GSK
London, UK

HEALTH & WELLBEING

In July 2024, GSK relocated 3,000 employees from its 680,000 sqft Brentford office in West London to a state-of-the-art 150,000 sqft global headquarters on New Oxford Street, central London.

This move marked a transformative milestone in GSK's ambition to create one of the world's healthiest workplaces, leveraging science-based design and cutting-edge technology to support employee health, wellbeing, inclusion and productivity.

PILOT SPACES

To develop its new headquarters, GSK collaborated with the WELL Building Institute and ART Health Solutions, employing a scientific approach to creating healthy work environments. This partnership builds on a prior collaboration at the Workplace Performance Hub in Brentford, where ART Health Solutions



extensively studied the impact of environmental variables on physical activity, cognitive performance, and sleep. Insights from wearable device data informed the foundation of the new workplace strategy.

During this process, GSK engaged employees through initiatives like 'The Showcase'—a pilot space equipped with XY Sense sensors to monitor amenity usage. Feedback from employees and real-time sensor data were used to optimise the design.

The Showcase space provided an opportunity for employees to experience a future-inspired environment, encouraging employees to experiment with new ways of working.

Employees were then invited into the 'Design Space', where they were educated on design decisions made in the physical workspace. This space allowed employees to test out new work settings before they arrived at the new headquarters.

Over a 12-week period, ART Health Solutions collected over 40,000 data points from 496 participants to guide decisions.

Key Facts

Year	2024
City	London
Country	UK
Size	150,000 sqft
Industry	Life Science
People	3,000
Designers	Penson & TP Bennett

WORKSPACE AND TECHNOLOGY

GSK's new headquarters features 15 distinct work settings to support diverse workstyles and foster collaboration. Each desk has a 34-inch curved screen, wireless phone charging, docking stations for laptops and auto-adjusting chairs. One in five (22%) desks are sit-to-stand. High work benches also have task lights which follow natural circadian rhythms.

Meeting rooms are all integrated with Microsoft Teams, mitigating the need to bring laptops into a meeting. Advanced acoustic features, including curtains and vibration-dampening technology, enhance audio quality. Each room's booking panel displays real-time air quality data to ensure safe use. Some meeting rooms also feature artificial skylights, simulating natural daylight.

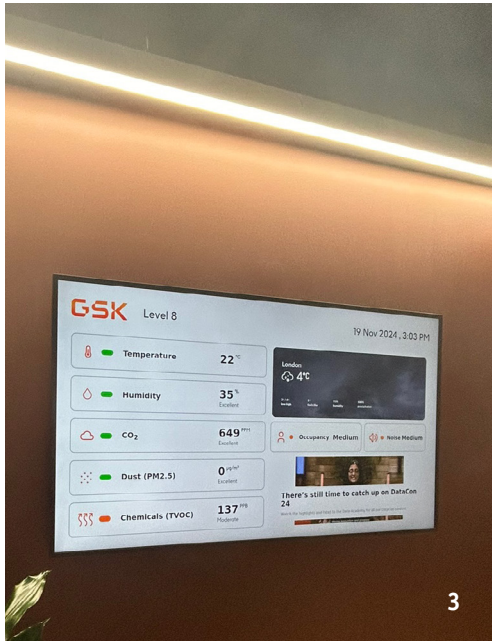
Employees have access to Vecos smart lockers which can be leased for three days or extended via the Appspace workplace app. Accessible lockers are available for those with different height requirements, and there are different sized lockers according to need, for example, hanging up clothes. There are also digital kiosks on each floor for wayfinding and locating meeting spaces.


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ENVIRONMENTAL MONITORING

The office utilises IoT sensors to monitor 15 environmental variables, including pollen, CO2, dust, and chemicals, as well as humidity and occupancy levels. This comprehensive monitoring supports a healthier workplace environment and informs ongoing adjustments to space design and functionality.

