

Designing Loneliness out of the workplace



**THE
LONELINESS
LAB**



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ENGINEERING



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Workplace loneliness is a real problem. For 45 hours a week I feel isolated

Anonymous

I have a good job which I enjoy...
entirely alone...

GZ&A

“We can be the medicine that each other need”: The 19th US surgeon general on ending loneliness

By [Jenny Anderson](#) in London • October 15, 2018

CNN BUSINESS

Markets Tech Media Success Perspectives Videos

Why workplace loneliness is bad for business

By [Kathryn Vasek](#), CNN Business

Updated 1520 GMT (2320 HKT) December 5, 2018

Work and the Loneliness Epidemic (Harvard Business Review)

September 28, 2017

Harvard Business Review

THE BIG IDEA

“During my years caring for patients, the most common pathology I saw was not heart disease or diabetes; it was loneliness.”

LIFE /

STYLIST

What's behind the rise in workplace loneliness?

posted by [Alexandra Jones](#) • 1 year ago

f SHARE

TWEET

The Telegraph

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Family Women Men Fashion Food & Drink Health & Fitness B

Life & Style Education & Careers

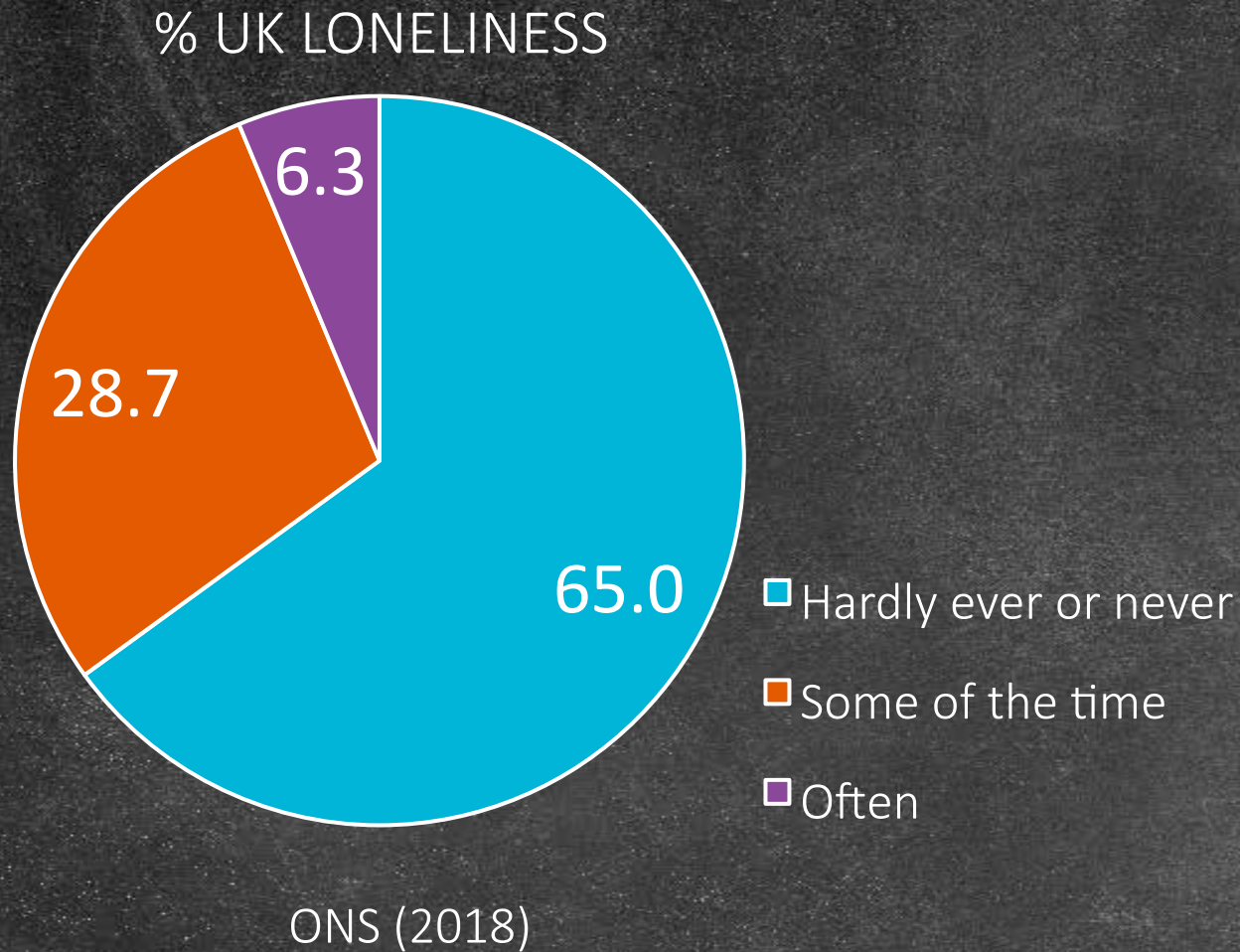
The rising epidemic of workplace loneliness and why we have no office friends

f share

TWEET

Save 13

LONELINESS EPIDEMIC



Over 9 million people
in the UK are 'often' or 'always'
lonely

1.2 million office workers
with chronic loneliness

Co-op (2017)

PERSONAL

Loneliness increases risk of mortality

Risk of heart disease, stroke, dementia,
depression and anxiety...

Holt-Lunstad et al (2015) and Rico-Uribe (2018)



PERSONAL

Reduction in lifespan equivalent to
smoking and obesity

Murthy (2017)



SOCIAL

£600 per person per year

cost to NHS & local services

LSE (2017)



BUSINESS

REDUCES:

- Task performance
- Creativity
- Approachability
- Organisational commitment
- Staff turnover
- Trust



BUSINESS

COST = £2.23 billion per annum

- Absenteeism = £20M
- Caring = £220M
- Loss of productivity = £665M
- Attrition = £1.62B

Cost per year per employee = £82

Co-op & NEF (2017)



WORKPLACE LONELINESS

Workplace loneliness is an unpleasant distressing experience that occurs when a person's interpersonal relationships, do not satisfy expectations in quantity or quality.

Wright *et al* (2006)



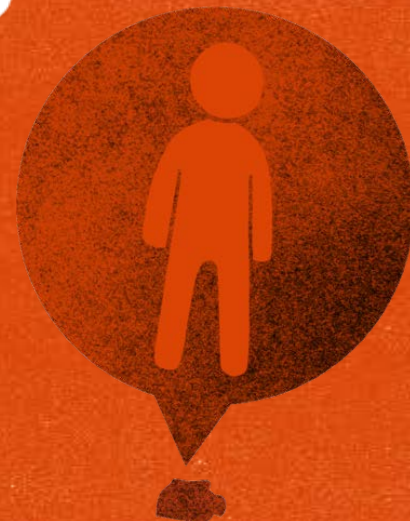


THE
LONELINESS
LAB

9MILLION
OF US ARE LONELY.

