

CASE STUDY

LANDSEC RESIDENTIAL RULEBOOK

PROJECT OVERVIEW

The impact of regulation change, rapid price inflation, increased interest rates and supply chain instability mean that the residential sector is now being set against some increasingly challenging economic headwinds.

Whilst stringent, predictable cost management is paramount in any given development project, the parameters within which the team operates rarely go beyond basic efficiency metrics when establishing an early project brief.

Akerlof was engaged to develop a residential rulebook, to support the briefing and planning process for Landsec U&I's project pipeline of over 4,000 residential units across London and the UK. The overarching aim was to go beyond a business-as-usual approach to early cost control, establishing a set of key design criteria that should be adopted, without constraining the creativity of the team through design and delivery.

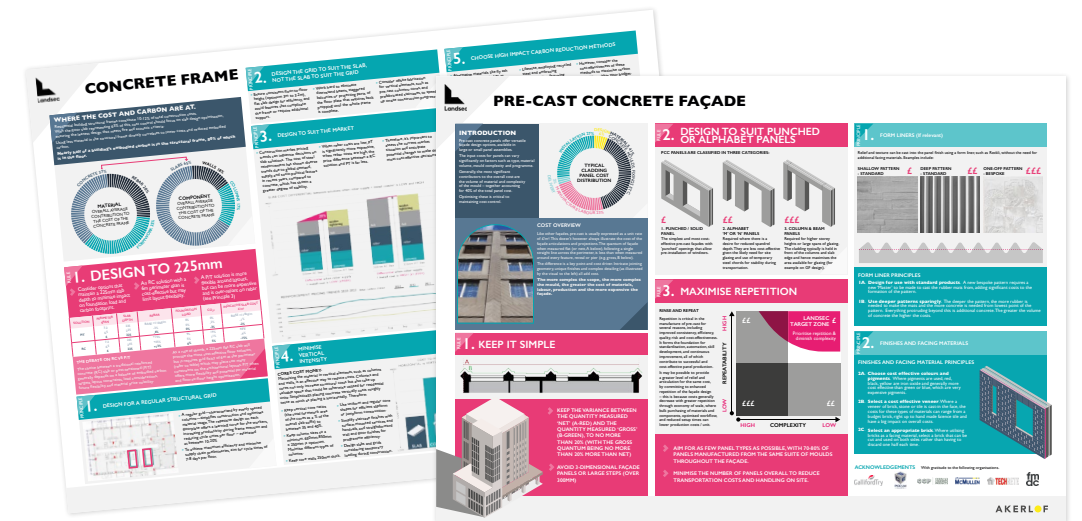
WHAT WE DID

Akerlof developed a package-by-package guidance document, addressing the high-impact features of typical residential design and guiding the use / extent of those features into those that should be 'absolute' (rules) and those that could be more flexible (principles) all while controlling the route to budget.

The end result was a concise rulebook that provided a framework to control both cost and embodied carbon, set against the wider sustainability targets of the pipeline. The rulebook also developed signoff 'checklists' against the rules and principles, which could be used as part of a toolkit for gateway signoff.

THE IMPACT

- Clear, highly visual and concise guidance notes, underpinned by cost and performance data, for developing a cost-effective residential design
- Identification of options around carbon reduction measures, to ensure that investment priorities relative to sustainability targets are properly considered
- Location-agnostic rules, applicable to residential delivery regardless of geography
- Adoption by both internal stakeholders, as well as external delivery teams



GET IN TOUCH

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