

- Providing new business opportunities
- Promoting Midtown as a business location
- Representing Midtown businesses

January 2010

Chairman's Statement – 2009 Review



Alistair Subba Row, Chairman

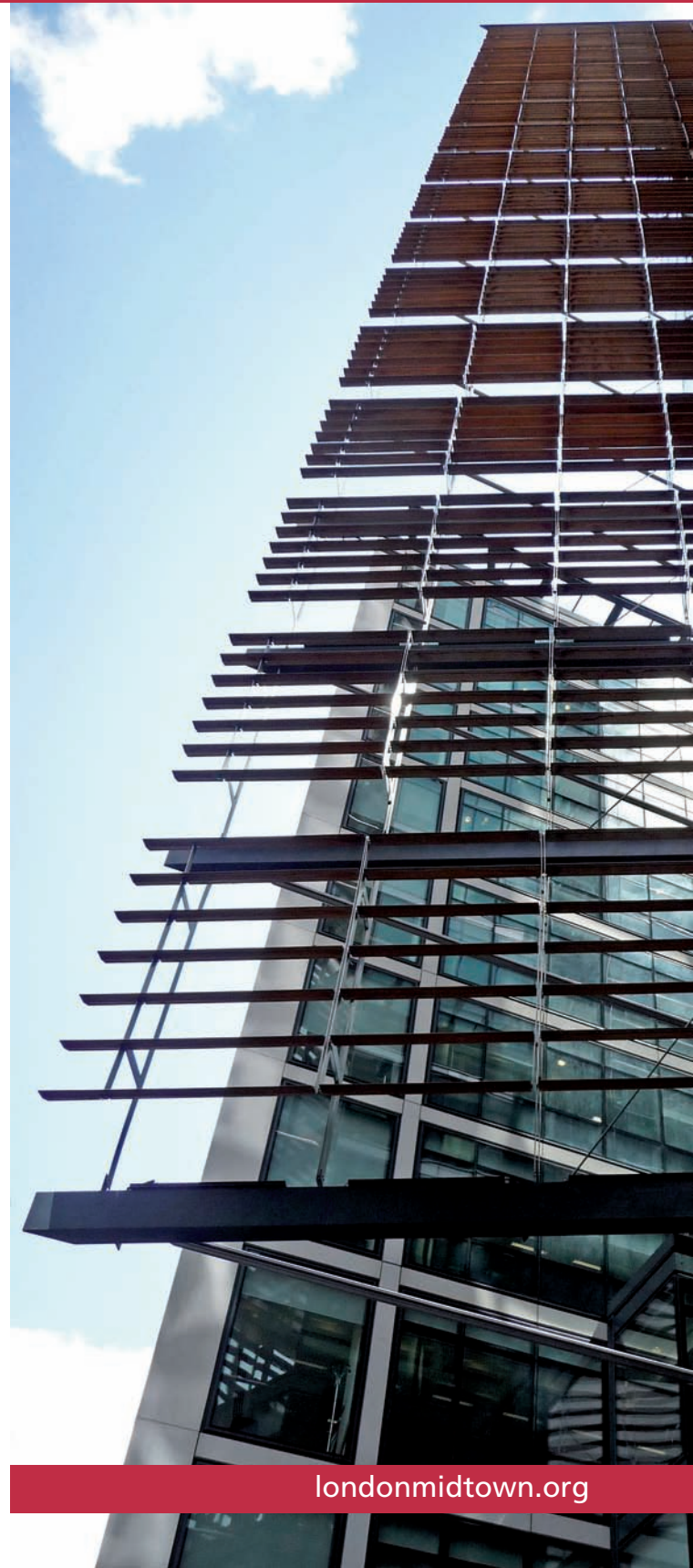
I am extremely proud to have worked in Midtown, and for Midtown businesses, for over 20 years. Some good times, and some bad. I have, however, learnt that bad times can be good times for business; that a bear market can bring new opportunities that can change businesses for the better.

There is no greater satisfaction in bad times than to generate business from existing clients, by improving our offer, whilst winning new business from new clients, when competition is so fierce. 2010 will be another extremely challenging year for us all but there's no better time in business to turn adversity into competitive advantage. Together, we will. And we're in the right part of the World to succeed too.

There is no better place to grow a business than from our own doorsteps. Midtown is now a very different place to do business. Midtown has changed significantly over the last 10 years to become a vibrant and successful marketplace in itself, in the heart of London. Gone are the institutional businesses that once dominated Midtown, now replaced by a diversity of sustainable businesses much admired by our City, Docklands and West End neighbours.

The Midtown Business Club has begun to make a positive contribution to the challenge of business development in difficult times. By hosting events for decision-makers from a broad selection of local businesses, events that showcase specialists on our doorstep, we have accelerated local intra-trade. We have focussed on what is most important to you – new business.

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Our Year in brief

Midtown Business Club Membership

Founded by Land Securities, CBRE, The Royal Bank of Scotland and Farebrother, membership of the Club has now grown to just shy of 100 companies.

New members who joined in 2009 :

AECOM (formerly Faber Maunsell)
Barclays Bank plc
Capita Bobrowski
CgMs Consulting
Clarendon Serviced Apartments
Dale Carnegie Training
Davenport Curo
EA Shaw
Four Front Group
Great Portland Estates
Green Parking
Greenhills Asset Management
Horwath Clark Whitehill
Hogan & Hartson
John Robertson Associates
Kall Kwik
Matthew Arnold & Baldwin
MCM Architecture
MTT Consulting
Reynolds Porter Chamberlain
Richard Susskind & Company
Sutton Young

Task Groups

The Club's Board coordinates the work of 5 task groups.

