

THE SMARTER WORKING GUIDE TO LONDON



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INTRO WITH CHRIS WARD



Chris Ward, sings from the hymn sheet of remote working louder than almost any other. A once PR boss with aspirations of retiring comfortably at 65, Chris is now living the office life a little differently - rejecting the standard 9-5 day in favour of a freer lifestyle.

HOW CHRIS' REMOTE WORKING STORY BEGAN...

In 2002, I ran a company with 100 employees and came to realise that I couldn't get any work done - my office door permanently had a queue of people outside it, eager to get my opinion on something or other.

So, I planned my escape.

I started by taking my laptop to what was then a cool new coffee

shop called Benugo in Berwick Street, Soho. There was no Wi-Fi and no one else in there with a computer, but I got stuff done and I loved it!

Thirteen years later, the growth of the independent coffee shop scene has gone hand in hand with the growth of freely available Wi-Fi, as laptop users bring their more discerning palette with them, in search of the finest coffee.

Coffee shops make the ideal location for getting your work done more productively and creatively - you are away from the now silence of your fellow co-workers

and instead in the hubbub of your customers - businesses or consumers you work to sell your ideas to.

We are all part of a tidal wave of people enjoying a new way of life, with the added bonus of paying for your daily 'office' rent by purchasing calories of great cake and the finest caffeine.

Enjoy!

Chris Ward

(Author of Out Of Office: work where you like & achieve more)

The office space - it's constantly changing. Cubicles are already a thing of the past, demoted in favour of the open-plan community style; but are we about to do away with offices altogether?

Well, probably not. But over recent years, the UK has seen a sharp rise in the number of people and businesses who actively engage in remote working. That is, where folk reject the office as we know it, in favour of taking up a temporary desk in a coffee shop, library or bespoke co-working station even - anywhere where there's a comfy chair and a decent Wi-Fi signal.

Remote working can benefit a whole host of different businesses in various sectors, with advantages for both employers and employees. When it comes to working in the midst of coffee, cake, and great vibes, employees' creative juices naturally flow, not being bound by the 9-5 lifestyle.



ABOUT THIS GUIDE

As a result of the remote working boom, we created this eBook as a testament to its growing popularity amongst businesses in the UK; looking into what the future holds for the traditional office space and the innovative remote alternatives.

Thanks to the internet, it's very much possible to retain a presence in the office without physically being there, through the use of emails and the likes of video conferencing technology. Whilst it might be essential to pop your head in and out occasionally, according to Chris Ward, you might be better off popping in for a cup of coffee instead.

Remote working is all the rage these days, with people straying away from traditional workplaces such as the office or even a home study in favour of libraries, trains, coffee shops and pretty much anywhere with a good internet connection.

WHERE DO PEOPLE WORK REMOTELY IN LONDON?

As a result of this current out-of-office boom, businesses which are specifically tailored to the fans of this new era of remote working have sprung up.

They offer bespoke spaces for people to use for the likes of meetings and brainstorming sessions whilst keeping them topped up with coffee, cake and a slice of complementary Wi-Fi on the side.

But which locations still reside at the top of the pile when it comes to working away from the office desk? Powwownow has conducted a survey to discover where the residents of the nation's capital like to go when they want to get their creative juices flowing, as well as the drinks.

THE REMOTE WORKING HUB

Respondents to the survey were asked which region of London they frequently head to when seeking a bit of remote working. Somewhat surprisingly, 27% of respondents to the survey said that their remote working activities aren't confined to a particular area in the capital, with no loyalty or one regular spot.

The top areas for remote working in London was the East, with just over 22%, closely followed by Central London with 21.5%. This indicates that these two areas, more than any other, are where the hubs of remote working lie in the capital.

KING OF THE COFFEE SHOPS

When it comes to the actual locations within those areas of London, coffee shop chains came out well on top, with 237 respondents admitting to heading that way for a spot of remote working.

