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Constructing Excellence
Innovation: People & Data

Julia Lydall June 2015

making the **difference**

Agenda

- Introduction
- Setting the scene - What is Innovation?
- The Targets – Construction 2025
- People
- Data
- Summary



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Setting the scene

What is Innovation?

Questions

- What is innovation?
- What is the value of innovation and how do we measure it?
- How and who will deliver innovation?
- What are the barriers and how can these be overcome?
- What are you / your company doing to encourage innovation?



The Target - Construction 2025

Lower costs

33%

reduction in the initial cost of construction and the whole life cost of built assets

Faster delivery

50%

reduction in the overall time, from inception to completion, for newbuild and refurbished assets

Lower emissions

50%

reduction in greenhouse gas emissions in the built environment

Improvement in exports

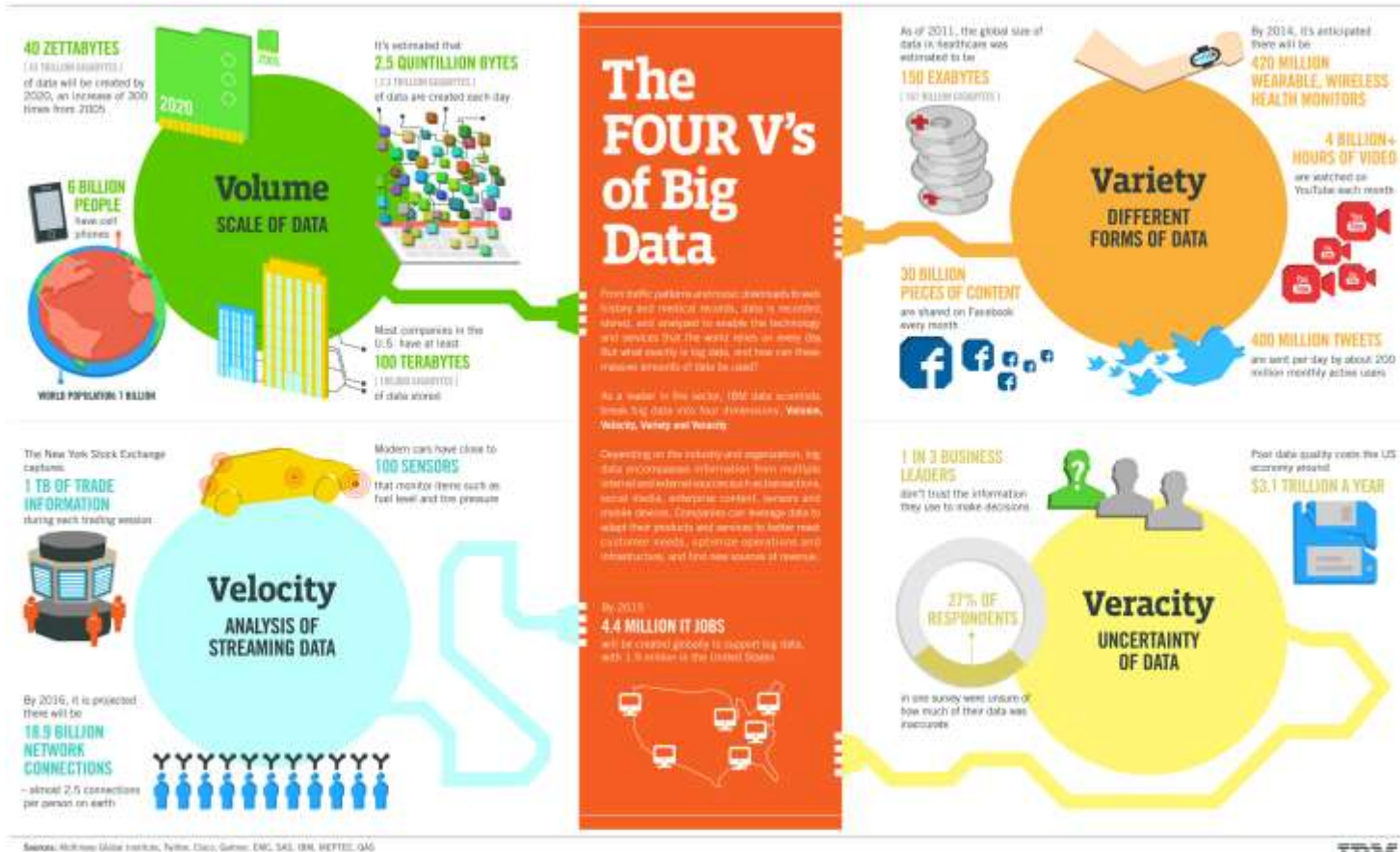
50%

reduction in the trade gap between total exports and total imports for construction products and materials

- **People**
- **Smart**
- **Sustainable**
- **Growth**
- **Leadership**

Narrowing it down – People & Data

