

Workplace Tracking - **Footfall Monitoring**

Discover your true space utilisation and occupancy potential and answer the three big questions with video and beam sensor technology.

1. Do we have enough space?
2. Do we have too much space?
3. Can we reconfigure to meet demand?



“Immediately we have seen opportunities for cost savings of up to 50% on the floors we’ve piloted, which in London equates to £3.25m per annum per floor. As a result our client is considering rolling out footfall monitoring globally.”

Uncover crucial data, gain value and make significant cost savings for your organisation.



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The changing CRE environment

We all recognise that working habits are changing and the way in which we use space and interact with colleagues is undergoing a significant transformation. There is dramatic behavioural change in terms of how the CRE function is viewed and the expectations that are now placed upon it.

Expansion of the mobile workforce means the locations we work in, the facilities we need, when and how we work, and what we are required to do is vastly different from just a few years ago.

Footfall monitoring is about tracking how your workspace is operating and being utilised at any point of time, identifying opportunities so that they can be acted upon and maximising the efficiency and effectiveness of an existing floor or building.

It is an ideal solution for corporate real estate professionals to employ on any floor or workspace and can be a precursor to moving to an agile environment by verifying how your portfolio's current design and layout is working.

Capacity is king

Providing insight by comparing agile and statically operated floors, football monitoring can be used to validate how space is being used at any point in time and give a clear, detailed picture of usage and capacity, not just a snapshot.

Space utilisation data obtained by sensor technology, aligned with comprehensive and highly visual reports and analysis, can unlock the potential in your building portfolio. This opens up your organisation to very real possibilities and opportunities and you can focus on immediate benefits as well as longer term strategy.

Remove the barriers

Research* has shown that a number of barriers can stop the expansion of agile working or mitigate success. Utilising new technology and following the right procedures will enable organisations to make informed, strategic decisions on agile working in a business context.

<i>Barrier</i>	<i>Enabler</i>
A Lack of Senior Sponsorship	Make a Business Case
A Culture of Presenteeism	Promote a Culture of Trust
A Lack of Guidance and Support	Create Support Platforms
A Risk-Averse Culture	Support Pilots and Experiments

**Source: report prepared by the Future of Work Institute*

Optimise your building portfolio



Corporate real estate professionals constantly struggle with the challenges of how to capture agile and static space and count or track people and their movement in a building, on a particular floor or in specific rooms. Until you are better able to determine actual usage rather than allocated space it is difficult to cost-effectively and efficiently manage your portfolio.

Perception and reality

Many organisations are unaware of the opportunities that footfall monitoring can afford them because they do not know of the inefficiencies that exist within their portfolio. Sensor technology is not 'big brother' but a means of facilitating relevant and necessary change to benefit companies and their staff.

If you have no comprehensive measurement of building occupancy and are unable to track how your space is being used at any particular moment (and over specified timeframes) you cannot consider moving towards a truly flexible work environment. You need to be able to rely on data accuracy and integrity, trust the results and act accordingly.

Clear-cut solution

Obtaining precise and actionable data is no longer an issue as footfall monitoring technology enables you to change the way you are managing your space.

Technological advancements and ever increasing client requirements mean that decision makers can now utilise sensor technology and expertise from The Changing Workplace to answer those three ever-present CRE/FM questions of:

1. Do we have enough space?

2. Do we have too much space?

3. Can we reconfigure to meet demand?

10 key benefits of footfall monitoring

1. Save money by repurposing and right-sizing your building portfolio
2. Compare static and agile floors and forecast for the future
3. Get real-time data on how and where workers go
4. Analyse utilisation to inform lease renewal decisions
5. Reduce energy usage and improve sustainability
6. Tap into existing data sources or retro-fit
7. Encourage cross-function and department collaboration
8. Instant access to your portfolio data
9. Gain insight from detailed metrics
10. Identify trends, patterns and spikes

By revealing information to define how and when organisations can move towards achieving their space management goals, footfall monitoring enables the possibility of making very significant cost savings by fast-tracking the answers to the difficult dilemmas surrounding space decisions.

“Should we stay, should we go, could we repurpose and reconfigure?” can be considered with the big picture in focus and the knowledge that there may be more options available than initially thought. There is also the significant added value in being able to streamline operational efficiencies and stay responsive to constant change.

Video-based and beam counters:

A simple solution

Straightforward and dynamic footfall monitoring gives directors, heads of department, facilities managers and space planners the data they require for effective space management.

Footfall monitoring provides a simple solution, allowing CRE professionals to report on how floors and buildings are currently being used and how they could be repurposed or reconfigured.

Either way an organisation needs to understand how a floor is being used, whether it is for adherence to organisational codes and policies, identifying new opportunities or both.

Video-based counters detect people passing beneath and are the most advanced type of people counting. Beam counters emit and detect an infrared beam, identifying people passing through, and capturing occupancy data.

