



UNIVERSITY *of*  
GREENWICH

# Business School

Student Guide



# Contents

<b>Welcome</b> .....	<b>3</b>
<b>Why study at the Business School?</b> .....	<b>4</b>
Outstanding teaching .....	4
Exceptional support .....	7
Links with business .....	8
Maximising career potential .....	10
Work experience .....	11
Overseas exchange programme .....	12
Professional recognition .....	13
Student achievements .....	14
Successful graduates .....	16
Successful entrepreneurs .....	17
Great location, great campus .....	18
Great social opportunities .....	19
Research excellence .....	21
<b>Your next step</b> .....	<b>23</b>
See the campus .....	23
Find us on social media .....	23
Chat with us online .....	23
Contact us directly .....	23





# Welcome



Choosing where to study is one of the most important decisions you can make. It affects the qualifications you attain, and the friendships and networks you form.

Here at the University of Greenwich we never lose sight of how difficult this choice can be.

This guide is designed to tell you about the great reasons to study at the Business School and the experiences of some of our students.

The programmes we offer provide you with a wide variety of subject areas in which to specialise for your chosen career, from accounting and finance to tourism and transport logistics.

We look forward to welcoming you to the Business School.

**Jonathan Sibson**

Head of Business School

# Why study at the Business School?

## Outstanding teaching

The Business School is renowned for high teaching standards.

Our economics programmes were ranked No.1 in London for teaching standards and course satisfaction in the 2016 Guardian League Table.

Our marketing programmes were ranked No.1 in London for student satisfaction in the 2016 Complete University Guide.

We were ranked No.3 in London for hospitality, events management and tourism in the 2016 Guardian League Table.

Our accounting and finance programmes were ranked No.3 in London for course satisfaction in the 2016 Guardian League Table.

Our wealth of international business knowledge and experience in industry is combined with the commitment to support the learning of each student.

The school delivers innovative ways to learn. Traditional teaching is supported by real-life business situations, simulation exercises and practical challenges.

You will have the opportunity to engage with industry experts through guest presentations and lectures, along with visits to local companies.

We offer a wide range of resources to support students in their studies. Our new building on Stockwell Street gives you access to a large library carrying the latest business texts, periodicals and magazines. You will be given guidance and training to enable you to use these resources effectively.

“The University of Greenwich played a big role in where I am today. It helped me understand where I fit and what I am good at. I learnt a lot of the necessary skills that I need in the workplace.”

**Alex McGrath**

BA Hons Accounting and Finance

“I have gained extensive theoretical knowledge so I can see how to manage people and how to manage the environment. I have been able to apply this to a practical situation in my job at the Student Union which is perfect.”

**Elliott Connell**

BA Hons Business Psychology

“I enjoyed the hands-on approach to courses. The lecturers gave us the foundation we needed to succeed, but it was up to us to implement that knowledge and apply it to our coursework.”

**Bean Miller**

MA Strategic Marketing graduate





## Exceptional support

The Business School has dedicated personal tutors to ensure you get the support you need for your studies and personal development. Contact with personal tutors is through teaching time, email and meetings, ensuring that you can build an effective relationship.

The school has received exceptional student feedback via the National Student Survey on the support received from our staff.

Central support services include a student centre providing a one-stop shop for all your support needs. There is a central Employability and Careers Service which organises workshops, mock interviews and careers training. It also provides support with finding a part-time job or internship.

Within the Business School our Employability Office has a dedicated team with varied commercial experience who can help you build confidence, find suitable placement opportunities and partner you

with a mentor from industry. They also provide tailored one-to-one support with CV and cover letter writing, interview technique and assessment centres.

In addition, the International Student Advice Service is dedicated to providing international students with information, advice and guidance throughout their studies. The team will assist you from the moment you arrive, helping you to get settled with accommodation and adapt to living in the UK.



“The Business School is the best place I have ever studied. All the members of staff are so friendly and very helpful. The environment made it pleasant to study, and the excellent level of competition helped me achieve my goals. The campus is breathtaking, and I feel proud even now to tell anyone where I graduated.”

**Yashley Maulloo**  
BA Hons International Business

“The professors are very helpful. They basically guide you through every single detail, and they remind you what you have to do. Plus, they are very passionate about teaching.”

