

Enhancing your business environment

Your premises can say a lot about your business

When you next drive around your local trading estate or enterprise park, take a moment to look at the environment. The chances are the most prominent features are security fencing and staff cars. You might see refuse skips and stored materials. You might see down-at-heel business signage and the occasional unkempt strip of 'landscape' planting. This is a working area – but does it have to look so shabby? What does this setting say about the businesses on the estate?

Good presentation of business premises says a lot about an individual company, the status of a trading estate and the wider community. We can all recognise a prestigious residential area, but we somehow forget that the same messages are valid in our business environments.

USING A PLANNING AND DESIGN CONSULTANT

Many companies use publicity or marketing consultants to promote their products and services, but few would consider using a site planning and design consultant. Think again. For a relatively small outlay you could:

- Create more prestigious premises that show you have a successful and image-conscious company;
- Create a more attractive work place for your staff – improving their attitude and productivity;
- Create a more 'sustainable' environment – fulfilling environmental management goals and creating a publicity opportunity;
- Identify opportunities to team up with neighbours, creating a strategy for enhancement throughout an entire estate or town – with potential benefits for your business and the local economy in general.

SITE PLANNING

Many business premises are spoilt by poor site planning. Architect-designed offices are hidden behind a sea of staff cars, or ugly fencing. On many sites a little foresight could have located working areas away from the main entrance. That expensive foyer could have been the first thing the visitor sees. A simple hedge could have screened the staff car park. Input by a designer at the earliest stages of a development project can resolve these issues.

SUBTLE SECURITY

For many businesses, site security is high priority and insurers may demand certain standards. But tall, galvanised security fences, razor wire and bars on windows can create a bleak environment for your staff and visitors. A more low-key security approach can make sense financially and aesthetically.

A HEALTHY, HAPPY WORKFORCE?

An outdoor lunch space or a small garden area beyond the office window can do much to



Richard Morrish Associates can undertake site masterplanning, detail design and project management

improve the working day. A barbecue area could be a focus for staff socials. An area for cycle storage might encourage staff to travel by bicycle – helping to reduce the need for car park space. Trees and vegetation can reduce dust and improve air quality whilst shading buildings from summer sun.

NATURAL ENVIRONMENT

Most premises have a corner that is not needed for everyday business activities. Could it be used to benefit local wildlife or enhance the local landscape? A large yard might need a drainage sump for heavy rain. Could it become a wildlife pond? Could a cypress hedge be replaced with native shrubs? Does your grass area need to be mown as lawn or could it become a wildflower meadow?

THAT FIRST IMPRESSION

How will you make visitors and passers-by remember you? By using a design consultant you might turn a dull site frontage into a memorable landmark. A distinctive company sign, a unique boundary marker or some striking planting can raise your local profile.

Richard Morrish Associates provide a range of environmental planning and landscape design services – from feasibility studies to detailed

design and project management. Established in 2000, we have a growing portfolio of public and private sector clients and provide environmental planning advice on a range of scales – from individual sites through to neighbourhood and sub-regional projects. Our professional services will provide you with a long-term investment that could enhance every aspect of your business activities.

CONTACT

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