On every working floor there is circadian rhythm lighting which mimics natural daylight. The working floors also use soundscaping and GSK has the largest deployment of Moodsonic Biophilic soundscaping. There is an active noise



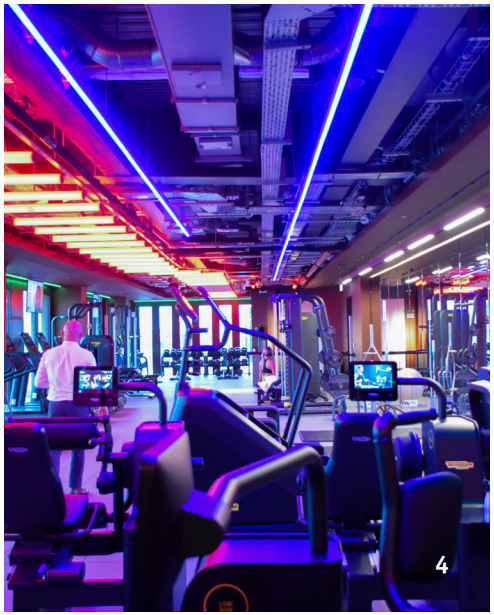
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dampening system for conference floors to eliminate weight-drop vibrations to improve audio quality.

WELLNESS AND FITNESS FACILITIES

The ninth floor is dedicated to wellness, featuring state-of-the-art gym facilities with Technogym equipment, including Biostrength technology and hydraulic personalisation that automatically adjusts to individual weight, height, and fitness goals.

Free fitness classes, such as yoga, HIIT, and mindfulness, are offered alongside physiotherapy and massage services, which employees can access at their own expense. Integration with Apple Health enables employees to track their fitness progress seamlessly.



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Of the 3,000 employees in the building, 1,200 are regular gym users, reflecting strong engagement with these wellness offerings.

FOOD AND FARMING

'The Orangery' restaurant on the ground floor embodies a farm-to-table concept, featuring produce grown in an urban farm located in the building's basement. The urban farm is operated by The Square Mile Managed and maintained by 4 full-time farmers; it produces the equivalent of a 1.4 acre farm.

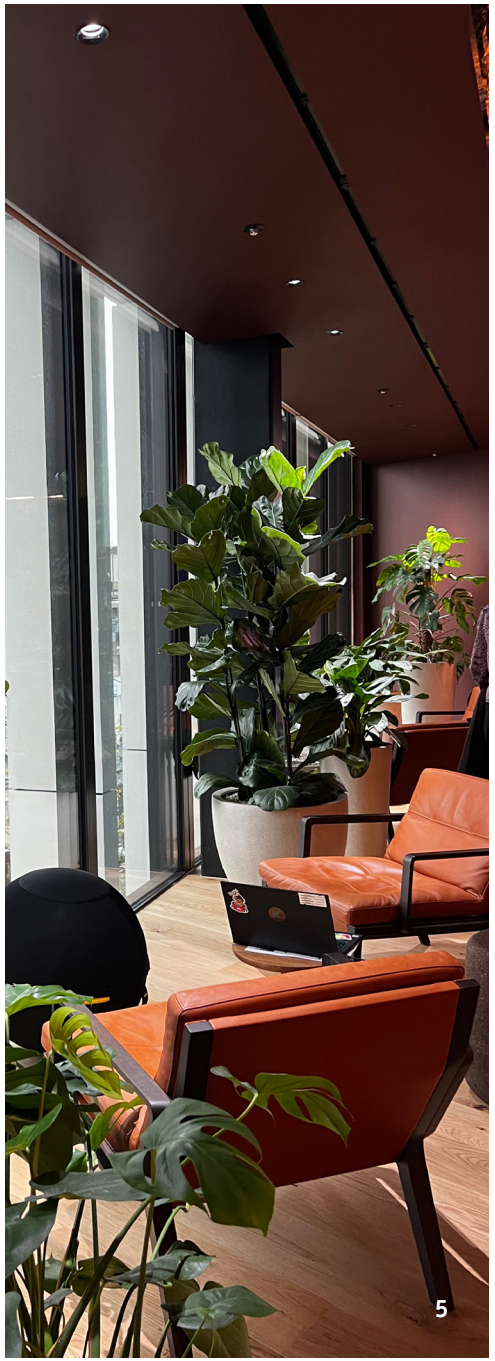
Managed by The Good Eating Company, the restaurant is open to both employees and the public, with GSK staff receiving discounts via the Appspace app.

Leftover produce from the farm is donated to local food banks, and the farm hosts educational programmes for local schools to promote healthy eating. Additionally, a Chef's Table in the farm area provides a unique dining experience for up to 16 guests, available for booking by employees or the public.