Looking at the chains themselves, Starbucks are leading the way, with almost 40% of people heading there for a bit of coffee-fuelled working. Costa was the second most popular destination with 28%, with Café Nero and Pret a Manger the third and fourth most popular spots at 17% and 15.5% respectively.

Coming up just behind coffee shops in the survey results, people are now favouring co-working stations, with 33 respondents

selecting them as their favoured destination. A further 24 people said that they simply go to a nearby library, museum or pub, with 18 people preferring to work remotely from a hotel.

CONCLUSION

Although co-working stations returned a relatively low total, this is most likely down to the recent emergence of such stations, while their bespoke, tailored nature may mean that we will see more people defecting from coffee shops in the future.

At least in the present, coffee shops remain the most popular spots in London for people who want to work remotely, as it seems the offer of a pot of tea and a slice of cake is just too irresistible, especially when teamed up with a quiet corner to work in and a decent Wi-Fi connection.

We interviewed a range of co-working stations in several areas of London to find out a little bit more about how these new-age office spaces work, as well as the types of people they attract through their doors.

To celebrate the advancements in working remotely that have taken place in recent times, we set out to interview a whole host of bespoke spaces across London, including cafes and co-working stations.

As an insight into the remote working world, we wanted to discover exactly how such places function, and who they attract through their doors.



NEARDESK INTERVIEW

What is your charging policy?

All of our partner locations set their own pricing. With a NearDesk card, the first hour is charged in full and then by the minute, so if you work for 2 hours and 10 minutes then that is exactly what you pay for. We find that London averages around £6 to £8 per hour and locations have a daily cap as well.

What is the process you use to decide which spaces you will list as part of the NearDesk community?

We want our offering to be as broad as possible (somewhat similar to Expedia), so as long as there is a space to work, fast and free Wi-Fi, and complementary tea and coffee, you can be part of the community.



THE OFFICE GROUP INTERVIEW

What are the most common types of people who work from your space?

We have a wide range of people and companies that use our flexible work spaces. A large proportion are 'creative', within which we include multiple industry types such as design, media and web development. However we're by

no means restricted, we've got all types in our buildings, everything from finance to recruitment and environmental studies.

What are the top benefits you see of using your space to work from?

The biggest benefit of using our space is the opportunity to meet, network and collaborate with the 11,000+ other likeminded businesses that are part of our community.

CENTRAL LONDON

30% OF PEOPLE SAID THEY WORK REMOTELY IN THIS AREA

Spotlight: Soho Labs, Co-Working Space

📍 Floor 5, 55 Wardour Street, London, W1D 6AD

☎ +44 (0) 20 7183 1545

✉ info@soholabs.co



SOHO LABS INTERVIEW

What are your opening hours?

As a member of Soho Labs you will have 24/7 secure keycard access. Thinking of dropping in? Simply contact us in advance to confirm availability and arrange entry.

What are the top benefits you see of using your space to work from?

We are already seeing great collaboration between our members, despite only opening a few short weeks ago. It's a bright space, with big desks and awesome people.

What are the most common types of people who work from your space?

We curate our membership. It is critically important to work with people that you enjoy being around. Our members are a mix of start-up investors, veteran entrepreneurs, and fresh faces.

How do you cater for remote workers?

Your membership covers you for everything from 24/7 access, a permanent desk, free Wi-Fi, colour printing, Sonos sound system, drinks, and access to our collaborative community.

NORTH LONDON

12% OF PEOPLE SAID THEY WORK REMOTELY IN THIS AREA

Spotlight: Drink, Shop & Do, Cafe

9 Caledonian Road, Kings Cross, London, N1 9DX

020 7278 4335

mail@drinkshopdo.com



DRINK, SHOP & DO INTERVIEW

What are the most common types of people who work from your space?

We get many creative companies and charities through our doors, as well as corporate groups wanting to use our space for team building events.

Do you have anything else going on?

We have a range of monthly events that groups can hang around to join in with. See what's coming up each month; www.drinkshopdo.com/whats-on

How do you try to cater to remote workers?

