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Insight

SPRING 2016

THE TOUR



WIN!

AN iPad MINI

Welcome to Paradise

A taste of the bars and restaurants on Paradise Row

BRISTOL

A look at a bakery in the heart of the city



SPOTLIGHT

BERG's plan has your business covered



OUT&ABOUT

WITH
INSIGHT
EDITOR
**CIARA
O'CONNOR**



The tour brought us to Bethnal Green in London. See pages 4-6

Regardless of the size of your business, disruptions ranging from flooding to cybercrime can wreak havoc, causing long-lasting damage. The Business Emergency Resilience Group's 10-minute plan offers practical advice on dealing with unforeseen emergencies. Read more on pages 8-9.

This month's tour on pages 4-6 brought us to Paradise Row in London, where we were treated to an eclectic mix of bars and restaurants including Sager + Wilde, Paradise Garage, Resident of Paradise Row and Mother Kelly's.

In a bakery under an arch in Bristol, Laura Hart and her team lovingly prepare the finest sour dough, handmade cakes and pastries. Read more about Hart's Bakery on pages 10-11.

On page 7, learn about Network Rail's partnership with green energy company bio-bean and learn how they're using waste from coffee grounds to heat homes and buildings across the country.

Sholeh Bedzapour tells us why time management and being a team player are key to her role as a project manager. Read more on the back page, where you'll also find our competition. Guess the famous UK landmarks for a chance to win an iPad mini.

Don't forget to follow us on Twitter – @InsightNR – for all the latest news and updates.

CONTACT US

If you have a story to tell or a question about the magazine

Email: drop us a line at insight@abcomm.co.uk

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More than 130 organisations bid for an award across 23 categories

NETWORK RAIL SCOOPS TWO AWARDS



Network Rail picked up the Marketing and Communications, and Signalling and Telecommunications awards at the UK Rail Industry Awards in February. More than 130 individual organisations accounting

for more than 300 entries were bidding to scoop an award across the 23 wide-ranging categories. Hosted at London's Battersea Evolution, Network Rail's network operations boss Phil Hufton gave the keynote speech at the award ceremony.



Visitors to Birmingham enjoyed some of the classic images taken by renowned rock photographer Denis O'Regan, when he brought his 'Rock Through The Ages' exhibition showcasing music legends to Birmingham New Street station.

David Bowie, Oasis and the Rolling Stones were among the stars captured in the exhibition, which brought to life well-loved and notorious British and international music stars who Denis spent more than 40 years photographing. Commenting on the exhibition, he said: "I have photographed great musicians and travelled to extraordinary places to capture classic moments in music. "Railway stations are a great way of connecting people with art in their everyday lives and it is fantastic to be able to share my photos with rail passengers and station users around the country."

The exhibition featured music stars from across the decades

BIRMINGHAM ROCKED



NEW CHIEF OF FINANCE



Jeremy Westlake, pictured, has been appointed Network Rail's new chief financial officer. Replacing Patrick Butcher, Jeremy has previous leadership

roles in transport, engineering and manufacturing in the UK and overseas, most recently as senior vice president of finance at Alstom Transport in France.

Mark Carne, Network Rail chief executive, said: "Our chief financial officer has a vital role to play to make sure that Network Rail provides the best possible value to all our customers and that we have the plans and funding in place to deliver the railway Britain needs for the future.

"Jeremy brings with him significant leadership experience from the transport and engineering sectors, including a strong focus on driving continuous improvement, reducing costs and maximising efficiency. I would like to welcome him and know he will continue Patrick's excellent work as we deliver a bigger, better railway for Britain."

NEWS

FAKING IT



From mobile phones to laptops, electrical devices are now considered an integral part of daily life, and the variety and volume of chargeable products available is on the up.



The biggest risk posed by chargers is the availability of cheap generic options, according to fire and safety experts.

Philip Leshirley, product safety advisor from the Royal Society for the Prevention of Accidents (RoSPA), said people should use the charger provided with a product and avoid cheaper alternatives.

"Always replace like with like," he said. "Go back to where you bought the phone or the manufacturer and buy a legitimate replacement. The moment you bypass doing this is the moment risks are introduced.

"If you're ever in doubt, contact the manufacturer. These principles don't just apply to chargers, they applicable to any electrical products."

TOP TIPS

Plug pins Check the charger plugs in easily into the socket, but don't switch it on. If it doesn't fit, then the pins may be the wrong size or the distance between the pins may be wrong.



Markings Look for the manufacturer's brand name or logo, model and batch number. Ensure the output voltage and current ratings marked on the charger and device are the same. Don't rely on the CE mark alone as they can be easily forged.



