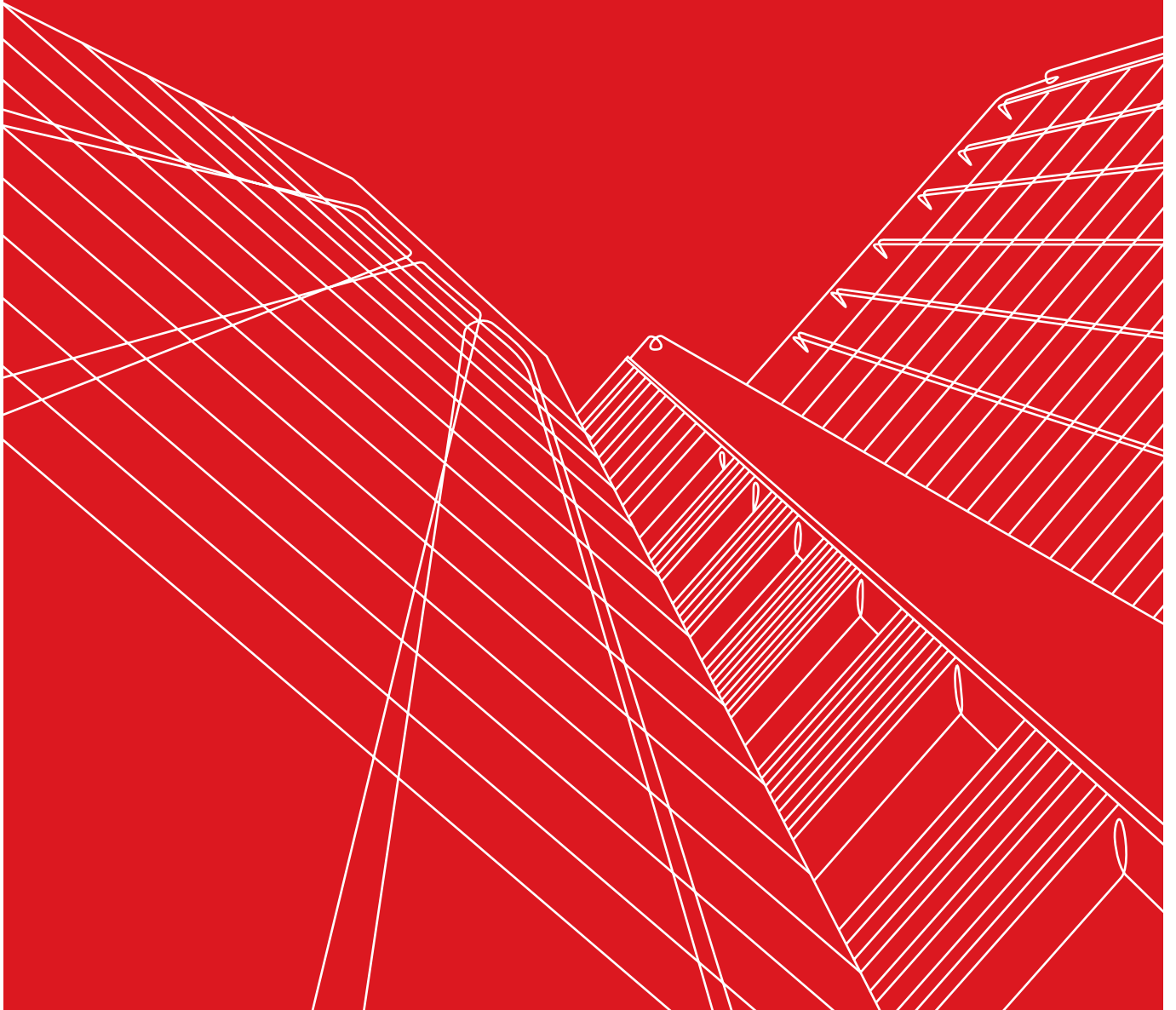


The best employers find the best workplaces



Inside:

- The best employers find the best workplaces
- What can modern work practices do for an organisation?
- The modern workplace in practice

**Lambert
Smith
Hampton**

www.lsh.co.uk



The best employers find the best workplaces

“As the five-times editor of Britain’s Top Employers, I’ve met an awful lot of companies and been escorted onto and off their premises hundreds of times. It’s given me quite an interesting perspective into what companies are doing to make theirs a great place to work”. *Paul Donkersley*

Changing times

Some dynamic business trends are shaping the modern workplace. Globalisation, business mergers, information sharing, leaps in technology, the worldwide web, social media, video conferencing replacing travel, people seeking a better work-life balance, greater awareness of health and wellbeing – these all pose challenges to employers.

