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# Insight

SPRING 2017

Ruth keeps Newcastle looking sharp

## Tyne for a clip



WIN!

AN IPAD MINI

### SPOTLIGHT

Support from Home Office on cyber security



Insight goes south to meet businesses in Exeter



# OUT&ABOUT

WITH  
INSIGHT  
EDITOR  
BEN HALL



Welcome to the Spring issue of *Insight*. This edition of the magazine is packed with interesting businesses, from Exeter up to Newcastle.

Reporter Liam Garrahan went down to Exeter for this issue's tour on page 4, visiting a range of unique businesses next to the city's station, including a piano salesman and a bakery brewing coffee.

In the capital we took a look at Union Yard (right), the latest extension of London's Low Line in Southwark. It's another great example of a batch of businesses that really complement each other and the customers certainly agree.

We also sat down with Detective Inspector Danny Lawrence on page 8, a spokesman for the police's Cyber Aware campaign, which is aimed at equipping small and medium businesses with the skills to improve their digital security.

Our journey north stopped in Scarborough to meet entrepreneur Bryan Thomas, who found his niche by converting an old station house into a storage business for tourists spending their day by the seaside. Read more on page 7.

The northernmost stop of this issue was at cover star Ruth Codinha's new hair salon in Newcastle city centre, which you can read about on page 10.

## CONTACT US

If you have a story to tell or a question about the magazine

Email: drop us a line at [insight@abcomm.co.uk](mailto:insight@abcomm.co.uk)

Twitter: Join the conversation using our new Twitter handle [@Insight\\_NR](https://twitter.com/Insight_NR)

Call the editor: 020 7922 5687

We're always on the hunt for unique, interesting businesses across the UK, so if you'd like to be profiled in *Insight*, drop me an email or call me on the number on the left.

Enjoy the issue.



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## LATEST LOW LINE REVAMP DRAWS LONDON CROWDS

The newest addition to London's Low Line, a stretch of properties south of the Thames that Network Rail is investing in, is proving popular with tourists.

Union Yard is located in the heart of Bankside, near Southwark, and features six unique businesses that reinforce its billing as London's latest cultural hotspot.

National Lettings Manager Chris Chapman said: "The development has been really

well received and I've seen some great responses and praise on social media for the businesses.

"We're working closely with the operators, Southwark Council and Better Bankside, to find a way of increasing the visibility of Union Yard as well."

The spot is home to Tel Aviv-inspired eatery Bala Baya, Italian restaurant Macellaio, London's first Latin and Spanish theatre The

Africa Centre, aerial fitness school Flying Fantastic and the renowned Union Theatre.

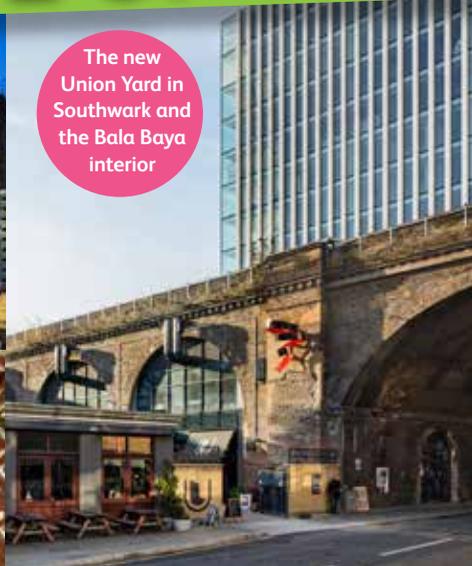
Chris said: "Customers are going from business to business while they're there, which is exactly what we hoped."

"We're also seeing wider recognition for some of the operators; Bala Baya has been nominated for a design award for its fantastic interior and Flying Fantastic recently featured in two pages of coverage in the *Evening Standard*."

## STATE OF THE UNION



The new Union Yard in Southwark and the Bala Baya interior



Attractive marketing adverts for local traders have replaced traditional wooden hoardings in Brixton to breathe new life into the area while upgrades to arches continue.



A new drive to recruit 150 Network Rail apprentices is taking place, with staff going into a number of schools to deliver educational sessions on careers in the industry.



## NEWS IN BRIEF

Passengers at Waterloo got a glimpse into its future in February by using virtual reality headsets at the station. The headsets showed what the station will look like in December 2018, when work to rebuild its former international terminal is complete.



Documentary series *Inside King's Cross: The Railway* is currently airing on Channel 5 and is available to watch on demand. The show goes behind the scenes at one of the country's biggest transport hubs.

