



Addressing  
the **Catering Crisis**

*Grand Finale Roadshow*



*London Business Conference - Tuesday, 9<sup>th</sup> Feb 2016*  
*Meridian Grand London*





Her Majesty  
the Queen



BUCKINGHAM PALACE

The Queen has asked me to thank you for your kind letter, sent on behalf of all at *Catering Circle* on the occasion of your first Grand Business Conference, which is being held on 9th February at the Meridian Grand in London.

Her Majesty was interested to learn that *Catering Circle* aims to provide personal development opportunities to support those working in the Indian and Bangladeshi curry industries. The Queen much appreciated your thoughtful message and, in return, sends her best wishes to all concerned for a most successful and enjoyable event.

Yours Sincerely,

A handwritten signature in blue ink that reads "Christopher Sandamas".

Christopher Sandamas  
The Chief Clerk to The Queen



Bangladesh High Commissioner  
Md Abdul Hannan



High Commission for the People's Republic of Bangladesh  
London, United Kingdom

**B**ritish Bangladeshi diaspora is the inalienable and crucial link between Bangladesh and the United Kingdom. Undeniably, the curry industry, where Bangladeshi diaspora has been highly visible in terms of entrepreneurship, is the main pillar of the link, and greatly contributing to both host country and Bangladesh by generating revenues, creating employment, trade and investment opportunities.

The success of the curry industry has not necessarily been very smooth. Behind its lustre, the industry has been impacted by the challenges of finance, skilled manpower and indigenous chefs for many years. I deeply appreciate 'Catering Circle' for its initiatives to create a platform, where all the stakeholders could be engaged for a meaningful solution towards the challenges that the industry has been grappling with. I encourage all concerned to render all necessary support to this industry for its sustenance and further development.

I am particularly happy to know that Catering Circle is going to organise its first Grand Business Conference on 09 February 2016 in London. And, I wish the Conference all success.



Md. Abdul Hannan





Member of Parliament  
Rushanara Ali MP



HOUSE OF COMMONS

I am delighted to provide a message of support for the *Catering Circle* on their first Grand Business Conference.

The curry industry has an important involvement in the UK economy, contributing an estimated £4.5 billion per year. I understand that *Catering Circle* Grand Business Conference is expected to welcome over 600 industry leaders in the catering industry and will focus this year on addressing the vital issue of youth unemployment.

I congratulate *Catering Circle* for the work they are doing to promote the Bangladeshi restaurant industry as well as the wider catering community and wish the organisation every success with their first business conference.

With warmest wishes and salaams,

Rushanara Ali MP  
Member of Parliament for Bethnal Green and Bow



Member of Parliament  
Tulip Siddiq MP



HOUSE OF COMMONS

I am delighted to write a message of support for the Catering Industry. The contribution they make to society is immense both in terms of food and in terms of employment.

I am always happy to be a voice for them in the British Parliament. I wish them the best of luck in their endeavours.

A handwritten signature in black ink that reads "Tulip" with a horizontal line underneath.

Tulip Siddiq MP  
Member of Parliament for Hampstead and Kilburn



Member of Parliament  
Paul Scully MP



HOUSE OF COMMONS

**T**he curry industry across the UK is a huge economic and cultural success story. It is worth between £3.5bn and £4.5 bn to the economy, providing jobs for 100,000 people. British Bangladeshis are right at the heart of the industry but we need to make sure that restaurants can survive and indeed thrive over the coming years. That is why I congratulate everyone involved in the Catering Circle for taking the initiative and looking at a wide view of the industry.

People involved in this initiative represent the next generation of British Bangladeshis. It is to this generation that the future of family-run restaurants is being entrusted and so I welcome the fact that through Catering Circle, they are engaging with establishments across the UK to see how to safeguard their future and keep moving with the times. The British curry has moved on from the one-pot meal at the end of a Friday or Saturday night.

My first move in supporting restaurants is to undertake a comprehensive State of the Curry Industry Survey to get exact figures. I hope every restaurant owner in the UK will contribute to this to help the industry that we all love. Then coupled with the views collated by the Catering Circle, the work of the various trade bodies and a group of Members of Parliament, we can present a complete solution to the government for their support and work out new ways to market curry in a truly modern way.

Paul Scully MP  
Member of Parliament for Sutton and Cheam

# Editorial

## Let's put the Spice back in Curry!

We have a glorious cultural 'Curry' history in Britain. Indeed if we look at the history and discovery of spices, it was during the first circumnavigation of the earth that historians charted their discovery of the fabled Spice Islands and their cloves. Vasco da Gama sailed the dangerous waters around Africa to India on a quest for Christians—and spices. Christopher Columbus sought gold and pepper but found the New World. By the time these fifteenth- and sixteenth-century voyagers set sail, the aromas of these savoury, seductive seeds and powders had tempted the palates and imaginations of the Europeans experiencing them. Indeed, the exploration of the centuries-old desire for spice in food meant it soon became an addition within food, medicine, magic and religion with the allure of the lingering scents of cinnamon, pepper, ginger, nutmeg, mace and cloves too much to resist. In books we can follow spices back through time, through history, myth, archaeology and literature. We see spices in all their diversity, lauded as love potions and aphrodisiacs, as well as providing defence against illnesses and even the Plague. Spice became one of the first and most enduring links between Asia and Europe with Pepper linking us to the appetites of Rome, Elizabethan England, and the pharaohs. Through examining the history of spice we can see what an important addition it eventually made to life in Britain.

Thus it is sad to see Britain's Bangladeshis feeling the pinch like never before with 2,000 curry houses having closed in the past five years in the UK. We need to rediscover what makes us spicy again! As a result, I welcome the trailblazing media platform that is the Catering Circle which will be providing us with an insight into the struggles of the caterer with the TV show commencing in March on Channel S. The issues and crisis points that have been discussed and debated across the country are plentiful but not unachievable to overcome. How we explore these have been commented on in this magazine and will be further debated this evening and on the upcoming Live Shows. We must brace ourselves to face this challenging situation head on and I hope by assembling in this manner we are able to start some important conversations, following on by creating grass root campaigns to find solutions across the sector from within our community to lobbying with our government.

Our forefathers created this impressive 'spicy' industry proving innovative and resilient to the challenges they faced. Learning from the inspiring pioneers that have gone before us, I hope we can help create a legacy that celebrates all that they achieved and we can build on their success.

**Towhid Shakeel**

editor@cateringcircle.co.uk



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*Towhid Shakeel*

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### Acknowledgement

*Ahmed us Samad Chowdhury JP*

*Md Abdul Haque*

### Special Thanks

*Catering Circle Team &*

*Channel S Family*

### Printer

*MR Printers*

### Publisher

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*Prestige House*

*26 Clifford Road*

*London E17 4JE*

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

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The opinion expressed in each article is the opinion of its author and does not necessarily reflect the opinion of Catering Circle. Therefore, Catering Circle carries no responsibility for the opinion expressed thereon.

## Meet the Presenter



*Lisa Aziz*

Lisa Aziz started her broadcasting career as a trainee radio news journalist and newsreader at radio city in Liverpool in the early eighties.

From there she joined BBC regional TV in Bristol as a journalist, reporter and presenter and was then approached by HTV, Bristol to be a main reporter and deputy lead presenter.

Lisa got her big break when headhunted to join TV-AM as a senior reporter and was then made main newscaster shortly afterwards.

She went on to join Sky News where she was a main anchor for 13 years before being approached again by ITV news, to head up all news programming in the West country.

Throughout a trail-blazing 25 year career Lisa has also won numerous awards and worked for many other organisations including BBC World News, CNBC, Financial Times TV and Dubai TV. She has also run a successful career alongside her presenting as a worldwide business corporate host and as a charity campaigner.

Lisa recently returned permanently to London, to work for BBC radio, LBC and Classic FM, writing for a major Sunday newspaper and heading up the fundraising department at a global media charity/TVE television for the environment.

# Messages



**Ahmed us Samad Chowdhury JP**  
Chairman, *Channel S TV*

## *“...a media platform for every voice to be heard...”*

I am very honoured to welcome you to the *Catering Circle* business conference entitled *Addressing the Catering Crisis*.

The conference will see a culmination of the efforts and discussions of the *Catering Circle* followed by a 13-episode live TV show where we will focus on working with the community to find potential solutions. With the power of the media and our audience we will be able to reach out to the widest Bengali community ever and if the *Catering Circle* and *Channel S* don't take this initiative - no other mainstream channel will. Our aim is to work for the prosperity of our community, the betterment of our catering industry, and as a result provide a valuable investment in the UK as a whole.

I want to thank the multitude of eminent organisations who have already shown their support towards the *Catering Circle* and have made this collective platform possible. Thank you all.

I have always maintained that *Channel S* is 'working for the community' and it takes such a Channel to recognise the needs of the community and want to be of service to them.

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## *“... we all share a relentless commitment to save the curry industry...”*

I want to welcome everyone to the *Catering Circle* conference, *Addressing the Catering Crisis*. Since beginning this project we have been inundated with support, ideas and advice from our industry leaders, caterers, suppliers and stakeholders. It has been an emotional journey travelling up and down the country listening to the plight of caterers during our Roadshows, round tables and meetings.

Tonight we will have a team of experts, consultants and leading speakers working within the Catering industry to advise, support and speak to caterers. Most importantly we are here to hear each other's stories and see how we can help one another.

I would like to thank our sponsors and media partner *Channel S*- without everyone's continued support we simply would not have been able to come this far. We all share a relentless commitment to save the curry industry and I am proud that we are all taking this journey together.



**Md Abdul Haque**  
Vice Chairman, *Channel S TV*



**Mahee Ferdhaus Jalil**  
Founder, *Channel S TV*

## *“...Catering Circle will play a vital role...”*

Setting up a media platform in order to find solutions to the Catering crisis is precisely the work that *Channel S* as a Community channel should be doing and one of the reasons I established it. We continue to expand our programming and within the last 12 years we have undeniably grown to become the main arena where British Bangladeshis come to express their views, give their opinions and offer their insights across a multitude of topics.

We know that there are difficult times ahead for our caterers but I believe the *Catering Circle* will play a vital role in providing a much needed media platform to bring the community together.

Through the medium of TV, business owners up and down the country can watch the show in order to be better informed, educated and reassured.

We face a major crisis in the catering community and *Channel S* can play its part in ensuring that the history of the catering industry is preserved and that we work towards its longevity.

.....

## *“... raising our voices in unison ...”*

*Channel S* holds 78% of the Bengali audience reach and it is one of the most powerful and leading Bengali television channels being watched by the community.

The *Catering Circle* Production Team in collaboration with *Channel S* has been able to lead a 12-month Roadshow up and down the country thoroughly researching, developing, talking and listening to what caterers have to say. These Roadshows have also been broadcast to wider audiences through *Channel S* so that the wider community can feel included in the conversations.



**Taz Choudhury**  
Managing Director, *Channel S TV*

I am proud to support the *Catering Circle* and the catering industry. At *Channel S* we continue to work for the community. Through *Channel S*'s support we can reach out into the heart of the Bangladeshi catering community raising our voices in unison in order to bring this crisis to an end.



# Catering Circle

*Catering Circle* is a media platform for the catering industry to identify problems, discuss and address the issues, and formulate solutions through active participation of caterers and other key stakeholders.

