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Insight

SUMMER 2015



WIN!

**AN IPAD
MINI**

Silly's serious side

Innovative business causing chaos

ON TOUR

A quest for fitness and fine food in Glasgow



COMMUNITY

Meet the first tenants in the Hymers Court development



OUT&ABOUT

WITH
INSIGHT
EDITOR
**PAUL
SMITH**



Paul, right, learns about the role of Lee Cooper (see back page)

Protecting your business from criminal activity is no doubt a priority of yours and it's the time of the year when vigilance is most needed.

With the number of incidents of railway trespass increasing in the summer, it's important to be aware of the dangers to your business – and how you can avoid becoming a victim.

On pages 8-9, we speak to Inspector Becky Warren of the British Transport Police. Last year, 7,317 incidents of railway trespass were reported. Inspector Warren shares her advice, as well as some useful contact numbers.

On pages 2-3, catch up with the latest small business news, including the opening of the Hymers Court development in Gateshead. Its first tenant is featured on page 7.

This issue's tour took place in Glasgow, as we visit a yoga studio, a print and embroidery business, a vegan café and a gym – see pages 4-6.

The response to our new Twitter account – @Insight_NR – has been encouraging and page 7 gives you a glimpse of what you will see on your Twitter timeline should you give us a follow.

Our cover stars are the brains behind the innovative Bureau of Silly Ideas and you can read their unusual story on pages 10-11.

Finally, don't forget to enter our back page competition. It's almost time for Wimbledon, so see if you can identify the tennis stars and win an iPad mini.

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

Twitter: join the conversation using our new Twitter handle @Insight_NR

Call the editor: 020 7922 5686



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Digby Nicklin of Network Rail with the Mayor and Mayoress of Gateshead



COURTING ATTENTION

The first tenants have moved into the new Network Rail development scheme at Hymers Court in Gateshead.

The project has transformed eight previously disused and poor quality arches into smart new spaces, ready for businesses to take advantage of what will become a thriving community.

The Mayor of Gateshead officially opened Hymers Court, a development realised thanks to funding from Gateshead Council, the Railway Heritage Trust and Network Rail.

Creative North became Hymers Court's first tenants – read more on page 7 – and Graham Mackay,

Network Rail lettings negotiator for the north east, pictured left, is hoping all eight arches will be occupied by August.

"This development has been on the cards for a number of years, as over the last decade more arches have become vacant due to their condition," he said.

"We were left with very low quality and derelict arches, but now we have transformed a row of eight units, fit for SME or start-up businesses in need of a great space. Hymers Court is a prime location with hotels, a college, a new sports stadium, as well as events centre Sage Gateshead close by."

For more information, contact Graham on 07967 670243.

GOVERNING HOPE



Sajid Javid has been appointed Secretary of State for Business following the Conservatives' General Election success.

David Cameron is starting a new term as Prime Minister as the Tories form a single-party Government – but what does this mean for small businesses?

In the Conservatives' election manifesto, Mr Cameron referred to small businesses as "the lifeblood of the economy", with the Tories vowing to create 600,000 businesses a year by 2020, invest in communications

and infrastructure, tackle late payments and slash red tape.

Previously Culture Secretary, Mr Javid, pictured, replaces Vince Cable as Business Secretary, while Anna Soubry is Minister for Small Business – a title previously known as Minister for Business and Enterprise.

Mike Cherry, policy director for the Federation of Small Businesses, has welcomed this dedicated Cabinet role. "Small businesses can feel more confident their concerns will be heard at the highest level," he said.



STAYING SMART

Network Rail has extended its contract with forensic specialists SmartWater to help reduce cable theft.

The partnership helped reduce cable theft on critical sections of the UK's rail network by more than 50 per cent, and it's hoped that a new five-year contract will bring further reductions.

SmartWater CEO Phil Cleary said: "Helping the rail industry to innovate its approach to crime reduction has a widespread impact, going beyond cable theft to having a positive impact on reducing trespassing and vandalism."

"As the railway modernises and expands, then projects like this, which help protect the network, are ever more essential."