OUR MISSION

DESIGN OUT
LONELINESS
IN OUR CITIES



POWERED BY



collectively



WORKPLACE GROUP

BUROHAPPOLD
ENGINEERING

workplace
unlimited

 BritishRedCross

IQIL
AT STRATFORD

HOW THE LAB WORKS

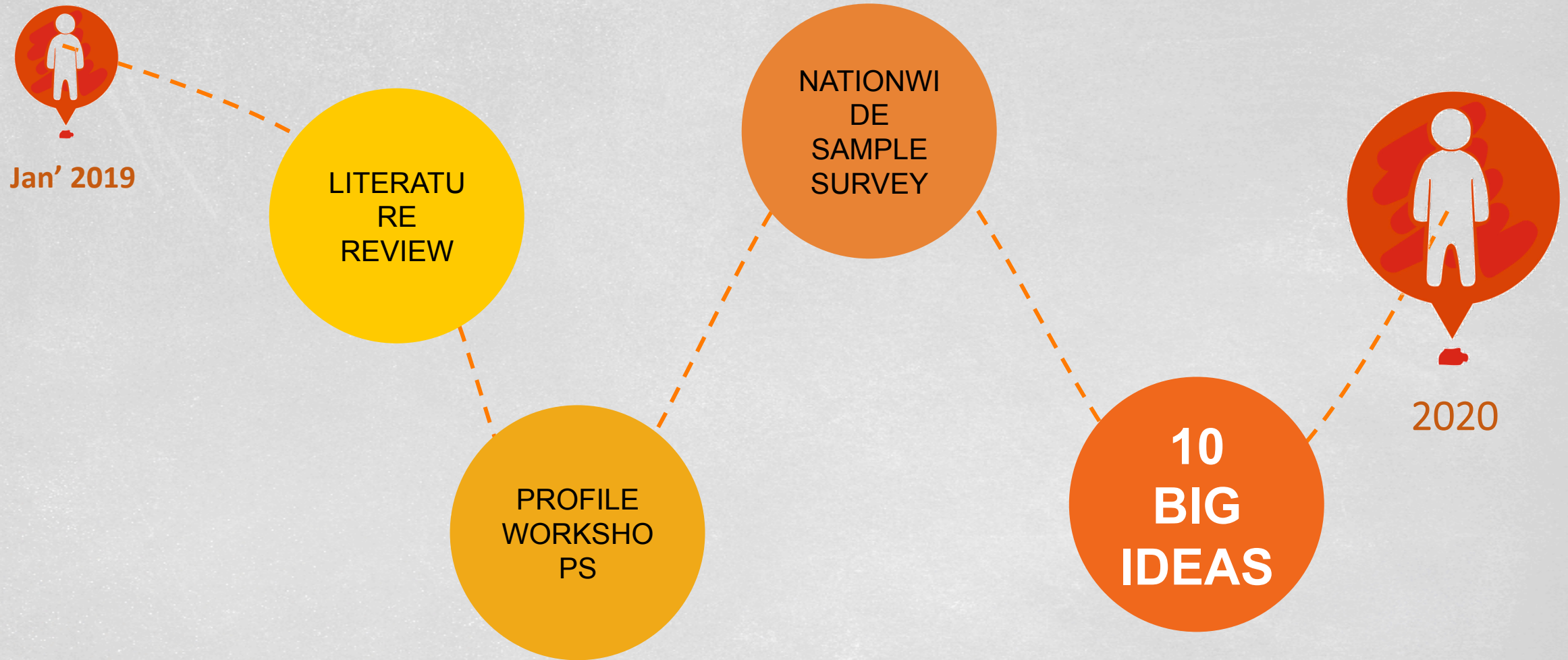


THE CHALLENGE

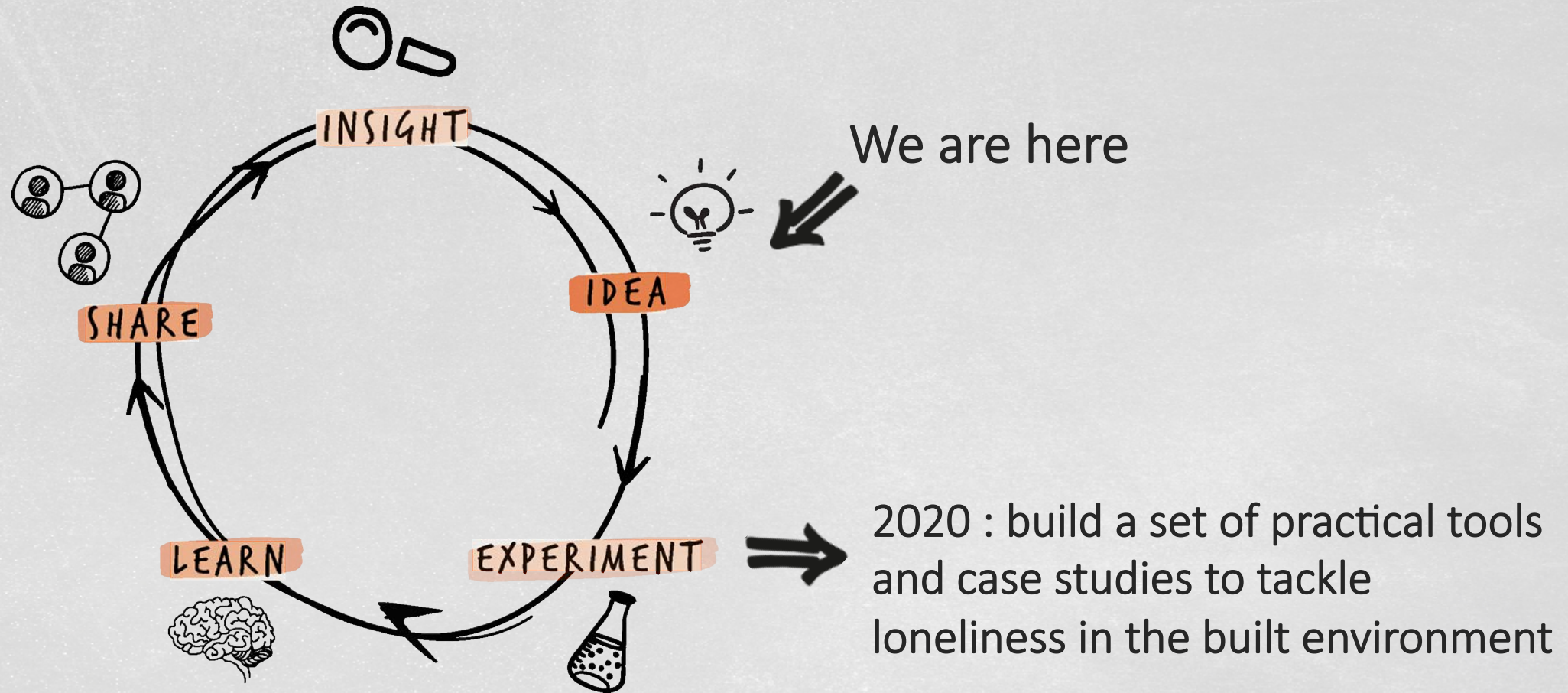


How can we *design the places* and spaces that we work in to help nurture *meaningful connections* between the people who use them, and ultimately *reduce loneliness*?

