

# Office Fit-out Brief

Version 1 (22 November 2017)

## About Us

Zeal is a full-service advertising agency. We started life as a 2-person team back in 2010 and have now grown to 30 talented people based in offices in Leeds and London.

We work with clients both big and small across a spectrum of industries to help them flourish creatively and digitally. We create and manage websites that are beautiful and hard-working. We spark interest and conversation with captivating content both online and offline. We raise company profiles, generate web traffic and give brands a voice. Results driven, we optimise budget to ensure the highest possible ROI. We care about our client's growth as much as our own, and through our true passion for what we do, we'll work together and seek out opportunities to grow any brand.

## Introduction

Zeal is to re-locate their Leeds Head Office to new premises in 2018. The decision to do so is a result of continued business growth in terms of service offering, client base and team headcount. The selected premises is Floor 8 (East Wing) in one of Leeds' newest and most prestigious buildings, Platform. For more information see: <https://bruntwood.co.uk/our-locations/leeds/platform/>

## Objective

We have worked very hard to ensure Zeal is a unique agency that stands out from the crowd – for both clients and staff. We do this by ensuring everything we do reflects the very definition of the word *zeal*: to demonstrate a great energy and enthusiasm in pursuit of your passions and objectives. In terms of office environment, its essential we can provide our staff and clients with a creative, inspiring and supportive setting for us to achieve this.

To get a better idea of what its like to work with and for Zeal, please take a look at our website and social channels.

We need to ensure our new head office represents us, inspires those who walk through the door, and generates pride for those who get to call it their workplace. As one team member put it, "I want an environment that people want to Instagram for its uniqueness".

## Scope, Timings & Budget

This document outlines the requirements (and 'nice-to-haves') of what we are seeking to achieve with our new office. We are looking for a fit-out partner who can take full control and provide us with an end-to-end solution.

At this stage we are inviting a small number of fit-out companies to provide their recommended initial design concept and space planning ideas for the office. We'll be working to the below timings:

- Fit-out partner selected – no later than Fri 22 Dec 2017
- Premises available for fit-out to commence – no later than Fri 23 Feb 2018 (potentially earlier)
- Office ready for move-in – no later than Fri 20 April 2018

We are anticipating a spend of around £100K, which covers everything, including:

- Conceptualisation and design
- Space planning
- Research, sourcing and purchase of all furniture, fittings, flooring, etc
- Install and fit-out
- Full Project Management and liaising directly with the Building Managers to ensure a timely and organised fit out.

The proposed fit-out scope does not need to include:

- Floor boxes and underfloor network cabling.  
The space is currently an empty floor plate, with new raised flooring in place. While we would like the fit-out partner to plan where floor boxes should go, we have a close relationship with an IT/Telecoms company who will be doing this for us. This will be in place prior to any fit-out work commencing.
- Any hardware (server cabinets, meeting room televisions, etc) will be sourced by ourselves, however can and should be included on any plans – along with provision for suitable cabling to accommodate them.
- We have recently invested in desks and chairs for the main office that we shall continue to use. We currently have 28 workstations (1400x800) and would look to increase this for the move (details overleaf). We have Steelcase Frame One desks (<http://bit.ly/2zsHoDy>), which we'll look to have grouped in banks of 6 in the new office (we currently have 2x banks of 6 and 4x banks of 4 – so would look at changing their configuration). Please let us know if you would be able to

supply any additional workstations and chairs (Enjoy Mesh office chairs), or if we would need to source these elsewhere.

## Platform – Floor 8 East Wing

- Currently an empty 4,995 sq ft rectangular floor plate, with floor-to-ceiling glass windows forming the 2 main exterior walls. Air conditioning system runs along the centre of the space, where the ceiling is slightly lower (with 8 pillars running along the centre too).
- Raised flooring present, however no floor boxes, cabling or electric points yet installed. Ceiling lighting already installed.
- The main 'sell' of the office space was its light, airy and open feel – one of our main objectives is to retain this as much as possible. We want to ensure that when people initially walk through the door that you can still see the views from both North and South sides (so essentially a bit of an open plan space). We also want to make sure we don't build-up too many solid walls that spoils the space – while meeting rooms need to be relatively sound-proof, we like the idea of using glass partitioning.
- From a design perspective, we want the office to be **very modern, bold and colourful** that will stand out from any other agency. We like to make use of our branding and brand colours (see our website and social channels), but at the same time don't want to be limited to just this: we are open to using different colours, textures and styles. Likewise, we are just keen on combining a few different design styles throughout the office – as long as it gels overall, we like the idea of being quite eclectic rather than consistent.
- As a branding minimum, we need to make creative use of our logo and branding upon walking into the office.

