



*Time to get going!*

**“In the new economy, information, education, and motivation are everything.”**

*Bill Clinton*

2011 will be a pivotal year for the property sector. Many of the Government's ideas and policies will have the meat put on their bones and the cuts and VAT changes will start to affect us all. However, at least we will know where we stand by the end of the year and that knowledge, together with the Olympic surge will, I believe, give us confidence and a base from which to move forward.

Now's the time to start planning for the new economy. Cowellco has a wealth of multi-sector knowledge and the resources to provide valuable input into your strategic thinking and support for your ongoing efforts. Why not contact me to discuss how we can assist your company or practice.

cowellconsultinggroup | building your business  
www.cowellco.co.uk

## Happy New Year

Welcome to our second newsletter. For those who missed the first, it will be available on our website soon.

In this one you will find news of some new cowellco clients and updates on existing. Lots happening as firms come to terms with the new economy and make plans for the future.

The themes for 2011 will be Collaboration, Localism and Innovation. We can't take the old order for granted and the market is wide open for new working partnerships that provide transparent value for money.

Those of you that know me, know that I am all for the creation of close networks that offer the benefits of shared knowledge and resources and save money for participants and clients alike.

John Cowell

## Is there something you'd rather be doing?



**For many of us, this has been one recession too many.**

In the Business Development process, introductions play a major part of cowellco's business. We effect these by facilitating targeted one-to-one and business2business meetings and highly effective hospitality.

**Increasingly I am asked if I am aware of small businesses where the principals are looking for a structured exit. Some of my clients see the acquisition of such businesses as the ideal expansion vehicle. Having discussed how they provide small firms with a profitable and dignified transfer of responsibility, I have decided to make this service part of those that I offer.**

**Please feel free to contact me in complete confidentiality to see if I can help.**



## YOU NEED TO BE HERE

Like it or not, London seems to be bucking the national trend for cuts in development activity. Many major office schemes are back on track and the post-Olympic regeneration plans in East London are on the starting blocks.

Demand for space is high in both the City and West End and development in SE1 is already benefitting from the 'Shard effect.' All this, combined with the urgent need to retrofit energy efficiency to London's venerable buildings make the capital an attractive marketplace.

### London Construction Hub

Many of my clients are based outside of London and are keen to gain more work here. Being based in SE1 with a lifetime of experience of working in London, I have local knowledge that is a valuable asset. Knowing where to look and who to meet is easier when it's down the road.

**As a 'next step' I am planning to create a serviced office facility dedicated purely to the many professions working in the sector who will benefit from having a physical presence in London.**

The **Construction Hub** will offer set down, meeting and hot-desk facilities, a manned reception and secretarial function and a personal postal address and telephone service.



Unlike other London serviced offices, ours will cater only to our industry. We will also instigate marketing opportunities and events and this spirit of collaboration will inevitably lead to new opportunities and partnerships.

**We already have some applications and for more information and to register your interest in using the Construction Hub as your London base, please email or call me directly on 07796 144703.**



The **Kier London** project at **Tottenham Court Road** comprised the demolition of the old Horse Shoe Hotel, sandwiched between the Barbados High Commission & the Dominion Theatre, together with the redevelopment of the site to provide a new 36000 sq m mixed use development and the refurbishment of a grade II listed building.



**FairhurstGGA** | Private House:  
Mayfair

This refurbishment will add a new basement swimming pool and spa. The difficult geology, and high ground water, have presented design and construction problems.

**Fairhurst GGA** has carried out a finite element analysis of the new pool construction adjacent to the party wall to limit both settlement and horizontal movements during construction.

**Fairhurst GGA** | Design for a new six storey residential development constructed over existing WWII air raid shelter tunnels and London Underground Northern Line tunnels serving Clapham South station

**FairhurstGGA's** design of the raft foundation took account of the geotechnical constraints regarding ground movement and settlement effects on the existing vertical ventilation shaft and shelter building



## Existing Client News

### Kier London | Kier Wallis

2010 was a big year for Kier in the south east. Kier London's offer in the capital has been strengthened by the addition of Kier Wallis's refurbishment, fit out and conservation skills to provide a fully integrated service to both the private and public sectors within the M25.

In the light of the increased focus on housing provision, the expertise of **Kier Partnership Homes** in West Malling has recently been relocated to the Kier London office in Bromley. Working closely with West End based **Kier Property**, KPH will be looking for opportunities to fulfil the Governments targets for new homes in London.

## FairhurstGGA

Consulting Engineers

This is a new joint venture designed to build on the strengths and contacts of both firms now based in new offices in Victoria, London.

These two leading firms have successfully worked together for many years, each complementing the other in both skill and geographical coverage. Together they offer a service covering the whole of the UK.

The two closely related firms are pooling resources in London in order to offer the unique London market an integrated engineering service, extending from feasibility and planning right through to site attendance.

The JV is headed by Nick MacSpadden, Adrian Boulton and John Lau

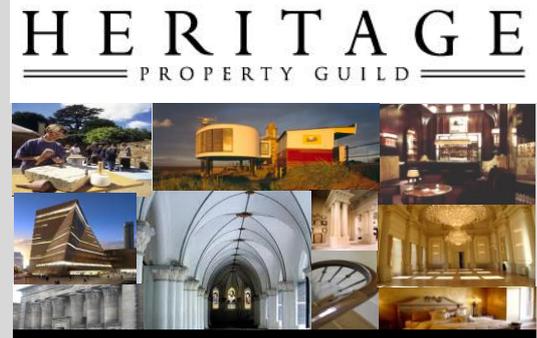
[www.fairhurstgga.co.uk](http://www.fairhurstgga.co.uk)

## WORKING NETWORKS

cowellconsulting is committed to creating and maintaining new and innovative ways of meeting like-minded and useful contacts and colleagues.

Following on from **fuSE1** we have now created the **Heritage Property Guild** which expands our ideas, from one London Borough into the whole of London and in due course, the UK.

The official launch will be early in 2011. We have a new Director on board, Tom Kitchener who is keen to hear from anyone or company interested in becoming a **Sponsor, Principal Specialist** or a **Member**. He can be contacted at [tkitchener@heritagepropertyguild.co.uk](mailto:tkitchener@heritagepropertyguild.co.uk)



## FUSE | EVENTS

We plan to expand the number of these small-scale, highly focused events in 2011.

Our concept of bringing together no more than 12 influential people for breakfast or lunch in central London or key suburban centres has proved very popular and effective.

Provided primarily for our clients, they can also be organised on a Pay-to-Participate basis. Venues are selected for their cost effectiveness and convenience and participation is by invitation only.

For a confidential discussion please contact me directly on 07796 144703



*..... and finally!*

I hope this newsletter has given you another taste of what my team and I get up to and how we help perfectly able people to be more time, cost and visually effective in the marketplace.

Clients ultimately engage our team to help them find more work via introductions and promotional activities. This often means we have to step back a pace or two and look at how they present their skills, what they already do and who they already work for before we can launch them onto potential new clients, sectors or skill sets.



This often involves us in producing a business plan that goes beyond the scope of our original brief and engages with the entire company or practice. This is as it should be.

Marketing and Business Development is not a bolt-on. To be successful the whole firm has to buy into it. I guess you could ask any Apple employee for a view of their company which would see you in their store within days. Can you say the same about your firm?

*Happy New Year.* John Cowell