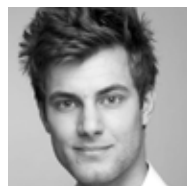


CHISWICK LOCALS



KEEP IT LOCAL!

After the severe challenges of the past year, how encouraging it is to be publishing the Spring issue of Chiswick Locals with a renewed sense of optimism. Life certainly seems to be returning to something like normal in W4, with both new and old faces opening their doors.

Significantly, one estate agent has reported that nearly all its currently listed High Road shops are either under offer or have already been let. Clearly, there's no lack of keen commercial interest in gaining a foothold in the Chiswick community.

As usual, we are delighted to be showcasing a wide range of local businesses. They have all worked incredibly hard to survive the pandemic, so do keep it local, use their services and help them to get back on their feet.

Neil

Neil McKelvie, Editor



CHISWICK BUSINESS SUPPORT



Nicholas Smith offers professional guidance on targeting local consumers with branding and messaging, website and social media creation and video.

Nicholas Smith

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

.....
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STRIKING THE RIGHT NOTE

Discover the joy of making music...

Matt Randall, a professional composer, pianist and teacher, founded Forte Arts with a simple vision. 'I believe that everyone can play a musical instrument or learn to sing, and that being inspired by the correct teacher is key to each student reaching their full potential.'

Matt and his team provide private music lessons (online lessons are also available) for children and adults of all ages and abilities, including complete beginners, in the students' homes. 'We teach all instruments - among them, piano/keyboard, guitar, drums, violin, singing, trumpet, saxophone and flute - and our tutors, who are equally happy to coach students through grades or just for fun, are charismatic, enthusiastic and knowledgeable music professionals.'

Lessons are organised on a flexible weekly, pay-as-you-go basis (they last from 30 mins to an hour) and, in order to establish a good student/teacher rapport, all new clients have a trial session. 'We're passionate about spreading the benefits of a musical education to the next generation,' says Matt. 'We have already helped hundreds of people in Chiswick of every standard to achieve success - if you want to start your musical journey, do get in touch.'



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The Brick Wall

STATE OF THE ART

Sevda Uykan's bold, vividly coloured artworks reflect her cosmopolitan background

'For me, art is about freedom and power. It should have no restrictions; that's why I enjoy confronting fears and expectations in my paintings.' Born into a Serbian family living in Istanbul, Sevda Uykan grew up juggling two diverse cultures, one liberal and one conservative, and that background has profoundly influenced her work.

'Inevitably, I faced the dilemma that what was culturally acceptable in my family was often not so in wider Turkish society. I suppose that made me something of a rebellious child and my painting, which primarily focuses on the experience of women, reflects a desire to challenge commonly held perceptions.'

Sevda moved to London four years ago and is settled in Grove Park. Having originally taken a Chemistry degree and then worked in business consultancy, she changed tack and studied Figurative Art and Sculpture. 'My passion for art comes from my father; he was a designer and he

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On My Own

taught me how to draw and paint. Usually, I like to use acrylic on canvas, often adding pieces of embroidery. I learned that from my mother and it's lovely to combine skills passed down by both my parents.'

During lockdown one of Sevda's paintings won a virtual competition organised by the Saatchi Gallery (Saatchi Takeover) and this autumn she will be participating in a prestigious exhibition at the Brick Lane Gallery. 'My work has been described as edgy and assertive. I like that: if we don't dare to ask questions, then that is the point where control and limitations start.'

Sevda's artwork can be viewed on her website and Instagram page and she is happy to arrange a 'physical' viewing by appointment.



Sevda Uykan

Sevda Uykan

sevdauykan@gmail.com
Insta: [@sevdauykan](https://www.instagram.com/sevdauykan) www.sevdauykan.com



Louise, Saskia and Shawn



AT THE HEART OF THE COMMUNITY

With a superb selection of outdoor plants for every home, a green oasis devoted to houseplants, an award-winning Café and friendly, knowledgeable staff, W6 is much more than a Garden Centre

‘There’s no doubt that many people have turned to gardening and plants for comfort and distraction as they have struggled with confinement during the lockdowns,’ reflects Louise Alhadeff, the Manager of W6 Garden Centre. ‘Whether you have a garden, a balcony, a window box or houseplants, there’s reassurance and joy in watching nature renew itself come what may.’

