



Reflecting  
on the past



Looking  
to the future

Quiet Company Annual Review 2022



# Quiet

Quiet Company is a wholly owned subsidiary of Britain Yearly Meeting of the Religious Society of Friends (Quakers) ('BYM').

The company shares the ethos and values of its parent BYM, and seeks to put those values into practice through the provision of hospitality services to all who visit Friends House.

The company also manages Swarthmoor Hall, the Bookshop, and facilities on behalf of BYM.



# Welcome message from Matt Baker Clerk to the Board of Directors



“ In 2022, Quiet Company made big strides in recovering from the pandemic despite its lingering effects on the hospitality industry. This was the first year since 2019 without formal restrictions on public gatherings, and it has been brilliant to see so many people welcomed to Friends House.

While Swarthmoor Hall was closed to visitors, the team have been busy working on a programme to preserve the historic building, and enhance its telling the story of the beginnings of Quakerism.

When the board are evaluating future plans or reviewing the company's performance, we apply the triple bottom line: People, Planet, and Profit. Through this, we aim to ensure that the company's work benefits the different groups we interact with, preserves the environment locally and globally, and delivers a financial return that can be donated to Britain Yearly Meeting, to support Quaker work.

But while the board set a direction, all the work to achieve these goals is carried out by staff. As you read this report, you will hear from a number of them – some new faces, some who have been here a while, and some who left for new pastures during the year. The great progress made in 2022 all resulted from the effort, creativity, and

care that our team show day by day, and so I would like to thank everyone who contributed over the past year. Whether this is in developing a new meat-free, fish-free menu for the Seed Café, managing the development project at Swarthmoor Hall, or launching Maintain the Difference, it is our people who turn a vision into reality.

Last year we said goodbye to Paul Henderson-Grey, Chief Executive Officer and Nicola Purdy, Chief Operating Officer. Both Paul and Nicola played huge parts in getting the company to where it is today, especially in navigating through the challenges of the pandemic.

While they will be missed, I am delighted to have Eamonn Cole join us as General Manager, and the company has already benefited from his extensive experience in venue management. In his address (page 20), Eamonn notes that he has never seen this commitment to values before, providing another affirmation that Quiet Company values are deeply held, taken seriously, and that through those values, we collectively achieve great things.



# Welcome message from Paul Henderson-Grey CEO of Quiet Company



“ Welcome to our annual review for 2022, a year which has seen us back on the road to recovery after the recent effects of the pandemic, with sales exceeding our expectations and us returning to a profitable position.

This achievement wouldn't have been made possible without the commitment of our team across both our venues and the loyalty of our customers who have returned to enjoy our welcoming, pioneering and responsible services.

As part of our commitment to reducing our impact on the environment, we launch a plant base conference package Plant the Difference, pledging to plant a tree for each event with over fifty delegates this and other incentives saw the team being recognised at London Venue and Catering Awards for their continued work in reducing our impact on the world by receiving a Silver sustainability award.

We launched Maintain the Difference, a six-month paid work placement for ex-offenders to sit alongside our already established Bake the Difference programme which will now see us being able to support up to twelve trainees a year as they transition back to the workplace. These programmes wouldn't be possible without the financial support of the London Partway

Partnership, The Henry and Christine Armitage Burt Trust and Quiet Company.

Despite the turbulence and uncertainty that the hospitality industry and our venues have experienced in recent years, we have been fortunate to work with a wonderful senior leadership team who have guided us through the storm. However, it is with a heavy heart that we bid farewell to Nicola Purdy, our Head of Service Delivery, and Emre Cevik, our Commercial Manager. Both of them have served a combined 22 years with us, and will now be moving on to new roles within the charity and hospitality sector.

At the end of 2022 I stepped down as the CEO after nearly 15 years. Over my time working for Quiet Company I have seen it prosper and grow to support the work of Quakers in Britain. It has been my privilege to lead and nurture this ethical Quaker enterprise, so I would like to take this opportunity to thank both staff and board members past and present for their dedication, hard work and commitment.



# Q&A with Paul Henderson- Grey



**Q** What has working here meant to you?

**A** It has been a true privilege to have led this company on its journey for the last 15 years. Working with amazing and committed colleagues. I have loved playing my part in delivering our values of being a welcoming, pioneering and responsible company.

**Q** Biggest takeaways from your time here at Quiet Company?

**A** The trust given to be creative. Since I started we have fully refurbished Friends House including the large meeting house now called the Light, working with the team to get our carbon footprint down by 40%, setting up our ex-offenders programmes Bake and Maintain the Difference and to see our trainees flourish as they are integrated back into the workplace.

**Q** What are your plans for the future?

**A** Taking up my new role as BYM Head of Estates.



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# Reflections







# Reflecting on the past 15 years

Quiet Company was formed in 2007 to raise income for our charity: Britain Yearly Meeting. We operate a conference, events and catering business at Friends House in London, and oversee the running of Swarthmoor Hall in Cumbria. Each year, we gift-aid any profits or surplus to the charity so that Quaker work in the UK and around the world can continue.

Our core belief in the 3Ps (people, planet, profit) means that we always strive to minimize our impact on the environment and maximize our positive contribution to the communities in which we operate.

As an ethical Quaker business, we follow a long-standing tradition of putting people and the planet first. We welcome everyone to our venues in London and Cumbria, whether you want to meet, enjoy our cafés, stay the night, or simply relax in our gardens. We believe that our values and traditions set us apart.

As we celebrated our 15th anniversary this year, we created a timeline that highlights some of our key milestones and accomplishments over the past 15 years. From our early days to our current position as a leading player in the industry, this timeline is a testament to the hard work, dedication, and passion of everyone at Quiet Company. We're excited to see what the future holds. With the same dedication and passion, we're confident that we can continue to achieve great things while making a positive impact on the world around us.



# Reflecting on the past 15 years: Timeline

- 2008 — We upgraded the Friends House Restaurant servery and dining room, and created a new hospitality kitchen to service the meeting rooms.
- 2009 — We opened the Quaker Centre, featuring a cafe, bookshop and worship space. We also received the 'Good Chicken Award' from Compassion in World Farming.
- 2010 — We refurbished and redecorated the Large Meeting House and ground floor meeting rooms.
- 2011 — We undertook major works to create nine new meeting rooms and modern staff offices across the lower-ground, second and third floors.
- 2012 — Friends House Restaurant received the 'Food For Life Gold' accreditation from the Soil Association, which it has retained ever since under the 'Food For Life Served Here' award.
- 2013 — Friends House Restaurant was awarded 'London Sustainable Restaurant of the Year' by the Sustainable Restaurant Association.
- 2014 — We launched The Light, transforming the Large Meeting House into a 21st-century venue.
- 2015 — We took on the management of Swarthmoor Hall in Ulverston, Cumbria. The Light auditorium received a regional RIBA award for its unique architecture.
- 2016 — We completed garden landscaping and renovated the first floor meeting rooms and facilities.
- 2017 — We were awarded the 'AIM Higher Silver' accreditation by the Meetings Industry Association (MIA).
- 2018 — We launched the Bake The Difference programme in conjunction with London Pathways Partnership (LPP), which aims to break the prison cycle and help ex-offenders reintegrate into society through baking training and experience.
- 2020 — We launched Maintain The Difference as a result of the successful Bake The Difference programme, providing valuable training and work experience in departments such as Maintenance, Audio Visual, Conference Support, and Housekeeping.
- 2021 — Friends House was awarded the Best Client Support During Covid-19 award at the London Venue and Catering Awards 2021.
- 2022 — We celebrated 15 years of Quiet Company, and our first full year of operating since the Covid-19 pandemic, which saw business steady and return back to pre-pandemic levels.



