

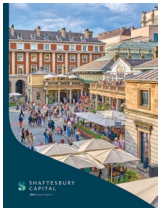


# Our Community Impact 2024

March 2025



- 1 Foreword
- 2 Our approach to community investment
- 3 Our impact - Education and employment
- 5 Our impact - Homelessness
- 6 Our impact - Food hardship
- 7 Contributing to a cohesive community
- 9 Community Investment Forum
- 12 Employee volunteering and fundraising
- 14 Our stewardship investment
- 15 2025-2028 Community Strategy
- 16 Our area of focus 2025-2028



**Annual Report 2024**



[www.shaftesburycapital.com/annual\\_report\\_2024.pdf](http://www.shaftesburycapital.com/annual_report_2024.pdf)



**EPRA sustainability data report**



[www.shaftesburycapital.com/en/responsibility/policies-and-reports.html](http://www.shaftesburycapital.com/en/responsibility/policies-and-reports.html)

Covent Garden artist-in-residence >

Front cover image - Donmar Warehouse LOCAL participants



# Foreword

As a responsible, long-term investor in London's West End, Shaftesbury Capital is committed to being a good neighbour and we continue to invest in the success of our local communities.

Underpinned by the purpose and values of our business, our approach values the communities that make our destinations thrive. Through collaboration with our stakeholders, including local partners, charities, and community groups, we seek to make a positive impact on local people across Westminster and Camden.

In this report we highlight some of the activities, programmes and partners we have supported in 2024. We continue working alongside long-standing community partners and support additional projects through our Community Grants Fund. Our stewardship investment outlined on page 14 continues to benefit all stakeholders, contributing to the success of the West End.

In 2024, we undertook a thorough evaluation of our community investment activity, developing an updated three-year strategy to reflect local needs and better measure our impact. Further details on how we plan to capture our social value utilising the Themes, Outcomes and Measures system can be found on page 15.

"We are pleased to present our first annual Community Impact Report, highlighting our contribution to the local community and the valuable work of our community partners "

**Andrew Price**  
Executive Director



# Our approach to community investment

Shaffesbury Capital has a strong track record of community investment. We contribute to a wide range of charitable and community initiatives across Westminster and Camden, with a specific focus on supporting education and employment opportunities and addressing the issues of homelessness and food hardship. Strategic partnerships, including long-term collaborations with the Young Westminster and Young Camden Foundations, and Donmar Warehouse, provide the local expertise and relationships that are key to successful projects.

Our Community Investment Forum (“CIF”) oversees our investment programme in line with our focus areas. The CIF comprises employees from across the business and is chaired by our Head of Sustainability. It enables us to review our community investments, and consider applications to our Community Grants Fund outlined on page 9 in a fair and consistent manner.

In addition to financial support we provide ‘in-kind’ support through employee volunteering and the ongoing provision of free or subsidised space to charities and community organisations. This includes short-term ‘pop-ups’ with charities such as Smart Works highlighted on page 4 that continue to create vibrancy and offer unique experiences for visitors.

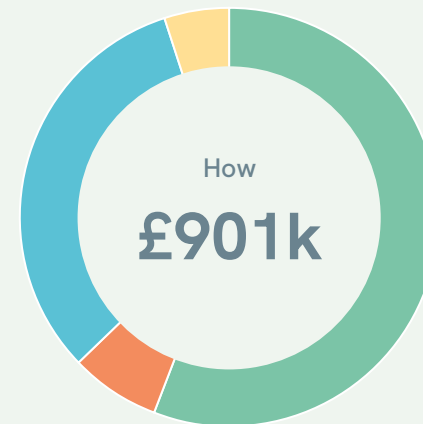
In 2024, we maintained our overall financial commitment to our community partners and increased the number of hours our employees volunteered by more than 50% compared to 2023.

The value of our 2024 contributions totalled more than £900,000 as shown opposite.

