

CHISWICK LOCALS



KEEP IT LOCAL!

Welcome to the Spring issue of Chiswick Locals. As usual, we are showcasing a wide range of businesses, some with a long history in the area and others that are more recent arrivals.

A few owners had the particular misfortune to open just before or during the pandemic. For example, Attila Leb's fit20 studio was beginning to flourish when Covid struck and he was obliged to close: however, he's now back in action and his Dutch training concept is again proving popular. Zamaine Ismail actually launched West & Hunter, an independent Gentleman's Grooming Club, during lockdown but, equally undaunted, he and his team used the time to fine-tune their luxury service.

All of the featured businesses have worked hard to survive the pandemic, so keep it local and support them as they recover.

Neil

Neil McKelvie, Editor



PROMOTE YOUR BUSINESS

We distribute 8000 copies of Chiswick Locals to family homes, cafes, pubs, shops and offices. All advertorials are also posted online and through our Social Media channels and included in our email newsletter.

Do you need to upgrade a website, devise or refresh a Social Media strategy or shoot a corporate video? We can provide professional business support that will help you to identify and target new markets.

Sales and Marketing: Keep Things Local
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Attila Leb



CAN YOU SPARE 20 MINUTES A WEEK TO GET FIT?

'My fitness is beyond any expectation I had when I signed up. My core fitness is definitely enhanced and so is my energy level.' - Pamela Rosier

Is it possible to significantly improve key fitness indicators - strength, endurance, energy - in one convenient 20 minute session per week? And, what's more, a session that challenges the expectations of high intensity training? Attila Leb, owner of fit20 in Chiswick, is used to a degree of initial scepticism.

'Of course, it's natural,' he smiles. 'But there's a good reason why fit20 is so popular in Europe and is expanding rapidly worldwide. It works!' Having come across the concept in Holland and realised that there was no London franchise, Attila opened his fitness studio next to The Lamb in 2019.

'Fit20 is a scientifically proven full body work out,' he explains. 'It is unique in that it is based on super slow-motion movement. Taking this approach means there's no explosive, potentially damaging impact on joints, ligaments or tendons and it also encourages a strong hormonal response.'

'We use state-of-the-art training machines to focus with maximum efficiency on the major muscle groups and the training is individually

tailored, with the muscles carefully loaded and movement adjusted for each client. We never over-do it! Our clients' ages range from 20s to 80+; in particular, we have seen dramatic changes in over 50s with physical limitations and those requiring post-op rehab exercise.'

Clients are always supervised by Attila and his qualified team, there are never more than three people training at any time and sessions are organised on a one-to-one or couples basis. 'There are no distractions, no mirrors, music or TVs,' adds Attila. 'Also, because the movements are slow, you don't even need to wear sports kit.'

'We monitor results precisely and, after three months, there is tangible progress. I want everyone to be at least 20% stronger, standing taller and feel better in their body. Do come and say hello, book a free introductory session and find out what fit20 can do for you.'

fit20

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Christian Gallan



TAKE YOUR TENNIS TO THE NEXT LEVEL

‘Christian is our family coach . . . and my children really enjoy lessons. His enthusiasm is infectious and the fun he brings to junior (and adult) sessions is balanced with a focus on listening and learning.’ – Alison Rust

‘The LOVEtennis “family” is so important to me. It’s always such a kick to have people come up in the street, someone who perhaps I haven’t seen for 10 years, and they say: “Hey Christian, remember me, you coached me when I was a kid.” And they have really happy memories – that means the world.’

Christian Gallan must get stopped often. He has become a familiar, popular face on local courts and, since 2010, he and his team of coaches have built a successful business, LOVEtennis. ‘First and foremost, we create a friendly atmosphere at every session, whether that’s adults, juniors or a school holiday camp,’ explains Christian.

‘Everyone is made to feel welcome and we develop strong bonds between players, parents

and coaches; we’re lucky enough to be doing what we love, and we want our students to feel that same joy.

‘Our approach is very simple: put everything in – no short cuts and maximum effort – and make it dynamic and fun. There’s no right or wrong; we adapt to every age, ability and experience and we all follow a consistent style, using the same language and session structure. I’d rather run a smaller programme and be sure that, as coaches, we fit 100% with the LOVEtennis philosophy.’

Born in Germany, Christian moved to Australia with his family when he was eight. ‘For me, tennis started with Boris Becker. It must have been my German heritage, and I loved his all-action style. I played with my Dad on public

courts, joined a club, entered tournaments, and reached a ranking of 15 in the Australian Juniors.

