



workbee

WORKSPACE TREND REPORT

SMALL BUSINESSES RETURNING TO WORK IN RECORD NUMBERS



While 2020 was the year the world shut down, 2021 was the year it reopened, albeit cautiously.

We can't forget the headlines: 20 million vaccinations administered. Delta variant soars. Hybrid work is on the rise. To reopen or not to reopen?

Despite some mixed messages and a few false starts, many companies chose to reopen their workplaces last year—and employees and visitors returned.

Here are the data trends we saw in 2021:

- Workplace traffic (overall workplace traffic consists of both employees and visitors, i.e., contractors, vendors, food service, etc.) had its ups and downs over the past year. But despite the fluctuation, overall workplace traffic has increased nearly 80% since January.
- We've seen three waves of workplace traffic since the start of the pandemic: traffic from essential workers, traffic from vaccinated employees, and a slight lull in traffic due to summer and the Delta variant.
- Since September, workplace traffic is up over 20%, indicating a slow but steady return to workspaces.



2021 KICKED OFF THE RETURN TO WORK (RTO) MOVEMENT

AS YOU CAN SEE FROM THE CHART BELOW, WORKPLACE TRAFFIC WENT UP NEARLY 80% FROM JANUARY 2021 TO DECEMBER 2021.



Note: Analysis from the same cohort of companies using the Envoy platform from May 2020–Current



MAJOR SHIFT: EMPLOYEES COMING ON-SITE

To understand who's come on-site over the past year, we looked at the proportion of traffic each group has driven. The data indicates that a larger percentage of employees are choosing to come into work.

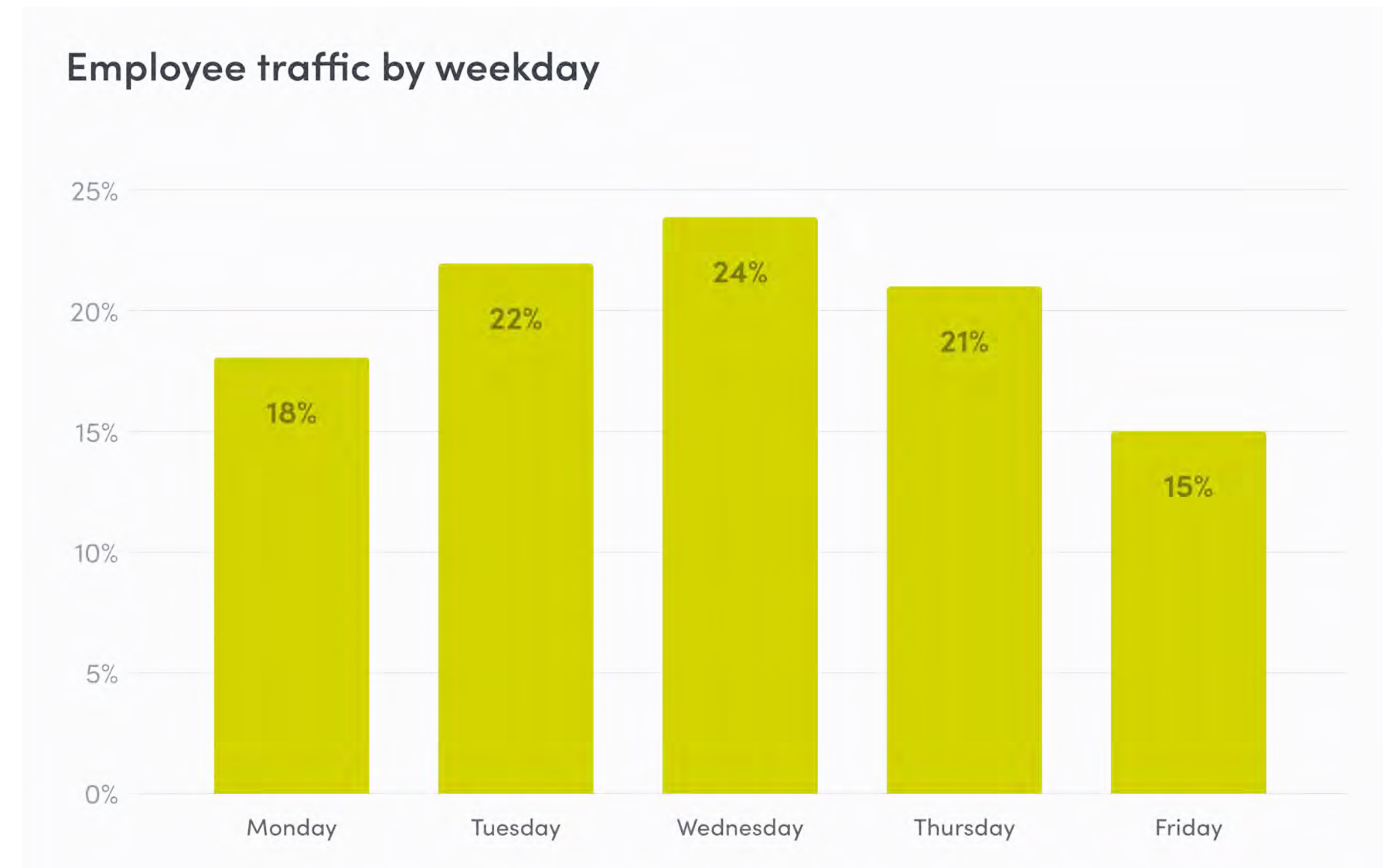
In October 2020, employees made up 38% of all workplace traffic. By November of 2021, the percentage increased to 50%.

