



CHEFFINS

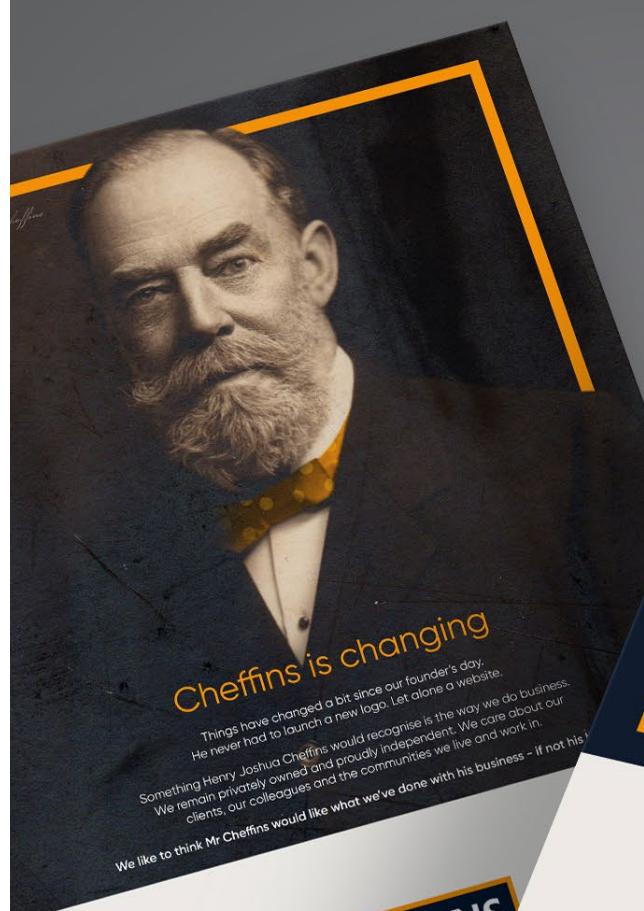
CHANGING CHEFFINS

Sector: Professional Services

Employees: 140+

Client Contact: Director – Marketing

Cheffins is a long established professional services firm, dealing in property, land, fine art and farm machinery. Founded in 1825, it is strongly connected to Cambridge where its head office is based and also has clients across the world. The firm is a market leader across its range of services.



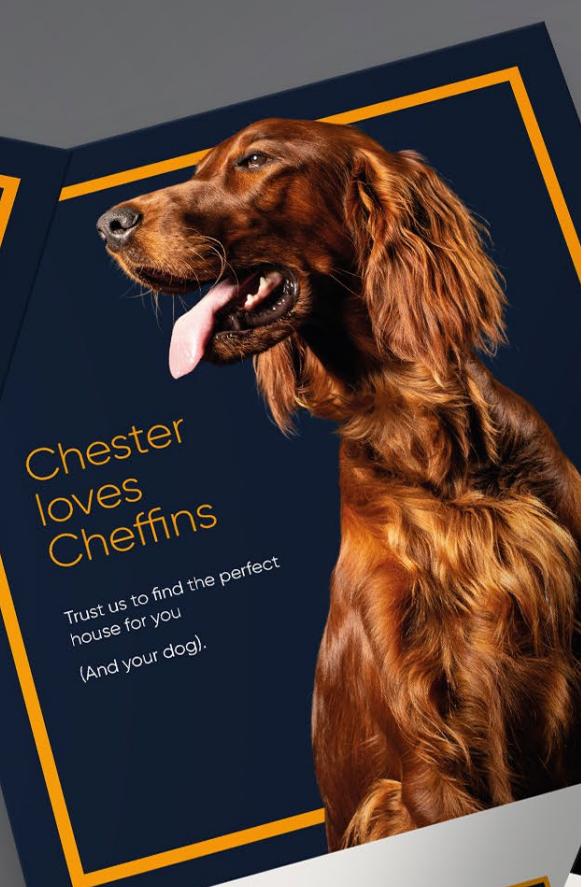
CHEFFINS

Property | Land | Fine Art |
Cambridge • Saffron Walden • Newmarket



CHEFFINS

Property | Land | Fine Art | Farm Machinery
Cambridge • Saffron Walden • Newmarket • Ely • Haverhill • Sutton • London



CHEFFINS

Property | Land | Fine Art |
Cambridge • Saffron Walden • Newmarket

THE OBJECTIVE

Build a strong, consistent and distinctive brand that will drive long term success.

