

## Taylor Woodrow Construction Rebranding

**Following the acquisition of Taylor Woodrow by VINCI PLC in September 2008 and the subsequent restructuring, the Group is reorganising its contracting activities in the UK by consolidating its operations in the name of VINCI Construction UK Limited.**

This consolidation will continue to capitalise on the excellent work undertaken by Taylor Woodrow in Sheffield and does not signify any changes to the strong partnering approach adopted on BSF.

VINCI Construction UK Limited comprises six divisions: Building, Civil Engineering, Air, Facilities, Technology and Regional Contracting. Within each of these divisions the names and logos of the existing trading entities will be retained.

### **BSF branding and communications**

- Sample schools will retain the Taylor Woodrow logo. These projects will also carry the VINCI Construction UK Limited logo in lieu of the current VINCI PLC logo. This will apply to hoardings, offices, site wear etc.
- All future schemes will carry the VINCI Construction UK logo only.
- Telephone greeting will change from Taylor Woodrow to VINCI Construction for the sample schemes, future projects and the Omnia office.
- Business cards, letterheads, compliment slips, emails etc will all display in a prominent position the name and logo of VINCI Construction UK (with the exception of correspondence for the sample schemes which will retain the Taylor Woodrow letterhead). On business cards and compliment slips the building brands of Taylor Woodrow and Norwest Holst will also be visible by use of a less prominent logo.
- This communication will remain on the BSF website, firstly as a prominent news item.
- On first engagement with relevant school leadership teams and local stakeholders the BSF operational team will explain the changes outlined above and the clear link back to Taylor Woodrow and the sample schemes. This message will be reinforced periodically