



## Enlightened Client's Journey to Project Quality and Compliance Detailed Notes

# How different clients view the value of their buildings

Clients will view the value of their buildings in how they accommodate a set of activities important, and often unique, to them. For example, providing social housing, hospital beds, teaching and learning, or the manufacture, storing and selling of goods etc. They may also value their buildings through some sort of important association for them such as their corporate image and standing, culture, brand, history etc.

*For us, as a secondary academy school, we aim to provide consistent academic excellence whilst retaining our reputation for friendliness, belief in opportunity for all, and a real sense of community. We look to ensure that our buildings help support these core values. The timing of projects is also important for us. A significant risk for us is not having a new teaching space ready for the start of a new academic year.*

For other clients, such as developers, they will see value in the way the completed building generates revenue from selling or renting. For such a developer client value may be seen as the difference between the building's total capital cost and the maximum possible selling price. The objective for them is to keep capital costs to a minimum whilst achieving the highest quality possible in the shortest possible time and hence maximise and hasten their return on investment.

For those commissioning clients planning to build, then retain and lease the completed building, then the value equation changes. Value now depends on capital cost plus maintenance costs compared with rental income, whilst sale or recycling costs at some time in the future may also be significant.

The situation changes yet again when the client is in an owner/occupier of the building, as the costs to be considered and managed are now not only capital costs but must also include occupancy and maintenance costs. The value to the client is now the obvious value in use as it provides a place for the owner to conduct their business. There may be other forms of esteem value to consider such as the attractiveness or the desirability of the building to users and customers and its contribution to the symbolism and standing of the client's organisation.

*As a financial services provider, we have many corporate clients, so it is essential that we create attractive, and increasingly green office space that inspires trust and collaboration from our staff and visitors. The open-plan offices we commission with bright colours and modern ergonomic furniture, along with "collaboration areas" for staff has raised staff moral and created a great first impression on our customers.*