



# Company PROFILE 2021

Providing smart solutions  
for food retail.

# About WAVE

WAVE (Wheatland's Aire Valley Engineering Ltd) provide impartial design and project support services throughout, and beyond the UK.

Our company was established in 2015. Since then, we have grown considerably. We have Project Managers and Technical Specialists situated across the UK, and a team of 4 Technical Design Consultants based in Trivandrum.

In December 2019, we became the first refrigeration consultancy to achieve IIP (Investors in people) silver status accreditation. This was a huge accomplishment for us, and one we are extremely proud of!

IIP is a continuous journey, and there are improvements that the leadership will act on to achieve an even higher accreditation when renewed in 2022! Since our successful accreditation and announced in September 2020, we were shortlisted in three categories at the Investors in People Awards 2020:

- Employer of the Year – Silver Status 0-49 employee
- The Social Responsibility Award for our Sustainable Development Goal achievements
- Leader of the Year (up to 250 employees) – James Bailey

Though we did not win an award, to be finalists in three categories is extremely rewarding as it demonstrates that WAVE truly invest in our people. It is also a testament to the efforts of our team and the fantastic organisational culture that we have established in less than five years that WAVE has been trading.

All the team would like to thank our valued customers who contribute significantly to our achievements as they are the ones who make our teams growth and success possible.





On the 14th December 2020 we received our annual Investors in People assessment where we scored 866 out of 900, demonstrating the continuous improvement of the leadership and people-centric culture at WAVE. This represented an improvement of 32, and an incredible uplift against the average Investors in People benchmark score of 726 out of 900. Furthermore, our 2020 assessment ranked WAVE at Number 1 out of 155 Investors in People accredited business who operate in the construction sector, and 38 out of all 1,917 Investors in People accredited businesses (0-49 employees). The team at WAVE could not be any prouder of our Number 1 IIP ranking!

**INVESTORS IN PEOPLE®**  
We invest in people Silver

#### Some of our services include:

- Detailed refrigeration design services.
- Evaluations based on technical analysis and market awareness, allowing our clients to make informed and appropriate decisions.
- Maintenance management support— through conducting site surveys, we can analyse the condition and operational performance of the refrigeration systems.
- Tender management
- Contract management
- Project support—such as project scoping and site inspections.
- Autodesk Revit— WAVE are experts in Building Information Modelling (BIM). Through using this software, we make retail supermarkets come to life!



# Company Values



## OUR VALUES



- Integrity
- Teamwork
- Excellence
- Equality
- Accountability
- Respect
- Trust
- Communication

## OUR VISION



“WAVE promote sustainable engineering practices that protect our natural environment for present and future generations”.

We ensure our team are motivated and engaged by sharing our success.

We aspire to make the world of refrigeration a better place through passion, leadership and results.

We are active listeners who use feedback to improve and learn.

WAVE strive for optimal growth in the company. We believe in creating our own chances.

## OUR MISSION



“As demonstrated by continued achievements and positivity, we better the norm, providing best in class advice, quality and value”.

We are committed to helping our customers succeed. We serve our customers and industry peers to the very best of our ability and aim to exceed expectations.

To build and maintain a winning and forward-thinking team.

Ensure our work positively affects the environment. For the past 2 years we have offset our carbon emissions by planting trees with the woodland trust.

## A Year Of Change

- Mark Williams became Managing Director
- Ross Muir became an Associate Director, in charge of our Scotland operation
- Gary Earnest became our Training & Development Manager
- Sam Cameron was promoted to Engineering Manager
- WAVE welcomed seven colleagues into our company
- WAVE established an Employee Ownership Trust. The Directors of the trust are Mark Williams, Nick Antill and Steve Davison
- Alan Saban joined as a director in January 2021 to strengthen our management, engineering, and commercial teams



# Founder Statement

I established Wheatlands Aire Valley Engineering (WAVE) Limited in November 2015, and my original intent was to provide specialist engineering consultancy services on a small scale to refrigeration industry companies who required additional technical and project support. Though I always had a clear mission for WAVE of “through positive disruption, we better the norm, through providing best in class advice, quality and value”. I also had a clear vision that “WAVE would promote sustainable engineering practices that protect our natural environment for present and future generations”.

