



# In the family way – that's Arrow Roofing

IT'S always reassuring to know that the company you're asking to carry out work for you has been in business for a good few years.

And if a family business is high on the list of priorities, the inhabitants of Norfolk might not have to look any further. The Arrow Roofing team centres around members of the Proctor family, who live in and close to the coastal resort of Heacham, and the business itself goes back about 150 years through no less than five generations.

The family tradition could have been broken in the late 60s when, about to leave school, Jeff Proctor thought briefly about joining the Army. However, as he'd been running around on roofs since he was six, roofing was in his blood and he decided to join the family business.

When Jeff's father left the business one of his brothers took over, and it wasn't until 1984 that Jeff took the reins along with his wife Anne. They are the two directors of Arrow Roofing Ltd – Anne looking after the books, brother Steven and son Wayne are foremen, while another brother Graham, nephew George, great-nephew Jason and young Ben complete the line-up. Several good subcontractors lend assistance as and when the work requires.

Their 'bread and butter' is slating and tiling and their territory radiates over 50 miles or so – although they have worked as far afield as Wiltshire on a CentreParcs contract. Most of their work comes through recommendation, not least because they try wherever possible to 'go the extra mile'.

Jeff said: "We don't mind putting ourselves out; it always pays off in the long run. After all, what is an extra £30 or so when you're working on a £5,000 job?"

A stickler for doing things right, being reliable and offering value for money, it comes as no surprise that Jeff is a great

supporter of the Construction Skills Certification Scheme (CSCS). All his team are signed up or not far away from being qualified, as well as Jeff being a fully-qualified assessor in roof slating and tiling.

"I feel passionately that although CSCS is a move in the right direction, it doesn't go far enough," he said.

"There needs to be a national register that Joe Public can access easily to find a reputable provider in whatever trade is required. If you want your roof doing, you should be able to find a list of people in your area who are qualified, reliable, use good materials, guarantee the work and not rip you off."

Although he finds on occasions that he has been undercut by some 'cowboy' roofer, nevertheless his standards generally pay off. "One of the benefits brought by CSCS is that large contractors generally refuse to deal with the cowboys – now we need to see this practice in the private sector."

Some of Arrow Roofing's contracts have won awards, notably Stanhoe Hall near Bircham Newton where the architect and builder both picked up prizes. "Awards always lift our spirits – the lads feel really good when they know they've been recognised," said Jeff.

It's hard to imagine, with his sign-written vehicles and order book full, that Jeff started as the archetypal 'man with a van'. "It wasn't even white – it was an ex-GPO yellow number!" he recalled.

The future continues to look bright for the Arrow Roofing team, with its solid traditions and family values. Anne summed it up quite simply: "Treat other people as you'd like to be treated yourself, and you won't go far wrong."



Aiming for excellence:  
Jeff Proctor

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