# Company results

## Company revenue\*



In 2022, we were finally able to operate fully since the onset of the pandemic. With restrictions gradually easing, we seized the opportunity to host more events than we had in the previous year. The increase in events paid off significantly as we nearly tripled our revenue from the year before. It was a promising sign for our business as we worked towards recovery and growth.

\* Figures for Quiet Company income do not include Facilities, Swarthmoor Hall or the Quaker Centre Bookshop.

## Profit and impact on gift-aid to Quaker work\*\*



We experienced a significant increase in profits compared to the previous year, generating £220k. Despite the challenges posed by the pandemic, our remarkable success this year is a testament to our dedication to our mission and the Quaker community, enabling us to promote Quaker values of peace, equality, and social justice and creating positive change in society.

\*\* Gift-aided (pre-tax) income for BYM, generated from Quiet Company profits.





Quiet<sup>®</sup>  
company

an  
accredited  
Living  
Wage  
Employer

IN THIS CURRENT COST OF LIVING CRISIS, IT IS IMPORTANT FOR US TO DO THE RIGHT THING BY PAYING A WAGE BASED ON LIVING COSTS

We believe in the three Ps: **People, Planet and Profit.**

We believe that our people are central to everything we do. We believe that our planet is home to all of us and must be protected from exploitation or destruction.

We believe that profit is not an end in itself but rather the means by which we can continue to deliver on these values.

As a charity working in communities where many of our employees live, it is vital that we pay a Living Wage so that everyone can afford their basic needs and participate fully in society.

We believe this is an ethical decision but also one which makes good business sense as it helps us recruit and retain highly skilled staff who want to work for us because they believe in what we do too!



# Saying goodbye to Emre & Nicola

## Q&A with Nicola Purdy

**Q** How long did you work for Quiet Company?

**A** From June 2013 to February 2022.

**Q** What was your biggest achievement?

**A** Achieving MIA Silver for the first time was an amazing achievement, not just for me but for all of the team. Everyone worked so hard and contributed in some way, it felt really special.

**Q** What made working for Quiet Company so special?

**A** The people. I have never worked in a role where the team are so dedicated to the success of an organisation, or cared so much for each other. That's not to say it was always easy but we got through any challenges together.

**Q** What one thing will be taking away from working at Quiet Company to use in your new role?

**A** That the people are the most important part of any organisation, you can't succeed without them.



Nicola Purdy



Emre Cevik

## Q&A with Emre Cevik

**Q** How long did you work for Quiet Company?

**A** 13 Years.

**Q** What was your biggest achievement?

**A** Contributing to preparation & delivery of three 5 yearly business plans whilst building a strong & skilled team to meet business objectives.

**Q** What made working for Quiet Company so special?

**A** The company's work ethos and its contribution to the society via social initiatives with tangible results such as Bake the Difference training programme.

**Q** What one thing will be taking away from working at Quiet Company to use in your new role?

**A** People are our greatest assets.



# Awards won in 2022



## FRIENDS HOUSE WAS HONOURED TO ATTAIN THE FOLLOWING AWARDS AND ACCREDITATIONS IN 2022

### **Green Tourism's Green Meetings Gold Award.**

Accreditation for the sustainable business practices we have put in place, including our water-saving initiatives, our use of renewable energy sources, and our recycling efforts.

Healthcare Venue's **Level 1 and Level 3 Healthcare Champion Compliance Skills Course Award.** We were recognised for our experience in preparing venues for external meetings for healthcare facilities.

**GCN Event's London Venue & Catering Awards Sustainability Silver Award,** which recognises businesses that are committed to reducing their carbon footprint, as well as maintaining a high level of sustainability within their daily operations.

In addition to the **Best Covid-19 Bounce Back Venue Bronze Award,** which recognises the venue's ability to bounce back from the recent pandemic whilst putting measures in place to ensure guests' safety across events held at Friends House

**Meetings Industry Association's AIM SILVER Accreditation,** a mark of excellence for venues across the country. AIM Higher venues uphold quality, professionalism, and credibility.



# Friends House in 2022

AS WE REFLECT ON THE PROGRESS WE'VE MADE AT FRIENDS HOUSE IN 2022, WE'RE PLEASED TO SHARE SOME ACCOMPLISHMENTS



In 2022, we hosted 2,226 events, an increase of 185% from the previous year, and welcomed 99,859 delegates, representing a significant growth of 319%.

We're glad to have expanded our team with Esther Famurewa and Gloria Maduanusi joining our Sales and Events team. Their expertise and dedication have been instrumental in helping us deliver exceptional service to our clients.

Throughout the year, we remained committed to upholding our values and providing a welcoming environment to all our guests. Our team has worked tirelessly to ensure that every event is executed flawlessly, with attention to detail and care.

In the upcoming year, we aim to amplify our commitment to sustainability throughout Friends House. We plan to implement sustainable practices in the services we offer our customers, as well as to display information around the venue about the importance of sustainable living and the steps we are taking to reduce our carbon footprint.

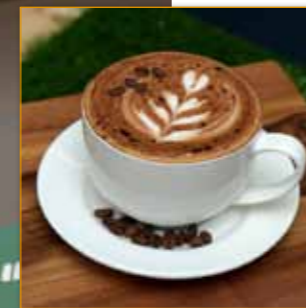
We believe that small changes can make a big difference. We understand the importance of educating our guests and staff about sustainability, which is why we look to display informative signage around the venue within the coming year to raise awareness and encourage responsible practices. We are excited to promote sustainability and continue to create a peaceful and inclusive space for all our events.



# Seed Café in 2022



## 2022 WAS A BUSY YEAR FOR SEED CAFÉ



During this time, we have been able to re-open and re-brand our café. Now, the café is completely vegan and vegetarian. We are proud to offer a new menu consisting of a collection of freshly made and delicious vegan and vegetarian pastries, wraps, and salads. In addition to the fine selection of hot lunch options including our lovely quiche of the day range.