As part of the partnership, Network Rail will work with SmartWater on community awareness programmes, covert operations and scrap metal dealer visits.

See pages 8-9 for advice on how to stay safe from railway trespass crime.



IMPROVEMENTS ON TRACK

More than £50 million of investment and improvement work was completed on Britain's railway over the May Day bank holiday.

Substantial new track and junctions were installed as part of the Crossrail development, track and signaling work took place on the Thameslink programme and significant progress was made on the West Coast main line.

"The improvements made are a vital part of our £38 billion investment programme, which will deliver a better railway in the weeks, months and years ahead," said Network Rail chief executive Mark Carne.



NEWS

GET CONNECTED

Your business can take advantage of a grant of up to £3,000 to receive faster broadband thanks to a Government scheme.

Broadband connection vouchers are being delivered in 50 cities across the UK by 579 registered suppliers to help local businesses grow and develop.

Visit www.connectionvouchers.co.uk for more information and to check your eligibility.

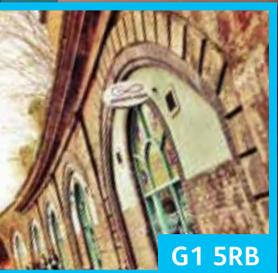
WAR HEROES REMEMBERED

The critical role played by the railway during the First World War features in a new exhibition at Edinburgh Waverley station.

The free display charts how the railway helped sustain the war effort. Visitors can also research their ancestors who died in the war, through an interactive screen.

Juliet Donnachie, station manager, said: "It promises to bring the past alive through fascinating photos and railway memorabilia – telling the story behind the war memorials."

INSIGHT TOUR



Infinity Yoga



With Colette Ward, who runs the business...

What is your business?

We're a hot yoga studio offering yoga and pilates classes right in the heart of the city. The studio is a double-insulated shed built within our arch that's constantly heated and uses the humidity of the arch itself to make it warmer.

How does hot yoga differ to the conventional practice?

It increases circulation and the heat really pushes your body to its limits. The yoga itself allows people to effectively become their own osteopath and chiropractor. It's worked for me. I have a bone pointing the wrong way in my neck that gives me migraines, but yoga

alleviates the pain.

Who does the studio attract?

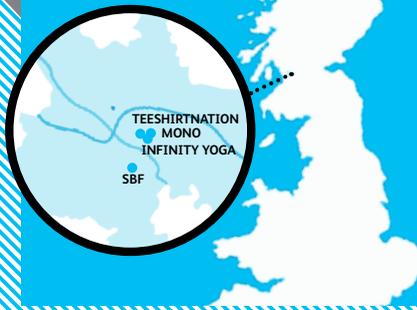
We have pupils from all walks of life. There's a nine-year-old girl and a 74-year-old woman in one of our classes. We've had national weightlifting teams, football players and loads more. This is less about who you are and more about allowing your breath to set you free.

What's the best thing about your Network Rail property?

I lived in Singapore managing yoga studios for a while, but this arch allowed me to build my own place from scratch. My family are all very handy and we built the whole studio ourselves, so it literally was designed over the dining table! www.infinityhotyogaglasgow.co.uk
[Twitter: @InfinityYogaGLA](https://twitter.com/InfinityYogaGLA)

Insight TOUR

GLASGOW



COVERED: 3 MILES

- Has the world's third oldest underground railway system
- Scotland's largest city, and the UK's third biggest
- More than 20 towns in America are called Glasgow

2014

the year Scotland hosted the Commonwealth Games



Stella Bartram Fitness



G5 OTS



Freed from the shackles of working with other people's equipment in limiting spaces, independent personal trainer

Stella Bartram has transformed an out-of-town arch into a thriving strength and conditioning facility.

Modelling her business on box gyms typically found in California, Stella took a blank canvas and filled it with functional training and strength equipment. If you're expecting saunas and smart showers, this isn't the fitness regime for you.

"People don't need jacuzzis and televisions when they're getting fit; my space is designed to give people great results in a simple environment they can enjoy with the atmosphere of a community," said Stella.

"There are no fixed machines here and everything is based around functional training, so I'm always here and talking to people in the classes."

