

# CHISWICK LOCALS



# KEEP IT LOCAL!

Welcome to the Winter issue of Chiswick Locals. We are delighted to be showcasing a wide array of local businesses: some have excellent seasonal offers and all of them have worked hard to adapt to operating in a post-pandemic trading environment.

We would like to say a huge thank you to everyone who has supported us through 2021. Whatever you are doing, we wish you a fantastic Christmas and a Happy New Year.

Neil

Neil McKelvie, Editor



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Trey and Natasha

## A BETTER PLACE TO DO BUSINESS

*x+why's new Chiswick Works delivers excellent facilities, services and support in a dynamic, like-minded community*

Natasha Johnston, x+why's Head of Engagement and Sales, has been showing me around the company's recently opened Chiswick Works building, a 30,000 sq ft workspace on Bollo Lane that occupies the former site of London Buses' industrial 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 in an innovative environment 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. 'Among them, 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 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

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Maria Chehab

Photographs: #annabelmoellerphotography



# THE CRÈME DE LA CRÈME OF CHOCOLATIERES

*Whether you are treating yourself or buying a Christmas gift, there's a mouthwatering choice for every taste at Maison Samadi*

Maison Samadi is an elegant, rather discreet shop. You may have noticed that the chocolatier, which is located between Chiswick and Hammersmith (close to Ravenscourt Park), always has exquisitely tempting window displays. However, only those in the know will be aware of its remarkable nationwide reputation.

Only this year, *LuxLife Magazine* awarded Maison Samadi the title of *London's Most Outstanding Family-Run Chocolatier* and *Travel Awaits*, a luxury lifestyle online magazine with 50 million subscribers, ranked it as one of the *Best Nine Chocolate Shops in the UK* and among the top two in London.

Maria Chehab opened Maison Samadi five years ago. Previously, she had focused on the

hospitality market, for example supplying gifts to hotels such as The Ritz, The Dorchester and The Mandarin Oriental. The King Street shop was Maria's first venture into selling chocolates – from single treats and gift boxes to food baskets and hampers – direct to the public, and it has proved very popular.

In so doing, Maria has built on a remarkable family heritage. 'My great grandfather, Muhieddine Samadi, started the business in 1872 in Beirut,' she explains. 'Hassan Samadi, my grandfather, took over when he was 15 after his father's death, and he made the Samadi name synonymous with outstanding quality and taste; my uncles then expanded the brand across the Middle East and to London. I'm so proud to be following in their footsteps.'

All Maison Samadi chocolates are handmade using the finest, high quality ingredients. 'They contain no alcohol or animal fat except cow's milk,' says Maria. 'Each chocolate is individually wrapped and the gifts are hand-decorated by skilled artisans. I believe that the eye eats before the mouth, and that a gift, even if it's one chocolate, should look beautiful.'

Maria herself devises the recipes ('my training was growing up in my family') and she is always developing products: new this year is a range of honey and a sticky date cake with coffee and pecans. The chocolate choice is extraordinary: milk, dark, white, 'no added sugar', vegan, truffles, chocolate-coated dried fruits, almonds and stuffed dates, *petit gateaux*, macaroons, *marrons glacés*, nougat, chocolate bars ...

The selection process is a key part of the fun at Maison Samadi. 'Customers are welcome to try before buying,' smiles Maria. 'We love that. They can have a coffee – that's the best complement to chocolate – and tell us what they prefer and whether they have any allergy issues. Then, we will help put together

a bespoke gift box (prices start from £5) to suit every taste and budget.'


Maria and her friendly team have many years' experience in catering for weddings and engagement parties, baby showers and corporate events (Maison Samadi has a dedicated corporate gifting service). 'We can create a design with customised decoration and colours that fits any theme,' she says. 'Also, we do the wrapping in the same individual way: I feel personal presentation adds another layer of luxury.'

'The philosophy of Maison Samadi is: the Joy of Living, the Pleasure of Giving. We're passionate about what we do and we aim to give every customer a wonderful experience.'

**SPECIAL OFFER:** *Chiswick Locals* readers can claim a 5% discount on purchases at Maison Samadi. Please quote code Keep05. Valid until 23/12/2021.

