

Creating space for London to thrive

Our Guiding Principles for Design



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For more information on our long-term sustainability strategy, our performance and how we integrate sustainability across our business:

www.gpe.co.uk



[Annual Report 2019](#)



[Our long-term vision for sustainability](#)



[Community strategy](#)



[Sustainability brief](#)

Introduction



James Pellatt
Director of Workplace and Innovation

“Our Guiding Principles for Design define what will make each and every GPE development special. They focus efforts by acting as a transparent checklist to ensure that all parties involved in a development are committed to the same vision.”

Creating space for London to thrive is becoming increasingly complex. In a world where technology is blurring the lines between work and life, Londoners are expecting more from their places of work. Our occupiers' needs are changing, and our offering needs consideration and refinement. We continue to think ahead to challenge and anticipate the products and services that our occupiers will need into the next decade and beyond. We need to differentiate ourselves by articulating what makes our schemes unique.

Over the space of a year, we have engaged with colleagues and advisers and have undertaken research to create our Guiding Principles. To understand what users want we ran a series of focus groups with end users in London and Europe. From this extensive research, we developed our Guiding Principles to help define the 'DNA' of a GPE development, physically and culturally. Our Guiding Principles for Design will ensure that our properties are future proofed, attractive to all stakeholders and are commercially viable.

Our Guiding Principles help us to create spaces where people want to spend time. As part of our increased focus on people, we are placing greater emphasis on our contribution to the community and the social value benefits of our schemes. They ensure that our commitment to helping occupiers and users thrive is considered at every stage of the development process.



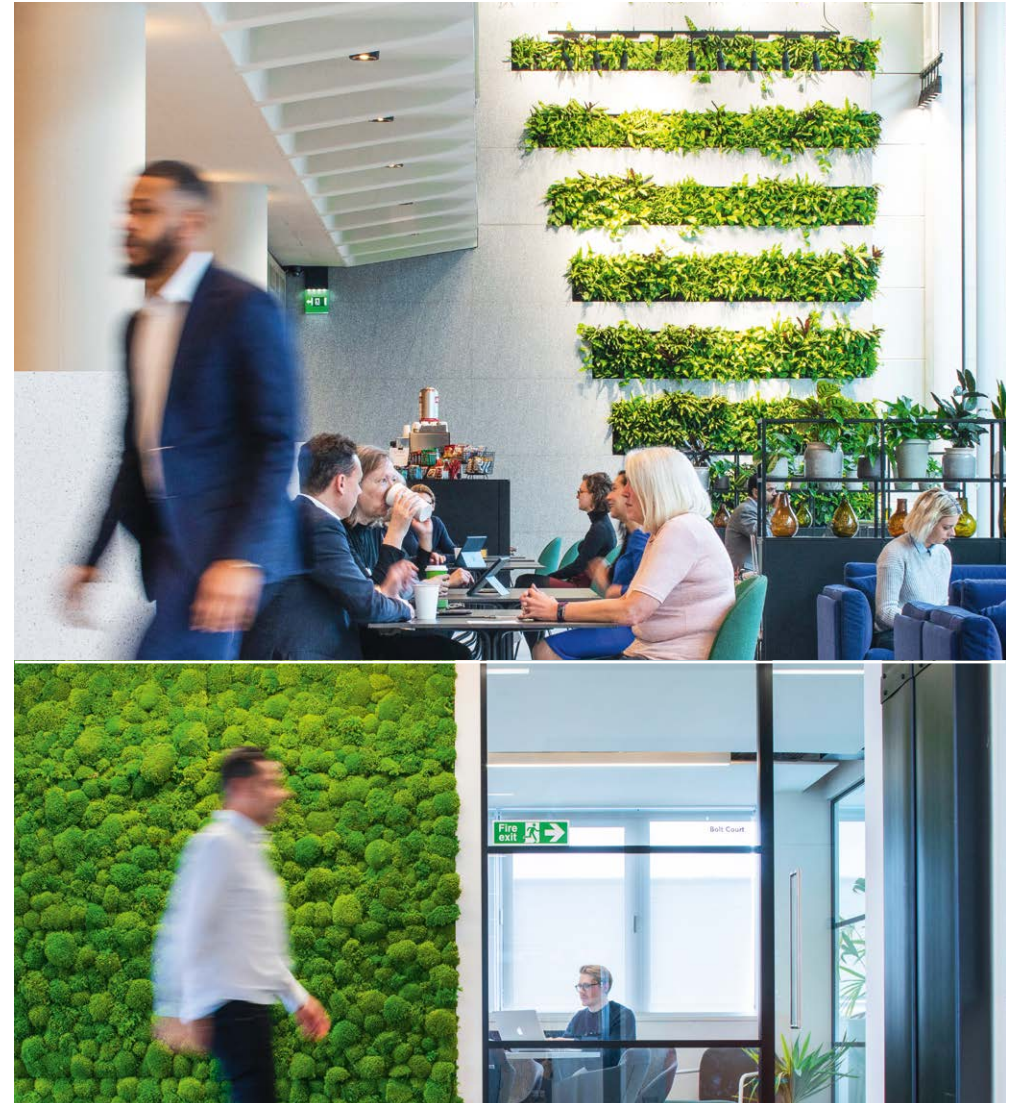
We design schemes that
fulfil our occupiers' needs
and help users thrive by
enhancing their everyday
experience