Network Rail has set itself a target of increasing the proportion of female employees working for the organisation. It's aiming for 20 per cent of the workforce to be female by 2020.



# NEWS



## GET CYBER SECURE

Tips from the Home Office for improving your online security.

### USE THREE RANDOM WORDS FOR PASSWORDS

Be extra careful with important accounts such as emails, social media and online banking, and use separate passwords for your business and home accounts.

### INTRODUCE A PASSWORD POLICY

Use the three random words tip across your business, no matter how big or small it is. Remember to change default passwords on new pieces of software or hardware.

### ALWAYS DOWNLOAD SOFTWARE UPDATES

Don't ignore messages reminding you to update, as these often contain vital security upgrades that help protect your device from viruses or hackers.

### BACK UP

A virus can corrupt files, so back up regularly to ensure your work is safe. Keep critical and valuable files backed up in the cloud or an offline data storage facility. Read more about the Cyber Aware campaign on page 8.

INSIGHT TOUR



fatpig-exeter.co.uk

# Fun on tap



When you walk into **Tabac Taphouse** you are greeted by an almighty wall of bottled spirits. There are around 100 different types of whisky on sale, along with around 60 gins and own-brew ales.

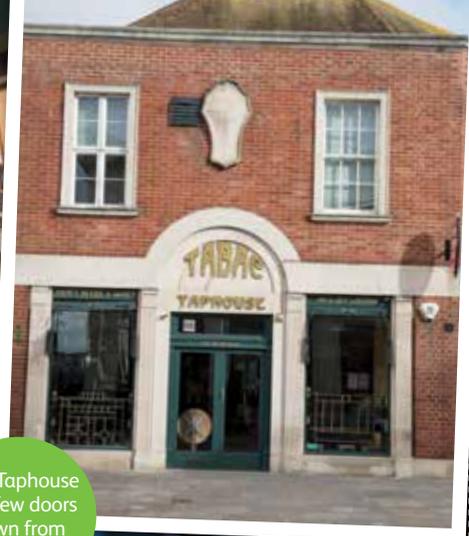
Paul Timewell, General Manager of the bar's owners Fat Pig Ltd, says it benefits from being located outside Exeter Central station.

"You get all the lecturers from the university coming in when they've finished work to have a bit of a drink, and maybe some cheese boards, before they get the train home," he said.

The walls are adorned with arts and quirky items. Every detail has been meticulously thought out, from the eclectic music to the traffic light system that tells customers when the toilets are free or occupied. It is clear that this is not your average boozier.

"People should come here because, apart from the drinks, it really is a nice bar," said Paul.

"Because we're an independent, we do what pubs always used to do: we make sure that people are happy, they feel welcome and they are having a good time."



The Taphouse is a few doors down from Exeter Station



Make sure your customers feel welcome

# Insight TOUR

EXETER



COVERED: 1 mile

- JK Rowling, the author of the Harry Potter series, comes from Exeter
- Exeter is home to seven areas of outstanding beauty

## 250BC

The year that humans first occupied Exeter



Tony Isaacs drinks a brew at the Exploding Bakery



explodingbakery.com

# Baking with a bang



The Exploding Bakery is a sensory treat. The rich smells of the kitchen complement the rustic décor, making it easy to forget that you are in Exeter city centre.

Cakes and coffee are at the forefront of the bakery's offering, with its head brewster Tony Isaacs saying that customers should expect something a little different.

"We do not focus on pink fluffy cupcakes. Our emphasis is very much on flavour and texture, using high quality ingredients such as ground almonds," he said.

"The coffee we serve is the best coffee out there and we use our knowledge to brew it in the best possible way. There are not many places that have a rotating coffee selection like we do.

"You don't have to be interested in coffee to come here, but if you are interested in trying new things, we will always have something to offer."

Service is an important cog in the bakery's mechanics. Customers mingle with baristas like old friends, something Tony says is vital for the bakery's success.

"Everyone who works here enjoys working here. No one is begrudging and I think you can see that when a customer goes up to one of our baristas," he said.

"We are happy to see you and we are happy to serve you."



If your staff enjoy working, your customers will enjoy visiting



# Striking a chord



Music Unlimited has been the go-to place for pianos and keyboards in Exeter for decades.

At its helm is owner Wensleigh Palmer, who bought the shop in 1994. He has shared his experience with generations of customers who come back again and again.

"We have a broad range of customers and the keyboards are popular with older people," he said.

"The worrying thing about being here so long is that I now sell stuff to the children of my original customers."

His claim to fame is that musician Jools Holland, the most popular pianist in the UK, once paid a visit to the store.