WHAT WE'VE BEEN UP TO IN THE LAB



WHAT WE'VE BEEN UP TO IN THE LAB

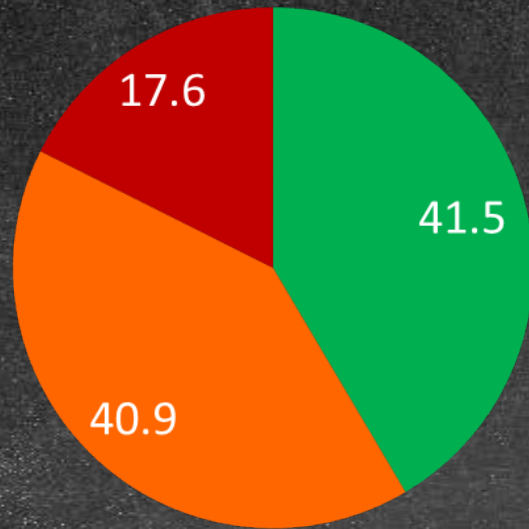


RESULTS

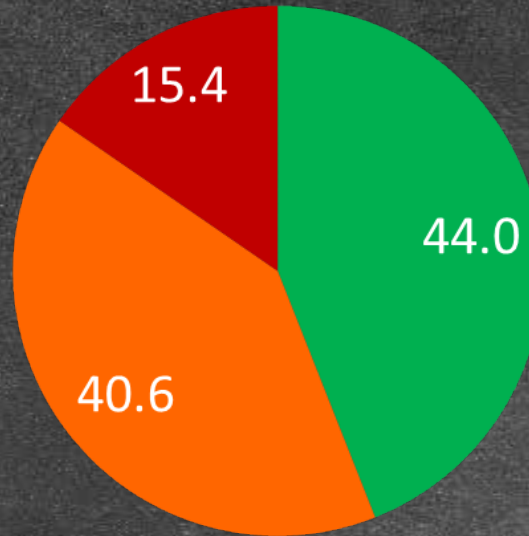
DESIGN OUT
LONELINESS
IN OUR CITIES

OVER 50% SAID THEY WERE LONELY

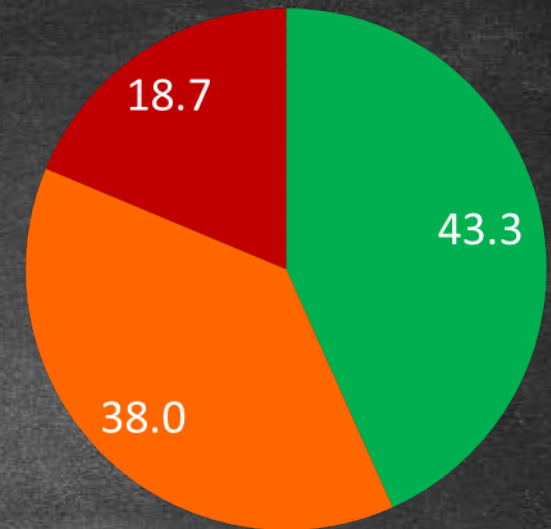
How often do you feel that you have lacked companionship?



How often have you felt left out?



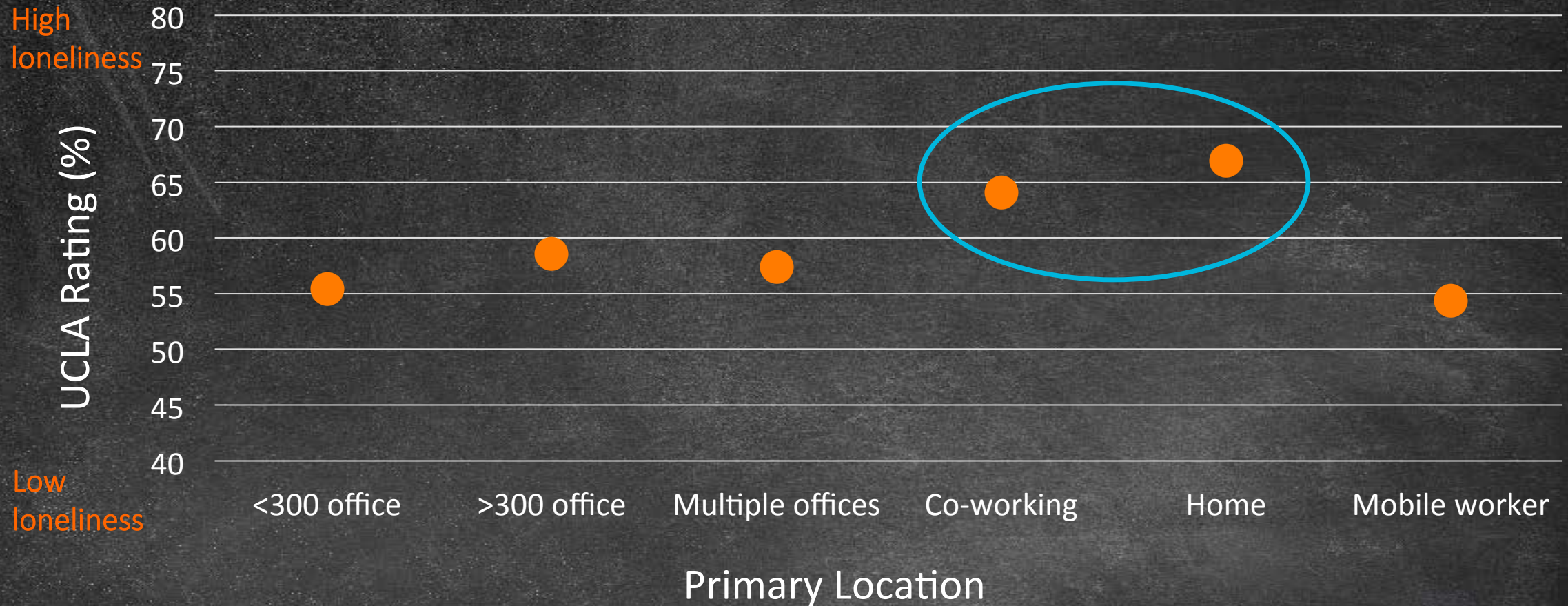
How often have you felt isolated from others?



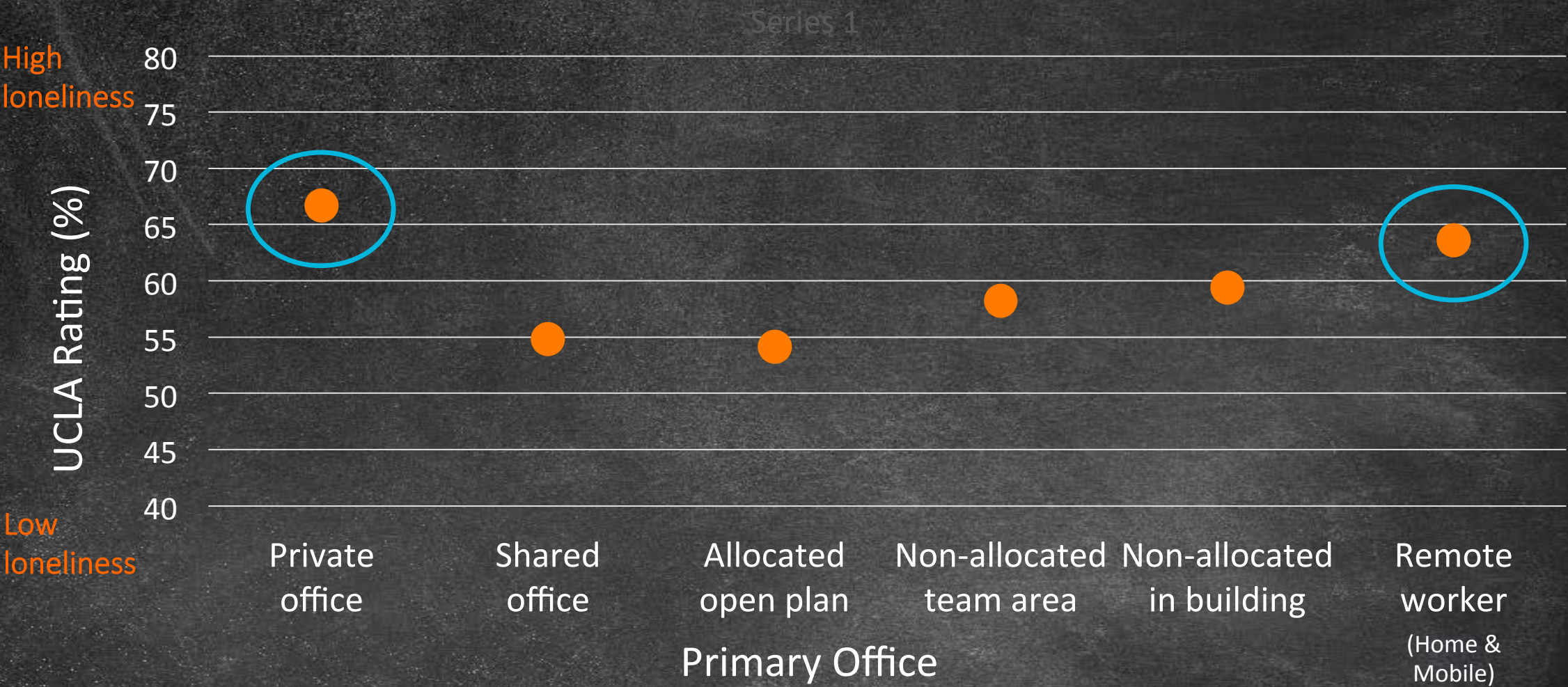
■ Hardly ever or never ■ Some of the time ■ Often

Average score = 58% (using UCLA loneliness scale)

LONELINESS BY OFFICE LOCATION



LONELINESS BY DESK TYPE



DESIGN FEATURES THAT REDUCE LONELINESS

Design Feature	UCLA
Small waiting area for the lift or stairs	✓
Community notice boards (events, etc.)	✓
Desks with no divider screens between them	✓
Activity spaces (for ping pong, games, etc.)	✓
Open informal meeting areas (drop-in)	✓

Statistically significant with small & medium effects

4 RELATIONSHIPS



**MEETING
PEOPLE**

To increase the quantity of people in your network.



