



CENTRAL HALL  
WESTMINSTER

EVENTS



Central London's Largest  
CONFERENCE & EVENTS VENUE

ANNUAL  
REVIEW 2019

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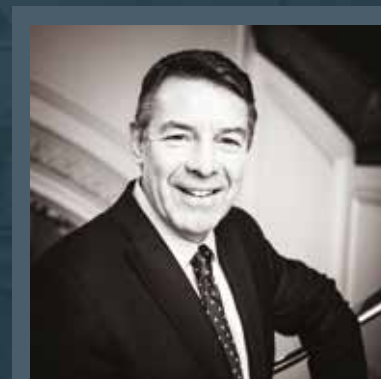
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# WELCOME FROM THE MANAGING DIRECTOR

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Even though we were predicting and preparing for year of huge change for the country and particularly within Westminster, we have been surprised to experience much of the same. The uncertainty of Brexit continues as does the unpredictability of business and the monitoring of daily demonstrations around Parliament Square. Whilst navigating this landscape, I am happy to report that we have enjoyed yet another successful year.



We have upgraded even more areas of our building, we have a record turnover once again and continue to host many important returning clients.

There were significant changes in our workforce which have benefited the company. We welcomed Sarah Franczak as our new Sales & Events Director to the team and Kelly Smith came onboard as Sales Manager. In March we created two brand new roles to enhance our guests' experience in the growing business and appointed Marie as Facilities Administrator and Abbie as Receptionist.

In a year where the wider world started to recognise the importance of sustainability, our enduring actions in this field were recognised by our peers in the Event industry. We have set an example of how events and buildings can become more sustainable. We were invited to share our experiences and offer advice on several Sustainable expert panels. Our guests will notice several sustainability initiatives in many areas of our building.

The people who work hard at Central Hall Westminster (CHW) have continued to exceeded expectations in 2019. This has enabled us to share experiences, facilities and finances with a variety of causes, projects and charities and we will continue to do this in 2020.

Enjoy reading this review to learn about what we have been doing this year.

A stylized, handwritten signature in white ink, appearing to read 'P. S.'.

PAUL SOUTHERN  
MANAGING DIRECTOR  
CENTRAL HALL WESTMINSTER (CHW)





Late Late Show

Concert in the Great Hall



Kris Humphreys Photography ©

# WHAT WE DID DURING 2019

## EVENTS

We have experienced a challenging yet highly productive year, during which we have hosted a wider range of events than ever before. The entire team at CHW are proud to continue with our success whilst still maintaining our commitment to the strong moral and ethical principles that CHW was founded on.

Here are some of the fantastic events that we've hosted during 2019.

## CULTURE, MEDIA & ENTERTAINMENT

Several How To Academy events took place in the venue during 2019. This organisation invites the world's most influential voices to London to share new ideas around changing ourselves, our communities, and the world. In June, Elizabeth Gilbert took centre stage and talked about Life and Love. The author of Eat, Pray, Love and Big Magic entertained an audience with an unmissable conversation about her journey through life.

The Spectator's Douglas Murray and international author Lionel Shriver addressed an audience in the Great Hall for an enlightening discussion about identity politics and navigating the current landscape.

Megan Matthews held Meg's Menopause conference in May. The event addressed an often-taboo subject and inspirational women joined her on stage to share their own stories and experiences.

For the third year running we hosted CBS's The Late Late Show with James Corden where four episodes were recorded and broadcast on Sky. Celebrities who were interviewed and performed included Tom Hanks, Sir Ian McKellen, Gillian Anderson and Mumford & Sons.

For the seventh consecutive year the BBC has chosen our iconic Great Hall for the backdrop for their New Year's Eve live broadcast to bring us into 2020 with a performance by Craig David. Previous sell-out acts have included Madness, Nile Rodgers & CHIC, Robbie Williams, Bryan Adams and Queen + Adam Lambert.