During the first 18-months of trading I worked long hours almost daily as the need for WAVE’s services grew, all the time being supported by my wife Joanne. Balancing work commitments with family life was difficult, but my passion for refrigeration and delivering WAVE’s mission and vision was and remains been steadfast. Through a blend hard work, determination to succeed and good fortune, WAVE was appointed as ASDA’s refrigeration consultant in late 2016 – this was a significant catalyst for our growth. In June 2017 I was joined by Mark Williams as we were successfully awarded a refrigeration professional services contract with ALDI. Mark, with over 40 -years industry experience has been my ever-dependable co-director and friend who leads the execution of our project delivery services with distinction.

As WAVE continued to grow, gaining further retail customers, we were joined by colleagues who had significant industry experience and importantly who shared in the mission and vision of WAVE. I set about to create a culture of excellence, my focus has never been on a defined growth strategy, it has always been the creation of the very best people centric culture; this is WAVE’s strategy. So-long as you understand the industry that you operate, have a clear mission, and vision, and have products or services that customers need, allow your culture to do the rest, and empower your employees and most importantly trust them!

Though not to everyone’s taste, I am passionate about marketing and PR. I make no apology for sharing the successes of WAVE via social media – it is free and provides positive publicity that reaches thousands of people, and most importantly it keeps WAVE at the forefront of industry. The team at WAVE share my ethos when it comes to marketing and publicity; we have won local and national awards for our work, our publicity has helped attract blue-chip clients, enhanced our culture, and most importantly it keeps our team in well-paid and enjoyable jobs with a company who cares about our people, customers, and the environment in equal measure.

Before establishing WAVE, I had the fortune to work for some exceptional people, all of whom had different ways of leading a team. I adopted what I considered to be the best facets of leadership from all of my previous employers, but centralised culture as the key driver for WAVE. Through a blend of decisiveness, promoting and encouraging individual responsibility and accountability the organisational culture at WAVE is industry leading.

To combat an aging industry (synonymous with engineering as a whole), WAVE has recruited a trainee to the business annually. The decision to do so has reaped immeasurable benefits, WAVE has provided our young people with a career and a mindset to deliver our mission and vision. I am incredibly proud of our training programme, there is no bigger satisfaction in overseeing the continuous development of the next generation. Two of WAVE's former trainees are now managers in the business and have been shortlisted and won a number of local and national awards during their time at WAVE. I am incredibly proud of the achievements of Sam Cameron and Ellie Clare – as are all the team at WAVE.

In December 2019, I led WAVE in becoming accredited as Investors in People where we achieved a benchmark score of 834 out of 900 where we ranked 7 out of 140 Investors in People accredited businesses who operate in the construction sector, and 158 out of all 1,751 Investors in People accredited businesses (0-49 employees). This demonstrated that our culture and leadership is best in class. Our accreditation provided me with the catalyst for the future of what WAVE should be – a company that shared its success with its people. Fast forward three months from accreditation and the world as we knew it changed with devastating consequences locally, nationally, and internationally due to the COVID-19 pandemic. We made the tough decision to furlough a large number of our team late March 2020, and during the three-month lockdown me and Mark held weekly video conferences with all of our team to ensure that their mental well-being was being maintained, it was during this period that we recognised how much WAVE meant to our people. Following the end of lockdown, I began to explore a transition for WAVE – our 20/20 vision, to change WAVE into a company that shares in the principles of “the great reset” a vision of a paradigm shift towards a stakeholder capitalist future – where people and the environment are placed first.

On the 11th December 2020, we delivered our 20/20 vision and became one of less than 500 UK companies to form an Employee Ownership Trust (EOT). The basis of an EOT is a method of share ownership whereby employees hold a controlling stake in the company for whom they work, via a trust. Unlike many employee-owned businesses where employees have to “buy” into a scheme across a small number of allocated and often lower value shares, the WAVE EOT will benefit all employees without having to purchase shares. The progressive ideals of an EOT will serve to enhance motivation, morale and the high-quality customer focussed services that WAVE provides, and this in-turn will benefit WAVE's customers. Owing to the careful financial management of the business, there has been no external financing required as part of forming the WAVE EOT – this is something I am particularly proud of. My belief has always been that longevity and lasting success will only occur when the very best organisational culture is at the core of any business – where fairness and equity are its key drivers. This vision made the formation of an EOT and WAVE's 20/20 vision a natural progression.

