



# The Westgrove Magazine

ISSUE 7 2015



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## Welcome from the Co-Chairman

Hi Everyone, Welcome to the eagerly anticipated Issue 7 of The Westgrove Magazine!

Our magazine is now morphing into key information collateral on the Group's colleagues and partners activities. The challenge as always, is to condense all of our good news items from the prevailing period into the one ever-expanding publication. It's certainly a nice problem to have!

Firstly I would like to congratulate Andy Farley on his richly deserved promotion to Group Operations Director. Andy sets an example to everyone within our community that by going that extra yard, and investing time into his colleague's careers with his succession planning ethos, can yield significant rewards. We welcome Andy onto our Executive Team and Claire, Phil Tomlinson (Head of Finance), Simon and I look forward to shaping our growth objectives together with him.

We have appointed our first ever Young Ambassador within the business. Alex Staniforth, at 19 years of age, certainly isn't your average teenager. His story of coping with real adversity and setting his sights on conquering Mount Everest this year is incredibly inspirational (pages 20-21). We hope that our next magazine can feature our branding being profiled at the very top of the world with this remarkable young man! I'm sure you will all be now following his progress after reading his compelling story. Alex forms a key part of our commitment to putting something back into our community and inspiring our colleagues to overcome their own personal adversities in life.

Our Colleague Engagement Survey has once again proved to be a huge success (pages 6-7). The feedback from our colleagues clearly demonstrates that our teams are genuinely feeling an intrinsic element of what we are achieving with the business. Our communication is continually improving and the comments we are receiving are making us a better employer, and this goal underpins everything we do.

“ Our latest audit score has propelled the company into one of the top 5 independent operators within the whole of the UK ”

Our ‘Colleagues of Tomorrow’ campaign is receiving industry-wide praise with many plaudits coming from the HR and Recruitment fields, no mean feat! Our ability to align ‘culture’ and possessing the necessary ‘Westgrove DNA’ as we engage with prospective colleagues is setting us apart from our competitors.

Our colleagues continue to win national awards. Inside you will read about individuals being recognised within security and, a first for the business, Customer Services excellence. Our commitment to this is embodied within our exciting new ‘Westgrove Aspire’ initiative, our ‘Service Excellence Charter’ (page 23) that clearly outlines our service strategy and relationship goals with our partners.

You may recall within the last edition of the magazine we remarked upon how our ACS (SIA Approved Contractor Scheme) audit scores were improving year on year. I’m delighted to announce that our latest audit score has propelled the company into one of the top 5 independent operators within the whole of the UK. The feedback once again from the auditors complimented us on our engagement with our ‘Colleague and Partner community’ and how we cascade through our vision for the business, a tremendous achievement!

Simon and I recently answered some questions posed to us through our Chairman’s Q&A (pages 10-12). Sincere thanks for all of the questions. It is fair to say that we could have filled the entire magazine with our answers but hopefully the questions we have selected gives everyone an interesting insight and extra dimension into the company.

Our growth has continued within all of our established sectors with substantial awards across the UK. We are proud to have been awarded a prestigious national portfolio of Shopping Centres with Savills, taking our partnership with this leading management company to unprecedented levels. Our profile within the corporate sector has increased significantly with a wealth of Grade A premises coming under our management.

We have also secured new partners in the leisure sector at the iconic Chill Factor® in the North West, together with opening up the automotive retail sector with two of the UK’s most coveted brands, Rolls Royce and Bentley motors (pages 28-31).

The continued investment in our software has resulted in Westgrove Sphere being installed in the vast majority of our partner’s premises. This bespoke offering is receiving an array of positive testimonials and is bringing an attractive commercial alternative to the approach of building/asset management for our partners across their portfolios.

Claire, Simon, Andy, Phil and I are enthused to see so many managers developing and progressing within the business. As outlined within our Vision Statement (page 43) our goal will always be to provide a platform for everyone to fulfil their aspirations and objectives. Nothing gives us more pleasure than witnessing first-hand the impact that this can have on our colleague’s lives as they evolve with us. We genuinely feel that we are shaping something refreshingly different in the service sector and our key statement to our colleagues and partners of “We work ‘with’ one another, rather than ‘for’ one another” will always be a pivotal element of our success. Our collective belief is one that we can grow the business without compromising on the way we have always looked after people. Our desire to achieve this has never been stronger.

The ‘Westgrove Community’ made up of our colleagues and partners is increasing month on month and on behalf of the Board and Senior Management Team I would like to take this opportunity to thank you all for choosing to work with us. Our vision would be impossible to deliver without your loyalty and support. Please enjoy the read.

Onwards and Upwards.....

Very best wishes,

**Steve**



“ We work ‘with’ one another, rather than ‘for’ one another ”

## A Message from the MD

Claire McKinley-Smith



**We have a highly motivated, experienced and hardworking team of people from diverse backgrounds and experience, providing our partners with the best possible service solutions.**

Our team has now risen to over 1,500 colleagues spread throughout the UK, our colleague turnover is less than 10% which is an incredible accolade for our industry.

We have always encouraged commitment and rewarded hard-work and a number of our colleagues namely; Andy Farley, Bash Iqbal, Richard Farley and Kieran Lake have benefited hugely from our management development programme. Our decision to remain competitive by not compromising service delivery during the recession has yielded good results and over the last year; we have grown by 20%.

We are continuously updating our technological solutions and have recently developed and launched our very own HR and time & attendance system-Westgrove Connect. In this world of fast changing technological landscape, it is so important that we continuously invest in state of the art technology. Westgrove Sphere has had a huge positive impact on our service delivery solutions, not just within the cleaning and security domain, but we have enhanced Sphere to now provide maintenance support activities to the corporate sector and vacant unit checks for shopping centres. This has allowed us to provide our partners with timely solutions to their current and future needs.

“Quality is the cornerstone of our success. By listening carefully to our partner’s needs and issues, we will further develop a portfolio of attractive capabilities”

We believe in a long standing relationship with our Partners. Our contract retention following re tenders is incredibly impressive. This is down to Westgrove aligning our business model to our Partners goals and objectives, which in turn allows us to provide cohesive and accurate solutions to our Partners. Today we are a premier partner to many UK leading managing agents such as Savills, Workman, DTZ, Lambert Smith Hampton, Munroe K and new partners Lee Baron and Legat Owen. We have recently been awarded a number of Regional and National portfolio deals.

Quality is the cornerstone of our success. By listening carefully to our partner’s needs and issues, we will further develop a portfolio of attractive capabilities, complementing our existing skills that our partners will draw real benefit from.

Our main objectives during 2015 are to remain a partner of choice, continue to provide unprecedented levels of service delivery and continue to develop technological solutions. We plan to achieve these goals through our strength - our colleagues, to seek their continuous involvement in achieving the Company’s objectives. This confidence is based on our quality image with a reputation for high standards that has been built over many years and the Westgrove brand name is becoming widely recognised. A fundamental part of our business strategy is to continuously comply with actions which are environmentally sound, socially just and economically viable.

To conclude, we are still a privately owned soft service provider. With the right infrastructure, people and with smart investment, the right capabilities and the continued commitment to our high standards, we will continue to succeed.

I look forward to working with our valued partners and colleagues in 2015 and beyond.

**Claire McKinley-Smith**





## Colleagues...

### Andy Farley - Group Operations Director

**Andy Farley joined Westgrove in April 2011, after having spent all of his career in senior roles within retail and the soft service industry, including operating as a Director for one of the largest security companies in the UK.**

Andy was aware of the Westgrove brand for some time before joining the business and believed the Westgrove environment to be vibrant and engaging. Andy had been alongside Westgrove on a number of tender opportunities. He believed that the Westgrove brand would become widely recognised and would quickly become a company of choice. Andy joined Westgrove as an Area Support Manager, initially taking several steps back in his career.

As Westgrove continued to grow, Andy was swiftly promoted to a Regional Director. During Q4 of 2014, the Board of Directors embarked on an internal 360° review of the management structure. The Board believed that Claire McKinley-Smith Group MD would benefit more by having one Operational Director who would take ownership of all operational challenges, thus allowing Claire more time to become more strategically positioned and to assist in the development of the business as a whole. Andy was promoted to Group Operations Director in November 2014.

Andy's position within the business is a truly cross-functional role in an ever changing, dynamic and fast moving environment. Andy is responsible for managing and improving the processes of our diverse operations within the UK. Andy's objective is to achieve cost-effective, high quality output with world-class levels of customer service.

Andy has the ability to multitask in every area; his organisational and top-drawer analytical and problem-solving skills really assist in driving the business forward.

Communication is another key skill of Andy's. Not only does he identify where areas could be improved, he also has the ability to communicate this, plus give clear and concise instructions on how to enhance the operation and improve the situation.

Colleague development is a big part of Andy's role and he has recently implemented a company succession plan. Over the last few years Andy has recognised talent within the business and has embarked on assisting the individuals to recognise their true potential, inspire energy and creative thinking. One of his main objectives during 2015 is to continue to recognise talent, enhance our service delivery and to assist our HR team in developing the e-learning framework, making a real difference to the business.

The Westgrove Executive Team really empowers Andy to come up with solutions to problems and he is given the autonomy and the finances to implement them. Andy has a vast amount of experience in providing strategic management of profit and loss accounts and he is accustomed to managing a large team of colleagues. Andy offers extensive support to all his colleagues who are all committed to achieving the very best for all our Partners and Colleagues.

We wish Andy every success in his new role and welcome him onto our Executive Team.

**Claire McKinley-Smith**

(Andy has only one fault, he's an avid Chelsea fan!)

“ Colleague development is a big part of Andy's role ”



# Colleague Engagement Survey

We are delighted to share the results of our third Colleague Engagement Survey with you.

This year's survey was conducted on-line to make it easier for our colleagues to complete. We had a great response from our colleagues including Cleaners, Security Officers, Concierge, Supervisors and Managers from a cross section of our contracts throughout the UK, including shopping centres and corporate contracts. We now employ over **1500** colleagues and **37%** of colleagues that took part have been with Westgrove for less than a year, so it's great to get their fresh input.



**COMMUNICATION** - We asked you what makes Westgrove different from the industry norm and you told us about your positive experiences with communication and Manager Support. We do pride ourselves on our experienced support team both at our head office and our Business Managers and it is very encouraging to hear that our colleagues support our views.

*"They take time to listen and have policies and procedures that are followed. Always somebody at the end of a telephone"*

*"Westgrove are more willing to send out managers and are a bigger company. Westgrove are there for you, rather than just leave you to get on with it"*

*"It's not changed, it's always been excellent"*

*"Communication has always been at a high level as we have a weekly meeting with our partner and we get a full update on Westgrove"*

**OUR WEB SITE** - **76%** of respondents have viewed our website and say it is good, informative and easy to use. Suggestions to make it even better include saying more about training and development and using it actively to generate more leads for Westgrove services.

*"Professional, a lot of information. Important that it mentions a lot of the colleagues"*

*"Serious company that provides high quality services"*

*"Smart, structured, simplistic yet informative"*

*"Very professional and a good selling point to any prospective client wishing to form a partnership with the company"*

*"I love seeing the work we're doing with Alex, our Young Ambassador on the web site"*

*"Really modern and corporate but still gives everyone an indication of how important we are (colleagues) to the company"*

**UNIFORMS** - **74%** of you are happy with the uniform provided. This is slightly less than last year when we had a significant increase on the previous year's satisfaction levels. Our uniform service partner has developed a brand new portal, which will ensure a more streamlined service and faster delivery times. We will be reviewing the uniform turnaround dynamic with this extra investment over the coming months and we

will report back to you on our findings. It is absolutely essential that our supply partners share our vision and invest in their own infrastructure as we grow the business model together.

**MACHINERY REPAIRS** - Last year we confirmed that **89%** of you reported that you have the right tools and equipment to do your job. This followed the introduction of our new machinery service partner. We're pleased to announce that this year **94%** of you have reported that you feel you have the right tools to do your job. Taking into consideration the 20% increase in growth over the last 12 months this is an impressive statistic.

*"More efficient, Westgrove get things done"*

*"More organised with supplies"*

*"The support shown is astronomical, you have provided the right tools and training and development & guidance"*

*"With other cleaning companies we've been used to waiting weeks for machinery to be fixed. Westgrove have actually got out to site the same day on one occasion when we had a fault with the scrubber drier!"*

*"We've been involved with machinery demonstrations on site and our opinions were listened to"*

*"Engineers vans carry all the parts. Things are fixed really quickly"*

**PAY QUERIES/ PAYROLL** - Pay is so important to our colleagues and we consistently strive to ensure our colleagues pay is accurate and on time. Over **90%** of you said your pay was correct and you did not need to raise a query, which has parity with last year. With the introduction of Westgrove Connect, our colleagues will soon have access to a phone application, whereby our colleagues will be self-supporting for the booking of holidays and changing personal information. Watch this space!

*"They make sure staff are happy and get paid"*

*"Westgrove Connect is making my life easier"*

**TRAINING & DEVELOPMENT** - Our colleagues have given us more positive feedback on training and development and to make sure that we keep succeeding, we will be running our Talent Management Development programme again from February 2015, to include those who have been promoted into management roles, plus many new managers and supervisors.

**89%** of you know who to speak to with regard to personal or colleague training needs and **80%** say you receive sufficient and relevant refresher training.

Training and development are so important and we are consistently reviewing ways in which we can improve our training offering. With the launch of Westgrove ASPIRE, our Educational programme which will consist of a series of RoSPA accredited E-learning

courses, bespoke cleaning and security courses, and our industry leading bespoke Service Excellence Training; this will further enhance our offering.

*"Dedication, commitment and the right approach to developing its colleagues"*

*"Progression opportunities, training and feeling content"*

*"Westgrove strive to progress within and everyone is really helpful with a can do ethos"*

#### HEALTH, SAFETY, COMPLIANCE AND ENVIRONMENT -

Our on-going commitment and your feedback in this area matches the phenomenal results of last year's survey. **97%** of you are aware of how your actions could impact on global warming, costs, contamination and accidents.



**95%** of you see Health & Safety support and guidance is readily available; **98%** are confident you can communicate any Health & Safety concerns to your manager and **98%** of you are aware of your legal responsibilities in this area. Last year Tony Page - Head of Health, Safety and Compliance introduced monthly conference calls to ensure our colleagues can discuss any concerns they may have relating to Health and Safety. During 2015, our industry leading tool box talks will also be part of the Westgrove ASPIRE e-learning system.

