

The Westgrove Magazine

Issue 6 2014



BESPOKE CLEANING AND SECURITY SOLUTIONS

*Westgrove - A compelling place to work,
a compelling company to partner*

2	A word from the Chairmen
4	Our New Group Managing Director
	Colleagues
5	Onwards & Upwards
6	Colleague Engagement Survey
8	Colleague Focus
10	Brand & Events
11	Our Colleagues of Tomorrow Initiative
12	Rewards and Recognition
17	Learning and Development
	Health & Safety
18	Legislative and Regulatory Updates
19	Security Licensing Update
21	Added Dimension – EXCLUSIVE Westgrove Sphere

Hi Everyone,

Welcome to Issue 6 of The Westgrove Magazine.

In writing this piece my mind travelled back to our first 'newsletter' six years ago. A single A4 piece that communicated news items to our teams for the first time, enabling our then employees to gain a broader understanding of events within the company. Who would have thought that in such a relatively short period of time we would be achieving the same objective to our network of Colleagues and Partners in a 36 page glossy publication distributed nationally to over 5,000 recipients (plus an anticipated 5,000 downloads) that is unique within our sector? Our magazine is becoming more detailed by the edition with a vast array of relevant topics and announcements. Sincere thanks to everyone who has contributed within the Westgrove community to our latest offering, we have some incredibly positive content to profile.

Simon and I would like to extend our warm congratulations to Claire McKinley-Smith who has been promoted to our Group Managing Director. Claire has proved to be a pivotal element of our company's continued success and her promotion has been richly deserved (page 4). Congratulations also to Tony Deacon and Andy Farley for their promotions to Regional Directors for the company, they are continuing to lead by example in their operational field. Within this magazine you can also read about our new Head of Department structure forming our new senior management team. I would also like to welcome Grant McEwan into the company as our Business Development Director. Exciting times ahead for everyone.

Our Colleague Engagement survey continues to provide us with key information relating to our colleague welfare. The results from our latest survey (pages 6 & 7) are a testimony to how intrinsically involved and valued

Partners

22	Partner Insight
26	Partner Focus

Corporate Social Responsibility

28	CSR Update
29	Westgrove's Community Fusion Initiative
31	Charity and community events

About Us

32	The Westgrove Group Service Directory
34	Westgrove in the Media
34	Website Update

A WORD FROM THE CHAIRMEN

our colleagues genuinely feel, and the feedback highlights how complimentary everyone has been towards our vision and the way in which we interact with our community. As always, we have had constructive suggestions that would warrant discussions with our senior management team and our Partners. To all of our colleagues, please be assured of our desire to continually strive to give you the necessary 'feel good' factor about the part you play in the Westgrove community, this has been the bedrock of our success.

Last year Westgrove won two national awards with the BSIA (British Security Industry Association) and this year we are delighted to announce that we have won two more Regional Awards. (see page 12) Congratulations to Dean Baverstock and Anthony Callaghan who will be automatically entered into the prestigious national awards later in the year in London. Fingers crossed that by the next edition of our Magazine we will have two more national award winners to add to our impressive honours list!

A huge software development that we have introduced to the market has truly taken our service offering to the next level. Designed exclusively with our software partner and orchestrated by our own Business Manager, Sunny Verma, **Westgrove Sphere** is having a significant impact within our partner base. Nearly a full year from concept to implementation Sunny and our partner have modelled a 360° management software system that has unparalleled capability and is bespoke in design and completely adaptable to each and every partners premises. This 'Added Dimension' to our business is one of our feature topics and is generating an incredible amount of interest, as Sunny will no doubt testify! (see page 21 for more details.)

Impressively, our ACS (SIA Approved Contractor Scheme) audit scores continue to improve year on year and we are now firmly established as one of the highest scoring independent security operators within the UK. This is a remarkable achievement and the auditors once again passed comment upon how 'Colleague focused' our business is and complimented us on our reward and recognition initiatives that are setting us apart from our competitors in the market.

Two initiatives that we have launched over the last few months have given us widespread recognition and acclaim. Our '**Colleagues of Tomorrow**' campaign is providing a superb informal platform for the company to facilitate engaging with prospective colleagues that may be interested in joining Westgrove in the future. This enables our business to shape our resource around our strategic growth objectives and is proving to be a vital source for recruitment as people are attracted to our brand. Our '**Community Fusion**' initiative recently launched in Cheshire is underpinning our CSR strategy and is a model that we are justifiably proud of and is shaping the way in which local businesses can support and benefit community interest organisations. Details of both initiatives are featured within.

Westgrove continues to develop new partner relationships within our targeted complimentary sectors. Our Partner update highlights new business within the hotel and leisure sector together with a prestigious regional corporate office/shopping centre portfolio award with GVA in the Midlands. For the first time in our 15 year history we will be actively marketing our brand and our referral led property portfolio has given us an enviable platform to build our growth upon.

As always on behalf of Simon, Claire and our senior management team, I would like to thank everyone within our Colleague and Partner community for your unrelenting support. We feel that we're collectively building a business model that is unique in the marketplace and we're proving to be a viable alternative to the large plc's that have dominated our industry historically.

Onwards and Upwards.

Very best wishes,

Steve



NEW GROUP MANAGING DIRECTOR

It is with enormous pleasure that we announce the promotion of Claire McKinley-Smith to the role of Group Managing Director for The Westgrove Group.



As everyone will possibly be aware, Claire previously undertook the role of Operations Director within the business, joining the company at Board level in December 2010 from one of the UK'S largest independent security operators. Claire brought to the Group a wealth of experience gained from her previous senior management roles within the likes of The Trafford Centre, Meadowhall, Westfield and Multi Development UK.

Claire's vast experience and strong commercial acumen gained from working on both sides of the client/service provider fence, has proved pivotal in taking the company's operational delivery to unprecedented levels. The infrastructure within the business has been significantly improved with Claire undertaking an instrumental role in delivering industry leading training and contract development plans, which have cascaded through to each and every one of our Colleagues and Partners over this time. Claire has shaped an operational model attracting high calibre Regional Directors and Business Managers to our business. Many of whom have previously worked at Director level in their previous positions before joining Westgrove.

Recently Claire has assisted our Chairmen, Steve Fives and Simon Whittle, in developing the Group's strategic growth objectives. She has been intrinsically involved in raising awareness of the Westgrove brand within the marketplace and initiated strong growth within our target sectors.

Steve Fives adds; *"Claire is Westgrove's veritable dynamo, she leads from the front by example. The passion and commitment she demonstrates each and every day is admired by all. The vision that Simon and I had for our business prior to Claire joining late 2010 is now being delivered superbly, it's on track and is really gathering momentum. Claire has introduced real innovation and developed a high calibre Senior Management team that truly believe in our brand and are incredibly passionate about what they deliver. Simon and I are delighted to make Claire our MD, a promotion that has been richly deserved and we're genuinely excited about taking our business forward with Claire and achieving our objectives."*

Claire comments on what attracted her to Westgrove and her promotion achievement; *"I have known Steve and Simon since being client side in 2001 and admired their principles of business and the way in which they distinguished themselves from their competitors. The way that they engaged with their colleagues and achieved tangible improvements resulted in them turning around several sites, which before their involvement were proving to be really problematic. If I'm completely honest, Westgrove was always a company that I admired and I could see myself being involved with and I was delighted to accept their invitation to come onto the Board in late 2010. We've developed a real one-team ethos here and our business model in my experience isn't being replicated in the market today. To be promoted to Group Managing Director is a real privilege and I'm thoroughly enjoying raising awareness of our unique brand in both our established and new sectors of operation. To think that there are a huge amount of prospective partners out there that would not have heard about Westgrove and our story, is both challenging and exciting. I know from my days of being a client how well received our brand will be now that we are starting to profile ourselves more in the marketplace. It will certainly be exciting times ahead for sure!"*

I'm sure everyone will join us in congratulating Claire on her promotion and to wish her every success in her new role.

These are certainly exciting times here at Westgrove. In preparation for the Group's growth plans for 2014 and beyond, the Executive team made significant investment in our business model during 2013 with a number of exciting internal promotions. In line with our business plan, the promotions detailed below show the value the Executive team place on our colleagues

Giselle Hyams - Head of Human Resource



Giselle Hyams has been with Westgrove for two and a half years and has been instrumental in developing our management development program, succession plan and our reward and recognition scheme. Giselle has been promoted to Head of HR and will be focusing her efforts on project work including the identification of colleagues within Westgrove to fill leadership positions as they arise and a colleague suggestion scheme.

Tony Page - Head of Health Safety and Compliance



Tony Page has been with Westgrove for five and a half years and in this time has been proactive in further developing our Health and Safety Policies and Procedures. Tony is also responsible for the Groups' compliance in terms of our accreditations and we have received positive feedback from

external auditors, resulting in year on year improvements. During 2013 Tony implemented a series of tool box talks which have assisted our site based colleagues with their understanding of Health and Safety matters. Tony also implemented 'on line' Health and Safety training which many of our colleagues have already completed. Tony has been promoted to Head of Health and Safety and will be taking a more strategic role, which will include the proactive further development of the groups CSR policy.