SUSTAINABILITY AND DESIGN

GSK's new headquarters aims to exceed WELL Platinum certification and it has achieved an Outstanding BREEAM rating—the highest level of sustainability accreditation for a building.

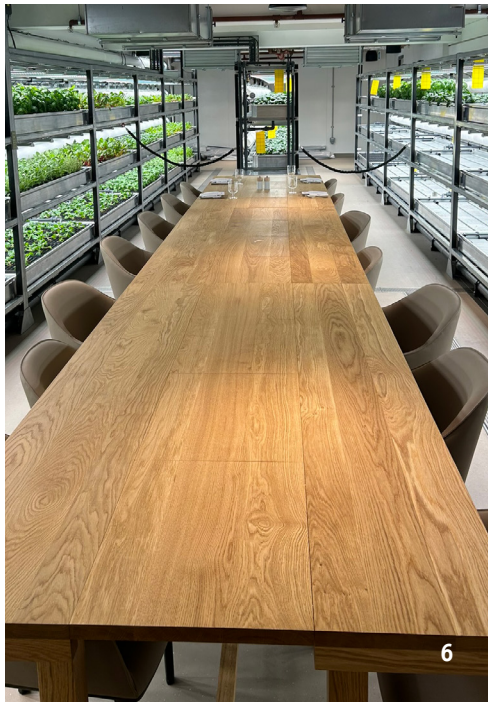
Key sustainability measures in the design of the building include the use of recycled paint, low-VOC lacquer, and energy-efficient LED lighting. The workplace design prioritises health,



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PROJECT STRATEGY

The aim of the project is to understand the importance of a holistic approach to measuring employee health and cognitive performance through science to inform workplace transformation, and how healthy behaviours contribute to a higher performing workforce.



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Diversity, Equity, Inclusion, and Belonging (DEIB).

The design concept, initiated by Penson and developed further by TP Bennett, includes a variety of workspaces ranging from solo pods to open collaborative areas.

Employee feedback is continuously gathered through the 'You said. We did.' platform, which publicly showcases responses to suggestions across digital screens in the office. The building also features eight outdoor terraces, offering stunning views of central London.

The eighth floor is a dedicated conference space which includes a conference and event room, a coffee point and a social area. The ceiling holds 16 active acoustic dampening boxes to improve sound quality throughout the space.

EMPLOYEE SUPPORT

There is a concierge service on the first floor of the building in the main reception area. Employees can use the concierge service for help with professional and personal admin such as booking travel, restaurants, theatre tickets and more. The service is paid for by GSK, but the costs of the activity is covered by employees.

GSK offered employees free Santander bike rides for employees who want to cycle to work. All employees are offered a free consultation with TFL to help plan their journey to work better. This is particularly helpful for those who need an accessible route to work, or have neurodiverse needs which mean they require quieter or less stimulating routes.





FACILITIES AND AMENITIES

Terrace areas: Employees have access to 8 outdoor terrace areas.

Commute: Creation and promotion of Active Commute Network to support routes to new HQ and provision of active commute facilities.

Work settings: 15 different work settings to accommodate various employee workstyles and promote collaboration.

Wellness: State-of-the-art facilities for gym, classes, massage and physiotherapy treatments.

The Orangery and vertical farm: A unique space raising awareness of GSK's ambitious sustainability goals with focus on nutrition and supporting the local community.

By seamlessly combining wellness, technology and sustainability, GSK has redefined the modern workplace experience, offering a roadmap for organisations aiming to enhance employee engagement, wellbeing, and performance in an increasingly dynamic work environment.



PHOTOGRAPHS

1. Open staircase creates a small atrium on the first floor.
2. 34-inch curved monitor on every workstation.
3. Environmental monitoring is displayed on digital screens.
4. The state-of-the-art Technogym includes machines that respond to individual weight and exercise goals.
5. The wellness floor for relaxation and employee wellbeing.
6. A fully functioning urban farm is located below the restaurant which serves The Orangery kitchen.
7. The Chef's Table - located in the farm and available to book for GSK employees and the public.
8. 'You said. We did.' workplace experience platform.
9. Soft furnished, open collaborative space equipped with a moveable screen.

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