

 CASE STUDY

wsh

THAMES VALLEY PARK,
READING

18,000 SQ FT FIT OUT OF
NEW CAT A
REFURBISHMENT

GROUP HQ FOR PREMIUM
HOSPITALITY PROVIDER

BUILDING FEASIBILITY
STUDIES AND BUDGETING

LANDLORD CO-
ORDINATION ROLE

INCLUSIVE, NON
CORPORATE SOLUTION

COMPANY SHOWCASE
DESIGN



WHAT'S THE STORY...

The WSH group of companies provides hospitality and catering services to an array of industries such as corporate, education and high street retailing. Brands include Baxter Storey, Portico and the increasingly visible coffee shop brand benugo.

Blue Jelly partnered with WSH at an early stage, shortlisting possible buildings and preparing feasibility plans and budgets to assess suitability. They ultimately chose to move into newly prepared 'Category A' space just one floor below their existing office on the Thames Valley Park, Reading.

A design solution inspired by contemporary catering and leisure environments was devised. It was one which reflected materials, settings and cues seen rarely in traditional corporate environments. The deconstruction of bland generic office space began.

Throughout the preparation and on site implementation stage we worked closely with both the Landlord and base build contractors to ensure a smooth construction and move in process was achieved on a busy site.

The result has surpassed WSH's expectation in an environment that draws staff, suppliers and clients in to an engaging, welcoming and 'savvy' environment.

