



CENTRAL HALL WESTMINSTER LTD

Central London's largest Conference & Events Venue

Annual Review 2016



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WELCOME

After a series of very successful years I was worried that we would struggle to have any major developments or news for this year's review; how wrong I was!

Yet again we have broken financial records, contributed more money to be used in charitable works and have restored and improved more areas of our building. If you have not been to see Central Hall in 2016 - you must visit us as the building has become even more impressive.

My personal highlights of 2016:

- Finalising a three year contract with the BBC for the New Years Eve concert
- Employing a new Finance Director, Sarah Ainsworth to streamline the finance division
- Employing a new Security Company, SBSS to raise the standards of live events
- Completing refurbishment work of the Business Centre and Visitor Services

The refurbishment project was the biggest physical change this year and will have a profound impact on how we host our guests and provide our staff with a modern work environment. Over the last 12 years the building has seen a number of updates and this is the latest piece of work to be completed.



We finished 2016 with the BBC New Year's Eve concert in the Great Hall.

What a way to launch 2017!

Paul Southern
Managing Director

What did we do in 2016?

EVENTS

Central Hall is committed to being a venue with a strong sense of moral and ethical principles within the community in which it operates and are we not afraid to decline working with organisations that promote violence, alcohol or other subjects which conflict with those principles.

In taking a responsible approach it strengthens our relationship with current clients and gives us a unique selling point to start working with new organisations who share our goals and ideals.

Culture, Media & Entertainment

2016 has firmly rooted Central Hall Westminster as a key venue for the media & entertainment sector which has seen us working with the likes of *Channel 4* on the *Stand Up to Cancer* charity fund raising event, as well as confirming with the BBC to again host their New Year's Eve concert.

We again worked with the *BBC* to accommodate the final of *The Choir with Gareth Malone* and the Great Hall was turned into a set as teams competed for victory.

The Lecture Hall & Library lend themselves perfectly for use by the fashion industry as they were collectively transformed into a catwalk for models at the launch of a new range of clothing from iconic British fashion brand *DAKS*.

Central Hall has a strong historical association with the Royal Family and during 2016 we were delighted to host The Prince of Wales and Princess Anne in the building.



Bill Gates keynote at Grand Challenges Conference



Live - Cat Stevens in Concert



Live - BBC New Year's Eve Concert - Queen



London Fashion Week - DAKS



Live - Channel 4 - Stand up to Cancer



Le Web - Great Hall

Corporate Events

We have an enviable location in central London, adjacent to Westminster Abbey and we are the natural choice for many corporate clients looking to make an impact with their event. The venue is very flexible and can deliver anything from a product launch to a conference. We have previously worked with *The Guardian*, *The Hilton Group*, *Shell* and *The Bill Gates Foundation*.

Government, Education & Health

We work with a range of Government departments and have delivered events on behalf of the *Department of Health*, *The Foreign & Commonwealth Office* and the *Home Office*.

The Education & Health sector remain a large part of our business where we have involvement with organisations such as *The PiXL Club*, the *National Union of Teachers* (NUT), *BUPA* and the *NHS*.

An increasing number of clients have used the building for one of the most significant days of their guest's life as we have hosted graduation ceremonies for the *College of Optometrists*, *Royal Veterinary College*, *Brunel University* and *Hult International Business School*.



Pop Choir Concert

Charitable Events

We are owned by the Methodist Church so as a venue we embrace charitable organisations and are driven to assist them where possible.

Central Hall has continued its relationship with a range of charitable institutions, including *Blind Aid*, the *Salvation Army*, *Macmillan Cancer* and hosted campaign events for *#StandUpToCancer* and *#YouAreNotAlone*. The latter saw a live concert performance by Yusuf Islam (formerly Cat Stevens) highlighting the plight of Syrian refugees.



