



EMERGENCE OF COWORKING SPACES IN **BARCELONA**

“Barcelona és bona si la bossa sona”

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RESEARCH QUESTION:

*“Is the emergence of coworking spaces outside Barcelona city center **feasible**?”*

BACKGROUND

Coworkings in Barcelona

- An increasing number of coworking spaces (CWs) in Barcelona.
- More than 120 CWs mainly concentrated in Eixample and Old District, with a cluster in Poble Nou.
- Housing crisis created availability for affordable rental space.
- Heterogeneous distribution of CWS.





LITERATURE REVIEW

Insights from the most relevant literature

Empirical studies from Barcelona, Manhattan and Milan

Main factors driving coworking spaces location:

- Rental price per m².
- Accessibility (public transportation in the area).
- Proximity to universities and/or research centres.
- Economic and innovation dynamics.

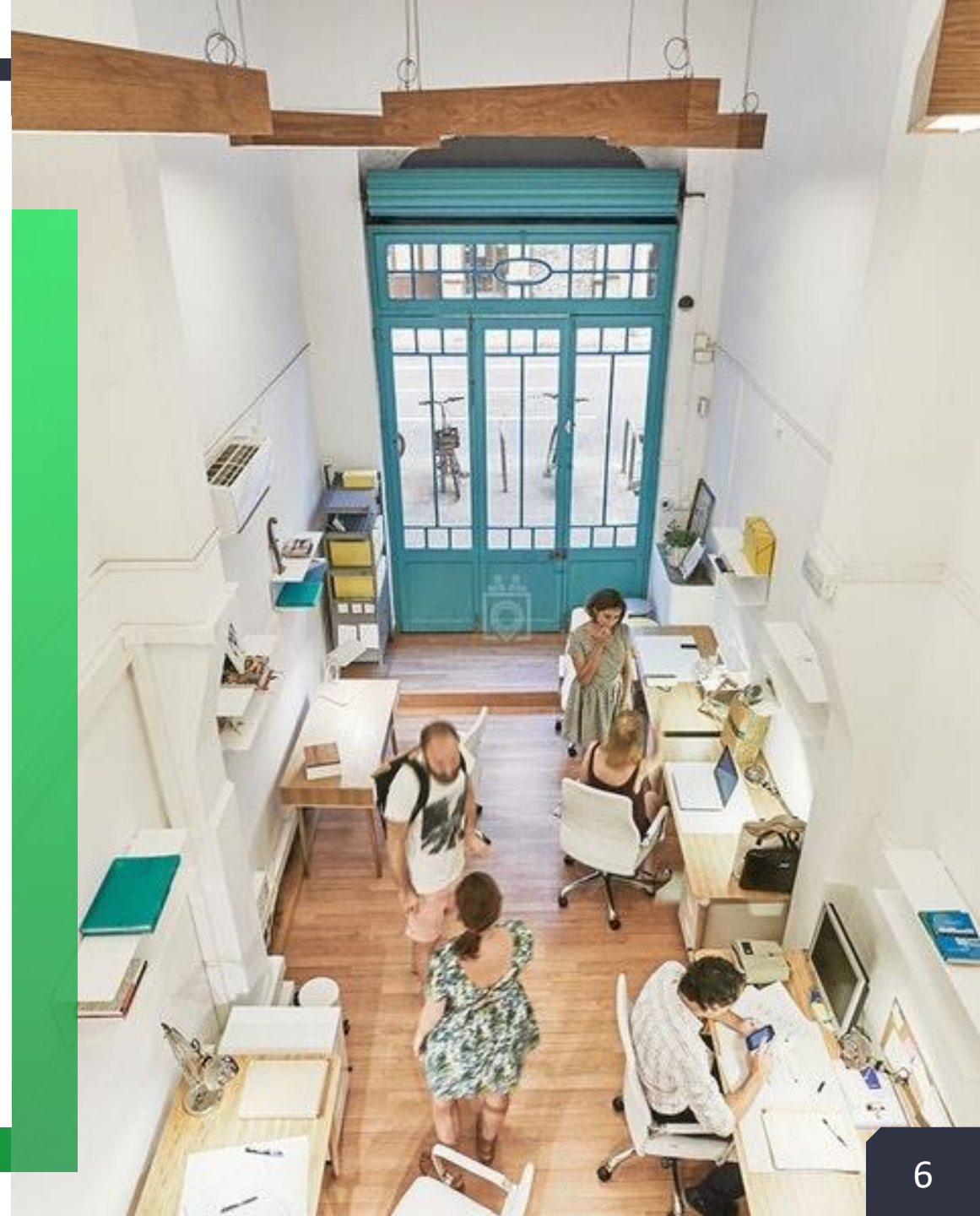
An aerial photograph of a coastal city, likely Barcelona, showing a sandy beach, a pier extending into the sea, and a dense urban area with several prominent skyscrapers in the background under a clear blue sky. The word 'METHODOLOGY' is overlaid in large white letters on a green semi-transparent background across the middle of the image.

METHODOLOGY

- **Online survey** accompanied by a **semi-structured interview** with a CWs consultant
 - Coworking space profiling (size, specialization, client group)
 - Coworking space localization-factor preference ranking
- **Maps** visualizing the indicators for location preference using variables of income, rental prices, economic activity, public transportation among others
- Combining the results from the survey and the maps into an **index-table** ranking the potential of each district for CWs

COWORKINGS IN BARCELONA

- ✓ Online survey distributed through emails to 99 coworking spaces.
- ✓ 12 responses from CWs
 - 6 located in the neighborhood of Eixample
 - Relatively small and well established CWs with more than 3 years of operation