## Our Goals

- Revitalise the industry to be deemed 'fit for purpose'
- Promote, support and encourage Total Quality Management and Training
- Strengthen Branding and PR in order to appeal to the younger generation
- Develop leadership within the industry
- Create robust relationships with banking industry
- Continue engagement with ministers, MPs and political leaders
- Become global catering leaders – sharing best practice with others

## Our Objectives

The purpose of this platform is to bring business professionals within the catering industry together under one roof to:

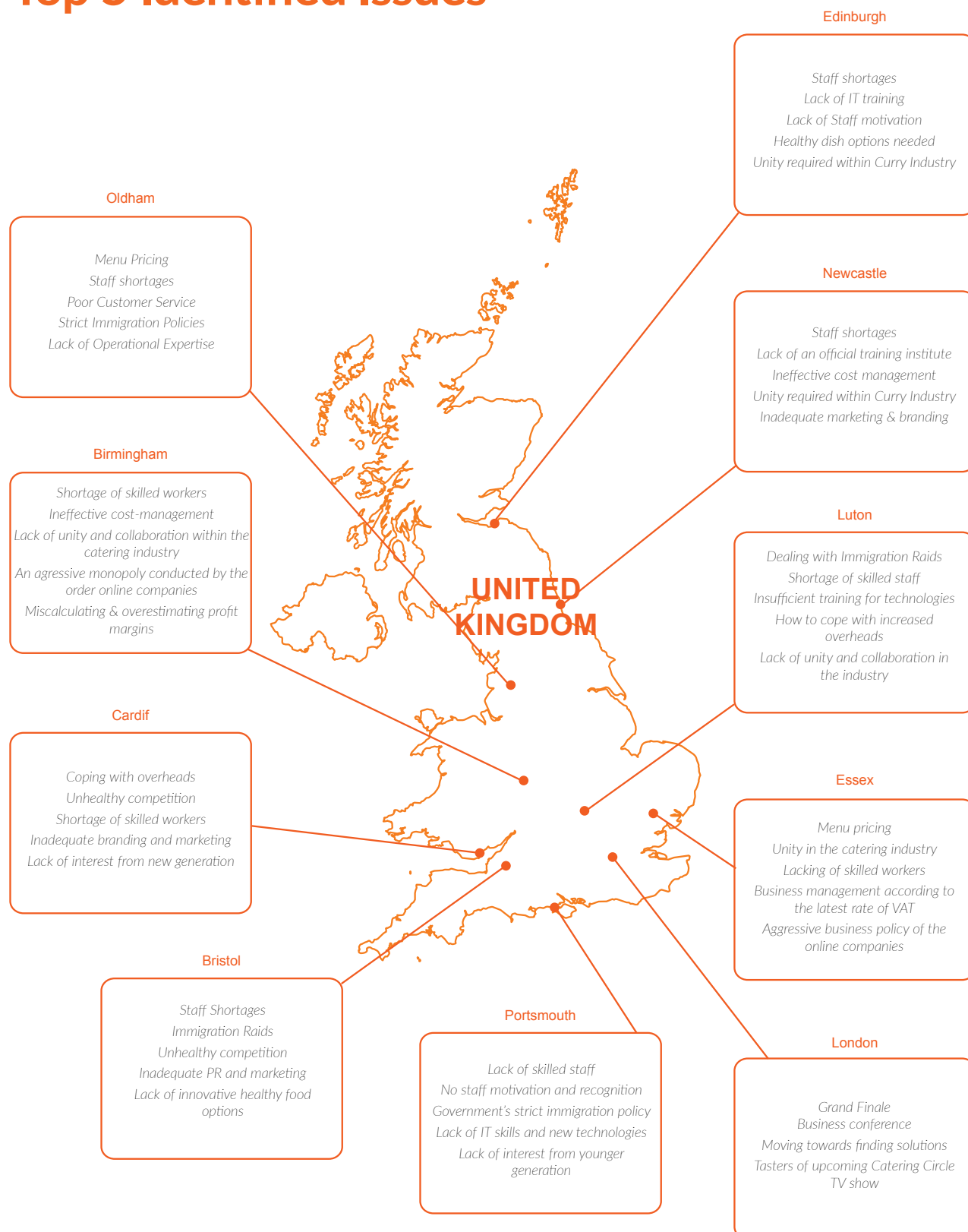
- Address the catering crisis
- Encourage growth and development
- Create a network
- Increase economic sustainability
- Tap into the power of technology
- Transform business goals into reality

Attendees will walk away from these shows with a ready-to-implement action plan.

# Regional Roadshows

The Catering Circle held a Roadshow in every major city in the UK to better understand first hand the issues being faced and listen to our peers within the industry.

## Top 5 Identified Issues





April 2015

Essex

## Southend Roadshow

UK curry houses are in danger of disappearing because of strict immigration rules, industry experts have warned in a discussion. Crisis talks were held at a road show organised by the Catering Circle on 29 April 2015 in Essex, as restaurant-owners battle against a combination of border controls, rising costs and tough competition.

### Speakers and their topics:

Mr. Abdul Haque, Vice Chairman, Channel S  
- Welcome Speech

Pasha Khondokar, President of Bangladesh Caterers Association  
- History of Catering Industry

Enam Ali MBE, the Founder and CEO of the British Curry Awards  
- Success Story

Bajloor Rashid MBE, President of BBCCI and Former President of the BCA  
- Impact of Immigration policies on the Catering Industry

Sadia Hussain JP  
- Legal Issues affecting the Catering industry

Sabia Noor, of UK Border Agency  
- Employers Rights and Responsibility

Dr Sanawar Choudhury, Entrepreneur and qualified Chartered Accountant  
- Tax, Accounting and Financial Issues facing SME

Mr. Ahmed us Samad Chowdhury JP (Chairman of Channel S TV and Chief Advisor of the Catering Circle)  
- Closing Speech

**Presenters:**  
Helal Malik, Forhad Hussain Tipu, Ruhul Shamsuddin

**Channel S News Reporter:**  
Mohammed Jubair

**Host:**  
Altaf Hussain, Sadia R Hussain JP BEM

**Venue :**  
Café Masala, The Broadway, Southend-on-Sea SS1 3EX





May 2015

## West Midlands Birmingham Roadshow

The crisis of curry houses closing prompted more than 200 restaurateurs to gather in Birmingham on Tuesday 19 May 2015 in a move by the *Catering Circle* to discuss, debate, share, learn and find solutions to the current crisis. Experts across a number of fields advised business owners on a range of subjects from staff shortages, immigration laws, competition from other cuisines, lack of innovative healthy and vegetarian menu choices as well as trying to cope with emerging and new technologies which is revolutionising the way customers order food.

### **Speakers and their topics:**

Mr. Abdul Haque, Vice Chairman, Channel S  
- Welcome Speech

Mr. Bajloor Rashid MBE (President of BBCCI and Former President of the BCA)  
- Competition within the Catering Industry and the Survival of the Curry Houses

Mr. Enam Ali M.B.E (the Founder and CEO of the British Curry Awards)  
- Importance of Branding and Marketing and how it can help the catering industry

Ms Kamila Rahman (Principal Solicitor at Cambridge Solicitors LLP, Birmingham)  
- Immigration Raids and Knowing Your Legal Rights

Mr Rois Ali (Celebrity Chef)

- The Shortage of Skilled Workers and Issues associated with the retention of staff within the catering industry

Mr Raza Miah (Environmental Health department of Worcestershire Regulatory Services)

- Maintaining Health and Safety, and being aware of Trading legislation.

Mr Nurul Haque JP (West Midlands, Regional President of Bangladesh caterer Association, Director of Bia Lounge, Ex Councillor, Worcester city council)

- Allergy and intolerance awareness for Catering Industry

Dr. Sanawar Chowdhury (Entrepreneur and qualified Chartered Accountant)

- How technology can boost your business revenue, make you more efficient and save on your overheads

MR Taz Chowdhury (CEO of Channel S)

- Why Catering Circle in Channel S and why now?

Mr. Ahmed us Samad Chowdhury JP (Chairman of Channel S TV and Chief Advisor of the Catering Circle)

- Closing Speech

### **Presenters:**

Helal Malik, Forhad Hussain Tipu, Ruhul Shamsuddin, Altaf Hussain

### **Channel S News Reporters:**

Riyad Ahad, Ashraf Ahmed

### **Hosts:**

Rois Ali, Monirul Haque

### **Venue :**

Bia Lounge, 45-47 Golden Hillock Road, B10 0JU



June 2015

## South West Bristol Roadshow

The good old-fashioned curry house has become a part of life in Britain. But a meeting of owners of Indian and Bangladeshi restaurants from across Bristol and the South West, on 6th June 2015, heard that the curry business is in danger of disappearing for good. According to speakers at that event, which was held at the Taj Brasserie in Winterbourne, business has been on a downward spiral for the last two or three years. A shortage of skilled chefs, staff shortages, rising costs and changes in technology have all conspired against the traditional curry house. A series of speakers took part in the hour long debate which covered a range of topics but all the restaurant owners taking part expressed their fears for the future.

### **Speakers and their topics:**

Mr. Abdul Haque, Vice Chairman, Channel S  
- Welcome Speech

Mr. Enam Chowdhury (President of BCA, South West Region)  
- How the South West is currently dealing with the issues within the catering industry

Mr. Yawar Khan (Chairman, FOBC)  
- Competition within the Catering Industry and the Survival of the Curry House

Mr. Muhib Chowdhury (Director General, British Bangladesh Chamber of Commerce and Industry)  
- The ways in which to run a business successfully.

Dr. Sanawar Chowdhury (Entrepreneur and qualified Chartered Accountant)  
- How technology can boost business revenue, and make you more efficient and save on your overheads

Mr. Altaf Hussain (Businessman)  
- Outline of the Catering Circle Live show on Television

Mr. Shelim Hussain MBE - Founder, Chairman and Managing Director of Euro Foods (UK)  
- Importance of Branding and Marketing and how it can help the catering industry

Mr. Pasha Khondokar - President of Bangladesh Caterers Association  
- Impacts of the recession on the catering industry

Mr. Ahmed us Samad Chowdhury JP (Chairman of Channel S TV and Chief Advisor of the Catering Circle)  
- Closing Speech

**Presenters:**  
Helal Malik, Forhad Hussain Tipu, Ruhul Shamsuddin

**Channel S News Reporters:**  
Mohammed Jubair & Tauhidul Karim Mujahid

**Host:**  
Motiur Rahman Liton

**Venue :**  
Taj Brasserie, High Street, Winterbourne, Bristol BS36 1JG





June 2015

## East of England Luton Roadshow

Curry houses and businesses in the East of England gathered in Luton on Tuesday 16 June 2015 to debate the future. The *Catering Circle* roadshow which was entitled "the slow death of the curry house in Britain" took place at the Crescent Hall in Dunstable Road. The event discussed how the industry faces crises – threatened with a lack of chefs, staff shortages, tax rises, escalating business costs and the emergence of technology. Experts across a number of fields advised business owners on a whole range of subjects from immigration, the legal sector, technology and keeping up to date with accounts.

