

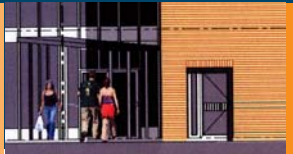
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Newsletter / Winter 06



A warm welcome

Beard welcomes the many colleagues who have recently joined the company.

Adrian O'Shaughnessy, Projects Manager, has 25 years' experience in construction and a track record of successfully managing major new build and refurbishment projects.

Harry Humphrey-Ackumej, Projects Manager, has worked on contracts worth up to £10m, from design and build apartment blocks to a garden centre with restaurant.

Philip Harvey, Senior Quantity Surveyor, joins from a quantity surveying practice where he spent five years working for major construction customers such as Mansell, Carillion and Shepherd Construction. His career in construction goes back 30 years.

The following site managers also bring their wealth of knowledge and experience to our construction teams:

Adrian Corson
Darren Dawson
Edward Garrard
Stephen Gill
Mark Titcombe

Congratulations to Mark and Nicky Beard on the birth of their first child, Sophie Clare. Sophie was born at 10.34am on Friday 2 December 2005, weighing 6lb 4oz.

Beard's design and build package hits the right note

Thousands of deaf children will be able to enjoy music, and more fulfilled lives, thanks to the unique £3m performing arts centre under construction at Mary Hare Grammar School, a non-maintained special school for the deaf.

A fundraising appeal launched in November 2002 secured critical grants from the Government, the national lottery and charitable foundations. Building work began in January 2005 after the school and Beard negotiated a design and build package that trimmed the construction costs by £500,000. Beard had already worked for Mary Hare on earlier projects, including the school's sixth form complex.

"We are thrilled with Beard's professionalism and attention to detail and their sharing of our vision and determination to help us achieve it," said Tony Shaw, Principal of Mary Hare School. "They've been a delightful organisation to work with and they couldn't have been better partners."

The new building will benefit not only the school's 215 pupils, but also the students of hundreds of teachers of the deaf who will come to the centre for their specialist teacher training.

A third of the 215 pupils take Music GCSE. Some go on to a Music or Performing Arts A Level, and even music-related degree courses and careers. The school has many orchestras and bands, and recent productions include West Side Story, Grease and Starlight Express.

Christine Rocca, Head of Performing Arts and Music Therapy, says the new centre, with its sound-proofed practice rooms, sophisticated acoustics and specialist amplification systems, will enable pupils to exploit their residual hearing and develop their innate musicality. "The fold-back of sound is very important. How a room is carpeted and



padding has a huge effect on the quality of sound they hear, and the sound-proofed environment will help them to perceive variation in pitch."

Beard employed an acoustics engineer and a specialist services engineer who jointly specified the PACE Centre's mechanical and electrical systems, which account for a quarter of the project costs. All alarms provide visual as well as audible signals, and there is an infra-red hearing loop in the auditorium and ticket office.

"We have worked very hard to ensure this building could become a reality," said Mike Collins, Estimating Manager at Beard. "The school put its faith in Beard to find a way of getting the building they needed for the price they could afford. Our design and build solution reduced the auditorium fit-out costs from £450,000 to £150,000."

The 7.6-metre tall multi-purpose auditorium will seat 200. The lighting, sound, scenery changes, computer projection system and lectern podiums will be operated from a control room at the rear of the auditorium's upper gallery.

Finishing trades are now on site to complete the mechanical and electrical systems and internal fit-out, and Beard expects to hand over the completed building in March 2006.

Beard achieves record turnover with a new brand image

Beard is celebrating two major milestones - a record year's turnover and the successful launch of Beard's new corporate brand image.

Turnover exceeded £30m for the first time in 2005, a year in which Beard also won numerous awards (see page 3) and successfully completed an ambitious six-month rebranding programme.

The new Beard brochures and website reflect the company's modernisation and achievements in recent years, especially the implementation of best practice throughout the Beard organisation and its construction activities.

Beard's new marketing materials, which carry the slogan 'Partners in Construction', describe how the company works closely with its own network of trusted consultants and fosters teamwork up and down the supply chain. They also demonstrate the company's success in its five main target market sectors: arts and culture, commerce and industry, education, healthcare, and sports and leisure.

