



CENTRAL HALL
WESTMINSTER

EVENTS



Central London's Largest
CONFERENCE & EVENTS VENUE

ANNUAL
REVIEW 2018

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WELCOME FROM THE MANAGING DIRECTOR

Thank you for taking the time to read our annual report for 2018, we endeavour to make it informative and interesting. I hope you share our excitement in what we have achieved and how we have grown commercially and ethically over the course of 2018.

For Central Hall Westminster Ltd, 2018 really was a year when the venue was showcased on the world's stage.



In addition to the international exhibitions our sales and marketing teams attended, we hosted a substantial number of significant events that were in the public eye. Many of these are mentioned further in this annual review, one of particular note was the Indian Prime Minister, Narendra Modi's address streamed live to a billion people worldwide from our Great Hall, this was rather fitting as 70 years ago Mahatma Gandhi addressed an audience from the very same stage.

I recognise and give full credit to our dedicated, skilled and hard-working team who have accomplished numerous projects and delivered many world-class events. These achievements enable us to raise the funds allowing the building to continuously evolve into an innovative 21st century events venue. It also allows our landlords and employers the Methodists Church to flourish within the same space.

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

PAUL SOUTHERN
MANAGING DIRECTOR
CENTRAL HALL WESTMINSTER (CHW)



Stand Up 2 Cancer



James Corden's Late Late Show

New Year Fireworks
from CHW (Dan Forshaw)



The Duke and Duchess of Sussex at 100 Days of Peace Concert

WHAT WE DID DURING 2018

EVENTS

It has been another bumper year for events at Central Hall Westminster, our commitment to operating with strong moral and ethical principles continues to define how we work with our clients and gives us all the tools we need to guide us in making informed business decisions. This also allows us to enhance our relationships with our existing clients and to stand out to new ones in a cluttered market.

CULTURE, MEDIA & ENTERTAINMENT

This is a very important industry sector for us and 2018 has further cemented our profile as a key venue with in this sector. We were thrilled to host James Corden's Late Late Show for the second year running. Four shows were filmed from the venue where he was joined by a whole host of special guests including Cher, the Foo Fighters and Niall Horan (formerly from One Direction).

Some of the high-profile media events that took place in our Great Hall include 'In Conversation with Ziauddin and Malala Yousafzai', presenter Konnie Huq interviewed father and daughter focussing on their campaigns for equal rights. We were also the venue that launched 'Our Planet', Netflix's brand-new collaboration with the WWF and David Attenborough that will be aired in April 2019.

We have provided the backdrop for a record number of concerts this year including Katie Melua who performed in December. Central Hall Westminster was the only London venue selected as a part of her European Tour. We also held Unicef's Christmas concert that featured Jessie Ware; and were the venue chosen to hold a number of Christmas Carol concerts organised by leading impresario Raymond Gubbay.

Once again, we were proud to partner with the BBC to bring New Year to life with a concert transmitted live from the venue before and after Big Ben chimes us into another year. For 2018/2019 the 80's pop band Madness performed their biggest hits from the Great Hall.

GOVERNMENT, EDUCATION & HEALTH

We are lucky enough to work with many Government departments within Westminster thanks to our fantastic location right opposite The Houses of Parliament. Given our wide range of flexible meeting spaces, clients are able to hold a variety of events from small meetings through to large format conferences within Central Hall Westminster.

We are very proud to work closely with The PiXL Club on a continuing basis, PiXL are a not-for-profit organisation who work to share best practise and raise standards for schools and students across the UK. Working closely with them, we deliver in the region of 20 of their larger events per annum and several smaller ones in between.

In April, the Indian Prime Minister, Narendra Modi addressed the world from our building during his visit to London for the Commonwealth Heads of Government Meeting. The address was broadcast live to an astonishing billion people all over the world.

CORPORATE EVENTS

Being a flexible, central London venue, we still hold many corporate conferences here over the course of the year and this forms much of the day to day activity of our business. In the past year some of the clients we have worked with have included Deloitte, Shell, The Guardian and The Jamaican National Bank.

CHARITABLE EVENTS

The building is owned by the Methodist Church, therefore as a venue we take a proactive approach to charitable and not-for profit organisations. We continue our positive relationships with charities such as Blind Aid, London Marathon and Macmillan Cancer Support.

For the first time in 2018, we also hosted The Charity Film Awards which celebrates the very best films and videos that have been created for, or on behalf of, registered charities within the UK.

In September The Royal Armouries' 100 Days to Peace concert featuring Sir Karl Jenkins and hosted by Lesley Garrett CBE took place. The event was attended by The Duke and Duchess of Sussex. Proceeds from the evening went to; Help for Heroes, Combat Stress and Heads Together. All of whose work supports military veterans suffering from mental health conditions.