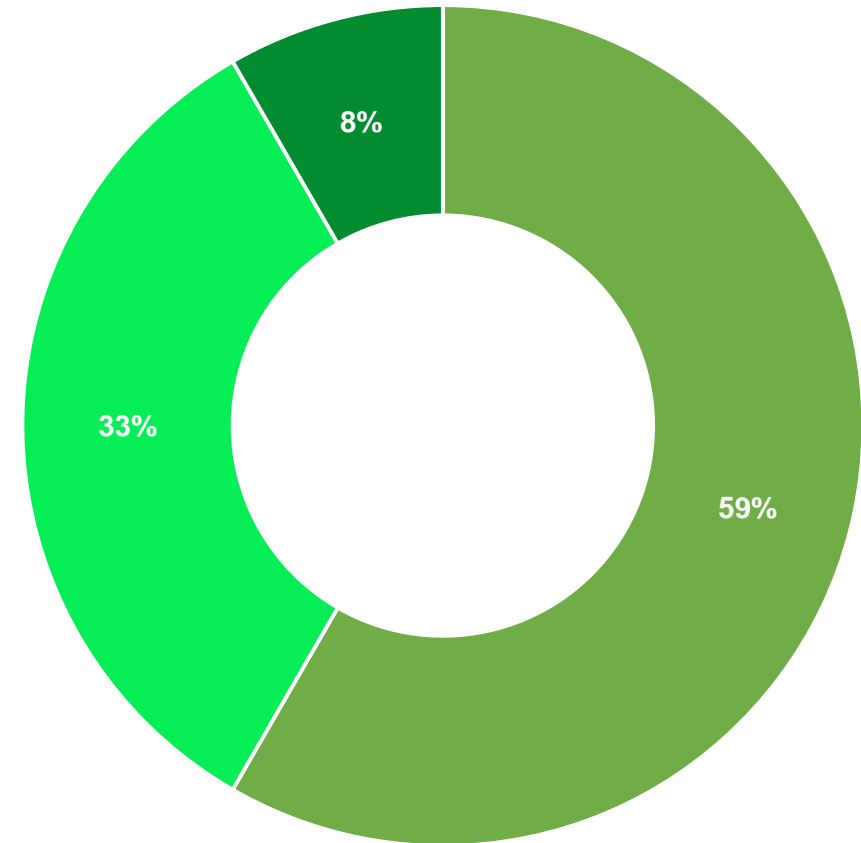
An aerial, grayscale photograph of a dense city with numerous skyscrapers and buildings. Overlaid on the image is a graphic consisting of a solid green vertical bar on the left, a white rectangular area in the center, and a thick black L-shaped border framing the white area. The word "RESULTS" is centered within the white area.

RESULTS

LOCATION PREFERENCES

- High reported satisfaction with the current location
- None of the CWs identified issues/problems related to the location
- 9 CWs mentioned intention to relocate/open new branches and specified that it would be within the proximity of the central area
- Ciutat Vella, Sants-Montjuïc, Les Corts, Gràcia, Sant Martí were identified as the most attractive districts for possible relocation

Location of your Coworking



■ Totally satisfied ■ Satisfied ■ Neither satisfied nor dissatisfied

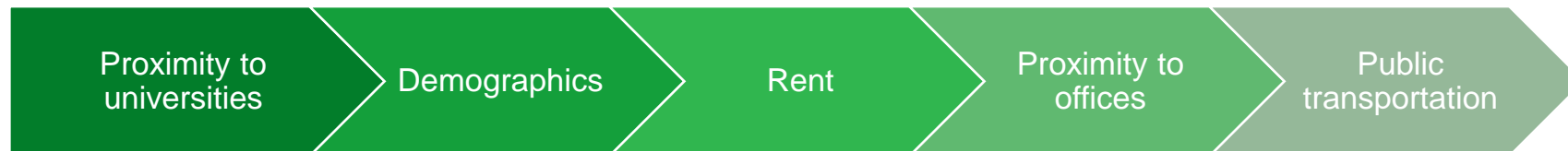
LOCATION PREFERENCES

What would motivate/encourage your company to be located outside the center of the city of Barcelona?

- Lower rent prices
- Demand for larger space accommodating more clients
- Accessibility to nature (sea, mountains, etc.)
- Proximity to offices, businesses and restaurants