Located near Ravenscourt Park (just off King Street), W6 stocks a wide range of premium quality outdoor plants for all environments, has its own floor-to-ceiling indoor jungle dedicated to houseplants (The Green Room) and is renowned for the expertise and friendly customer service of its staff.

Louise is particularly proud that, despite the inevitable problems of sourcing plants over the last year, she and her team have successfully maintained W6’s usual exceptional standard and breadth of choice ‘We’re fortunate to have excellent connections and everyone has worked so hard in difficult circumstances,’ she smiles. ‘Knowing that we’ve been able to help people, even in a small way, has been very rewarding.’

In pre-pandemic times, W6’s prize-winning Café (it won the prestigious 2019 Lux Life award for London’s Best Garden Centre Café) was one of the most popular places in W6 to catch up with friends over a drink or a meal. And the good news is, the first steps have been taken towards normal service returning.

‘I’m delighted to say that we’ve recently resumed table service,’ confirms Louise. ‘To begin with, it will be at weekends only. Our Head Chef, Shawn, has been busy devising a new menu of delicious healthy dishes with the emphasis on fresh, seasonal ingredients as well as concocting new detox smoothies and milkshakes for children. Together with Saskia, who runs the front of house, they are really looking forward to serving customers again in our tranquil green outdoor space.’

One of W6’s unique attractions is its houseplant jungle. In a previously unused railway arch on the site, Creative Director Paul Holt created an exciting indoor oasis called The Green Room. ‘I’d noticed a cheese plant abandoned in the corner,’ he recalls. ‘It had been there all winter with no heating and virtually no light, and yet was still alive. I thought, if it can survive, why don’t we remove the doors, re-model the interior and convert the arch into a space to display and sell the best houseplants. Fortunately, Louise agreed with me!’

Two years on, the neglected brick arch has been impeccably restored and The Green Room is

flourishing, with houseplants for every space and setting alongside stylish pots, containers and accessories. It has proved a huge hit with W6’s regulars, and all the more so over the last year.

‘Houseplants just lift the spirits and they’re so important in an urban environment,’ says Louise. ‘We sell a wide cross-section, from the well-known to the more exotic, and our resident experts are on hand to help you choose the most suitable plants for your home and advise on how to look after them.’

‘We’re passionate about what we do. Whether a customer comes to W6 on a plant-hunting expedition or to meet friends at the Café, our aim is to lift their spirits and deliver outstanding service. That’s what business should be about.’

W6 Garden Centre and Café

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



Chris, James and Jeremy



Photographs: Annabel Moeller

CHISWICK'S NUMBER ONE PROPERTY TEAM

Local expertise, sound advice and a personal touch make Whitman & Co W4's leading agent for sales and lettings

'This year's numbers are unprecedented,' says Chris Chalmers, the Sales Director of Whitman & Co. 'By the end of April we had agreed 72 transactions and we've been taking sealed bids on four to five properties each week. To say the least, there's a huge pent-up demand among buyers.'

That Whitman & Co is spearheading activity in Chiswick should come as no surprise. Thanks to its tried and tested philosophy of focusing solely on W4 and its immediate surroundings and using an experienced, close-knit team that knows the area street-by-street, the estate agency has consistently led the field in Chiswick. 'That's still the case,' confirms Chris. 'In the last calendar year we sold over 24% of properties in W4 and

arranged 10% of lettings, making us No 1 in both sectors according to official *Rightmove* figures.

'Currently, the key drivers in the market are people deciding to upgrade their main asset, the stamp duty extension and low borrowing rates. Local residents are trading up - moving from flats to houses, houses to larger houses - and there's plenty going on in the £2 million-plus range; we've had sealed bids on a number of properties and quite a few transactions have been concluded with no advertising. If the price is right, things are moving.'

That positivity is reflected in Commercial property. 'The market has come back with a vengeance over the past two to three months, with many new occupiers trying to gain a

foothold in Chiswick,' explains Director, Jeremy Day. 'Enquiries from shop and restaurant users have meant that nearly all our currently listed High Road shops are either under offer or have been recently let. The highlight has been bringing in a new addition to the W4 dining scene with the US burrito and taco restaurant Chipotle taking over the ex-Byron Burger site. We'll also be announcing some exciting new retailers very soon!'