- We expect the percentage of employee workplace traffic to continue to rise as many businesses reopen next year and there's a greater demand to be on-site.



HYBRID WORK PREFERRED

WEDNESDAYS AND 2X A WEEK IN-OFFICE MOST POPULAR



The hybrid movement - part work from home, part in-office - has become increasingly popular as employees have returned to work after the pandemic. This strategy allows them to get the best of both worlds.

Hot-desking is a flexible setting arrangement where employees can reserve a desk for the day. This year, nearly 70% of employees came into the office between Tuesday and Thursday, with the most popular day being Wednesday. On average, employees went into the office twice a week.

For those that used hot-desking, 46% reserved a desk one day per week; 26% reserved a desk two days per week with Tuesday/Wednesday as the most popular combo. 14% of people reserved a desk three days per week with Monday/Tuesday/Wednesday being the most popular combo. 9% of people reserved a desk four days per week; and only 5% of people reserved a desk five days per week.

Some desks are hotter than others. 43% of companies had at least one desk that accounted for more than 10% of total bookings. 78% have desks that were used less than 1% of the time. Engineering, IT, finance, sales, and marketing teams booked desks more frequently than other teams in 2021.



I.T LEADS THE RISE OF RTO 2X AS MUCH WORKPLACE TRAFFIC SINCE JANUARY

Workplace traffic (that is employees and visitors entering the workplace) is particularly strong in the following industries since the start of 2021:

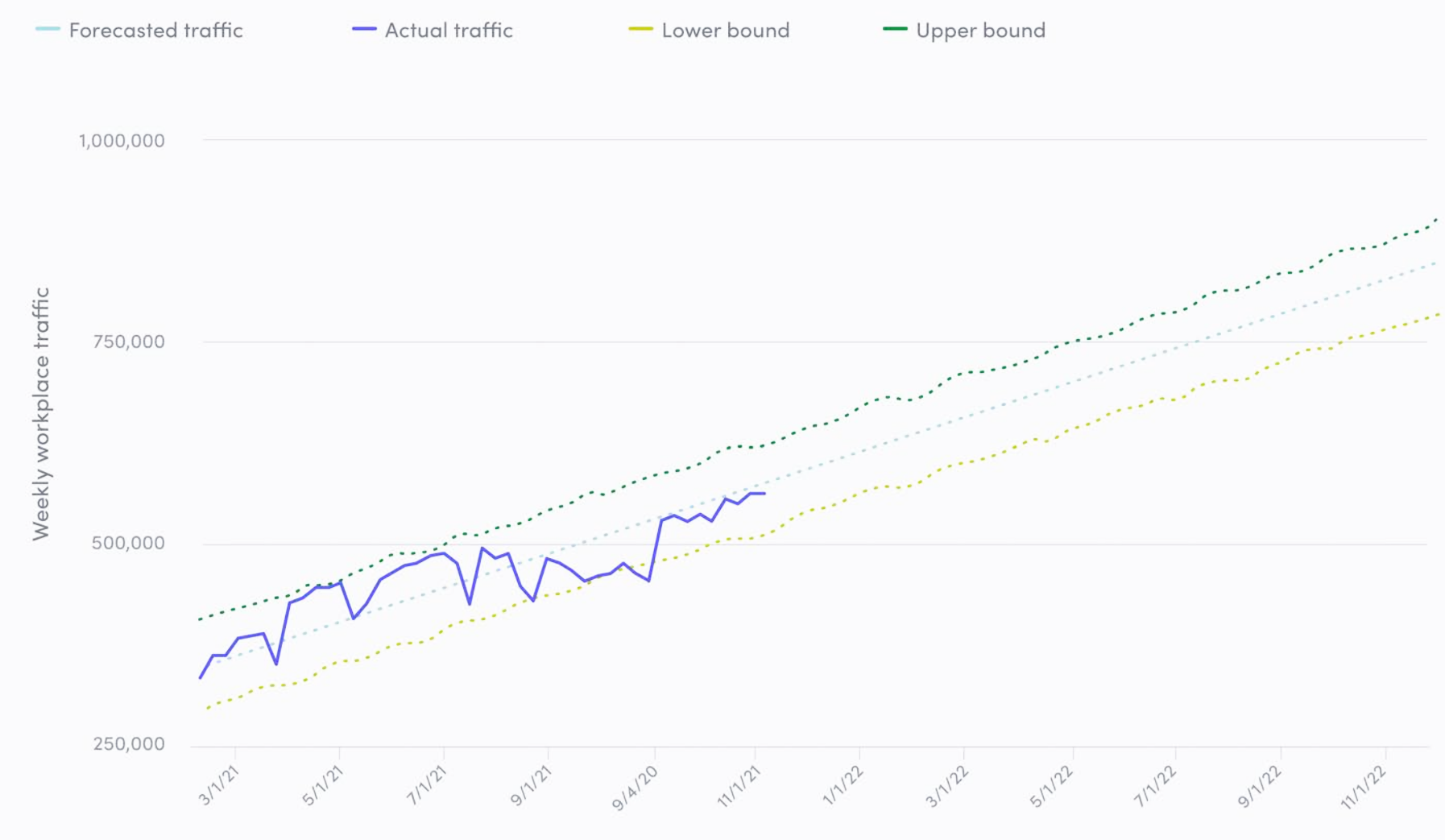
- Information Technology: ↑ 113% (over 2x)
- Automotive, Retail, Hotels, Media: ↑ 103% (over 2x)
- Telecommunications: ↑ 89%
- Financial industry: ↑ 87%



