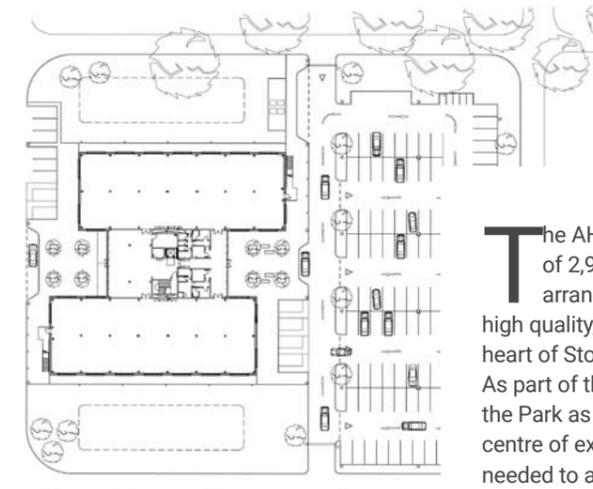


# AHDB Headquarters

PROJECT PROFILE

Client LaSalle Investment Management  
Location Stoneleigh Park, UK  
Size / Cost 2,900 sqm NIA / £3.5 Million Cat A  
Team Structures - Price & Myers  
MEP - Hilson Moran  
Cost - Faithful & Gould  
PM - Stace  
Contractor - RG Carter

Awards Midlands Constructing Excellence Award  
RICS Awards 2015 Commercial Category (highly commended)  
BCO Awards 2015 Commercial Category (highly commended)



The AHDB headquarters consists of 2,900 sqm of lettable area, arranged on two stories to provide high quality, flexible office space at the heart of Stoneleigh Park near Coventry. As part of the client's aim to revitalise the Park as an equine and agri-science centre of excellence, the new building needed to act as a regeneration catalyst promoting sustainable development. Building on a long-standing relationship with the client, LaSalle Investment Management, Consarc developed the site masterplan in parallel with the Cat A for the new headquarters and Cat B fit-out for the building's new tenants. This unique integrated involvement from the macro to the micro allowed the development of a proposal which responds to the brief of all stakeholders at all levels - masterplan, landlord and tenant.

The building takes inspiration from its rural context, with its contemporary interpretation of the agricultural vernacular. Typically rural materials such as the locally sourced sweet chestnut timber cladding over a robust split-faced block base evoke the a modern barn.

The central entrance core reveals the building's true identity as a contemporary office with sleek curtain walling. The use of sustainable materials is paired with

the implementation of high-end modern technology such as the VRV air source heat pump. By cooling one part of the building to heat another, the system allows a 11.2% improvement in efficiency.

**“A light - filled modern barn and contemporary interpretation of the agricultural vernacular ”**

Design Vision

## Context & Sustainability

The design responds to the client's and tenant's needs by providing a highly cost efficient (less than £100 / sqft for Cat A construction), fully flexible building. It is composed of four wings, grouped around a compact central core.

All services are designed to allow sub-division with separate metering for each wing. A steel frame with decked concrete slabs acts compositely with cellular steel beams to maximize floor-to-ceiling heights within the height restrictions of the rural context. The ground floor reception, main lobbies and corridors are intentionally spacious, with best views, full-height glazing and double height openings providing additional flexibility in the fit-out.

Masterplanning  
Client Advisory  
Brief Writing  
Workplace Consultancy  
Interior Design & Fit Out  
Moves Management  
Art & Graphics

## ARCHITECTURE