**BUSINESS
RELATIONSHI
PS**

A trusted relationship with the people you work with



**SOCIAL
RELATIONSHI
PS**

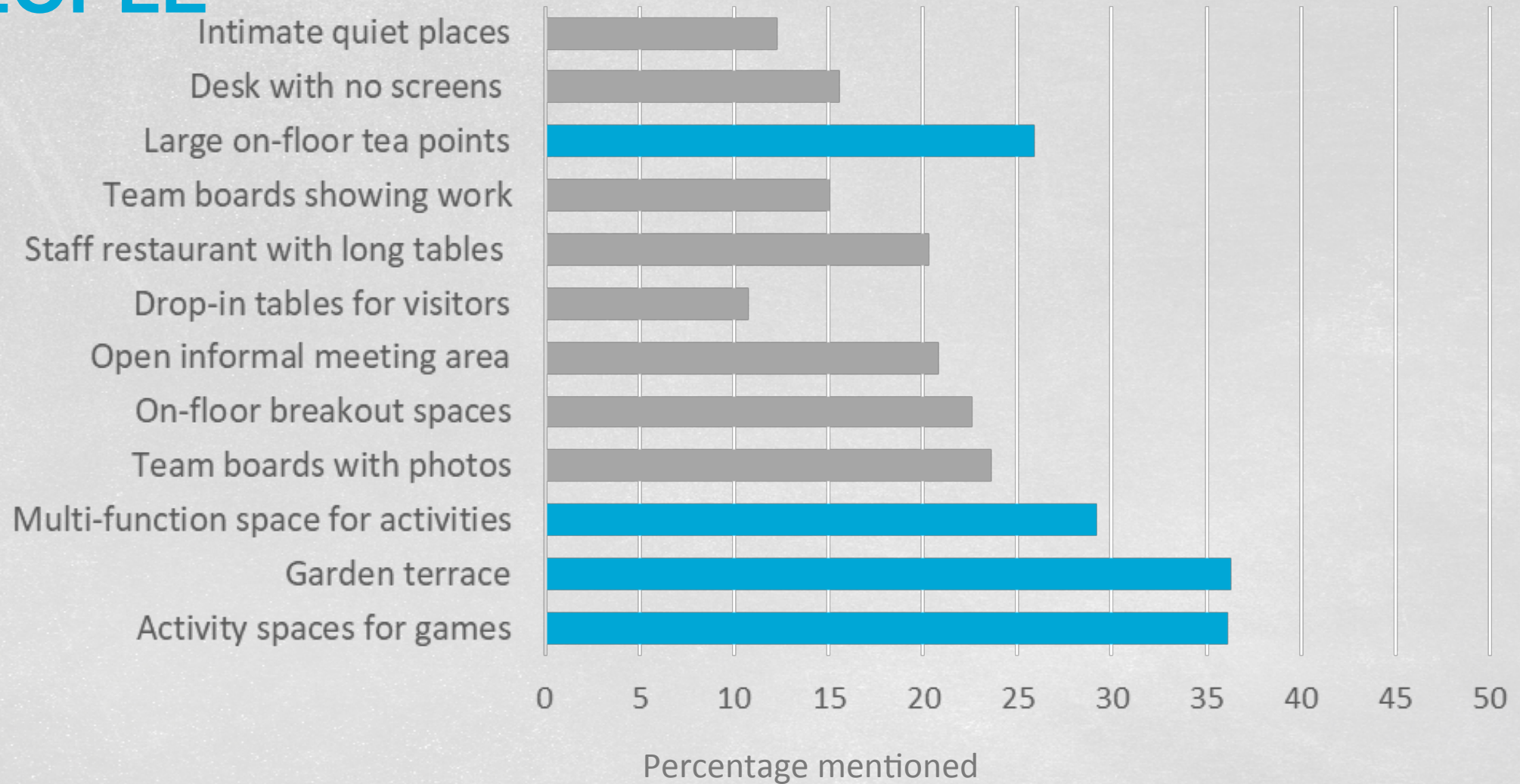
A 'friendship' bond that can transcend what you are working on



**BELONGIN
G**

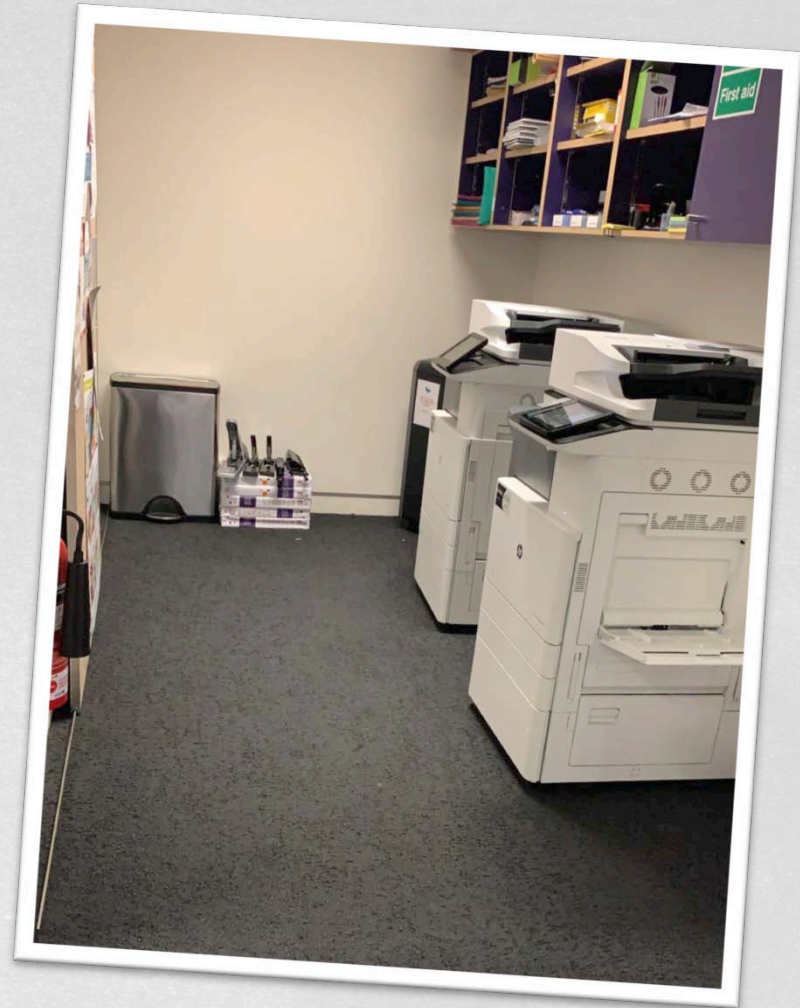
A feeling that you are accepted and valued as part of a group

