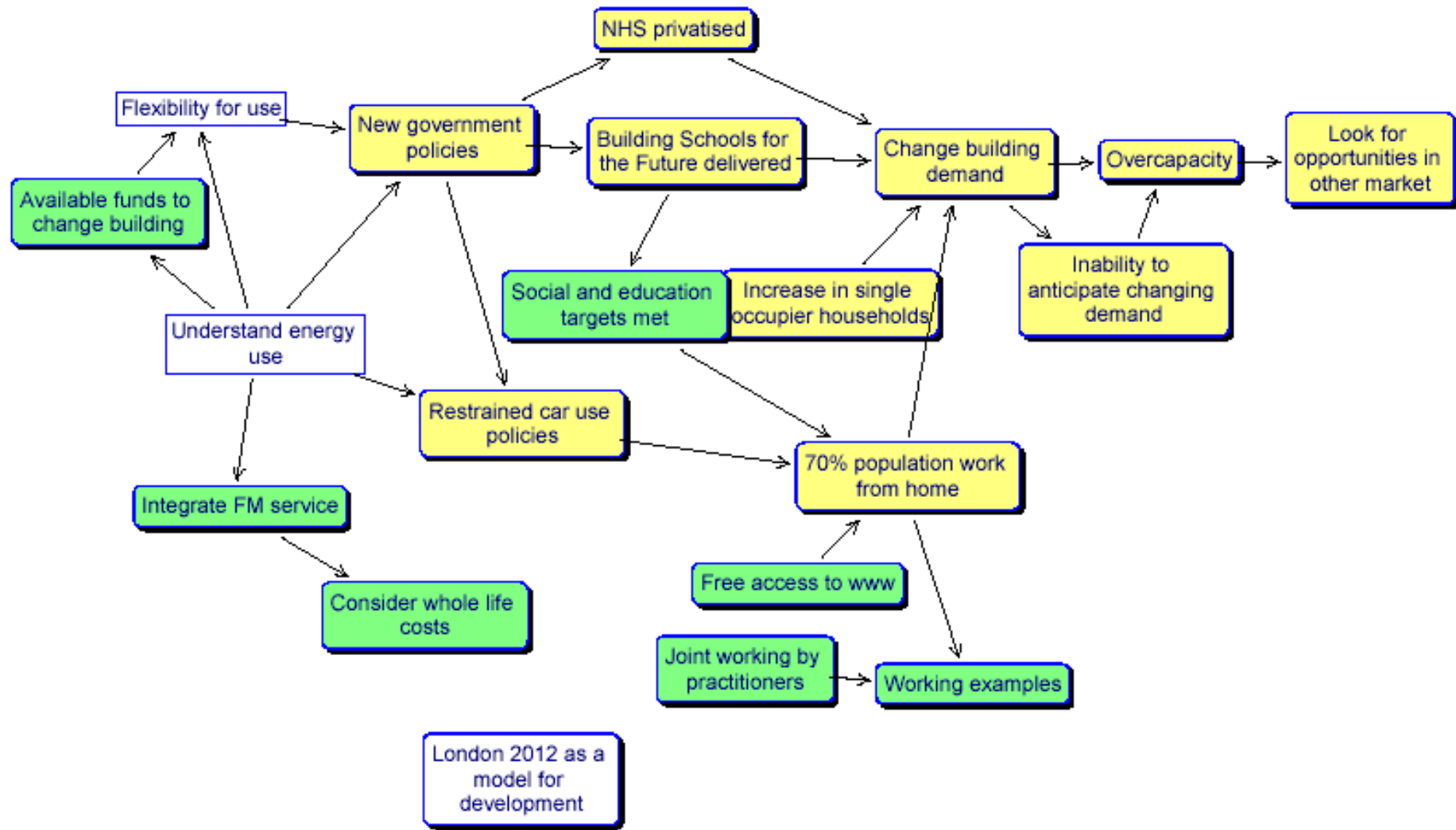


Mixed Use of the Built Environment

Future demand from customers will determine what needs to be delivered and this scenario concerns how the industry can achieve this. Two of the key issues are flexibility for use and energy use. The construction clients have demanded total flexibility which, in reality, is difficult to achieve (for example in PFI projects). From a company point of view, understanding this changing demand is critical for its survival.

Consider a scenario where new government policies will change the procurement of public buildings (e.g. how the privatised NHS and Building Schools for the Future delivers their programmes) and restrain car use, together with emerging social trends (e.g. people start working from home, increase in single occupier households etc). The actual space requirements would be reduced and therefore the opportunities for construction companies to produce buildings will be reduced dramatically. Therefore, if the construction companies are unable to anticipate, this changing demand will lead to overcapacity. Thus, the companies will have to look for other markets in order to survive. Therefore, it is a critical for the industry between now and the next 10 to 15 years to think about what the market is going to look like and what the demands of it's customers is likely to be.



key issue
main scenario
orphan
supporting issue