'Specialist businesses are also busy, with the wider Planning Use Class (E) presenting options for the likes of gyms, clinics and day nurseries to find new premises. The Office sector is less busy, but we are now starting to see companies making plans for their return to work and that might involve upsizing, downsizing or just moving nearer to home.'

Whitman & Co has always believed in investing in the community, particularly in light of the last year. 'We're delighted to help out if we can,' says Chris. 'We support Chiswick Cricket Club, Chiswick Rugby Club Juniors and the Bedford Park Festival and we're pleased to be one of the

sponsors of the Flower Market, which is back on the first Sunday of every month. It's an initiative that has given a huge boost to Chiswick's profile; it has been listed as an exemplar project on the Government's High Street Task Force website and new arrival Megan's has even named their Chiswick restaurant Megan's at the Flower Market.


'The Whitman's way is all about building relationships - that's why people often pop into the office for a chat and advice about the market. We're transparent, we don't put our clients under pressure, we flag up issues and we try to solve them without any fuss. No matter how busy we are, we keep it personal. Longevity is at the core of our business.'

Whitman & Co

5-7 Turnham Green Terrace, W4 1RG
020 8747 8800
sales@whitmanandco.com
lettings@whitmanandco.com
www.whitmanandco.com
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Christopher Barrow

SAFETY IN NUMBERS

Enjoy the peace of mind that comes with knowing your valuable possessions are secure

Courtesy of countless heist movies – think *Sexy Beast* and *The Hatton Garden Job* – safe deposit boxes have become indelibly associated with the ultra-wealthy. ‘That’s a common misconception,’ smiles Christopher Barrow, Chief Executive of Metropolitan Safe Deposits on the High Road.

‘While we have 12 sizes of box at the Chiswick vaults, most customers initially choose one of our three smallest ones. They are ideal for storing precious keepsakes, such as jewellery and watches, and cost just £95, £150 and £250 p.a including £10,000 insurance (the largest deposit box is £1819 p.a.). Affordability is one of the keys to our business.

‘In the UK we are still less accustomed to using what Americans call a Bank Box. That’s why we encourage people to come and see us; simply call, email or pop in to arrange an appointment and then one of our professional team will explain how we work and the options available.’

The Chiswick vaults combine multi-layered alarm and surveillance systems with proven physical protection. ‘The security network begins

with 24/7 CCTV of the perimeter and interior,’ says Christopher. ‘The building is equipped with seismic and stress detectors and the “secure area” has bullet-resistant airlock doors with magnetic, mechanical and electronic locks.

‘In addition, 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 one time.’

Having invested in making the premises Covid compliant, Metropolitan Safe Deposits has been open, albeit with restricted hours, throughout lockdown. ‘Convenience is another essential element in our service,’ confirms Christopher. ‘Since 17 April we’ve been open again on Saturdays (10am-4pm), from 24 May our weekday hours will return to 8.30am-7pm and, all being well, towards the end of June we’ll re-open on Sundays.

‘At a time when banks have largely exited the safe custody market, we provide a tried and trusted alternative: a long-established independent business with a new world-class vault for your valuable possessions.’

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Sally Catlin (centre)



LIFE LESSONS IN CONFIDENCE AND CREATIVITY

Celebrating its 21st birthday this year, Chiswick Stagecoach teaches students aged 4-18 how to perform on and off the stage...

The 29 April 2000 is a date etched in Sally Catlin's memory; that was when she opened the doors of the first Stagecoach school in Chiswick. Twenty-one years later, and with thousands of students having attended the popular dance, drama and singing classes, Sally is still Principal of the flourishing Stagecoach Chiswick schools.

'If the circumstances allow, I would love to celebrate our 21st by organising a big party in the summer' she says. 'The tried and tested Stagecoach approach has remained the same throughout the years; we were the first part-time

performing arts school to offer the module of three hours of dance, drama and singing and we still follow that successful method.

'Also, no previous experience is needed and everyone is welcomed into our "family" and encouraged to support one another - that's why so many children choose to stay with us through all the age groups. It's incredible that we have students who start with us aged four and are still with us aged 18; most of them come back to say "Hi" and others continue to work with us as assistants and then teachers.

