

CHISWICK LOCALS



KEEP IT LOCAL!

Annabel Moeller has been the go-to photographer for many local businesses, including our magazines, for several years. Whatever the commission, she has the priceless ability to put even the most nervous subject at ease in front of the camera: you can see some of Annabel's images on page 7.

One of her regular clients is W6 Garden Centre in Ravenscourt Park, and the team there is celebrating a wonderful achievement. Having been invited to exhibit at the RHS Chelsea Flower Show for the first time, W6's autumn-inspired stand (pages 4-6) won a Gold Medal and was judged overall winner in the Houseplant Studio category.

Even better, all the beautiful plants and stylish garden accessories that were used to create the successful Chelsea display are now available at W6's own spectacular Green Room.

Neil

Neil McKelvie, Editor



ADDING EXTRA VALUE...



Need to upgrade a website, refine a Social Media strategy or shoot a video? Nicholas Smith provides professional business support that will successfully target new markets.

Nicholas Smith

(Sales and Marketing: Keep Things Local)
07869742822
nick@keepthingslocal.com
<https://keepthingslocal.com>

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CHRISTMAS CHEER

Are you looking for a stylish location for this year's Christmas party? If so, Linden House, an elegant Georgian riverfront building between The Old Ship and The Dove, is the perfect solution. 'We love to see people using our facilities, whether for weddings, christenings, business meetings or parties,' says the Manager, Kea Kouvatsis.

'Our experienced Events Team will ensure every detail is looked after and with three private rooms – the Ballroom, the Captain's Room and the Commodore's Room – we're able to create a tailor-made private or company event. The rooms are different sizes (maximum capacity is 120) and clients are welcome to use any or all of them for dining, dancing and mingling.'

With an in-house chef and catering team, Linden House offers a variety of festive options (candlelit dining, multi-course feasts, canapés and drinks parties) and can also arrange any entertainment, from casino tables and carol singers to live bands and DJs. 'This building makes a wonderful setting for a Christmas occasion,' smiles Kea. 'We'll add a touch of sparkle to your celebrations; you tell us what you want, and we will achieve it.'

Linden House

Upper Mall, W6 9TA / 020 8748 1841
events@lindenhouse.london
www.lindenhouse.london

Advertorial | #lindenhouseriverside

Photographs: #annabelmoellerphotography



Massimo (second from left)



BUON APPETITO!

The authentic flavours and tastes of Italy direct from traditional makers

Building close, long-standing relationships with Italy's independent, often family-owned food and wine suppliers lies at the heart of the culinary philosophy of the Italians (in a nice touch, photographs of those personal contacts adorn the walls).

'Over the years, many have become friends,' explains Massimo Lopez, the Manager. 'Thanks to them, we're able to offer top quality cheeses, hams, meats, olive oils, pastas and wines that you just won't find anywhere else. We import directly from Italy and we also send members of the team out to spend time with the suppliers, listen to their stories and learn about their traditional methods. Then our staff can answer customers' questions about what we're selling.'

As regulars will know, one of the delights of the Italians is the fantastic selection of breads, pastries and pizzas made freshly on-site. 'We're fortunate to have our own oven and the Master Bakers arrive at 4am every morning.'

Advertorial | Read online: keepthingslocal.com | #theitalians_chiswick

says Massimo. 'Using Italian flour, they make all the classics – including sourdough, *ciabatta*, Sicilian-style, rustic baguette, *sfilato* with olives, *sfilato* with tomatoes, *focaccia* – as well as our own *grissini*, *biscotti* and *cantucci*.'

Massimo opened the Italians over five years ago and, since then, the business has become a focal point on the High Road. 'We're so pleased to be part of the W4 community,' he says. 'During the lockdowns we helped out where we could, donating bread and pizzas to NHS workers, and we support the local church and council with their homelessness projects.'

As usual, this Christmas the Italians' team will be putting together their popular festive hampers (they will be available from the beginning of November) and the pastry chef will be making *panettone*. And, of course, customers are always welcome to try what they see on display on the counters. 'How else would you know if you like it,' asks Massimo. 'We love people to sample our food and appreciate the quality. That's what we're all about.'

The Italians

454-456 Chiswick High Road, W4 5TT
020 8061 9440
manager@theitalians.co.uk
www.theitalians.co.uk



Louise and Paul



Photographs: #annabelmoellerphotography

AND THE GOLD MEDAL GOES TO...