## £901k

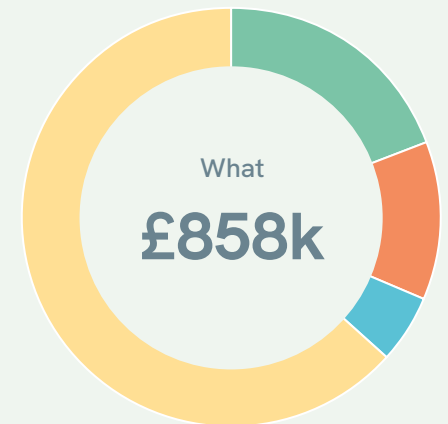
Value of our 2024 investment

Total value of our contributions



- Cash (56%)
- Time (7%)
- In-kind (32%)
- Management costs (5%)

Areas we have supported\*



- Education and employment (19.4%)
- Tackling homelessness (12.0%)
- Food hardship (5.3%)
- Community support (63.3%)

\* management costs excluded



# Our impact

## Education and employment

We have continued to invest in education and employment programmes supporting a range of charities, organisations and groups across Westminster and Camden.

### Internships

During the year, we have hosted paid internships and work placements for thirteen young people through a range of programmes including 10,000 Black Interns and the Reading Real Estate Foundation. One person undertaking an internship secured permanent employment with the business following their successful placement.

### School programmes

Our support to primary and secondary schools has continued throughout 2024, with support to various projects and initiatives. Primary school students at Gateway Academy in Westminster have taken part in a project through our partnership with Go Live Theatre. The project engaged 85 year-five students to develop a radio play based on equality to reflect the school's diverse population, increasing pupils' confidence, listening skills and ability to work as part of a team. Our support to environmental education charity ecoACTIVE enabled over 100 students at St Joseph's Catholic and St Clement Danes primary schools to

participate in workshops educating pupils on the importance of sustainability, reducing plastic waste and recycling.

As a result of our funding 41 students at two secondary schools have benefited from taking part in the Urban Land Institute Urban Plan programme, engaging pupils in a workshop to understand the role real estate plays in reviving and regenerating urban areas. Our employee volunteers supported the workshops, offering advice and sharing their expertise.

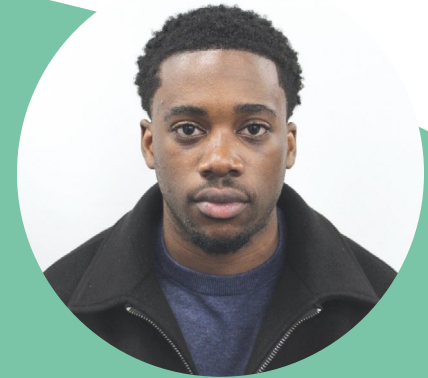
### Employability

We continue to partner with the Young Westminster Foundation and 2-3 Degrees to support Mastering My Future, an employability programme that empowers young people through workshops and mentoring to help them fulfil their potential.

### University of Westminster

Our annual programme with the University of Westminster continues to support an eligible student studying the Real Estate BSc (Hons) course with a bursary. The bursary provides financial assistance, covering tuition fees and maintenance costs, enabling the student to focus on their studies and access extra curricular activities to support their future career.

In 2024, we welcomed Ryan, our third scholar who spent four weeks with the business, working alongside the property team. Ryan gained valuable insights into the business and property industry, developing new skills and increased confidence.



"I would like to say thank you to the University of Westminster and Shaftesbury Capital for awarding me this incredible scholarship. Your support has truly transformed my university experience, allowing me to focus on my studies and created opportunities for me that will shape my future"

Ryan, University of Westminster scholar



"Once again, our pop-up on Carnaby Street has been a success, and we can't thank the Shaftesbury Capital team enough for their support in providing us with the space and ability to trade in such a renowned area"

### Smart Works

## Smart Works

We provided pop-up space to Smart Works, a charity that gives unemployed women the confidence they need to reach their full potential, secure employment, and change the trajectory of their lives.

