

# Waitrose, Sidmouth



A 7500 sq ft extension of the existing building and fit out | 2009  
Value: £6 million



INVESTOR IN PEOPLE

**Introduction**

This was our first refurbishment for Waitrose in a live trading environment, and involved a phased refurbishment to ensure customers could shop as normal.

**Key Facts**

- Quick 36 week programme in live environment
- Nearly 100 per cent of waste diverted from landfill

**Details**

Phase one involved constructing a new public link road to allow the car park to be extended in phase two. Work then saw construction of a 7,500 sq ft extension to the existing store, creating a vastly improved sales environment with a new sales floor.

**Successes**

The difficult car park extension logistically was delivered with attention paid to local residents' needs and ever changing access availability.

As part of WD Interiors' commitment to Waitrose, we made five pledges at the start under the headings of 'Safety, Sustainability, Cost, Programme and Quality'. These defining commitments were all delivered.

The store traded throughout, and managing disruption and cleanliness within the existing store were key objectives. Our approach included innovative communication tools such as the 'WD Red Book' for staff.

Sales were unaffected throughout the summer trading period, and actually increased on previous years.

**Sustainable achievements**

A sustainability workshop was run by our in-house Re-Thinking team, focusing the whole team on delivering a sustainable project. This included 95% waste diverted from landfill.

**Relationships**

The project created a much improved retail offering to the community of Sidmouth and was delivered in a sympathetic manner ensuring that disruption was minimised.

**Testimonials**

**Mark Sheppard, Branch Manager, Waitrose in Sidmouth**

"There was nothing but praise from customers for Willmott Dixon. Considering the scale of the work, the company was really considerate and any negative comments were handled sensitively and dealt with promptly."

**Contact**

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