



Bullnose

design consultants | **tta group**





## how do you choose?

Everyday we face choices. Decisions need to be taken, time is ticking and deadlines must be met. The effective and efficient partnership between a creative marketing agency and client is critical for business success. The right agency needs to share your values, your passion, your goals and your desire to succeed. The minimum amount of effort on your part must deliver maximum results from the agency. A creative marketing agency can add incredible value to your business.

At Bullnose we pride ourselves on offering dedication, commitment and insight. We are passionate. We are creative. We are your partner. The following pages will give you a flavour of what Bullnose could offer your business. The choice to invite us in so we can learn more about your business and explore how we might assist you is yours.



## the right decisions shine

Our primary goal is to make your business look exceptional. Our secondary goal is to make the journey getting there enjoyable and productive. Your decision to partner with the right agency will shine through in all the work that is produced. Both agency and client should be proud of what they achieve.

In the current changing climate existing opportunities may slowly diminish but new opportunities are always waiting to be discovered. Yes, Bullnose are design consultants first and foremost, but we are also able to offer you the support and guidance you need to drive your business forward and shine.

From brochures and books to client newsletters, from press advertisements to websites, whatever your business needs to succeed, we can ensure you stand out from the crowd.





Over the last 12 months we've been supporting our global operations by opening new offices in Beijing, Dubai and Miami.

### Achievements

**Sustained strong growth across all financial sectors**  
SmartStream continues to be chosen by leading global investment banks, large national banks, asset managers and hedge funds to improve their middle and back office operations. We are delivering reconciliations, exceptions and trade process management solutions globally, expanding customer base.

**Developing new solutions to meet market needs**  
TLM Trade Process Management is designed to streamline manual processes and enable institutions to increase and diversify their revenue and improve their liquidity. TLM provides enterprise-wide solutions, rather than a single product, to avoid reliance on legacy systems and ensure future growth.

## proven results

Bullnose is proud of the results our clients have achieved and how they have evolved their businesses. We have helped our clients launch from humble beginnings with brand concepts and guidelines, and seen them flourish and prosper having embraced new technologies such as video podcasts and email campaigns. The relationship has been healthy, fun and incredibly productive.

To succeed, every business must be results driven. The following pages give you an insight in to how Bullnose has helped our clients deliver results and demonstrate how we might be able to help your business.





McGee: Corporate Website | Advertising | 68-page Photography Book

Marketing

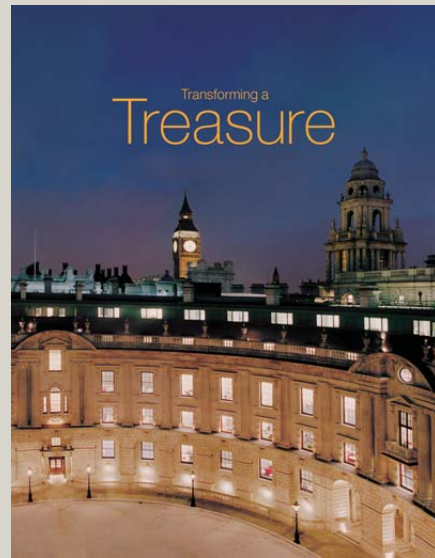
building on  
firm foundations





Books

inspire the  
target audience



**The Exchequer Partnership:** 128-page Hardback Book



Palazzo Versace Dubai: Bespoke Case | 64-page Hardback Book | Invitation to Launch Event

Sales literature

presenting the  
perfect package





Branding

imagination  
and expression







Magazines and newsletters

industry  
excellence



SmartStream Technologies: NewsMatch Magazine | tta group: Industry Insights Magazine



Keltbray: Keltbray Live Magazine | Berkeley Homes: Royal Arsenal Living Newsletter | Weston Homes: Bridges Wharf Newsletter

Corporate communication

adding real commercial value

**6. Welting**

**The Workplace**

Welting is a suburb of South East London, close to Northfleet.

A 10 hectare site lies between the site on Welting High Street across a road population of 10,000 and some 2000 Northfleet and Welton Northfleet to the north.

Zone Type	Development Allowed	Population Density (Per Hectare to 2000)
1a	100,000	100
1b	150,000	150
1c	200,000	200

**The Property**

The proposed development comprises a 200,000 sq ft food store with 10,000 sq ft of parking, 100 residential units above and 1000 sq ft of retail space alongside.

- The development was completed in December 2007 and comprises an existing shopping centre, which will be demolished.
- The shopping centre was approximately 10% vacant on completion and a new leisure facility for use when more leisure amenities are available, providing a mix of uses of 100,000 sq ft.
- Access to the site is via the major road routes for this area A102 and A1020.
- Currently, the food store premises within the 200,000 sq ft shopping centre, which will be demolished as part of the development, is a 100,000 sq ft and an 80,000 sq ft.
- A planning application is expected to be submitted in the next few months and current indications are that planning will support the scheme.
- The residential element will be well served by the A102.
- A 100% of the development completed by April 2008.

**INFORMATION MEMORANDUM**

**Commercial Property for Private Investors**

**Retail Development Partnership**

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**Pointing the way on sustainability measures**

The BPF is not an organization that likes to follow; our style is very much to be out at the front leading the way, either working with others to achieve the best possible conditions for our industry or, when this isn't possible, charting our own course for the good of our members.

