

cat's eye marketing

Creative endeavours



# Social media posts - project milestones

## Clegg Construction Ltd



A social media post for Clegg Construction Ltd. The background is blue with a stylized grey and blue pipe graphic on the left. The CLEGG CONSTRUCTION logo is in the top left, and LEEDS PIPES is in the bottom left. A central photograph shows a modern multi-story building with a green wall. Below the photo, the text reads "Spinners Yard, Leeds" and "Connection to Leeds PIPES District Heat Network".

**CLEGG**  
CONSTRUCTION

LEEDS  
PIPES

**Spinners Yard, Leeds**  
Connection to Leeds PIPES District Heat Network



A social media post for Clegg Construction Ltd. The background is blue with a large blue water drop graphic on the right. The CLEGG CONSTRUCTION logo is in the top right. A central photograph shows a construction site with a long blue pipe in a trench. Below the photo, the text reads "Centre for Green Technology" and "Rainwater Harvesting System".

**CLEGG**  
CONSTRUCTION

**Centre for Green Technology**  
Rainwater Harvesting System

# Visual thought leadership piece

## J Tomlinson Ltd

### Why the right built environment is critical to the delivery of specialist care

A 3-part guide by Tony Shenton, New Build Care Director - J Tomlinson Ltd

Part 1: Internal Environment | Part 2: External Environment | Part 3: Covid-19 & Summary

#### Part 2 of 3: All About Externals

A very warm welcome to part two of our special three-part series in which Tony Shenton, new build care director at J Tomlinson, explores the profound impact that the right built environment can have on the delivery of specialist care.

In part 1, which you can catch [here](#), we looked at internal design considerations and how elements such as colour and lighting can significantly compliment and enhance an individual's wellbeing and/or rehabilitation pathway.

Today we're moving outdoors, where the benefits of effective landscaping to healing and physical and mental wellbeing are widely recognised, with studies showing that exposure to gardens can help improve sleep, increase energy, and reduce agitation and confusion (Thompson Coon et al 2011, Pallister 2001, Lee and Kim 2007).

Furthermore, sunlight can trigger the production of vitamin D within the body, helping to increase bone strength and prevent falls, which is why it's so important to make your outdoor areas accessible, inviting, and calming.

Turn over for a visual representation of how you can help ensure that the external spaces of your planned or current extra care facilities are as beneficial and stimulating as indoor areas.

#### About Tony Shenton

Tony joined J Tomlinson in autumn 2020 with over thirty years' experience working with tier 1 contractors operating across the public and private sectors. His considerable knowledge and expertise spans a range of specialist sectors, including health and extra care, education and light industrial.

Outside of work, Tony is a keen sailor and enjoys spending time with his partner and two children. [Connect with him here.](#)



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### External design considerations

Your facility's external spaces should be treated as an extension of popular indoor spaces, with just as much consideration given to wayfinding, comfort, safety, and visual and sensory stimulation. Here are some examples of how modern care facilities (in this case, Chawley Grove Care Home in Oxford) are adapting their outdoor areas with service-users and visitors at the forefront of their approach.

- Creating level access to nearby outdoor areas can help enable individuals maintain a more active lifestyle, whilst having a personal and secure space to reflect.
- For larger outdoor areas, clear and wide pathways can accommodate wheelchair use and accompanied walks in the fresh air.
- Outdoor seating areas encourage service-users to spend more time outdoors, whether socialising, enjoying alfresco dining, or simply pausing to sit and appreciate nature.
- Encourage outdoor spaces to be enjoyed at night by illuminating pathways - a particularly key consideration for individuals whom experience acute sensitivity to sunlight.
- Features like sculptures and flower beds can act as helpful route-markers.
- Unobtrusive fencing around the perimeter of external spaces promote a sense of security and familiarity, whilst helping keep service users safe and reducing the risk of getting lost.
- Circular routes that return an individual to where they started are a good way of promoting wayfinding and reducing potential confusion.
- Creating ample sheltered areas can help encourage greater use of outdoor areas, protecting against strong winds, sunlight and rainfall.

