



Field Day Studio

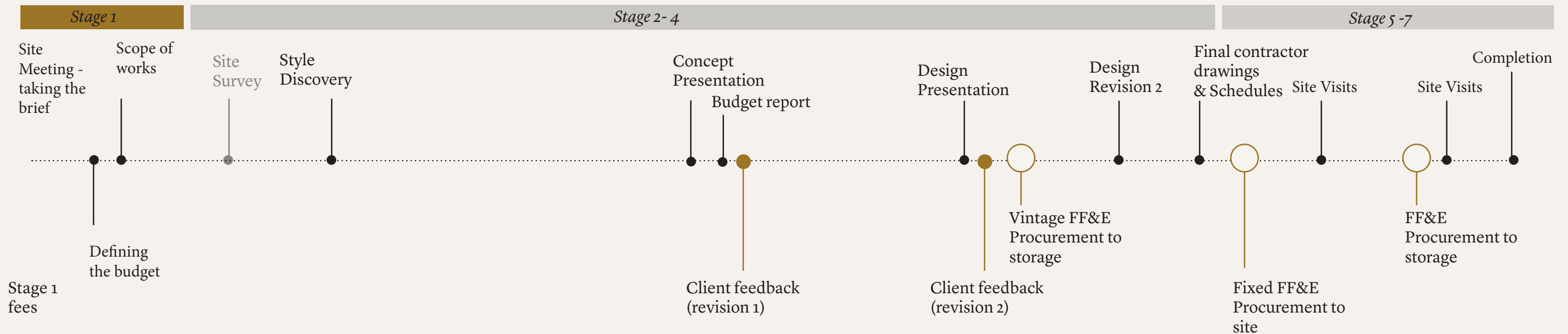
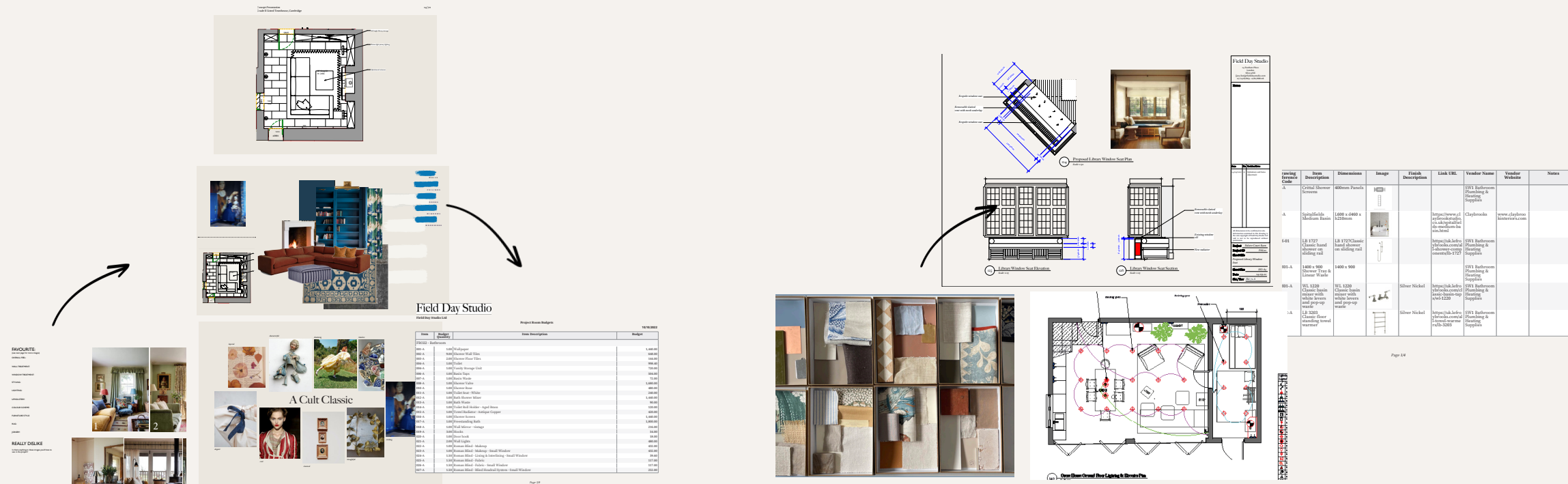
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At Field Day, we believe the home is important, and that design of the home should be meaningful. We take great care to understand our clients needs and design goals, so that we can provide them with the most fulfilling outcome.

