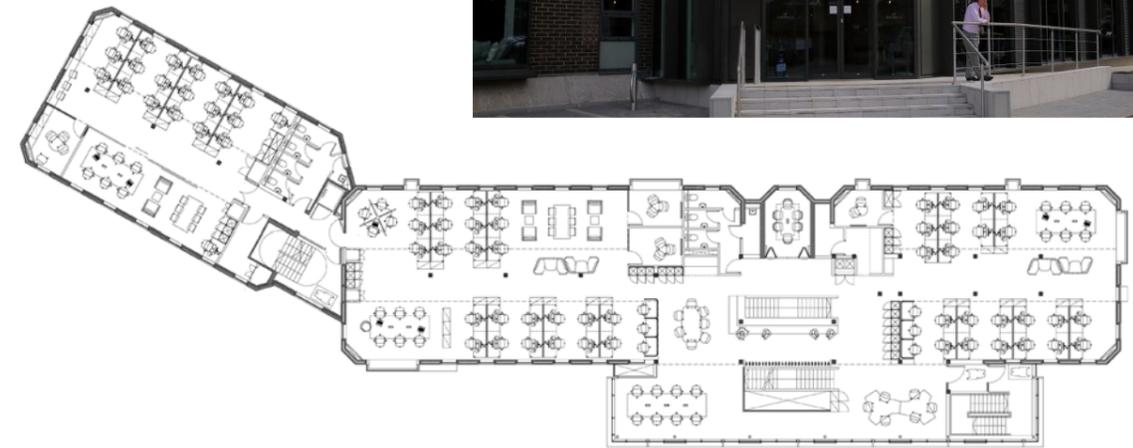


# Bidwell House Refurbishment

PROJECT PROFILE



**Client** Bidwells LLP  
**Location** Trumpington, Cambridge, UK  
**Size** 1,930 sqm + 400 sqm extension  
**Team** Lead Design - Bidwells  
Structures - Smith & Wallwork  
MEP - Bedwells  
Cost - Stace  
PM - Bidwells  
Contractor - COEL



**W**e were approached by Bidwells LLP, one of the UK's leading property consultancies, to assist the refurbishment and extension of their Cambridge Headquarters, Bidwell House. The challenge was to bring together 175 staff from several different buildings under one roof and catering for a future growth of up to 300, within the constraints of the existing building and site. The key aim was to improve both client and staff experience by creating a landmark office which reflects Bidwells' core values and facilitates departmental integration and cross-disciplinary collaboration. We were appointed from the start to deliver three services: Workplace Consultancy, Architectural Advisory and Fit Out Design.

## Workplace-led Approach

Our Workplace Consultancy role involved working very closely with Bidwells in order to understand their needs and aspirations and develop a tailored workplace strategy that allowed them to work in a more integrated and efficient manner. As part of the staff liaison, Consarc's director Liz Pickard personally undertook over 50 one-on-one staff interviews to gain a strong understanding of the business's core value and corporate identity, the

staff's needs, concerns and future aspirations. We also undertook a series of office visits and design workshops with key partners and representatives from different departments. Our interdisciplinary appointment meant that the workplace-led approach drove the design from the start, ensuring the architecture and interior layout supported the implementation of new working styles. The result was a highly agile office supported by a varied range of communal facilities on every floor, linked by a new central feature stair.

**"Bidwells Cambridge HQ re-opened officially after a transformative refurbishment project to create the city's most agile work space."**

*Julie Archer, Director of people and change, Bidwells*

The initial in-depth occupancy analysis allowed us to question the client's anticipated extension size and associated costs. By varying work settings, i.e. long-term desking, medium-term collaborative and short-term touchdown settings, we managed to accommodate workplaces for 75% more staff into the building extended by only 20% of its original size.

Workplace Consultancy  
Architectural Advisory  
Interior Design & Fit out

**WORKPLACE**