In celebration of International Women's Day, a vacant unit at Carnaby Street was transformed into a Smart Works boutique. The Carnaby Street boutique stocked a range of fashion, accessories and beauty brands sourced from customers across our portfolio. Smart Works reinvested all proceeds from the sales to fund programmes benefiting women accessing their services across London.

2024 marked the fourth occasion we have partnered with Smart Works to provide unit pop-up space, a collaboration that has to date generated £200,000 for the charity.

Smart Works Carnaby Street Boutique >



Fair Shot Café participants >

## Fair Shot Café

Located within Covent Garden, Fair Shot Café supports young adults aged 18-25 with a learning disability into employment through an eleven-month structured hospitality training programme. With 95 per cent of adults in the UK with a learning disability unemployed, Fair Shot Café's hospitality training programme helps address this significant issue.

The hospitality training programme is a eleven-month course in which participants attend college and work within the café for part of the week, undertaking a range of duties including engaging with customers to gain real life experience. During the programme, trainees develop transferable skills, such as effective communication and workplace health and safety, in preparation for entering employment upon completion of the course. Fair Shot Café partner with local businesses to create sustainable employment opportunities for their graduates, providing solutions and workplace support as needed. Our financial support enabled seven trainees to complete the hospitality training programme in 2024, with five securing employment.

In addition, through our partnership with Square Mile Farms, we donated 376 portions of salad produce and herbs to the café. This produce is grown year-round in farmstands which are vertical hydroponic growing systems, located in the reception area of a local Shaftesbury Capital-owned office building. Once harvested, the produce is delivered to Fair Shot Café and used in the food served at the café.





# Our impact Homelessness

Homelessness continues to affect the lives of some of the most vulnerable people in our local communities. During 2024, we have continued to support several homeless charities across Westminster and Camden. Our charitable donations to St. Mungo's, Depaul, Only A Pavement Away and Hotel School have directly supported employability programmes to upskill their members to prepare for the world of work.

Our employees have remained committed to supporting the local homeless community through volunteering and charitable fundraising, see page 12 for further details.



◀ The Connection at St. Martin's member and key worker

## Single Homeless Project

Single Homeless Project is a London-based charity that works to prevent homelessness and help vulnerable and socially excluded people transform their lives.

We provided a charitable donation to the Comeback Kitchen, an initiative created by Single Homeless Project. The Comeback Kitchen supports clients to learn cooking skills and take their first steps into the hospitality industry. Upon completion of a six-week course, participants receive accredited food and hospitality qualifications, as well as exposure to future job opportunities. Our support has resulted in forty-five individuals taking part in the programme, with twenty-eight gaining a qualification and six securing employment.



The Comeback Kitchen ^

## The Connection at St. Martin's

The Connection at St. Martin's is a homeless charity located close to Covent Garden, supporting people who are sleeping rough in London find a place to call home. In 2024, the charity experienced a significant increase in demand for its services, with a notable increase in the number of women accessing support for the first time.

With our financial support, The Connection at St. Martin's have been able to provide a weekly safe space for women and non-binary people to access advice, shelter, essential items, and services such as laundry and IT services. Beyond our funding for the women's homeless service, we also contributed to the charity's Winter Appeal in 2024. Our Winter Appeal donation supported The Connection's outreach team to assist individuals sleeping rough by providing warm clothes, food and drinks, and an opportunity to access treatments from their homeless health care team.

"Your generous contributions and commitment to our mission have had a direct impact on the lives of Londoners experiencing homelessness, enabling us to help people leave homelessness behind for good. Thanks to your support, we have been able to increase our reach, supporting more people than ever over the past twelve months"

Single Homeless Project



# Our impact Food hardship

We understand the difficulties many local residents are facing in affording food due to the current economic climate. During the year, we supported several Westminster and Camden charities assisting households facing financial hardship and food insecurity.