Having been invited to exhibit at the RHS Chelsea Flower Show for the first time, W6 Garden Centre won a Gold Medal and was judged overall winner in the Houseplant Studio category

Twenty-two years ago, Beryl Henderson, a successful Image Consultant by profession and passionate gardener by inclination, had a vision for a new kind of urban garden centre. She wanted to create a business that was life-enhancing, somewhere selling high quality plants, pots and containers and with friendly, knowledgeable staff.

Unlike most people seeking greener pastures, Beryl dared to realise her dreams. Taking over a derelict button factory on the Islington/Hackney border and recruiting Paul Holt and Louise Alhadeff, she founded N1 Garden Centre and subsequently, in 2011, W6 Garden Centre on the edge of Ravenscourt Park.

'I remember that Beryl and I once discussed being invited to exhibit at the RHS Chelsea

Flower Show, it was always an ambition,' recalls Louise. 'That was 20 years ago – and this year we've done it.' And not just taken part! Conceived from scratch by Paul, who is the Creative Director, and put together by the Garden Centre team, W6's display won a coveted Gold Medal and was judged the overall winner in the Houseplant Studio category.

Inspired by his love of Autumn colours, Paul's design for the Chelsea stand used a glorious array of plants – for example, *Aglaonema* 'Orange Star' and 'Red Star', *Pilea peperomioides* 'Sugar', *Nertera granadensis* (bead plant) and *Philodendron* 'Painted Lady' – alongside stylish accessories and nature-influenced décor (all are available at W6's Green Room, a floor-to-ceiling oasis dedicated to indoor plants).

'Houseplants have always been key for us, they lift the spirits and they're so important in an urban environment,' explains Louise, who is the Manager at W6. 'We sell a wide cross-section and our resident experts are always on hand to give advice about how to look after them.'

W6's Urban Gardens teams work throughout Chiswick and neighbouring areas in customers' own homes, offering them exactly the same horticultural expertise that they would receive at the Garden Centre. 'They are trustworthy and professional, reflect our values and are integral to what we do,' says Louise.

'We're based at the Garden Centre and our main focus is to create an outdoor space that meets the clients' requirements,' adds Diogo Ferreira, who manages the Urban Gardens service. 'We like to work with them to find the most suitable plants for every location, we only put in a specimen if we're sure that it has the right conditions (W6 has a two-year guarantee on hardy plants) and we can offer ongoing maintenance to help the garden mature and thrive.'

'During Autumn, most of our work is devoted to maintaining and pruning gardens, adding plants for winter interest and ensuring that everything will be ready to spring into life next year. It's also the perfect time to devise a new planting plan and put in bulbs and evergreen shrubs. We use the same outstanding stock that you'll find at W6 and we always give a free quotation.'

'True to Beryl's original philosophy, our aim is to deliver outstanding service,' smiles Louise. 'We're passionate about what we do and we want customers to have the best experience, whether that's working with Diogo's teams, buying plants or enjoying a cake and coffee at our award-winning café. That's what business should be about.'

W6 Garden Centre and Café

17 Ravenscourt Avenue,
Ravenscourt Park, W6 OSL
020 8563 7112
info@w6gc.co.uk
www.w6gardencentre.co.uk



W6 WINS AT CHELSEA

The glorious colours of Autumn inspired the Gold Medal stand

Designed by Creative Director Paul Holt and put together by Louise Alhadeff and her team, W6 Garden Centre's first ever display at the RHS Chelsea Flower Show was judged the overall winner in the Houseplant Studio category. All the plants and accessories are available at W6's Green Room.



W6 Garden Centre and Cafe

17 Ravenscourt Avenue, W6 0SL | 020 8563 7112 | info@w6gc.co.uk | www.w6gardencentre.co.uk



Annabel Moeller

SHARP SHOOTER

'Annabel is a super professional. She was a pleasure to work with and the photos are fantastic!' - Louise Alhadeff, W6 Garden Centre

'You have to love meeting people and then understand what makes them tick to gain their trust and confidence.' Photographer Annabel Moeller is explaining her approach to the tricky business of putting clients at ease in front of the camera. 'It's natural to be nervous,' she adds. 'But if you're kind and make the shoot fun, it always turns out well.'

Over the last 30 years West London-based Annabel has carved out a highly successful career. Past commissions have included working in the performing arts and the interiors and corporate worlds as well as portrait photography and global news reportage. 'I really enjoy the variety,' she smiles. 'It could be a portrait one moment, next a beautiful interior and then the graceful athleticism of a dancer.'