Our process is thorough, rewarding, and designed to be as stress-free as possible. We pride ourselves on being a safe pair of hands in both design and implementation.

At Field Day, spending the time required to provide the best design for our client, and meeting deadlines set by the project program, are equally as important. We work closely with other project stakeholders to create a program. We will discuss the program with you, and establish key dates for decisions, so that you're aware of when your engagement is needed to keep the project progressing on time.



At Field Day, we aim to make our process as transparent and simple as possible.

We charge a fee at the outset of Stage 1, where we work together to come to a scope that suits your project needs and budget. This is charged at base rate of £500+VAT in addition to £100+Vat per room in scope.

Our fees are based on the defined project scope and deliverables. We split the total fee into monthly instalments across the estimated duration of Riba stages 2-7. We charge 80% of the total fee for the duration of stages 2-4 and 20% for the duration of stages 5-7. Our engagement begins with the first instalment.

These fees are always fixed, and include two design revisions. One following ‘Concept Presentation’ and one following the ‘Design Presentation’.

Should you wish to add a room to the scope of a project, or substantially change the original brief, we will draw up an additional proposal to cover these works with the relative fees outlined. This will act as an addendum to the existing contract.

For those tasks agreed to be out of scope, we will charge an hourly rate (£100 for creative and design work/director time, £60 for administrative work/designer time). In these cases we will choose the most cost efficient member of our team to carry out the work, keep a record of the time and work undertaken, and provide you with time sheets.

Stage 1 - site meeting, taking the brief

Our initial stage begins with a visit to your home to discuss your needs in person.

We will walk through the property with you and take note of each interior element that might need addressing, based on the issues you’re facing. We will ask you about how you use your home, your day to day routine and what you feel your missing that your house could provide.



Stage 1 - defining the budget

The project budget shapes the scope, approach and outcome of every project. We ask our clients to provide a budget for the project so that we can tailor our services to meet your project’s needs.

As part of our work at this stage, we estimate the interior design costs against your preferences and requirements. We provide you with estimated budgets by room based on previous projects.

Below is a summary of typical costs involved in a project. At Field Day, we manage the interior design costs for a project. Contractor costs are dealt with directly between the client and the contractor.

Interior Design Costs

Measured Design Survey Fees (unless drawings are available)

Interior Designer Fees

FF&E (FF&E includes all visible furniture, fittings and finishes for a project, this includes bathroom fittings, wallcoverings, tiles and lighting, but excludes paint.)

Storage and Installation Fees

Contractor Costs

Labour
Materials (construction)
Project management costs
Joinery

Consultants, additional contractors

Quantity Surveyors
Architects
Planning Consultants
AV Consultants
Lighting Designers

Stage 1 - defining the scope of works

The first stage of our project is completed with the production of a scope of works document. This document will outline everything that has been learnt to this point. It will include:

- Project objectives
- Project budget guideline
- Project timeline / phases
 - Project scope
- Design Fees

Project Scope

Below is a table outlining which areas of scope apply to which rooms. On page 7 the full refurbishment scope is itemised.

	Scope as per p.7	Excluding furniture & Styling
GUEST BED/ STUDY	✓	
EN-SUITE SHOWER ROOM	✓	
BASEMENT HALLWAY	✓	
BOOT ROOM	✓	
WC	✓	
ENTRANCE HALLWAY	✓	
LIVING ROOM	✓	
KITCHEN	✓	
PANTRY	✓	
DINING	✓	
SHUG	✓	
FIRST FLOOR LANDING	✓	
LAUNDRY	✓	
GUEST BEDROOM		✓
GUEST EN-SUITE	✓	
MAIN BEDROOM	✓	
DRESSING AREA	✓	
MAIN -EN-SUITE	✓	
KIDS' BATHROOM	✓	
KID'S ROOM	✓	
KID'S ROOM		✓
KID'S ROOM		✓