## INTERNATIONAL CELEBRATORY EVENTS

To celebrate a positive era for China-UK relations and celebrate the 70th anniversary for the founding of the People's Republic of China, an art Exhibition took place in our Library in September called, Beautiful China Beautiful world.

In October, an Indian musical extravaganza held to celebrate Diwali brought together four Bollywood legends to sing alongside the Grand Philharmonic Orchestra.

Oscar Events House, a leading live performance event organiser, marked this year's Eid El Ahdah with a live performance from two popular Asian singers.

## GOVERNMENT, EDUCATION & HEALTH

Year after year we have welcomed many universities and institutions into the building and have been fortunate to share the Graduates' special day with them. Our repeat clients include: Brunel University, Middlesex University, Chartered Inst of Marketing and the Royal College of Radiologists.

PiXL, a not-for-profit organisation who work to share best practise and raise standards for schools and students across the UK, hold up to twelve events with us each year. To keep things fresh and in line with the issues we are facing today, we have worked closely together with PiXL to create more sustainable events. We have achieved this by rolling out a new programme that is designed to educate event organisers and delegates. More on this is featured in the Environmental section of this review.

March4Women, David Tennant



## CHARITABLE EVENTS

Our links with the Methodist Church ensures we are proactive when dealing with charities and not-for-profit organisations.

In March over 1,600 people joined celebrities and high-profile guests for CARE International's March4Women Jamboree. The rally marked International Women's day and addressed equal rights. It was attended by numerous celebrities including Helena Bonham Carter, David Tennant, Annie Lennox and Dr Helen Pankhurst.

A host of world leaders, public figures and celebrities gathered in CHW in October, for the culmination of one of the capital's most significant events of the year – the One Young World Summit 2019. The annual four-day event aims to identify, promote and connect the world's most impactful leaders to create a better world. The venue also hosted numerous sessions and included a surprise appearance by Harry Potter author, J.K. Rowling which was preceded by singer Ellie Goulding who spoke out against climate change.

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

March4Women



Richard Branson speaking  
at One Young World Congress



One Young World closing ceremony



@CentralHall

07

Beautiful China Beautiful world exhibition





## MARKETING

CHW was thrilled to win the Best Historic Venue award in the coveted London Venue Awards 2019. The London Venue Awards are judged independently by an esteemed panel with a wealth of knowledge and experience in the event industry. We are so proud to have won, especially as much of CHW's history has come full circle in recent years. For example, the March4Women event which took place this year, has echoes of the past, as in 1914 the building was used for the first gathering that promoted equal rights for women; the Suffragettes.

Sustainability has been on everyone's agenda this year and you will see in this review it is threaded into all our activities. We wanted to showcase in a simple to understand way the initiatives we are undertaking at CHW so have created a really handy infographic illustrating our progress to date. This has been an effective way to inform our visitors how important sustainability is to us.

In addition to sustainability, we have also improved our communication relating to our accessible facilities. During the summer we started to promote ourselves on AccessAble, an organisation which produces detailed access guides aimed at informing the public about our access information.

The Guides are 100% facts, figures and photographs and provide useful information to help decide if the building is going to be accessible to you. This covers everything from parking to hearing loops, walking distances and accessible toilets.

## EXHIBITIONS AND NETWORKING

In May and subsequently in September our Business Development Manager, Rhiannon and Sales Manager, Kelly, went to the IMEX international meetings and events exhibitions in Frankfurt and Las Vegas respectively. These exhibitions allow us to meet event bookers from all over the world and gave us the opportunity to showcase our unique venue to them.

We took part in a two-day exhibition called EventLAB where we were handpicked to attend and had our own unique stand. Whilst at the exhibition we made best use of valuable face time with top decision makers who book venues for meetings and events and discuss the key issues facing the industry now.



