



CENTRAL HALL
WESTMINSTER

EVENTS



Central London's Largest
CONFERENCE & EVENTS VENUE

ANNUAL
REVIEW 2017

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WELCOME FROM THE MANAGING DIRECTOR

I am incredibly proud of the progress that has been made within Central Hall Westminster in 2017. Once again, we achieved a record breaking turnover; once again we have refurbished many areas of the building; once again we were able to give our Trustees a substantial amount of money (£1.4m), which will be used to enhance the building as well as support several charities.

The fantastic results you will read about in this review have been achieved through effective teamwork, the CHW Ltd team and our suppliers have worked proficiently throughout the year. There have been changes in staff throughout the building, the business alone has had five new recruits. Everyone has an understanding and can contribute to the commercial, ethical, service minded environment that we endeavour to provide.

Every section of this review describes how we and the building has evolved, so please spend some time to find out how we are supported by our wonderful clients and visitors. We look forward to hosting them again in 2018.



A stylized, handwritten signature in white ink, consisting of a large 'P' and 'S' connected by a flourish.

PAUL SOUTHERN
MANAGING DIRECTOR
CENTRAL HALL WESTMINSTER (CHW)



WHAT WE DID DURING 2017

EVENTS

Central Hall Westminster is an organisation with a commitment to strong moral and ethical principles within the community in which it stands. These principles form the backbone of our business and add significant value to the relationships we have with our clients. It also gives us a unique selling point when we start working with new organisations who share our goals; we do decline to work with organisations who conflict with our principles.

CULTURE, MEDIA & ENTERTAINMENT

2017 has continued the trend of Central Hall Westminster being a venue of significance for the media & entertainment sector. There have been two noteworthy events that have placed the building on an international stage.

The first took place in June and was a CBS production of The Late Late Show with James Corden; a highly popular program televised in the USA. For the first time the TV show left the USA and travelled over to central London; James was joined by several celebrities including; David Beckham, Nicole Kidman and Harry Styles for a run of three broadcasts, all filmed at Central Hall.

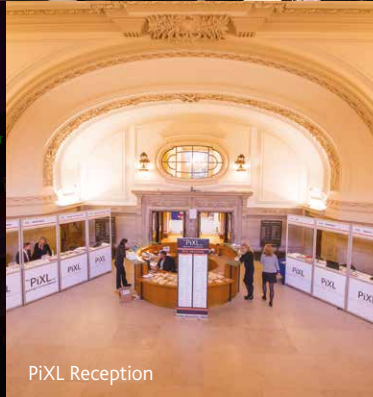
The second major event was The FIFA Interactive World Cup (FIWC), the world's largest gaming tournament where 32 grand finalists competed to win the eSports FIFA eWorld Cup. The FIWC broadcasts were filmed in front of an audience of 1,500 people, transmitted via the Sky television network and live feeds streamed via FIFA.com and YouTube.



Conference



Chinese Concert



PiXL Reception



Late Late Show with James Corden



The FIFA Interactive World Cup Final

GOVERNMENT, EDUCATION & HEALTH

Our location in central Westminster enables us to work very closely with many government departments. During the last 12 months we have delivered a range of events from small meetings to large conferences on behalf of; The Department of Health, The Foreign & Commonwealth Office and the Home Office.

A large part of our business comes from the education sector and we are proud of our relationship with The PiXL Club who run regular large format events with us across the year.

The PiXL Club is a not-for-profit partnership of over 2,500 schools who come together to share best practice and raise standards. Through the work of their charity arm, PiXL International, they now have over 150 international schools also that have been developed by PiXL school leaders and associates.

