

Customer Perspective

Contractual Awareness



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BOGOF

- Buy One Get One Free
- Two for the price of one

A Discussion about Provider & Customer Relationship



What are you?

- A Producer
- A Manufacture
- Engineers
- Consultants
- Contractors



My Background

- Some 45 years in the Construction Industry.
- From labourer to Commercial Director Now Consultant.
- Worked for Main Contractors, Local Authority, Private Practice and Specialist Subcontracting.
- The latter including Piling/Ground Treatment, High Quality Joinery, to my last company – Precast concrete
- For the largest part of my career I had the role of a Quantity Surveyor or I was responsible for that function in the organisation.



Contract Law – a definition 'An Economical Agreement between two or more Parties.'

- I believe this encapsulates the principle of law in most countries.
- However for this presentation I will concentrate on the area of my experience, which is the Construction Industry in the United Kingdom.
- It should be noted that the Principles of this law, by history, are similar to those in the USA, Canada, Australia, New Zealand, India and a number of African countries.



Relationship between the Customer and Provider

- An Agreement
- A Formal Contract
- Both Covered by the Law of the Land
- They usually involve risk, which has to be managed





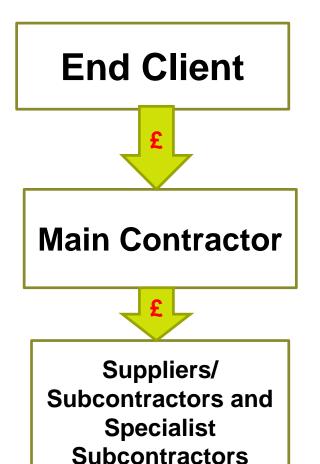


Customer Perspective You as a Customer – Your Requirements

- Knowledge of the Provider and/or his capability.
- Risk in the Type of Product being provided.
- The greater the risk, the tighter the financial constraints on the provider.
- If the risk is high, establish a formal contract with 'Financial Penalties'.
- If the programme is critical, include penalties for delay.
- Your customers' requirements are the same.



Understand the Customer/ Provider structure in the UK Construction Industry



- Developer, Business Owner, Local Authority, Government Dept. Etc.
- Employs
- E.g. Vinci, Carillion, Wates,
 Galliford Try, Balfour Beatty
 etc.
- In turn Employs
- Piling, Concrete or steelwork frame, floor, windows, Heating Ventilation etc.



Understand the Customer's Power and strength as well as your own

- Your client may be a large organisation or Main Contractor.
- They will no doubt have the resources and are contractually astute.
- Consider your strengths e.g.
- Geographic location compared to the project in question,
- Specific type of product on offer and number of competitors, as in large depth providers.



What is a Quantity Surveyor (QS)?

- Started in late 18th Century as a 'Measurer.'
- Recognised as a 'Quantity Surveyor' in circa 1820.
- One of the earliest QSs was Sir Henry Arthur-Hand, who priced the 'new' Houses of Parliament in 1820 as £750k.
- Role involves Cost planning, value engineering, cost benefit analysis, tendering, valuations and dispute resolution.
- PQS (Private or Professional) looks after the end client's interests with the Main Contractor(M/C).
- The QS for the M/C works with the PQS and the Supplier/Subcontractors, looking after The M/C's interests.



Role of the Quantity Surveyor

- A Key role is to pass payment on to the various parties
- It is to advise the clients and their employers of the contractual status and rights
- They have also the responsibility for with holding payments for failures or breaches of the contract
- This must be carried out under the rules of the contract
- They find it easy to with hold monies but do not always apply the rules



A Question of Risk – to the end client

Example: - Client requires a new 4 storey building to produce drug making equipment in a highly clean atmosphere. Who are the high risk providers?