The third and final part of this special 3-part series will be issued next week, and will focus on adapting designs to meet service user and staff requirements in response to the Covid-19 pandemic. If you enjoyed parts one and two, we'd love to hear from you - [get in touch here.](#)

Currently under construction:  
**Premier Inn, York**

**Client:** CBRE Investment Management / Whitbread PLC

**Value:** £16m

**Scope of works:** Design and build of 188-bed, four-storey hotel.

**CLEGG**  
CONSTRUCTION



**Social media post**  
**Clegg Construction**

**Part of a longer post in  
celebration of  
Yorkshire Day 2023!**

*cat's eye marketing*

## Education



Post Graduate Teaching Facility, University of Birmingham

**Client**  
University of Birmingham

**Project Manager**  
University of Birmingham

**Architect**  
Berman Guesdes Stritton

**Quantity Surveyor**  
Turner and Townsend

**Contract Value**  
£6.5m

**Duration**  
84 Weeks

**The Design & Build of a three storey purpose built teaching centre for the University's Post Graduate Business School. With an exposed RC in-situ frame, the building has been designed to be architecturally prominent**

Additional features include a triple height atrium and flat roof with aesthetically pleasing lighting. The exterior is matched by the high quality internal specification, which includes terrazzo flooring, oak paneling, oak veneer doors and stainless steel ironmongery.

The building features lecture theatres, seminar rooms, offices, meeting rooms, offices and social areas.

The building achieved BREEAM 'Very Good' through effective mechanical and electrical design, and has an Energy Efficiency A Rating.

Situated within the University of Birmingham's campus and adjacent to an existing Business School facility, we undertook measures to ensure we minimised disruption and promoted safety. The length of the construction meant our works continued through the entire academic calendar. Led by our Project Manager, we held regular meetings with University representatives, including those from the adjacent Business School, to discuss the progress of the works and any upcoming developments. Through this communication, we effectively coordinated our works, carefully adapting our programme to avoid noisy operations during exam periods for example.



BEFORE



Post-Grad Business School  
University of Birmingham

UNIVERSITY OF  
BIRMINGHAM  
OUR CLIENT

£6.5M  
DESIGN & BUILD

BREEAM  
'VERY GOOD'

ENERGY EFFICIENCY RATING

Clegg worked in partnership with the University of Birmingham on the construction of a three-storey, purpose-built teaching centre for the University's Post Graduate Business School.

#### Foundation/Frame/Envelope

With an exposed reinforced concrete in-situ frame, the building was designed to be **architecturally prominent** both internally and externally, with features including a triple-height atrium and flat roof with aesthetically-pleasing lighting. The detailed brick and curtail wall exterior is matched by the high-quality internal specification, which includes terrazzo flooring and bespoke oak joinery.

The building features tiered auditoria, seminar rooms, offices, meeting rooms, and social spaces.

#### Site Challenges

Working within the University of Birmingham's campus and adjacent to an existing Business School facility, our approach centred around minimising disruption and ensuring safety. The length of the construction programme saw **works continuing throughout the academic calendar**, and we held regular meetings with University representatives to discuss the progress of works and any upcoming developments. Through this, we carefully adapted our programme to avoid noisy operations during key periods such as examination season.

#### Services

The building was heated through a combination of **underfloor heating, trench heating and radiators**, and our design ensured these features were coordinated with other design disciplines such as architectural, structural and civil engineering. Natural ventilation was provided through a combination of automatic opening vents and heat recovery units linked to central BMS and carbon dioxide sensors. The building also featured LED lighting throughout, as well as access control to help manage security.

We placed considerable focus on refining the reflected ceiling plans with combined building services drawings to ensure full co-ordination prior to installation.

#### Social Value & Environmental

The building achieved **BREEAM 'Very Good'** through effective M&E design, and has an Energy Efficiency Rating of 'A'.



