Pioneering problem solvers.

Wasteful processes and buildings not meeting needs in a system that isn’t working for anyone.

Buildings that help people and places become fit for the future.

Commitment to value through platform design.

Transforming construction:

Procurement based on lifetime value.

Innovative methods of construction.

Sharing and scaling best practice.

Cheapness not value.

Compelling villain

An attention-grabbing manifestation of the selfish behaviour that stands in the way of change.

Call to adventure

The bigger change which could be the pull of inspiration or the push of necessity.

Demand created by the government’s biggest investment in the sector for a generation.

Commitment to value through platform design.

Government, clients & sector together.

Challenge team, CIH & ABC.

Adopting a manufacturing approach.

Using digital and data driven processes.

Shifting to whole life value.

Everyday hero

The group or individual to be inspired to do things differently.

Ordinary world

The everyday world which is increasingly frustrating for our hero to live in.

Better world

The positive change to the hero and the difference the hero has made.

Crossing the threshold

The first step and point of no return.

Mentors and gifts

Giver of wisdom and support.