Field Day Studio

FULL REFURBISHMENT SCOPE

STRUCTURAL CONSIDERATIONS	Liaison with architect to consider levels, openings, interior wall placement.
IRONMONGERY	New door and window ironmongery
LAYOUT	Interior and furniture layouts created according to room brief
LIGHTING	Lighting plan to include task and decorative lighting (Lighting plans to be provided to architect to incorporate into site drawings.)
PLUMBING	- New brassware and sanitaryware - New radiator locations where necessary and new radiator spec throughout
ELECTRICS	Electrical plan according to room layout. (Electrical plans to be provided to architect to incorporate into site drawings.)
DECORATIVE SCHEME	A decorative scheme to include paint finishes on walls, ceiling, woodwork and architectural detailing
FURNITURE	FF&E required to fulfil the project brief
FLOORING	New flooring
FIREPLACE	New surrounds and hearths where existing fireplaces exist
BESPOKE JOINERY	See p. 8/ 9
WINDOW TREATMENT	New window treatments, blackout treatments in bedrooms
STYLING	- Styling to fulfil the aesthetic as set out in the style discovery - To include artwork, objects, soft furnishings and plants as necessary

Stage 1 - the measured survey



We employ an architectural surveyor to perform an accurate survey of the spaces in consideration and charge this at cost to our clients. This is subject to review of the architects’ plans for the property and agreement of their suitability for more precise design work.

The architectural surveyor supplies us with both 2D and 3D structural drawings with 1-3mm accuracy. This means that when we come to furniture planning, bespoke joinery and lighting plans, you can feel confident that the drawings and visuals we provide are accurate- giving you a clear picture of how the space will look before installation, and the reassurance that it will work when installed.

Stage 2 - style discovery

At Field Day, it’s important to us that we understand what makes you happy in an interior. Stage 2 commences with our unique style discovery session against the agreed scope so that we can better understand your style preferences.

For each project, we invite our clients to our Style Discovery Pinterest board, to select their favourite images from boards that are relevant to their project scope.

Using these images, we create a document to determine what it is about these images that you’re drawn to. These answers provide us with invaluable insight into your design preferences, so that moving forward we are able to design specifically with you in mind. After you’ve completed the document, we meet online to discuss your answers.

FAVOURITE:

(see next page for more images)

OVERALL FEEL:

WALL TREATMENT:

WINDOW TREATMENT:

STYLING:

LIGHTING:

UPHOLSTERY:

COLOUR SCHEME:

FURNITURE STYLE:

RUG:

JOINERY:

REALLY DISLIKE

(is there anything in these images you'd hate to see in the project?)



Stage 2 - creating your concept

At Field Day, we create a concept for the project that is personal to you and your home.

Your unique concept will inform the mood, palette, textures, materials and personality of each space to harmonious effect. Our concept presentations are our first introduction to the project concept, and we go room by room to show how it will inform the design of each.

This concept can be devised for the whole house or parts of it to be implemented by us or by you.



Project Concept

Living Room

Concept Presentation
Barn conversion, Kent

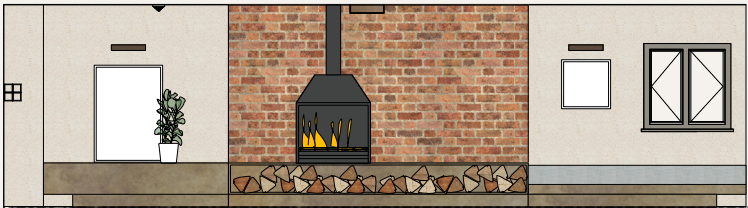
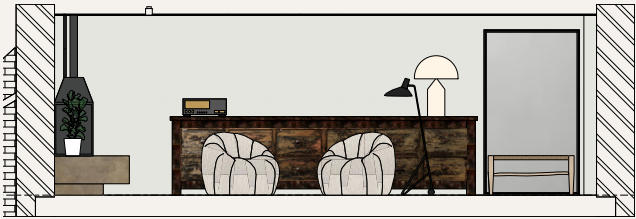


