SPOTLIGHT

WHAT WORKERS WANT

| THE PROPERTY IMPLICATIONS |

WHAT ARE THE REAL VALUES FOR OFFICE EMPLOYEES IN WARSAW

savills

“Office workers become challenging in their office needs, putting more and more attention to funky fit-outs, sophisticated design, new technologies, green policy, etc. However, over the top of these, there are still some basic needs that should be satisfied first.”

TOMASZ BURAS, HEAD OF SAVILLS POLAND

In 2013 Savills published the first research report under the headline "What workers want" in the UK, as a result of our own experience from preparing the relocation to new Savills HQ office in London, enhanced by a study conducted with British Council for Offices. It has been very well received and in consequence we have started a series of "What workers want" studies in European countries, using the same terminology.

We live in a fast changing business environment, which has been transforming significantly over the last few years thanks to progress in technology and design, which brought connectivity and interaction among employees and business partners to levels, which redefine the way we work. Also the ease of accessing information and company IT resources from any place with internet connection sheds a new light on what the role of office space in the coming future will be.

There are various theories about this role of company office premises and each business sector has its specifics, but as long as teams achieve more than individuals and group collaboration creates better ideas then single employees, the office space will remain a product with a growing demand and we are unlikely to all go working from home. Having said that, architects, developers and real estate advisors should pay closer attention to the actual needs of office occupiers and the goals the business leaders want to achieve through location and design of their office headquarters.

This report presents findings of a survey conducted in Warsaw and there are many interesting conclusions, often contrary to stereotypes functioning in the industry.

So, let's find out what workers want. Enjoy!

Tomasz Buras, Head of Savills Poland

CONTENTS

METHODOLOGY

The What Workers Want report is based on a questionnaire survey conducted amongst 500 office workers from Warsaw in May and June 2014 by SW Research on behalf of Savills. The statistic sample had been carefully compiled of 500 respondents working in companies with at least 100 employees, structured by employment sector and position in the company.

MANAGERS 20%

REGULAR OFFICE WORKERS 80%

- 10% legal sector
- 10% media and creative industries
- 10% construction and manufacturing
- 10% consultancy and advisory
- 10% IT and TMT
- 20% banking and finance
- 20% other business services

LOCATION

WHERE DO OFFICE WORKERS LIVE AND WHERE DO THEY WORK

The place of residence of office workers in Warsaw is more or less correlated with the population of the city's districts. Ca. 16% of office workers that responded to our survey live in Mokotow district, which is the most populated district in Warsaw. A further 10% of our repondents live in Srodmiescie, which is actually the sixth district in terms of population, but is probably one of the most sought after locations on a residential rental market, especially for those who work in the City Centre. Wola and Ochota districts have recently been gaining in popularity due to increased residential and commercial development, and thus are inhabited by 9% and 8% of our repsondents respectively. The right bank of Warsaw is a location of large residential estates which due to lower apartment prices are particualrly popular amongst younger people. The districts of Praga Polnoc, Praga Poludnie, Targowek and Bialoleka are altogether home to 26% of our respondents.

The largest group (43%) of our respondents indicated Srodmiescie as the location of their office, which is more than the district's share in the Warsaw office stock, but it may result from the fact, that our statistic sample had to include a defined percentage of employees that work in sectors (e.g. finance), that usually locate their office in central part of the city.

The second most common location of respondents' workplace is Mokotow (24% - almost in line with district's share in the office stock). Wola district (which is gaining on popularity due to the construction of the second underground line) was specified by 16% of respondents. Other districts were indicated by only 16% of our respondents.

Leading office locations

Dorota Ejsmont indicates current and future hot spots on the Warsaw office map

Throughout the 20 years of office development in Warsaw, developer and tenant sentiment towards specific locations has changed and we still observe some evolution of favourable office locations in the city.

In 1995 almost 70% of office space was located in the City Centre, whereas there was only one office building in Mokotow district which reflected the share of office stock in that zone of only 7%.

Currently over 30% of total office space is located in the City Centre and the second most popular location is the area of Mokotow where 27% of stock is located. Companies that operate from Mokotow or City Centre take advantage from the pool of potential (and already present) clients and subcontractors, hence these locations will maintain to be leaders in Warsaw.

DOROTA EJSMONT
Associate Director
Landlord Representation
Savills Office Agency

'The more the merrier' as an old proverb says but when the office market is considered that may cause some traffic problems which is what we see in some areas of high office concentration. The development of road and public transport infrastructure is slowly shifting some of the attention of developers and tenants towards Jerozolimskie Av., Towarowa St. and Gdanski Station and its neighbourhood.

In line with our forecast, Warsaw office stock will exceed 5 million sq m in 2016 and will have grown by nearly 20% by the end of 2016. New developments are mostly located in the City Centre (39%), of which 68% in its fringe and 32% in the core City Centre. Developments in Mokotow will account for 18%, Jerozolimskie corridor for 16% and Wola district for 8%.

