



PREMIER PROFILE

FIRST EDITION

MERTON CHAMBER OF COMMERCE'S ONLINE MAGAZINE -
FEATURING BUSINESS SUCCESS STORIES AND OPPORTUNITIES
FOR DOING MORE BUSINESS IN SOUTH LONDON



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WELCOME

IN THIS EDITION:

PREMIER MEMBER PROFILES

“THE MANY HATS OF...
RAYMOND KINSELLA -
RELATIONSHIP MANAGER”

WHAT CAN SPONSORSHIP
DO FOR YOUR BUSINESS?

HOW CAN YOU BENEFIT FROM
PREMIER MEMBERSHIP?

25 YEARS OF MERTON
CHAMBER OF COMMERCE



In July 2016, following an extensive consultation with our members, we launched our Premier membership.

This is the first edition of our Premier Profile, showcasing many different types and sizes of businesses who have chosen to be premier members.

Our thanks go to WSM Business Advisory for sponsoring this magazine and I look forward to showcasing other Premier members in future editions.

[linkedin.com/in/dianasterck](https://www.linkedin.com/in/dianasterck)

Diana Sterck



THE MANY HATS OF...

RAYMOND KINSELLA

Raymond has worked for Merton Chamber of Commerce for over five years and in that time has worn many hats.

He is a **Business Engagement Manager**, **Chair of a local charity**, part of the **South Wimbledon Business Association Group**, regular **networker** at local business events and now a **Relationship Manager** for some of our fantastic Premier Members.

In a recent survey sent out to many of our members and non-members, one question asked "What one area of the Chamber's work do you especially value/appreciate?" a number of responses were simply 'Raymond Kinsella', showing just how much of a personal impact Raymond has on local businesses!

Whilst Raymond's role as a Relationship Manager, for our Premier members, is to primarily help facilitate personalised business introductions, and link members to customised sponsorship opportunities, each relationship he has with a business is different and personal to their needs.

Since the launch of our Premier Membership in summer 2016, Raymond has written up many detailed action plans for businesses. These plans help them to set out achievable membership goals, and going forward, set out how Merton Chamber can help them to achieve these goals.

Raymond's role so far has included helping businesses to:

- Source potential leads ■ Recruit staff
- Find office space ■ Raise their profile



Business...it's all about making *the right* connections! What can a Relationship Manager do for you?

Entrepreneurs

Business name: Oomph! Wellness

Raymond recently met Ben Allen, social entrepreneur and founder of Oomph! Ben's vision to keep his national business 'hyperlocal', meant that in order to raise awareness of their service and partnerships, he needed to make vital connections with key stakeholders and contacts in the Merton and South London communities.

Raymond, on behalf of Merton Chamber, has since invited many local businesses to Oomph!'s launch event and these all important business connections are very much being made (pictured below).



Associations & Charities

Business Area: South Wimbledon Business Association

For four years Raymond has been part of the SWBA group/committee, on behalf of Merton Chamber of Commerce.

With his help they have been made aware of funding available to them, he has helped to integrate them into the borough by finding a 'coordinated voice for the estate', and most recently helped them to finalise plans to make themselves a Business Improvement District.

Voluntary Sector: Business Engagement Manager

As part of his role with Merton Chamber, he develops relationships between local business and the voluntary and community sector in Merton.

The Mayor

In February, the Mayor of Merton Cllr. Brenda Fraser decided to hold a reception in her parlour to meet local businesses and keep informed of their needs. With Raymond's connections, and own personal relationships with many businesses in the borough, 39 businesses from a variety of sectors attended the event on his invitation (pictured above).

Carol Vincent, Executive Assistant to the Mayor of Merton in correspondence to Raymond after the Mayor's Parlour event:

“ You made a wonderful speech and I saw first hand how the businesses engage with you, and respect the work you do to help them engage with the community. ”

WSM BUSINESS ADVISORY

TAX - ACCOUNTING - ASSURANCE

WSM is a top 100 UK chartered accounting practice delivering professional services in its specialist fields.

The firm is primarily driven by its UK taxation services which are provided to clients who are looking for an advisor with knowledge to navigate the UK's complex tax systems, combined with integrity to deliver the optimum tax outcome.