### **Speakers and their topics:**

Mr. Abdul Haque, Vice Chairman, Channel S  
- Welcome Speech

Mr Oli Khan  
- A brief introduction on how the East England Region is currently dealing the present crisis in the catering industry

Mr Yawar Khan  
- Competition within the Catering Industry and the Survival of the Curry House

Mr. Jabeer Miah JP  
- Immigration Raids and Knowing Your Legal Rights

Dr Sanawar Chowdhury

- How technology can boost your business revenue, make you more efficient and save on your overheads

Mr Nurul Islam Mahbub,

- Why the catering industry needs to connect with the community?

Mr Taz Choudhury

- Why Catering Circle? Why Channel S and Why Now?

Mr. Ahmed us Samad Chowdhury JP (Chairman of Channel S TV and Chief Advisor of the Catering Circle)  
- Closing Speech

### **Presenters:**

Helal Malik, Forhad Hussain Tipu, Ruhul Shamsuddin, Altaf Hussain

### **Channel S News Reporters:**

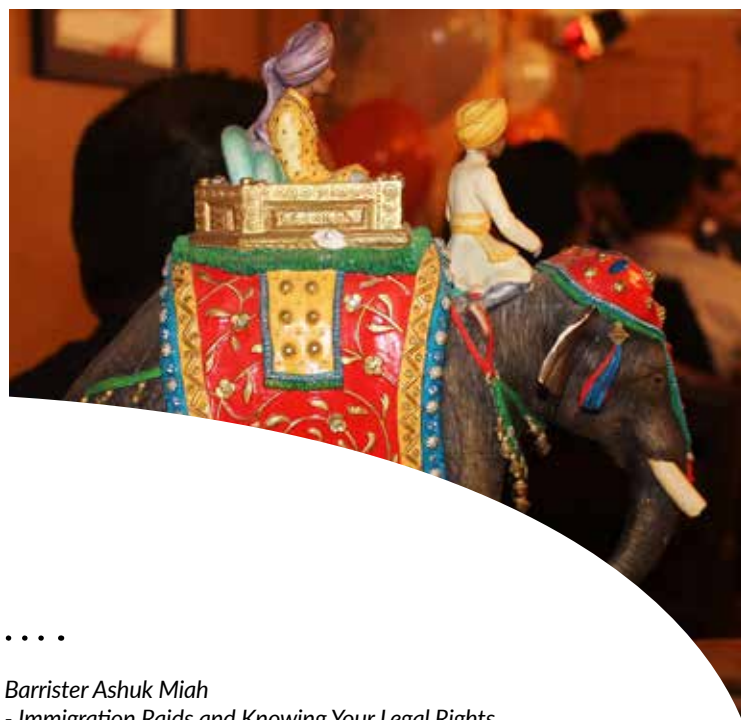
Taz Uddin & Tauhidul Karim Mujahid

### **Host:**

Oli Khan

### **Venue :**

Crescent Hall, Dunstable Road, Luton, Bedford LU1 1EF



August 2015

## Wales Cardiff Roadshow

The hospitality sector accounts for approximately 4% of GDP across the UK, employing more than 1.6 million people. In Cardiff alone, it is estimated that there are more than 700 hospitality businesses and the sector is set to enjoy continued expansion as new facilities are developed. However, the industry suffers from both skills and labour shortages, partially as a result of perceptions of long and unsocial hours, poor working conditions and low pay. With this backdrop, on 3 October 2015, more than a hundred restaurateurs met to discuss ways for turning around the decline of the industry.

### **Speakers and their topics:**

Mr. Abdul Haque, Vice Chairman, Channel S  
- Welcome Speech

Mr. Ana Miah (Director of Joboraj Group Restaurants & Host)  
- A brief introduction on how the Wales Region is currently dealing the present crisis in the catering industry

Mr. Abdul Latif Kawsar (President BCA Wales Region)  
- The Effects of the recession on the catering industry

Mr. Yawar Khan - Chairman FoBC (Federation of Bangladeshi Caterers & Asian Curry Awards)  
- Importance of Branding & Marketing and how it can help the catering industry

Barrister Ashuk Miah  
- Immigration Raids and Knowing Your Legal Rights

CLlr Dilwar Ali (Deputy Lord Mayor)  
- Health and Hygiene, Food safety, trading standard and new allergen regulations

Mr. Shelim Hussain MBE (Founder, Chairman and Managing Director of Euro Foods UK)  
- How we can run a successful catering business today?

Mr. Ahmed us Samad Chowdhury JP (Chairman of Channel S TV and Chief Advisor of the Catering Circle)  
- Closing Speech

### **Presenters:**

Helal Malik, Forhad Hussain Tipu, Ruhul Shamsuddin, Altaf Hussain

### **Channel S News Reporters:**

Mohammed Jubair, Mostafa Saleh Liton

### **Host:**

Ana Miah

### **Venue :**

Juboraj Rhiwbina, Heol Y Deri, Rhiwbina, Cardiff, CF14 6HA





August 2015

## South East England Portsmouth Roadshow

Around 100 owners from Indian restaurants across Portsmouth met up at Gandhi restaurant in North End to discuss the problems they are facing and talk of ways of reversing the decline – in particular employing the right staff.

### Speakers and their topics:

Mr. Abdul Haque, Vice Chairman, Channel S  
- Welcome Speech

Mr. Masud Ahmed (President of BCA South East England Region)  
- A brief introduction on how the South East England Region is currently dealing with the present crisis in the catering industry

Mr. Dave Knight (Fire compliance officer from Portsmouth and south sea Fire Station)  
- Fire safety law and guidance for small business

Mr. Yawar Khan (Chairman FoBC & Asian Curry Awards)  
- Competition within the Catering Industry and the Survival of the Curry House

Mr. Abdul Hoque Habib (Managing Director of London Training Centre)  
- Health hygiene, food safety, trading standards and new allergen regulations

Mr. Nurul Islam Mahbub (Chairman of Greater Sylhet Council)  
- Why the catering industry needs to unite and how we can work together as a community?

Dr. Sanawar Chowdhury (Entrepreneur and qualified Chartered Accountant)  
- How technology can boost your business revenue, make you more efficient and save on your overheads

Mr. Bajloor Rashid MBE (President of BBCCI & Former President of the BCA)  
- Impact of Immigration policies in the Catering Industry

Mr. Ahmed us Samad Chowdhury JP (Chairman of Channel S TV and Chief Advisor of the Catering Circle)  
- Closing Speech

### Presenters:

Helal Malik, Forhad Hussain Tipu, Ruhul Shamsuddin, Altaf Hussain

### Channel S News Reporter:

Abu Naser Chowdhury Rahi

### Host:

Ruman Karim

### Venue :

Ghandi Restaurant, Kingston Road, Portsmouth, PO2 7EB



September 2015

## Scotland Edinburgh Roadshow

The last five years have seen a rise in big supermarkets offering curry "takeaway" meal packs. Curry restaurants are already reeling from tightening immigration rules which forbid visas for non-European Union chefs offered less than £29,570 a year. Restaurants opened by south Asian chefs who migrated to the UK in the 1950s and 1960s are struggling to survive as their children and grandchildren pursue other careers and skilled foreign applicants are turned away. About 150 curry-house owners met in Edinburgh on 8 September 2015 to discuss the industry's response.

### Speakers and their topics:

Mr. Abdul Haque, Vice Chairman, Channel S  
- Welcome Speech

Mr. Foyso Choudhury MBE, President GBR Scotland & Host  
- A brief introduction on how the Scotland is currently dealing with the present crisis in the catering industry

Mr. Mustafizur Rahman, General Secretary of BCA Scotland  
- Competition within the Catering Industry and the Survival of the Curry House

Mr. Abdul Hoque Habib, MD of London Training Centre and an accredited member of the Chartered Institute of Environmental Health  
- Food safety, Food Allergens and Health and Safety

Dr Wali Tasar Uddin (Chairman CBS)  
- Importance of Staff training and Staff Retention

Mr. Taz Choudhury, Managing Director of Channel S TV  
- Why Catering Circle? Why Channel S and Why Now?

Solicitor Jelina Berlow-Rahman, Senior Partner of JR Rahman Solicitors  
- Immigration Raids and Knowing Your Legal Rights

Dr Sanawar Chowdhury, Entrepreneur and qualified Chartered Accountant  
- How technology can boost your business revenue, make you more efficient and save on your overheads

Dr Alasdair Allan MSP, Minister for Learning, Science and Scotland's Languages  
- Impact of Immigration policies on the Catering Industry

Ms Kezia Dugdale MSP, Leader of the Scottish Labour Party  
- The measures to safeguard a stable future workforce and how the Scottish government can help with solutions

Mr. Ahmed us Samad Chowdhury JP (Chairman of Channel S TV and Chief Advisor of the Catering Circle)  
- Closing Speech

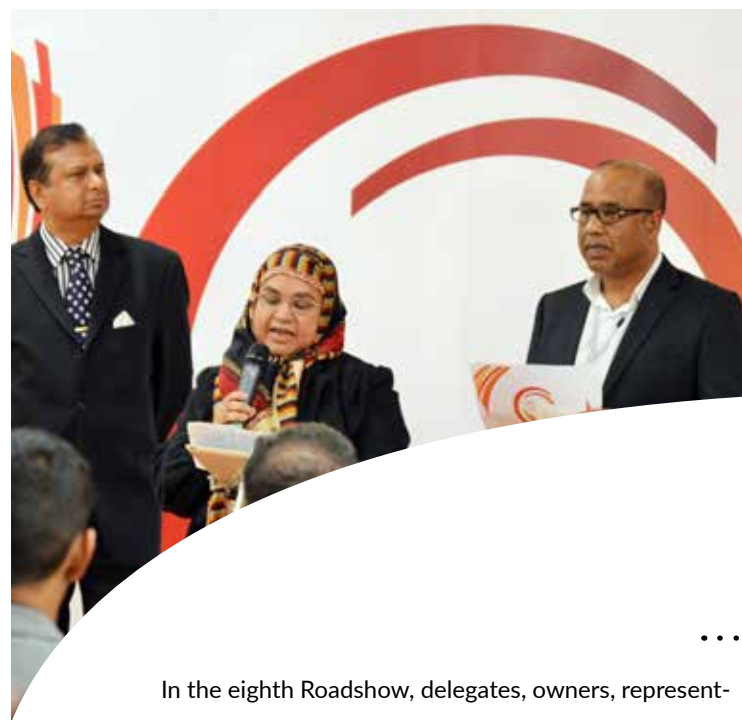
**Presenters:**  
Helal Malik, Forhad Hussain Tipu, Ruhul Shamsuddin, Altaf Hussain

**Channel S News Reporter:**  
Mohammed Jubair

**Hosts:**  
Dr Wali Tasar Uddin MBE, Foyso Choudhury MBE

**Venue :**  
Britannia Spice, Commercial Street, Edinburgh, EH6 6LB





September 2015

## North East Newcastle Roadshow

In the eighth Roadshow, delegates, owners, representatives from around 180 curry houses in Newcastle sat together to look at possibilities to combat the threat to the curry industry. The Roadshow took place at the Beacon, Westgate Rd, Newcastle upon Tyne, NE4 9PQ with prominent speakers from the catering sector and Channel S Television.