Phil Tomlinson - Head of Finance

Phil Tomlinson has been promoted to Head of Finance after being with Westgrove for 18 months. Phil and his team have been instrumental in delivering our company's Business Plan and financial procedures. Phil has



developed a real understanding of the market place and factors affecting our business by blending unique practical guidance, technical information and financial advice to our colleagues and senior management team. Phil will continue to work with the Executive team to review current market trends and what this year has in store, helping to maximise Westgrove prospects within the market place.



Andy Farley - Regional Director South / Tony Deacon - Regional Director North

Andy Farley joined Westgrove two and a half years ago after spending many years in senior management roles within the soft service sector. Tony

Deacon joined Westgrove 2 years ago having also spent many years in senior roles within the industry. In line with our growth plans, Andy and Tony have been promoted to Regional Directors. Andy and Tony will be responsible for their regions ensuring enhanced service delivery, financial control, colleague development and assisting Giselle with succession planning. Our Business and Portfolio managers will report directly to Andy and Tony.



Adele Woodward - Head Office Facilities and Operations Manager



Adele Woodward has been with Westgrove for two and a half years and has recently been promoted to Head Office Facilities & Operations Manager. Adele was instrumental in the implementation and management of BaseCamp our dedicated mobilisation portal which allows our new partners to gain access to the mobilisation plan and timelines for projects. Adele is the interface between our Westgrove site colleagues and corporate HQ and she supports the Business Managers with administration and the organisation of our IT infrastructure. Adele manages the head office facilities and supports the Executive team.

These are superb achievements and we genuinely appreciate the pivotal roles and unwavering support our managers provide to Westgrove. The Board are delighted with these promotions and the well-deserved recognition our colleagues have received.

COLLEAGUE ENGAGEMENT SURVEY

Following the initial results of the Colleague Engagement Survey in the last issue of the magazine, we are delighted to share the results of our second survey. We had an improvement on participation giving us a total of 73% colleagues, supervisors and managers input. This is a great response rate given our complex operational shift patterns.



Communication

A clear message from our colleagues is that communication continues to improve with the introduction of notice boards on site. Company news cascaded on a monthly basis and the introduction of

'It's nice that the lines of communication are now open right across the Company.'

laptops where possible has also helped to further improve communications. One further improvement request for 2014 will be the reduction of emails, which we will look to address. The colleague engagement forums were trialled, however due to the fantastic improvement in communication we do not feel there is a necessity to continue them in 2014. However we will adopt a flexible outlook as we continue to grow.

'People respect each other and the jobs they do.'

Uniforms

82% of colleagues are happy with the uniform provided, which is a significant increase on last year. We have listened to your feedback and have further improved the quality of some of the uniform items. The speed of delivery will also be dramatically increased, as all sites will be ordering online. This new process will provide significant logistical benefits for all of our colleagues.

Machinery Repairs

The new service partner has proved to be extremely successful as 89% of

'The changes that have been put in place on site have been great, much improved.'

'Great response time to repairs and maintenance.'

colleagues have the right tools to do their job and out of all colleagues surveyed, not one mentioned an issue with machinery or repairs which is a fantastic result.

Pay Queries / Payroll

In times of austerity, pay is a very emotive subject and we did see a slight reduction in the result for the question of adequate pay by 2%. Although 95% of colleagues said their pay was correct and did not need to raise a pay query.

'Payroll are fantastic they do a great job and really care.'

Training and Development

'Good training and leadership, the best training I have ever received.'

A continuing theme this year was the feedback

'I feel supported, allowed to grow and develop and genuinely feel valued individually and as a team.'

regarding the training opportunities given to our colleagues by our in house teams and external providers. The Management Development Programme has

again been a source of mutual benefit by partners and colleagues alike, it is a pleasure to see our future managers coming through the programme. 93% of colleagues stated that they were aware of who to speak to about both their own and their teams training needs. Apprenticeships, the former NVQs, continue to be delivered with a fantastic pass rate of 96%. We have implemented new management induction days at Head Office for our on site management teams, to enable collaborative working between corporate HQ and site as early as possible.

'The training is specific for my role. I gained a huge amount of knowledge.'

Health, Safety, Compliance and Environment

Our commitment in this area is demonstrated by the phenomenal feedback you gave us this year. Tony Page's toolbox talks have raised awareness and have been given praise by our partners for the proactive approach. The introduction of the Health and Safety Representatives with monthly meetings have attributed to the fantastic statistics collated and shared with you in this edition.

97% are aware of how their actions could impact on global warming, costs, contamination and accidents while 95% feel confident they can raise any concerns with their manager. 99% are aware of their legal responsibilities in this area.

'The Health and Safety we provide is very important as we work in a public place.'

'The safety of my colleagues and I is hugely important. Westgrove put a big emphasis on this element.'

Team Identity Reward and Recognition

We received excellent feedback on the team identity and again 97% of our colleagues would recommend Westgrove as a company to work for. In fact our Colleagues of Tomorrow Campaign was recommended by one of our Partners to a potential manager as he could not fault Westgrove, a truly exceptional quote.

- ✓ *95% stated they could see themselves still working for Westgrove in two years' time*
- ✓ *96% support and are motivated by our reward and recognition scheme*
- ✓ *91% understand The Westgrove Group principles of business and 'our vision'*
- ✓ *94% rated Westgrove as a better company to work for than all of their previous employers*

Summary

'People are smiling.'

We would like to thank all participants for giving us the invaluable feedback. We appreciate the honesty and openness in giving us a real insight into how you feel about Westgrove. We accept there is always room for improvement but are tremendously happy to publish the results and proud to have such positive colleagues on board, you really demonstrate the can-do attitude.

'I believe that keeping the progression at this level Westgrove will become the market leader focussing on people and relationships between employers and employees.'

'I genuinely cannot believe how Westgrove value all of their colleagues. We all feel part of a huge family or community. It's totally unique.'

COLLEAGUE FOCUS

Lisa Lewis

Lisa joined Westgrove in September 2012. Her role has been predominantly sales ledger, raising and sending invoices to our partners and fulfilling the credit control function. In addition to this, Lisa assists our Head of Finance with his duties and the accounts preparation and cost renegotiations.



What are your hobbies and interests?

I am a massive film fan, lover of classic rock music and I enjoy going to gigs. I also follow Football and Formula One and enjoy keeping fit.

What is your favourite holiday destination and why?

My absolute favourite place on earth is Florida. It has reptiles, fast rides and sunshine. I could not ask for more.

What are your likes?

I will admit to being a big fan of Sponge Bob. I also enjoy cooking and have a really sweet tooth.

What are your dislikes?

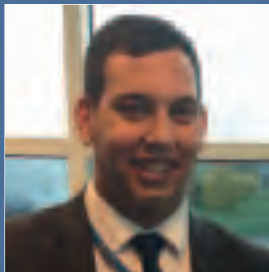
I dislike bad service. It is one of my biggest bugbears as there is never any excuse for it. I'm not a big fan of spiders either.

Which two items would you take on a desert island?

A Bear Grylls survival book and a Swiss army knife. I'd at least attempt to look like I knew what I was doing.

What is your favourite film?

The Lord of the Rings: The Fellowship of the Rings. I do like the whole trilogy but if I had to choose one that would be it.



Kieran Lake

Kieran is 24 years old and from Leicester. Over the last 6 years he has worked in many different security activities, such as close protection for The FA & celebrities, festivals and events, loss preventions and primarily Shopping Centre Security. Kieran has worked his way up through the ranks to become Security Manager and is an integral part of our specialised mobilisation team. Kieran explains; *"In the short time I've been with Westgrove, I've been supported by an excellent Senior Management team to develop and progress. I've been through various training courses*

which I've enjoyed, in particular the Institution in Leadership and Management Qualification. I have been given the opportunity to support Regional Directors, Head Office and Business Managers in the mobilisation of new contracts which has been a great challenge and made me even hungrier for the next step!"

What are your hobbies and interests?

I like to watch and play football and I also enjoy Website Design and most things IT related.

What is your favourite holiday destination and why?

Ibiza because it's one of the best partying destinations out there!

What are your likes?

Manchester United FC, Audi cars, house, dance & garage Music, playing FIFA with friends, website design & development, Apple products and business.

What are your dislikes?

Manchester City, of course and Healthy Food! Other than that, there's not really much I don't like!

Which two items would you take on a desert island?

My girlfriend, Natalie and my mobile phone so I could continue to work (and call Andy Farley to laugh at him when Chelsea lose!)

What is your favourite film?

Four Brothers and Bronson

Magda Ribeiro

Magda Ribeiro is 33 years old and originally from Portugal and has been in the UK since 2008.

Magda explains her role at Westgrove; *"I have worked for Westgrove since June 2010. I'm a cleaning operative and my role is cleaning the shopping centre before it opens and then the public toilets and mall floor. I start early at 5.30am but I finish at 1pm so I get to see my Son straight after school which is lovely."*

**What are your hobbies and interests?**

I like dancing, cooking and baking, gardening, walking and visiting places.

What is your favourite holiday destination and why?

My favourite holiday destination is France, because it is lovely to visit and I have family there.

What are your likes?

I like to spend time with family and friends, shopping, travelling, music, flowers and gardens.