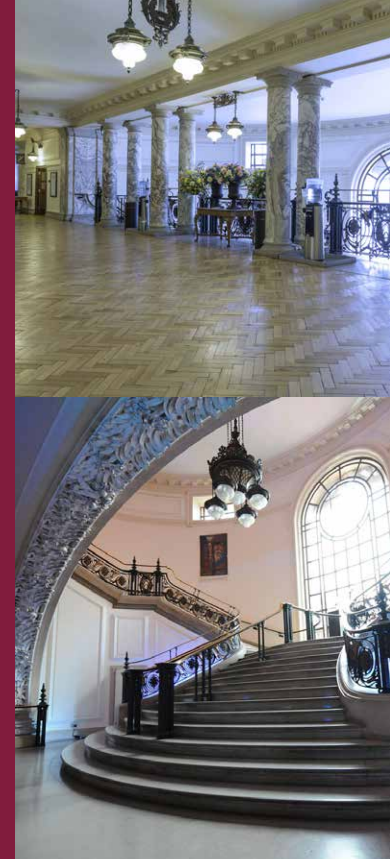
CORPORATE EVENTS

Again, thanks to our enviable proximity to Westminster Abbey, the Houses of Parliament and to a broad range of excellent transport links, we are the natural choice for many corporate clients who are looking to make an impact with their event. The venue is very flexible and can hold a range of events such as an away day, a product launch, or a day or multi-day conference with several breakout rooms. In the past year some of the clients we have worked with include Thompson Reuters, The Financial Times, The Guardian, ASOS, Balfour Beatty and Network Rail.

CHARITABLE EVENTS

We are owned by the Methodist Church, therefore as a venue we take a sympathetic approach towards charitable and not-for-profit organisations. We strive to assist them wherever possible. Central Hall Westminster has continued its relationship with Blind Aid, London Marathon, The Penny Appeal and Macmillan Cancer Support during 2017 and we look forward to working with them into 2018.

We are enthusiastic about supporting all charitable organisations and can offer special discounted rates for any organisation with a charitable status.



MARKETING

Kirsey Ackah joined us in January filling a newly created role as Sales & Social Media Executive, followed by a new Head of Marketing Anna Glazebrook in July. With a new team have come fresh new ideas and plans to put Central Hall Westminster on the map and make it an instantly recognisable building where first class events take place.

ONLINE, DIGITAL MARKETING

We are working with more online event directories and agents, to increase our online presence. With additional resources we are able to spend more time working with our partners, making the most of the opportunities available to us and maximising our marketing budget.

Towards the end of 2017 we embarked on an exciting new project to create a brand new venue website; we aim to launch this during the 1st half of 2018. The Head of Marketing has been working closely with a project team to ensure the new site is fresher and much easier to use.

2017 was a very successful year for PR, the amount of press coverage that has been achieved, meaning our stories have reached more people than ever. This has no doubt largely been thanks to the increasing number of newsworthy events and high-profile clients coming to Central Hall Westminster.

OFFLINE MARKETING

The Sales and Marketing teams have worked closely together to build on the existing and to develop new relationships with business partnerships and industry bodies.

In July, we held the first Buyers Networking Club (BNC) showcase in the Lecture Hall and Library which was a resounding success and brought over 300 event organisers inside the building over the course of one day. We have an agreement with the BNC to continue to host their summer showcase over the next five years.

We continue to market ourselves internationally; in September we travelled to China with the Chinese Business Network (CBN) and held several hosted lunches with outbound meetings and events organisers. We also started to target the Chinese market more carefully and have updated our Chinese specific marketing collateral such as brochures, business cards and presentations to now include direct links (via QR codes – still popular in China) to Chinese specific social media channels. This has already proved to be highly successful and resulted in an increased amount of direct engagement with our Chinese buyers who prefer to communicate via this medium.



Paul meeting CITS in Sichuan, China

In October we took our inaugural trip to IMEX Las Vegas with London & Partners. The team worked hard during the lead up to the show which resulted in numerous appointments and group presentations. In addition to this we also earned significant printed coverage in the IMEX Daily newspaper.

The final international trip of the year was to Munich where we went with our partner, the Historic Conference Centres of Europe. During the trip we met and built relationships with over 50 event professionals and organised a Culinary Tour through Europe for them in Käfer Delikatessen, the most popular caterer in Munich that is known locally as Little Harrods.



Paul meeting clients in China

Anne Voelkert during the Munich visit



Rhianon and Kevin at the BNC Show



The BNC Show Hosted at CHW

TECHNOLOGY

IT

The event industry is using more mobile device technology and event apps than ever; it is therefore vital that we can offer coverage to all our delegates, not just event organisers and suppliers. Therefore we have upgraded the internet cabling throughout the building. Our free Wi-Fi service is now high-speed and will allow users to quickly access and watch videos, download information and react in real time to presentations and seminars.

In addition to the new cabling we have also invested in fibre optic connectivity within the venue. This means that we have the capability to stream more and more data, including video feeds throughout the building allowing multiple delegates to interact with one another at real time from one end of the building to the other.

EVENT PRODUCTION

We have established a valuable partnership with in-house Production Partner, White Light, who are committed to ensuring we continue to be one of the most technologically advanced venues in central London. Despite the fact that we continue to install new innovative technology, we strive to ensure the appearance of the beautiful, historical building is maintained.

