, it features a 33 per cent reduction in carbon emissions thanks to a combination of solar shading, natural ventilation, high-performance façade, and combined cooling, heating and power which utilises waste fish oil. It is the most sustainable local authority building to be completed in the UK.

Designed by Hopkins Architects, built by Skanska and with Turner & Townsend as quantity surveyors, the 40,000 square meter building's spaces are arranged around a soaring, naturally-lit foyer and atrium which houses a large public amphitheatre and staircase that will host a programme of arts and cultural experiences. A circular Drum clad in timber fins features prominently in this space and houses a multi-purpose community hall, library, one-stop shop and civic chamber. Behind this, glazed office wings are open-plan and flexible to

provide a future-proofed solution to the diverse community's administrative needs.

The centre will serve as an anchor for future sustainable development within the local neighbourhood. Also included is a bevy of green building features such as water runoff and flood defence, renewable energy technologies and reused and recycled building materials. Future operational plans for the centre include the sourcing of fair trade-certified food products as well as the composting of food waste from the building's restaurants. The building also has a landscaped garden to help it to connect further with the surrounding Wembley Regeneration Area.

David Walker, Director at Turner & Townsend said the civic centre was the most sustainable local-authority building so far completed in the UK: "This was a challenging project requiring an uncompromising commitment to sustainability to meet the client's regeneration mission, as well as the need to deliver an exceptionally designed and stylish multi-purpose building on budget and deadline."

Councillor Muhammed Butt, Leader of Brent Council, concludes: "The civic centre is designed to bring community services together under one roof for the first time. Not only will it save the council money, but it will be an environmentally friendly, beautiful public space at the heart of our community that everyone can use."

UK must prepare for the 'Age of the Unretired'

One in five workers (19%) in the UK expect that they will never be able to afford to retire fully, according to HSBC's The Future of Retirement report.

The findings paint a particularly bleak picture for those in the UK that are living alone in retirement. Brits topped the league table of the countries with the highest proportion (36%) of those who are divorced or separated expecting to work indefinitely – compared to just 20% globally. 31% of those who are widowed had the same expectation – compared to 23% globally. The global survey, which covers over 16,000 people in 15 countries, underlines the extent to which the retirement landscape is changing as economic pressures and longer life expectancy take their toll.

HSBC's report, The Future of Retirement, surveyed 1,050 respondents in the UK. Two fifths of retired people surveyed (39%) in the UK said that financially, they had not prepared adequately or at all for a comfortable retirement, with 35% of those people only realising they were underprepared after retiring. Despite this, just 2% of Brits who did not prepare adequately or at all said they would have to go back to work to cover their financial shortfall, compared to 44% globally. Instead, a huge 44% are resigned to the idea that they will just never be able to make up their shortfall.

Global findings showed that whilst many will be forced to work longer than they had planned, a significant proportion of people around the world looked forward to working in later life. However, while 27% globally said

they intended to start a business in retirement, a remarkably smaller 7% of those questioned in UK felt the same, with Brits seemingly lacking the same entrepreneurial spirit. However, this attitude changed with age, as 37% of UK respondents between 55-64 years of age said it was actually an aspiration to continue working (compared to 44% globally).

Christine Foyster, Head of Wealth Management, HSBC, said "Today's workers should prepare for retirement as early as possible to have some certainty for retirement. Life is full of reasons to prioritise short term spending over longer term planning, but the sooner people start saving, the less likely they will have to rely on working in old age."

HSBC's study suggests that even those who do eventually retire might not be able to achieve the retirement they want. Half (49%) of retired people surveyed in the UK who said they have been unable to realise their plans for retirement, believed this was because they have less money to live on than they had envisaged. It found that people's expectations of a work-free retirement dwindle as they enter old age, with 20% of people between 55-64 years of age saying they expect they will have to continue working indefinitely, compared to just 15% of 25-34 year-olds.

An online survey tool is available to allow individuals to see how they compare against the country findings, at www.hsbc.com/retirement.



Above:
Christine Foyster

Four actions to help plan a better future:

Action 1.

Don't rush into retirement

There is a view among retired people that they might have been too hasty in giving up paid employment. Nearly two-thirds (64%) who entered semi-retirement wished that they had stayed in full time employment longer. This regret is largely for positive reasons, with many retired people seeing work as an important means of keeping the body and mind active.

Action 2.

Don't rely on one source of retirement income
Current retirees have three different sources of retirement income on average, wisely choosing not to generate all of their income from one place. Spreading their sources of retirement income and associated risks means that not all their eggs are in one basket.

