



## A new addition to the team

Spacetailors has bolstered its ranks with the appointment of new Contracts Manager, **Dave Rackstraw**.

With 24 years of industry experience under his belt, Rackstraw arrives at Spacetailors with an impressive track record in working in the fit-out sector.

Beginning his career as an apprentice at 16, Rackstraw specialised in cabinet making and

restoration before moving into regular fit-outs.

"I am delighted to be working at Spacetailors," he says. "Although I am used to fast-track shop fitting, Spacetailors are at the top of the ladder when it comes to experience and quality. Every day is different. Last month we completed a nightclub in Cheltenham and this month, we've started work for Reel Cinema in Andover."



## ◆ Bridging the gap for disabled cinema-goers

The Spacetailors team has been busy over the last few months updating Odeon Cinema interiors up and down the country, bringing them in line with Disability Discrimination Act regulations and providing greater accessibility for disabled cinema goers.

Contracts Manager **Dave Parris** has been overseeing a series of projects which have all been commissioned by Odeon in order to bring their cinemas up to date.

"Amongst other work, Spacetailors has been installing handrails along the walls of the auditoria to aid wheelchair mobility, flip-down seats in refuge areas and barriers between the end of seat rows in order to prevent accidents from people tripping in the gaps," says Parris.

According to statistics released by the UK Film Council, of the 60 per cent of the population who visited the cinema

at least once last year, only six per cent were disabled.

"Cinemas, along with many other businesses, are recognising the need to improve accessible facilities, providing disabled consumers with greater amenities," concludes Parris. "This can be done relatively quickly and cost effectively and the interior space need not be altered dramatically to accommodate these changes."



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## ◆ Spacetailors scoop **BEN & JERRY'S** deal

### Latest win is the icing on the cake!

Spacetailors had a fantastic start to the New Year, winning a deal to install Ben & Jerry's ice cream operations into Showcase cinemas throughout the UK.

The contract, worth more than £300,000, is being carried out over the next three months and the kiosks will be a focal point in all of the Showcase cinemas.

"We're delighted to have won this contract at such an early stage in 2008," says Andy Powell, Managing Director at Spacetailors. "Among other requirements, we'll be installing Ben & Jerry's to their latest design requirements and, like most of our projects, the kiosks will be a series of fast-track fit-outs."

The Ben & Jerry's win adds to the company's impressive list of high-profile clients that include, among others, Cult Clothing, Esporta, Odeon Cinema and Grosvenor Casinos.

"2008 signals a new phase for Spacetailors," comments Powell.



▲ The Ben and Jerry's business is another win to add to an impressive list of clients which includes Cult Clothing and Odeon Cinemas

"We've doubled the size of our company in the last two years and the company looks set to continue expanding this year."

"Winning the Ben & Jerry's business is a great start to the New Year and we will continue to further expand our operations, building upon our own expertise in both the leisure and retail environments."

### they say...

"Showcase needed a contractor who takes the time to understand our business and who can ensure work is completed quickly, to a high standard but with a minimum of disruption. Spacetailors certainly fulfil those criteria."

Alex Leishman,  
Food & Beverage Director, Showcase Cinemas

## Hotspot gets set for a flying start

Spacetailors pulled out all the stops before Christmas in order to get Cheltenham's latest nightclub, Dakota, off to a flying start.

The fit-out experts teamed up with construction consultants Butler Silcock to complete a fast-track eight week interior build that ensured that the town's latest

entertainment hotspot was open for the Christmas crowd.

Contracts Manager Dave Rackstraw oversaw the project which was geared towards offering a slick interior space for students and young professionals: "The fit-out itself evolved from initial plans and the end result is a modern



### they say...

"What Spacetailors has achieved in such a short time is fantastic. The club looks great and the end result will be a real crowd-puller."

Luke Hemming,  
Senior Consultant, Butler Silcock

nightclub that has become extremely popular within the town."

"We installed a number of unique features including oak panelling, an oak dance floor and a full length aluminium bar. The overall effect is an interior that is contemporary, smart and polished."

With a license for 550 people and plans to develop the space below the club into a bar and bistro, Dakota is making its mark on the Cheltenham entertainment market.

# With Spacetailors there's

Quality is the mark of a superior understanding. Managing Director of Spacetailors, says regard is not compromised by either time or cost.



