



**Fews  
News**

A sustainable  
future.



July 2022



## The last two years have been a time of investment, change and new challenges.

The events of the last two years have caused me to reflect on Fews as a business; what does the future look like and where should we focus. We were already on the path to diversification, but the decisions to rebrand and develop new markets meant significant investment in people and infrastructure.

We have recruited experienced people in the fields of project management, health and safety, operations and CAD design. Other investments include a complete office and site refurbishment, new vehicles, and an overhaul of practices and procedures to give Fews a solid base for the future. All of this has been done with sustainability in mind, we invested in Biomass in 2012 and continue to ensure that our operations are in line with our carbon zero ambitions.

I hope this update gives you an insight into the Fews business; it's people, operations and future ambitions.



**Ian Few**  
Managing Director



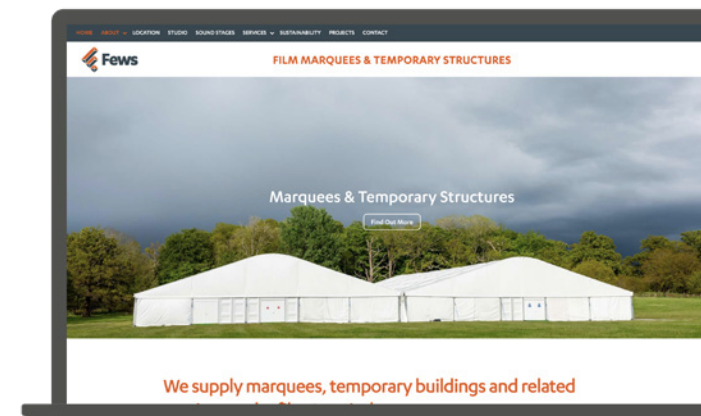
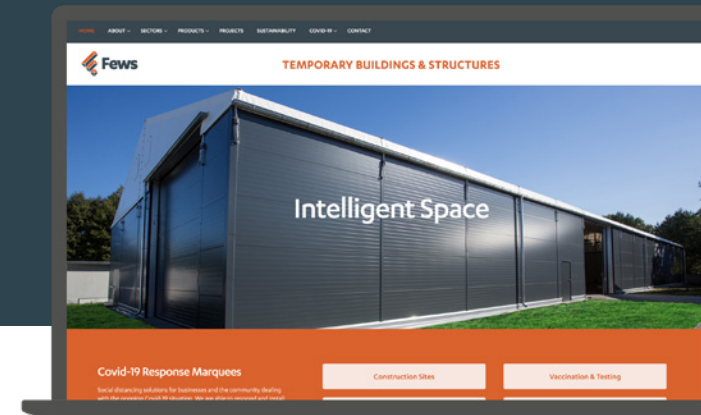
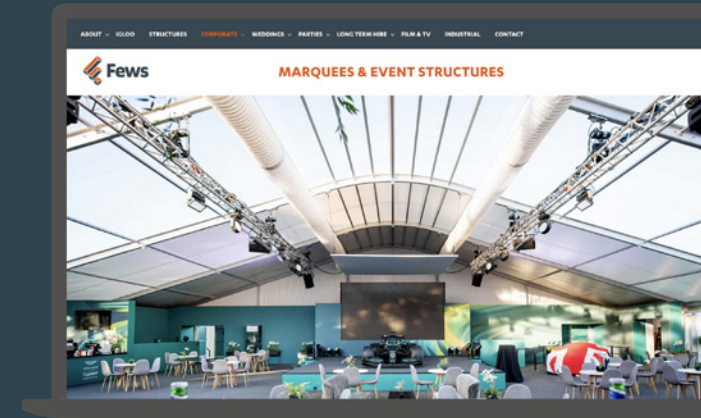
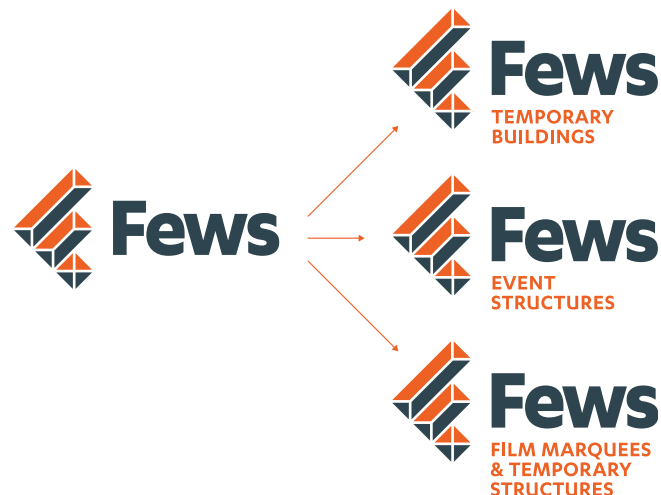
# Distinctive, clever & memorable, our new brand speaks volumes about us.

When the company was founded over 20 years ago, we were Few's Marquees with a 100% focus on events, weddings, and parties. Diversification into new sectors has meant the brand needed revision to clearly communicate to the market.