**Nomundari Missina**  
BSc Hons Economics

## Links with business

We ensure that our students are trained in cutting-edge practice by constantly revising our programmes to reflect current business trends and the demands of employers. This is evaluated through forums with national and international business leaders.

We have the support of a number of senior level executives with a strong commitment to the school as well as exceptional standing in the business community. They bring experience from a wide range of organisations, such as Pernod Ricard, Morgan Stanley, Enterprise Rent-A-Car, Blackwell's, Barcalys, Capita plc, London Chamber of Commerce and Industry, Royal College of General Practitioners, Nutbourne and BlueBay Asset Management Services.

Their contribution through our advisory board is crucial to our continued success and future development.

Our staff ensure current industry practice informs their teaching through relationships with businesses and the local community, while our students gain valuable insight through visits to companies.

We also benefit from our close proximity to one of the world's largest financial centres, Canary Wharf, which lies just across the river. We work closely with the financial and professional services companies that are based there.

The Business School has a number of services to help businesses achieve their potential. We have helped organisations including Barclays Bank, Boeing, Pfizer and Rolls-Royce improve their performance.

Business School staff have worked with major international corporations such as IBM, Unilever, Lloyd's Register and Geopost in the area of organisational complexity and knowledge management.

We benefit from some outstanding graduates who support our students through mentoring, work experience opportunities and more through their extensive networks.

**Trevor Goul-Wheeker** is Chairman of Blackwell's, the UK's leading supplier of academic books and also Chairman of the Business School Advisory Board.

Trevor's diverse business career has included senior roles as CEO of Reed Health Group, Managing Director of Hammicks Bookshops, Commercial Director at Gestetner and Divisional Director of Unilever subsidiary Lever Industrial.

“The school has a lot of visiting lecturers, which is great because you gain insight from people who are currently working within the industry.”

**Katie Swain**  
BA Hons Public Relations



**Wilson Leech** has an outstanding track record in the financial services industry and has played a leading role in developing links between business and the University of Greenwich.

He is a former Business School student and a chartered management accountant with over 20 years' experience within the financial services industry. His previous posts include Chief Financial Officer for RBS Trust Bank and Head of Wealth Management Services at State Street Bank & Trust Company.

“I got a lot out of working on the Business School’s advisory board, and it really helped me develop my career. It was great to be able to give something back to the place that started me off.”

**Wilson Leech**  
CEO for Europe, Middle East and Africa,  
Northern Trust, and Greenwich graduate



## Maximising career potential

We do our utmost to support you, helping you find placements and internships as well as providing practical advice on writing CVs and preparing you for assessment centres and interviews.

Employers want graduates to be work ready with distinctive, relevant experience. Extracurricular activities will help you to stand out and beat the competition.

The Greenwich Employability Passport scheme recognizes and rewards all your valuable extracurricular activities. These include part-time work, volunteering, society membership and attendance at our special guest lectures. The scheme will help you develop a portfolio of interests and additional skills to take with you into graduate employment.

The scheme is designed to reward extracurricular activities, such as part-time work, volunteering, society membership or attendance at our special guest lectures,

so that you can stand out in a highly competitive job market.

“The whole point of the scheme is for you to go that extra mile to make you more employable.”

### **Devi Sudera**

BA Hons Accounting and Finance

“Success on the Greenwich Employability Passport scheme shows employers that you haven’t just been to university and attended lessons – you’ve undertaken extracurricular activities, made contacts and networked with people.”

### **Emma Parsons**

BA Hons Events Management

“The Greenwich Employability Passport helped me to improve my CV and gain experience in the sector I am interested in. It simply helped me to go a few steps up my career ladder. “

### **Tatiana Kuns kaya**

BA Hons Events Management

## Work experience

We know how important it is to have work experience within your area of study. This is why we provide access to a wide range of paid placement opportunities.

We have placement positions and mentoring schemes available with more than 200 companies. If you take part in the schemes, you will develop valuable skills to offer to future employers. The Business School Employability Office provides support with placement applications and regularly shares information about potential opportunities.



Some of the internationally recognised businesses we work with on these initiatives include:

- IBM – technology and consulting
- National Health Service – health care
- ComputaCenter – IT infrastructure
- Sony Europe - technology
- J.P. Morgan - banking and financial services
- Xerox – business services and printing
- PricewaterhouseCoopers - professional services company
- Microsoft – software, electronics and computers
- Northern Trust - financial services
- Sandals Resorts International – all-inclusive resorts
- Enterprise Rent-A=Car – car rental
- The Walt Disney Company – mass media and entertainment
- DHL - logistics.



