



c2:concepts

## Case Study: Homeserve, Various Locations

Completed 2005 - 2007

c2:concepts  
Considered, creative.

# Homeserve Membership Ltd

## Homeserve Insurance HQ



c2:concepts  
Considered, creative.

[www.c2concepts.co.uk](http://www.c2concepts.co.uk)



**Location:** Walsall, Norwich, Preston and Banbury

**Project Size:** 15,000 – 100,000 sq ft

**Procurement:** Traditional

**Status:** Built/Ongoing (2005 - Present)

**Team members:** Designer: c2:, PM, QS: RLF

c2: were invited to pitch competitively for the design of insurance provider Homeserve's new headquarters call centre in a former industrial unit in Walsall. The creation of a space utilisation study and 3D visuals, coupled with client involvement led to our successful appointment and the new 620 seater call centre was designed using the firms corporate brand in a subtle yet inspiring way. c2:'s design doubled the capacity at the site by maximising use of the existing floor plate and incorporating a new upper floor. Our success on this initial project led to a number of additional works for this client across their sites ranging from space planning and team configuration through to office design and management.



# Homeserve Membership Ltd

## Homeserve North Building



c2:concepts  
Considered, creative.

[www.c2concepts.co.uk](http://www.c2concepts.co.uk)



**Location:** Cable Drive, Walsall

**Project Size:** 40,000 sq ft

**Procurement:** Traditional

**Status:** Built (2007)

**Team Members:** Designer: c2:, PM, QS: RLF

Insurance provider Homeserve appointed c2: to design their 620 seater call centre in Walsall. The former industrial unit was designed and converted into a modern office environment, doubling the building capacity through creation of an upper floor and making full use of the building footprint. Featuring retail related details, the design strongly incorporated Homeserve's brand and products in a subtle yet inspiring way.

This document has been prepared by c2:concepts Ltd for sole use by our client or professional team within this specific project, in accordance with the legally binding professional consultancy appointment and terms of reference for this project. Copyright for the contents herein, in whole or part is owned by c2:concepts Ltd unless otherwise agreed and may not be copied, extracted or distributed to a third party without permission.

Drop us a line or call in and see us.  
**We'd love to talk about potential projects.**

**Glasgow office:**

c2:concepts  
Queen's House  
29 St. Vincent Place  
Glasgow  
G1 2DT

0141 221 9229

**London office:**

c2:concepts  
33 Cavendish Square  
London  
W1G 0PW

0203 011 1984

**c2:concepts**  
Considered, creative.