**Maison Samadi**  
301 King Street, W6 9NH / 07775 730133  
contact@maisonsamadi.com  
www.maitionsamadi.com





Christopher Barrow



## TICKING ALL THE BOXES

*World-class vaults that deliver affordability, convenience and maximum security*

Constructing Metropolitan Safe Deposits' building on Chiswick High Road was quite some undertaking. Leaving aside design and planning, it was a 10-month project that required 225 tons of reinforced concrete to create space for two basement vaults made by the security industry's leading manufacturer, Robur Safe of Sweden.

The vaults opened in 2019 and, since then, the business has flourished. 'We're very pleased that demand has remained strong, and that has been driven significantly by local word-of-mouth recommendations,' says Christopher Barrow, Chief Executive of Metropolitan Safe Deposits. 'Particularly pleasing has been the low termination rate: across all three of our branches the average customer stays with us for just under 15 years.'

The safe deposit boxes come in 12 sizes and, disproving the common perception that they are only for the ultra-wealthy, the smallest, which is ideal for small keepsakes, rings or watches, costs £99 p.a (including £10,000 insurance).



'Our security network begins with 24/7 CCTV of the perimeter and interior, with the exception of the private viewing cubicles in the vaults,' explains Christopher. 'The premises itself is equipped with seismic and stress detectors and the "secure area" beyond reception is protected by bullet-resistant airlock doors with magnetic and electronic locks.'

'We have three integrated alarm systems and 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. To the best of my knowledge, our type of vault has never been breached: if one system fails, a back-up is always in place.'

'Of course, operational procedures must be supported by professional staff and our friendly, close-knit team have all been trained to the highest standards. At a time when UK banks have largely abandoned the safe custody market, we provide an affordable, tried and trusted alternative. If you make an appointment, we would be delighted to explain more about how we operate and the options available.'

### **Metropolitan Safe Deposits**

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Beverly Horton

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## CHISWICK'S BEST-KEPT SECRET?

*Look no further for essential festive supplies and gift inspiration – and there's a special 10% discount for Chiswick locals*

Even some long-term W4 residents aren't aware of Fuller's Brewery Shop. Tucked away between the flyover and the Thames (next to the now closed Mawson Arms), it is much more than a treasure trove of Fuller's beers and merchandise. With its own bar and seating area, the Shop is also the perfect place to take a break on a river walk, enjoy a pint or a tasting board and stock up on excellent value wines and Christmas gifts.

'We've created a friendly tap room atmosphere and the team here is happy to chat and make recommendations,' smiles Beverly Horton, the Shop Manager. 'We love to see people having a drink, sitting and sampling our three or six beer tasting boards or popping in to collect a half, pint or Growler (just under three pints) to take away.'

The Shop carries the full award-winning range of Fuller's, Dark Star and Cornish Orchards products delivered straight from the brewery, either as single bottles or packs of eight and 12, as well as five litre mini-kegs and 10 litre mini-barrels.

'And we don't confine ourselves to beers,' adds Will Bassett, the General Manager. 'Customers can also choose from a superb cross-section of wines, ports and champagnes and we have a fantastic array of top quality merchandise, including branded glassware, bar runners, towels, bottle openers, tote bags, clothing, trays, mugs and home bar kits.'

The Brewery Shop is open 10am-6pm (Tues-Sat) and 12.30-6pm (Sun) and Chiswick locals can claim a 10% discount on their purchases. 'Of course, you can combine a visit to us with a brewery tour (gift vouchers are available),' says Beverly. 'You'll learn about Fuller's fascinating history, see how and where the "magic" happens and be able taste and take home our fantastic beers.'

### The Brewery Shop

Fuller's Griffin Brewery,  
Chiswick Lane, W4 2QB / 020 8996 2664  
thebreweryshop.chiswick@fullersbrewery.co.uk  
www.fullersbrewery.co.uk/visit-the-shop/



Photograph: #annabelmoellerphotography

## FESTIVE FEASTING ITALIAN-STYLE

*Celebrate Christmas with the best traditional panettone and delicious bespoke and ready-made hampers for all tastes and budgets*

You know that Christmas is coming when *panettone* start to be served at The Italians on the High Road. 'They are always very popular,' smiles Massimo Lopez, the Manager. 'Our *panettone* are high quality, traditionally made with a variety of flavours and toppings and perfect to enjoy with a coffee or hot chocolate on a cold winter morning.'

