



Case Study: Co-working Spaces

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Co-working spaces are a fresh take on traditional office spaces and provide collaborative, flexible, and affordable shared environments.

Co-working spaces are increasingly popular because of their cost effectiveness and the social interaction opportunities they can provide. The co-working model offers both a potential solution to assist with community group space needs and also transferable ideas to support the design of shared spaces for community groups and organisations.

FrontRoom, Queenstown

FrontRoom is a co-working space in central Queenstown with capacity for 22 people to work from. The space is run by Fluid, a local design agency which has a strong ethos of providing community space to bring people with creative interests together.

FrontRoom was initially marketed as a shared working space for people in creative ventures but is now available to anyone who needs a space to work from and is getting close to capacity. This is as a result of more and more people working remotely and needing a workspace that supports social connection.

FrontRoom not only supports a collaborative, flexible work environment but also plays an important role in providing businesses with a physical address in Queenstown, as well as close proximity to other local businesses.

How it works:

The fee to use the space includes internet access, a desk and chair, meeting room, skype booth, tea and coffee, printing services (b/w printing is free), and access to the Fluid co-ordinator who manages the space.

The core opening hours are 9.00am-5.00pm Monday - Friday with after-hours access via a key system. Payment for the use of the space is either through credit card, direct debit or invoice.

Future opportunities:

In addition to being used by businesses, FrontRoom is used by a number of community groups as well. As FrontRoom offers after-hours access, there is potential for more groups to use this space in the evenings.

“People come in here to break social isolation”

- Comments gathered from the *Our Community Spaces* research

The Cell, Wanaka

The Cell is a co-working space in central Wanaka with capacity for 18 people to work from – there are three desks in offices and 15 in an open plan layout. The space also has a meeting room, two sound-proofed call rooms, and a kitchenette.

The Cell is designed for entrepreneurs often in the early stages of development. The people who use the space are a mix of employees and business owners. It is not uncommon to have competing businesses based together at The Cell creating business opportunities together.

Benefits of using the space are the low cost, central location, and reliable internet. In addition, another drawcard for users is not having the responsibility of managing a work space of their own.

How it works:

The Cell is available 24/7 to provide users with flexibility to work from this space when it suits them – often users have more than one job or work non-traditional hours to accommodate international timeframes.

To use the space, there is a membership fee arrangement based on a written agreement. People are able to access the space for an agreed time or on a more casual basis.

In addition to providing space for people to work from, The Cell runs expert hours once-a-month. These expert hours cover a theme relevant to their users (for instance, work/life balance or accounting) and during these sessions, the expert is available for three free appointments on the topic of that month.

Future opportunities:

There is the possibility that the expert hours and appointments could be made accessible to community groups. Further to this, a long term goal for The Cell is to eventually have a purpose built facility – if this happens, this may provide space for local community groups and services.

“[The Cell] gives them the space for their business to develop”

- Comments gathered from the *Our Community Spaces* research