Warnings and instructions Sufficient warnings and instructions must be provided, including information on conditions of use, operating the charger correctly, basic electrical safety guidance and how to dispose of the charger safely.





Sager + Wilde

We spoke to Sager + Wilde's manager Alex Casey about the restaurant's growing success

Tell us about your business: Originally a Californian wine bar, we reopened in September 2015 to offer our guests the same standard of food. We host a four-course set menu of 38 dishes, and they change every day.

Today we have pork and red mullet smoking on the outdoor smoker, ready to be finished for service later today. As a well-travelled team, we have global influences in our cuisine.

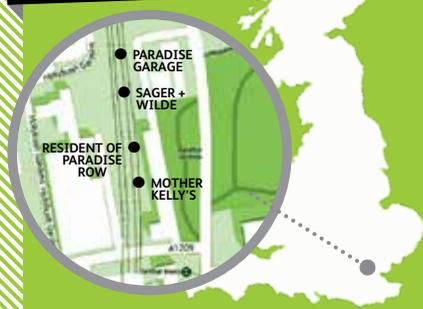
Who are your customers? Many of our guests are locals from the neighbourhood and regulars who come in every week. Some come in on Sundays just for the wine list while others visit weekly to try our

Sager + Wilde has a loyal customer base



Insight TOUR

EAST LONDON



COVERED: 100 metres

- Jack the Ripper terrorised the area in the late 19th century
- Bethnal Green was once famous for its silk-weaving
- In 1943, 173 people were crushed to death at the Tube station following an air raid

1937

The year Carry On star Barbara Windsor was born in Bethnal Green



Mother Kelly's



A bar, an off licence and a merchandise seller all rolled into one, Mother Kelly's is a little different from your average beer pitstop.

Upon arrival you are greeted with a wall of vibrant graffiti and a long row of numbered beer taps, as well as a shelf of drink-related books to read as you enjoy your pint.

"We have a different atmosphere to traditional British pubs," said assistant manager

Melissa Gueury. "You can buy bottles from the fridges and drink them here or take them away and it's 25% cheaper."

"We have a huge variety of beers, from sweet to sour to fruity, so there's something for everyone to try."

Mother Kelly's also sells branded T-shirts, with some of the proceeds going to charity.

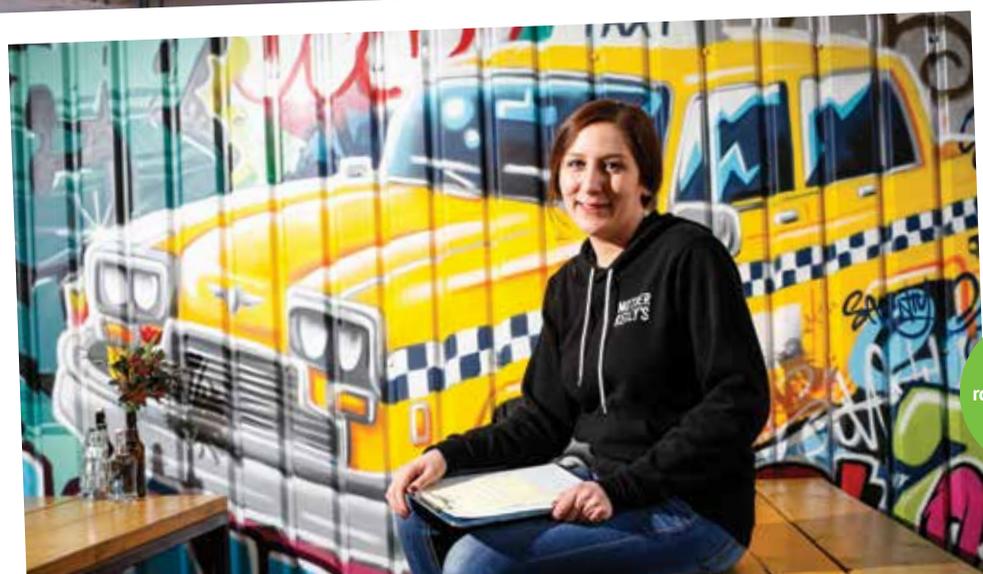
"We have a great menu that is constantly updated and a strong team too, all of which means customers come back time and time again," said Melissa.



Transforming the space from a wine bar into a restaurant



Choose a brilliant location and build a trustful client base



Expect an impressive range of beers at Mother Kelly's





Resident of Paradise Row

Greeted with a wall of foliage as you walk through the door, it's hard not to be impressed by the sultry interior of bar and restaurant Resident of Paradise Row.

Manager Roxi Kravitz has been with the business since it opened in November 2014, helping pull in customers ranging from trendy families to artists. They specialise in English cuisine with a focus on fresh, made to order plates.