At their core is an experienced team of professionals who provide expertise and advice on UK tax to private and corporate clients from local, national and international locations WSM believe strongly in the taxpayer's ethical right to arrange their financial affairs, within the law, to minimise their tax liability.

Alongside their taxation services the firm offers accounting, audit, insolvency, due diligence and consulting services. Through their European network, Europe Fides, they also assist clients who need complex, often multi-jurisdictional, advice in developing their broader strategies.



WSM have their say...

Whether it was Brexit, the Trump election victory or the death of your favourite celebrity there can be little doubt 2016 was a global year of the unexpected.

With Article 50, elections across Europe and the Trump Presidency, 2017 is to be a year of uncertainty. And with increasing taxation in the UK, rates rises and the advent of Crossrail 2, it's an even more uncertain time for businesses in Merton.

At WSM we are focussed on helping our business clients to minimise these uncertainties and more importantly to maximise their business opportunities.

WSM can help you give your business the best opportunity for success - putting in place proactive tax planning, providing effective business planning and financial structuring, ensuring you know your business numbers and helping you to open in new markets,



WSM is one of the most foremost business advisors and accountants in the UK and provides significant support to the business community in Merton. Merton Chamber of Commerce is the most effective chamber in the UK and provides significant support across a wide range of disciplines also to the business community in Merton. Premier Membership means WSM benefit from the service the chamber provide and can also work with the chamber to assist the business communities.



whether in Merton or the U.K., Europe or the US, China or the Middle East.

So whether your business is local or global, WSM should be your first port of call if you are looking to make an unexpected and uncertain world the basis of your business success.

T: 020 8545 7600
E: enquiries@wsm.co.uk
wsm.co.uk

Andrew Worboys, Abellio London

"WSM hit the spot for me. They provide straightforward pragmatic advice at the end of the phone. As our corporate tax advisers the service is first class and value for money. Importantly they make tax simple and explain the tax consequences of business transactions."

Helen Clark Bell, Love Wimbledon BID CEO

"WSM have been passionate about the engagement of the business community in Wimbledon for many years."

William de Segundo, Argentine Club Ltd

"We have found WSM to be available and promptly responsive. Questioning of items in the accounts has been reasonable, incisive and precise when necessary, and advice proffered helpful. We are pleased that we made the switch to WSM when we did."

NEW WIMBLEDON THEATRE



Standing proudly on Wimbledon Broadway since December 26th 1910, Wimbledon Theatre has been the heart of the community for over 100 years.

With stars such as Sir Ian McKellen, Brian Blessed and Eddie Izzard gracing its stage, it has been an extremely popular theatre to perform in amongst the great stars of many a generation. It even hosted royalty for Prince Charles' 60th birthday party in 2008, with the late, great Robin Williams keeping the audience in hysterics.

In 2003, the Ambassador Theatre Group purchased the theatre, adding it to its vast collection of theatres throughout Theatre Land and the rest of the United Kingdom. The word 'New' was also added to its title and henceforth the theatre would be known as 'The New Wimbledon Theatre'.

New Wimbledon Theatre, with its distinctive setting and beautiful architecture, is not only a fantastic venue for live entertainment, but is also a great platform for the business community.

Its facilities are available to hire for corporate events and many a business has benefited from these unique surroundings for their conferences and private business functions. Recently they played host to a Merton Chamber event for the sponsors of the Merton Best Business Awards, and a plethora of local businesses were able to see first hand what type of event they themselves could hold at this iconic venue.

Alongside the main 1,610 seat theatre is the intimate Studio theatre. The Studio will open as a cinema in the coming weeks, full surround sound digital facilities are being installed along with new retractable seating; a very exciting project. The Studio, with its retractable seating will begin to host dinner theatre as of June 21st. In association with a local caterer (Julia's Kitchen) the venue is offering a fabulous three course dinner plus The Faulty Towers Dining Experience, The Wedding Reception, 'Allo 'Allo Dinner Theatre and two Opera nights.

The recently launched Comedy Club remains a hot ticket with the likes of Russell Kane & Phil Jupitus appearing in recent weeks.