‘At that point, I realised that the professional dream wasn’t ever going to happen for me. That hurt. But I recalibrated, studied Economics at university and I never thought, I’ve wasted all that time training. The beauty of tennis at every level is that you learn life lessons, such as discipline, respect and how to deal with disappointment and success.’ While still in Australia, Christian was asked to assist with coaching sessions for junior groups. ‘I enjoyed it – I loved helping players get better. Of course, I didn’t think of it as a career, but it proved to be the spark.’

LOVEtennis operates at Chiswick Tennis Club, Hartswood Tennis Club and Westminster Sports Grounds. If you’re not a member, you simply sign up on a termly basis for a LOVEtennis coaching membership and that becomes your pass to join Christian’s sessions at that club (Chiswick and Hartswood have floodlights, so it’s a year-round programme).

‘Of course, our aim is to teach tennis well and get results,’ says Christian. ‘But we’re also using the game as a vehicle; it’s so rewarding to see a kid who has hung back suddenly become more confident.

‘Equally, we strongly believe in making a wider contribution, hence we run fundraising tournaments for the Upper Room and Good Going Out Chiswick, support the Shepherd’s Bush Family Project and assist with funding to teach tennis to thousands of young children in Malawi.

‘Everyone deserves top quality coaching every single time they step on the court and, beyond that, we want to make a positive impact on our clients’ lives and the community. Nothing makes us happier than making a difference!’

Christian Gallan’s LOVEtennis

info@love-tennis.co.uk

Insta: @thelovetenniscommunity

<https://www.love-tennis.co.uk>



Deepak Jagota



Traditional (white) and custom-made (black) hearing instruments

A LIFELINE FOR FAMILIES LIVING WITH DEMENTIA

Home Instead is recruiting an Admiral Nurse to work with clients diagnosed with dementia and raise awareness of the condition in the community

Admiral Nurses are *the* specialists in providing dementia care. Fully trained by the charity, Dementia UK, their role is twofold: firstly, to assist people living with dementia, enabling them to stay independent at home for longer; and secondly, to help their families, giving them the strength to cope with the bad days and the energy to enjoy the good days.

As one of its range of bespoke services (including Home Help, Companionship, Respite Care and 24/7 Live-in Care), Home Instead Hammersmith and Chiswick already offers sensitive, practical Dementia Care. However, recognising the strong demand for “next level” support among clients, Director Maddy Alemayehu is recruiting an Admiral Nurse to join her dedicated team.

‘It’s extremely stressful to look after someone with dementia, especially a loved one whose behaviour and personality is changing,’ says Maddy. ‘An Admiral Nurse has the time to listen and the knowledge to solve problems; they are present throughout the journey, building a close relationship with the client.

‘Whatever the stage and type of dementia, the Nurse will work with our CAREgivers and the family to assess needs, coordinate a care plan and liaise with other professionals, often acting as a bridge between health and social services. Also, and most importantly, they will know when to say to the family, you must step back and take respite time.’

Maddy has ambitious plans for Home Instead’s Admiral Nurse to play an active role in local West London communities (W4, W6, W3, W5, W12 and SW6). ‘Dementia care is an issue that we take seriously. So, as well as training and advising our staff, I want the Nurse to run workshops to promote a better understanding of the condition. Our aim is to make a tangible difference to the lives of all dementia sufferers, not just Home Instead clients, and allow them to remain in the home they love.’

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PRECISION-FITTED, CUSTOM-MADE HEARING AIDS

No more putty-in-the-ear syringing! Deepak Jagota is offering his patients the ultimate non-invasive ear-scanning solution

Since opening his successful High Road practice, Hearing Well, in 2016, hearing aid audiologist Deepak Jagota has consistently invested in state-of-the-art technology. Even by Deepak’s standards, however, he has recently acquired a remarkably sophisticated piece of kit.

‘It all started during lockdown,’ he smiles. ‘Clients were coming in having lost or broken their hearing aids. The issue was with traditional models that go over the ear: thanks to all the juggling with masks and glasses, they were being easily dislodged.

‘One popular solution is to opt for a custom-made rechargeable hearing aid that pops straight into the ear. Until now, that has meant mixing up putty into a paste and syringing that into the ear to create a hard mould; for many people, that was an uncomfortable experience.

‘That’s why I have now acquired the latest 3D laser ear scanner. Using a handheld probe, I can scan and take measurements of the ear section by section. Those measurements are combined into a 3D model; the whole process

is amazingly precise, much less invasive and only takes five minutes. Afterwards, I just send the digital file to the manufacturer. I must admit, it took me months of practice to master the technique, with my wife and children as guinea pigs, but it’s been worthwhile – I’ve already had excellent customer feedback.’

Deepak’s passion for new technology is complemented by a personal approach based on old-fashioned customer service. ‘I allocate as much time as is necessary to each patient. It’s not a conveyor belt. If someone is a little nervous and needs longer to chat, that’s a pleasure,’ he explains.

