

# Let your business breathe

*Breathe fresh air into your business, staff and profits. Why the benefits of working in the countryside are not a load of HOT air...*



## People & profits...

It's a given that these two factors are inextricably linked to business success. In today's demanding economic climate, the search for reduced costs and (if you

can get them) higher profits is foremost on many businesses agendas.

A good place to start when looking at reducing costs, or indeed improving profits, is actually to focus on boosting productivity and getting the most out of what you already have at your disposal, such as your people.

*So how does a business make the best of this valuable resource?*

For many organisations, they take the practical but not necessarily forward-thinking approach of simply looking at how many employees the business can sustain over a given period. But those enterprises that see their people as more than a "facts & figures" resource, take a more involved and longer-term view of

# Leaving the big smoke behind...

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ensuring their workforce is performing at its best and beyond.

These enlightened companies are now finding that by creating the best possible work environment, employees respond with increased productivity. One may be forgiven for thinking this could be summed up by the pithy old term “a happy workplace is a profitable workplace”, but this goes much deeper.

This new thinking addresses key areas such as physical location, staff health and working environment, and the way operations are run. And it is backed by science.

Businesses are enjoying the results that addressing these issues can have, such as cutting the basic costs of running a business, having more contented and productive staff, improving the company's brand image and attracting new clients, which all results in a healthier, more profitable business.

## *Leaving the 'Big Smoke'*

Central to much of this, is location. Cities are becoming more expensive,

more polluted, and more stressful places in which to work.

Businesses today are bound by environmental legislation to limit their 'carbon footprint', something that is becoming increasingly difficult to do in older buildings and using an infrastructure that is under increasing strain.



**Chilgrove Business Centre is one of a new breed of environmentally friendly business centres in the countryside**

In fact, the World Health Organization estimates that around 10% of all harmful 'greenhouse gas' emissions are produced by commercial property in towns and cities.

An increasing number of leading companies are therefore starting to move to out-of-town locations, where

facilities can be purpose-built to meet the latest environmental regulations, as well as being able to make use of the most fuel efficient operating systems, such as air conditioning, lighting and heating.

Scandinavian countries have been at the forefront of such moves for several years now, so it is no surprise that two of the world's most modern and successful companies, Google and Facebook, recently chose such sites in Finland and Sweden, respectively, to be headquarters of their European datacentre hubs.

## *The Great Outdoors*

Of course, these leading companies did not move to these sites in the country just to be able to build more efficient and cheaper-to-run premises. There is increasing evidence that employee productivity is enhanced by a 'greener', more natural environment.

Much of this is down to a gathering consensus on the importance of a 'work-life' balance. Referring again to our Scandinavian cousins, a recent survey by the US *Atlantic* magazine of countries where this balance was best,

placed Denmark, Sweden, Norway and Finland all in the top seven.

Science also backs the view that employees work better in a rural environment. Professor Roger Ulrich, a world expert on the benefits of natural 'green' space, carried out a ground-breaking study of the effects of locating hospitals in the countryside. Not only did he find that patients benefited from the more relaxing surroundings, he also discovered benefits in staff costs and productivity.

Prof Ulrich found that employees reported that they were happier at work, days lost to staff sickness were significantly reduced, and that workers were more effective at their jobs.

This led not only to better a experience and health results for the patients, but it also saved the hospitals money as businesses, thus making them run more profitably.

Such results have been repeated elsewhere. Recently in Melbourne, Australia, companies who enrolled with the city's Green Building programme found that staff productivity increased by 10.9%.

### *Green Business Benefits*

The growth in importance of environmental issues has had a real impact on business today. Companies can expect more environmental legislation to have an effect on running costs, but also, in many places, they are encouraged to take on board eco-friendly practices and systems, sometimes even via tax breaks.

For companies that espouse and practice green policies, studies show there is also an emerging market in clients who are more inclined to do business with those that are more environmentally involved.

Research is also showing that employee loyalty can be boosted if a company is

more environmentally aware, attracting a better calibre of employee. US staffing firm Adecco reports that one-third of prospective employees are more inclined to work for a company they deem 'green'.

And of course, publicity helps in this respect. A good press, highlighting a company's 'green' credentials, is becoming increasingly beneficial to business, which is why a CSR (Corporate Social Responsibility) programme is now a must for many businesses.

All in all, it can make a great deal of business sense for companies to move out of the city and set up in modern 'green' workplaces, where costs can be drastically reduced and productivity can be vastly improved.

*And the more our expensive, polluted and gridlocked our urban areas become, the more sense it will make...*

## About Chilgrove Business Centre

Set in the peace and quiet of the rural West Sussex countryside, Chilgrove Business Centre is ideal for businesses who want to take advantage of a contemporary suite of environmentally-friendly, serviced offices, whilst avoiding traffic and noise.

The brand new, purpose built offices, just a short drive from Chichester, have been finished to a very high specification and feature state of the art, environmentally-friendly measures including:

- A unique mechanical ventilation and heating system (MVHR) that pipes the fresh countryside air right into your office
- Solar panels that supply 30 kilowatts of energy to the building

reducing traditional energy usage and costs

- Fixed wireless broadband service with download speeds of up to 30Mbps
- "Free for Life"\* car parking (for the duration of your tenancy) and a cycle park for those cycling to and from work
- Outdoor picnic area to make the most of the beautiful rural setting
- Male and female toilets and kitchen facilities, shower and changing facilities
- Meeting room and multi-media breakout area

Call 01243 520 949  
to arrange a viewing

## Key benefits of Rural & Out-of-Town Offices:

- Lower rental & running costs
- Easier to meet environmental regulations
- More energy efficient facilities
- Better 'work-life' balance
- Increased employee productivity
- Fewer staff 'sick days'
- Lower health insurance costs
- Improved public relations
- Enhanced Corporate Social Responsibility