



# The UK's Leading Flooring Contractor







Trusted with many of the largest, prestigious flooring contracts in and around London over the past thirty years.

**Loughton Contracts' name in and around London is synonymous with more than just quality flooring. Indeed, it has emerged as one of the UK's leading contractors in the sector as a result of its ability to fund, manage and successfully deliver multiple large-scale works simultaneously. Boasting a proven track record and many long-term relationships with clients who have come to acknowledge it as a reliable partner, Loughton is adept at tackling the most complex and demanding projects.**

Highlighting this in 2020, having worked at Battersea Power Station on phase one of its redevelopment, Loughton has been chosen to provide its expertise on phases two and three, providing the supply and installation of hardwood flooring on all phases to date.

Paul Smyth says the award of this landmark project underlines why Loughton enjoys such an enviable reputation. "We were proud to be chosen by the Battersea Power Station Development Company and their construction partners to supply and install the hardwood flooring to phases two and three following the successful delivery of phase one.

"We have always known that we are only as good as our last job and it's a message that is relayed loud and clear throughout the company. We've maintained long-term relationships with the majority of our clients by working hard to understand their needs, by going the extra mile to ensure we never fail to meet a deadline and most importantly, by being friendly and efficient.





"The frenetic pace of many construction projects, especially at the end when flooring is generally installed, places an enormous amount of pressure on people and the last thing we want to do is add to that pressure by being perceived as difficult or unwilling to help.

"Our main contractor clients are known throughout the construction industry as being the most professional and by aligning our business with 'best in class' clients has resulted in us continually refining and improving our service to meet and wherever possible, exceed their high expectations."

This has made it possible for Loughton to accumulate a striking portfolio of big name clients in London. It has worked at the London HQ's of Goldman Sachs, Deloitte, Google, Amazon & Facebook, multiple high-rise residential schemes at Canary Wharf, the new Wood Wharf development in East London, and McLaren Motors in Woking. It has also been awarded a place on the HMRC roll-out programme and is scheduled to complete several major schemes in 2020.

And, as well as its involvement with the largest and most prestigious schemes, it also offers services directly to end-users that might only need minor works completed, even just one or two boxes of carpet tiles. In total, Loughton completed over 700 projects in 2019, crowning the year with a Contract Flooring Association award for Installation of the Year, adding to previous wins in 1999, 2006 and 2012.

The company was founded in 1992 by Derek Smyth. It originally focused on carpet installs but developed to offer all types of flooring such as hardwood, resin, resilient, ceramic and screeds. Very much a family-run business, Derek's son Paul and Lee Smyth were recruited into the business as school leavers, eventually buying control of the business in a management buyout in 2011.

It's the "unrivalled capability" that enables Loughton to stand out, from product, technical, environmental and specification advice to supply, installation and continuing maintenance, adds the Joint Managing Director. Indeed, it employs specialists to assist its various departments, from Hardwood Flooring, Broadloom Carpet, Resilient Flooring, Screeds, Sub-Floors, Ceramics and Stone.

"These personnel are separate to our sales staff, estimators, pre-construction and project managers and are focused solely on their relevant specialism, all the way through the project journey. We believe that we are the only company to offer this level of specialist management."

Accreditations covering aspects such as health and safety competence, service levels and specialist expertise highlight Loughton's capabilities. They also show its willingness to invest and improve, never resting on its laurels.

For example, it invested in its own in-house CITB accredited training centre that provides training for its staff and supply chain, offering



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## FLOORING LOUGHTON CONTRACTS

courses covering Health & Safety Awareness (HSA), Site Environmental Awareness Training Scheme (SEATS), Site Management Training Scheme (SMSTS) & Site Supervisors Safety Training Scheme (SSSTS).

The company has also spent heavily on I.T. and will soon be rolling out its own suite of software to assist project managers in the field whilst ensuring that all data is captured and stored in the cloud, accessible by its office-based administration support staff.

It also has "Loughton Direct", the company's online O&M manual with purchasing facility attached that enables end-users to procure services and materials once the job has finished.

The company was also able to enhance all aspects of its activities following a cash injection by John Drage in 2013. A veteran of the food manufacturing industry, John took a minority shareholding in return for his investment which, from the point of view of someone not experienced in the contract flooring industry, allowed him to make suggested improvements with "fresh eyes".

Paul reveals that "continual investment allied to the desire to always improve and attempt to offer unparalleled service levels has seen the business grow from £22m turnover in 2011 to £50m+ in 2019."

He continues: "Our ambition is to remain the flooring contractor of choice for our clients and strive to maintain our number one position in the market. That will attract the best people to want to work with us and subsequently results in us being in a position to bid for the best flooring projects."



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When quality, style & colour come together...

ITC Natural Luxury Flooring are proud to support and work with Loughton Contracts.

Jo Edwards, our National contracts manager, has worked alongside the team at Loughton to complete several major projects, including Manhattan Loft Garden, Southbank Place and Principle Place.

"From initial specification through to planning, production and installation

there is a strong sense of ownership from all involved to ensure completion to the highest standard. It is indeed a pleasure to work with such a highly driven and professional team," said Jo

ITC offer a comprehensive range of product backed up with a

considerable UK stock holding, which can offer fast and efficient deliveries for that 'just in time' job.

ITC would like to thank the whole team at Loughton for their support - it is a pleasure working in partnership with them and wish them continued success.

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