'We're passionate about providing an outstanding standard of teaching and nurturing our students, hence we focus on developing key life skills, such as communication, confidence and creativity, and helping individuals blossom and realise their potential. These are the building blocks that will allow them to thrive when they go for job interviews or are required to give public presentations later on in life.'

Stagecoach classes are held at William Hogarth School on Fridays and Saturdays, with the teaching divided

by age: Early Stages (4-6 year-olds), Main Stages (6-18). 'Some people assume that we concentrate on theatre and musicals,' explains Sally. 'That's not true - we also teach skills in TV and film, pop and all styles of dance.

'Class sizes are always small to ensure quality and inclusivity (currently, they are more restricted to ensure a safe environment) and our teachers are fully qualified - often they are past students. In addition, there's a full programme of holiday workshops, two-week discounted trials are available and, in "ordinary" times, we perform an annual show and organise regular theatre trips to the West End.

'Everyone is allowed to develop at their own pace and reassured that it's perfectly OK to make mistakes,' says Sally. 'While some students come to us to nurture a strong talent and wish for a career in the "business", for most it's because they want to learn, have fun and make new friends. LAMDA exams are open to all our students and we are accredited with the Duke of Edinburgh Awards, which mirrors our ethos of building resilience.

'Nothing is more rewarding than seeing someone who has been silent suddenly find the self-confidence to stand up and speak - that's just wonderful.'

Stagecoach Performing Arts Chiswick
William Hogarth School,
Duke Road, W4 2JR
020 8398 4709
chiswick@stagecoach.co.uk
www.stagecoach.co.uk/chiswick
#StagecoachTheatreArts





Anthony Wozniak



Georgia, Paul and Emily

CHISWICK'S HOME FRONT

Pricing and digital presence are key in an active market

'It's all systems go in Chiswick,' says Anthony Wozniak, Horton and Garton's Chiswick Lettings Manager. 'In the first quarter of 2021 we've let 28% more homes in W4 compared to the same period in 2020 and 23% more than in 2019. These figures are a sure sign of a robust market that is attracting everyone from single professionals to families with children at local schools.'

'The last year has also seen a significant number of tenants moving from Zone 1 to W4; that trend has been prompted by lifestyle changes, with families seeking larger homes, needing to be closer to schools and wanting access to better recreational opportunities.'

'The highest demand has been for properties with gardens or terraces and an office/study space. There's been a rise in rental prices – they had dipped during lockdown – and it's also been encouraging to have more enquiries in the corporate lettings and professional one and two-bedroom flat sectors. Life is also changing for us at Horton and Garton; we have opened a new lettings office in Gable House on Turnham Green Terrace, so if you are a Chiswick landlord do pop in and see us.'

'The Chiswick property market is a hive of activity, with well-priced properties often selling within days,' confirms Paul Cooney, Director, Chiswick Sales. 'While that indicates homes are in short supply, it's not quite a true sellers' market in which buyers are willing to pay over the odds. With no crystal ball and so many different factors at play, people are keeping level-headed about the prices they are happy to pay.'

'Over-optimistic sellers and estate agents are seldom successful and they eventually suffer price reductions following a lengthy period on the market. Priced correctly, Horton and Garton in Chiswick is selling homes entirely off market after only a handful of viewings – that means the minimum hassle for clients. Also, digital presence continues to be incredibly important; properties that stand out online attract the most attention.'

Horton and Garton

Gable House,
18-24 Turnham Green Terrace, W4 1QP
020 3989 5454
chiswicklettings@hortonandgarton.co.uk
chiswick@hortonandgarton.co.uk
hortonandgarton.co.uk



John and Billy

Photograph: Annabel Moeller

SINGLE-MINDED SUPPORT

Helping single Dads to care for their children after divorce, separation or bereavement...

'As a divorced parent who is separated from my children, the aims of Dads House struck a chord,' says John Horton, founder of Horton and Garton. 'Based in Fulham, the charity supports single Dads, their children and families. I was delighted to offer my support after a fellow St Peter's Church parishioner, barrister Simon Bruce, reached out to me.'

Dads House was founded by Billy McGranaghan in 2008 to help single fathers with the practicalities of raising their children; it runs a breakfast club, a Monday night football session and a Foodbank, offers free family law clinics (led by Simon Bruce), provides life coaching for those suffering with depression and organises a one-on-one buddy service.