### **Speakers and their topics:**

Mr. Abdul Haque, Vice Chairman, Channel S  
- Welcome Speech

Mr Mahtab Miah, Director, British Bangladesh Chamber of Commerce and Industry

- The Effects of the Recession and a Brief Introduction to How the North East Region is Currently Dealing with the Present Crisis in the Catering Industry

Mr Salim Siddiqui (A Successful Restaurateur and a Community Leader)

- Competition within the Catering Industry and the Survival of the Curry Houses Specially with the Current Menu Prices

Mr. Syed Nadir Aziz Daraz, Director of Valley Group and Member of Newcastle Chamber of Commerce

- Importance of Branding and Marketing and How It Can Help the Catering Industry

Mr. Abdul Hoque Habib, MD of London Training Centre and an accredited member of the Chartered Institute of Environmental Health

- Food safety, Food Allergens, and Health & Safety

Barrister Mojibul Hoque, Haque & Hausman Solicitors

- Immigration Raids and Knowing Your Legal Rights

Dr Sanawar Chowdhury, Entrepreneur and qualified Chartered Accountant

- How Technology Can Boost Your Business Revenue, Make You More Efficient and Save on Your Overheads

Mr. Ahmed us Samad Chowdhury JP (Chairman of Channel S TV and Chief Advisor of the Catering Circle)

- Closing Speech

### **Presenters:**

Helal Malik, Forhad Hussain Tipu, Ruhul Shamsuddin, Altaf Hussain

### **Channel S News Reporter:**

Mohammed Jubair

### **Host:**

Shahan Chowdhury

### **Venue :**

The Beacon, Westgate Rd, Newcastle upon Tyne, NE4 9PQ



October 2015

## North West England Oldham Roadshow

The Roadshow took place at the Eastern Pavilion Banqueting Hall, Featherstall Road South, Oldham, OL9 6HL. Specialists from various fields, advised caterers on a whole range of subjects – from immigration and the legal sector, to embracing technology and keeping up to date with accounts. They encouraged the audience to explore ways to sustain their business and provide solutions for longevity within the industry.

### **Speakers and their topics:**

Mr. Abdul Haque, Vice Chairman, Channel S  
- Welcome Speech

Mr. Mohammed Moinul Amin, Senior Vice President Bangladesh Caterers Association and President of North West Region  
- A Brief Introduction to How the North West Region is Currently Dealing With the Present Crisis in the Catering Industry

Cllr Abdul Jabbar, Former Mayor of Oldham, also awarded Mayor of the year.  
- Importance of Branding and Marketing, and How It Can Help the Catering Industry

Mr. Abdul Hoque Habib, MD of London Training Centre and an accredited member of the Chartered Institute of Environmental Health

- Food safety, Food Allergens and Health and Safety

Barrister Mojibul Hoque, Haque & Hausman Solicitors  
- Immigration Raids and Knowing Your Legal Rights

Mr. Taz Choudhury, Managing Director of Channel S TV  
- Why Catering Circle? Why Channel S and Why Now?

Solicitor Monira Hussain, Maya Solicitors  
- Immigration Raids and Knowing Your Legal Rights

Dr Sanawar Chowdhury, Entrepreneur and qualified Chartered Accountant  
- Strategic Management and How Technology Can Boost Your Business Revenue, Make You More Efficient and Save on Your Overheads

Mr Kabir Ahmed MBE JP DL  
- Unity and Collaboration within the Catering Industry to Address the Burning Issues and Lead Change

Mr. Ahmed us Samad Chowdhury JP, Chairman of Channel S TV and Chief Advisor of the Catering Circle  
- Closing Speech

**Channel S News Reporters:**  
Kamal Mehedi, Mizanur Rahman Mizan, Sha Karim, Mohammed Shajahan & Syed Sadik Ahmed

**Presenters:**  
Helal Malik, Forhad Hussain Tipu, Ruhul Shamsuddin, Altaf Hussain

**Venue :**  
Eastern Pavilion Banqueting Hall, Oldham, OL9 6HL





## technology



Tuesday, 9<sup>th</sup> February 2016

## London Roadshow

### Addressing the Catering Crisis

Tonight we move towards talking about the solutions and the first steps we can take in combating all the issues we are facing. From the Roadshows we have identified a number of issues and in each 13 episode show we will examine the topic in detail. The format of the TV show will see a couple of case studies presented to a panel of experts who will analyse the business needs and offer their steer and advice. Tonight we will provide a Taster of how the shows will be broadcast presenting two panel discussions with experts around Staff Shortages and Increasing the Involvement of the Younger Generation.

### London Grand Finale Business Conference

6:00PM Registration and Networking

7:30PM Programme

**History of the Catering Industry and the Current Curry Crisis** with an in depth look at the humble Beginnings of 'Brick Lane' which grew to become one of the UK's most famous areas for its curry houses, yet is now in severe decline.

**Report on the Catering Circle** and why it was established with information on findings from regional RoadShows. We will look at the 5 burning issues in each region.

**Channel 5 TV** explains why they have become the 'go to' media platform to address the Curry Crisis. As the number 1 leading Bengali channel they will summarise their involvement and why it has become necessary to create the Catering Circle TV show and work with the community in resolving the crisis.

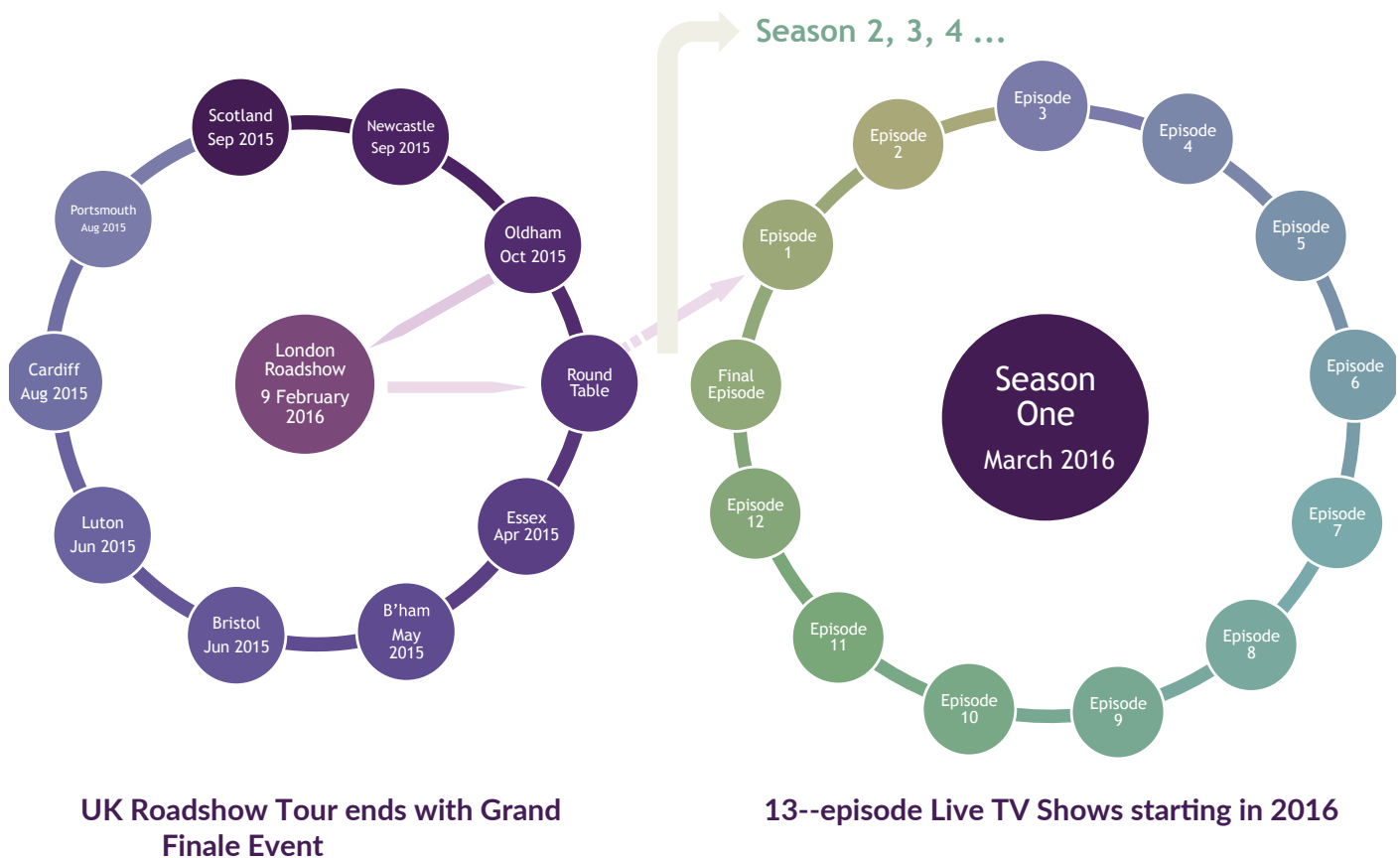
**Taster of TV show: The Young generation** is our future and there appears to be a downturn in the numbers following into the family business or wanting to enter into the restaurant trade. We will hear through a panel discussion about how young people feel about the decline of the Curry Industry. Is this something they feel they have ownership of or do they simply want to explore new employment opportunities outside the sector?

**Taster of TV show: Staff shortages** and a lack of Chefs will be discussed by a Panel- a taster of what the TV show will cover in one of their episodes. This is a common burning issue in all the regions and every business owner has expressed their anxiety and worry for their business when a chef leaves or they suddenly become short of staff.

9:30PM Buffet Dinner and Networking

11:00PM Carriages

## From UK Roadshow Tour to TV Programme



Over the last one year, about half-a million British Bangladeshi audience in the United Kingdom and around a million viewers across Europe watched news and video clips of nine Roadshows arranged by the *Catering Circle* on *Channel S* – Sky 814.

*Catering Circle* will be a live talk show with a 90-minute slot focussing on the burning issues within the catering industry with active participation from caterers themselves. The show will also have panel discussions with the presence of studio viewers. Starting from March this year, Season One will have thirteen episodes delivered each month on *Channel S*. Identified problems will be categorically designed in twelve episodes, and then there will be a concluding episode from the experience of the last twelve. Panellists comprising of catering experts will discuss each problem and look at solutions in each episode.

There will be three objectives to each programme. Firstly, we will look at the topic as a whole and have a general exploration of the issues within it. Secondly, we will identify immediate issues. And lastly, we will work together to discuss and find solutions to these specific areas.

# About the Show

Season 1 will consist of 13 episodes on *Channel S* TV Sky 814, in the presence of a live audience.

Title: *Catering Circle*

Genre: Live Talk Show with supporting video clips

Schedule: Fortnightly, Tuesday at 8:30 pm with two repeats of each episode

Duration: 1 hour 30 minutes

Commencing Day: 22<sup>nd</sup> March 2016

## An overview of Channel S

The number one and most favourite among six British Bangla televisions.\*

Fastest growing free-to-view Asian television channel in the UK.

Broadcasting 24 hours a day.

Bi-lingual, in English and Bangla.

More than 500,000 Bangladeshi viewers in the UK and more than a million in Europe.

Delivers news, talk shows, music, sport and entertainment with a British Asian outlook.

45% programmes are produced in the UK.

