



During my years working for Gwyn Powell and Son I have always enjoyed the family business ethos of hard work and dedication.

I am proud that I can launch the business into its new cycle while retaining these core values, which have always meant so much to us, carrying on the tradition laid as a foundation by my father.

Our new identity outlines what we do and showcases our excellent work. We are renowned for quality craftsmanship and we will continue this under my leadership.

Our business has always flourished with recommendations and client appraisal; this is what sets us apart from other specialist contractors. Clients have complete peace of mind as we deliver exactly what we say we will; we stand by our word.

We pride ourselves on creating bespoke solutions to built environments rather than simply providing implementation and fit-out. We are able to work within any sector to create an environment which impresses every time and, importantly, reflects the brand requirements and the needs of each specific location and business objective.

This newsletter is the first of a series which will allow us to not only showcase innovations but help keep our clients and partners up to date as we continue to develop our business.

Enjoy!

Andy Powell

Managing Director, Spacetailors



Gwyn and Andy Powell celebrate the launch of Spacetailors



◆ Spacetailors revamp takes Gwyn Powell into a **new era**

Gwyn Powell and Son, the specialist fit-out consultancy has, after 43 years of business, revamped their identity with the creation of the new, sleek and contemporary trading name, **Spacetailors**.

The Cheltenham-based company, which has a footprint across the British Isles, was founded by Gwyn Powell in 1963 and has earned a reputation in the industry as a company focused on innovative design and expert solutions. Spacetailors has grown within this specialist sector and is renowned for an enviable client list and impressive track record.

The Spacetailors name and logo, designed to reflect the businesses size and capability within the contracting industry, is also a vehicle to display the quality and success the

company has achieved in recent years, doubling turnover from £2 to £5 million.

Spacetailors operates in a national arena with expertise in a multitude of sectors, working within the four key markets:

- Retail
- Leisure and fitness
- Hospitality
- Corporate sectors

Spacetailors delivers innovative solutions to improve clients' built environments. From interior space design to complete venue refurbishment, the company provides a full contracting service and boasts an enviable client list including Odeon Cinemas, Esporta Health and Fitness, Mecca Bingo and Arcadia.

"Having earned the respect of clients and fellow contractors by conducting business with traditional values, Spacetailors delivers more than is expected of us. Every project is designed with ingenuity and flair, and provides us with the confidence to take the business to its next phase of development," says managing director Andy Powell.

"Spacetailors has a modern approach to business, but the core values of Gwyn Powell still play a fundamental part of what makes the business such a massive success."



Sleek and stylish – the new-look website



◆ Europe's busiest retail cinema gets a £1.5m makeover

THE COOKLOCK ODEON ◆ DUBLIN ◆ SPRING 2006

The residents of Coolock in Dublin were saved from having to watch films in a drab and outdated cinema by a £1.5 million makeover courtesy of Spacetailors. The company intends to use the Coolock contract as a springboard for work across Ireland.

The cinema, which has earned the title as the busiest retail cinema in Europe, was recently acquired by the Odeon group. Valued at £1.5 million, the Dublin refurbishment is the biggest revamp to have been completed on the mega-chain's recent acquisitions. Completed earlier this year in time for the release of the eagerly awaited Da Vinci Code, the entire project was completed within a strict deadline of 14 weeks.

As Spacetailors' first Irish project, this was not just a prestige contract but seen as the model for further commissions. Working closely with established architects NDBA to maximise space within the existing shell, the refurbishment included the renovation of the cinema's 10 screens, cinema seating (two including raised seating), a new foyer, box office, front entrance, and refreshment stand with new carpets and seating throughout the entire site.

Spacetailors worked during the night in order to complete the project, allowing Odeon to keep the cinema open throughout the length of the refurbishment – a working ethic welcomed by Spacetailors' clients.

A major issue faced by the company was health and safety. With the facility in constant use, site safety was naturally a top priority. All public areas had to be scrutinised by the Spacetailors team to ensure they were safe for access by 12.00pm each day. It called for the expertise of a highly skilled and efficient workforce, fully aware of the implications of this style of working practice.

Spacetailors delivered a state-of-the-art refurbishment, transforming a drab and outdated cinema in time for the summer crowds. With its fresh, modern design the Coolock Odeon is set to become even busier... if that's possible!



Sights are set on the corporate sector

Having already secured leading status within the Leisure and Fitness, Hotels and Hospitality and Retail markets, Spacetailors is certainly not resting on its laurels.

According to Dave Carpenter, Contracts Director at Spacetailors, the move into the corporate sector is a logical progression, with expansion of corporate headquarters through to leading edge staff facilities

"We are able to combine our experience with retail areas to provide innovative solutions for this increasingly demanding sector," says Dave.

"The corporate sector has always been a market we have wanted to become established in and we now have the resources and expertise to complete these refurbishments, which we pride ourselves are always finished on time and within budget.

