

HOARE LEA (H.)

**Workplaces.**  
**A brand new world.**  
**Human-centred design**  
**– all or nothing.**

MICHELLE WANG & STEPHEN WREFORD

DESIGN, UNLEASHED



**Any questions?**

**Use the question panel.**

**Talking:**

▼ Questions

Type question here.

# Human-centred design. Its importance.

- Attract and retain talent
- Accommodate different forms of work
- Build culture & brand
- Changing occupier mixes
- Respond to the health and well being demands



# What have we learnt? The future of our workplaces.

Now, home working will play a bigger role.

This pandemic has underscored the importance of workplaces for human centred activity.

Now there is a heightened awareness and demands for our workplaces to be healthier.

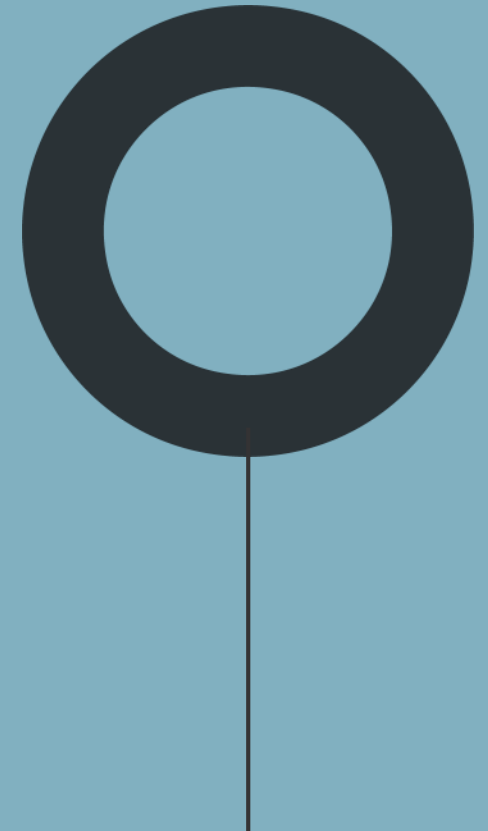
**The pandemic has accelerated the previous growing importance of this.**

# The rewards for business. Addressing the change.

- Attract and retain talent
- Increased business productivity
- Buildings become more lettable
- An increase in asset value



**Human-centred design focuses on our perception of and reaction to a space, and by doing so, enhances our health and wellbeing.**



# Value of wellness. Industry research.

- Harvard study: Spending on wellness programs can generate ROI of 2-3x on average, and also a drop in absenteeism.
- UK Gov: Mandatory reporting on climate risks by 2025.
- WELL certification aligns partially with GRESB assessment framework for ESG reporting.



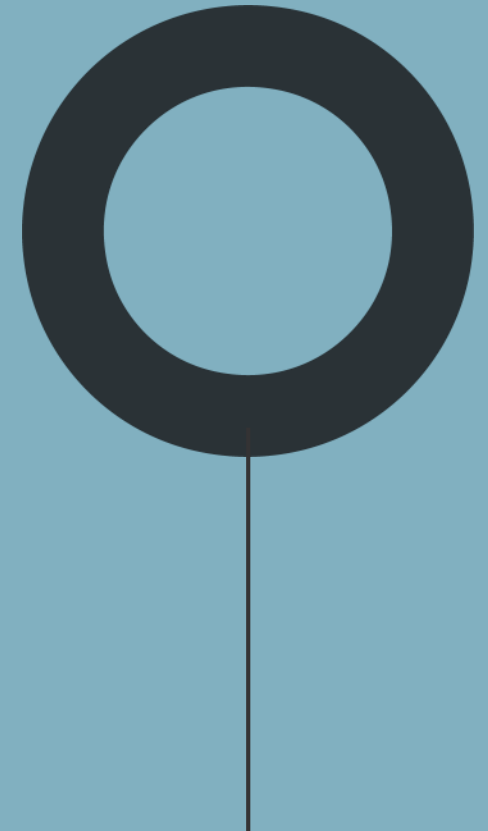
# Human-centred design.

## A shift in focus.

- Historically focused on physical health and environmental factors
- A recent shift to mental wellbeing and the experience of work
- A convergence with HR and operational research on productivity and satisfaction levels



**A good working environment as defined by physical factors is considered the baseline by the modern workforce.**



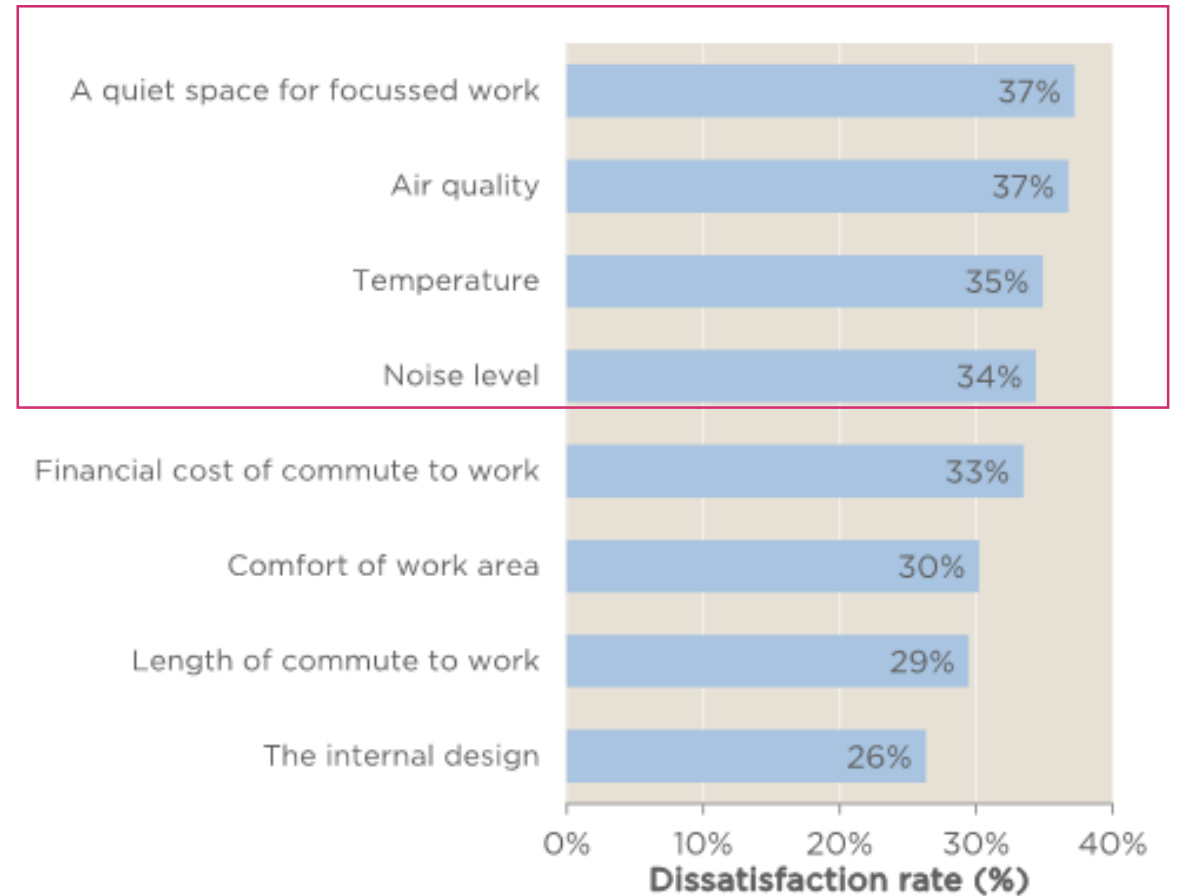
# Industry research.