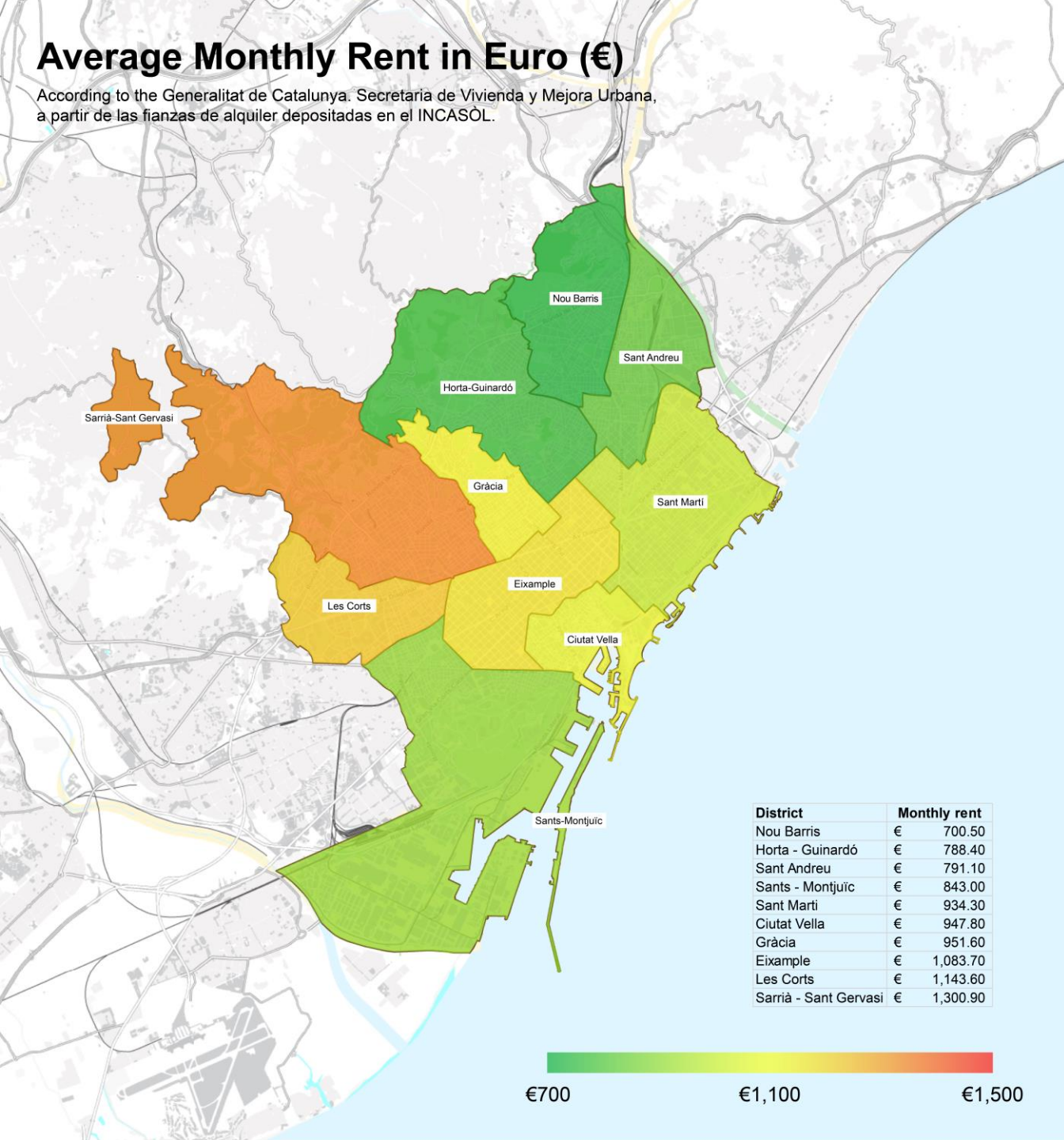
Least important

Most important



Average Monthly Rent in Euro (€)

According to the Generalitat de Catalunya. Secretaria de Vivienda y Mejora Urbana, a partir de las fianzas de alquiler depositadas en el INCASÒL.



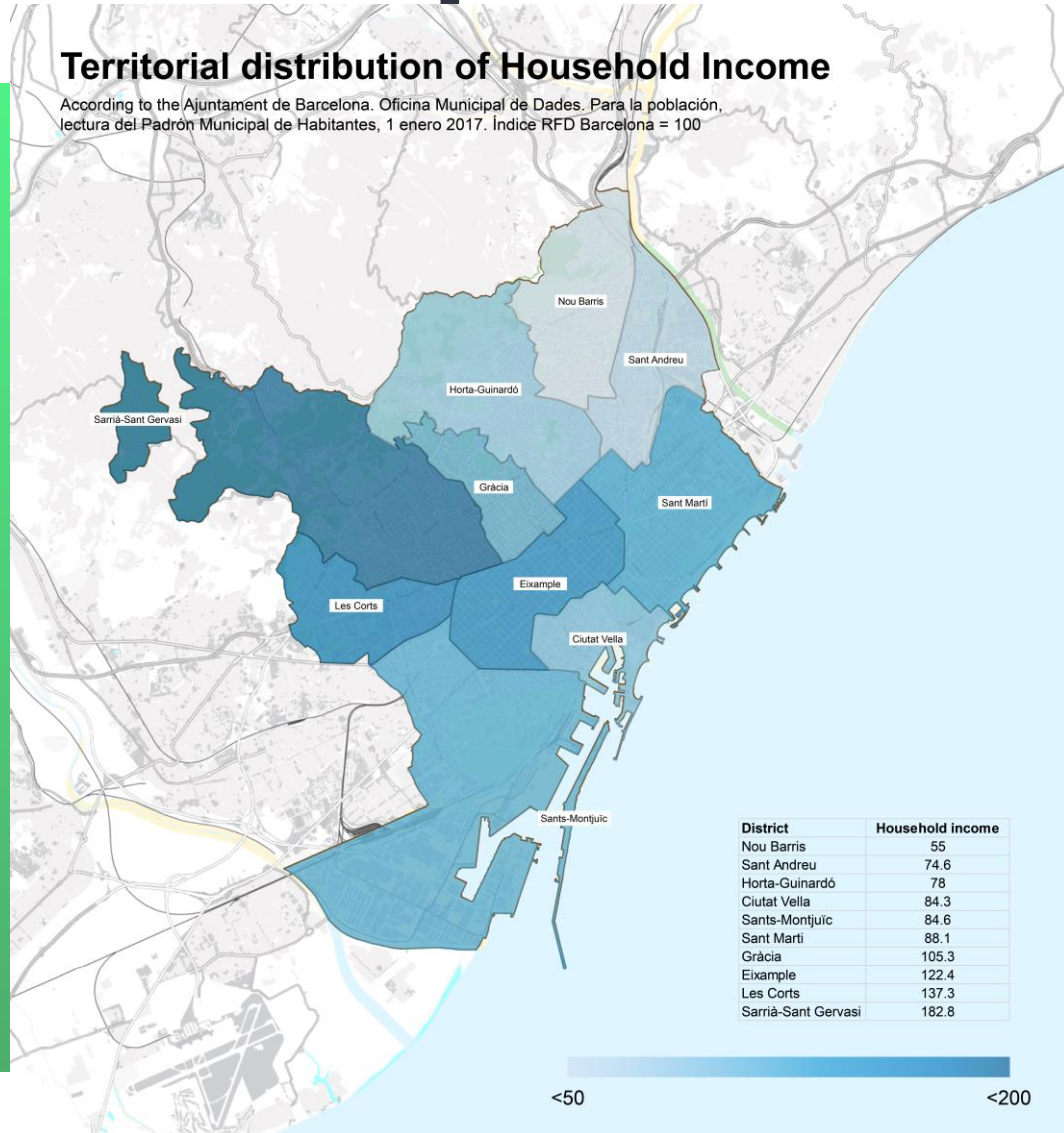
RENTAL PRICES

- Most affordable district is Nou Barris.
- Most expensive districts are Eixample, Le Corts and Sarrià – Sant Gerasi.
- Most Coworkings are currently located in medium rent districts such as Gràcia.