Another certain sign of the imminent festive season – and now something of a Chiswick institution – are The Italians' tempting array of Christmas hampers, a British tradition that Massimo and his team have enthusiastically adopted

'Back home, we usually just give each other *panettone* and *prosecco*,' he says. 'This year we have put together five ready-made hampers of different sizes and with different themes. All of them are out on display in the shop and they will include Italian classics such as *panettone*, *pandoro* (a sweet bread from Verona), *torrone* (nougat), *panforte* (a Tuscan treat made

with dried fruits, nuts and spices) balsamic vinegar, chocolates, *prosecco* and wine, truffles, coffee, pasta and jams.

'Of course, if they prefer, customers are most welcome to have a good look around, choose exactly what they want – we're always happy to answer questions about our independent suppliers and their products – and create a personal hamper,' explains Massimo.

'And if it's more convenient, they can email us their wish list, we'll collect everything and the hamper can then be picked up at a later date: also, as usual, we will deliver free of charge to any address with a W4 postcode. We would like to wish everyone in Chiswick *buon natale!*'

### The Italians

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





Photograph: #annabelmoellerphotography

## LOCAL KNOWLEDGE WITH A PERSONAL TOUCH

*With over 150 sales completed this year and a 23% market share, Whitman & Co is No.1 in Chiswick for the fifth consecutive year*

According to the latest figures published by *Rightmove*, Whitman & Co is once again ranked the Number One Chiswick agency for both sales and lettings. The Turnham Green Terrace agent has sold 23% of all properties in W4 and arranged 10% of all lettings.

For Sales Director Chris Chalmers, there's no mystery to the company's consistent success. 'We have always used a small, close-knit team that concentrates solely on Chiswick and its immediate surroundings and, most importantly, knows the streets like the back of their hand. It's a simple philosophy, but it has stood us in excellent stead.

'Recently we calculated how many years we've all been living in the area and working in property. Even we were surprised by the figures!

Collectively, we've been local residents for 373 years and we've spent 224 years in the industry: that's with a relatively small team and, what's more, we have just said goodbye to one of our longest serving members of staff.'

No one better epitomises the local focus than Chris, who was born and raised in W4 and joined the company in 2002. 'Many of our negotiators have "learned Chiswick" while gaining experience with us,' he explains.

'For example, Tom Allen and Andy Ogden (Lettings and Sales respectively) joined to look after weekend viewings - Tom was a student at ArtsEd and Andy had worked for BA - and they subsequently became full-time. By then, they had a solid grounding in working here.

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'For the same reason, we believe in playing an active role in Chiswick life. 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 support local clubs, charities and schools.'

This year to date, Whitman & Co has completed over 150 sales transactions, and one of the keys has been a realistic approach to valuations. 'The volume of sales we conduct means that we understand pricing street by street and property by property,' explains Chris.

'We always quote figures that we are convinced we can achieve, not ones to secure an instruction, and that pays dividends. Also, we're transparent and honest, we flag up issues and we try to solve them without fuss. If you are straightforward, people trust and respect you - and will come back.'

Over the past few months, one of the most encouraging signs in the market has been a revival in the demand for lettings. This has been driven by the number of people returning to work in London, even if that means splitting the week between home and office. 'That has definitely had a positive impact on lettings,' says Chris. 'New lets have been snapped up in a matter of days, with some family houses going to best bids.'

'That resurgence has also been reflected in the corporate sector, with many exciting new ventures opening their doors on the High Road. While talk of an imminent interest rate rise may impact the buoyancy of the market, there's no doubt that Chiswick continues to attract new buyers and businesses.

'If you need any advice about buying, selling or letting a property in Chiswick, we would be delighted to help. Do pop in and say hello or follow us on Social Media - we look forward to talking to you.'

