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Insight

SUMMER 2016



WIN!
AN IPAD
MINI



Blooming fantastic

Meet the team behind the Nunhead Gardener

ON TOUR

It's a mix of fine wine and fun in Birmingham



COMMUNITY

The Studio going from strength to strength



OUT&ABOUT

WITH
INSIGHT
EDITOR
CIARA
O'CONNOR



We visited
The Nunhead
Gardener
(read more on
page 7)

This issue's tour took us to the West Midlands where we visited Snow Hill in Birmingham.

It was an entertaining trip with visits to a wine merchant, followed by an escape games room, on to a bouldering centre, and finishing off in Birmingham's Brazilian Cultural Centre. Read more on pages 4-6.

Small businesses are increasingly becoming the target of cybercrime. We look at some simple steps on pages 8-9 to help SMEs prevent cyber attacks.

With Chelsea Flower Show last month, and Hampton Court Flower Show just around the corner in July, we turned our fingers green and visited The Nunhead Gardener in London. Read more on page 7 about this garden centre with a difference.

Professional dancer Carla Watts realised her dream of owning a dance studio when she opened The Studio in Shrewsbury last year. Learn more about her journey on pages 10-11.

Scheme project manager Arunima Saha recently joined Network Rail and is enjoying her new role. She tells us more about her achievements on the back page.

CONTACT US

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

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Don't forget to follow us on Twitter - @InsightNR - for all the latest news and updates.



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BREXIT QUESTIONS ANSWERED

Wondering how the result of the EU referendum could affect your business? The Federation of Small Businesses has produced a podcast series to help you find out.

The series gives small business owners the chance to pose their referendum questions to the two main campaign groups, 'Britain Stronger in Europe' and 'Vote Leave'.

Editions have been produced for the North and Midlands, South East and London, and South West areas of England, as well as for Wales and Northern Ireland.

Follow @fsb_policy on Twitter using the hashtag #FSBEURef.

STATION SNAPPERS



Breathtaking panoramas of urban and rural Britain are going on display at Network Rail stations, as the nation searches for its best landscape photographer.

The 'Landscape Photographer of the Year' celebrates its 10th anniversary this year, with the accolade's founder, Charlie Waite, opening the first exhibition at Birmingham New Street station in April.

Network Rail is supporting the competition with the 'Lines in the

Landscape' award, which celebrates images that illustrate today's rail network and surrounding landscapes.

David Biggs, managing director of property at Network Rail, said: "The exhibition proved extremely popular at London Waterloo station, and we are delighted to bring it to other parts of the country where it can be enjoyed by millions more people."

For more information on the exhibition, visit www.take-a-view.co.uk

WILD THING

A major railway upgrade in Oxford will boost wildlife, as well as improve passenger journeys, according to Network Rail and Chiltern Railways.

Purpose-built habitats are to be created for newts, reptiles, badgers, bats and swallows beside the city's railway.

When the new services launch from Oxford to London in December, there will be 10,000

sq metres of potential trackside habitat, including more than 11,000 trees, wildflower grasslands and hedgerows.

Andy Milne, senior programme manager for Network Rail, said: "As well as providing a great new option for Oxford commuters and significant economic benefits to the city, this scheme is trying to tread as lightly as possible on the natural environment."



NEW CODE OF CONDUCT

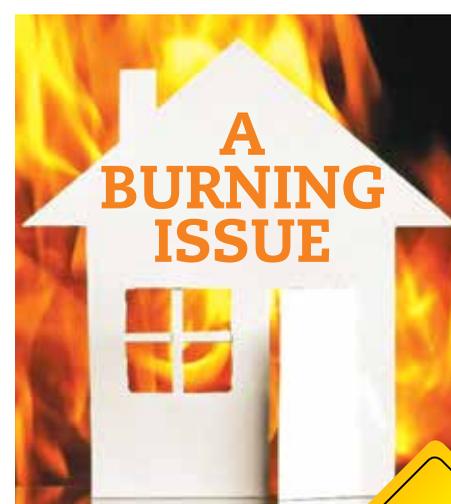
A new set of minimum standards for all organisations working with Network Rail and representing it on the railway will be rolled out over the coming months.