DEMOGRAPHICS

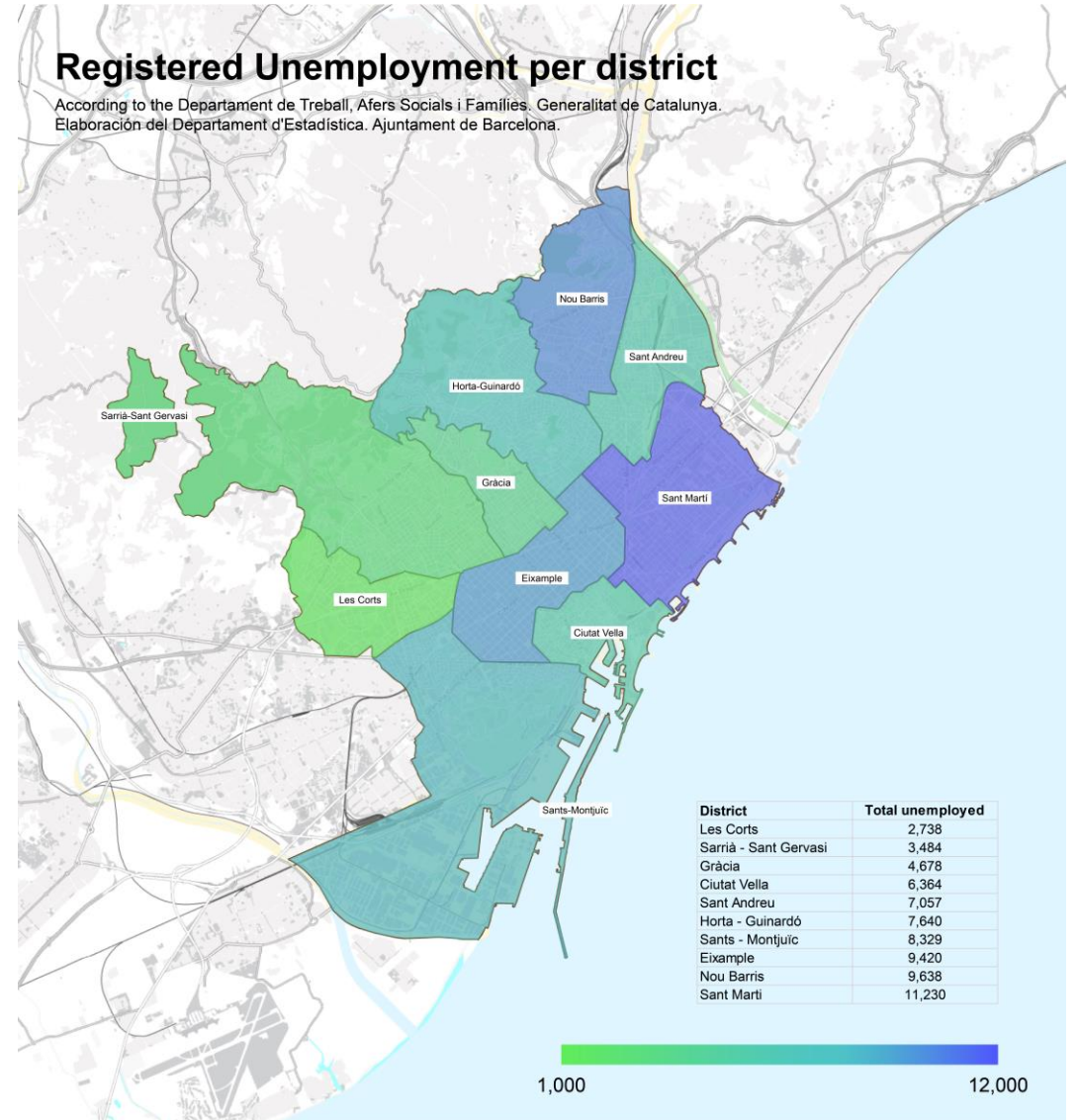
Territorial distribution of Household Income

According to the Ajuntament de Barcelona. Oficina Municipal de Dades. Para la població, lectura del Padrón Municipal de Habitantes, 1 enero 2017. Índice RFD Barcelona = 100



Registered Unemployment per district

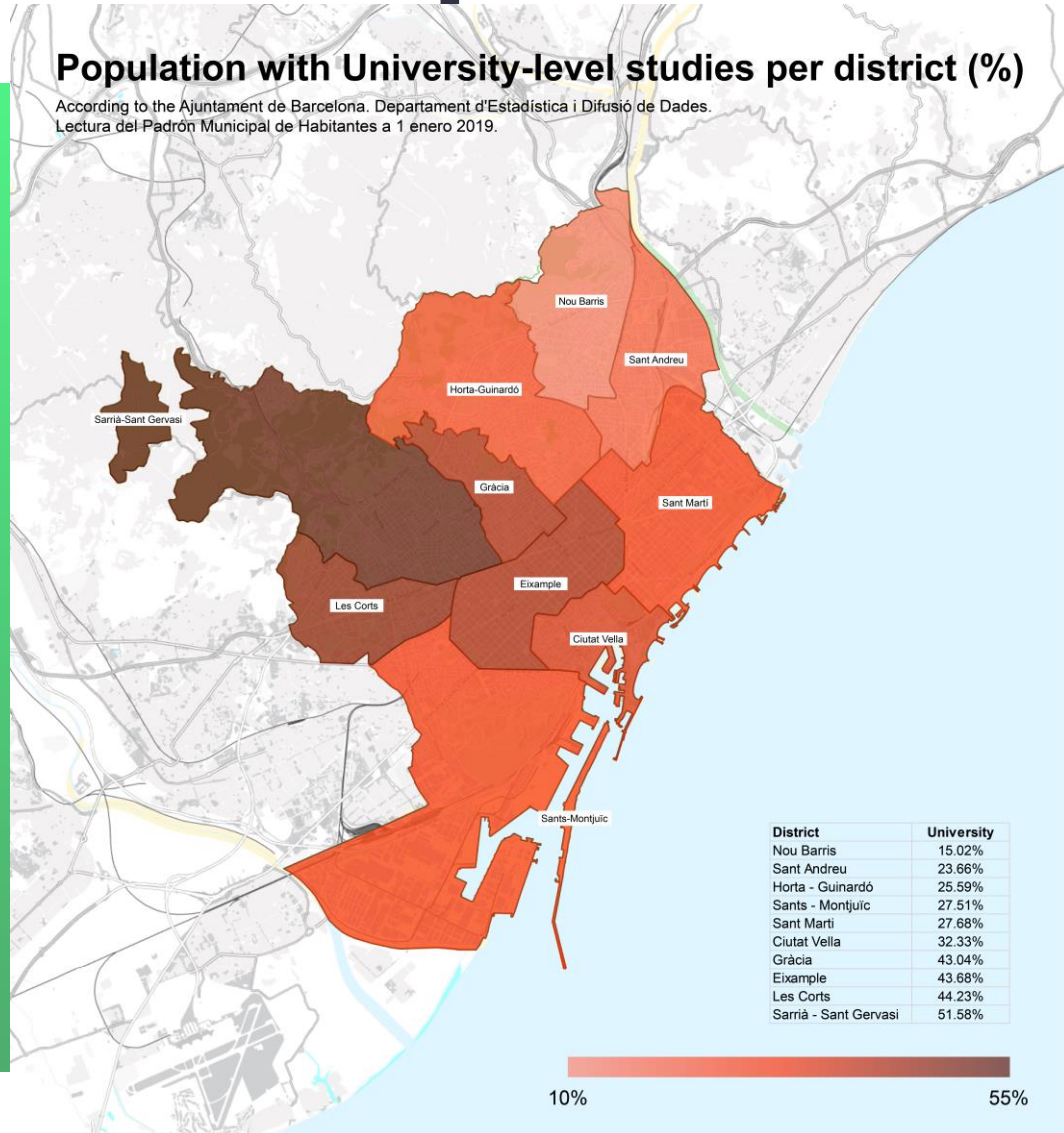
According to the Departament de Treball, Afers Socials i Famílies. Generalitat de Catalunya. Elaboración del Departament d'Estadística. Ajuntament de Barcelona.