The installations and improvements White Light made in 2016, which included a new light rigging system and a TV/Video distribution network, has enabled us to secure and host bigger and more prominent productions. Our clients are confident that we can meet and go beyond their expectations for their events.

To offer a greater experience for clients, White Light has designed and implemented a state-of-the-art EM Acoustics PA System for our flagship space, the Great Hall. Similarly, each meeting room is fitted with a single Crestron HD colour touch screen that allows clients to easily self-manage the AV equipment from inside the room.

White Light has also integrated a custom-built network for lighting, audio and video data which allows the tech team to monitor audio and video in real time.

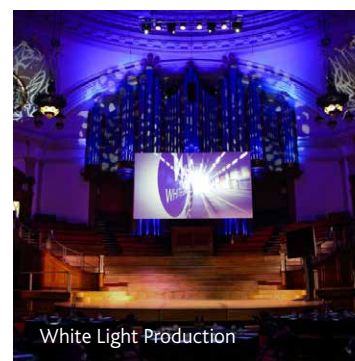


ETHICAL

ENVIRONMENTAL

- Our environmental team continue to investigate ways of making energy savings to the environment. They are developing a calculator that will establish our client's carbon footprint and suggest innovative ways in which this can be mitigated

- By introducing LED lighting to some of our rooms we have saved 12,116w (12KW). This equates to a saving of £120 an hour whilst the lights are in use
- By the end of 2018 the lighting throughout the building will be converted to energy saving LEDs
- All storage areas and rooms which are used less frequently are being fitted with motion sensor lighting
- We recycle all our waste and receive monthly reports that allow us to have a full understanding about where and how our waste is handled.
- We were once again awarded 'Gold' standard by Green Tourism by working responsibly and contributing to our community. We continue to focus on reducing our impact on the environment and aim to be accessible and inclusive to all visitors and staff.



CORPORATE SOCIAL RESPONSIBILITY

Together with The Church we support charitable fundraising. The toilets on the lower ground floor near to the cafe have been twinned with www.toilettwinning.org. We ask for donations from our public visitors who use these toilets and have been able to raise over £18,000 to date. The money goes to projects that help thousands of people in developing countries have access to clean water and sanitation.

Each year, the team at Central Hall Westminster select a local charity and donate their time and labours to that charity. In 2017 the team went to the Methodist Church in Notting Hill which is located next to Grenfell Tower. Following the Grenfell Tower disaster, the Church became a refuge centre and has been used constantly since that time. This has taken a huge toll on the building and so the team went in to give it a repaint and refresh.

Central Hall Westminster and our onsite partners continue to be an accredited Living Wage employer and in November took part in promoting #LivingWageWeek.



Rhiannon and Kevin decorating at Notting Hill Methodist Church



Anne V, Lennox and Neda painting the walls



Refreshed Rotundas

Refurbished rooms and renamed The Martin Turner Suite



WHERE DID THE MONEY GO?

FACILITY MANAGEMENT

The arrival of our new Head of Facilities, Adrian Roberts in May brought with it a fresh set of ideas and focus on the facilities within Central Hall Westminster. Client feedback was evaluated and a dilapidation report commissioned that allows the Company to focus on the refurbishment and replacement of considerable 'behind the scene' mechanical and electrical equipment.

During the year we replaced 900 chairs that are used in our meeting and conference areas. The new chairs can be transported more easily throughout the building and are more comfortable to sit on than the old ones. The old chairs have been donated to other Methodist Church Halls throughout the country.

We developed a 10-year schedule of maintenance works and have embarked on a £1.2m refurbishment program that will involve the upgrade of client areas throughout the building.

The Martin Turner Suite was created in recognition of the former Superintendent Minister of the Methodist Central Hall.

The rotunda areas around the Great Hall have been repaired and decorated. All 165 radiators in the building were replaced and the pipe works upgraded and replaced. This has improved the temperature levels and provided more comfort to everyone who uses the building

VISITOR SERVICES

Visitor Services and its team of volunteer hosts continue to provide welcoming hospitality and free guided tours to visitors from all over the globe and from all walks of life. We ensure everyone who visits us leaves knowing something about the Methodist Church, its history and its mission.

