

The Heath Business & Technical Park Development Study

SOG Ltd

Brief

SOG Ltd required a review of current operations and activities at The Heath to inform their expansion plans. They have secured outline planning approval to extend their 350,000 sqft of accommodation by a further 186,000 sqft.

The study follows on from a previous 2003 appraisal and required an examination of what has been achieved and what is needed to continue The Heath's success.

SOG Ltd was concerned that new developments should complement other schemes in the sub-region, especially science facilities, which are particularly strong in Runcorn, where The Heath is located.



Activities

- Assessment of The Heath's intellectual and physical property proposition and offer
- Examination of key industry cluster strengths and historic occupational trends
- Desk-top review of public sector policy to ensure study recommendations' alignment
- Consultation with public sector agencies to understand perceptions and views
- Review of science park trends in the United Kingdom
- Appraisal of competing supply in office and science sectors



Outcome

SOG Ltd's success is based on outstanding customer service and specialist knowledge in nurturing science businesses.

The Heath is an important element of Halton's commercial floorspace, providing 14 percent of the total, especially for science businesses.

However the public sector are unsure of SOG Ltd's full capabilities and they must market themselves more especially in terms of running similar science facilities.

The need for laboratories is relatively limited, so SOG Ltd should progress slowly, concentrating on offices for micro- and small-businesses.