"Only 10.6% of respondents working in the City Centre would prefer to work in another location."

TOMASZ BURAS, HEAD OF SAVILLS POLAND

Warsaw districts by the place of residence and office location

WORKPLACE

ALTERNATIVE WORKING STRATEGIES STILL BEHIND A TRADITIONAL OFFICE

Alternative working strategies such as hot desking or home office are beneficial to organisations looking to reduce property costs. However, most corporates still believe, that there is greater value in having employees in the workplace in order to improve collaboration.

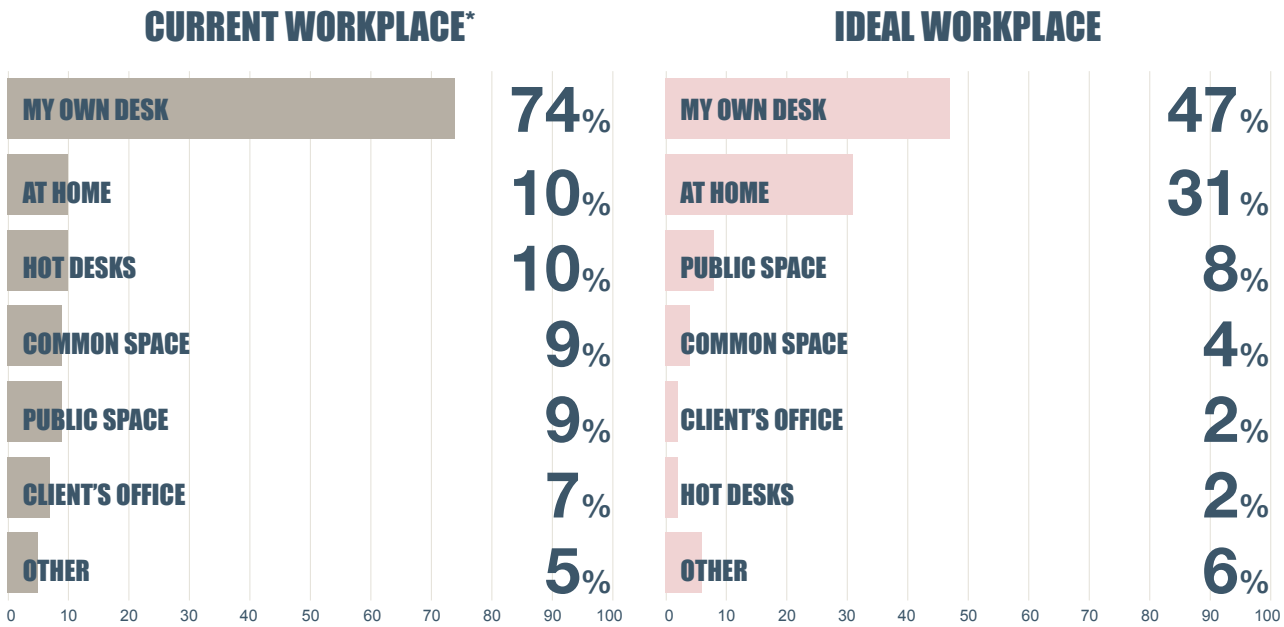
The majority of respondents (78%) spend most of their worktime in an office environment, whereas only 12% work in clients' offices or in public space. Ca. 3% of office workers work in serviced offices and only 1% in innovation centres or business incubators. Home office solutions were indicated by only ca. 6% of respondents.

Almost three quarters (74%) of respondents indicated, they spend most of their worktime at their own desk in the office, whereas 10% use a hot desking system. Ca. 9% of workers declared they spend relatively a lots of their worktime in office common areas (conference rooms, kitchen) or public areas (cafe, public space).

If office workers were given the choice, nearly half of them (47%) would like to work at their own desk in the office, whereas 31% would prefer to work at home. Common areas and public space would be a choice of 12% of office workers. Only 2% of workers are in favour of the hot desking system.

While working at their own desk in the office is equally popular among men and women, men more willingly work in public space or common areas (15% of men and 10% of women) whereas women more often prefer working from home (34% of women and 28% of men). Men are also more willing to work in the client's office, but this may result from the fact, that this system of working is particularly popular in the IT sector, which is dominated by men.

As far as the age structure is concerned, dedicated desks are most preferred by middle age people (57% of 35-44 years and 54% of 45-54 years). Working from home is more desired among the younger and older generations (32% of 25-34 years and 34% of 55+ group). Out of all the age groups, the youngest generation (18-24 years) is most willing to work in client's offices (7%) or in public areas (12%).



*Multiple answers possible

WELLBEING

MAJOR FACTORS THAT MAKE OFFICE WORKERS FEEL GOOD AT THEIR WORKPLACE

A comfortable workplace was indicated by over 91% of our respondents as the most important factor making them feel good in the office. This factor is even more important among women (96% of female respondents) than among men (87% of male respondents).