Our space has a friendly and relaxed atmosphere, and is a creative environment where people have the opportunity to mix fun activities alongside meetings.

EAST LONDON

31% OF PEOPLE SAID THEY WORK REMOTELY IN THIS AREA

Spotlight: Stories, Cafe

📍 30 – 32 Broadway Market, London, E8 4QJ
 ☎️ 020 7254 6898
 ✉️ info@storiesonbroadway.com

Spotlight: The Canvas, Cafe

📍 42 Hanbury St, London, E1 5JL
 ☎️ 020 7018 1020
 ✉️ hello@thecanvascafe.org



Two words: Canary Wharf. Billions of pounds have been put into its development over recent years, whilst the trendy areas of Shoreditch and Hackney are located within a stone's throw. Possibly due to the fashionable and cutting-edge atmosphere, the new age of remote working is very much alive here, with a lot of freelancers calling the co-working stations home.



STORIES INTERVIEW

What are the most common types of people who work from your space?

Stories attracts a host of freelancers, whether that be PRs, bloggers, journalists or business start-ups.

What are the top benefits you see of using your space to work from?

Top benefits from working in Stories include the friendly and relaxed atmosphere, spacious working environment, and approachable staff.

What is your charging policy?

We don't charge anything for folk who want to sit and work - we only ask that you grab a coffee and a cake once in a while! We have a large basement space that we hire out for events too; email hello@thecanvascafe.org if you're interested in finding out more.

What are the most common types of people who work from your space?

We have an eclectic mix of people, including: freelancers, website and app designers, people from the fashion and music industries, as well as students and artists.



THE CANVAS INTERVIEW

WEST LONDON

9% OF PEOPLE SAID THEY WORK REMOTELY IN THIS AREA

Spotlight: Barossa, Cafe

277 New Kings Road, Fulham, London, SW6 4RD

020 7751 9711

hello@barossafulham.com

Barossa Fulham



BAROSSA INTERVIEW

With Notting Hill and Hampton Court Palace residing here, West London is typically a very pleasant place to be, whilst also having great commuter links to the centre of the capital. Remote working is on the rise here, albeit slowly, however co-working stations are filled with the most eclectic bunch of people – from mothers to elderly folk, as well as the more common business types.

What are the most common types of people who work from your space?

It varies really. We get mothers with babies, people by themselves with their own laptop, elderly people, and business people. A whole mix!

What are the top benefits you see of using your space to work from?

Really friendly atmosphere, private summer garden, and top customer service from our bubbly staff. Awesome food and coffee!

Do you have anything else going on?

We always have events going on in the evening with people hiring out the venue, which is always fun!

SOUTH LONDON

18% OF PEOPLE SAID THEY WORK REMOTELY IN THIS AREA

Spotlight: The Peckham Pelican, Cafe

92 Peckham Road, London, SE15 5PY

info@thepeckhampelican.co.uk

Spotlight: No 67 Cafe, Cafe

67 Peckham Road, London, SE5 8UH

020 7252 7649

info@number67.co.uk

Artisan

Scaling The Shard to the 72nd floor, an amazing view that features Tower Bridge will be laid out in front; and with parakeets in every park and an independent shop on every corner, South London is the hip place to be. In terms of remote workers, it's nipping at the heels of central and East London, with artists, students and designers here all calling the coffee shops home.

THE PECKHAM PELICAN INTERVIEW



What are the most common types of people who work from your space?

We get a mix of artists, students and designers. We also have a freelance bonsai tree arboriculturist who comes in most weeks. He has the best mullet you've ever seen.

What is your charging policy?

We offer free Wi-Fi, so all the customers have to pay for is food and drink.

What are the most common types of people who work from your space?