INNOVATION DYNAMICS

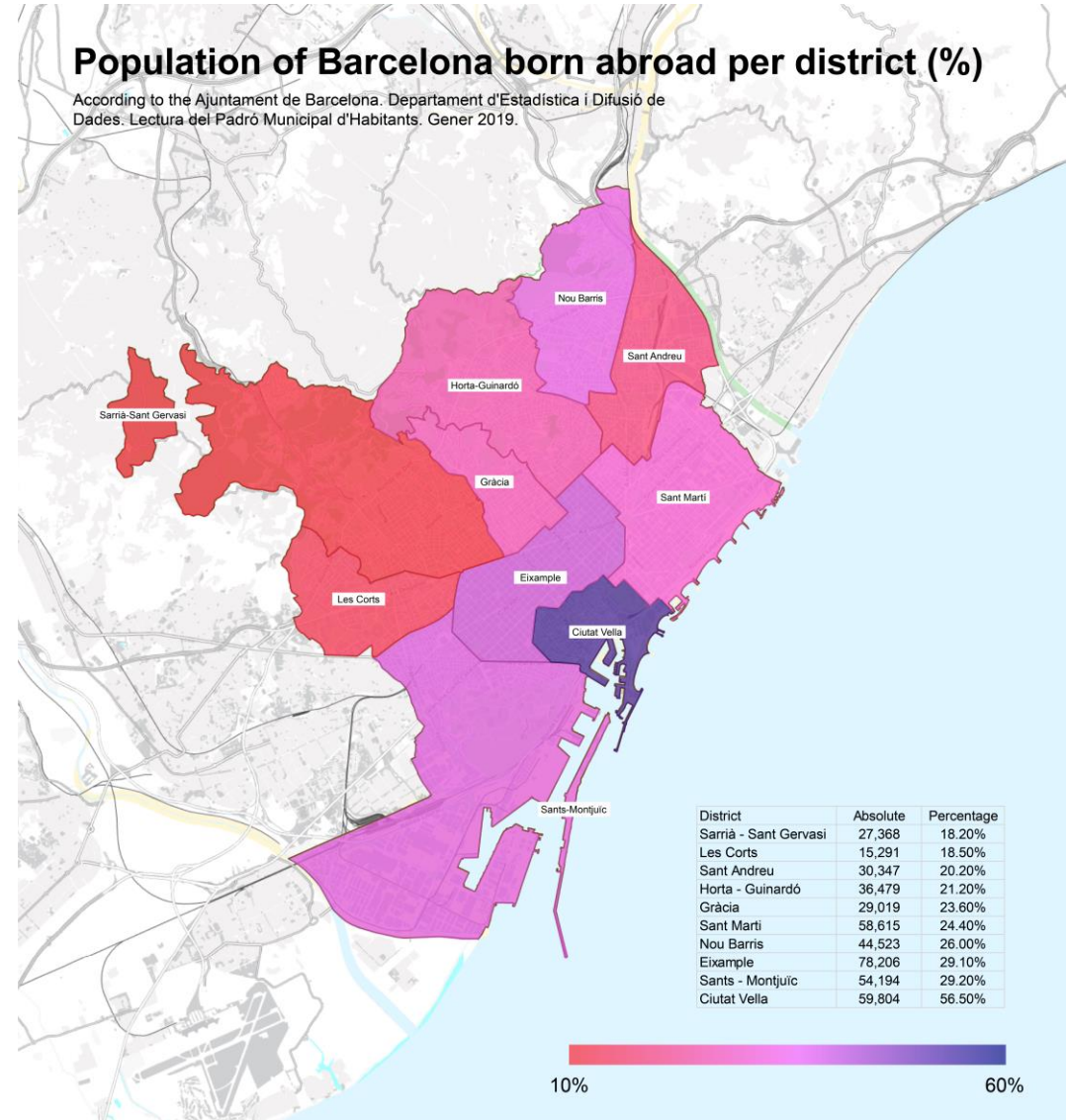
Population with University-level studies per district (%)

According to the Ajuntament de Barcelona. Departament d'Estadística i Difusió de Dades.
Lectura del Padró Municipal de Habitantes a 1 enero 2019.



Population of Barcelona born abroad per district (%)

