





gold standard

When BDGworkfutures told us about a double win at this year's British Council for Offices Awards – for Siemens' new UK headquarters in Frimley and Square One, and for the headquarters of Network Rail in Manchester – we couldn't help but reward St John Street's finest with a bit of coverage.

Sir William Siemens Square, the new UK headquarters of Siemens in Frimley, Surrey, has won the South of England and South Wales regional award in the Fit-out of Workplace category at the prestigious awards. Now, we thought, that's got to be worth a look.

Upon the appointment of a new CFO, Andrew Beshaw – Managing Director of Siemens Real Estate Limited – took the opportunity to relocate the Siemens UK headquarters to a new campus that would provide a workplace and cultural change to support the organisation through the 21st century.

Siemens' UK HQ had been in Bracknell for 17 years and the working environment exhibited the limitations of the building age. The infrastructure was no longer sufficient to▶▶▶▶▶



►►►►meet the needs of a dynamic and evolving organisation.

Siemens set about creating a modern space and introducing energy efficient ways of working, changing the culture of the organisation. The scheme was named ‘Project Light’ during the early stages to reflect not only that fact that natural light floods through the campus, but also the

core principal that all employees had the ‘right to light’ and this should be reflected.

The new environment allows Siemens to showcase its products and services in a living, breathing environment, whilst delivering operational cost savings in this new BREEAM compliant campus.

BDGworkfutures was appointed by Siemens in October 2006 to design the

new HQ which was to be a 17,000 sq m, four building campus in Frimley, Surrey. The building was selected following demographic and traffic studies, to establish the best option for the relocation of 1,600 employees from four sites across the South East region.

This speculative office development was some four year old at the time and Siemens are its first occupants.

The fit-out programme was exceptionally challenging, as Gill Parker, Joint Managing Director of BDGworkfutures explains. ‘All four buildings were required for completion within a five month timeframe, from April to August 2007. However, all the entire senior management team, comprising Directors from Siemens and consultants Turner and Townsend, decided that the time spent on the analysis phase (Discovery and Definition) should not be shortened, as it would be vital to develop a robust brief. This has been proven to be the right decision, as it gave us the all key drivers – time, budget and programme – a very tight focus, which resulted in minimal changes and delays during the build phase.’ ►►►►►►►►





Siemens recognises that Corporate Social Responsibility is not restricted to caring for employees and the environment but it also include the local community.

When Siemens first moved in to Frimley the company held a Family Fun Day that allowed local residents to come along, meet the employees, learn about the company, view the building and have some fun together. It provided a welcoming environment where the new neighbours could ask questions and raise any concerns that they may have had. This ensured that Siemens did not become a faceless, invading company but an organisation comprising many people who have a strong desire to be part of the community.

One of the more contentious issues that Siemens had to deal with was the number of on-site car parking spaces. This is because local government has reduced the number of car parking spaces on new sites to encourage the use of other forms of transport and relates to Government 'green policies'. The issue has been addressed by the use of a booking system for on-site car parking backed up by valet parking and overspill car parks served by shuttle buses, which also provide services to employees using public transport.

The Siemens new headquarters in Frimley has proven to be the most effective working space in Siemens property portfolio and will now set the benchmark for all subsequent projects.

An effective workplace has been achieved through a thorough understanding of all the key element – brand, technology and quality, pulled together within a comprehensive design scheme, implemented through tight management. Now that's the stuff that wins awards ●

►►►surveillance, together with fire, intrusion and evacuation alarms – every building offers maximum possible convenience, outstanding security and maximum energy efficiency. All systems are integrated via the Siemens Building Management System (BMS).

As such, the campus is a fully integrated showcase for Siemens products and services, constantly evolving and developing as new technology is applied and integrated. Importantly, and in line with Siemens commitment to the environment, specific features such as the weather and light level tracking blind and lighting system have been designed to support energy saving.

A Siemens lighting control system has been placed in all four buildings. The system uses the site-wide IP network for communication and reports back to a common PC based head-end. Siemens Presence Detectors are ceiling mounted around floor areas to give detection along

with constant light control utilising natural daylight levels.

All campus buildings generally consist of full height glazing on most elevations, offering good natural daylight for the occupants. For internal environmental comfort, glare can be a major problem, particularly with a high percentage of employees using PCs and laptops. The second problem is solar internal temperature gains causing discomfort. This would have affected the load imposed on fan coil units within the air-conditioning and lead to higher energy costs.

The solution was to install automatic roller blinds in all four buildings, covering all external windows, connected into the EIB system used for lighting control.

The blind fabric from Verosol offers excellent solar shading performance/heat reduction along with the ability to see through the fabric in order to maintain external views.

essential ingredients

Client:	• Siemens
Design & Fit-Out:	• BDGworkfutures 020 7559 7400
Furniture Supply:	• Fantoni Solutions 01483 527997
Task Seating:	• Sedus 020 7566 3990
Soft Seating:	• Hitch Mylius 020 8443 2616
Storage:	• Bisley 01483 485600
Carpets:	• InterfaceFLOR 08705 304030