
He

Value Enhancement, Commercially and Culturally

The RIBA Interview with Paul Vick



How can commercial and cultural values help achieve hyper value? Paul Vick was recently interviewed by the Royal Institute of British Architects (RIBA) for MIPIM the international property fair in Cannes. See below for the interview.

Paul Vick will be at MIPIM from 10th March - 13th March 2015. The RIBA will be exhibiting some of the practice's work. Please [Call us](#) to set up a meeting in Cannes or afterwards.

The Interview

What does your 100 % planning permission success rate mean for your clients?

We have a remarkable 100% success rate for winning planning permission for both unlisted and listed buildings and those in conservation areas. Clearly, this gives our clients confidence that their project won't fall at the first hurdle, a very real fear and potential waste of their time and money. Where the planning permission allows you to be able to build at all and the architectural design dictates exit value, we bring you an integrated approach of planning and design from the start.

You have lectured on value enhancement and inspiration; what is this about?

Yes, this is a talk I've given to several high-powered investor audiences, including Schroders, New London Architecture and the Strategic Investment Managers Association (who are supported by The London stock exchange). Essentially, I see architecture adding value to property investments by translating knowledge into physical buildings in six distinct, measurable ways – economic, use, social, image, environmental and cultural. Done well, the results are inspirational.

What do you mean by hyper-value?

Our aim is to produce great architecture. We call this hyper-value, the convergence of the six streams of value that together allow you to harness existing wider forces and opportunities, all of which benefit the client. Not only does this add value, it also reduces risks short- and long-term. This is obviously supported by the benefit of our planning permission record and subsequent design process.

Why is cultural edge important to commercially sensitive clients?

We find it opens the market for our clients, increasing footfall, making it interesting for new customers and breeds a deeper loyalty for their existing ones. Our experience in several sectors can be drawn on to assist.

What is the best thing a client has ever said to you?

Probably the hugely satisfying, 'I didn't know design could do this!' just after we'd handed over a low-energy building.

Paul Vick will be at MIPIM from 10th March - 13th March 2015. The RIBA will be exhibiting some of the practice's work. Please [Call us](#) to set up a meeting in Cannes or afterwards.

Please contact us with your news and to discuss any ideas you have for a project.

[Previous Newsletters.](#)