'For me, the incredibly useful thing about digital photography is that I can show my client their pictures while I'm working. Then, it becomes a much more collaborative process and everyone is happy with the images before I leave.'

Annabel Moeller Photography

077942 88846 / annabel.moeller@gmail.com
www.annabelphotography

Advertorial | [Annabelmoellerphotography](https://www.instagram.com/Annabelmoellerphotography)





Christopher Barrow

MAXIMUM PROTECTION

Metropolitan Safe Deposits delivers affordability, convenience and world-class security

Over the last decade UK banks have largely abandoned the safe custody sector; for example, HSBC and Barclays no longer offer safe deposit boxes and NatWest and Lloyds only provide a severely limited service. Curiously, this diminishing presence has happened at a time when demand for secure storage for high-value items is stronger than ever.

‘The costs involved, the advent of internet banking and more rigorous regulations have all contributed to the banks’ withdrawal,’ reflects Christopher Barrow, Chief Executive of Metropolitan Safe Deposits. ‘Also, there was always the risk of significant adverse publicity: headlines were inevitably made when heirlooms went astray, creating reputational damage disproportionate to the value of the service.’

Founded almost 40 years ago, Metropolitan Safe Deposits is a proven independent alternative. The company’s Chiswick vaults, which opened in 2019, contain 12 sizes of safe deposit box. ‘Initially, most people choose one of our three smallest,’ explains Christopher. ‘They are ideal for storing keepsakes, jewellery and watches and

cost £95, £150 and £250 p.a. including £10,000 insurance (the largest box is £1819 p.a.).’

The High Road premises combine multi-layered alarm and surveillance systems with tried and tested physical protection. ‘The basement vaults themselves were designed and built by the industry’s leading manufacturer and our building has 24/7 CCTV of the perimeter and interior, seismic and stress detectors and bullet-resistant airlock doors,’ says Christopher.

‘We have three integrated alarm systems and client access is controlled by computer-verified ID and biometric fingerprint procedures. Each safe deposit box is individually alarmed and we are alerted if more than a given number are open at any one time.

‘Convenience is also fundamental to our business. Customers must be confident that their box is accessible, and that’s why we invested substantially to remain open through the lockdowns. To my knowledge, this type of vault has never been breached. We offer the peace of mind that comes with knowing that your treasured possessions are in safe keeping.’

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Jeremy, Chris and James

AT THE HEART OF THE COMMUNITY

'I have no hesitation in recommending Whitman & Co, having purchased and subsequently sold a property with them. They are the go-to agent in Chiswick, with their expertise and depth of knowledge of the area second to none.' – Richard Pugsley

'As a successful Chiswick business, we've always believed in investing in the local community,' says Chris Chalmers, Sales Director of Whitman & Co. 'We work with people on a day-to-day basis and see them at every stage of their lives, so it's important that we pitch in and play an active role with clubs, charities and schools.'

'We're always delighted to help out when we can, and even more so in light of the events of the last 18 months. The same goes for our fellow independent agents: for example, Andrew Nunn & Associates and Horton and Garton support the Cheese Market and Artists at Home respectively. As well as the monthly Flower Market and the

West London Sinfonia, we've recently renewed our sponsorship of Chiswick Rugby Club's Juniors: in particular, we asked the Club to set aside funds to assist promising boys and girls who would love to get involved in the game but might struggle to pay the subs or afford the kit.'

Thanks to its tried and tested philosophy of focusing solely on W4 and its immediate surroundings and using experienced staff who know the area street-by-street, Whitman & Co is Chiswick's leading sales and lettings agent. 'The autumn market has got off to a strong start, albeit at a more normal level than in the frantic months before the end of the

Stamp Duty holiday,' explains Chris. 'We're actually expanding our team to reflect that level of activity, so do get in touch if you'd like to know more.'

'One sector is performing incredibly well. Demand is outstripping supply for homes valued above £2 million and almost every property is attracting multiple offers. That trend is being driven by buyers coming to W4 from Central London and looking for 5/6 bedroom houses with excellent outdoor space – it's their equivalent of moving to the country.'

'The same can't be said of properties without outside space. At the moment, that's proving to be a tougher market: when it comes to flats, accurate, realistic pricing and the correct marketing strategy are now more important than ever.'

Over the last few months a significant number of people have returned to work in London, even if that means splitting the week between home and office. 'That has positively impacted on lettings,' adds Chris. 'There's been a welcome resurgence, with new lets being snapped up in a matter of days and some houses going to best bids.'