"He's a smashing chap. We got involved with the advertising of a series of concerts with Yamaha and he was playing in Torquay," said Wensleigh.

[musicunlimitedexeter.co.uk](http://musicunlimitedexeter.co.uk)



[theexeterbrewery.co.uk](http://theexeterbrewery.co.uk)

# Brewing for success



Real ale covers the floor in the Exeter Brewery, filling the

building with its alluring and intoxicating smells.

With its large vats and kegs of the brewery's award-winning ales filling rooms, it is hard to imagine this place once housed a music studio.

Apart from some minor sound-proofing in the business's office, there is

not a single echo of the building's loud past.

"It is a fantastic old building that is just perfect for a brewery. We've got a retail shop and the tap room bar, which is a really successful area," said owner Alan Collyer.

"We do brewery tours and we open it as a bar once a week so the public can come in, see what we do and taste our product." The brewery even takes

advantage of being part of the property's Network Rail heritage.

"We have a disused bit of railway platform at the back of our bar, so people can sit there and watch the trains go by as they enjoy their pint," added Alan.

"It catches the sun there in the summer, so people like to sit outside. People come from far and wide for a tour because we are so close to the train station."



Make the most of your property, both inside and out

*"I'm looking forward to Easter and the summer, when I expect business will really pick up."*



# PLENTY IN STORE

Tourists and local businesses in Scarborough had a weight lifted when Bryan Thomas opened a short-term storage centre

**B**ryan refurbished a shop as a 'Left Luggage' store, a bag and equipment storage facility for day visitors and others to the seaside town in North Yorkshire.

He said: "It's been particularly popular so far for bed and breakfast (B&B) customers. They can check out of their B&B in the morning, hand in their luggage

here, and enjoy the rest of the day in Scarborough before getting the six o'clock train home."

Customers can book over the counter or online at the CityStasher website, which brings together 'stash-points' such as Bryan's from across the UK. There's also a large sign in the railway station to advertise the store.

Bryan got the inspiration for

the store when he was operating a 'helmet parking' service for motorcyclists visiting the town.

He said: "I charged £3 a day to look after their crash helmets, and then I'd donate all the money to a charity for the blind. I have a blind sister, so it was a nice way to give back."

Before setting up shop, Bryan worked as a driver on a Victorian-style tram that takes people up and down the cliffs to and from the beach at Scarborough.

He said: "There's a lot to see and do in Scarborough, and many local businesses are starting to use Left Luggage. I'm looking forward to Easter and the summer months, when I expect business will really start to pick up."



PROTECTING DATA PROTECTS YOUR ENTIRE BUSINESS, SAYS POLICE CYBER EXPERT DANNY LAWRENCE

# SIMPLE STEPS TO CYBER SECURITY

**W**ith internet crime on the rise and companies about to face heavier fines for losing customer data, now is the time for business owners to ensure their IT set-ups are fit for purpose.

Detective Inspector and cyber security expert Danny Lawrence says that if owners of small and medium-sized enterprises (SMEs) take the time to obey a few basic principles, they can defend themselves against most risks – and prepare themselves for recovery should the worst happen.

Simple measures such as always using strong passwords, keeping security programs and operating systems updated and making regular backups will ensure SME owners protect their livelihoods, customers and reputations.

Danny, who serves as Cyber PROTECT coordinator for the National Police Chiefs' Council, said: "Security is a business issue, not an IT or a 'techie' issue. You lock your door when you go home at the end of the day because you don't want people to come in and steal things, so it makes sense to apply the same amount of care to your IT device or network.

"Businesses need to work out what is most important to them. Is it the information you need to complete your tax return, your customer data or the threat of a fine from the Information Commissioner? If you can't afford a big fine then you need to mitigate that risk, not ignore it."

## LITTLE AND LARGE

Danny believes that with professional hacking and phishing services now available for criminals to rent by the hour, even the most sophisticated systems – such as those at TalkTalk that suffered well-publicised data breaches – are vulnerable to cyber attacks from determined and knowledgeable hackers.

**"Security is a business issue, not an IT or a 'techie' issue."**

However, by spending just an hour or two assessing IT arrangements to ensure that simple risks are addressed, SME owners can cover themselves for most eventualities.

"Ask yourself 'Do you back up your data? Are those backups stored off site? Does your network automatically update your antivirus protection or Windows or Mac operating system?'," said Danny.

"Ensure good practice is always followed to defend against phishing attacks – never click or respond to an email that looks suspicious – and use strong passwords. We recommend putting three random words together, which makes them very difficult for someone else to guess. You can use upper and lower case letters and numbers for further strength.