The company's new communications materials also convey the 'friendly, efficient and committed' characteristics that distinguish the service Beard provides.

Beard's 'friendly, efficient and committed' core values were identified by the survey Beard commissioned to find out how customers viewed the company. However, this same 'perception' survey, carried out by Camargue in 2002, also revealed that most customers thought Beard was smaller than it actually was. This difference between Beard's actual success and its perceived



One of Beard's new silver Movono vans

Partnership with county council builds on strong foundations p2



The Granary wins two RIBA Awards p3



Launching the Beard Alliance Programme p3

success led to the company's decision to rebrand and market its services differently.

"The research we undertook as part of our rebranding project confirmed that Beard is already a successful and well-regarded company," said Mark Beard. "Our new corporate brand builds on the achievements of our staff and their commitment to our customers."

"We are delighted with our new brand image. It is up-to-date and welcoming, and conveys the efficient and friendly way we approach every construction project. I am sure it will support our development as we seek to continue the high rate of growth we have achieved this year."

Beard, an accredited Investor in People since 2003, is currently recruiting high calibre construction professionals to meet its ambitious plans for growth.



Beard's design and build hits the right note p4

New projects

- Beard Swindon is to undertake the conversion of Bath Post Office, a part Georgian, part 1920s listed building, into prestigious new retail and residential spaces. The £3m-plus contract for Future Heritage will also relocate the post office to a different part of the building and create a new home for Bath's Postal Museum. The project will run until Spring 2007.
- Beard Oxford has just won a contract to upgrade facilities at the Oxford Belfry Hotel. The project involves the conversion of an existing roof space to create extra bedrooms, together with extensions to the leisure centre and Bistro bar.
- Contracts to build new sports halls for The Beaconsfield School and John Colet School, each worth over £1.25m, should be complete by summer 2006. The projects cement Beard's recent selection as a preferred contractor to Buckinghamshire County Council.
- Thames Valley Police has commissioned work to upgrade custody centres at Maidenhead, Reading (Woodley) and Aylesbury following Beard's successful completion of similar projects at Banbury and Slough during 2005. It is anticipated that these will be the next projects in a rolling programme to improve 12 custody suites under Beard's framework agreement with the police authority.
- Stroud High School is to get new classrooms, a resource centre and an extension to the dining room. The £2m contract is due for completion by the end of 2006.
- Beard has started building a three-storey block of 15 flats at Slough's New Square. Access to the town centre site presents a challenge and requires careful traffic management.
- Shellingford School has commissioned Beard Property Services to rebuild a 23-metre length of leaning rubble boundary wall. The £50,000 project will install invisible reinforcing concrete posts.
- Beard Property Services is refurbishing ablutions facilities at RAF Lynham in a £0.25m design and build project for Debut Services (Southwest) Ltd.



Partnership with county council builds on strong foundations

Beard has entered into a four-year framework agreement with Oxfordshire County Council.

Under the agreement, which lasts until March 2009, Beard will undertake a range of building contracts worth an anticipated total of £10m. The first of these projects is a £0.9m two-storey, six-classroom extension at Carterton Community College, due to be completed in November this year.

By June this year Beard will also be working on three further contracts for the council - a sports hall and two assembly halls - each worth between £0.9m and £1.5m.

After competing in a shortlist of nine, Beard was one of three construction companies awarded framework agreements with the council. The agreements are designed to provide the council with more certain and consistent cost, quality and service levels.

John Youle, Construction Director at Beard Oxford, said: "We believe we won our framework agreement because we have a good track record of delivering schools and other projects and working safely and considerately in occupied premises. Our costings are competitive, and we have demonstrated in our past work for the council that the level of service we provide represents good value for money."

The agreement means that Beard will be involved in the programming and planning of projects at an early stage, and will be able to use its experience to improve the 'buildability' of each scheme.

"Our construction teams will be looking out for efficiencies that we can apply to every project," said John. "We therefore expect to generate significant time and cost savings over the lifetime of the framework agreement."

Oxfordshire County Council's Head of Property, Neil Monaghan, said: "We are very pleased to welcome Beard Oxford into our building construction programmes as a framework partner, and look forward working with them. Our intention is that, along with the county's consultants, our framework contractors will help us deliver high quality buildings with added whole life value."

