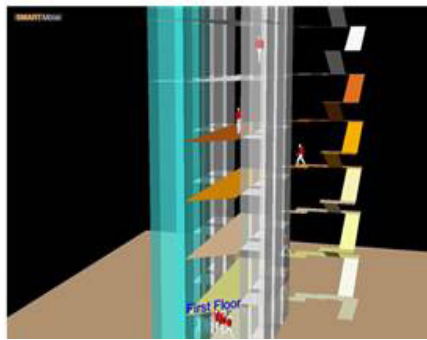
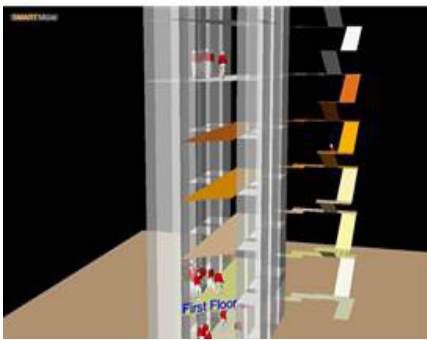


Base case

2 express lifts

4 express lifts



GSK HOUSE, BRENTFORD, UK CIRCULATION ANALYSIS OF RECEPTION, CAFÉ AND LIFT/STAIR USAGE

Our study for GSK Headquarters was aimed at supporting the redevelopment of the facilities within GlaxoSmithKline House (GSKH), with a view to assess and inform a number of circulation and comfort related issues currently experienced by staff and visitors. Free and easy circulation has a significant impact on comfort, efficiency and overall experience and productivity within workplaces. Our consultants analysed key activity patterns to assess circulation and interactions within the building, with an aim to help optimise the utilisation and efficiency of workspaces, dwell areas, circulation routes, processes, entrances, stairways and lifts. This in turn improves the ease of circulation, mitigating against congestion risks.

Using our in-house dynamic modelling tool, SmartMove, we were able to test alternative operational management

strategies such as alternative lift operations (e.g. express lifts), electronic payment in the café and streamlined registration processes for visitors at reception. This allowed us to test and refine strategies in a virtual environment without impacting on the day-to-day activities of the staff in the building.

The outputs of our study provided significant benefits in terms of reducing congestion in key circulation and lift lobby areas, and improving the efficiency of processes at reception and in dining areas.

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People flow modelling