

# Park Royal

June 2008

## **Relocation, relocation**

The organisation that will make your move to West London a guaranteed success

## **Journey's friend**

Why FastBus should be Boris Johnson's first priority

## **Stealing the show at MIPIM 2008**

Rave reviews for the region from John Gummer MP

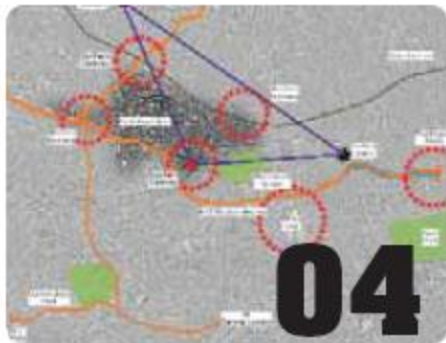
# **Four smart businesses for the next decade**

The trend for sharper, greener, slicker companies



**Park  
Royal**  
partnership

**Welcome**



# Smart businesses for the next decade

The businesses of the future are thriving in **Park Royal**. their success is rooted in some of the trends that will define the next decade. Here the internet is a place for added-value applications, the food is the best quality organic produce, sustainability is written into the mission statement and you differentiate your services with premium quality.

# The organic food venture

While many companies long for growth, when it arrives it can be challenging to handle. Managing the effect of a major contract win without upsetting the balance of the business isn't easy, but Honeyrose Bakery has succeeded – it's investing £2.5 million in a property at the Western end of Park Royal that will enable it to increase its output by 400 per cent and fulfil its new contract with Waitrose.

The new premises and expansion in output became necessary when Honeyrose won a major order to supply Waitrose. For Managing Director Lise Madsen, Waitrose are the ideal partners in this massive leap forward. "Waitrose see supply as a partnership. They invest in relationships."

Through the Park Royal Partnership (PRP), Honeyrose made contact with the London Development Agency, which made a grant towards the costs of the development of the new property. The organic bakers of premium cakes and cookies moved to the Park Royal in 2001 and Lise says that when she started to look for premises for expansion she dreaded the idea that they might have to leave.

Honeyrose took part in the PRP mentoring scheme two years ago. Lise's strengths are in product development and production. So PRP provided her with an independent consultant with strengths in sales and marketing. "The mentoring helped the company to organise in a more professional way with stronger middle management," Lise points out. "I eventually made my mentor a non-executive director of the company."

Honeyrose supplies fresh products to hundreds of outlets across London and Park Royal's combination of industrial facilities and proximity to the city continue to be essential to the company's success.

Park Royal's facilities and location are key to the company's success

