



PHOTOGRAPHS: ANDREW MONTGOMERY

At 26, Andrew Yates was down to his last £17 – today he turns over around £20 million

# Relocation, relocation

Coca-Cola, Google, Calvin Klein – some of the world's biggest brands have been moved by design-and-build company Peldon Rose. **Tim Edwards** speaks to its founder

'I'm not jealous of the people who get to use the offices we design. It gives me satisfaction just to see people enjoying our work.' Andrew Yates, managing director of Peldon Rose, looks visibly proud as he sits in the buzzing café-bar of MindShare, a leading media agency in London. Just a few weeks ago, his people were putting the finishing touches to these hip and trendy offices on The Strand. Airy, contemporary and curvy, the inset plasma screens top it all by quite literally offering wall-to-wall coverage of music channel, Kiss. Sadly, it's still a good hour before the bar starts serving.

#### **A business is born**

Andrew founded Peldon Rose in 1986, making it one of the design-and-build industry's more mature players. He was 26 years old and benefited from a mixture of self-belief and tremendous energy. And a personal loan of £2,500. After two months he was down to

his last £17 and then the company won a contract from Avon Cosmetics for £13,500. By the end of '86, Peldon Rose's turnover was £750,000. Last year it was just under £20 million.

#### **Keeping in touch**

Peldon Rose has a number of subsidiaries that combine to offer a holistic workplace consultancy. 'We couldn't survive without communication,' Andrew says. 'Every one of our sites is kitted out like a miniature office.' They use laptops, printers and handheld devices. The sheer number of people involved in each project and the diversity of their roles means that each team is rarely in the same place at the same time. Using Vodafone Mobile Connect GPRS datacards in their laptops means that emails can be sent and received remotely. Even picture messaging is useful: if an engineer on site wants a second opinion on

some equipment, he takes a picture and sends it to an engineering colleague. They also use digital recording devices to take memos, which can be sent back to the office as voice files from a laptop.

#### Honesty is the best policy

The company's subsidiaries themselves range from the core design-and-build business to maintenance and IT divisions, to Peldon Rose's unique selling point: their mechanical and electrical company. 'But,' Andrew explains, 'the most important qualities we have at Peldon Rose are honesty and integrity. We think it's why a lot of our clients come back to us.'

'If someone asks to see Peldon Rose, I always tell them to visit one of our sites. They speak volumes about our business in terms of how well organised they are. The hardest challenge we face is where we've carried out refurbishment work with a client in situ. Any problems that arise can't be solved by working extra hours, because we can't interfere with the smooth running of the client's business.'

But Andrew's greatest feat was crewing on a round-the-world

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yacht after qualifying as a chartered quantity surveyor. The voyage broke a record for the most northerly point reached by a sailing boat, getting within 76 miles of the North Pole.

#### Onwards and upwards

Despite his achievements, Andrew has no plans to slow down: 'I don't feel I've achieved my ambitions – personally or for the company. We've got a great base from which we can expand.' Peldon Rose's head office has just moved to Wimbledon with space for growth. The next step is to operate beyond London and the Thames Valley: 'We're looking at starting a southern division, which will extend from the M25 southwards all the way down to Poole,' says Andrew. To find out more about Peldon Rose, go to [www.peldonrose.com](http://www.peldonrose.com). If you would like your company to appear in *Business Sense*, email us at [bsense@theforwardgroup.com](mailto:bsense@theforwardgroup.com)

Clockwise from above: Andrew with head designer Steve Williams; drawing an artist's impression; clients can see exactly what they're getting with a sample board



#### Look: no wires!

Wireless technology is key at Peldon Rose. **Picture messaging** is perfect for design-led businesses, and the **Vodafone Mobile Connect 3G/GPRS datacard** would allow large files to be downloaded quickly by remote laptops on site. Businesses like Andrew's could also benefit from the **BlackBerry Wireless Handheld**. Its small handset removes the need to carry a laptop around if someone needed computer access to their email or calendar.

Contact your Vodafone representative, dealer, or call Vodafone on 08704 500 800 for more details on these products and services.