The new look café has been designed by our team who have put a lot of thought into what we wanted to achieve. The aim was to create a welcoming, warm and friendly environment where customers can relax, enjoy their food or drinks, whilst socialising.



We have also been able to implement successful social media promotions that have resulted in an increase in business for us.

We believe that the quality of our offering and the effectiveness of these promotions has contributed to the successful reopening of Seed Cafe this year.





# Quaker Centre Bookshop in 2022



## IN 2022, THE QUAKER CENTRE BOOKSHOP FOCUSED ON RETURNING TO NORMAL AFTER THE PANDEMIC

Our aim was to reach the previous levels of success by promoting Quaker-related books and expanding our customer base. We are delighted to report that we have achieved this goal.

The bookshop continued to promote *Quaker faith & practice*, which remained on top of our bestsellers list with 547 copies sold. We also highlighted the Swarthmore Lecture 2022 *Perceiving the Temperature of the Water* and the new series 'Quaker Quicks', which proved to be popular, with 143 and 566 copies sold respectively.

We reintroduced the Book of the Month (BOTM) programme, which promotes new books available within our bookshop. We also sent our books to different parts of the world, including the UK, USA, New Zealand, Australia, Canada, Germany, Sweden, Brazil, France, Hong Kong, Austria, Turkey, Israel, Ukraine, French and Southern Territories. Unfortunately, Brexit laws restricted us from shipping to most of the EU for 2022. However, after careful consideration, we have reopened shipping to the EU, allowing us the opportunity to ship our books worldwide.

Quakers' annual Yearly Meeting returned to Friends House for the first time in over 3 years, bringing 500 visitors to the building and generating almost £5k in books sold in store and online that weekend alone. We extended our opening hours to the public and made ourselves available on the phone during normal business hours.

In our effort to contribute to a sustainable environment, we made our packaging 100% plastic-free. As we move forward, we intend to make some changes that will further enhance the bookshop's operations. These changes include a new website that is more interactive, user-friendly, and appealing, which will help us better publicise the bookshop and increase income from online sales. We also plan to create a children's corner to promote children's books and attract more families with children to our space.

To further promote the Quaker Centre Bookshop, we will be more active on social media and create promotional actions, such as loyalty cards, offers, and discounts. The BOTM programme will remain an essential tool in publicising new products and keeping in touch with our community.

We are excited about the future. We thank you for your support, and we look forward to continuing to serve you in the coming years.



# Swarthmoor Hall in 2022



## A QUAKER SITE UNDERGOES EXCITING RENOVATIONS

Swarthmoor Hall, the beloved Quaker site, has been closed for the past 12 months to facilitate a major renovation programme. The renovation works aim to breathe new life into this historic site and make it more accessible and engaging to visitors from around the world.

We have initiated a range of improvements to enhance visitors' experience. To start the programme of works, a new car park area has been completed, increasing the site's visitor capacity. Currently, work is underway to improve the courtyard outside the historic house, ensuring that visitors can fully appreciate the beautiful surroundings.

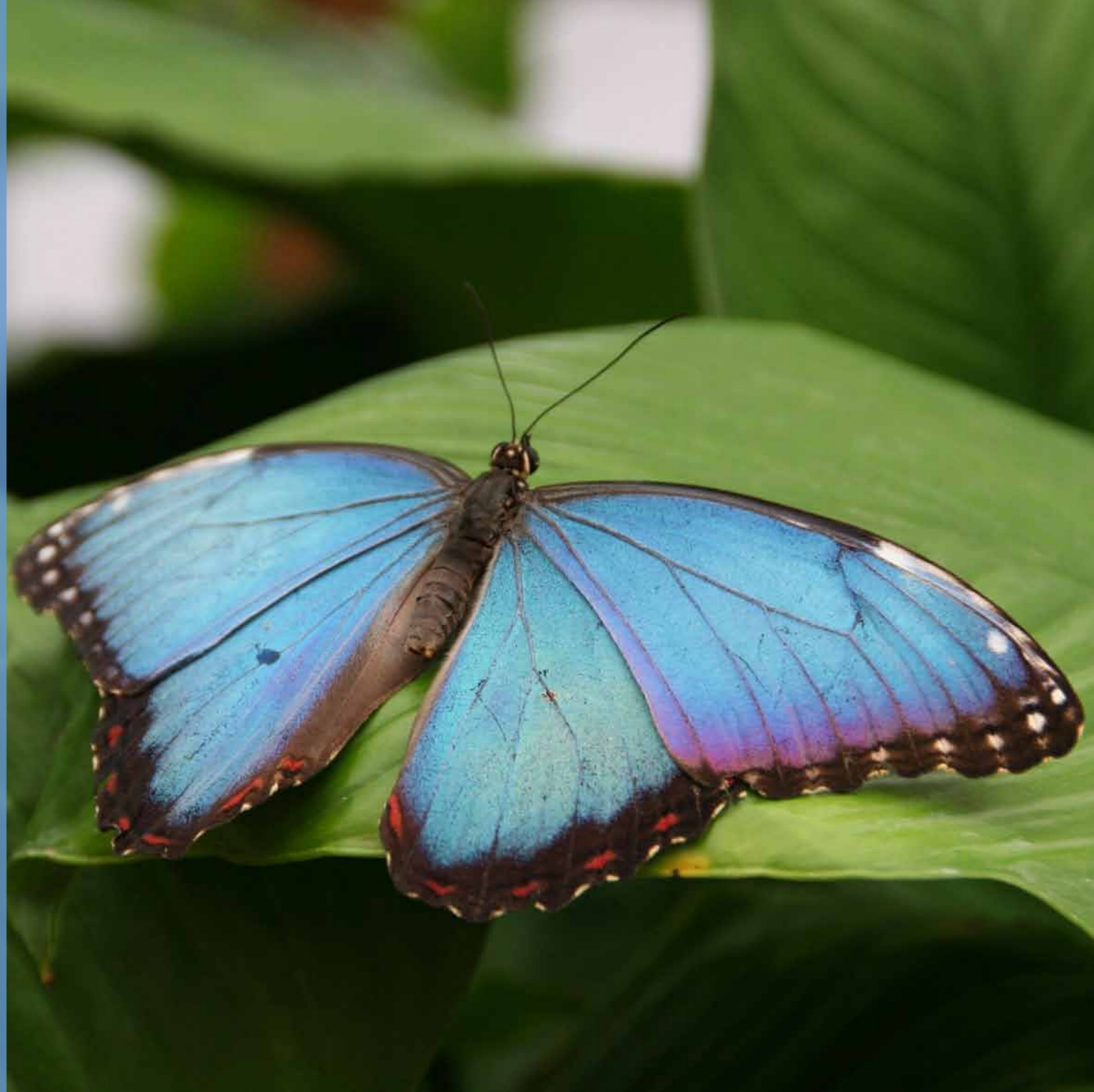
Renovation work inside Swarthmoor Hall is due to commence soon, with an ongoing programme of reinterpretation set to follow. The goal is to bring the site's rich history to life through interactive exhibits, multimedia displays, and other engaging experiences.