Action 3.

Plan your retirement with family in mind.
Rather than family ties loosening in future, the

family will continue to be a major consideration in retirement planning, and may even grow in importance for the next generation. While many people (40%) aspire to travel extensively during their retirement, nearly half (49%) of current workers expect to have some financial responsibilities towards others even when they are themselves retired. This includes ongoing financial responsibilities for their adult children as well as supporting frail elderly parents.

Action 4.

Be realistic about your retirement outgoings
Many working people assume that their income needs will fall once they enter retirement. Yet 52% of people in retirement have seen no reduction in their outgoings, and 17% have seen their outgoings increase. Although people are familiar with the concept of increasing life expectancy, the consequent increase in later life medical and nursing care costs may not be well understood as people are still not doing enough to prepare themselves for these potential costs.

Innovation Drives Business: Raytheon UK



Above:
Bob Delorge

Bringing value to the UK through technology and innovation

WLB member Raytheon UK is a technology and innovation leader specialising in defence, national security, and other government and commercial markets around the world. Key markets include Proven Technology, Global Training Solutions, Information Superiority and National Security. With facilities in England, Scotland and Wales, Raytheon UK is also a major technology exporter to more than 40 countries, including the US. The organisation brings value to the UK through the development and delivery of its many advanced technologies.

As a whole, the UK's defence industry is a significant contributor to the UK's economy, contributing more than £22 billion of annual revenues of which £5.4 billion is from exports. It directly employs more than 107,000 people. The significance of the defence sector is reflected in the Defence Growth Partnership, a forum established last year in which the government and the UK's defence companies are working together for growth.

Bob Delorge, Raytheon UK's Chief Executive, comments:

"Raytheon UK, along with a number of other key companies in the defence industry, will under the Defence Growth Partnership, continue to demonstrate the value of defence to the British economy and the benefits it brings in terms of exports, skills and competitiveness.

Manufacturing capability and infrastructure are vital to the industry's ability to deliver operational capability to the UK's Armed Forces. I believe that the environment that we create

through long-term investments, partnerships, unity of purpose, amongst other factors will help the industry foster a culture that enables UK based technology and innovation to flourish."

Gateway to international export markets

The UK is an ideal location from which to lead international business and Raytheon UK is uniquely positioned to provide a route to European, Middle East and North Africa markets through its US-based business as well as through its ability to harness UK government support via its strong relationship with UK Trade and Investment (UKTI).

With the global defence market shrinking, delivering cost-effective, low-risk, flexible business models and proven technological solutions to the sector must be an absolute. Raytheon UK's ability to export proven technology and capabilities that provide a gateway to new market opportunities for its customers is recognised by UKTI; currently, the UK business is executing 202 programmes across Intelligence, Surveillance, Target Acquisition & Reconnaissance (ISTAR), Air Traffic Management Systems, complex weapons, power, cyber and training domains.

Raytheon UK's 'Made In Britain' ethos is reflected in its commitment to seed future growth by investing smartly in R&D, technology innovation and its intellectual property. Recent examples include the areas of Cyber, Defence Targeting Toolset and, more recently, Silicon Carbide, where its team of world-class, expert engineers has produced silicon carbide devices and systems designed to operate at temperatures up to 400 degrees.

Below: Soteria





The first company to have successfully achieved these results, Raytheon UK is set to be a game changer in the Silicon Carbide market.

When it comes to exporting, customer engagement, complex problem-solving, reliable and proven solutions, technology innovation, entrepreneurial business growth and an international supply chain are the cornerstones of Raytheon's programme capability. Raytheon UK holds the capability and capacity to act as the operational hub for Raytheon Company's international business, where being British is more advantageous, and where the ability to deliver technology solutions and strategic customer engagement are key measures of success.

Ground-breaking technology to counter explosive devices

It's a sad reality that Improvised Explosive Devices (IEDs) continue to be a significant menace in various world regions blighted by such devices, as anyone with an interest current affairs will be more than aware. IEDs are the number one killer of allied military personnel and civilians in current conflicts – in 2011, IEDs killed or wounded 7,800 allied troops – and the initial detection of IEDs is the biggest technical challenge facing allied forces in current operations.

In the war against IEDs, Raytheon UK's revolutionary new Soteria stand-off IED detection system uses groundbreaking optical processing technology developed in the UK to give users a superior high definition IED detection, confirmation and diagnosing capability with an extremely low false alarm rate. From a significant stand-off distance, Soteria can determine the shape, size, orientation and exact location of hidden IEDs and associated components. And, whilst in the manned vehicle

configuration, Soteria can confirm and diagnose threats from a safe distance to ensure the maximum protection of troops and vehicles.