‘Equally, as an independent audiologist, I can choose the best solutions from all the leading manufacturers, and that flexibility also applies to the cost and style of an aid. I love what I do. Life is too short to put up with a problem that reduces the joy of connecting with others.’

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Sifu Kai Taylor (third right)

Photographs: #doris_heinrich_photography

OVERCOMING BRUTE FORCE WITH SKILL

Sifu (Master) Kai Taylor teaches Wing Chun, a Cantonese self-defence martial art that uses minimum effort to create maximum power and is suitable for all levels of physical fitness

According to legend, Wing Chun was devised 300 years ago by Ng Mui, a Buddhist nun and master of Shaolin kung fu. The new form was based on close-quarters combat and enabled those with smaller frames to overcome larger, stronger opponents: Wing Chun was subsequently taught by Grandmaster Ip Man, now the subject of a hit movie franchise, and spread worldwide by his students, notably the late film star Bruce Lee.

Sifu (Master) Kai Taylor is London's only Chu Shong Tin-style Wing Chun teacher. Having already established a thriving studio in Mayfair, the Chiswick resident has launched new Monday and Thursday evening classes

(6.30-8.30pm) closer to home at the Catholic Centre on Duke's Avenue.

'Kung Fu is an umbrella term for all Chinese martial arts, and Wing Chun is a southern Cantonese style,' explains Kai. 'Like any athletic endeavour, the rewards come through hard work – in English kung fu literally translates as "skill acquired through hard work".'

Born in Perth, Australia, Kai was passionate about martial arts from a young age. Courtesy of a government-funded tertiary course, he studied full-time at Sydney's International Wing Chun Academy for three years. After becoming an Instructor, he moved to Hong Kong

to pursue what he calls 'my PhD in Wing Chun', learning full time under the late, great Master Chu Shong Tin, who himself learned directly from the famous Ip Man. Kai now has 23 years of experience as a student and teacher.

'Wing Chun can be practised by men and women of all ages and standards of physical ability,' says Kai. 'It has similarities with Tai Chi, and there's a strong focus on growing the mind-body connection. Hence, it is popular with people who have an interest in Pilates, Yoga and Meditation – and the importance of strengthening the mind-body link is why my school's slogan is "Kung Fu Your Mind". Wing Chun will teach students how to relax reflexively in response to stressors rather than go into flight-or-fight mode, improve their posture and bio-mechanics and allow them to tap into the inherent power of the body.'

'During classes, my senior students help me to instruct and we create a safe, controlled environment. Students receive bespoke instruction and progress at their own speed; there are no grades or belts in Wing Chun and the atmosphere is one of experimentation and play. The structure is varied: sometimes everyone will be doing the same activity, but according to their level of expertise, and at other times we break into groups and concentrate on different movements.'

For a limited period, Sifu Kai is offering a free trial for a month. 'That's long enough to find out if the school and the student are a good fit for each other,' he says. 'People often tell me, I'll come to your class after I get in shape; I always reply, you don't need to be super-fit to learn kung fu.'

'Wing Chun is the perfect discipline for anyone who has always wanted to try a martial art: the learning process is fast and you will become proficient within a few years. But, as my Grandmaster Chu Shong Tin used to say: it would take one and a half lifetimes to fully master.'

Kai Wing Chun

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#chiswicklocals #kaiwingchun.london





Christopher Barrow

A SAFE HAVEN IN THE CRYPTO WORLD

Metropolitan Safe Deposits' state-of-the-art High Road vaults deliver affordability, convenience and proven world-class security

Traditionally, it is assumed that safe deposit boxes are used to store precious metals, family heirlooms and private documents. And, of course, they are. However, the exciting evolution of crypto-business has prompted a new demand from predominantly younger investors seeking maximum protection for their assets.

'Owners of crypto-currencies, such as Bitcoin, use a private key (it is a 16-digit code) to access and manage their digital coins,' explains Christopher Barrow, Chief Executive of Metropolitan Safe Deposits. 'However, if that private key is hacked or the code simply forgotten, there is no central ownership register; in effect, the money is lost.'

'A salutary case is a gentleman in Wales who, eight years ago, accidentally threw away a hard drive containing details of his private key to 7,500 Bitcoins. Today, they would be worth around £240 million; sadly for him, the drive is buried permanently in a landfill. For many crypto-investors the preferred solution is to transfer the all-important code onto a USB device and put that in a safe deposit box; it is offline, beyond the reach of cyber-criminals and securely accessible.'

Metropolitan Safe Deposits offers a tried and tested security facility. 'We have 24/7 CCTV of the perimeter and interior of our three vaults, the premises is equipped with multi-layered alarm systems and the "secure area" has bullet-resistant airlock doors with magnetic and electronic locks,' says Christopher.