## JLL, 2019.

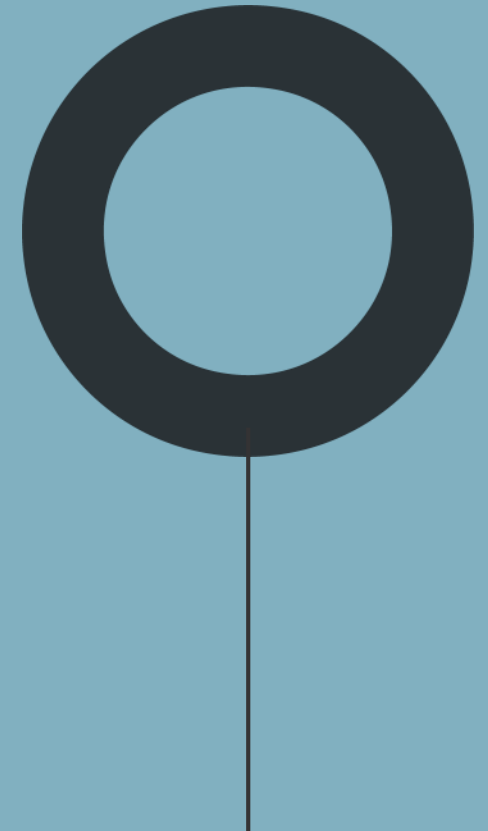
‘What should be a major concern for landlords is that 4 of the 8 factors workers were most dissatisfied with, are classified as “basics” within the workplace.’

What Workers Want 2019: Europe

Chart 5: What are workers dissatisfied with?



# COVID-19 pandemic: Accelerating change.



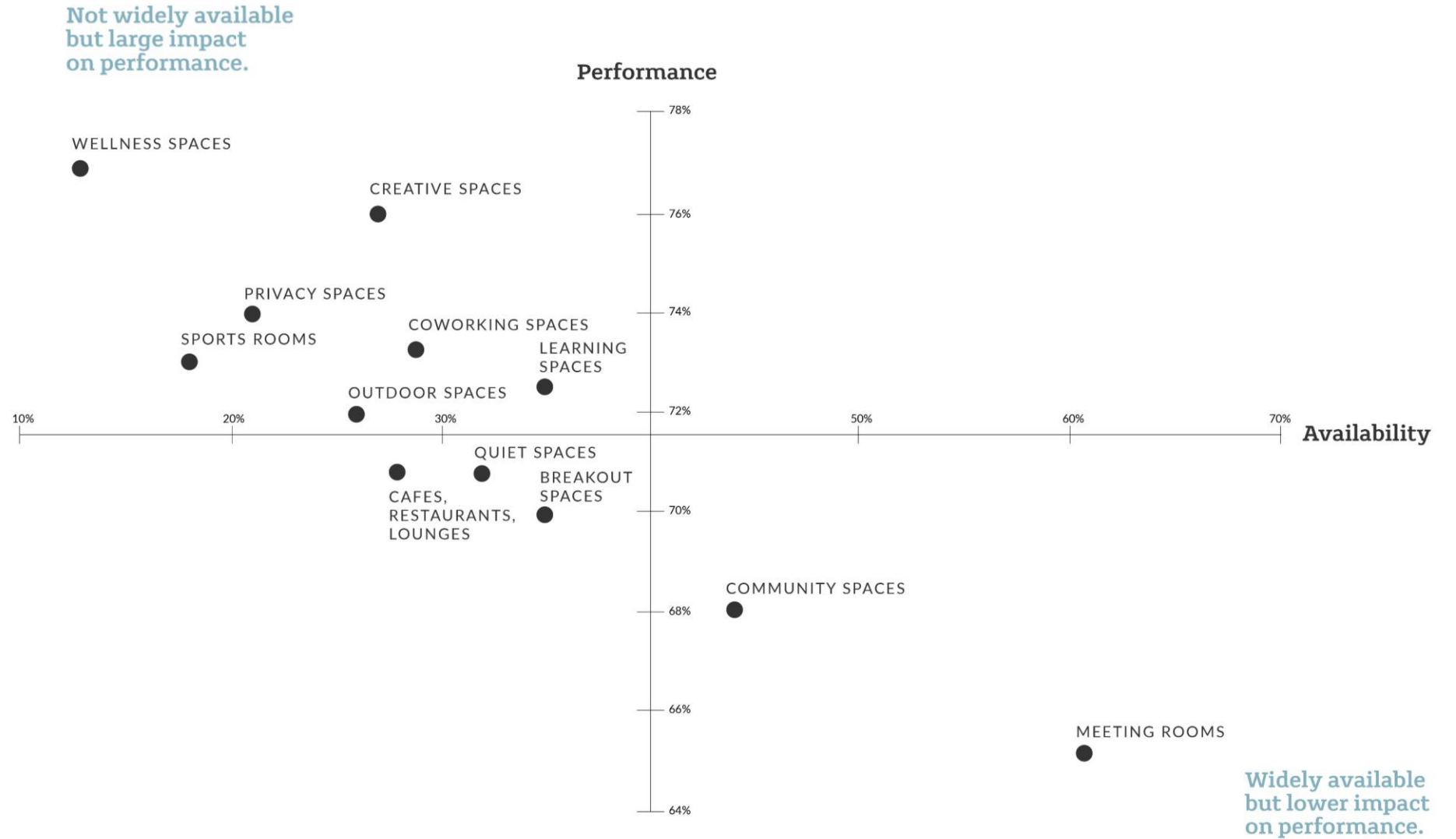
# The new normal.

- Work becomes activity-driven
- Increased home working
- Health and wellbeing conscious



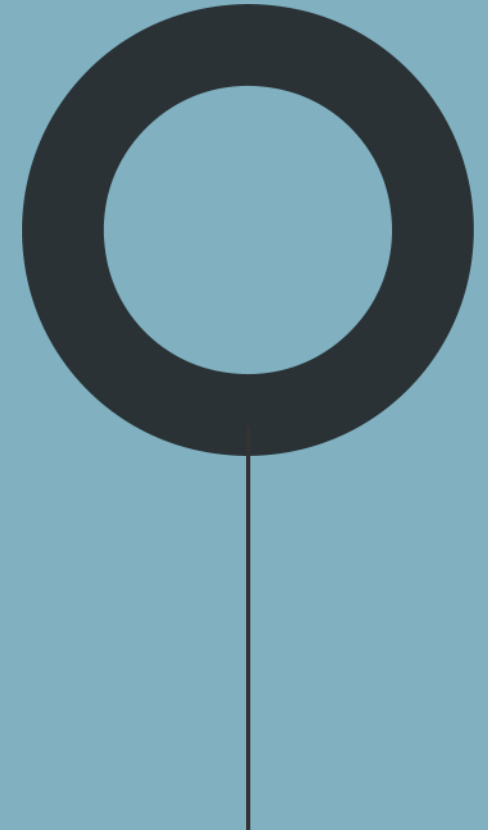
# Limits to home working.