At the same time, 87% of respondents indicated lighting and temperature as important or very important. Once again these factors are more relevant for women (93% and 91% respectively) than for men (81% and 83%).

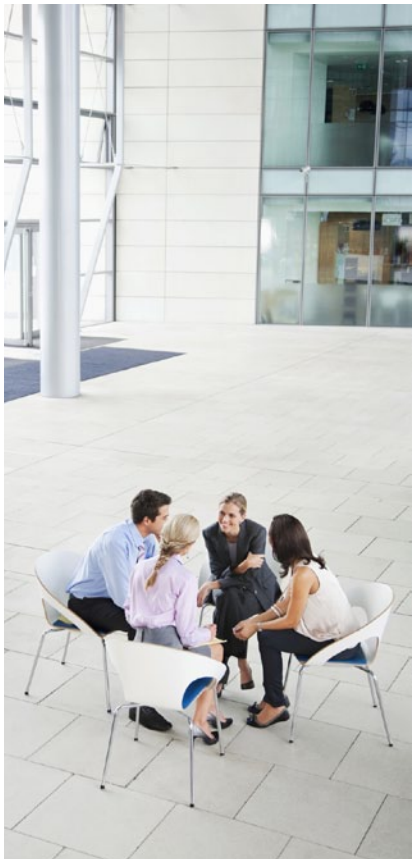
Noise is disturbing to 85% of respondents, while 82% of them indicated smell as an important factor, which confirms how important a proper ventilation system is.

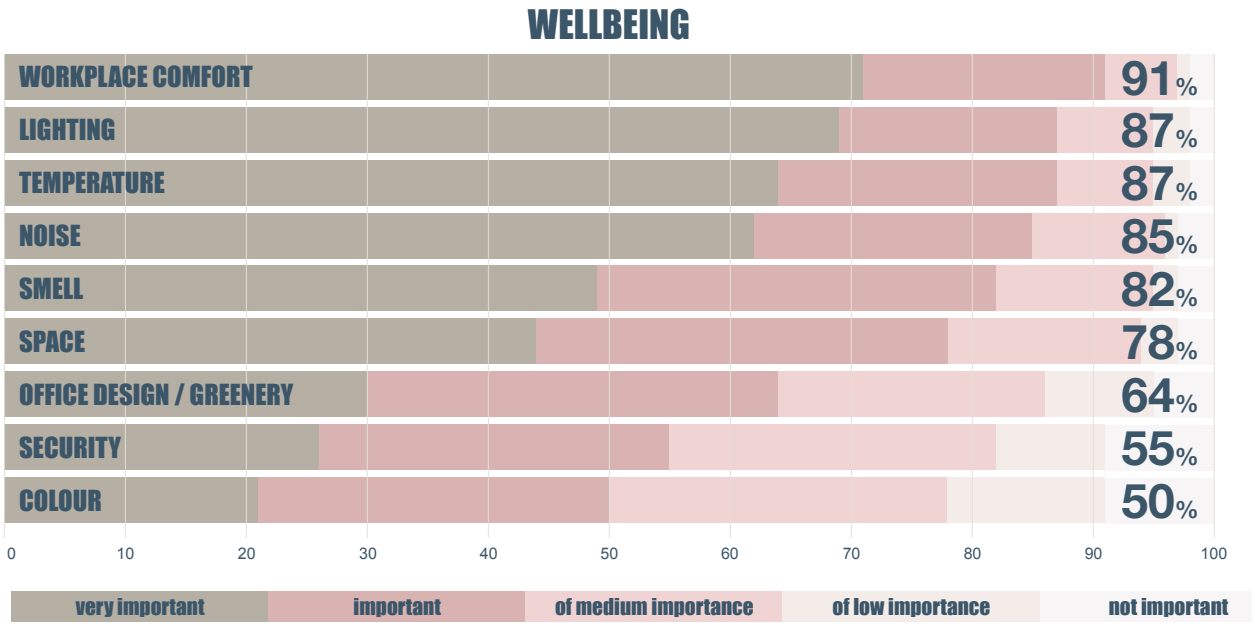
A sense of space is important for ca. 78% of respondents.

The overall look of the office and greenery within the office is important to 64% of respondents and is of much higher value for women and older groups than for men and the younger generation.

Security was indicated by 55% of respondents as important or very important, while ca. 16% said it is not an issue for them.

Half of respondents said that the colour of the office does matter to them while for ca. 19% it is not important.





AMENITIES

WE REVEAL WHICH AMENITIES ARE REALLY IMPORTANT FOR OFFICE WORKERS

Availability of amenities is one of the main factors to be considered by office tenants when choosing a new office. We have investigated which of them are crucial for office workers.

Car parking

Our survey showed that ca. 70% of office workers perceive availability of car parking spaces as 'very important' or 'important'. The result was similar among men and women. As far as the age structure is concerned, car parking is particularly important for older workers (80% of 55+ group), but is also of suprisingly high imprtance for the youngest workers (70% of 18-24 group).