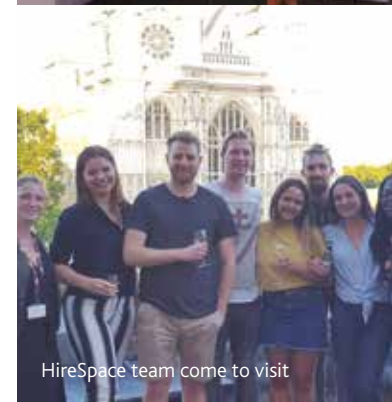
IMEX Frankfurt

Over the course of the year we have ensured we also successfully invite prospective clients into the building so they can see our venue with their own eyes. At the beginning of the summer we invited an agency with whom we work closely called HireSpace into the building where we showcased our fantastic rooms, the most spectacular view in London from our balcony and treated them to sample some of our delicious food on offer.

For the third year in a row we opened our doors to over 700 event bookers and hosted the Summer Buyers Networking Club exhibition when 100 exhibitors joined us in the Lecture Hall and Library to showcase our products and services. This year the theme was sustainability, so it was a wonderful opportunity to highlight our green initiatives, share professional advice and make new connections.



Sarah F and Rhiannon at EventLAB



HireSpace team come to visit



Kirsty and Portia collect award

## TECHNOLOGY



### EVENT PRODUCTION

A major focus for White Light (WL) this year has been supporting CHW in achieving our green objectives. To assist this, WL have modernised the onsite stage lighting rig in the Great Hall to become fully LED. This latest upgrade has reduced energy consumption by a further 35%. WL will be working with the CHW Facilities department in the forthcoming year to upgrade the Great Hall house lighting system.

Using state-of-the-art technology and unrivalled expertise, WL have continued working in partnership with the CHW team and supported all Methodist Church services, whilst providing production for over 340 commercial events. A highlight event this year was the One Young World Summit, which saw up to 100 high-profile guest speakers take to the Great Hall stage over three days. Drawing on their experience, logistics management and flexibility, WL were able to accommodate all the last-minute changes expected and ensure seamless AV delivery for every single speaker and presenter. Following a brief set changeover, the summit concluded with a spectacular closing ceremony.

## IT

A noticeable and exciting Technology enhancement has been the installation of digital screens throughout the building. Ten large directional screens at various touch points and 19 room panel screens located just outside of our meeting rooms were installed during the summer. The improved signage has replaced the old paper signs and allowed us to be able to improve our visitor experience by attracting them to attention grabbing dynamic information and directional content on screen.

The benefits of increased use of digital systems continue to make our services more efficient, during 2019 we received over 608 unique enquiries via the CHW website worth over £810k. Our web enquires are now all automatically integrated and fed into our booking system. This means our expert sales staff don't need to manually enter in data, enabling them to spend more time developing relationships and creating relevant and accurate proposals.

During 2019, revenue from Technology related services increased whilst its costs decreased. This success is down to a more strategic way of spending the IT budget with a longer-term view. The increase in revenue is down to a higher demand for tech friendly events whereby we are required to provide more IT support. During 2019, the number of events that needed IT support went up by over 23%, whilst the number of items they required increased by over 41%.

## ETHICAL

### SUSTAINABILITY

We have a dedicated 'Green Team' of sustainable champions who consist of team members from all departments and service partners throughout the organisation.

The 'Green Team' have worked tirelessly to educate our staff and introduce new processes and procedures to encourage good waste management practices. This work has paid off and we were thrilled to be given a platinum award by the City of Westminster for recycling over 66% of our waste.

During 2019 we worked very closely with PiXL, our largest client, with a view to creating more sustainable events with them with in order to look at rolling this out with other key clients in the future.

Some of the initiatives that have been introduced include: installing more watercoolers and encouraging delegates to bring in their own water bottles and a reduction in the amount of printed materials used including for presentations and agendas.

The lunch buffet dishes now include more vegetarian and fewer red meat options and we are working with our caterers to increasingly source produce from sustainable sources.