*"Health & Safety is fantastic, more awareness with toolbox talks"*

**98%** see H&S support is readily available

**TEAM IDENTITY & RECOGNITION** - We are growing rapidly, however we would not be as successful without the continued support of our colleagues and partners.

**69%** of our colleagues have been with Westgrove for more than 2 years, which given our growth over the last few years is an incredible accolade.

**37%** of respondents are new colleagues and you have told us that you feel part of the team and that you would like to know more about developments within the business. **86%** understand The Westgrove Group principles of business and our company vision statement. We are looking to improve this figure still further over the course of this year.

**93%** of our colleagues told us that you are involved with your manager to help solve problems and to come up with solutions on site.

*"I feel valued, part of a family, I can go to Lilian and she will sort things out"*

*"Personal attitude to each employee"*

*"It's a very long time since I worked for a cleaning company, so I cannot compare, but Westgrove are an excellent company to work for"*

*"It feels like a family"*

*"We're one big community"*

*"I am happy working for a company, extremely supportive and never worked anywhere like it"*

**91%** of you support our reward and recognition scheme

**86%** said that you would recommend Westgrove as an employer of choice

**89%** stated they could see themselves still working for Westgrove in two years' time



## Summary

We would like to thank all our colleagues who participated in the survey and for giving us the invaluable feedback. We appreciate your openness and honesty in telling us how you really feel about working here at Westgrove. We know that there is always room for improvement and it is with your input we make sure we identify the areas that will make the greatest difference to you, our valued colleagues.

*"Westgrove is a great company to work for and I fly the flag for Westgrove as if it's mine. This is down to the fantastic support and opportunities I have been given"*

*"I have always enjoyed working for Westgrove. The senior management team have been encouraging and have always given me the chance to take on board opportunities to further my knowledge and future within the company"*

*"Thank you for giving me the opportunity to work for a very supportive and forward thinking company. I wish you continued success and I hope I stay with the company for many years to come"*

*"I have only worked for Westgrove for a few months, but so far it seems a lot more professional than my last company and I am looking forward to the future with them."*

*"We have a really great feel good factor in our team"*

*"The awards that the company gives out to its colleagues is brilliant. It feels great to have recognition from the owners of the company"*

*"I had heard a lot about the 'Westgrove community' feel before I was TUPE transferred over from another company last year. Having worked within the security industry for many years I had heard all of the promises made by various companies that failed to be delivered. From day one at the group presentation I have felt a part of the company and the management team are delivering on every single aspect"*

*"Why don't other companies treat their staff the way that Westgrove do?"*



# Colleague Focus



## ADELE WOODWARD

*Head Office Facilities & Operations Manager*



I joined Westgrove in August 2011, initially as an Administrator, in January my role was changed to Facilities & Operations Co-Ordinator. In 2013 I was promoted to Head Office Facilities & Operations Manager. I look after our portfolio of Waste Management contracts, produce reports, maintain documentary compliance and liaise with our colleagues on site and Waste Contractors. I like to work alongside my colleagues in other departments and understand the importance of knowledge sharing and communication. I particularly enjoy meeting our site-based colleagues as part of the Internal Audit process undertaken by Tony Page and myself. Last, but not least, I couldn't manage without the help of my extremely valued colleague, Una Maclean.

**What are your hobbies and interests?** - I love being in my garden, trying out new plant combinations and creating my own hanging baskets and troughs. I like trying new styles of food and restaurants (Vietnamese for the first time last September) and love rugby and football games.

**If you could live anywhere in the world, where would it be and why?** - It would definitely be Italy, in a particular property on the hillside of Sorrento.

**Which 3 famous people would you invite to your ideal dinner party?** - Kathy Burke, Michael Parkinson and Bette Midler.

**What's the best thing about working for Westgrove?** - We are one big family.

**Which one fact about you would surprise everyone?** - I so badly wanted a horse when I was a child; I decided I wanted to join the mounted police!

## CHRISTINE PILKINGTON - *Cleaning Supervisor*

Christine Pilkington is a Cleaning Supervisor and has been with Westgrove since July 2014, but worked at Market place for many years. Paul Nutter, Market Place Dual-Service Manager comments; *"Christine is a great asset to Market Place and to Westgrove. She has been a great help to me in my new role."*

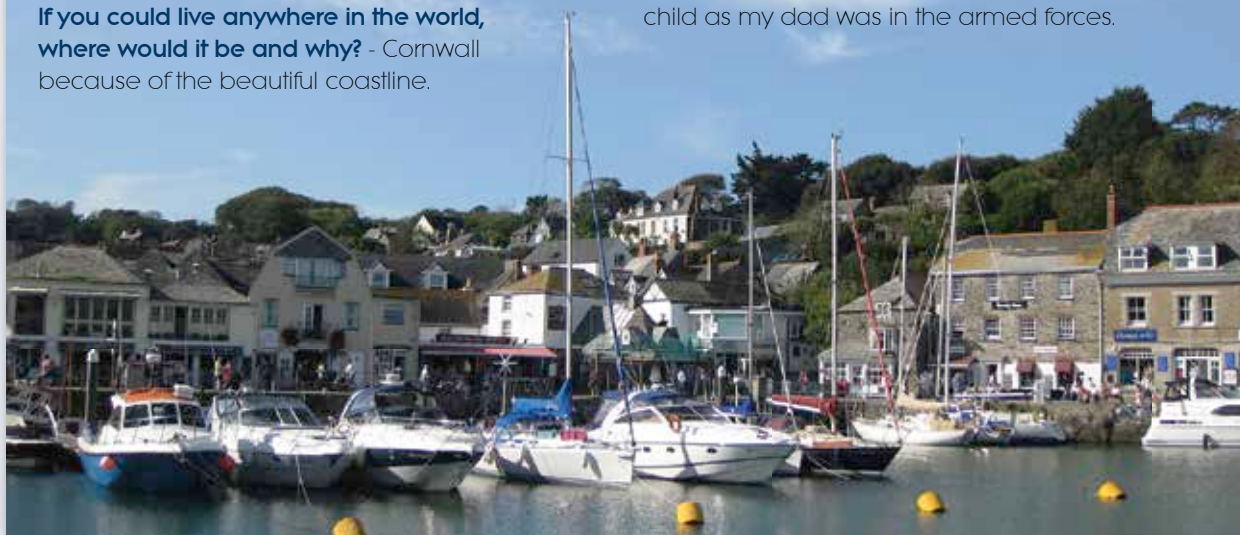
**What are your hobbies and interests?**  
- Knitting, dancing and reading.

**If you could live anywhere in the world, where would it be and why?** - Cornwall because of the beautiful coastline.

**Which 3 famous people would you invite to your ideal dinner party?** - Peter Kay, Patrick McGuinness and Beverley Callard.

**What's the best thing about working for Westgrove?** - We all work together as a team.

**Which one fact about you would surprise everyone?** - I lived in lots of places when I was a child as my dad was in the armed forces.





## HEATHER MURPHY

### *Business Manager*

My role is to manage a portfolio of contracts within Westgrove for our partners at Savills. This includes the day to day running of each contract as well as helping to enhance the current business strategy within Westgrove.

I started at Westgrove in 2005 as a Cleaning Manager at Bolton Wanderers FC with my Mother and sister working there before me. After two and a half years I progressed to the cleaning Manager at Spindles/Town Square Shopping Centre in Oldham where my skill set in cleaning developed further, driving me forward to promotion of North West Area Manager. From this role I was promoted to Business Manager. I am living proof of "Colleague development within Westgrove". During my time at Westgrove I have encountered a series of weird and wonderful moments and a rollercoaster of challenging times (not to mention an increase in silver locks!) but all have been worth it and during all of these times I have had wonderful support from my Colleagues, Senior Managers and Directors.



### **What are your hobbies and interests?**

- I love to go to The Theatre when I have the time and my interests are 1950's America (especially The Rat Pack Era) and lavishing all my attention on my Chocolate Labrador (Meg). I also enjoy reading.

### **If you could live anywhere in the world, where would it be and why?**

- My bed! Because it is comfortable, safe and warm and when I go there I always want to be in it, but very rarely want to leave it!... Or Italy, love the food, ambience and chilled out environment.

### **Which 3 famous people would you invite to your ideal dinner party?**

- Stephen Spielberg (his imagination is amazing) Julie Walters (she will have me laughing all night) and Gerard Butler (purely for the eye candy and to smile at all night!)

### **What's the best thing about working for Westgrove?**

- I have worked for Westgrove for 10 years this year and love the "family ethos" we have. We have a great team and I love working with everyone. I am both proud and humbled to be working with all of my colleagues not only at HQ, but also on the ground who I deal with on a day to day basis.

### **Which one fact about you would surprise everyone?**

- I have climbed Sidney Harbour Bridge in Australia with my Dad when he was 62 years old. Nothing else I have done would surprise anyone!



## CHRIS STORK - Control Supervisor

Chris Stork is a Control Supervisor at Princes Quay Shopping Centre in Hull. He has worked there for five years, with the last three years working for Westgrove.

**What are your hobbies and interests?** - Going to the gym, mountain climbing & caving.

**If you could live anywhere in the world, where would it be and why?** - The Lake District, this is a place I can do all my hobbies and it's a nice seclusion, away from the hustle and bustle.

**Which 3 famous people would you invite to your ideal dinner party?** - Jonny Depp as Willy Wonka, Will Smith & Gerard Butler.

**What's the best thing about working for Westgrove?** - Working within a team and working together to make the team better.

**Which one fact about you would surprise everyone?** - Behind closed doors I'm very much a soft hearted man, especially when it comes to my kids and animals.



## Chairman's Q&A

Following the article in Issue 6 introducing the concept of the Chairman's Q&A, we were pleased to have been inundated with questions.

It's been a tough task, but the board have chosen the following questions, which they felt provided a fair representation of those posed. Simon (SW) and Steve (SF) are delighted to provide their answers.



### **Q. WHAT WERE YOUR GOALS AND AMBITIONS THAT LED TO YOUR SUCCESS?**

*Jess Higson - Fountain Street Manchester*

(SW) Our business goals and ambitions are no different today than they were in 1998 (when Westgrove was founded). We want to deliver the best solution to our partner's issues through our passion and dynamism, engaging with our colleagues and partners and working together. Today we continue to engage both our staff and partners, safe in the knowledge that this continuous engagement and subsequent action to all parties needs, will deliver the level of performance that will keep our colleagues and partners fully informed of our performance and objectives and indeed what we stand for as a business.

“ We want to deliver the best solution to our partner's issues through our passion and dynamism ”

### **Q. HOW DO YOU SEE WESTGROVE EVOLVING ALONGSIDE THE SECURITY INDUSTRY AS A WHOLE (IN THE NEXT FIVE YEARS)?**

*Stuart Chapman - Brunel*

(SW) The next five years represents a real opportunity for Westgrove to grow at the rate we have always believed it should. Steve and I feel we have nurtured the business over the last sixteen years just to get to this point, where we have a platform to really take the business forward. There is a gap in the market for a business like Westgrove. Currently there are the large national providers, of both security and cleaning and the smaller local/regional firms. Neither has the commercial, operational and financial flex and agility that Westgrove has currently. We are perfectly positioned in the middle of these two ends of the spectrum and that is exactly where we operate best.

### **Q. WITH THE CONTINUED GROWTH OF THE COMPANY AND THE DECENTRALISATION OF HR RESPONSIBILITIES, ARE THERE ANY PLANS TO BUILD ON THE TALENT DEVELOPMENT PROGRAMME TO ENABLE MANAGERS TO FURTHER DEVELOP THEIR SKILLS IN THESE AREAS?**

*Steve Allen - Haymarket*

(SF) It is absolutely imperative that we develop our management infrastructure by upskilling within all critical areas of our daily operation. As we are a 24 hour, 365 days a year entity



“ We felt that our passion for customer satisfaction and staff engagement could create a real niche in the market ”

personnel challenges and subsequent HR knowledge and skill base needs to be drawn upon at any given time, not just within the time parameters of our Corporate HQ support operation. Developing good foundations of human resource training enables our business to operate with greater fluidity with decisions being made locally that are in sync with employment law and legislation requirements. Our management training will encapsulate HR and Health & Safety together with defined 'leadership' and 'decision making' objectives that will practically assist our colleagues out in the field on a daily basis.

Within our Vision Statement lies the very principles by which Simon and I set our stall out in 1998 when we set up the company. "We will strive to understand our colleagues and partners key objectives, creating a strategy or programme to fulfil them". Our Management Development Programme is intrinsically linked to recognising talent within our rapidly expanding business. We have proven success within the company of developing Managers and promoting from within. We're really proud of this fact and it gives Simon, Claire and I an enormous amount of pride watching individuals with the Westgrove DNA forge previously uncharted career paths with us, changing their quality of life through the company that Simon and I set up. For me personally it doesn't get any better than this.

**Q. WHAT IS THE COMPANY'S FOCUS; HIGHER REVENUE OR CHEAPER COST RESTRICTIVE?**

*Darryl Dobson - Pavilions Security*

(SW) Running a successful business means you cannot ignore these two factors, however the business has always focussed on the ultimate delivery of our product, the development of our colleagues and the engagement of our partners. These elements alone will ensure the success of our business. That said we have a quality product and coupled with the quality of our management teams and site based teams, who should never be undervalued or under sold.

**Q. AS JOINT CHAIRMEN, HOW DO YOU OVERCOME ANY DISAGREEMENTS AND WHO NORMALLY GETS THEIR OWN WAY?**

*David Shaw - Hardshaw Centre*

(SW) As Steve and I share the same vision, virtues and values, our disagreements are few

and far between. Our view is to not look at certain situations from a personal perspective. Ultimately the welfare of the company is the key driver for the both of us. Ego and politics have no place in the Chairmen's office and consequently have no effect or influence on any decisions we take.

