

Design for Management

Connecting real estate asset performance
through creative design

What is Design for Management?

When clients develop or refurbish sites, it can be a long drawn-out process with the impact and success of the project often based on the final delivery of the site through the facilities management team.

At Knight Frank, our Design for Management (DfM) team is experienced working with developers and project managers to link that final important stage into the design process so that the delivery of the initial vision is delivered to its full impact through the service delivery post-completion. We, therefore, ensure the impact is both maximised and proportionate to the property, location and its final occupiers, long into the future.

DfM supports the creative process to facilitate the delivery of a tailored service that embraces the original concept design and delivers the ethos through day-to-day operations. It connects investors, asset managers, landlords, architects, project managers and occupiers on key decisions in the pre-build stage to day to day users of the building and examines behind-the-scenes processes and functionality to ensure easy, efficient delivery of services that deliver on the initial promises and expectations. We ensure the buildings credentials and accreditations through customer enjoyment are met at the highest possible standard, that is efficient, can stand up to scrutiny but also adaptable as expectations change over the life of the development, thus extending the longevity of the final project.

This flexibility allows us to adapt our approach to each building or public realm and respond to specific challenges that may arise throughout the development and into the property management operation. Using our service will minimise unnecessary costs, avoid delays, reduce risk, and, more importantly, ensure your asset is set up to be managed most efficiently, delivering returns for the long term.



Track Record



Paddington Square, London W2

The challenge:

Integrating a state-of-the-art prime office retail development and interfacing with the public realm to provide a safe and secure environment that enhances the experience for all users and visitors to the site.

The development of clear design strategies and management strategies to provide enhanced customer journeys through all aspects of the site were key. The interaction between all stakeholders throughout mobilisation, including; high end restaurant users, office workers, retail shoppers plus the general public with the connection between overground and underground railways, was crucial to the overall success of the site.

As the surrounding area continues to evolve the original careful planning will continue to see Paddington Square as the centre of this busy, thriving community.

Client:	Great Western Developments Ltd
Size and use:	360,000 sq ft of commercial office space, 60,000 sq ft of retail and public realm
Completion date:	2022



YY Building, London E14

The challenge:

To create a building management standard commensurate with the stunning architectural design that is best in class for offices of this size and location.

The high accreditation standards that the development set out to achieve have been designed into the core of the development and the management protocols that will then provide for continued improvement through the optimised use of the site and through proactive management. This can only be achieved through day one planning which we have provided with the integration with the design team for the single common goal of excellence.

Client:	Quadrant Estates / Oaktree CM
Size and use:	415,000 sq ft of commercial office space with a roof terrace
Completion date:	2023



New Bailey, Salford Central, Manchester

The challenge:

Throughout the six year project to assist the client with phased completion of each element, providing sound financial planning and a complete customer engagement plan which is in tune with the overall vision for the completed development.

The individual design advice allowed the growth of the management services throughout the development period to ensure operational excellence even before all elements were complete and thus ensured the longevity of the project is sustained through the creation of a new community led by the original concept.

Client:	English City Funds
Size and use:	A 50-acre site with 2.5m sq ft of commercial office space, 280,000 sq ft of creative/leisure space and 12 acres of public realm
Completion date:	2025

Our process

The implementation of the management plan is the process' starting point and cornerstone, it clarifies the building; or estate-wide operating principles. The plan is developed following an orientation meeting where we gain insight into the development and assets aspirations. Following a vision setting meeting, we build a management design plan that correctly positions the building to maximise impact, efficiency and longevity.

Our service then focuses on the principle of “soft landings,” which is fundamental to ensuring your future occupiers have a frictionless transition into your building. It defines the customer experience which is built from the initial vision-setting meeting and focuses on the entire customer journey and the support required to maintain that experience throughout, while delivering on other commitments in respect of community engagement and ESG.

Mobilisation through soft landings

Plan

Develop

Enact

Enliven

Review

Our core drivers

Our extensive DfM and Property Management experience means we have a complete understanding of operational requirements that are core to any building. We also understand the new developments that are now driving change in legislative and occupier requirements that is defining prime office occupation and use. Our knowledge and experience within these global mega trends is vital in ensuring new and refurbished developments are delivered to meet ever-changing needs of occupiers.