"Having good practice in all areas and making sure all staff follow it should minimise the risk of you having an incident in the first place and suffering long-term effects if one does occur."

## OUT OF BREACH

Aside from being able to start again from scratch, ensuring adequate steps have been taken to secure systems could have another major benefit in the event of a catastrophic data breach.

"New general data protection regulations are coming in 2018, meaning you can be fined four per cent of your turnover if you lose customer data," said Danny.

"But if you have a data breach and can show that you have taken the threat seriously and proactively planned for it, then that might result in a reduced fine.

"It may require time you don't think you can currently spare to assess how safe you are. But just think how much time you will have to sacrifice if the worst does happen and you can no longer operate.

"There are lots of examples of SMEs that have gone bust as a direct result of such basic things as lack of backups."

Cyber PROTECT officers hold education events across the country and are available to give SME owners advice about good practice.



For more information, visit [www.cyberaware.gov.uk/protect-your-business](http://www.cyberaware.gov.uk/protect-your-business) and follow @cyberawaregov on Twitter

Hairdresser Ruth Codinha tells us why her salon is a cut above the rest...

# Tender loving hair

The Ruth Codinha salon in Newcastle manages any kind of hair, but some types have fringe benefits, says its owner.

Ruth has more than 20 years of experience dealing with Afro, Asian and European hair. But coming from a mixed background, she has always enjoyed the challenge of Afro hair and clients of mixed heritage.

"I love doing Afro hair because, unlike straight or European hair,

you can really see the difference before and after," she said.

The salon opened its doors in January, but Ruth's talents have drawn loyal customers from her previous premises in Newcastle and nearby Durham.

Since relocating, Ruth noticed a boost in trade that she puts down to the multicultural area.

The business's proximity to the station and city centre were also attractive for the seasoned

hairdresser. She said: "I really like the location. My customers find it easier to get to me and the businesses either side of the salon were really welcoming when I opened."

Ruth, 39, hails from Portugal and is married with a 15-year-old son. In the future, she hopes to take on apprentices so she can train budding hairdressers in her salon.

[www.hairbyruthcodinha.co.uk](http://www.hairbyruthcodinha.co.uk)



Hair by  
Ruth Codinha  
0191 261 2211

# WE NEED TO TALK ABOUT KEVIN

Network Rail Property Manager Kevin Kelly has a reactive job that keeps him on his toes, but the Northern Irishman relishes the challenge

## What does your job entail?

It's a very customer-focused role managing the landlord-tenant relationship from our Manchester office, dealing with specific issues, but also looking at situations more broadly. My time is split between being in the field meeting tenants and getting through everything back at the office. I also work closely with our site managers.

## What skills are important to the role?

There is no typical day because I can get a call from tenants about anything, so being adaptable is a good skill. A big part of the job is being able to understand a tenant's perspective, while also thinking with my landlord's hat on, so communication skills are important. You can never underestimate the value of common sense as well.

## What's the best thing about the job?

I like to be able to say that a bit of income for the business is derived from my management of a tenant. And while I'm not involved in lettings, it's great to see those businesses grow or expand. My role is a reactive one and I can be

faced with people who are very irate at first, but to be thanked for your help further down the line means you know you have done your job well.

## What is your biggest challenge?

Legal relationships can get very technical. We have to understand that the tenant wants to run their business and these issues can become someone's whole world for a day, so managing expectations around when solutions can be implemented is really important. There often aren't enough hours in the day!

**Favourite place:** I try to get home to Northern Ireland as much as I can, which is usually three or four times a year. There's not much in the way of sunshine in Derry, but it's home and it's where my family is.

**What would your dream career be?** I think I'd make a good Formula 1 driver;

I'm only slightly taller than Fernando Alonso if that's anything to go by. Plus they wouldn't have to worry about the weight of the car!

**People would be surprised to know:** I have a thick Northern Irish accent, but when it comes to football I'm actually a Newcastle United fan.



## CAN YOU IDENTIFY THE FOUR CELEBRITIES HIDING IN THIS ISSUE'S EASTER COMPETITION?

Send your answers, with your name, place of work and contact number by email to [ben.hall@abcomm.co.uk](mailto:ben.hall@abcomm.co.uk) or tweet us @Insight\_NR. You can also post your answer to Insight, AB Publishing, Unit B, Gemini House, 180-182 Bermondsey Street, London SE1 3TQ. Amanda Hopson from Kirklees Council won last issue's iPad Mini.



**WIN!**  
**AN IPAD MINI**

1



2



3



4