Since inception in 2004 *Channel S* has been a consistent leader in television's most prestigious competitions in its own community

## Popular Business Shows:

Spice House  
Channel S Awards  
Business to Business  
Money Matters  
Business Links  
Bits n Bytes  
3G Boss

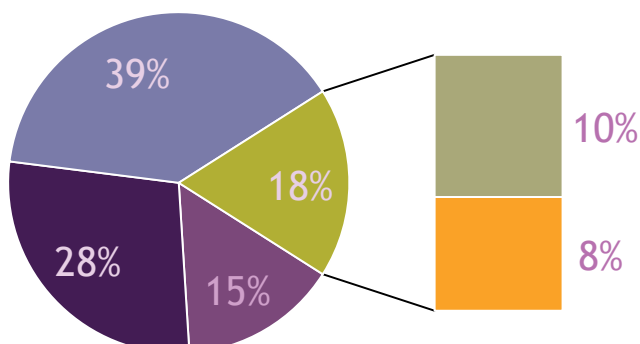
## Demographic Breakdown

With other Asian viewers, 70,000 Bengali households are watching *Channel S*, and within this the average Bengali household is of around 4.8 people, as stated by the Government Statistics Office.

About 500,000 Bangladeshi viewers in the UK and a million in Europe.

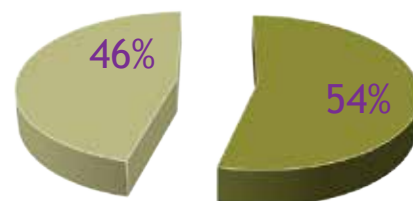
### Age Groups

■ 5 - 15 yrs ■ 16 - 24 yrs ■ 25 - 44 yrs  
■ 45 - 64 yrs ■ 65+ yrs



### Gender Profile

■ Female ■ Male





# Roadshow Timeline

<b>Essex</b>	29 <sup>th</sup> April 2015
<b>Birmingham</b>	19 <sup>th</sup> May 2015
<b>Bristol</b>	9 <sup>th</sup> June 2015
<b>Luton</b>	16 <sup>th</sup> June 2015
<b>Cardiff</b>	3 <sup>rd</sup> August 2015
<b>Portsmouth</b>	18 <sup>th</sup> August 2015
<b>Scotland</b>	8 <sup>th</sup> September 2015
<b>Newcastle</b>	20 <sup>nd</sup> September 2015
<b>Oldham</b>	13 <sup>th</sup> October 2015
<b>London</b>	9 <sup>th</sup> February 2016



# Industry News

**Bristol...  
Post**

09 June 2015

## The good old-fashioned curry house could be about to disappear for good in Bristol

The good old-fashioned curry house has become as much a part of life in Britain as the corner pub and the post office.

**DAILY  
STAR**

13 June 2015

## Spicy crisis: Immigration threatens our curry houses

Crisis talks were held last week as restaurant owners' battle against a combination of border controls, rising costs and tough competition.

**itv  
NEWS**

15 June 2015

## Keep calm and curry on?

It's one of Britain's best-loved foods but sadly it's looking naan too clever if you adore a curry.

**The  
Economist**

20 June 2015

## Turning up the heat

Business is appalled at plans to further restrict non-EU skilled immigration.

**LutonToday**

Wednesday 24 June 2015

## Argy bhaji about crisis with curry

"It's one of Britain's best-loved foods but sadly it's looking naan too clever if you adore a curry."

**S  
SPICE  
BUSINESS**

June/July 2015, Issue 54

## Catering Circle aims to revive Curry industry fortunes

"Recently a group of restaurants and businesses got together to discuss the problems facing curry houses in the UK."

**BBC  
RADIO  
4**

Wed 1 Jul 2015

## Crisis in the Curry Kitchen

Hardeep Singh Kohli investigates how a critical shortage of chefs is threatening the future of the British curry industry.

**theguardian**

Wednesday 8 July 2015

## Curry on cooking: how long will the UK's adopted national dish survive?

Curry House owners from across the country gathered in Thorpe Bay yesterday to discuss issues affecting the industry.

**Mirror**

24 August 2015

## Curry crisis as two Indian restaurants a week are closing down as skills shortage bites

It may be one of the nation's favourite foods but a chef shortage is leaving the country facing a recipe for disaster

**The Telegraph**

29 November 2015

## Curry houses closing as new generation turns back on the kitchen

"Curry houses are closing at the rate of two a week, the owners of Britain's curry houses are warning, as younger generations educated in Britain turn to other careers."

**THE  
Sun**

15 Jan 2016

## Aloo goodbye to Friday nights as pubs and curry houses close

Thousands of Indian restaurants are closing up and down the country, The Sun on Sunday can reveal.

**MailOnline**

17 January 2016,

Is this the end of the traditional Friday night beer and biryani? Thousands of Indian restaurants and pubs have closed across Britain in the last five years. 2,000 curry houses closed since 2010 according to The Sun on Sunday.





# Catering Circle: Channel S provides a media platform for the Curry Crisis



*Channel S's new TV show explores the Curry Crisis following on from 12 months of national roadshows to investigate the Burning Issues..*

The *Catering Circle* was created to give voice to the current Curry Crisis- as a media platform for everyone within the catering industry to come together to explore the issues and find the solutions as one body. The TV show will bring together the findings and research conducted on the UK Tour and look at finding solutions to the Crisis.

Curry has become an integral part of British culture yet the Curry Industry is currently facing an epidemic crisis. The £4.2 billion industry is being threatened with no future in sight unless issues are addressed immediately. Lack of chefs, staff shortages, tax rises, escalating business costs and the emergence of technology has meant the traditional curry house is slowly dying out. Successful enterprise has always been important to the hard working Bangladeshi community and the industry needs a boost and revival.

The *Catering Circle* aims to address the issues within the industry and work with experts to find solutions.

Season One of 'The *Catering Circle*' will consist of 13 episodes on *Channel S* (Sky 814) and be a Live Talk Show in the presence of a live audience. Each episode will examine a current issue facing the industry.

## **Why is the curry industry so important?**

British Bangladeshis have been at the forefront of contributing to British society by creating this vibrant industry. Curry has become one of Britain's most loved cuisines. With many Bangladeshi's arriving in Britain in the 1950s, the curry house was the first stepping stone to building their futures and that of their children's in Britain.

It now stands as a symbol of pride in their history and heritage. Currently it boasts a huge industry generating over £4.1 billion for the economy. There are over 12,000 outlets in the UK. 18 tonnes of Chicken Tikka Masala are consumed every week and on average a British adult will spend £1260 a year on curry.

### **The burning issues within the catering industry**

The Road Show was designed to find the everyday problems that were affecting the lives of business owners and those working within the catering industry. Amongst many issues, the recurring ones see businesses suffering from a lack of well trained staff and being challenged by the government's strict immigration policy. Not only have they been squeezed by the recession but growing technology has revolutionised the industry. Customer preferences means there has been an uptake in online ordering, more choice outside the curry industry and competitive pricing. Curry Houses are struggling to keep up with the demands made upon them.

### **What can be done immediately?**

- Marketing, Branding and PR including creating a strong online presence through Social Media
- Demystifying Technology
- Nurturing home grown talent with the ambition to establish a Recruitment database
- Improved Health and Safety training
- Securing the interest of the younger generation to become entrepreneurs and business leaders of the future

### **What are the long term plans?**

- To continue engagement with Ministers and politicians to review Immigration laws to allow more Chefs from abroad to work in the UK
- Strengthening the relationship with the Banking sector so that businesses can expand with financial support and security
- Develop training manuals promoting, supporting and encouraging training to provide continuity, good practice and longevity for the industry
- Engage with Key Stakeholders
- Work with industry leaders to create a UK based Catering college – producing staff with excellent qualifications and training in the curry industry

### **What will 'the Catering Circle' programme series provide?**

- A dedicated Road Show to identify problems and refine suggestions through active participation from caterers
- Receive Feedback from the catering industry that can help

formulise solutions

- Create a media platform for the Catering industry to discuss and address the issues with live audience discussion on specific topics
- Make available a selection of experts to offer solutions in areas of concern
- Provide an opportunity for caterers working across the UK and in remote locations to feed into and participate in the TV live discussions
- Examines short term and long term action plans for owners in crisis.

**Md Abdul Haque**





# Secrets to Success in the Catering Industry



Having experienced over 1,000 restaurant clients throughout the United Kingdom and with over 26 years of experience advising small and medium term enterprises on how to maximise their revenues, minimise their costs and always adopting a strong strategic approach to planning, monitoring and evaluating, I have the pleasure of noting some of the 'Secrets to Success in the Catering Industry' below.

The reality is restaurateurs constantly struggle to make it in the restaurant business, becoming successful is not only challenging but sometimes an impossible goal. Success often comes with back breaking hard work, dedication and years of building a reputation. That is, however, if the restaurant follows the strategies of the majority - which - usually - consists of average food and forgettable experiences. To be truly successful, the food has to be consistently great and the experience an uplifting one. People come out to eat, to enjoy, to relax. If all of these subconscious desires can be consistently met, you have a loyal - and - repeat customer resulting in a highly successful business.

## **Step 1: Be remarkable**

Creating a restaurant that others talk about and willingly recommend to friends is paramount for restaurant success. Yet this is easier said than done. Most places fall into the realm of boring, unattractive eating establishments.

## **Step 2: Simple but delicious menu**

Bill Cosby said it best, "I don't know the key to success, but the key to failure is trying to please everybody." All too often I see menus in our catering industry with page after page of unique food offerings. While this huge selection is great in theory. Most people don't need that many choices. A dozen or less main courses are enough. Some meat, some vegetarian - and - some healthy - that's it. No one needs 15 styles of chicken at a curry house. Moreover, when you offer everything under the sun, it becomes almost impossible to create amazing dishes with the absolute freshest ingredients. Instead, your signature garam masala soup is going to sit in the warming pot, cooking itself into a slow burnt death ...and it's all because you have a slue of other mediocre offerings diluting people's choices.

### **Step 3: Seating**

Restaurant revenues are directly related to how many people get through the door in a day. And with margins so small in most cases, a successful restaurant must be able to serve as many as possible. I'm not saying a cafeteria-style seating arrangement is necessary. But rather a smart, elegant yet expansive layout is essential for boosting profits, with areas giving some privacy.

### **Step 4: Sign**

As with food, presentation is everything. Having a 20-year-old sign with peeling paint, is not presenting your business in a positive manner. Most off-the-street guests pick where to eat by what they see. Often by the number of cars in the parking lot, which is mostly out of your direct control, and by the sign. The nicer the sign, the more likely people will stop in for a bite to eat.

### **Step 5: No-frills atmosphere**

People looking to eat aren't all to judgmental. Who cares if there isn't a tablecloth? Or that the napkins are paper instead of the finest Egyptian cotton?

### **Step 6: Wait staff personality**

No matter what else, the wait staff has to be memorable. Not ass-kissing nice. Memorable. Creating a crew of fun-to-be-around workers is what will get folks coming back and guaranteeing positive recommendations to friends. Besides the food, most people dining out are doing so for an experience. If they just wanted good food and a boring time, they would have ordered delivery. The proof of staff quality is in the tips they receive (and remember ...the tips belong exclusively to the staff)

### **Step 7: Location and/or Parking**

City locations must be near high foot traffic areas. Suburban and rural restaurants must have ample parking. Enough said.