- **People** – attracting talent and building innovative teams
- **Data** - access to data, structure of data and the diverse uses to which data can be put





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People

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People – Defining the Issue

- We need diverse teams

If everyone is the same and thinks similarly, nothing will change

White, middle class man (applying)
+
White, middle class man (employing) = An industry of white, middle class men

- We need more talent

Who Could These Talented People Be?

- Consider new sources and new skill sets

The main issue is being unable to attract new talent.

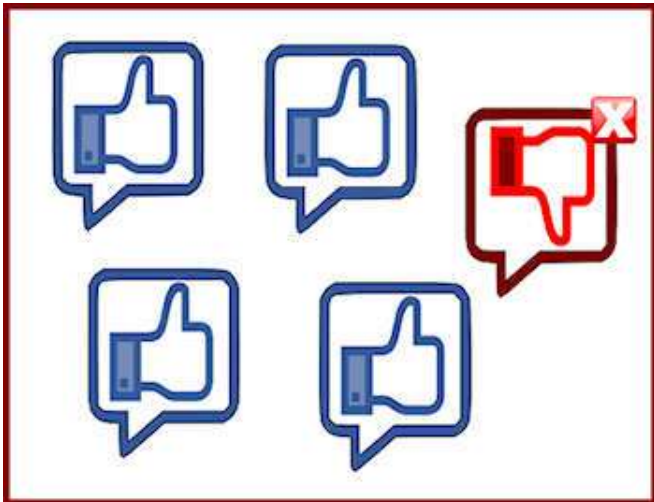
Construction needs to be an attractive, inclusive and viable career choice.

- Attractive jobs are those which provide:
 - Flexibility
 - Potential
 - Personal satisfaction
 - Recognition and reward



A Holistic Industry Reputation

- Great news stories vs bad
- People's personal experiences
- Who is responsible?



How About...?

- Performance assurance throughout the supply chain
- Inform domestic clients
- Create a legacy of accessible best practice
- Sponsor development programmes for SMEs
- Help them to help us improve our reputation