This report shows some of the ways we have been leading the way over the last 12 months.

We have continued to build genuine relationships with those who will power to encourage them to use it to the benefit of the industry, have worked collectively with others to pool expertise and increase influence, and have driven progress in identifying and exploiting opportunities to add value to the industry.

**During the year we:**

- responded to 10 UK Government consultations
- responded to 14 Scottish Government consultations
- responded to 14 Party Parliamentary Group inquiries
- distributed 20 government consultations containing policy views
- issued 71 press releases
- issued 12 Parliamentary news briefings
- organized 20 events
- received over 40,000 visits to our website

**And before:**

- was Association of the Year at the Property Week Awards 2007

**Creating a common system in the UK...**

We play a leading role in the Green Property Alliance, the sustainability arm of the Property Industry Federation (PIF), for which we provide the national Broking together the members BPF, Royal Institution of Chartered Surveyors, Royal Institution of Chartered Surveyors, Royal Institution of Chartered Surveyors, Royal Institution of Chartered Surveyors.

The plan for 2008 is to complete the common system of measuring and reporting for sustainability across the property industry. The plan for 2008 is to complete the common system of measuring and reporting for sustainability across the property industry. The plan for 2008 is to complete the common system of measuring and reporting for sustainability across the property industry.

**Guiding future EU directives**

Working through the European Property Federation, we have participated in early negotiations on the revision to the Energy Performance of Buildings Directive (EPBD).

The new directive is likely to require the achievement of a higher level of energy efficiency through lowering the threshold on minimum energy requirements.

We are participating in the early negotiation of a new Performance of Buildings Directive (EPBD) which will include energy efficiency and energy consumption.

**Direct and indirect persuasion**

After making various representations to the Government without success, we subsequently reported our case in the national and property media. The increased publicity generated will not increase demand for energy building.

**Leading the way**

Annual review 2007/08

**Improving the property investment environment** 14

**Driving property a focus for Balfour Beatty** 16

**Bringing networking needs for members** 18

**Working for the future** 20

**Tackling the issue of air conditioning** 22

**Fighting changes to empty property rate relief**

With most of its proposed legislative changes, the Government uses a variety of ways – such as green and white papers, consultation documents, working groups – to allow people to have an input to the process.

However, in the 2007 Budget, one of the changes to empty property rate relief was introduced in a way that was not open to consultation. This was a change to the way that empty property rate relief is calculated. The Government has a duty to allow the public to have an input to the process. The Government has a duty to allow the public to have an input to the process.

**Forming a united front**

The new system of rates of the property industry, the revised rules and the new rules on empty property rate relief, the new rules on empty property rate relief, the new rules on empty property rate relief.

**Direct and indirect persuasion**

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# in need of a PR strategy?

Bullnose is part of tta group, whose PR division has established an enviable reputation for highly successful public relations campaigns and strategic communications advice.

## **Commercial property**

tta group's dedicated commercial property division has the experience and knowledge needed to assist clients through these turbulent times and is at the forefront of promoting and positioning a wide range of commercial property projects, developers, companies and surveyors both in the UK and abroad.

We work for some of the biggest names in the office, industrial, mixed use and retail sectors with clients that include SEGRO, Quintain Estates and Development, E A Shaw, National Grid Property and The Lorenz Consultancy.

Our extensive media contacts enable us to communicate important issues to trade, business, local, national and international publications. Our knowledge, experience and network of contacts allow us to provide a full range of publicity and communication services from a press office and media relations service to online representation, site branding, advertising, production of marketing collateral, events and exhibitions.

## **Residential property**

tta group has established itself as the market leader within the residential sector. From the pre-planning and community consultation stage through to branding, events, exhibitions and crisis management, tta group is there to assist property developers and investors with highly successful public relations campaigns until the final property is sold.

Our clients, both in the UK and overseas, include property developers, firms of surveyors and agents, investment advisors, property management companies, social housing organisations, interior designers, construction companies and architects.

Increasingly, tta group's clients require their products and services to be promoted on an international level through a combination of overseas exhibitions, product launches, public relations campaigns and digital marketing activities.



Dellis Cay, The O Property Collection



Business Bay, Dubai Properties

## tta group products and services



## about us as a group

tta group is an award-winning property marketing and public relations consultancy providing marketing, public relations, digital and events in the UK and internationally, handling the PR and marketing for over £50billion worth of client property assets around the world.

tta group has over 20 years of expertise in property marketing, working for commercial, residential and mixed use developers, estate agents, hotel, resort and leisure operators, architectural practices, urban regeneration companies, affordable housing providers, interior designers, construction companies, property investment firms and professional service providers to the property industry.

tta group has the ability to handle the integrated communications for a development. From initial acquisition, to planning submission, and to the marketing, sales, digital, PR and event activities for promoting the project to end users or investors.

tta group has proven expertise in undertaking PR and marketing campaigns in the business to consumer, business to business, luxury goods, building products, lifestyle, overseas and property media. tta group has proven expertise in website development, podcast production, target mailing, launches, overseas campaigns, roadshows and exhibitions.

# contact us

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