## The social dimension of work.



FROM PRODUCTIVITY TO HUMAN PERFORMANCE, JLL, 2020

# How do we design a human-centred workplace?

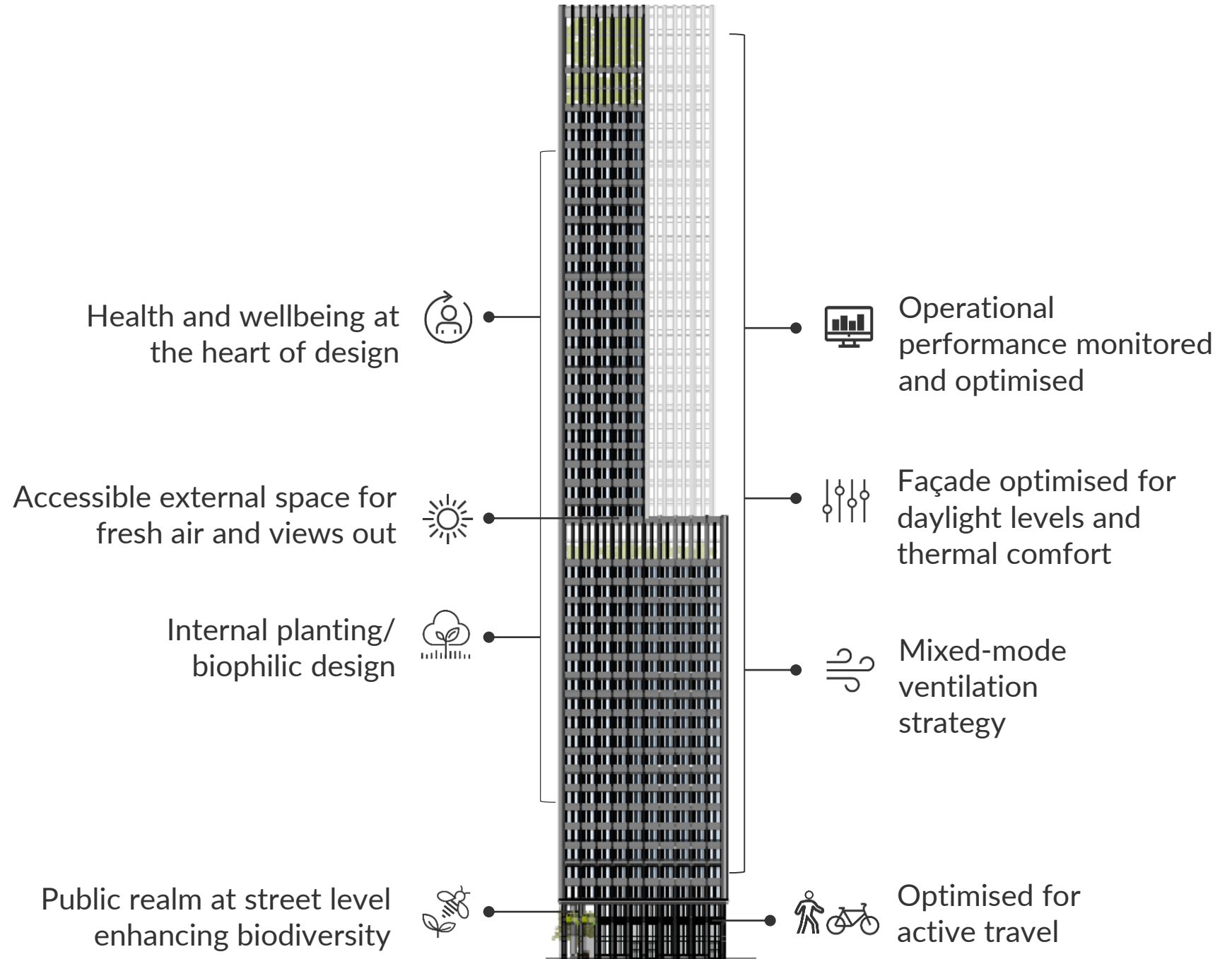


# The future workplace. Key elements.

- Activity-based
- Offers variety and flexibility
- Enables effective collaboration
- Health and wellbeing focused



