

Case Study

Strata Emergency Response Ltd.

Two years ago, a new business alliance, serving the emergency flood damage industry, was formed against the background of changing commercial and meteorological conditions.

Strata Emergency Response was the result of a meeting between Steven Richford, of Cornish firm Richford's, Trevor Clarke of Sussex-based Broadway Cleaning Services and Business Link West's Business Alliance Adviser, Peter Downing.

Strata has now grown to include 11 independent water damage restoration specialists across the UK, with a further seven undergoing assessment for membership.

With the input of Peter Downing, Strata has developed into a thriving network which can offer a service to homes affected by water damage anywhere in the UK. There is also a website, a single national telephone number and a newsletter.

“The alliance means we can offer the public and insurance industry national service standards, combined with regional expertise,” says Steven Richford.



“Strata Emergency Response Ltd is proving an excellent means of collectively marketing ourselves under a national corporate image, helping to generate new leads and work, and it would not exist but for Peter Downing's expertise.”

Peter Downing added:

“It was very important for this group to have an independent and neutral facilitator. This really helped the members through the various stages of forming the alliance, turning what was a good idea into a real live viable business.”

National Business Alliance Service

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