



**PARK
ROYAL
BUSINESS
GROUP**
INSIGHT | VOICE
| CONNECTIONS |

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An introduction to membership

By joining Park Royal Business Group (PRBG) you can support our mission: to ensure Park Royal stays the best place to do business within the wider West London area, and beyond. Park Royal is in the heart of North-West London, the UK's second largest economic powerhouse with £50 billion GVA and 70,000+ businesses. The Park Royal industrial estate is the UK's largest and home to over two thousand businesses, ranging from employers such as SEGRO and Fit Out UK through to small businesses in a wide range of sectors. With our PRBG's wider supporter base of 14,000+ individuals through West London Business, regardless of size or structure, all are proud members of Park Royal Business Group.

We are a business-led organisation, created by business for the benefit of business. We promote economic development, entrepreneurial activity and innovation as well as supporting the many growth sectors in the sub-region.

"Our commitment is to raise Park Royal's regional and global economic competitiveness, whilst pursuing social and environmental sustainability."

THE BENEFITS

- **Insight:** Access up-to-date market intelligence and business information.
- **Voice:** Collective public policy development and lobbying.
- **Connections:**
 - The only high profile networking group covering the industrial estate.
 - Effective channel to acquire new business relationships.
 - Targeted organisational and personal profile building.

We work towards these goals by providing insight, voice and connections to our members and the wider business community. Through this programme we inform and influence the work of local, regional and national government policymakers and promote inward investment.

NETWORKING EVENTS

Our events annually engage 3,000+ senior private and public sector professionals. Members find our networking events highly effective in establishing new business relationships face-to-face.

Our events calendar also offers fantastic speaking, exhibiting and sponsorship opportunities. The programme includes:

- West London Business Awards
- House of Commons Dinner
- House of Lords Drinks Reception
- Fuller's Brewery Reception
- Breakfast series for SMEs on practical topics such as social media, networking and funding.

Exclusive to members:

- Annual Dinner
- Meet PRBG – new member's reception
- Industry specific events
- Business Leaders lunches
- Christmas Lunch
- Discounted access to events facilitated by local chambers and business groups, such as Hounslow Chamber of Commerce

MEMBERSHIP PACKAGE

PRBG membership is bespoke to each organisation.

A typical SME membership package includes:

Insight:

- Market intelligence & business information through exclusive 'Members Resources' section of www.parkroyalbiz.com.
- Up-to-date briefings and information on public policies and major developments affecting Park Royal through events, briefings and communications.
- Park Royal Business Group members, subscribing £1,750 or more, will have full member rights to West London Business.

Voice:

- Participate in our public policy making process to help ensure a more favourable business environment for SMEs.
- The opportunity to be part of a collective voice in dealing with the Greater London Authority, MPs, TfL and other major public and private bodies.
- The chance to influence Business Group views, relating to such key issues as HS2, the Mayor's Plan for Park Royal, Old Oak Common, transport, housing and skills.
- Opportunity to pass any practical business problems (roads, security, power) to the relevant authorities, such as boroughs.

Connections:

- Members' discounted rates to access our events programme.
- Targeted business introductions facilitated by WLB.
- An annual programme of events designed for Park Royal, including meeting with public bodies, such as the GLA and local boroughs.
- 'Minute of fame' speaking opportunities at select events.
- Build awareness and strengthen your personal and brand profile by reaching SME, corporate and public sector audiences.
- Marketing channels through West London Business magazine and website.
- Introductory editorial on www.westlondon.com and Twitter.
- Access to West London comment and news through the quarterly Business West magazine (reaches around 10,000 readers) and other communications.
- Special 'members only' discounts and offers on services.
- Display the 'PRBG members' logo – demonstrate your commitment to Park Royal.
- On-site marketing at events (e.g. pop-up banners) – Price on application.

For further information and to find out how to create a package most suitable to your needs contact:

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www.parkroyalbiz.com

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