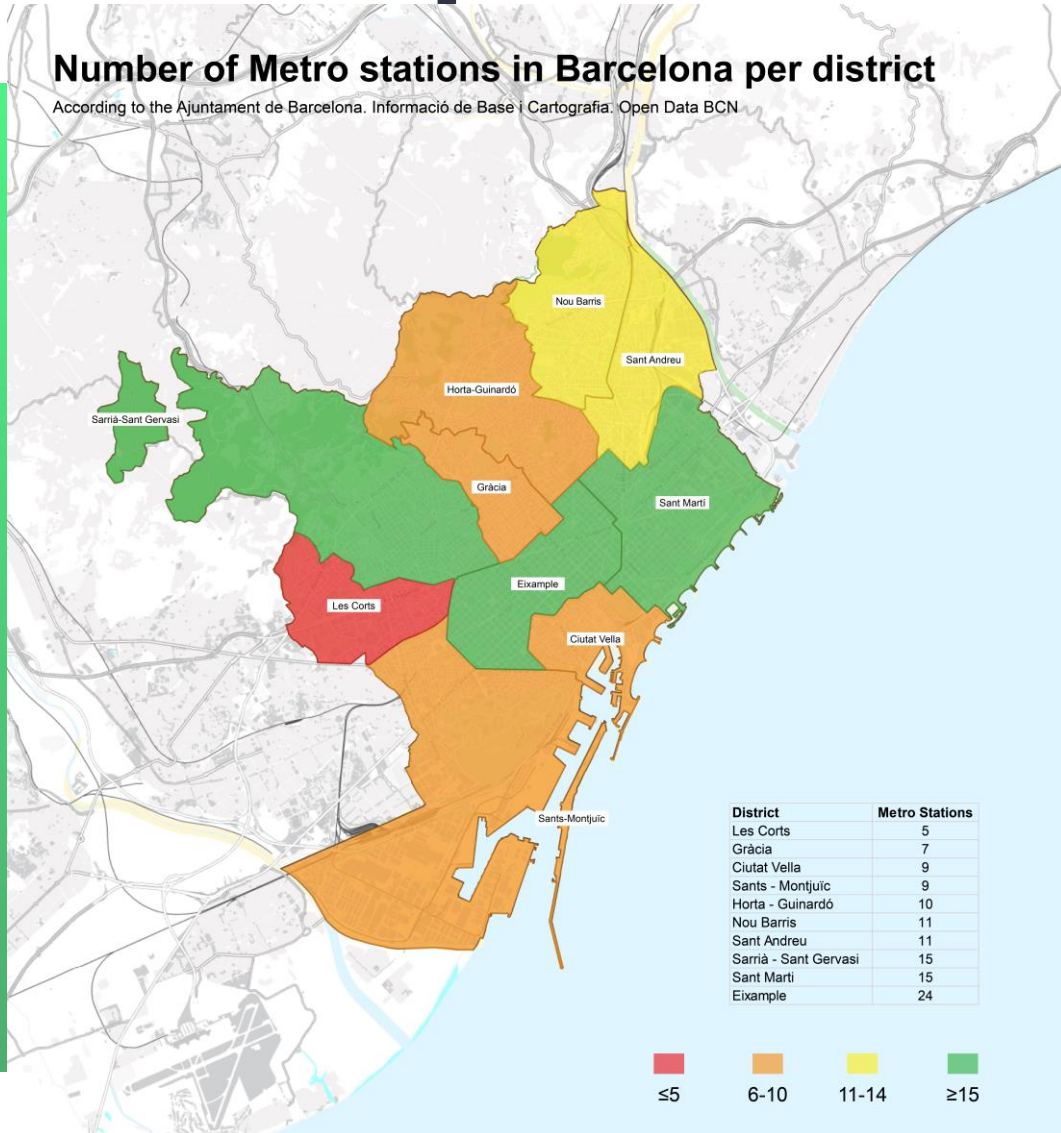
According to the Ajuntament de Barcelona. Departament d'Estadística i Difusió de Dades.
Lectura del Padró Municipal d'Habitants. Gener 2019.



ACCESS TO PUBLIC TRANSPORTATION

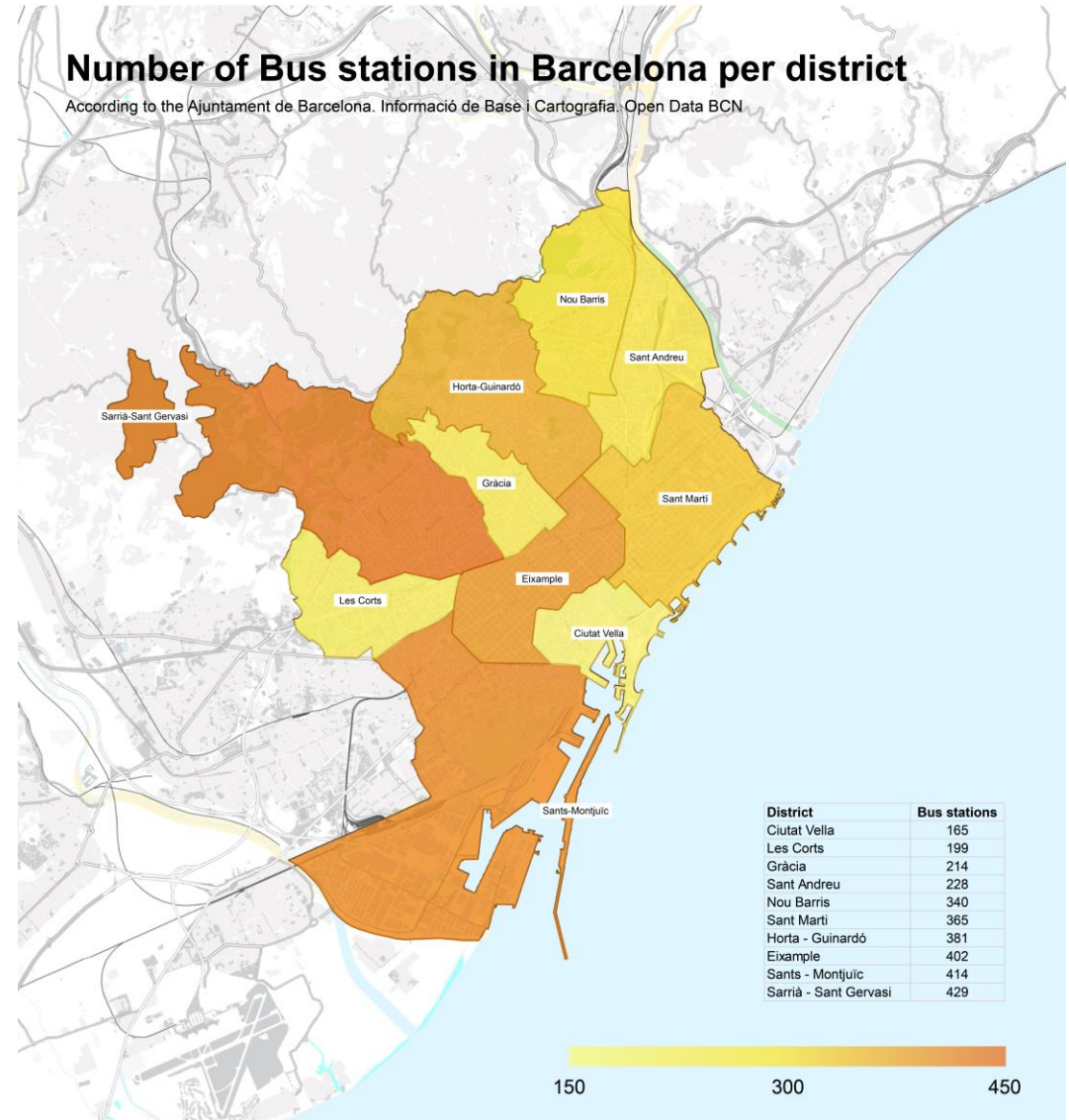
Number of Metro stations in Barcelona per district