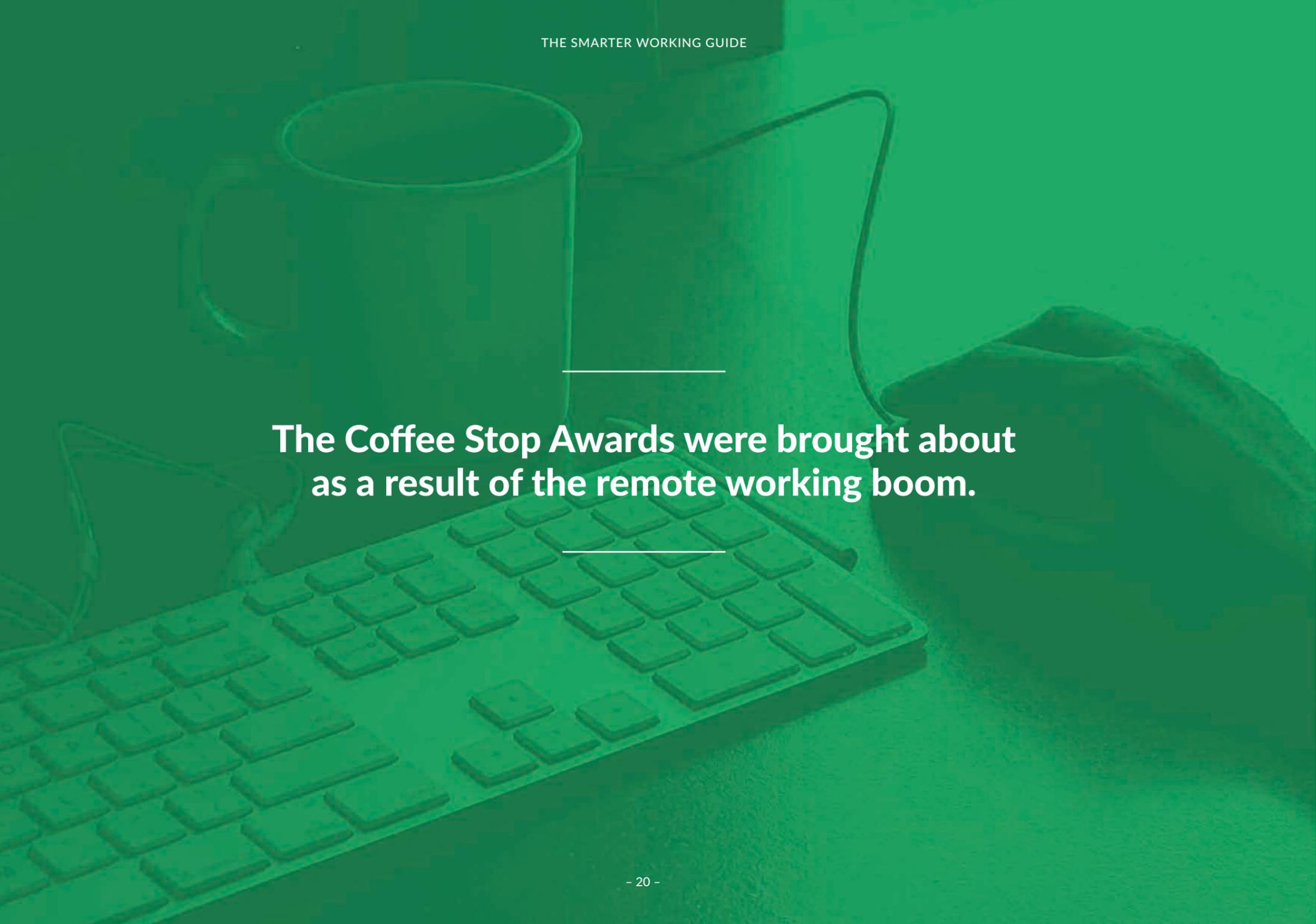
We have a diverse demographic that's made up of artists, tutors and students from the local art college, plus studio workers, designers, mums and families.

How do you try to cater to remote workers?

We offer free Wi-Fi, excellent coffee, a wide range of food, and lots of power points.



NO 67 CAFE INTERVIEW



The Coffee Stop Awards were brought about as a result of the remote working boom.