Billy himself had realised that there was little back-up for single fathers, or even an understanding of their particular needs, when he was raising his own son, Sam, after Sam's mother went abroad when the boy was one year-old. Dads House has seen a huge surge in demand during the pandemic. 'A couple of days before the first lockdown, new families started coming forward,' recalls Billy.

'From typically seeing 30 to 50 families a week at our Foodbank in Lillie Road, we began seeing 100, then 200, and at peak demand, we had a staggering 670 seeking help in a single chaotic day.'

'Financially, it was horrendous. We spent our own funds sourcing food – it was just a huge task to keep going.' So far, the Foodbank has helped 18,000 families and, since March 2020, it has supplied 240,000 meals as well as hygiene and sanitary supplies. 'If it wasn't for our volunteers, who form around 95% of our team, it wouldn't have happened,' says Billy.

There are now more than 20,000 fathers in London raising their children alone and that figure is predicted to rise this year. Dads House is currently trying to raise £40,000 to support its Foodbank. If you can help, follow the Just Giving link at www.justgiving.com/campaign/dadshouse – it would be much appreciated.



Dads House

22 Lillie Road, SW6 1TS / 07765 183504
info@dadshouse.org.uk
www.dadshouse.org.uk



Samuele Alberton

Photograph: Doris Heinrich

THE PLUMBING AND HEATING PROFESSIONALS

'I've used Samuele to fix loos, replace a built-in shower and find leaks. The quality of his work is excellent - I'd recommend him to anyone.' - Alex Seaborne, a regular client

'My father and brothers were mechanics, so my earliest memories are of helping them to fix cars and vans,' recalls Samuele Alberton, aka The Italian Plumber. 'I was always just fascinated by how things worked. If a sink needed unblocking, I was there with a plunger; if a radiator wasn't heating up, I was ready to bleed it.'

Born and raised in Treviso, Samuele came to London in 2007, working as a waiter at The Langham Hotel while re-taking his plumbing qualifications to become UK compliant. Over the last decade he and his team have become a familiar sight - the vans are very distinctive - out and about in Chiswick. In that time, he has built a successful business based largely on word-of-mouth recommendation.

Samuele takes pride in his friendly, efficient customer service. 'No job is too big or small for us,' he says. 'Whether it's preventative maintenance or an emergency with a faulty boiler (all major makes and models covered), a burst pipe, a blocked drain or just a persistent leaky tap, we will diagnose and fix the problem with minimum fuss. At this time of year, with summer on the horizon, we are often asked to

install garden taps - and we'll even put up a new bracket to hang your hose on.'

The Italian Plumber currently has a 9.91 rating on CheckaTrade (based on 211 reviews), is fully certified by Gas Safe and offers a 12-month warranty on all jobs. 'There's little that we haven't seen over the years and our priority is to save and repair what you have rather than buy something new,' Samuele explains. 'We're here to help and give you peace of mind. We've worked hard to win our reputation - and we work just as hard to keep it.'

Services provided include:

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- * Power Flushing
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- * Technical surveys and system reviews
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The Italian Plumber

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Simon Blunt

NATURAL HEALING

Introducing the proven power of CBD

'Our challenge is to overcome any stigma about CBD (Cannabidiol) and, instead, encourage people to focus on the amazing benefits,' says Simon Blunt, co-owner of Origin'40. 'Legally, any psycho-active compounds in the cannabis plant have to be removed and all our products are stringently tested. Everything we stock is legal, non-addictive and comes from certified, reputable sources.'

Compared to the global CBD industry, the UK market is relatively under-developed. 'With Origin'40, we wanted to create a High Road store where those familiar with CBD can buy what they need and also, most importantly, where our trained team can provide informed, impartial advice,' explains Simon. 'That's why we always offer anyone new to CBD a free consultation.'

Origin'40's wide range of products come as oils, balms, drops, tinctures and creams. 'Among many applications, CBD can reduce inflammation, relieve pain, improve sleep and treat anxiety and stress,' says Simon. 'Often people come in a few times before making their choice. That's fine, we want to find the best solution for each issue.' Mention *Chiswick Locals* and you will receive 15% off any purchase.'