What are your dislikes?

I don't like silence, racism, lies and falseness, finding things out of their normal place and dirtiness.

Which two items would you take to a desert island?

If I was on a desert island for a short period of time I would take a few boxes of chocolate muffins and my mobile phone.

What is your favourite film?

My favourite film is City of Angels because it stars Nicholas Cage.

Chairmen's Q & A

Over the course of the last 12 months, our chairmen Steve Fives and Simon Whittle have provided a Q & A platform for all attendees on Management training courses or induction programmes at our corporate HQ.

The feedback provided by our HR department from our colleagues has been that our 'open and engaging policy' enabling everyone to speak to the founders of our company and asking them questions about our business has been incredibly positive. Both Steve and Simon derive an equal amount of positivity from this dynamic and they genuinely wish that they could speak to each and every colleague personally within our business. With this in mind, over the coming weeks we will be inviting questions from our colleagues directly to Steve and Simon and we will be inviting a cross section of colleagues to ask their questions in person on a date later in the year. A selection of the Chairmen's Q & A day topics will be published within the next edition (Issue 7) of our magazine.

Our Business Managers will liaise with their teams in the coming weeks and give everyone an opportunity to put their questions through to our Chairmen. This is a great initiative and if this feature proves to be popular it could well become a regular feature in our rapidly expanding publication.

It's over to you everyone; let's get those questions flowing through!

BRAND & EVENTS - OUR NEW DEPARTMENT



We're pleased to share some news of another first for The Westgrove Group. We now have a Brand & Events Department who will focus on actively getting the Westgrove brand out into the market, for the first time in the 15 year history of the company.

We're delighted to announce the appointment of Jenny Fives to our head office team. This is the first appointment of this nature within the business and Jenny will be raising the awareness

of our brand through a number of projects and initiatives. Jenny's responsibilities will include PR, social media, event marketing, company web site design and updates and coordinating/edit of The Westgrove Magazine.

Jenny brings a wealth of knowledge gained from working within account and event management across the medical communications sector and has initiated events and branding requirements for the likes of Astra Zeneca and their affiliated products and partners on world-wide campaigns.

Jenny comments on her appointment and the new role within the business; "This is a great time to join the company. It's remarkable really that Westgrove has grown over the 15 years essentially upon a 'referral' dynamic alone with word of mouth accounting for the vast majority of our growth over this time. Raising the general awareness of our brand is one of the main objectives of my role.

I've thoroughly enjoyed working on the new website and The

Westgrove Magazine is really developing into a key information source for all of our colleagues and partners (National distribution run of over 5000 hard copies with an anticipated download figure of

a similar amount). Our intention is also to give people outside of the company a real feel for our business and we believe that there is no better way than reading our very own colleagues and partners features that are the backbone of each edition.

The feedback we are receiving when people are experiencing our brand for the very first time has been incredibly positive. I will be providing a regular feature within the magazine and website relating to any relevant events and promotions that Westgrove have either orchestrated or supported."



To keep up to date on everything Westgrove, follow 'us' on LinkedIn and Twitter:

The on-going growth of Westgrove will present genuine opportunities for all our colleagues to progress within Westgrove. Watch this space...

a compelling place to work, a compelling company to partner

OUR COLLEAGUES OF TOMORROW INITIATIVE

Colleagues of Tomorrow - Another unique initiative from Westgrove.

Over the final quarter of 2013 Westgrove embarked upon a forward thinking recruitment initiative that we believe is completely unique within the soft service sector. Our Colleagues of Tomorrow campaign has received industry wide plaudits and has resulted in the company making several appointments in various departments.

Our idea was borne from the amount of speculative approaches we were receiving from varying sources who were expressing an interest in becoming a part of what we are achieving at the company. Synchronising our recruitment ahead of our growth being foremost in our thoughts, we decided to actively engage with all prospective colleagues that we attracted to our brand. Our Colleagues of Tomorrow initiative gives the opportunity to develop two-way communication between our heads of departments and senior operations teams with personnel interested in receiving more information about our business.



"This is a totally informal process and we are able to ascertain if candidates are a good fit for our business in advance of the normal recruitment parameters most businesses have to operate within" comments Steve Fives, Chairman. He continues *"There is no commitment from either party, purely an information gathering exercise that is proving to bear significant fruits for us. There isn't a recruitment agency in the land that understands the Westgrove DNA as well as our management team. It's a great way of ensuring that we are also the right profile and company of choice for everyone interested in joining us. It's essential that this is a two-way process."*

Our company culture is quite unique in the marketplace; many preconceptions can be made about a business prior to speaking to the key people that make the business tick. Our transparent, open door policy is also resulting in several serious declarations of interest from high calibre managers that ordinarily may have slipped through our net. We feel that we are remaining one step ahead of the game and this initiative is proving to be instrumental in facilitating our resource requirements with our continued growth."

How does it work and what do you have to do?

Listed below are the various departments which make up our business infrastructure. If you feel that you have the skill set, the hunger and desire to become a part of the Westgrove Community visit our website www.westgrove.co.uk and click onto our Colleagues of Tomorrow campaign within the Careers section. This confidential initiative is not only encouraging managerial applications. We have online application forms for Cleaning operatives and Security officers that are attracting high volume. Once you have clicked onto your department of interest, you will find an email address which will take you directly to the Head of Department, who will respond accordingly.

Business Development

Operational Management

Human Resource and Training

Finance

Health, Safety and Compliance

General Administration

Site-based Cleaning and Security



Our goal is to promote the awareness of our brand and to engage with potential 'Colleagues of Tomorrow'. Our vision is to offer a career platform for each and every aspirational colleague or prospective colleague that is seldom found in the industry today.

PS. Please don't shout it from the rooftops but recruitment agencies for some reason are less than impressed with us. We can't imagine why...?!

a compelling place to work, a compelling company to partner



BSIA National Winners 2013

In the last edition of the Westgrove magazine, we were delighted to announce that two Westgrove colleagues had been presented with their BSIA Regional Winner awards. At the 2013 BSIA Security Personnel Awards lunch, they were presented with the coveted BSIA National Awards for their outstanding achievements.

Commander Steve Rodhouse, Commander for Gangs and Organised Crime for the Metropolitan Police, presented the prestigious awards at the exclusive British Security Industry Association (BSIA) annual lunch in London. The BSIA awards were founded as a platform to ensure that personnel within the industry are both recognised and rewarded for their achievements.

Joe Harrigan a Security Manager at Frenchgate Shopping Centre, Doncaster, has been recognised

for demonstrating superb customer practice that has involved liaising with the various Crime Prevention agencies and undertaking 'Bomb Threat' mitigation with his team. Mark Cooper, a Security Officer from The Podium Shopping Centre in Bath, has been recognised for saving a woman's life, preventing a suicide attempt.

This is a real coup for The Westgrove Group who puts a huge emphasis upon delivering exceptional customer services and colleague engagement. Claire McKinley-Smith, Managing Director for The Westgrove Group commented *"These National Awards for both Joe and Mark are a tremendous achievement, proving the high standards of service that are at the centre of The Westgrove Group's working principles. I am very proud of Joe and Mark and also their managers Tony Deacon and Sunny Verma for their outstanding success."*

BSIA Regional Winners 2014 Announced

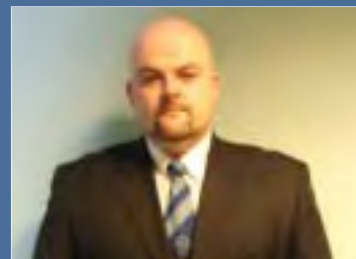
The 2014 BSIA Regional winners have been announced and we're delighted to confirm that The Westgrove Group are successful for the second year running.



Dean Baverstock, Regional Security Supervisor, has been awarded the title of regional winner for Midlands – Best Newcomer category. Since joining Westgrove as a relief cleaner,

Dean has been promoted to security officer and onto supervisor in little over a year. Dean has shown great enthusiasm to progress and has taken on board all training opportunities to assist his progression. He is highly regarded within the team and with the Partners too.

Anthony Callaghan Security Officer at the Pallasades Shopping Centre has been awarded the title of regional winner for Midlands – Outstanding Act category. Anthony has been recognised for his award following an incident at Pallasades Shopping Centre (New Development – Grand Central 2015) during the busy period up to Christmas. An elderly gentleman had gone into cardiac arrest in one of the shops, requiring immediate medical attention. Alongside the Pallasades Operations Manager, Warren Greatrex, Anthony carried out CPR until the paramedics arrived, whilst managing to control the other customers and provide support to the gentleman's distressed wife. This all occurred whilst Anthony was shopping in the centre, he was there as a customer that day, but acted in a professional manner as if he was on duty.



This is fabulous news for everyone involved and is a real testimony to the high calibre teams within the Westgrove Group. We look forward to the national awards later in the year.

a compelling place to work, a compelling company to partner

QUARTER ONE 2013 WINNERS

Team of the Quarter – The Security Team at The Strand Shopping Centre



The team won this award for dealing with a very distressing suicide of an elderly gentleman. The team ensured his dignity was preserved and dealt with the emergency services in a professional and supportive manner.