## Space Requirements Summary

- Main office area
- 1x "Boardroom"
- 3x smaller meeting rooms
- Reception area
- Kitchen / staff room
- Multiple break-out zones/areas
- Small comms room
- 2x single-use offices

## Main Office

- 42 to 48 workstations (1400x800) grouped in banks of 6. If we can end up fitting 48 workstations into the space then initially we'd likely decide to have 36 desks – therefore in this instance, we have the option of using the space for something else until we need to get more desks to fill it.
- The overall main office area should be open plan with workstations relatively grouped together. However – if possible, we'd be interested in seeing if it would be possible to make 12x workstations (2x banks of 6) slightly more secluded and 'private' (but not enclosed).
- Storage - throughout the main office we'll need flexible storage that can be used for a variety of purposes. At the moment, staff have a small caddy under their desk (<http://bit.ly/2zsHoDy>) but these don't end up being sufficient (and when overfilled make the office look a mess). Therefore something to either replace them (or extra communal storage to compliment them) is needed.
- In addition to the above, we'll also require a small amount of lockable storage for camera equipment.
- All workstations will need access to floor ports (in an ideal world 2x network cables for each: one for VoIP, one for desktop/laptop).
- Within the main office we'll also need a resource area for things such as printers, paper/stationery, etc.

## Breakout areas/zones

- Throughout the office, including within the main office, we would like to have multiple breakout zones/areas: comfortable seating with table/coffee table/laptop rests for 1 to 3 people to use as informal meeting points.
- From time-to-time, we will need to hold short company catch-up meetings. Rather than have a dedicated space for this (or huge boardroom), we need to be mindful of a particular space in the office we can do this in – so likely to accommodate up to 50 people. Its likely the majority of people would be stood up which is fine. It may be that we can have a slightly larger breakout area which we can utilise – or it may be that we just need to do these in the main office area. However input and suggestions on how and where to do this would be welcome.

## Reception

- Needs to utilise the Zeal brand/logo, and be an open space that can show-off views on the North and South sides of the building.
- A small reception desk will be required (likely only manned part-time), with welcome area, seating and TV.

## Boardroom

- Needs to seat around 12 to 16 people.
- This will be the main client-facing room and so needs to be impressively designed, likely utilising the views on the North side of the building (has the best views).
- Needs to be relatively sound-proof.
- Will require all furniture, plus an area for a large wall mounted Television (with power sockets, network cabling, HDMI links and speaker connection)

## 3x Small Meeting Rooms

1. Conference call room to seat 6 to 8 people. Should include wall-mounted TV including power socket, network cabling and HDMI links).
2. Conference call room to seat 4 to 6 people. Should include wall-mounted TV including power socket, network cabling and HDMI links).
3. Creative room. To seat 8 to 10 people (likely stools & high table). This room will be used by the creative teams for a variety of purposes including brainstorming (multiple whiteboard or whiteboard walls would be useful) and small photography shoots. As a result of the latter, it would be beneficial if the room can be relatively sound proof and can be made dark (all solid walls? Use of curtains?).

## Kitchen/Staff Room

- Must be enclosed to hide away any smells and mess! While we are open to where most rooms/areas are positioned in the office, the kitchen is the one we'd like to have positioned towards the back and away from the main client-facing areas.

- Decent-sized kitchen with tea/coffee point, large refrigerator, 2x microwaves, toaster, dishwasher, sink, etc. Boiling water tap?
- Seating/eating area for approx. 12-15 people.
- Informal/comfy seating – creating a bit of a social area.
- We are also open to suggestions about what we could include in this room for staff to use during lunch breaks (TV, etc)... the idea is to make it a nice room that encourages people to eat their lunch in here (rather than at their desk), and is well designed enough so a client could be brought into the room during non-lunch hours.

### Comms Room

- Small lockable comms room will be required where IT equipment and the server cabinet can reside. This will also need to be used for storage, so an open shelving system could be useful.

### 2x Private Offices

- Each room will be for single use only and should be positioned close to the main office area.
- Relatively sound-proof but not enclosed fully by solid walls – glass partitioning would be preferred so they don't feel completely separate from the main office area.
- Each office needs to be well designed and equipped with standalone desk, chair and seating for small meetings. Each one will need a small amount of lockable storage including filing cabinet.

### Miscellaneous

- We will also need assistance in sourcing and install of an intercom/buzzer and fob entry system for the office. Please let us know if this is something you can also help us with.
- The south side will get a lot of sun during the day and so blinds will be needed on each window.
- The fit-out will need to also include flooring as none is currently present. We quite like the idea of this being a mix of different styles (not just standard carpet tile) but open to suggestions.
- While ceiling lighting is installed, we'd like some feature lighting in areas to create a bit of ambience. Again, suggestions welcome.