



FLUID DESIGN

MAXIMISING ASPIRATIONAL
AND FUNCTIONAL DESIGN TO POWER
PRODUCTIVITY IN THE WORKPLACE

AN INSIGHT REPORT FROM BRITA VIVREAU

 BRITA

In 2022, businesses are beginning to realise the importance of creating a comfortable, sustainable and well-designed office environment in order to attract and retain the best talent, boost workplace engagement and increase productivity.

Thanks to the recent rise in home working, office workers have become accustomed to enjoying their home comforts – but over half (54%)* admit that their home set-up falls short of standard workplace amenities.



A NEW WORLD OF WORK

BRITA

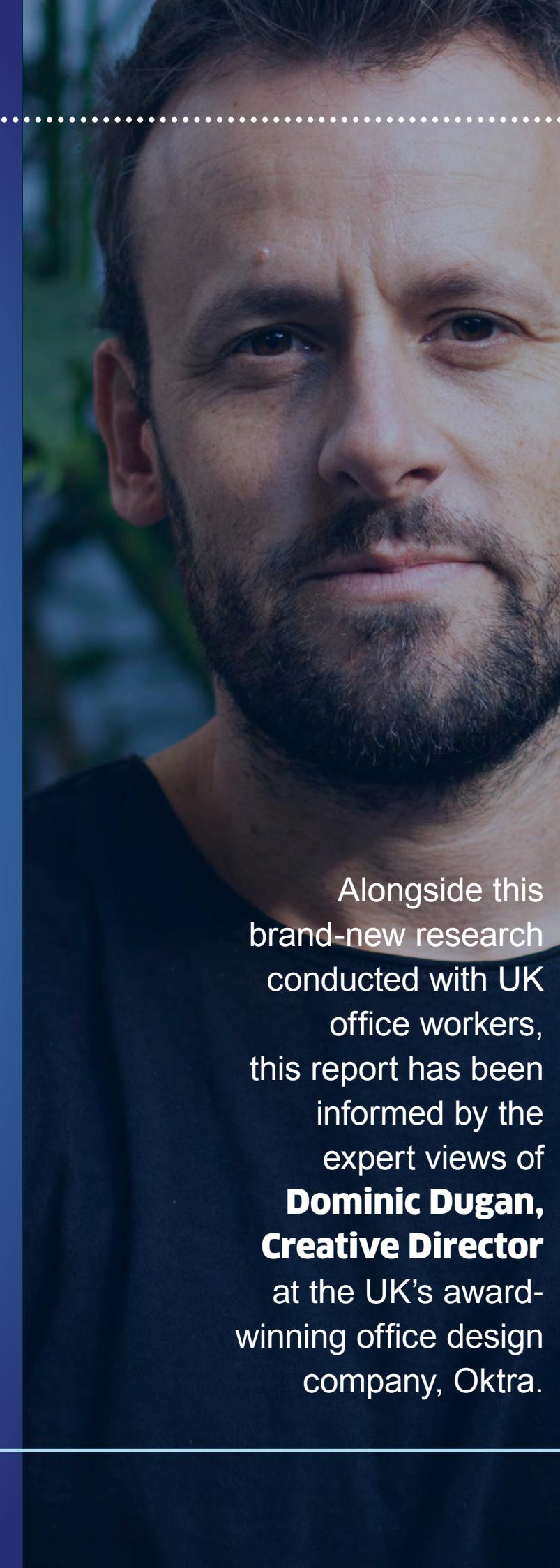
03

RESEARCH SHOWS THESE ARE COMMON CHALLENGES
THAT EMPLOYEES FACE WHILE WORKING FROM HOME

70%
LACK OF SPACE

46%
**LACK OF MONEY TO BUY
OFFICE FURNITURE**

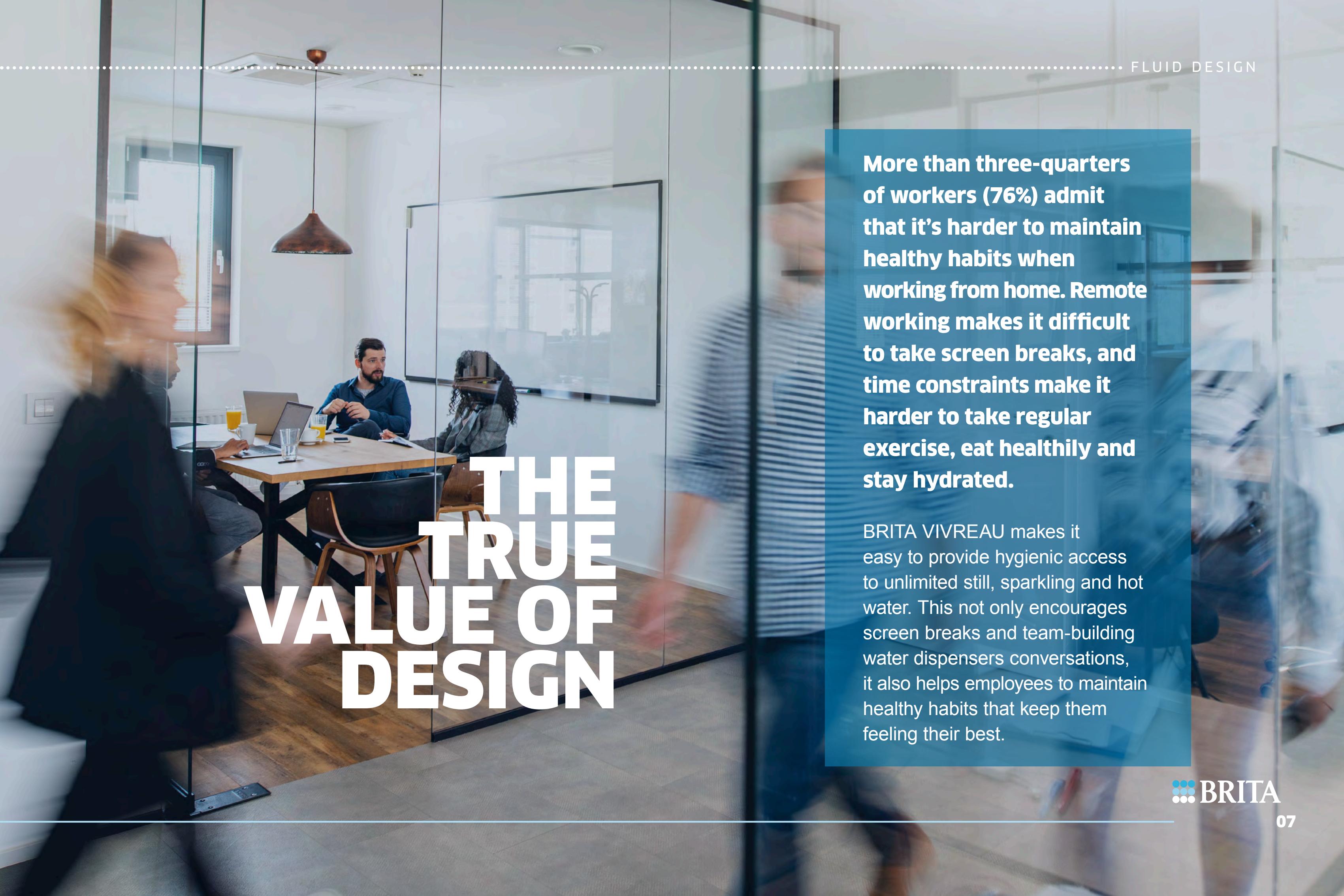
25%
**HAVING TO SHARE SPACE
WITH CHILDREN**



Alongside this brand-new research conducted with UK office workers, this report has been informed by the expert views of **Dominic Dugan, Creative Director** at the UK's award-winning office design company, Oktra.

"There is no doubt that people's experiences of working from home have varied massively, while some have become highly productive others have struggled. But one common challenge that working from home presents to all businesses is maintaining a positive, supportive and empowering culture – which is what really makes the difference when it comes to recruiting and retaining talented staff."

To make the return to the office an attractive option for employees, businesses must now create fluid, customisable spaces which offer workers the best of both worlds.



THE TRUE VALUE OF DESIGN

More than three-quarters of workers (76%) admit that it's harder to maintain healthy habits when working from home. Remote working makes it difficult to take screen breaks, and time constraints make it harder to take regular exercise, eat healthily and stay hydrated.

