



Providing strategic planning advice and services for a successful nationwide business

Nationwide

Screwfix

## ICENI PROJECTS - CASE STUDY

# Providing the right tools for the job

Iceni provide planning consultancy services to assist Screwfix Direct Limited in their nationwide acquisitions programme; and our expertise covers England, Wales, Scotland and Northern Ireland.

Our services include site planning appraisals, change of use applications, external alterations, S73 applications (hours of operation/ range of goods/ delivery hours etc); applications for advertisement consent; and planning appeals.

On behalf of Screwfix, Iceni have also been instructed to resolve planning enforcement enquiries.

To date, Iceni have advised Screwfix on over 400 sites, in almost every Local Planning Authority across the UK. Iceni continue to assist with Screwfix's target of opening 60 new branches per year.

# 5 interesting facts about the project

## 1: HISTORY

Based in Yeovil, Somerset, Screwfix started life as the Woodscrew Supply Company in 1979. The company's first mail order catalogue consisted of a single page, solely dedicated to screws.

## 2: DISTRIBUTION

In 2004 the first Screwfix storage and distribution trade counter was trialled in Yeovil. Screwfix despatches thousands of parcels every week for next day and weekend delivery to tradesmen, handymen and serious home improvement enthusiasts all over the UK.

## 3: SIZE

Screwfix occupies a unique position within the market with a growing trade counter network of over 477 units, a website (including mobile site) and contact centre; making it a fully integrated multi-channel supplier.

## 4: OFFER

In addition to traditional trade counter services with an offer of 25,000 products, Screwfix also offer a trade only Plumbfix and Electricfix service; offering a fast and convenient click & collect, and same day delivery service for trade customers.

## 5: EMPLOYMENT

As well as supporting local trade customers, Screwfix also directly employ over 6,500 members of staff, a figure which is currently growing.

**Glasgow:** 177 West George Street, Glasgow, G2 2LB

**London:** Da Vinci House, 44 Saffron Hill, London, EC1N 8FH

**Manchester:** This Is The Space, 68 Quay Street, Manchester, M3 3EJ

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