We are committed to preserving and promoting the legacy of Swarthmoor Hall and the Quaker movement. With the renovations, visitors can expect an enhanced experience that will inspire and educate them on the rich Quaker heritage.

We can't wait to welcome you back to Swarthmoor Hall soon and share these exciting new developments with you.



# Change





# Introducing Eamonn Cole



## EAMONN JOINED QUIET COMPANY IN MAY 2022 AS HEAD OF OPERATIONS

With Paul Henderson-Grey having stepped down as CEO of Quiet Company in December 2022, Eamonn now fills the role of General Manager. He has extensive experience in the hospitality industry, having managed hotels across the world and in the UK. He then transitioned to contract and facilities management, overseeing prestigious, multi-site city and fine dining operations. After that, he moved into club management, where he managed some of the largest and most exclusive private members clubs in London.

Eamonn also served as the director for numerous large events and conference venues in London, achieving the best UK Conference Venue award three times, as well as multiple Business Excellence Awards. He received the Accredited in Meetings Gold certification from the MIA and the World Host Venue Excellence accreditation at three separate conference venues. Additionally, he won the Best Places to Work in Hospitality award seven times.

Eamonn served as the Chairman of the London Branch of the Institute of Hospitality for several years, sat on the MIA Committee, and was the Vice Chairman of Venues of Excellence.



# Eamonn Cole's address



“ Throughout three of my last four roles, I have been responsible for delivering successful trading operations within the charity sector. It is important to me that I can apply my professional hospitality knowledge and financial acumen to support charitable objectives across multiple organisations, including those in education, regeneration, renewables, and care in the community.

However, the values story at Friends House through Quakers in Britain is on a completely different level. I have never seen an organisation that lives its values more profoundly or passionately, and instils them so successfully in its people and practices.

My goal is to ensure that the Quiet Company not only delivers on its past record for business excellence and profitability, but exceeds it by establishing Friends House as the most sustainable, quality-led, service-driven venue in London.

Our success will be achieved through engaging our people, providing high-quality facilities, exceeding our customers' expectations, and adopting best practices and continuous improvement in our service operations, system technology solutions, sales, and marketing activities.

It is a great privilege for me to have the opportunity to follow in Paul's footsteps and deliver continued success for BYM at the Quiet Company.



# Eamonn's Operational Review reflecting on 2022



“ Having joined Quiet Company in May 2022, it has been a really exciting journey for me through to year-end in what has been a period of great transition as we re-opened post-pandemic.

Whilst the prime objective was for a successful re-opening of Friends House, there was also a real desire to 'build back better'.

We certainly did that in our sales achievements as our year-end sales were substantially more than budget by over 35% and returned the Quiet Company to profit.

This achievement wouldn't have been made possible without the commitment of our team across both our venues and the loyalty of our customers who have returned to enjoy our welcoming, pioneering and sustainable services.

Paul is an exceptionally hard act to follow as he steps down as CEO. At the helm of the organisation, he has seen it prosper and grow considerably in support of the work of Quakers in Britain.



# Eamonn's objectives for Quiet Company



Paul and the Quiet Company Team made huge strides in 2022 to bring back the effective delivery of meetings and conferences at Friends House. This was successfully achieved as sales forecasts for the year were exceeded and many important events such as Yearly Meeting, the NA Conference and summer University Graduations were effectively hosted.

It is now the intention to expand on that success in 2023 by achieving the following:

- Achieve £3.5m of sales for Quiet Company by focusing on pro-active marketing activities and new target sectors to drive enquiry levels and sales conversions
- Ensure the delivery of outstanding conference and meeting solutions with the adoption of best practice and continuous improvement
- Exceeding customer expectations by achieving World Host venue accreditation; 95% customer satisfaction; an NPS score of 60; and a Trust Pilot score of 4.7
- Ensuring that our Learning & Development programme leads the MICE sector through establishing effective training partnerships; succession planning process; effective talent retention and people development; and raising levels of staff engagement.

And, looking forward to our 3-year plan for Quiet Company, our sustainable credentials must continue to be evident to everyone and continue the outstanding initiatives already undertaken:

- We improve on our silver accreditation for Sustainability by implementing a 3-year Environmental Plan that pulls together waste, recycling, utility and energy, carbon neutral, green credentials and environmental strategy under one inclusive plan
- Subject to legislative compliance and Board and Trustee approval, to achieve BCorp status for the Trading Company
- The re-establishment of the Quiet Company Training Academy establishing us as an exemplar for people development and talent retention in the meetings industry
- Exceeding, by the end of 2025, our pre-pandemic sales levels and returning over £2m of Gift Aid back to BYM.

These really are exciting times for Quiet Company and, whilst we realise that there are real challenges ahead, we also know that we are building exemplary sales and operational teams supported strongly by properties and facilities and by the wider Charity network.



# Welcoming new names to Quiet Company



Esther Famurewa



Katie Stroud



Kayode Balogun



Timo Eftimov

Friends House has been fortunate to welcome many talented individuals to our team, each of whom has made significant contributions to the growth of our business. We are thrilled to have such a dynamic and diverse group of professionals working with us.

In addition to **Eamonn Cole**, who recently joined the company, we are excited to have **Katie Stroud** as our Business Development & Revenue Manager, **Timo Eftimov** as our Assistant Service Delivery Manager, **Esther Famurewa** as our Sales & Events Coordinator, **Kayode Balogun** as our Marketing & Communications Officer.

We have also been delighted to see existing members of our team promoted into new positions, with **Marina Radojevic** stepping up to become our Service Delivery Manager and **Gloria Maduanusi** transitioning to a new role as a Sales & Events Coordinator. As we move forward, we are confident that this talented and dedicated group of individuals will continue to help Friends House thrive and achieve new levels of success.



# Future





# Preserving our heritage: Swarthmoor Hall



**AT QUIET COMPANY,  
WE ARE COMMITTED TO  
MAINTAINING OUR  
FACILITIES WITH CARE AND  
ATTENTION TO DETAIL**

In line with our values of sustainability and innovation and as part of this commitment, we have undertaken a range of heritage and conservation works at our Swarthmoor Hall facility.