'Access is controlled by computer-verified ID and biometric fingerprint procedures and each safe deposit box is individually alarmed (there are 12 sizes costing from £99 p.a.). To my knowledge, our type of vault has not been breached. We provide the peace of mind of knowing your possessions - whether treasured mementos or a USB stick - are in safe keeping.'

To read Christopher's blog about crypto security, visit: <https://www.metroSAFE.co.uk/editorials/news-releases/date/2022/02/08/crypto-investors-turn-to-physical-storage-for-security/>

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CHISWICK KNIGHTSBRIDGE ST JOHN'S WOOD

Photograph: #annabelmoellerphotography



CHISWICK'S SPRING MARKET IS IN FULL BLOOM

'It's great to see a well-established business still behaving like a new business in terms of energy, drive and service. I would certainly recommend Whitman & Co.' – Duncan Campbell

The *Rightmove* House Price Index, the barometer of property data, has reported that the average price of homes sold in March rose by 1.7%; also, the chance of securing a buyer in the first week of marketing was twice as likely as in the same period in 2019. To sum up, the Index stated: 'for those looking to move, this is the best ever Spring sellers' market.'

The figures posted by *Rightmove* are reflected by the experience of Whitman & Co, Chiswick's Number One agent in sales and lettings. 'Since January we have agreed 40 sales, with 50% going to best bid,' says Sales Director, Chris Chalmers. 'In that time we have also registered 800 applicants – that's astonishing – and arranged over 1100 viewings.'

'In Chiswick, there's a mis-match between supply and demand for houses. Recently, we valued a property at just over a million, and received 77 viewing requests within a week; we had to ask one of the team to stay there for four days, meeting a new viewer every 20 minutes.'

This unprecedented interest is being driven by Chiswick residents and buyers migrating from central London. 'The latter group see W4 as providing excellent value and, of course, they are attracted by the quality of life and accessible transport links into Town,' explains Chris. 'We are also seeing a significant number of people pushing through mortgage applications while rates remain reasonably competitive. Hence, many are stretching their funds to

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lock in at a cheaper borrowing rate, and that is clearly impacting on prices.'

The remarkable results in sales are being matched by lettings. 'In the last six months, rents have risen 10%,' says Chris. 'Long-term tenants who moved out during the pandemic are now returning to London. Also, stock levels have been squeezed by landlords taking advantage of the current market and selling their properties.'

There is a similar degree of positive sentiment in the commercial sector, where Jeremy Day, Whitman & Co's Commercial Director, reports buoyant activity. 'We have very strong enquiry levels for shops, offices and industrial properties,' he confirms. 'The High Road and Turnham Green Terrace have seen some excellent new additions, such as The Sushi Co, Randox and Urban Tropicana.'

One consequence of the end of formal Covid restrictions has been the return to the calendar of many local events and activities. As a Chiswick business, Whitman & Co has always believed in investing in the community, and even more so in light of the last few years. 'We're happy to help out where we can,' says Chris. 'We support Chiswick Cricket Club, Chiswick Rugby Club Juniors and the Bedford Park Festival and we're delighted to be one of the sponsors of the Flower Market.'

Over the last two decades, Whitman & Co has proved that the most effective business strategy is often the most simple. The company's success is based on the tried and tested philosophy of focusing on W4 and its immediate surroundings and using an experienced team that knows the area street-by-street.

'And we like to build long-lasting relationships with our clients,' adds Chris. 'That's why they often pop in for a chat and advice about the market. No matter how busy we are, we keep the personal touch. If you are considering a move this Spring, do get in touch.'

Whitman & Co
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ELECTRICAL ISSUES? CALL THE BLUE BRIGADE

Are you switching to an Electric Vehicle? SES will supply and install a home charger

According to recent figures, last year the number of Electric Vehicle (EV) registrations rose 74% on 2020 (www.nextgreencar.com). And, like any chargeable device, the battery on those vehicles needs to be regularly topped up; fitting a dedicated EV home charger is the most economic, convenient and safe solution.

'It's definitely a growing market for us,' confirms Byron Sanders, Managing Director of Chiswick-based SES Electrical Contractors. 'We're accredited with all the leading manufacturers and can source and supply the best model, install the cable and fuseboard, commission and test it and fault find. With oil prices sky high, electric is the way forward!'

The core of SES's work comprises domestic installation, repair and testing and, with Spring coming, there's currently a significant demand for garden lighting. 'We also handle all elements of commercial electrics, such as installing and servicing fire alarms and designing and maintaining CCTV and security systems,' adds Byron.

