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Introduction

Inaugurating a one billion pound project to be headquartered in King's Cross, London, will mark a significant milestone for the UK IT sector. Utilising a wide area, the project anticipates to provide accommodation for up to 4500 people while creating a Google campus that can employ about 7000 Google employees. Also, the office accommodation is set to include ancillary space which will include gym, multi- use game area and pool facility for the employees. Such a project will provide job opportunities, increase local economic activities and attract best talents to King's Cross. Further, the recreation activities at the office accommodation area will enable workers to balance the work and personal life thus contributing to employee satisfaction and performance. The Google King's Cross building will also be the first wholly owned and designed Google building outside the United States and is set to contribute to the knowledge quarter and King's Cross's growing knowledge based economy.

Therefore, the essay seeks to provide a detailed narrative on the impact of the Google project on the future IT sector of United Kingdom. The essay will critically evaluate the contribution of the project to the success of the future UK's IT section by providing justifications on why the project will be a success to the future IT sector of UK. Moreover, the essay will highlight the lessons that could be learnt from the Google project and provide suitable recommendations of what other large scale projects such as Google can embrace to be successful in areas they seek to inaugurate.

Analysis of the Project

The anticipated Google project in King's Cross, London will be a success to the future IT sector of UK. The project will boost knowledge quarter and King's Cross's growing knowledge based

economy. Just like other institutions, that are already present in King's, Google campus will attract more professional, skills and talent in the region, thus enhancing its knowledge quarter (Bastow, 2014). Moreover, the presence of Google Campus will attract more research, technology and science institutions thus boosting the knowledge quarter of King's Cross, London. Further, the increased level of professional and other jobs created as a result of the campus will stimulate economic growth and innovation in King's thus contributing to the future success of IT section, UK. For example, a study by Guerrero, Cunningham, and Urbano (2015), showed that the current research, science and technology institutions in the area have already boosted the economic activities in the area, therefore, additional presence of Google campus will have a significant impact on knowledge quarter and knowledge based economy in King's.

Similarly, the Google project will enhance innovation and creativity in the UK's IT sector contributing to its future success. In essence, the project anticipates to house about 7000 Google employees, the job opportunity will attract high skilled and qualified IT professionals from across the globe. Such professional will come to King's region with varied skills and talents contributing to the future IT sector success in UK by enhancing innovation and creativity. Moreover, the project will bring together diverse teams in a dynamic environment where they will be encouraged to exchange ideas and develop cutting edge technologies (Bustinza et al., 2019). Such a culture of collaboration will drive advances in the UK's IT sector contributing to its success in the future and maintain a competitive edge in the globe. For example, a study by Levy (2021), reveals that other projects by google such as the Googleplex in Mountain view, California are renowned for their innovation- driven environment. These campuses have produced numerous ground breaking projects and technologies, setting a precedent for what can be achieved at the King's Cross

headquarters. The combination of state of the art facility and a collaborative culture will likely yield similar successes in London.

In addition, the Google project will lead to increased productivity and employee satisfaction in the IT sector, UK. For instance, the project anticipates to have ancillary spaces such as gym, cafes, multi-use game area, pool facility, and roof level terraces and running track for employees. Such practices demonstrates that Google will be fully committed to ensuring conducive working environment. The good working environment will attract top talents, skills and qualities to King's Cross, London. Similarly, the environment will drive UK to be the preferred destination for most IT professionals from the globe thus contributing to the future success of IT sector, UK (Raziq and Maulabakhsh, 2015). Further, the Google project will allow employees to balance their job and social life encouraging them to perform better. According to a study by Wheatley (2017), most employees prefer to work in an environment where they feel comfortable and cared for. Therefore, the good working conditions by the project will enhance customer satisfaction and promote productivity in the IT section.