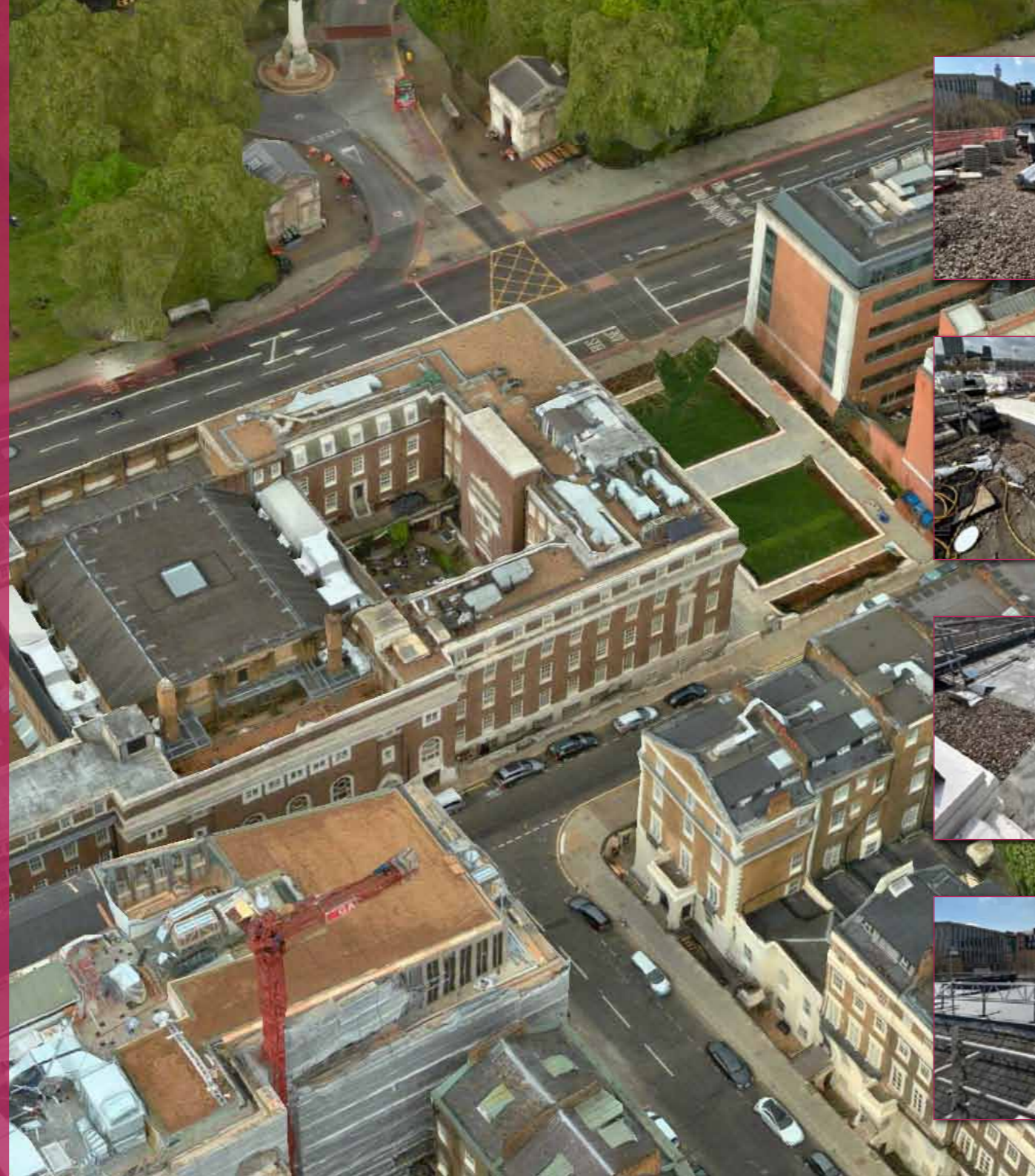
We conducted specialist surveys to identify areas in need of repair, and have since undertaken repairs and wood treatments to the floorboards throughout the building, along with structural support in the basement cellar and entrance door. We have also replaced the balcony and carried out external decoration to windows, rainwater goods and other finishes.

In addition, we have made improvements to the grounds and garden area, including a renovation of the courtyard gravel surface and the replacement of boundary walls and fences. We have also undertaken a study to develop the grounds to incorporate disabled access, in line with our commitment to accessibility.

These works were carried out with care and consideration for the heritage of the building, and we are proud of the results. We believe that our investment in these improvements will benefit our visitors, clients, and staff for years to come.



# Preserving our heritage: Friends House roof renovations



## AS PART OF OUR COMMITMENT TO MAINTAINING A SAFE AND SUSTAINABLE VENUE, WE HAVE BEGUN WORK TO RENOVATE THE 25 ROOF AREAS AT FRIENDS HOUSE

This renovation work will involve several important steps to ensure that the roof is safe, secure and in optimal condition.

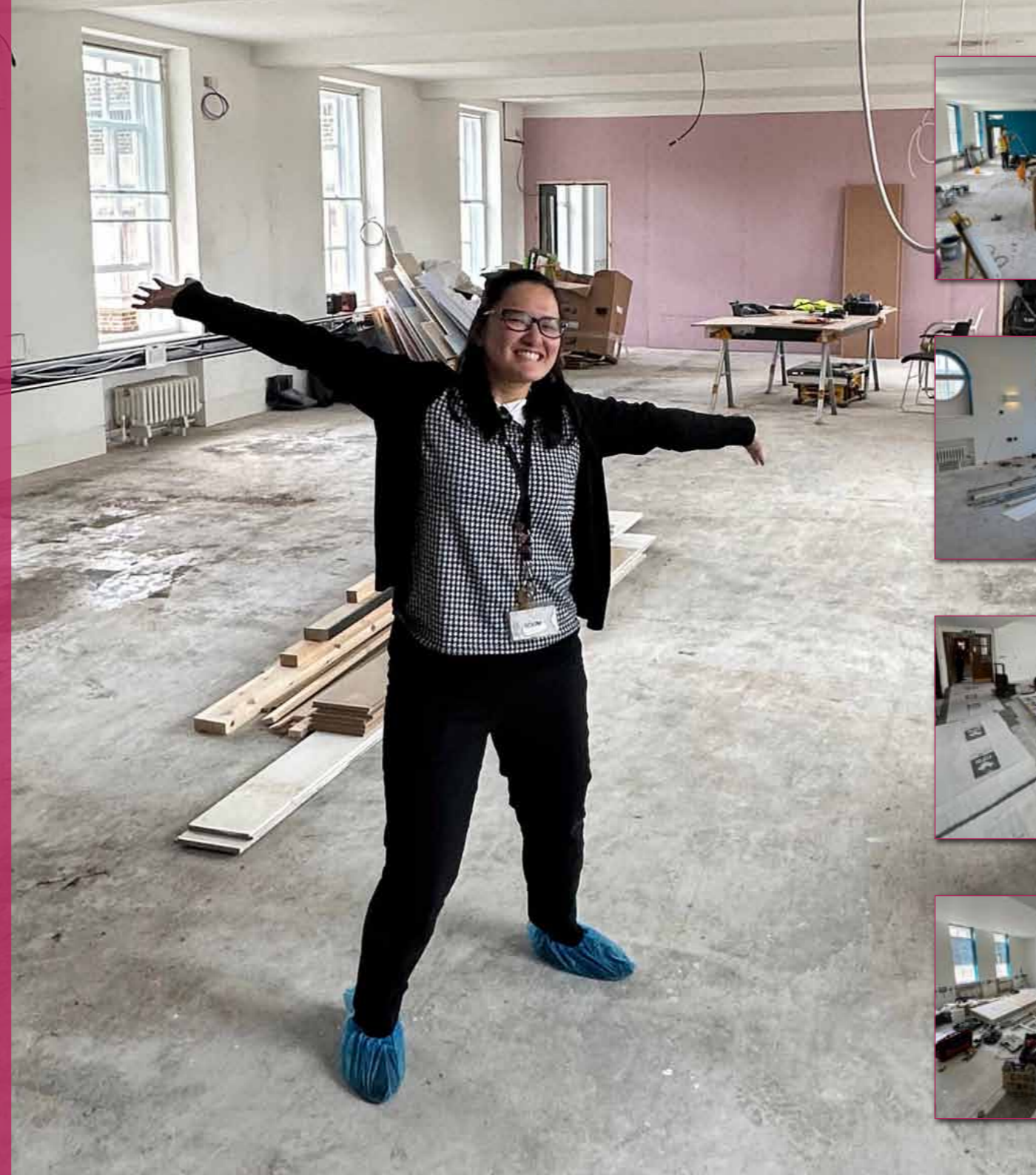
Access and safety provisions, including a scaffold tower in the garden (Library side), installation of a temporary electric hoist and scaffold edge protection to the roof perimeter with debris netting, will be put in place. Additionally, redundant equipment such as air handling units and ductwork will be disconnected, stripped out and removed from the roof.