Design presentation
room samples



Room moodboard

Stage 3-4 - technical drawings and contractor schedules

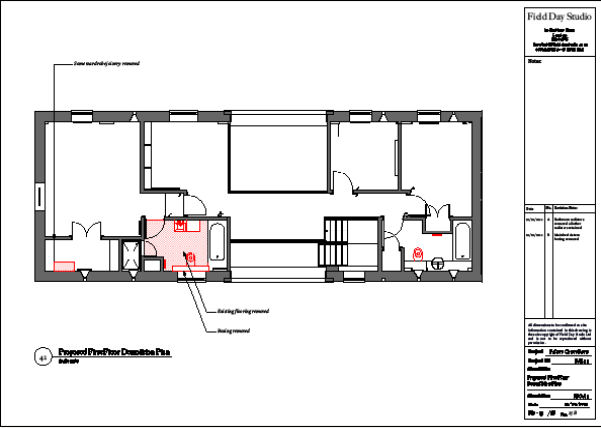


Presentation drawings

As part of stage 2 you we will produce a drawing pack and schedules for contractors to give them all the information they need to implement the design

Field Day Studio									
Decoration Schedule - Paint only									
17/10/2022									
Project ID	Room	Drawing Reference Code	Surface	Finish	Finish details	Colour	Image	Vendor Name	Vendor Website
10121	Shower Room	DC01-A	Interior Walls	Paint & Paper Library Architects Eggshell	A tough and durable water-based acrylic paint suitable for all interior worktops and walls, especially for kitchens and bathrooms where condensation may be problematic. Also suitable for panelwork, furniture and conventional radiators. Dries to a smooth low sheen.	'The Botanist'		Paint & Paper Library	
10121	Shower Room	DC01-B	Ceilings	Paint & Paper Library Architects Eggshell		'The Botanist'		Paint & Paper Library	
10121	Shower Room	DC01-C	Skirting	Paint & Paper Library Architects Eggshell		'The Botanist'		Paint & Paper Library	
10121	Shower Room	DC01-D	Doors	Paint & Paper Library Architects Eggshell		'The Botanist'		Paint & Paper Library	
10121	Shower Room	DC01-E	Door Frames	Paint & Paper Library Architects Eggshell		'The Botanist'		Paint & Paper Library	

contractor schedule



demolition drawings



Completed room

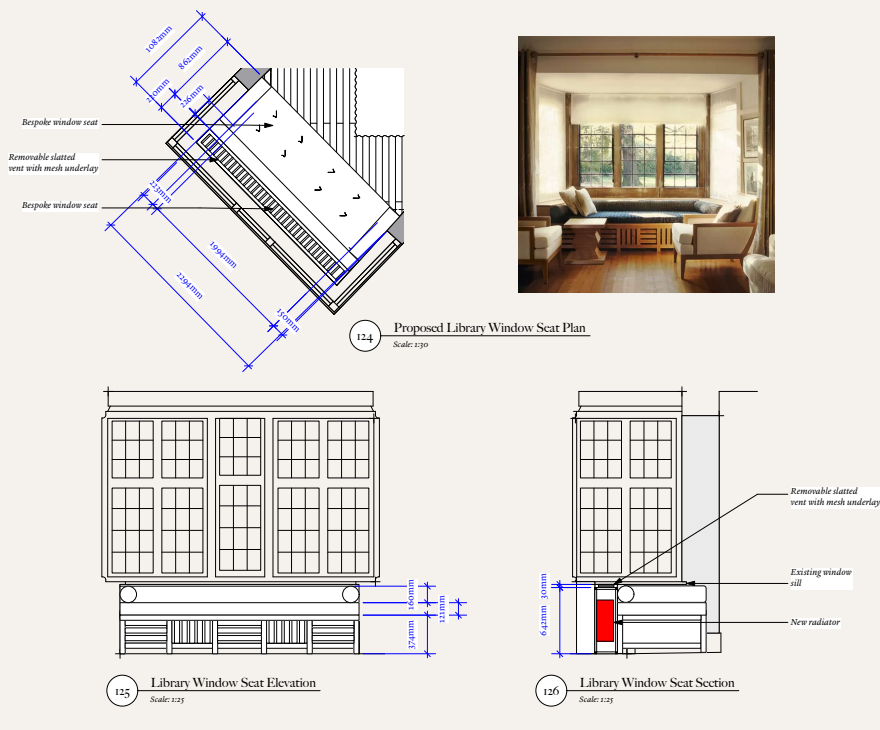
Stage4 - Joinery

In the stage 1 proposal we outline areas where joinery will be introduced, based on our assessment of the brief. This is included in our total fee and is fixed unless the brief is changed

