

# interior fit out solutions

retail - leisure - hospitality



# about



**Key Business Objective** - to generate sustained growth whilst continuing to improve our high standards of customer service and commitment.

# us



**In today's competitive climate the shopfitter has to be a sophisticated operation. The Bridgford Group consists of three specialist companies who together, seek to offer a wide range of interiors solutions to clients across the UK. Established in 1994 Bridgfords has become one of the UK's premier interior contracting companies – providing flexible services tailored to individual client requirements.**

As constructors we can add most value if we can get an early involvement in the design process by working with the concept team to advise on materials and processes. By so doing we deliver a solution that respects the original design but also, crucially, meets the clients requirements for budget, durability and operational usage.

Bridgfords embrace the concept of project partnering and the formation of strategic alliances under framework agreements. Collaborative working practices produce efficiencies with a benefit to all parties concerned.

Project success requires a combined effort from all parties involved - we aim to cultivate relationships via honest communication, be pro-active and provide full support in providing the right solution. The mix of core structural and joinery skills, combined with highly capable management expertise, means you can be sure that your project will be in capable hands when you entrust your project to The Bridgford Group.

The construction process is rarely straightforward, complex problems can often lead to conflict which in turn cost time and money. We undertake to manage these challenges and resolve issues before they become problems.

# interiors

"A totally positive, professional "can do" approach to shop fitting which is very refreshing" Terry Moore - Terry Moore Design



**From our roots as a traditional 'shopfitting' company we have developed into a leading specialist interior contractor and construction manager. Bridgford pride themselves on their flexible services which can be tailored to suit specific customer requirements.**

Bridgfords provide a complete property solution to its customers including design, prototypes, bespoke items, full roll outs, project management, installation activities, and pro-active design management and cost / value engineering. Recent contracts being carried out for major blue chip clients nationwide, across a broad range of market sectors.

As the industry becomes more competitive particularly within high street retail the company has pro-actively widened its market coverage and re-positioned itself to take on leisure and hospitality projects.

With a strong team of key suppliers and specialist subcontractors enhanced by the groups associated companies Bridgford Interiors is committed to providing the highest quality fit outs backed up by a professional and efficient service every time.

# retail



“Bridgfords Interiors continues to impress with both its attention to detail and the enthusiasm of its staff”  
Tom O’Callaghan - Associate Director - Gleeds Management Services

**Supply and demand is a critical economic factor none more so than in the retail environment – consumers, a fickle bunch favour certain types of stores, brands and even locations - as new routes to market emerge in the form of superstores and the internet it is paramount that retailers clearly define their brand.**



Retail destinations take many forms - department stores / out of town / high street / superstores / shopping centres / petrol stations.

Retail is a £200 billion market dominated by food sales, it is a dynamic and innovative sector, with the customer driving constant and sometimes radical change.

A fast paced and competitive environment where clients demand results – the quality of our work and our ability to deliver has resulted in numerous long term relationships.

Bridgfords workload is primarily in the retail sector with approximately 80% of turnover being attributable to the sector. This is further classified as 60% new work and 40% refits of existing premises.

Rollout programmes provide the best opportunities to add value – supply chain management, volume discount arrangements to name but a few techniques.

# leisure & hospitality

"Having worked closely with the Bridgford team this year in both UK and Europe, I have found the whole team nothing but helpful, professional and responsive. The level of finishing on site is high and very tight time scales have repeatedly been achieved." David Lloyd - Construction Director - Foot Locker Europe

**A growing sector driven by demands for healthier lifestyles, more social venues and high quality relaxation facilities - driven by high employment and high numbers of dual income households.**

An unusually broad sector across a diverse property range from small independent outlets to national chains that include airports / bars /bingo / casino / cinema / coffee shops / theatre / health clubs / hotels / motorway services / nightclubs / restaurants / sports centres.

Typically larger, more complex projects incorporating a variety of specialist services – this sector accounts for 20% of our turnover.

Significant projects undertaken in this sector include:  
Vue Cinemas – new multiplex and foyer refresh projects  
UGO Cinemas – new multiplex projects  
Gala Bingo – new and refurbishment schemes  
Starbucks Coffee – nationwide rollout programme  
Le Petit Blanc – Brindley Place, Birmingham  
Bank restaurant – Brindley Place, Birmingham  
Ping Pong – Westbourne grove, London  
Welcome Break - Burtonwood M62 /  
Birch Hanger - M11  
AEG Europe – Cinema, The O2 Dome



# clients

"We enjoy working with BIL, because they have a positive attitude to the project and always achieve a good quality of finish and completion on or before programmed time." Michael Gallagher – Managing Director – Lewis & Hickey (Guildford)