### **Step 8: Memorabilia**

Remember sending out cheesy calendars once a year, to be hung on walls (more likely straight into the bin). Besides the huge profit margins, memorabilia is a great way to increase your chances of success. Hundreds or thousands of people occasionally wearing your branded shirts and drinking out of logo'd glasses is amazingly effective marketing. Especially considering the fan paid you for the privilege of advertising your restaurant. However, you must make sure the stuff is cool and unique. No one will wear an out-of-style t-shirt.

### **Step 9: Great website and the use of IT**

Invest in your website, sharp – professional photos, videos, with

location map and integrated ordering. Smartphone friendly and easily shared. If you don't know how – ask specialists. You will recoup the costs in no time.

### **Step 10: Social Media Presence**

It once was the future of marketing. Now, it's just marketing. Get your brand active on Twitter & Facebook. Create specials on Foursquare. Post fun pictures and content to your blog. Do whatever it takes to create a loyal online community. Loyal customers = Successful restaurant.

### **Step 11: Create motive for free press**

The curry industry is hot on awards. There is a plethora of awards from every region and at all the top hotels. But, how much media buzz do these awards create. Unfortunately, a decreasing one. Adam Richman of Man vs. Food fame would agree with me on this one. Eating contests, ginormous meals, charity events for the local rugby team and other clever marketing tactics can be an easy way to gain free press and coverage.

### **Step 12: Strategic management, accurate information and efficient tax planning**

Use business advisors that do more than just do your payroll, VAT and annual accounts. Use agents that have the experience to give you strategic advice ...advice on how to safeguard your investment, maximise your revenues and minimise your costs. You don't get a Christmas card for paying more tax, so why do so.

### **Conclusion**

I can go on and list a hundred more steps. Some of these are already being tried by curry houses across the British Isles, but how many do it on a systematic way. How many of our catering industry talk to their children as to what they like to eat, where and most importantly why. Grilled food is now a fashion, like the Tandoori was some thirty years ago. We have grilled items on menus, why not publicise this, make it prominent and shout out the health benefits of curry.

With restaurants being only open for trade some three hours in a 24 hour cycle, with increasing costs, staff-shortages from traditional sources, we have to INNOVATE and TRANSFORM ourselves to survive.

Bon appetit. **Dr Sanawar Choudhury**,  
Chartered Accountants, Entrepreneur and curry enthusiast.



# British Curry Industry: A Magnificent Success Story of British Bangladeshis



The Britons' love of curry affairs had begun not in Britain some 200 years ago but it had begun in Muslim India dates back to the 17th Century when the Moghul empire was at its peak.

The then India was the hub for international commerce, very diverse with its rich-mix culture, best place for arts and literature, world famous for spices and best known for its world-class hospitality, innovation and openness. The love-for-spice story begun with the arrival of the British East India Company in the name of trade. The company was formed to share in the East Indian spice trade. Some historians believe that taste of spicy foods had begun even earlier - from the days of crusades when the returnee crusaders brought spices with them back to England. Later on, Queen Victoria made it stylish, and even she had Indian staff who cooked Indian food for her.

Let's fast forward the history: From establishment of the very first Indian eatery Hindoostane Coffee House in the city of London by Mr. Sheikh Dean Mahomed in 1810 to the arrival of Bangladeshis in large numbers into the East End after the 1971 war of independence, the curry trade experienced a very sharp upward trend. The newly-arrived Bangladeshis were dominating the rug trade and the catering sector. Although due to various dramatic changes in the domestic as well as international stage, the rug trade started to decline in the UK but the curry industry begun to expand from a humble beginning to a formidable industry creating huge employment opportunities for British Bangladeshis.

By the year 2015, over 12,000-strong Bangladeshi Curry houses dominating every high street of our country enriching its culture, economy, society, social integration and has successfully become an integral part of our British economy and gastronomic culture. The industry has made many millionaires, successful politicians, entrepreneurs, community leaders and has been a vanguard for successful and budding entrepreneurs and as an economic backbone of the Bangladeshi community for over 50 years. The industry has developed so much resilience that despite many difficult challenges such as recession, high inflation, staff shortage and tough legal climate and requirements with regards to food safety, health & safety, fire safety etc, it navigated its way out of troubles and the sector kept going from strength to strength.



## The challenges

However, at present, the Bangladeshi curry houses are going through a very difficult phase. The sector is encountering some new but unprecedented challenges. These challenges are dynamic as well as different in nature and according to some industry leaders these challenges are a matter of 'life and death' for this industry. Let's explore some of these challenges and consider some solutions to these issues:

First, staff shortage. There are many reasons for this problem: for instance, in contrary to say about 10 years before, there are now different employment opportunities available to workers who want more flexible working hours, want to live with the families, get holidays such as on Eid days, better living conditions, be connected with the wider community, desire for more social, political, community and family life alongside their working life. Many curry houses, for some practical reasons, are unable to meet many of these demands. Consequently, many workers chosen and still considering alternative employment such as mini-cabbing, chauffeuring, opening up businesses such as grocery/corner shop, property investment, office admin and the hotel industry. Although the surge of student workers had helped the industry temporarily, the unprecedented tighter immigration control, mass closure of private colleges and heavy-handed immigration enforcement activities made the staff shortage into a chronic problem and a headache for many restaurant owners. It's becoming increasingly harder to fill up the vacancies. The problem is multiplied due to the shameful unavailability of any formal training facilities for the sector.

Second, the menu: the industry suffers from severe lack of innovation, creativity, authenticity and originality with regards to the menu and somewhat failing to cater for the ever-changing, fiercely competitive and new generation of consumers.

Third, technology: the lack of application, appreciation and understanding of the importance of using modern technology in the running of our curry houses. Starting from the use of dishwashers to EPOS system to online marketing and publicity tools.

Fourth, structural issues: there are some structural deficiencies vis-à-vis for instance the wages system, working hours, employment contract, staff food and accommodation, annual leave arrangement and management, supervision and reporting mechanism within the sector.

Fifth, structural issues: there are some structural deficiencies vis-à-vis for instance the wages system, working hours, employment contract, staff food and accommodation, annual leave arrangement and management, supervision and reporting mechanism within the sector.

Fifth, the law and training: the industry is still lagging behind with regards to training and implementation of legal duties and requirements in relation to food safety, health & safety, fire risk, first aid and immigration issues.

Sixth, unity and leadership: the lack of a united and coherent industry voice articulating the challenges of the sector and setting up its direction of travel in this uncertain time. I believe that the days of political lobbying to open up the door for work-permits have long gone. If we are successful in our campaign and I believe the campaign should continue – a big well done to our campaigners. However, for long-term sustainability, we must look within our existing workforce and the young generation. We need to find out why a large number of our good staff are leaving the industry, what more can be done to retain our existing staff and ways to attract our young generation into the sector, how can we re-brand the catering sector and showcase some current good examples of successful businesses. We should highlight some role models in this sector who are the shining examples in the current challenging environment and showcasing their secret of success. The young generation need to be shown that with curry business we can make money, create employment, integrate within the mainstream, build a better and stronger economy, contribute in enriching the British culture. And show that we are able to do all these by having a vibrant family and social life, keeping in-touch with our community and being well-connected with the British society at large.

And finally, our skillful workforce, proud owners, industry leaders, campaigners, professionals, the media and the government have to work together on common grounds. We should have a common and strong voice for the sector, who will selflessly and tirelessly work towards developing an easily understandable and achievable narrative of our challenges and come up with some solutions. The sector should also look into employing more local British people which is already happening in some places, recruit, train and employ newcomers from the Eastern Europe, review and deal with structural issues including opening and closing hours to make it more attractive to our staff, welcome and adopt technology to reduce cost and to become more efficient in running a business and have a structured training and development plan for staff. I strongly believe and very confident that our intelligent and smart-working business owners, hard-working employees and industry leaders will work together to create a powerful platform with a view to provide meaningful leadership to overcome current challenges and leave a lasting legacy for the future generations. If we fail to act now decisively and boldly, I suspect we might become victims of our own success.

**Abdul Hoque Habib**

# Invest in your Staff with a good training programme



In today's restaurant industry training and motivation has become paramount. Staff are predominately young without secondary training or education resulting in a high turnover when it comes to staff retention. Many individuals work seasonally, or see the restaurant industry as a temporary means of employment with no real motivation to further their job prospects. With a lack of training, enthusiasm and high staff turnover the Employer has to think about ways to effectively train and enthuse their staff in order to maintain longevity for their business.

The Training problem has been further exacerbated by the fact that during the recession many restaurants cannot afford a budget to allocate to training. According to Laura Harris, author of "Surrender to Win - Regain Sanity" training "on the job" can be more than 100% of an individual's annual salary. With the high staff turnover rate this percentage could put a restaurant out of business. There are also costs involved with recruitment, appointment and payroll expenses which are all associated with retaining and bringing on additional staff.

However I believe that implementing effective training is crucial during a recession. In my opinion, the right approach is to maintain or accelerate training efforts thereby improving staff retention. If carried out effectively a training program can increase productivity, decrease liability and improve employee morale. Motivated staff means more efficiency in the workplace and an understanding of the mission, vision and values of the restaurant. In addition staff who receive training believe their employer has invested in their career and feels more motivated to perform. Training your employees thoroughly can also alleviate employer stress by controlling staff retention rates and as a consequence giving you a good return on your investment and enabling the business to become prosperous.

## 1. Keep up with the Training!

As the Catering industry is constantly changing and reinventing itself, training regularly is not only beneficial to employees but to

your business. By consistently keeping up with the latest trends, innovations, customer choices and being able to reinvent yourself you will stay ahead of the game. While most restaurants use old fashioned techniques to train their staff such as shadowing other members of the staff, many restaurants are now reaping the benefits of using training manuals IT platforms to educate their workforce. These systems can often save you money, are efficient and quick and easy to use and are constantly being updated so that you are up to date on all the latest changes within the industry.

## **2. Invest in an official Training program.**

Make your training program integral to your core business and part of your restaurant's set calendar. You do not need an expensive highly sought after designer to build training courses, you simply need to sit down and put your company's best practices and policies together.

An affordable option is to invest in low cost training manuals which allow individuals to do training in their own time and at their own pace. It includes test and certification components so you can easily track and certify the completion of training. Videos and handbooks cannot positively measure an individual has actually had a knowledge transfer take place, and traditional training can take anywhere from 2-3 weeks or more.

Organized training programs also allow you to cross train your staff more efficiently creating a more "flexible" organization. For example, being able to work multiple production or pieces of equipment can be invaluable in a staffing crisis or during times of high demand.

## **3. Document your intellectual property in your training program**

How many of us have been reliant on one employee who held all the knowledge? Eg, That one staff member who knows how to operate the cash register or billing system- yet he's off sick and you desperately need this information. Is this information documented anywhere? The perfect place for this information would be to log it into your training program, guaranteeing that you had a record of a particular operation, even if your employee did go off sick.

## **4. Validate Your Training**

It is not enough to simply let your employees watch a video or read a paper and then leave them to it. Utilize tests, exams and student tracking tools to make sure they retain the information and are utilizing it. A pre-test assessment of their knowledge compared to a post training exam is an effective way to judge

the effectiveness of your training program.

To put it briefly, a well-trained employee is more likely to experience job satisfaction and be more productive through training. Ultimately we want our staff to stay with us in the long term. So remember that your staff are your asset and duly invest in them. Protect yourselves by investing in a reputable and effective training program and you will undoubtedly see the returns on your investment through the longevity of your business.