As a Premier Member, the theatre has found that through their membership with Merton Chamber of Commerce, they have made many valuable connections. Extending their outreach beyond the general public, they have been able to forge new connections with local charities, schools and even the public sector.

Showing their dedication to making sure that they understand and realise their role in the local and wider community, New Wimbledon Theatre hold a Consultation Board. The board is comprised of individuals whose combined passion, knowledge and experience of live entertainment, access to the arts, the community of Wimbledon, and good business practice, serve to enhance the impact New Wimbledon Theatre has on the wider business community. This in turn supports the early evening and night time local economy in Merton, and builds on the reputation and strength of the borough's 106 year old theatre.



To find out more about how your business could benefit from connections with New Wimbledon Theatre, contact **Neil Chandler, General Manager** 020 8545 7901

OOMPH!



Oomph! “**Our Organisation Makes People Happy**”, is an award-winning social enterprise dedicated to enhancing the mental, physical and emotional wellbeing of older adults.

Working with residential and community care organisations, Oomph! deliver ground-breaking, cost effective solutions to give older people the best possible quality of life.

Their main goal is to make millions of older people all over the world happier and healthier, and by doing so create a care sector that puts quality of life front and centre.

Oomph! came up with a fantastic excursions service ‘Out and About’, after Ben Allen company CEO and Founder, realised that although many care-homes have their own mini bus, residents don’t actually leave the premises very often.

“We got frustrated that what we were doing was all about life inside the home and we started exploring why it was so difficult to get residents out.” says Ben.

Research conducted by consultancy Deloitte, found that while 55% of for-profit care homes provide a minibus service, the average cost was £1800 a month for two trips. It was hard to find drivers and was time consuming to plan trips. With Oomph!’s scheme, a half day trip for eight people could be realised for £160, and the cost includes full preparation by a ‘conductor’ who not only drives but also plans the outing according to the residents’ wishes.

Currently Oomph! reaches more than 1,000 care homes and other residential settings, including sheltered housing, delivering about 4,000 exercise and activity classes a year.

Ben Allen, who won Young Entrepreneur of the Year 2012, first contacted Merton Chamber of Commerce with an interest in ‘hyperlocal’ [matters that concern the local community]. Based in Wimbledon Village, Ben has a desire to connect with local businesses in Merton and Oomph! have even let out part of their office space to other entrepreneurs to do just that.

Merton Chamber of Commerce were very pleased to support Oomph!’s launch event in March, by inviting many people from the health and wellbeing sectors as well as those from the local Merton community.

Oomph! has recently become our newest Premier member and is already reaping the benefits of a Relationship Manager and many opportunities to network.

“Oomph! love being in Wimbledon and want to do everything we can to support the local economy, especially other up and coming businesses and entrepreneurial young people.”



T: 0203 601 6363
E: hello@oomph-wellness.org
oomph-wellness.org

DELROSE EARLE TRAINING



DET

Delrose Earle Training

Delrose Earle Training is a female-led, not for profit organisation in Mitcham, South London.

Specialising in developing and delivering accessible training and skills programmes, they help residents of Merton to take on life changing opportunities, allowing them to feel empowered and improving their economic wellbeing.

They have developed specifically tailored programmes that meet the needs of local people and employers, designed to fill the skills gaps that exist locally.

DET is particularly adept at engaging with the community and being accessible to the variety of demographic profiles in any given area. Their registrants become members of a growing group of individuals who want to change their lives.

They have a number of valued partnerships with private, third sector and public organisations which helps to ensure their members access the best opportunities and services.



Their outreach activities include running job clubs and engagement events. Using their specially adapted mobile engagement and training double decker bus, they visit local areas and provide training, information, advice and guidance. Through this and a varied use of social media, they are able to extend their reach to people who do not usually engage.

Follow them on Twitter at @Delrose_Earle

T: 0203 609 5402
E: learning@detlondon.co.uk
detlondon.co.uk

What makes Delrose Earle Training unique?

DET recognises that affordable childcare is a major issue for parents and carers who want to access training opportunities, resulting in often unappreciated long term consequences for individuals and families.