According to the Ajuntament de Barcelona. Informació de Base i Cartografia. Open Data BCN



Number of Bus stations in Barcelona per district

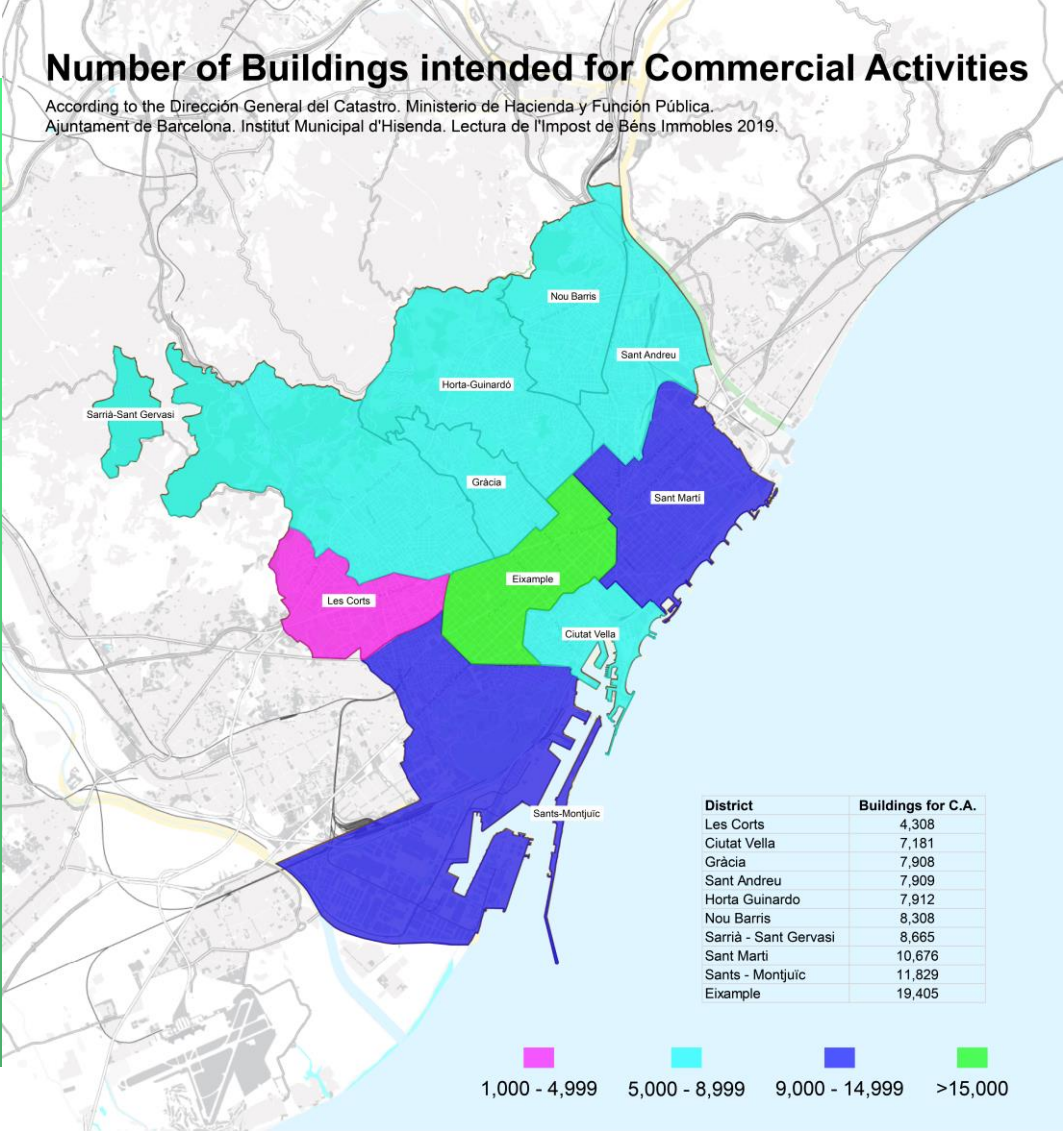
According to the Ajuntament de Barcelona. Informació de Base i Cartografia. Open Data BCN



ECONOMIC ACTIVITY

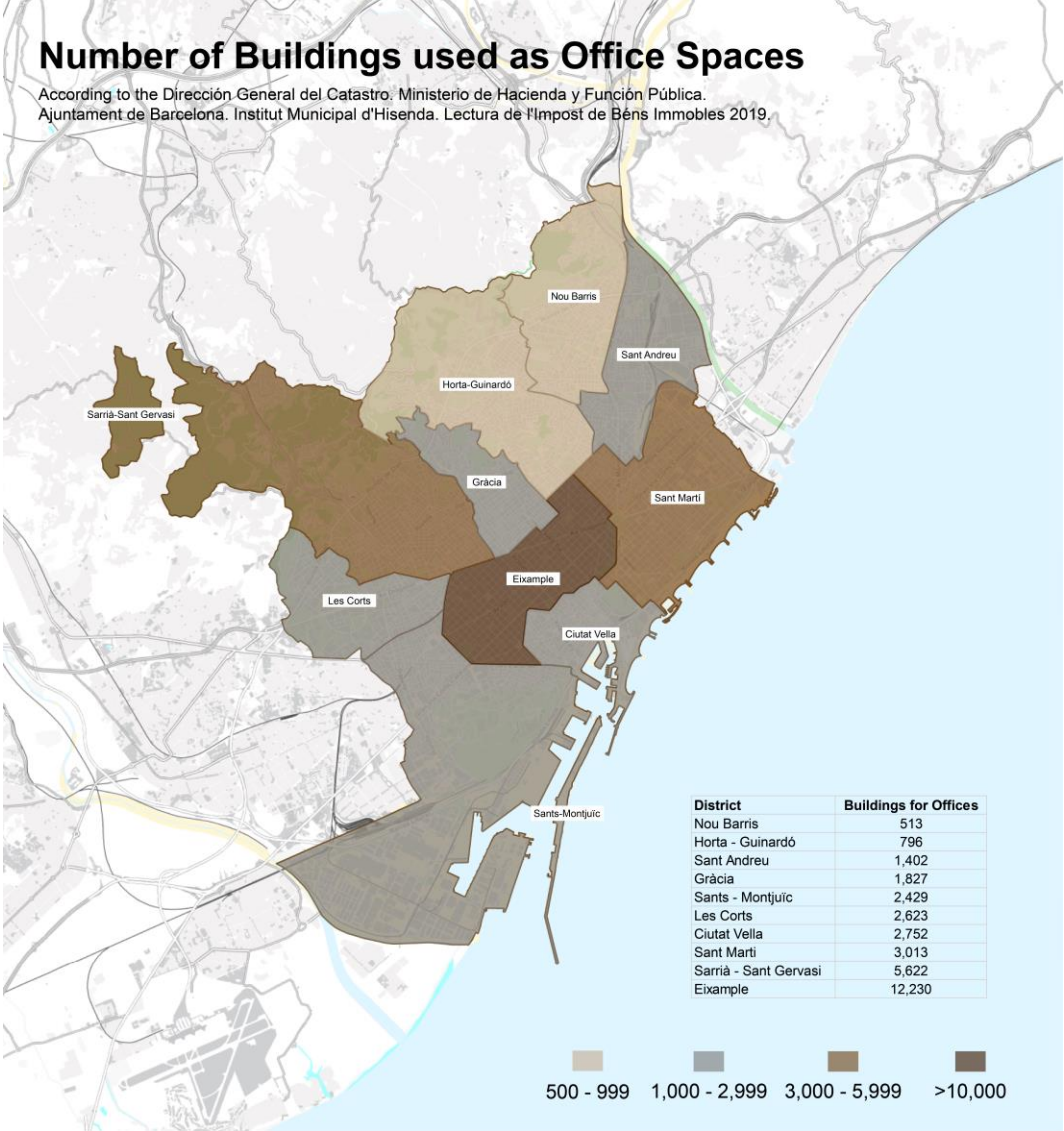
Number of Buildings intended for Commercial Activities