Stella's reputation often precedes her and she's now at a point where she has a waiting list for joining her classes, without ever having advertised the gym.

"There's freedom to try different things in a comfortable environment," she said. "There can often be an anonymity and loneliness to big, corporate chain gyms, so it's great to see people chatting and feeling like they are part of a community in the arch."

www.stellabartram.co.uk
[Twitter: @FitnessStella](https://twitter.com/FitnessStella)





G1 5RB

Teeshirtnation



After 15 years in business, an expanding array of services and a variety of clientele have given Teeshirtnation owner Jane Sweeney confidence that another 15 years will follow.

The printing and embroidery specialist has an army of regular customers, from those looking to print T-shirts for special occasions – such as birthday or hen and stag parties – to the more corporate customer buying embroidered garments in bulk, and musicians in bands wanting drum skins, flight cases and backdrops.

The business continues to grow with an increasingly important web presence, including a do-it-yourself online designer tool, which is proving particularly popular.

“A lot of T-shirt printers come and go, but I’d like to think we’re established now and have a good reputation for great customer service that will see us last another 15 years and hopefully more,” said Jane.

“Ours is quite a big arch, which is vital as we need the space. We’re a little bit off the beaten track and rely on repeat business or referrals by word of mouth. The website is important and we get a lot of business direct from that.”
www.teeshirtnation.com
 Twitter: @teeshirtnation1



Mono



It’s unusual for a business that relies on serving customers to actively look to locate itself off the beaten track, but Mono has.

Mono is a vegan café and bar that hosts live music events and houses an independent record shop. It has spent 13 years gathering a cult following as well as critical acclaim.

“It’s a rare set-up because what we’re offering is unique and a bit alternative, but being on the edge of the city centre means we get people coming here solely for us, and we can focus on doing what we want to do well,” said owner Craig Tannock.

“It’s allowed us to build a strong community around the place, which makes for a really nice atmosphere.”

Sub-let within the café and bar is Monorail, an independent record store that hosts in-store performances for album launches. Mono itself puts on monthly gigs in its event space, but Craig is careful not to let live music eclipse the business.

“Mono isn’t a venue, because there’s only one space and it has to be functional as a café and bar most of the time, so we concentrate on quality rather than quantity,” said Craig.

“By doing it this way, each gig feels a bit more special.”

That special feeling doesn’t just come from the music. Mono also brews its own fermented soft drinks, made with natural botanical ingredients and processes.

www.monocafebar.com
 Twitter: @MonoGlasgow



G1 5RB



THE RIGHT SIGNALS

In the arch of Creative North – the first tenant at the new Hymers Court development in Gateshead – there is a ball pool pit, an office slide and a railway turret. Why? Founder Rob Earnshaw explains...

“We’re all about creativity and getting people to think differently,” said Rob.

“We founded our organisation in autumn last year to improve the spread of creative and digital media across the north of England.

“If we want people to be more creative, we have to get them to act in more creative ways. Waiting for meetings in the ball pool pit, getting together in the turret and sliding down the slide are all about making us think more creatively.”

Rob’s aim is to celebrate the creativity of the North and develop the area’s digital media into an industry that rivals – or betters – that on offer in London.

For Rob, using the first railway arch at Hymers Court fits perfectly with the brand that embraces the traditional industries of the North that made it great – the coal industry, railway and shipping.

“Not only are we in an arch under the railway line, but we’ve built a turret that looks like a signal box. The ball pool pit represents the coal industry, and we’re expanding into the next door unit. We hope to replicate an upside-down boat to represent the shipping industry.”

Creative North aims to get



Enjoying his new space is Creative North founder Rob Earnshaw



support from creative and digital media businesses, schools and organisations around the region, while offering advice on apprenticeships, investment, locations and graduate recruitment.

“Before we started, we had no idea that businesses in the region are already working with global brands like Disney, NASA and the biggest games companies. Our target is to place 300 young people in apprenticeships by the end of August 2017, in just those kind of industries.

“One of the ways we celebrate the creative and digital companies based in the North-East is offering a ‘celebration film’ that is aired on our very own television show, #OurCreativeNorth.”