"We have a particular focus on smoking, fermenting and pickling in house," said Roxi. "We have an outdoor smoking shed and also smoke indoors in the kitchen. Our salmon is especially tasty!"

Based in the up-and-coming area of Bethnal Green, the menu is mixed up every six weeks to include seasonal dishes and specials, with head chef David Yorkston spontaneously creating new meals every week.

"Resident is yummy mummy central!" said Roxi. "We're a chilled bar but also offer a huge range of food, with our roasts on a Sunday being particularly popular."

"The bottomless brunch also draws in a lot of customers who are up for the challenge of drinking as many bubbles as they can in two hours!"

Resident offers an extensive menu with a chilled vibe



MY SUCCESS Everything is done in-house, even cold smoking

Manager Claire with head chef Simon

Paradise Garage

Manager Claire Wright tells us what makes Paradise Garage so special

Owners Robin and Sarah Gill also own The Dairy and The Manor in Clapham. I used to work at The Manor but was transferred here as manager, which is great because I live nearby.

We specialise in small plates of modern British cuisine that are slightly larger than tapas, with our menu being led by local produce – my favourite has to be the rabbit! We use a lot of fermentation and curing in our food, inspired by Robin's time in Scandinavia.

Head chef Simon's signature dish is the picnic platter, which includes a whole rabbit and sides. It's delicious!

We have a wide range of customers come into Paradise Garage, from mums with their children to younger people living in the area. We are a destination restaurant and as the arch is a quirky design, it attracts people in.

We opened in July 2015 but the team is already like a family. There's an amazing vibe in the restaurant – I love coming to work!



Network Rail's partnership with revolutionary green energy company bio-bean is using waste from coffee grounds in London's biggest and busiest stations to help heat homes and buildings nationwide.

At bio-bean's world-first waste coffee recycling factory, waste coffee grounds are recycled into biomass pellets. bio-bean first teamed up with Network Rail to trial the lean, green process last year at London Victoria and Waterloo.

The trial proved so successful that the partnership was extended across six of the biggest stations in the capital, adding Euston, King's Cross, Liverpool Street and Paddington to the scheme.

Kieran Winder, Stations Operations Manager for retail

Kieran, right, with NR's Dave Bateman who also worked on the project

274 tonnes of waste coffee has been recycled

across four of the six major London stations, is really pleased with the project's progress.

He said: "Since we started our coffee recycling programme, 274 tonnes of waste coffee has been recycled into biomass fuels, with the electricity generated from this waste coffee having the ability to power more than 400 three-bedroom houses for a year."

"Since coffee waste no longer goes to landfill, the process has prevented 1,697 tonnes of carbon dioxide from entering the atmosphere

"The initiative was shortlisted for the UK Rail Industry awards and that was a brilliant reflection of how the programme is viewed."

"We're currently submitting our programme to the National Recycling Awards and will hear back from them later this year."

bio-bean is also proud of the progress made by the partnership, as it continues to expand at a rapid rate.

Arthur Kay, CEO of bio-bean, said: "We are delighted to provide a cost-effective disposal solution for waste coffee grounds from these major transportation hubs."

Biomass pellets are produced from waste coffee grounds to heat buildings



The recycling scheme has, to date, prevented 1,697 tonnes of carbon dioxide from entering the atmosphere

BERG's plan helps businesses protect themselves from the impact of emergencies such as:

- ✓ Flooding and fires
- ✓ Burglary or vandalism
- ✓ Cybercrime
- ✓ Civil unrest
- ✓ IT outages
- ✓ Loss of electricity, water or gas

Trudy, centre, with the team from House-on-the-Hill



BERG's plan has given the team peace of mind



BERG COVERS ALL BASES

A PLAN PUT TOGETHER BY THE BUSINESS EMERGENCY RESILIENCE GROUP (BERG) WILL MAKE BUSINESSES ACROSS THE COUNTRY BETTER PREPARED FOR ANY EMERGENCY



The Prince of Wales initiated BERG, through his charity Business in the Community, to help businesses and communities across the UK prepare for, respond to and recover from emergencies.

Flooding, cybercrime, power outages and civil unrest are all factored into the BERG 10-minute plan, providing a handy checklist of factors that will help small

or medium-sized businesses mitigate against major disruption.

Likelihood of emergencies, planning ahead and keeping emergency contacts close are the pillars of the plan, which urges companies to regularly review important details every three to six months.

BERG has received encouraging feedback from businesses on board, including Trudy Broadhead, pictured centre above, owner of House-on-the-Hill Software Ltd.

Trudy said: "I'm a member of the Federation of Small Businesses and

through them I got a bulletin inviting me to an Emergency Resilience Seminar.