Outstanding Act – Lorraine Brown and Doug Walker, Beaumont Shopping Centre



Lorraine and Doug were presented with this award for dealing with a man who had a heart attack, they administered CPR for as long as possible, but were unfortunately unable to save him, despite their efforts.

Employee of the Quarter – Kevin Brasier, The Strand

Kevin has worked at The Strand for a long time and was known to help a blind lady every time she shopped there. The lady was so happy to receive this wonderful customer service that she wrote to the Centre Manager to explain her delight at the service she received.



QUARTER TWO 2013 WINNERS

Service to the Customer Award – Craig Guess, Cleaning Operative at Kingston

Craig was awarded for his fantastic support to the centre by utilising his computer design skills to assist in keeping the centre tidy and raising awareness for charity events.



Employee of the Quarter – Basharat Iqbal, Security Officer at Kingston

Basharat was presented with his award for assisting an elderly lady who was distressed whilst on the Shopping Centre premises. He dealt with the situation with the upmost professionalism

Employee of the Quarter – Chris Danby, Security Officer at Beechwood Shopping Centre

Chris won his award for working in a true partnership approach with both tenants and the Centre Manager, dealing with risks in relation to fire and Health & Safety legislation.



Team of the Quarter – Pallasades Cleaning Team



The team were presented with the award for dealing with adverse conditions under a major redevelopment project, with no impact on attendance figures.

REWARDS AND RECOGNITION

QUARTER THREE 2013 WINNERS

Team of the Quarter – Serpentine Green Security



The team were awarded for working closely with the local police force on many occasions, providing CCTV evidence and statements which have greatly assisted in reducing crime.

Service to the Customer Quarter – Janet Halewood and Paul O'Donnell Concourse Cleaning

Janet and Paul were awarded for their exceptional customer service which was recognised and praised by a member of the public.



Employee of the Quarter– Kieran Lake Security Manager Beaumont Leys

Kieran was awarded for working continuously and tirelessly to resolve an issue which arose on-site pre transfer to Westgrove.



Outstanding Act of the Quarter – Robert Howe, Security at Spindles

Robert was awarded for helping the police in arresting a sex offender who had struck at the centre.

QUARTER FOUR 2013 WINNERS

Team of the Quarter - Princes Quay Dual Service



Each and every member of the team went above and beyond the call of duty. When Princes Quay shopping centre experienced severe leaks and problems with the drainage systems, the teams worked tirelessly to ensure that retailers experienced as little damage as possible.



Outstanding Act - Steve Coulson Security Manager Serpentine Green

Steve Coulson was nominated for his quick response to a child who had been burnt in one of the café areas in Serpentine Green. He took the child to the toilets where he ran water over the child's legs until the paramedics arrived. The paramedics said that had it not been for Steve's quick thinking and actions the child would have been permanently scarred.



Colleague of the Quarter - Jodi Hitchins MSO Supervisor North

Jodi has worked tirelessly to assist with sites. She has accommodated sites with MSO's and has also covered shifts at The Strand. She has been commended for her approachable and proactive nature, together with her can-do attitude.

Service to the Customer – Andrew Minns and Katy Adams Security Officers Beechwood



Katy and Andy were both nominated for their recent outstanding performance in apprehending and detaining shoplifters across various stores within the Beechwood, recovering over £4,000 worth of stock since November last year. They have both consistently delivered a service far beyond what has been expected of them, whilst maintaining their professional standards.

ANNUAL AWARD WINNERS - 2013

Site of the Year - Spindles Shopping Centre, Oldham



This award was based on a combination of KPI scores, partner service delivery evaluation forms/engagement, general management and development of

their dual-service teams. Managers have attended all training courses and they have also nominated potential stars of the future and aided their own succession planning. This is a major award and our congratulations are extended to Tim O'Callaghan, Jean Ozakman and their team.

Team of the year - Strand Security Team, Merseyside

The Strand Security Team were awarded the annual team award because they were Q1 winners and deemed the best of the quarters. They have had a huge amount of change to working procedure, working with a new manager and been instrumental in the successful implementation of the new control room. They have embraced the changes and have had to deal with multiple suicides and in a very challenging environment. This is a superb accolade for the team. Congratulations to John Owens for his team's application.



Outstanding Act - Robert Howe Security Officer, Spindles Shopping Centre, Oldham



Robert was awarded for helping the police in arresting a sex offender who had struck at the centre. Robert's sharp awareness, superb

vigilance and compassion for the victim resulted in him winning this coveted award.

Congratulations Robert on dealing with a very challenging situation so professionally.

Colleague of the Year - Bash Iqbal Dual Service Manager, Kingston



Bash was a Quarterly winner for helping a very distressed elderly lady who had forgotten to put her disabled badge on her car and received a parking ticket. Bash spoke to the car park attendant and got the matter resolved. He sat her in a warm comfortable place and made her a cup of tea. She sent him a thank you card. As well as this Bash has done a lot of fundraising for the local charity Leo's Appeal and threw himself out of a plane! A tremendous 'all round' performance, congratulations Bash.

Achiever of the Year - Mike Booth Dual Service Manager, Handforth Dean, Cheshire



Mike Booth's achiever award was based on the massive personal improvement as a manager on site, going from

security to dual service and taking on the training delivered by HR. Mike embraced the change to Westgrove and supported our Business Manager through our 'change management' programme. Well done Mike, great achievement.

Service to the Customer – Chris Danby Security Supervisor Beechwood Shopping Centre, Cheltenham



Chris Danby has worked tirelessly with the shopping centre's tenants to ensure their fire safety and risk assessments are compliant. He has trained teams, installed signage and worked with tenants to ensure they are meeting the required criteria for the annual fire inspections. This is a fine example of how we can integrate our company with Centre Management, the tenants and the general public. Congratulations Chris!

Management Development Programme

The continued success of the Management Development Programme is a testament to the committed colleagues who will take every opportunity to progress within their chosen field.

A total of fifty-three supervisors and managers attended the programme and found it so beneficial they recommended it to others. The next programme intake includes our new colleagues who have joined Westgrove, some via TUPE, giving a total of 40 colleagues.

Institute of Management

The Management Achievers who embarked on the ILM level 3 course have nearly completed the qualification and we look forward to receiving new applicants very shortly. This does take time and commitment to complete so if you would like to join the course, please ensure you are ready to accept the challenge which will provide you with great rewards.

Helen Jones achieves her Masters in Human Resource Management



Helen Jones HR Advisor, has worked for Westgrove since 2009. She embarked on a very difficult and time consuming professional qualification whilst working full time.

Helen had to complete a 15,000 word dissertation and to benefit the Company she chose performance management as her subject matter. Helen carried out a survey with colleagues and site supervisors/managers. This survey enabled Helen to ascertain business and colleague requirements from a good appraisal system and the barriers to performance management. The survey was very well received and the response from our colleagues was very positive as this subject was close to the hearts of many. Helen then developed an appraisal system and a training module for the Management Development Programme on Performance Management which was delivered and implemented last year. We hope to see the results from this new system in the coming year.

Helen is now a fully qualified HR professional who supports the department and business with her undying enthusiasm and commitment to Westgrove. Helen Jones added; *"I look forward to seeing our colleagues' personal development and career opportunities grow through the execution of a clear performance management system. Managing our colleague's performance informally is equally as important, to ensure we keep up the excellent standards demonstrated to date."*



Westgrove are a member of the British Safety Council (BSC), which further enhances its commitment to Health & Safety and the Environment.

Many of our colleagues have registered for the British Safety Council 'Introduction to Workplace Health and Safety' e-learning course. This is completely voluntary and to date we have over 100 registered.

All Westgrove Business Managers have recently completed the IOSH Managing Safely course further enhancing our ability to provide Health & Safety care at our sites.

Tony Page, our Head of Health Safety and Compliance, has produced a number of training modules for both our cleaning and security colleagues. These training modules include Health and Safety for cleaning and security operatives, COSHH, Dermatitis, Fire Safety in the Workplace, Slips and Trips, Working at Height and Environmental Awareness.

There are a number of Tool Box Talks which have also been rolled out across the company to further enhance the skill set of our colleagues.

Tony has also recently completed the ISO9001 Lead auditor course through IQMS. He attended the course to broaden his knowledge in quality management systems and for him to be able to undertake and complete value-added quality audits for Westgrove, which is part of a requirement of the standard to undertake internal audits.

Dementia Training

The team at The Strand Shopping Centre in Bootle, Merseyside, are working on a training scheme together with Dementia Friends. The aim of the scheme is to give people an understanding of dementia and the small things that can be done to make a difference to people living with dementia.

They want to create a network of a million Dementia Friends across England by May 2015. Dementia Friends will aim to assist people with dementia as sometimes they may need a helping hand to go about their daily lives, they will also raise awareness in the community about the condition. Dementia Friends Champions can run awareness workshops for those who wish to become Dementia Friends. The workshop itself will cover: how dementia affects people, practical exercise to demonstrate the effects, the role of a Dementia Friends. Once the team at The Strand are trained, they will be the only Dementia Friends trained shopping centre in England.

Health and Safety Legislation updates.

Changes to the **Reporting of Injuries Diseases and Dangerous Occurrences Regulations** recently came into force.