According to the Direcció General del Catastro. Ministerio de Hacienda y Funció Pública.
Ajuntament de Barcelona. Institut Municipal d'Hisenda. Lectura de l'Impost de Béns Immobles 2019.



Number of Buildings used as Office Spaces

According to the Direcció General del Catastro. Ministerio de Hacienda y Funció Pública.
Ajuntament de Barcelona. Institut Municipal d'Hisenda. Lectura de l'Impost de Béns Immobles 2019.

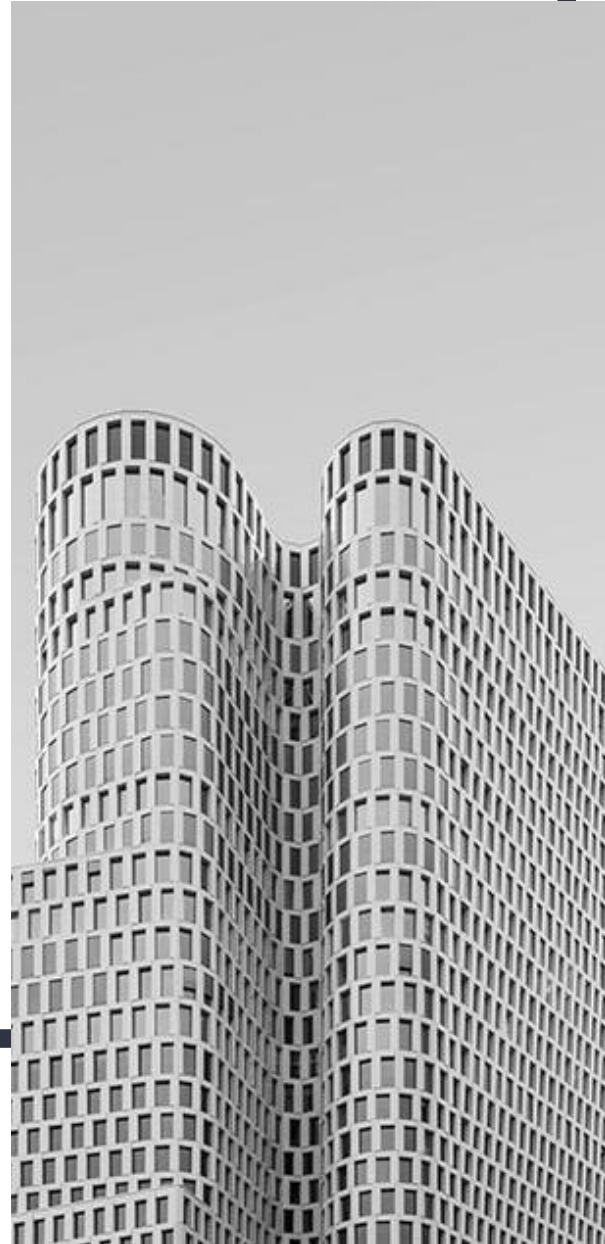


RESULTS

	Innovation Dynamics (1)	Demographics (2)	Rental Price (3)	Economic Activity (4)	Public Transportation (5)
Ciutat Vella	8	11	15	18	35
Gràcia	6	15	12	14	45
Sant Andreu	2.5	8	24	14	40
Horta - Guinardó	3.5	8	27	14	20
Nou Barris	4	3	30	14	30
Sarrià - Sant Gervasi	5.5	19	3	32	15
Sant Marti	5.5	7	18	32	25
Sants - Montjuïc	6.5	9	21	28	5
Eixample	8	11	9	40	50
Les Corts	5.5	19	6	14	10

FINAL SCORE

District	Weighted Score
Eixample	118
Gracia	92
Sant Andreu	88.5
Sant Marti	87.5
Ciutat Vella	87
Nou Barris	81
Sarrià - Sant Gervasi	74.5
Horta - Guinardó	72.5
Sants - Montjuïc	69.5
Les Cortes	54.5



- As expected, areas with higher concentration of Coworking possess the highest scores.
- Other areas such as Sant Andreu and Nou Barris represent an excellent area of opportunity for the establishment of new Coworking spaces.



CONCLUSIONS

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- **Unlikely to expect currently operating CWs to open branches or relocate to areas far from the city center**
- **New CWs appearing** relatively far from the city center
 - Precarization of labor => continued trend of CWs in Barcelona
 - Well connected areas with recorded high economic activity (Sant Andreu, Placa de Espanya, Sants)
- **The nature and focus of CWs impacts the location preference**
 - Potential of government initiated projects
- Importance of the **rental prices**
 - Mentioned in open ended questions but not so important when compared to other factors
- Further research on less explored factors determining location preference
 - Proximity to parks, beach, nature inspired interior design



**GRÀCIES PER LA
VOSTRA ATENCIÓ!**