Kitchen

Approximately 66% of respondents indicated a kitchen as one of the most important amenities in the office and suprisingly it is more important for men (68%) than for women (64%). Having a kitchen is far more important for the younger generation (73% of 18-24 group) than for the older generation (46% of 55+ group).

Canteen / cafe

Having a canteen or cafe within the building is important for 46% of respondents and is more important for women (50%) than for men (43%). It is also most wanted by the youngest generation (58% of 18-24 group).

Greenery and lounge areas

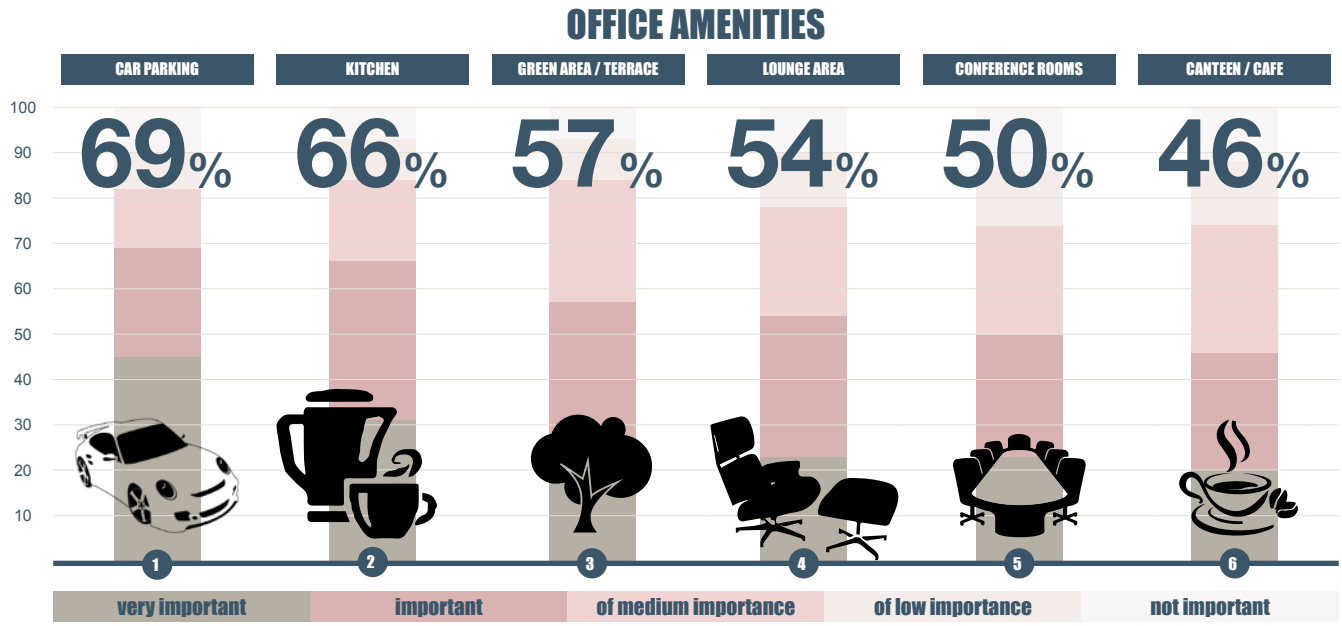
Office workers are becoming more demanding in terms of greenery. Ca. 57% of respondents indicated green areas or terraces as important. This was followed by the need of la ounge area, reported by ca. 54% of office workers. Suprisingly, these amenities are more wanted by men than by women.

Conference rooms and meeting points

Half of respondents highlighted the importance of conference rooms and 40% wanted additional meeting point or bars, where they could arrange meetings. While conference rooms were more often indicated by women, men prefer to meet at other meeting points or bar. Both conference rooms and alternative meeting areas are most wanted by the youngest and the oldest groups of office workers.

Cyclist parking and showers / cloakrooms

Cyclist parking is important for 46% of respondents, and is mostly wanted by men and among the youngest and the oldest groups of office workers. Ca. 30% of respondents said they need cloak rooms and showers.



"Availability of green areas, lounge rooms and meeting points is becoming increasingly important for office workers."

TOMASZ BURAS, HEAD OF SAVILLS POLAND

Nursery and kindergarten

Nearly 30% of office workers indicated the importance of a nursery or kindergarten in the vicinity of their office. This amenity is unsurprisingly most wanted among 35-44 (35%) and 25-34 years (29%) groups and only slightly more important for women (33%) than for men (27%).

