



# CREATING OUTDOOR SPACES TOGETHER

[www.bsfg.co.uk](http://www.bsfg.co.uk)

[enquiries@bsfg.co.uk](mailto:enquiries@bsfg.co.uk)





The creation of the **Bailey Street Furniture Group** has been an ongoing project for several years, gradually merging brands specialising in **street furniture, cycle parking, bollards & barriers, shelters & canopies, outdoor sports and other external works** to create a group with expertise across the industry to better serve our clients.

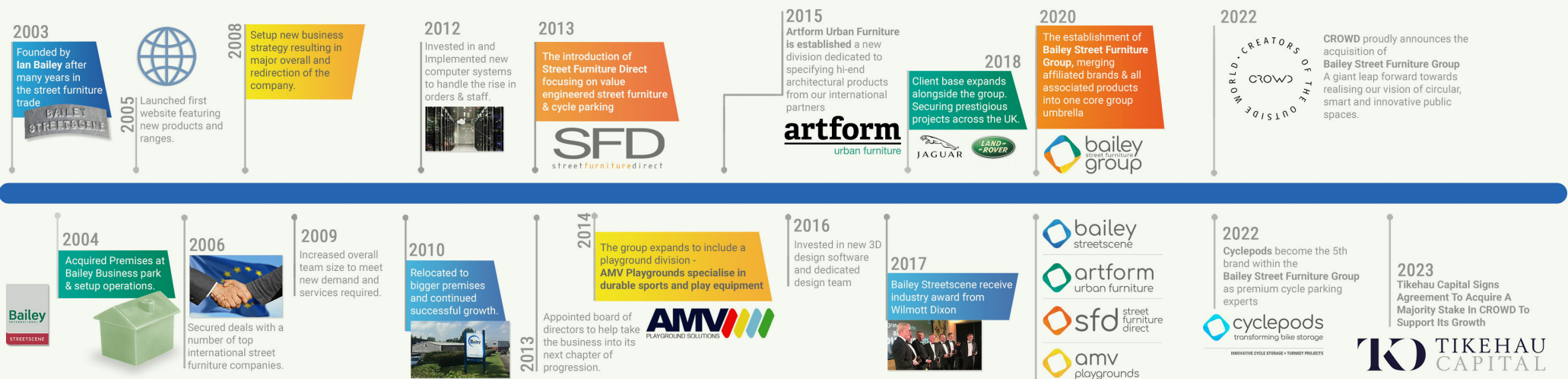
We provide a full range of solutions for outdoor spaces, drawing on our in-house experience, technical knowledge and partnerships with global leaders in the street furniture sector.

**“ Our mission is to enhance urban living by creating stimulating, functional, and sustainable outdoor spaces that enrich communities, improve well-being, and encourage people to be outside. ”**





# This timeline showcases the milestones that have shaped us as we begin our next chapter.



Bailey Street Furniture Group is proud to be part of CROWD — the leading street furniture and cycling infrastructure manufacturer in North West Europe.

Founded in 2014, CROWD brings together seven innovative companies focused on creating sustainable, social, and functional public spaces. The group operates across Europe, with over 370 employees and a turnover exceeding €125 million.



# Environmental

Bailey Street Furniture Group aims to put sustainability at the core of everything we do. Looking closely into our whole process from initial design decisions to manufacture and delivery.



**Recycled  
Production Waste**



**Sustainable  
Manufacturing**



**Low Carbon  
Footprint**



**Promoting  
Biodiversity**



**Responsibly  
Sourced Materials**



**Forest Stewardship Council (FSC) Certification** is a global not-for-profit that promotes responsible forest management. Its trademark helps consumers identify products that support sustainable forestry.



**Programme for the Endorsement of Forest Certification (PEFC)** is a global organisation promoting sustainable forest management and responsible practices across the supply chain.



**Nordic swan Ecolabel** is the official sustainability ecolabel for products from the Nordic countries.



**ISO 14001** is an international standard that provides a framework for organisations to design and implement an effective environmental management system (EMS).



# Social



At Bailey Street Furniture Group, our commitment to **social responsibility** is woven into every aspect of our operations. We strive to make a positive impact through the following core areas:



## Inclusive & Safe Product Design

We create accessible, inclusive products that prioritise public safety and usability for all.



## Community Engagement and Charitable Initiatives

We actively support charitable causes and engage in initiatives that strengthen our local communities.



## Health, Safety, and Well-being

We uphold strong safety standards and promote well-being for both our team and the wider community.



## Equality and Diversity in the Workplace

We champion a fair, respectful workplace where diversity is valued and equal opportunities are ensured.