'Our team is still regularly called in to carry out remedial work after Electrical Installation Condition Reports (EICRs) have been

prepared for landlords by other companies. Some offer a cheap price, but don't have the technical knowledge to pick up major defects. You pay for what you get. With us, that's a thorough professional investigation and a detailed photo-report.'

Whatever the job, two constants with SES are outstanding workmanship and excellent customer service. 'My philosophy is to deliver the maximum on both counts,' says Byron. 'Our engineers are experienced and highly qualified, we carry high levels of stock, invest in the best tools and parts and we always respond quickly and efficiently to calls.'

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Sevda Uykan



After Pandemic



Congo

THE POWER OF ART

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

Born into a Serbian family in Istanbul, artist Sevda Uykan grew up juggling two cultures, one liberal and the other conservative, and that has profoundly influenced her work. 'For me, art is about freedom and power,' she explains. 'There should be no restrictions. But, inevitably, what was judged culturally acceptable in my circle was often not in wider Turkish society.'

'That made me something of a rebel and my painting, which primarily focuses on the female experience, reflects that desire to challenge commonly held perceptions. If we don't dare to ask questions, then that is the point where control and limitations start.'

Sevda moved to London five years ago and lives in Chiswick. 'My passion for art comes

from my father; he taught me to draw and paint. My signature style is to use acrylic on canvas and then add pieces of embroidery; I learned that from my mother, so it's lovely to combine skills passed on by both my parents.'

During lockdown Sevda won a virtual competition organised by the Saatchi Gallery (Saatchi Takeover), she exhibited at the Brick Lane Gallery's prestigious Contemporary Art Exhibition last November and, for the past two years, her paintings have been winners at the Turkish Community Art Exhibition.

Recently, Sevda has also published a book of her artwork, an art-meets-mindfulness colouring book and two beautifully illustrated children's books, *Mila's Rainbow* and *A Happy Dog London* (all are available on Amazon). Sevda's paintings can be seen on her website/social media and she is happy to arrange viewings and accept commissions.

Sevda Uykan

sevdauykan@gmail.com
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exclusive West London stockist for a particular brand. Having held back during the pandemic, companies are now making up for lost time with regular exciting product releases.

‘Recently, we have taken delivery of a new herringbone in funky blues and yellows from Fibre,’ says Clay. ‘Also, an 80% wool twist pile produced by Victoria; a while ago the favoured colours were beiges and greys, but now there’s a fantastic choice of reds and golds.’

The Carpetstore also supplies and fits stylish Louis De Poortere stair runners. Widely considered the market leader in design and high quality manufacturing, they are 80% woven wool Wilton, have a pre-finished edge which won’t fray and doesn’t need to be whipped or bound, and come in 12 different designs, 144 colours and four width sizes.

Clay and Joe guarantee that all their stock – classic and contemporary carpets, made-to-measure bespoke rugs and stair runners – are moth-free and they always use their own teams of expert fitters, who will also lay hardboard, ply and latex sub-floors and trim doors. If you are investing in new carpet or flooring, whether for the home, office or a communal property, you will receive excellent service and straightforward advice.



The Carpetstore
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MULTIPLE CHOICE

‘I used The Carpetstore to replace my carpets. The fitters did a fantastic job. I recommend them 100%.’ – Kevin Birch

With over 25 years’ experience in the trade, and an extensive contacts book to match, Clay and Joe Miller, co-owners of the Carpetstore, are always able to offer their customers the widest possible choice of carpet colours, styles and patterns (as well as tiling options) at all budgets.

‘We regularly deal with 90% of industry manufacturers,’ explains Clay. ‘Last year, we created extra space in our showroom and that enables us to display 100 ranges – and we still don’t put everything out on show. There are at least another 100 in stock in our basement. That means if someone comes in with a specific request for a more unusual carpet, we can usually bring up a pattern book to suit.’

Clay and Joe are constantly adding to their portfolio and often the Carpetstore is the



Louise and the W6 team

W6’S GOLD MEDAL-WINNING GARDEN CENTRE

Spring bulbs, herbaceous perennials, seasonal trees and shrubs, houseplants . . . and much more besides for the urban gardener

Since opening under the arches next to Ravenscourt Park in 2011, W6 Garden Centre and Café has become firmly established at the heart of the community. ‘Whether a customer comes to buy high quality plants, choose gardening and homeware gifts or catch up with friends at the Café, our friendly team will ensure that they are welcomed and looked after,’ says Louise Alhadeff, W6’s Manager.

Last year was a momentous one for the Garden Centre. Fulfilling a long-held ambition of its founder, Beryl Henderson, W6 was invited to create a stand for the RHS Chelsea Flower Show. Conceived by Creative Director Paul Holt, it won a coveted Gold Medal and was judged the Overall Winner in the Houseplant category.