• Flick back to page 2 for more on the opening of Hymers Court.

CONTACT US

We want your business stories. Tell us why you should feature by email to insight@abcomm.co.uk or tweet @Insight_NR.

ON THE SOCIAL

The best tweets from @Insight_NR



MY INSIGHT Create the business you'll be proud of, and make your business space into a place where you want to work.

BE
AWARE

Safety advice

- Secure your premises
- Know your neighbours
- Report suspicious activity
- Call on the BTP crime reduction team



BRITISH
TRANSPORT
POLICE



British Transport Police (BTP) polices Britain's railways, providing a service to rail operators, their staff and passengers across the country, and working closely with Network Rail. Employing 2,931 officers, BTP aims to make sure the six million people using the UK's rail network every day are safe and secure on their journey.



It's the time of year when British Transport Police (BTP) deals with increasing incidents of railway trespass – and tenants are

being warned of the dangers posed to their business.

The number of reported incidents has dropped from 8,055 in 2012-2013 to 7,317 for the last recorded year but, for BTP, railway trespass remains one of its biggest problems. For tenants, the danger lies in why the incident of trespass is being committed, as Inspector Becky Warren explains.

“Railway trespass might be just the first offence to be committed,” she said. “The danger for tenants comes with what the next intention of the trespass is. For instance, is it to gain access to a tenant's property to commit a burglary? Or could the business become the subject of vandalism, such as graffiti?”

“Tenants can help by understanding who are in neighbouring properties and what they are doing. Any criminal activity next to them will impact their own business. It's really important that tenants are aware of their surroundings.”

What is also vital is the need for tenants to be vigilant and communicate with their neighbours and BTP officers.

“We rely on the knowledge of tenants to tackle crime,” said Inspector Warren. “When an officer or PCSO is on patrol they talk to whoever is at the station, including business owners. It's a really good way for us to gather intelligence. The tenants are a constant presence at

stations, and could be valuable witnesses and sources of intelligence for us.”

In the summer, more incidents of railway trespass are reported than at any other time of the year, and most involve young adults under the age of 25. BTP is working in various ways to tackle railway crime.

“We are going into schools and colleges to educate and we regularly patrol hotspot locations,” said Inspector Warren. “We also analyse crime patterns and carry out covert surveillance. A lot depends on the tenants keeping in touch and reporting to us.”

“It's about securing their own premises and being aware of what is happening around them, reporting

any offences they see and using our crime reduction team to help make their premises as safe and secure as possible.

“We always want to be aware of any suspicious activity around stations. It's vital that tenants let us know if anything appears to be out of place for their natural environment.”

BTP offers free independent advice for tenants. Email your crime prevention questions to fhqcrimereduction@btp.pnn.police.uk. Depending on the seriousness of the request, either a local officer or a specially trained crime prevention designer – offering bespoke advice – will visit you.



WITH 7,317 REPORTED INCIDENTS LAST YEAR, RAILWAY TRESPASS POSES A SIGNIFICANT THREAT TO THE SECURITY OF TENANTS. BRITISH TRANSPORT POLICE TOLD INSIGHT HOW TENANTS CAN KEEP THEIR BUSINESSES SAFE

Text: 61016 **Freephone:** 0800 405040

Email: fhqcrimereduction@btp.pnn.police.uk **Crimestoppers anonymously:** 0800 555 111

In an emergency, always dial 999

BTP USEFUL CONTACTS POLICE LINE

As well as @Insight_NR, three Twitter accounts you should be following...

bz @BusinessZone

Offers practical advice for small businesses and entrepreneurs. Affiliated to businesszone.co.uk and with 44,000 followers. @businesszone publishes stories to benefit your business.

Top tweet: The UK's first Small Business Act is now law. Here are nine measures you need to know.

ICAEW Business Advice Service

BAS

@ICAEW_BAS

Regularly tweeting links to insightful blogs and articles, this account covers a broad range of topics to get ahead in business, from increasing your income to effective leadership.