'On the commercial side, it's been lovely to see a real buzz around the High Road, with a good number of new businesses now open or preparing to open. In recent months, we have completed commercial lettings with Pianta opposite our office on Turnham Green Terrace, Balfe's Bikes (at the former Heal's site) and Up & Running (next to M&S).

'Chiswick continues to attract new buyers – after all, it's a great place to live – and we expect the market to remain buoyant in the coming months. Now is the perfect time to list a property to take advantage of demand in the run-up to Christmas. We're always delighted to hear from clients past and present and chat about their property needs, so do pop in and say hello or follow us on Social Media.'

Whitman & Co

5-7 Turnham Green Terrace, W4 1RG

020 8747 8800

sales@whitmanandco.com

lettings@whitmanandco.com

www.whitmanandco.com

www.whitmancommercial.co.uk

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Domizia (Domi) Conti



PROVIDING PERSONAL CARE AT HOME

'Home Instead cared for my mother. They constantly went above and beyond to make her feel safe and happy. The quality of care was astounding.' – Jake A (son of a client)

'Our CAREgivers have coped amazingly over the last 18 months,' reflects Domizia (Domi) Conti, the Care Manager of Home Instead Hammersmith and Chiswick. 'Inevitably, we've asked so much of them, sometimes they have worked long hours seven days a week, and they've been wonderful!'

Home Instead is dedicated to helping the elderly live happily and independently at home in later life (in 2016 it won the Queen's Award for Enterprise). 'As daily tasks become physically challenging and social contact lessens causing loneliness, many older people feel obliged to move,' says Domi. 'That's where we come in: we offer practical, relationship-led care that enables them to stay where they love and enjoy fulfilling lives.'

When Covid-19 struck Home Instead faced a huge challenge, as the virus threatened the people who relied on its CAREgivers most. The team responded promptly and pro-actively (it has been nominated for the Entrepreneurs Circle award for Best Customer Service during the pandemic). 'We went to great lengths – and continue to do so – to keep everyone safe,' explains Domi. 'We immediately secured even the most scarce PPE equipment, we provided weekly training webinars on essential protocols, our staff were tested every week and we helped our clients to get their vaccinations.'

'That was particularly important because so many were shielding and nervous about leaving home. Our CAREgivers also filled all the daily gaps – shopping, cleaning, cooking and giving

personal care: often it was a case of being there and reassuring families that their relatives weren't completely isolated.'

Having studied nursing in her native Rome, Domi joined Home Instead in 2013 as a CAREgiver and now manages a 60-strong team. 'Some have care experience, some do not,' she says. 'They are all hand-picked for their empathetic character – they are lovely – and, of course, they are rigorously vetted and trained and constantly supported.'

In the first instance, family or friends usually contact Home Instead. Domi or her deputy will then visit the potential client to discuss their needs and devise an individual care plan. 'We never forget that everyone is different; we're flexible, we're there to be a trustworthy, familiar face and assist in any way we can.'

'If all goes well, we match the new client with one of our CAREgivers. We place huge emphasis on finding common points of contact based on background, personality and interests – after all, we want them to enjoy spending time together.'

Home Instead delivers an extensive range of bespoke services – Home Help, Companionship,

Personal Care, Dementia Care and 24/7 Live-in Care – in Hammersmith and Chiswick. The most popular, Home Help, covers chores such as cleaning, cooking and laundry, and with Companionship it might just be a case of the CAREgiver popping in for a chat and a cup of tea or perhaps helping the client to be more active and revive a hobby.

CAREgivers who are responsible for Dementia Care receive intensive specialist training, for Live-in Care the hours are arranged to suit specific circumstances and Home Instead can also install smart technology that monitors people and connects them to their families.

'Everyone here is passionate about high quality care,' smiles Domi. 'Our standards are exactly what we would expect for our loved ones. We want families to know that their relatives are safe because we are there for them.'

.....
Home Instead – Home Care & Live-in Care
186 Sutton Court Road, W4 3HR
020 8746 1213 / hello@hc.homeinstead.co.uk
domi@hc.homeinstead.co.uk
www.homeinstead.co.uk/hammersmith-and-chiswick



Photograph: #AnnabelMoellerPhotography

VINYL TAKES THE FLOOR

'The Carpetstore transformed our house. Friendly, professional and quite simply a fantastic experience with brilliant results!'
– Rick and Rachel Parfitt

'Before the pandemic we had already noticed that many of our customers, both private and commercial, were starting to prefer luxury vinyl tiles over other options on the market,' recalls Clay Miller, who has co-owned The Carpetstore with his brother Joe for 25 years.