Live - Stand up to Cancer - Noel Gallagher

MARKETING

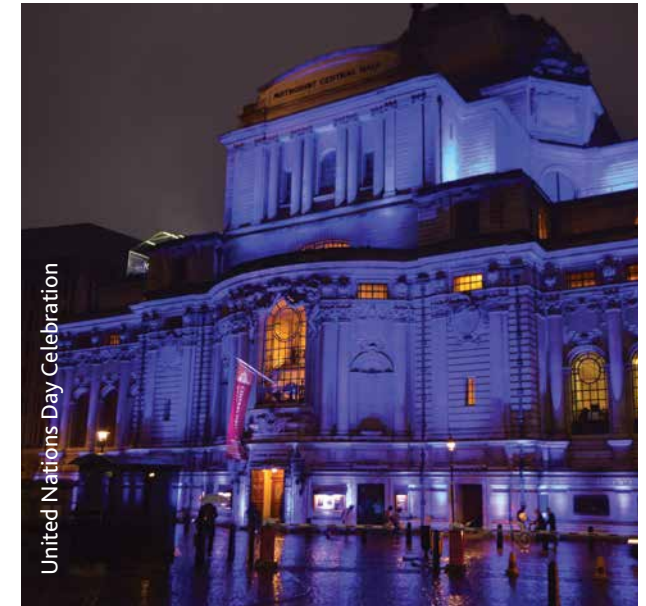
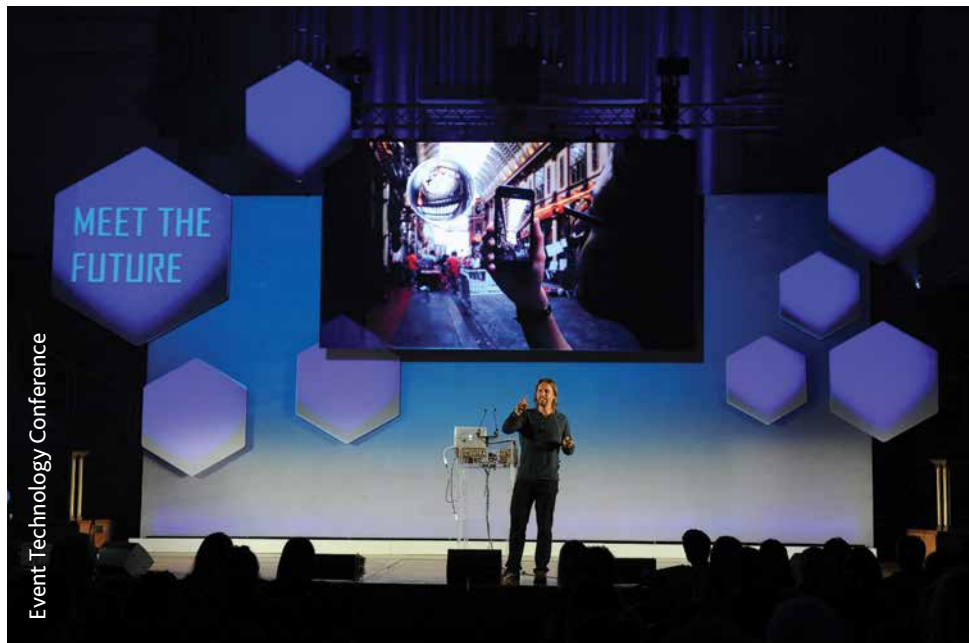
Following our thought-leadership programme focussing on innovation and the future of events from previous years, 2016 has been a year of strengthening our strategic partnerships.

This allowed us to welcome a number of new clients and prominent speakers including Bill Gates (Microsoft), Eric Schmidt (Google) and Julia Hartz (Eventbrite) to the centre stage at Central Hall. Further, this strengthened the Central Hall Westminster brand as one of the leading and most technically advanced conference centres in the UK.

UK Strategy

Staying ahead of the curve is also about adapting and advocating change. As one of the first venues in the UK to recognise the opportunities of virtual reality (VR), we are now able to showcase our event spaces 'virtually' to potential clients.

In April 2016, we successfully launched our VR venue tour at the HQ of Alibaba (4th most valuable global tech company) in Hangzhou, China. The programme is scheduled to be rolled out across the UK in 2017 and will include agencies and large event bookers.