Beard Alliance Programme

Service, safety, efficiency, quality and value - these are the watchwords of the Beard Alliance Programme, a new formal network that will generate even greater teamwork up and down Beard's supply chain.



In an effort to develop more strategic relationships with regular proven supply partners, the alliance will also develop web-based communications channels, networking meetings and a range of other opportunities to exchange information and ideas aimed at enhancing the service delivered to Beard's customers.

Beard has developed the aims and constitution of the programme in partnership with 12 key suppliers. During 2006 the membership will grow until it represents almost every construction trade.

Members sign the Alliance Charter and promise to 'work together efficiently to deliver value to our customers'. They also commit themselves to understanding and meeting customers' needs, working safely, minimising risk, co-operating at all levels, training and developing the workforce, and building long-term business relationships with customers and alliance members.

"Beard selects supply chain partners for each contract that we believe are best suited to the job and who share our values and ethos," said Allan Bland, Construction Director, Beard Swindon. "The alliance will help us to develop teams that provide the value for money, high quality and consistent performance that our customers are looking for."

Third job at Pembroke College

Oxford University's Pembroke College has awarded Beard a £1.1m contract to restore and refurbish student accommodation at 16-21 Pembroke Street.

The project, Beard's third for Pembroke College, will modernise 'Staircase 16' and install internet connections in every student room. It will also rectify the severe structural problems affecting the double stone bay frontage of one of the six houses that make up this Grade II listed building dating from the 16th to 19th centuries. Beard's team for this latest project recently completed a £1.06m contract that created modern student accommodation and prestigious conference facilities within the college's 17th century 'Staircase 8' building. Beard also renovated 'Staircase 18' (pictured right). This project involved complex timber frame repairs, stonework renewal and the reinstatement of masonry bay windows to a late 16th century building.

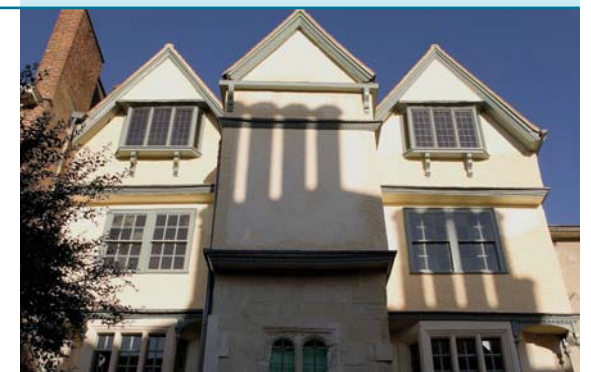
John Church, Bursar at Pembroke College, said: "We are delighted that Beard has won the contract to refurbish 'Staircase 16'. This is the third project that Beard has undertaken for Pembroke College and we have always been impressed by the way in which they have undertaken the work, often in difficult circumstances."

Recent awards

Risk management first for Beard
Beard is the first construction company to receive a Firemark Award from Royal & SunAlliance. The award recognises the exemplary risk management procedures Beard has implemented to address not only the usual health and safety issues within the construction industry, but also potential threats to the business such as IT failure, fraud, the destruction of premises or the loss of key staff or major customers. David Beckett, National Broker Key Account Manager at Royal & SunAlliance, said: "We conduct thousands of surveys each year and very few companies receive our Firemark Award. We are delighted that Beard is one of those companies, and have been consistently impressed by the positive and proactive approach to risk management Beard has displayed."

The Granary wins two RIBA Awards
The Granary, a 200 year-old timber frame barn that Beard restored and converted into a farm office and private study, has won a RIBA Award and a RIBA Conservation Award for architects Spratley & Woodfield.

Beard becomes a Beacon Company
Beacon South West, a network supported by the South West Regional Development Agency, has awarded Beard 'Beacon Company' status in recognition of its commitment to implementing solid business practices to improve staff performance and customer relations.



Beard also recently completed the refurbishment of the Vice Chancellor's Suite for the University of Oxford. The university's Facilities and Services Manager, Mrs LHC Hofen, said: "On behalf of the university I would just like to formally express our thanks to Beard for an exemplary refurbishment of the Vice Chancellor's Suite. Throughout this project we found the entire Beard team to be very professional."



Partners in Construction