**Q. WHERE DID YOU BOTH MEET AND WHO CAME UP WITH THE IDEA OF STARTING WESTGROVE?**

*David Warburton - Crown Point*

(SF) Simon and I met in August 1993 where we both worked for a contract cleaning company based in the North West. Our roles then were more sales orientated and we both developed different territories with huge success. Unfortunately our then employer did not share the principles of business that we both had and Simon and I became disillusioned at the way our customers were being treated. Simon and I had talked at length about this dynamic and how we felt that our passion for customer satisfaction and staff engagement could create a real niche in the market for us. And so, Westgrove was born in August 1998 at the iconic Molineux Stadium, home of Wolverhampton Wanderers FC. We will never forget that our first office was an Executive box through the week and on a Saturday/Match day we would have to hide the fax machine and take down the wall planners as our guests arrived! The surroundings of our first office did bring about its distractions though. When Simon and I were interviewing a candidate for a cleaning position we had at the stadium, he threw himself across the floor showing us how he was a great goalkeeper in his day. To this day this story still brings tears of laughter to the eyes of the pair of us! There are many more over the years!

**Q. WHAT WAS THE FIRST CONTRACT WESTGROVE WON AND HOW MANY CONTRACTS DID THE COMPANY HAVE IN THE FIRST YEAR OF BUSINESS COMPARED TO NOW?**

*David Warburton - Crown Point North*

(SW) Our first contract was Wolverhampton Wanderers Football Club. We employed six full-time and four part-time colleagues. Our first year yielded two partners, twenty eight full and part-time colleagues and a turnover £368,000. Today we are approaching 100 partners, over 1,500 full and part-time colleagues and a



turnover approaching £20million. It has been an eventful journey to this point. We now have a platform from which to develop and grow to our full potential.

**Q. LOOKING BACK, IS THERE ANYTHING YOU WOULD HAVE DONE DIFFERENTLY?**

*Marie Lambeth - Pavilions*

(SW) Knowing what we know now and seeing how well both our security and dual service offering has been received since January 2009, we would have acted upon numerous opportunities we had prior to establishing Westgrove Support Services a lot earlier than we did. The growth of the business since then has been fantastic and our ability to offer the sectors we work in something different has been really gratifying. Steve and I were first asked to look at providing security/manned guarding as long ago as 2001, but like anything in business; only look back in order to learn, not to wonder 'if only'. Tomorrow is always the most important day.

**Q. HOW DOES WESTGROVE PLAN TO GROW IN A MARKET THAT IS STILL SUBDUED AND CAN THEY STILL BE SUPPORTIVE TO COLLEAGUES DURING THIS GROWTH?**

*Zara Pratt - Pavillions*

(SW) Two questions for the price of one there Zara! One of the key components to our continued success and growth will be diversification. Currently one of our key markets is retail and shopping centres. Our philosophy, in terms of diversified growth, is if we can clean and secure multi-million pound assets with millions of visitors walking through the door seven days per week, 365 days per year and the operational challenges that can bring then, we believe, we can clean and secure any property or asset. The corporate and commercial sector is a very buoyant sector for the company at the moment, as is the leisure and tourism sector yet both still hold enormous potential for us. The vision and philosophy of the business will not detract from what it is now. Our business is wholly dependent on our people and continued investment in you and them at all levels will

“ It has been an eventful journey to this point. We now have a platform from which to develop and grow to our full potential ”

ensure we have the steadiest of ships as we continue our growth journey. We are one of the very few companies that have managed to continue to grow and invest in our infrastructure through the economic downturn. The economy is showing some very positive signs of recovery and our brand is perfectly placed with real credibility within our market place. The opportunities for all of our colleagues as we grow the business to progress will be more evident than ever. Giving our colleagues a platform and supporting your aspirations lies at the very core of the vision that Steve, Claire and I have for the business.

**Q. BECAUSE OF YOUR STRONG WORK ETHICS WHAT FORM OF RELAXATIONS OR HOBBIES DO YOU PARTAKE IN?**

*Elish Rupan - Cleaning Supervisor, Pannone*

(SF) Simon loves his golf and plays to a really good standard. He is a member at two different golf clubs and enjoys playing the real marquee courses, especially the Links across the UK. Outside of playing golf his weekends are spent helping his wife Julia with driving to dancing, swimming and horse riding for his 3 girls, Megan, Scarlett and Ruby and athletics for his 20 year old son Elliot. Simon contributes to the high profile North West Insider Magazine 'Power of ten' executive panel; whereby he gives his comments/advice on pertinent issues concerning business and the wider business community.

My life also revolves around the girls in my life. My wife Jenny and our girls Jasmine and Imogen; making up the four Fives. I enjoy sailing, playing golf and tennis and keeping fit mainly through jogging and fell walking. I live at the top of a very big hill, great at the start of a run but not so great as you head for home! I also love gardening and alfresco living. My interests outside of Westgrove include having several Board Advisory roles mentoring several individuals from the sport and corporate world, perhaps most notably, Alex Staniforth, Westgrove's Young Ambassador.

“ We have proven success within the company of developing Managers and promoting from within ”





## National Winner 2014

Issue 6 of the Westgrove Magazine detailed the announcement of two 2014 Regional Winners.

We are delighted to confirm that from that, we went onto win a National Award for **Dean Baverstock** as Best Newcomer. The award was presented at the BSIA Security Personnel Awards lunch in London.

Claire McKinley-Smith, Group Managing Director at Westgrove commented on the award; *"This is fantastic news for The Westgrove Group. We pride ourselves in having a primary focus on colleague engagement, which is filtered throughout all tiers within the business. We actively encourage a clear career progression model throughout Westgrove and to have colleagues who embrace this so well is a great result. It's a significant step for us to be taking the large industry players head on in these awards again - and coming out as winners for the second year running is a truly great achievement."*

### BSIA Regional Winners 2015 Announced

As we enter into a new year of BSIA awards, we are pleased to confirm award success for the third year running. Our Westgrove colleagues have once again been successful as BSIA Regional Winners.



**Richard Farley** (left), Dual Service Manager from the Kennet Centre and **Katy Adams** (right), Security Officer from Beechwood Shopping Centre have both won the Regional Award in the category 'Service to the Customer' for the South West and South East respectively.

Katy Adams was awarded for her proactive approach to assist in improving the standards of profit protection within Beechwood Shopping Centre. Katy has not only detained and deferred shoplifters, she has actively sought ways to improve the tenants awareness of the issues, by presenting to tenants and Partners highlighting the issues.

Katy comments on her award; *"I'm shocked & overwhelmed to be awarded the BSIA in the service to the customer category. It's absolutely fantastic news and would like to thank Westgrove, Beechwood and Workman for their invaluable support."*

Andy Farley, Group Operations Director comments; *"This is a fantastic achievement for the individuals concerned and really pays tribute to the outstanding levels of service that both Katy and Richard have given to their onsite Partners during the course of 2014. Excelling in customer care is a key success factor that is often neglected in our industry and to be able to*

*celebrate two winners in this category is something to be proud of."*

Richard Farley has been awarded for his exceptional and proactive approach to his role within Westgrove and the Kennet Centre. Richard has taken on new responsibilities during his time, from training and development to maintenance and managing events, in addition to the day job. He is an asset to the team and invaluable to the Centre Manager.

Richard comments on receiving his award; *"I am absolutely overwhelmed to have won the BSIA Regional Award, it's such fantastic news that it has had me smiling for weeks now whenever I talk about it, I still can't quite believe it, it's such an honour and something that I will be proud of for the rest of my life."*

*I must say that the level of support shown to myself by Mag Williams and the teams at the Kennet Shopping Centre along with Claire McKinley-Smith and the entire senior management team at the Westgrove Group has been outstanding, without each and every one of them I would not have enjoyed or accomplished many of the goals I have set or have the right tools to complete them. A very big thank you to them all."*



### BCSC ACE Award Winner

**Nick Fenech**, Customer Service Supervisor at The Frenchgate Shopping Centre in Doncaster, has been presented with a coveted BCSC ACE (Achieving Customer Excellence) Award. The awards are organised by the British Council of Shopping Centres and Shopping Centre Magazine, who celebrate the best customer service in the retail industry.

Following a series of mystery shopper visits, from which Nick consistently achieved a score of 100%, he won an ACE Star award. He then went onto be presented with the top award, the ACE Superstar.

Nick demonstrated his excellence in customer service to the mystery shopper judges, who visited nearly 350 nominations across the UK. Nick was one of just nineteen winners and seven Superstar winners.

Christine Peacock, Frenchgate's Retail Liaison Manager, said: *"Nick was put forward for the Ace Star Award which assesses the customer service skills*



*of concierge, security and cleaning staff. Each Star application is mystery shopped using an audit which assesses problem solving scenarios. High scoring individuals receive Ace Star Awards and the highest scorers are awarded the prestigious Ace Superstar Award - the best in customer service."*

*"We work closely with our facilities service provider the Westgrove Group to ensure all our staff are trained in customer service and we mystery shop all our staff and facilities every month. We have recently appointed a number of customer service ambassadors, including Nick, to ensure that service is top of our priority list."*



## Reward & Recognition - Quarter 1

### OUTSTANDING ACT

**Daniel Paice - Security Officer and  
Lynn Lynch - Cleaning Operative**

who dealt with a young female who had harmed herself in a suicide attempt at the Hardshaw Centre, St. Helens.



### SERVICE TO THE CUSTOMER

**Jess Higson - receptionist LSH Fountain Street,  
Manchester**

for her outstanding contribution to our partner in updating and formulating documents for the LSH portfolio.

The award also goes to

**Graham Herring, Maintenance Operative**

who has refitted areas of the centre saving money and making the areas look completely new and user friendly at Beechwood Shopping Centre, Cheltenham.



### COLLEAGUE OF THE QUARTER

**Sunny Verma - Business Manager**

for his outstanding contribution to Westgrove Sphere and commitment to Westgrove. His amazing can-do ethos has been recognised by both Colleagues and Partners - many congratulations!

*Pictured left to right: Steve Fives, Chairman; Sunny Verma, Business Manager; Claire McKinley-Smith, Group Managing Director and Simon Whittle, Chairman*

The award also goes to

**Malcolm Berry, Site Manager K Village, Kendal**

for his outstanding achievements and awards three months running including site Oscars.

*Pictured left to right: Heather Murphy, Business Manager; Claire McKinley-Smith, Group Managing Director; Malcolm Berry, Cleaning Supervisor; Mandy Dixon, General Manager; Judith King, Cleaning Operator; Samantha Metcalfe, Cleaning Operator and Jean Smith, Cleaning Operator*



### TEAM OF THE QUARTER

**Cleaning Team at Crown Point in  
Manchester**

who have worked tirelessly in extreme conditions and received excellent feedback from our partner and land owners as they deal with everything in a timely and professional manner.

*Pictured left to right: Paula Clowes - Cleaning Operator, Oscar Wiredzi - Cleaning Operator, Claire McKinley-Smith - Westgrove Group Managing Director, David Warburton - Cleaning Supervisor, Chris Baxter - Regional Facilities Manager - Savills, and Heather Murphy - Westgrove Business Manager.*





## Reward & Recognition - Quarter 2

### TEAM OF THE QUARTER - Kingston

The team's hard work, dedication and continued commitment at site, has been recognised by our partner and they are more than impressed by the attitudes and noticeable improvements. They have put forward ideas and have taken everything on board which is asked of them and given a 100%. It has been stated that Kingston is on the way to becoming a top team within our partners portfolio.

*Pictured left to right: Andy Farley; Westgrove Group Operations Director, Craig Guess, Mike McClement, Bash Iqbal, Anthony Russo, Barry Ingleby and Claire McKinley-Smith; Westgrove Managing Director.*



### OUTSTANDING ACT

#### Paul Nevins - Haymarket Shopping Centre

Paul has been supporting the Security Manager with numerous administration tasks, mainly in his own time, either coming into work on his days off or taking projects home. On his own initiative, he produced a detailed guide to the Sprinkler System Testing and it is now being used as a training guide. Paul continues to work tirelessly and strives to assist and improve on an exceptional level of service to our Partners.

### OUTSTANDING ACT

#### Abu Taher - Arena Shopping Centre

A female customer had a heart attack and two off duty nurses were carrying out CPR, the female was not breathing and unconscious, Abu got the DEFIB machine and talked the nurses through the process and successfully shocked the female, who regained consciousness. The customers husband has thanked all who were involved and informed them that his wife had undergone open heart surgery and said if they hadn't used a DEFIB she would not have survived.



### EMPLOYEE OF THE QUARTER

#### Richard Farley - Kennet Centre

Richard has shown great leadership in terms of his behaviour and commitment to developing his team. He has utilised his team to carry out the investigation and disciplinary process in a timely and professional manner. Richard is well respected by his team who say that he will go that extra mile and is thoroughly committed to his role. The centre has been without a maintenance manager and Richard has been assisting in this area, continuing to carry out his role as Dual Service Manager and he has been supporting other sites within the Westgrove portfolio and the mobilisation of new contracts.

### SERVICE TO THE CUSTOMER

#### - Malcolm Parritt - Princes Quay

Following a refurbishment of the car parking equipment, which caused disruption throughout the centre, Malcolm went above and beyond the call of duty. He offered without hesitation to change any of his shifts, came in early and stayed late every time, even coming into work on his day off just to check if the machines were working. Throughout this period Malcolm had to deal with challenging situations with regards to an irate customer and delivered excellent customer service, to ensure the issues did not escalate further.



## Reward & Recognition - Quarter 3



### OUTSTANDING ACT

**Gareth Watson, Adele Jarvis & Tim O'Callaghan - Spindles Shopping Centre**

Gareth noticed a female acting suspiciously on Level 7 of the car park which is a notorious suicide location. Both Tim and Adele approached the lady who assured them both that she was ok, she left and went to Level 1 but later returned to Level 7. Adele approached the lady and she admitted that she was suffering from depression and felt suicidal. Adele took the lady for a coffee and chat and informed Tim of the situation who informed the police. The lady was placed on the at risk register and as a result is now receiving the appropriate care she needs. The lady has since returned to the site to thanked the team for their help and support on that day.



### COLLEAGUE OF THE QUARTER

**Joe Morris - Beaumont Shopping Centre**

Joe joined The Westgrove Group in February 2013 and has been promoted to Senior Cleaner on the site, he has proven time and time again that he has what it takes to lead and motivate his team. Joe successfully completed the management development programme and is able to support the management on site, as well as having an 100% attendance record and he consistently goes that extra mile to deliver a quality service to our partner.