THE COFFEE STOP AWARDS

Created by Chris Ward – author of ‘Out of Office, work where you like & achieve more.’ The Coffee Stop Awards were brought about as a result of the remote working boom, as people from all walks of life are now heading for a cake and a drink rather than the standard office space, to work, chat, and get creative!

The awards fall into numerous categories, from determining the coolest baristas and the tastiest bakes and cakes, to deciding upon which is top of the pile when it comes to out of office working – having the best Wi-Fi and an abundance of plug sockets is an absolute must! So, which are the best coffee shops to stop at, according to this year’s results?



TIMBERYARD INTERVIEW

What are the most common types of people who work from your space?

Timberyard is an open platform that encourages creativity and allows freelancers and young businesses to orchestrate their projects without being tied to crippling rents or restrictive, uninspiring offices.

At least twenty new enterprises have been conceived or flourished within the Timberyard environment during the last two years. From book writing to food innovations, new drink products and fashion labels, many have gained leverage from the Timberyard platform.

What are the top benefits you see of using your space to work from?

In contrast to most traditional shop formats, Timberyard locations are

large, spacious areas, filled with varying combinations of tables, chairs, and bespoke meeting spaces. We encourage creative people to come together for a variety of reasons, be it speciality tea or coffee, publicised pop-up or meet-up events, day-to-day working, or impromptu client meetings.

Each square foot of space is utilised during every hour of every day. The company is also expanding its online offering to allow the community to communicate, irrespective of whether they're present in a physical Timberyard location.

Do you have any other events going on?

Each Timberyard location hosts a full schedule of public meet-ups, ranging from The Interesting Business Club and the London Social Media Café, to tea and coffee brewing workshops, cuppings and classes.

We also regularly play host to private viewings for art exhibitions, food and drink events, as well as networking parties within the tech and creative industries.



FOUR CORNERS INTERVIEW

What are the most common types of people who work from your space?

We get a lot of designers, small business owners, and entrepreneurs, mixed in with a lot of hospital and NHS staff, whilst we attract an arty crowd when The Vaults are in full swing.

What are the top benefits you see of using your space to work from?

The benefit of our space is that it's an energising place to meet creative people, and be visually stimulated in a friendly atmosphere.

How do you try to cater to remote workers?

We encourage people to use our space as somewhere to meet, and we aim to create a vibrant atmosphere within. I'd say it's a great place to kick off a project or brainstorm ideas, but not recommended for an all-day session, wearing headphones!

A place where your dreams and schemes are accompanied by a spot of lunch and the fanciest teas and coffees in town, Four Corners resides in the Waterloo area of London.

As the winner of the **UK's Best Coffee Shop at the Coffee Stop Awards**, we sat down together to chat a bit more about Four Corners' popular working space.

Remote working is a practice that attracts a truly diverse range of people, whether they're taking up an armchair in a coffee shop or heading out to a new-age co-working station for the day.

LAST WORDS FROM POWWOWNOW

From entrepreneurs and designers to mumpreneurs and millennials, remote working has been embraced by many people, and isn't confined to those who work on the very limit of what is cutting edge.

No matter whether people need a base for the day or just for an hour, the rise of bespoke workplaces offering freely available and secure Wi-Fi have completely changed the face of modern work.