## Customer Satisfaction

We are dedicated to delivering quality, listening to our customers, and continuously improving their experience.

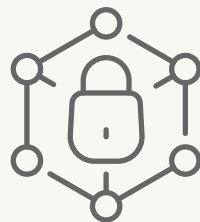
# Governance

Strong governance is the foundation of our commitment to responsible business. We believe in doing the right thing, transparently and accountably, across every level of our operations. Governance is more than compliance—it's our commitment to integrity, inclusivity, and lasting impact.



## Ethics & Compliance

Company-wide Code of Conduct. Whistleblowing policy and annual training.



## Data Protection

GDPR-compliant practices. Regular risk checks and staff training.



## Supplier Standards

Ethical sourcing and supplier code. Reviews to ensure compliance.



## Inclusive Leadership

Fair hiring and mentoring. Tracking diversity in leadership roles.



## Transparency & ESG Reporting

Annual ESG reporting. Clear, open communication with stakeholders.



# Partners

Bailey Street Furniture Group Partners of some of the world's leading designers and manufacturers of design led, architectural street furniture. The resulting breadth and depth of architectural products offered by BSFG represents an offer of unparalleled and unmatched quality and diversity within the UK street furniture industry.



## metalco

## city DESIGN

## landscapeforms®

## Westeifel | Werke

**Metalco** is an Italian street furniture manufacturer combining innovative design with a strong sustainability ethos. A long-term partner of BSFG, it creates award-winning, customisable products that promote social interaction and environmental responsibility. Part of the Agora Makers group, Metalco uses 100% renewable energy and designs for inclusive, community-focused spaces.

**City Design's** products are known for their versatility, high quality, and sustainability. Their collection includes seating, cycle parking shelters, and street furniture made from durable materials such as Corten steel, stainless steel, ethically sourced hardwoods, and WPC. The brand is committed to sustainable manufacturing, using 100% certified sustainable energy and reducing CO2 emissions.

**Landscape Forms** is a global leader in high-design outdoor furniture, lighting and structures that enhance public spaces. With a focus on design, craft and sustainability, its innovative solutions promote wellbeing, creativity and connection. Available in the UK through BSFG, Landscape Forms combines American craftsmanship with cutting-edge design.

**Westeifel Werke** is a German non-profit street furniture manufacturer that combines social impact with sustainability. Employing over 530 people with disabilities, it offers supportive, meaningful work and produces high-quality, FSC-certified urban furniture with award-winning design.



# Inter-company trading



As part of the CROWD Group, BSFG benefits from direct access to the diverse product portfolios of its sister companies, enabling the integration of innovative, high-quality solutions across a wide range of projects. This collaborative structure not only broadens BSFG's offering but also allows the team to draw upon a wealth of industry expertise, technical knowledge, and design innovation from across the Group – ensuring clients receive well-rounded, forward-thinking solutions tailored to modern urban environments.

WORLD • CREATORS OF THE OUTSIDE  
CROWD



**HITSA**  
WE SUPPLY OUTDOOR SPACES

**Hitsa** offers sleek, durable Scandinavian street furniture, blending steel and FSC® mahogany in minimalist designs. Its versatile range includes picnic sets, seating, and litter bins, prioritising user-centred functionality. Part of the CROWD group, HITSA supports BSFG's mission to create people-friendly outdoor places.



  
**VelopA**  
LET'S GO OUTSIDE

**Velopa** are a leader in enhancing public spaces, specialising in sustainable, high-quality solutions like bicycle parking, shelters, and street furniture. With over 65 years of experience, they focus on innovation, long-lasting products, and circular entrepreneurship. Based in the Netherlands, VelopA collaborates with partners across Europe to create tailored, sustainable public space solutions.



**outsider**  
RETHINK URBAN SPACE

**Out-sider** is a Danish street furniture brand known for bold, sustainable designs rooted in Scandinavian style. Its Loop and Plateau ranges use recycled materials and suit diverse spaces from schools to rooftops. Products combine durability, accessibility, and colour to enliven urban environments. With custom options and the ViZU tool, out-sider helps bring creative outdoor visions to life.



# Street Furniture

## Enhancing Public Realm Through Thoughtful Design

Designed for durability and visual impact, our street furniture enhances parks, plazas, and streetscapes with high-quality, sustainable materials. We help landscape architects create functional, inclusive environments that promote community use and long-term value.





# Cycle Parking

## Innovative Cycle Storage & Turnkey Projects

Transforming cycle storage facilities with design-led premium products, bespoke solutions, state-of-the-art technology and a focus on security & sustainability at our core.