Joinery fees deliverables:

- Joinery design
- Joinery drawings
- Joinery specification including lighting, ironmongery, materials and hardware as necessary.

This information can be supplied to the contractor, our preferred cabinet maker or a joiner / cabinet maker of your choosing.



Field Day Studio		
14 Peabody Place London WC1A 9NE [email] [phone] 01773 487669 - 01783 788818		
Notes:		
Rev	Rev	Revisions
14/09/2022	A	Upholstery and frame adjustments
All dimensions to be confirmed on site. Information contained in this drawing is the sole copyright of Field Day Studio Ltd and is not to be reproduced without permission.		
Project: Palace Court Barn		
Project ID: PAL21		
Sheet title: Proposed Library Window Seat		
Sheet Size: ISO A3		
Date: 14.09.22		
Sht / Rev: Sht 7/2 A		

Stage 5 - procurement

Should your project involve the purchasing of FF&E (Furniture, Finishes, Effects) we can manage this for you. We'll ensure the safe delivery of goods and you'll have access to exclusive trade discounts of up to 50%. All items that we purchase are charged to our clients at cost.

We use the Studio Designer platform to manage our projects. As a client you will have insight to the project through the client portal, where you will view invoices and proposals.

We transfer FF&E to the Studio Designer platform after the concept presentation (for items with a sensitive lead time or limited availability) and after the design presentation. Clients can see all the information relating to the product, including price, and approve or disapprove accordingly. These items are then transferred to proposals viewable in the portal, and payments updated to reflect your project balance. A final invoice is issued at the end of the project, to reflect any credits or price changes over the course of the project.



We make every effort to make savings on behalf of our clients. For vintage items, VAT is charged in line with HMRC's margin scheme. Rather than 20% VAT on gross price of these items, clients are charged 12% on the procurement fee we apply to the net price of the item. Put more simply, clients will pay 15% less than if we were applying regular VAT to these items.

In order to secure the items presented, we procure in two phases. Approved unique items or items with limited availability are procured after the concept presentation, all other approved items are procured after the design presentation.

We're aware that the sums of money involved in every project are significant and are keen to make sure the cash flow of the project is comfortable. If you'd prefer to stagger your procurement payments, we can set up a plan to suit you.

Unless otherwise agreed before stage 2, Field Day will supply the following for a project:

- Wall and floor coverings (excluding paint)
- Furniture and appliances
- Upholstery
- Styling and accessories
- Decorative lighting and visible electrical fittings
- Window & door ironmongery
- Window treatments
- Sanitaryware & Brassware

Stage 5-6

When designing for your project, we will source from a wide range of FF&E to create a scheme that is particular to you, your brief and your budget. Some of these items will be unique, or of limited availability. For this reason we ask that clients make plans for storage at the outset.

Our preferred process involves partnering with a trusted storage and installation company. We will request a quote at the start of the project, that includes storage costs beginning after the concept presentation, and ending at the projected completion date. All storage costs are charged at cost.

If you have storage available for the project then we can also send to this address, with liability then transferring to the client at the point of delivery. As we cannot always be specific about the day or time of delivery, the nominated address will have to be available to accept deliveries over a number of weeks from the point of purchase.

We ask that the items are checked for any damages within 24hours of receipt, and we are informed of safe delivery as soon as possible.

If you would prefer not to purchase items at the point of presentation, Field Day will present the scheme as planned and then charge for any additional time incurred to resource items when the client is ready to procure for the project. This time will be charged on an hourly basis.



Stage 5-6

Phase 3 of your project is referred to as Installation Support, where Field Day provide on site support during works, and install the FF&E of the project on works completion alongside a third party team of installers.