**Whitman & Co**  
5-7 Turnham Green Terrace, W4 1RG  
020 8747 8800  
[sales@whitmanandco.com](mailto:sales@whitmanandco.com)  
[lettings@whitmanandco.com](mailto:lettings@whitmanandco.com)  
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Julie Adams



John and Ricky

Photograph: #annabelmoellerphotography

## CARING FOR THE COMMUNITY

*For her elderly clients, Julie Adams is a trustworthy, friendly face who provides companionship and practical assistance*

Until being made redundant during the pandemic, Julie Adams had worked in the motor trade for 30 years, most recently as a Service Manager. 'I didn't want to sit around,' she recalls. 'I saw it as a chance to make a major change.'

'People had said that I was a "caring person" and I had helped look after my husband's grandmother when she was ill at home. When I spotted Home Instead's ad for CAREgivers, I applied – I'm so pleased I did!'

Home Instead Hammersmith and Chiswick is dedicated to helping the elderly live happily and independently at home in later life. Director Maddy Alemayehu and her dedicated team providing practical, relationship-led care that enables their clients to stay where they love and enjoy fulfilling lives.

The company delivers a range of bespoke services – Home Help, Companionship, Personal Care, Dementia Care, 24/7 Live-in Care – and each client has their own individual care plan. Huge emphasis is placed on finding points of

contact between clients and their CAREgivers based on personality, background or interests.

'The training was full on, as it should be,' says Julie. 'When I had finished, I felt fully prepared. My first client was an elderly gentleman who needed companionship: his passion had been buying and restoring old cars, so we had plenty to talk about! I also have a lady who I help get out of bed, wash and get dressed and then I make breakfast. We love just having a cuppa and a chat.'

'I couldn't do what I do without the support of Maddy, who is wonderful, and my colleagues. Being a CAREgiver can be really emotional when clients are struggling, or if as happened during Covid, we're the only people they see. But, the rewards are fantastic: often it doesn't feel like a job at all.'

**Home Instead – Home Care & Live-in Care**  
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www.homeinstead.co.uk/hammersmith-and-chiswick

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## 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-efficient 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 cost-efficient, 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.'

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Paul and Louise



# ENJOY A MAGICAL GREEN CHRISTMAS

*With stylish seasonal gifts, premium quality trees, handmade wreaths and a Winter Wonderland, there's festive fun and inspiration for the whole family at W6 Garden Centre*

For many families, a pre-Christmas visit to W6 Garden Centre has become a firm date in the diary. 'There's always a friendly community atmosphere here,' says Manager Louise Alhadeff. 'Whether you are buying a tree or shopping for gifts, bringing the children to our Winter Wonderland or meeting friends for hot chocolate and mince pies, we make sure that everyone has the best experience.'

W6 is renowned for the high quality of its Christmas trees. Louise has been sourcing the majority of specimens from the same family-run sustainable grower in Surrey for almost a decade. 'That's for a good reason,' she smiles. 'Firstly, they are exceptional and secondly, and it's not always the case with other suppliers, they are delivered to us fresh. Our trees will have

been cut a few days before arriving and that's so important if they are to stay in good shape through the festive season.

'This year we have an excellent selection of non-shedding cut trees (all come with a guarantee), including Nordmann Firs, slimline Fraser Firs and Noble Firs with striking blue foliage. In particular, the Fraser, which is perfect for small urban spaces, seems to be an increasingly popular choice.

'Customers can also choose a living tree with a root system, potted arrangements and hand-decorated wreaths. We offer local tree deliveries for £5 and our drivers are always happy to carry in the trees and help set them up in a stand.'

Last year, W6 introduced a seasonal pop-up venture called The Christmas Cabin. Curated by Creative Director Paul Holt, it showcased a stylish collection of lifestyle and home furnishing accessories and exquisite seasonal decorations to suit all tastes.

'It was a huge success, so we're doing it again,' confirms Louise. 'Paul has travelled to Europe to source exciting new ranges for our 2021 Xmas collection. The products will feature a variety of colours, including tones of copper, Dutch blue and white, traditional red and green and, the on-trend, lilac and purple.