As part of our commitment to sustainability, the roof above the Light will also be developed to accommodate a sedum roof. This will not only provide a beautiful green space, but will also enhance biodiversity and promote ecological sustainability.

We are committed to keeping our stakeholders informed about our efforts to maintain a safe, sustainable and enjoyable conference and events venue. We hope this update has been informative and look forward to sharing more updates with you soon.



# Upgrading Benjamin Lay suite



## AS PART OF OUR COMMITMENT TO PROVIDING SUSTAINABLE AND FLEXIBLE EVENT SPACES, WE'VE RECENTLY UPGRADED OUR EXISTING BENJAMIN LAY SUITE

The Benjamin Lay suite now includes a new and improved Benjamin Lay 3 room.

The upgraded Benjamin Lay suite features a flexible space that can accommodate up to 120 delegates, with a dedicated breakout area and new investment in AV equipment to facilitate hybrid meetings and conferences.

We've repurposed the old office space to create the new Benjamin Lay 3 room, complete with a small furniture store and access corridor at the western end.

In addition to the Benjamin Lay suite upgrade, we've made some other layout improvements in the area, including widening the corridor outside Benjamin Lay 1 & 2 to create a large catering lobby for the rooms. We're thrilled to offer these new and improved spaces to our clients and the wider community.





# Creating a recording studio

## WE ARE EXPANDING OUR FACILITIES AT FRIENDS HOUSE WITH THE ADDITION OF A BRAND NEW AUDIOVISUAL RECORDING SPACE IN THE NORTH OFFICE

This new space will provide state-of-the-art equipment and soundproofing, as well as adjustable lighting and air handling to ensure the highest quality recording experience.

Works for this new recording studio are set to begin in the first quarter of 2023 and are expected to be completed at some point during the year.

Once completed, this new recording studio will be available for use by the British Yearly Meeting (BYM) team in developing Quaker related content for the BYM Charity and beyond.

At Friends House, we are committed to sustainability and innovation, and this new recording studio is just one example of how we are working towards those goals.

We are excited to see the impact that this new space will have on the quality and creativity of the content produced by our BYM team and look forward to sharing the results with all of our stakeholders.



# Community





# Bake the Difference Year 4



## AS A COMPANY, WE'RE INCREDIBLY PROUD OF OUR BAKE THE DIFFERENCE PROGRAMME, WHICH HAS BEEN RUNNING FOR SEVERAL YEARS NOW

This transformative programme aims to break the prison cycle by teaching ex-offenders practical and theoretical cooking and baking skills, helping them reintegrate into society with renewed confidence and purpose.

Through our partnership with the London Pathways Partnership, we're able to provide trainees with much more than just baking skills. Our programme is a life-changing experience that gives ex-offenders the opportunity to learn and grow, developing the skills they need to succeed in life.

We're thrilled to announce that our Bake The Difference programme is continuing to run, thanks in part to the £40k per year funding we've secured from the NHS for the next two years. This funding will enable us to support up to 20 trainees per year, providing them with the resources they need to develop their culinary skills and build a brighter future for themselves.

In the past year, we've welcomed five new trainees to the programme, each of whom is supported by a peer mentor and a part-time

self-employed trainer. Through our Bake The Difference programme, they've learned much more than just how to bake. They've gained confidence, independence, and the ability to work as part of a team. By giving ex-offenders the opportunity to grow and change, we believe we can help make a real difference to their lives and break the cycle of reoffending.

At Quiet Company, our ethos of People drives everything we do. We're passionate about enhancing the lives of others by providing opportunities for growth and change. Through programmes like Bake The Difference, we're proud to be making a real difference in the lives of those who need it most.



# Maintain the Difference Year 2



## 2022 MARKS OUR FIRST FULL YEAR OF OPERATING THE MAINTAIN THE DIFFERENCE PROGRAMME. WE ARE PROUD TO SAY THAT IT HAS BEEN A SUCCESS

This programme marks our second year of providing practical and theoretical maintenance work training to ex-offenders, building on the success of our Bake The Difference programme. Quiet Company is committed to making a positive impact in people's lives and society, and the success of this programme is a testament to our dedication. Through the guidance of London Pathways Partnership and the Hub, we have been able to create a supportive workplace environment that offers ex-offenders a second chance to reintegrate into society.

