



profile

▶▶▶ whether that be image, communications, technology, space rationalisation...this is our workplace consultancy offer. We advise on New Ways of Working such as Hotelling, Hot Desking, Home Working etc.

'A relocation project starts at the briefing stage, so we get involved very early on – and really look at their business. This is always an opportunity for someone to improve their business – and nobody's told us they don't need to improve their business yet!

'The consultancy element and the space analysis allow us to understand the client and to work with them from the very start. That is so important to the success of the project.

'We look at how a company is operating now, how much space they're using and then try to rationalise that as part of the process. Of course, the big thing here is always, 'Well here's your headcount today, but what's your headcount going to be in two or three years?' That's always the difficult one, but we have to draw a line in the sand. Essentially, we end up with a figure that defines the quantity of space the company will need to occupy in the future – we break the whole business down, mathematically, square foot by square foot, so before their Agent takes them to look at any buildings, they know he is armed with the correct information and they don't visit buildings that are too large or too small.

'What clients find is that, during that process, we act as independent facilitator with no agenda and no politics. We add value to the process. Although we do come up with the square footage figure as an end result, getting there we can make some quite significant business changes.'

We talk at some length about a number of notable examples of the firm's ability to distinguish, pinpoint and develop those crucial business changes. David, however, is particularly proud of the work he and his team are currently undertaking alongside the property agents. 'We've spent a lot of time educating commercial agents about the value of doing this style of space audit with us,' he continues. 'Now a lot more of them are coming to us very early on and saying that they are not going to look at any buildings until we have gone in and done the space audit – which is great for us because we get involved at an earlier stage, we get to know the client and we are then able to develop the brief.'

We like the Interactive Space model and offering – and we really like David. We realise, after chatting for well over 90 minutes (well over 90 minutes being, ironically, the average length of a Manchester United match!) that we have agreed with just about everything David has said to us. We even agree – albeit reluctantly – that you can't help loving Le Cantona. Enigma n'all ●



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