Our students greatly appreciate the benefits their placements and mentors have provided for their studies and future careers. Almost 50% of our students find graduate employment through their placement or through contacts made on placements.

“The university offers a career mentoring scheme for a six month period where students are linked with a professional in industry. I was partnered up with Northern Trust.”

**Siobhan Shum**

BA Hons Accounting and Finance.

## Overseas exchange programme

You will be encouraged to apply to participate in overseas exchanges with our Erasmus+ partners.

Erasmus+ is a European Union student exchange programme. By providing a grant towards the cost of studying abroad, it helps you to study for part of your degree in a European partner institution.

Each Erasmus+ placement offers unique opportunities to learn new skills, experience life in another country and make new friends. Undergraduate students can undertake an Erasmus+ placement during their second year.

Benefits of becoming an Erasmus+ student include:

- Employability – you can demonstrate qualities that employers are looking for, such as an ability to take on and adapt to new challenges and environments

- New experiences – students have fun, meet interesting people and gain new skills
- Increased language proficiency – you can learn or master another language
- Personal growth – you can build confidence and independence by managing life in a different culture.

“I went to France, which helped improve my language skills and I became more confident in speaking and writing French. When I came back to Greenwich, my grades improved too.”

**Jose Roman Bua**

BA Hons International Business with French

“I spent a year in Nice on the Erasmus+ scheme. It’s a life changing experience, where you learn lots of things from different people as well as things about yourself.”

**Ricky Mapplebeck**

BA Hons International Business with French





## Professional recognition

The Business School's strong links to professional bodies and employers at home and abroad provide you with an opportunity to develop your practical skills and obtain a professional qualification.

Our graduates leave the university with enviable business expertise, industry knowledge from real-world experience and excellent communication skills.

Graduating from an accredited programme, you will be able to take accelerated routes into chartered membership of professional bodies. Certification or accreditation from an industry body will demonstrate that you have industry-standard skills which will make you more desirable to employers. If you attain chartered status, employers are also more likely to offer attractive benefits packages.

For example, if you achieve the Chartered Institute of Purchasing and Supply qualification through its structured study

programme and combine this with three years' experience, you will be entitled to use the letters MCIPS after your name. This demonstrates your level of knowledge, professionalism and status among your industry peers, giving you an edge over your competitors. Such professional links will also give you the edge over your competitors.

Professional qualifications with international recognition reassure an employer that you understand the business practices of those countries and can adhere to the same rules and regulations as their local businesses.

Some of the professional bodies we work with include:

- Association of Chartered Certified Accountants
- Association of International Accountants
- Chartered Institute of Marketing
- Chartered Institute of Personnel and Development
- Chartered Institute of Public Relations

- Chartered Institute of Purchasing and Supply
- Chartered Management Institute
- Institute of Direct and Digital Marketing
- Chartered Institute of Management Accountants
- Chartered Institute of Public Finance and Accountancy
- Institute of Financial Accountants
- Chartered Financial Analyst
- Market Research Society
- Public Relations Consultants Association
- Chartered Institute of Logistics and Transport.

“My programme equipped me with competitive advantages – I was able to progress straight on to postgraduate study and am now pursuing my Association of Chartered Certified Accountants qualifications. I strongly recommend this programme.”

**Nooreen Hanif Habib**  
BA Hons Business Studies

“I got the opportunity to apply for industrial placements which were open exclusively for University of Greenwich students at companies such as JP Morgan and PricewaterhouseCoopers (PwC). The Business School Employability Office advisors gave me invaluable advice on assessment centres and interviews that helped me secure a place on Computacenter’s Industrial Placement Scheme.”

**Radostina Velinova**  
BA Hons Business Management

## Student achievements

Here are some of our recent student success stories:

### Students win in University Trading Challenge

Our students have achieved first place on two occasions in the UK University Trading Challenge competition in the last three years, defeating teams from many other universities.

This contest requires students to demonstrate their ability to trade

successfully in the financial markets, by making sound decisions, effectively analysing data and devising winning strategies.

