

## **THE GROWTH OF THE OFFICE SHOWER AND THE SIGNIFICANCE OF OFFICE SHOWERS TO THE MILLENNIAL WORKER**

ORBITAL SYSTEMS - backed by Skype founder Niklas Zennström and creators of NASA-certified eco-shower technology - codifies for the first time the role of showers in the working environment.

### **ABSTRACT**

- This new data is the first ever statistical analysis documenting both the importance of workplace shower facilities to millennial workers, and their increase in number within U.K. offices.
- The presence of shower facilities are a determining factor for 21% of millennials when choosing a potential employer.
- The number of UK offices with shower facilities has doubled in the last year.
- For companies seeking to relocate, searches for offices with shower facilities have tripled in the last year.

### **INTRODUCTION**

The modern British office has evolved from what was once strictly a place of business, into a holistic workspace (and, in some cases, living space), designed to promote creativity, productivity and happiness amongst staff.

An important part of this progression towards pastoral care of the workforce has been the rapid rise in workplace shower facilities. Shower facilities enable employees to make their morning commute by bicycle or running; and allow the lunchtime hour to be used for exercise. The growing prominence of office shower facilities mirrors the emphasis that millennial workers put on healthy living and establishing a good work-life balance.

While the increase of showers in workplaces around the UK is something anyone who has worked in a city will anecdotally be familiar with, never before has data explicitly proving this phenomenon been released.

Orbital Systems is a Swedish company that creates NASA-certified ecological showers which clean, filter, and recirculate water in a closed loop, reducing water and energy usage by up to 90% and 80% respectively. The following report, created in partnership with industry-leaders, office specialists, and research groups, contains unique, new data and expert comment illustrating the importance of showers to a young modern workforce. The report demonstrates how employers could be left behind if they are slow to embrace this new demand.

### **MILLENNIALS AND THE DEMAND FOR A MODERN OFFICE**

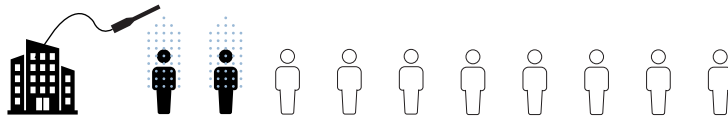
Newly-generated data from Orbital Systems has revealed that 21% of job-seeking millennials consider the presence of shower facilities to be a factor in their decision to take a job with a particular company. The statistical results from a survey conducted in September 2017 of over 2,000 18-to-24-year-olds also showed that for 10% of millennials, shower facilities will 'definitely' influence their decision to accept a job. This illustrates the striking proportion of young workers who put significant value in shower facilities when it comes to picking an employer.

*"The modern workforce wants a level of flexibility from their office space, and the freedom to fit their career around their passions and aspirations - not the other way around. Quality shower facilities can encourage a cyclist to pedal into work in the morning, or joggers to leave their desk at lunchtimes and take a run.*

*A company benefits hugely from an active and healthy workforce who feel their employer caters for their health and happiness, as well as their professional progression. Developing this 'future lifestyle' is a key core value of Orbital Systems, where we implement our expertise in hygiene and our NASA-certified technology to further this ideal."*

Mehrdad Mahdjoubi,  
CEO and Founder of ORBITAL SYSTEMS

21% of job seeking millennials consider shower facilities a factor in their decision to take a job with a particular company.



10% of job-seeking millennials consider shower facilities a crucial factor in their decision to take a job.  
Source: ORBITAL SYSTEMS

*"Recent graduates are often aware of the challenges associated with climate change, and committed to making sustainable choices. On that basis young professionals are more inclined to look for companies who have environmental credibility and an ethical stance towards operating sustainably. As well as providing the right facilities, businesses can put forward policies that support sustainable transport choices."*

Mark Hilton, Resource Efficiency Lead at environmental consultancy  
Eunomia Research & Consulting Ltd

## THE RISE OF SHOWER FACILITIES IN BRITISH OFFICES

Data in collaboration with office rental platform Hubble has revealed that twice the number of companies on its platform now have shower facilities (compared to equivalent data from 2016). This increase demonstrates the dramatic rise in companies equipping their offices to meet workforce demands.