WHAT'S NEXT?

A 50% INCREASE IN PEOPLE COMING IN NEXT YEAR

Weekly workplace traffic forecast



Next year's forecasted trends look promising for people returning to their workplaces. We predict a 50% increase year-over-year in people going into the office.

Apple, Lyft, Asana, and many more companies plan to reopen physical offices. Employers are investing in the latest safety technology for employee peace of mind including tech that can verify proof of vaccination and negative Covid test results.

With the anticipated surge of reopenings and new safety features, we should see a spike in employee returns as early as March or April of 2022.



WHAT TO DO TO KEEP YOUR EMPLOYEES HAPPY

Long gone are the days of start-ups bootstrapping their way to success from a garage, bedroom, or basement. These days, small businesses are realising that choosing the right environment to work in is as important as hiring the right people to work with. This is the thinking that informs the hybrid-work-from-home movement and has many entrepreneurs moving away from traditional offices.

A flexible dedicated space has emerged as the workplace of choice for 2022 and beyond. The main reason is that this style of working ticks all the boxes - it's more professional, efficient, collaborative, and can accelerate the growth of any small business.





IMPACT ON YOUR SMALL BUSINESS

- Businesses that are 100% work-from-home appear unprofessional and have no opportunity for face-to-face collaboration.
- Stale, sterile office spaces do not offer a chance to network and build a community which is imperative to the success of many small businesses.
- Economies of scale: the overhead costs of having your own receptionist, printing equipment, or fully stocked kitchen may be too great for an individual business but become viable when shared across several businesses.

KEY FEATURES OF A CO-WORKING COMMUNITY



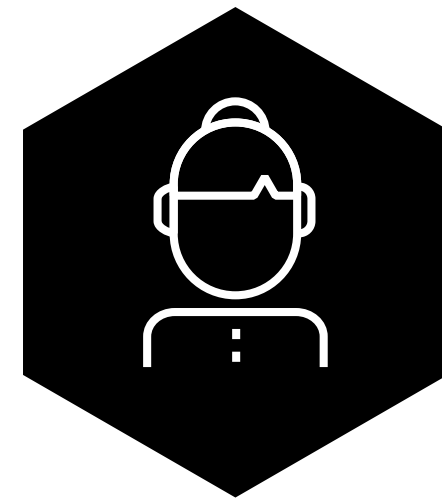
Networking



Conference Room



24 Hour Access



Receptionist



Print Centre



Fibre Internet





HOW A CO-WORKING SPACE WILL MAKE YOU MORE EFFICIENT

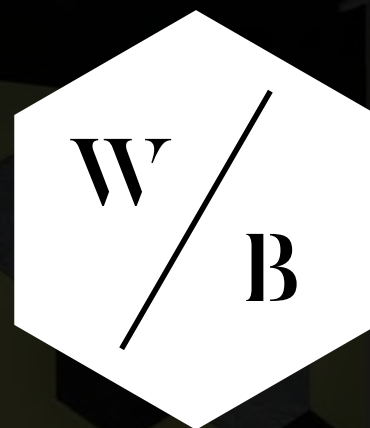
1. Schedule your most important meetings face-to-face in a state of the art conference room.
2. Utilize our receptionist to greet guests, organize catering, and handle printing of materials and save time with operational tasks.
3. Capitalize on lightning fast fibre optic internet and never experience internet dropouts during meetings again.
4. Get away from distractions at home and use more of your day for your most important work.
5. Bring your team together under one roof and talk to each other rather than wasting time on Slack channels, email chains, or endless Zoom meetings.

Whether you go back to the office full time or choose a more flexible schedule, a coworking community like WorkBee North Sydney enables you to spend more time on your business and accelerate your growth.

Set up a tour today by calling **1300 WORKBEE** or emailing hello@workbee.com.au



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THANK YOU

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