DESIGN FEATURES THAT SUPPORT MEETING PEOPLE

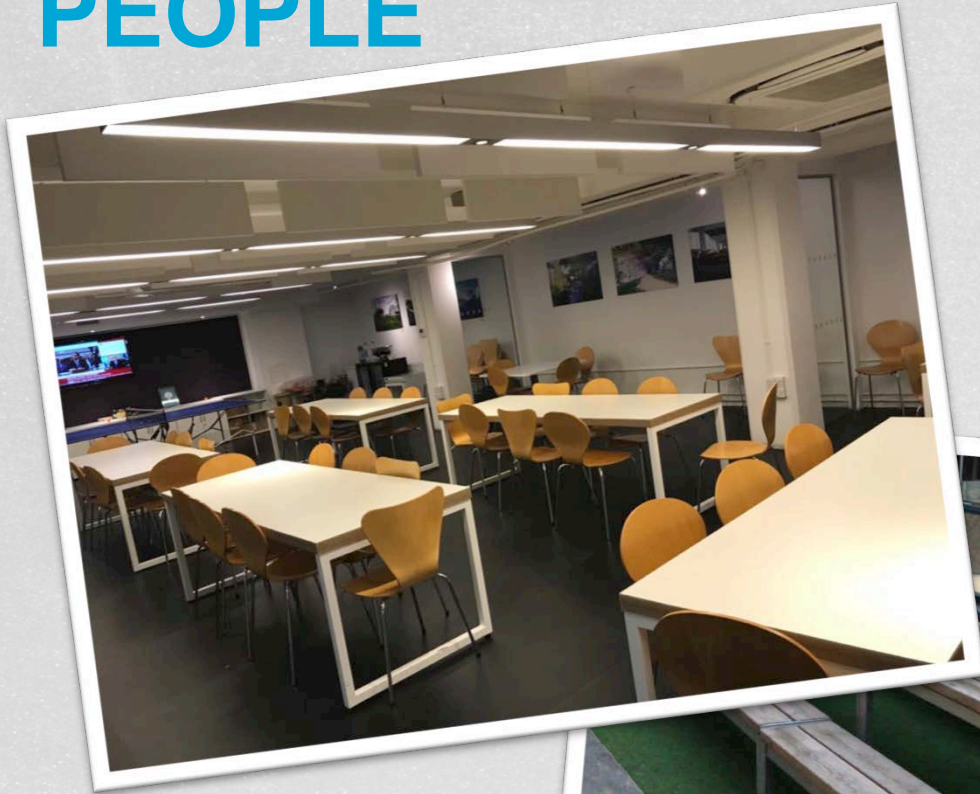


Statistically significant with small & medium effects

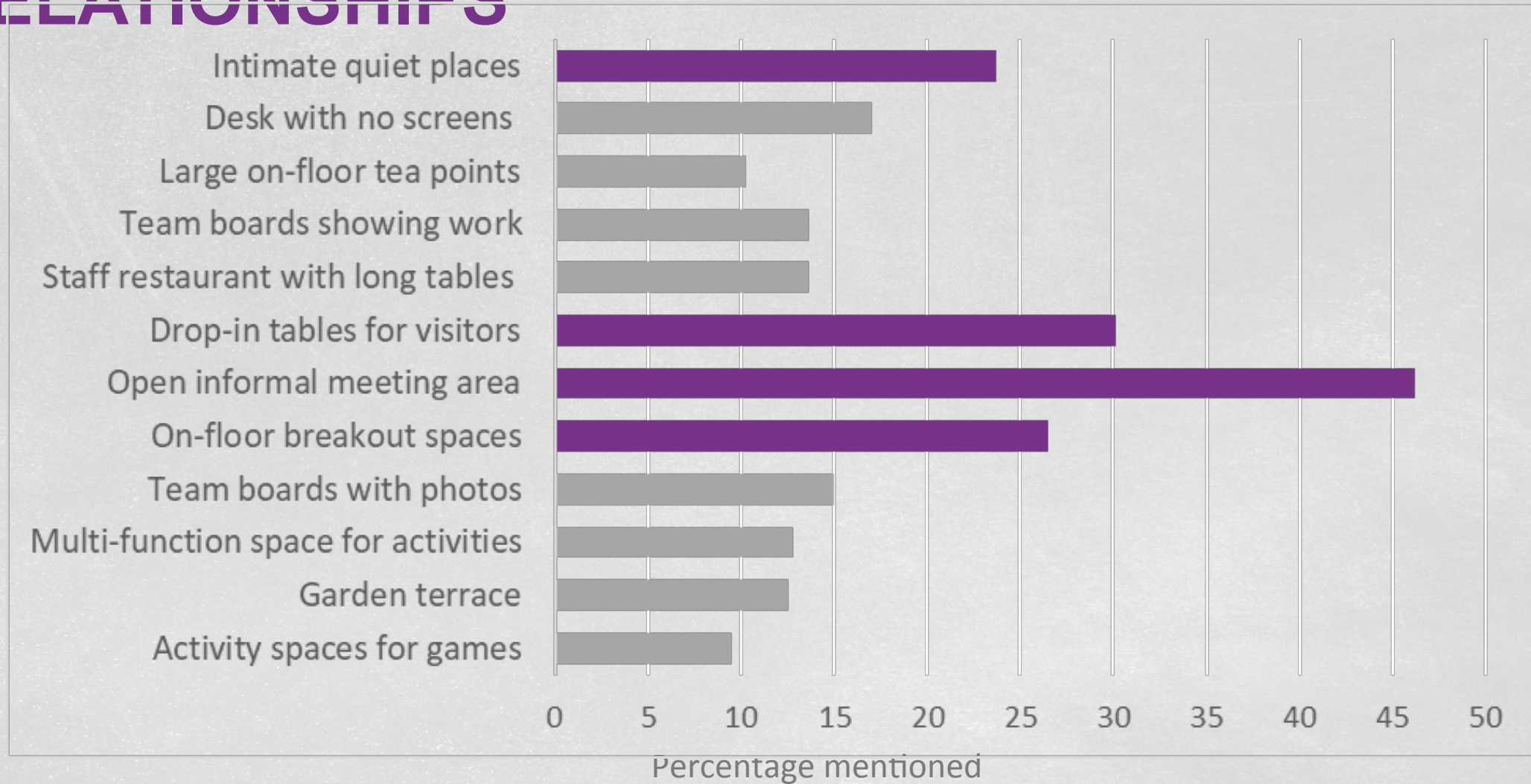
MEETING PEOPLE



MEETING PEOPLE



DESIGN FEATURES THAT SUPPORT BUSINESS RELATIONSHIPS