In October, for the third time running, we broadcast live from the Great Hall, Channel 4's Stand Up to Cancer. The event was hosted by Alan Carr, Maya Jama and Adam Hills and the spectacular seven-hour television fundraiser included comedy sketches, moving moments, music, celebrity appearances and more. The event was concluded with an announcement that £24.6m had been raised, their largest amount to date.

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



MARKETING

We launched our new venue website just after Easter which has received a positive response from both our external clients, visitors and our internal stakeholders. The new site is more visually appealing, much easier to navigate and to discover detailed information about our service and product offering. There was a concerted focus on the technical stage of the building of the new website. This coupled with the ongoing work we do with our partners and their webpages, means we are easier to find on the internet to visitors who are relevant to us and want to find us. This enhances their overall experience and impression of Central Hall Westminster.

We have also improved how we interact and communicate with our diverse audience -new sections include a Media Centre featuring monthly blog posts covering a wide range of useful topics which also include guest posts from our catering and production service providers. Additionally, we post all our press releases and public event listings, giving us more and more online content. This offers our engaged users an easy place to find out what is going on in the venue. We also have enhanced and increased the number of social media posts and can communicate our news via these channels.

We have had an amazing year for PR coverage thanks to so many wonderful high-profile events and positive CSR stories that we've encountered.

Another large project to be implemented and completed linked in with Wesley's café refurbishment over August.

We decided to rebrand the café in conjunction with this, introducing for the first time a new distinct stand-alone brand, logo and colour themes. We decided to maintain some of the building's features in the new look but also to give it a more modern, fresher feel with the use of spring greens, creams and grey hues.

EXHIBITIONS

It was another packed year of exhibitions and networking events from the Sales & Marketing teams which aimed to boost our reputation and gain further recognition as one of the premier venues in central London.

In July, we hosted our second Buyers Networking Club (BNC) showcase within the venue. A record number of event professionals came to meet with a range of exhibitors including; hotels, venues, catering companies and suppliers to build relationships with. We will be hosting this event for the next four years.

Although we didn't physically travel to China this year, we do continue to work with the agents that represent us, The Chinese Business Network (CBN). Our Head of Marketing has worked with them on a new Chinese version of the CHW website which has more focussed information and stories aimed at our Chinese market. We continue to host several events over the course of the year, including many Chinese New Year celebrations.



IMEX America Legacy Wall

October saw our second trip across the pond to the USA where we exhibited at IMEX America in Las Vegas. We partnered with the London Convention Bureau (London & Partners). This year our MD Paul Southern and Head of Marketing Anna Glazebrook attended and over the three-day show they held multiple appointments with agents and direct bookers.

IMEX America also offers an effective way for us to introduce Central Hall Westminster's event and conference facilities on an international platform; and to gain exposure on our ethos and CSR policy. This year Positive Impact Events created a Legacy Wall, which focuses on reducing the industry's environmental footprint and supporting our local communities. Thanks to our robust sustainability and CSR initiatives, – we were featured on the Wall.



New CHW Website



Chinese AGM Event



Paul at IMEX America



Anne & Kirsty at BNC Show

TECHNOLOGY

EVENT PRODUCTION

Our in-house Production Partner, White Light, has continued to ensure that we remain one of the most technologically advanced venues in central London; combining our beautiful, historic building with the very latest technology.

This year, White Light has continued to implement state-of-the-art installations throughout the venue; including the very latest lighting, audio, video and rigging technology. This increases the number of options available to our clients. The remit for the new installation included achieving faster turnaround times, a user-friendly AV system and sleek, discrete equipment which blends in with the building's unique early 20th Century architecture.

During the summer, ten high-definition LCD display screens were installed in our smaller meeting rooms. This allows us to offer our clients an all-in-one meeting solution whereby they don't need to order additional technology. It also increases our staff efficiency as the fixed screens negate the need to transport heavy, expensive technology around the building. The constant improvements allow us to continue to host conferences, award ceremonies and meetings, but also to facilitate newer, developing markets and increase the number of concert and broadcast events held here.

IT

As we are hosting more and more events in our building, we are also making allowances for more data to be used via our WiFi system. In 2017 visitors transferred 12.2TB of data whilst that went up to 13.32TB in 2018.

Likewise, the amount of data downloaded has gone up from 10.3TB to 11.01TB. This is all via our wireless network just for our visitors and doesn't consider the staff that work in the building or the events that take place in the venue. These events tend to require a dedicated network and server for their event which increases the amount of data used and downloads even more.

