



# THE MEASURE OF SUCCESS

IN TODAY'S COMPETITIVE CLIMATE THE SHOPFITTER HAS TO BE A SOPHISTICATED OPERATION. **BRIDGFORD INTERIORS** SEEKS TO OFFER A WIDE RANGE OF INTERIORS SOLUTIONS, ENSURING THE HIGHEST QUALITY WHILST ENDEAVOURING TO KEEP COSTS LOW. HERE, BUSINESS DEVELOPMENT DIRECTOR ALAN PALMER TALKS TO RLI ABOUT THE IMPORTANCE OF COMMITMENT AND FLEXIBILITY

Retail is a large and dynamic sector of the UK economy — as store environments become more complex and budgets get tighter, shopfitting expertise is ever more crucial. One important aspect of this service is saving the client money by using more efficient installation procedures and materials. Tough trading conditions as a result of increased burdens, in terms of staff salaries, rent, rates, subsidies, legislation, reducing consumer spend, the effect of supermarkets and the Internet, mean that retailers are looking to reduce costs wherever possible.

Bridgford Interiors seeks to offer a wide range of interiors solutions to clients across the UK. Established in 1994, the company has evolved from a traditional 'shopfitting'-company in to a leading specialist interior contractor and construction manager; Bridgfords considers itself highly flexible and able to offer tailored services to suit specific customer requirements.

The company has a reputation for completing projects on time, within budget and to the required quality standards that has led to a high proportion of repeat business, as much as 80 per cent of its annual turnover is generated from repeat business. This stands as a testimony to

excellent standards of workmanship and a commitment to quality, service and reliability. Business Development Director Alan Palmer considers this to be 'the only real measure' of the company's performance.

Board Director Paul Cockle, responsible for the delivery of all Bridgfords Projects, seeks to ensure all elements of the construction process are fully considered at the earliest possible time, creating the opportunity to significantly improve the subsequent execution of fit-out projects.

"We find that, as constructors, we can add most



value if we can get in early 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, meeting the clients requirements for budget, durability and operational usage," he explains.

Says Tom O'Callaghan, Associate Director, Gleeds: "Bridgford Interiors continues to impress with both its attention to detail and the enthusiasm of its staff."

Success is built on trust and understanding, a lot of hard work, networking, trying to help people and being team players, rather than simply doing a job, and taking chances; the





Chocolat and Vue Cinema. Palmer puts this success down to 'a lot of hard work by many dedicated people over a long period of time.'

Within the business, there is an unrivalled breadth and depth of experience that enables it to tackle projects of any size and those undertaken are diverse – construction, extension, new fit-out or refurbishments; retail, food, leisure, commercial and luxury residential, single or multi-site, high street, shopping centre or out-of-town locations, greenfield, night work or phased around the public and staff. During 2006, the company undertook projects in almost 200 stores across the UK with 34 live projects on the ground at peak.

"It is a pleasure to work with such an enthusiastic team," says Mark Petersen, Construction Manager with Tesco Express, "who deliver results time after time." Meanwhile, Alan Wood, a Director with Gleeds, refers to Bridgford's "professional, open book approach to cost management."

By remaining so keenly customer-focused, Bridgford's has built a reputation for striving to understand and exceed each client's specifics needs to deliver best value. New clients in 2007 include, Footlocker (UK & Europe), Fossil, Welcome Break, O2 and Revive Juice Bar.

Palmer outlines the company's philosophy as: "The pursuit of excellence, which is achieved by combining quality installations with a professional, considered and caring approach to working with clients. We recognize that it is a client's prerogative to change the design during the course of a project. We are keen to adopt a positive proactive approach to these changes which helps to ensure minimum disruption to the programme and assist in keeping additional cost within budget."



Bridgford team is a key part of what makes the company so successful. Palmer states that: "A talented and dedicated workforce is our greatest asset."

Terry Moore, founder of Terry Moore Design, refers to Bridgford's as having: "A totally positive, professional 'can do' approach to shopfitting which is very refreshing."

Bridgford's clearly embraces the concept of project partnering and the formation of strategic alliances, understanding that collaborative working practices produce efficiencies with a benefit to all parties concerned. Palmer continues: "Our approach is to cultivate a close and trusting relationship with clients and members of the project team. We recognise that project success is the joint and mutual responsibility of everyone involved in the project. Our style is to be pro-active, not reactive, seeking to offer solutions to problems and provide full support in their resolution."

The company's retained clients include such prominent names as TK Maxx, Tesco Express, Asda, Borders, Starbucks, Body Shop, O2, Hotel

Continual improvement to reduce cost and programme duration and to increase quality for the client's benefit is a permanent objective of the company

Earlier in the year, two senior appointments to Associate Director were announced, Martin Fahey and Alan Palmer (commercial and business development respectively), to assist in ensuring the stability of the business.

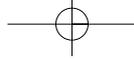
Whilst the Board ensure that a culture of hard work and fun is maintained throughout the business, the directors of Bridgford Interiors are committed to the continuous improvement of all aspects of the business. The goal of the company is customer satisfaction and improvement in business efficiency.

Such commitment to quality customer care, and a flexible approach to the industry are sure to make Bridgford Interiors stand out in what is a highly competitive market.



"OUR APPROACH IS TO CULTIVATE A CLOSE AND TRUSTING RELATIONSHIP WITH CLIENTS AND MEMBERS OF THE PROJECT TEAM. WE RECOGNISE THAT PROJECT SUCCESS IS THE JOINT AND MUTUAL RESPONSIBILITY OF EVERYONE INVOLVED IN THE PROJECT."

**ALAN PALMER**  
BUSINESS DEVELOPMENT DIRECTOR



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