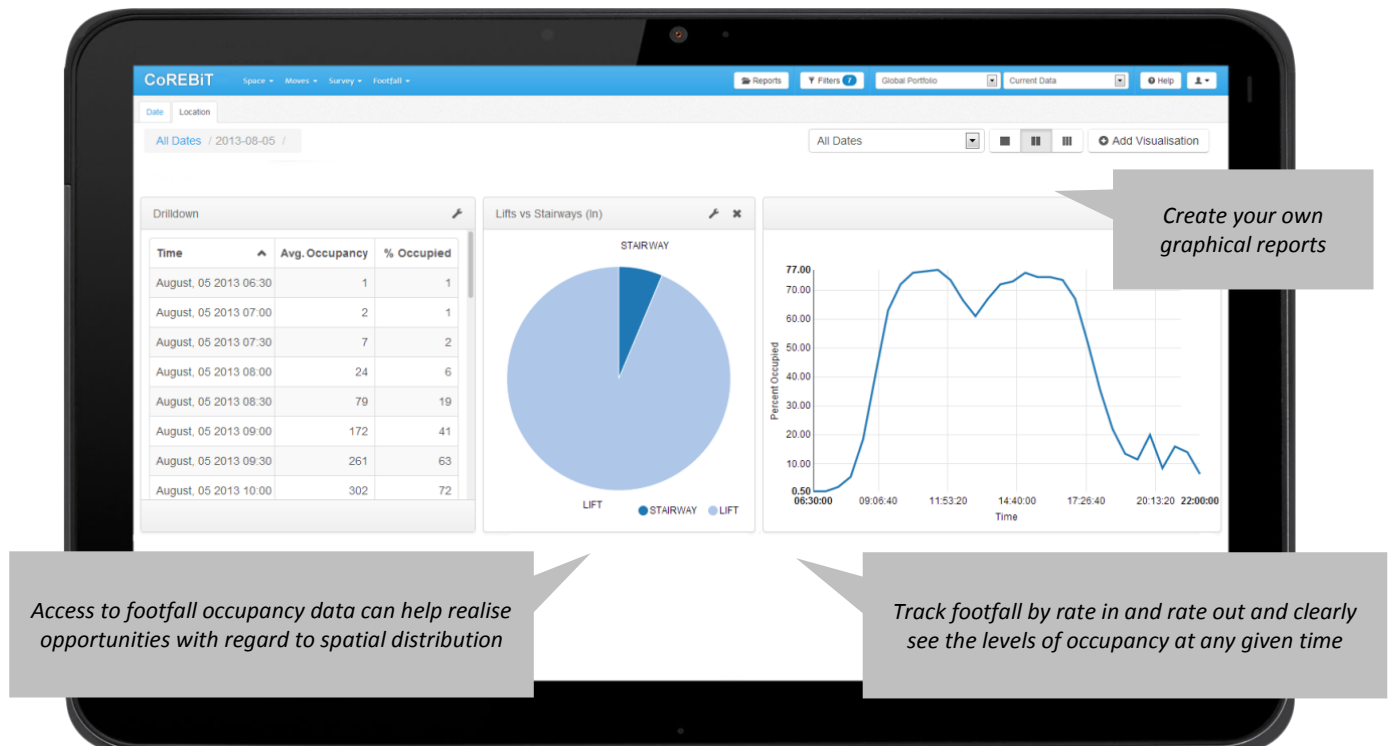
Ideal for anonymity, they can be set up in lift and lobby areas, fire escapes and lower traffic areas such as stairwells.



Get the data and drive the agenda

Workplace sensors that measure footfall are just the delivery mechanism. Do not lose sight of the most important element which is the data that they deliver – there is no benefit to just having a stack of reports and spread sheets.

The highly specific and visualised reports from The Changing Workplace mean you can extract and understand the data in easy to digest formats.



Without doubt, the workforce and workplace is evolving rapidly, and so is the technology and expertise available to enable collaboration and thorough strategic decision making.

It is now a reality for organisations to gain competitive advantage through footfall monitoring sensor technology. CRE professionals can drive the agenda for developing and managing innovative workspaces that encourage thriving, productive employees and maximise business returns.

Enhance your strategic effectiveness



Pilot Study: Comparing static and agile space

Forward thinking clients recognise the importance of understanding footfall both in traditionally laid out and agile space. The Changing Workplace has conducted studies with two leading global finance companies, comparing a traditional, statically operated floor and an agile floor. The setup was linked to our WebCoRE® CAFM software and the results from these specific floors have been startling.

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Speak to the experts today

Talk to The Changing Workplace today to discuss how we can provide consultancy, guidance, technical installation and reporting on your space.

We will analyse how it is currently being used and extract relevant insights to inform how it could be used in the future to maximise your ROI, productivity and efficiency.

Full set-up and reporting

The Changing Workplace can provide a short term pilot or a longer term installation depending on your situation and timelines. Think carefully about when to run your study and take into account possible variations.