There are many definitions about what makes a great workplace. Broadly these might include employees trusting the people they work for, having pride in their work, and enjoying working with their colleagues. Employees often excel in an environment that allows good communication and collaboration.

HR works hard to deliver these holy grails – job titles such as Head of Employee Engagement, People Director and Head of Happiness suggest that there’s a lot more to a great workplace than the physical work environment. But it’s an important factor.

The role of property

A well-designed workplace should support a company’s business objectives, allow people to work effectively and productively, and reflect that company’s values and its brand. It should also be environmentally healthy. With much talk these days about the ‘employer brand’, what your workplace says about you as a company has bubbled up the corporate agenda.

Since a large chunk of the day is spent in the workplace, an environment that makes work not always feel like work is a huge bonus for employees. Room to move, light and airiness, and visually appealing design help tremendously. Amenities like restaurants, gymnasiums, coffee lounges and proximity to green spaces all enhance the working day experience. I’ve seen some great examples of this.

A well-designed workplace should support a company’s business objectives.

Without naming names I’ve seen out of town offices create a real campus atmosphere; offices with few local amenities have built their own high street running the length of the building; creative companies seek out and refurbish ridiculously eclectic buildings; while others hide themselves away in woodland, beaches and even on a golf course.

For city centre locations, the challenge is usually one of creating space. One fairly

consistent theme in the evolution of the workplace is the shift away from cellular offices epitomised by the ‘Dilbert’ books, to open plan spaces with break-out and communal areas. This seems more evident in Europe and Britain in particular, than in the US.

Work-life balance

Work-life balance has been a hot HR topic for a good few years now; homeworking, part-time working and using freelancers and contractors in project teams are just a few of the responses. New work patterns mean that less permanent space is needed in the office, and that space needs to be flexible to allow business expansion and contraction, collaboration and hot-desking.

While the idea of not having a permanent desk might meet with initial reservations from employees, with empowerment and good communication they can usually see the benefits. Creative thinking and solid core values are key to engaging your workforce, increasing collaboration and raising productivity. When implemented successfully, and a great place to work is created, the company might find itself facing the problem of ‘presenteeism’, not absenteeism.

This article is taken from *Wish you worked here?* which profiles the changing workplace and how corporate occupiers are responding to that change. To download a copy, please visit www.lsh.co.uk



LSH acquired 153,500 sq ft at One Reading Central on behalf of international directories business, Yell. The move saw the company consolidate three regional offices into a single UK headquarters.



SIEMENS

LSH acquired a 183,000 sq ft UK headquarters in Frimley for Siemens, and subsequently sold its former premises in Bracknell.



Maritz

LSH acquired 15,000 sq ft of offices in High Wycombe, for the UK head office of Maritz Research.



MICROCHIP

LSH agreed the pre-let acquisition of a 30,000 sq ft bespoke office building for Microchip at IQ Winnersh, before project managing the £800,000 fit-out.



biogen idec

LSH acquired a 53,584 sq ft headquarters office building in Maidenhead on behalf of biopharmaceutical company, Biogen Idec Ltd.



LSH led the acquisition of 22,500 sq ft of office space on behalf of Pegasystems, from site selection through to the procurement and project management of the £1.2m office fit-out contract. This included the procurement and management of a £1.2m office fit-out contract.





What can modern work practices do for an organisation?

As businesses re-focus to be as cost effective and operationally efficient as possible, getting the most out of their office space and those within it becomes crucial. We set out below how modern work practices can support an organisation to get the best from its workforce.

Sharing versus owning

By sharing workspace in the office rather than owning it, a company can increase the number of people who can work from a typical office building by 20–30%. On average, only 53% of workstations are occupied at peak usage – so one might say that businesses on average are paying for 47% of unused office space.