'Recently, however, that trend has been even stronger. After the severe flooding in West London a few months ago I think we had 150 enquiries about replacing flooring. I'm not exaggerating. So many carpets and laminates had been totally ruined, particularly in basements, and people wanted our advice about an alternative that would look good and protect them in the future.

'Luxury Vinyl Tiles (LVTs) are the perfect stylish solution, and that's why we're now stocking the Distinctive Flooring range manufactured by Victoria. The tiles, which look like wood or stone, are sealed so no water can get through them, they are extremely durable, easy to clean, warm underfoot and, best of all, they come in a fantastic array of striking designs.'

Since the lockdown period ended carpet companies have begun launching brand new products onto the market and one recent arrival at The Carpetstore is a herringbone pattern made by Brockway. 'Unusually, it also comes in matching soft loop pile and twist pile,' explains Clay. 'That means you can fit

the same design on the stairs and in the bedroom. The results are superb.'

All the ranges can be viewed at the Goldhawk Road showroom, where extra display space has just been created, and customers are welcome to take away swatches. 'If you would like to have carpets or flooring fitted in time for Christmas, now is the time to start looking at all the options,' adds Clay.

The Carpetstore team use their own expert fitters on every project – they will also lay hardboard, ply and latex sub-floors and trim doors – and whether you want an Axminster or a shagpile, man-made fibres or vinyl tiles, you will be spoilt for choice.

The Carpetstore
156 Goldhawk Road,
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Photograph: #AnnabelMoellerPhotography

Dr Hala Mahfoud

LOOK GOOD AND FEEL FABULOUS

'I love coming to Dr Hala's clinic. I always walk out like a new person.' – Mandy Bissell

Having worked as an NHS Consultant for many years, Dr Hala Mahfoud opened her family-run clinic in 2017 with the vision of bridging the gap between aesthetics, beauty and medicine. Since opening, she has also pioneered a range of exciting therapies in the UK and launched her own Dr Hala Skincare Collection.

'We take the time to get to know each patient – often they become friends,' she says. That personal touch is complemented by consistent substantial investment in the latest medical technology: one of Dr Hala's first acquisitions – and it is always in demand – was a Femi-Lift laser.

'By stimulating collagen, the Femi-Lift provides a non-surgical relief from stress urinary incontinence,

alleviates vaginal dryness and pain during sex and enhances sensation,' she explains. 'We also have three laser machines: two Harmony XL Pro and Fractional CO2 which lift and refresh skin – they are ideal for hyper-pigmentation and mole and tattoo removal – and the Soprano ICE Platinum for pain-free hair removal for all skin types and colours.'

The clinic is one of few to offer MesoSculpt C71, an injectable fat reduction procedure that works effectively on double chins. 'It reduces localised fat deposits and inhibits fat formation, so it delivers results and maintains them,' explains Dr Hala. 'Recently, we've also introduced the Dr Hala Ozone Lift. Based on a combination of Ozone therapy methods, it is a new treatment designed to give an immediate total-body boost.'



Charming and friendly, Dr Hala meets all new patients and she is supported by a handpicked team of therapists. 'We're proud of achieving the best outcome every time and, with the scope of our facilities, we can devise a bespoke approach that fits individual needs.'

Treatments include:

- * PRX Peel: scar management and wrinkle reduction
- * FibroBlast: lift sagging skin and smooth lines
- * Wart, mole, tag and tattoo removal
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- * HydraFacials and Intraceuticals Oxygen Facials
- * Cellulite and stretch mark reduction
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Dr Hala Medical Aesthetics

Unit 3-4 Broxholme House,
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Ricky and John

INSPIRATIONAL TILE STYLE

Exciting new indoor and outdoor collections for all tastes and budgets

With over 30 years' industry experience, few people are better able to anticipate and respond to the latest trends in tiling than Peter Hughes, co-owner of the Hugo Ceramics showroom on the High Road.

'Currently, 2cm deep outdoor tiles are flying out of the door – that's a new size for the trade,' he says. 'We've invested substantially in stock (60 x 60cm, 60 x 90cm, 60 x 120 cm and a wood-effect 30 x 120cm) to guard against supply issues. The tiles are frost resistant, strong enough to hold a car and glazed, so they look fantastic in any garden space.'

That demand has helped Peter to reach an ambitious fundraising target. 'Our aim was to plant 1000 sq metres of woodland in partnership

with The National Trust,' he explains. 'We planted one tree for every tonne of tiles (wholesale and retail) that we sold from July to September. We actually surpassed that figure, and we're going to do it again next year.'

