

iNDEPENDENT PROPERTY & WORKPLACE CONSULTANTS

iPWC 
www.ipwc.co.uk

Real Estate & Workplace Strategy

*Aligning your workplace with your
business needs*

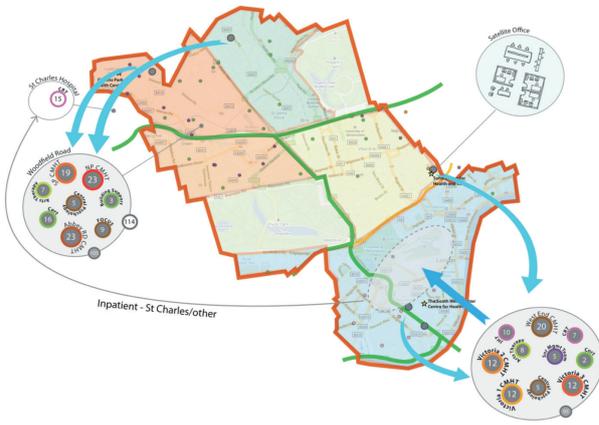
REAL ESTATE STRATEGY • WORKPLACE STRATEGY & OPTIMISATION
AGILE WORKING CHANGE MANAGEMENT • USER EXPERIENCE

We specialise in researching, designing and implementing property and occupier accommodation strategies and change programmes that deliver significant benefits such as lower costs, improved efficiency, effectiveness and operational performance.

We are experienced in transformational change, making sure that your strategy is aligned to your business needs and providing you with a structured approach to growth or rationalisation.

When accompanied with an equally well considered workplace design, it will bring added value of improved staff morale and productivity, aid the retention of existing staff and help in attracting new talent.

Our team has many years of experience and we are able to offer our clients a unique approach to defining and delivering an effective and deliverable strategy taking into consideration market demand, workforce demographics, logistics and of course the estate opportunities.



We have over 15 years' experience of introducing and supporting companies to implement agile working practices, through our workplace analysis and change management services.

Look across the various teams in your organization from trading floor, to Sales & Marketing, IT, Human Resources, Real Estate and Finance. Are their jobs all identical? Do they undertake identical activities whilst in the office? Of course not; each role has different skills, work processes and activities – so why would a 'one size fits all' approach to a workplace design suit these varied job functions?

The correct approach is capture and understand daily workforce activities to identify ways of working and activities (desk & meeting room utilisation, technology in use, informal collaboration and business process key adjacencies etc.) which gives evidential data with which to determine space and work setting requirements.

The employees are briefed on this, it helps them feel engaged in the process (therefore much more likely to accept and be happy with the final design solution) and they understand that their needs are being taken into account, rather than a design solution imposed. Wider change management stakeholder interviews inform about the changing nature of the organization and future business plans.

This approach results in evidence based, agile workplaces, enabling the change of ways of working. The design of the spaces then have the correct mix and quantity of work settings to support the varying activities that need to be undertaken by each team.

There is no 'one size fits all' solution, layouts need to be tailored to team needs.



We have over 25 years' experience of designing and implementing real estate strategies

The way we work has changed; business has changed too. Not only does this impact on the workplace design, it also impacts on real estate portfolios.

Do you really need all that space in those locations? Have you grown/merged/acquired a business in the last few years and need to consolidate? Are you keeping pace with your competition, who have already reviewed and rationalized their real estate?

Let's save you some money and develop a real estate strategy based on relevant current and future business plans.



Network Rail

London Accommodation Strategy

Services: Estate Strategy,
Business Case Management



// The team have provided a professional and proactive service across a variety of strategic advisory projects. As we move into the delivery phase of our CP5 project plan, in particular the London Accommodation Strategy, I know that your team will continue to perform in a way that will produce a first class service and support the objectives of Network Rail.

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Nigel Bunclark, Director,
Workplace Management, Network Rail

CLIENT REQUIREMENT

Network Rail were under considerable pressure to reconsider their significant presence in London following findings in a recent Government report. We were commissioned to identify and evaluate a number of strategic options and develop a robust estate strategy to improve the efficiency and reduce the cost of the London estate. The client brief required our team to fully understand both the in-scope portfolio and also the business operations within.