## Camden Giving

Camden Giving is an independent charity working to end local poverty and inequality in Camden. In 2024, we financially supported the “We Make Camden Kit”, an access to food for all grants fund, providing seed funding and growth grants up to £5,000 to local community groups. Grant fund panellists are Camden residents who have experience of the inequalities the charity is aiming to reduce, meeting on a fortnightly basis to review applications from individuals and small charities.

One project benefiting from our funding was the Green Space Guardians Community Vegetable Garden in Gospel Oak, north-west Camden. The project successfully created a multi-generational, inclusive space that promoted health, well-being, and community cohesion while addressing the cost-of-living crisis and supporting sustainability. The initiative focused on teaching people of all ages how to grow their own food, providing valuable skills to improve food security.

“We are proud to continue to collaborate with Shaftesbury Capital on a partnership designed to address the needs of Camden’s diverse communities and foster meaningful, positive change”

Camden Giving

## The Abbey Centre Community Pantry

Located in South Westminster close to Westminster Abbey, The Abbey Centre supports the local community through a range of projects, activities, and classes. South Westminster is an area of significant health and wealth inequality.

Our charitable donation to The Abbey Centre supports their Community Pantry service, assisting local people experiencing financial hardship access affordable food and essential items. The Community Pantry offers a sustainable and long-term way to help people make ends meet and preserve their dignity by tackling hygiene poverty.

The project also represents an opportunity for The Abbey Centre to engage with residents, identify other underlying needs, and provide additional support via the other services within the Centre or through referrals to local partner organisations. Unlike a traditional food bank, the Community Pantry project requires a small contribution from its users, who feel empowered and are free to select the products they need the most to create their shopping basket. The value of a typical shopping basket is ten times higher than the contribution amount, representing considerable support for households as many continue to be affected by the cost of living.

The Abbey Centre Community Pantry >





# Contributing to a cohesive community

In addition to supporting initiatives aligned to our core focus areas of education and employment, homelessness and food hardship, we recognise the importance of contributing to a cohesive and resilient community. We have continued to support local initiatives and annual events including the Sir Simon Milton Foundation Tea Dance, The Soho Village Fete organised by The Soho Society and community suppers hosted by The West End Community Trust.

"We would like to extend our most heartfelt thanks to Shaftesbury Capital for which without them and their generous support, we would not be able to continue the advice department which helps and enrich the most vulnerable in the Chinese community"

[London Chinese Community Centre](#)

## The London Chinese Community Centre

The London Chinese Community Centre is a vital social and learning hub for the Chinese community located in the heart of Leicester Square. Since 1979, the Centre has provided a range of services and organises a variety of activities to improve the quality of life and well-being of the Chinese community, particularly those who are disadvantaged, isolated or vulnerable.

Our annual financial donation enables The London Chinese Community Centre to employ a part-time Information & Advice Worker to provide support to service users. Support provided by the Information & Advice Worker includes job search assistance, welfare benefits and housing advice, signposting, and referrals to local and national services.

## Soho Food Feast

Held annually in St Anne's Churchyard, Soho, the Food Feast is a fundraising event run by parents of children at Soho Parish Primary School and volunteers to directly benefit the school and its pupils. We are proud to be a long-term sponsor of the event.

Through ticket sales and token purchases, attendees can enjoy signature dishes from dozens of local restaurants, all of which generously donate their time and food to support the event. Alongside raising essential funds for Soho Parish Primary School, many Soho residents attend the Food Feast, fostering community spirit and strengthening community cohesion.

[Soho Food Feast](#) >





## Covent Garden Community Centre

The Covent Garden Community Centre provides events, classes, activities, and a place to meet for local people over 55.

