

Procter & Gamble - Innovation Centre (Reading)

Razor sharp construction for P&G

£26.5m

/ Project value

2019

/ The project commenced

March 2020

/ The project was completed

A cutting-edge construction project spanning 75,000 sq ft, the £26.5m Innovation Centre has provided “enhanced research and development facilities” for world-renowned consumer goods corporation, Procter and Gamble (P&G). Located to the south of Reading city centre, the site was traditionally used for industrial purposes, stretching as far back as the mid-1900s. Most recently, the facility has been the research and development laboratory responsible for the front-end innovation of new P&G razor products such as Gillette. In collaboration with the Fairhursts Design Group, our works programme comprised of the demolition of the south-western wing of the existing property to make way for a new, intelligent two-storey building of development offices and laboratories.

The brief

The brief was to provide state-of-the-art laboratories and research facilities to support the needs and talents of the scientists who work there and “enable them to thrive in a modern working environment”. The final product was a modern, fit for purpose facility that was sympathetic to the site’s history.



“The project teams’ collaborative approach will see the vision for the Innovation Centre in Reading come to life and provide enhanced research and development facilities that are modern and adaptable.”

Richard Sagar
Managing Director of Fairhursts Design Group

“We are delighted to have partnered with GRAHAM on our new Health Care Research Centre in Reading. There has been a long history on the site dating back to the 1950s. Gillette, as an important part of P&G’s operation, is proud to have been innovating razor technology for many years and it’s important we are positioned to continue this legacy.”

Tim Brown
Procter & Gamble’s Associate Director for R&D

The challenges

The demolition and construction programmes were completed in the midst of a live manufacturing processing environment. It was essential that our presence, and the flow of goods and materials to and from the Basingstoke Road site, did not disrupt P&G’s operations.

The solution

Over an 85-week programme, we built a high quality research facility, with 56 laboratory units, that has enabled P&G’s scientists to “thrive in an increasingly competitive world”. The new and existing buildings are now linked by a glazed atrium which provides views over the newly landscaped green spaces and the prominent entrance for staff and visitors. The attractive and modern facilities offer flexible, efficient and sustainable work accommodation while a sympathetic design pays homage to the site’s industrial history and complements the existing Gillette manufacturing building. To optimise the 75,000 sq ft space, new acoustic partitioning was introduced and open plan office areas were created. Modern, energy efficient facilities and services were installed to meet the requirements of the building’s occupants, which now accommodates an additional 250 employees who relocated from P&G’s former Egham (Surrey) premises. A full CAT B interior fit-out scheme was also completed, incorporating new walls, floor and ceiling coverings, and suspended ceilings.

Outputs & Benefits

- / **Programme:** We ensured timely completion and handover in compliance with P&G’s operational requirements
- / **Delivering lasting impact:** Our work has helped to develop high-quality research facilities that support the needs and talents of the scientists who work at the Innovation Hub
- / **Natural fit:** The new development has been designed to complement the existing buildings on the site, enhance the current site, and relate to the surrounding area
- / **Technical expertise:** The project demonstrates our ability to seamlessly complete a range of disparate tasks from demolition, CAT B interior fit-out, to the creation of modular laboratories and extensive landscaping



For more information on how we’re delivering lasting impact:

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