In recognition of this, DET have installed an on-site free creche facility that can be used by any of their course participants. Those with childcare responsibilities are able to learn in an environment where their children are looked after in close proximity.

“ DET has had a long and positive relationship with Merton Chamber, during this time we have capitalised on the high quality courses on offer, information received through newsletters and connections made at networking events.

Being shrewd ‘socialist conservatives’, we recognised a great opportunity to receive a business appraisal, followed by one to one support, gain access to targeted networking events and the ability to have ‘our say’ on the MCC website throughout the year. The cost of Premier Membership was dwarfed by the cost of acquiring those opportunities on the open market. ”

THE BIG DEBATE - YOU HAD YOUR SAY ON WORKSPACE IN MERTON

A FIRST BASE SPONSORED EVENT

Merton Chamber of Commerce has been in the business of working with start up and growing businesses for over 15 years. We know times have changed, so in this debate we brought together businesses, workspace providers and policy influencers to hear their points of view.

We were really interested in hearing what the current barriers to growth for all stages of businesses are, whether we have the right type of workspace available here in Merton and what we should be doing to influence future provision.

There are so many types and descriptors – from accelerators, incubators, tech centres, co-working and just the plain old managed workspace.

We heard from Steve Pette, the co-founder of Central Working on their approach. Using a membership approach providing huge flexibility to the members at a fixed price, for hours and meeting rooms but in a curated style.

We talked about other approaches – in Wimbledon we have Wimbletech which encourages peer to peer learning as well as a new development proposed by First Base close to Earlsfield. Merton Chamber of Commerce runs the Generator Business Centre, initially set up as an early stage incubator which, seven years on, is now a fully occupied and thriving hub for 23 businesses with business support on site.

Traditionally, Councils have been a financial supporter of early stage business hubs. These days newer entrants to the market are Universities and FE Colleges – but the commercial market still has a place.

Thank you to our sponsors – First Base and our venue – the delightful Vallebona (Italian delicatessen), as well as our panel of experts and our audience for what was truly a stimulating and informative evening.



So what did we conclude?

- New working practices need to be understood by planning departments. Gone are the days when x amount of square footage meant x amount of jobs. With co-working and hot desking becoming the trend, it's the number of jobs being created that should be the measure
- Existing space should be optimised – so for example unused executive boxes at sports grounds could be used to house businesses at other times; as can libraries, and empty buildings used as temporary pop ups
- Start up and growing businesses like “curated” support – it doesn't matter if they are from different sectors, it's creating a loving/caring working environment that counts
- Meeting room facilities and private space is important
- And finally, all the traditional barriers, rents, business rates, leases versus licenses are still there for all stages of business growth – but they can all be reviewed to make

“Sponsoring a Merton Chamber service has considerably raised our profile in South West London.”

“We would highly recommend any business to sponsor a Merton Chamber event. The benefits we have gained from doing so have far outweighed any cost involved.”

THE BENEFITS OF SPONSORSHIP

We want all of our members to get the best out of their membership, and would like to work with you to achieve a winning position to build your business profile within the South West London business community. We are inviting our Premier Members to consider a range of sponsorship opportunities. These opportunities provide you with:

- Tailored **profile building** to the South West London business community and media
- Extensive **advertising** and **marketing opportunities**
- Targeted **networking opportunities** for you to build business relationships and leads
- A means to achieve your **corporate social responsibility** objectives

With our reach to the South West London business community **covering over 9000 businesses** and an open rate of 8% higher than the industry standard on mail outs, our sponsorship opportunities offer a fantastic way to increase your exposure and build your business profile.

OUR MENU OF SPONSORSHIP INCLUDES:

Events and Workshops, Merton Chamber Business Development Services, Marketing Communications and the Merton Best Business Awards.



DS SECURITY SYSTEMS



PROTECTING PEOPLE AND PROPERTY SINCE 1993

Wimbledon based DS Security Systems, specialist installer of CCTV, Access Control and Door Entry, has been thriving in Merton for the last two decades, since its start up in 1993.

CEO John D'Aprano's love of gadgets and taking things apart at an early age was the catalyst that turned a dream into a reality.

