1. VISION

To become recognised as the leading authority on construction costs in Ireland.

To highlight to the public and policy-makers that the Quantity Surveying professional is the expert in construction in Ireland.

To ensure that the Professional Group maintains its level activity and pro-active role within the Society.

Maintain membership and enhance its public reaction to market activity.

To assist in facilitating the needs of members.

Added-value experts.

Repository of information on such matters.

To highlight the role that Chartered Quantity Surveying professionals can play as project managers.

2. THE MARKET

Chartered Quantity Surveyors work in the construction sector and provide professional services to a range of clients including large and small contractors, sub-contractors, property developers, public, public sector, dispute resolution (incl. legal practitioners), professionals (accountants, legal, construction and design professionals), and others who are involved in the building process - Commercial and public sector (incl. domestic works).

Services to NAMA, financial institutions and banks, insurance companies and to other SCSI members.

Trends in European market, where cost planning, programme management, scheduling skills used. Increased need for language skills. International dimension, utilising information technology to harness QS skills.

Project Management skills are key to selling QS skills to international (and other new) clients.

Construction management skills, enhanced through CPD etc.
3. Where are we now?

3.1 General Description of Profession

Construction (and construction costs) experts. [See “Vision” and “The Market” above].

3.2 SWOT Analysis

Strengths

The Chartered title gives credibility to the work of the professionals. Wide diversity of skills. The profession can exert a significant influence on government policy. The professional group has a large number of voluntary members. In the current economic climate, the importance of cost and value is very high, which benefits the role of the chartered quantity surveyor. Quantity surveyors have strong technical ability, to assist with re-use existing buildings. Adaptability (through strong analytical abilities). Quantity Surveying title recognised in law through Building Control Act.

Weakness

Because of the current economic climate, there is a smaller market, and a reduced number of clients, reduced demand for professional services. Lack of public understanding of the Quantity Surveying skill. Confusion of the title Quantity Surveyor (versus Construction Economist). Need to market skills and expertise. Slow to change (but this is resilience). Slow to take up new market opportunities by selling core skills – need to move them to pick up new clients, market opportunities. Need for improved versatility. Other professions have a potential to take market share. Need to be the ‘turn to’ profession through increased understanding of the skills of the profession.

Opportunities

Foreign markets. The Quantity Surveying profession has a track record of working in other markets, by applying skills and experience working in Ireland. The profession should look for ways to facilitate opportunities to work overseas.

Harness links with Irish Institute of Insurers, to capitalise on skills in loss assessment/loss adjustment. Information notes from profession to consumers, about the role of QS professions. Insurance, loss assessing, loss adjusting (which includes cost/procurement expertise, and construction technology).

Lifecycle issues, cost in using buildings and operations of that building – bring professional skills to clients to create efficiencies etc.

Procurement skills to be expanded beyond procuring buildings/projects.

Need to use confidence, and sell professional skills, to new clients, opportunities. The profession should provide education and CPD, on these topics.

PPPs and tap into RICS research, adapt to Irish experience.
Disputes (how to avoid and resolve them), expert witnesses, conciliation, mediation.

**Threats**

Other professions (including legal, architecture and accountancy) taking over potential role for Quantity Surveying professionals.

Government departments are reducing role for Quantity Surveyors, and the whole system of public procurement now so cumbersome to be a threat (but also an opportunity to sell procurement knowledge and expertise to clients).

To maintain provision of standards of expertise on reduced fees.

**3.3 MARKET POSITION**

Dominant position, confirmed by registration of title in Building Control Act, but threats from other professions as set out above.

**3.4 COMPETITION**

[See “Threats” above]

**3.5 PRODUCTS AND SERVICES**

**3.5.1 Guidance Notes and Practice Standards**

Full audit of existing guidance notes and practice standards, and development of new standards where relevant.

**3.5.2 Policy and Public Affairs**

Increased participation with policy-makers including making informed submissions and reports on new legislation and regulation.

Involvement in wider professional groups, including the CIC and other professional bodies.

Development of surveys of the construction industry in Ireland.

**3.5.3 Education**

Development of CPD calendar of events, and training courses.
3.5.4 Communications
Explore increased PR opportunities to comment authoritatively on the Irish construction market.

3.6 CUSTOMERS AND CLIENTS
[See “Market” above]

4. PEST Trends

Political
Centralisation of control towards government agencies resulting in increased bureaucracy, administration.

Construction Contracts - Cost certainty (versus value for money) in public procurement. Construction Contracts Bill.

Economic
Macro-economic environment and poor state of the Irish construction sector is having a severe impact.

Social
Social media is changing the way in which professionals are working together.

Technological
QS Representative on CITA group, to interrogate CAD system, and ensure that costs are accurate.

Building Information Modelling - Integrated project delivery. QS need to be trained in these issues. Need for early warning system.

5. WHAT THE MARKET WANTS FROM THE PROFESSION NOW AND INTO THE FUTURE

5.1 Client
Professionalism, accuracy, standards, leadership, value for money.

Estimating and setting budgets/guidance for costing public works.

Prompt and reliable (and timely) cost (per sq m etc) data, disseminated in the most modern ways.
5.2 Profession

CPD events, practice standards, guidance notes, communication and marketing of outputs.

Link/alliance with BCIS and their historical database (€). Member buy-in to provide data and information to database.

Continue with QS Indices, and seek opportunities to expand those services, and deliver to members/the public. Need to keep SCSI central to data-gathering process. Branding of information, and links with RICS.