# Bollards & Barriers

## Form Meets Urban Function

BSFG offers a curated range of architectural bollards within a cohesive suite of specialist street furniture. Available in standard and low-level formats, options include static, removable, telescopic, and illuminated designs in various materials—ensuring a tailored solution for every project.





# Outdoor Sport

## Playground & Sports Equipment Specialists

A leader in the play industry, working closely with councils, education departments & sporting bodies to bring tough and versatile playground & sports equipment.

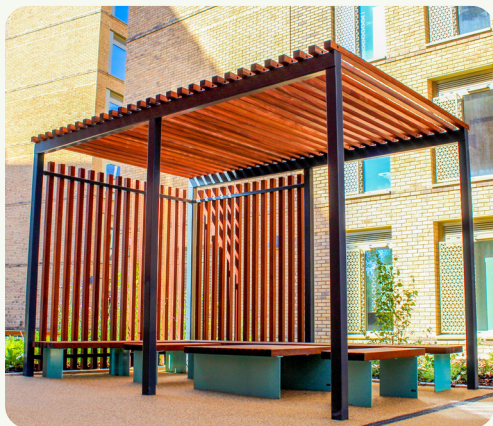




# Shelters & Canopies

## Design, manufacture, and install

Manufactured in the UK and certified to BS EN 1090 standards, our structures ensure full traceability, compliance, and long-term durability. From outdoor classrooms and waiting areas to entrance canopies and covered walkways, we offer solutions in glass, timber, metal, and more.





# Continuing Professional Development (CPD) with BSFG



*Enhancing environments. Empowering professionals.*

**At BSFG, we support architects, contractors, and facilities managers with practical, up-to-date CPD content focused on street furniture and public realm design.**

Our CPDs are flexible, engaging, and independently accredited, ensuring they meet the highest standards and count towards your required CPD hours.

We offer a range of CPDs from Online Seminars, in person presentations, Videos, and factory tours.

## Available CPD Topics:

- Maximising Accessibility in Public Spaces
- Materiality in the Landscape
- Guide to Cycle Parking
- Foundation Thinking: Shelters, Canopies & Walkways
- Hostile Vehicle Mitigation (HVM)
- Achieving Design Excellence

## Ready to CPD with BSFG?

Visit: [www.bsfg.co.uk/cpd](http://www.bsfg.co.uk/cpd)  
Email: [enquiries@bsfg.co.uk](mailto:enquiries@bsfg.co.uk)  
Call: 01625 322 888



*BSFG Materiality in the Landscape CPD presentation to Masters students at Manchester School of Architecture*

# Why Choose BSFG: One trusted advisor & provider

## Commercial benefits for choosing BSFG

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### Consistency in Quality & Design

*Ensures all furniture is uniform in style, materials, & finish, creating a cohesive aesthetic throughout.  
Reduces the risk of inconsistencies in quality that may arise when sourcing from multiple suppliers.*



### Streamlined Logistics & Delivery

*Simplifies coordination, reducing the likelihood of delays and logistical challenges.  
Minimises disruption on-site by enabling more efficient scheduling of deliveries.  
Consolidating deliveries cuts down carbon emissions and fuel consumption.*



### Cost Savings & Discounts

*We offer bulk discounts and more competitive pricing when supplying complete packages.  
Reduces additional costs such as multiple delivery charges and supplier management expenses.*



### Easier Supplier Management

*A single point of contact simplifies communication, contract negotiations, and issue resolution.  
Reduces administrative workload associated with procurement and supplier coordination.*



### Improved After-care & Warranty Services


*Easier to manage warranties, replacements, and maintenance.  
Priority service and support.*



### Reduced Risk of Compatibility Issues

*Ensures all furniture is designed to work together, avoiding mismatched sizes, colours, or styles.  
Helps ensure compliance with PBSA regulations and industry standards.*



A photograph of the University of Manchester's main building, a large Gothic-style stone structure with multiple towers and arched windows. In the foreground, a paved courtyard is filled with people walking, sitting on wooden benches, and a person riding a bicycle. The scene is set on a sunny day with lush green trees on the right side of the frame. The text is overlaid on the lower half of the image.

***“ It’s not the buildings, it’s  
the spaces between the  
buildings that are important ”***

*~ Philip Johnson - Architect*





## Bailey Street Furniture Group

Adlington Business Park , London Road  
Cheshire , SK10 4NL

☎ 01625 322 888

✉ [enquiries@bsfg.co.uk](mailto:enquiries@bsfg.co.uk)

🌐 [www.bsfg.co.uk](http://www.bsfg.co.uk)



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