Howard Wheeldon, a leading defence consultant and analyst comments:

“IEDs are easy to hide and finding new technologies capable of detecting and potentially disabling the threat posed has been of paramount importance. Raytheon UK was quick to rise to the challenge presented and Soteria’s innovative high-definition vehicle mounted optical processing technology has already been proven, in field trials, to counter the most sophisticated IEDs. The brilliant success is a perfect example of how Raytheon has, this time through its partnership and collaboration with Laser Optical Engineering, harnessed combined skills that have led to development of a superb product designed to save lives of soldiers in theatre.”



Place West London Preview



Place West London – the sub-region’s most important economic development event – will this year will focus on a range of the key challenges and opportunities faced by west London.

The event will cover a range of subjects, including the mega-projects at Wembley and Earls Court. Heathrow will also be to the fore, with the debate around whether the airport should be allowed to expand continuing, speakers from Heathrow and elsewhere will explore what it would mean to business if the sub-region’s biggest provider of employment were either to grow or close down completely.

The Davies Review could eventually recommend either of those options, and with around

200,000 west London jobs dependent on the presence of the airport it’s a key moment for our economy.

Delegates will also hear from Sir Robin Wales, Mayor of Newham, on the experience of delivering the Olympic facilities, and what we could learn from that about the regeneration of Old Oak – at the interchange of HS2 and Crossrail, and the West Coast Main Line, where the possibility of another 75,000 jobs could be realised with the right approach.

The press coverage of HS2 hasn’t been all that positive lately, with many questioning the benefits that could be realised. If one of them is this major change to a former rail depot – a project that would be larger than the Olympic Park - then west London could benefit just as much as Birmingham.





Transforming this massive brownfield site in the heart of west London, and next to Park Royal, northern Europe's largest industrial park, and home to 63,000 jobs already, will not be straightforward, and will require commitment, vision and considerable stamina. Sir Robin has been there and got the t-shirt, and will help us understand how a mega-project can be realised.

The planned transformation of White City will also be examined, with the rapid growth of Imperial College in the area bringing a host of opportunities for existing residents and companies, and the likelihood of a significant number of new, hi-tech, well-paid jobs. Exactly how this can be realised will be the main topic of conversation.

The economic future of our region is complicated to steer, we are, after all, the third largest economy in the UK after the City of London, and Birmingham. Heathrow on its own adds more to UK Plc than Manchester. But planning it is essential, as is doing so in a

coherent way as a region, rather than a collection of boroughs. Business does not recognise borough boundaries, and neither does international investment. Individually, boroughs look as attractive as Brighton, together they are competing with Frankfurt.

Ross Sturley is the content director for Place West London, the sub-regional economic development summit that takes place on October 22, 2013, at Olympia.



Planning a Christmas party? Make sure it's a great one!

Christmas parties only happen once a year and it's your chance to show your employees how valued they are. The best way to do that is get them away from the office and find them a venue (and you don't have to worry about the tidying up after). Many hotels have shared party nights too, where there is a bigger budget for the entertainment!

Good venues get booked up very quickly for the Christmas period, if you want your first choice start researching your options now and visit them to make sure that it compliments your company and employees. If the majority of your colleagues are young women, make sure the venue reflects that. Remember, the party is for them, not you! While visiting, take a digital camera to record your visit and make a note of how long it takes to get to the venue from the office with accurate directions.

Once you have chosen your venue, decide on a date. If you want a good deal, ask about the availability of a Tuesday or Wednesday as most companies tend to choose a Thursday or Friday.

Give your team a minimum of 6 weeks' notice. Don't tell them the date until it's confirmed!

Think about whether your employees would like to bring their partners. If both your team and their partners like you, it could help future productivity. Some employees may wish to stay overnight so consider the available accommodation at, or near to, the venue. To keep those who decide not to stay overnight happy, organise transport home for them. Hire coaches, taxis or cars to make sure the night ends on a high. For your team to fully enjoy their evening, they will want to let their hair down so let them! If you leave before the end, they will have a chance to have fun without the 'boss' there and will appreciate you more.

The London Heathrow Marriott and Arora Heathrow both have fantastic facilities and offers when it comes to a Christmas Party. They're booking up fast so make sure you call them today to arrange a visit!

IT'S A CHRISTMAS CRACKER OF AN OFFER!