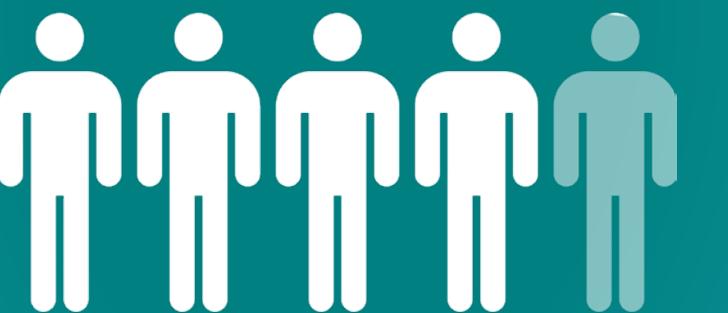
BRITA VIVREAU makes it easy to provide hygienic access to unlimited still, sparkling and hot water. This not only encourages screen breaks and team-building water dispensers conversations, it also helps employees to maintain healthy habits that keep them feeling their best.

RESEARCH SHOWS THAT A WELL-DESIGNED OFFICE ENVIRONMENT CAN CONTRIBUTE TO BUSINESS SUCCESS IN TWO KEY WAYS – RECRUITMENT AND PRODUCTIVITY OF STAFF



MORE THAN NINE OUT OF TEN OFFICE WORKERS (93%)

would be more likely to accept a job which offered an appealing workplace environment



Well-considered amenities can support employee health and wellbeing, resulting in a more motivated and productive workforce

The main benefit of employees getting together in an office space is without a doubt the opportunity it creates for interaction, collaboration, and communication within the team. But design is critical to creating an environment that promotes this way of working.

“We see clients which have all of the right functions already in place, they are just in the wrong places. There must be mechanisms in place to promote positive distractions. By that, we mean those moments where colleagues might meet by a water dispenser or tea station and share knowledge, get to know each other and create a sense of belonging within an organisation.”

Dominic Dugan, Oktra



A SPACE THAT WORKS FOR EVERYONE

Fluid design is important because there's no one-size-fits-all solution to staff happiness and productivity. For this reason, office spaces that can be tailored to individual preferences and requirements have a clear business advantage.

“Office design not only needs to suit the type of business, but also the individual working within it. Corporate businesses, for example, might be especially focused on ensuring their central support functions – like IT and HR – work flawlessly. A more creative environment might require fewer desks and more spaces for break-out sessions or ad hoc meetings. It’s crucial that the look and feel of a business is on par with its corporate identity.”

“Now many businesses are adopting a hybrid way of working, which has seen a shift towards fewer desks and higher proportions of adaptable areas that could be used for breakfast meetings, staff gatherings or collaborative spaces. Businesses are relying on employees to get their focused work done at home and many are adopting a more ‘coffee-shop’ style concept in the office.”

Dominic Dugan, Oktra

Just as BRITA VIVREAU products can be easily adapted, giving options for hot, cold, still and sparkling water at the touch of a button, the modern workplace should also be innovative, inclusive and customisable.

Fortunately, 79% of office workers say that their workplace has been designed with accessibility for people with disabilities in mind, and 88% say that their office space is inclusive to everyone, regardless of their gender identity, religion or lifestyle choices.

These encouraging statistics show that despite many people suffering from inequalities when it comes to work-from-home environments, office spaces help to ensure everyone can enjoy a productive and comfortable working day.

CREATING BARRIER-FREE ENVIRONMENTS

The BRITA VIVREAU Easy Access Panel is a second control unit that helps to create an inclusive environment. It can be positioned at a variety of heights and angles, meaning that people who use wheelchairs can just as easily and safely help themselves to hot or cold filtered water.



After two years away from the office, many employees have discovered that working from home can feel very much like living at work, leaving them tired and burnt out.

FINDING A BALANCE

More than three-quarters of workers (76%) say their screen time increases when working remotely, with 30% saying that it increases by more than two hours each day!

So, it's not surprising that office workers are now keen to regain some work-life balance, escape the distractions of the home, and reconnect with colleagues.

Flexible installation options and a broad product range makes it possible to incorporate BRITA VIVREAU water facilities into breakout areas of any size. This not only encourages teams to collaborate over coffee, but also creates space to rest, relax and recharge.

