

**CLIENT:**  
Direct line Group

**LOCATION**  
Leeds, UK

**CRITERIA**  
Brand personality, flexible  
inspiring workspaces

**SECTOR**  
Finance and insurance

# DIRECT LINE GROUP

Direct Line Group is one of Britain's leading insurers. Through its six brands, Direct Line, Churchill, Privilege, Green flag, NIG and Brand Partners, the Group employs 11,000 people in the UK.

Of those, 900 work in The Wharf, one of two offices in central Leeds, and the first of their locations that Bisley is helping to re-vamp.



## Creating a workplace where collaboration comes naturally

### BRIEF

As part of a three-year deal to update their estate, DLG asked Bisley to provide furniture which would reflect their brand personality, create inspiring workspaces and support flexible working, hot desking and Direct Line's dynamic work environment.

### SOLUTIONS

We supplied 600 streamline Be desks, 10 break out spaces and pods, (with small tables which are ideal for impromptu meetings and brainstorming sessions) along with board room tables for formal occasions.

Static under desk storage isn't appropriate as desks can be used by numerous people, so DLG chose bespoke SystemFile lockers with brightly coloured doors to match their brand palette for stowing personal items. Coloured desk screens, added to this scheme. SystemFile drawer units with simple planter tops were used to divide areas and provide energy-giving greenery.

RESULTS

DLG's rebrand gave them the perfect opportunity to refurbish their offices. The way they interact with customers is evolving, so we equipped them with an on-brand office space designed to contribute to a communicative and productive environment where collaboration comes naturally, and to keep it welcoming they operate a clear desk policy. We also provided home-appropriate desks for over 50 permanent home workers, so once a desk has been requested and approved by DLG, we co-ordinate delivery and installation direct with the home workers via our customer service team.



“We decided to work with Bisley because they made things simple for us. They were almost a ‘one-stop-shop’ supplying many of the items we needed and they offered us the bespoke developments we wanted. And of course, it goes without saying that the quality of their product is great.”

**ROB SLATER, HEAD OF WORKPLACE, DIRECT LINE GROUP**