OUR APPROACH

- Portfolio observation and validation.
- Stakeholder interviews.
- Statement of Requirements - location dependencies, activity types, spatial design needs, client relationships.
- Portfolio modelling, optioneering and assessment.
- Financial cost benefit analysis.
- Business case development.
- Portfolio of projects developed.

OUTCOME

- Business case approved and project implemented.
- Significant move and migration activity across London.
- Portfolio reduced by over 25%.
- Savings delivered in excess of £5m per annum.
- Greater efficiency and effectiveness of the retained estate.
- Embedded agile working solutions across the business.

States Of Jersey

Office Modernisation Programme

Services: Leadership, Estate Strategy,
Workplace, Business Case Management



// I have worked with Mark for over 4 years, both in the context of a specific strategic office modernisation project, but also more informally in a critical friend role. His huge personal knowledge of the workplace was key to the success of the project. He is committed, persuasive and has the ability to communicate at all levels in the organisation, including at the most senior level.

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Mick Heald, Project Director,
Property Holdings, States of Jersey

CLIENT REQUIREMENT

The States of Jersey (SoJ) occupies multiple offices across Jersey, the majority of which are located in St Helier. Overall, the office portfolio is tired, underutilised and inefficient. Coupled with evidence that the estate did not support the effective delivery of services, the client took the decision to embark upon the development of a strategy to modernise their office estate. iPWC were commissioned to lead the development of the Office Modernisation Programme.

OUR APPROACH

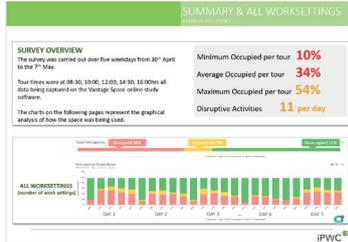
- Integrated our team within the SoJ Reform Board.
- Thorough assessment of the existing portfolio performance.
- In-depth engagement across all departments.
- Developed a detailed Statement of Business Needs.
- Holistic supply/demand analysis and option evaluation.
- Developed Target Operating Model and Portfolio Blueprint.
- Prepared Strategic Business Case and Outline Business Case.

OUTCOME

- A robust strategy and case for change.
- Significant rationalisation and modernisation of the portfolio.
- Transformed ways of working, driving service delivery benefits.
- Reduced number of assets by c70% & space requirement by c35%.
- Innovative funding model and increased value of surplus assets.
- Significant financial return, with a payback of less than 3 years.

YOUNGS Headquarters Relocation

Workplace Strategy



CLIENT REQUIREMENT

The lease of Youngs existing premises was coming to an end. They recognized that the way of working has changed over the years and they now wanted to investigate how they could create a great place to work going forwards. Youngs had already identified a freehold property close by that they wanted to occupy.

OUR APPROACH

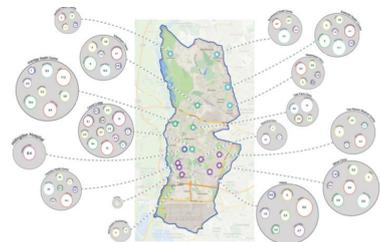
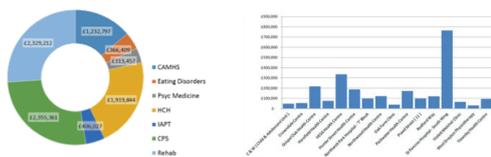
- Carried out a space occupancy study to understand utilisation & activities
- Interviews of senior team to understand business model & profiling
- Vision Workshop & business adjacency mapping
- Developed space budget for new HQ function
- Produced functional layouts show the range of work settings needed
- Produced detailed report using data to evidence ratio working

OUTCOME

- An agile workplace designed to support the HQ function
- Maintained key adjacencies in a complex building
- Demonstrated a reduction in conversion works & costs
- Much improved working environment

CNWL NHS Foundation Trust Estate Strategy

Services: Estate Strategy, Business Case Management



CLIENT REQUIREMENT

The Estates team wanted to challenge the Trust on the number of sites, buildings and space being occupied. With over 120 assets across London and Milton Keynes, the Trust were under pressure to produce year on year savings as part of their Cost Improvement Programme.