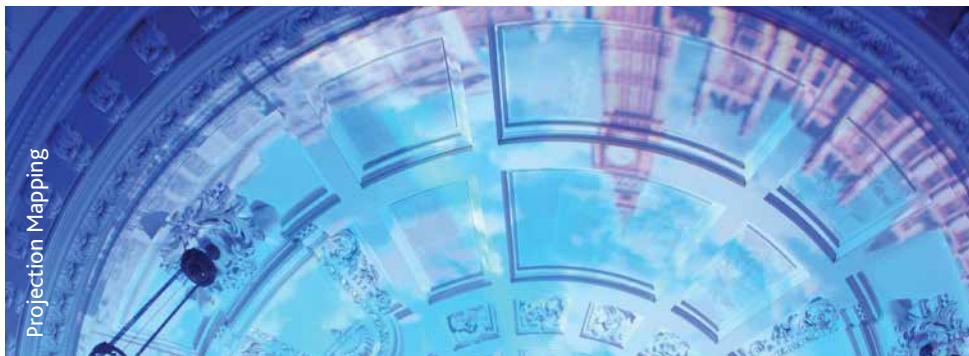
Overseas Strategy

Although Central Hall has not experienced a direct impact from Brexit since June, it has influenced our decision to further engage with missions in the US, China and Europe. Also, within the UK, Central Hall Westminster has positioned itself strongly in support of the British 'Events Industry':

We are proudly hosting the BVEP (*Business Visits and Events Partnership*), which will lead the event industry representation during the Brexit negotiations and we are working closely with London & Partners.



A VR demo of CHW at IT&CM Exhibition in Shanghai, China.



TECHNOLOGY

Together with our onsite Production Partner, *White Light*, we have invested heavily in future-proofing our client events and making Central Hall one of the most technically capable venues in the UK.

Event Production

At the core of *White Light's* installation is a Crestron CP3 control system which integrates all the disparate AV technologies and devices within the venue; creating a coherent system which is easy to manage.

Each meeting room has a single Crestron HD colour touch screen for managing the AV equipment. *White Light* have invested in AV equipment from some of the world's best known manufacturers including Yamaha's QL digital mixers and MTX processors and speakers, for flexible set-up and pure natural sound. The majority of rooms also feature high-end Christie projection systems which produce high resolution visuals and rich display, bringing video content to life.

Some of the conference rooms have also been fitted with a Crestron AirMedia® Presentation Gateway which allows any client to wirelessly present PowerPoint®, Excel®, Word, and PDF documents, as well as photos, on the screen in the room from a mobile device or laptop.

Information Technology

Central Hall offers free venue Wi-Fi access with bespoke network options available, at an additional cost. We are proud to receive a 5* rating in the *London Venue Wi-Fi Guide* (commissioned by GLISSER event technology - connecting speakers and audiences).

ETHICAL

As one of the oldest meeting places in the UK, the past 100 years have taught us that an ethical approach to business is a vital ingredient for building our future. We have gladly accepted this responsibility and our engagement within the ecological, economic and social developments of our society form the very backbone of our operation.

Environmental

- Our **Carbon Neutral Event Programme** will allow clients to offset their carbon emissions (launched in June 2016)
- **Sustainable Event Catering Programme** is committed to working in line with the objectives of the *Soil Association* and procuring *Fairtrade* produce
- The **Sustainable Coffee Policy** gives a 25% discount on all coffee purchased at *Wesley's Cafe* when guests use their own coffee cup/mug
- **Environmental Management**, Green Tourism (Gold Standard), ISO 14001

Social Impact

- Central Hall and our onsite partners have been *London Living Wage* employers since 2013 (CHW was one of the first industry employers to join and advocate the scheme)
- A dedicated charitable event rate allows Central Hall to support social impact events
- Central Hall offers a yearly *Charity Day* for staff to support an initiative of their choice



The business team at the Charity Day 2016 in support of one of Central Hall's charity clients.

Where did the money go?

FACILITY MANAGEMENT

The Spring and Summer really kept us occupied with the refurbishment of the Visitor Services area and the Business Centre. The results of this last phase of work is stunning, we have transformed the whole area into a contemporary environment whilst restoring the original Edwardian features. This completes the updating of all of the main areas of the building.

