

Shell Step Project: Market research



Name: Daniel Crudgington
University: University of Exeter
Course: BA (Hons) Economics

Project Summary: Daniel Crudgington was recruited by South West architects practice LHC to research the education sector's design requirements and how individual establishments can achieve funding for building development.

Company: LHC (formerly Lacey, Hickie and Caley)

Website: www.lhc.net

Location: Exeter, Plymouth and Southampton



Description: LHC is an established firm of architects which specialises in functional modern designs, urban developments and landscape architecture. The company's key developments range from the Gun Wharf housing development in Plymouth to the Xfi Centre at the University of Exeter.

As part of the project, LHC asked Daniel to research the allocation of funding to education providers for building and re-development projects. "To say the system is complicated is an understatement," said Caroline Redfern, LHC's Marketing Co-ordinator. "We wanted to understand it in greater detail in order to create an approach which can help education providers utilise the opportunities this funding provides."

She added, "Daniel did very well and was a diligent worker, meeting each weekly target. He responded well to any changes presented and thought on his feet throughout the project. We would certainly recommend Shell Step. It worked very well for us."