The main changes made by these regulations are:

- + A simplified and shortened list of specified reportable injuries ("major injuries") to workers sustained as a result of a work-related accident.
- + A clarified and shortened list of reportable dangerous occurrences (near-miss events).
- + A simplified and significantly shortened list of reportable ill-health conditions in workers (replacing 47 specified ill-health conditions with 8 categories of work related diseases).
- + A simplified list of dangerous occurrences within the rail-sector, and removal of the requirement to report suicides on railways.

Source: <http://www.shponline.co.uk>

Changes to the **Health and Safety (First Aid) Regulations** recently came into force.

The main changes made by these regulations:



- + Removing the requirement for HSE to approve first aid training and qualifications. This means that businesses now have more flexibility in how they manage their provision of first aid in the workplace.
- + For training providers currently approved by HSE, regardless of the date of expiry that appears on their approval certificate, their approval to undertake first aid training will expire and will no longer be valid.
- + An employer will still need to make an assessment of their first-aid needs to establish what provision for first aid is required. This will depend upon the workplace, taking into account, among other things, the number of employees, size, location and work activity.
- + The changes are particularly advantageous where additional or specialist training may be required due to the work activity, for example in the outdoor education industry, where employers will be able to choose the most appropriate specialist provider to meet their identified training needs – and potentially avoid duplication in training.
- + All training providers will need to be able, and should be prepared, to demonstrate how they satisfy the criteria set by HSE. Clarity in this area will be beneficial to both employers and first aid training providers. However, the Health and Safety at Work Act clearly places a duty on the employer to select a competent training provider.
- + The change is part of HSE's work to reduce the burden on businesses and put common sense back into health and safety, whilst maintaining standards. The changes relating to first aid apply to businesses of all sizes and from all sectors.

Source: <http://www.hse.gov.uk/firstaid/changes-first-aid-regulations.htm>



Westgrove are an SIA Approved contractor for the Security Guarding and CCTV sectors. The Approved Contractor Scheme is a hallmark of quality and private security suppliers must demonstrate the highest levels of performance in the broadest range of business operations. As an SIA approved supplier, we must meet 89 different performance indicators which are based upon widely recognised business improvement models (including ISO9001).

In practice what does this mean to the companies that chose Westgrove for its security services?

- We have processes in place to monitor and manage service delivery to both customers and consumers.
- We train and develop our people to deliver customer satisfaction and added value, to an agreed standard.
- We lead from the very top to develop and implement an effective management system to enable us to continually improve our operations and performance.
- We measure our performance against key customer and consumer indicators so that we can plan and improve our performance.

Good practice and continuity of quality. Our employment practices have been thoroughly assessed for good practice, including employee screening, training and conditions, the right to work in the UK and social security legislation.

Greater flexibility and operational effectiveness. Being an approved contractor gives us greater flexibility than the companies that are not approved. We have special dispensation to deploy security officers who are waiting for their SIA licence to be processed (it is illegal for non-approved contractors to do so).

Leadership and innovation. As an approved contractor you can be sure that we are customer focused, highly responsive to change and eager to adopt new methods and working practices.



What changes are afoot with the private security industry?

The Security Industry Authority (SIA) is introducing new regulations for the private security industry. The new regulations will further reduce criminality and poor business practices within the industry, benefit public protection, build on investment in the industry and increase support for law enforcement partners, particularly those focused on disrupting serious and organised crime.

Currently, the SIA regulates the private security industry through compulsory licensing of individuals who undertake a licensable role, and through maintaining a voluntary Approved Contractor Scheme (ACS) for security businesses. Under the new regulatory regime, the focus of regulation will shift to the mandatory licensing of private security businesses, which will work alongside individual licensing and the ACS.

From 6th April 2015, it will be a criminal offence for a regulated security business to provide licensable individuals under a contract to supply a security industry service, unless that business has an SIA business licence.



Private security businesses can start applying for the new business licence from 7th April 2014. But before a business can apply for a business licence they need to show the SIA that they are competent to undertake the security industry service/s that they intend to supply. This means determining whether it conforms to the relevant British Standards.

The new business licence will last for 5 years subject to payment of an annual subscription and continual compliance with the conditions of the business licence. There is also an application fee which needs to be paid but the cost of this is yet to be determined.

What's happening with the Approved Contractor Scheme?

The ACS will continue and business investment in the ACS will be protected. Businesses already approved under the ACS will still need to apply for a business licence.

Will individuals still need to hold an SIA licence?

Individuals carrying out a licensable role under section 3(2) of the Private Security Industry Act 2001 will still require an individual licence.





Westgrove Sphere is part of our **Added Dimension**, our value added benefits, which can reduce the dependency and number of sub-contractors our partners have to engage with. Through our in-depth research, we have found that there is a definite requirement for 'value added' and an increased demand for innovation.

What is Westgrove Sphere?

Westgrove Sphere is a bespoke 360° management system which has been **exclusively** designed for The Westgrove Group. This key piece of software is providing bespoke, real time reporting and intelligent patrolling that is fast becoming an integral part of our day to day operations management. The simple to use and easy to access system provides a desirable solution welcomed by all parties. With the ability to audit during the patrols, the system can effectively record Health & Safety issues, security concerns, safety audits, maintenance checks or damage reports as well as confirming proof of attendance.

What are the benefits of Sphere?

There are many advantages which include the following:

- 360° business management tool covering all facets of operation
- Real time viewing portal & imagery of every recorded transaction
- Mitigates trip & slip vulnerability, improved due diligence
- Complete bespoke audits to the Partners requirements
- Web-based – access to the system & reports can be run from anywhere
- Tangible financial benefits
- Raised awareness & interaction
- Reduction in paper trails - environmentally friendly
- Visually more technologically advanced & professional



Westgrove Sphere can link the hard and soft service scope together, minimising expensive audits and call outs from third party providers. The added dimension this has given to our Cleaning and Security teams within all of our sectors has to be experienced first-hand to be believed. Just two quotes from satisfied partners;



"When Westgrove informed us several months ago they were developing a cutting edge management patrol system with their software partner, we were all interested to see the results and benefits when it came to market. The Sphere system is changing the way we manage our buildings, several weeks in we have derived significant benefits both operationally and financially, Westgrove are taking their business to a new level."

Corporate Partner, Manchester

"There isn't a product wrapped up in the one integrated package that Westgrove are providing that I have seen in the FM sector to date. Perhaps the most impressive element however is the professional perception that utilising Sphere brings within our buildings. We have had incredibly positive feedback from our tenants after awarding Westgrove our Dual service contract. The real-time reporting deals with building 'fabric' issues remarkably quickly."

Regional Corporate Portfolio Manager, Leading UK Property Management Company

For a consultation and demonstration of Westgrove Sphere or to receive more information, please contact enquiries@westgrove.co.uk or call 01925 414190.

a compelling place to work, a compelling company to partner

In this issue of the Westgrove Magazine, we are featuring a cross-section of our business across the corporate, retail and hotel & leisure sectors.

GVA – Regional Portfolio Award



GVA is the UK's largest independent commercial property consultant and has recently undertaken a tender process for the cleaning and security services across its Midlands property portfolio.

Westgrove is delighted to announce that it has been successful in winning the security services for all of GVA's Midlands shopping centre portfolio and the cleaning services, waste management and specialised high level window cleaning for the entire Midlands region. The prestigious property portfolio consists of over 25 high profile corporate offices including the iconic mixed-use development, Brindleyplace in the centre of Birmingham (pictured).



Brindleyplace is a cosmopolitan, prestige, waterside development with over 1.2 million square feet of Grade A office space and is regarded as 'Birmingham's premier business destination'. Home to several FTSE 100 companies and leading financial institutions that include;



This tremendous regional award complements our existing Midlands shopping centre portfolio perfectly and this will give the company an even bigger platform to underpin our projected growth within the surrounding geographical area. Claire McKinley-Smith our MD highlights; *"Our relationship with GVA is going from strength to strength. We share incredibly similar values as a business and our colleague centric principles of business mirrors GVA's with the way that we engage with our colleagues through our reward and recognition programme. We're building great relationships with all levels within GVA and our management team continually go that extra yard for our partner because they can see a true partnership evolving. Andy Farley our Regional Director has been instrumental in developing our partnership and the way that he is developing a dedicated GVA portfolio team will be the blueprint moving forward that we manage our large partner portfolio with. We are absolutely delighted with the award and to be entrusted with such a prestigious property portfolio demonstrates that the investment in our infrastructure over the last couple of years has taken the company to a different operating level."*

Paul Cockayne of GVA's team has kindly commented;

"Following awarding the contract to Westgrove, it was clear that the level of professionalism and commitment displayed by the Westgrove Management Team was way beyond my expectations. The transition from the previous company to Westgrove was managed with a high level of efficiency and gave me great confidence in an area that is historically problematic with service providers. I am extremely happy with the Westgrove management and onsite team and would recommend their services to anyone."

"We chose Westgrove because they showed a clear understanding of GVA's requirements, an obvious desire to deliver the best possible service and mirror our own partnering ethos." Rudi du Plessis, Regional Facilities Manager, GVA Facilities Management



Westgrove are delighted to announce a new partnership with Lambert Smith Hampton (LSH) across their "Grade A" corporate portfolio within central Manchester. LSH are a national commercial consultancy, who advise on over £5bn of property annually across the UK and Ireland, and manage properties for some of Europe's largest real estate investment firms.