The launch of the new venue website has allowed us to introduce new integration to our digital and online systems. Firstly, our online enquiry form on the website now feeds directly into our booking system making it easier and more effective for our sales staff to respond quickly to venue enquiries. Secondly, we have an online café booking tool that allows users to book large tables in Wesley's Café, so they can secure a table during busier times in our café.

We have also now installed digital menu screens in Wesley's café. New coffee, breakfast and lunch menus can be instantly altered and updated at the push of a button. This is also more environmentally friendly as it eliminates the need to print daily menus.



Lighting Rig in the Great Hall



ETHICAL

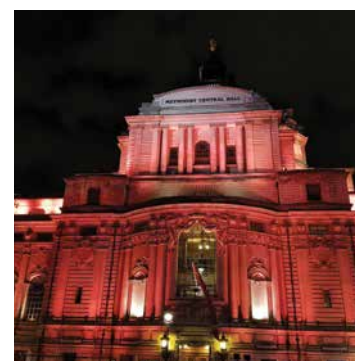
ENVIRONMENTAL MANAGEMENT

In March we were the first UK venue to partner with Green Tourism to launch a carbon calculator which also features on our new website. The calculator offers meeting and event planners a way to estimate the carbon impact of their event.

They are then able to donate the amount of carbon used at their event to our chosen charity for this initiative, The Woodland Trust, whose mission is to plant trees and restore ancient woodland.

We continue to work to reduce the amount of electricity used within our vast building and now 75% of our lighting has been transferred over to LED lighting. This makes more efficient use of our energy and reduces our outgoing energy costs.

During 2018 we ran a trial and introduced temporary recycling bins throughout the venue, including the back-of-house offices and operational areas. We worked closely with the Westminster Council who visited us on numerous occasions to conduct meetings and training sessions with our staff and service providers with the intention of educating us, improving our recycling activity and to investigate ways of reducing waste. This has been a huge success, we have arranged for permanent bins to be installed by the end 2018. Now no waste goes to landfill and the amount of recycled waste continues to increase. During the first six months of 2018 we saved over 176,000kg of carbon via recycling.



CORPORATE SOCIAL RESPONSIBILITY

Thanks to all the ethical and environmental work we have focused on during 2018; we were awarded an accreditation from Westminster council. This accreditation illustrates that we are a responsible business with robust Corporate Social Responsibility (CSR) policies. We are serious about conducting our business with consideration for ethical, environmental and community goals that have a positive impact on our employees, clients and visitors.



Recognised by
Westminster City Council
as a responsible business
delivering a City for All

businesswestminster.com/business-enterprise/csr

We continue to work beside The Church with the Toilet Twining charity, which works to provide water and sanitation to poverty-stricken people around the world. We ask for donations from our public visitors who use our toilets. In just two years we have been able to raise over £28,000.

In June, 15 members of our venue team, including two from our service providers, White Light (production) and KUDOS (catering) donned their wellies and took up litter-pickers to help clean up the River Thames for our annual charity day. The event was run by Thames21, a charity working with communities to improve our waterways for people and wildlife.

In 2013 Central Hall Westminster was the first venue to be accredited to the London Living Wage and we ensure all our onsite service providers also participate. We actively take part in and help promote this initiative every November during #LivingWageWeek.

Working with our catering service provider KUDOS, we have begun to donate food that has not been sold in Wesley's café such as pre-packed sandwiches and salads to The Passage. The Passage is a local charity whose aim is to provide homeless people with support to transform their lives.



CSR – The Passage Food Donation



Lennox and Anna cleaning up the Thames



Recycling Training



Wesley's Café Refurbishment



WHERE DID THE MONEY GO?

FACILITY MANAGEMENT

We continue to invest in the fabric of our historical building and due to the success of the business, we can put the monies raised back into the repair and refurbishment of designated areas. During 2018, £450,000 was invested back into the upkeep of the building. We have intensified our focus on feedback from our customers and visitors, which gives us the ability to make a more informed decision on where to spend the money effectively and efficiently.

In September we introduced a new service provider for our facilities management, Cloudfm Group. They are responsible for all maintenance within the building which includes planned preventative works and reactive maintenance.

Some of the projects we embarked on and completed during 2018 have included; air conditioning systems fitted in six of our

meeting rooms and we plan further installations throughout the building during 2019; all our event rooms on the first and second floors were redecorated and re-carpeted; we refurbished our washrooms on the third floor and all nine of our disabled washrooms.