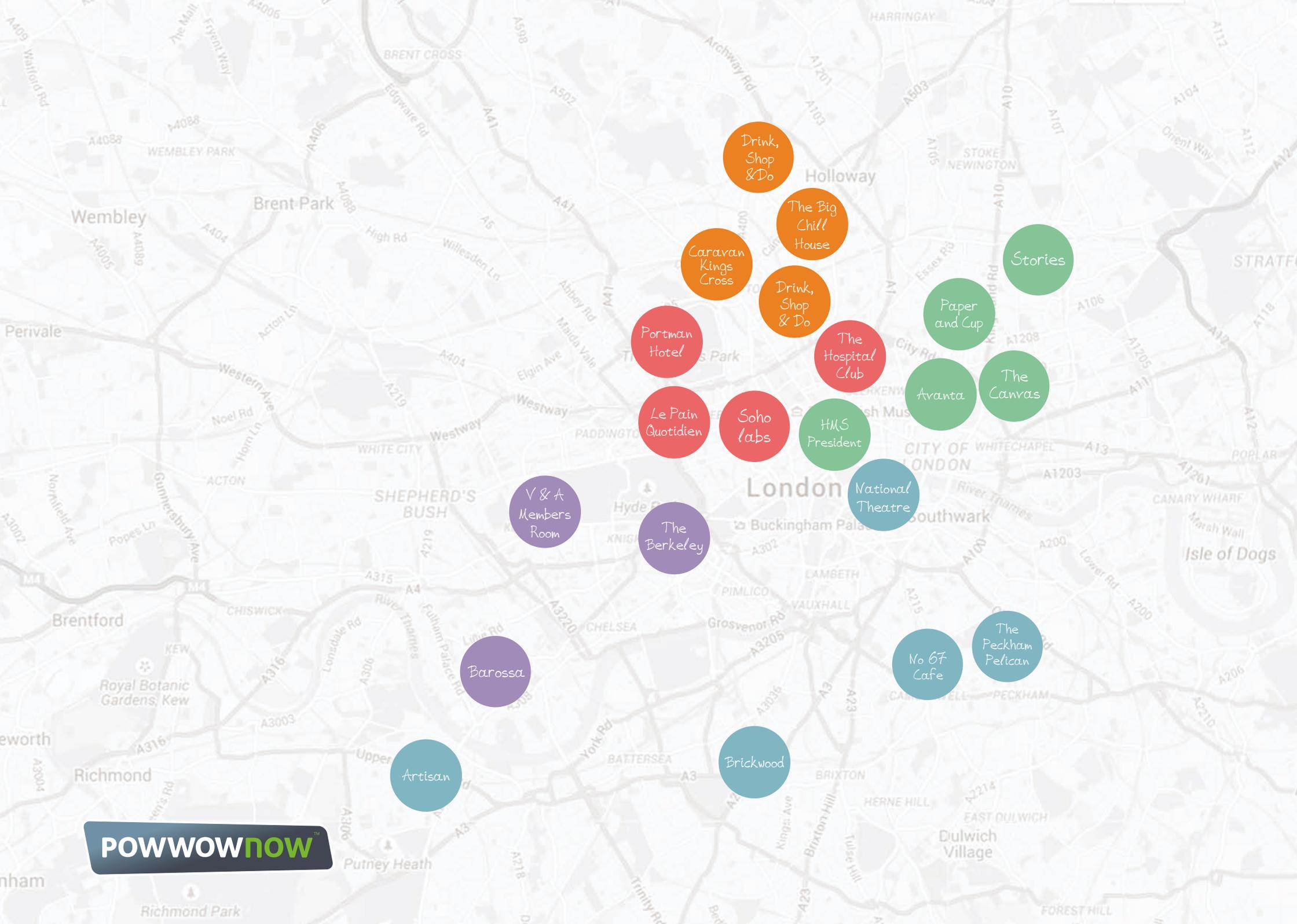
The trend is alive and well in London, but how far has remote working spread to other areas of our nation?

Jacqui Keep

Head of Content Marketing at Powwownow



Jacqui Keep is Head of Content Marketing at Powwownow and has a passion for remote working, and what it can offer businesses. Having worked across multiple industries and businesses over the past 9 years, Jacqui wanted to find the best places in the capital for people to get creative or simply get the job done, which has been the driving factor behind this guide.



Drink,
Shop
& Do

Caravan
Kings
Cross

The Big
Chill
House

Stories

Drink,
Shop
& Do

Paper
and Cup

Portman
Hotel

The
Hospital
Club

The
Canvas

Avanta

Le Pain
Quotidien

Soho
labs

HMS
President

V & A
Members
Room

National
Theatre

The
Berkeley

Barossa

The
Peckham
Pelican

No 67
Cafe

Artisan

Brickwood

POWWOWnow™