Each quarter we hold hardware recycling days, whereby our IT team collects obsolete and old laptops, mobile phones, printers – basically any hardware. This is then disposed of responsibly, with each device securely wiped of data, the item is then donated, recycled or reused.

We continue to promote our event carbon offsetting initiative, we were the first UK venue to partner with Green Tourism to launch a carbon calculator. 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 the UK's ancient woodland.





## CORPORATE SOCIAL RESPONSIBILITY

During the summer of 2019 all the staff at CHW took part in a summer of charity initiatives. In August, on our annual charity day, the team spent the day gardening at Glengall Wharf community gardens, a scheme which aims to transform the lives of the UK's most disadvantaged communities.

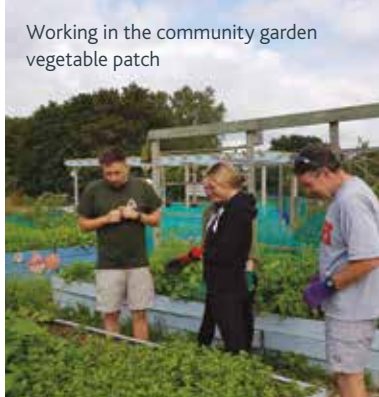
Our Sales & Events Director, Sarah Franczak took part in the MacMillan Mighty Hike, a gruelling 48 kilometre walk along the Thames pathway, with Sarah and her team raising £3,500. Meanwhile, The Reverend Tim Swindell, our very own Executive chair took on the Chiltern Challenge also for MacMillan. Tim and his son, Sam walked 100 kilometres in 24 hours and raised over £3,000 in the process.

Wesley's Café, our public café, located on the lower ground floor of the building, launched a new partnership during 2019. The coffee station is now supplied and run by Change Please, a charity designed to transform the lives of people experiencing homelessness. This social enterprise empowers the homeless community to rebuild their lives by training them to become coffee baristas and eventually supporting them back into the workplace. In addition to providing barista training, Change Please supports its trainees with accommodation, mental wellbeing and pays the Living Wage, an initiative we wholeheartedly support.

More than six years ago, CHW was the first venue accredited with 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.

We continue to work alongside The Church to support 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 and during 2019 we installed new donation boxes. This has been well received and in the last year we have collected an additional £20,000! This takes the grand total raised at CHW alone to over £50,000.

Working in the community garden vegetable patch



The Team at Glengall Wharf gardens

Sarah F and Tim post hiking challenges



Change Please coffee in Wesley's



## WHERE DID THE MONEY GO?

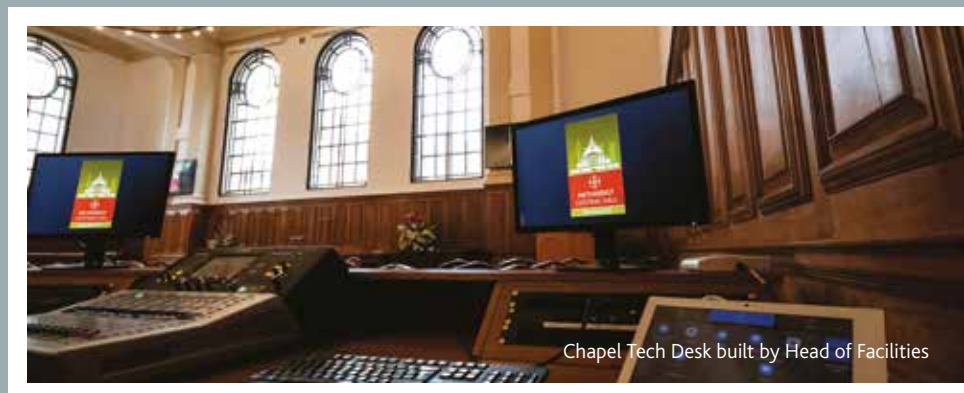
### FACILITY MANAGEMENT

Our continued success over recent years has enabled us to put the monies raised back into our beautiful building. It is essential that we continue to make vital repairs, provide preventative maintenance in order to allow us to continue to open the doors to our visitors. The extra money will also allow us to make many enhancements.