The new code of conduct will ensure that the 250,000 people working to deliver the Railway Upgrade Plan on the UK's railway infrastructure meet minimum standards on safety. It also highlights the expected training standards for all staff.

Mark Came, chief executive of Network Rail, explains: "The railway depends on the people who work on it. Ensuring that these people behave in a professional and appropriate way is therefore of critical importance to us and our customers and communities."

For more, visit www.safety.networkrail.co.uk/Commitment-and-Rules/Code-of-Conduct

NEWS



Workplace fires can easily do vast damage to your business and even be fatal. Yet they are readily preventable. As an employer or business owner, you have a legal duty to ensure your employees and premises are safe from fire and its effects.

FIRE RISK ASSESSMENTS

The first step is to carry out regular fire risk assessments to identify any fire hazards. This will then enable you to put measures in place to prevent the likelihood of a fire, and give your employees the necessary precautions.

Ask yourself: What could start or fuel a fire, or provide it with oxygen, in my workplace? Is anyone in particular at risk because of their immediate environment or what their role involves?

KEEP IT CLEAN

Make sure your workplace is clutter free. A build up of clutter not only blocks access to exits, but can fuel a fire. Fire exits and escape routes must be kept clear. Ensure equipment in regular use is well maintained.

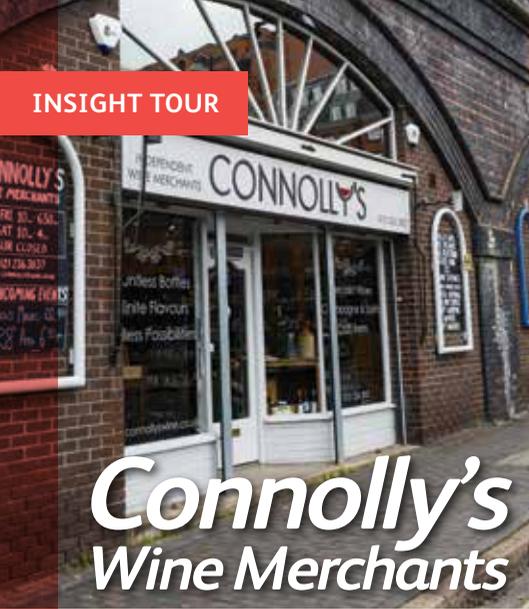
BE PREPARED

Make sure your employees are trained on the procedures they need to follow in the event of a fire, including fire drills. Designated smoking areas will also reduce fire risks.

GOOD DE-SIGN

There's no use having a fire exit if your employees don't know where it is. Signs indicating the nearest fire escape help reduce the risk of harm in an emergency. Other signage and posters about prevention, or to raise awareness of fire risk, can also be put up.





INSIGHT TOUR

Connolly's Wine Merchants

 Conveniently located in an archway next to Snow Hill station, Connolly's Wine Merchants is home to a dizzying array of fine wines, spirits, beers and ales and more.

The shop has been family owned and run since 1976, offering the biggest range of wines in Birmingham.

Their expert staff have over 100 years' experience in the wine trade between them and take pride in finding the perfect bottle for every occasion. Thanks to their extensive knowledge and friendly approach, this Aladdin's cave of alcohol has become

a firm favourite among Birmingham's wine lovers.

"Having the shop in a railway arch definitely adds something," said store manager Ed Orchard.

As well as offering an air of sophistication to the shop, the arch also has practical uses.

As Ed explains, Snow Hill is the best place to store wine in the whole city.

"Because of Birmingham's geology we don't have any natural caverns, but the railway arches are actually perfect for storing wine," he said. "It's the ideal temperature and location for us."



Insight TOUR

BIRMINGHAM



COVERED: 300 METRES

- UK's second biggest city with a population of 1.1 million
- The city is home to three universities and 450 schools
- Has more parks than any other European city

1930

The first of the famous Odeon chain of cinemas first opened in the city

Birmingham Bouldering Centre



Manager Steven Saunders tells us how the arches create a 'cosy' climbing atmosphere

"Bouldering is like a stripped back form of climbing – you climb without ropes or a harness.