*Pictured; Joe Morris receiving his award.*



### TEAM OF THE QUARTER

**Skydome Security Team**

Like many Westgrove sites, the Security team at Skydome work hard to ensure that they deliver an excellent service. Skydome does have its challenges and there was a serious incident on site which was gang related and was a furious and aggressive attack by several males, armed with weapons and resulted in a member of the public being brutally stabbed several times and left fighting for his life. Due to the fast thinking and responsive action of our colleagues they saved the man's life and prevented any further casualties.

### SERVICE TO THE CUSTOMER

**Daniel Paice - Hardshaw Shopping Centre**

A tenant of the centre was assaulted as he approached his car. Daniel had noticed two males acting suspiciously at a similar time, but was unable to obtain CCTV footage to identify the culprits. Eight days later Daniel recognised the two men, he contacted St Helen's Council to obtain CCTV footage and the CID with the new information. Due to Daniel's fast action they were able to identify the culprits, which resulted in them being arrested and charged and following a guilty plea, they are currently awaiting sentencing at Liverpool Crown Court.





## Reward & Recognition - Quarter 4

### TEAM OF THE QUARTER

**The Strand Security Team (William Randles, David Hind, Wayne Mackenzie, Kelly Saleem)**

In December last year there was a serious road traffic collision in the car park at The Strand. On arrival, William & David found a Mini Cooper impaled on a ramp with the rails wrapped around the vehicle - and two of its wheels off the ground! The lady had hit the railings with such force the driver's door would not open and she was trapped inside. William and David had to force her free but they soon discovered that this lady suffered with MS so had to proceed with extra care. The two officers successfully managed to retrieve the lady from the vehicle, diverted traffic and started to clear up after the accident. Kelly was finishing her duties but willingly attended to offer first aid prior to the paramedic's arrival keeping her safe and comfortable. Wayne the duty controller managed the incident perfectly, dealing with both Merseyside police and North West Ambulance. A great demonstration of team work.



### COLLEAGUE OF THE QUARTER

**Hendrickson Fernandes; Surrey Quays**

Hendrickson was requested by security to provide assistance to a customer who had collapsed outside the shopping centre near an ATM. The male who had collapsed was a citizen of Venezuela on holiday and did not speak English. Hendrickson was called as he can understand and speak Spanish. On arrival, Hendrickson discovered the man very disorientated and unable to explain what had happened. It soon became clear the gentleman was unable to use his bank card for any transactions and during a moment of panic, led him to faint. After a failed attempt to contact the Embassy of Portugal & Venezuela and the bank, Hendrickson had the idea to get in touch with the customer's relatives via Facebook. This was done and the customer's family were able to transfer some money to the customer who was then helped by the local Western Union to collect his money. Hendrickson helped and supported this member of the public throughout his ordeal which really does go above and beyond excellent customer service!

### SERVICE TO THE CUSTOMER

**John Thomson; Beaumont Shopping Centre**

At Costa Coffee in the Beaumont Shopping Centre, there was a Community Fundraising event. John Thomson was on duty this day and we have received commendations from both the client and the tenant for John's assistance & support that day. He made sure that the management team at Costa had everything they needed in order for the day to run smoothly. Due to the festive season, the centre was much busier than normal, but he managed to keep the crowd under control & ensured that the day went on undisturbed. We can't thank John enough for his support that day; he is definitely an asset to both Beaumont & Westgrove!



### OUTSTANDING ACT - Spindles Security Team

One day in December, the security team were alerted that a gentleman had collapsed in the men's toilets at Spindles Shopping Centre. Security Officer Damian Harrison was the first to arrive and discovered the gentleman had actually hung himself. Two officers climbed over the partition and took the rope from around the gentleman's neck and immediately commenced emergency CPR. The team took it in turns whilst waiting for the ambulance to arrive in attempt to keep the gentleman alive. On arrival at the hospital the staff informed the police that they were amazed with the attempts of the security team.



## Annual Awards



### Richard Farley - Colleague of the Year

Richard has shown great leadership in terms of his behaviour and commitment to developing his team. He has utilised his team to carry out the investigation and disciplinary process in a timely and professional manner. Richard is well respected by his team who say that he will go that extra mile and is thoroughly committed to his role. The centre has been without a maintenance manager and Richard has been assisting in this area, continuing to carry out his role as a Dual Service Manager and he has been supporting other sites within the Westgrove portfolio and the mobilisation of new contracts.



### Daniel Paice - Achiever of the Year

Daniel won Outstanding Act in Q1 2014 for his assistance with a female after she attempted suicide in the toilets of the centre. He also won Service to The Customer in Q3 2014 after a tenant was assaulted on the way to his car.

Daniel's continual commitment & hard work also contributed to him successfully winning the annual award.

A tenant of the centre was assaulted as he approached his car. Daniel had noticed two males acting suspiciously at a similar time but was unable to obtain CCTV footage to identify the culprits. Eight days later Daniel recognised the same two men, he contacted St Helen's Council to obtain CCTV footage and the CID with the new information. Due to Daniel's fast action they were able to identify the culprits, which resulted in them being arrested and charged and following a guilty plea, they are currently awaiting sentencing at Liverpool Crown Court.



### Jessica Higson - Service To the Customer

Jessica won Service to the Customer in Q1 however throughout the year has continued to provide an outstanding level of service. She has also started to assist with interviews & recruitment in the North West as she has proved to be a more than capable colleague. Jessica has established a brilliant working relationship with our partner Lambert Smith Hampton (LSH). During her time with Westgrove she has worked closely with our partner to improve LSH documentation for the northern region as well as her day to day duties, thus exceeding her role at Fountain Street. Jessica has shown great commitment to both Westgrove and our partner.

“Just to say I really enjoyed yesterday's awards. It is great to have a partner on board that really embraces the power of its people and recognises what a key asset they are to the business. My impression of Westgrove is that it is operated by real people who care about real people. It was great to see the Directors making their workers coffee and having genuine “banter” with them.”

Karl Clawley, Centre Manager, Runcorn



### Spindles Security Team - Outstanding Act of the Year

Spindles have had to endure several incidents over the last year including several suicides and suicide attempts. The Spindles Security team won Outstanding Act for Q3 & Q4.

Gareth noticed a female acting suspiciously on Level 7 of the car park which is a notorious suicide location. Both Tim and Adele approached the lady who assured them both that she was ok, she left and went to Level 1 but later returned to Level 7. Adele approached the lady and she admitted that she was suffering from depression and felt suicidal. Adele took the lady for a coffee and chat and informed Tim of the situation who informed the police. The lady was placed on the at risk register and as a result is getting the right care she needs. The lady has since returned to the site to thank the team for their help and support on that day. On 7th December 2014 the Security Team were alerted that a gentleman had collapsed in the men's toilets. Damian Harrison was the first to arrive and on arrival discovered the gentleman had actually hung himself. Two officers climbed over the partition and took the rope from around the gentleman's neck and immediately commenced CPR. The team took it in turns whilst waiting for the ambulance to arrive in attempt to resuscitate the gentleman whilst successfully isolating the incident. On arrival at the hospital the staff informed the police that they were amazed with the attempts of the security team.



### Crown Point - Team of the Year

The team won team of the quarter in Q1 for working tirelessly in extreme conditions to ensure that the standards and objectives were met, without any onsite management.

We have received excellent feedback from our partner and landowners about how professional and helpful the team are and very rarely receive complaints from the tenants. They have received constant feedback from Savills and VIP visits about the exceptional standards. This effort alone ensured they won the annual award, however they have continued to face and overcome further issues throughout the year.



### Kingston - Site of the Year

The team won team of the quarter in Q2. They have maintained their hard work & commitment throughout the year which has ensured that Kingston is one of the top sites within its portfolio.

Following some notes for improvement from our Partner, the team have changed tactics on site and in two months doubled their score on the British Land Service Report, which is carried out by our partner. The team's hard work, dedication and continued commitment at site, has been recognised by our partner and they are more than impressed by the attitudes and noticeable improvements. They have put forward ideas and have taken everything on board which is asked of them and given 100%. It has been stated that Kingston is on the way to becoming a top team within our partners portfolio.





# Our Young Ambassador

## by Steve Fives

Alex Staniforth is a young mountaineer, athlete, fundraiser and motivational speaker. At the age of 19 he has achieved so much, inspired so many and has chosen a unique path in life to prove that you can cope with adversity and truly make a difference.

### Adversity and Alex

Alex certainly hasn't had your average childhood. His teens in particular were incredibly challenging coping with epilepsy, bullying and severe depression. Perhaps the most difficult obstacle Alex has had to cope with throughout his life is his stammer. Having to endure this profound adversity for any teenager can result in the person becoming withdrawn with severe confidence ramifications and perhaps be resigned to the fact that this is the track that life could take that person on. Alex has chosen to think very differently and this is where his remarkable story gathers truly inspirational momentum.

### How did we meet?

I first met Alex when he was the guest speaker at the Chester Business Club in March 2014, prior to his Everest expedition that year. The coveted business club has had a plethora of high profile public figures, ranging from Senior Cabinet Ministers to very well-known celebrities widely recognised within the public domain. That night after his talk, Alex received a standing ovation from all of our members, the first time that this had happened in the club's long existence. That night I witnessed a room filled with emotion, tears of laughter mixed with tears of admiration for this unique and quite extraordinary young man. A highly respected local business leader sat on my table whispered into my ear "You have to work with this young man" and I'm delighted to say we welcomed Alex into the Westgrove Community later in 2014 as our first ever 'Young Ambassador'.

### Westgrove's Young Ambassador

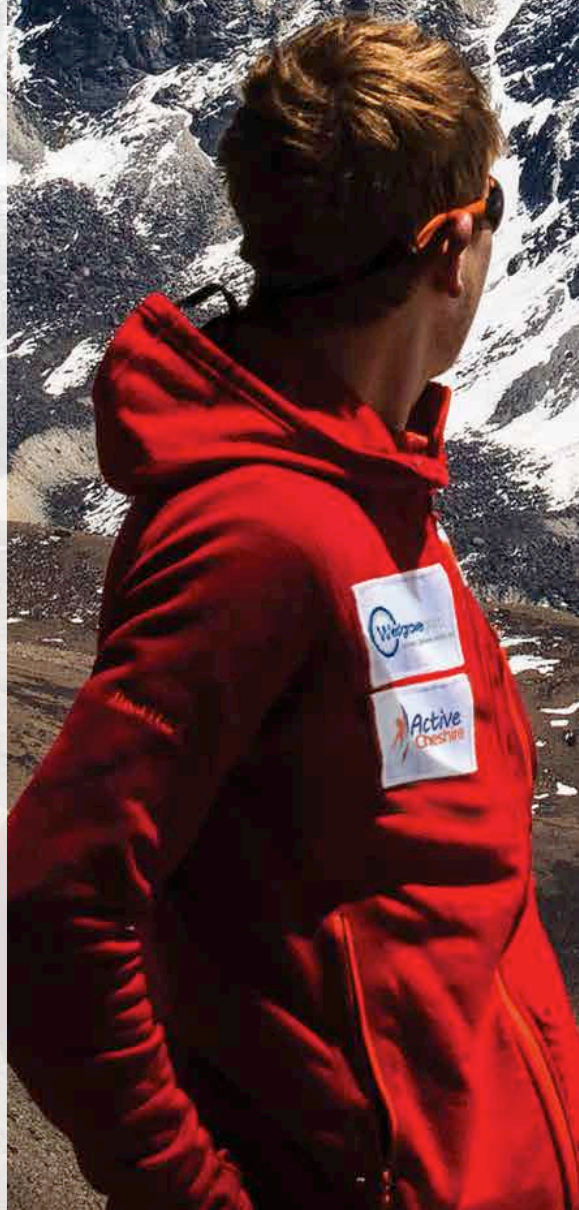
For the first time in our history we have appointed a Young Ambassador. Alex will be undertaking key note talks across the Westgrove portfolio; inspiring many of our colleagues and partners with his journey through adversity to Everest. Alex has already visited a number of our partner's sites and the reaction has been incredibly positive. Alex has been profiling our brand throughout his EPIC7 challenges and we have received widespread media coverage. Our objective throughout this year will be to introduce Alex to as many regions as is achievable and give all of our Westgrove community an opportunity to meet Alex personally. We will also be planning team building days whereby Alex will be taking groups of our colleagues up Snowdon and/or Scafell - the highest mountains in Wales and England - giving a real insight into his Everest experiences, a unique and real treat for all concerned.

### Alex and Mount Everest - Take One!

Alex single handedly raised over £34,000 in 2013/14, to fund his dream of summiting Everest. With a self-admitted "machine gun" strategy of approaching local businesses, Alex remarkably achieved this monumental financial goal, securing over 30 sponsors and raising nearly £10,000 for his chosen charities. Attempting to become the youngest Brit to Summit via the South East Ridge, Alex set off at the end of March 2014 on his journey to Kathmandu. Sadly, when Alex was just one day away on his trek to Base Camp the terrible news hit his expedition about the fateful avalanche that resulted in sixteen Nepalese Sherpa's losing their lives on the slopes of the mountain in the biggest tragedy in Everest history. Political battles ensued and the Nepalese government effectively decided to 'shut the mountain' for the rest of the climbing season. Alex's dream was over. Or was it?

### EPIC7 Ultra Endurance Challenges

Desperately low from his 'failed' Everest expedition the reality hit home to me how responsible Alex felt for not delivering a return to all of the companies that believed and invested in him - despite the events being entirely out of Alex's control. I had some mentoring sessions with Alex and his desire to get back to Everest and make a difference in people's lives was burning stronger than ever. On a sunny afternoon outside at my home in Cheshire, Alex, Jenny and I shaped the EPIC7 concept.







A series of ultra endurance feats that would keep Alex in peak physical condition and raise awareness of his Everest 15 expedition - a prelude to his Holy Grail in the late Spring of this year. What followed were real tests of endurance both physically and mentally and a series of tests of courage and endeavour that make you shake your head in utter disbelief.

**Challenge #1** Fred Whitton Cycling Sportive - 113 miles with 12,000ft ascent in one day - solo.

**Challenge #2** The Welsh 3000s - Youngest ever person to complete solo in 18hours, 45 minutes.

**Challenge #3** Chester to Chamonix Cycle - 878 miles with 68.35 hours in the saddle in 8 days!

**Challenge #4** The Dom - Alex climbed the highest peak in Switzerland, with the biggest vertical ascent in the Alps.

**Challenge #5** National Three Peaks Cycle Challenge - 440 miles of cycling, unsupported, plus summiting the 3 highest mountains in the UK, all in just 4 days!