**Developer's perspective.**  
**Human-centred workplace.**



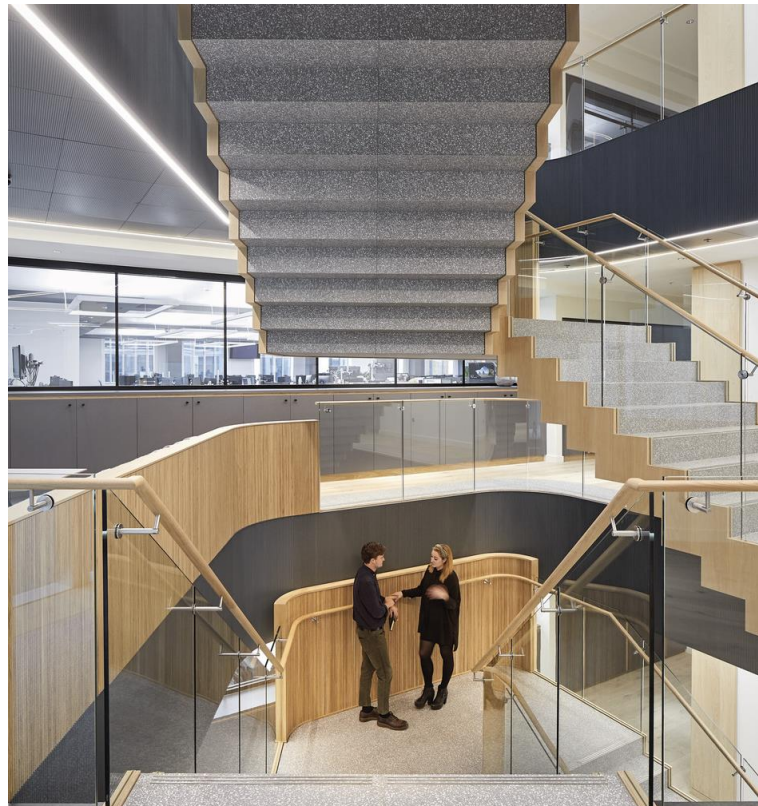


# Developer's perspective. Human-centred workplace.

## 1. ENABLE AN ACTIVE LIFESTYLE



## 2. MOVEMENT



## 3. PUBLIC REALM



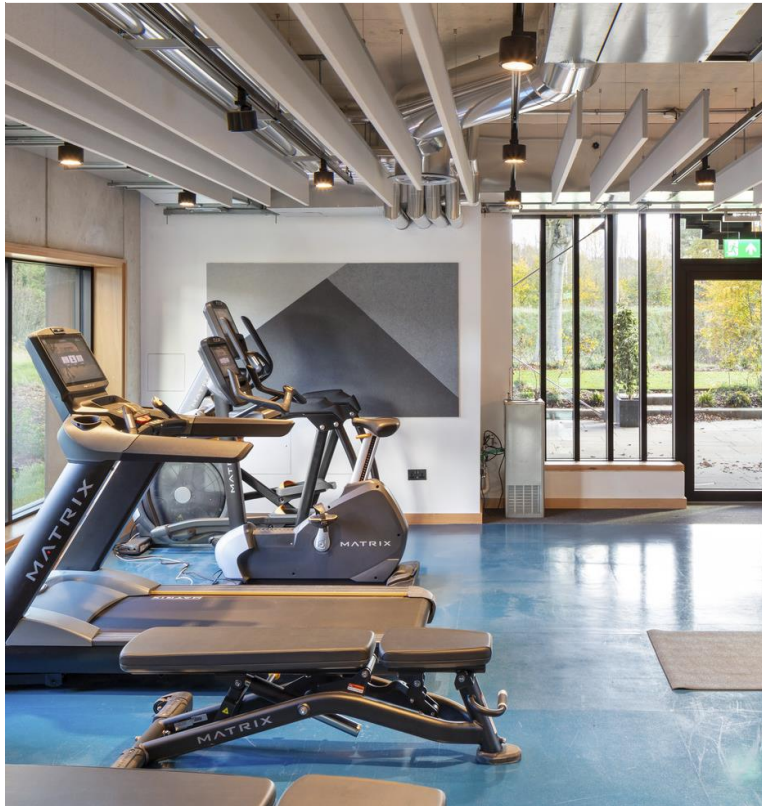
# Base build to fit-out. Facilitating healthy occupation.

- Relationship between developer and tenant will become ever closer
- Extensive engagement to optimise the solution for users



# User occupier's perspective. Human-centred workplace.

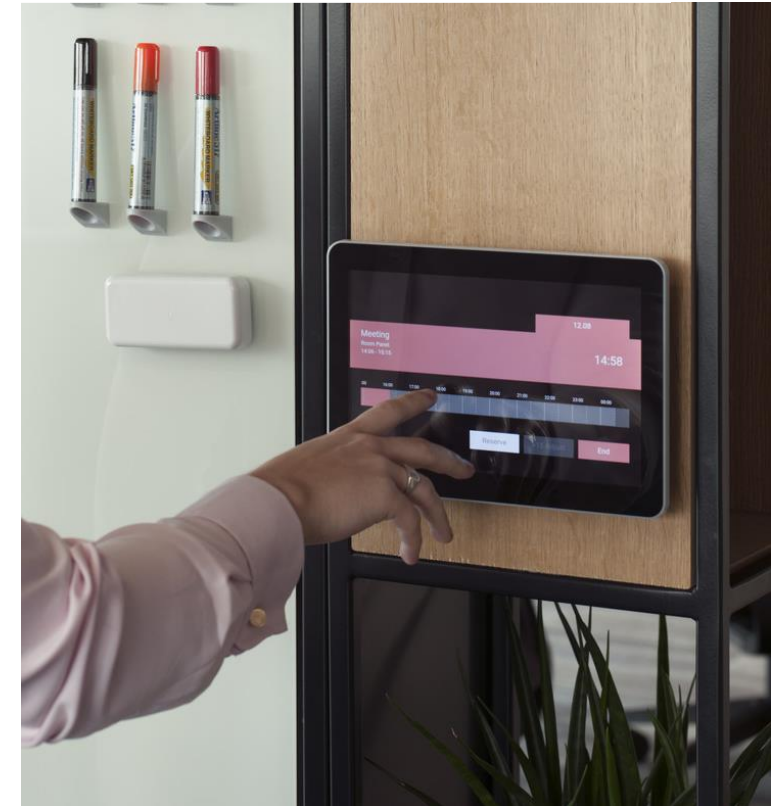
## 1. ENHANCED AMENITIES



## 2. PROMOTE HEALTHY EATING



## 3. INTELLIGENT BUILDINGS



# Summary.

## Key messages.

1. **Human-centred design was important before, but is the baseline now.**
2. **The relationship between developer and tenant will become ever closer to enhance the user experience of workplaces.**
3. **There is now evidence to support the business case of investing in wellness.**
4. **Now is the time to get creative in developing bespoke workplace solutions that address both the climate and the wellbeing challenges of our time.**

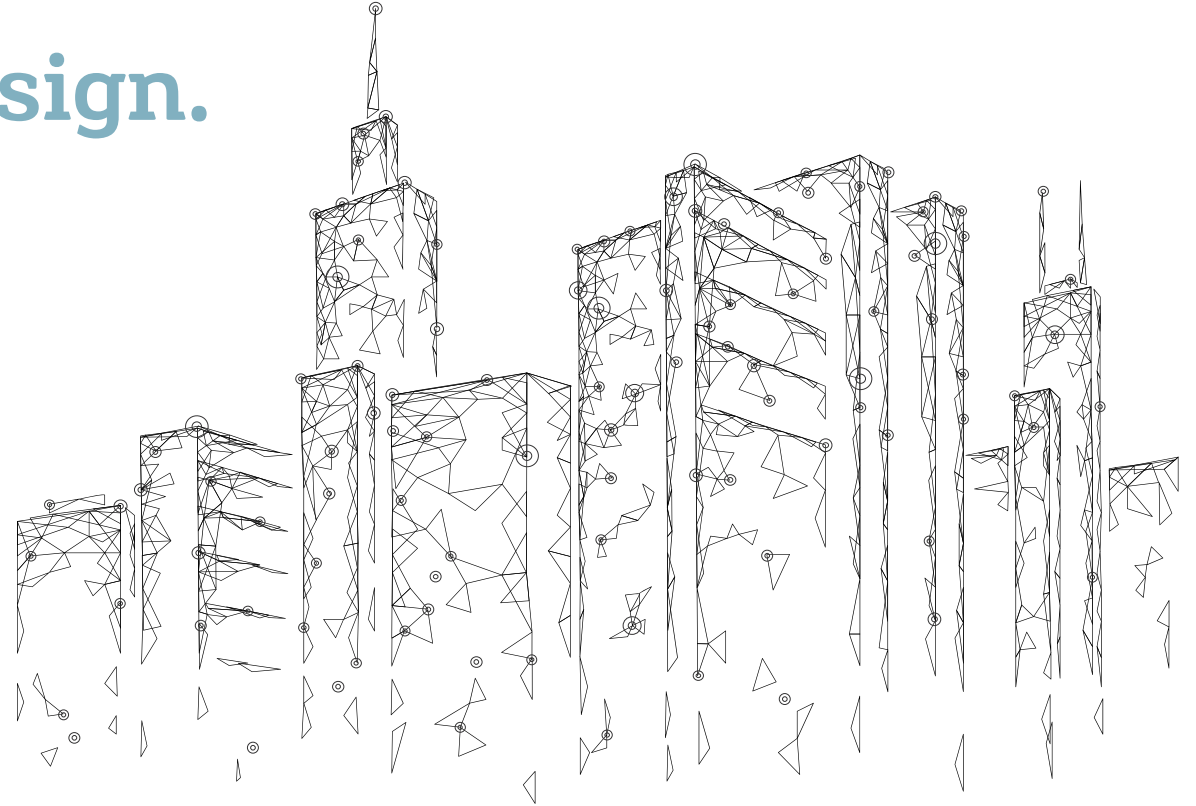
# Building intelligence.