"I was obsessed with gadgets, I was taking apart radios and any electronic equipment I could get my hands on."

John's strengths have always been in electronics and technology and thus after leaving school in the 1980s he became a trainee security engineer and worked his way up to senior engineer within a few short years. After seven years he decided he wanted to work for himself and this is when DS Security Systems came to life.

DS Security Systems' first and foremost goal is to protect businesses and homes, keeping staff and commercial assets secure, and families and valuables safe.

They pride themselves on their specialist equipment, such as their access control and door entry systems - allowing monitoring of who is entering any building - and their CCTV systems and asset protection solutions - providing the peace of mind that a record of any incident is recorded if needed.

John D'Aprano is also spearheading the development of a BID on the South Wimbledon Business Association. Working with White Light Group, John and a number of key business leaders are influencing the 185 businesses on the estate to set up their own 5 year plan of improvements to the estate.

T: 020 8543 2959
E: info@dssecurity.co.uk
dssecurity.co.uk

“

Being part of a local, thriving business community has delivered a multitude of benefits. In addition to the obvious networking opportunities, the ability to learn from other local companies and fellow business owners has been invaluable. Membership provides a structured programme of events and introductions making it easy to take advantage of the commercial opportunities.

”



HR PROVIDER



HR Provider is a dedicated team of CIPD qualified consultants, specialising in providing in-depth HR Consultation to small, medium and large organisations in a variety of industry sectors. They offer a flexible service to businesses, allowing pragmatic and cost effective solutions, which meet the rapidly developing challenges of employing and managing staff within a business.

Led by Owners/Directors Gerald and Sabrina Willabus, HR Provider works in the local area thus making them accessible and relevant. Their straight-talking, sensible and pragmatic HR solutions provide for a collaborative approach to human resources and business growth.

“ To develop a relationship with SMEs within our borough we needed to have ready access to these businesses within a framework that sought to assist business growth. Merton Chamber’s new business offer and Premier membership offer provides us with the opportunity to connect and work closely with these businesses in a structured and progressive way. Becoming a Premier member was therefore the right thing to do for our business.

Being a Premier member has begun to work for us from the start of our membership. We have been retained as a Service Provider for Managing People, Performance and Productivity and have already begun working collaboratively in delivering workshops and engaging with businesses in providing a better understanding of the initiatives and improving people’s knowledge of these areas.

”

E: willabus@hrprovider.net
hrprovider.co.uk

Services

- A one off setup to small business to provide legal compliance and practical solutions to employing and managing staff.
- A retainer based advice service available to small and medium size businesses to ensure on-going compliance when employing, managing and terminating employment.
- A pay as you go HR support service that manages and delivers HR solutions within your business. These hands on services include managing recruitment episodes, conducting investigations and hearings, including disciplinary and performance management issues, training delivery and workshop facilitation.
- A consultancy service for strategic and business improvement initiatives such as developing a HR strategy, setting up new services, mergers and acquisitions, demergers and TUPE transfers.



PARKSIDE HOSPITAL

A local landmark located opposite the infamous and picturesque Wimbledon Common, Parkside Hospital is an independent hospital that has been providing care and medical services to local Merton residents, as well as those travelling from far and wide for their specialist services, for over 30 years.

Renowned for their friendly atmosphere, they work with over 300 of London's most experienced Consultants, along with the support of a strong team of highly experienced and qualified nurses and other health care professionals, ensuring patients always receive the highest possible standards of care. With employee numbers of over 400, they are one of Merton's largest private sector employers.

The hospital offers most specialties across the entire patient journey, from initial consultation and diagnosis, through to surgery or treatment and then follow up care and rehabilitation. Its specialist Cancer Unit is sited next to the main hospital, and offers a One Stop Breast Clinic for anyone concerned about breast cancer.



Parkside's aim is to provide first-class independent healthcare for the local community in a safe, comfortable and welcoming environment - one in which they would be happy to treat their own families - and they pride themselves in offering everything you would expect from a private hospital including outpatient clinics in most specialties.

New Director in post, Phil Bates, is a resident of South West London and is keen to forge stronger links with the Merton business community.