Smoking room

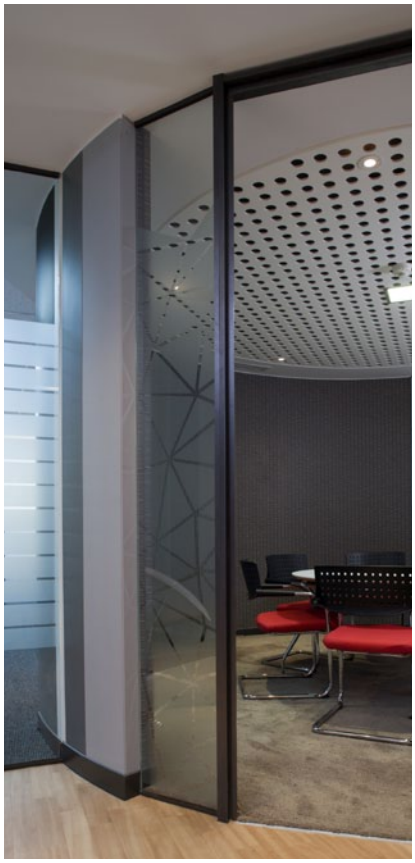
Ca. 27% of respondents said, that a smoking room is desirable for them and this is almost in line with national statistics (26% of Poles smoke). The percentage of workers that find smoking rooms needed is slightly lower among women (25%) than among men (28%). Smoking rooms are mostly needed among middle-age workers (34% of 35-44 years group) and among the youngest generation (32% of 18-24 years group).

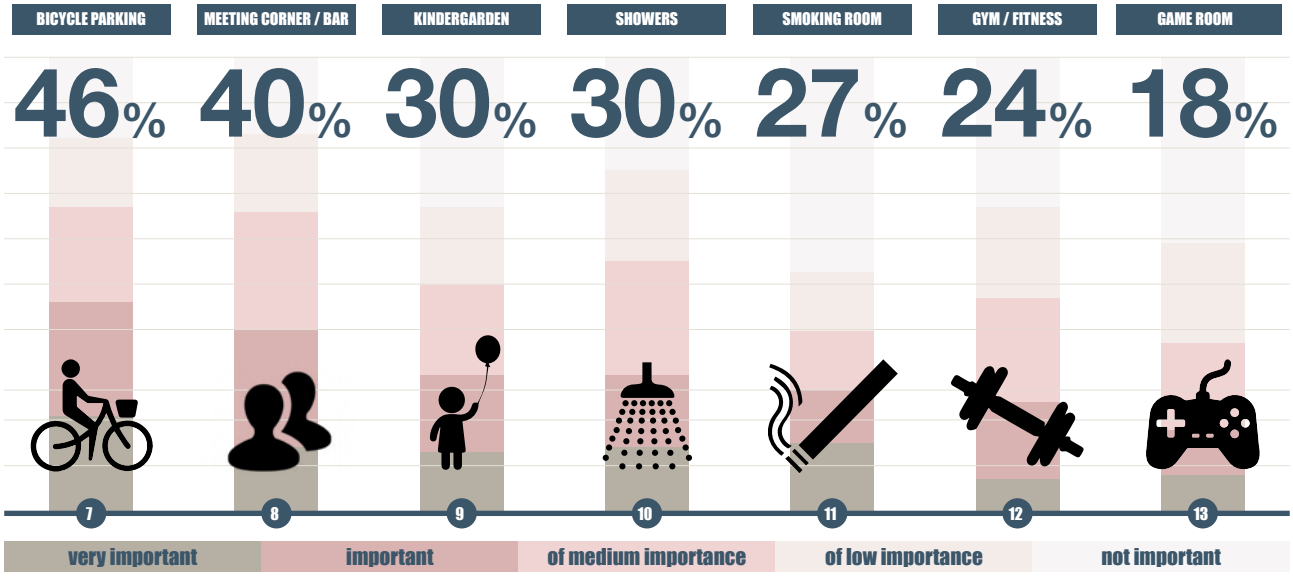
Gym

Ca. 24% of office workers expressed a need for fitness facilities within their office complex. This factor is more important for men (29%) than for women (18%). Gym is mostly desired by middle age office workers (31% of 35-44 years and 28% of 45-54 years groups).

Gaming room

Only 18% of respondents said they would benefit from a gaming room. These amenities are mostly appreciated by the youngest workers (27% of 18-24 years group) and are significantly more wanted among men (24%) than among women (11%).





GREEN SOLUTIONS

ARE OFFICE WORKERS AWARE OF GREEN SOLUTIONS AND WHAT IS THEIR ATTITUDE TOWARDS GREEN POLICIES?

In our survey, we have asked respondents about their associations related to green workplace. More than half (52%) of the respondents linked a green workplace with a green policy practiced by companies, related to waste management or recycling and energy saving. One quarter (25%) of respondents linked a green workplace with green solutions used in office buildings confirmed with a relevant certificate (such as BREEAM or LEED). The remaining part of respondents did not have any specific associations related to green workplace.

What is interesting, awareness of green certificates was much higher among younger generations than among older groups. Nearly 40% of the yongest group (18-24 years old) were aware of green certificates whereas only 13 % of the oldest group linked green workplace with green solutions required to obtain a relevant green certificate.