Reaping the benefits of mine and Mark's beliefs, following our accreditation as Investors in People where our 2019 external assessment concluded that WAVE place its people first, owing to exemplary leadership and best in class organisational culture, WAVE was shortlisted in three categories at the Investors in People Awards 2020; Employer of the Year – Silver Status (0-49 employees), The Social Responsibility Award for WAVE's Sustainable Development Goals (SDG) programme, and myself as Leader of the Year (up to 250 employees). Though unsuccessful in winning an award, such high-profile recognition demonstrates the high quality of our organisational culture and leadership, that further supports the transition to form an EOT.

As WAVE continues to grow in the future, our dynamic business model will ensure that the very best people will want to join our business family, and our much-respected next generation development programme will continue to thrive under the expertise of more experienced employees, cementing a lasting legacy and eternal business model for WAVE. As part of the transition in becoming at EOT, Mark Williams has become Managing Director of WAVE, and I will lead the businesses operations, customer relationships, strategic development, and growth, along with nurturing and developing the up-and-coming talent at WAVE.

On the 14th December 2020 we received our annual Investors in People assessment where we scored 866 out of 900, demonstrating the continuous improvement of the leadership and people-centric culture at WAVE. This represented an improvement of 32, and an incredible uplift against the average Investors in People benchmark score of 726 out of 900. Furthermore, our 2020 assessment ranked WAVE at Number 1 out of 155 Investors in People accredited business who operate in the construction sector, and 38 out of all 1,917 Investors in People accredited businesses (0-49 employees); me and Mark could not be any prouder of our incredible team.

WAVE is well placed for the future – a future where all of our people hold a stake in the company, where we will continue to deliver our slightly updated and new mission of “as demonstrated by continued achievements and positivity, we better the norm, providing best in class advice, quality and value”.

A black and white portrait of James Bailey, a man with short dark hair, wearing a dark suit, white shirt, and patterned tie. He is smiling slightly and looking towards the camera.

## James Bailey

Founder and Director of  
WAVE Refrigeration





## Managing Director

Congratulations Mark!

We are excited to announce our new Managing Director, Mark Williams.

Mark has recently been promoted to the unfulfilled role of Managing Director after 4 years working for WAVE. Mark is a member of the Institution of Engineering & Technology and the Institute of Refrigeration, and has extensive knowledge and experience in both refrigeration and consultancy, after having been in the industry for 40 years, working his way up from been on the tools as a service / installation engineer to becoming service manager and installation manager, project / contracts manager and finally consultant.



## Director - Scotland Operations

Congratulations Ross!

We are delighted to announce Ross Muir gained an internal promotion within the company, subsequent to his completion of Senior Management ILM level 5 training course!

Ross will continue to be our lead Project Consultant for ALDI Bathgate, whilst taking on additional management responsibilities. Ross is working closely with James Bailey to gain experience of our strategic & business operations as part of his continued professional development, and is currently working towards his ILM level 7.



## Project Consultant and Training Manager

Congratulations Gary!

Our Bolton region project manager, Gary Ernest has taken additional responsibilities in becoming our mentoring and training development manager.

Gary is responsible for arranging and liaising our entire team's development plans, and shares our company values of focusing on building and maintaining a motivated and winning team, who are eager to learn and listen to one another.

Gary took initiative in sharing his extensive knowledge with Ellie Clare on project-based aspects of her role, and now with trainees Jack Brockbank and Caitlin Earle.





**Engineering  
Manager!**

Congratulations Sam!

One of our Technical consultants, Sam Cameron, has recently been promoted to Engineering Manager!

Sam initially joined Wave for three months during the summer of 2017 whilst completing his degree. He achieved a first class honours and since joining WAVE full-time in 2018, he has excelled in Technical ability and shown real passion for the industry.

Sam will take responsibility for the technical engineering side of WAVE. This role includes managing our technical consultants/ engineers both in the UK and India.



**Director!**

Welcome, Alan!

We are delighted to announce that Alan Saban joined WAVE in January 2021 as a Director! Alan possesses a wealth of design engineering and commercial knowledge, as well as project delivery, and has 18 years worth of refrigeration-based experience. He has further knowledge and experience in contracting, and in the display case manufacturing sector.

We are positive that Alan will be a fantastic influence at WAVE, and will help to support and strengthen our engineering & Operational and Commercial aspects of the business.



## Our Awards / Nominations



WAVE were shortlisted for the Investors In People Employer Of The Year Award in November 2020. This was a huge achievement, especially for a 4 year old company! Only 20 businesses across the UK were shortlisted for this award. The automatic shortlist stemmed from our success in December 2019, when WAVE was awarded IIP Silver Status!