Through our Maintain The Difference Programme, we are providing valuable training and work experience in departments such as Maintenance, Audio Visual, Conference Support, and Housekeeping. By assigning service users to departments that match their desired skill set, we are helping them gain the experience and knowledge necessary to succeed in their chosen field. Moreover, by providing a routine of working for 9 hours per week, our programme offers structure and

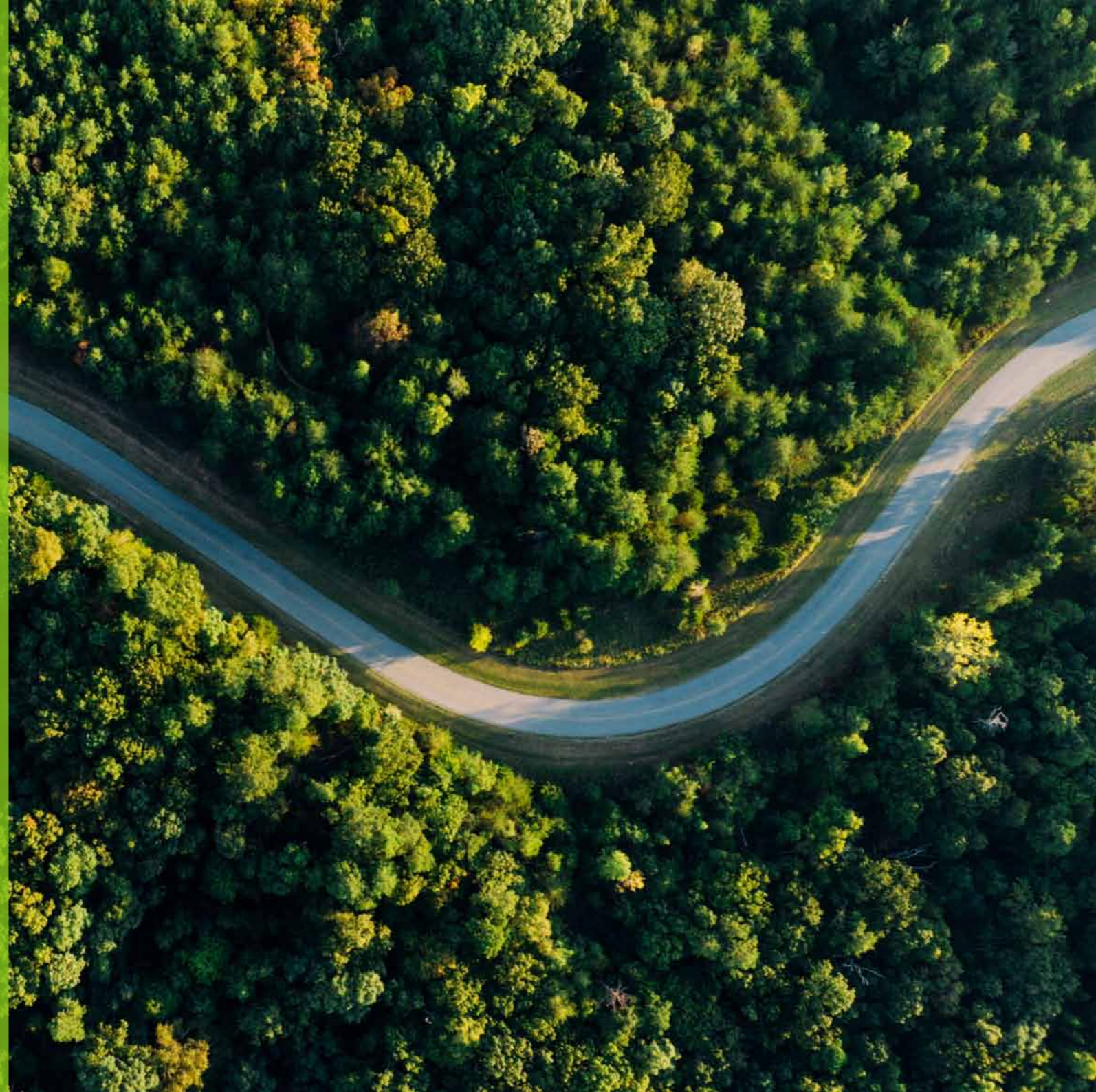
stability, which can be vital for individuals who have recently been released from prison.

The feedback we have received so far has been overwhelmingly positive, with service users benefiting from the opportunity to develop their skills and gain valuable work experience. Meanwhile, our company has been able to benefit from the additional labour while offering a supportive workplace environment.

Quiet Company is deeply committed to making a positive impact in people's lives and society. We believe that everyone deserves the chance to thrive, and we are proud to play our part in helping ex-offenders reintegrate into society. Moving forward, we will continue to evaluate and improve our programmes to ensure that we are making the most significant impact possible.



# Sustainability





# Planting 150 trees



## QUIET COMPANY PLANTED 150 TREES IN CELEBRATION OF 15 YEARS

Friends House is a community space for all. We're committed to being a green space that reflects the values of our community.

In 2022, Friends House celebrated its 15th year anniversary. We planted 150 trees in the National Forest in the Midlands to mark the occasion.

We're not done yet, though! By the end of 2024, we pledge to have planted a minimum of 1,000 more trees to contribute to a greener world. We plan to plant 500 trees in 2023 and 500 trees in 2024.

We recognise the need to be good stewards of the earth and our surroundings. This is why we strive to be environmentally conscious in all that we do.

Our vision is to make Friends House a greener place for our guests and staff alike. By taking action to reduce our carbon emissions, cut our waste, choose local sourcing and preserve our ecosystem, we can reduce our impact on the environment while providing an enjoyable experience for everyone visiting us.



# Carbon report



## AT QUIET COMPANY, WE ARE PLEASED TO REPORT ANOTHER SUCCESSFUL YEAR OF OUR COMMITMENT TO SUSTAINABILITY AND ENVIRONMENTAL RESPONSIBILITY

Over the past year, we have made progress in implementing our 3-year Environmental Plan, which includes waste reduction, recycling, energy conservation, carbon neutrality, and other green initiatives. This plan pulls together all of our green efforts under one inclusive strategy, which helps us stay focused on our sustainability goals.

One of our key achievements this year is our decision to source biogas from UK suppliers for our venue. This renewable energy source has helped us reduce our carbon footprint and reduce dependence on imported fossil fuels. We are delighted to be one of the few conference and events venues in the UK to make this commitment.