"There's a lot more swinging and jumping around, and there's an element of diversity and fun that you don't get on a rope. It's the fastest-growing form of rock climbing right now.

"We opened three and a half years ago and the location's been perfect. It's close to the city centre, reasonably priced, the train links are fantastic and the railway arches give a uniquely urban feel to climbing here.

"As we're so close to the city, lots of people come in during their lunch break or after work. People are doing bouldering as an alternative

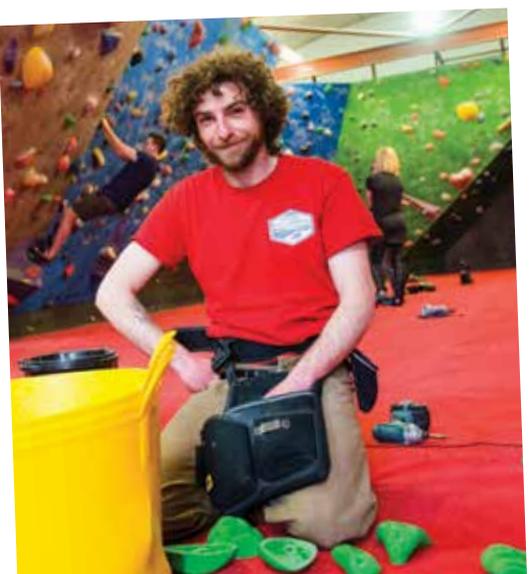
to the gym, and we've started doing core-based classes on Monday nights.

"It's about getting fit but there's also a bit of friendly competition as well.

"We've got a great atmosphere, and I think that's partly because of the size of the place. Many climbing centres are quite open and sterile, but the tunnel makes it a bit cosier.

"Expert climbers will be on the same wall as beginners, so if you're struggling you can get advice or have a chat in the café. It's very sociable and over the years we've built up a community here."

“Bouldering is like a stripped back form of climbing without ropes or a harness”



Clue HQ



Operational manager Callum McDonald talks about the live escape game that's taken Birmingham by storm

Tell us about your business:

Clue HQ is a live escape game played in teams of two to six. You're locked inside one of our themed rooms that are filled with clues and puzzles, and you have to work together to escape within 60 minutes. It all started as a mobile app in Japan and we've brought it to life.

Who are your customers?

We have the biggest range of customers you could imagine. During the week we have lots of corporate team-building exercises, and at weekends it's mostly friends and families. A lot of families say it's the longest amount of quality time they spend together all week.

Why did you choose the railway arch?

Every game is bespoke, and the arch is a great space to use because it allows us a bit more creativity when we're designing. It definitely adds to the aesthetic. One of our games, Bunker 38, is about being trapped inside an old nuclear bunker, and the brickwork really enhances the blue light that we use inside.

What's next for Clue HQ?

We've been incredibly popular here in Birmingham; it's the fastest-growing Clue HQ branch and we were fully booked weeks before we even opened. We're expanding into a second archway so we can have 10 games in total.



Brazilian Cultural Centre



The railway arches of Snow Hill are home to a hidden pocket of Brazilian culture where trained capoeiristas teach the unique dance-based fighting technique capoeira.

Brought to Brazil by African slaves, capoeira combines elements of African dance, acrobatics and music. The martial art became a symbol of oppression in Brazil and was banned until the 1950s.

After it was legalised, capoeira quickly spread all over the world. Birmingham's Brazilian Cultural Centre is keen to promote the heritage of capoeira alongside the impressive street-fighting moves.

Owner Samuel Mascote said: "Capoeira's unlike any other martial art – we play it; we don't fight it. It's a very inclusive thing, all about strengthening communities. We practise it in a circle with people singing and clapping to live music.

"People come to us because they've seen a video on the internet or a kick in a film, but we also get a lot of attention from passers-by. The capoeira community here is really wide – we get kids aged two or three, all the way up to 90-year-old capoeira masters."

