

**Case Study** The Independent Repair Group (IRG) – East Anglia



## Kitemark® delivers on every count for vehicle body repair

### Customer needs

- An effective method of coordinating staff and work over wide geographical area
- A way to demonstrate our compliance to industry standards
- Ability to be able to guarantee services levels to clients and work providers - improving customer satisfaction
- Access to wider business streams

### Customer benefits

- Creation of an effectively managed network covering two counties - Norfolk and Suffolk.
- Proof of compliance to BSI ISO and BSI PAS 125 Kitemark for all sites.
- Regional coverage with dedicated customer & service deliver focus
- Happy, satisfied customers
- Business contract gains through local public sector organizations due to Kitemark certification

“As part of the tendering process Kitemark was required demonstrating the importance of the investment and dedication and commitment that we put into gaining the BSI Kitemark.

For us, the Kitemark is not just about doing repairs correctly. That’s a ‘given’, it also demonstrates our investment in the business for the future. Mark Baldwin, Partner at East Bilney Coachworks.



### Background

The Independent Repair Group (IRG) was established to offer a first class, cost effective solution for Claims Management throughout East Anglia. The Group was established early in 2009 and is made up of five independently owned bodyshops.

The founder members are all family run businesses passionate about quality and standards. A membership requirement of the group will be for all members to hold BSI PAS 125 certification.

Between the IRG bodyshops there are 26 manufacturer approvals, over 20 insurance approvals and several fleet agreements. The group is able to repair all types of vehicle including Cat A aluminium repairs and has full commercial vehicle repair capabilities. All the members of IRG have won many industry honours with the most recent win coming at BE2009 where Hammonds ARC won CV Bodyshop of the Year.

### Customer needs

PAS125 is well established and respected vehicle repair standard and IRG takes quality and safe repairs seriously. IRG needed a way to prove to insurance companies, local businesses and private motorists that they would deliver a quality and safe repair that met the highest industry standards. Without proof that this standard is being met and continues to be met bodyshops can suffer a drop off in business.



IRG wanted their customers to feel totally reassured that the work that was required had in fact been done and that their vehicle was safe to drive. IRG were looking for a symbol that would give their business and consumer customers that confidence.

### Benefits

By achieving Kitemark certification for its repair services IRG can prove beyond any doubt that not only are the PAS125 standards being delivered but also the quality, consistency and safety elements of Kitemark certification.

By applying the PAS125 standard repair methods and Kitemark quality and efficiencies confidence, peace of mind and protection can be offered to corporate, business and private customers.

To prove conclusively that all repairs are completed to the correct standard, using manufacturers recommended repair methods, utilising correctly trained staff with suitable and

calibrated equipment, then the discipline of a quality system such as Kitemark and PAS125 is not an option but a requirement if our future plans for expansion are to be realised!

New business has been secured from Norfolk County Council due to the Kitemark certification held by IRG. IRG is also in discussions with the emergency services to offer them a quality, safe and reliable vehicle repair service.

### Why BSI

BSI's involvement in creating the PAS125 standard with Thatcham and its commitment to delivering the Kitemark certification to accompany it show that BSI and Thatcham take safety seriously.

Kitemark's reputation with the business and consumer motorist is strong and so the brand will help our customers feel they have made a good choice. Kitemark efficiencies deliver a blue print for business expansion and development.

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IRG network includes:

- East Bilney Coachworks: Dereham
- East Bilney Coachworks: Norwich-North
- East Bilney Coachworks: Norwich-South
- Hammond Accident Repair Centre (Halesworth-Suffolk)
- MG Kerry Accident Repair Centre ( Ipswich-Suffolk)