We demonstrate this by:

Designing workspace that evokes enthusiasm and positively influences occupiers and users

Energising the arrival experience

Thinking ahead to provide adaptable, flexible workspaces



Top: 200 Gray's Inn Road reception, WC1

Above: 'Plug and play' offer at Elm Yard, WC1

We demonstrate this by:

Delivering a variety of working environments



Outdoor space at Elm Yard, WC1

Delivering on our promises, procuring on time and to the best quality



London Connectory, 160 Old Street, EC1



We demonstrate this by:



Top: The Hickman, E1

Above: The new lifestyle service app for 160 Old Street, EC1

Actively promoting health and wellbeing

Embracing technology to create intelligent buildings

Committing to excellent levels of service and amenity



We design schemes that
contribute positively to
the local community

We demonstrate this by:

Collaborating to understand local priorities and securing long-term benefits for our community

Considering improvements that positively impact on community, health and wellbeing



Top: Green screen at Oliver Goldsmith School in Southwark

Above: Supporting Groundwork London to improve air quality and community involvement



We design schemes that
reflect the character,
diversity and inclusivity
of London

We demonstrate this by:

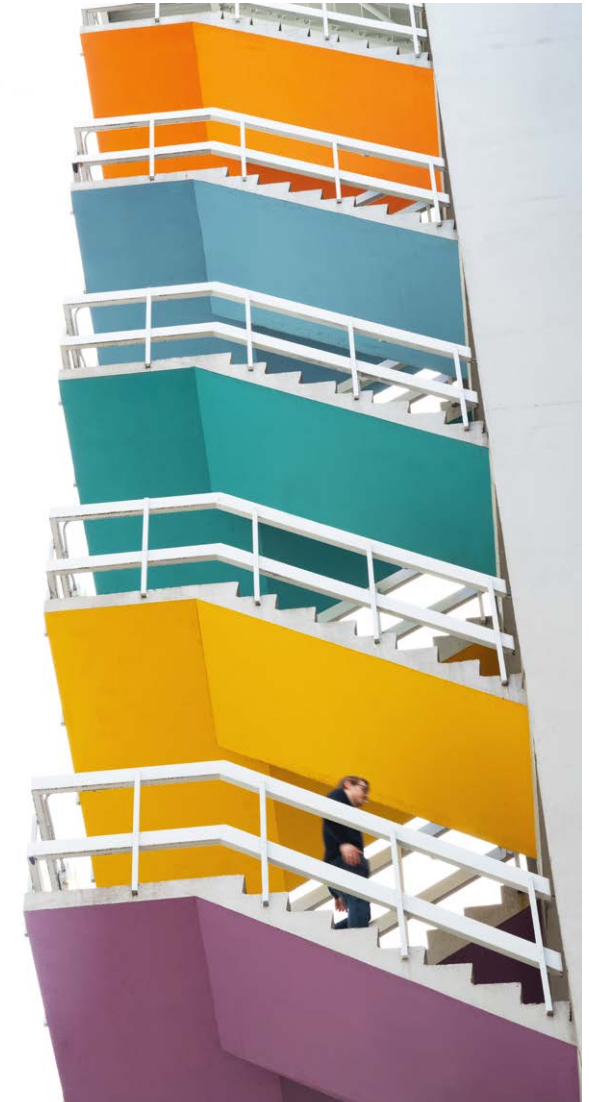
Creating unique space that is appropriate for its location

Collaborating on design in an open minded, inclusive and responsive environment

Being forward thinking, energetic and bold in our decision-making



GPE team reviews plans for a future development



Stairway at Elm Yard, WC1

We demonstrate this by:

Designing sustainable space that performs well



Reception at 160 Old Street, EC1

Our principles in action

Over the past decade we have created a wide variety of workplaces that are appropriate for their location – the diversity of design, which is always of the highest quality, has created space that allows London to thrive.



240 Blackfriars Road, SE1



12-14 New Fetter Lane, EC4



33 Margaret Street, W1
73-89 Oxford Street, W1

The Hickman, E1



Our principles in action



95 Wigmore Street, W1
Hanover, W1

Oxford House, W1

Rathbone Square, W1
30 Broadwick Street, W1

160 Old Street, EC1



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