



# The looking glass

A GLIMPSE THROUGH THE WINDOW AT PENINSULA

NEWSLETTER / SUMMER

EDITION - 2018



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[www.peninsulawindows.co.uk](http://www.peninsulawindows.co.uk)



## Dylan's Welcome

Hello everyone

Halfway through the year and a few months on from our 're-launch', I thought it would be a good idea at this point of the year to reflect back on some of the targets we set as a company for 2018.

We set ourselves a target of £3,000,000 in nett sales turnover and I'm pleased to announce that we are on target so thanks to everyone's hard work so far.

In order to be able to make this possible, we were also committed to having some extra capacity. To that end we have appointed another surveyor, one additional fitting team and we're currently recruiting for another as we speak.

One of our other objectives was to spread our wings into Cheshire and the North West. We have successfully won half a dozen jobs in that area already, some of significant contract value, and we look forward to growing that region further over the coming months.

I'm also pleased to report that 87% of customers from this last quarter gave us full marks when we called them for their feedback and experience of dealing with Peninsula.

I'd like to give special thanks to our whole Installations' team and their management, who, without their hard work and dedication, those great results wouldn't be possible.



**Thank you for all the effort thus far and here's to a very exciting second half of 2018 for Peninsula and its staff.**

*Dylan Hulse*

**DYLAN HULSE**  
MD - PENINSULA



## Company Facts

As we're on track to meet our targets for the year we thought you'd be interested to know what installations we've done in the last quarter:

# 149

WINDOWS

# 51

DOORS

# 13

CONSERVATORIES

# 11

ROOFS

# 3

GRP ROOFS

# 4

BALCONIES AND  
DECKING

# 1

ROOFLINE

We've also been monitoring company feedback from our customers who have rated us on timekeeping, cleanliness on site, quality of work and customer communication. The highest mark was 6 for Excellent for which we obtained 87.5% which is a great result although we will be aiming for 100% in the next quarter!





# Company Updates

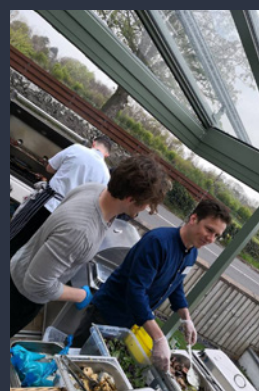
## Summer Party

At the beginning of the Summer we welcomed many customers to a Summer Outdoor Living Party which was organised in conjunction with The Marram Grass and Fron Goch Garden Centre. Over 100 guests enjoyed a feast of a barbecue cooked by Ellis and Liam Barrie of The Marram Grass and sampled delicious wines from James Fearon Wines in Holyhead while enjoying musical accompaniment from Beaumaris Band.

Fron Goch were on hand to give advice to the guests on plants while displaying their new range of outdoor furniture as well as Alwyn from Medwyn's of Anglesey and their prize winning vegetable seeds and plants including "Y Ddraig Goch", a tomato plant which is the only vegetable registered in the Welsh language.

The evening was a massive success and we appreciated the many thank you telephone calls, emails and letters we received and we feel these two lovely comments summed up the evening perfectly: "The party was one of the best local events we have attended since arriving in Anglesey 17 years ago" and "It was a superb party and so nice to be at a corporate event that didn't involve a sales pitch".

If you would like to be invited to future events please do let us know – you can either "like" our Facebook page (@peninsulahomeimprovements) or you can complete our sign up form on our website.