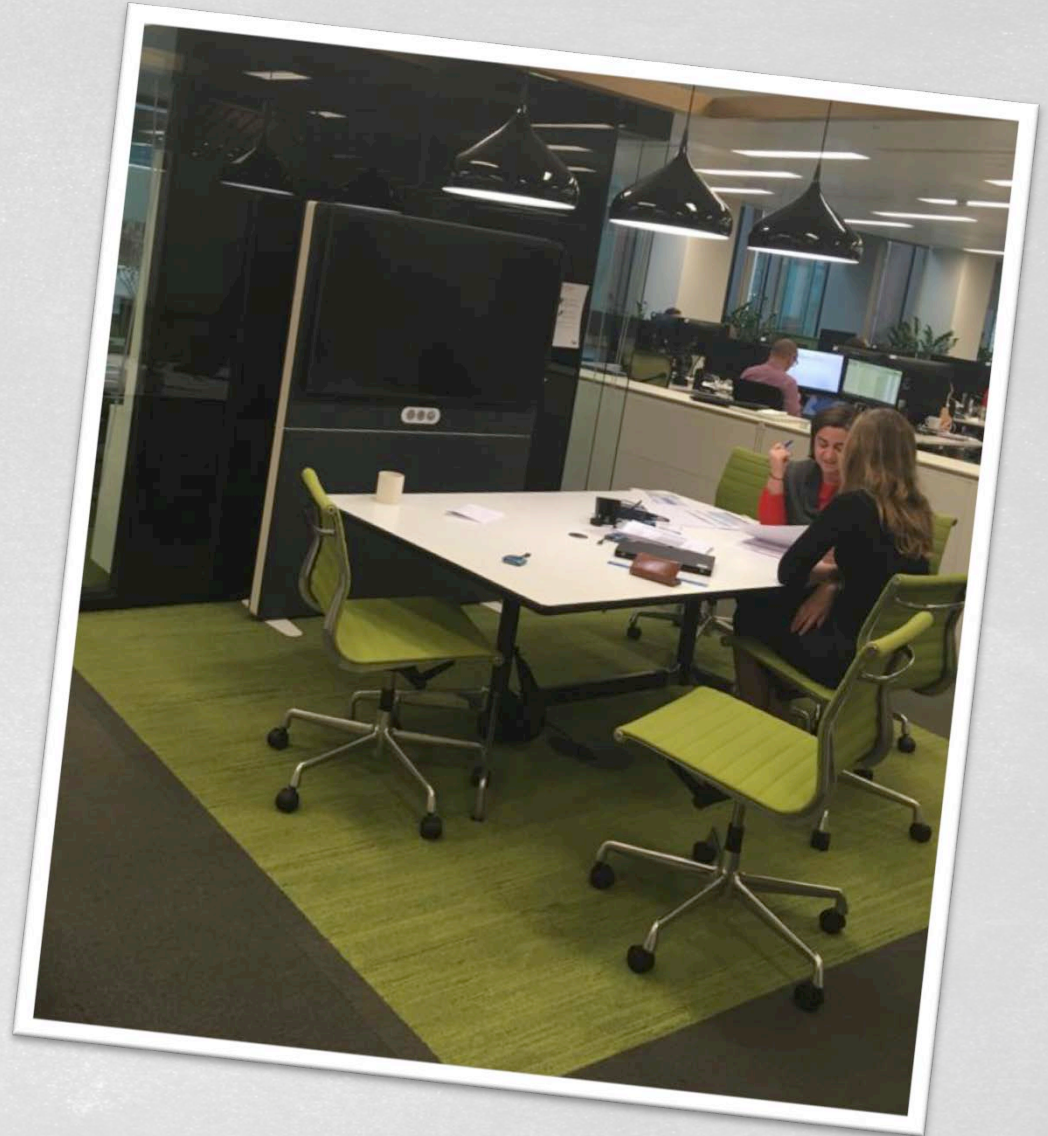


Statistically significant with small & medium effects

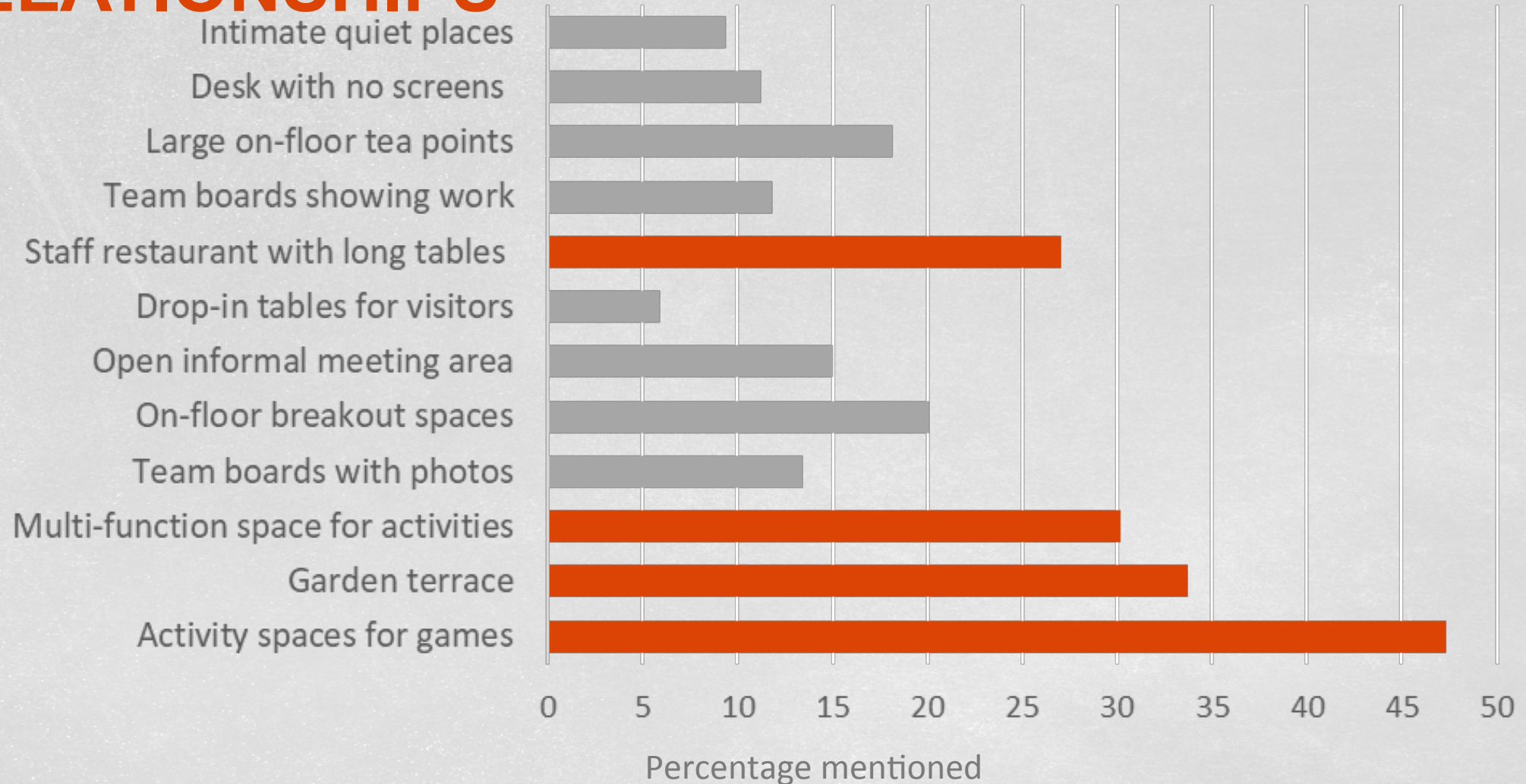
BUSINESS RELATIONSHIPS



BUSINESS RELATIONSHIPS

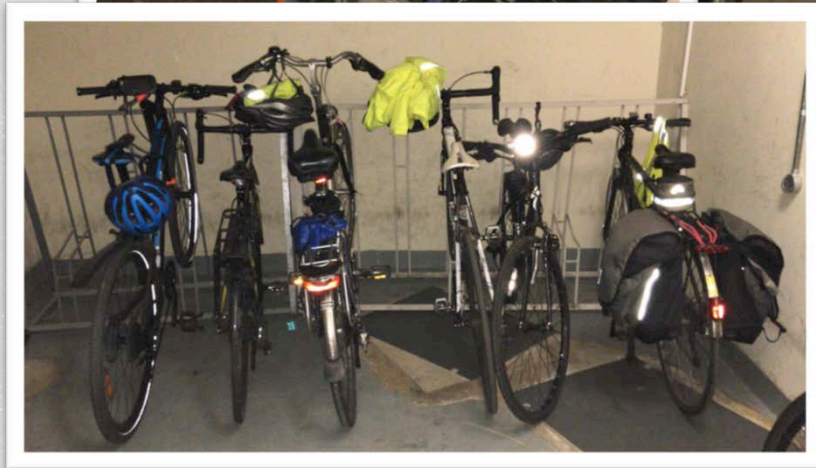
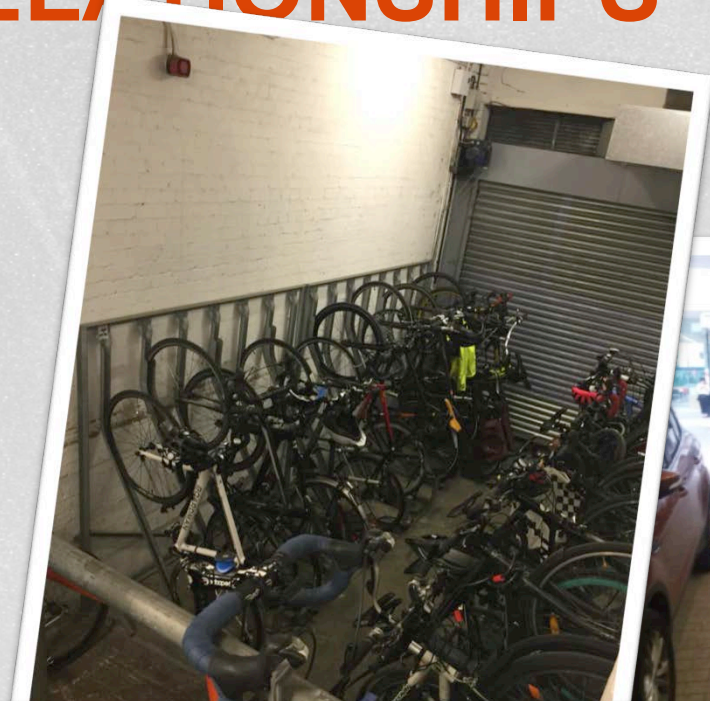