Cheffins has grown organically and through occasional acquisitions. While the breadth of its offer helps to insulate it against economic fluctuations, it faces stiff competition from larger rivals with deeper pockets.



Cheffins



cheffins.co.uk t: 01223 213777

Cheffins

EASTERN COUNTIES PROPERTY AUCTIONS
19th September 2018 at 2pm

17 lots of land, residential, commercial and investment property
Catalogues available from the auctioneers or via our website www.cheffins.co.uk/auctions/property-auctions

Newport, Saffron Walden £60,000 - £70,000*

Cardinals Green, Nr. Haverhill £105,000*

Radwinter, Saffron Walden £250,000*

Saffron Waldens, Essex £170,000*

Viewings 01223 213777 Viewings 01799 523656

*Guide prices are provided as an indication of each seller's minimum expectation. They are not necessarily figures which a property will sell for and may change at any time prior to the auction. Each property will be offered subject to a Reserve price to be agreed between the vendor and the auctioneer. The guide price and other information given by the auctioneer may be reduced by the auctioneer if the purchaser may wish to reduce the bid amount. Please contact the Auctioneer for details.

CAMBRIDGE | SAFFRON WALDEN | NEWMARKET | ELY | HAVERHILL | LONDON

OLD BRANDING

An initial survey among a cross section of Cheffins clients showed that some thought the brand was looking tired and old fashioned.

An analysis of the competition showed that several of its key rivals had recently overhauled or refreshed their brand and website, and that Cheffins was in danger of falling behind.

OUR SOLUTION

We talked to staff about their perceptions of, and aspirations for, the business. In particular we explored what is different and special about Cheffins.

Together with the client survey, competitor analysis and review of the market, this information was vital to developing our strategy to make Cheffins stand out from the crowd.



CHEFFINS

Why we are here
with the best advice,

Our purpose: To make life easier and more rewarding for our clients, by providing them outstanding service and excellent value for money.

What's important to us

Our Guiding Beliefs:

- Profits flow from the right principles, values and relationships.
- How we treat our colleagues, clients and community determines the success of our business.
- Bigger isn't necessarily better.
- Our strong Cambridge connection is a major benefit for our business.
- Our heritage is a proud one, but it mustn't hold us back.

Where we are headed

By 2025 we want to be amongst the most admired companies based in the Cambridge region

How we will get there

Our Strategy:

- Earn admiration for combining professional expertise and commercial acumen with a values led approach to how we do business.
- Compete with bigger players in selected markets.
- Look for higher value, higher margin work.
- Be strongly associated with Cambridge to exploit growth potential.
- Establish excellent capabilities in online platforms and business processes.
- Invest in attracting, developing and retaining top quality staff.
- Raise Cheffins' profile & reputation by establishing a compelling and consistent brand.

Our Story:

- We're a privately owned, values-led business.
- We offer our clients an outstanding level of expertise, service and customer care.
- As well as our clients, we care about our colleagues and community.
- We're proud of our history and our future.

Our Style:

- Professional**
We're friendly and make people feel comfortable.
People centred
We care about our work, our clients, our colleagues and our local communities.
Knowledgeable
Our staff are technical experts, with an unrivalled understanding of their markets.

A strong story quickly emerged. Cheffins remains privately owned, proudly independent and guided by longstanding principles.

It's a people oriented business that cares about its clients, colleagues and the communities it is based in. It values mutually rewarding, long term relationships, and the quality of the advice and service it provides is second to none.

We described its essence as '*Advice worth taking*' and its desired brand image as '*professional with personality*'.

THE NEW BRANDING

From this foundation we developed a fresh, modern and confident brand image that is designed to be distinctive, memorable and engaging.