The centre also hosts workshops for samba, percussion, acrobatics and Brazilian dance, as well as regular cultural events.



GREEN FINGERS



Brilliant customer service ensures people come back again and again



With summer upon us, customers are flocking to The Nunhead Gardener in London to kit out their green spaces.

With a sea of shrubbery, fresh blooms and vintage furniture, it's a kaleidoscope of colours at The Nunhead Gardener, based at its namesake's station.

Owner Peter Milne and business partner Alejandro Beltran started trading in December by selling Christmas trees by candlelight.

"The site had been disused for three years so didn't have any drainage or electricity," said Peter. "It was almost a romantic setting with the music and candles!"

After a successful Christmas and

refurbishing the site, The Nunhead Gardener reopened in March and offers customers a range of fresh flowers, plants and garden furniture sourced from France.

The shop has music playing, scented candles burning and other products such as vintage crockery on sale.

"It's important to me to support the community by employing local people with a passion for gardening. We also work with Streetscape, a horticultural apprenticeship programme for young people," said Peter.

"The support from people living nearby has been brilliant. We've given the site some love and customers pop in every week to see what new stock we have, especially when the new

seasons come around. Since we opened, we've built up a strong client base.

"Our ethos is to have the highest level of customer service and our team of five has a brilliant knowledge of all things gardening."

Peter believes the team's passion and enthusiasm, combined with the centre's location, has played a part in its success.

He said: "It's great to have a team that loves what they do. We're really pleased with where we're based and the archway itself.

"My advice to anyone thinking about starting a new business venture would be to overcome your fears, make a plan of action and go for it!"



SPOTLIGHT ON CYBERCRIME

FROM VIRUSES TO FRAUD, EVERYONE IS AT RISK OF CYBERCRIME, ESPECIALLY SMALL BUSINESSES



Online security breaches are big news, with the exposure of personal details of customers from telecoms firm TalkTalk, extramarital affair website Ashley Madison and Panamanian law firm Mossack Fonseca all hitting the headlines.

It may seem obvious why hackers would target bigger companies, but small businesses are at even higher risk.

This year's Cyber Streetwise campaign found that two-thirds of British SMEs didn't consider themselves vulnerable to an attack and only 16% intended to prioritise improving their cyber security. This is despite 74% of small firms having experienced some form of online data breach, according to a security breaches survey published by the government in 2015.

Many factors play a part in this high percentage. Small businesses can be fast adopters of mobile and cloud technologies, which can easily expose data to an experienced hacker.

Browser-based applications such as Dropbox request access to documents, making a direct link to your personal files and therefore exposing data to hackers.

Other typical methods to be aware of include pop-up notifications



that look like a generic alert or anti-virus update requests. SMEs rarely have a designated person to look after cyber security, something which larger corporations are understandably hot on. Bringing in trained security experts can prove to be expensive, a factor that is sure to put off many small businesses.

Kelvin Jones (pictured), managing director of cyber security firm Accelero Digital, said: "Cybercrime poses much the same threat to small business as it does large organisations; the difference is, bigger companies are more likely to be in a better position to cope with the aftermath."

"By focusing on some key areas including access control, firewalls, patch management and making sure the anti-virus software on your device is up to date, your security is immediately improved."

"Staff also need to know how to work safely online – cyber security is as much of a HR issue as it is an IT issue."

"With cyber attacks against small businesses on the rise, the time to put cyber security on the agenda is now." Checking your cyber security doesn't have to be costly. The government offers SMEs different forms of free advice and services to check business vulnerability. Cyber Streetwise offers tools to form a good first layer of protection on which to build a strong security platform.

Most cyber security services also offer a free check so SMEs can see where their vulnerabilities are. When a typical security breach at a small firm costs £300,000, why wouldn't you?