**Challenge #6** The Great Glen Way - 78 mile hike in 54 hours, 13 minutes - that's an Everest base camp trek, twice!

**The EPIC7 challenge** - The Holy Grail - Everest 29,035ft, the highest mountain in the world.

### "Conquer your own Everest in Life"

Alex has been driven by the sole objective of proving that you can cope with adversity, come through it and conquer your own Everest in life. The reactions to his key note speeches irrespective of audience have been nothing short of inspirational - from children in schools to individuals wanting to become more physically active - Alex is making a difference to an array of people's lives. I have witnessed how hearing Alex's story has changed the way individuals deal with their own personal adversities. His strength of character and sheer determination to achieve monumental goals, whilst coping with the adversities he continues to overcome is an example to all. A senior Director within the British Cycling organisation commented to me how courageous he was undertaking a key note speech with a stammer in front of 100 people, and how he would never worry about delivering a public speech again. Children have been inspired to put their computer games down and ask their parents to take them fell walking to follow in Alex's footsteps. Alex believes in hitting your fears head on and ascertaining your strength of character and truly learning things about yourself. It is a very different mind set for us all to contemplate. **Who knows what is achievable for everyone?**

### Alex and Mt Everest - Take Two!

Finding a company to join The Westgrove Group as head sponsor for this year's expedition became our key focus. Westgrove covered all of Alex's EPIC7 expenses, but to get Alex back to Everest I wanted to find a business with the same ethos as us. We were therefore delighted when **Anne Boyd, CEO of Active Cheshire** agreed to join us on this remarkable journey. Anne and Active Cheshire are inspiring generations to become more active, with a target to get 50,000 people more active more often by 2017. Alex has been made Active's first ever 'Active Lifestyle Ambassador' and we have the perfect company to sit alongside Westgrove as Alex takes us to the top of the world! We achieved our fundraising target of £30,000 with a strategic approach and secured the finance for Alex's trip in January this year. With two head sponsors and half a dozen support sponsor partners (Special thanks also to

IDEAL365) we have a group of people who feel intrinsically involved with the expedition.

In the next edition of The Westgrove Magazine we hope to feature the summit shot of our brands together at the top of the world with a no doubt very emotional Alex Staniforth finally achieving his lifelong dream!

Alex comments: *"My road to Everest has been a long and winding one. I remember a few weeks after returning from my first Everest attempt, me and Steve (Fives) were having a coffee - I probably didn't shut up for the entire session - but I must have said something right as these were the beginnings of an exciting journey ever since as part of the Westgrove Group! Steve has been invaluable for me. He can see things from a wider perspective, especially commercially. The time that he has dedicated through our mentoring sessions has been hugely beneficial. His vision, planning and networking skills have enabled me to develop relationships with organisations that have real synergies with my story.*

*"I'm delighted to be Young Ambassador for Westgrove. It's extremely humbling that my own mission and values, at 19 years of age, can be aligned to represent such an iconic and compelling business.*

*"Besides helping me funding the expedition, I've worked very closely with Steve & Jenny (Fives) and the Westgrove team on all aspects to make the EPIC7 project a success, and enjoyed the commercial experience for my own personal development and speaking career. I have also witnessed first-hand the incredible community feel that the company has when I've visited several of our Partners sites through my EPIC7 challenges and motivational talks and spoke to colleagues who feel extremely privileged to a part of the company. Westgrove is one big close knit community and it's great to be a part of it."*

“ I doubt that there will be many cleaning and security companies in the UK with an Everest mountaineer within their ranks! ”

Westgrove are delighted to support Alex through his EPIC journey to the top of the world. Please keep up to date with Alex's blogs and Everest progress by visiting his website [www.Alexstaniforth.com](http://www.Alexstaniforth.com) - here you will also find details about his nominated charities - the Alex Staniforth Adversity Trust and the Himalayan Trust.

Alex has also secured a publishing deal to write his first book called 'One mountain after another' and has a foreword in the book from Bear Grylls - who himself has conquered Everest a year after breaking his back - and Sir Chris Bonington. I'm sure that Alex will be recalling his experiences with Westgrove in a few threads within the book.



# Talent Development Programme

**Andy Farley - Group Operations Director**

**2015 is set to be an exciting year for talent within the Westgrove Group. When it comes to identifying colleagues with potential and assisting them along the road to senior management, there is very little within my role that's gives me greater satisfaction.**

As Regional Operations Director for the South of England for the past three years, one of my key objectives was to do just that. Undertaking the new role of Group Operations Director into 2015 my passion for this area of our business is as strong as ever.

Back in 2011 when I joined Westgrove, Claire McKinley-Smith and I both commented on the very high quality of colleagues we had. There were many people that expressed an interest in developing; but 'expressing an interest' isn't enough, you have to demonstrate it. Career development in our industry requires patience. New roles are more often than not, dependant on new business and we wanted to focus on those that demonstrated commitment, patience, loyalty but above all that Westgrove 'DNA', the personality that flows throughout the Group. Our Chairmen place a huge emphasis on the requisite DNA; this is what makes our company unique.

We have seen the results of the Management Development Programme in the past two years. Also we have seen the ILM level three which has been successfully completed by a number of colleagues, NVQ's and most importantly we have witnessed a real passion to succeed. It is this passion that I will be looking for in 2015/16. Our Talent Development Programme will consist of coaching sessions, formal qualifications, online courses and one to one mentoring. This process will only be available to those that can demonstrate the key skills required. In addition, those who are lucky enough to gain a place can expect not

only a development programme unique to the Industry, but one that will need some real focus and commitment. In return you will be developed to a point that you may confidently be able to carry out management roles within an exciting and fast growing company and perhaps most significantly, be placed firmly on the 'promotion and development' radar as the undoubted opportunities arise.

It is worthy of note that in the past two years, three colleagues in the Southern region demonstrated to me a passion to succeed. That passion alongside an unwavering commitment to the business today sees one of them operating as a Business Manager, one recently seconded as a Centre Manager with one of our Partners and the other promoted from Security Officer to Dual Service Manager and then to Business Support Manager. All three undertook the Management Development Programme, the ILM level three, had personal one to one coaching and supported the business in various projects. For me and the Senior Management Team at Westgrove, this is the formula that will always support and drive forward a winning business.

The next three years within Westgrove will prove to be very exciting in terms of our colleagues and their development. The Management Team and I will be looking for the next team of Managers on our travels around the country and we will also be inviting applications for the programme via your Business Managers.

I am looking forward to the next chapter as we take our company forward together.



## **Faye joined Westgrove three and a half years ago as an apprentice.**

After gaining her NVQ in business administration Faye became a permanent member of the Westgrove HR team as the departmental administrator.

Westgrove have assisted Faye in gaining her CIPD Level 3 Certificate in Human Resource Practice and will continue to assist Faye as she progresses to Level 5 and beyond. Faye's qualifications include subject matters such as organisational performance, employment law and talent planning. The qualifications will enable Faye to assist Helen in the management of all HR practices throughout the Westgrove Group.

Due to Faye's on-going commitment to Westgrove and attaining her qualifications we are pleased to announce that Faye was promoted to HR advisor earlier this year.



# Welcome to



Westgrove ASPIRE is our educational strategy which we are launching after researching the industry for bespoke training courses, having discovered that there is nothing suitable on the market to meet our requirements.

The Executive Team decided to develop and launch our very own series of training courses to enable every colleague at all levels within our business to have access to a variety of educational programmes.

Westgrove ASPIRE will include access to a number of e-learning modules including, RoSPA approved Health and Safety and bespoke Westgrove courses. Our very own Service Excellence training which will be made available to all our colleagues. Upon completion of the training there will be milestones for our colleagues to achieve and they will be formally recognised for this.

A number of our colleagues who excel within the Service Excellence arena will have the opportunity to act as mystery shoppers on other sites within their geographical region.



High achievers may also be selected to receive formal training in order to deliver the Service Excellence program to other Westgrove colleagues.

Our hugely successful talent management course commenced again in February and will continue under the Westgrove ASPIRE educational strategy.

We are not stopping here! We will continue to develop other bespoke courses. Our established Tool Box Talks will also be added to Westgrove ASPIRE during 2015.

If any of our Colleagues have any suggestions on other courses you wish to be included within Westgrove ASPIRE please speak to your Business Manager. We very much welcome feedback on Westgrove ASPIRE and look forward to having a wealth of Service Excellence Ambassadors within our business.

“ We are not stopping here! We will continue to develop other bespoke courses ”



# Health, Safety and Compliance

## Q&A with Tony Page - Health, Safety and Compliance Manager

Tony joined the Westgrove Group in September 2008, hopping over the fence from his previous role of Centre Manager at the Cockhedge Centre, Warrington.

### Q. WHAT'S THE PERCENTAGE REDUCTION IN ACCIDENTS IN THE WORKPLACE FROM LAST YEAR?

(TP) There have been no major accidents recorded in 2014 but there has definitely been a reduction in the number in what I call 'significant accidents'. These being slips, trips, falls and manual handling. I call these significant because although they only ended up being minor injuries, they could have been a lot worse.

### Q. HOW HAVE WE ENSURED THAT THERE HAS BEEN A REDUCTION?

(TP) The reduction can be attributed to a number of factors but primarily it's educating our colleagues that their health and their safety are very important to the company. We inform them that they also have to take responsibility for what they do and in some cases what they don't do. Everyone in the workplace has a role to play in ensuring the health and safety of work colleagues and visitors. We also look at the root causes of the accidents and what can be done to prevent a similar accident recurring. Once we have all this information the findings are then shared with all our sites.

### Q. WHAT PROACTIVE ELEMENTS ARE WESTGROVE INVESTING IN TO ENSURE THE COMPANY CONTINUES TO DEMONSTRATE BEST PRACTICE?

(TP) As the Head of Health, Safety and Compliance, I am always looking at ways to improve how we train our colleagues and how we can distribute information quicker to all our sites. This year we have distributed to all sites the Westgrove folder of Tool Box Talks (TBT's). This folder gives all sites a library of some thirty-six TBT's which can be delivered to onsite teams as part of weekly team briefings or as part of the colleagues monthly on-going training. The company is also accredited with ISO9001,



ISO14001 and OHSAS18001. Each year we are audited by a UKAS accredited company to ensure that we are not only complying with the standards but are also looking at improving what we already have. We are also on the SIA Approved Contractor Scheme which means that we have to meet and maintain specific criteria for us to remain on the scheme.

### Q. WHAT ARE WESTGROVE'S PLANS FOR ENHANCING HEALTH & SAFE IN THE WORKPLACE?

(TP) My ultimate goal would be to completely cut out workplace accidents but unfortunately this will never happen, regardless of the workplace. To further assist this I am looking at introducing our very own compliance centre. This will negate the need for all the paper based audits that we carry out (thereby reducing our carbon footprint) and automatically flag up any issues that may be identified on site or indeed flag up any sites that have not completed monthly audits etc.

“Everyone in the workplace has a role to play in ensuring the health and safety of work colleagues and visitors”



## Did you know...

■ Tony Spent over **5 years in the army** as an infantry soldier with the 1st Battalion Kings Regiment. He did his basic training in Strensall near York before flying out on his 18th birthday to join the battalion in Osnabruck, Germany. Tony spent nearly a year and half in Germany before the battalion was posted to Chester....yes Chester, just some 20 odd miles from where he was brought up. Not quite his idea of joining the army to see the world! During his spell in the army Tony did two tours of Northern Ireland, a four month posting to the Falklands where he spent his 21st birthday and was thrown into a very cold South Atlantic Ocean by his army buddies. Tony also spent six weeks on exercise and R&R in Kenya, doing one week in the jungle before doing three weeks exercise in the heat of the plains before spending two weeks on rest and recuperation. Tony finished his spell in the army in Berlin and missed out on a piece of history when the Berlin wall came down the following year.

■ During his spare time and away from work Tony has various hobbies that he enjoys doing... well most of the time. Tony's first love (apart from family and friends) is his beloved **Liverpool FC**. Tony never quite managed to break into the professional side football, probably because he was useless at it, and so the next best thing was to go and watch his team. He is a season ticket



holder and goes to all the home games and tends to go to a few away games as well.

■ His other hobbies include **golf**, although Tony does admit that golf would probably like to see the back of him. By his own admission he can hit the ball a long way, but very rarely in the right direction. He has now reached that age where he has succumbed to the inevitable and invested in an electric trolley, so he doesn't have to carry his bag or pull a trolley. Naturally he would prefer to drive a buggy on the golf course but buggies don't tend to work very well in the woods when looking for his ball and they are most definitely not amphibious!

■ Tony also started **Shotokan Karate** last year and has attained his green belt so far. By the end of this year he hopes to have his brown belt and aspires to have his black belt by late 2016 early 2017. Wax on wax off.

Not bad for someone who's nearly 50... I know, he doesn't look it does he!

## Licensing & Compliance updates...

### Westgrove's Record ACS Score

Westgrove have now been part of the SIA Approved Contractor Scheme (ACS) for 5 years and each year the company is audited by a team of external auditors.

The ACS is a hallmark of quality in which companies must demonstrate high levels of performance within its business operations.

Westgrove continues to improve year on year and achieved a fantastic score. Only 5 other security companies that are registered on the SIA ACS have achieved a score similar or above. This is a tremendous achievement.

### Energy Savings Opportunity Scheme (ESOS)

The ESOS is a mandatory energy assessment and energy saving identification scheme for large undertakings (and their corporate groups). The scheme applies throughout the UK. You are likely to be in the scope if you employ 250 or more employees or you have an annual turnover of €50million.

Those that fall in the scope of ESOS have until 5th December 2015 to comply.

### SIA Business Licensing

Last year we reported that the SIA were introducing new regulations for the private security industry which meant that it would be mandatory for companies supplying security services to have an SIA Business Licence.

The deadline for companies to have an SIA Business Licence was set for April 2015. This has now been slightly delayed and is subject to Ministerial approval. It is expected that companies will need to apply for an SIA Business Licence during 2015.

Source: [www.sia.homeoffice.gov.uk/Pages/business-licensing.aspx](http://www.sia.homeoffice.gov.uk/Pages/business-licensing.aspx)



## Software & Innovation



### Westgrove Sphere

Following its launch in 2014, Westgrove Sphere is now installed at over 65% of our partner's sites.