One of the main projects for 2018 was the refurbishment of Wesley's café, our public café located on the lower ground floor. Work on the 300sqm café which seats a maximum of 165, included complete restoration of the original parquet flooring, a new separate coffee bar away from the food offering, an extension of the main café servery to include a welcoming ambience and live cooking stations, an extended salad bar, new LED lighting and restoration of the glass conservatory area.

Plans are in hand to continue updating and improving this important building in the form of a ten-year maintenance programme with a budget of £1.1m. This will allow the extensive work and improvements to continue into 2019 and beyond.

VISITOR SERVICES

The visitor services department and their team of volunteers has conducted guided tours to an astounding 7,000 people over the course of the year. Our visitors come to us as individuals from off the street and in the form of larger groups from organisations including: school outings; Rotary members; U3A parties (University of the Third Age); and other international ecumenical groups.

One of our most important visitor groups who come on an annual basis are from the Chernobyl Children's Project. This is a UK based charity that brings children in from Belarus who have been affected by the Chernobyl disaster, most of these children are in remission from leukaemia or cancer.

We host a delicious lunch for them in Wesley's café and then Frank, our Assistant Visitor Services Manager gives them a tour of the building where they marvel at the spectacular views of Westminster Abbey from our balcony. The young people get a tremendous psychological boost from the experience as well as some undoubted health benefits.

The gift shop located in the visitor services centre has been refurbished and now sells a wider selection of souvenirs and books and we plan to expand this further in the coming year.

Again, Central Hall Westminster participated in the Open House Weekend in September. Over 690 people came through the door, including 280 who ascended to the top of the dome and were rewarded with the spectacular panoramic view of London.



View from the rooftop

METHODIST CHURCH

The excellent work outlined in this Annual Review takes place in a beautiful world-class building which from its opening in 1912 contains a thriving Methodist church. Consequently, Christian acts of worship and numerous church and charitable activities take place here 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 a variety of local projects, such as the Westminster Churches Winter Night Shelter, 'The Passage' – a charity helping homeless people and the Westminster Food Bank. It also houses the St Vincent's Family Project, Mental Health and Parkinson's drop-in projects, and shares ministry and mission with its close neighbours, Westminster Abbey and Westminster Cathedral.

Over this last year, the Church was delighted to place and dedicate a small bronze sculpture of 'The Homeless Jesus' in the entrance hall. Internationally renowned sculptor, Timothy Schmalz created the sculpture which was a generous gift from an unknown benefactor. It is a reminder of the stark reality of homelessness in a locality more usually associated with great wealth, influence and power. Please visit the sculpture when you are next in the building.

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



Open House Day



ST. VINCENT'S FAMILY PROJECT

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

2018 saw a new Chief Executive Officer join the team at SVFP, Andrew Varley. Andrew is perfect for his new role, he has over 30 years' experience working in the not-for-profit sector particularly with the homeless and young people.

At SVFP, families can refer themselves or be referred by other professionals. They will find a safe space, with a drop-in centre, crèche and where staff and volunteers can provide one-to-one emotional or practical support.

There are a range of courses and a programme of events which can help reduce feelings of isolation and nurture skills and confidence as a parent.

THE PROGRAMME OF EVENTS INCLUDES:

- Toddlers' remedial Speech and Language assessment
- Parenting programmes
- Volunteering opportunities
- Massage therapy
- Outreach to families in their homes
- A healthy living programme

In addition to this a Creative Arts Therapy programme is run with local schools for children aged between five and 13 years; to help them to adjust and overcome a range of emotional issues.

WHO WAS PART OF IT?

CHW BUSINESS TEAM

Kirsty Ackah	<i>Sales & Social Media Executive</i>	Michaela Petrosjanova	<i>Sales Executive</i>
Sarah Ainsworth	<i>Finance Director</i>	Adrian Roberts MBE	<i>Head of Facilities</i>
Karen Bloomfield	<i>Events Manager</i>	Gary Savage	<i>Financial Controller</i>
Lennox Dowman	<i>IT Technician</i>	Paul Southern	<i>Managing Director</i>
Anna Glazebrook	<i>Head of Marketing</i>	Chris Stockwell	<i>Sales Manager</i>
Jenny Henderson	<i>Senior Events Manager</i>	Rev'd Tim Swindell	<i>Executive Chair</i>
Nicole Huurneman	<i>Events Manager</i>	Rhiannon Thomas	<i>Business Development Manager</i>
Anne Masson	<i>Events Manager</i>	Portia Vilakati	<i>Events Executive</i>
Neda Moosavi	<i>Accountant</i>	Anne Voelkert	<i>Senior Sales Manager</i>
Yalda Moosavi	<i>Assistant Accountant</i>	Frank Waller	<i>Assistant Visitor Services Manager</i>
Paul Moynihan	<i>Visitor Services Manager & Archivist</i>	Lucy Weller	<i>Head of Events</i>
Neil Parry	<i>Sales & Events Director</i>	Kim Wright	<i>Head of Technology</i>

