



Create space for  
'buzz' and for business

DALE



### **Our vision**

To build on our reputation as the region's trusted workspace transformation partner.

### **Our mission**

To enable work-life improvement through better workspace.

### **Environmental Practices**

Using sustainable materials, making environmentally-friendly design choices and looking for ways to save on energy consumption are no longer optional in office design. They are a legal, financial and ethical imperative. Sustainability is central to how we work, as you'd expect.

### **Compliance**

The aesthetics of your office mean nothing if the space doesn't meet the minimum legal requirements. Safety is a primary concern and our Project Managers ensure that your project adheres to Construction Design and Management (CDM) Regulations. We maintain accreditation with SafeContractor and Constructionline. Both of those are reviewed and must be re-awarded annually, so you can relax and rest assured you're in very good hands.



DALE

# GO Outdoors



- Exponential growth triggered a head office re-think for this major outdoor retailer.
- Creating the best space for the people was key to the workplace transformation.
- Maintaining their spiritual home in Sheffield was paramount as people are the soul of their business.
- Historical property adaptations resulted in a fragmented, dysfunctional arrangement of space.
- Order of the day? Highly effective new settings enabling staff engagement, improving the visitor experience and boosting brand culture.

## Refurbishment

Initial scenario planning explored a variety of target areas; general office space, a lacklustre reception, well-worn meeting rooms, impractical showers, tired WCs and an uninspiring canteen. Staff feedback indicated that amenities and welfare were their top priorities. A design scheme was commissioned, reinventing the kitchen into an adaptable, highly social space. Coupled with a new DDA wetroom, themed WCs and connecting zones, they now have common spaces to be proud of.

To minimise disruption, the re-plan of the offices would come in phase two. We planned a better, more efficient arrangement of the space. When various departments were moved, we gave them new, more appropriate desks, better seating and storage all wrapped up in a general refresh. The refurbishment was challenging at times due to the age and condition of the building. Yet we delivered an effective space on time, to an agreed budget and with no fuss.

## Points of note

- Re-design of two floorplates to accommodate staff numbers heading towards 200 and provide the optimum platform for growth
- Vertical "camp site" on reception wall for 'WOW'
- Reclaimed wood reception desk
- Improved operational efficiencies across HR and IT

"We come together in a café style environment, reducing pressure on meeting rooms. More than that, we have a renewed sense of community. Our people feel valued and they value the new spaces; taking care and pride as if they had bought it themselves. We have so much more than an initial WOW! It's something we are really proud of as an investment in our workspace for our fantastic people."

Richard Maddox Operations,  
GO Outdoors

# MK Illumination



- Austrian-owned festive lighting company required a new UK head office facility
- Office move from Yorkshire to Lancashire
- Looking for improved communication and flexibility across user groups
- Must remain sympathetic to overall building footprint
- Refurbishment timed to minimise business disruption

## Points of note

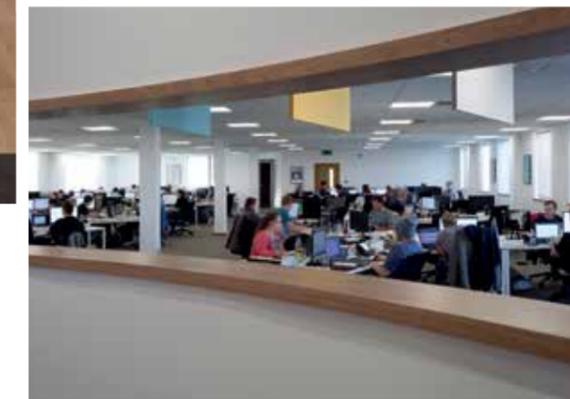
- 10,000 sq ft
- Bespoke reception created to improve visitor experience
- Variety of other bespoke features driven by user requirements
- Hi-spec LED lighting

“We chose Dale Office because we felt they demonstrated the best understanding of our requirements and we believed they could deliver within the ambitious timescales we set out.”

Christian Niederstätter  
MD, MK Illumination UK



# Visualsoft



“The interior designs are intended to not only complement what we do as a digital company and keep our staff motivated, but also to add a campus environment, much like Google and other dot.com companies have achieved in California.”

Dean Benson,  
CEO of Visualsoft

“The whole team are absolutely thrilled with the finished article – it has really given staff a boost and we can’t wait to start the second phase of development, which will inject even more fun into the new building.”

