

CASE STUDY

AUSTIN'S FUNERAL DIRECTORS

STEVENAGE | FUNERAL SERVICES | £3.5 MILLION



interior options

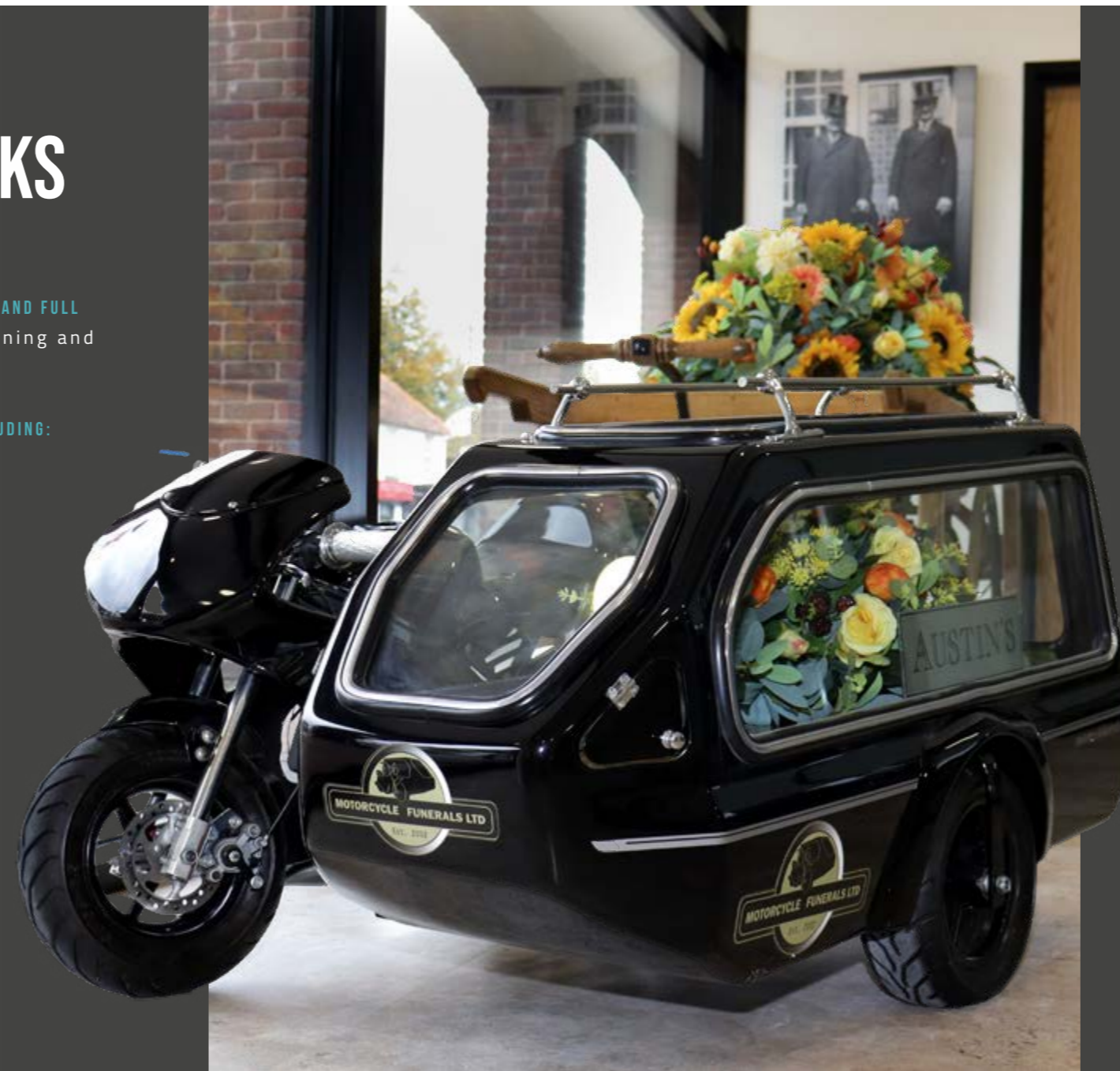


SCOPE OF WORKS

WORKPLACE CONSULTANCY, INTERIOR DESIGN, AND FULL PROJECT ADMINISTRATION (including Planning and Building Regulations applications)

SITE SETUP AND FULL FIT-OUT OF SPACE INCLUDING:

- ENTRANCE & RECEPTION
- SERVICE HALL
- REPOSING ROOMS
- SHOWROOM
- RECEPTION ROOMS
- PREPARATION ROOM
- MORTUARY
- OFFICE & ADMINISTRATION AREAS
- WORKSHOPS
- STAFF KITCHEN & REST AREAS