The client wanted to bring a commercial challenge to the portfolio.

OUR APPROACH

- Undertook a strategic review of the clinical and non-clinical estate with the Trust's senior staff.
- Analysis of existing property data & comparisons drawn against relevant industry benchmarks.
- Considered key locational drivers and operational demand profiles.
- Established rationalisation opportunities aligned with STP.

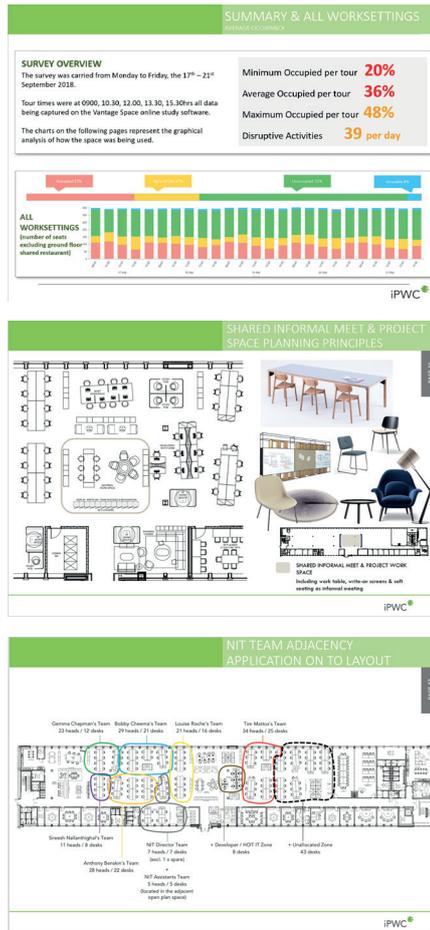
OUTCOME

- Developed long term Estate Strategy and SPV delivery vehicle.
- Improved occupational density and utilisation.
- Introduction of new ways of working.
- Rationalised property portfolio.
- Reduced property operating costs by c42% and a 15% reduction in energy consumption.
- Realised the benefits of relocating their headquarters building (and rationalising others) in accordance with clinical needs.

David and the team at iPWC have provided invaluable advice and wise counsel helping us to improve and develop a first rate Estates and Facilities function. The team have worked tirelessly to understand our organisation and have developed and implemented plans to right size our varied estate, aligning it with our Trusts Strategy and in doing so generate significant savings.

Gill Stafford, Director of Estates
CNWL NHS Foundation Trust

ALDI UK Headquarters Workplace Strategy



CLIENT REQUIREMENT

The company is growing rapidly and were extending their current headquarters building at a rapid rate. The Real Estate team wanted to make sure that the space was being used effectively and understand the propensity to introduce agile working.

OUR APPROACH

- Carried out a space occupancy study to understand utilisation & activities
- Interviews of senior team to understand business model & profiling
- Vision Workshop & business adjacency mapping
- Developed space budget and desk count for each team
- Produced functional layouts show the range of work settings needed
- Produced detailed report using data to evidence ratio working

OUTCOME

- An agile workplace designed to support the HQ function
- Demonstrated a reduction in space was possible and therefore reduce newbuild requirement
- Much improved working environment

Our Team

We have over 25 years combined consulting experience in addition to over 35 years of client side experience. We have an enviable track record of working with clients across a broad range of sectors to deliver effective and efficient Estates Strategies.



DAVID GEORGE MANAGING DIRECTOR

David has been an occupier specialist for all of his career; firstly at the BBC where he led many major developments and afterwards as an industry leading consultant.

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MARK BRADSHAW TECHNICAL DIRECTOR

Mark's skills are in the development of property and workplace solutions for large organisations, providing a leading role in the delivery of rationalisation and change activities.

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