

MCS

SITE SERVICES

No.1 in Labour Hire



and we're still on the move

Since we started in the labour hire business in 1979 we've really been going places.

Thanks to our reputation for meeting your demand for high quality, reliable personnel, we have already grown into one of the largest independent labour hire companies in London and the Home Counties.

Now we've moved into new offices to give ourselves elbow room to improve upon the unrivalled level of service that the industry has come to expect from MCS.

So even though we might be going up in the world, it still only takes a 'phone call to get the best labour force in the business working on your behalf.

Make a note of our new number — 01-453 1199.

MCS

SITE SERVICES

part of MC Holdings Ltd

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LABOUR HIRE — MULTI-TRADE SERVICE GANGS

ENQUIRIES: 248

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PUSH FOR CHANGE

EDUCATING THE CLIENT

In its latest attempt to stimulate the industrial sector, NEDO's Building EDC aims to educate the less experienced customer. *Grace Pieniazek* reports.

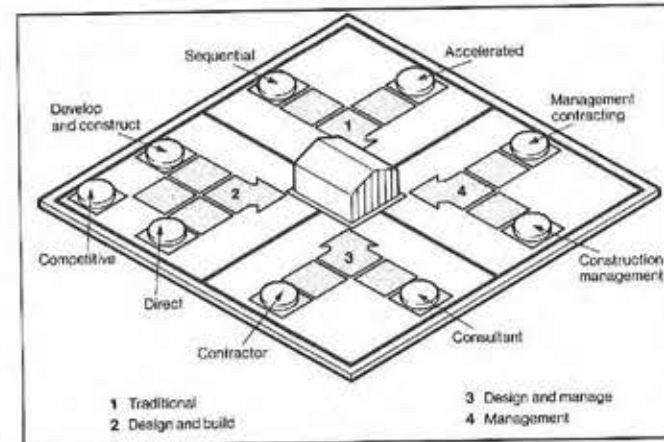
The Building Economic Development Committee is once more attempting to boost efficient industrial building.

For quite some time, eyes have been on the industrial building sector to fulfil its great potential. Since as far back as 1976 the construction industry has been encouraged by the Building EDC and others to go out and sell its services to industrialists. But, sadly, the industry has failed to make its case and the industrial sector remains untapped. Meanwhile manufacturing firms are making do with outmoded or unsuitable factory buildings and their buildings languish unoccupied.

Through its campaign the Building EDC hopes to regenerate the demand which so clearly exists by providing the professions with an effective marketing tool and encouraging the clients through education. The main feature of the campaign is a guide, *Thinking about building*, prepared in conjunction with Building Design Partnership, which has been designed to help potential customers for new building work make the most effective use of contractors and professional advisers. It uses the lessons learned in the Building EDC's 1983 report *Faster building for industry*. This revealed that the main cause of slow, inefficient building is a client who is unable to communicate his ideas because he is not familiar with the construction industry.

Secretary of the Building EDC Christopher Groome calls this "the hassle factor" and sees it as the main reason behind industrialists' reluctance to build. Foreign firms in particular have suffered from the vagaries of the UK system, and the industry has done little to help them.

"The industry has a habit of only talking to itself," says Groome, "so there is a major need among potential industrial customers for assistance in identifying the steps involved. This booklet helps them do that and to make optimum use of the industry."



Choose your path to a new building... guidance by the Building EDC takes each system in turn accompanied by definitions in simple terms.

Thinking about building can be purchased at a cost of £80 per box of a hundred with associated Marketing Notes from NEDO Books, Millbank Tower, Millbank, London SW1P 4QX.

For the industry *Thinking about building* has been designed to act as a marketing tool, since clients will only be able to receive it through professional advisers. It has been made deliberately plain so that companies can affix their own logos. "We are strongly recommending people within the building industry to include the booklet as part of their basic communication material," says Groome. To help consultants and contractors the EDC is also providing concise marketing notes which advise the user to develop more attractive services and to communicate with the client.

The client's booklet, taken at face value, is deceptively simple and seems mainly to state the obvious, advising industrialists to do things such as "select an in-house project executive" or "carefully define your requirements". But then it is not aimed at the Unilevers and ICIs of this world. The EDC has kept it deliberately short and straightforward to ensure that it is read and used by those who really need it — the firm which only builds occasionally, or rapidly growing high-tech companies and foreign manufacturers. Its nine pages of information, with clear graphics, include a self-completion questionnaire.

Christopher Groome does not see *Thinking about building* as a panacea to low demand "but it should improve the striking rate".

In the autumn the guide will be backed by a nationwide promotional campaign aimed at end-users. It will include intensive media activity, regional seminars, speaker platforms and slide presentations. According to Groome, "potential customers will soon come to expect contractors and professional advisers to provide the guide as part of their advisory and support services."

"And if *Thinking about building* is universally adopted, no client will ever need to blunder into the building process again." ●

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