Prop Tech

The importance of technology within a modern working environment is key to the successful delivery of all occupiers' and landlords' ESG and community engagement agendas. Using technology, we can manage consumption, ensure efficiency and provide solid accountable data. We also have the expertise to advise on technological solutions to connect people so that they have greater engagement with their surroundings and thus improving their interaction with their working environment.

Our DfM team can help guide clients through their technology requirements and is able to clearly demonstrate the most suitable solutions and the correct level of connectivity and infrastructure required to ensure success. Correct Proptech solutions in the early phases of development design can ensure the longevity of the overall project through adaptable solutions that protect against future advancements.



Occupier amenities

Occupier amenities are vital in attracting staff to the office, so positioning the property correctly to fit the aspirations of its intended users is crucial. Providing suitable amenity space and catering for these additional services within the confines of the built structure and the financial constraints can be challenging. We can assist in showcasing a vast array of potential amenity facilities and consider what is right to ensure the end product stands out from the competition.

The DfM team can canvas opinions on occupier amenities and evaluate trends from a wide range of occupier sectors, this enables the team to identify the right type of amenity space or product for the property at the design stage, rather than this being an afterthought and trying to develop a retrofit solution.



Placemaking

Connecting different stakeholders with the broader community through innovative projects and programmes.

Providing additional services above and beyond conventional landlord services, our team will advise on how these projects can and need to be built into the initial design, regarding physical containment and infrastructure. This will help enhance people's connection with their environment and improve their overall experience, developing an independent culture and community.

Community engagement can be enhanced through technology, but finding a solution that adds true value can be difficult. Early consideration through our experts can ease this process and ensure the final solution is the best solution.



ESG and sustainability

While conformity to minimum standards, like MEES, is now an established requirement, considering ESG and sustainability will offer a point of differentiation and opportunity. Our DfM ESG team will help guide clients through developing and implementing their sustainability strategies, commitments and building certifications at the asset level.

Our capital markets ground-breaking research team used one of the long-established green ratings, BREEM, to show that green-rated buildings provide both rental and sales value uplift compared with non-rated buildings. That premium can reach 12.3%, with a significant step-up in prime Central London office rents for the very highest green-rated buildings. ESG not only can be a unique selling point but also enhance the resiliency and longevity of the asset when done right.

Why use Knight Frank's service?

Our DfM team is very experienced in positioning property at the design stage to maximise functionality and engagement, thus adding value and saving costs far earlier than the traditional approach, where managing agents are brought into mobilise at completion.

Our in-house experts will provide a full integrated service with advice through connecting key disciplines such as Proptech, community engagement, amenity provision and ESG. With more and more accreditations focusing on in-use functionality, it is vital the integration of user experience is embraced at an early design stage to avoid costly and unnecessary mistakes.

Through our integration with our global contacts, we can ensure overseas innovations are understood and can be provided for within the design and management setup in new builds and refurbishment projects within the UK.

Our integrated approach means we offer a soft landings perspective right through mobilisation, tenant fit out and through the full defect liability period so that the design stage knowledge is utilised to ensure occupier satisfaction is enhanced through their transition into the building and as the building settles into business as usual, keeping our clients ahead of the competition.

Understanding trends through our global contacts and our network of specialist advisors enables us to provide guidance ensuring the final project is both relevant

