



Brick type: Clumber Buff

Location: Coventry

Project Architect: ProVision UK

Client: Christian Life Ministries

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The Welcome Centre

The phased construction of a unique four storey church, conference centre and car park for Christian Life Ministries (CLM) has been completed using Forterra's Clumber Buff bricks.

Located at the heart of the Parkside Technology Park near the centre of the city of Coventry, The Welcome Centre, designed and built by Provision UK is a centre for the community where CLM hosts its church services.

The new building contains a 650 seat auditorium, seven meeting rooms, a large cafe area and dedicated reception and administration areas.

Its design was inspired by the shape of the site and its proximity and overview of the ring road, which is reflected by the curved façade of the building.

"Brick provides the perfect framing for the curved curtain walling," said architect John Hardie.

"The surrounding vernacular has significant amounts of local brickwork, so it was crucial that the brick selected gave us the appropriate colour and texture that we desired and also came in on budget."

The light texture and soft yellow shade of Forterra's Clumber Buff bricks bring a sense of warmth to the building and works well with the contemporary glass front of the auditorium and grey cladded features.

A dark brown mortar was used to give a striking contrast and highlight the beautiful yellow tones of the brickwork, which is also enhanced by a contrasting blue roof.

"The choice of the Clumber Buff bricks really helped us to provide a welcoming approach to the building, enabling us to create this warm and friendly centre for the community that lives up to its name," added John.

Since the construction of the first church in 1937, the site has gone through a number of phases of development. The new building now caters for a diverse range of events, meetings, seminars, workshops, presentations and training.



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