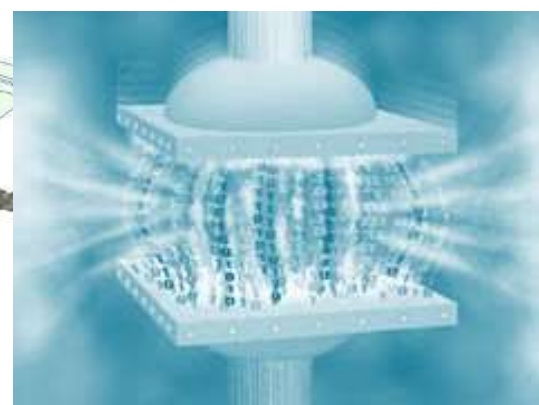
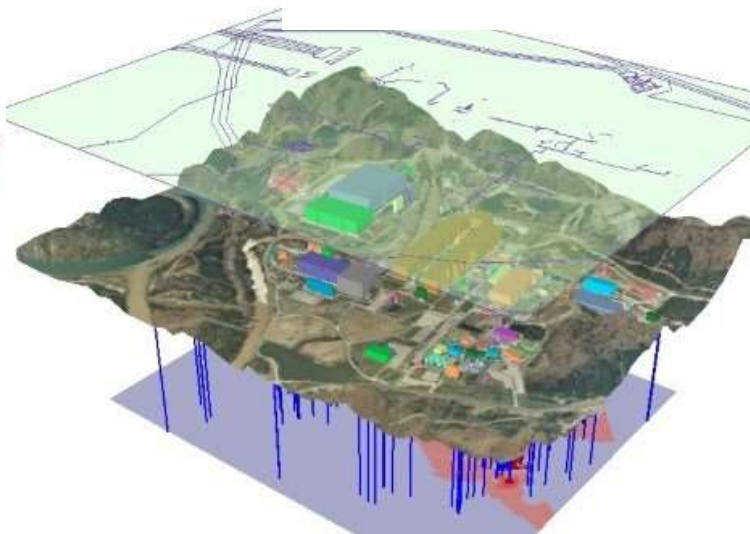
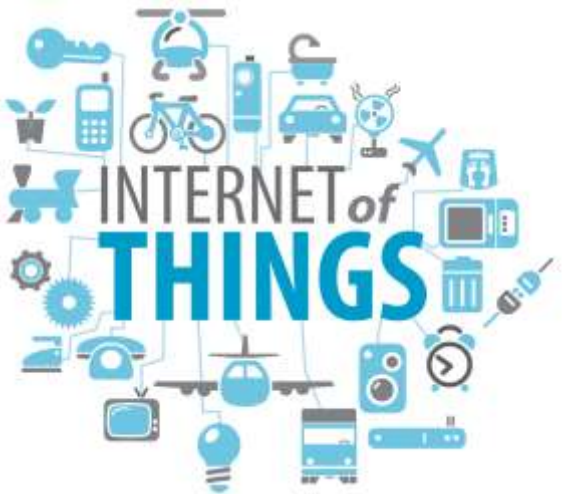
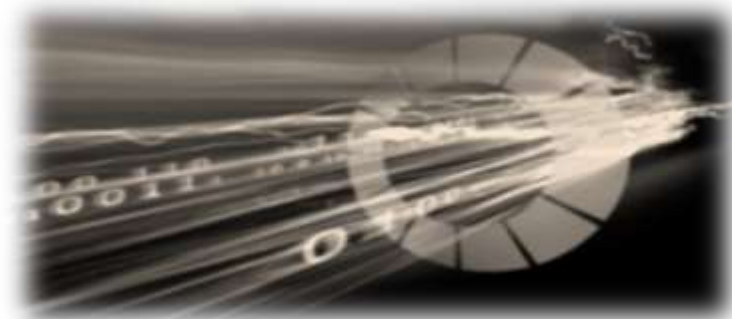