We have continued to support Covent Garden Community Centre's Seven Dials Lunch Club, a weekly social activity enabling local residents to enjoy a hot two course lunch at a subsidised cost. The informal lunch in a welcoming environment allows guests to connect with others and socialise. Many of those attending live in social isolation and the Lunch Club provides an opportunity for attendees to make friendships and reduce loneliness. Alongside providing financial support, our employees and contractors volunteered almost 200 combined hours in 2024 to serve food and refreshments.

In December, we funded two additional Lunch Club events, enabling 248 guests to enjoy a three course Christmas Dinner and enjoy an afternoon of festive entertainment.

Shaftesbury Capital volunteer at the Seven Dials Lunch Club >



“Shaftesbury Capital’s attitude towards corporate responsibility and engaging with local community partners is real, and whilst the financial support is greatly appreciated, the volunteer support is equally as important. Your employees get to know our users because they volunteer regularly, enabling them to feel comfortable and build trust”

Covent Garden Community Centre



# Community Investment Forum

## 19

Grants awarded in 2024

## £87,442

Distributed in 2024

Our Community Investment Forum (“CIF”), comprises of employees from across the business, providing oversight of our community investment. Each quarter, the CIF considers applications to our Community Grants Fund in a fair and consistent manner in line with our corporate aspirations and values. This ensures that we continue to partner with local charities and not-for-profit organisations that align with our social sustainability goals.

In 2024, we awarded 19 grants to projects and initiatives across Westminster and Camden. The following case studies highlight some of the beneficiaries. Additional beneficiaries included the Covent Garden Dragon Hall Trust, London Youth Theatre, West End Community Trust, St Paul’s Church Covent Garden and The Phoenix Garden.

Covent Garden Playground & Nature Garden school visit >

## Covent Garden Playground & Nature Garden - £6,675 grant

Covent Garden Playground is a youth-led greening project to transform Drury Lane Gardens into an accessible, inclusive and biodiverse space of crucial significance and impact in an area identified by Westminster City Council of ‘Open Space and Wildlife Deficiency’.

Working collaboratively with local resident and educational charity trustee Max Lacey, we provided a grant to complement funding Max had secured from Westminster City Council’s Greening Westminster Fund to re-plant and enhance Drury Lane Gardens. Together with local children from St Clement Danes Primary School and renowned plantsman Peter Korn, the space has been replanted with over 6,000 new climate-resilient plants.

Our grant funding has enabled pupils at the local primary schools to explore and learn about the 150 species of new plants, habitats for wildlife, and rich heritage of the playground. During site visits to the playground, pupils planted pear trees for the community orchard, and maintain the innovative no-irrigation planting beds, enjoying taking responsibility for their newly enhanced public space.

Covent Garden Playground & Nature Garden opening >







Parliament Hill School Native Scientists workshop ^

## Native Scientists - £3,000 grant

The work of Native Scientists connects children from migrant communities with scientists who share their heritage, language and culture.

Our grant funded students from Portuguese and Arabic communities to participate in workshops led by scientists involving interactive and hands-on experiments, demonstrations, and discussions to advance student science learning. At Parliament Hill School in Camden, a beneficiary of our funding, students learnt about DNA and acted as mini-scientists, building their very own 3D DNA models.

By providing positive role models and making science accessible and relatable, Native Scientists is helping to create a more inclusive and equitable scientific community.

## FoodCycle Camden - £2,500 grant

FoodCycle is a national charity providing free meals to vulnerable local people, made with surplus food donated by supermarkets, small independent grocery shops, and markets. The charity's belief is that food waste and food poverty should not co-exist, and their vision is to make food poverty, food waste and loneliness a thing of the past for every community.

Grant funding awarded to FoodCycle Camden has supported their Community Dining project, enabling guests to enjoy a three-course vegetarian meal each week. A team of volunteers prepare, cook, and serve meals, providing an opportunity for local residents to gain new skills and experiences through volunteering. The guests at FoodCycle Camden attend for a variety of reasons, including those experiencing homelessness, social isolation, and food poverty, with 80 per cent of guests saying that they cannot afford to buy food. In addition to enjoying a nutritious meal, guests form friendships with others, which reduces loneliness. 70 per cent of guests at FoodCycle Camden have shared that attending a FoodCycle meal makes them feel less lonely.