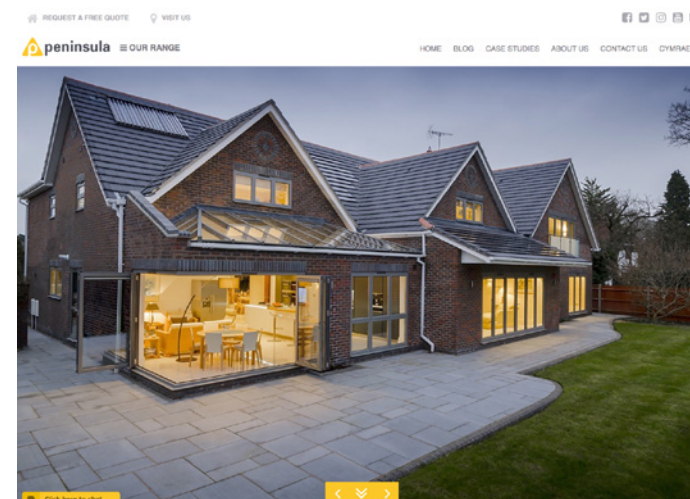
## New Website

We've been working hard on a new website which went live a couple of weeks ago and we're delighted with the result.

The site reflects the recent changes in the company from the move in to Cheshire and our strong and enviable reputation for the aspirational and lifestyle products from glass atriums and orangeries to sliding and bifolding doors, while not forgetting all our other home improvement products.

The site continues to be fully bilingual while being more attractive and streamlined with auto sizing so it automatically scales according to whether you're viewing it on a desktop, laptop, tablet or mobile.

We hope you like it too but let us know your thoughts.



## Chilli Penguin Stoves

We're delighted to have teamed up with Chilli Penguin Stoves who will be installing one of their beautiful stoves into our showroom in August. Chilli Penguin are a family run business who are based and manufacture from their site in Pwllheli and they're the specialists in stoves that not only look amazing but also perform brilliantly. We look forward to the installation and providing all our visitors to our showroom with an even warmer welcome.



## Be Winter Ready

If you want to make sure your Home Improvements are "Winter Ready" we offer a full Valet Package which is designed to protect your conservatory, orangerie or any other type of extension against unnecessary repairs in the future. We also repair, replace and service UPVC windows and doors. If you'd like a Winter MOT on your home call Ashley at the showroom and he'll arrange a visit at a time convenient for you.



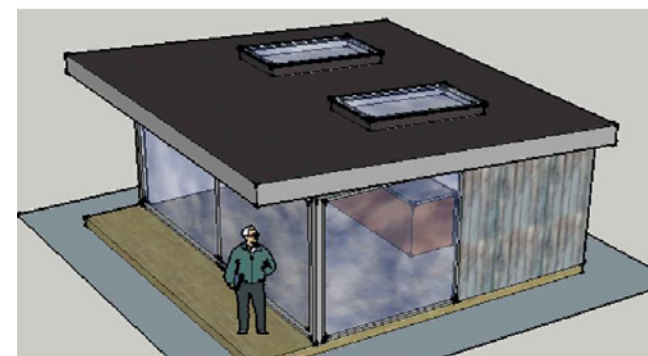
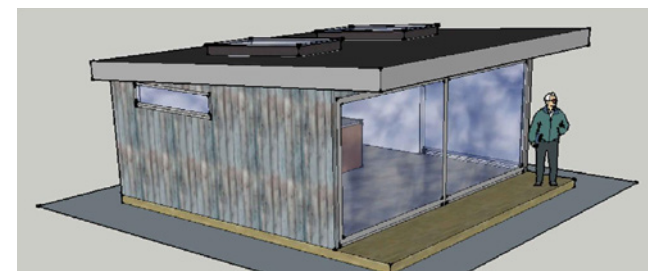
# Tom Vousden Furniture Design

We're also thrilled to be working with Tom Vousden Furniture Design who makes bespoke, luxury furniture and tableware. We've taken delivery of a range of his beautiful furniture which is now on display in our Solarlux Winter Garden.



## Tyddyn Sachau Nurseries

And finally we're collaborating with Tyddyn Sachau Nurseries in Pwllheli with the installation of a Glass House which will be part of their restaurant. Planning approval has been submitted so we'll bring you an update in the next issue.



## Cooking up a design classic with The Marram Grass

We've teamed up with The Marram Grass in Newborough to design and build a unique Studio Pod on-site.

The Pod, which will be known as the Peninsula Studio is the first of its type not only on Anglesey but in North Wales and will be used by self-taught and highly acclaimed chef Ellis Barrie as a demonstration kitchen, a private dining room and a classroom for tutorial sessions.