Benefits of being green

Jakub Tomczyk reveals how do office workers benefit from working in BREEAM certified office buildings

BREEAM (Building Research Establishment's Environmental Assessment Method) is the world's leading performance based assessment method and certification scheme for buildings. Performance of the building is quantified by a number of individual measures and associated criteria, stretching across a range of environmental issues, such as emission of CO_2, energy efficiency, water consumption, waste management, land use and ecology, pollution, accessibility, safety, health and wellbeing. Most important sections for office workers are related to transport as well as health and wellbeing.

As far as transport issues are concerned the aim of BREEAM is to encourage development in proximity of good public transport networks and local amenities, thereby helping to limit transport related pollution and congestion, by reducing the need for extended travel or multiple trips. BREEAM is also encouraging to use alternative means of transport, other than private car, by ensuring adequate provision of cyclist facilities.

JAKUB TOMCZYK
Project Manager
BREEAM Assessor (NC International, In-Use)
Savills Project Management

BREEAM takes care of office workers' health and wellbeing, by ensuring visual comfort (including day and artificial lighting, glare control), air quality (appropriate ventilation), thermal comfort (design and control of heating / cooling systems), water quality (ensuring provision of clean and fresh sources of water), acoustic performance (sound insulation) as well as safety and security (safe and secure access for building users).

GENERATION Y

WHAT DO THE BUSINESS LEADERS OF TOMORROW WANT?

'Generation Y' defines a group of people born somewhere between 1978 and early 1990's. Gen Y'ers tend to be extremely confident entering the job market, although recession has slightly tempered their expectations. They tend to be bouncing from job to job, until they find the one that suits them. This is also a generation of new technologies and social media, where people prefer a work-to-live rather than live-to-work lifestyle model. At the same time, this generation embraces a strong group of well educated people, who are extremely determined to quickly grow their careers. Thus, gen Y became particularly important for employers, since attracting and retaining 'talents' or 'future talents' is one of the major goals of many companies.

Gen Y'ers are also one of the most challenging group of office workers in terms of their office requirements. Based on responses to our survey, we have examined what the youngest generation wants and what makes them feel comfortable in their workspace.

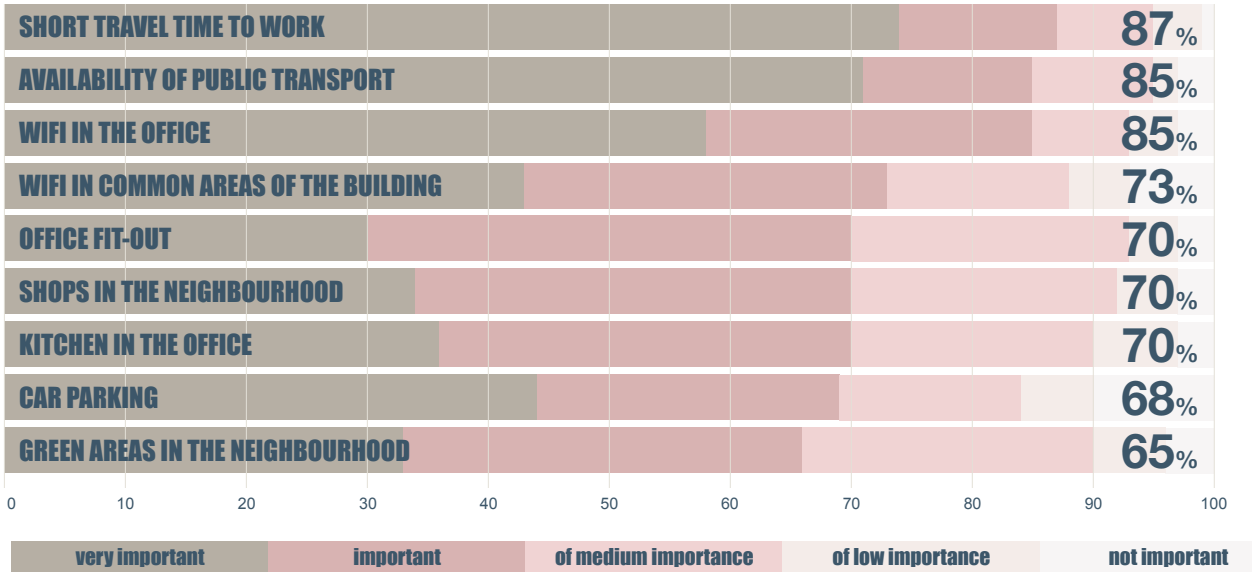
Starting with location and accessibility, gen Y'ers are not particularly willing to spend to much time commuting to work. Ca. 52% of them spend less than 30 minutes to get to work, and ca. 25% of them would not be willing to spend more than that, whereas over 40% of them would be able to add a maximum of 15 minutes to their travel time. Ca. 43% of gen Y'ers go to work by car, but nearly 70% of them find availability of car parking spaces important.

In terms of fit-out requirements, the youngest workers (18-24 years old) are those who enjoy funky and modern fit-outs the most (78% compared to 56% average across all age groups).