Midtown Stakeholder Groups.

Aim : To raise awareness of the aims of key Midtown stakeholder groups and engaging with the Local Authorities to offer a representative voice in matters of mutual concern.
Chair – Aaron Boland, The Royal Bank of Scotland, 07799 585572.

Environment.

Aim : To keep Members informed of the environmental issues affecting their businesses and help to tackle them.
Chair – Colin Stone, Cumberland Ellis, 020 7674 0517.

Transport & Infrastructure.

Aim : To raise awareness of transport and infrastructure issues and offer a representative voice on issues of a collective concern.
Joint Chair – Andrew Parker, CB Richard Ellis, 020 7182 2000 and David Austin, 07751 806265.

Marketing.

Aim : To help provide new business opportunities for Midtown businesses through a programme of business to business events, as well as place marketing Midtown.
Chair – Ann Cadogan, Event Planners, 01993 844776.

Business in the Community.

Aim : To develop and co-ordinate a joint corporate social responsibility programme focussed on Midtown for Members.
Chair – To be appointed.

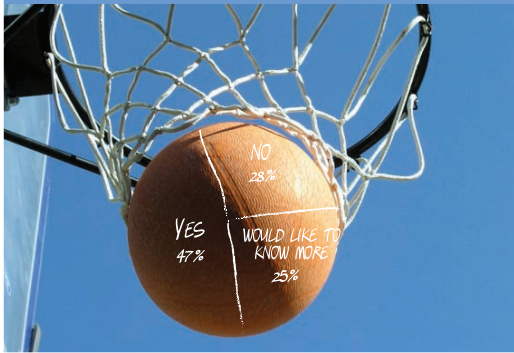
Midtown Business Club Events in 2009

March	Environment & Climate Change, sponsored by Healys. Speakers: Neil Grange of ARUP, Cllr. Keith Moffitt, Leader of Camden Council.
July	Midtown Networks and preview of Grange Hotel St Paul's, sponsored by Grange Hotels. Speaker: Tony Matharu of Grange Hotels.
September	B2B Seminar: Employment Law, sponsored by Thomas Eggar. Speakers: Bob Cordran, Thomas Eggar; Ian Roberts, Central Legal Personnel.
October	Shaping the Future of Midtown conference, sponsored by Bristows. Speakers: Adam Osman, Transport for London; Alexandra Lethbridge, Bristows and Alistair Subba Row, Farebrother.
November	B2B Seminar: Appeal your Rates, Rating your appeal, sponsored by Farebrother and City of London. Speakers: Malcolm Brackley, Farebrother and David Pickering, Dale Carnegie.

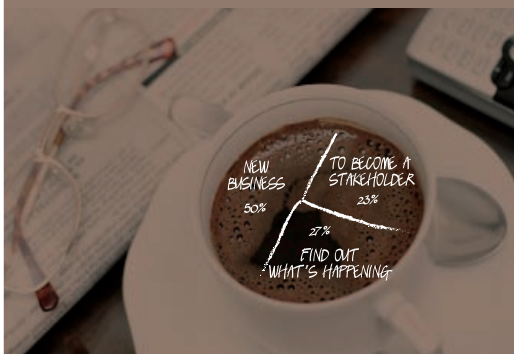
The way forward

Delegates at the Club's October Conference were asked a series of questions relating to issues affecting Midtown and Midtown businesses. The results will drive our Agenda for 2010. A full report is available at the Club's website londonmidtown.org

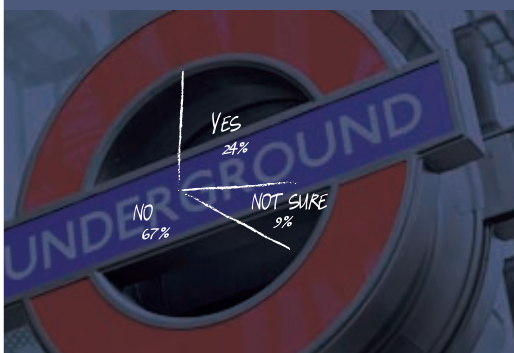
Do you think that the 2012 Olympics and Para Olympic Games could provide an opportunity for your company to provide services and/or promote your services?



What is your company's main reason for attending Midtown Business Club events?



Do you think London's Midtown area has a strong and recognisable brand?



The Year ahead

Friday January 22nd, 8am – Grange Hotel St Paul's - B2B Seminar – Planning Authorities and development in Midtown, sponsored by CgMs Consulting.

Thursday February 25th, 6pm – Networking event – Green Legislation.

Thursday March 25th, 6pm tbc – Environmental Exhibition – sponsored by Interoffice.

Further events will take place throughout the year. Please visit the website for updates. If you would like to host or sponsor an event, let us know.

For further information please contact Ann Cadogan info@londonmidtown.org or on 01993 844776.

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The Midtown Business Club can do much more with your help. Midtown needs more, energetic business leaders to get involved. We need leaders to join our Midtown task groups for Environment, Transport and Infrastructure, Stakeholder Groups, Business in the Community and Marketing – to deliver not just new business opportunities but something much, much stronger – more new business in an even better place to do business. Feedback and ideas are always welcome, as are introductions to prospective new members who I hope you will continue to encourage to join.

I do hope that you have enjoyed attending Midtown Business Club events and will continue to do so during 2010. On behalf of the Board I would like to take this opportunity to thank you for your continued support and to wish you a healthy and prosperous New Year.

**Alistair Subba Row, Chairman, The Midtown Business Club
Managing Partner, Farebrother.**

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MIDTOWN BUSINESS CLUB

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