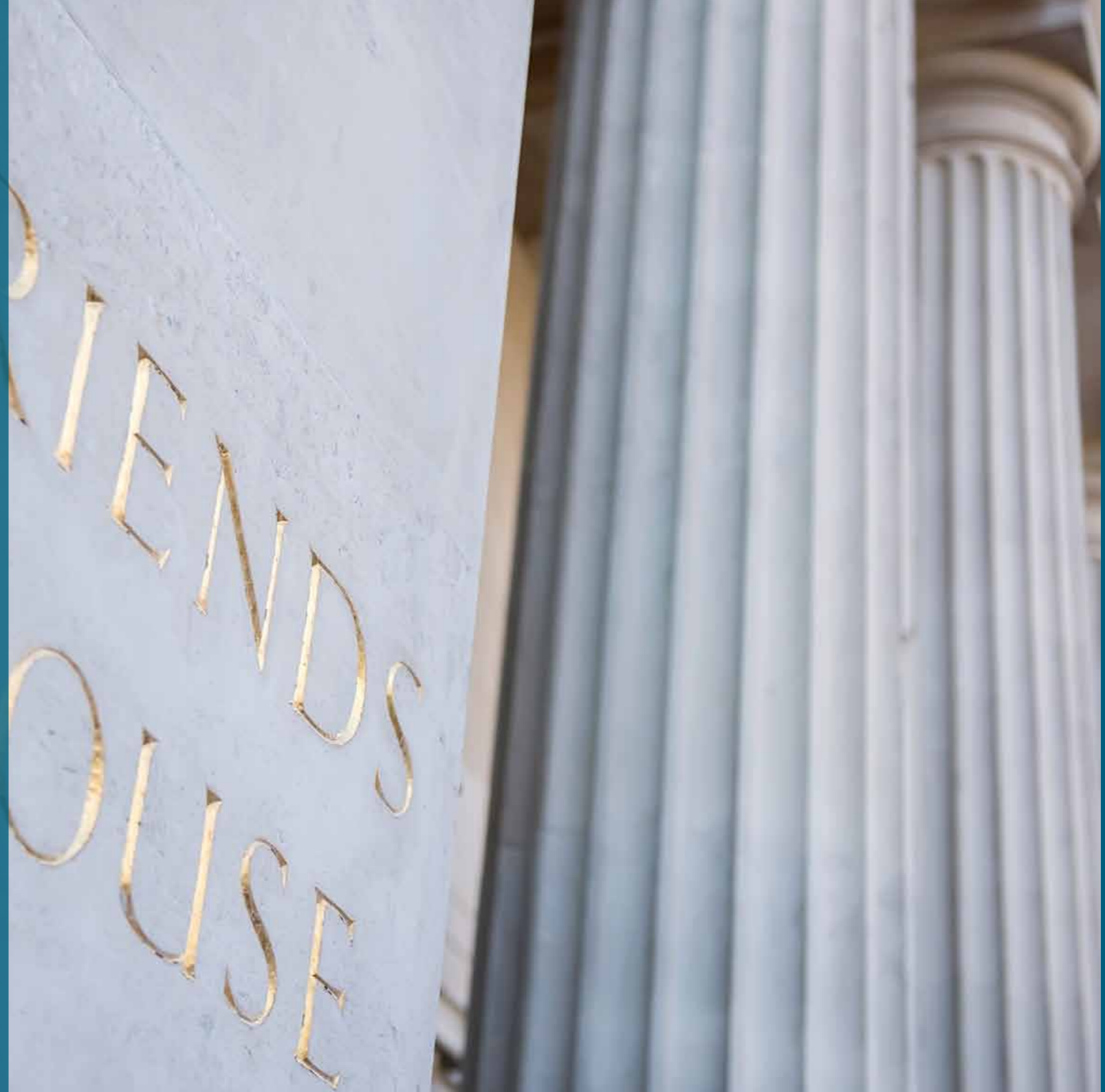
Our guests and clients have embraced our 'Plant The Difference' menu. We have seen a significant increase in the number of delegates opting for a greener choice option since we introduced this plant based menu. This demonstrates that by offering sustainable choices, we can encourage more environmentally conscious decisions.

At Quiet Company, we are committed to educating our guests and clients about the impact of their decisions on the environment. Through our 'Plant The Difference' menu and other initiatives, we aim to demonstrate that sustainable choices can be easy, delicious, and accessible. We believe that every business has a responsibility to promote sustainability and to educate their clients and guests about the importance of making environmentally conscious choices.

At Quiet Company, we will continue to lead by example and work towards a more sustainable future for all.



# Governance





# Our priorities for 2023



## AS WE REVIEW OUR COMPANY'S PERFORMANCE IN 2022, WE ARE EXCITED TO SHARE OUR PRIORITIES FOR 2023

At Quiet Company, we are committed to generating income for Britain Yearly Meeting, and gift-aiding any profits or surplus to support Quaker work in the UK and worldwide. In 2023, our goals are centered around growth, development, and sustainability.

Our primary objective is to increase total room hire sales of Friends House by 20% to achieve a target of £3.1m. We aim to hit £1m in food hospitality sales and increase the Seed Café's revenue by 30%. To support these sales goals, we are investing in our hospitality food offering. We plan to extend our Hubbub catering contract for 12 months, introduce a new and improved plant-based menu from April, and expand the hot food offering for hospitality guests. Additionally, we will expand the Seed Café's hot food choices and overall menu to increase its popularity.

Effective marketing is key to achieving our sales goals, and we plan to continue with proactive marketing campaigns and invest in web development. We will develop a succinct Seed Café marketing plan and create new sales pages for the Bookshop website. The company aims to expand social media and

e-marketing activity with the growth of the marketing team.

Our management and supervisory development programme is a crucial aspect of our strategy. We are introducing a coaching culture, high-performance management, communication leadership, emotional intelligence, and an employee engagement plan to enhance the skills of our workforce.

Finally, we are investing in conference food presentation equipment and hot display to ensure we remain competitive in the hospitality market. By prioritising these areas, we are confident that we will achieve our sales goals and support our charity's mission. With the Friends House business set to increase by 20% in sales of our meeting rooms hire, and Seed Café poised for growth, Quiet Company is ready for an exciting year ahead.



# Conclusion

## 2022 HAS, IN MANY WAYS, BEEN A VERY SUCCESSFUL YEAR FOR QUIET COMPANY

We have not only got back on our feet, but have made some important strides in the project planning for the restoration of Swarthmoor Hall and in improving our meetings and conference offer and filling the space at Friends House.

New service developments such as our 'bean to cup' coffee offer, hybrid meeting technology, World Host customer service, minimum quality standards, plant-based menus, numerous sustainable initiatives, the ongoing improvement of our conference rooms and audio-visual offer, and the commencement of our new employee learning & development programme have allowed Quiet Company to re-open successfully and profitably, and provided a real impetus for ongoing improvement, staff engagement and business growth.

Whilst sadly seeing the departure of some of our longest serving staff members, we are continuing to develop exceptional teams with highly engaged individuals providing outstanding service.

We hope you will stay with us on our exciting journey into the future delivering exceptional conference and hospitality solutions, exceeding customer expectations and fulfilling our values to building a better, peaceful sustainable and equitable world.





Quiet Company

[www.quietcompany.co.uk](http://www.quietcompany.co.uk)



FRIENDS HOUSE

**Friends House**  
173-177 Euston Road  
London, NW1 2BJ

[www.friendshouse.co.uk](http://www.friendshouse.co.uk)

friendshouseldn



SWARTHMOOR HALL

**Swarthmoor Hall**  
Swarthmoor Hall Lane  
Ulverston, LA12 0JQ

[www.swarthmoorhall.co.uk](http://www.swarthmoorhall.co.uk)

swarthmoorhall

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is wholly owned by Britain Yearly Meeting of the Religious Society of Friends (Quakers)  
and is registered in England and Wales.

[www.quaker.org.uk](http://www.quaker.org.uk)

Company number: 06204129.  
Registered office: 173 Euston Road, London, NW1 2BJ.