Book a Christmas party at the London Heathrow Marriott by 5th November 2013 for a minimum of 30 people and choose 1 of the 3 fantastic offers below:

- Free place for the organiser plus accommodation on the night for 2 people
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- One month free Leisure Club membership with access to swimming pool, steam room, spa bath and fully equipped gym.

Call our Christmas Co-ordinator for more information on 020 8990 1119.

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Tel: 020 8990 1100 Fax: 020 8990 1110 Web: LondonHeathrowMarriott.co.uk





10 Tips

1. Choose a venue

Staff feel valued if they're taken out

2. Share a party

There will be a bigger budget for the entertainment

3. Visit the venue

How long does it take to get there and note directions

4. Arrange a date

Ask for a good deal

5. Set a date in advance

Give your team a minimum of 6 weeks notice

6. The party is for your team!

Just because you like it doesn't mean they will!

7. Are partners welcome?

If your teams partners like you, it might help future productivity

8. Transport arrangements

Easy transport home ends the night on a high

9. Overnight options

Some employees may want to stay overnight, can they?

10. Leave it to them!

They'll appreciate you more for leaving before the end!

Christmas 2013

Christmas
Day
★
£28.95
per person

Christmas
Buffet Lunch
★
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per person

Christmas
'Joiner Party'
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Get mobile costs under control

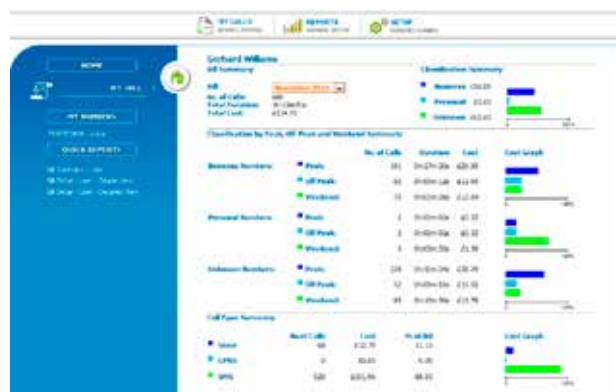
As employees continue to make personal telephone calls using the mobile provided by the company they work for, businesses are faced with a problem. proICT developed an application called proCELL – a solution to that problem, cutting your mobile expenditure by a guaranteed 30%.

proCELL allows your employee to classify each number dialled as either business or personal. After the amount of time agreed, a payroll file is created detailing how much a user has spent on personal calls allowing recovery directly from salaries.

The software has helped many businesses not only, manage their mobiles but also reduce their bills but 30%. London Borough of Hammersmith and Fulham are among those who have used proCELL, “proCELL Software and Staff have excelled themselves in helping to reduce Hammersmith Council’s mobile bill expenditure dramatically. The process of reclaiming personal call usage has been automated and overall proCELL is an easy to use system. Having tested systems from various other suppliers including Vodafone’s own billing system,

proCELL has consistently proved to be a superior product and achieved the savings they set out to do. I would recommend any organisation to use the services and software from proCELL”.

For more information on proCELL, call Lee at proICT on 0207 183 5261 and quote ‘Business West’.



CUT YOUR MOBILE COSTS BY MORE THAN 30% - GUARANTEED

pro|ICT

“Having tested systems from various other suppliers including Vodafone’s own billing system, proCell has consistently proved to be a superior product and achieved the savings they set out to do”.

**Peter Brooker, Telecoms Manager,
Hammersmith & Fulham Bridge Partnership**



Key features and benefits

- Overall Bill Reduction
- Personal Cost Recovery
- Increase productivity
- VAT Compliance
- Asset Management
- Bill Distribution
- Comprehensive Reporting
- Fully Customisable
- Web Based
- Carrier Independent

For more information on proCELL, call proICT on 0207 1835 261 and quote ‘Business West’.

Success On-Line – It's Not Rocket Science!

All businesses want more customers from their digital assets, primarily through increasing website visits.

Previously, the focus was on getting to the top of Google to generate visits, but recent changes are making this more difficult. As a result, we are encouraging our clients to look beyond the Google summit and to learn and adapt their approach through data analytics.

If our objective is to increase on-line sales and/or on-line enquiries, start to understand how visitors find your website and then how they engage and interact with it. Google Analytics is a free data analysis package that can easily be installed onto any website (search 'Google Analytics' for tutorials).

Today, success on-line can be had through effective analysis of data; just about everything can be analysed and measured on-line, which is more than can be said for off-line advertising! Never before has so much 'power' been available to businesses at minimal costs.

