

Section 7

Enterprise Centre & Managed Workspace Brief



1.0 Introduction:

- 1.1 The Telford Technology Park Enterprise Centre and Managed Workspace is intended to provide high quality, managed office and workshop space aimed at new businesses and young small-to-medium enterprises (SMEs).
- 1.2 As the Centre will be prominent and one of the first phases of the Technology Park, located within the Wolverhampton Telford Technology Corridor, it is considered that the Centre should provide an excellent opportunity through the established university led network of regional public and private sector organisations, to encourage innovation, knowledge transfer and new enterprise in the region. Links with the University and research institutions should be explored and developed particularly to encourage technology related businesses.
- 1.3 The development will need to make a positive impact on tenants, their clients, visitors to the Town and local people. The building should be well designed, perform its function efficiently, contribute to the economic and environmental sustainability of the region and provide an environment where people want to work.
- 1.4 The building will need to set a suitably high standard for the development of further plots within the Technology Park.

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Enterprise Centre & Managed Workspace Brief (cont)



1.0 Introduction (cont):

1.5 The core principles of the centre should be:

a. Flexibility

- > Flexible terms of occupation.
- > The building should provide flexible space to accommodate the changing needs of businesses based at the centre.

b. A proactive and well managed exit policy

Successful businesses should be encouraged and assisted to move on once they have attained a certain level of growth and stability.

c. Business support provided by a skilled management team

- > The onsite building management team should provide professional and credible leadership and be able to provide a signposting facility to appropriate business support services.

d. Embedded in wider economy

Links should exist with:

- > universities and other research institutes;
- > local chambers of commerce;
- > enterprise and business support agencies;
- > other business centres in the area; and
- > the local council.

e. Success

Interested private sector companies will need to demonstrate a commitment to helping young businesses survive, grow and succeed at market.

f. Facility Management

Facilities should be well-managed with onsite help available if required, including assistance with ICT and network issues.

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Enterprise Centre & Managed Workspace Brief (cont)



2.0 Specification:

2.1 It is expected that proposals will meet the following specifications:

a. Building:

- > The building should be architecturally designed, with high quality structured landscaping;
- > Crime should be 'designed-out' of the building with CCTV/Security systems, external lighting to building and car park and secure cycle storage;
- > High quality Break Out space, kitchenettes and WCs should be available

b. Office Infrastructure:

- > ICT network (Broadband, ISDN and wireless) and access to computer equipment;
- > digital and analogue telephone network with hardware provided;
- > communal areas furnished to a high standard;
- > comprehensive office services;

c. Business Support Provision:

- > Mentoring, Networking and Business Development Resources should be signposted or available on site;
- > Access to finance and financial packaging: Activities should include signposting to potential sources of finance, helping tenants raise finance, put together packages of finance and help clients becoming investment ready.
- > Access to knowledge and ideas: links could be formed with Universities, research organisations or networks of entrepreneurs.

d. Ecological Impact

The building should seek to minimise its effect on the environment during both the construction and operational phases of the building. The building should obtain a minimum of a 'very good' rating from the Building Research Establishment's Environmental Assessment Method (BREEAM).