**asda living**

bank restaurant - baskin & robbins - boots

**bentley - body shop**

**borders bookstore**

christ church college, oxford - currys

superstores - daimler chrysler - dixons

la senza - aeg europe - dollond

& aitchison - domino's pizza

allders - alpha retail - early learning centre

**tesco**

**tk maxx**

après bar - arcadia - asda / george

**marks and**

**spencer**

our price - oxford brookes university

pc world - ping pong - poundland

**starbucks**

**hotel chocolat**

reed employment - revive juice bars

road chef - saville row shirt co

**mytravel-02**

top golf - carlton

**luggage** footlocker - fossil

gala bingo - intimissimi - game

pumpkin patch - calzedonia

**toys r us**

**vue cinema**

big yellow self storage

**orange**

going places - holmes place plc

index - jd sports - le petit blanc

littlewoods - loro piana - lunn poly

magdalen college - mechu bar

**westfield**

welcome break - spirit group

**screwfix - tezenis**

ugc cinema - urban outfitters

virgin megastores - v-shop

wickes - wolverhampton city council



**Our client list – which reads like a ‘who’s who’ of British retail - includes both major chains and smaller independent outlets. New store fit-outs, re-branding schemes, refurbishment projects, the roll-out of new initiatives and large scale projects that require the co-ordination of multiple disciplines are all part of the working day for Bridgfords’ skilled teams.**

With experience that extends beyond conventional retail environments and into office interiors, hotels, airports, leisure facilities and more, Bridgfords Interiors often co-ordinate the work of many different service providers on behalf of clients.

By remaining so keenly customer-focused, the company has built a reputation not only for delivering projects on time, on budget and to the specified quality standard but also for striving to understand and exceeding each client’s specific needs. As a result, a significant proportion of work undertaken is repeat business from satisfied customers. And that is one of the highest recommendations you can find.

“Consistent, Efficient, Helpful and Professional.” Gary Brooker – Brooker Flynn

# experience

14 years trading

1500+ projects completed

75 clients satisfied

£200M+ turnover

Senior management with trade background

85% Repeat business

Adaptable to change

Pursuit of excellence



“Bridgford have taken the time to understand our business needs and have become a valued partner in our store development programme. It is a pleasure to work with such a professional team that repeatedly deliver demanding projects on time to a very high standard.”  
David Ayre - Retail Operations Manager - Marks and Spencer Outlet

# Strengths



**volume** - in excess of 150 projects completed year on year, with a capacity to be active on 30 live projects at any one time.

**nationwide** - Midlands based within easy reach of all motorway networks.

**structural** - major intrusive works undertaken to facilitate / enable fit out.

**employees** - a 'can do' attitude and commitment.

**turnover** - turnover in excess of £20 million per annum.

**quality** - the pursuit of excellence.

**repeat business** - a result of sharing clients aspirations, understanding their business and delivering on our promises.

**supply chain** - our contractors and suppliers are integral to the success of our business.

**project value** - appropriate designs translated into effective construction detail.

**partnering** - to cultivate a trusting relationship and recognise that success is a joint and mutual responsibility.

**flexibility** - adapting to changing circumstances.

**customer satisfaction** - providing solutions to achieve client business goals.

# projects

“Continually delivered for us, exactly what we have needed, when and on budget. In summary very diligent, very capable and integral part of our roll out team.”  
Matt Tobin – Head of Trade Counter Development – Screwfix Direct

**Every project is different if not least because of its location and each have their own problems – to combat this we ensure our teams have knowledge across a variety of clients and project types. Bridgford’s have been involved with the following:**

## **LOCATION**

**High Street** – a mixture of property varying in age and type from single storey through to multi floor department stores. Access is generally a problem in these pedestrianised / congested areas.

**Shopping Centre** – an enclosed environment where the public are free to roam – planning constraints are lifted and tenants are free to use various signage and glazing options to attract customers.

**Retail / Leisure Park** – a destination for consumers where they can experience a number of chains / brands / activities in one location – units typically involve mezzanine floors to increase trading space.

## **TYPE**

**New Store roll out** – in theory a generic plan can be utilised across each property – numbers are dictated by acquisition strategy and available units on the market – deviations included to attract local consumers.

**Concept** – a test bed for new designs and materials to reflect current thinking. Design typically developed and changed as work proceeds to ensure best fit with a high level of interest from senior management.

**Flagship** – the best performing property for a region or brand – focus is on maintaining this level of activity.

**Re-branding programme** – fast track programme of work across a portfolio as a result of acquisition or a merger, costs are to be kept to a minimum and disruption to trade mitigated.

**Refurbishment** – used to breathe life into tired property and incorporate latest brand concepts and to win back market share from competitors. Stores can continue to trade through phased working or can be closed for a limited period dependent on revenue streams.

## **SCALE**

**Value** – varies dependent on size and complexity ranging from £50k as part of a multi site re-branding programme through to £5m for a multiplex entertainment centre.

**Size** – concession kiosks, high street stores, out of town mega stores, multiplex entertainment facilities.

**Duration** – 2 days to 6 months, involving 7 day, 24 hour working as required.

**Number** – from a standalone project up to 100+ site programmes.

# people

"Professional open book approach to cost management...."  
Alan Wood – Director – Gleeds



**Paul Cockle**



**Neil Harrison**



**Martin Fahey**



**Stuart Moore**



**Alan Palmer**

## **BOARD DIRECTORS**

Paul Cockle  
Neil Harrison  
Stuart Moore

## **ASSOCIATE DIRECTORS**

Martin Fahey  
Alan Palmer

Our style is to be pro-active and not reactive in seeking to offer solutions to problems and provide our full support.

From inception to delivery customers can rely on our solutions aimed at achieving our clients business goals. Our teams are capable of creating inspirational and functional destinations whilst our contracts managers ensure total delivery with minimal disruption to trade - we appreciate that time is money!

# contact

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