Peter has long-standing links with manufacturers such as Roca and Yurtbay, and that enables him to offer high quality tile ranges in every effect, size and material (polished, stone, cement, concrete, marble, wood, porcelain). And should there be a gap in the portfolio, he has an extra string to his bow in the shape of his own Hugo Ceramics brand.

Whatever the nature and scope of the tiling project, whether it is interior or

exterior, decorative or practical, Showroom Manager Manuela Profetto will be happy to advise, explain more about the products and help you come to the best decision.



Manuela Profetto

Hugo Ceramics/Intceram
76/78 Chiswick High Road,
W4 1SY / 020 8747 3585
hugo@intceram.com
www.intceram.com

THE PROFESSIONALS

Reliant LDN has the expertise and experience to solve all your plumbing and heating issues

'We provide our customers with a one-stop shop approach to plumbing and heating,' explains John Kearney, co-founder of Chiswick-based Reliant LDN. 'With our knowledge, we're able to handle any problem quickly and efficiently, from fixing a simple leaking tap or faulty radiator valve to repairing and installing a boiler and completely re-fitting a bathroom.'

John, who lives in Grove Park, and his co-director Ricky Axten launched their now well established plumbing, gas boiler and heating business in 2019. Together the pair have over 33 years' experience in the industry, they are fully qualified and take great pride in combining high quality workmanship with courteous, reliable customer service (based on over 200 reviews, Reliant LDN currently has a 9.96 out of 10 rating on *Checkatrade*).

'We never forget that we are working in someone else's home or business premises,' says Ricky. 'With Winter coming, now is the perfect time to

book an annual check-up for your residential or commercial heating system or perhaps consider replacing a non-efficient gas boiler. We are both keen advocates of the benefits of renewable energy methods of heating homes. There are so many excellent new products on the market and we're very happy to advise as to which is most suitable for your specific needs.

'We specialise in devising economic, eco-friendly solutions for domestic heating and hot water systems, in particular those that haven't been serviced or upgraded for many years. Also, thanks to our professional accreditation and in-house training with leading manufacturers, such as Worcester Bosch and Vaillant, we can supply the best guarantees on all the UK's top brands.

'Most importantly, we always give straightforward advice. We offer a call out service, we charge by the hour and we quote on a per job basis before any work commences.'

Services provided include: * Gas and Boiler servicing, certification and installation
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Reliant LDN
020 3576 7586 / info@reliantldn.co.uk
www.reliantldn.co.uk



Nicholas Smith

BUSINESS SUPPORT

'In the current economic climate, independent businesses must manage their budgets more carefully and effectively than ever – and that is exactly where the Keep Things Local team comes in,' says Nicholas Smith. 'If you are planning a local marketing campaign, we can make sure it works harder across every platform – print magazine, digital and social media channels – and that your company engages successfully with its target audience.'

'So, whether you are looking to be much more visible on TikTok or Instagram, create a buzz around a special offer or simply create exciting, more relevant digital content, I would be delighted to discuss your goals and advise on how best to reach local residents with branding and messaging that also stays within budget. Currently, we are offering excellent rates for start-ups and small businesses as well as loyalty discounts. I look forward to hearing from you!'

Business and Creative services include:

* Website building and monitoring * Targeted Social Media campaigns and management * Magazine features, advertorials and display advertisements * Professional Video and Photography shoots * Copywriting * SEO * Event coverage * Business stationery and promotional materials * Retail and Shop Window signage

Nicholas Smith

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Billy Evans

COMING CLEAN

Owned by Mike Moran, Top Hat is a family business with a true West London heritage. The first branch was opened by his parents in Hounslow in 1967 and Mike took over the operation in 1984. 'It's been a tough 18 months, but I'd really like to thank Billy, the Manager, my staff and all our customers for their support – it has meant a lot,' he says.

Whether it is dry-cleaning, specialist 'wet-cleaning', professional alterations or repairs, the Devonshire Road team has the practical experience and expertise to handle every issue. 'We can look at anything, be sure what the material is, know exactly how to treat it and deliver a high quality result,' explains Mike.

'I've always believed in combining old skills with new technology. So, we use a state-of-the-art microscope to confirm whether a stain is deeply ingrained but, equally, we can identify a material by burning a few fibres and looking at the nature and colour of the flame. And Billy can usually tell by eye whether a stain will come out – that level of knowledge really pays dividends!'

Top Hat Chiswick

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