DURING 2017 WE WELCOMED:

- 7,000 members of the public
- Visitors from 65 different countries

For the 25th year we took part in the annual London Open House weekend; something we have been involved in since its foundation. In the space of one Sunday afternoon, over 800 people passed through the doors. Astonishingly over 400 of these visitors climbed to the top of the building's great dome and enjoyed the unrivalled 360° views of London. We were delighted to hear many people comment that their visit to Central Hall Westminster was the highlight of their day.

Our gift shop had a very successful year and achieved sales in excess of £20,000.



Foyer

METHODIST CHURCH

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 thriving Methodist church. Consequently, Christian acts of worship and numerous church and charitable activities take place in it almost daily. The Sunday congregations are a large family of faith originating from almost every point on the globe, giving rise to our vision statement: 'A global Christian family following Jesus at the heart of London'.

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, 'The Gate' – the Westminster Crisis Pregnancy Centre, and a project involved in visiting and befriending refugees received into the UK.

It gladly plays host to the St Vincent Family Project, Mental Health and Parkinson's drop-in projects, and focuses on Media and Healing ministries. It also shares ministry and mission with its close neighbours Westminster Abbey and Westminster Cathedral.

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

Rev'd Martyn Atkins - Superintendent Minister of Methodist Central Hall





ST. VINCENT'S FAMILY PROJECT

St. Vincent's Family Project (SVFP), a registered charity that operates within Central Hall Westminster has served Westminster residents since 1975. It provides direct help and a supportive community to 200 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 INCLUDE:

- Direct support for young families via early intervention parenting courses, Drop-In centre, crèche, Healthy Living courses, toddlers' remedial Speech & Language assessment, family outings, and health professional visits
- Mental health support via Creative Arts Therapy for 28+ local children aged 4 – 13
- Volunteer opportunities for local people and students to learn new skills and make a difference within the community
- Partnering with other local agencies and charities, providing direct outreach services within the Churchill Gardens housing estate
- SVFP extends the welcome of Central Hall Westminster to those who are in acute need, seeking support and who desire community.

WHO WAS PART OF IT?

CHW BUSINESS TEAM

Rev'd Tim Swindell	<i>Executive Chair</i>	Kevin Blackman	<i>Senior Sales Manager</i>
Paul Southern	<i>Managing Director</i>	Anne Voelkert	<i>Senior Sales Manager</i>
Sarah Ainsworth	<i>Finance Director</i>	Rhiannon Thomas	<i>Business Development Manager</i>
Neil Parry	<i>Sales & Events Director</i>	Kirsty Ackah	<i>Sales & Social Media Executive</i>
Adrian Roberts	<i>Head of Facilities</i>	Matthew Addison	<i>Finance Controller</i>
Anna Glazebrook	<i>Head of Marketing</i>	Neda Moosavi	<i>Accountant</i>
Kim Wright	<i>Head of Technology</i>	Alyas Payenda	<i>Assistant Accountant</i>
Lucy Deller	<i>Head of Events</i>	Alexia Bridle	<i>Management Accountant</i>
Anne Masson	<i>Events Manager</i>	Lennox Dowman	<i>IT Technician</i>
Sophie Coates	<i>Events Process Manager</i>	Paul Moynihan	<i>Visitor Services Manager and Archivist</i>
Nicole Huurneman	<i>Events Manager</i>	Frank Waller	<i>Assistant Visitor Services and Manager</i>
Jenny Henderson	<i>Events Manager</i>		
Portia Vilakati	<i>Events Executive</i>		
Claudia Baldassarre	<i>Events Executive</i>		

BOARD OF DIRECTORS

Rev'd Tim Swindell	<i>Executive Chair</i>	Mr Nick Moore
Mrs Sarah Ainsworth	<i>Finance Director</i>	Mr David Morgan
Rev'd Dr Martyn Atkins		Mr Neil Parry
Ms Charlotte Dontoh		Mr Paul Southern
Mrs Sonia Forde		Mr Stephen John Spall
Mr Roland Ginn		Ms Karen Stefanyszyn
Rev'd Tony Miles		



Wonderful view from the stage...
in this magnificent room @CentralHall
will be brimming with mentees, mentors
and excitement! @30percentclub -
@Women_Ahead