A key enabler for human centric design.



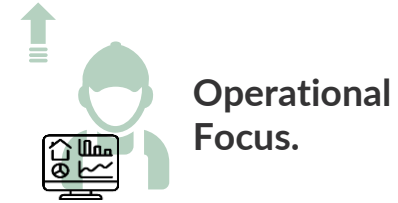
# Building intelligence. Enabling human-centric design.

- Building Intelligence is fundamental foundation enabling human-centric design.
- Technologies are mature and cost effective, providing clear functionality and benefit.
- We are delivering these technologies TODAY.
- Consider technology as early as possible in the design process.



# Building Intelligence. Delivering benefit.

Not only does this unlock the human centric focus but is also a key to optimising the operations and a key to setting business strategy through the data we collate.

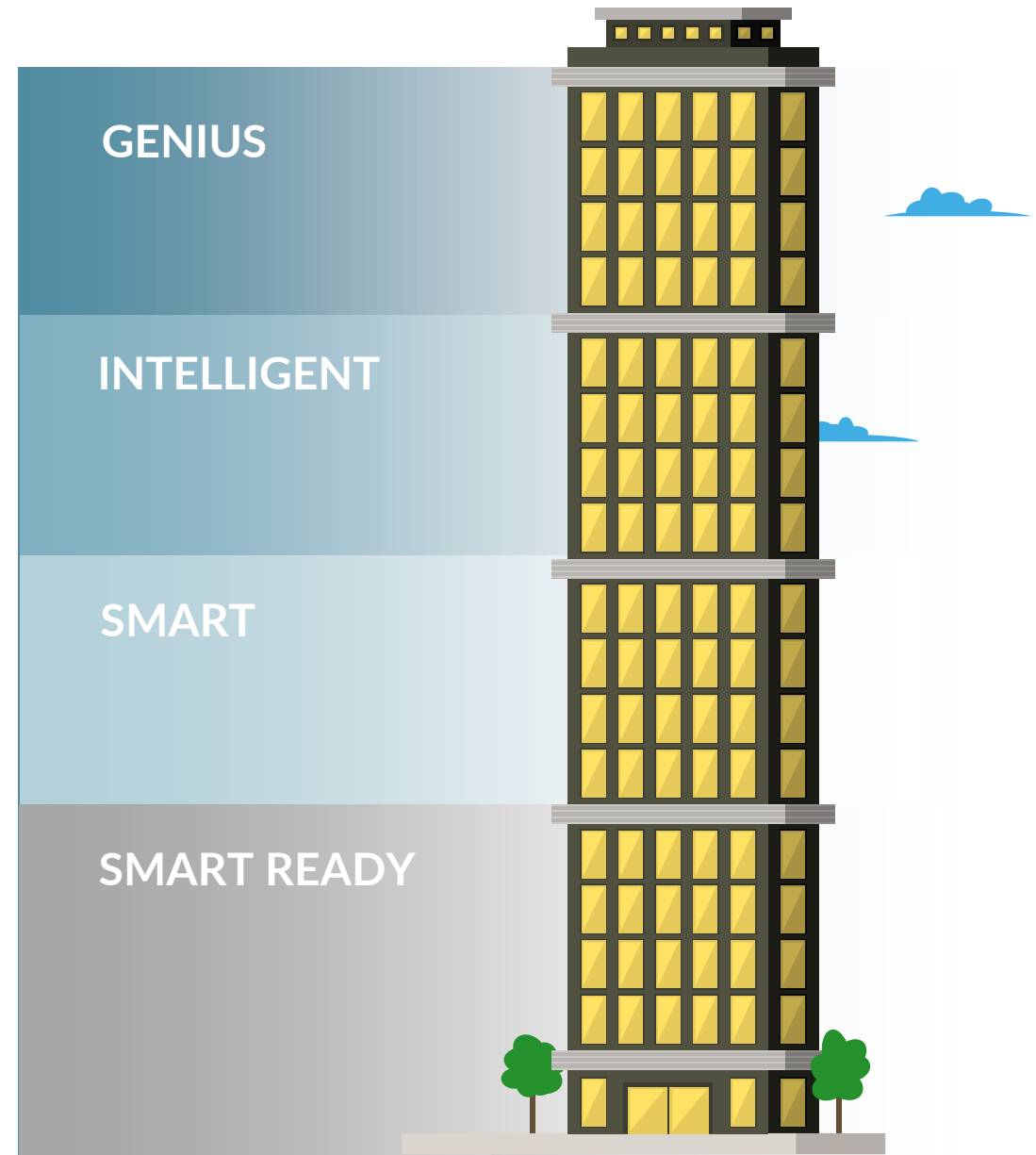


Building Intelligence

# Building intelligence. Tailored solutions.

From a smart ready property to a high performing intelligent building, important with these technologies is the ability to deliver a design, a process and a level of functionality appropriate to the business aspirations.

Create a design that works for you.





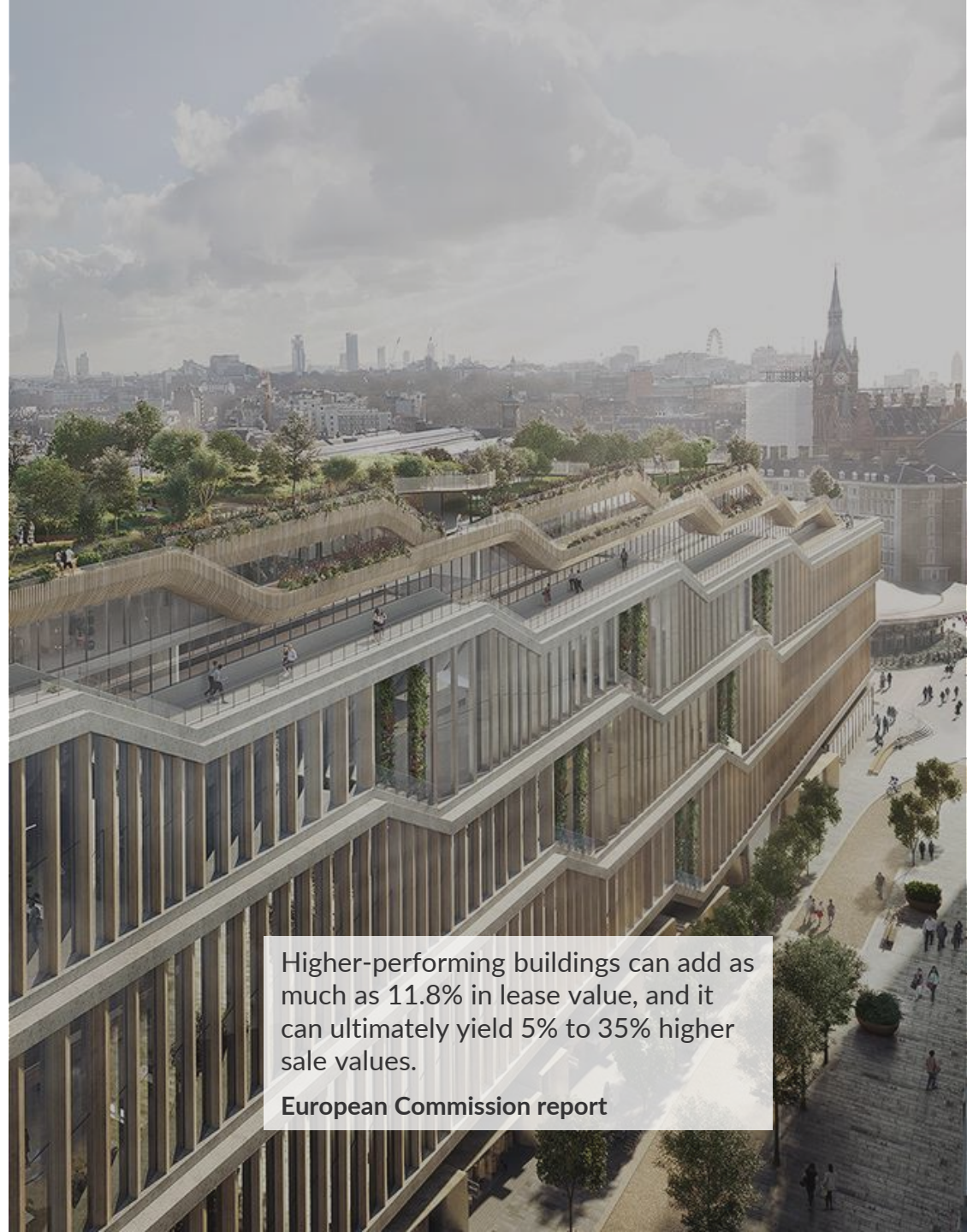
# Building intelligence. Landlords and developers.