There are options to hire or purchase sensor equipment and packages are available to suit your budget and circumstances.

We would recommend that a month is the minimum amount of time to undertake a pilot. Whatever you decide you will be benefitting from our knowledge, expertise and experience.

Encourage sustainability and scalability

More about those benefits

1. Save money by repurposing and right-sizing your building portfolio. Ensure that the facilities needed are provided to enhance the workplace and empower your staff. Get a clear picture of which floors and sites are attracting more or less visitors over time, improve processes and increase operational efficiencies. This will positively impact on your bottom line and provide a stable platform for future targets and ambitions.

3. Get real-time data on how and where workers go. Monitor and manage effective use of space and set up systems for staff to easily locate available workstations. Analysis of usage data provides a platform to consider the configuration of building floor plans and staff route choices – why staff are using or not using particular entry and exit points and the opportunities arising from this.

5. Reduce energy usage and improve sustainability. Perhaps particular stairwells or lifts are used infrequently. If so then energy savings could be made on costs such as lighting and cleaning. Recent research published by a leading facilities management institute showed that 32% of client organisations have an environmental remit and that this has increased by 10% over the last five years.

7. Encourage cross-function and department collaboration. Space utilisation and occupancy projects and management pilots and initiatives mean more contact with other relevant teams and skill sets. It is crucial to ensure knowledge sharing and collective responsibility so that silo working and double handling are avoided. CRE, FM, IT, FIN and HR all need to make sure well-informed and joined up discussions are taking place.

9. Gain insight from detailed metrics. Metrics provide information on usage of access and exit points and enable multiple site comparison where occupancy and performance are affected by a range of factors. Measuring and comparing footfall at specific times, on different floors, and in different locations, countries and regions creates a clear comparison of metrics and provides vital insights.

2. Compare static and agile floors and forecast for the future. Data shows cost saving opportunities available and enables direct comparison between agile and statically occupied floors. Usage metrics and not just a snapshot mean you can reach beyond the conventional measurements of counting who is at a desk and who has logged in. Establish benchmarks, enabling your organisation to make informed decisions.

4. Analyse utilisation to inform lease renewal decisions. Many companies have to consider which buildings to keep and which to let go, particularly with recent legislation determining the new building efficiencies that are required. Footfall monitoring can give you greater insight and help you move through the decision making process faster when considering when and how to future-proof your portfolio.

6. Tap into existing data sources or retro-fit. Security turnstiles, RFID card scanners or VoIP phone systems can be used and resourced to get maximum return from existing information. Where no existing source of data exists, retro-fitting beam or video sensors that are specially designed to count anonymous footfall makes for a cost effective and accurate solution.

8. Instant access to your portfolio data. Clients have been hugely impressed with the speed with which it is possible to get data reports out – quickly and easily. Actionable data can immediately be presented, visualised and interpreted in highly interactive reports which are equally simple to review and understand for those in administrative, operational, managerial or senior leadership positions.

10. Identify trends, patterns and spikes. Analysis of the usage of floor and building space enables operational and management teams to collaborate on identifying future needs and requirements. CRE teams can be proactive and become champions of organisational change. As a result, data-driven decision making and strategic thinking is embedded at the core of your organisations culture.

Strengthen your position in the marketplace

Workplace Tracking – Footfall Monitoring provides a solution to enable you to identify where you need to increase your space and where you have the potential to reduce it.

Opportunities are there for the taking to add value, reduce costs, streamline processes and improve your bottom line through real-time reporting. Identify how and where space is being used through live data and highly visual reporting software. Your CRE strategy can be empowered by considering things at desk and utilities level, feeding in to the big picture.

For more information about our Workplace Tracking – Footfall Monitoring service, contact The Changing Workplace on +44 (0)1444 441 000, email marketing@changingworkplace.com or visit our website at www.changingworkplace.com and complete the online contact form.

About the author

Steve Thorley is CEO at The Changing Workplace and has over 20 years' experience in Corporate Real Estate. Prior to setting up his own company, Steve was Head of Space Planning for the International division of American Express. A hands-on approach has given him a considerable depth of knowledge - at both strategic and practical levels - of formulating and implementing new CRE initiatives.

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About The Changing Workplace

The Changing Workplace was formed in 2000 to provide CAFM (Computer-Aided Facilities Management) services to major corporates and the public sector. It specialises exclusively in providing web-enabled information systems to corporate real estate divisions of large organisations.

WebCoRE® is a flexible and highly intuitive web-based tool that delivers a powerful suite of hosted CAFM systems to facilitate easy and accurate management of your corporate real estate portfolio. Accessible via any Internet-enabled device, this provides effortless management of your portfolio at your fingertips, wherever you are.

Key modules and services include:

Space Management | Report Writer | Move Manager | Room Booking | Tasks | Lease Data Editor | MobileCoRE | WebCAD | CoREBIT | Strategic Master Planning