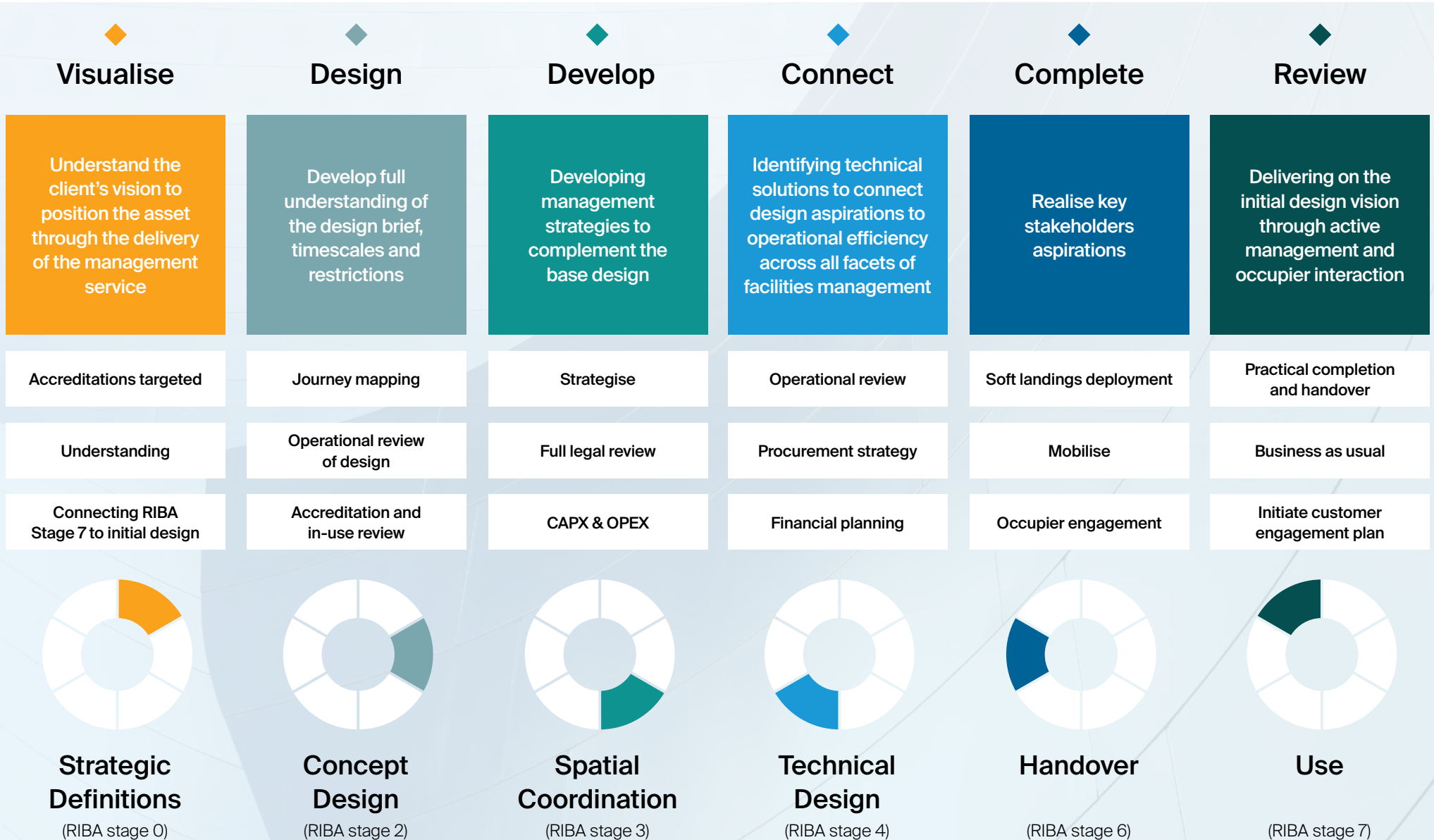
and adaptable to meet future trends. Through our global network, we hold regular innovation meetings to share ideas so we're positioned to advise on the latest innovations and trends. We interrogate the rationale for certain design decisions challenging the specifications to ensure elements are not over or under-specified.

London is regarded as one of the world's leading cities. It is only reasonable, therefore, that new buildings must compete not just within London but with buildings in other cities worldwide.

As buildings need to consider their longer-term impacts on the environment and are judged on their in use functionality, it has become all the more important to link the 'In Use' stage of the RIBA Plan of work (Stage 7) in earlier to ensure the longevity of the scheme. Knight Frank fully understands this and have the track record, experience and expertise to help navigate through the complexities and connect all the elements at a point early enough within the design process to ensure you achieve maximum impact for your occupiers long into the future.



Plan of Work



Get in touch



Please get in touch for more information on how Design for Management can help you.



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