Smart ready or digital enablement is something to consider as early as possible

Marketable as a smart building asset.

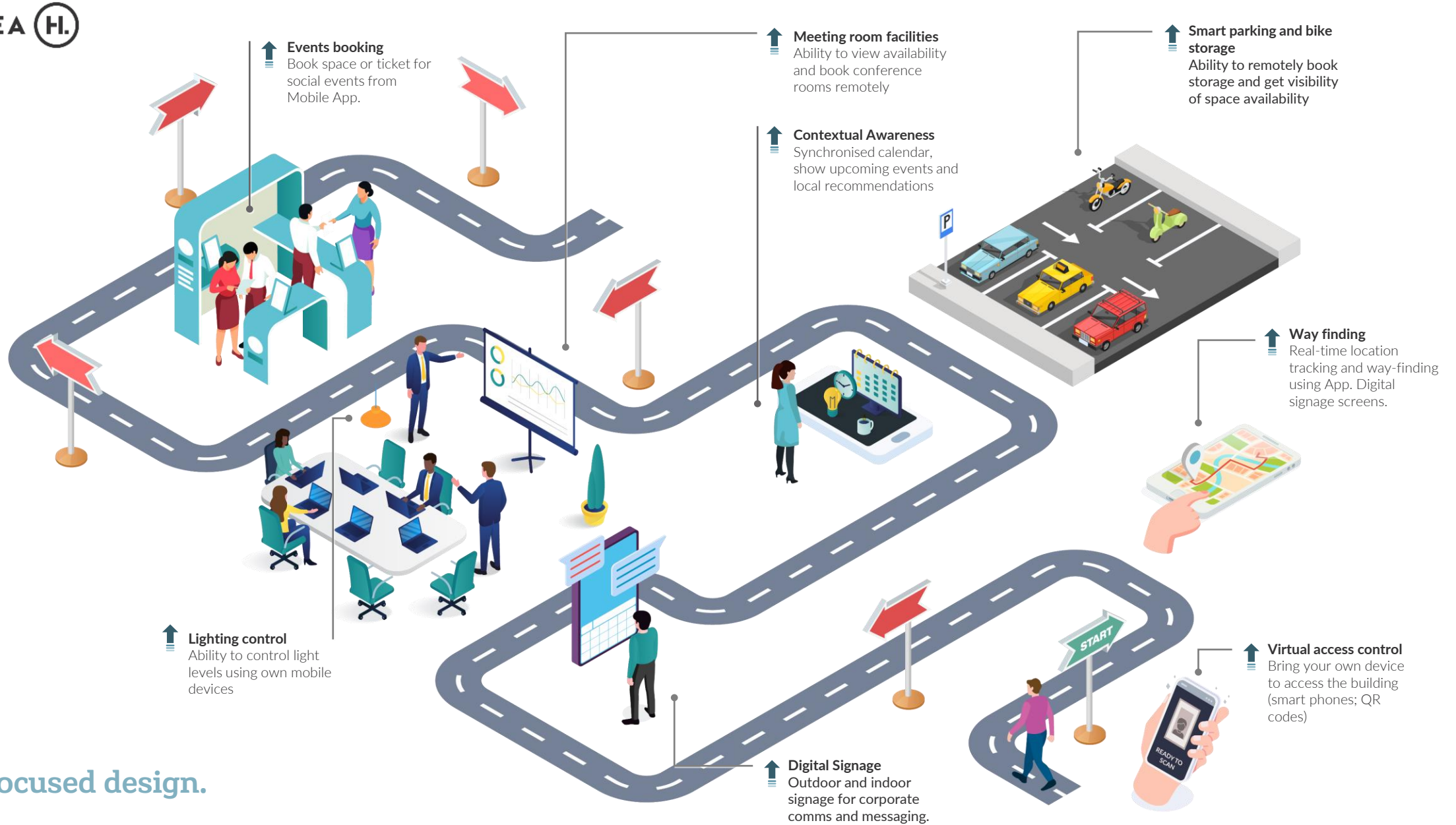
Increase rentable value.

Opens up additional revenue streams.