We have introduced hot desking into the Business unit where no one owns a desk, chair, screen or telephone and the effect has been amazing. We are more efficient and the area creates a more open way of working.

The external redecoration, Phase II, was successfully completed by Delatim (our maintenance Company) ahead of schedule. The experience was relatively painless, considering all window fans were removed and access was needed to conference rooms during a busy event season.

To highlight rather mundane aspects - roof works and checks are ongoing to ensure a safe and dry environment for all that is contained within the building. There are many more projects carried out daily by our Facilities team. Plant checks, pre-planned maintenance and last, but not least, to provide support services to all events.

Future plans are in hand to continue the updating and beautification of this important building in the heart of Westminster.



The newly refurbished Business Centre at Central Hall Westminster.

VISITOR SERVICES

Once again the Visitor Services Team, through its volunteer hosts, has provided a warm welcome and free guided tours of this historic building to many visitors.

In the last year we welcomed:

- 9000 members of the public
- People from 60 different countries around the world

In one weekend alone, 1000 people visited during the annual London Open House event. A total of 290 climbed to the top of the building's great dome to enjoy unrivalled 360' views of London.

Donations from our visitors has raised over £17,000 which goes towards the charitable activities of the Methodist Church and towards the www.toilettwinning.org projects in third world countries.

Our gift shop has achieved sales in excess of £20,000. New products have included Methodist logo branded ties, scarves and umbrellas. CD recordings of our organ and choir have also sold well and a further CD is planned.



The Inaugural Meeting of the United Nations in 1946.
US Secretary of State J F Byrnes on Great Hall stage.

METHODIST CHURCH

METHODIST CENTRAL HALL WESTMINSTER

The excellent work outlined in this Annual Review takes place in a world class building which, from its opening in 1912 down to today, is a Methodist church. Consequently, Christian acts of worship and numerous church and charitable activities take place in it almost daily and the Sunday congregations are a large family of faith originating from almost every point on the globe.

The Church is involved in various local projects, including the Westminster Churches Winter Night Shelter, 'The Passage' – a charity helping homeless people, Westminster Food Bank and 'The Gate' – the Westminster Crisis Pregnancy Centre. More recently the Church has become involved in visiting and befriending refugees received into the UK. It also gladly plays host to the St Vincent Family Project, Mental Health and Parkinsons' drop in projects, and focuses on Media and Healing ministries.

We are delighted to share this special space with Central Hall Westminster Ltd and work together with its wonderful staff to provide a welcoming, gracious, inspiring and beautiful environment.



Rev'd Dr Martyn Atkins

Superintendent Minister
Methodist Central Hall
Westminster

ST. VINCENT'S FAMILY PROJECT

St. Vincent's Family Project (SVFP), a registered charity within Central Hall Westminster and has served Westminster residents since 1975. It provides direct help and a supportive community to 215 vulnerable local families.

The staff, volunteers and student interns serve the local populace through a Vincentian ethos based on respect, inspiration, humility, professionalism, responsiveness and compassion.

Their programmes includes:

- Direct support for families via early intervention parenting, drop-in centre, crèche, legal advice, healthy living courses, toddlers' remedial speech & language assessment, family outings, health professional visits & outreach to disengaged families
- Mental health support through creative arts therapy for 24+ local children and teens aged 4 – 17
- Volunteer opportunities for local people and students to learn new skills and make a difference within the community

SVFP extends the welcome of Central Hall Westminster to those who are in need, seeking support and who desire community.



Who was part of it?



CHW Business Team

Paul Southern
Sarah Ainsworth
Neil Parry

Managing Director
Finance Director
Sales & Events Director

Karin Parkinson
Maria Schuett
Kim Wright
Lucy Deller

Head of Facilities
Head of Marketing
Head of Technology
Head of Events

Anne Masson
Sophie Coates
Nicole Huurneman
Portia Vilakati
Claudia Baldassarre

Events Manager
Events Manager
Events Manager
Reception/ Events Assistant
Events Executive

Kevin Blackman
Anne Voelkert

Senior Sales Manager
Senior Sales Manager

Neda Moosavi
Alyas Payenda
Alexis Bridle
Lennox Dowman
Paul Moynihan
Frank Waller