DESIGN FEATURES THAT SUPPORT SOCIAL RELATIONSHIPS

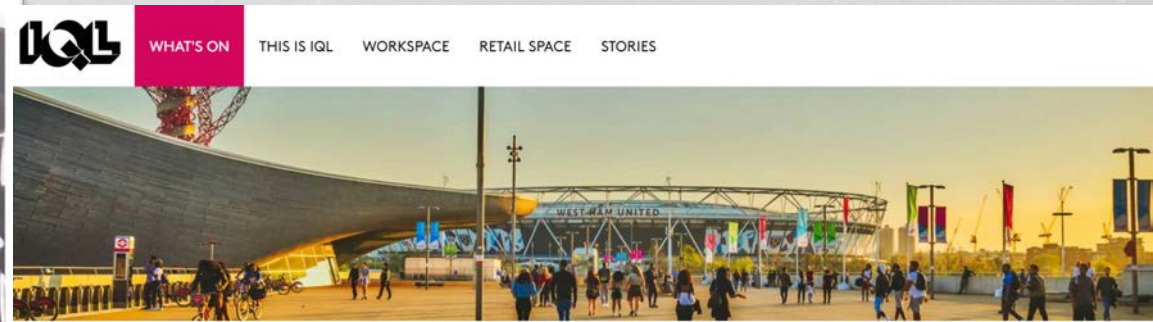
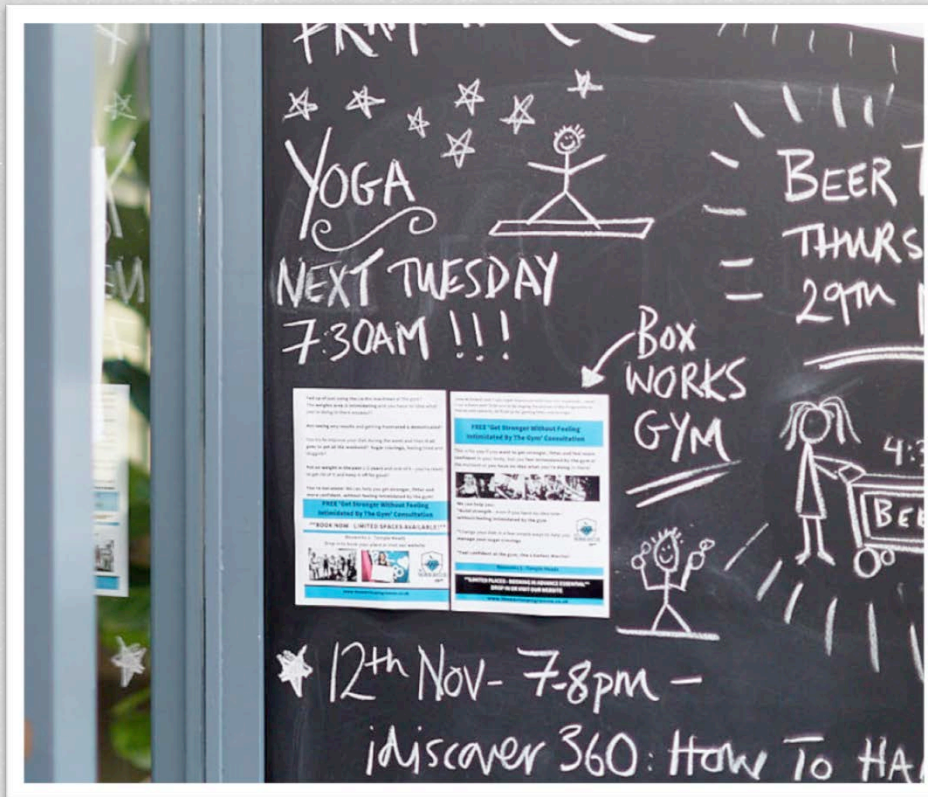


