Press Release

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Construction Industry Council

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CIC call for clients to champion design

The value that buildings add to the clients that procure and use them is the subject for a new book being launched by CIC on 10 July. '*How buildings add value for clients'* presents a case for clients to ensure that their investment in a building reaps large benefits to their business from the capital expenditure.

As the debate about design quality increases in the construction industry, it is important for clients and the industry to develop a greater understanding about how clients benefit from what they buy. The benefits delivered by well-designed business premises are often intangible and thus often overlooked in favour of low cost solutions. Current market-based approaches to property valuations frequently neglect to take account of the costs and benefits that can accrue through investment in high quality assets.

Nicholas Spencer, principal author, said 'the debate about design quality is rife in the construction industry at the moment, and it is particularly important for construction clients to be engaged in this. The benefits that well designed buildings bring to businesses are often ignored or simply misunderstood, which has led to a large number of businesses working on a day-to-day basis in buildings that are largely inappropriate for their business needs. The aim must be to raise the level of debate about design, and the best way to do this is to focus specifically on how good buildings pay off for the client. It is not necessarily about spending more on a building, but clients are the ones who have to pay for it, and we are keen to make sure they get as much for their money as possible'

The book examines the problem of managing a building as an investment and discusses how a well-designed and constructed asset can deliver greater capital returns for the client in the form of business benefits. It offers a clear understanding of how buildings impact on organisations and, crucially, how they can enhance client's business processes.

Endorsed by the Confederation of Construction Clients, this work will help develop a better understanding of the benefits that buildings can deliver to clients, which will lead to greater client awareness and understanding of their own requirements and a greater ability to communicate them to designers.

'How Buildings Add Value for Clients' will be launched at 6.00pm on Wednesday 10 July 2002 in the Conference Suite, Building Centre, 26 Store Street, London, WC1E 7BT.

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Note to Editors

CIC is the representative forum for the professional bodies, research organisations and specialist trade association in the construction industry. It provides a single voice for professional in all sectors of the built environment through its collective membership of 400,000 individual professionals and 20,000 firms of construction consultants.