CHW LTD BOARD OF DIRECTORS

Mrs Sarah Ainsworth	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	Rev'd Tim Swindell <i>Executive Chair</i>
Mr Nick Moore	



The venue was perfect for us to meet in as we launched our new ministry. The place has a special significance because of the great work that has been done there over the years and we felt privileged to be there.

| PAK7



The @CentralHall cafe in Westminster is always an excellent spot for pre-meeting cuppas @heritage_adrian

“ We can’t thank you enough for all your help, you were always at the end of the line when we needed someone and ALWAYS with a smile on your face! We really appreciated it. The CHW Staff couldn’t have been more helpful to us ”

| RTÉ



“ Thank you so much for your excellent hosting yesterday! It was the perfect venue and your contributions really helped us connect our research to our location, so thanks again! ”

| UNIVERSITY OF NOTTINGHAM



What a venue @CentralHall! Looking forward to learning all about the opportunities available for our @UlsterUni students from @EUErasmusPlus #ErasmusPlusEffect - @UlsterUni



“ On behalf of Unique Venues of London thank you so much for hosting the members meeting yesterday, the room looked lovely. ”

| UNIQUE VENUES OF LONDON



SERVICE PARTNERS



KUDOS - CATERING PARTNER

Catering for all venue events and within Wesley's Cafe is provided by KUDOS. KUDOS create menus containing dishes suited to a range of event types that fit in with our client's needs. To ensure the highest possible quality, the KUDOS team work with a number of trusted partners and suppliers.



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 security for all the events within Central Hall Westminster and for all those who visit the building. This covers operations for conferences, concerts and includes VIP protection, international delegations and general visitors to the venue.



CLOUDFM - FACILITIES MANAGEMENT

Our new in-house maintenance company. Cloudfm are responsible for the smooth day-to-day running of the building and for the larger maintenance projects to the fabric of the building.

WHERE DOES THIS TAKE US?

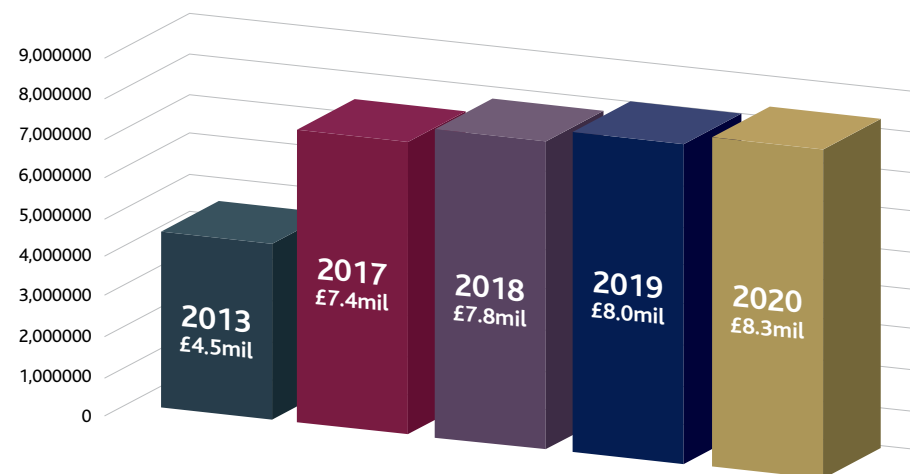
FINANCIAL REVIEW

Central Hall Westminster has yet again achieved a remarkable milestone with the highest turnover on record (£7.8m) since Central Hall Westminster Ltd and the venue was formed in July 1999.

The company was particularly successful in televised media productions, which saw a large increase in the number of high-profile events held at Central Hall Westminster. The company's growing reputation for high quality, innovative and leading technology events together with its expanding conference-based business will ensure that 2018/2019 will see continued financial success in these uncertain times.

Another achievement of growth in a particular area that we've been focusing on over the last two years, is the increased number of concert events held in the Great Hall, so much so that compared to last year this has risen by over 37%.

As a not-for-profit organisation, we are committed to the maintenance of Central Hall Westminster as a public building and supporting charitable activities. During the financial year 2017/2018, the company spent £450,000 on refurbishments and improvements in addition to a contribution of £1.2m 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 The Passage and funds a further program of refurbishments for the building, ensuring it will continue to be a place of welcome for visitors in years to come.



BUSINESS OUTLOOK

2019 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 purposes to £1.7m per annum.





CENTRAL HALL WESTMINSTER

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