AFTER

# Case study redesign Clegg Construction

- Clearer layout
- Use of images
- Key info presented in infographic format

# The hidden roles in construction

Find out more: <https://www.goconstruct.org/construction-careers>

## PLUMBER - UP TO £60k

Plumbers fit and maintain systems including toilets, baths, showers, sinks, washing machines and dishwashers. They can also install central heating systems but need additional qualifications to work with gas boilers. Plumbers install new pipework, service older systems, identify and fix faults, and may attend emergency call-outs when water or heating systems are damaged.

## JOINER - UP TO £40k

A joiner works with timber to create a variety of structures integral to many buildings. This can include staircases, windows, doors, furniture and more. As a joiner, you will make and install these structures and fittings.

## ELECTRICIAN - UP TO £45k

Electricians provide buildings with energy to light rooms, heat water and power devices. They install, inspect and test electrical equipment, ensuring it is working properly and safely. Some work with renewable technology or fibre-optics. Others service motors street lighting or traffic systems, or work on engineering projects.

## BRICKLAYER - UP TO £40k

Bricklayers lay bricks, pre-cut stone and concrete blocks in mortar. They construct, extend and repair buildings and other structures such as foundations, walls, chimneys or decorative masonry work.

## MARKETING/PR OFFICER - UP TO £100k

Marketing and PR officers manage the image and reputation of a company. They influence opinions and behaviour, both internally and externally, through various channels, such as social media and websites.

## INTERIOR DESIGNER - UP TO £50k

Interior designers help curate/renovate the inside spaces of buildings, so they are functional and attractive. They recommend wall colours, lighting, fittings, furniture and fabric, and also oversee elements such as stair/ceiling designs.

## ARCHITECT - UP TO £70k

Architects creatively shape our environment by designing the buildings and spaces around us. They bring new structures to life and restore or renovate existing ones. Architects collaborate with others to ensure that designs are fit for purpose and safe, whether they're working on individual buildings or large developments.

## BID WRITER/MANAGER - UP TO £70k

A bid writer is responsible for preparing and writing the detailed commercial documents, that companies submit to win new contracts. It is a very important position within an organisation as it requires excellent organisational skills and is crucial for companies to win new contracts.

## BUSINESS DEVELOPMENT MANAGER - UP TO £70k

Business development managers are responsible for driving business growth within a company. They develop a network of contacts to attract new clients and research new market opportunities.

## BUILDING SERVICES ENGINEER - UP TO £55k

Building services engineers design the systems that make buildings safe, convenient and comfortable. These include ventilation, lighting and low-energy heating. As a building services engineer, you could be working in offices, hospitals, shopping centres, and more.

## ACCOUNTANT - UP TO £65k

Accounting and finance staff keep track of the money that comes in and goes out of a business. As an accountant, you could be preparing financial records to present for audit, overseeing tax and VAT submissions, and wages.

## QUANTITY SURVEYOR - UP TO £60k

Quantity surveyors estimate and control costs for large construction projects. Quantity surveyors are involved at every stage of a project and clients rely on them to ensure that the final outcome is value for money.

## DOCUMENT CONTROLLER - UP TO £35k

Document controllers maintain project documents and ensure that accurate information is distributed on time and to the people who need it. They work with technical documents and sort and store electronic and hard-copy documents for designers, surveyors, architects and other colleagues.

## ESTIMATOR - UP TO £65k

Estimators calculate how much construction projects will cost, taking into account labour, material and equipment requirements. They will negotiate with suppliers and gain quotes from subcontractors and use this information to compile detailed cost proposals for a client.

## SCAFFOLDER - UP TO £50k

Scaffolders erect and dismantle temporary metal scaffolding on structures and building sites, so that other construction workers can safely work at height. Scaffolding may be set up around a structure, or inside a building undergoing construction, renovation or demolition.

## CONTRACTS MANAGER - UP TO £70k

A contracts manager in the construction industry manages contracts relating to building projects. They study the legalities of contracts and help to negotiate terms and conditions with clients and third parties.

## IT SUPPORT ANALYST - UP TO £40k

IT support analysts find IT solutions to enhance business operations, efficiency, and productivity. They can help to resolve a variety of technical issues relating to their organisation's computer systems, networks and devices, whether these components are located on-site or in an office environment.