T: 020 8971 8000
E: info@parkside-hospital.co.uk
parkside-hospital.co.uk

ORCHARD DAY NURSERY

Ambitious entrepreneur Sam Green approached Merton Chamber in June 2016 just after he had secured £0.5m of private investment and acquired 4,000 sq ft of office space in Wimbledon town centre to set up his first business – the Orchard Day Nursery.

The ex Allied Irish Bank building had been vacant for some time and was going to need a complete refurbishment before the Nursery could be opened in September of the same year, not to mention a change of business use application and OFSTED approval!

Sam needed someone to help him quickly navigate his way around the borough and make introductions to key local stakeholders and potential partners. Within 3 months of being introduced to Kevan Dunne at the Chamber, Sam had met the

Leader of the Council, the Chief Executives of Merton Chamber of Commerce and Love Wimbledon, a host of neighbours including the Chartered Institute of Personnel and Development, Polka Theatre, Metro Bank and Deen City Farm and received support with his successful planning application.

As planned, The Orchard Nursery was formally opened in September 2016 by the Leader of the Council, Stephen Alambritis, and now employs 12 people and is providing childcare for 40 children. By September 2017 they will have doubled the number of staff and childcare spaces at the Orchard and be well on their way to opening their next nursery.

The Orchard Nursery were one of the first Premier members of the Chamber and are reaping the rewards of our connectivity in the borough.

T: 020 3319 3908
orchard-day-nursery.co.uk



“ The Chamber has made us feel so welcome to the Borough and helped us to meet our challenging timetable to get the Orchard Nursery up and running. ”
Sam Green

HOW COULD YOU BENEFIT FROM PREMIER MEMBERSHIP?

Premier members receive a highly personal service and are assigned a knowledgeable Relationship Manager to help facilitate personalised business introductions, and link you to customised sponsorship opportunities, along with the following support.

Premier members can benefit from:



- A detailed action plan to ensure you achieve your membership goals
- Premier member discounts on training and networking events and workshops
- Features and advertorials
- Promotion via our well established marketing channels, website, social media and extensive business database
- Priority notifications of events and workshops
- Access and preferential rates to the Merton Chamber Business Service
- An online Premier member logo and window sticker
- A private LinkedIn group with CEO/Board members for Premier networking
- Exclusive access to a Member only area on our website for member to member offers and member communications

Members already benefiting from Premier Membership

- All England Lawn Tennis Club
- Construction Helpline
- Delrose Earle Training
- DS Security Group
- Edgemont Limited
- First Base London HQ
- Flexicom Solutions Ltd
- Hartley Fowler Chartered Accountants LLP
- HR Provider Ltd
- Indigo Projects London Ltd
- Morrisons Solicitors LLP
- New Wimbledon Theatre
- Oomph! Wellness
- Parkside Hospital & Cancer Centre London (Aspen Healthcare)
- Schoolgate Accountancy Services Limited
- South London Day Nurseries Ltd t/a Orchard Day Nursery Wimbledon
- South Thames College
- Wimbledon Property Group
- WSM Partners LLP



Premier Member

25 YEARS OF MERTON CHAMBER OF COMMERCE

1992

The year it all began! A number of area based Chambers of Commerce were brought together to make one collective Merton Chamber of Commerce!

2001

Merton Enterprise Agency brought under the banner of Merton Chamber of Commerce, resulting in a combined Chamber of Commerce and Enterprise Agency.

2002

Received accreditation to deliver a business start up support service in three boroughs.

2004

Took over the Wimbledon Town Centre Management.

2006

Delivered a five borough Greening Business Service in partnership with London Authorities.

2009

Merton Chamber of Commerce took over the management of The Generator Business Centre in Mitcham.

2012

- Set up Love Wimbledon, the Business Improvement District and Wimbledon Town Centre Management.
- Set up the Wimbledon Way Olympic Legacy Project.

2013

- Launched the Take One Service.
- Started our own Business Awards, the Merton Best Business Awards.

2014

Started the Merton Business Support Service, in partnership with Merton Council.

2015

Launched the Healthy Workplace Service.

2017

Celebrated 25 years!



mertonchamber.co.uk

info@mertonchamber.co.uk

020 8944 5501

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