✓ FoodCycle Camden volunteers





## London Basketball Association - £9,985 grant

London Basketball Association is a charity bringing positive social change to the most disadvantaged communities in London through the sport of basketball. Our grant funding supported the charity to deliver a skills development programme over forty weeks.

The programme offered 120 disadvantaged young people from across Westminster, aged 14-24 the opportunity to develop their confidence and soft skills including teamwork and communication through basketball. 30 participants taking part in the programme who are not in education, employment or training have an opportunity to undertake an accredited training course in basketball coaching and officiating. Once qualified, London Basketball Association support course participants with paid work placements within basketball, as well as other sectors.

London Basketball Association programme participants ▼



^ Tony Shrimplin, Museum of Soho CEO

## The Museum of Soho £4,139 grant

The Museum of Soho is a small registered charity run by local volunteers, with an extensive collection of photographs, paintings, artefacts, and articles relating to the history of Soho.

Our grant has enabled the museum to purchase materials and equipment to showcase their collection, through sound and visual exhibitions. With our funding, the museum will offer Westminster school pupils an engaging experience at future exhibitions, where they can learn about and connect with the history of their local community.



# Employee volunteering and fundraising

We empower our employees to make a positive impact in our communities by providing year-round opportunities to volunteer with charity and community partners.

## 520 hours

Volunteered by our employees in 2024

### Volunteering

All employees are entitled to two paid volunteer days each year, one of which they can use to volunteer with a charity of their choice. We provided a range of volunteering events throughout the year, with our employees donating 520 hours during company-time.

Through volunteering with FoodCycle, the national charity providing free community meals to local vulnerable people, our employees took part in a Food Invention Challenge. Faced with a random assortment of ingredients saved from food waste, our

volunteers used their creative and culinary skills to create a delicious three-course meal, donated to a local nearby homeless shelter.

In 2024, we delivered the 19<sup>th</sup> Apple Market Challenge, an annual event that has now engaged over 7,000 school pupils. The challenge focuses on increasing young people's understanding of business and provides an opportunity to improve skills including creativity, communication, confidence and leadership. Supported and mentored by sixth form students, year-five pupils work in teams and are tasked to develop an idea for an innovative product that can be sold successfully on the Apple Market in Covent Garden. Teams then present to a panel of judges including Shaffesbury Capital employees, with one team declared the winners.

In 2024 we have extended opportunities to our supply-chain to engage in our community investment activity.

Activity in 2024 has included our suppliers supporting the Apple Market Challenge as judges and supporting a cross-sector careers event with The London Chinese Community Centre to give young people a broader perspective on career options by showcasing different businesses, roles, and required skill sets.



^ Employees volunteering with FoodCycle



^ Employees volunteering with 2-3 Degrees LinkedIn skills event





^ The Apple Market Challenge

v Employees participating in Tough Mudder



## Fundraising

We understand the valuable contribution our employees make to charities through their fundraising. In 2024, we organised a series of fundraising events to engage employees with our community partners. Our donation match funding policy supports employee fundraising contributions to charities, up to £250.

Eight employees took part in a gruelling Tough Mudder fundraiser. Running a total of 15km and taking on twenty obstacles, raising over £5,000 for Single Homeless Project.

Other fundraising activities included participating in LandAid's annual SleepOut and employees running the London Marathon to raise funds for their chosen charities.

