

# CASE STUDY

## PeaceProperty Ltd

### KEY FACTS

Location	Brighton
Industry	Home Letting
Scope	Space planning, design, decoration and furniture/fittings



## Maximising retail potential with 'move in and ready to start business' service



### BACKGROUND

When Brighton-based PeaceProperty Ltd wanted to quickly transform their new 'bare shell' acquisition into a vibrant and eye-catching home letting retail/office facility, MD Matt Peace selected Woodman, on the basis that "they demonstrated a very professional and attention to detail approach – to get it right for us".

### CHALLENGE

With a limited budget, Matt wanted a welcoming and efficient interior with space for 3 desks and a dedicated storage/office area. The other 'must haves' were point of sale fixture and fittings, a simple, attractive window display to highlight available properties and comfortable seating for clients.

### SOLUTION

To fulfil the brief Woodman prepared a unique 'ready to move in and start business' fixed cost and time proposal, that included everything from space planning, design, decoration and furniture/fittings consisting of desks and bespoke storage facility.

### DESIGN AND DECORATION

To highlight the striking furniture and fittings and harmonise with the company's burgundy and cream corporate identity, the interior colours were predominantly white with muted greys.

### FURNITURE

As space was severely limited mini rectangular desks with under desk pedestals were recommended together with white 12mm laminate tops and silver frames. For long-term comfort and value ergonomic "Netwin" chairs from Sedus, with black leather seat pads and light grey mesh backs were supplied for the sales personnel.

### STORAGE

Reflecting the silver framed desks a custom built titanium finished storage wall system was built, creating a partial three-quarter wall divide towards the rear of the shop, obscuring the door to the WC and creating a small private office area for storage, faxing etc.

### FRONT OF SHOP & POINT OF SALE

Pre strung cables incorporating acrylic pockets were installed in the front window. They provided a simple and stylish method that enabled staff to insert and quickly change

details of available properties. To reflect a similar 'look' inside, Acrylic leaflet holders were installed onto the walls.

### SEATING

To utilise all the space available, the unused 'infill' under the front bay window was transformed into an attractive and comfortable seating area for prospective clients by fitting a bespoke burgundy leather seat pad.

### CONCLUSION

Summing up his experience of the project **Matt Peace** said, "Overall, Woodman's design, plan and build really transformed a dull boring area into a bright, inviting and welcoming retail environment that reflects our professional and business ethos.

*From start to finish our project was carried out without any hassles whatsoever. Without a doubt, I would recommend their 'ready to move in and start business' retail fitout service every time."*

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