Our Founder, James Bailey was also shortlisted for the IIP Leader of the year award as a result of his excellent leadership and management!

WAVE were finalists in a 3rd category, "Social Responsibility" award for our Social Development Goal Achievements!





WAVE were delighted to have been shortlisted in five categories at this year's Cooling Awards:

- The 'Diversity Impact' category - **WAVE won Highly Commended** for our endeavours and achievements regarding our Sustainable development Goal Project, which is a set of continuous objectives in line with the United Nations SDG Goals.
- The 'Small Company Achievement' category - for our "Leading the way" initiative, which focuses on the continuous development of our employees, charitable endeavours, in addition to pushing the boundaries of innovation in our field of work in partnership with our customers.
- The 'Retail Initiative' and 'Retail Project' categories - for our work in partnership with ASDA, as a result of recognition for the development and deployment of a Total Cost of Ownership and Emissions calculator. **We were the winners of the 'Retail Project of the year' category!**
- The "Student of the Year" category - Our Operations and Special Projects Manager, **Ellie Clare won the silver award in this category!**



We were delighted to receive recognition for our part in successfully landing the world's first distributed retail supermarket refrigeration system that operates on low GWP HFO refrigerant XL40. Alongside ASDA and City FM, we won the Refrigeration Innovation of the year award at the ACR and Heat Pump Awards in 2020.



## Our Achievements

This year, nine of our colleagues have undertaken a six-hour first aid training course and now hold a QA Level 3 Award in Emergency First Aid At Work (RQF)!



We are proud of the achievements of our future company and industry leaders have accomplished. Our colleagues Jack Brockbank and Ellie Clare have achieved F-gas 2079 category 4 qualifications.

This success builds upon our previous trainee Sam Cameron gaining his 2079 Qualification in early 2019.

# Welcoming New Team Members!

This year, WAVE has welcomed seven new team members into our business!

Tim Simpson joined WAVE in January 2020. Tim joined as a project consultant and took the business lead and responsibility on our projects with ALDI Goldthorpe. Tim has almost 30 years experience in refrigeration, including Installation & Service and Maintenance Management.



Joe Eastwood joined WAVE in June, as a Projects and Technical Consultant. Joe began his career as a refrigeration apprentice and has worked heavily in the industry acquiring a wealth of first-hand knowledge. Whilst working full time, Joe completed a Mechanical engineering degree at the University of Hull and graduated with First class honours.



In July, we welcomed Sivadas Pillai into our Trivandrum office, as a trainee design engineer, upon his successful completion of an engineering degree from the St Thomas institute for Science & Technology. During his Degree, he extensively studied Thermodynamics, Pipeline engineering, Structural engineering and Oil field engineering.





July also welcomed a new trainee technical and projects consultant, Caitlin Earle. Caitlin has worked in the engineering manufacturing sector for the past year, after completing her A-levels. Caitlin follows the footsteps of Sam, Ellie and Jack, as the fourth consecutive UK based trainee WAVE have taken on.



The WAVE team welcomed Chris Parker in October 2020, who has joined our team of Technical Consultants. Chris achieved a Master of Engineering degree in Mechanical Engineering, and has been a Royal Navy Reserve for the past 5 years. Chris also has previous experience in water design and project management.



In December 2020, WAVE welcomed Nandu Kumar. Nandu joined Wave as a Trainee Design Engineer and is based at our Trivandrum office in India. Nandu previously achieved a B-Tech Degree in Mechanical Engineering, and has extensive knowledge in 3D modelling, AutoCAD and Mechanical Design.



In January 2021, we welcomed Alan Saban into our Company. Alan joined WAVE as a director, and has extensive knowledge in design engineering and project delivery, as well as commercial operations.

18 years of providing excellent consultancy services, contracting and design engineering have given Alan a respected and well known status in the industry.