Gabriella Cagliesi, Senior Lecturer in Economics, says: “Our winning team was made up of first year students who were supported by members of the trading society who had taken part in previous challenges. To compete so confidently against Master’s level and third year students is a real credit to our team.”

### Students line up top presenters

A series of talks organised by student society the PR Fraternity has featured top speakers from the world of public relations.

These have included the Managing Director of entertainment PR agency PR Squared, BBC broadcaster, Press Officers from KPMG (tax and advisory services), the Head of PR for Sky 1, the Executive Director of Talent for Saatchi & Saatchi, and the founder of housing and homelessness charity Shelter. The society, set up by

Greenwich students and alumni with a passion for public relations, invites industry insiders to share some of their top tips and business secrets.

Siobhan Filsell, President of the PR Fraternity, says: 'This year we want to provide the Fraternity's members with a wide range of insights, to help students explore the different industries they may like to work in.'

### **Student dissertation becomes an academic paper**

A dissertation written by Sherry Liyanage, a Tourism Management student, was published in the International Journal of Tourism Cities as an academic paper. The idea for the paper came to Sherry while she was studying in Munich, funded by Erasmus+ programme.

Her experience of visiting a holocaust memorial site was so influential that it inspired her to pursue her final year dissertation research on how tourists were affected by their visit to this site.



Dr Andres Coca-Stefaniak, Senior Lecturer at the Marketing, Events and Tourism Department, says: "This is a fantastic achievement, testimony also to the quality of teaching at the University of Greenwich. This is something more students should consider doing, as in today's job market this can make a CV really stand out of the crowd for graduating students."

### **Greenwich students win national marketing competition**

Marketing students achieved first place in the 2015 national marketing competition organised by the Institute of Direct Marketing (IDM). Zoe Baskett and Rob Noble received a cash prize during a networking event with key recruiters.

The IDM competition required students to come up with a marketing campaign for student discount site Studentbeans. Briefed with real marketing objectives, the participants had to think about all aspects of a digital marketing strategy, from budgeting to creative ideas. Such a hands-

on project gave the students a taste of real marketing practice, which is very much in-demand by employers.

All of the finalists reflected positively about their experience of the competition and how it will help them with their future careers.

Rob Noble, one of the winners from the University of Greenwich, said "I would recommend the Direct, Interactive and Digital Marketing course to anyone as it is highly applicable to the industry and it has close links with the IDM and the integrated opportunity of entering the IDM competition".

**"I will recommend the University of Greenwich to all friends and family, and always keep a link to it."**

**Louise Keita**  
MA Human Resource Management

**"The programmes attract a very multinational group of students. I would definitely recommend it."**

**Nita Nair**  
MA Strategic Marketing Communications

**"The skills and experiences I have gained will help in all aspects of my future. I am much more confident and my horizons have been broadened."**

**Jasmeet Kaur**  
BA Hons Accounting and Finance

## **Did you know?**

Over 15% of the university's 60,000-strong global alumni community on LinkedIn now work at director level or own their company.

## **Successful graduates**

The business world needs graduates with sound business skills and the ability to operate effectively outside their own countries.

Our programmes are designed to meet this demand and provide you with a thorough understanding of the international context in which businesses operate.

We provide an environment that allows you to maximise your potential. The behaviours, values, skills and attributes that we expect you to develop will prepare you for a successful future career.

Our graduates have secured sought-after positions with organisations including Deloitte, Accenture, ITV, KPMG, Apple, HSBC, Deloitte, IBM, Morgan Stanley, Hewlett-Packard, Ernst & Young and JP Morgan Chase. We are proud that Business School graduates have secured such high-level positions as Group Finance Director of BAE Systems, Vice-Chairman of Deloitte & Touche and Chairman of pharmaceuticals giant Teva North America.

## Successful entrepreneurs

The Business School encourages students and graduates with entrepreneurial flair to turn their ideas into reality.

The Business Planning Competition and Social Enterprise Challenge are annual

events open to all students. These aim to provide you with resources, guidance and advice for writing compelling business plans with mentors allocated to help. The top three winners receive a cash sum to turn their idea into a working business.

Previous winning ideas turned into businesses include a 3D photo service, a unique shoe providing the benefits of walking barefoot and a weekend childcare service.

“This competition has been a great help to me – just being in a position to have my business plan assessed properly was brilliant. This money will go straight into my business.”