## ◆ Fast-track fit-outs mean more haste, less speed

With fast-track fit-outs becoming an increasingly popular option for clients across a number of sectors, we've seen a rise in the demand for quick project completion at Spacetailors. A speedy fit-out has benefits for clients, but 'quick' doesn't need to equate to 'rushed'. However, clients need to be aware of the realities of turning around a job. Here Andy Powell examines the benefits of fast-track fit-outs and underlines the need for realistic time frames to avoid compromising the quality of the finish.

Completing projects in lightning quick time without compromising on quality is an everyday client requirement for Spacetailors.

However, as more and more industries wise up to the benefits of fast-track fit-outs, we've experienced an increase in the number of clients coming to us emphasising speed as one of the most important requisites of a project.

For facility managers, a quick completion means that the business is up and running as soon as possible and trade can begin without delay. By shortening the time period contractors are on-site, managers also benefit from a reduction in the final bill, as less time means less money spent on man hours.

Of course, nobody wants a shoddy finish and in this business, we've all come across the cowboys who promise a quick turnaround only to deliver an inferior job that will need re-working within days or weeks, adding extra cost and time to the client.

Often these jobs will go wrong because the consultant hasn't factored in the detailed project areas that necessarily require more time – installing lighting or air conditioning units for example. Projects either end up over-running or being

finished inadequately as a result. At Spacetailors, our contracts managers have more than 70 years' combined experience within this industry, guaranteeing that a project, – whether it is a cinema build, retail fit-out or hotel refurbishment – will be finished on time and to budget.

After the initial planning meeting, efficient on-site project management is of fundamental importance. The Spacetailors site managers are experts at dealing with multiple contractors, often across multiple sites and we're proud of the reputation we have built over the years for delivering quick results that are of an exceptionally high standard.

**Our track record across industry sectors in client retention is testament to the speed and efficiency with which Spacetailors works.**



they say

"Spacetailors are quality in the work they do. They are sensitive to timeframes and deliver what they promise, with

# no need to compromise

...ding of the fit-out world. Here **Andy Powell**,  
...less of which sector you're in, you need not be  
...cost when it comes to quality....



## Money, money, money: A question of **cost vs quality?**

2008 is set to be evolutionary for the building industry as sustainability and health and safety issues continue to alter the way in which we work. However, for clients seeking a low cost fit-out which remains of high quality, there will always be solutions available that provide the best of both worlds...

Different industry sectors clearly have different drivers when it comes to change. However, the ultimate goal for anyone undertaking refurbishment is to create an environment that will appeal to their target market and sell their product in the best possible light.

While many clients invest heavily in fit-out solutions intended to wow their customers and update them on a regular basis, there are just as many which require more economical solutions that still pack a punch and manage to achieve excellent results.

As fit-out specialists, Spacetailors will always balance client requirements and costs carefully. We investigate the lifespan of a fit-out and advise our clients appropriately. We will instigate a fit-out that is cost effective to maintain and modify as and when it is required.

**The materials used are a major cost**

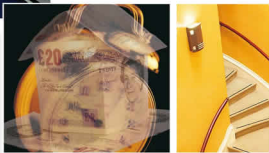
**factor when it comes to budgeting.**

It is essential that the materials used within a fit-out are robust and appropriate for the purpose that they are intended for. It's no good, for example, fitting a poor quality dance floor in a nightclub as this will soon get scuffed by heels and need replacing. Similarly, a low grade carpet in a hotel may mean a saving on the immediate budget, but the wear and tear will simply add to the costs in the long run. In both cases, alternatives need to be sought with both durability and longevity in mind.

Another consideration for clients is the cost to their business while the fit-out is underway and they necessarily budget accordingly.

At Spacetailors, we believe that a critical factor in the success of a fit-out is the minimal disruption to customers and normal business operations. This is why our fit-out solution experts will work outside of normal business hours – throughout the night or weekends – to ensure that during the day, business for our clients is as usual.

**Effectively, our bespoke solutions are tailored to our clients' needs and our experience and expertise ensures that the best fit-out is provided... whatever the budget.**



...ty craftsman that take  
...complete. They work to  
...nd always deliver exactly  
...en they promise it."

Pete Sadler  
Odeon Cinema