There was further development of the system during quarter four. Sphere now includes an application for the completion of maintenance reports & vacant unit inspections, bespoke to site requirements. These new additions are adding real value to our partners operations, removing the need for 'paper based' check sheets ultimately reducing paper, thus assisting with all stakeholders CSR targets.

Westgrove Sphere has been incredibly well-received with both our partners and site based colleagues. John Owen our Dual Service Manager from the Strand, talks about the issues before Sphere and the overall benefits of the system:

*"I am not sure what we did in the days before Westgrove Sphere! The capturing of Security and Cleaning patrols was via a normal industry system, which didn't even accurately capture the data. The handsets were cumbersome and impractical which resulted in a lack of enthusiasm from the team to use the system. All it could do was to tell myself and the Centre Manager when the patrol point was swiped. It didn't tell me what the colleague had done at that particular point or if the officer or cleaner had noticed any health and safety issues whilst patrolling. In the bad old days pre-Sphere, the recording of incidents, particularly accidents was not only time consuming but expensive. My team would have to return to the management suite to collect a camera to ensure we had photographic evidence of the accident, then we would spend hours completing documentation. Historically, vacant retail unit checks had to be recorded on a paper based system. Any colleague noticing any maintenance issues would report this through to the control room for recording in the daily occurrence book.*

*So, for me and my team the benefits of Sphere are incredible, I have listed below a few of the many benefits:*

- *We have now removed the daily activity sheets used by my cleaning colleagues which has saved us over 1,700 pieces of paper since April 2014*
- *I actually now know what my team are achieving on their patrols*
- *The Sphere handset has the ability to take photos of incidents and any other issues noted whilst my team are patrolling, thus increasing productivity*

■ *Maintenance issues are now recorded via Sphere which has cut down on the amount of calls being made to the busy control room*

■ *Vacant unit checks are now conducted via Sphere*

■ *The reports I can take from the system are very impressive and invaluable*

*But the most impressive feature of Sphere for me is the comprehensive data gathering. Since using Sphere we have had zero successful personal injury claims. Sphere is also used to manage Health & Safety, for instance the centre had its H&S audit recently and last year corrective actions could be evidenced with the proactive monitoring and recording.*

*I would encourage all sites to install Westgrove Sphere. Big thanks to the team at Westgrove for making life so much easier for me and my team."*

### Incident Management Software

During the latter part of 2014 we commenced with the development of an incident management package to work in conjunction with Sphere.

The system will be based in control rooms and will work from a 'Tablet'. It will negate the need for the daily occurrence books which are cumbersome and also use a tremendous amount of paper. The system is currently being tested at one of our partner's shopping centres. Watch this space!



### Westgrove Connect

We spent the first quarter of 2014 reviewing what time and attendance systems were available on the market, to our disappointment the industry standard systems just didn't do what we required.

So we set out to develop our very own Time & Attendance and HR system. Westgrove Connect was launched in quarter three and now links our colleagues time and attendance data, to payroll and ultimately to HR records and personal information.

Connect has been configured to provide Westgrove with the real time information we require and with varied options for data capture, Connect provides a tailored solution to fit the exact needs of our business.

Connect will improve efficiency, save administration time and removes possible human error from the equation. This, coupled with powerful reporting tools, greatly enhances our management analysis and reporting ability.



We have ensured that Connect is compatible with extensive hardware options including mobile, roaming, telephone options and biometrics. This means we have the ability to cope with remote colleagues, coupled with the flexible software configuration, means Connect is completely bespoke to Westgrove and is 100% aligned to our working rules and business structure.

Connect enables managers to detach themselves from mundane repetitive data entry. Connect reduces the possibility for human error. This streamlining of our time tracking responsibilities will free up our valuable management colleagues to focus and use their skills proactively elsewhere.

Our site based managers simply love Connect!

*"Since working with Westgrove Connect, I can honestly say that it is brilliant. Having all staff documents and information at my fingertips has made life much easier. For example recruitment, where I can actually input new starters and all their documents with minimum effort making things easier for myself as well as my colleagues at head office. I can have access to rotas, time sheets and any other information that I need. As Westgrove Connect evolves it will be exciting to see the impact that it also makes on my colleagues, as they will be able to retrieve things such as pay slips via e-mail etc. Good times ahead."*

Dave Guest - Frenchgate Shopping Centre

*"I was very excited to hear about the introduction of Westgrove Connect and was looking forward to getting to grips with the system. The introduction training seminar was invaluable and clearly laid out the key features that I would be using. As with all things bespoke, there were some initial issues but these were dealt with very quickly. I have now been using Westgrove Connect for several weeks and find it not only easy and straightforward but also an extremely useful tool to have. It allows me to schedule rosters well in advance and with the touch of a couple of buttons I am able to monitor the timekeeping of all the team members here and timesheets being filled in automatically is a huge bonus and time saver! When calling in to book on or off duty, unlike similar systems I have used, the T & A system is very simple to use and has never let us down."*

*"Congratulations to you and all those involved in the development of Westgrove Connect, I am looking forward to seeing the next stage being introduced!"*

Tim Lester - St Oswalds Retail Park

*"I have found, overall, Connect to be a simple but effective tool in assisting me in the management of my staff recruitment, rota planning and time and attendance."*

*"I can now get more actively involved the recruitment process, uploading and inputting staff details directly onto the system immediately rather than having to scan and send to Head office and then wait for confirmation. Uploading documents onto the system is straightforward and simple."*

*"Booking on and off. I have found that it's user friendly for my staff who are all using the system correctly and efficiently when starting and finishing their shift. I can then use the system to check when staff have booked on and off and effectively identify and track any lateness. This has also proved useful if there are any pay queries as I can go back to the week in question and check the exact times the member of staff started/finished shift."*

*"Using the system has also made holiday management easier and less time consuming as I can see instantly how many holidays staff have booked/taken- a time saver which is essential when you have 30+ staff."*

*"Resource planning: I have found this very easy to use and am able to input staff shifts quickly and easily, but am also able to amend if needed and also make note of any sickness. Again, this allows me to track any issues."*

Marie Lambeth - Pavilions Shopping Centre

## Intelligent Mobilisations

Today, most of our competitors manage their mobilisations by utilising a number of disparate and disconnected tools, such as spreadsheets and online calendars, which were not necessarily designed for managing the evolution of complex or large mobilisations.

Westgrove has continued to use our on-line mobilisation tool to mobilise new contracts. It has the ability to track the progress of the mobilisation, notice potential issues before they arise, meet deadlines, and collaborate more easily. Our new Partners are now given access to the system at the pre start meeting.

There are many benefits:

- All Westgrove mobilisation project team members can manage their own project timelines and calendars within a single computer application
- All budgeting information can be maintained within the application
- Project managers and other colleagues can easily prioritise tasks, set new tasks, and assign tasks to others
- Partners and the Westgrove mobilisation team will have ongoing access to a central database containing all documents regarding the mobilisation
- The team can report their progress and projected progress in a shared view, allowing other team members and our Partners to easily understand where each task stands in comparison to the overall mobilisation
- The mobilisation team can communicate with one another in real-time and leave messages
- All communications can be logged and tracked from within the software
- The mobilisation team and our Partner, receive daily progress updates via email.

## Partner insight



### Savills Relationship Flourishing

Westgrove have been partnering Savills for over 7 years, providing cleaning and security solutions to many of their UK managed shopping centres. We are absolutely delighted to announce that our partnership continues to flourish and Savills have recently awarded Westgrove a National portfolio of shopping centres.

Over the past 7 years we have developed our service delivery model and we have continually adjusted the way we work to become part of the fabric of Savills. We continuously strive to exceed the expectations of centre managers, surveyors and Savills head office team and we have assisted centre managers with the re-development strategies of shopping centres, providing a flexible model during construction.

Danielle Stafford-Smith - Soft Services Contracts Manager for Savills commented; *"Throughout our working relationship, Westgrove has been responsive to our needs. They apply themselves to the matter in hand, provide innovative solutions to our issues and above all provide excellent service."*

*We wanted to award this prestigious portfolio of shopping centres to a company that would live and breathe the professionalism we demanded for our clients, while providing and maintaining a cost effective and affordable service. It was our belief that the Westgrove Group would meet our requirements. Westgrove are service orientated, professional above reproach, proactive, dedicated and diligent in all aspects and a pleasure to deal with. The mobilisation of this portfolio was seamless. Our Centre Management and Contract Management were kept informed throughout the whole mobilisation via their innovative mobilisation system.*

*What we appreciated most about working with Claire and her team was their ability to cut through the predictable politics of a project, keep everyone happy, and deliver the expected results and then some. It is terrific to work with an organisation that is able to adapt to our needs so readily and effectively and that all promises made are consistently delivered."*

### Chill Factor<sup>®</sup>

Opened in 2007, Chill Factor<sup>®</sup> is the longest indoor ski slope in the UK and has become one of the most iconic buildings on Manchester's modern skyline.

This popular leisure destination is home to a number of restaurants, bars and shops in its Alpine Village and in 2011 won the Guinness World Record for the longest chain of skiers to travel 100m without breaking!

Following a rigorous tender process involving 18 soft service providers, Westgrove were awarded the provision of a dual service for the leisure complex. Carl Giblett who is Chill Factor's Facilities Manager said:

*"Chill Factor<sup>®</sup> became a Westgrove partner in August 2014, winning the contract from a long standing association with a larger cleaning and security contractor. Chill Factor<sup>®</sup> chose Westgrove over the competition due to the reliable and personal service given and the high standards promised, but above all were impressed by the way that Westgrove treats its colleagues."*

*Being a large stand-alone business, housed in an iconic recognisable building, it was important that Chill Factor<sup>®</sup> have a relationship with a cleaning and security team who we regard as part of our whole team. It was important that they were as valued*

*by Westgrove as by Chill Factor<sup>®</sup>. Six months in to the contract, we are very happy with the personal service and the communication between us, which has improved greatly since Westgrove have become the incumbents."*

Since the commencement of the contract, the team have enhanced standards throughout the leisure complex which has been achieved by fusing the security and cleaning services together and introducing a "Dual Service Manager" to create, promote and deliver a true "one team ethos" at the Chill Factor<sup>®</sup>.

Staff retention has improved and productivity has increased due to the introduction of new innovative cleaning equipment. Customers and tenants have praised the improved presentation of the team thanks to the bespoke uniform that Westgrove designed. Along with improved cleaning and security patrols, Westgrove Sphere is assisting in the reporting of any M & E and Health & Safety issues to the Management Team, further promoting a "one team ethos" with the sites other contractors.





## The Westgrove Reception Strategy

Over the past 18 months Westgrove have developed and implemented an industry leading front of house service that is being welcomed at "Grade A" corporate properties throughout the UK.

This bespoke service was created after members of the Westgrove team consulted with a panel of experts consisting of building owners, managing agents and tenants. It became clear that they all had one desire that they shared - to create a 5 star "hotel lobby" style environment for visitors and tenants entering the reception area of corporate buildings. Historically they had tasked a number of the UK's leading security providers to make this change, only to receive the same service with a security officer failing to provide the required meet and greet service to the tenants. We've changed this.

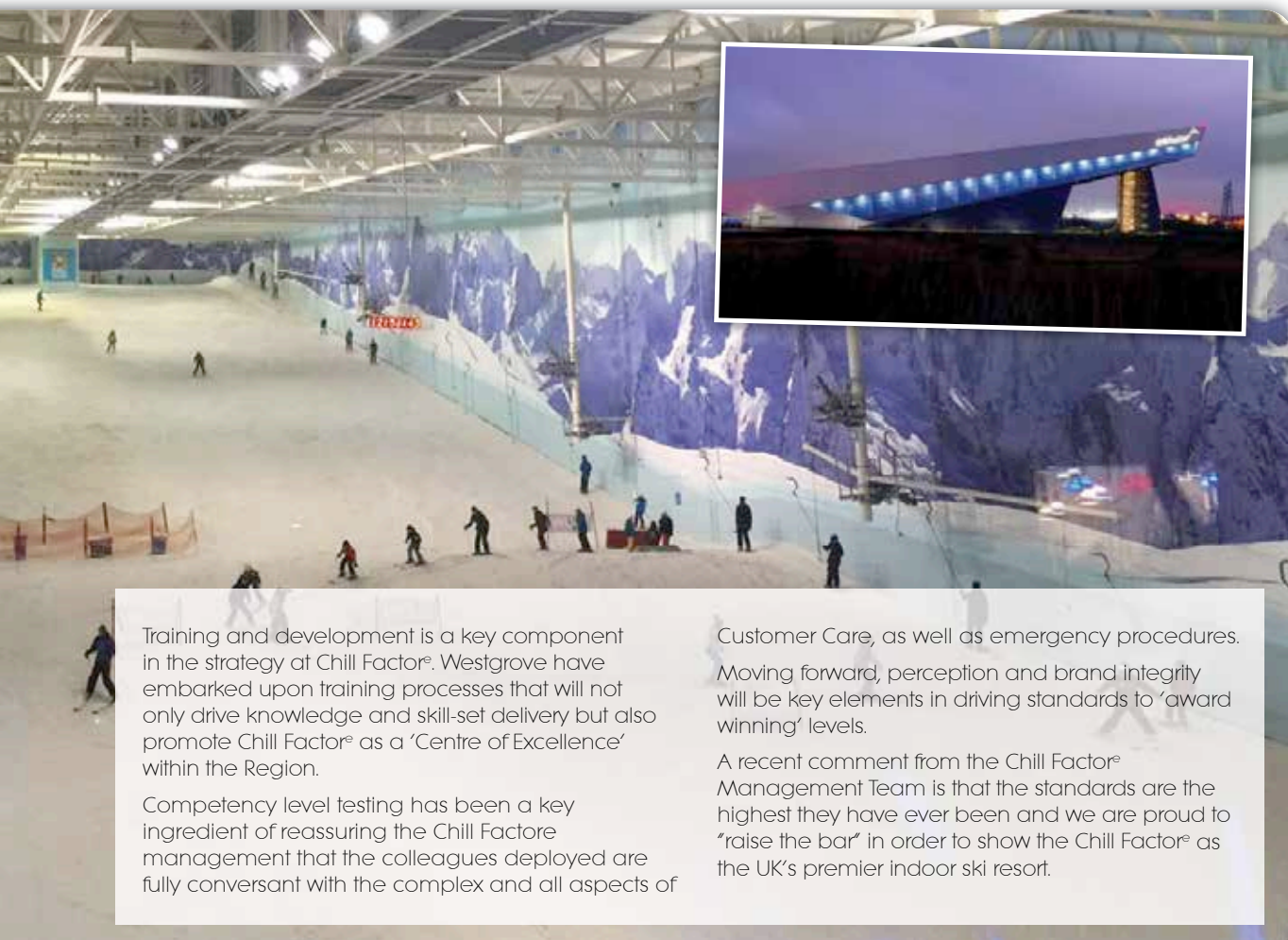
Our professional receptionists meet and greet all visitors and tenants by name and deliver a wide selection of added value services.