At the same time only 7% of the youngest generation prefer a standard corporate fit-out. Three quarters of gen Y'ers also believe that their ideal fit-out would positively affect their productivity. Suprisingly, external design of the building is important for 'only' 45% of the youngest workers, which is slightly below the average of all age groups (48%).

As far as building amenities are concerned, Generation Y is particularly demanding in terms of the quality of WiFi both in the office and in common areas of the building. Gen Y'ers requirements are also higher in case of meeting areas other than conference rooms in their office as well as gaming rooms. They are also the group that uses bicycles most frequently, thus needing a dedicated parking for cyclists.

LOCATION FACTORS AND AMENITIES MOST WANTED BY GEN Y'ERS



IDEAL OFFICE

WHAT MAKES AN OFFICE IDEAL FOR OFFICE WORKERS

Location and accessibility

The location of the office is one of the most important factors for office workers. Since it is almost impossible to fully adjust office location to living place of all office workers, the location should be easily and quickly accessible from other districts of the city by different means of public transport. Ca. 89% of our respondents indicated that convenient and quick access to the office is important to them, whereas 82% said that availability of public transport is crucial for them.

Neighbourhood

As far as the neighbourhood is concerned, a basic retail facility in the vicinity is important for 72% of office workers whereas 46% of respondents would like to have a wider retail offer in the direct neighbourhood. 61% of respondents would like to have green areas nearby and 46% are interested in recreational areas. Surprisingly 58% of respondents also care about the view from their window.

Parking

An ideal office should provide sufficient amount of car parking spaces - said 73% of our respondents. Parking for bicycles constitutes an additional advantage, especially when the building is also equipped with a cloakroom and showers for cyclists. Half of the respondents confirmed they would like to have a bicycle parking on site.

Wi-Fi

Quality of a Wi-Fi network in the office is important for 79% of office workers and at the same time 67% of respondents confirmed that they would appreciate the possibility of working in different parts of the building thanks to availability of Wi-Fi.

Design

Office fit-out is important for 70% of office workers whereas external design is important for less than half (48%) of office workers.

Environment

Slightly more than half of the respondents are aware of the company green policy they work for, whereas green solutions in the office building confirmed by relevant certificates (BREEAM or LEED) are important for 46% of workers.

Networking

In accordance to 35% of respondents, location near other companies from the same sector allowing to interchange experience and establish contacts may be beneficiary for them.

EASY WINS

Using responses from our survey we have identified those workplace features that can be enhanced relatively easily to improve workplace attractiveness, particularly in those cases where the location may be less than ideal.

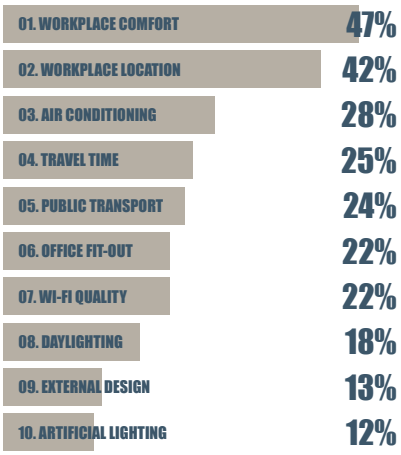
Based on a multi-let building scenario we have noted which features would typically fall under the remit of the tenant/ occupier and those which would rely on landlord implementation.

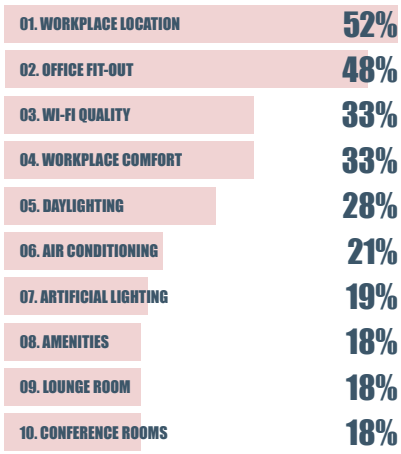
RANK	TOP 10 FEATURES	LANDLORD CONTROL	OCCUPIER CONTROL
1	WORKPLACE COMFORT		■
2	LIGHTING AND TEMPERATURE	■	
3	SMELL AND NOISE	■	
4	OFFICE FIT-OUT AND DESIGN		■
5	CAR PARKING	■	■
6	WIFI QUALITY	■	■
7	KITCHEN	■	■
8	CANTEEN OR CAFE	■	
9	LOUNGE AREAS	■	■
10	GREENERY	■	■

TO MOVE OR NOT TO MOVE

RELOCATION OR REFURBISHMENT - DOES IT AFFECT PRODUCTIVITY?

Only 35% of our respondents said they have experienced an office relocation. Ca. 55% of these respondents are of the opinion that relocation of the office did not affect their productivity. Productivity growth was noted by ca. 32%, whereas 11% of respondents declared, that their productivity decreased as a result of relocation of the office. Similar results were recorded in case of workers who experienced office refurbishment - 56% of respondents did not note any changes in productivity, 26% noticed positive effects and 13% reported drop in productivity.





