

# News

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## Supporting a culture of designing to cost

Morgan Sindall Construction held a round table in Oxford, which brought together experts to discuss the factors responsible for design drift, along with the tools, strategies and ways of working necessary to address it.

In our latest report we have compiled an overview of the discussion and its outcomes, as well as included our four top tips for supporting a culture of designing to cost.

Download a copy of the report to find out more.



**Download the free report now**

Design drift is hurting construction: how can we support a culture of designing to cost?

**MORGAN SINDALL CONSTRUCTION**

Design drift is hurting construction, we support a culture of designing to cost

Where there is a lack of collaboration, realism, and discipline in project design it can badly affect a construction project.

The relationship between contractors, consultants and customers comes under intense strain when projects are delayed, and costs mount, due to design drift.

In a hyper-competitive market, firms can be quick to over-promise to secure a lucrative contract, or offer solutions to a brief they've failed to understand.

When aspiration or interpretation clashes with reality, customers are left returning to the drawing board, having incurred fees on an uphill battle.

Interpreting a cost plan carefully, a design brief is fundamental. The way you can do that is to have all right disciplines around the table, interpolate that brief at the earliest stage and communication here is key: get it right at the outset.

Oxford Round Table - Thought Leaders

James York | Morgan Sindall Construction  
Darcy Blake-Jones | Morgan Sindall Construction  
Jonathan Daly | Halcrow  
Cristie Goss | Halcrow  
Matt Adams | Morgan Sindall Construction