By creating sub-brands under the umbrella of Few's, we now have a corporate identity in addition to individual communication strategies for each portfolio including separate websites and social media.

We are now finalising the process of rolling out the new brand to all our assets including our offices, vehicles, workwear, and general signage. This change reflects the change in our organisation over time and the greater diversity in our business model.

While our primary email addresses will switch to @fews.co.uk, previous email addresses will still function. Our websites and social media will reflect either the corporate brand or the most appropriate product brand.





## Our People

Over the last few months, we have made significant additions to our team to ensure our skills are in line with the company's ambitions. The areas of operations, project management and customer service have been strengthened, with the addition of dedicated Health and Safety support and in-house CAD design. In addition, we are investing heavily in the individual training programmes of our rigging teams, to make sure we are in line with the standards of the various industries we are now a part of.



**Jack Moore**  
Sales Assistant



**Matt Gee**  
Operations Manager



**Nick Gray**  
Health & Safety  
Co-Ordinator

## Our Vehicle Fleet

The Few's fleet is being expanded to cope with the uptick in business and entry into new sectors. This includes 3 new tractor units, two new Toyota Hi Lux and four new Moffett trucks running on sustainable HVO fuel.



All vehicles in the fleet are in the process of being rebranded – a process that will be completed by the end of 2022





## Case Study

# Igloo at Edinburgh International Festival



## The requirement

When the Edinburgh International Festival asked Few's about solutions for three of their performance areas, we had no hesitation in recommending our Igloo Marquees for the job. The performance areas in question were Edinburgh Academy Junior School, Edinburgh Park and the Old College Quad. Each area focussed on a different programme of entertainment and included socially-distanced seating plans.

Building three structures of this scale, in a limited time frame, on some challenging sites required considerable planning and co-ordination with other teams. That it was achieved to the clients satisfaction is a credit to everyone involved.

## Old College Quad

The Quad outdoor venue was home to the afternoon chamber music series, a series of traditional Scottish music, five nights of inspirational spoken word and unmissable late-night cabaret. This was a complex build in an enclosed space.

The 20 metre x 50 metre Igloo marquee structure with it's 14 metre internal height was constructed entirely within the Quad. The dome and part of the structure were covered in clear PVC, with the front part and stage area covered in Silver/Black PVC. Specialised cranes were required to build in the Quad, plus we had to avoid loads on specific points due to underground tunnels.

## Edinburgh Park

A 30 metre x 95 metre Igloo Marquee structure was built to house enthusiastic crowds across the festival period. The internal height of 16 metres

offered a great festival environment with an eye to safety and social distancing. The audience area was covered by white PVC, with black PVC above the stage.

## Edinburgh Academy Junior School

This site provided evening entertainment throughout the festival and contained the largest of the three structures Few's provided. Utilising clear PVC above the audience, the 30 metre x 100 metre structure was design to offer the best "outdoor" experience under protective cover.





## Case Study

# Ice Skate Birmingham



## The requirement

We were approached by Ice Skate Birmingham to provide a visually stimulating and different structure to house the return of their ice rink to the original site at Centenary Square in Birmingham after a two-year hiatus. In addition, we were required to provide structures for the skate exchange and the "Sky Bar" area. There needed to be a clear point of difference from previous years and competitor events.

The tight site posed significant challenges, there were a number of existing structures to work around, and extensive building works were already taking place.

## The Few's solution

Our solution for the ice rink was to provide a 14 metre high, 30m x 30m Igloo Structure with two gable ends and clear PVC roof and walls. To ensure a solid, flat foundation a 30m x 30m cassette ring beam floor system with phenolic board finish was installed. For access a 2.5m x 5m platform and 2.5m x 3.75m ramp with steel handrails was fitted.

Connected to the Igloo was a 20m x 10m clearspan premium structure with Apex PVC Roof on 3m Leg to serve as the skate exchange. Again, the walls and roof were clear PVC throughout.

For the Sky Bar a 10m x 25m clear span premium structure with clear Apex PVC Roof on 3m Leg with cassette flooring was provided.

The intricate lighting ensure that all the structures enjoyed a festive and welcoming atmosphere.





## Case Study

# An Experiential Structure



## The requirement

When the FIFA World Cup was held in Brazil, a country known for its high temperatures and challenging humidity. As part of a promotional experiential event, we built the 'Lucozade Sport Conditions Zone' – a bespoke, state-of-the-art immersive experience in Canary Wharf.

The idea was to offer up and coming footballers a chance to play their game in the same conditions as those being experienced by the England Team. the average conditions of England's opening World Cup game in Manaus, Brazil were temperatures of 32°C and 76% humidity.

## The Few's Solution

Two structures were used to create the Conditions Zone itself as well as the additional facilities required to accommodate players, press, and of course the Conditions Lab, where players performance levels would be analysed.

A 20m x 35m structure was used for the Condition Zone 5-a-Side pitch and reception.

An adjoining 15m x 35m structure provided space for the "Conditions" lab, changing rooms, and back of house area. The Conditions Zone provided a unique experience for players and visitors alike.