WHEN ASKED ABOUT THE OFFICE AMENITIES THEY MOST VALUE, WORKERS IDENTIFIED THE FOLLOWING

Meeting rooms
41%



Hot and cold beverage amenities
36%



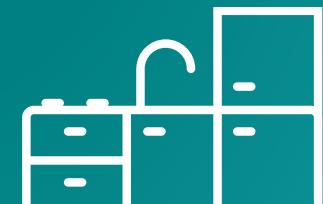
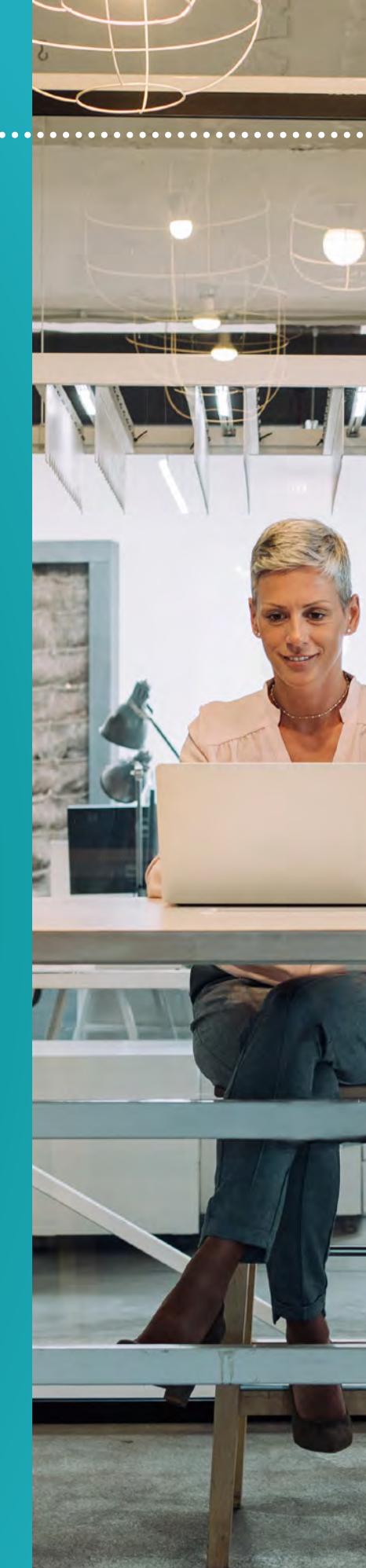
Shared space for socialising and collaborating
38%



Ergonomic desk set-ups
38%



Kitchen facilities
32%

"You can build a workplace in all the right ways, but if the design is not supported by the right policies and ways of working it won't have the same impact. A lot of really important elements of a workplace are free – from building a culture of trust, to supportive management and onboarding processes. Slides, ballpits and games rooms are just gimmicks – what people need is a place where they can engage with colleagues, grow their skills and receive recognition for their success – all of which comes down to how you use your office"

Dominic Dugan, Oktra

Fluid Design has the power to transform the workplace and enrich the everyday lives of employees. As well as improving comfort and productivity, a few small adjustments can reduce the risk of burnout and create a more positive environment - which can aid both recruitment and staff retention.

SMALL CHANGES, BIG IMPACT

Almost 1/3 of office workers say high quality kitchen facilities, like water dispensers, would make working in their office more appealing than staying at home.

Hydration is so important for keeping your mind and body fit for work. Studies have shown that dehydration not only impairs people physically, but can lead to cognitive decline – impacting skills such as complex problem-solving and attention. In order to keep your employees happy and healthy in their working environment, access to high-quality beverage amenities like filtered water dispensers is key.

Luckily, making adjustments to improve the workplace environment and attract staff into the office, doesn't necessitate inconvenient and expensive refits.

Top-quality kitchen facilities, including BRITA VIVREAU's hot and cold beverage amenities, serve to remind employees of the benefits of office life – and create comfortable spaces to connect and relax during the busy working day.

"Often it is the smallest things that make the biggest difference to a workplace. If a business has 100 employees, but only a small tea station in a cupboard it won't get used and you'll lose those 'happy accident' moments for employees to come together. By enabling circulation within an office with cleverly positioned refreshment areas, you can encourage staff to take a productive break – and you wouldn't believe the confidence that can build for employees."

Dominic Dugan, Oktra



**GET IN TOUCH FOR MORE INFORMATION
ABOUT BRITA VIVREAU WATER DISPENSERS
FOR YOUR WORKPLACE.**

Keen for more business insights from
BRITA VIVREAU?

dispensersales@brita.co.uk

brita.co.uk/water-dispensers