Additionally, the Google project will drive many businesses and companies to embrace IT services such as innovation and other technological advances thus promoting the success of the industry in UK. For instance, Google campus project employee's will network and collaborate with entrepreneurs, investors, and other tech professionals in the UK though the numerous networking events, conferences and meetups. Such events will give entrepreneurs, businesses and companies an opportunity to connect with skilled talent from Google, establish partnerships and stay updated on industry trends thus encouraging them to embrace technology. Also, with varied skills

available, other companies might find it easier to adopt tech services offered by google thus embracing tech services and improving the UK's IT sector (Bustinza et al., 2019).

Further, the Google project in King's Cross, London will embrace sustainable and eco-friendly practices that can be emulated by other businesses in the UK's IT sector, thus contributing to its stable future success. Just like other Google projects such as Googleplex in Mountain View, California, the project will embrace sustainable practices from its onset to minimise environmental impact in King's Cross. The building shall be featured with solar panels and focus more on water conservation. Such sustainable practices will allow the community to embrace tech firms in the region while encouraging other companies to embrace sustainability. Also, sustainable practices will improve the reputation of tech firms in UK thus attracting more investors in the industry. Similarly, sustainable practices in the IT sector of UK driven by the google project will enable other firms to establish viable and stable businesses thus contributing positively to the growth of the section. Moreover, sustainable practices in the IT industry will minimise tech related conflicts and invite support from various stakeholders contributing to its steady and stable growth in the future (Alshehhi, Nobanee, and Khare, 2018).

However, despite Google project bringing success to the future IT sector in UK, the project might also be accompanied with challenges and risks in King's Cross London. In particular, the increased activities in the area as a result of the project might be overwhelming to the infrastructure and transport systems in the area. For example, with more employees and advances in economic activity, the area might experience risks in the already existing infrastructure. Also, the increased rate of IT activities and other economic practices in King's Cross might raise the cost of living in

the area. Locals will experience challenges dealing with the high costs thus negatively impacting the normal lifestyle (Dikert, Paasivaara, and Lassenius, 2016).

Google Campus project can minimize such challenges by allowing their staff to work on a flexible schedule for their 7000 employees. Also, the company can engage the local community from the start of the project to address their concerns, thus minimizing the threats. After establishing in King's Cross, London, the company should contribute in community projects, support local businesses and create local job opportunities, an aspect that will enable it to foster goodwill and ensure harmonious relationships. Further, employing both local and international staff will demonstrate the commitment of google to diversity and inclusion thus improving its brand recognition and acceptance in King's Cross, London.

Lessons Learnt

The Google project in King's Cross London will contribute immensely to the success of the IT sector, UK. From the project, it is evident that big projects such as Google campus in an area improves its economic situation while creating variety of jobs that could benefit the locals. For example, the Google project will attract a pool of IT professional in King's Cross. The professionals will contribute positively to the economy of UK by fostering innovation, creativity and unique technological designs in IT sector. Further, the project will create indirect job opportunities for locals in King's Cross, UK, thus improving their financial situations. Similarly, such a project can attract diverse talents, skills and ideas from the global environment benefiting the domestic companies in the country. Further, big projects in an area attract other big institutions and companies in the region making the area competitive worldwide. Presence of different big companies in King's Cross will offer chances for employment to the people in the region especially

the fresh graduates. Moreover, collaboration with other entrepreneurs, companies and businesses in the region can strengthen the project by ensuring effective collaborations and sharing of ideas from relevant persons.

However, big projects such as the Google campus project can adversely impact the society, community and areas they are established in. For instance, the project can over exploit local resources available in the area, raise the cost of living and even cause environmental changes in the region. For example, the Google project which anticipates to have about 7000 employees might result to overuse of infrastructure and transportation system just to host their employees in King's Cross, London. Similarly, the project will be associated with increased economic activities that could raise the cost of living in the region. Therefore, companies should be cautious while establishing big projects such as Google campus in any region.

Recommendations for Future Projects

The Google campus project in King's Cross, London can ensure their operations are efficient by minimising the threats that could be associated with the project. For it to operate optimally, the essay recommends that such projects should prioritise sustainability, consider embracing flexible working schedules for its 7000 employees and engage with the local community in the area of operation as discussed below.