Being in place for a month meant the structure provided great brand visibility, the client reported "over 300,000 social engagements and an uplift of 8k on Lucozade Sport's social networks" during the course of the experience.





## Case Study

# Aston Martin Cognizant Formula One Hospitality Marquee



## The requirement

The Silverstone Grand Prix is one of the iconic races in the Formula One calendar, and the Aston Martin brand was returning to the circuit after a gap of 60 years, last appearing in 1960.

To celebrate the return, the Aston Martin Cognizant Formula One Team hosted VIP guests at their factory across the road from the Silverstone circuit.

Fews were delighted to provide various structures to accommodate the hospitality areas, as well as bespoke installations for brand activation for their VIP guests.

F1 Team hospitality sets a very high bar, therefore the quality of structures, finish and branding needed to meet exacting standards.

## Bespoke Entrance Walkway & Car Plinths

To make a grand entrance, Fews designed and installed a bespoke entrance walkway was built from the access road to the main hospitality marquee using new timber decking, and aluminium trim to give guests direct access into the hospitality area. In addition, custom decking steps were installed to all three elevations allowing unimpeded access whilst being a Covid-safe environment with an open-sided solution.

## Branded Gable

A 25m wide, one-piece graphic was produced to be stretched taut across the main entrance gable and was the centrepiece of the marquee branding as guests arrived.

## Main Hospitality Marquee

The main hospitality area comprised a 25m x 40m Clear-span Premium Marquee with the central section including a clear PVC roofs to give natural light inside. Sitting on a cassette floor system covered by a grey carpet and oak brown vinyl flooring, the area housed a main stage, lounge seating and some of the finest Aston Martins of our time.

These included the 2021 Aston Martin Cognizant AMR21 Formula One race car, the newly landed Valkyrie, the official Formula One Vantage safety car and a brand-new replica DB5 from the renowned James Bond films. (including revolving number plates, smoke screen and mock machine guns behind the lights!)

Either side of the entrance platform, Fews installed two elevated car plinths with black vinyl to showcase the recently launched DBX and DBS.



# Our Sustainable Journey

2020

All lighting switched to LED

Converted to 100% Renewable Energy Supply

Our energy supplier, EDF, helped us to switch to a 100% renewable deal which further reduced our overall carbon footprints.



Became  
Worcestershire  
**NET ZERO** leader

2021



future Net Zero  
**STANDARD**



**ALBERT**  
Supplier

2022

New efficient PVC cleaning machine developed in conjunction with manufacturer

4 new Eco Trailers

4 New Moffett trucks that run on HVO



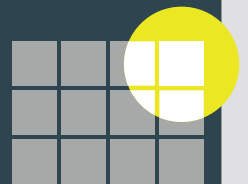
2023  
PLANS

Working towards NET ZERO accreditation

2 Euro 6 tractor units with efficient Turbo Compound engines

Use of HVO for Moffetts and generators

Investment in battery technology to store solar generated power.





**2012**

## **250K investment in Biomass heating**

Fews invested in an efficient, comprehensive biomass system to utilise a near carbon-neutral energy source. We use locally sourced wood that cannot be used for other purposes.

### **This system provided energy for:**

- Full heating system and hot water for office and warehouses
- Power for PVC Cleaning Process
- Cleaning, drying, and preparing linings
- Keeping stock dry through the winter

**2015**

## **300K investment in Solar Panels**

In 2015 we further extended our commitment to the environment by introducing solar power with an investment of over £300k.

Panels fitted to the roof of the office and warehouse buildings

Generating on average 2400kw/hr per week providing all the businesses electricity

Surplus returned to the grid

Fews are currently developing a system where solar panels can be installed on longer-term hire structures to produce efficient energy.

**2016**

**£1.2M  
INVESTMENT**

## **Further investment in Biomass Boilers**

Through further investment our Biomass boilers were upgraded to stay in line with expansion of the Fews businesses.

In addition, we installed a drying floor to enhance our fuel-sourcing process.

**2018**

**£420K  
INVESTMENT**

## **Achieved ISO 14001 Accreditation**

ISO14001 accreditation was a natural progression for the business, providing a management framework to measure and improve our environmental impact through:

- Process management
- Aligning with our clients and suppliers
- Focussing on our sustainability targets



## **Founded wood-chipping business to provide sustainable fuel for biomass**

This was a considerable investment to make our businesses as sustainable as possible including:

New tractors & trailers

Chipping machines

Storage areas

Recruiting an in-house team to source local wood (ave 6 mile radius) that cannot be used for other purposes











**Matt Porter**  
Head of Sales



**Lucy Levett**  
Sales Executive

[fews.co.uk](http://fews.co.uk)  
[fewsmarquees.co.uk](http://fewsmarquees.co.uk)  
[temporarystructures.co.uk](http://temporarystructures.co.uk)  
[fewsfilm.co.uk](http://fewsfilm.co.uk)

+44 (0)1527 821789  
[info@fews.co.uk](mailto:info@fews.co.uk)