Top tweet: Are you haunted by the prospect of writing a #businessplan? Have no fear, our free guide can help you.

g @GdnSmallBiz

The Guardian Small Business Network is an online community for SMEs with several tweets a day across the news that matters to you. This account offers tips, advice and comment.

Top tweet: Struggling with sales? Here are five steps to developing an effective sales strategy.

EUREKA

Insight finds out how south London's Bureau of Silly Ideas has been using innovative ways to boost footfall for public spaces

Bureau of Silly Ideas is constantly catching the eye



Two rolling, talking wheelie bins, the world's largest Sonic the Hedgehog and a First World War zeppelin.

Unlikely as it may seem, these are just a handful of ingredients in bonkers projects conceived by the fine minds behind Bureau of Silly Ideas.

The Arts Council-funded organisation, based in a large arch in Brixton, produces unique installations and events designed to grab public attention and achieve specific targets.

Creative director Roger Hartley said: "We do very silly things that have serious objectives, with much of our work coming through sponsored commissions like heritage sites that need their footfalls boosting, or local

authorities that wish to raise awareness of projects.

"The process for an idea will usually take around three years, as we conceive and build everything in our arch."

One of the Bureau's most ambitious projects was taking visitors to Hadrian's Wall on an olfactory journey through time. Running the full length of the wall, the 'Whiff of History' exhibition replicated the scents, aromas and

smells of centuries gone by to make the experience more engaging.

It also produced a six-week programme of outdoor art events for the London Borough of Lambeth to appease locals disrupted by continuous major construction works.

"We've been in arches for 20 years and there's definitely a romance to them for us, as the expansive undercover exterior allows us to build and test projects at

our base of operation," said Roger, whose CV includes stints at fun fairs and the Millennium Dome.

"We spend a lot of time on each creative process but the most rewarding thing is when the finished thing unfolds, standing anonymously in the audience and seeing them emotionally engaged by what we're doing."

www.bureauofsillyideas.com
Twitter: @SillyBureau



If you're in it for the long haul, make it your home.



Being silly has actually proved to be quite a sensible business model.





TRAVELIN' MAN

Site manager Lee Cooper has spent time travelling around the world and his love of the outdoors means he's at his happiest when visiting the tenants he's responsible for

What does your job entail?

I deal with the enquiries of around 1,000 arches in my patch, which is north-east London. I also link with other departments within Network Rail, such as the arch inspection team, and it's my duty to inspect arches for safety reasons and work closely with the property manager, the asset management team and external contractors to provide knowledge of properties in a particular area.

How do you help tenants?

Our purpose is to ensure that their business can run safely and securely.

What's your biggest challenge?

Managing the tenants and looking at the process behind how we carry out inspections. The site manager and property managers have a big say on how they work.

Describe a recent success...

There was an area where tenants had ongoing issues with communal toilets that weren't in

a good state at all. I ensured they were cleaned, were given new locks and regular maintenance going forward. That's a very small success, but keeping tenants happy means they are more likely to look after an area.

Is there anything you're particularly proud of?

I travelled around the world for a year, which I'm proud of. I went to south-east Asia, South America, and Australia, New Zealand and Fiji. It was the best year of my life. I loved Vietnam but my ultimate place was Argentina and, if I could speak fluent Spanish, I'd definitely move there tomorrow.

QUICK-FIRE LEE

Hobby: I try to draw a bit when I get the time. I'm not an artist by any means, but I enjoy pop art.

Sport: I go to the gym, cycle and play football with my friends, as well as

unfortunately supporting Tottenham!

Music: Growing up I listened to garage and hip hop, but I've recently got into indie.

Place: I love Cornwall, but with the family it's always been Herne Bay, near Whitstable.



WIN!
AN IPAD MINI

CAN YOU ACE OUR TENNIS COMPETITION BY NAMING THE FOUR MOST RECENT MEN'S WIMBLEDON CHAMPIONS?

Send your answers, with your name, place of work and contact number via email to insight@abcomm.co.uk or tweet us @Insight_NR. You can also post your answer to Insight editor, AB Publishing, Unit B, Gemini House, 180-182 Bermondsey Street, London SE1 3TQ. James Clare of Joy Global won an iPad Mini in the last issue.