We have improved our client satisfaction survey process and now regularly share insightful feedback from the people using the building, allowing us to make more informed decisions on priorities relating to facility management.

The main facilities projects for 2019 included the refurbishment of The Chapel, Lecture Hall, Library and our rear entrance. The works in the Chapel involved a complete restoration of the original communion area, a new carpet, repaired and repainted walls, ceiling and balcony and new motorised blinds. New audio-visual equipment has also been installed including bespoke LED lighting, digital screens and a state-of-the-art production desk.

Our ten-year maintenance programme ensures projects are scheduled and in hand to allow us to continue to update and improve this historical building into 2020 and beyond.



## VISITOR SERVICES

Our visitor services department consist of a team of 18 volunteers and two full-time members who are a part of the CHW team. Guided tours of the building are available seven days a week and cover the last 100 years of Central Hall's illustrious history including a visit to our sky terrace, overlooking Westminster Abbey and the London Eye.

In addition to these tours, there is also a Visitor Centre with an exhibition area and a gift shop offering related gifts and books. We encourage all visitors to sign our visitors' book and donate towards the continued maintenance of this historic venue. During 2019 we were able to raise over £12,000 in donations.

Between October and December each year, we take part in the Card for Charity initiative and are able to raise over £800 in commissions alone which we then donate to our chosen charities.

In September CHW took part in the Open House Weekend. Thanks to the beautiful weather that weekend, we were able to welcome over 990 people into the building – this is the most that have ever visited during Open House weekend. Over 300 of them took the climb to the top of the dome to be rewarded with the most spectacular panoramic view of London.



Refurbished Chapel

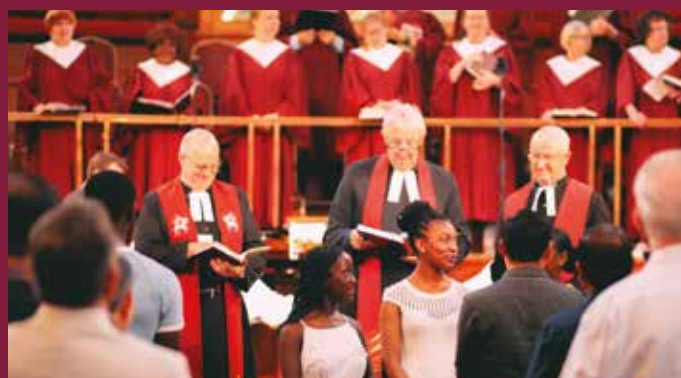
## METHODIST CHURCH

Since the opening of the building in 1912 – a building owned by the Methodist Church in Britain – a vibrant Christian congregation has worshipped within it and sought to serve others by using it well. During 2019, Central Hall Westminster Ltd celebrated its 20th anniversary and we offer our heartfelt congratulations and gratitude for our happy coexistence in this magnificent building over the past two decades.

As a place of worship as well as a space for various and fantastic events to take place, a large, diverse congregation meets weekly, and several projects helping others are undertaken – the poor and homeless particularly, both in the locality and throughout the world. The building houses the St. Vincent's Family Project and the Church enjoys productive relationships with close neighbours Westminster Abbey and Westminster Cathedral.

Over this last year, the Church has refurbished the chapel located on the first floor, and it continues to be used by the Church and many other groups for various events and occasions. Perhaps you will visit the chapel and catch a few moments of quiet when you are next in the building?

The Church is delighted and privileged to continue to share this world-class building with Central Hall Westminster Ltd, its staff and partners, and celebrates with them the marvellous achievements recorded in this Annual Review.