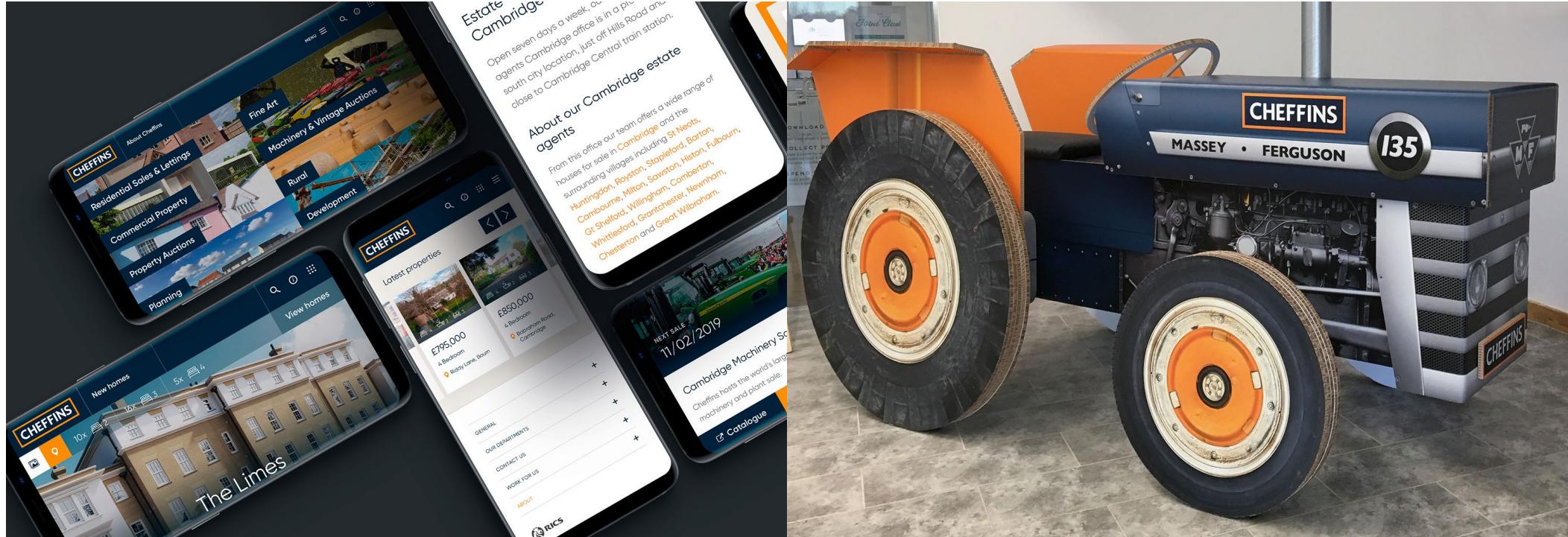
We designed a brand guidelines document to help ensure the new brand is communicated correctly and consistently.





Bringing the brand alive.

The new logo, colour palette, design style and use of language have been applied to hundreds of marketing materials, including advertising campaigns, property sales boards, newsletters, office signage, show stands, banners, brochures and leaflets.



CHEFFINS

RURAL

SCENE

SUMMER 2022

PAGES 2-31
Farmers' mentality
Opportunities ahead
(Property sectors update)

PAGES 4-5
Decommission land
Farming's market tested

PAGES 6-11
Rental income for farmer
Tenants: how to choose
advice for landlords

PAGES 12-15
Vintage and classic tractors
Second-hand machinery
Second-hand vehicles



NAVIGATING THE NEW GRANT FUNDING OPTIONS

With so many new grant funding options on the horizon, it can be difficult to navigate which schemes to apply for. Here, we give a comprehensive update of the major funding opportunities available.

Sustainable Soils

Definitive new funding mechanisms are finally starting to emerge for the delivery of environmental outcomes through agri-environmental schemes, the Sustainable Farming Incentive and the Rural Environment Land Management Scheme.

The young retail brand of old
continues its Cambridge rise amidst
the arrival of high-street stalwarts

Changing of the guard on today's high streets

In an article originally from the winter of the Coast to Capital magazine, we look at how the retail landscape in Cambridge is changing as new brands open up and old ones leave.

It's been a year of significant retail change in Cambridge. In January, the first Lululemon store in the UK opened in the city, while the departure of Marks & Spencer from its former site in the Corn Exchange has been followed by the arrival of a new branch of clothing retailer Zara. In addition, the opening of a new Primark store in the city centre has added to the retail options available to shoppers.

In the longer term, we are likely to see a change in consumer behaviour as more people turn to online shopping for their purchases. This will have an impact on the retail industry, particularly in terms of the number of physical stores required to serve customers.

Edward Dowdall, City Department Manager, [SantanderUK.com](http://www.santanderuk.com)



Guest interview with Nic Rumsey, Managing Director of Jaynic

Nic Rumsey, Managing Director of Jaynic, gives us his thoughts on the market and what's next for the major development company.

How did you get into the industry?

I am originally from Northern Ireland and studied High School of Technology in Belfast before moving to London.