At Field Day we pride ourselves on providing excellent support to contractors during works. Any queries relating to the design can be followed up by a call, or on our slack channel (p.19). We also perform site visits so that we can address any issues with the contractor in person, and ensure that the design is being implemented as intended.

We calculate this part of our fee on the basis of the number of site visits we feel is required during the works phase of the project and this is included in our total fee.

We will let you know when we plan to visit site with as much notice as possible, so that you can choose to join us if you'd like to. If you're not able to make the visit and would like us to take pictures for reference, then we can do so on your request.

We use third party installers to install our projects over the course of 1-3 days. The team will deliver any stored items to site, safely unpack, assemble and position items, removing any packaging and disposing of it. They will also assist with planting and the hanging of decorative items/ artwork. The Field Day team will be on site during this time to assist and direct installation, completing the installation with final styling and finishing.

The third party installation will be budgeted for at the earliest stage in the project, and quoted for after the first budget report.

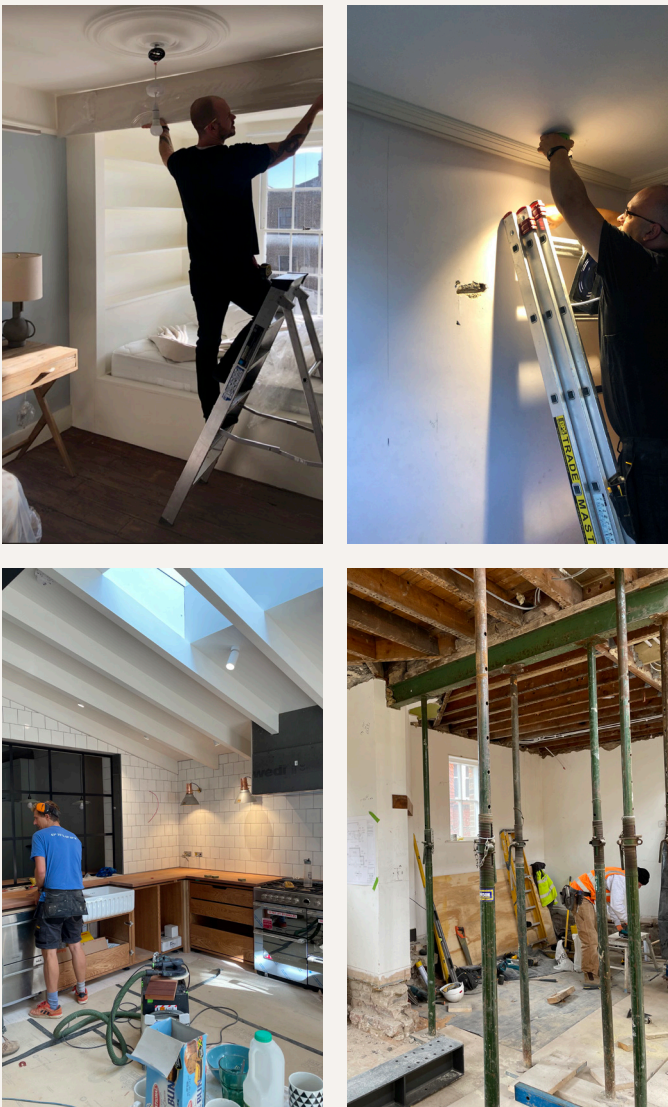


Stages 5-6

We have cultivated a list of trusted contractors and sub-contractors that we have worked with on several projects.

When the project is ready to tender we are happy to put forward our preferred contractors, subject to their availability, and always encourage our clients to have additional contractors quoting for comparison.

We are happy to work with new contractors and sub-contractors as the client prefers.



Stages 2 -7

We are a small team and we pride ourselves on the degree of personal service you will enjoy as a client. We offer full support and commitment during our working time together using the platforms below.

Our office hours are Monday-Friday 8.30am to 6pm. We do take out of hours e-mail and phone calls, and work Saturdays where strictly necessary but in general we operate within working hours. We appreciate our clients' understanding on this.