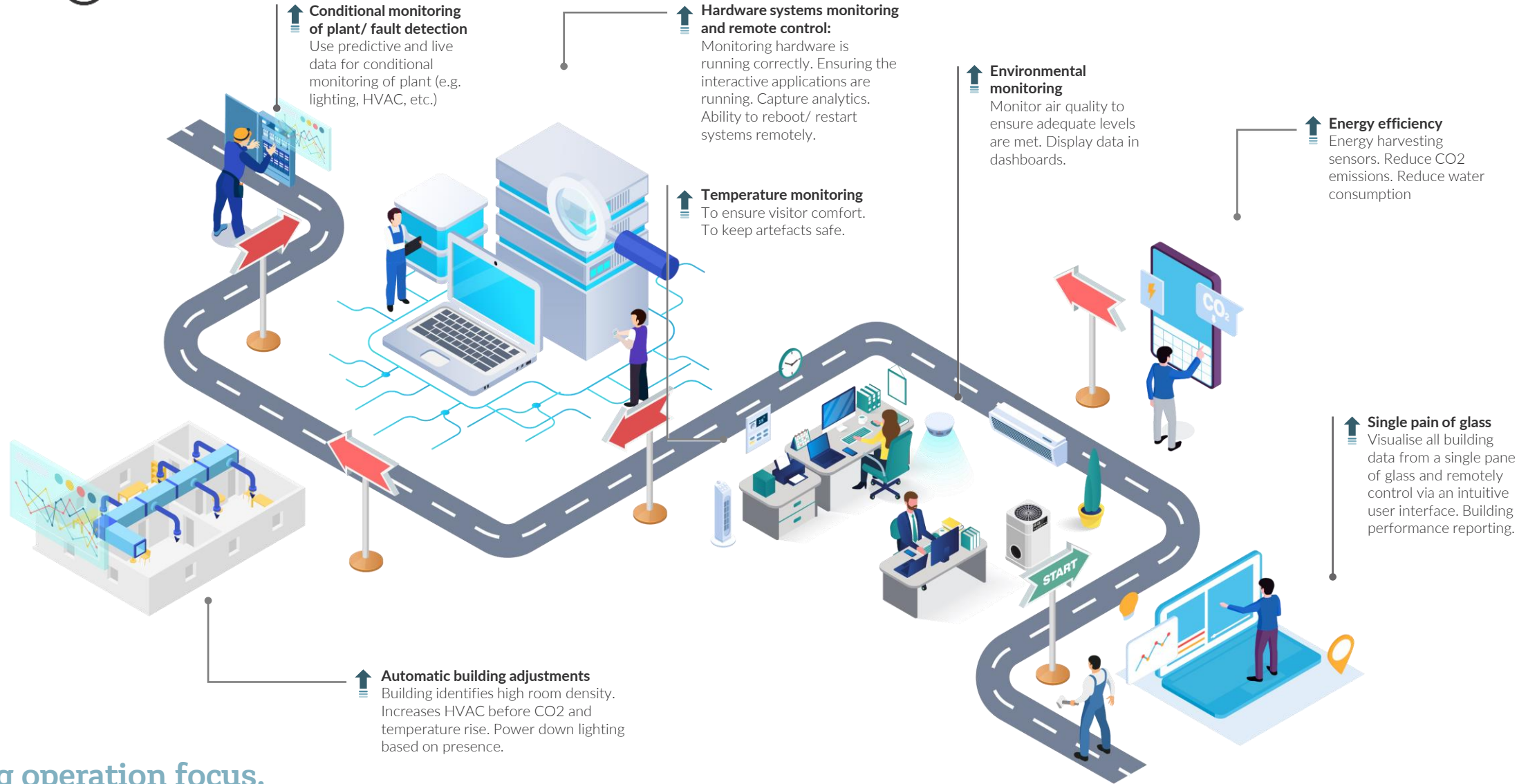


Higher-performing buildings can add as much as 11.8% in lease value, and it can ultimately yield 5% to 35% higher sale values.

European Commission report



Human-focused design.



## Building operation focus.

**Occupancy and space utilisation**  
Get insights into space utilisation from occupancy sensor, understand how space is being used. .

**Asset Tracking**  
Integrated with GPS, track the movement and whereabouts of assets using mobile app.

**Operation evaluation**  
Use predictive and live data for conditional monitoring of plant (e.g. lighting, HVAC, etc.)

**Single Pane of Glass**  
Unified displays to present data from multiple sources via intuitive graphical user interface. Optimise FM efficiency and quality of data accessed.

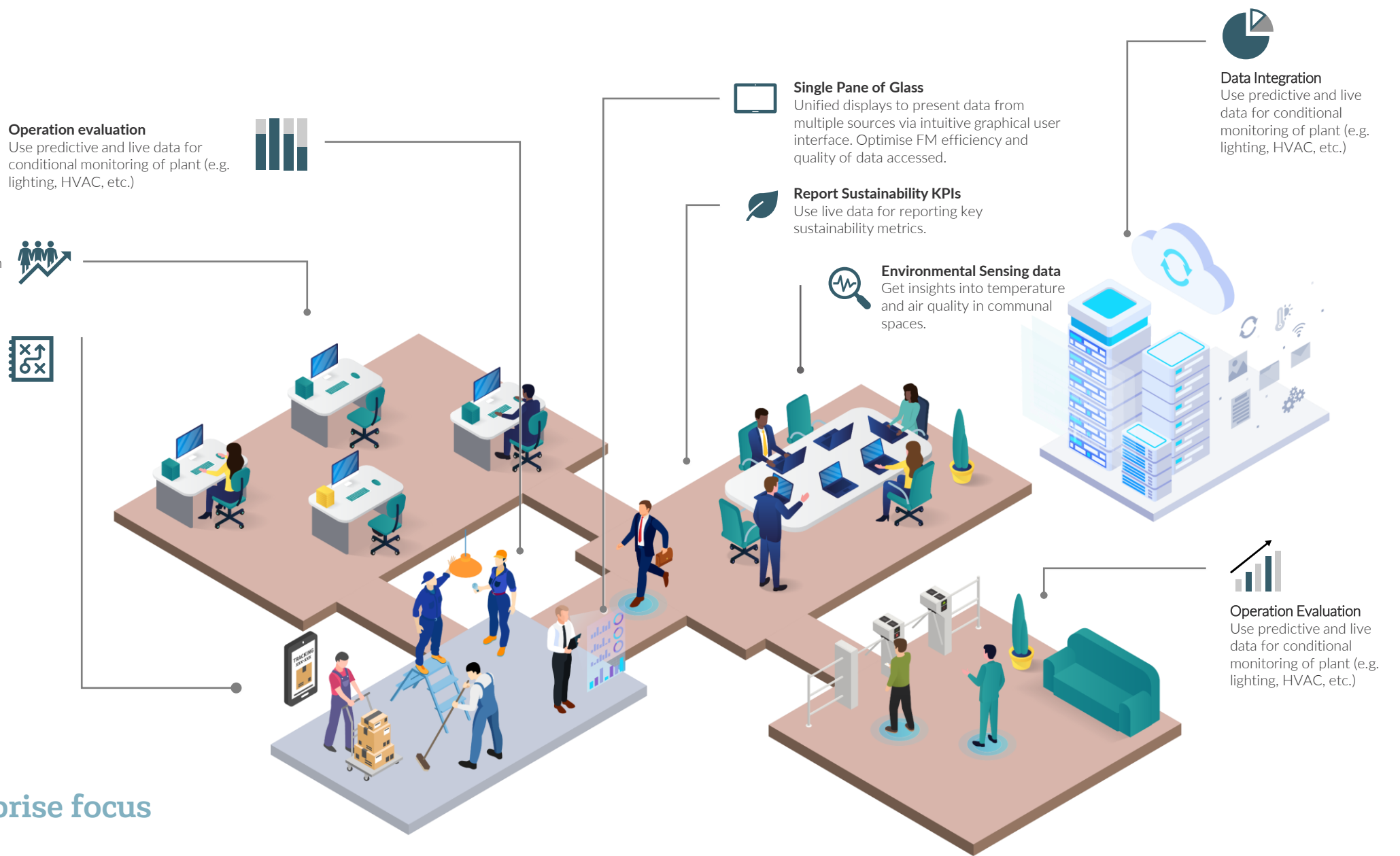
**Report Sustainability KPIs**  
Use live data for reporting key sustainability metrics.