Ken Grayson, CEO of Peninsula Home Improvements said; "Liam and Ellis first approached us just for the design and build of the Studio Pod but from working closely with them we've built up this relationship and have now taken it further by officially sponsoring it too. The Peninsula Studio is a completely bespoke design which will provide a well-insulated roof, with plenty of light via the cutting edge flat roof lights, that the boys can use as a demo kitchen studio and teaching space all the year round.

# Project Showcase



"In return for our collaboration and sponsorship we will benefit from branding in Ellis' twice monthly videos promoting seasonal produce and cooking and his indepth cookery lessons. We'll also have a link to our website from their Youtube videos and references on other social media platforms."

We're on schedule with the development so the Peninsula Studio will be opening very soon!



# Cheshire update

## Grand Designs on Cheshire

As we mentioned in our last newsletter, we recently took on Leanne Miller-Bowles and Tamsyn Wilkinson as Regional Directors with the aim of developing our move into Cheshire and further afield in the North West.

In just a few months the pair have spearheaded a huge drive and have been attending Grand designs to creating them as shown in the architect drawings of just two recent projects! From high street presence to meeting renowned architects, there is literally nothing holding these ladies back from achieving our goal of growing the business within the region while continuing the drive for excellence that has been created and maintained by the Anglesey team.

We will keep you posted on their progress in future issues.



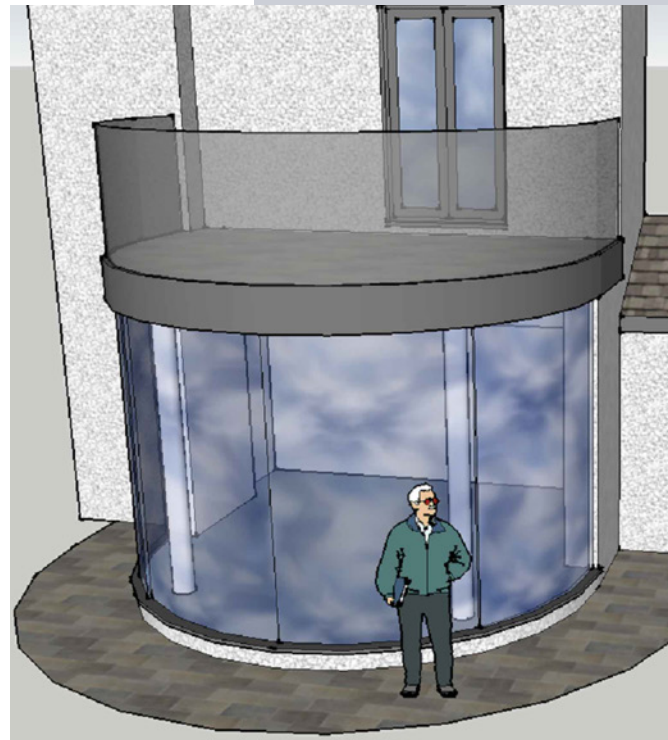


# Upcoming projects

## Curved Conservatory

Most people envisage extensions having straight lines but this conservatory we're constructing in Bangor will be curved showing that if you have a dream for something we can almost always achieve it!

The conservatory will be 4.6m wide with a 2.3m radius. The foundations have been dug and the steelwork has been fabricated so we're on schedule to have it completed by mid October and will show you photos of its completion in our Autumn newsletter.



## Maximising Views

When you have a spectacular sea view it's only right that you have an extension that maximises those views from every angle but not just from ground level in the living room but also the Master Suite bedroom so we're delighted with this recent two-storey glazed construction we're just about to complete in Red Wharf Bay.

The glazed gable is in aluminium offering floor to ceiling windows in the Master Bedroom and French doors from the living room which open out straight on to the beach. This construction also included a new entrance porch and cladding, windows and doors in a sun room.