This exciting partnership starts with the appointment of Westgrove to deliver a dual-service to three of the most prestigious corporate buildings within the North of England. Our ability to create a "Hotel Lobby" feel environment, compounded with our ability to deliver a Grade A service, made Westgrove the obvious choice.

Chris Hughes, Regional Facilities Manager, explains; *"LSH are delighted to have chosen Westgrove as our preferred partner to cover our prestigious regional corporate portfolio. Westgrove have a pedigree for servicing Grade A office environments and the extra dimension unique in the market place that they have added to their operation will significantly benefit all of our landlords and tenants. They have strong principles of business and genuinely look after their colleagues. We look forward to working with them and building a strong long term partnership together."*



Our corporate property portfolio continues to grow in line with our objectives. Our ability to provide a dual service model to Grade A office environments incorporating Westgrove Sphere within our scope of operation is placing Westgrove on the radar of many property management companies. LSH represents a great opportunity to demonstrate our pedigree in their coveted Northern region Grade A property portfolio, starting with their high profile Manchester clients. Reception and concierge services have also become a natural extension to our coverage and we are genuinely looking forward to working with LSH and forming a long and successful association together across an array of the highly sought after properties that they manage

Pictured – One Marsden St



Handforth Dean Retail Park, near Wilmslow, Cheshire is a vibrant retail centre anchored with M&S, Tesco, BHS and Outfit with a 2,400 space car park. Managed by the reputed agents Hartnell Taylor Cook the centre has long been regarded as one of the sub area's genuine car borne retail alternatives to the larger sub regional Trafford Centre, located within 15 minutes drive.

Located within an affluent demographic with impressive year on year footfall statistics the Park has a 24hour operation borne from Tesco's trading dynamic.

Westgrove have provided a 'dual service' solution, the first time that both Cleaning and Security service streams have been moulded into the one company undertaking both key disciplines at the site. As part of our site evaluation we proposed a 3 month change management programme with a completely revised operating structure. Upon our strategy meetings it became apparent that there was low morale evident within both cleaning and security teams and on both counts a very low management profile provided by the two incumbent contractors.

Heather Murphy our Business manager recalls; *"Darren Askew (Centre Manager) really wanted the team supported and developed and he felt that the team would respond to our management style once they had engaged with us in a positive fashion. Our change management programme instigated a real one team ethos, a fresh approach, more training and development and a broader understanding of their customer service orientated roles. As with any company that is perceived as radically different our team had to be convinced that Westgrove had the necessary pedigree to make our Dual Service model work, and they were. I've been delighted at how everyone has embraced the challenge and the support demonstrated by Darren has developed a true working partnership. Collectively and working as one team we have taken the overall service delivery to another level."*



Darren Askew our Partner also comments; *"Westgrove really impressed me at the initial tender stage whereby they visited site on several occasions to understand fully, the workings of the site. They also took the time to listen to my frustrations with the existing contractors that I had been encountering. They provided a bespoke solution that covered every aspect with no substantial increase to budget costs. I was impressed as their model included a car park sweeper, a new supervisory tier and a new role for the security manager as a 'Dual Service' Manager. Since Westgrove mobilised their dual service model all aspects of the site have improved dramatically. Most notably, staff morale, staff welfare and training which is excellent. The site has never looked so well presented with the staff taking pride in the way it looks and also how they look after the site."*

I'm incredibly impressed in the way Westgrove award their staff by having an annual awards ceremony for recognising staff achievements. My Dual service manager, Mike Booth was awarded their 'Achiever of the Year' with my cleaning supervisor coming a close second. It is a pleasure to think that Westgrove are looking after the site and maintaining the high standards in all aspects of their business. It's great to have that closer partnership and approachability with Westgrove, right up to Chairman level with Steve and Simon who always have time to speak not only to myself but always give the time to speak to staff when on site."



Abode Hotels - an Affiliate Fusion Partner

The Abode hotel is one of the most impressive 'City Centre' hotels in the country, located in Chester's iconic HQ building (pictured). Our partnership will encompass providing specialist support through a number of disciplines in Chester. This includes comprehensive 'specialist' cleaning programmes, providing an array of products through the janitorial arm of our business and providing a consultancy dynamic across the wider Abode chain as the partnership develops.



Christophe Hesbert, The Abode Hotel's General Manager comments; *"I have been really impressed with Westgrove and how they are benefitting the local community through their 'community fusion' initiative. The support that they are giving our two community clubs and the employment that they will be creating in the catchment area is a model to be admired. The Abode Hotel is delighted to partner Westgrove and I feel certain that our association will be incredibly successful and have significant benefits for both parties as we grow our relationship together."*

Commercially Speaking...

Simon Whittle, our Co-Chairman, provides a commercial overview

Since Issue 5 of The Westgrove Magazine we have continued to gain good commercial traction within our targeted complimentary sectors. Our brand is now achieving strong regional contract awards, especially within Grade A corporate offices. Our dual service reception/concierge and housekeeping model within prestigious office environments is proving to be hugely successful with a distinct step being taken away from two companies providing the cleaning and security in the corporate sector.

Sustained national growth within our established shopping centre sector has been complemented with several retail parks being added to our impressive portfolio. Our first awards within the hotel and leisure sectors servicing high profile brands has taken the business into targeted sectors that we genuinely feel that we can make a great impression within. Our colleague numbers are now over 1,000 and our regional operations framework will provide the template for several promotion opportunities and portfolio roles to give us a defined management structure, equipped for extensive partner growth.

Our 'Core Competence' has always been servicing high profile, high footfall public domains and developing partnerships that are completely unique in the service sector. This pedigree enables us to roll out our service scope to a wealth of different sectors that ordinarily have not experienced our partnering ethos with their incumbent providers. For the first time in our 15 year history we will be actively promoting our brand within the

marketplace. Indeed, many of our new contract awards this year will be with partners that simply did not know we existed prior to our brand awareness campaign. No longer will prospective partners have to settle for the 'industry norm'. We are a viable alternative to the companies that have dominated our industry for so long that have volume of business as their main driver and falling consistently short in what should be their main objective, looking after their colleagues and partners.

Our growth will be unprecedented as the company develops into new sectors and buyers experience our principles of business for the first time. Our **'Colleagues of Tomorrow'** initiative is already engaging with our managers of tomorrow, the people that we envisage playing a part in our business as we achieve our growth moving forward. The approaches that we are receiving speculatively from individuals wanting to play a part in our journey have been incredibly positive.

Our goal is to become one of the main industry players over the next few years in an array of sectors. 2014 represents a step change in our company's growth strategy; we are genuinely ready to take The Westgrove Group to the next level.

'Our 'Core Competence' has always been servicing high profile, high footfall public domains and developing partnerships that are completely unique in the service sector.'



Alan Wright is the Deputy Centre Manager at The Strand Shopping Centre in Bootle, Merseyside.

What has been your biggest achievement (professional or personal) to date?

Qualifying and commanding a fleet minesweeper HMS Ribble for 2 years. I have many happy memories of my seagoing career, but the honour and responsibility of command is the ultimate accolade.

How long have you been in your current role and what attracted you to the position/industry?

I worked for House of Fraser Stores for 10 years, one store being at Meadowhall in Sheffield. The experiences I gained there gave me my insight and interest into shopping centre management. The complexity and variety of the role perfectly suited my aspirations. I joined The Strand in July 2008 and have enjoyed every day since.

What are your predictions for the future of your industry?

There will be a continual shift towards out of town centres from high street shopping. Although I think that more stores will offer services such as click and collect to counter this. Internet shopping will continue to rise and take sales from traditional outlets. I see a future for small bespoke retailers, offering personal and exceptional customer service.

Describe yourself in three words.

Fair, hard-working and passionate.



Gary Mitchell is the Centre Manager at The Concourse Shopping Centre in Skelmersdale and also The Hardshaw Centre in St. Helens, Lancashire.

What has been your biggest achievement (professional or personal) to date?

Professionally I would have to say being awarded the Shopping Centre Management Diploma back in 2006.

How long have you been in your current role and what attracted you to the position/industry?

I have worked for LCP (London & Cambridge Properties) for almost 2 and a half years now although I have worked in shopping centres since 1999. I like the challenge, as every day is different and you do get a buzz when the centres are trading well!

What are your predictions for the future of your industry?

I do believe that the retail market will improve, there will always be increased competition from the internet, but shopping centres are reinventing themselves to counteract this by making themselves a destination by adding in increased elements of leisure.

What are the benefits of partnering Westgrove?

The benefits for me personally are having everything in one place, having the dual service contracts I have one point of contact for day to day management, invoicing etc. Westgrove have considerable experience in the shopping centre industry which is a great benefit, they have real pedigree.

Describe yourself in three words

Ambitious, Loyal & Energetic!



Amanda Phillips is the Centre Manager at the Haymarket Shopping Centre in Leicester.

What has been your biggest achievement (professional or personal) to date?