## HR ADVISOR/OFFICER - UP TO £100k

HR managers develop and implement policies relating to the working practices of the organisation they are in. They hire employees and help them get training and development to advance their careers. They are involved in overseeing conditions of employment, contractual terms, pay negotiations and issues relating to equality and diversity.

## ARCHAEOLOGIST - UP TO £45k

Archaeologists increase our understanding of the past by uncovering and protecting remains and artefacts. They are involved during project planning, conducting initial research and exploratory excavations before construction starts to protect our cultural heritage.

## SITE MANAGER - £50k

Site managers organise work on building sites, making sure it's completed safely, on time and within budget. As a site manager, no two days will ever be the same. You'll liaise with architects, surveyors and builders to ensure a project is on track and there are enough staff, machinery and materials to get the job done.

## DESIGN MANAGER - UP TO £90k

Design managers coordinate all design work required during construction projects. They manage the production of technical drawings and plans used to build a structure, working with specialist designers, engineers and technicians, to create coordinated designs which can be used during the build and aid maintenance of the structure once complete.

## ECOLOGIST - UP TO £50k

Ecologists study the relationship between plants, animals and the environment. They look at how animals and plants inhabit a particular environment, and report on the likely impact of any proposed construction works. Depending on the job in hand, they could spend time working outdoors, at a university, in an office or in a lab.



A2 poster  
created to  
promote careers  
in construction

Clegg  
Construction

# Excerpt from recruitment brochure

## J Tomlinson Ltd



### CAREERS AT J TOMLINSON

[www.jtomlinson.co.uk/careers](http://www.jtomlinson.co.uk/careers)



### WELCOME TO J TOMLINSON

If you're looking to kickstart your career or build on your existing skills in a friendly, supportive and encouraging environment, a warm welcome awaits you at J Tomlinson.

Founded in the 1950s and originally a family-owned business, we excel in delivering socially-conscious building and maintenance solutions across a wide range of public and private sectors.

We employ circa 500 staff across an extensive range of site and operational and support service divisions, and are always on the lookout for passionate and talented individuals to join our ever-growing team.

A forward-thinking employer which firmly believes our people are our most valuable asset, we offer individualised structured training in a wide range of areas - whether your role sees you working out on site or in an office environment.

We work from a network of regional offices in the East Midlands, West Midlands, Central England, Northern England, and Yorkshire, each supported by our head office in Beeston, Nottingham.

As a business we live and breathe our vision and values, placing our people, our customers and the communities we work in at the heart of everything we do.



500 EMPLOYEES



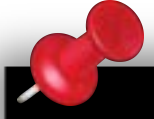
25 APPRENTICES



PRIVATELY-OWNED COMPANY



7 OFFICES



## COMING SOON: SOCIAL MEDIA WORKSHOPS

Looking to brush up on your LinkedIn and Twitter skills?

The Marketing department will soon be holding a series of short drop-in workshops designed to help you make the most of your social media presence whilst becoming a digital brand ambassador for J Tomlinson.

### Sessions to cover:

- Account set-up & personalisation
- Maximising engagement with your posts
- General best practice - what should you be posting about?
- Understand social media jargon
- Avoiding common pitfalls
- ... and more

To register your interest, please email [marketing@jtomlinson.co.uk](mailto:marketing@jtomlinson.co.uk)