After studying Finance Management at Loughborough University, I joined the construction industry as a graduate trainee with a local developer. I then moved to the private sector, working for a property developer. Since then, I have had a varied career in the industry, including roles in finance, procurement, project management and delivery.

What does your role involve?

As Managing Director of Jaynic, my role involves overseeing the day-to-day operations of the business, including financial management, strategic planning, and ensuring the company meets its objectives. I also work closely with clients to understand their needs and requirements, and ensure that the team is well-prepared to deliver projects successfully.

How long have you been involved in the market and what were the first developments you worked on?

I joined the industry in 1995, starting my career as a graduate trainee with a local developer. My first project was a residential scheme in North London, which involved developing land and building houses. Since then, I have worked on various types of developments across the UK, including residential, commercial, and infrastructure projects.

What are the biggest challenges facing the industry today?

The industry faces several challenges, including increasing costs of labour and materials, tight timelines, and regulatory changes. It is also important to manage relationships with clients and stakeholders effectively to ensure successful delivery of projects.

What are the biggest challenges for you facing Jaynic?

One of the main challenges for Jaynic is maintaining a competitive edge in the market. This requires constant innovation and adaptation to changing circumstances. Another challenge is managing resources effectively to deliver projects on time and within budget. We are also focused on developing our expertise in new areas such as sustainable development and digital technology.

How has the industry changed over the last few years?

The industry has undergone significant changes in recent years, driven by factors such as Brexit, inflation, and technological advancements. The way we work has changed, with more emphasis on remote working and digital collaboration. There is also a greater focus on sustainability and environmental responsibility.

What do you think the future holds for the industry?

I believe the industry will continue to evolve, with a focus on innovation and efficiency. There will likely be more mergers and acquisitions, as companies look to expand their reach and capabilities. The demand for sustainable development will also increase, as more clients and stakeholders prioritize environmental issues.

What are the key trends in the industry right now?

Some key trends include the use of prefabricated and modular construction, which can reduce costs and improve delivery times. There is also a growing interest in green buildings and sustainable practices. Additionally, there is a focus on digitization, with more companies adopting BIM (Building Information Modelling) and other digital tools to enhance project management and communication.

What advice would you give to someone looking to start a career in the industry?

If you are interested in a career in construction, I would advise you to gain practical experience through internships or apprenticeships. It is also important to stay updated with industry news and developments, and consider further education or training in relevant fields such as engineering, management, or law.




The stadium is located in [Redacted] and is set to open in [Redacted].





Comprehensive signage review.

We carried out a survey of Cheffins' head office in Cambridge, five estate agent branches in Cambridge, Newmarket, Saffron Walden, Ely & Haverhill, and their farm machinery saleground in Sutton.

We produced and installed new signage and graphics for all offices, amounting to over 100 signs in total.

New website built on SEO strategy.

To ensure the new website ranks well in the SERPs, we undertook detailed SEO audits and keyword research. This informed the search terms used throughout the site and we wrote the content for key pages.

Throughout the process we worked closely with Isle, who developed Cheffins' new website. We also commissioned specialist photography to feature on the site.









Rebrand launch event.

We helped to plan the rebrand launch event for 140 Cheffins staff, writing speaker scripts, creating presentations and producing giveaway materials and banners.

THE RESULT

The results have been phenomenal, with a very positive financial impact in the two years since the brand launched.

The new website has seen an increase in traffic of circa 42%, with a marked new demographic of client and considerable growth in engagement with clients from strong, strategically placed calls to action.

“ Fellowship have been fantastic. They’ve skillfully guided us through a strategic and comprehensive brand transformation process, challenging us when needed. We’re delighted with the outcome. Beyond the initial rebranding project, Fellowship have continued to guide and support the Marketing team, assisting with work in advertising, marketing and SEO on the website.”

SHARON HAMILTON

Director – Marketing, Cheffins



SERVICES PROVIDED

Business / brand review

Market research

Staff interviews & customer surveys

Branding

Copywriting

Photoshoot

Graphic design & print

SEO strategy & implementation

Signage design & installation

RESULTS AFTER 2 YEARS

+25%
TURNOVER

+42%
WEBSITE SESSIONS

+600K
**ADDITIONAL
WEBSITE VISITS VIA
ORGANIC SEARCH**



LET'S WORK TOGETHER

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fellowship.agency

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**BUILDING BRILLIANT BRANDS
AND WEBSITES**