Personally - my 2 children

Professionally - managing the Covent Garden Estate

How long have you been in your current role and what attracted you to the position/industry?

I have been in the Industry as a Centre Manager since 2000, love the fact no two days are the same. I certainly never get bored, I think of myself as a Jack of all Trades - master of some!

What are your predictions for the future of your industry?

Retail has suffered from the recession and from the Internet, yes I think lots of changes, not so many new shopping centres and premises - but retail will bounce back.

Describe yourself in three words.

Determined, focused and fair.



Leslie Lyon is Centre Manager at The Port Arcades Shopping Centre in Ellesmere Port, Cheshire.

What has been your biggest achievement (professional or personal) to date?

Biggest professional achievement is a tie between managing the Port Arcades through five major extensions and rebuilds or designing the lighting for a professional production of a Bertolt Brecht play which completely changed my view of what I could achieve. Biggest personal achievement would be either giving up smoking twenty years ago or having maintained a single figure handicap at golf since 1981.

How long have you been in your current role and what attracted you to the position/industry?

I have been at the Port Arcades since it was built in 1990 and although I only took the role for three months, no one has told me I can leave yet!

What are your predictions for the future of your industry?

While the industry may be under pressure from the Internet, we must always remember that we have one huge advantage. We can smile at our customers face to face.

What are the benefits of partnering Westgrove?

We respect the professionalism of Westgrove, as we do all of our partners at the Centre.

Describe yourself in three words.

Right to left!

CORPORATE SOCIAL RESPONSIBILITY UPDATE

Since the last edition of The Westgrove Magazine (Issue 5), we have improved our community links with two 'community interest' professional sporting clubs in the Cheshire region. Through our relationships with both Chester FC and Cheshire Phoenix Basketball clubs we have also created a unique initiative. **'Westgrove's Chester Fusion'** is an exciting concept that is significantly benefitting both clubs and giving our colleagues an opportunity to experience the match day and game night atmospheres that truly are family orientated.



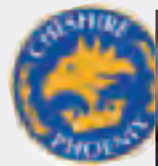
Chester Football Club Partnership

Since the last issue of the Westgrove magazine, Chester FC has gained promotion into the Skrill Premier league, which is the top tier of non-league football. Westgrove are a principal partner at Chester FC, having committed to commercial sponsorship support for this season, including the shorts sponsorship deal. Westgrove Colleagues and Partners alike, have attended matches throughout the season, and will continue to support the club.



Cheshire Phoenix Partnership

Westgrove are also a principal supporter of the Cheshire Phoenix basketball team, providing sponsorship support to the community interest club. The community supports the club and in return the club supports the community. Having secured funding, with thanks to Sport Cheshire and Your Housing Group, the Phoenix has launched their 'hoops4health' community programme. This initiative takes the coaches and the team to schools in the area to promote healthy eating, fitness and anti-smoking campaigns. A true community club.



The Westgrove Group have recently negotiated a deal for the players to join a local training facility, which will greatly benefit the team, providing them with a location to put in some additional training. See Fusion Partner initiative article.

What is our 'Fusion' Initiative?

We have been astounded at the passion and commitment that both sets of volunteers have for both Chester FC and The Phoenix Basketball organisations. Having a foot in both camps has given us an invaluable insight into how imperative it is that



both of our community clubs require support from both the local community and perhaps most significantly, the local business fraternity. Over the course of the last 6 months, Westgrove have invited through our Reward and Recognition programme many of our colleagues and partners together with their families to matches at both community clubs. We have witnessed first-hand the significant benefits that this has had within our own community and the additional income has greatly assisted both clubs financially.

Our Chairman Steve Fives adds; *"What initially started off as commercial support for both community clubs has morphed into us becoming intrinsically linked with a much wider relationship dynamic with both organisations. We genuinely feel part of both clubs interface and our fusion concept has been borne from trying to develop awareness of both clubs through our own partner business community and establishing the Westgrove brand into the region in the process. Our fusion initiative is quite simple really. Utilise Westgrove for your Cleaning and or Security requirements at your premises and we will instigate a reward and recognition programme for all of our colleagues employed there that gives them the opportunity to bring their spouses/families to Chester FC and Cheshire Phoenix Basketball matches/game nights."*

Furthermore, as we gain commercial traction in the region we will be actively employing colleagues from the immediate geographical catchment. We envisage creating new employment opportunities with a support resource dynamic to underpin our projected growth.

What does this mean to our two community clubs?

Essentially the more colleagues we employ from the area the greater the attendance levels will be as a direct consequence at both clubs. Westgrove will also be encouraging our new partners to consider implementing their own reward and recognition programme for their in-house employees and raising awareness of how beneficial this initiative can be. Due to the volume orientated nature of the ticket sales we can provide discounted incentive packages with the clubs that greatly supplement the cost to the employer.

We will also be undertaking 'fusion' days that bring the two clubs into the business community in a true 'Chester Fusion' fashion. This profiles our two clubs and encourages commercial investment from the local business community.



Steve Fives comments; *"We're fusing both of our community clubs together creating an initiative that working collectively and collaboratively can yield significant tangible rewards. This can make a huge difference to both Chester FC and Cheshire Phoenix and our goal is to develop improved income streams for both clubs that can contribute towards either maintaining current status or investing in the necessary infrastructure to improve the fans experience."*

Becoming a 'Fusion partner' - The Benefits

- Westgrove has proven pedigree in our area of specialisation, cleaning and security. Recent sound bites relating to our business include "Refreshingly different" & "taking service delivery to unprecedented levels".
- Together with the operational and commercial benefits of becoming a key partner of our business we can also promote your business as supporting our fusion initiative in the marketplace. We have engaged with the local press with our concept launch in December 2013 and very recently we have partnered a PR company that will raise awareness of all contributing business joining us as one of our 'Fusion partners'.
- Your company will be profiled in the local press and featured across news items at both clubs upon relationship launch. The Westgrove Magazine currently has a national circulation of 5,000 copies with a further 5,000 anticipated downloads and extensive coverage will be given to this initiative and all business that support our community interest clubs.
- Our web site has over 50,000 hits per year and we anticipate profiling case studies and branding for contributing 'fusion partners' that will create positive PR for your business.
- The Corporate Social Responsibility commitment is also a major consideration. Aligning your business with this project with its significant community benefits presents your organisation as one that actively integrates itself within the local community.
- As we have experienced, the welfare benefits for all colleagues that have experienced games has proved instrumental in achieving valuable 'feel good' factor within our organisation. We can provide bespoke packages that can also include the added dimension of business to business activity and promote your involvement with this initiative.

Cheshire Phoenix
Photographs courtesy of bikephoto



The 'Community Fusion' initiative is one that we will be looking to roll out into other areas of the UK as our business model grows moving forward. This will benefit other 'community interest' organisations and enable the company to put something back into the regions that we have commercial traction within and employ a high volume of colleagues. Our long term aim is to create a diverse array of community partnerships through regional engagement that features an extra social dimension for our colleagues directly benefitting each local community.

AFFILIATE FUSION PARTNERS



BiG Storage are one of the leading self-storage operators in the North West of England with five branches across Cheshire and Lancashire. The company, that offers business space, offices, workshops and of course self-storage, has

always been focused upon helping and supporting its local community, as its founder, Andrew Donaldson, was supported by The Prince's Trust over 20 years ago when he set-up his first business venture.

He comments; *"The BiG Storage Company, which was founded 8 years ago, has won numerous awards for its*

community endeavours and business achievements. So it was only natural that BiG Storage and Westgrove would form a great bond when I met Westgrove Chairmen Steve Fives and Simon Whittle at the community owned football club, Chester FC, last year."

Since then these award winning socially minded entrepreneurs have literally changed sport sponsorship in the sub-region of Cheshire and Warrington by using BiG Storage's sporting sponsorship experience of helping over 20 sports clubs together with Westgrove's ground breaking "Fusion" initiative - the future for both organisations and their beneficiaries is a definite WIN-WIN for everyone!



David Lloyd

As part of our work with the community fusion initiative we are delighted to announce community support from one of our prominent leisure organisations.

David Lloyd, Cheshire Oaks have pledged their support to allow the Cheshire Phoenix squad to utilise their superb facilities for the remainder of the basketball season. This is a fantastic opportunity for the clubs members to meet with the squad and to experience coaching sessions and healthy eating initiatives like 'hoops4health' that the Phoenix undertake within the local community. For the squad, the majority of who are living within the Ellesmere Port area, this will give them valuable time on the basketball court and training facilities that will vastly improve their current programme and routine.

This is a tremendous gesture from David Lloyd and the relationship with the Phoenix will raise awareness of the sport with the clubs members and discounted tickets will be available to all of their staff and members as an additional privilege to their membership benefits. Kris Ball (General Manager) of DL Cheshire Oaks has been instrumental in liaising with our own Steve Fives and bringing this collective benefit to the community; Kris comments; *"It was great to discuss the Westgrove community initiative with Steve. It seems there are lots of synergies that we can develop over the next few months. Since I moved to the Cheshire Oaks club, I was surprised by the popularity of basketball throughout West Cheshire and Chester and the support for the local team. We have excellent facilities here at Cheshire Oaks, but we are also lucky enough to have an additional multi-sports hall with basketball facilities, so it's perfect for the Cheshire Phoenix*

training sessions. The community team has a great family following and this ties in well with our member base and prospective members. I'm looking forward to playing a part in the success of the Cheshire Phoenix."