“ Dear all at Central Hall.
Your customer service
was excellent and the
facilities were top of
the class. Thank you for
having us, and we are
sure to return to you
soon. We will also spread
the word about your
excellent service. ”

| PRISON HOPE



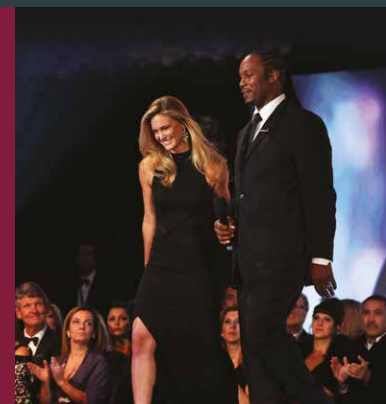
“ On behalf of the BNC team I'd
like to say a huge thank you to
you all for your work in putting
on the show last week, it was
a great success and we've
been delighted with brilliant
feedback from buyers and
exhibitors. It has been brilliant
working with you all and we
look forward to working with
you again for next summer. ”

| THE BUYERS NETWORKING CLUB
(BNC)



The flexibility of @CentralHall allows
#eventpros to organise anything from
conferences, exhibitions, training & awards
#CapitaCollection - @CTEPartners

Cutting-edge AV helps London's
@CentralHall hosts finals of
@FIWC as seven million competitors
whittled down to two - @truestagingltd



SERVICE PARTNERS



KUDOS - CATERING PARTNER

Kudos our catering partner, work with us to offer modern and contemporary cuisine, alongside classic and traditional flavours using fresh and locally sourced produce. They are on hand to recommend and create bespoke menus to ensure every client expectation is met.



WHITE LIGHT - PRODUCTION PARTNER

White Light 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 all the events within Central Hall Westminster. This covers operations for conferences, concerts and specialises in VIP protection, international delegations and general visitors to the venue.



DELATIM - MAINTENANCE PARTNER

Delatim are the in-house maintenance company. They are responsible for the planned preventative and reactive maintenance of all building works within Central Hall Westminster.

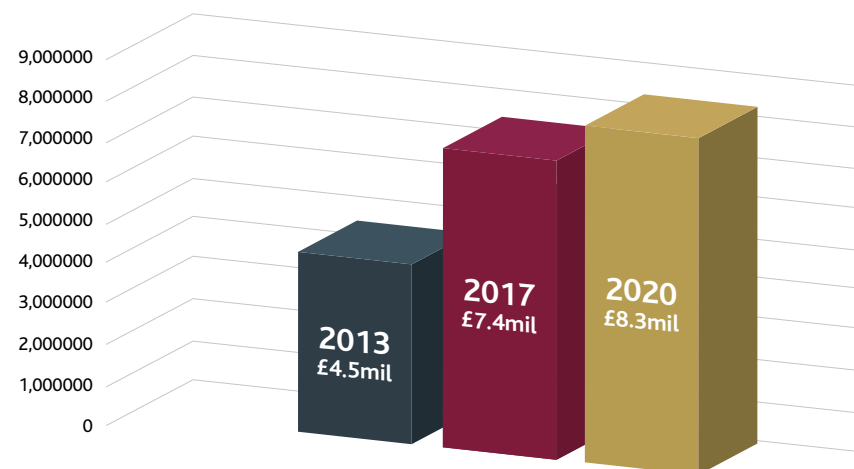
WHERE DOES THIS TAKE US?

FINANCIAL REVIEW

Central Hall Westminster has yet again achieved a remarkable milestone with the highest turnover on record (£7.4m) since the venue's opening in 1912 and the establishment of its commercial venture.

The company had particular success in televised media productions which saw an increase in the number of high-profile events held at this historic venue. The company's growing reputation for high quality, innovative and leading technology events together with its expanding conference based business will ensure that 2017/2018 will see continued financial success in these uncertain times.

As a not-for-profit organisation, Central Hall Westminster is committed to the maintenance of Central Hall as a public building and supporting charitable activities. During the financial year 2016/2017, the company has contributed a total of £1.4m to the funds of the Trustees of Central Hall. This is the registered charity that provides grant funding for local and international charities such as SVFP and further funds for a program of refurbishments for the building, ensuring it will continue to be a place of welcome for visitors in years to come.



BUSINESS OUTLOOK

2018 AND BEYOND

Central Hall Westminster aims to leverage its strong reputation in the media and entertainment industry and to grow revenues by 2020 to £8.3m, as a result this will increase funds available for charitable purpose to £1.6m per annum.





CENTRAL HALL WESTMINSTER

Storey's Gate, Westminster, London SW1H 9NH
+44 (0) 20 7222 8010
enquiries@c-h-w.com
Twitter @CentralHall

www.c-h-w.com

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