**Albert Martin,**  
BA Business Entrepreneurship and Innovation

## Did you know?

From 2000 to 2015, the number of businesses in the UK increased by 55%.  
(Source: House of Commons Library)

“My mentor at Greenwich was exceptional and he was really instrumental in helping me set up my business, just having his enthusiasm, his drive and his belief in me helped me get to where I am today.”

**Yvonne Platt,**  
BA Business Management, Business Planning, Competition finalist

“Participating in the competition has been a really good journey for me as I was able to explain my idea and improve myself.”

**Sifei Ma**  
MBA Graduate



“The things I enjoy most about running my own business are the freedom and the flexibility, not just with my time but with the work that I can get involved in. I can choose which direction I want to take the company and I can choose the clients that I would like to approach. I can work on the different business areas, which is where my degree from the University of Greenwich gave me an amazing foundation.”

**Kate Barrett**

BA Hons Business Studies graduate

## Great location, great campus

Based on the university's Greenwich Campus, the Business School offers a vibrant, inspiring and diverse location to study. London, one of the most exciting capital cities in the world, is on your doorstep.

With rich historical foundations as the birthplace of King Henry VIII, the Greenwich Campus boasts wonderful surroundings

such as the River Thames, National Maritime Museum and the Queen's House within Greenwich Park.

Greenwich is the university's largest campus and is centred on three baroque buildings designed by Sir Christopher Wren at the end of the 17th century. The London Evening Standard newspaper described the site as "A university campus to rival ... Oxford's spires or the Great Court at Cambridge ... the setting is undoubtedly one of the grandest of any university in the world."

Our historic buildings are also home to modern facilities, the latest innovative resources, state-of-the-art systems, TV studios and a modern art gallery.

Greenwich Campus has a brand new well-stocked library, Stockwell Street, which won "Best Town Centre Project" at the London Planning Awards and was shortlisted for the 2015 Riba Stirling Prize Award. The library provides a modern and

inspiring environment for studying with computer and printing facilities available as well as bookable rooms for student group work.

The campus is a popular location for TV and film productions. Thor: The Dark World, Pirates of the Caribbean, Sherlock Holmes, Spectre, Les Misérables are just a few of the latest movies filmed here. Harrison Ford, Johnny Depp, Nicole Kidman, Hugh Jackman, Anne Hathaway and Jude Law have all filmed here. You never know who you might see on site.

"This university is in such a great place, it is very close to Canary Wharf, which is the financial sector of the world. You are also able to get a taste of the culture in London and study in an international place that is renowned around the world."

**Kyle Patrick**  
BA Hons International Business

"From my first view of the high ceilings, the grand paintings and the stunning historical buildings, I felt like I was at a real university. I was very comfortable and knew I wanted to study here."

**Jake Nunn**  
BA Hons Business Management

## Great social opportunities

The university has an active Students' Union (SU) that organises social groups and sporting activities.

American Football, Cheerleading and Rugby are among the sporting societies actively competing at Greenwich. The SU also offers a range of cultural societies, including those for students from Bulgarian, Vietnamese, Italian, Mauritian, Romanian and Polish backgrounds.

There is also a variety of business related student societies: Economics and Business Society, Tourism, Trading and Investment, HRM and Psychology, Events, Marketing, Accounting and the PR Fraternity.

These offer an informal forum for students to meet fellow students, academics and guest speakers, and have proved to be extremely popular: the Marketing Society, for example, boasts over 100 members, while the PR Fraternity has grown to become one of the largest societies at Greenwich. (For more on the PR Fraternity, see page 14.)

“I am a member of the Economics and Business Society which has given me the chance to meet other students of business-related subjects in their final year. This has allowed me to learn from their experiences and build a network of contacts. I have assisted the president of the society with events planning. Attending the events and being a general member contributes to points towards the Greenwich Employability Passport too, so you’re helping yourself to stand out from the crowd.”

**Nicola Wright**  
International Business

Central London is less than 30 minutes from Greenwich by train and offers many ways to get together with friends, meet new people and generally make the most of your social life.

London was ranked fifth in the Top 10 student cities in the world (QS Best Student Cities 2015). It offers world-famous sites, excellent shopping opportunities and exciting nightlife, with a diverse range of bars, restaurants and clubs.