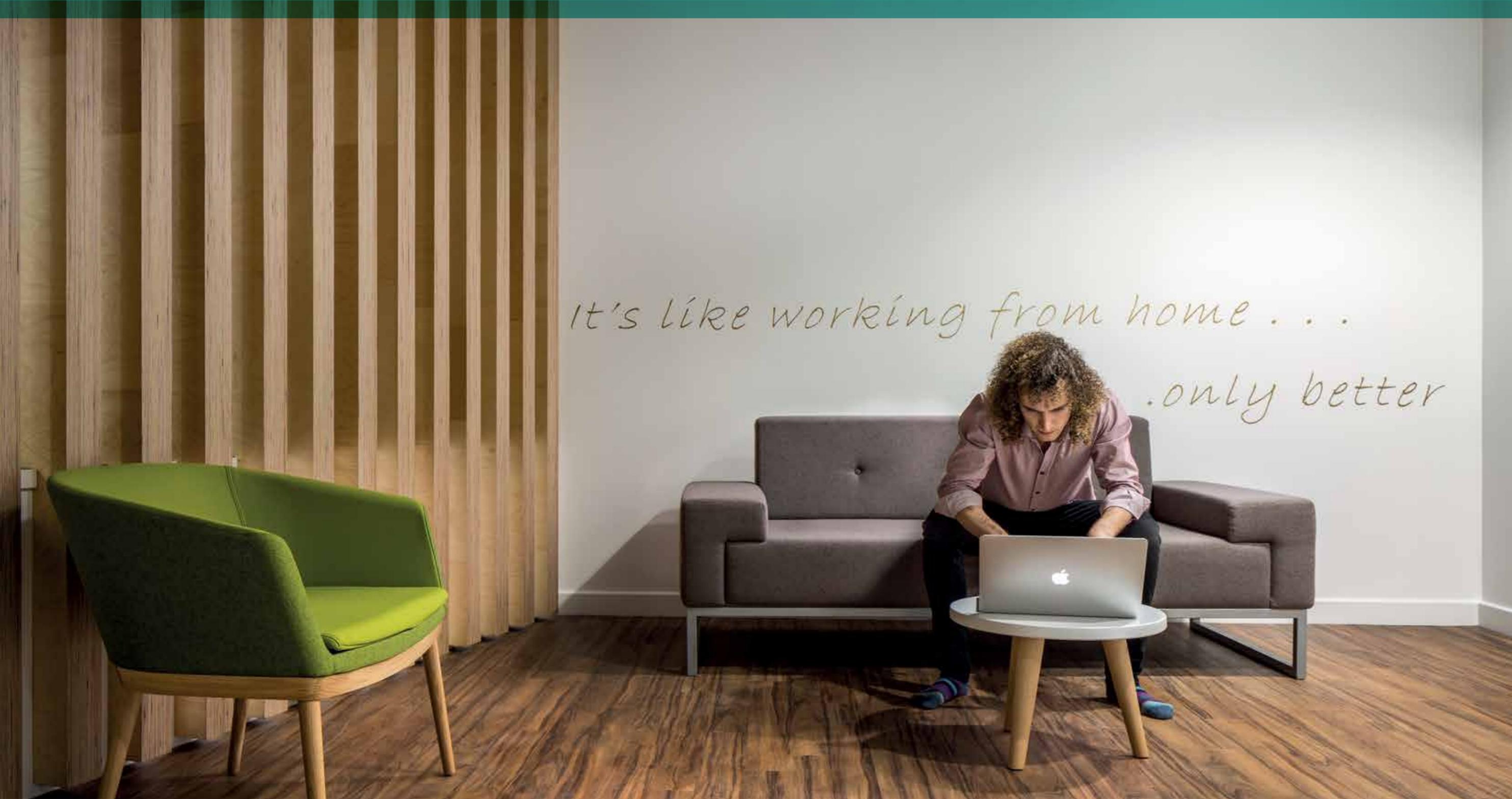
Adrian Foster, Creative Principle and Project  
Manager at Visualsoft House

- New HQ for an established eCommerce company
- Design had to contribute to the corporate culture following MBO
- Design must create a ‘wow factor’ for employees and visitors
- Priority was given to a kitchen and communal area for approx. 200 staff
- Happy staff = happy clients

## Points of note

- 14,850 sq ft
- Disruptive supplier approach strategy set us against 14 other companies competing for the project
- Less than 4 months from approach to project completion
- Bespoke curved gloss laminate reception desk
- Over 60% of floor finishes reused
- Colourful acoustic features using a minimum of 65% post-consumer recycled material (PET bottleflake)

*It's like working from home . . .  
.only better*



Call our Transformation Team today.  
We'll make your workspace work better.

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DALE

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