# Poster advertising staff social media workshops

## J Tomlinson Ltd





# Social media posts

## The Long Eaton Guild of Furniture Manufacturers

# Social media posts

## The Long Eaton Guild of Furniture Manufacturers

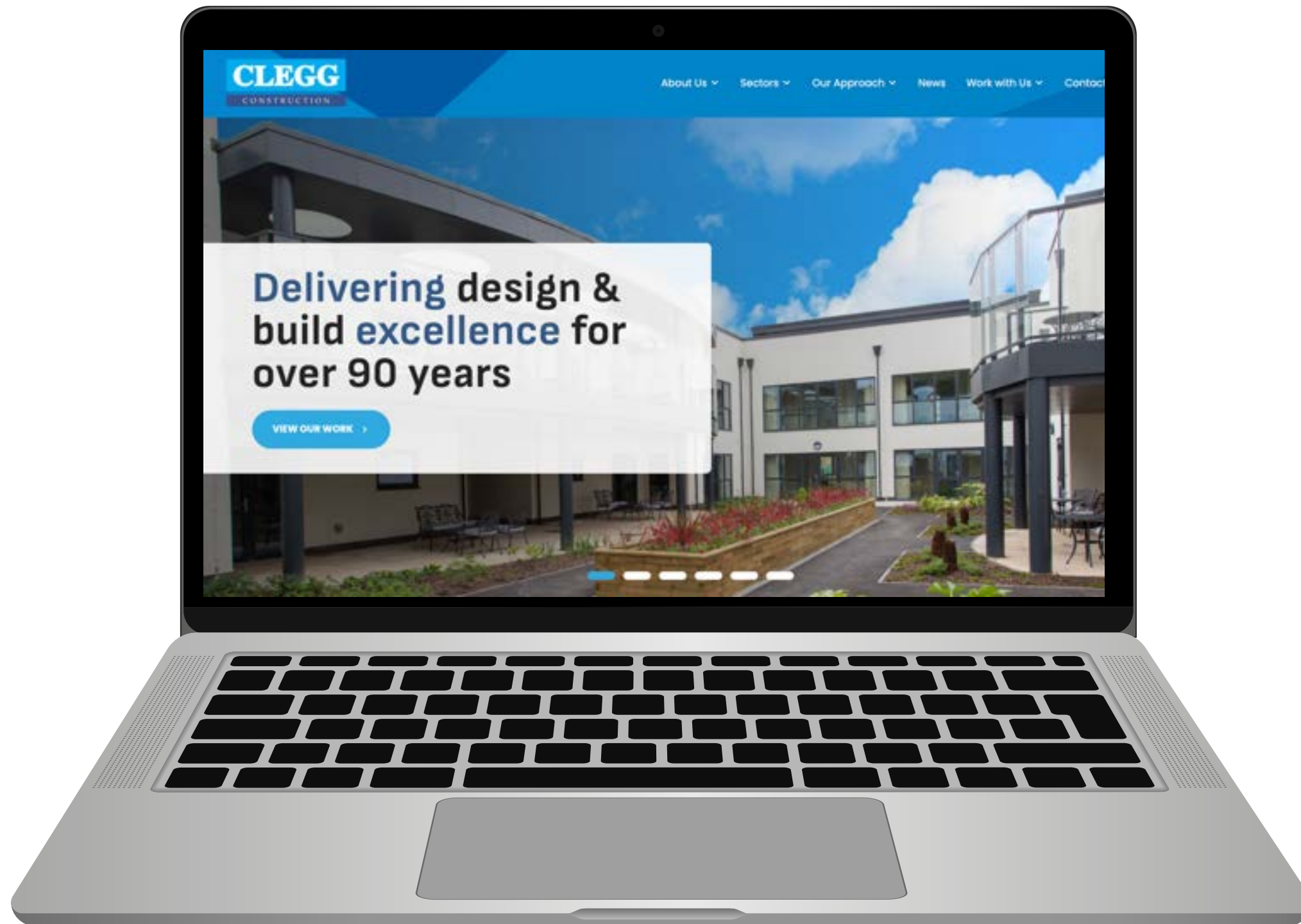


A warm welcome  
from Managing Director,  
**Caroline Steed**

“ As we approach Steed Upholstery's **60th anniversary**, we're proud to once again be showcasing a selection of our handcrafted furniture at the Long Point Exhibitions this May and September.

We look forward to celebrating this milestone by sharing our passion for quality upholstery with fellow furniture lovers from across the UK and beyond.”





# New website

## Clegg Construction

### Services:

- Creation of brief ✓
- Creative direction ✓
- Content writing ✓
- Content placement ✓