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





## ST. VINCENT'S FAMILY PROJECT

St. Vincent's Family Project (SVFP), is a registered charity operating within CHW that has served local residents since 1976. Each year over 200 families with children from the ages of 0 to five years in the area come to the project and 140 families receive support and services.

At SVFP there is a 'family drop-in' throughout the week and a Dad's Group on Saturdays. There are plenty of structured activities for play and learning, relaxation therapies for parents, exercise for mums, and families can get help with welfare issues. One of the charity's main goals is to support help strengthen vulnerable families, therefore it offers a range of parenting programmes, health and nutrition and support with English Language.

The Charity has a free crèche which allows parents to take time out to attend programmes or receive other help.

SVFP also gives creative arts and drama therapy to children in local primary schools affected by trauma. Last year 26 children have received ongoing therapy.

This year, SVFP introduced some new programmes: Amanda's Bootcamp – exercise for mums; Oral Hygiene Group to improve local children's dental health; SEN Space – a quiet session for children with special educational needs

### From SVFP's last evaluation of its impact we learnt that:

- 90% of families reduced Social Isolation
- 86% of families improved their well-being
- 94% of families improved parent and children's confidence
- 85% of families reduced family conflict

# WHO WAS PART OF IT?

## CHW BUSINESS TEAM

Kirsty Ackah	<i>Sales &amp; Social Media Executive</i>	Paul Moynihan	<i>Visitor Services Manager &amp; Archivist</i>
Dusty Ahmed	<i>Facilities Manager</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>	Kelly Smith	<i>Sales Manager</i>
Sarah Franczak	<i>Sales &amp; Events Director</i>	Paul Southern	<i>Managing Director</i>
Anna Glazebrook	<i>Head of Marketing</i>	Rev'd Tim Swindell	<i>Executive Chair</i>
Abbie Hegarty	<i>Receptionist</i>	Rhiannon Thomas	<i>Business Development Manager</i>
Jenny Henderson	<i>Senior Events Manager</i>	Portia Vilakati	<i>Events Executive</i>
Nicole Huurneman	<i>Support Administrator</i>	Anne Voelkert	<i>Senior Sales Manager</i>
Marie Mackey	<i>Events Manager</i>	Frank Waller	<i>Assistant Visitor Services Manager</i>
Anne Masson	<i>Events Manager</i>	Lucy Weller	<i>Head of Events</i>
Neda Moosavi	<i>Accountant</i>	Kim Wright	<i>Head of Technology</i>
Yalda Moosavi	<i>Assistant Accountant</i>		

## CHW LTD BOARD OF DIRECTORS

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



“ The BBC’s This Week programme presented its last ever show from this wonderful building in July, and what a show it was, mainly down to this wonderful venue. From start to finish This Week could not have wished for a better send-off.

What was amazing was dealing with some truly wonderful helpful and efficient people. From my initial conversation on the phone to the goodbyes it was a pleasure to work with Central Hall Westminster. They even made our dog feel welcome!

Without a doubt it has been the best venue I have worked in, and I’ve worked in a lot! ”

| PENNY DAVIES, EDITOR, THIS WEEK.BBC1.



“ I just wanted to message to say a huge thank you for yesterday. You absolutely went above and beyond to make sure that Sarah and I felt totally comfortable with the venue and you supported us so well each day. ”

| HELEN, THURROCK FOODBANK

“ The team at Central Hall Westminster were absolutely wonderful, extremely efficient and nothing was too much trouble. The staff greeting our delegates were friendly and helpful and the catering we ordered was served to perfection. The room was set up exactly to the specific instructions I had provided and looked stunning. ”

| MARK BECKETT, EXECUTIVE DIRECTOR,  
THE ENTERPRISE FORUM LTD.