Google campus can collaborate with the local institutions, businesses, and research institutions in King's Cross, London. Collaboration with local institutions will enable the campus to establish a beneficial relationship with the relevant stakeholders. For example, the company can partner with local research institutions which will help them when carrying out research and development

in the area. Similarly, partnership with local universities and colleges will enable the Google campus to attain talent and skills from the fresh graduates from the institution both on attachment and employment terms, thus ensuring its success in the region. Further, partnerships will help Google Campus, King's Cross to stay informed about the trends, opportunities and current changes in the industry and consumers in the region (Scandura, 2016). Therefore, such big projects should collaborate with research, academic and other institutions to foster research collaborations and streamline steady flow of talents.

As well, large scale projects such as Google Campus should embrace sustainability and eco-friendly practices in their operations. Sustainable practices and eco-friendly measures will minimise the environmental impacts the project might have on the locals. For instance, incorporating green building practices, using efficient methods of managing waste and minimising water usage will ensure reasonable utilisation of local resources. Just like Google Bay view campus, the prospect campus in King's Cross should be designed to embrace sustainability and eco-friendly practices. According to Alshehhi, Nobanee, and Khare (2018), companies that prioritise sustainability are likely to remain viable and beneficial in the long term. Therefore, large scale projects such as Google campus, King's Cross, should embrace sustainability by contributing to environmental preservation, thereby setting standards for other companies in the region to follow.

Also, large scale projects should consider adopting flexible workspaces for their employees to enhance productivity and employees satisfaction. A study by Levy (2021), reveals that after Corona pandemic, the working trends among employees shifted with majority preferring to work within their preferred spaces. Therefore, if the projects adopt flexible working spaces, they can

accommodate varied working styles thus contributing to the overall performance of the company. For example, the companies can create work spaces that cater for different workers needs and styles. Such environments are favourable for each employee improving their performance and overall job satisfaction. Also, flexible workspaces allow employees to balance their job life with personal life thus motivating them (Wheatley, 2017).

Additionally, large scale projects such as Google campus King's Cross can engage with the local communities to boost their image while minimising challenges in the community. For instance, the companies should involve the community members from the onset of the projects to ensure that they understand their concerns and needs. For example, the company can continuously address the concerns of the locals if they engage with them thus minimising complains and challenges that could be associated with the project. Similarly, the companies can support local businesses, engage in local initiative, and create job opportunities for the locals. Such engagement with the community can establish a strong relationship between the large scale project and the community gaining full support. Also, strong relationship with the community will minimise conflict and create a synergetic relationship between the company and the local residents (Hirschman, 2014). For example, a strong relationship between Google and King's Cross local residents will improve its image and reputation making it competitive in the UK market.

Conclusion

In conclusion, Google Campus King's Cross campus will contribute to the future success of the UK's IT sector. The project will contribute to the knowledge quarter and knowledge based economic activities within the area. For example, Google will employ about 7000 IT professionals in the area who will contribute immensely to the UK IT knowledge. Similarly, the project will

attract innovative, unique and creative skills and talents from all over the world to UK. The diverse teams can share their ideas and knowledge establishing advanced technologies and innovations that will make the UK IT industry thrive in the international market. Further, the project shows its commitment to employee's wellbeing by anticipating to include recreation activities such as gyms. Such activities will create a conducive working environment in the UK IT sector thus making King's Cross a preferred destination for many in the world. Attraction of best talents and skills in the region will improve the current tech skills in UK thus contributing to the future IT sector success.

However, the project might also be accompanied with negative impacts such as increased cost of living, overwhelmed infrastructure, and conflict with local residents. Google can address the challenges by engaging the local community from the start of the project addressing their needs, and by creating job opportunities for the locals to support their income. The company can also embrace flexible working spaces for its employees to fully meet their personal needs and preferences. In future, large scale projects such as Google can operate successful in any region by collaborating with local institutions, embracing sustainability, creating flexible working spaces, and engaging local communities to minimise conflict and gain support as discussed in the essay.

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