As part of National Food Bank Day 2024, we collected donations of food items for the Covent Garden Pantry, which were donated to local households experiencing financial hardship. A similar appeal for The Abbey Centre at Christmas enabled employees to make donations of gifts which were distributed to local residents who were most at risk of social isolation at Christmas. In line with our donation match fund policy, the value of all donations was matched by the business.

v Covent Garden Pantry employee donations





# Our stewardship investment

We are committed to responsible stewardship across our portfolio, recognising its positive impact on the local community. In addition to our community investment activity, we absorb the costs of numerous stewardship initiatives focusing on making areas safer, cleaner, and greener.

Working in partnership with groups including The Soho Neighbourhood Forum and Northbank Business Improvement District and alongside local amenity societies such as The Covent Garden Community Association and The Soho Society, we take a collaborative approach to resolving local issues.

We exclude the value of our stewardship investment from the reported annual community investment figure highlighted on page 2.

## A safer community

Our actively monitored 24/7 CCTV network enables us to provide a response to issues identified. In addition, our security teams enhance the safety of our local community, visitors and customers, acting as a visible deterrent to reduce anti-social behaviour and crime. Our on-site teams support

visitors with wayfinding, assisting lost children and dealing with emergencies. We liaise regularly with national counter-terrorism teams to stay informed of the latest threats and best practices in security. Through positively engaging with the street population, as part of a collaborative approach, our security teams signpost individuals to local agencies and charities who can best support their needs. In 2024, we funded the installation of additional CCTV cameras, increasing coverage across Covent Garden and Chinatown. In Westminster, we fund a team of City Inspectors (Covent Guardians), to work alongside our security teams to support compliance with local authority regulations and resolve issues such as anti-social behaviour.

## A cleaner community

We have continued to contribute to enhancing the appearance of the West End. Our on-site cleaning teams have complimented services provided by Camden and Westminster Councils by undertaking deep cleaning of public spaces, removing fly-tipped waste, graffiti, pavement weeds and chewing gum. We have painted hundreds

of pieces of street furniture across the West End including bollards, lamp posts, communication boxes and benches creating a more attractive environment.

## A greener community

We continue to fund various initiatives across the portfolio aimed at increasing green cover and enhancing urban biodiversity. Initiatives include maintaining over a thousand window boxes installed across Seven Dials, Chinatown, Soho, and Carnaby Street. Within Covent Garden, in addition to enhancing the streetscape, our planters containing over 10,000 plants contribute to the improvement in biodiversity.

As members of the Wild West End, an initiative focused on creating a network of green spaces, we have planted pollinator-friendly plants to attract bees and butterflies. Where possible, all plants purchased in 2024 were accredited by The Royal Horticultural Society and sourced from local suppliers to support the local economy.







# 2025-2028 Community Strategy

In developing our three-year community investment strategy, we undertook a local needs analysis through engagement with key local stakeholders including Westminster and Camden Councils, the Department for Work & Pensions and amenity societies. We reviewed the activity of our peers, customers and supply chain to identify areas of best practice and opportunities for collaboration.

Using structured interviews and workshops, we consulted with our Community Investment Forum and employees representing different areas of the business, with colleagues validating findings identified through our local needs analysis to agree our approach for the next three years.

For 2025-2028, the primary strategy focus of our community investment strategy will be supporting local employment, the area identified as most relevant to our local communities and where through partnerships and collaboration, we have an opportunity to create the greatest impact. This strategy is outlined on page 16.

As part of our new strategy, we will be partnering with the Social Value Portal and trialling the adoption of the Themes, Outcomes and Measures system (TOMs). The TOMs system is widely recognised as the best standard for measuring social impact, and adopting the system will enable us to consistently measure our investment and actions, reporting the social value created.

Other planned activity for 2025 includes launching our Community Charters, developed in consultation with the communities in our destinations. The Charters are a voluntary code of conduct for all occupiers and community members, outlining ways to help everybody co-exist in a neighbourly matter through minimising the impact of business operations.

◀ Only A Pavement Away employment programme participant



# Our area of focus 2025-2028

## Supporting local employment

The diagram below outlines our planned approach to supporting local employment over the next three years







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