The mantra to be adopted by office occupiers of all sizes is ‘fewer workstations and personal space, more workplaces and communal workspace’. To set out the critical figures, Barry Varcoe, Chair of CoreNet Global, addressed the IPD Occupiers in Business Conference in 2010 with three ‘magic numbers’: 12 sq m (the amount of workspace to allow per person); 1.3 people per workstation; and 80% utilisation.

These benchmarks will enable collaboration and communication between multiple teams through shared, flexible space and more open areas – a universal aim for businesses.

Old versus new

Businesses moving from older offices into new space will look to adopt and benefit from modern working practices, and will typically need between 25–40% less office space as a result. As increasing numbers of corporate occupiers turn this theory into practice, we are seeing a structural change whereby overall volume of office demand is reducing. However, at the same time we are seeing increased focus on newer, quality office stock that has been developed to suit modern occupier demands.

Heads of Property within large corporates have previously estimated that it costs around £400 to move an individual from one place to another in a building, considering the associated IT and telecoms relocation required. It is also dependent on having spare capacity and ‘swing space’ in the office during the move. However, businesses that create shared workspace from the outset, and implement flexible technology infrastructure accordingly, are able to benefit from easy, quick and cost-free reorganisation of teams and individuals, on account of any desk being able to suit any individual.

Culture change

Creating the modern workplace inherently changes the culture of a business to be more open, collaborative, flexible and productive. For those companies that do it right, staff retention and employee satisfaction are just two of the benefits to be had from providing the right combination of space, tuned to the needs of the employees.

The implementation of the modern workplace should no longer sit with the property team alone; it goes beyond simply acquiring space and moving in. Achieving genuine interaction of a company’s people, processes and property requires management from all three teams: property/corporate real estate to understand occupancy trends and requirements; HR to overlay these requirements to people management strategies; and IT to develop the technology infrastructure to support the next generation of the business.

What are the occupier drivers for modern working practices?

Change

- The need to cope with structural and consumer volatility
- Growing competitive and cost pressure
- The pace, unpredictability and scale of technological innovation

People

- The recruitment and retention of an effective workforce
- Processes to accommodate fluid and flexible working patterns
- Growing demand for compliance and CSR

Structure

- The need for simplified systems and processes
- A need for workplaces to support fluid business structures
- The need to engage, motivate and innovate through networks

What research and business issues need to be addressed and understood?

People survey

- Look into the work environment itself, transport/travel, job roles, catering, facilities, flexible working, etc

Space utilisation survey

- Ascertain workstation and meeting room usage
- Set these results against best practice benchmarks

The new property

- Look in detail at the size and location requirements
- Consider the age, configuration and specification preferences of the new office space
- Determine sustainability improvements and inherent cost savings

IT infrastructure

- Understand the operational needs of the business
- Ascertain the connectivity set-up of the property, and how it matches the business needs
- Consider upgrades to more collaborative IT infrastructure, such as ‘thin client’ operating systems

What is the modern workplace agenda?

New world

- Businesses are operating in a new and ever-changing environment
- Both they and the workplace must adapt rapidly to be successful and survive

Simplification

- Simplified client systems do not need complicated workplace solutions

People power

- A growing recognition of the importance of people to business success
- Workplace management is less about property and more about enabling productivity and collaboration within teams

Branding & innovation

- The workplace is becoming an expression of a business’ brand, ethos and culture

Outsourcing

- As a business changes, new outsourcing models and services will emerge
- New patterns of occupancy require new approaches to facilities management
- The shift to ‘people power’ in the workplace will raise the profile of facilities management with a greater need for more proactive office and service management

About us

At Lambert Smith Hampton, our clients mean a lot to us. Our success and reputation depends on how we contribute to their success and reputation. So why do our clients choose us? There are many reasons, but chief amongst them is that we're unashamedly and single-mindedly focused on the UK and Ireland. This means that we're on the ground, in the thick of it, at the heart of things. We're not here, there and everywhere. We're just here.

We want to understand all our clients' issues, from the huge right down to the tiny. This is – and always will be – the Lambert Smith Hampton approach. No stone is left unturned. No angle goes unconsidered. Every job is important.

It sounds like hard work. It is. But that's how success happens.

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Due to space constraints within the report, it has not been possible to include both imperial and metric measurements.

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