That award was particularly apt as one of the Garden Centre’s most popular attractions is an indoor plant oasis. Christened the W6 Green Room, it is home to a glorious variety of houseplants and stylish pots and accessories, and W6’s experts are on hand to give care tips.

Equally integral to W6’s operation are the Urban Gardens teams. Working with clients in their own gardens and using the same outstanding stock as the Garden Centre, they have the horticultural expertise to revamp any space – from devising a planting plan and breathing life into borders to laying turf and cutting hedges – and they also provide ongoing maintenance.

For many locals, W6’s Café is a favourite place to enjoy a break over delicious cakes and coffee: the indoor area is open Wednesday to Sunday and there’s plenty of outdoor seating on the sunny terrace. ‘If you need practical advice about which plants are best suited to your space, our knowledgeable staff are always delighted to help,’ says Louise. ‘We want everyone to have the best experience here.’

W6 Garden Centre and Café
17 Ravenscourt Avenue, W6 OSL
020 8563 7112
info@w6gc.co.uk
www.w6gardencentre.co.uk



Zamaine Ismail



WELCOME TO CHISWICK'S LUXURY BARBERSHOP

Providing tailor-made service in a comfortable, discreet environment, West & Hunter brings a West End experience to West London

Aged 26, Zamaine Ismail was working as the Master Barber at Acqua di Parma in Selfridges and in constant demand from a high profile client list. However, not content to rest on his laurels, Zamaine left to launch West & Hunter, an independent family-run Gentlemen's Grooming Club, on the High Road.

'It's my passion project,' he says. 'Opening during lockdown was tricky, but we used the time to ensure that every element of our service was as perfect as possible.' That attention to detail has paid dividends: West & Hunter has 144 5* reviews on Google.

Zamaine learned the basics of the trade in his father's traditional barber shop and then moved to luxury Chelsea and Mayfair salons before joining Acqua di Parma. 'At West & Hunter, I want to apply that experience. We specialise in precision cutting, beard grooming and shaving and revitalising skin and eye facials and scrubs,' he explains.

'We only use high quality products from Balmain of Paris and Oliver J Wood, as well our own signature brand, and our four-man team, which is lead by experienced Manager

Paul Dos Reis, is the best. We follow a consistent method and take pride in treating everyone the same and always being on our A game.'

The club philosophy is epitomised by the elegant, spacious interior; indeed, the salon, with its handsome panelling, Chesterfield sofas, cosy fireplace and drinks bar, is available (and proving popular) for corporate and private parties. 'We want to be a second home,' smiles Zamaine. 'Customers can sit and chat about what they would like and, afterwards, stay and finish their drinks. This business is about building a community. For us, coming to work doesn't feel like a job; clients become friends and it's a pleasure to catch up with them.'

Special Offer: West & Hunter is offering a 15% discount on a first haircut or shave. Gift vouchers and a Fantastic Five package of services are also available.

West & Hunter – Gentlemen's Grooming Club
125 Chiswick High Road, W4 2ED
020 3874 7741
info@westandhunter.com
www.westandhunter.com

Advertorial | Read online: [keeptingslocal.com](https://www.keeptingslocal.com) | [chiswicklocals](https://www.chiswicklocals.com) | [westandhunter](https://www.westandhunter.com)



Emma Hanks

Photograph: #AnnabelMoellerPhotography

YOUR PERSONAL PROPERTY ADVISOR

Whether you are upsizing, downsizing or a first-time buyer, Emma Hanks will secure the right property, for the right price and beat the competition

What's on your "must-have" list for a new home? A large garden, guest accommodation or a converted loft-cum-office? Being near a particular school or good transport links? Whatever the criteria, Emma Hanks can source the very best properties and at the best price.

Emma is a private client Buying Agent for JM Chase, one of the UK's leading independent property search businesses; she has 20 years' property buying and selling experience in the industry and is the company's London specialist. 'Once we have been retained and briefed by a new client, I put my "little black book" of contacts to work,' explains Emma.

'While a traditional agent can only ever sell what's on their books, we're constantly scouring the entire market to find suitable options. Often, we're able to introduce a client to a off-market seller who hasn't yet instructed an agent, and agents themselves regularly call us before marketing a property to check if we might have an interested party.

'We take care of the whole purchase process through to completion. We preview properties,

put together a shortlist of the most promising ones for viewing, arrange a tour and then, if the clients wish to make an offer, we handle all the negotiations. Sometimes, clients who have found their perfect house still ask us to negotiate; our experience and contacts with selling agents make a significant difference in winning sealed bid situations.'

As well as residential searches, Emma also covers the commercial and rental markets – in the latter case that means mostly interim lets for clients who are between homes – and she can put clients in touch with local solicitors, surveyors and reputable contractors.