**Altat Hussain**







# Time for change management



You will know by listening to the media and from personal experience that High Street businesses and retail in general are struggling. There were times with trade booms and we sat back comfortably to enjoy good livelihoods and lifestyles. However, the unfortunate reality is the slow death of the curry industry and worries are creating little room for change. So, what do you do?

The burning question is 'How to plan for survival and growth?' The last few years have been very difficult for all sectors feeling the pinch, from large corporate giants to the humble small business, we've all made hard economic decisions to maintain our very survival in a downturn market. We as business owners have reached cross roads. What worked in the past isn't working now? A thought we all have encountered!

We need to take a fresh outlook into our business operations, how legislation and regulations has an impact on our everyday operations, look at influential factors such as industry trends, customer expectations, technology, buying behavior, staffing issues that bear on revenue and business performance. So, if the customer has changed the way they purchase goods, has your business also changed the way that it sells goods? Do you know what your customer is looking for; do you know how to reach your customers in the way that they expect and furthermore, are you ahead of your competitors in your market sector?

We, as business owners, need to evolve along with customer expectations. Staff is our greatest asset and we need to invest time and effort to improve performance and productivity, increase morale and develop new skill-sets.

We all know how to work hard but how many of us work smart? Let's be proactive and look at ways to change 'old habits.' Rather than talk to fellow business owners about problems, let's invest time in doing something about it!

Sharing valuable information will assist in making critical choices and foresee whether we sink or swim in this volatile climate. We can all make small changes and reap the rewards through Change management.

**Helal Malik**

# Don't be afraid of new technology!



Technology touches every facet of our lives – with the emergence of mobile devices and cloud computing making more of an impact than ever. These advances have made an impact everywhere, and one of the places we're seeing more and more technology is in the food and restaurant industry.

Ipads and tablets have the potential to help waiters/waitresses in many different ways. A tablet can make the process of taking a customer's order quicker and more efficient. You have the menu to look through and help you to advise customers of dishes to try and the right wine/s to go with each meal. For new waiters it can give them the "security blanket" to approach customers, take their orders and not feel nervous they won't know what is what. Once an order is inputted it can automatically link to the kitchen and print out an order list ready for the chef/s to prepare, saving the scene of a waiter frantically running back and forth from kitchen to front of house. Many restaurants now offer customers the ability to reserve tables online via their website. Tablets have the potential to help staff with incoming customers who may have reservations. This can be accomplished through connecting the restaurants website to some form of online reservation system.

The use of mobile devices isn't limited to the serving side of things. They can be used to track stock, conduct regular checklists and assist in the kitchen with orders.

The increase in technology has brought around an increase in social networking. If you are not already using social network sites, you should be! Twitter, Facebook and Instagram can increase your market awareness at no extra cost. Social networking sites have played a huge role in shaping the views of society on a myriad of issues, and they are also playing a role in shaping people's opinions of dining establishments. Unfortunately there is also a bad side to social networking. Customers can leave their thoughts on a restaurant – good or bad. If a customer has an experience they want to share on Facebook, Twitter they can influence a lot of users with just one update.

Technology has never been more intuitive than it is today, and it's only getting better. It allows customers to find restaurants, review them, and decide where they want to spend their hard-earned money when they go out to eat. It allows restaurant owners to be more efficient and effective in areas they feel can be streamlined by hardware and software. But if used in the wrong place and at the wrong time, it can do a restaurant great harm.

**Ruhul Shamsuddin**



# Why Online Reviews are important for every business



**1. Crucial to the business:** Online reviews are crucial to any business that wants to keep control of its online reputation. After all- our 'virtual' shop window is now online.

Reviews are extremely powerful and widely read. Customer perceptions are built upon reading online reviews.

## **2. Are you doing a good job ?**

A customer review allows you to understand whether you are doing a good job, where you are going wrong and then allows you to rectify the issues at hand. This knowledge allows you to better serve your customers and gives you a good measure of where you stand with your customer base.

**3. Improve your Online Rankings** – Online activity works towards improving your websites ranking on search engines like Google, Bing, Yahoo and more. The more that is written about your business online, the more important a search engine considers you to be! By maintaining a steady influx of SEO keywords this helps your business secure a more prominent online presence. Keywords help bring up your website in search results and therefore increase search optimisation.

**4. Allow Customers to Have a Voice** – Customers like to have their voice heard and this allows them to leave their viewpoints in a transparent and meaningful way. Those who take the time to leave a positive online review for a business are far more likely to feel a certain loyalty to your business and keep coming back year after year.

**5. Reviews Breed More Reviews** – When a business, product or service has already received reviews online it seems to encourage other visitors to leave their own feedback. Just the appearance of a number of reviews appears to be enough to give new visitors the confidence to add their own views on that particular product or service. Many times online review pages grow into active 'virtual' social communities in themselves where customers leave reviews with others joining in the

discussion to agree or disagree. This creates social engagement around the discussion of your business allowing you an insight into the virtual community of your customer base.

#### **6. Let Customers Do The Talking!**

A handful of positive online business reviews are worth a great deal and can offer your business benefits that a simple marketing campaign cannot. Similar to micro marketing campaigns that keep working long after the online review has been posted, online reviews can promote an everlasting positive image to potential customers. This creates a continual brand awareness that benefits the business for the short term and in the long term.

**Forhad Hussain Tipu**





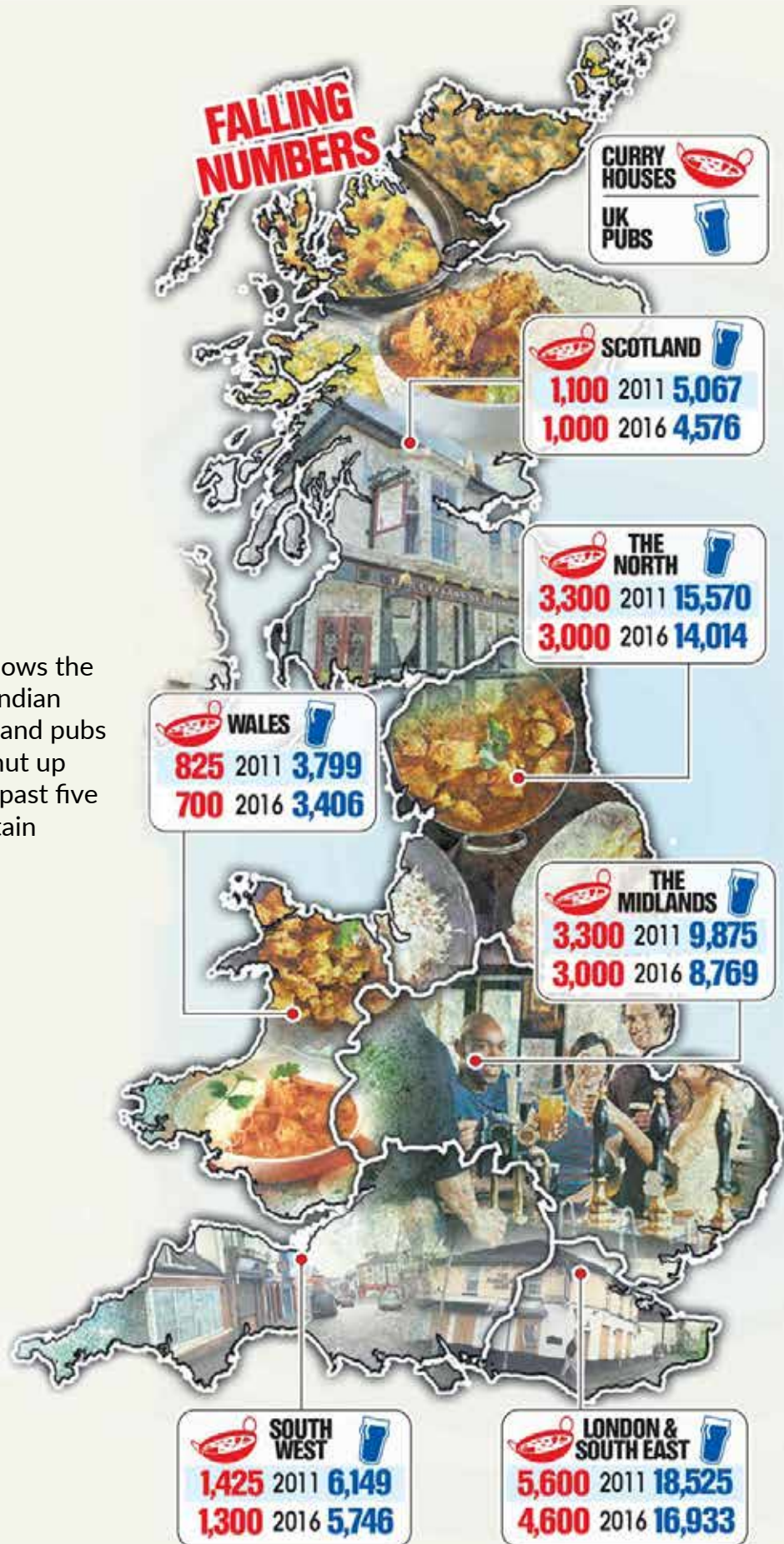


## Facts and Figures

- ▶ The curry industry contributes around **£4.5 billion** per year to the British economy
- ▶ The average Brit will spend **£51,000** in a lifetime on curry!
- ▶ Did you know that Britain consumes **18 tonnes** of Chicken Tikka Masala every week!!
- ▶ UK adults spend **£1,145** a year per head on curries which is 5% of the average salary
- ▶ Curryolics spend **£480** per minute on curry shopping
- ▶ A whooping **4 million** poppadoms are consumed every week!!
- ▶ Spices such as turmeric and cinnamon have antioxidant and beneficial for the skin
- ▶ Chilli is the most popular spice in the world. Hottest chilli grown in UK!
- ▶ 7 out of 10 men can't go two weeks without having a curry compared to **42%** men
- ▶ Notable rise in 'sales of spicy foods in supermarkets'
- ▶ Giant supermarkets offer a set meal for two for as little as **£6**
- ▶ M&S have also brought out a very unique style of chicken tikka massala – by wrapping it in a pie, topped with potatoes.
- ▶ Scientists claim that one third of Brits admit to having **physical cravings** when deprived of curry!!
- ▶ **Queen Victoria** had two Indian chefs also among her chefs. It is believed she used to order the chefs to make curries two times in case she had Indian guests.

# Aloo goodbye to Friday nights as pubs and curry houses close

This map shows the number of Indian restaurants and pubs that have shut up shop in the past five years in Britain





# History and Beyond

## The history of curry

Scientists believe they may have found evidence of a 4,000-year-old “proto-curry” in India’s ancient Indus Valley civilisation. The Indus Valley was home to one of the world’s first urban civilisations - along with those in Egypt and Mesopotamia - and extended across modern Pakistan and parts of India.

Traces of cooked ginger and turmeric were found in starch grains in human teeth and a cooking pot found in the ancient town of Farmana, west of Delhi by anthropologists. The discovery was dated between 2500BC and 2200BC, making it the earliest recorded use of either spice to be identified in the area. Researchers also found wheat, barley, millet, lentils, bananas and mung beans at the site. It shows that curry may be the oldest continuously prepared cuisine known in human history with modern ingredients like chilli and black pepper added centuries later.