'Our popular Green Room also has a festive feel. We have a wide cross-section of houseplants, from the well-known to the exotic – our resident experts are always on hand to give advice and top care tips – as well as a fantastic array of gifts and gardening paraphernalia to suit gardens of all sizes.'

If customers would like to take a break over a coffee and cake, the inside seating in W6's lovely Café has now been re-opened and there is still space outside next to large heaters.

And no Christmas visit would be complete without stopping at the Winter Wonderland for a photo opportunity with the giant sleigh! (Please check the website for details and dates of all the festive fun).

'We're passionate about what we do,' says Louise. 'Our aim is to lift the spirits and deliver outstanding service and, at this time of year, there's more reason than ever to come and see us. We look forward to welcoming you to W6 Garden Centre.'

**SPECIAL OFFER: If you bring a copy of this magazine to W6 Garden Centre, you will receive a 10% discount on any purchases you make. This offer runs until the end of December 2021.**

**W6 Garden Centre and Café**  
17 Ravenscourt Avenue,  
Ravenscourt Park, W6 0SL  
020 8563 7112  
info@w6gc.co.uk  
www.w6gardencentre.co.uk





Steve Bonnici (left)

Photograph: #annabelmoellerphotography

## GAME ON!

*Chiswick Computers will build a premium quality desktop customised to your gaming preferences*

‘When buying any computer off the shelf, and particularly so with gaming desktops, the key isn’t actually what the manufacturer tells you,’ smiles Steve Bonnici of Chiswick Computers.

‘Naturally, they make it sound wonderful. But just as vital are those elements, such as the motherboard and power supply, that they don’t tell you about. And, in our experience, those components often aren’t up to the required job – and that’s being polite.’

Steve has been running his *Which? Trusted Trader* business

since 2003 and he and his team are W4’s local experts when it comes to diagnosing and resolving computer problems and providing maintenance/monitoring for both business and home users.

Having built high quality desktops for his corporate clients for many years, Steve is now also focusing on gaming machines. ‘It’s something I’ve wanted to do for a while. Gaming desktops must be tailored exactly to what the customer plays: that’s because, for example, certain graphics cards are suited to specific genres and some games demand extra power.

‘Armed with that information, we can then use our knowledge and contacts to assemble and build the very best combination of motherboard, processor, hard drive, RAM, power supply and cooling system and ensure they work cohesively. It’s not a

case of buying expensive parts, but those that fit the bill.

‘Most importantly, our builds will last. Gamers may want to change their graphics card every few years as their skills develop or the hard drive may need to be replaced (they have a five to six-year life span), but the machine itself will still function perfectly.’

Responding to customer demand, Steve has recently begun doing more over-the-counter sales at his shop. ‘We’re stocking Epson inkjet cartridges, cables and batteries and we’re about to launch a new website with a Shop option,’ he says. ‘Of course, we’re always happy to give advice and try to solve issues on the spot and we offer a no-fix, no-fee guarantee.’

### Chiswick Computers

349 King Street, W6 9NH  
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steve@chiswickcomputers.co.uk  
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Photograph: #annabelmoellerphotography



Anna Hajkova

## BE HAPPY IN YOUR SKIN

*‘Anna was professional yet personable. It was a delight having my treatments done. She will become my regular beautician!’ – Chan Jogpal, W4*

‘When I came to the UK from the Czech Republic in 2008, I never thought it would be a permanent move,’ smiles Anna Hajkova. ‘But I’m still here – I like it – and, even better, I’ve turned my passion for health and beauty into a career. I’ve been very fortunate.’

Previously, Anna had been an accountant. ‘Since I only intended to stay for a year, I decided not to adapt my qualifications to British law,’ she says. ‘Instead, I took the chance to make a change: originally, I focused on makeup, but the more I studied, the more fascinated I became with the skin – I loved helping people to look and feel fabulous.’

After four years’ training, Anna qualified as a Level 3 beautician and then worked in local salons. Last year, she opened Anna’s Beauties at the Revival Clinic (near Chiswick Park station). Clients can choose from a wide range of rejuvenating treatments, from soothing facials and relaxing massages to revitalising peels and pain-free waxing.

