



“The fact that such a high percentage of staff are happy with their workplace clearly underlines the importance of involving users early in the planning process. Professional management of the way we use office space has not only had a positive effect on morale but has made a significant contribution to improved efficiency.”
(Martin Pickard, Head of Property, Cellnet)

Re-defining the workplace is good for business

For people to work efficiently, good internal communications and team-working are essential.

Research shows that both depend on how a building is designed and space is used. Richard K Watts Associates put theory into practice for Cellnet, with impressive results, when the company relocated its headquarters in Slough.

Unprecedented growth and fierce competition in the mobile communications market prompted Cellnet to move the headquarters operation of its rapidly expanding business to additional offices in Slough. The move provided a prime opportunity to develop a space management strategy and a housing concept which would enhance the company's culture of team-working and performance-based reward systems.

Consulting widely with all levels of staff, Richard K Watts Associates identified the different types of

work spaces needed to help people to do their jobs effectively, and to promote communications both within and between business units. Careful consideration was also given to the financial, management and personnel implications of a solution based on an open plan generic layout and universal standard workstations. A variety of work settings satisfied the specific business needs of over 600 staff, including unassigned offices for users requiring privacy or a quieter environment. This approach, combined with a new generic IT environment developed in parallel by Cellnet, meant efficiency and flexibility was 'designed in' at the outset.

The investment paid dividends. Six months after the move, the consultancy completed a detailed survey of over 200 employees which revealed an 88% satisfaction rate with their new working environment.