Accountant
Assistant Accountant
Management Accountant
IT Technician
Visitor Services Manager and Archivist
Assistant Visitor Services and Manager

CHW LTD Board of Directors

Rev'd Tim Swindell

Executive Chair

Mrs Sarah Ainsworth
Rev'd Dr Martyn Atkins
Ms Charlotte Dontoh
Mr David Faulkner
Mrs Sonia Forde

Mr Roland Ginn
Rev'd Tony Miles
Mr David Morgan
Mr Nick Moore

Mr Neil Parry
Mr Paul Southern
Mr Stephen John Spall
Ms Karen Stefanyszyn

CENTRAL HALL Clients

"All set for the @EventsAreGREAT briefing @CentralHall today - not a bad view! #eventprofs"

"Most breath-taking central London space @CentralHall. We will be back @EY - thanks for all!"

"At #futureconferences this morning, great Speech to Text and loop system @CentralHall"

"What a night and fabulous booklaunch, thanks @TrevorNoah and @CentralHall #BornaCrime"

"Go check out our intl. ICS Photo Competition Exhibition @CentralHall @RH_WorldImagery"

SERVICE PARTNERS Onsite



KUDOS - Catering Partner

Great food and fantastic service is at the forefront of everything we do. Our team of chefs is led by Daniel Clifford, a two Michelin-starred chef who has designed our very own menu alongside our in-house creative director.



WHITE LIGHT - Production Partner

WL offers creative solutions and technical excellence. Clients using the iconic spaces at CHW will benefit from the company's extensive technical knowledge, on-site team of experts and unparalleled range of audio, visual and lighting equipment.



SB Security Solutions

The experienced team provides Event Security for live events at Central Hall. This covers operations for conferences, concerts and specialises on VIP protection, international delegations and general visitors to the venue.



DELATIM - Maintenance Partner

Delatim is the in-house based maintenance company, with responsibility for the daily smooth running of maintenance services and technical help for all events.

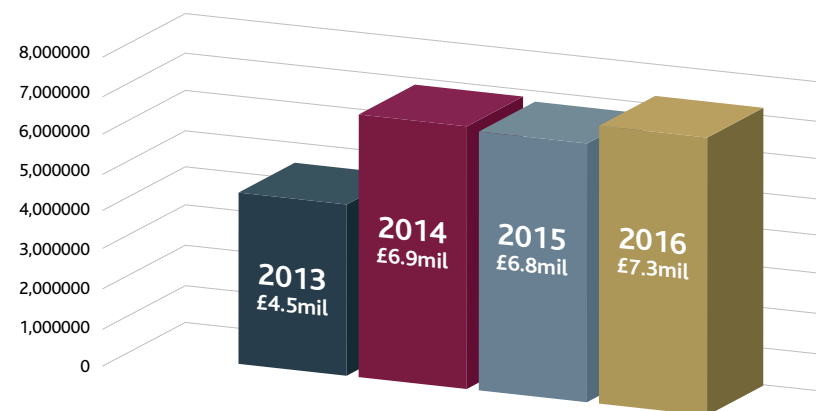
Where does this take us?

FINANCIAL REVIEW

Central Hall Westminster Ltd. has achieved a remarkable milestone with the highest turnover on record since the venue's opening in 1912 and the foundation of the commercial venture.

As a not-for-profit organisation, Central Hall Westminster Ltd. is committed to supporting a number of local and international charities and their activities. During the financial year of 2015/16, the company has contributed a total of £1.5m to the Trustees of Central Hall, who allocated £229k in aid of international activities and £571k in support of local charities, such as the St. Vincent's Family Project (see page 15).

Year on Year Turnover Comparison



BUSINESS OUTLOOK 2017

In 2017 we will be adding some new event talent to our very experienced team at CHW as we have developed our capacity significantly over the past year and look to extend our offering going forward.

We will also be installing more production equipment into our large rooms to enable clients to move in and out much quicker, thus reducing their hire costs and improving the quality of sound and vision. This will lead to a larger and more exciting events portfolio and more profit for the business which we can then use for further improvements of the building and our charitable work.



CENTRAL HALL WESTMINSTER

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