



c2:concepts

Case Study: Britvic Southern Hub, Hertfordshire

Completed 2012

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Considered, creative.

Britvic PLC

Britvic Southern Hub HQ



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Location: Breakspeare Park, Hemel Hempstead, Hertfordshire

Project Size: 36,500 sq ft

Procurement: Traditional

Status: Built (2012)

Team members: Designer: c2:, PM, QS: RLF, M&E: WPPM Ltd

c2: designed Britvic Group GB's new southern hub to provide a commercial centre where their sales, marketing and senior management teams could work together with greater flexibility and increase collaboration between the Britvic International divisions and the GB business. Our design incorporated the various Britvic product brands and campaigns through the use of meeting room graphics to provide a commercial brand focused environment. The use of flexible work spaces and provision of a welcoming, inspiring environment has created a centralised and accessible hub for field based staff. In addition to the workspace created, c2: designed a conference, events and brand launch space which has enabled the teams to host events on site, providing a budget saving of over £300k on external venue costs. Britvic at Breakspeare Park won the BIFM Awards 2013 for Impact of Organisation and Workplace.

Britvic PLC

Britvic Laboratory



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c2: designed Britvic Group GB's new southern hub to provide a commercial centre where their sales, marketing and senior management teams could work together. In addition, the lower ground floor of the building was developed from a self contained office suite into Britvic's new onsite laboratories. c2: designed and implemented the construction of metal stud partitions to form new cellular laboratory spaces, tasting & meeting rooms for use by members of the public as well as a reception area and a small open plan office space. The spec for the laboratories required the creation of multiple unique areas, including a product development lab, processing lab, a finished product area as well a sensory tasting area. Requirements for ventilation of fumes and disposal of waste also had to be taken into consideration for the design.

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

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