Neil Archibald, Building Manager, said, *"From initial appointment Westgrove Group has met our needs understanding that customer service is paramount within our Grade A corporate portfolio in city centre Manchester. Initiatives have been implemented which has enhanced customer service levels for our tenants".*



Our service has proved to be that popular, that Westgrove are now recognised as a leading provider of front of house services to corporate buildings in Manchester City Centre and we are looking forward to rolling this service out throughout the UK.

For more details of our reception strategy please contact Gemma Healey on **01925 443737** or [gemma.healey@westgrove.co.uk](mailto:gemma.healey@westgrove.co.uk)



Training and development is a key component in the strategy at Chill Factor®. Westgrove have embarked upon training processes that will not only drive knowledge and skill-set delivery but also promote Chill Factor® as a 'Centre of Excellence' within the Region.

Competency level testing has been a key ingredient of reassuring the Chill Factor management that the colleagues deployed are fully conversant with the complex and all aspects of

Customer Care, as well as emergency procedures. Moving forward, perception and brand integrity will be key elements in driving standards to 'award winning' levels.

A recent comment from the Chill Factor® Management Team is that the standards are the highest they have ever been and we are proud to "raise the bar" in order to show the Chill Factor® as the UK's premier indoor ski resort.



## The Sytner Group

**We are delighted to announce an exciting new partnership with the UK's leading retailer for prestige cars; the Sytner Group.**

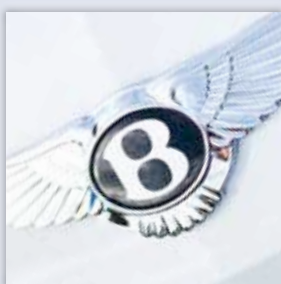
Westgrove have been awarded the cleaning services at two of the most prestigious dealerships in the UK; Bentley Manchester and Rolls Royce Manchester. Following on from meeting the team at Bentley Manchester, it was clear that our partnership approach matched

the needs of the dealership and our ability to deliver a flexible service would help improve standards.

A new structure that matched the requirements of the Dealership was proposed, together with innovative equipment to increase productivity. The result was not only a more streamlined service, but also a considerable commercial saving leading to the award of the second dealership – Rolls Royce Manchester.

Westgrove are known as the "Rolls Royce" of our industry so we are looking forward to growing our partnership with the Sytner Group and hopefully rolling out our services across more of the 140 dealerships throughout their network.

Emily Hall from Bentley comments: ***"We are delighted to be partnering Westgrove on our showroom portfolio. It is important to us to align ourselves with similar brands of distinction. When making the decision to award the business, it was easy to differentiate Westgrove from the other companies. I was really impressed with the professionalism shown by the Westgrove team, together with their great management structure. I was particularly pleased with the attention to detail throughout the mobilisation phase and the bespoke service offering they provide. I very much look forward to working with Westgrove."***





## The Vaults, Market Place, Bolton

Westgrove are delighted to continue our long standing relationship with Workman and we are elated to now be providing a dual service offering to Market Place shopping Centre, Bolton's premier shopping Centre.

Bolton's historic Market Place Shopping Centre, is currently undergoing a £15 million refurbishment introducing a nine screen rooftop cinema, a full scale updating of the retailing environment and the opening up of the Centre's Victorian vaults and cellars to create a focal point for a new and exciting quality restaurant.

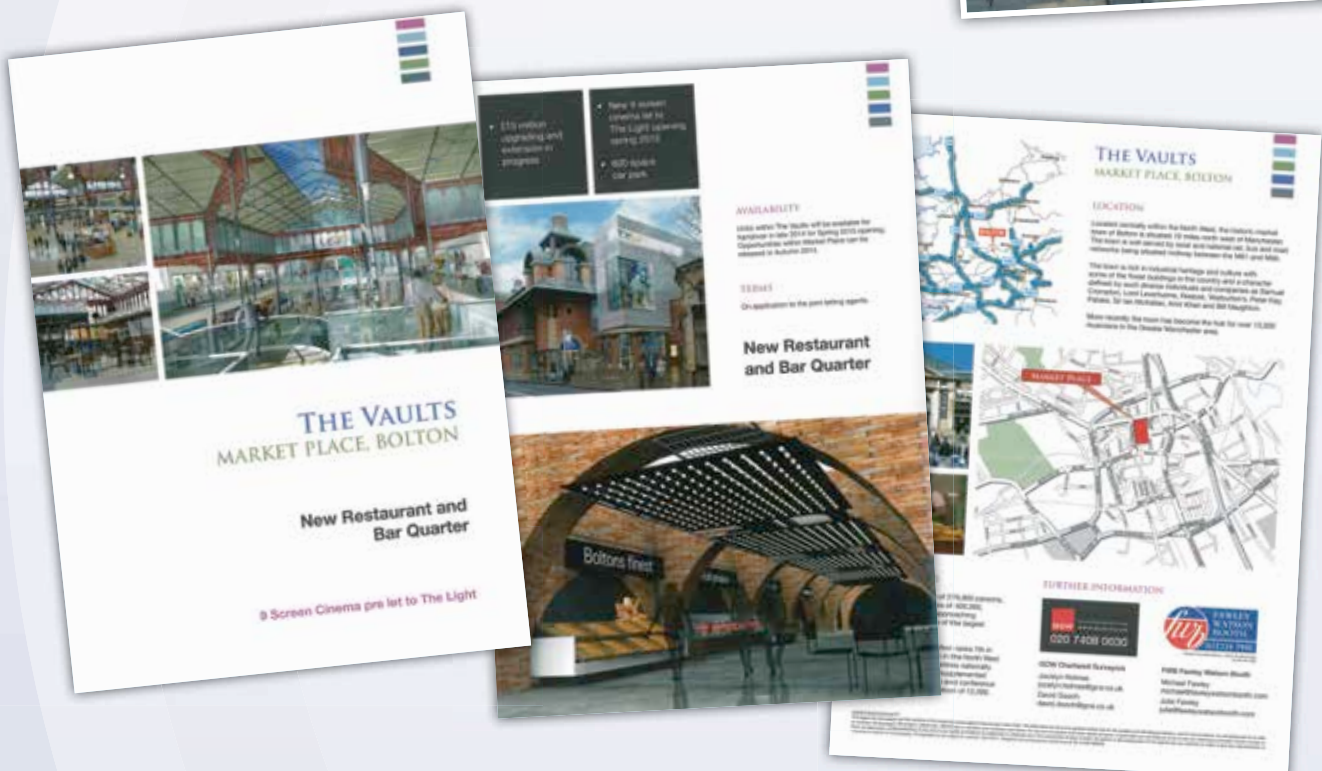
Escalators will eventually be installed in the malls to transport shoppers to the 25,000sqft basement level where a range of high-quality leisure outlets will be positioned under bricked archways of the former market.

Over the last 6 months, Westgrove have supported Nikki Wilson-Cook and the Centre Management team by providing a consultative approach to the re-development of the centre by:

- Preparing and presenting the soft service budgets for post development
- Re-structure of the current soft service team
- Evaluating the current car park operations, resulting in a proposal to re-structure the operations and to purchase new car park equipment

Nikki Wilson-Cook, Centre Manager at Market Place explains: **"2015 is such an important year for Market Place in terms of the exciting new development, it will really put the centre on the 'map'.**

*It was as important to find a soft service provider with experience of taking a shopping centre through a major development. I chose Westgrove because of their vast experience not only in shopping centres, but in taking centres through re-developments and their ability to 'flex' their operational model throughout the construction and thereafter. To date, Westgrove have supported me and my team in preparing the post development budgets, existing and future car park operations including proposals for making the car park more efficient. I really look forward to working with Westgrove during 2015 and beyond."*





## Commercially Speaking

by Simon Whittle - Co-Chairman

The end of 2014 signalled a new beginning for The Westgrove Group as it moves toward the end of its 17th year of trading.

We saw some significant wins being made by the team in several sectors. Our 'core competence' remains weighted toward shopping centres and retail but some key strategic contract wins, in both the corporate and leisure markets, really bode well for the company's growth prospects outside of our 'staple diet' of shopping centres and retail. All of these targets we identified in our forecast's and objectives for 2014.

The board of Directors and I have been working on the re-organisation of the corporate structure of the business in the last quarter of last year, in order to give the company greater transparency and a more formal group structure, going forward. From 2015 the company morphed into a formal group, with the advent of 'Westgrove Group(Holdings) Limited'. The group holding company now sits above both Westgrove Cleaning Services Limited and Westgrove Support Services Limited.

This format will enable a more clear and transparent approach in terms of financial reporting, raising capital and finance and, most importantly, will aid in our ability to bid for sizeable portfolios of work we may have been excluded from in the past, due to the size of Westgrove Cleaning Services and Westgrove Support Services as individual companies.

Now we have a formal group structure in place, we believe we have the platform to really take the business forward. If we couple this factor with

“Consequently, we have bounded into 2015 with great enthusiasm and expectation”



the quality of our operational teams together with the end product we deliver and our ever expanding and improving brand awareness team, the potential for accelerated and sustained growth is there for all to see.

As with any aspirational business, we have a very bold growth strategy. Growth is the lifeblood of any successful business. We have many aspirational colleagues who are desperate to progress within the business and grow, professionally, themselves. Sustained growth throughout 2015 and 2016 will expedite this process.

The signs are most certainly there already, 2014 realised a net growth in turnover a fraction under 20% (no mean feat in a still depressed market).

Consequently, we have bounded into 2015 with great enthusiasm and expectation. The momentum that we are building with recent significant portfolio awards presents an incredibly positive picture for 2015 and beyond.

Coupled with our continued and ongoing software investments with our very own Westgrove Sphere and Westgrove Connect projects, we are creating an added dimension to many of our Partner's business infrastructures. This innovation, dovetailing our award-winning dual service provisions will ensure that we have several vehicles to facilitate our growth moving forward.

Our business is multi-faceted and we will continue to attain and develop strong traction in all of our target sectors.



## Partner Focus



**Karl Clawley**

Centre Manager at  
Runcorn Shopping Centre

*"I work for Savills and am currently the Centre Manager at Runcorn Shopping Centre. This is a 550,000 sq.ft scheme located in the heart of Runcorn. It's an older centre which brings with it lots of challenges, but nothing we can't put right. In the period of time I have been in position the team and I have been busy ensuring we have the basics in place to deliver a pleasant shopping experience to visitors and a strong supportive arm around our retailers. We have a strong Business Plan and Marketing Strategy in place that everyone working here is aligned too and understands their part in the bigger picture and how important they are in assisting to deliver it."*

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

Since my appointment at Runcorn Shopping Centre, it is my vision to try and get the retail part of the town a Business Improvement District status, this has been a long winded process but I'm really pleased that meeting the right people and pulling them together, we have secured £30k of funding to move this project to the next stage.

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

I have been Centre Manager at Runcorn Shopping Centre for 18 months. The position is an exciting and challenging one. The centre is owned by F&C REIT who has plans to develop it and ensure it becomes a community shopping centre fit for the 21st Century. Since being in post,

the team that support me are key to the success and we have all worked hard together in ensuring we have a relevant Mission Statement, Customer Service Charter and we have recently achieved World Host Status for the whole team.

**Q. What are the benefits of partnering Westgrove?**

It was important to me that the provider that won the contract here was people focused, have a vision and care about the people that work for them. In the time that Westgrove have been working here at Runcorn Shopping Centre, the team seem more aligned and motivated and understand the expectations put on them. The communication process between myself and Westgrove is strong and I feel I have a partner working alongside me to help me deliver the goals set for Runcorn Shopping Centre.

**Q. What are your main interests outside of work?**

I live on the Waterfront in Liverpool so when I'm not in work I can usually be found experiencing a bar or restaurant around the city. To see Liverpool become a modern vibrant exciting city, but still retain its maritime heritage and deliver some outstanding events is great.

**Q. What are your top three values?**

- Treat people like you wanted to be treated.
- Always try to take time and listen to what others are saying.
- Support and encourage others to achieve more.



## Nikki Wilson-Cook

Centre Manager at  
Market Place Shopping Centre, Bolton

Nikki has been the Centre Manager at the Market Place shopping centre since April 2014 and is involved with the redevelopment of the Centre.

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

I believe my biggest achievement on a professional level is still to come and it will be running the Market Place Shopping centre when the development has been completed.

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

I started in my current role as Centre Manager for the Market Place shopping centre at Bolton in April 2014 after working for Debenhams for 26 years. I worked in 17 different stores right across the country the furthest North was Inverness and the furthest South was Coventry. I also spent time in Ireland covering both North and South. I held various positions in Debenhams covering operational, Visual and Store Manager roles, all of which I really enjoyed. So it was a very difficult to decision for me to leave Debenhams but I really felt I had to take on the challenge of running the Market Place Shopping Centre because of the future potential the centre has. The Shopping centre is being developed and is owned by Sarl Inception they are investing £15m in redeveloping the centre and are introducing

a 9 screen cinema with 1200 seats. They are also introducing several restaurants into the fabulous Victorian Vaults which will be showcased for the first time to the local residents later this year. The centre is going to be totally transformed from a two floor operation to 4 floors and I just wanted to be part of the team that is going to make it all happen.

**Q. What are the benefits of partnering Westgrove?**

The benefits of partnering Westgrove are numerous. From being able to tap into their wealth of knowledge as well as working with the team on site, they also have the ability to support the centre with additional cover when required. They offer a bespoke service and share the same aspirations that we have for the centre. It really is a partnership where we work together closely to ensure that our expectations are met.

**Q. What are you main interests outside of work?**

My interests outside of work are travelling, walking, I love a good book and really enjoy wildlife and have a passion for good food I must stress eating it not cooking it!

