

STRATEGIES FOR SUCCESS FROM CEM AND THE WILDE GROUP

CHRIS BERRY TALKS WITH SIMON PEART OF CEM FENCING

Whilst everyone in the UK seems to be uttering the words 'credit crunch' almost daily, and talk of further job losses is being blasted across our TV screens every morning, lunchtime, teatime and evening there is at least one company in the fencing world that isn't letting itself become dragged down the same path.

Indeed the Wilde Group, which incorporates four companies across the industrial, commercial and retail sectors, is thinking forward and in doing so is finding that it is already bringing about significant benefits.

Their four divisions are HFS Timber, which has over 30 years' experience in supplying sawn timber and manufactured timber products for local trade and retail customers; DJC Joinery, with over 40 years' experience in manufacturing all types of bespoke joinery; CEM Fencing, which is a specialist supplier and installer of security fencing, acoustic



South West Regional Manager, Sam Bradbury

barriers and automated entry control systems; and NRG Fabrications, which offers architectural metalwork fabrication and welding services.

Simon Peart tells of the strategy employed by CEM Fencing:

'Our headquarters are in Northamptonshire, which is already fairly central, but last year we set up our first regional base in Monmouth to cover the West & Wales areas. Our aim is to provide our customers with the benefits they would expect of being supplied by a national company, whilst also offering that local, friendly service. A Total Solutions and service combining all of what we offer throughout the group.'

Although the Monmouth base was only started in September 2008 Simon is impressed with what has been achieved so far, something he feels may not have been the case had they not taken the decision to roll out a regional strategy campaign.

'We have recently won a project to provide fencing for an 11 mile pipeline in Wales and I am certain that because we have taken on a base in the South West, rather than just over the border into England, it has worked in our favour. We also have an excellent regional manager in Sam Bradbury who is working very hard in making sure CEM is fast becoming a recognised name in the area.'

Such has been the success of the first CEM Fencing regional base that further similar regional bases are planned in the coming months.

'Our principles are to keep both operating costs and overheads down and to be involved with the best fencing erectors and local sub-contractors in each area where our regional bases are opened. We have a great deal of work coming up in the London area, including work on the Olympic village, and that's why our next support base is likely to be in the capital.'

Whilst the regional strategy is going well, albeit still in its early stages,

the Wilde Group has found one of its other strategies has already borne significant benefits.

They have recently been awarded three nationally recognised health and safety accreditations. The award of ACHILLES, CONSTRUCTIONLINE and CHAS all add further assurances to both existing and future customers that the work they carry out as a company is being conducted in the most conscientious way. But Simon believes there is much more to it than that.

'These days you don't even get on to tender lists unless you have all of the necessary health and safety accreditations - and that is going to be even more the case in future.'

We have our new NEBOSH qualified Health and Safety Manager, Alison Treacher, to thank for ensuring that we are on the list wherever we are tendering. Having all of this in place is now very much a part of ensuring we win an order.'

Silas Wilde, Managing Director of the group, is delighted with the accreditations:

'These awards show the commitment of the Wilde Group to ensure we produce a high standard of workmanship for all our projects and promote the integrity of our systems and procedures. At a time when many businesses are facing bleak prospects we want to show that we are able to meet commercial challenges such as achieving the new ISO 9001:2008 standard, CHAS, CONSTRUCTIONLINE and ACHILLES awards, and that we will continue to go from strength to strength.'

For further information contact Simon Peart, CEM Fencing, Harlestone Firs, Harlestone Road New Duston, Northampton NN5 6UJ Tel: 01604 586000



Health & Safety Manager, Alison Treacher



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Please forward your CV and a covering letter to:
CEM Fencing Contractors, Harlestone Firs, Harlestone Road, New Duston, Northampton, NN5 6UJ
Or email: simon@cemfencing.co.uk