

JD Sports

# Fit for a 'King of Trainers'

**£3m+**

/ Partnership value

**July 2014**

/ The partnership commenced

**Ongoing**

/ Scheduled completion

In service of the "Undisputed King of Trainers", JD Sports, we have completed in excess of 25 store fit-out, refurbishment and relocation projects across the UK and Ireland. Spanning six years, and totalling over £3m, our long-term status as a preferred contractor has ensured the successful delivery of a range of flagship schemes on behalf of the "sports-fashion retail giant". This standout portfolio includes the "upsizing" of an existing 15,453 sq ft unit at Romford's largest shopping complex (East London), the major redevelopment of a store in West Bromwich (West Midlands), and the creation of a complex new Grade 2 outlet in the Savoy Shopping Centre (Cork).

## The brief

Our role is to help elevate JD's "exclusive sports and fashion premium brand" to "another level", and to develop its "retail concept". Ranging from minor installations to major construction programmes, our fit-out expertise supports JD's "world class standards of visual merchandising and retail theatre".



**"A stunning addition to The Liberty Shopping Centre."**

Neil Mylroie  
Senior Director at CBRE (commenting on JD Sports store)

"I am really impressed with the finished product - it looks fantastic. Thanks for your hard work in helping us deliver such an impressive store."

David Noble  
Project Development Manager (JD Sports)

### The challenges

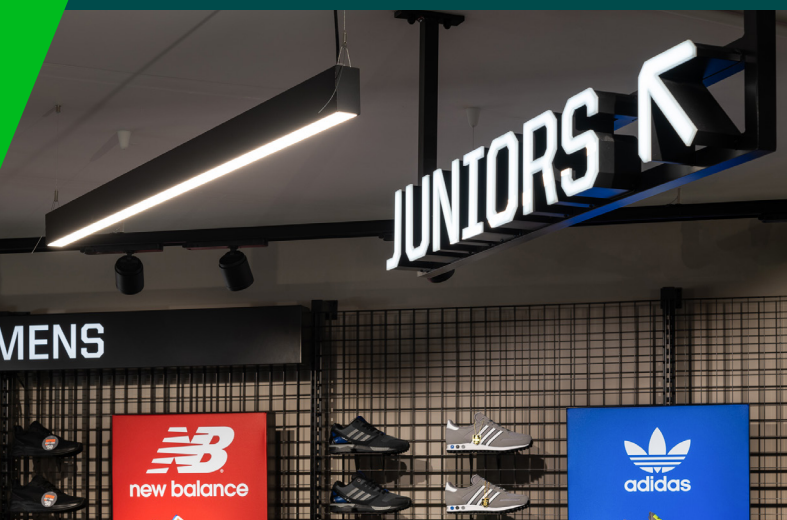
Most recently, as part of the new JD Sports Savoy Shopping Centre unit, early investigation identified that the flooring comprised of a mixture of old tiles and a crumbling under laying screed. This was largely due to the building's former multiple operation as a retail outlet, cinema and one-time nightclub. In rectifying this sub-floor problem, while maintaining programme certainty, we completed the necessary remedial works out of hours and employed additional resources.

### The solution

JD Sports continues to invest in "new stores and refurbishment" with a particular focus on the "in-store environment". We play a key role in helping the leading "international multichannel retailer" to achieve this "retail concept". Our "fantastic final product" at the Liberty Shopping Centre, Romford's largest shopping complex, included the delivery of partitions and joinery, decoration, M&E and shopfront glazing. Demonstrating our flexibility, typical responsibilities across the GRAHAM JD portfolio often include the removal and erection of walls, and the installation of balustrades, elevators and footwear chutes. Other standard tasks feature tiling and mesh panelling, decoration, and electrical, mechanical and signage installations. Equally, complex construction works are also part of our offer. As an example, for JD Sports (Cork), we completed alterations to the unit, and prepared the sub-floor, before completing the general shop fit-out works to Grade 2 standards. Our relationship with JD also extends to the major overhaul of retail shopping centres. For instance, at the Blanchardstown Centre, we undertook a £7.9m revamp which enabled eight new stores to open, with JD welcomed as an anchor tenant.

### Outputs & Benefits

- Programme certainty:** We have a proud record of handing over our JD projects on time and within budget
- Expertise:** We are a preferred JD Sports contractor, and have completed in excess of 25 refurbishment projects
- Geographic footprint:** Our partnership with JD Sports extends throughout England from the Midlands to London, Northern Ireland, including Belfast International Airport, Coleraine and Enniskillen, and the Republic of Ireland with work stretching from Dublin, Athlone, Waterford and Cork
- Flexibility:** We work closely with JD Sports to ensure its expectations are met. As an example, the Covid-19 pandemic impacted on the timing of our Cork project. However, open communication and teamwork resulted in the successful store opening in June 2020



For more information on how we're delivering lasting impact:

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**GRAHAM**