Armed with the insights that data analysis will reveal, on-line campaigns can be developed to target potential clients. Campaigns can be tested for a minimal budget, starting with Google Adwords; inevitably, some campaigns will be more effective than others, but you will know which deliver the best returns once Google Analytics data has been read and absorbed.

To find out more, see <http://www.highposition.com/blog/how-will-you-measure-success-in-2013/>

IT'S NOT ROCKET SCIENCE

Understand how visitors are using your site



Understand how the most valuable visitors find your site and maximise inbound traffic from these sources



Develop campaigns which help you achieve visibility for the right keywords, in the right places, at the right times and on the right devices



Make sure the pages on your site are best optimised for optimum visibility and for optimum user experience



Make a habit of testing improvements on site and within search by utilising paid search to target any gaps in the market



West London Business Awards

We have had superb number of entries of a very high quality. With a diverse selection of companies, from a range of different sectors wanting to tell the rest of West London about what they've been doing, the first year of the West London Business Awards are off to a flying start!

These are the first and only business awards for West London. They will celebrate business excellence and showcase innovation, a quality well known in West London, and responsible for the sub-region's continuing economic success.

As we go to press, the judges are due to sit down to begin their deliberations, and with so many entries, there is plenty to deliberate! We will be e-mailing news of the shortlist, if you want to make sure you hear, e-mail bethan@chartlane.co.uk to get on the mailing list.

The gala dinner presentation is on November 28 at the London Heathrow Marriott. It will be both a fantastic showcase of excellence and a superb networking and promotional opportunity. It's not just for the shortlist, anyone can come!

To book tickets, e-mail: sramcharan@westlondon.com

West London Business Awards

Celebrating business excellence in West London

Gala Dinner - Thursday 28th November

<http://www.westlondon.com/home/2013-awards/>

e-mail sramcharan@westlondon.com to book

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NOVEMBER 28TH

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Photo Credit:
Mike Valente



Guest Q&A

Name:

Joe Polley

Position:

Managing Director

Organisation:

Parker Car Service

Based:

Isleworth

First sign of your future career?

I joined motorcycle couriers in the early 80s. This was my entry into the road transport industry in which I would eventually reside.

What was your first job?

It was in engineering making custom generator units mainly for export. I loved working with great hulking diesel engines made by Petter, Perkins and Cummins.

When did you start your current job?

Identifying a gap for a high quality minicab company I began my firm Parker Car Service in late 1989.

Favourite holiday?

Skiing is my favourite holiday, it is a chance for me to get away with family and friends for a complete break from everything.

Essential surfing (websites you visit regularly)?

For those who travel by air, check out www.flightradar24.com which will give you an air traffic controller's view of the aircraft over your head.

Essential magazines?

My magazines are all online these days, I find Management Today serves up insightful concise articles.

Favourite gadgets?

My constant companion is my iPhone. As a communications centre it is ideal and the apps are getting to be vital.

What's your essential business tip?

As a business owner there is a temptation to take on too many duties that are neither key skills nor those you are passionate about. The sooner you get those passed off to someone who actually loves them, the better.

How do you manage stress?

Stress I find is best met with a little humour, as long as we have done the best we can, then all outcomes can be dealt with positively and with the right attitude.

How to deal with the boss (you)?

I am more tough on me than those that work for my organisation, but I do let myself goof off every once in a while.

What do you watch on TV?

I have recently got into Dexter am a bit of a fan of the anti-hero. I am keenly anticipating the final episode of Breaking Bad. For light relief I enjoy Bad Education.

What is your philosophy?

People are the most important thing in my business and my life, unfortunately we get caught up with all the shiny desirable accoutrements in life and forget that it is people that make the real difference to true wealth and happiness.

Who are your 'business gurus'?

Top of my list is Richard Branson but not necessarily for the standard reasons. It is more about the person, with all of this rock star, high flying, island owning and extreme sport antics he does and the publicity he courts, in conversation he is a genial hesitating, stuttering dyslexic with a warm humility that is such the antithesis of the archetypal stereo type of a great business man.

You should never...

Be afraid to make a mistake. Be honest to yourself when you do and learn something good at every opportunity.

Work attire...

I always work in a collar and tie and suit or blazer and I expect my drivers to do the same.

First and current car?

My first car (in the business) was a black Vauxhall Carlton, now I have various vehicles.

Sell your organisation in 30 words...

