

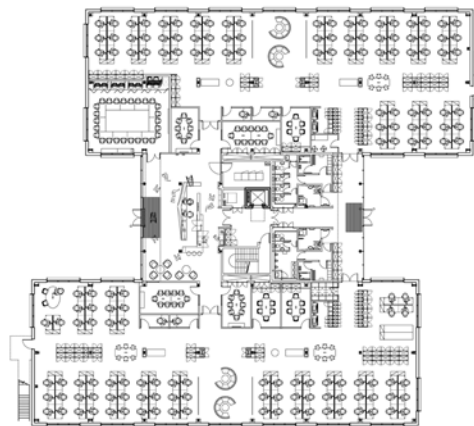
# AHDB Fit Out

PROJECT PROFILE



**Client** LaSalle Investment Management  
**Location** Stoneleigh Park, UK  
**Size / Cost** 2,900 sqm NIA / £1.7 Million Cat B  
**Team** Tenants - AHDB  
MEP - Hoare Lea  
Cost - Athene  
PM - Stace  
Contractor - Overbury

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



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

**WORKPLACE**



Having just designed the new 2,900 sqm headquarters building as part of the relaunch of Stoneleigh Park near Coventry, Consarc were then appointed to provide the tenant fit-out to accommodate the Agriculture and Horticultural Development Board (AHDB). This included providing full workplace consultancy services, selection of furniture and graphics, filing audits and moves management to the incoming tenant. The AHDB constituted the merger of six separate levy bodies into a single shared work space. The key challenge was to develop an imaginative design which enabled cultural transformation and cohesion of the tenant organization within the constraints of a tight budget. Consarc's unique integrated involvement from the macro to the micro resulted in a coherent response to the brief of all stakeholders at all levels: Masterplan, landlord and tenant.

As part of the Workplace Consultancy role we interviewed over 100 staff, using their feedback to develop an interior proposal uniquely tailored to their needs, specific activities, working trends and aspirations. The interiors proposal helped consolidate the different sectors into a more integrated and interactive working environment, supported by communal facilities and alternative work settings. A

central flexible eat, work and meet space on each floor encourages the breakdown of traditional office hierarchies, promoting collaboration and knowledge exchange. The reception space is designed to double as a visitor and staff bar and can be used as a drinks bar for events.

**"The commitment Consarc have given us as a client has been unswerving"**

Stuart Skate, AHDB Accommodation Project Manager

### Interiors Concept

The unique colour scheme, graphics and artwork were developed to reflect the agricultural and horticultural theme, creating a strong sense of identity. Through close collaboration with the client, Consarc designed the screen graphics to represent the various sectors using simple silhouette graphics and images of agricultural and horticultural produce. The four wings of the building were matched to the 'four seasons', informing the choice of names of meeting rooms, the images in the study rooms and the changing manifestations applied to glass such as spring 'budding twigs', summer 'full leaves', autumn 'falling leaves' and winter 'bare twigs'.