**Q. What are your top three values?**

- Honesty
- Integrity
- Positivity/Passion



## Mag Williams

**Centre Manager at the Kennet Shopping Centre, Newbury**

Mag Williams is the Centre Manager of the Kennet Shopping Centre. The Centre is around 300,000sq. ft comprising of approximately 50 retail units, restaurants and a seven screen cinema.

The Centre has progressed through the years from an external shopping square (with approx. 10 units) in the mid 1970's to one of the main hubs of Newbury when there was a major extension built in 1984, quadrupling the size of the Centre and covering it all with a glass roof and adding a new multi storey car park. The Centre underwent a refurbishment in 1999 and then in 2009 we opened the new leisure mall with five restaurant units and a cinema complex adjacent to our shopping mall.

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

Professionally, it has to be my current role. Starting in 1989 as the administrator, a year later I secured the Centre Managers position, in, as it was then, a predominantly male oriented industry.

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

It's been 25 years... I have to read that again, it's correct, 25 years, it has gone so quickly. What I really like about this position is the variety. In this role I have had to become expert in marketing, finance, budgets, health and safety, HR, negotiating, lettings, as well as have a very good understanding in so many other sectors, commercial contracts, cleaning, security, plumbing, electrical wiring, social work (You would be surprised at the number of times this skillset has been called upon). The list is endless and why any other job would never be challenging enough and nowhere near as enjoyable.

**Q. What are the benefits of partnering Westgrove?**

It's very reassuring knowing that both cleaning and security contracts are run to the standards that Savills and I expect. I have also witnessed the way they develop and support their colleagues and team members which demonstrates that they value the people working with them. The same level of support is offered to us as clients.

**Q. What are your main interests outside of work?**

I'm a naturally creative person and quite 'arty' which I can use in different ways. I used to have time to paint and draw but more recently get great enjoyment out of photography. I occasionally make themed cakes but only once a year for my granddaughter.



“ I have also witnessed the way they develop and support their colleagues and team members which demonstrates that they value the people working with them. ”

I rarely get the chance to relax but this year I am going to be spending more time walking, with my camera of course, and having spa days. I would like to say I followed my husband when he trekked to Everest Base Camp but relaxing in a spa is more my kind of thing. Put it this way, I wouldn't need to toss a coin to choose!

**Q. What are your top three values?**

- Family
- Fairness
- Integrity

## Brand and Events

It's been a key period working on the brand awareness campaign through various media channels.

■ **WE ARE ACTIVELY** increasing our profile on social media and have undertaken a brand awareness e-shot campaign, together with **Paul Linwood** profiling the business in recent months. In addition to a PR campaign, which resulted in some great coverage. Our Chairmen continue to attract media interest with our business model and were featured in the highly acclaimed North West Insider magazine.

The Westgrove Magazine has again evolved to provide our Colleagues and Partners with a more detailed update on the company news, colleague achievements, CSR commitments and new partnerships. The readership continues to grow with an anticipated figure of 20,000 plus readers of this issue - via both hardcopy and downloads from our website.



■ **OUR LATEST** analytics show that our website has received over 100,000 hits throughout 2014, with an average visit time increasing from just over three minutes to just under five minutes. The average number of pages viewed has quite remarkably more than doubled and this trend analysis clearly demonstrates a keener interest in our brand and we're attracting more people to the site.

Due to the increased brand awareness, we are anticipating that in 2015 we should exceed 150,000 hits. Impressively, over two third of the hits are new visitors to the website. Over the last six months, over

thirty percent of all traffic has spent the most concentrated amount of time on our Careers and Colleagues of Tomorrow pages. Westgrove Sphere is generating greater interest, with an increased number of fact finding enquiries. This progressive qualitative and quantitative data enables us to assess the traction that our brand is achieving in the market place.

### Top Five Pages Visited:

1. Group home page / Latest News
2. Careers / Colleagues of Tomorrow Initiative
3. Westgrove Sphere
4. Enquiries
5. Westgrove Magazine downloads



■ **WESTGROVE HAVE** continued to support two sporting clubs in the Cheshire area - being principal sponsors with both Chester FC and Cheshire Phoenix Basketball Teams for the 2014/15 season. This has provided great opportunities to maximise our brand exposure in the area, with both our Partners and Colleagues enjoying a game night or two.

■ **LAST YEAR**, we were very proud to announce Alex Staniforth as our Young Ambassador and have worked hard alongside both Alex and our joint principal sponsor, Active Cheshire, to spread the word about Alex's EPIC7 endurance challenge series, preparing himself for his Everest journey. To support such an inspirational young man on his unique journey is an honour and we have enjoyed sharing his story amongst both the Westgrove Community and beyond. As a principal sponsor for Alex's journey; to then see our brand on top of the world, will be a fantastic moment.







■ I was recently invited to St James C of E School in Warrington to be a 'dragon' for their Dragon's Den project. The year 6 pupils worked hard to create a new business concept, market it and present it to the dragons.

I was invited to ask questions about the businesses and feedback on their presentations. The pupils worked really hard on their projects and came up with some great business concepts.

They considered all aspects of a new business well and some teams had some great marketing collateral and introductory offers! I was made to feel very welcome and was delighted to provide feedback to the pupils.

Two Year 6 pupils sent a letter of thanks;

Dear Jenny,

On behalf of year six we would like to thank you for coming into school to be one of our "Dragons".

We all worked really hard on our businesses and enjoyed showing them in our classroom that day.

We found the Dragons part quite nerve wracking, but we all agreed that you were a very friendly dragon and we appreciated you giving up your time to come and give us advice.

If any of us become millionaires, we will write to you and invite you to come and see us! Thank you,

Caitlin and Molly.  
Year 6, Occasionails.



To keep up to date with Westgrove news, check our website [www.westgrove.co.uk](http://www.westgrove.co.uk) for new stories and follow us on:



Twitter: @Westgrove\_Group



LinkedIn: The Westgrove Group

Watch this space...!

**Jenny - Brand & Events Manager**

# Corporate Social Responsibility

## Cheshire Phoenix Basketball

Westgrove have stepped up our commitment to supporting The Phoenix and the community in several aspects.

### Principal Kit Sponsor

Westgrove are now one of the clubs principal sponsors and our logo is now profiled on the home and away vests and we also have dual positioning on the shorts.

This superb brand placement has given us exposure in the national league (BBL) and we have also been featured on several occasions on the digital advertisement boards on BBL TV with eye catching animation. It has been great to see the fans who have purchased the replica kit displaying our branding all over the arena and also the community teams who undertake the clubs education programme (Hoops 4 Health) in the schools.



### Hoops 4 Health

As principal sponsor we were delighted to be invited to one of the club's brilliant educational programmes, 'Hoops4Health', which the club undertakes within local schools in the Cheshire region.

The clubs community team headed by assistant Coach John Lavery with members of the squad take this programme into schools funded by local authority and private sector investment.



The clinic in the schools includes education stations that include:

- Healthy eating and nutritional advice
- Smoking cessation and damage to health module
- Basketball skills clinic with the players
- Entry into Hoops 4 Health Basketball inter schools competition (Semi Finals and Final before full arena on game night)

We anticipate that over 3000 children will benefit from this education initiative through the club this year.

## Adversity Award

Westgrove were honoured to be invited to sponsor the Adversity Award at the 2015 Cheshire West and Chester Sports Awards.

We were pleased to sponsor such an award given our links with Active Cheshire and in particular the nature of the award, given our affinity to adversity through supporting our own Young Ambassador, Alex Staniforth and his very relevant, remarkable story.

The prerequisites for the Award for Adversity are an individual, team or organisation that has overcome obstacles and challenges to achieve success or make a valued contribution to their sport and deserves special recognition for their efforts in the face of adversity.

The award this year, sponsored and presented by

Claire McKinley-Smith, Group Managing Director at Westgrove was awarded to Jack Rowland. Jack has complex needs, including severe learning difficulties, auditory processing disorder and suffers severe anxiety. After Jack attended a sports ambassador course at school, he gained the confidence to excel and help others with sports at school. Through his efforts

and achieving his AQA level 2 in sport he was offered a placement at Deeside Leisure centre where he has inspired adults of all ages to obtain their personal goals at the gym. The judging panel were unanimous in choosing Jack as the worthy winner of the Adversity Award this year.

Alex Staniforth was guest speaker at the dinner and was a true inspiration to all who attended as he explained his own journey through adversity, to where he stands today. Alex was humbled to have received a standing ovation from all who attended (over 200 people), including high profile business leaders from the region and Westgrove's Executive Team.

On the evening, Westgrove donated a number of prizes including the main attraction; a Salford City shirt provided by our own Paul Linwood who plays for Salford, signed by club owners and Manchester United class of '92 Gary Neville, Phil Neville, Ryan Giggs, Paul Scholes and Nicky Butt to help raise money for Alex's fund. The winning bid on the shirt was £600, making a total of £1,000 raised through Westgrove's prizes and bids alone! Huge thanks guys for all of your help.



The lucky winner receiving his signed shirt from Paul with Gary and Phil Neville



Claire McKinley-Smith, Group Managing Director with Jack Rowland, winner of the Adversity Award



## Active / BiG Toy Appeal

The team at Westgrove were delighted to support the BiG Storage & Active Cheshire Toy Appeal.

Active Cheshire has teamed up with BiG Storage as official partners for their toy appeal with a twist. Now in its ninth year, the appeal exists to help under-privileged or vulnerable children in Cheshire through the donation of toys and games. Westgrove didn't hesitate to donate a great selection of gifts including; rugby balls, football boots, skateboards, table tennis sets, plus many more. Westgrove's Brand and Events Manager, Jenny Fives adds *"It's a very worthy cause that we're thoroughly delighted to support. We wanted to help BiG Storage and Active Cheshire put a smile on some children's faces."*



## Chester FC

Westgrove have agreed to extend our sponsorship commitment to Chester FC for another season.

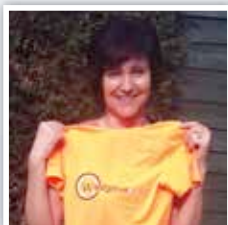
Our branding is placed on the home and away shorts and we are pleased to say that the club has gone from strength to strength this season.

Last season saw the club endure a cruel relegation with literally the last kick of the season. The club were given a reprieve when Hereford United, one of the Conference's other teams, suffered the ordeal of going into administration during last summer. This meant that Chester were reinstated into the league and everyone within the club's community breathed a huge sigh of relief! Thankfully this season hasn't had any dramas, with the club securing a mid-table position.



■ **ALEX STANIFORTH** - As you will have read in the article earlier in the magazine, Westgrove are delighted to be working with and supporting Alex, our Young Ambassador, on his Everest journey. The whole Westgrove community is behind Alex both at HQ and on our sites across the UK and has been providing support for him through his EPIC7 series of ultra-endurance challenges.

Even family members of the Westgrove team are joining in. Claire McKinley-Smith's sister Jan is running the London Marathon and has pledged to raise money for the Alex Staniforth Adversity fund.



■ **BABY NEWS** - We were thrilled to receive the news that Helen Jones, HR Manager, has had a little boy.

Joseph arrived on Thursday 4th December 2014 at 14:36, weighing 6lb 15oz, he was born in Liverpool Women's Hospital. One Born Every Minute was being filmed at the time (currently on Channel 4) and Helen had been asked if we were interested in being filmed, she politely declined!

Both Helen and Joseph are doing well. Helen comments; *"He's a lovely little boy, very chilled out*

*and loves his sleep like his mum. He's always smiling and laughing until you want a photograph then he won't smile, typical!"*

Many congratulations to Helen and her husband Phil.



■ **SPECIAL MENTION** - Barry Ingleby has been a member of the cleaning team at Kingston centre since 2011. Over the past year he has endured a sad and difficult time dealing with the passing of both his parents. The team at the Kingston Centre and Karen Clayton, Deputy Centre Manager, decided to organise his 40th Birthday party at Chiquitos, which was a new experience for Barry, having never tried Mexican food!

As a Birthday surprise they arranged for a special Birthday cake to be made in the form of a green machine. For those who don't know, Barry is the Machinery Champion and adores the green machine. On the night as the cake was presented to him - the look on his face was priceless! It was good see him smiling again.



# The Westgrove Group Service Directory



## *"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:



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







### Westgrove Sphere

Exclusive to Westgrove, our bespoke 360° management reporting software



### 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?*

## Did you know...?

- The Westgrove Group clean and secure over **20 million sq. ft.** of Shopping malls and retail demise throughout the UK
- We serviced over **500 million** shoppers / footfall in 2014 on our Shopping Centre/Retail Park portfolio - that's the equivalent of the population of the UK 78 times!
- We service over **2 million sq. ft.** of corporate Grade A offices and landlord managed area within our rapidly expanding Corporate portfolio
- We clean **5 times** the equivalent amount of glazing of the iconic Shard building in London
- We reduced our CO2 emissions by nearly **20%** last year, despite achieving over 20% growth!
- Our staff turnover after mobilisation is less than **10%** across both disciplines - the best in the industry
- Edition 6 of The Westgrove Magazine has been read and/or downloaded by an estimated **15,000** people
- Our first office in 1998 was an Executive box at Molineux Stadium home of Wolverhampton Wanderers FC and measured 100 sq ft. Our corporate HQ in Cheshire is over **10,000 sq ft** and we have planning permission to extend further
- Simon Whittle our co Chairman was a professional footballer at **Manchester United** and **Bolton Wanderers FC**
- Our longest standing partner is Bolton Wanderers FC and we have been associated with the club since **1999**
- Our average contract length is **over 7 years** - The industry norm is just over 2 years
- **75%** of our management appointments are facilitated 'in house' through our Management Development Plan and succession planning model
- Our Principles of Business 'What makes us tick' were initially formulated in **1998** and adapted in 2010. Our commitment to these values underpins Westgrove's unique 'DNA'

## AND FINALLY...

In the early days, Steve and Simon often used to work through the night cleaning carpets and stripping and re sealing floors at several sites to make ends meet. Simon says that Steve's mobile phone always had an uncanny knack of ringing when they were undertaking cleaning back then. Simon comments: *"To be fair, it was difficult for Steve to clean when he was continually holding a clipboard in one hand and a phone in the other!"* When this story was recently recounted to Steve, his wry smile said it all!



## 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

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