



# SoundSolutions

Retail, Acoustic & Commercial Interior Contractors

## Case Study

Build-A-Bear Workshop® | Westfield Shopping Centre, Stratford City



### Client

Build-A-Bear Workshop®

### Industry Sector

Retail

### Location

Westfield Shopping Centre  
Stratford City, London - 2012  
Olympic Park

### Project Type

New build unit fit out during  
centre construction

### Capacity

Principal Design & Build  
Contractor & CDM Co-ordinator

### Timescale

5 Weeks  
(Over 2 Phases of Construction)

### Contract Value

Under £300k





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## Background

Continuing our long term relationship with Build-A-Bear Workshop® we were appointed Principal Design & Build Contractor & CDM Co-ordinator for the prestigious Westfield Stratford City development inside the 2012 Olympic Park construction site. Our involvement began early in the planning stages and included managing the process of obtaining design approval from Westfield whilst in close communication with Build-A-Bear Workshop® Inc.'s legal team negotiating the lease. The fit-out was to be carried out during the developer Westfield's construction period and scheduled to be completed for the "Grand Opening" of the largest shopping and leisure destination in Europe.

## Challenges

The Westfield site had many unique challenges to overcome, not least in the design stages. The requirement for a 'unique' design rivalled that of the previous flagship Westfield centre in White City, London. With Westfield being inside the Olympic Park construction areas the heightened security measures for this high profile project meant site deliveries and material procurement had to be planned well in advance in order to keep costs down. Part of the requirement from the Home Office for the site was that all shop fronts be specified as "Bomb Proof" as the route through the shopping centre is one of the main entrances to the Olympic Park from Stratford underground station. This meant that all glass should be 19.5mm thick toughened and laminated therefore requiring longer manufacturing lead times and the need for forward planning and contingency measures.

## Solutions

After close consultation with Build-A-Bear Workshop® and the Westfield design teams we were able to design the unit in such a way as to suit both our Client and Westfield needs. An element of 'fun' was added to the shop front design. Our previous experience at Westfield White City during centre construction, helped us to plan our procurements and subsequent deliveries to site well in advance. This was particularly important in keeping the project running safely & smoothly as we were able to avoid an overloaded and possibly unsafe site. As Sound Solutions had been involved at an early stage we planned an efficient 2 phase fit out program around the significant logistical problem of loading in large glass sizes needed for the shop front. We worked closely with Westfield's logistic team and their appointed glass crane company (as we had done on the White City development) and were again one of the first units to have our shop front ready for glass install.

## Results

We were one of the first retailers to achieve full Westfield Stratford City design approval, and once again one of the first to successfully load in and glaze a shop front in the centre. We were complimented by Westfield who made recommendations to other retailers for the quality of our project management and on site teams who were integral to completing on time and to budget. The result is another high quality fit out in keeping with our Client's global brand, their customer experience and last, but not least, the Westfield design scheme.

## Client Testimonial

*Just a short note to say thank you for delivering 3 new stores & 2 pop-ups this year. All 5 stores look fabulous and so far delivering what is expected of them. The crews have excelled again, as they always do and delivered in beary trying circumstances, particularly Westfield Stratford City. The feedback from Fenwick continues to be excellent and I am still reminded by them that Sound Solutions were the best company to have work in their store and that they wish others were like you.....It goes without saying, but I must say that many things would not get delivered in Build-A-Bear Workshop® without the partnership and support of Sound Solutions. You are so integral to the business I do not know what I would do without your support and service delivery. On behalf of myself and Build-A-Bear Workshop® many thanks for 2011. Gary Roberts, Opbearations Manager, Build-A-Bear Workshop®*