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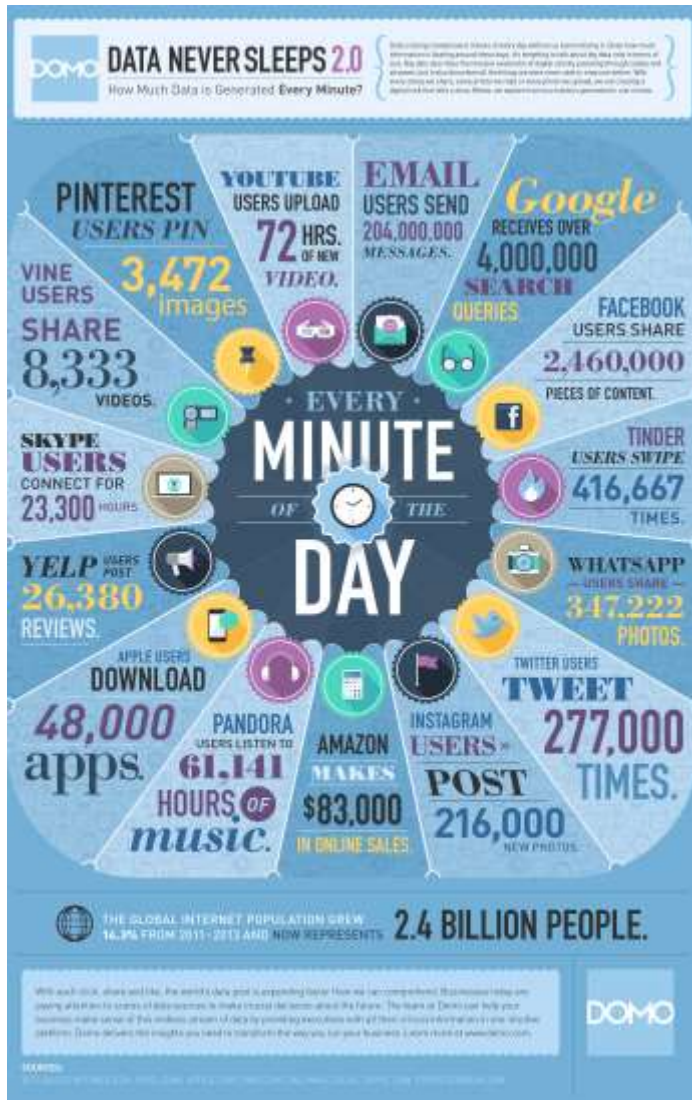
Data

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Data - Definitions



Data – The Challenge



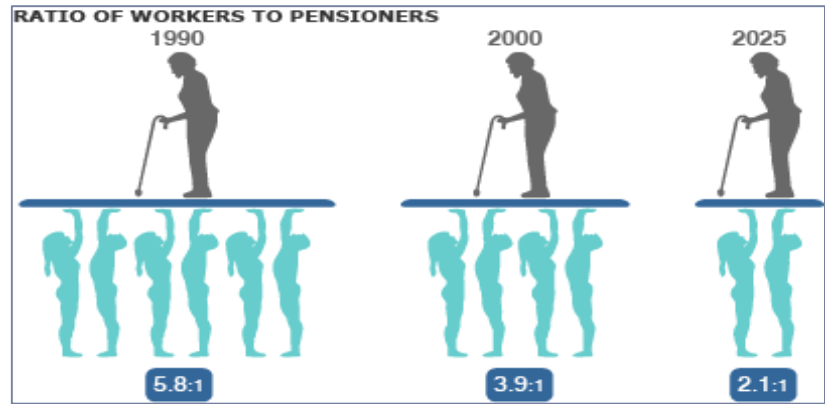
BIG data – too much to handle

Open data perceived and real risks:

- Intellectual Property
- The capital investment cost
- Lack of understanding
- Loss of control

Megatrends will change the industry

The Challenge - Megatrends



Open Data – Benefits

- IP Risk – if you share something it gets [more](#) valuable
 - The data has no value, the value is [how you use the data](#)
- Data analytics across datasets
- Open data – transparency reputational benefits
- Bypass authority, bypass bureaucracy, reduce cost, create efficiency
- Utilising the [intelligence of the masses](#)
- Effective collation of data
- Showcasing social and cultural value



Open Data – Realising the Benefits

- Well planned and **structured data**
- Accessible data
- Automatic, **real time** data collation
- **Standardise** data entry
- Separate data and the system used to view / analyse it
- Merge data sets
- Improve **communication**
- Create a competitive environment



Summary

Big data is so big, you can pay your consultant whatever you like and not get all the answers very accurate but narrow solution but if you open your data you find things you would never have thought of.

- We need a paradigm shift in thinking to meet the targets set in 2025
- Access pools of untapped talent
- Open access and share data

- G4C event coming up next week:
 - Open vs. Secure, getting the balance right with construction project data
 - Wood Lecture Theatre , University of Westminster, NW1 5LS
 - 18:00 – 20:30

The future of construction is something that will be created, not entered into.