“ CARE held our March4Women rally at Central Hall Westminster in March 2019. We absolutely loved the venue – its rich history as a site for protests and rallies, as well as a favoured venue of the Suffragettes in the past, made it the perfect place. The size and grandeur of the Great Hall gave our event the sense of significance we were hoping for. The event was a fantastic success, due in no small part to the brilliant team at CHW. The staff were enormously accommodating, doing their best to cater to our wide and fluctuating range of needs as we added new speakers and performers quite late in the day. The sound and light team were fantastic, and they put together a beautiful show for us – we relied heavily on their ideas and expertise, and they produced a thoroughly impressive show for us. All the CHW staff we worked with were friendly, helpful and full of ideas that would make our event better. They were responsive and efficient and went to enormous efforts to fit our complex event into the short timeframe we had requested.

The high-profile artists who kindly donated their time and talent for the event were all very happy with the hospitality and the quality of the production. Our enormous thanks to a friendly and capable team at a beautiful and historic venue. We would highly recommend CHW as a brilliant venue. ”

| RUBY WRIGHT, PRESS & PR MANAGER,  
CARE INTERNATIONAL UK



“ I just wanted to extend a huge thank you to you and your teams for your hard work last week and in the lead up to Innovation 2019. The event was a huge success and ran completely seamlessly and the organisation was commented on by our sponsors, visitors and speakers alike. Ernst and Young’s objectives were met, and they were really happy. ”

| MAXINE SMITH, EVENTS DIRECTOR,  
GLOBAL GOVERNMENT FORUM





## SERVICE PARTNERS



### KUDOS - CATERING PARTNER

KUDOS provide the catering for all events and in Wesley's Cafe. 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

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 security for all the events within CHW 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

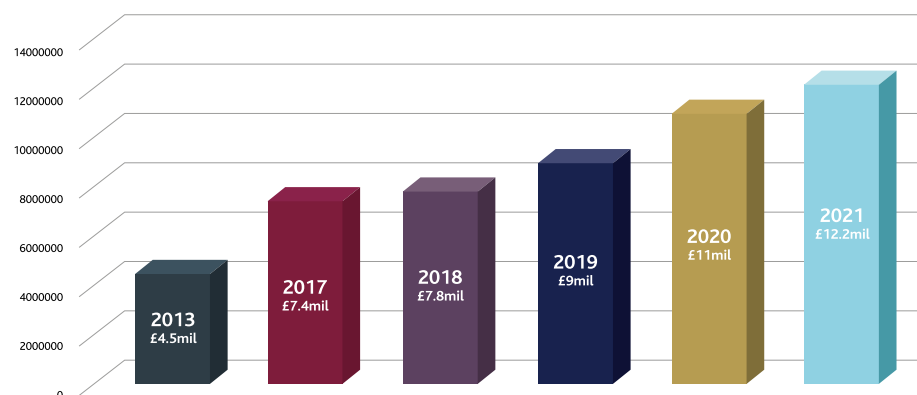
CHW continues to exceed on the targets set and achieved again their highest turnover on record (£9m) since the venue's opening in 1912.

We've been particularly successful in continuing to bring organisations together to inspire and innovate by delivering nearly 60% more conferences during 2019. Plus, there has been an increase of over 50% in revenue generated from location filming within the building.

Another area of success growth for CHW during 2019 has been the increase in over 150% of 'In conversation with/Discussion type' events. The stage in the Great Hall is the perfect location for these informal conversational events.

As a not-for-profit organisation, we are committed to the maintenance of CHW as a public building and supporting charitable activities. During the financial year 2018/2019, the company spent £200,000 on refurbishments and improvements to the building in addition to a contribution of £1.7m to the funds of the Trustees of CHW Ltd. 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.

### TURNOVER GROWTH



# BUSINESS OUTLOOK

## 2020 AND BEYOND

Central Hall Westminster aims to utilise its strong reputation in delivering first-class corporate-led events that will enable us to continue to grow revenues by 2022 to £12.2m. As a result, this will increase funds available for charitable purposes to £2.2m 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](http://www.c-h-w.com)

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