Time to relocate

Tomasz Subocz talks about potential benefits from relocation and the most appropriate time to relocate.

Tenants usually decide to relocate their offices as a result of expansion and increased office requirements or in a completely opposite situation - when office requirements shrank or a decision to cut the property costs had been made. However, it is worth to put more attention to potential benefits from office relocation and to look closer to other factors that may bring some benefits for office tenants.

Starting from a strictly commercial point of view, it is worth to look at the property market cycle and take advantage of supply surplus. Depending on the size of the company, relocation decisions should be made 12 - 30 months before the lease agreement expires, providing time to renegotiate lease terms with the landlord if the tenant is willing to stay in their current premises or to start negotiations in a new location. In a mature market, where there is a wide choice of office space to lease, benefits may be significant, starting from improvements in quality of office space, advantages of new location to financial benefits resulting from lower effective occupational costs. Nowadays, landlords offer significant incentives comprising rent-free periods and fit-out contributions that may significantly reduce property costs. Savings are likely exceed the costs of relocation.

TOMASZ SUBOCZ
Associate Director
Tenant Representation
Savills Office Agency

Beside purely economic factors, relocation may bring a lot of other benefits for office workers, improving their wellbeing and comfort of the workplace. Tenants may also benefit from higher effectiveness of office floorspace, as a more appropriate office layout may allow to locate desks in a more effective way and thus designate the remaining part of the space for additional conference rooms, lounge areas or other useful amenities.

WORKING CONDITIONS

HOW DO WORKING CONDITIONS AFFECT PRODUCTIVITY

Office building type

Over one third (36%) of the respondents are of the opinion that new, modern office buildings are the most ideal place of work.
A further 30% of respondents indicated that they would prefer to work in a refurbished historical building, whereas 17% of respondents said that the best office buildings are those that are less than 15 years old. At the same time nearly 60% of respondents said that the ideal type of the building would positively affect their productivity. For 39% of office workers, the type of the building does not have a particular influence on their productivity.

Office fit-out

Half of office workers reported that their office represents a standard, corporate style, while 31% described their office as modern and creative. Only 29% of respondents said that their current office fit-out positively affects their productivity, while 16% of respondents were of the opposite opinion. The remaining 55% do not see any influence of office fit-out on their productivity. If the respondents had a choice, most of them (56%) would like to work in a modern and creative office, while 22% prefer standard, corporate office fit-out. More than three quarters (76%) of respondents are of the opinion that ideal office fit-out would have a positive effect on their productivity.

Hot desking

In accordance with the results of our survey, 26% respondents confirmed that their companies practice a hot desking policy. Among those respondents 30% are of the opinion that hot desking has increased their productivity, while ca. 26% is of the opposite opinion.

Access

Half of the office workers who participated in our survey, travel to work by public transport (bus, tram, underground or fast urban railway). Almost 46% of respondents travel by car. Only 10% of respondents go to work by bicycle and 21% on foot. Only 1% of office workers travel to work by train. Ca. 8% of respondents work at home.

Travel time

Half of office workers declared that it takes them up to 30 minutes to get to work. A further 38% spend 30 - 60 minutes on their way to work, whereas 10% of office workers need 60 - 120 minutes to get to their office. Only 1% of respondents spends more than two hours on their way to the office.

Nearly a quarter of respondents said they would not be able to work in their current office if their travel time was longer. Ca. 42% of respondents would still work in their current location even if their travel time would be up to 15 minutes longer. Further 24% of respondents would be able to add up to 30 minutes to their current travel time, whereas only 10% would tolerate more than 30 minutes growth in their travel time.

Changing jobs

A significant majority of respondents (72%) reported that they would be willing to change their job for a similar one (assuming the same level of salary and similar perspectives for the future) if only the location of their new office was better. For 10% of respondents wider availability of amenities and a retail offer would be a sufficient reason to change their job. Office fit-out and external design of the building would be sufficient to 6% and 3% of office workers respectively. ■

“Understanding the rising needs of office workers is important not only for landlords, but also for tenants. Both sides can do a lot to adjust proper office solutions to the needs of office workers, to improve their wellbeing, which converts into higher productivity. There are now solutions, that can easily make office workers feel better and bring some savings at the same time.”

TOMASZ BURAS, HEAD OF SAVILLS POLAND

WANT TO KNOW MORE?

CONTACT US TO GET MORE INFORMATION

"Office workers needs are rising but the basic needs will always be on top of their requirements."

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"Office choice is widening and there are now solutions that may satisfy needs of the most challenging tenants."

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"Office tenants may benefit from relocation if the process is conducted in proper time and in the right direction."

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"Wellbeing and safety of office workers are among the most important aspects of green policy."

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"Location of the highest office concentration are at the same time among the most sought after locations on a residential market."

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"Generation Y and the oldest group of office workers are the most challenging groups in terms of their office requirements."

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savills

10 YEARS

Savills. Celebrating 10 years in Poland