- Suppliers of the AC, heating & venting systems,
- Suppliers of concrete floors,
- Suppliers of aggregates for the site,
- Insitu Concrete suppliers for the ground floor,
- Piling subcontractor.
- The greater the risk, the higher the contractual nature of the agreement between the parties.
- This all to be managed by the various QSs



Type of contract Dependent on the risk

- Simple Typically a small contract or a supply of a standard product,
- e.g. An ancillary building or a supply of cement bags or sand.
- Complicated This is usually for a structure where there is risk to quality or programme, or a high profile structure,
- e.g. Olympic stadium, where quality and programme dates are important.



What is included in a Contract

- Could be all correspondence and minutes of meeting regarding the negotiations
- Description of the works
- Drawings
- Specification
- Preliminaries
- Terms and Conditions



Terms and Conditions – The 'Legal side' How the contract is administrated and its populties



Borres Construction Limited - Subcontract Terms and Conditions

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Terms and Conditions – The 'Legal side'. How the contract is administrated and its penalties.

- JCT Established standard T&Cs for use in the industry.
- Amendments to such standard documents.
- An organisation's own T&Cs.
- These documents must be checked, because 'The Devil is in the Detail'.
- Remember if you are in breach, the client's or M/C's QS will not be slow in levying costs against you.



'Battle of the Forms'

- Tender Enquiry Enclosing their T&Cs etc.
- Offer Your quotation ignoring their T&Cs and incorporating your own.
- Negotiation of the price Various letters, e-mails and minutes of meetings.
- The client's order including their T&Cs.
- Your 'Order Acknowledgement' including your requirements and T&Cs.
- If not responded to by the client prior to starting on site, the latter is the basis of the contract.
- Alternatively, further negotiation and agreement is reached on the detail of the contract.



Things that can go wrong!!!! - Tarmac Topfloor Case Study 1. Product Failure.

- May 7th 2009, a 'catastrophic' failure of 200mm deep H/C on a site for a new HO for B&Q in Southampton. M/C Sir Robert McAlphine.
- May 15th 2009 a failure of 200mm deep H/C on a new College at Redruth, Cornwall. M/C Sir Robert McAlphine.
- Both products that failed were out of our Lound factory.
 All production was stopped after second failure.
- We deduced, after preliminary investigations, that the product produced over certain period was questionable, so some fifty plus sites told product delivered may need to be removed.
- Took 4wks to sort out. 60 plus other sites delayed.



Things that can go wrong!!!! - Tarmac Topfloor

Case Study 1. Product Failure







Case Study 1 – Continued

- Claims for delay and disruption damages totalled in excess of £1.6 million on some 110 different contracts.
- However we found the contracts in a large number of cases due to the 'Battle of the Forms', were on our terms.
- We used this to our advantage and settled the disputes without recourse to going to Law, whilst, for the most part, retaining a relationship with the client.
- We settled at a total of some £750k.
- Which took us until May 2010.



Commercial settlement rather than Law Case study 2 – Murreyfield Stadium Edinborough





Commercial settlement rather than Law. Case study 2 – Murreyfield Stadium Edinborough.

- Dispute with client. They alleged we owed them £750k.
 We alleged they owed us £160k.
- After a year of threatening action, a meeting held. We wanted £70k they offered £50k no more.
- We did not accept.
- One further year later, after we started litigation costing us £20K, the judge recommended we settle out of court.
- We accepted £20k.
- Interest at the time in 1995 was some 10%.
- Learning point; If you have an offer to settle, consider it carefully and don't let pride or principles get in the way.



Conclusions

- Understand your client's perspective and what his needs and concerns are.
- What are the risks and is the reward worth the risk?
- Appreciate the client's strength but know yours and use it.
- Do not walk into a contract based solely on trust, check the detail of the contract and negotiate from strength and knowledge.
- Considering the volume of work you may get, have a system of 'Acknowledging' your orders based on your T&Cs. This can become the basis of the contract.
- Any disputes, try and settle outside court the latter is too expensive and time consuming.
- Finally remember you are always in 'CONTRACTING'.



It is the Nature of the Relationship of the Business we are in!

