

Project: Trafford Veterans

Case Study

Trafford Veterans, a community-led initiative supporting armed forces veterans, emergency service personnel and local residents in Trafford, Greater Manchester, has unveiled a new mobile hub — a project made possible through the group's vision and strengthened by contributions from both Gradus and Gerflor. The innovative vehicle enables the team to extend their outreach into harder-to-reach areas with a welcoming, fully fitted space offering advice, activities and companionship.

Founded in 2015 by Royal Navy Veteran Claire Squires (Wright) and British Army Veteran Chris Squires, the group grew out of their personal experiences transitioning from military life and the challenges they faced. Trafford Veterans now delivers community-first initiatives, ensuring nobody feels isolated or overlooked.

A chance meeting with representatives from Gradus and Gerflor sparked a shared desire to help — and both companies generously donated materials that supported the build of the mobile hub. Central to the interior fit-out is Gradus SureProtect Pure Wall Cladding, a durable, hygienic solution that delivers both practicality and a professional finish. This was complemented by Gerflor's Tarasafe Impression safety vinyl flooring, adding a slip-resistant surface suited to high-traffic mobile use.

Claire Squires (Wright), Co-Founder of Trafford Veterans, commented: > “A chance meeting led to Gradus supporting us in such a meaningful way. Their wall cladding has made the interior feel secure and professional, which is so important when people are coming to us for help. We're incredibly grateful to Gradus and, of course, Gerflor for their kind donations — both logos now proudly sit on the back of our van.”

Hannah Parkinson, Marketing Product Manager at Gradus and Gerflor, said: “The Trafford Veterans mobile hub is an inspiring example of community spirit. It was an absolute pleasure for Gradus to play a part in bringing it to life. We're proud to stand behind their mission and contribute products that align with the hub's purpose and values.”

With an estimated 5,000 veterans living across Trafford - many of them elderly or isolated - the mobile hub is now crucial in reaching those previously out of reach. It offers a safe space for everything from peer support activities and workshops to job clubs and mental health appointments.

Claire Squires (Wright) concluded: “The van looks amazing and will serve us well for years. We'll absolutely be using Gradus & Gerflor products again.”



“The mobile hub van now looks completely spectacular and will be a fantastic asset to the Trafford Veterans for many years to come...a huge heartfelt thank you to Gerflor and Gradus for supporting our armed forces and emergency services mobile hub project.”

**Claire Squires (Wright),
Co-Founder, Trafford Veterans**