Simple tips to prevent cybercrime

 Use a strong password
Choosing your password is your first defence in the fight against cybercrime

 Install security software
An antivirus programme can help protect against hackers and viruses

 Download software updates
Regular updates contain vital security upgrades to keep your device safe and secure

For more information on the Cyber Streetwise campaign, visit www.cyberstreetwise.com

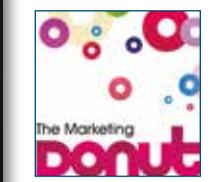
ATTACK OF THE HACKERS

The world of marketing can be daunting for SMEs, but check out these resources to get you started with the basics:



@GdnSmallBiz
www.theguardian.com/small-business-network

Guardian Small Business Network is a fantastic resource for any business irrespective of size, providing a plethora of useful tips, relevant news and insightful features.



@marketingdonut
www.marketingdonut.co.uk

Marketing Donut provides reliable and digestible marketing snippets with a host of ready-to-use tools to give you a head start on tasks like preparing your budget and writing an effective press release.



@Moz
www.moz.com

For advice on starting a digital marketing initiative, Moz is an essential read. Offering a beginner's guide to SEO and social media, it guides you through the basics and best practice.



WITNESS THE FITNESS



Carla Watts discovered a flair for fitness seven years ago and now has six freelance instructors at The Studio in Shrewsbury, teaching a varied fitness programme.

Some of Carla's loyal clients have been with her from the outset, allowing her to go from hiring schools halls to building her own dedicated space.

She said: "I absolutely love what I do. I have a dedicated following which is increasing monthly."

"Having my own space is fantastic for my clients, it gives us both consistency and a place to call our own."

"The feedback has been brilliant and we really feel part of the community now. We've put on charity events for local causes and raised over £5,000."

Carla puts The Studio's success down to offering unique and bespoke classes, which attract all levels of fitness to her fun sessions. This has created a strong community feel which she hopes can grow from strength to strength.

"Offering variety and keeping things fresh is so important," she said. "We recently launched Block Fit, a high-energy dance, combat, HIIT and a yoga class put together by former X-Factor star Chico."

"We're always looking at new ideas and also do wedding dances with that in mind."

"I help couples choreograph a routine to match their special day. That could mean anything from a first dance to a flash mob. It's great fun to do and quite unique and personal."

MY SUCCESS

"Find out everything you can about an area before settling on a location. I've found a street with a gym either side of me, so we've become a fitness hub."

MY INSIGHT

"Being trustworthy and reliable to your clients is key. Prove you won't let them down and they'll keep coming back."



CHALLENGE ARUNIMA

Arunima Saha believes communication and organisational skills are key to her role as a scheme project manager. When she's not co-ordinating plans, Arunima enjoys music, travel and good food

What does your job entail?

I deliver a portfolio of construction projects for Commercial Estates to Network Rail quality standards, as per programme, on budget and in accordance with the Guide to Rail Investment Programme. I ensure project risks are identified early and mitigations are put in place

What skills are important to your role?

You need an eye for detail without losing the bigger picture. As the role involves interaction with multiple stakeholders, effective communication & co-ordination skills are key. It's also important to be approachable

How do you help tenants?

I ensure that a quality product is developed for our tenants - our end users - to provide them with the right environment to succeed in their businesses. During the design development process, tenants' requirements are carefully considered and suitable changes are incorporated into the design

What is your biggest challenge?

I believe that no challenge is unbeatable! In order to deliver a project successfully, it's essential I keep on top of changes at all times. As a new member to the team, I have endeavoured to adapt to the new systems, tools and processes

Describe a recent success

I'm involved in the delivery of Valentia Place arch refurbishment. Since joining the project, I have completed all necessary surveys, instructed remedial works, procured utility services and co-ordinated tender documentation. An organised approach has led to accomplishing a lot in a very short time period.

Hobbies: Music; anything from Kenny Rogers to Kenny G, and holidays with family
Favourite food: Sichuan Chinese with my favourite Italian reds

Favourite TV show: The Good Wife, House of Cards and Location, Location, Location
Favourite holiday destination: Cornwall and Interlaken in Switzerland



WITH THE US PRESIDENTIAL ELECTION UNDERWAY, HOW MANY FORMER LEADERS DO YOU RECOGNISE ON THE COINS BELOW?

Send your answers, with your name, place of work and contact number by email to insight@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. Julian Fraser won last issue's iPad mini.



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