Statistically significant with small & medium effects

SOCIAL RELATIONSHIPS



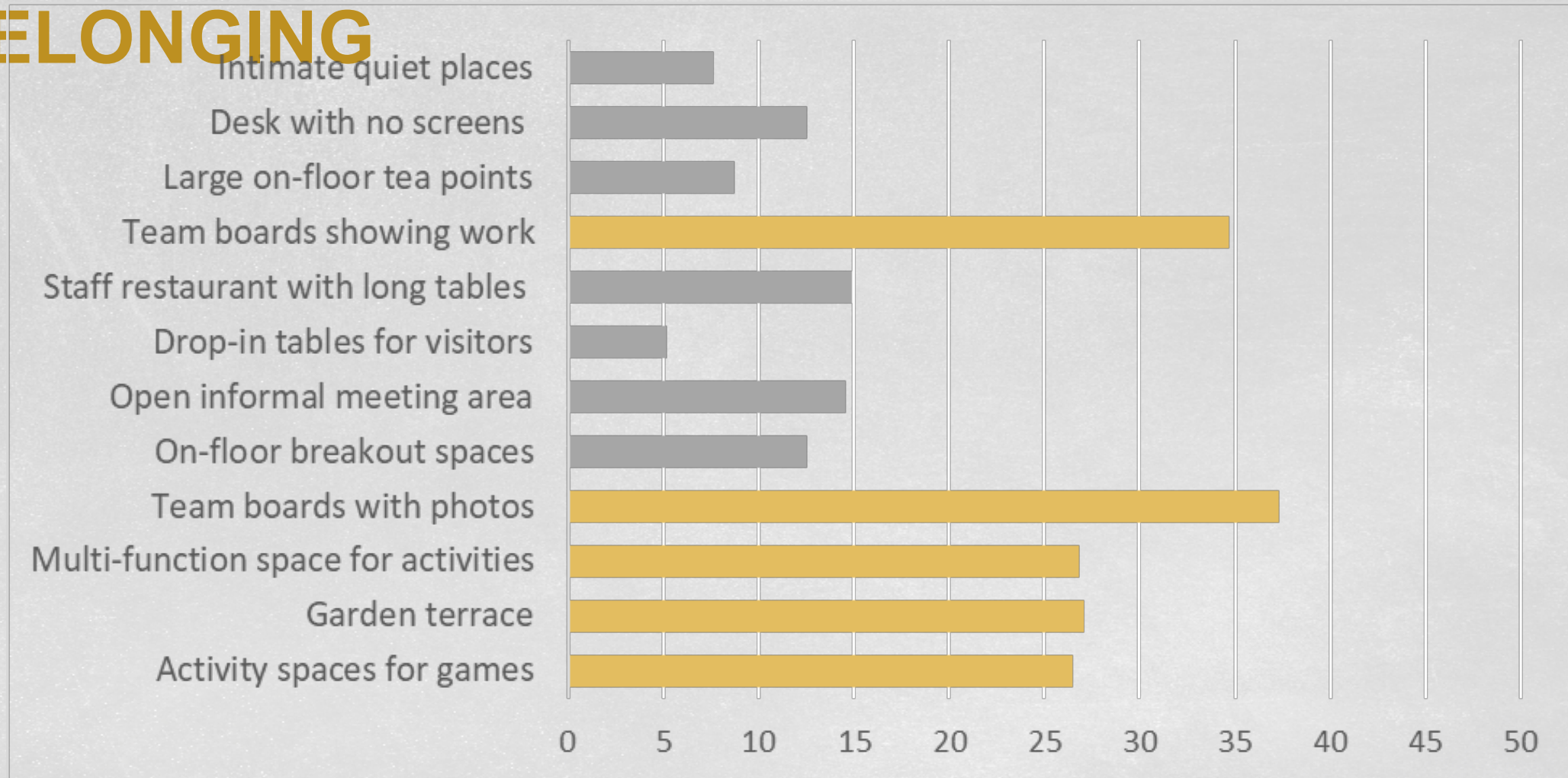
SOCIAL RELATIONSHIPS



WELCOME TO THE NEIGHBOURHOOD



DESIGN FEATURES THAT SUPPORT A SENSE OF BELONGING

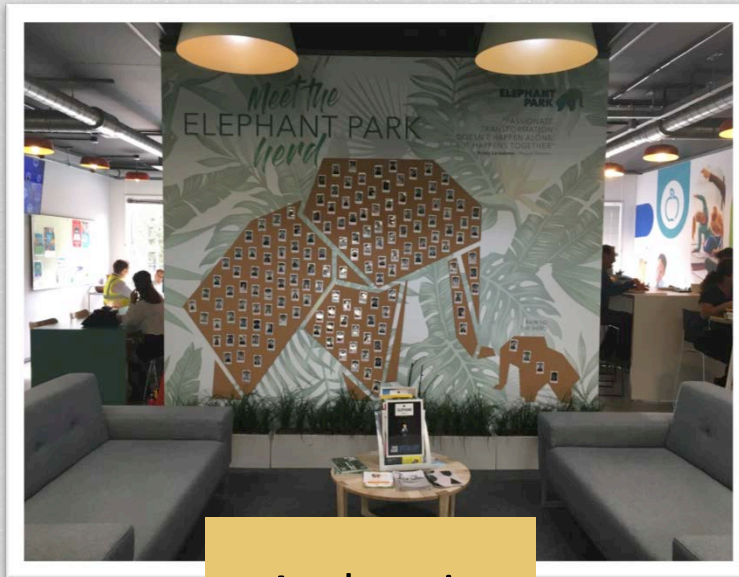


Percentage mentioned

Statistically significant with small & medium effects

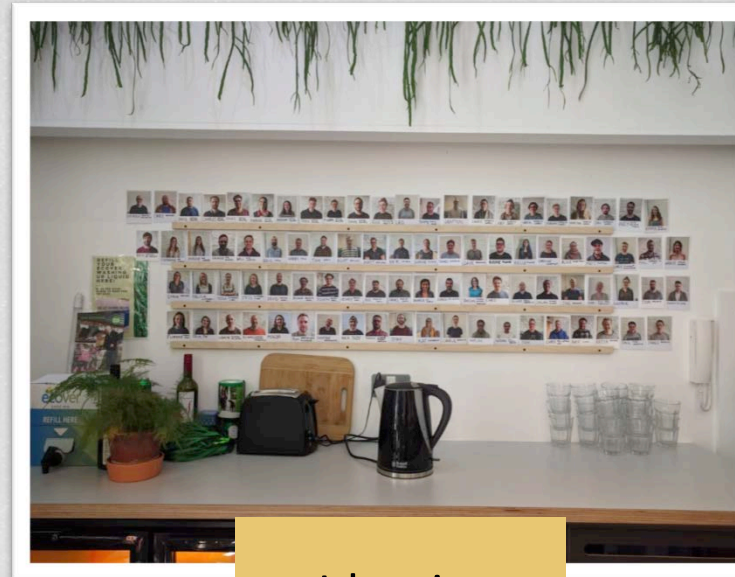
SENSE OF BELONGING

Single organisation



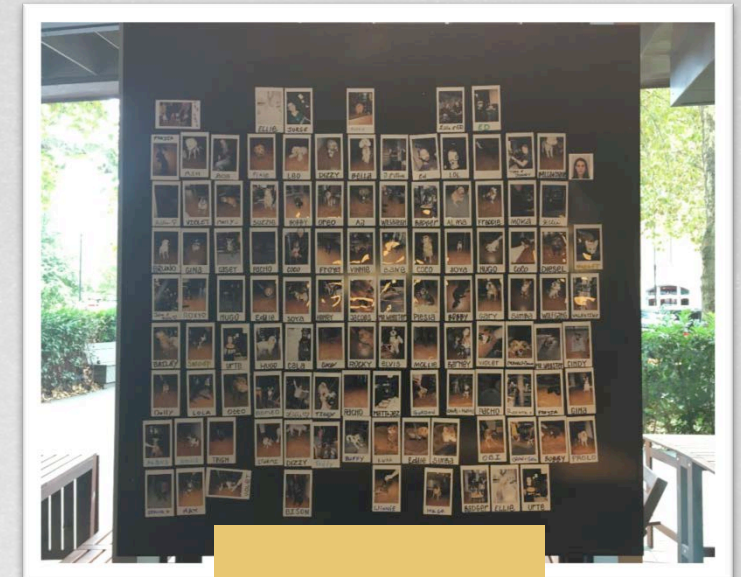
Authentic

Co-working space



Identity

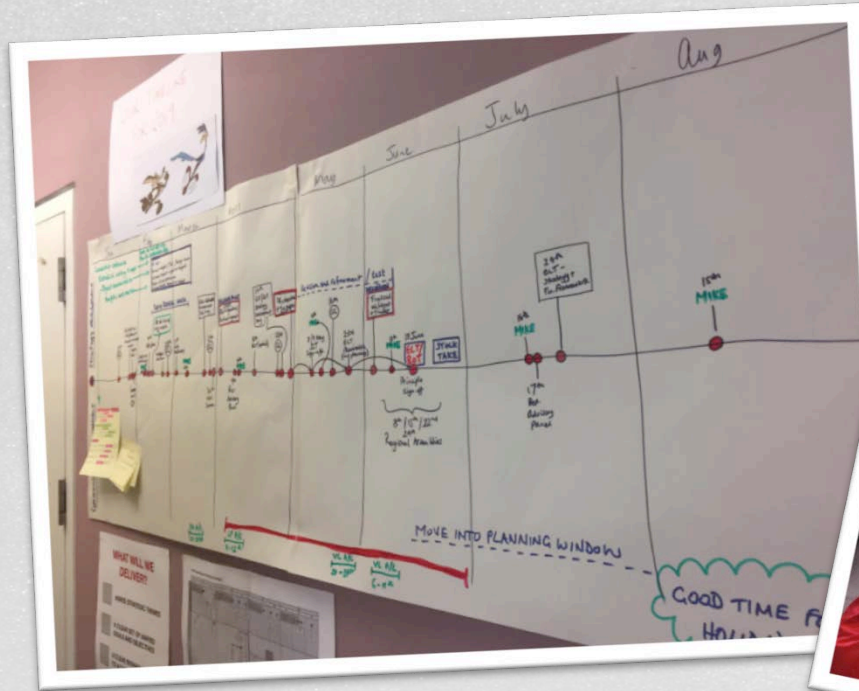
Public cafe



Family



SENSE OF BELONGING



THE LONELINESS LAB

JOIN US TO
MAKE OUR CITIES
LESS LONELY.



ACTION LEARNING: TOOLKIT

SELF
REVIEW
CHECKLIST



WORKSHOP
APPROACH

+
TEMPLATE TO
CAPTURE
FINDINGS

IDEATION

(QUICK WINS
+ BIGGER
INTERVENTIONS)

PILOT

+
CHECK IN



THE LONELINESS LAB

INVITES YOU TO

**A BREAKFAST WORKSHOP:
DESIGNING LONELINESS OUT OF
THE WORKPLACE**

DATE: Tuesday, 19th November

TIME: 8:30am arrival for a 9:00am start
10:30am close

📍 WORKABLE

Level 19, 1 Westfield Avenue,
Stratford, E20 1HZ

RSVP HERE

5 CHALLENGES WE'RE FOCUSING ON



THANK YOU

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THANK YOU
FOR JOINING THE
LONELINESS
LAB

