

The design and build approach

the key to successful residential refurbishment and construction projects



When embarking on an interior design project of any size, it is natural for people to want to spend their time thinking about how their home will be transformed, what it will look like and how it will be used, rather than focusing on potential problems and what their responsibilities will be throughout the project. This article argues the case for appointing a specialist, established design and build company that has the expertise to quite literally design out problems before construction starts, so that the build becomes a fully integrated phase of the total project, and an enjoyable experience from start to finish.

Initially, people may show a preference for using personal contacts or a recommended builder to handle specific parts of the project. This is the traditional design-tender-build approach, where designs are put out to tender in order to contract a build company and team of specialists including architects, interior designers, project managers, structural engineers and quantity surveyors, among others. This route requires a high level of client involvement and any potential cost savings can quickly be eroded when errors are made.

Talk to people you know about their experiences and they will soon tell you mistakes are not just about small cosmetic flaws that are easily

corrected, but can be serious problems requiring considerable time and money to put right. As soon as responsibility is divided among contractors the consequences can be a late running programme with increased costs and frustrations for the client.

For these reasons the traditional approach is now considered to be much riskier for the client, than the design and build route described below.

Design and build is a more modern project delivery system. Initially used in commercial construction, it is becoming increasingly popular in residential work. Design and build is a method of delivering a project where both the design and the build services are contracted to a single entity.

Red Square Creative Consultants, based in West London is an example of a firm that has used the design and build route for over ten years. Using its own team of interior architects, designers, builders and craftsmen, and by project managing the whole process, Red Square ensures the build is completed to the highest quality standards, on time and within agreed budgets.

Because the same team handles the design development, construction and finishing, this provides a single-point of accountability.

Appointing a single entity means a fixed price can be given before work starts and the client has peace of mind that the team has considerable experience of working together in ways that will speed up the completion and guarantee success while minimising client risk.

According to Red Square, potential clients find the design and build method preferable, particularly if they have encountered problems previously, using the traditional route. A recent client comments:

"I needed a one stop shop for the design, planning and construction and Red Square were there to take care of everything. I enjoyed the collaborative nature of working on the design where they turned our vague ideas into realistic choices. Their attention to detail and their quest for perfection ensured we had a wonderful final product where all our original requests from the brief were somehow incorporated. The follow-up to the whole process has also been very helpful, leaving us very satisfied customers."

For more information on the design and build services offered by Red Square Creative Consultants Ltd, call 020 7385 8500, email info@redsquarecreative.com or visit www.redsquarecreative.com