Instant message and daily check-ins - slack

For instant messaging, we invite the client download the slack app on their phone for the duration of the project. We are online on our slack channel during work hours to respond to any queries as soon as we can.

We create three channels for every project- one between Field Day and the client(s), one between Field Day and the contractor, and one for Field Day, the client(s) and the contractor. On some projects, we will create additional channels for architects and consultants.

Presentations & calls - zoom

Where it is more convenient to the client that we present remotely we can do so using Zoom. We're set up to present digitally, and send samples ahead in sample boxes for review during the meeting. If possible, we invite clients to visit us in the studio for presentations, particularly for second design presentation.

Phone

Of course, we're always happy to hear from you over the phone during office hours if you'd prefer to speak in person.

BASEMENT & PARTIAL HOUSE RENOVATION, 2021-22

Why did you come to Field Day?

We loved both the aesthetics of your past projects and the approach you took to understanding us, our styles, and what we were looking to do with our space (for instance, asking in the questionnaire what our favourite music is — no one else we spoke to thought that way). Going into the process we were wary of ending up with designs that were pre-conceived from the start rather than the result of an evolving conversation about what we liked/were aiming for/needed, and your emphasis on tweaking the plan as we go along really resonated in relation to that concern. When we met with you, all of the above seemed to be in place already, and we (rightly!) felt that our project would be in extremely capable, professional hands.

How would you describe Field Day’s look/ aesthetic?

Contemporary, elegant, adaptive, thoughtful.

Was there anything that surprised you about the process?

How many decisions there are to make! Silly thing to be surprised by, but still.

Is there anything in particular about the process that you’d recommend to a friend?

Taking time with the initial design/concept surveys. Giving feedback where we feel something isn't quite us, for whatever reason, because we know you're able and open to taking into onboard and then coming back with alternative approaches.

Was there anything you found disappointing?

No!

FULL HOUSE RENOVATION 2021

Why did you come to Field Day?

We loved their work, particularly the Devon house that is on their website. We also had the impression that Kat and Jess were consummate professionals after our first conversation.

How would you describe Field Day’s look/ aesthetic?

I think the look is stylish, elegant and warm. In general they work really hard to understand their client’s tastes and cater to them through an in depth consultation process so the aesthetic can vary from project to project but the effect is always gorgeous!

Was there anything that surprised you about the process?

The style consultation, I didn’t realise how structured (and fun) it was going to be!

Is there anything in particular about the process that you’d recommend to a friend?

Kat and Jess are an absolute pleasure to work with. They really understood what we wanted from them and we couldn’t be happier with the work they have done, not only from an aesthetic perspective but also a practical one. Every part of the process is well thought out with the client in mind and is not only easy but also fun! We would definitely use them again ourselves! The contractor they used and the work was also done to an exacting standard.

Was there anything you found disappointing?

Nope!

FULL HOUSE RENOVATION 2021-22

Why did you come to Field Day?

I was researching on Houzz, trying to find a designer with country/barn design but also with style and practicality. I came across the project, the Lakes, and was taken by the design and aesthetic of your work. I soon looked at all the past works online and found that I love them all! That’s when I know I found my designer for my new house!

How would you describe Field Day’s look/ aesthetic?

I love them! I think Field Day does an amazing play of colours (both neutral and bold!), blends, and makes all the furniture be a part of the whole colour palette. They are heartwarming, elegant, and special! Field Day’s neutral palette reminds me of Giorgio Morandi.

Was there anything that surprised you about the process?

I love the boxes of samples! I got the chance to take them home and really test the textures and material! They are so cute and give such great vision of each room.

Is there anything in particular about the process that you’d recommend to a friend?

Field Day always provides top degree design and helps to choose the best design for my family. Kat and Jess are always a step ahead of us and never neglect the small details. The whole process is very enjoyable! Field Day also provided so much help on negotiating and cooperating with our contractor as well as full support and help when encountering any problems on site.

I can’t wait to see the final result of my new home!

Was there anything you found disappointing?

Nope! So far so good!



If you would like to proceed with us to stage 1 for your project, the next step will be to organise a date for our site visit. We will raise an invoice for this stage which will secure our engagement on the project.

We look forward to hearing from you!