Origin'40

288 Chiswick High Road, W4 1PA
07851 246767 / chiswick@origin40.com
www.origin40.com

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Dr Hala Mahfoud

Photograph: Annabel Moeller

BE HAPPY IN YOUR OWN BODY...

'Dr Hala has improved my skin so much. She is very receptive to individual needs, she always analyses your skin to provide the best treatment and she listens. I would thoroughly recommend.' – Lucinda Cunningham

'Over the last year many clients who have come to us for facial, body and aesthetic treatments – and, of course, Covid-19 tests – have asked for advice about how to boost their immune systems,' recalls Dr Hala Mahfoud.

'We always recommend Vitamin IV infusions, which are made up of individually tailored cocktails of minerals, amino acids, anti-oxidants, nutrients and even ozone. They have proved effective in keeping the immune response up to speed and combating fatigue and stress – I have a weekly session myself.'

Before founding her family-run clinic in 2017, Dr Hala worked as an NHS Consultant. Her initial vision was to deliver high quality care in a safe, comfortable environment and to bridge the gap between medicine and aesthetics. 'Since opening we have expanded the therapies we offer, often in response to patient requests,

and that has meant acquiring state-of-the-art medical technology,' she says.

One of the first major investments was in a Femi-Lift laser, which stimulates collagen, the protein responsible for skin strength and elasticity. 'Post-birth, many ladies leak when they exercise, sneeze or cough,' explains Dr Hala. 'The Femi-Lift has become very popular; it provides proven, non-surgical relief from stress urinary incontinence, alleviates vaginal dryness and pain during sex and enhances sensation.

'Early on, we also secured two of the latest Alma lasers: the Harmony XL Pro lifts and refreshes skin and is ideal for healing scars, acne, vascular lesions and mole and tattoo removal, while the Soprano ICE Platinum laser has revolutionised hair removal – it is fast, pain-free and suitable for all skin types.'

A recent addition to the range of treatments has been micro-needling combined with Platelet-rich Plasma (PRP) therapy, which is based on the body's natural ability to regenerate tissue. 'Micro-needling harnesses a patient's own system to rejuvenate skin, remove fine lines and blemishes, diminish scarring and stimulate hair growth,' says Dr Hala.

'That effect is complemented by PRP. Blood is centrifuged to leave a platelet-rich solution which is topically applied or injected back into targeted areas, so starting the healing response and new collagen production, and resulting in healthier, firmer skin.'

Most excitingly, last year Dr Hala launched her own Skincare Collection (available via the website and at the clinic). All of the formulations have a peak concentration of active ingredients and the Collection includes products that combat hyper-pigmentation, rosacea and acne, restore elasticity to dehydrated skin, an eye serum to reduce wrinkles and dark circles, a lip plumper and a lightweight sunscreen.'

Warm and welcoming, Dr Hala epitomises the approach of her friendly, professional team. 'No two patients are the same,' she smiles. 'We get to know each one and, with the scope of our facilities, we can devise a bespoke approach that fits their needs. We're proud of our work and we want to achieve the best outcome every time.'

Treatments include:

*** PRX Peel:** scar management and reducing wrinkles *** FibroBlast:** lift sagging skin and smooth smoking lines *** Lesion removal:** warts, moles, tags and tattoos *** LPG Endermologie:** tighten skin and target fat *** Botox and fillers** *** Herbal and chemical peels** *** HydraFacial:** skin cleansing *** Mesotherapy:** rejuvenate skin and boost hair growth *** Mesosculpt:** eliminate facial fat pockets *** Cellulite and stretch mark reduction:** a non-invasive technique using radio-frequency and ultrasound

Dr Hala Medical Aesthetics

Unit 3-4 Broxholme House,
New Kings Road, Fulham, SW6 4AA
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www.halahealthandbeauty.co.uk

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Dino, Blerian and Kareem



THE CUTTING EDGE

Classic and contemporary barbering skills and old-fashioned customer service in a stylish salon

'In my experience, customer service in barbers' shops isn't always at the level it should be,' says Blerian Sinani, the owner of Chiswick Barbers on Turnham Green Terrace. 'Of course, you have to provide an excellent haircut; however, it's equally important to create a relaxed, friendly atmosphere in which you can really connect with customers.'

'Most importantly, they must have the confidence to be completely honest. Sometimes, when a barber asks a client if they are happy with the result, the answer is, "that's fine" but then you never see them again. We want everyone who comes to Chiswick Barbers to be 100% satisfied every time and to become one of our regulars.'