## The first Acubis

In our last issue we highlighted the new SDL Acubis – an elegant stand-alone unit or a solution that can be connected to your home's existing structure. And we're delighted to announce that we are about to install not only the first Acubis for Peninsula, but the very first in the UK. The 4m by 3.5m stand-alone structure will be installed in Rhosneigr and is as a direct result of our collaboration with Fron Goch Garden Centre and the installation of a Garden Room in March this year.

## Orangery

As you read this we'll be half-way through installing a stunning Orangery to be used as a living room in Malpas, Cheshire. The 7m x 6m structure will have hardwood frames, glass fibre roof and facing brick, and is due for completion at the end of August.

This installation is the perfect example of how we often win business as it came through a casual conversation Ashley Bowen-Jones, our service manager was having with the owners while he was doing a repair on their house in Abersoch.



# Staff News

Chris Hough



## The Movers & Shakers:

### Chris Hough - Surveyor

Chris joined us in May and with his extensive knowledge of all our home improvement systems especially conservatories, orangeries and garden rooms, he will be setting the benchmark for ensuring a quality installation.

Andy Longman



### Andy Longman - Sales Manager

Our most recent recruit, Andy Longman has taken on the role as Sales Manager so he will oversee the sales team in providing motivation, mentoring and coaching and offering sales support where necessary and assisting in lead generation. Andy will also be helping out in the Cheshire region.

Nic Williamson



### Nic Williamson - Commercial Business Development Manager

We're delighted to welcome Nic back to the Peninsula family! He left us in December 2017 having worked for us for 10 years and returned in July to take on this new role which will see him concentrating on developing the commercial side of our business working with architects and builders. He'll also work closely with the sales team acting as a structure support officer.

Trefor Moore



### Trefor Moore - Our Top Sales Man

Many congratulations to Tref who has beaten not only his own sales record in the 8 years he's been with us but also the company's having secured over £500,000 in sales in the first half of this year, so he's on track for a record year.



# Competition Winner



Thank you to everyone who entered our competition to win Dinner for Two at The Marram Grass - we received some fantastic entries as shown here but sadly there can only be one team of winners..... And the winners are..... Dyfed Jones and Kyle Williams.

**Congratulations to both of you.**





# Sponsorship

We are committed to playing an active role in the local community and as such invest heavily in and support groups through sponsorship and charitable donations. Here's a round-up of our recent support:

## Peninsula helps Bethesda Rugby Club with a conversion

Bethesda Rugby Club is undergoing a £500k makeover to turn the run-down club into a state-of-the-art centre and we're playing our part by replacing all the club's external doors and windows at a massive saving on the cost price and providing labour free of charge for fitting them in a major five month project. The makeover will see major improvements to the clubhouse, changing room, upstairs bar area, function room, office accommodation and toilets.



## Helping the RNLI Save Lives

We were delighted to respond to a call out from Beaumaris RNLI for prizes for their Lifeboat Day Raffle and presented them with a delicious food hamper from Marks & Spencer.

Lifeboat Day was held on Saturday 2 June and was fantastically supported by locals and visitors who enjoyed an action-packed day with RNLI demonstrations, donkey rides, fair rides, an obstacle course as well as a huge variety of stalls.

As a registered charity, the RNLI relies solely on voluntary donations and legacies to maintain its rescue service so we were really pleased the raffle raised a superb £862.



## Keeping our Sailors warm and dry on the water

Megan Elias and Robin Scanlan, two junior members of the Royal Anglesey Yacht Club in Beaumaris recently benefited from new sailing kit thanks to our donation.

The two sailors have been representing North Wales in the North Wales Regional RS Feva sailing squad and as we're in the business of helping people keep their properties dry and cosy it seemed fitting we kit the girls out to keep them warm and dry on the water!



**Call now on  
01248 715 555**  
or visit our  
showroom

Star Crossroads, Gaerwen,  
Anglesey, LL60 6AL

## Bangor Rugby Sponsorship Update

In the last newsletter we mentioned that we were proud kit sponsors of Bangor Rugby U11s and as the team have all now progressed up to the U12s we're pleased to continue to sponsor them with new kit while maintaining our U11 sponsorship. Both teams started training in earnest at the end of July for their first game in September – we wish them well in the season.