Ensure timely collection and dissemination of data, especially if volume of work falls/changes.

Use quarterly construction survey of members to harness change in tender levels.

6. STRATEGIC DEVELOPMENT OPTIONS/KEY OBJECTIVES FOR THE PROFESSIONAL GROUP

- CPD and education of members on new issues and new trends (speed of change increasing). Harness web conferencing to encourage members’ participation. Cooperation with other professional bodies (RIAI, BMF, EI, III et al).

- Increased use of working groups (with degree of autonomy and targets) on specific areas, timescale.

- Submissions to Government on policy areas (e.g. PPP, unfinished housing estates). Increased research to support quality of output

- Increased PR, marketing

- Increased knowledge of members to support submissions, policy positions etc.

- Indices/survey results

- Alliances with other groups (esp. UK, NI, RICS), and other professional bodies (architects, engineers). Construction Industry Council

- Future development/shape of the construction industry. Futures Academy, DIT. Other 3rd level institutions

7. POSITIONING AND COMPETITIVE ADVANTAGE

To become the pre-eminent organisation for construction costs. Promote competitive advantage (research, resources, staff base)

Greater cross Professional Group involvement. Increased PR, marketing.
8. PRACTICAL REQUIREMENTS FOR IMPLEMENTATION OF THE STRATEGY

Participation in and support of the following Society departments and committees:

- Department of Policy and Public Affairs
- Department of Education
- Department of Regulation
- Department of Communications
- CPD Committee
- Education Committee
- Communications Committee
- Surveyors Journal Editorial board
- Conference committee

9. KEY LINKS/DEPENDENCIES INTERNALLY/EXTERNALLY

9.1 Internal

- Building Surveying Professional Group
- Geomatics Surveying Professional Group
- Planning and Development Professional Group
- Mineral Surveying Professional Group

9.2 External

- Construction Industry Council
- Government departments and agencies.
- CEEC
- CITA
- Liaison Committee
### Quantity Surveying Professional Group Work Programme 2011 - 2012

<table>
<thead>
<tr>
<th>Strategic Objective</th>
<th>Responsibility (Staff)</th>
<th>Output</th>
<th>Timescale for completion</th>
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<tbody>
<tr>
<td>Ensuring that members are able to meet the highest standards of competence and professionalism; develop, produce and disseminate practice standards and other knowledge and information to meet the needs of society.</td>
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1. **Practice Standards and Guidance Notes**
   - Audit of existing Practice Standards and Guidance Notes across all surveying disciplines, including IAVI Practice Handbook;
   - Adaptation of RICS Flooding Guidance Note
   - Monitoring of RICS Black Book development

2. **CPD and Training**
   - Calendar of CPD and training events for all Professional Groups; September 2011

Promoting the Society of Chartered Surveyors Ireland/RICS Ireland brand through relevant marketing and communications with key stakeholders.
| (1) Internal enhancement and profile of each surveying discipline (within the Society) | CO'D | - Enhance information on website;  
- Development of ‘what is a chartered surveyor’ leaflet for each surveying discipline;  
- Participation in Professional Group internal e-zines;  
- Participation of speakers/topics in Annual Conference;  
- Internal CPD events to highlight diverse skill sets;  
- Series of articles in Surveyors Journal highlighting role and skill set of each surveying discipline. | September 2011  
October 2011  
Ongoing  
October 2011  
September 2011 ongoing through to September 2012 |
| (2) External enhancement and profile of each surveying discipline | CO'D | - YouTube clip in relation to each surveying discipline to be uploaded on website;  
- Continuous identification of PR opportunities across all surveying disciplines;  
- Utilisation of Registration Body public launch to enhance profile of Building Surveyors and Quantity Surveyors. | October 2011  
Ongoing |
- Publication and promotion of market surveys, including quarterly construction, commercial property and residential property surveys; Tender Price Indices, Construction Cost Indices; House Insurance Rebuild Guide;

| (3) Chartered Surveyor Career Promotion | ZO©C GR | - Continued roll-out of ‘A Day in the Life’ programme for secondary schools; |
| | | - CAO PR opportunities including engagement via social media channels; |
| | | - Promotion of professional at third level career fairs; |
| | | - Audit of student awards to confirm continued sponsorship of student awards and identification of new awards |
| | | Ongoing |
| | | Dec 2011, Feb 2012, June 2012 |
| | | Ongoing |
| | | November 2011 |

Promoting the brand by communicating the Society of Chartered Surveyors Ireland/RICS Ireland role and work in influencing, through authoritative and relevant engagement with policy makers and opinion formers.

| (1) Increase engagement and influence with policy makers | PS | - Audit existing links with policy makers; |
| | | - Policy submissions relevant to surveying; |
| | | October 2011 |
| | | Ongoing |
| Providing assurance to Government, business and clients and protecting consumers through promotion of professional standards and effective and efficient regulation of members. |
| Increase awareness of Chartered Surveyors as a regulated profession |
| BO'D |
| Registration Body (QS & BS) |
| - Seek appointments of Appeals Board and PCC; |
| - Publication of Registration Body Annual Report for Minister; |
| - Public launch of Registration Body. |

- Pre-budget submissions;
- Co-operation with other stakeholders in joint submissions, as appropriate;
- Publication and promotion of market surveys, including quarterly construction, commercial property and residential property surveys; Tender Price Indices, Construction Cost Indices; House Insurance Re-build Guide.