Twice the number of companies have shower facilities now as did in 2016.  
Source: Hubble

Hubble data has also demonstrated the growing priority for employers to be able to offer their workforce shower facilities; searches by companies looking for office spaces including shower facilities have tripled in the last year. Between September 2016 and September 2017, 21% of searches for offices on the platform included requirements of showers facilities. In the same time period in the year previous (September 2015 to September 2016), only 7% of all searches had shower facility requirements.

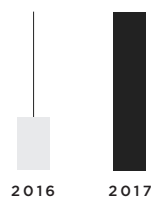
Tushar Agarwal, CEO of Hubble, expands on this:

*"We've seen some fantastic new trends in the flexible office sector in London this year, with the launch of family-friendly spaces, like Second Home London Fields, with its own in-house creche, boutique hotel-style co-working clubs like Fora, and hyper-local community projects like Peckham Levels.*

*But for companies and co-working spaces looking to win their way to their workers' hearts, it's clear that having showers at work is key.*

*With its current soaring trajectory, showers will be even more popular than things we generally see as workplace essentials like meeting rooms by 2018. With the increase in popularity of cycling and lunchtime running, it is important to properly cater for these changing trends. Ultimately it makes a statement about your culture and who you are as a company."*

Tushar Agarwal, CEO of Hubble



21% of searchers for offices required showers facilities in the past year, up from 7% the year before.

Source: Hubble

*"Cities are developing types of infrastructure that encourage residents to opt for more sustainable transport methods, such as providing bike lanes to make cycling safer. One of the jigsaw pieces currently missing from this switch to a sustainable urban transport system however is that many office buildings don't offer appropriate facilities. Highway infrastructure isn't enough if there isn't somewhere safe to store your bike when you get to work, or adequate showers. This new research shows facilities like this are becoming more popular and an essential part of a business's 'benefits package' if a company wants to attract, appoint and retain employees."*

Mark Hilton, Resource Efficiency Lead at environmental consultancy  
Eunomia Research & Consulting Ltd

**ORBITAL SYSTEMS** ([www.orbital-systems.com](http://www.orbital-systems.com)), based in Malmö, Sweden, engineers and installs showers utilising water-recycling technology devised for use in space and accredited by NASA. Orbital Systems' showers clean, filter, and recirculate water in a closed loop, reducing water usage by up to 90% and poising them to revolutionise water consumption. Mehrdad Mahdjoubi, CEO and founder of Orbial Systems, was inspired to develop the technology when working on a 'Journey to Mars' design collaboration project between NASA's Johnson Space Center and Sweden's Lund University.

**Hubble** ([www.hubblehq.com](http://www.hubblehq.com)) is a digital platform that helps small and medium-sized businesses rent office space without the use of a broker. Hubble's mission is to help companies love where they work. We empower companies by using technology to reduce wasted time; data to reduce risk; and we fully align ourselves with them to get the best deal. We look after them from their first office to their last.

**Eunomia** ([www.eunomia.co.uk](http://www.eunomia.co.uk)) is one of the foremost waste, recycling, and resource efficiency consultancies in the UK, in the vanguard of efforts to establish a circular economy. The organisation works with local authorities, UK government and devolved administrations on all aspects of household waste and recycling policy, service efficiency and procurement. Eunomia also advise on commercial waste service efficiency, sales and collaborative procurement. They advise waste contractors, providing support to bids for local authority contracts and on wider efficiency issues. They have developed a waste prevention toolkit for local authorities to use to help evaluate the likely impact of waste prevention measures.

WWW.ORBITAL-SYSTEMS.COM

For additional information contact: Nicholas Baines / Benedict Bunyard / Matt Dunne-Miles  
[nicholas@deliberate-pr.com](mailto:nicholas@deliberate-pr.com) / [benedict@deliberate-pr.com](mailto:benedict@deliberate-pr.com) / [matt@deliberate-pr.com](mailto:matt@deliberate-pr.com)  
Tel: 0044 207 243 5104 / Cell: 0044 749 659 7439