"We have experience and knowledge that is unrivalled, and we have the ability to provide this previously untapped sector with innovative, creative and bespoke environments.

"It is a natural progression that we are keen to explore, and with the management team and highly skilled workforce that we have in place, we are aiming to hit the corporate sector with full force."

◆ Watch this space

A major move is planned to support the rapid expansion programme at Spacetailors. Extensive premises, training facilities and new recruits are a backdrop to a new phase of growth.

Spacetailors have been developing with substantial annual growth and it has finally become time to sanction a move to new premises.

The new facilities in Birdlip will provide a much larger site from which to operate. The move will also allow the business to build its own joinery workshop which will be used to develop and manufacture bespoke products in-house which previously have been outsourced to other contractors.

"We have always wanted to expand the business to include joinery facilities," explains Spacetailors Contracts Manager Dave Parris. "This move, prompted by contract wins, has given us the space to expand our offering and an ideal platform to further build our business."



◆ Two million good reasons to celebrate the New Year

TEN NEW BUSINESS WINS ADD UP TO A GREAT START FOR SPACETAILEORS

National fit-out consultancy Spacetailors have landed new contracts worth a combined £2 million spread across a broad spectrum of industry sectors including retail, corporate, leisure, hospitality and education projects.

These latest business wins reflect Cheltenham-based Spacetailors' growing stature in the national arena. They include: **Ruda Holiday Park, Pendine Sands Holiday Park, Esporta Hampshire, Cult Clothing Oxford, Mecca Catford, Asquith Nursery Woking** and four **Odeon cinema** refurbishments including their head office and **Printworks, Manchester**.

Gloucestershire Echo Business of the Year winner Cult Clothing selected Spacetailors to deliver the complete fit-out of its two brand new stores in both Reading and Oxford.

"Spacetailors was chosen for the high standard of work they bring to their projects including their dedication to getting the job completed," explains Simon Kirby, Project Manager, Cult Clothing.



"They started work earlier this month and Spacetailors have already turned a raw shell into something with character! We would definitely use them again."

Spacetailors' Contracts Director Martin Newman believes these wins will launch 2007 to a racing start.

"This sets Spacetailors in line for our ambitious expansion for the future. We are already set to move to bigger premises and we will support this by integrating our own joinery shop into the Spacetailors offering.

"The work we have won will showcase our credentials as a national player. As a business we are going from strength to strength."

they say

"Spacetailors have turned a raw shell into something with character. We would definitely use them again."

Simon Kirby,
Project Manager, Cult Clothing



Marathon man

Spacetailors Managing Director Andy Powell donned his running shoes when he took part in one of the greatest roads races in the world – the New York Marathon.

On November 5 the streets of New York welcomed over two million spectators, cheering on 37,000 runners as they tackled the arduous 26 mile course, crossing five bridges and five boroughs, past some of the most famous and breathtaking sights.

Andy completed the marathon at a personal best – three hours 29 minutes – and raised over £2,500 for the National Society for the Prevention of Cruelty to Children.

"I have always supported the NSPCC; the work they do is invaluable," says Andy Powell. "Annually I buy a table at the NSPCC's Cinderella Ball at the Savoy in London, but this year I wanted to do more fundraising. The New York marathon was the perfect way to raise a large amount of money for charity and do something I enjoy."



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The dream team

Name: Dave Carpenter
Job Title: Contracts Director
Lives: Gloucester
Experience: Senior Contracts Manager for Barnwood Shopfitting for ten years. Joined Spacetailors in September and is already proving to be a major asset.



Recent Projects:

- Forest of Dean College – Refurbishment of Hairdressing Department
- Currently managing refurbishment of Ruda Holiday Park, Asquith Nursery Guildford,
- Asquith Nursery Woking and Pendine Sands Holiday Park.

Name: Martin Newman
Job Title: Contracts Director
Lives: Worcester
Experience: Contracts Manager with Spacetailors for the past three years. Martin has managed some of our most high profile projects and is well respected by our clients.



Recent Projects:

- Odeon Leicester Square, Odeon Coolock, Odeon Dudley, Cult Clothing Reading.
- Currently managing refurbishment of Esporta Northwood, Esporta Hampshire and a new shop for Cult Clothing in Oxford.

Name: Dave Parris
Job Title: Contracts Manager – Small Works
Lives: Cheltenham
Experience: Dave has rejoined Spacetailors during the last year to manage our maintenance and small works department. He is doing an excellent job which means that we can guarantee clients a complete contracting service.



Recent Projects:

- Dave is constantly managing numerous small works and maintenance contracts for Odeon, Esporta, Mecca Bingo, Grosvenor Casinos and various other prestigious clients.

they say...

"These management appointments are key to our strategy of expansion and development within the market. Our innovative solutions, backed by our solid track record for craftsmanship, allow us to continue to grow the business, and we welcome the management team who will play a crucial role as we continue to develop our portfolio of services."

Andy Powell, Managing Director, Spacetailors