The social opportunities offered can extend well beyond your life as a University of Greenwich student. As a graduate, you will be able to continue your university friendships through our reunions and charity events. You will also be able to keep in touch, and find out about old friends, through our newsletter.



“University isn’t just about education: it’s about life development. My time in the Students’ Union and as an NUS delegate and secretary has been the best thing I’ve ever done.”

**Charmaine Kemp**  
BA Hons Business with Marketing

“I am really enjoying the social events at the university. I have made a lot of friends through the Students’ Union, where there are always a lot of things happening.”

**Diana Zimonja**  
BA Hons Tourism Management

## Research excellence

Many of our teaching staff are active in research, ensuring that we are at the leading edge of business developments. Several are world experts in their research area.

Our research is principally focused on practical applications. For example, our Public Services International Research Unit researches the privatisation and restructuring of public services around the world, with special focus on water, energy, waste management and healthcare.

We have a growing reputation at national and international levels and have been awarded major contracts from the Economic and Social Research Council, European Social Fund, Department of Health, and international trades unions.

As a student you will benefit from being taught by our leading researchers, who will share their knowledge and experience through their teaching.

As you develop your studies with us, you may have the opportunity to take part in one of our many school research projects.

We are among the fastest-growing universities for research income from industry and one of the leading modern universities in terms of the value of research for businesses.

Our internationally renowned business research centres are a hub for knowledge, innovation and creativity where you can learn a variety of research methods and solve real-life business problems.

The Business School views research as a primary activity which feeds into our programmes, the school's curricular development and also into enterprise and consultancy activities. Our research programmes are designed for graduates, consultants and business managers. There is a wide range of subjects to choose from, including everything from



accounting to tourism and marketing to logistics, so you can tailor your research to reflect your own interests.

The Business School has specialist research groups that cover a broad range of important business areas.

These groups include:

- Centre for Business Network Analysis
- Greenwich Political Economy Research Centre
- Centre for Governance, Risk & Accountability
- Economic Development Resource Centre
- Centre for Innovation, Imagination & Inspiration
- Public Services International Research Unit
- Supply Chain Management Research Group
- Tourism Research Centre
- Leadership and Organisational Behaviour
- Work & Employment Research Unit.

“One of the school’s strengths is the opportunity it provides for research. It’s also great to study with people from different countries, as I can apply this experience to any UK or international company.”

**Korntip Warinsirikun**  
MA International Business

“My experience here has been amazing. The university has an outstanding reputation for learning and carrying out good research work, and this has helped me to develop my level of thinking and idea generation.”

**Charles Egobueze**  
BA Hons Marketing

“I am really happy with the support I’m receiving from my supervisors, the resources the university is providing and the networking opportunities available to me. For these reasons I would recommend studying at the University of Greenwich.”

**Sridevi Yerrabati**  
MPhil/PhD student





## Your next step

### See the campus

University Open Days are held several times a year. They include a programme of talks and offer you the opportunity to speak to staff and students. You may also be given a tour of the campus. A list of dates can be found at [gre.ac.uk/opendays](http://gre.ac.uk/opendays).

If you are unable to attend an Open Day, why not view our videos to help you get a feel for student life? Learn more about our programmes, the Business School, and the campus, and hear from other students about their experience. Visit our YouTube channel at [www.youtube.com/universitygreenwich](http://www.youtube.com/universitygreenwich).

The Business School also runs taster days to help you experience what it is like to be a Greenwich student. Watch this video clip at [gre.ac.uk/businessstasterfilm](http://gre.ac.uk/businessstasterfilm).

Find us on social media



@BusinessUoG

#HelloGreenwich

### Chat with us online

We have an online chat facility where you can ask us about programmes, accommodation, fees, employability, social life, or anything else about coming to university. Look out for the chat box on our web pages.

### Contact us directly

Alternatively, please e-mail the Business School at [businessschool@gre.ac.uk](mailto:businessschool@gre.ac.uk).

**Business School**

University of Greenwich  
Old Royal Naval College  
Park Row  
London SE10 9LS  
United Kingdom

Website: [gre.ac.uk/business](http://gre.ac.uk/business)

**This document is available in other formats on request**

University of Greenwich is a charity and company limited by guarantee, registered in England (reg. no. 986729).  
Registered office: Old Royal Naval College, Park Row, Greenwich, London SE10 9LS