Steve Fives also adds *"As Our Chester Fusion initiative is proving, it isn't just about securing additional business for Westgrove and employing more colleagues in the region. We're also actively trying to raise awareness of our two community clubs and I'm absolutely delighted Kris has supported our community initiative with such positivity. This will mean the world to the basketball squad; it puts their game preparations onto a significantly improved level and we're certain that this will be reflected in their performance on the court. Cheshire Phoenix are a true community club and the David Lloyd members and families will all benefit from this superb community association."*

John Lavery, Head Coach at the Cheshire Phoenix comments *"Huge thanks to Steve and Kris and his David Lloyd team at Cheshire Oaks for supporting our community club. This means a tremendous amount to both the coaching team and the squad. We're approaching a key phase of our season and we're delighted to be able to use the superb facilities at the club. We feel really privileged to benefit from The Westgrove Group's fusion initiative. They are raising awareness of the Phoenix within the local business community and we cannot thank them enough."*

"As our Chester Fusion initiative is proving, it isn't just about securing additional business for Westgrove and employing more colleagues in the region. We're also actively trying to raise awareness of our two community clubs."



The Kingston Centre has adopted Milton Keynes Hospital's Leo's Appeal as its charity partner and is raising £200,000 to enhance children's services at the hospital.

The partnership was launched with staff wearing official Leo t-shirts and having a visit from mascot Leo the Lion. However Centre staff have been fundraising for several months already, raising an impressive £3,195.60.

Kingston Centre Manager Euan Forbes, said: "The Kingston Centre is delighted to be

fundraising for Leo's Appeal for the foreseeable future – which has really captured our imaginations. We look forward to working together to enrich and improve the lives of children and their families in the Milton Keynes area."

Support for the charity has already kicked off with our Security Manager Basharat Iqbal taking part in a sponsored sky dive – after admitting he was afraid of heights, raising more than £500.

Be Child Cancer Aware

Westgrove's chosen charity BCCA are continually raising funds. Julia Whittle has been collecting old clothes, shoes and bedding from friends at home and staff here at Westgrove for a number of weeks. The latest stockpile was taken away by the clothing 'recycling' company and has subsequently raised nearly £200 for the BCCA charity. At around £1.00 per kilo this is quite a



collection of clothes over such a short period of time. On average there have been around three to four collections per year with similar results being achieved to this latest one, so a reasonable amount of cash for the charity has

been raised and we thank all those who have contributed so far. Donations of clothing, shoes and bedding can still be made through the Westgrove head office as Julia will continue this type of support for 'Be Child Cancer Aware' during 2014.

Marathon Sponsorship

Darien Jay, Procurement Consultant at GVA Acuity, has signed up to run the London Marathon this year. He is running in aid of the charity Get Kids Going! The Westgrove Group have contributed towards Darien's fundraising total for his chosen charity, which Westgrove are proud to support and have placed our logo on his running vest – keep a look out!

We'll include some photos of Darien on the day, within the next issue of our magazine.

Good luck Darien, we wish you all the best!



"Just Cleaning & Security Manpower Specialists? Think again..."



Many people have asked us for a complete list of all of our service offerings that we now provide as a result of the continuous investment within our infrastructure. The range of provision that Westgrove undertake on a daily basis has enlightened many of our Colleagues and Partners and has resulted in an array of requests relating to our inclusive service lines. The following directory highlights our main streams and facets of the business;



Westgrove Sphere –
Exclusive to Westgrove, our
bespoke 360° management
reporting software



Additional Cleaning Services

- Washroom services
- Janitorial supplies (including cellar management)
- Specialised high level Window Cleaning (including abseil)
- High access fascia and cladding cleaning
- Lone Worker Protection software devices
- Floor maintenance (Including diamond polishing and vitrification)
- Chewing gum removal/pressure washing & steam cleaning
- Specialised escalator cleaning
- Periodic Cleaning/Planned maintenance scheduling
- Ground Maintenance and Landscaping



Multi-Faceted Training Academy

- Bespoke Uniform provider (including on site design and fit)
- Reception and Administration services
- Mystery Shop programme

Additional Security Services

- Crime and Intelligence reporting & Police liaison
- Counter Terrorism Training & Bomb blast mitigation
- Specialised tracking software
- Covert Surveillance
- Emergency Response Centre



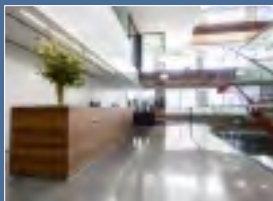


Additional Security Services - continued

- Alarm Response Centre
- CCTV Monitoring
- Remote Monitoring
- Car Park management
- Intelligence lead patrols
- Lone Officer Protection software
- Tenant liaison programme

Proactive Property Solutions

- Colleague welfare (Partners premises) refurbishment
- Painting & Decoration
- Repairs to damaged internal finishes (Including floor trip and slip hazards)
- High level lighting and brightwork repairs
- Fire equipment testing
- Portable Appliance testing
- Bespoke reception area remodelling



Westgrove Environmental

- Strategic Waste Management solutions
- Detailed reporting and recycling analysis
- Legislative advice
- Revenue stream generation

Consultancy and Planning Services

Cleaning & Security strategy specialisation

- Site health checks
- Health & Safety - Detailed site risk assessments and legislative compliance consultancy
- Covert scheme evaluations
- Budgetary Forecasting/Financial feasibility studies



Our core competencies - Food for thought?

a compelling place to work, a compelling company to partner

Westgrove in the Media...

The Westgrove Group have attracted widespread national media interest with our unique, forward-thinking initiatives and expansion plans for the future. Featuring in a plethora of regional media sources including ITV, regional press and various radio stations, Steve and Simon have been raising the profile of the company as part of our brand awareness strategy.

Several major regional publications ran 'page leading' features on Westgrove and our brand has made headline splashes across many prominent on line news agencies. Incredibly Westgrove was featured in over 30 publications and online news streams. We even received a congratulatory note from The House of Commons through our local MP. Our three initiatives; Westgrove Sphere, Westgrove Fusion and our Colleagues of Tomorrow campaign have underpinned the company's attraction value. This together with our proposed headcount increase over the next two years due to our projected growth has given us incredibly positive exposure and feedback.

Steve Fives comments; *"The reaction to our brand awareness campaign has been absolutely tremendous. This is the first time we have taken the Westgrove brand out into the marketplace and the interest that we are continuing to generate will achieve strong commercial traction for the company. In plain terms, it would be very difficult to expand our partner portfolio if the vast majority of our target market has never heard of our brand. Our business has grown historically purely through recommendation and referral over our 15 years of trading. Now is the time to really shout about our achievements and tell the market how great our brand actually is and make more businesses aware of us. Our infrastructure is in place to facilitate our growth; we're equipped, ready and genuinely excited about getting our brand out there."*



Westgrove Website

The NEW Westgrove website went 'live' late last year. The site underwent a facelift, utilising some strong imagery to compliment the content, freshened up the branding and tweaked with the structure slightly to maximise ease of usage. The website is a strong recruitment tool, with numerous site-based applicants completing the online forms and CVs emailed through each week through our Colleagues of Tomorrow campaign.

The original sitemap was retained as it's easy to navigate around the pages and different sections. The news articles are featured on the home page, so you can easily keep up to date on what's going on at

Westgrove. Users can also access our social media pages directly from the site, to keep up to date on our recent awards, events, initiatives and CSR activity.

Current figures indicate that we will achieve over 50,000 hits this year. Remarkably, we've already had more hits in the last six months, than we had in the whole year 2012/2013. We will have our annualised figures to share with you in the next issue.

We have received some great feedback on the website, receiving compliments on the ease of navigation, the design and imagery and also the concise, yet informative content. I'm sure most of you will have visited the website by now, but just in case you haven't, please check us out at www.westgrove.co.uk

The Principles behind our success - What makes us 'tick'?

- ✓ Believe in our brand - Share our passion, dynamism and 'can do' ethos
- ✓ Innovation, added value and continual improvement
- ✓ Deliver unimpeachable levels of integrity
- ✓ Our teams are our colleagues. Our clients become our partners - The bedrock of our success
- ✓ Our service delivery is construed as both an extension, and an enhancement of our partner's operational interface
- ✓ To demonstrate collaborative 'flex' within our business model and understand our partner's key objectives
- ✓ Succession planning and investment in our colleagues - Provide a progressive career platform model and maximise potential
- ✓ Understand our essential principle - Volume will never take precedence over Quality

Vision Statement

"We will endeavour to continually cascade the passion and dynamism demonstrated by the founding directors throughout all levels of the Group's activities. We will strive to understand our colleagues' and partners' key objectives, creating a programme or strategy to fulfil them."

***Westgrove - A compelling place to work,
a compelling company to partner***



Westgrove Group

940 Lakeside Drive • Centre Park • Warrington • WA1 1QY

T: 01925 414190 • F: 01925 414196 • E: enquiries@westgrove.co.uk

www.westgrove.co.uk