We welcome you to an extraordinary executive minicab, minibuss and chauffeur service, smart, reliable, safe and great value that is designed to delight corporate customers expectations, but available to all.



Above: Dipna Anand (Centre and below) runs cookery courses at The Brilliant Restaurant

The Brilliant Restaurant

The Brilliant Restaurant is located in old Southall and specialises in North Indian Punjabi cuisine with a Kenyan slant. Currently, The Brilliant has 250 seats and boasts a Banqueting Suite for 120 guests.

The Brilliant is also uniquely licensed to hold Civil Marriages and operates an Outdoor Catering Service for special events.

The restaurant is located in Southall, on Western Road and opened in 1975, although its background represents 150 years of catering experience and expertise. The first Brilliant Restaurant, Hotel & Nightclub opened in Nairobi, Kenya, in the early 1950's The Brilliant establishments in Kenya were opened by Bishen Dass Anand. Soon after the loss of their father, the family moved to Southall and two of Bishen Dass's son's, Gulu and Kewal Anand decided to re-launch The Brilliant Restaurant, where they were proud to carry on the Brilliant name, tradition and recipes.

The food served at The Brilliant is authentic North Indian Punjabi food with Kenyan influences also seen on the menu and each of the dishes has a unique flavour, taste and texture – and is cooked to perfection. At the heart of the business is devotion to authentic, fresh and superbly prepared food. The management and staff do everything they can to ensure that those who chose to dine at the restaurant have a 'Brilliant' time. That often means doing immensely more than simply cooking. The motive of the restaurant is not just to serve the customer, but to ensure the customer leaves with a smile, happy and satisfied with one thought in mind "we shall be back at The Brilliant very soon". Customer at the Brilliant, are more than just diners, when they come to the restaurant, they become part of the 'Brilliant' family. This together with the high standards of food is what keeps guests coming back.

The Brilliant is a family run establishment which is now in its third generation. Gulu's children, Dipna and Shanker are now the forefront of the business, bringing in new concepts, ideas and innovations. After Brilliant's success on Channel 4's Ramsay's Best Restaurant series, where the restaurant was voted as one of Ramsay's Best and after being visited by HRH The Prince of Wales, the popularity of the Brilliant has risen to new heights. The Brilliant has recently launched the new venture of offering weekend Indian cookery courses which are proving to be very popular. The cookery courses are accredited by The University of West London and are described as customers to be fun, exciting and informative.



www.brilliantrestaurant.com



Property Lunch

19th July 2013

Mike Phillips, Editor of Property Week, was the guest speaker at the second West London Business Property Lunch for this year, which took place at the Millennium Gloucester. WLB's series of Property Lunches provide an invaluable networking and information gathering opportunity for anyone interested in West London's vibrant property sector.



House of Lords Reception

11th July 2013

Kindly hosted once again by Lord Clive Soley, the House of Lords Reception has become one of the highlights of our events calendar with this year being no exception. Sponsored by HSBC, the July evening included a tour of the chamber and a networking drinks reception outside on the terrace beside the Thames.





Forthcoming Events

West London Business has a vibrant events programme, all of which are designed to promote your business growth. Listed below is just one of our events taking place in the coming months. More events are listed at www.westlondon.com. We look forward to seeing you soon!

12th November: Diversity & Global Business: The Challenges & Opportunities, at the Copthorne Tara Hotel, Kensington

The event supported by WLB member Raytheon, is designed to bring together industry and government to highlight some of the issues and opportunities around diversity in a global

economy. Come along and be inspired by hearing influential women who have been successful in the world of business share their stories and offer advice about diversity and the role of women in the workplace. Chaired by: Dr Brooke Hoskins, Raytheon UK's Director of Government Relations, event speakers include Seema Malhotra, the Labour MP for Feltham and Heston, and Carol Bagnald, HSBC's Regional Commercial Manager. Carol is also WLB's Vice Chair.

Find out more:

For more information on the WLB events calendar and to book, please visit www.westlondon.com, or contact Sue Ramcharan, our Events Manager on **0208 607 2500** email: sue.ramcharan@westlondon.com.

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10. Preferential business support and consultancy services

Find you'd like to become a member of West London Business, please contact: Simon Caffrey, Sales & Marketing Director, on 0208 607 2500 or email simon.caffrey@westlondon.com

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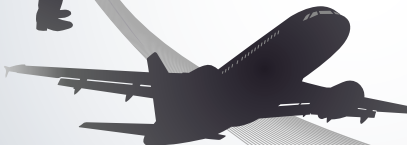
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