Indeed, the first curry recipe in English was published by Hannah Glasse in 1747. In her book ‘The Art of Cookery’ which appeared in twenty editions throughout the Eighteenth and Nineteenth centuries, her initial recipe for ‘currey’ included the spices coriander seeds and pepper.

The British love affair with curry began at the end of the Sixteenth century when the Dutch were the leaders in the trading of pepper. With their monopoly over the spice, they had hiked up the price, so the monarch granted a royal charter to a small group of merchants allowing them to create a trading company. The sole purpose of the East India Company, as it was later called, was to secure a better price for pepper than the Dutch asking price. The British in India may have learnt the word from the Portuguese who had adopted the term from Southern India. They created their own spicy dishes which were diluted versions of original recipes that the cooks were ordered to make to suit European tastes. Just as the British in India had endeavoured to replicate home comfort cuisine, when they arrived back in the UK, they craved a little of the East and that was ‘curry’.



*“The Curry Trail” Asian map (Source- Madhur Jaffrey’s From Curries to Kebabs- Recipes from the Indian Spice Trail cookbook*

## Where does the word ‘curry’ originate?

Curry was adopted and anglicised from the Tamil word kari meaning “sauce” which is usually understood to mean vegetables and/or meat cooked with spices with or without a gravy. According to this theory, kari was first encountered in the mid-17th century by members of the British East India Company trading with Tamil merchants along the Coromandel Coast of Southeast India. Here, they became familiar with “a spice blend used for making kari dishes called kari podi or curry powder. A further explanation was given in English cookbook, The Forme of Cury, which was published in the 1390s. All hot food was called “cury” from the French word cuire, although, in this case, “cury” merely means “cooking”.



India's historical position at the center of the global spice trade (Source- Madhur Jaffrey's *From Curries to Kebabs- Recipes from the Indian Spice Trail* cookbook)

Since its inception, the word curry has “changed its meaning and become ubiquitous as a menu word” according to Alan Davidson in the Oxford Companion to Food. What had been an Indian sauce to go with rice soon became an English stew with a little rice in it. Meanwhile, back in India, the original kari itself had changed, as chillies originally found in Mexico and South America, were introduced to Asia. From that time on kari included chillies became a worldwide phenomenon. These days, curry in India means a sauce or gravy. Curry in the UK is the word used to describe any type of savoury Indian food.

### What is a curry?

‘Curry’ is commonly used to describe an Indian dish or a blend of Indian spices that are used to season a dish in order for it to be then called a curry. One of the most famous curries in the world is the ‘Chicken Tikka Masala’ and it has been referred to as “a true British national dish” now available in supermarkets, on Trains and as a flavour for crisps and even as a topping for pizza! ‘Curry’ is also commonly used to describe Indian-rooted dishes that have been adapted and transformed by local ingredients in other parts of South Asia, Southeast Asia, Japan, Africa, and the Caribbean. The sauce or “gravy” for many Indian dishes begins with finely ground plant tissues - onions, ginger, garlic in northern India, coconut in southern India, and a number of different spices and herbs.

These ingredients are then fried in hot oil until much of the

moisture has boiled off, and the plant solids are sufficiently concentrated that the sauce clings to itself and the oil separates.

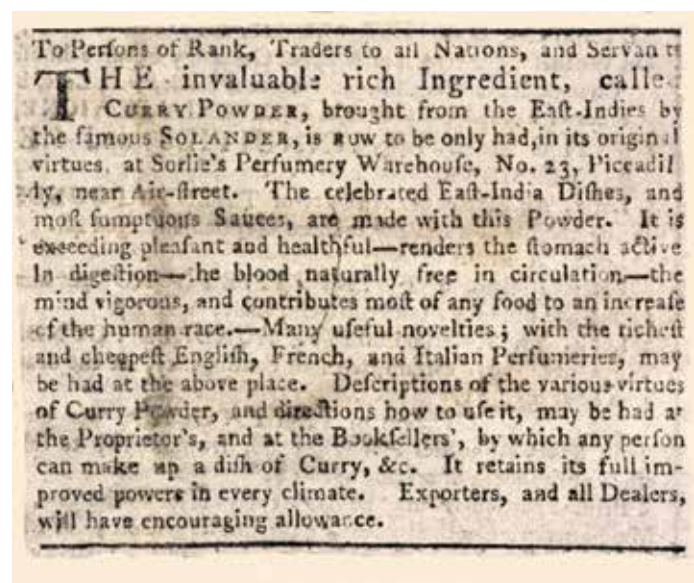
### The first curry house

In 1810, the entrepreneur Sake Dean Mahomed opened the first Indian curry house in England: the Hindoostanee Coffee House in London.

The first modern “upscale” Indian restaurant in Britain is thought to have been The Shafi in 1915 followed by Veeraswamy in London’s Regent Street, founded in 1926. The Veeraswamy is still standing and is one of the oldest surviving Indian restaurant’s in Britain.

Bengalis in the UK settled in big cities with industrial employment. For centuries, the East End has been the first port of call for many immigrants working in the docks and shipping from east Bengal and this is where many Bengalis also settled. Their regular stopover paved the way for food and curry outlets to be opened up catering for an all-male workforce as family migration and settlement took place some decades later.

Bangladeshi restaurateurs overwhelmingly come from Sylhet and until 1998, as many as 85% of curry restaurants in the UK were British Bangladeshi restaurants. Although the majority of UK restaurants are run by Bangladeshi’s they have also been influenced by their customer desires and have incorporated new dishes from other areas of the sub-continent.



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The first curry house opened in the UK circa 200 years ago although Britain's relationship with curry started much earlier.

Britons had a taste for curry almost 400 years ago and the history truly stemmed from the arrival in Surat (India) of the English merchants of the East India Company in 1608.

From the late 1950's, the curry industry has grown at an exponential rate, becoming a great achievement of the British hospitality sector. Britain's most loved food is our very own curry, with the UK curry industry delivering an annual turnover of £4 billion and employing approximately 100,000 staff.

But what is the latest scenario? The lack of experienced staff and the curry chef shortage due to UK immigration policy coupled with a failure to attract the younger generation to the industry is forcing restaurant closures across the country. On the other hand, many restaurants and takeaways are booming due to technology and the online era. The industry is totally transforming due to the online ordering boost, with 40 per cent of customer orders being generated online.

However, many of our restaurants are still not running in line with the digital age.

Our study found that 88 per cent of Bangladeshi/ Asian restaurants don't have their own e-commerce website or online ordering system. Many restaurants are using a third-party portal with high commissions payable.

At ChefOnline, we are trying to play our part.

In response to the curry industry crisis, Channel S has set up a media platform titled Catering Circle. The team has led a 12-month roadshow up and down the country researching, talking and listening to what curry house owners have to say. It is the proven record of the Channel S slogan: 'Working for the community'.

As Managing Director of ChefOnline, I am absolutely delighted to be part of Catering Circle's London conference. I congratulate all who have made it this far and I hope Catering Circle will achieve its goals.



M A Munim (Salik)  
Managing Director  
ChefOnline



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Our forefathers have built this Curry industry over many years and have worked hard for it, we all have benefited from this industry but we have done nothing to improve its quality, the problem we are facing now has been created by ourselves.

Our Curry industry is lacking direction and needs strong leadership, we need to increase our business by improving our quality and not by cutting prices.

We need to have more trained and enthusiast staff, who have a passion for cooking. The lack of skilled staff have left many restaurants and catering services with food that is being prepared and cooked without a creative edge, we need this edge to survive in the food industry as our competitors from different cuisines are dominating large parts of our market. We need to work together and develop training centres in order to equipped our staff with the necessary skills to provided the highest standard of food and professionalism in this ever growing industry. We must learn to adopt changes which occur quickly such as, inventing new dishes that are in line with new new trend, for example the concept of healthy eating.

We must take advantage of new technology which will not only help us to improve the quality of our services but will also help us to reduce staff cost and in turn increase the profit margin.

On behalf of The Royal Regency and myself, we would like to take this opportunity to congratulate The Purple I and Channel S for providing this platform, The Catering Circle and for taking this initiative to Identify the problem, we hope to find a solution to safeguard the industry.

We would also like to congratulate all of our business leaders and restaurant owners who are working hard to make this programme a success.

I very much hope our Industry will work unitedly in finding a solution to lead the market, and attract our future generation to take it it to a new level.

*Abdul Bari*  
(Mr Abdul Bari)  
The Royal Regency





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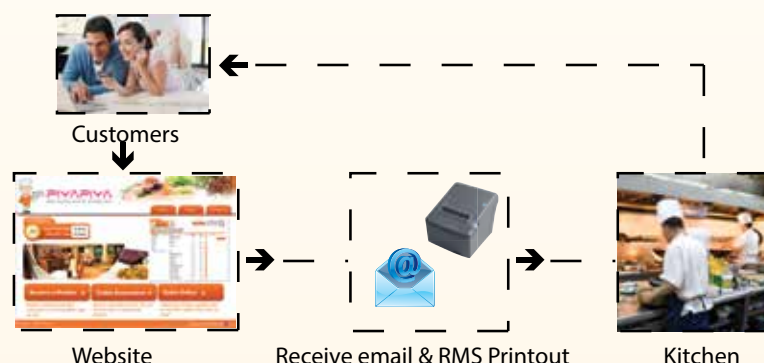
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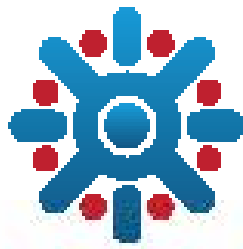
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# Restaurant Management System

EPOS Solutions for Restaurants & Takeaways



Purple-I RMS empowers your business with an Electronic Point-of-Sale (EPOS) system that provides a total management solution for the restaurant and retail industry. A quick changing and unpredictable marketplace requires a system that is versatile, responsive and flexible to support and manage your day-to-day business tasks. Unlike other EPOS systems our solutions are designed specifically for restaurants and retail outlets to meet these unique business models and provide advanced security measures to protect your profits.

With over few thousands users across the UK and Europe Purple-I RMS has become the premier EPOS solution for small to medium sized businesses.

- ✓ **Save you time and money**
- ✓ **Increase transaction speed and quality of service**
- ✓ **Improve business efficiency and productivity**
- ✓ **Take control, run targeted promotions**
- ✓ **Reduced Paperwork**
- ✓ **Reduce fraud and shrinkage**
- ✓ **Better cash control**
- ✓ **Improve stock management**
- ✓ **Build intelligence to grow profits**
- ✓ **Fast and accurate reports anywhere anytime**
- ✓ **Improve customer loyalty and retention**
- ✓ **Build a list of your customers**



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COMPLETE EPOS  
 FROM **£19.95** <sup>+VAT</sup>  
 p/w \*

\*T&Cs apply



## Benefits of Purple-I RMS

- ✓ Easy to use Bespoke Software
- ✓ High Security, High Performance and High Reliability
- ✓ Integrated Google Map
- ✓ Integrated Caller ID, Postcode and Label Printer
- ✓ Integrated iPad Tablet for Restaurant
- ✓ Integrated CMS Order Online System
- ✓ Integrated EODApp for Smart Phone
- ✓ Integrated Staff Time Management System (TMS)
- ✓ Best Customer Service
- ✓ Affordable Prices



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