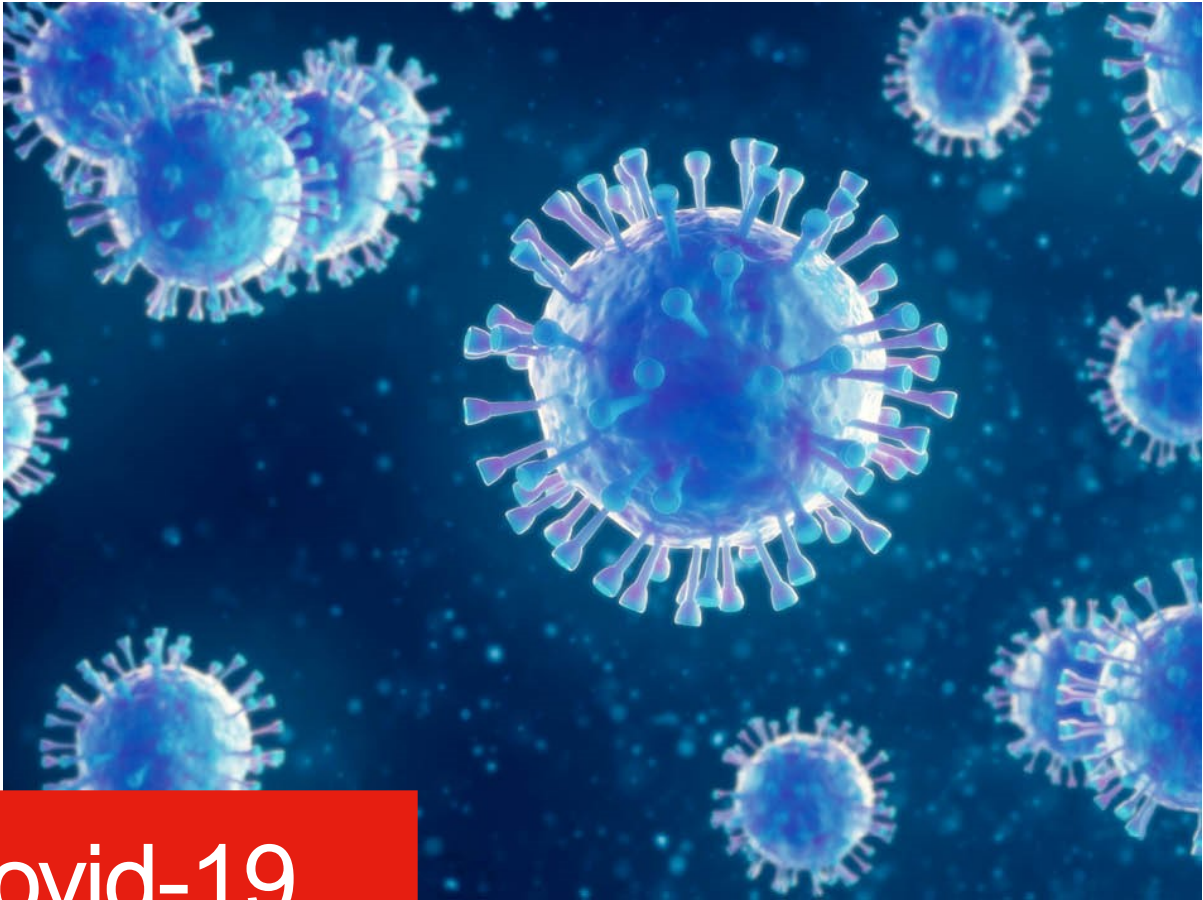
## Employee - Owned Company!

WAVE became an Employee - Owned Company!

Already respected for its progressive ideals, leadership and organisational culture, Wheatlands Aire Valley Engineering (WAVE) Limited has become the first refrigeration industry company to form an Employee Ownership Trust (EOT). The basis of an EOT is a method of share ownership whereby employees hold a controlling stake in the company for whom they work, via a trust.

The WAVE EOT will become one of less than 500 truly employee owned companies – where an ownership trust has been established. Unlike many employee-owned businesses where employees existing or new have to “buy” into the scheme across a small number of allocated and less valuable shares, the WAVE EOT will benefit our team without them having to purchase shares.

Wave have been transitioning towards an Employee Ownership Trust in 2020, and have finally completed the journey! Future prospects include business growth, further employee engagement and greater productivity. We are look forward with optimism and excitement, over what the future holds for WAVE.



# Covid-19

The Coronavirus Pandemic brought about an abundance of new challenges, such as working from home to reduce the number of staff in the office, taking part in video call meetings instead of face-to-face, and furloughing our project managers during the peak of UK Lockdown. We have continued to adhere to social distancing rules and wear face masks when visiting sites or meeting clients.

WAVE supplied Hand sanitizer sprays which are situated at various points around our office to ensure optimal hygiene. Employee's are encouraged to thoroughly and regularly wash their hands and sanitize.