CLIENT BACKGROUND

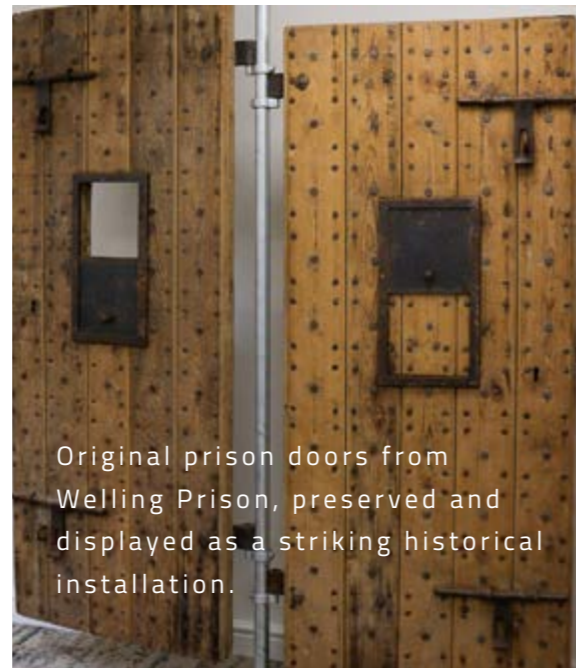
For more than 300 years, Austin's Funeral Directors has stood beside families across Hertfordshire during life's most difficult moments. Generations have placed their trust in Austin's, not only for its heritage and expertise, but also for the compassion, dignity, and genuine care it brings to every family it serves.

Operating from 13 funeral homes across the county, Austin's is proudly recognised as Hertfordshire's highest-rated funeral director. This reputation reflects their unwavering commitment to personal service, empathy, and attention to detail, delivered consistently every single day.

THE BRIEF

The core objective of the project was to consolidate operations previously spread across multiple locations into a new, purpose-built headquarters. This new flagship site would increase capacity, improve operational efficiency, and enhance their high street presence, while supporting growing demand and expanding their in-house service offering.

Interior Options was appointed to deliver the complete design and build of the new HQ, transforming an empty shell into a fully operational, multi-functional space. We worked in close collaboration with specialist partners AAC and Mortuary Systems to ensure every aspect met the unique requirements of the sector.



Original prison doors from Welling Prison, preserved and displayed as a striking historical installation.





THE DESIGN

Designing a new facility for a business with over three centuries of heritage required a careful balance of tradition and innovation.

The space needed to honour Austin's legacy while showcasing the enhanced capabilities of a modern, forward-thinking operation.

Traditional brand colours were thoughtfully integrated throughout the building, complemented by signage and design features that pay homage to the company's long and distinguished history. Subtle heritage references are woven into the environment, creating a sense of continuity, trust, and reassurance for visiting families.



THE OUTCOME

The new headquarters is a truly multi-functional facility, enabling Austin's to care for families and their loved ones every step of the way, from arrival through to the final service. The building brings together all elements of the process under one roof, including preparation areas, religious ritual spaces, a fully equipped mortuary, coffin production, and in-house floristry.

THE ENTRANCE - A POWERFUL FIRST IMPRESSION

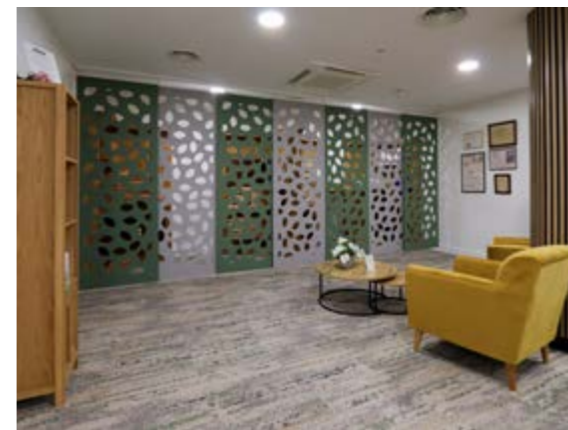
The entrance makes a powerful first impression, celebrating the history of the business through large-scale, digitised blueprints and archival imagery wrapped around striking floor-to-ceiling pillars. This sense of heritage continues throughout the building, with carefully curated features that tell the story of both Austin's and the community it has served for generations.

SERVICE HALL - CALM & RESPECTFUL

At the heart of the building is a beautifully designed service hall that combines state-of-the-art functionality with a warm, traditional aesthetic. Acoustic baffles enhance both the visual impact of the ceiling and the sound quality within the space, ensuring a calm, respectful environment for services.

ADVANCED COOLING & RACKING SYSTEMS

Specialist installations throughout the facility support both operational excellence and staff wellbeing. The mortuary is equipped with advanced cooling systems, tiered racking, and ergonomic handling solutions, while the crematorium has been designed to meet all regulatory and safety requirements with precision.



Beyond the core build, the project also incorporated acoustic glazing, bespoke flooring, air-handling systems, power infrastructure, furniture, and comprehensive signage, ensuring every detail contributed to a cohesive, high-quality environment.

The client's response has been exceptional. The unveiling of the new glass-fronted entrance was a defining moment, transforming years of anticipation into a powerful "wow" experience.

Delivered on schedule in time for its grand opening, the new headquarters stands as a landmark project, honouring a remarkable legacy while setting a new standard for the future of funeral care.



BRITISH CITIZEN AWARD (BCA) NOMINEE

The success of the project has been formally recognised with Austin's nomination for the British Citizen Award (BCA). Often referred to as "The People's Honours," the award celebrates those who make a meaningful difference within their communities. We're really proud to see this recognition, as it reflects the care, collaboration, and attention to detail that went into delivering the project, as well as the important role Austin's continues to play in supporting local families.

GOODBYE

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