"I decided to go along because it's always useful to see what other companies are doing to plan for disaster recovery.

"As an IT service desk software company, we are acutely aware of issues around security, so we all got together and went through the BERG plan.

"It's peace of mind more than anything and definitely worth doing if you feel protected against an emergency or not."

As the owner of a business founded in 1993, Trudy is acutely aware of the devil being in the detail when it comes to safeguarding against hazards.

She said: "Self assessment is vital for any business, and going through the BERG plan has reinforced that for us.

"We checked the location of additional keys, smoke alarms and planned a dry run for an emergency situation."

To download BERG's 10-minute plan, visit: www.bitc.org.uk/programmes/business-emergency-resilience-group-prepare



This issue we look at three Twitter accounts you should be following to help grow your business.



@TwitterSMEUKI

Twitter's official team dedicated to helping small and medium business in the UK and Ireland grow with Twitter.

Top tweet: Vary the audiences you target across at least 3 campaigns & see which ones perform



@MicrosoftSB

Regularly tweets links to articles sharing advice on making your business the best it can be.

Top tweet: Work smarter, not harder. Free Ebook with insights to take your SMB to the next level



@Sakurabusiness

Small business advisors analysing the industry and sharing tips on growth.

Top tweet: We predict that #VirtualReality will be one of the hottest new #tech trends of 2016

Hart's Bakery is a social hub for the local community

A SWEET TREAT

Customers enjoy handmade pastries, toasties and coffee galore at Hart's Bakery in Bristol



Owner Laura Hart opened Hart's Bakery, based in an arch at Bristol Temple Meads station, three years ago after outgrowing its previous premises.

"While searching for a new home for the bakery I fell in love with the arches after visiting E5 Bakehouse, based in an arch at London Fields. I rushed back to Bristol and there was only one arch available so I grabbed my chance."

The open site means customers can watch their food being prepared, as bakers work at the back of the bakery and seating is stationed at the front.

Laura now employs 20 people and the bakery's reputation has earned them daily regulars. Customers often come in for a coffee and a croissant in the morning, pop back for a sandwich at lunch and return again for afternoon cake and tea.

"The arch and location have proved to be fantastic for us," said Laura. "There are a lot of people around from the station and local businesses, and it's great to be able to provide a social hub."

"I would definitely recommend the arches as they are such simple spaces that lend themselves well to lots of different businesses. The straightforward lease terms were a real help too."



Improving and building strong relationships with my customers



Know your market - the location is crucial



UP FOR THE CHALLENGE

Sholeh Bedzapour has an impressive portfolio of hobbies to keep her busy outside work. Here, the London-based project manager shares her top tips on running a seamless operation

What does your job entail?

I manage the lifecycle of various construction schemes from procurement to completion and handover. The requirements need to be understood, communicated and co-ordinated to all project delivery teams. I also monitor the progress; controlling change, managing contractors and suppliers, engaging with clients and stakeholders, and ensuring the deliverables are achieved on time and within budget.

What skills are important to the role?

You need to be a team player and be able to manage your time effectively. Multitasking, interpersonal team building skills and being able to build strong client, stakeholder and supplier relationships is key. It's important to create enthusiasm and a positive 'can do' attitude at all times.

How do you help tenants?

Tenants are the end users. Our role is to listen, and to manage and deliver their expectations.

What is your biggest challenge?

I love a challenge! It can be difficult to get everyone on the same page so I try to have a transparent approach and a shared understanding of what is required across the entire team.

Describe a recent success?

Being new to the business, I don't have a success story to tell yet. However, in my previous role, during construction of Terminal 2 at London Heathrow, I was responsible for change control. I brought parties together to discuss and agree the contractual issues. This took days rather than weeks and months.

Hobbies: Kitesurfing in the summer, skiing in the winter, occasional weekend shooting, painting, listening to music and reading when I can.

Food: The best meal I have ever tasted is a barbecued, freshly hunted wild goat cooked over organic charcoal

on top of a mountain – unforgettable!

Favourite TV show: Period dramas, Nordic detective series, tennis Grand Slams, football World Cups, early episodes of Top Gear and a pinch of The Apprentice.



THIS ISSUE'S COMPETITION VISITS SOME OF THE UK'S MOST FAMOUS SITES. HOW MANY CAN YOU IDENTIFY?

Send your answers, with your name, place of work and contact number by email to insight@abcomm.co.uk or tweet us @Insight_NR. You can also post your answer to Insight, AB Publishing, Unit B, Gemini House, 180-182 Bermondsey Street, London SE1 3TQ. Benjamin Boynton won last issue's iPad mini.



**WIN!
AN iPad
MINI**