‘I don’t take a “one-size fits all” approach,’ explains Anna. ‘I like to tailor what I do to each

individual: it’s so important that everyone feels safe with me and trusts my professional advice.’ In particular, Anna specialises in needle-free hyaluronic lip and wrinkle fillers and BioRePeelCl<sup>3</sup>, an exciting anti-ageing technique. ‘It combats fine lines and hyper-pigmentation and repairs damaged skin. Best of all, there is a noticeable improvement after just one session.’

Anna uses organic products, offers popular pampering Bridal and Party packages and opens until 8pm on weekdays. ‘I’m always learning and researching,’ she says. ‘I love my clients and my job, I don’t see it as work.’

**SPECIAL OFFER: Book a treatment before 22/12/21 and receive a 10% discount**

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### Anna’s Beauties

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Joe left, Clay right



## FABULOUS FLOORING SOLUTIONS

*'Fantastic carpet! The service I received was professional from beginning to end. I definitely recommend the Carpetstore.'* – Carmen Neptune

Having worked in the carpet trade for over 25 years, few people are better able to identify the latest trends than Clay and Joe Miller, co-owners of the Carpetstore. The brothers are constantly looking to add to their portfolio, hence they are often the exclusive West London stockists for new ranges.

One of Clay's personal favourites is made by Sedna and it has excellent green credentials. 'The yarn is spun from abandoned fishing nets,' he explains. 'According to the manufacturer, nets comprise one-tenth of marine litter and trap tens of thousands of creatures every year. The carpet comes in a twist pile for stairs and living rooms and a Saxony, which is a luxurious deep pile for bedrooms. The quality is just amazing.'

In recent months the Carpetstore has also taken delivery of the Diamond carpet from Fibre – it is perfect for areas of heavy domestic use – and a herringbone pattern from Brockway which has matching soft loop pile and twist pile, meaning the same design can be fitted on the stairs and in the bedroom.

During the last lockdown, Clay and Joe took the opportunity to lay an Invictus vinyl floor in their showroom. 'We had noticed that customers were starting to prefer vinyl tiles to wood and concrete flooring,' says Clay. 'Invictus' wood, parquet and stone-look ranges are waterproof and extremely hard-wearing, and we wanted to showcase them *in situ*. In addition, we have

begun stocking Distinctive Flooring vinyl tiles from Victoria: they are easy to clean, warm underfoot and there's a fantastic choice of designs.'

The classic and contemporary carpets, made-to-measure bespoke rugs and stair runners are all guaranteed to be moth-free and Clay and Joe always use their own teams of expert fitters, who will also lay hardboard, ply and latex sub-floors and trim doors. Whatever your taste or budget, the Carpetstore will advise you on the best flooring solution for your home.

### The Carpetstore

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## BUILT TO PERFECTION

*'We love our "new" family home. Jason's team took real pride in their work and nothing was ever too much trouble.'* – Victoria Brock

Victoria Brock and her husband recently completed a major re-build at their four-bedroom Victorian terraced home. They chose Jason Wilkinson of Whitehall Construction as their contractor and here Victoria recalls the experience of working with him on the seven-month project.

'We bought the property three years ago and then took some time to deliberate about making changes. The house was tall and narrow and like a maze, with lots of small rooms and dark, narrow corridors. Fundamentally, our aim was to open up, extend out and increase the floor space: that involved bringing half the garden inside, creating a mezzanine dining level and enlarging the living room and ground floor.

'Our architect knew and recommended Jason and, when we met him, our first impressions were very positive. He was straightforward, realistic and told us exactly what we needed to know. Of course, it helped that he's lovely: as well as trusting Jason, we knew that we would be seeing him every day, so it was essential that we got on well on a personal level.

'The on-site team reflected Jason's high standards. They were friendly, turned up on time and their workmanship across the board was exceptional – after a while they became like part of the family. Jason himself was always available to answer any questions and he also has an excellent eye for detail. I handled all the interior

decoration myself and, as well as ensuring that the plans were practical, I really appreciated his second opinion.

'If we need any more work done in the future, we wouldn't think of going to anyone else. We absolutely recommend Whitehall Construction.'



### Whitehall Construction

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