Blerian came to London in 2008 to gain work experience in some of the city's top salons. He was supposed to be here for a year, that was extended for another year, and then he was

asked to stay on to train and pass on his skills to other barbers.

In 2015 he and his wife, Emanuela opened their own salon, BEM Hair House, on Goldhawk Road (she is a hairdresser and takes care of business there). 'Many of our customers were from Chiswick, so when these premises came up, it made sense to open my second salon here. That was in November 2019 and we had a fantastic reception; everything was going well, we were very busy and then, of course, we had to shut down because of the pandemic. We're delighted to be back in business again.'

Blerian and his handpicked team – Dino and Kareem – offer a full range of barbering services – cut and style, haircut, trims, beard trims and wet shaves – for all ages (student, senior citizen and children's discounts are available on weekdays). You will get the exact cut and styling you want and receive a warm welcome that makes the visit a real pleasure.

Chiswick Barbers

55 Turnham Green Terrace, W4 1RP
020 8995 5228
chiswickbarbers@gmail.com
www.chiswickbarbers.com

Advertorial | Read online: [keepthingslocal.com](https://www.keepthingslocal.com) | [chiswicklocals](https://www.chiswicklocals.com) | [chiswickbarbers](https://www.chiswickbarbers.com)

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Emma and Tom



Photographs: Nicholas Smith

BUILDING CONFIDENCE

'Whitehall Construction pretty much took the whole house apart and re-built it. They were a pleasure to work with - we miss them!' - Emma Bateman

Emma and Tom Bateman recently completed a major re-building project at their 1930s semi-detached house in West London. They chose Jason Wilkinson of Whitehall Construction to be the contractor. Here Emma recalls the experience of working with Jason and his team.

'Our home is 3600 sq ft and we bought it from a couple who had lived there for 50 years. It needed a lot of work: a basement re-build and reconfiguration, a rear extension re-build, a further loft extension, full re-wiring, new plumbing, new ceilings and roof, moving walls around, re-plastering and re-decorating.

'Jason came highly recommended with excellent

references. From start to finish, it was a total pleasure to work with him and his team, which was led by Bill. They were punctual, polite, calm and in constant contact about progress and any unexpected issues that came up.

'Jason was on site every day and his project management was fantastic - he is extremely organised! We gave him very little notice when, because of lockdown, we had to move back in several weeks earlier than planned. Jason understood the situation and everyone worked hard to ensure the house was ready; in fact, it was finished several weeks ahead of schedule.

'Throughout the work, we valued Jason's opinion and

he worked closely with us and our architect. He was pro-active and offered practical solutions and helpful guidance. Nothing was ever too much trouble. We love our family home and Jason's team took real pride in what they built. I wouldn't hesitate to recommend Whitehall Construction.'



Whitehall Construction
07971 418857
jason@whitehall-construction.co.uk
www.whitehall-construction.co.uk

Blerina Barileva (BB)

INDULGE YOURSELF...

'BB was incredible - really friendly and professional. A 100% recommendation' - Poppy, a Chiswick client

Covid-19 has challenged everyone to adapt how they live and work. For Blerina Barileva (BB), the pandemic is the reason she now has her own successful studio-based and mobile beauty and massage therapy business.

'Previously, I'd been working in a luxury spa, but that closed during the first lockdown period. It made me think about how best to use my skill set: I decided to turn a setback into an opportunity and launch a high quality, professional service.'

BB, who has Level 4 Beauty Therapist qualifications and is certified by the award-winning skincare brand Dermalogica, has many years' experience working in leading medispas and beauty bars in West London. 'I work either in my own Chiswick studio or travel to the client's home or work space. I'm passionate about helping women to care for themselves and feel confident and comfortable, both aesthetically and emotionally.'

Treatments include:

* Facials and Massage * Advanced Skin Care
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* Dermalogica Facial * Manicures and Pedicures

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Sam Palmer

FIT FOR PURPOSE

Fitness training that gets results

'We never forget that a studio can be intimidating,' says Sam Palmer, Manager of F45 Training Ravenscourt Park. 'That's why we offer a week trial for £29; potential members can take as many classes as they like, chat to our coaches and find out what we do.'