'Buying a home is always such an emotional process and we provide clients with informed, objective advice and, ultimately, the reassurance that, whatever the budget, they are getting the best value for their investment. As one client recently said to me: "I'm never buying another property without you!"'

Emma Hanks / JM Chase
07801 232544 / ehanks@jmchase.co.uk
<https://jmchase.co.uk>

Advertorial | Read online: [keeptingslocal.com](https://www.keeptingslocal.com) | [hammersmithlocals](https://www.hammersmithlocals.com) | [jmchasepropertysearch](https://www.jmchasepropertysearch.com)



Samuele Alberton



GOT A GARDEN? GET A TAP!

'I've used the services of The Italian Plumber for five years. Samuele is friendly, reliable and trustworthy. I wouldn't hesitate to recommend him.' – Georgina Pereira

The clocks have finally gone forward, the evenings are getting longer and the prospect of sunny days are on the horizon. And for Samuele Alberton, aka The Italian Plumber, it's the time of year when customers ask him and his experienced team to install new (and fix faulty) garden taps.

'Spring is coming and, if you are fortunate enough to have a garden, it's time to tackle the post-winter clear up and then get down to the garden centre to stock up on some new plants. And, of course, that means they will need watering in.

'But do you still have to bend and twist like a gymnast to fill up a heavy watering can and then haul it back and forth around the garden? Or do you open your kitchen window, feed the hose through and then try to keep it attached to the sink tap? There is a practical solution; why not treat yourself to an outside garden tap in exactly the position that's most convenient – and if your garden is particularly long, you could have one at each end!

'No more heavy lifting. No more contortionist tricks. And, equally important, no wasted

hours given over to a repetitive mundane task, so leaving you more time to actually enjoy being outdoors. It's really not an expensive job, it can be done in super-quick time – just a few hours – and we can even install a shiny new bracket to hang your hose on.

'If you would like to book an outdoor tap installation, do give us a call. And if you're in a hurry, we can usually get everything sorted within a day or two.'

Other services include: * General Plumbing
* Boiler Installation, repairs and servicing
* Central Heating installation and servicing
* Power Flushing * Radiators/Valves/
Thermostats installed and replaced
* Shower Installation * Underfloor Heating
* Water Pumps * Water Supply Pipe repairs
* Technical surveys and system reviews
* Landlord Gas Certificates/Safety checks

The Italian Plumber

Third Floor, 3 Shortlands, Hammersmith,
W6 8DA / 020 8945 7457
info@theitalianplumber.co.uk
www.theitalianplumber.co.uk

Advertorial | Read online: [keepthingslocal.com](https://www.keepthingslocal.com) | [hammersmithlocals](https://www.hammersmithlocals.com) | [theitalianplumberuk](https://www.theitalianplumberuk.com)



Trey and Natasha

A BETTER PLACE TO DO BUSINESS

Excellent facilities, services and support in a dynamic community

Natasha Johnston, x+why's Head of Engagement and Sales, has been showing me around the company's Chiswick Works building, a 30,000 sq ft workspace on Bollo Lane that occupies the former site of London Buses' repair shop.

'As a business, we have a clearly defined philosophy,' she says. 'Firstly, we're committed to re-imagining the world of work for the better. That means creating a community culture and providing flexible membership options that accommodate everyone from solo start-ups to 24/7 multi-desk operations.

'Secondly, x+why supports the global purpose-driven business initiative that upholds the best social and environmental impact standards. We are a certified BCorp, one of 4000 companies that have pledged to put people and the planet before profit, and through our WhyB programme we encourage members to adopt a similar approach to business practice.'

Chiswick Works has been custom-designed to reflect that ethos. Hence, the raw materials and stylish fixtures and fittings were sustainably sourced wherever possible, there is a major emphasis on natural light and greenery

(more than one plant per person) and birdsong is even played in breakout areas.

'Our aim is to assist businesses at every stage of their growth through multiple membership options,' explains Natasha. 'We have a day pass, four and ten-day per month passes and full 24/7 access. In addition, we offer Dedicated Desks with a lockable cabinet and our private offices range from four to 50 desks per company.

'Whether you need a hot desk alternative to the kitchen table or coffee shop or a self-contained bespoke suite, Trey Nelson-Campbell, our Community Manager, or I would be delighted to give you a personal tour of Chiswick Works.'

