

CORPORATE PLAN: ABOUT US

FIVE YEAR PLAN 2017 to 2022

Ainsley Gommon is a leading Chartered Practice of Architects, Registered Landscape Architects and Urban Designers with a focus on community projects, housing, education, healthcare buildings, master-planning and regeneration. The practice promotes collaborative working across all its areas of activity. Sustainability and environmental responsibility are at the heart of all we do in the design, detailing, construction and operation of our buildings and landscape designs.

Ainsley Gommon operates across the United Kingdom from offices in England and Wales. We combine services to meet the demands of larger projects while calling on areas of design specialism such as conservation, landscaping and master-planning. We continue to grow our skill base which already includes the services of Client Advisor, Principal Designer, Accredited SAP and Energy Performance Assessor and RIBA Conservation Architect.

We work proactively with our clients, fellow consultants and contractors to produce buildings, landscapes, reports and studies of high quality and to deliver projects on time and within budget. We are customer focused and regularly benchmark ourselves using RIBA Benchmarking as well as being independently audited on the quality of our services on a wide range of projects.

We operate a fully transparent and inclusive management system that involves our staff in the running of the practice. Our Investors in People accreditation supports our long term commitment to our practice succession plan and staff development. Continuous improvement, training and personal development are fundamental to Ainsley Gommon, as we believe they are essential to the future well being of our business.

Our programme of continued investment in Information Technology and Building Information Modelling (BIM) ensures we support our clients and construction partners using the most up to date design and presentation tools. Our long term commitment to BIM will enhance our collaborative working methods and the services we provide.

Cover photographs: Ainsley Gommon Architects work on a wide range of projects including housing, education, healthcare, conservation, urban regeneration and landscape schemes.

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OUR CORPORATE PLAN



FIVE YEAR PLAN 2017 to 2022



Corporate Plan: Five Years 2017-22

Vision, Aims, Values and Priorities

Our Vision:

We strive to produce exemplar buildings and landscapes that not only look good but work well, are environmentally responsive, while exceeding client and user expectations. We believe that by working together co-operatively as a team this encourages designers to respond better to our client's requirements in the most creative way.

Our Aims and Values are to:

- > Provide the highest level of service to our Clients.
- > Work collaboratively with our building partners to create designs of the best possible standard and quality.
- > Provide a courteous, well organised and cost effective service focusing on our client's needs and aspirations.
- > Benchmark our work in relation to the best practice of our clients and our competitors.
- > Retain creativity at the heart of the design process.

Our Priorities are to:

- > Continue to develop the practice with a spirit of co-operation, mutual support and a sense of identity, which allows us to grow and thrive in an increasingly competitive environment developing BIM and the latest technologies.
- > Employ talented, creative and well-motivated people with a positive outlook who identify with the aims and objectives of the practice and the people we work with
- > Maintain links with professional bodies such as the RIBA, LAS and RSAW as well as local and national schools of architecture and landscape.
- > Maintain our network of mutually inter-dependent offices so that we can offer our services effectively throughout England and Wales.
- > Make a commercial profit while offering good value for money and investing in the development of the practice to maintain the highest level of service.

Key Challenges

We have identified the following key challenges facing the practice over the next 5 years:

Client Focus:

- > Meeting our Clients' needs and expectations;
- > Making Clients more aware of our skills, expertise and added value our service can provide.
- > Broaden our Client base and range of projects.

Financial Management:

- > Maintaining our market share.
- > Improving our efficiency and profitability.
- > Raise competitiveness and maintain our robust stance so we are regarded as a trusted and reliable partner.

Internal processes:

- > Developing and growing our shared office systems.
- > Improving communication while integrating our Quality and Environmental Management Systems;
- > Sharing our efficiencies in design and production information and integrated working using Building Information Modelling (BIM) with all our partners.

Our People:

- > Encouraging personal development and training; enhance the professional skills of key staff.
- > Maintain our staff resource to serve Client's needs.



How we plan to meet the Key Challenges

We plan to meet key challenges by the following actions:

Client Focus:

- > Exceeding Client expectations by gathering Customer feedback and evaluating lessons learned.
- > Refresh our website and practice information regularly to reflect the projects, expertise and services we offer.
- > Promote our diverse project experience and seek opportunities to broaden the range of project types.

Financial Management:

- > Compare the service we offer with our competitors to raise awareness and explore alternative markets.
- > Review our corporate structure, carry out regular project reviews to monitor our costs and report savings and fee changes to our clients and building partners.
- > Identify measures and continue to invest in quality staff and the latest technologies to improve efficiency.

Internal processes:

- > Explore a range of technologies for information sharing, e.g. cloud services & intranet, to raise staff awareness.
- > Align our ISO9001 Quality and ISO14001 Environmental Systems to 2015 ISO Standards by September 2017;
- > Continue to develop compatible BIM systems and procedures in our offices to meet Government policy.

Our People:

- > Engage with our staff to raise our Investor in People status and increase levels of staff development;
- > Update our Skills Audit to reflect our strengths and diversity and identify areas where training is required;
- > Provide BIM/Revit training to all our design and technical staff on a regular ongoing basis.

