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## Best Independent Fire Safety Services Company - UK



Adena Fire is an independent Fire Safety Services company based in Colchester, Essex and owned and managed by husband and wife Gary and Jacqui Critch. We caught up with Jacqui to gain an insight into what differentiates this innovative and committed firm.

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dena Fire has celebrated five years in business, having grown year on year since inception, which, according to Jacqui, is thanks to the experience, dedication and professionalism of its workforce.

“Adena Fire was founded on the expertise of our staff, which is what sets us apart from our competitors. My husband Gary, who helped establish the company, worked for a number of years prior to this as a fire safety consultant and has been in the Fire Service for almost 25 years.

“In addition, we take great pride in the fact that all of our assessors, consultants, engineers and trainers are serving or ex Fire Service Professionals. All of them have a wealth of experience working in the public and private fire safety sector, and are strictly vetted. We encourage our team to share experiences and knowledge - liaison will often take place within the team to discuss issues on work they may be undertaking. We pride ourselves on providing independent advice and the most cost-effective solutions to our clients.”

The firm offers a wide range of fire related services including dry and wet riser testing and maintenance; fire risk assessments; fire safety consultancy; fire safety training; and fire strategy arrangements. Jacqui discusses the firm's clients and how it aims to ensure that it always offers them the service they need.

“Adena Fire works with a number of ‘Partner’ companies who generally use our services to provide a more complete portfolio for their own clients. These are most often provided as white label services, with Adena Fire working seamlessly as ambassadors for our ‘Partner’ companies. Many partners use our services as a foot-in-the-door, from which they are able to up and cross-sell higher ticket services.

“We ensure that we work with our clients and partners to understand exactly what their requirements and expectations are for the outcome of the project,

and that this information is shared with the team involved in the project – from the business administrator in the office to the consultant, engineer, assessor or trainer”

Looking ahead, Jacqui expressed her optimism for a bright and opportunity laden future for the company.

“Moving forward, we are excited about the future of Adena Fire Safety Services. We will continue to develop relationships with our existing clients, and are looking forward to working with new ones and the opportunities this will bring.”