**Environmental Sensing data**  
Get insights into temperature and air quality in communal spaces.

**Data Integration**  
Use predictive and live data for conditional monitoring of plant (e.g. lighting, HVAC, etc.)

**Operation Evaluation**  
Use predictive and live data for conditional monitoring of plant (e.g. lighting, HVAC, etc.)

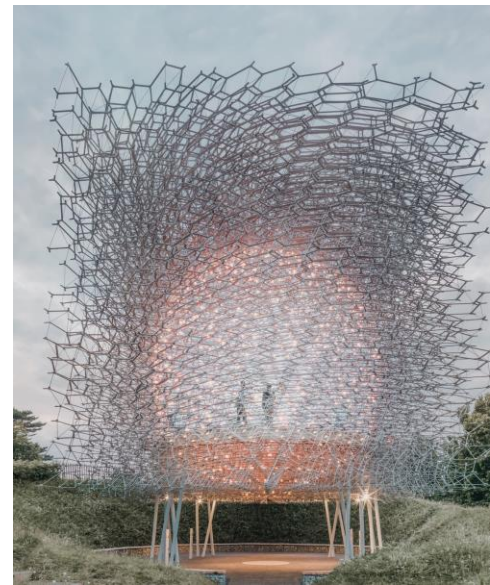
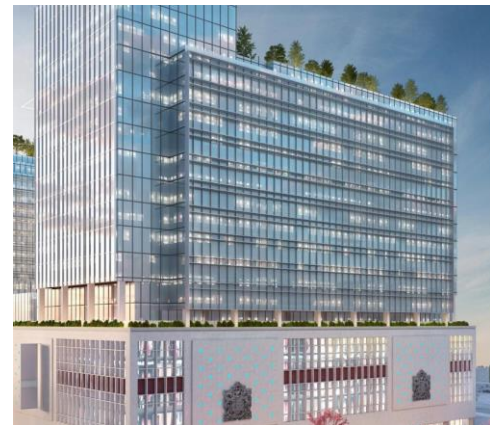
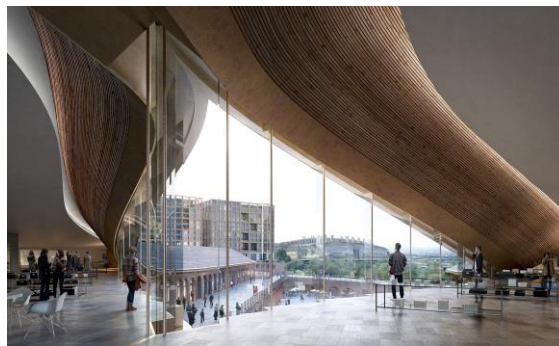
## Business enterprise focus



# Building intelligence. Human-centred design.

We are delivering this TODAY.

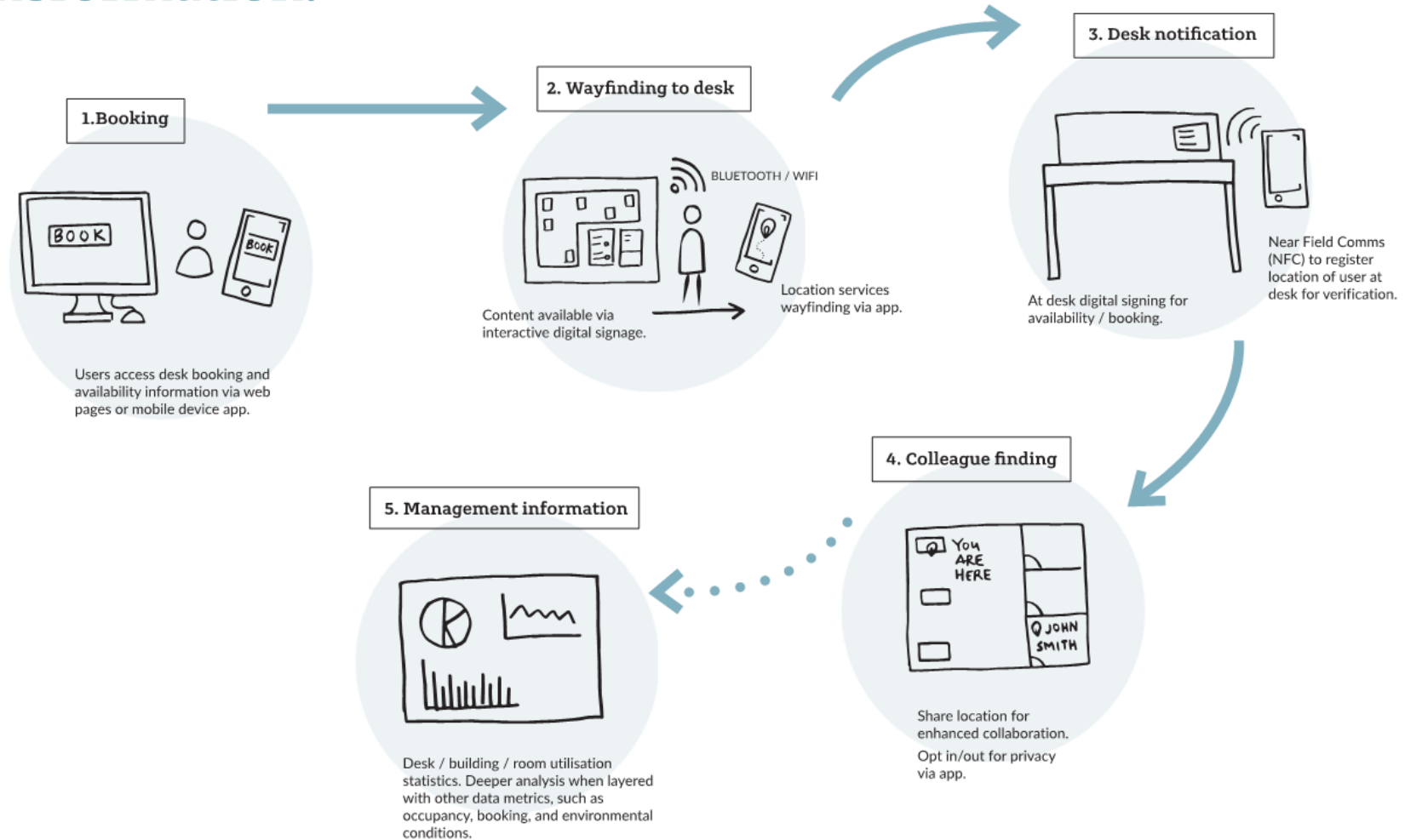
Every type and size of project can benefit.





# Deloitte, 1 New Street Square. User-focused digital transformation.

Key requirement for fit out design was to attract and retain staff.





**4** different sectors: residential, retail, commercial and leisure, intertwined within a single environment

**6,000** People will occupy 2600 residential units



# Building intelligence. Summary.

Intelligent buildings are TODAY and a fundamental enabler of Human Centric Design.

Create a design that works for you.

Consider digital design as early as possible to maximise benefit.

Include smart ready digital enablement as a minimum.



RIVERSOUTH,  
AUSTIN, TEXAS



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