

Wagstaff: Enhancing productivity with inspirational workspaces

Passionately delivering exceptional fit-out services since 1903

Wagstaff Interiors Group is a commercial interiors and furniture business, delivering our seven core services across the UK and Europe. Our experience, knowledge and expertise allow us to design and deliver fantastic projects which are both current and relevant to the world we work in today. We have been trading for over 120 years and to secure our future, we have continually reinvested the profits back into the business, which has seen steady financial growth.

We have a tight-knit team of passionate individuals who love working in the commercial interiors industry and regularly go above and beyond to deliver exceptional service, building relationships with clients which have been ongoing for years.

Flexible workspaces enhance well-being, productivity and give a good work-life balance

We used to harp on about “new ways of working” and encourage companies to look at their options when undertaking an office move or refurbishment. Now we have been fast-forwarded 5–8 years (due to the pandemic), and most people understand the pros and cons of these flexible ways of working and are openly embracing them in a balanced way. Having experience in this area allows us to design exciting

new workspaces which enhance well-being and productivity and give a good work-life balance.

We can support companies by redesigning the office space to help flex and adapt to a changing number of occupants as well as provide ergonomically approved homeworking settings with quality furniture and equipment, which meet health and safety standards. Internally we have always embraced a flexible and dynamic workplace with trust and empowerment being a core value within our team, we work where and when we need, to get the job done.

Since the pandemic we have found how office space is utilised has changed fundamentally and there has been a big shift away from the traditional long-term leasing of office space which has prompted us to focus on and work with landlords, helping them create “plug & play” spaces that they can offer for much shorter-term flexible lets.

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EG Radius data serves as an integral part to Business Development

Wagstaff’s Business Development Team uses EG Radius data to research potential clients and events that may indicate a need for our services. This includes the letting comparables and events search to target occupiers who have a lease event within the next two years, planning applications – particularly change of use to or from office space.

The feature whereby you can outline the map to select the area you would like to search is a great quick tool to use, and the more focused postcode search is handy when you are looking at a specific targeted location or company.

EG Radius provides an invaluable quick reference point to find all manner of information, from lease break data, planning applications and signed deals to property information such as building owners, operators, and availability. We have even had clients asking us not just for advice on what footplate they need when moving, but also asking us to check availability in specific geographic areas – this sometimes leads us to introduce them to agents who specialise in that location.



Steve Cooper
Head of Business Development,
Wagstaff Interiors Group

Besides more modern ways of marketing, we also use the good old-fashioned telephone to canvass for business. Contrary to some opinions, provided you use tools such as EG Radius to do your background checks and make a call armed with knowledge, this is still a route to market that very much works. The data we can extract from EG Radius serves as an integral part in making this such a successful approach for our business.



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Millennials and Gen Z are changing co-working spaces for the better

There has been a rise in the requirement for co-working areas post-pandemic, particularly among Millennials and Gen Z. We have provided inspirational office environments for serviced office providers and have found growth in clients who prefer membership which allows access only to business clubs or co-working offices instead of the traditional cellular office. The business club offers various furniture options, including soft seating, single-alcove seating with writing tablets, meeting booths, high tables and community tables. This allows clients to interact and socialise while also providing quiet areas and phone booths for when privacy is required.

Community areas are centred around the coffee point or coffee shop and background music creates a relaxed feel while also making it easier to concentrate. Separate co-working offices where you can rent an allocated desk within a co-working environment are also becoming more popular.



Wagstaff are actively working towards becoming carbon-neutral by 2024

We have lots of exciting plans and goals for the next few years. We've recently soft-launched our online furniture store – www.wagstaffonline.co.uk – to help extract sales from a sector we have previously not been present in, as well as supporting our existing clients with day-two and small ongoing orders to streamline the ordering process for them. We have had our carbon footprint independently verified to ISO 14064 and we are actively working towards becoming carbon-neutral by 2024. We also want to increase the number of “re-use” furniture projects through our partner Waste to Wonder, helping companies redistribute their unwanted furniture and equipment to support charities both in the UK and abroad, while reducing the carbon footprint associated with their project.

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