Facilities include: * Quiet Focus areas
* Breakout, Networking and Events spaces
* Zoom Pods and Call Booths * Fresh air system
* Fast, reliable Internet * Meeting Rooms
* Complimentary tea, coffee, fruit and biscuits
* Honesty Bar * Secure cycle storage * Showers and Changing Rooms

x+why Chiswick Works

100 Bollo Lane, W4 5LX / 020 3972 8338
memberships@xandwhy.co.uk
www.xandwhy.co.uk

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



Henry Nicoll



Liz McLaughlin



Fariba Fazeli (Fabi)



THE GENERATION GAME

Burlington Motors is a West London institution. Established in 1956 by Len Nicoll, the popular full-service garage has been handed down through three generations of the family and is now run by Len's grandson, Henry.

'I wanted to join the business and did my apprenticeship here, but my Dad (Barry) actively encouraged me to do something different,' he recalls. 'I went to university but, in the end, I wore him down and came on board. Our highly skilled team of mechanics has a huge depth of knowledge. We can handle the repair and servicing of all makes and models, from Minis to Rolls Royces and light commercial vehicles, and we're constantly investing in the latest kit and training to stay up-to-speed with new technology.'

'Our family philosophy has remained the same: Big enough to cope; small enough to care. We're not a faceless business and, for us, the customer is never a number. We promise to deliver the best service for your vehicle.'

SPECIAL OFFER: The Burlington Motors team is currently offering a free Summer Health Check for all makes of car.

Burlington Motors

Station Yard, 52 Birkbeck Road, W3 6BQ
020 8992 6971
henry@burlingtonacton.co.uk
http://www.burlingtonacton.co.uk

Advertorial | #BurlingtonW3

BEHIND THE BLUE DOOR

'First and foremost, we specialise in Early Years education,' says Liz McLaughlin, Head of Falcons Pre-Prep Chiswick. 'Our aim is to foster a love of learning through a broad and balanced curriculum.' That philosophy is clearly successful; the Independent Schools Inspectorate (ISI) recently graded the school as Excellent, noting the fulfilment of its core values of courage, curiosity and care.

Falcons Pre-Prep Chiswick is an independent day school for boys aged 2-7 with a co-educational Nursery for 2-4 year-olds. 'Our teachers are passionate and skilled, they all have degrees in Early Years Education and Child Development, and the ISI report was a wonderful recognition of their work and commitment,' adds Liz.

'With average class sizes of 15, we give every child the individual attention needed to achieve their potential. We work closely with families in choosing the best next step for their child, either helping them to prepare for the 7+ or transitioning to our partner school, Falcons Prep Richmond. To find out more, please book a tour and come and see our lovely school in action.'

Falcons Pre-Preparatory Chiswick

2 Burnaby Gardens, W4 3DT
020 8747 8393
admissions@falconschiswick.co.uk
https://www.falconschiswick.co.uk

Advertorial | #Falconsprep

LOOK GOOD AND FEEL FABULOUS

With doctor-led aesthetic treatments, beauty therapies, professional hair styling and an authentic hammam, Gisoo offers top-to-toe rejuvenating care

You wouldn't necessarily know it from walking past, but Gisoo delivers a remarkable range of aesthetic treatments and revitalising wellbeing therapies in its spacious High Road premises (close to the junction with Goldhawk Road).

Fariba Fazeli (known as Fabi to her many regulars), and her business partners, Dr Hormoz Massoumi and Dr Mitra Karimi, have owned Gisoo since 2018. 'It's rare to have a doctor-led clinic,' she explains. 'Dr Massoumi and his experienced team use the latest technology and techniques to carry out aesthetic procedures, such as dermal fillers, laser hair and mole removal, scar excision and PRP facials. They always take the time to get to know each patient, understand their individual needs and devise an effective bespoke approach.'

Fabi grew up in Iran, where she worked as an English teacher. 'I was very interested in health and beauty,' she recalls. 'But my father said: "you had a proper education, you must get a proper job." That was the culture. After coming to the UK in 1996, I became a translator for the Home Office, so managing Gisoo has been a late career change – and I love it.'

The salon also offers an extensive choice of hairdressing options, from classic cuts to creative colouring and bridal hair and make-up, and beauty therapies, including manicures and pedicures, waxing and laser treatments, facials and eyelash tints and extensions.

And then, in the basement, there's the traditional *hammam*. 'It's the only one in West London,' smiles Fabi. 'A *hammam* – or steam bath – is the perfect way to unwind; clients can enjoy a massage, a full body exfoliation with a mitt (a *Kese*) and a deep cleansing wash and, afterwards, we always serve refreshing tea.'

'We care about our clients. We always look forward to catching up with them – sometimes staying open until 9pm for appointments – and all our therapeutic, beauty and hairdressing services are provided by highly qualified and very friendly professionals.'

Gisoo

24 Chiswick High Road, W4 1TE
020 8995 0662 / hello@gisooosalon.co.uk
https://gisooosalon.co.uk

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***'It's great to see a well-established business still behaving like a new business in terms of energy, drive and service.'** - Duncan Campbell*

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