The F45 Training philosophy is to deliver an efficient full-body workout in a supportive atmosphere. 'The F stands for functional training and each class lasts 45 minutes,' explains Sam. 'The weekly schedule is split into cardio and strength work-outs that are suitable for all ages and fitness standards. We also run an intensive 45-day Challenge promoting weight loss and body shaping (the next one is from 7 June - 21 July) during which progress is monitored by the coaches.'

F45 differs from most of its competitors in not having mirrors in the large, open-plan studio. 'That's deliberate, they're too distracting,' smiles Sam. With pay-as-you-go and flexible membership options, a special offer of a free class and a free medical grade health scan during May and Covid-19 safety guidelines rigorously observed, F45 Training will help everyone achieve their fitness goals.

F45 Ravenscourt Park

150-152 King Street W6 0QU
(entrance on Galena Road) 020 8222 8261
ravenscourtspark@f45training.co.uk
www.f45training.co.uk/ravenscourtspark/home

Advertorial | #chiswicklocals #f45_training



Joe and Clay

RED CARPET TREATMENT

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

'When I met Clay Miller, who runs The Carpetstore with his brother Joe, "non-essential" businesses had only just been allowed to re-open. 'We've just had the second or third busiest week ever in 31 years,' he says. 'It was non-stop, we definitely didn't anticipate such a pent-up demand for carpets!'

During lockdown Clay and Joe took the opportunity to fit a new Invictus luxury vinyl floor in their own showroom. 'Before the pandemic we noticed that customers were favouring vinyl tiles over wood and concrete flooring,' explains Clay. 'The quality of Invictus' wood, parquet and stone-look ranges is outstanding. They are waterproof, extremely hard-wearing and they come in a fantastic array of striking designs.'

'We're the only Invictus stockist in West London and we wanted to showcase what it looks like *in situ*. We chose grey because that seems to be the most popular colour at the moment; people have been choosing it for the home, office, shops – everywhere!'

Inevitably, most carpet manufacturers are taking their time to recover from lockdown, hence there aren't many new products on the market. However, the Carpetstore has just taken delivery of the Diamond range from Fibre (there is also a Herringbone version).

'Diamond was actually due to be released last year but, of course, that was postponed,' says Clay. 'There's already been a lot of interest: it's suitable for heavy domestic use,

for example on stairs, it's easy to clean and the design is very contemporary.' Like all the Carpetstore's classic and contemporary carpets, made-to-measure bespoke rugs and stair runners, Diamond is also guaranteed to be moth-free.

Customers are always welcome to take away swatches and Clay and Joe use their own expert fitters on every project – they will also lay hardboard, ply and latex sub-floors and trim doors. Whether you want an Axminster or a shagpile, man-made fibres or vinyl tiles, The Carpetstore team will help you choose the best flooring for your home.

The Carpetstore
156 Goldhawk Road, W12 8HJ
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carpetstoresb@aol.com
www.thecarpetstore.info



Nicholas Smith

ADDING VALUE TO YOUR BUSINESS

Need to create new content, refine your branding or see a better return on a digital strategy? Nicholas Smith will help you target new markets more effectively...

'Right now, consumers are crying out for engaging content from the businesses they love, and most importantly, relevant content. That's exactly where Keep Things Local comes in; helping companies in Chiswick to create content that inspires their audience and then promoting it across our hyper-local West London magazines and digital channels.'

'Using targeted media buying on social media, coupled with the ability to re-target those who have engaged with your content, we can make your marketing budget work harder across all digital and social media platforms. Among the services we offer are: website and social media creation and management, media buying, campaign execution, branding, strategy and events. So, whether you are looking to be more relevant on TikTok or Instagram, create a buzz around an offer or even fly a drone through your building, do get in touch.'

'I will be happy to discuss your budget and goals and to offer friendly guidance on targeting local residents with branding and messaging. 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:

- * Video * Photography * Copywriting
- * Website build/management * SEO
- * Social Media campaigns and management
- * Business stationery and marketing materials
- * Retail/Shop Window signage
- * Magazine features and advertisements

Nicholas Smith

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

“ For nearly 10 years, they've done an exceptional job managing my rental property and in recent months have handled the sale with the same professionalism and expertise.

- Jamie, landlord and seller, March 2021 ”

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