



# UNLOCKING BIM

An insight into asset management



South East  
Consortium

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# Foreword

South East Consortium's [SEC] research group (see Appendix 1) has continued to work out a roadmap for how it can support the social housing sector by providing a better understanding and facilitating a greater use of building information management, otherwise known as BIM. The terms 'better information management' and 'building information modelling' are used interchangeably and amount to the same thing.

The group has spent time and energy on:

- Creating an interactive platform for existing and new customers to use BIM to help them achieve measurable outcomes through their asset management strategy.
- Forming industry and sector wide alliances with like-minded groups and individuals who aspire to disrupt the housing sector positively.

This report also provides some early insight into the progressive thinking about how to maintain and optimise current expectations and overall lifecycle management as part of SEC's project work in 2022.

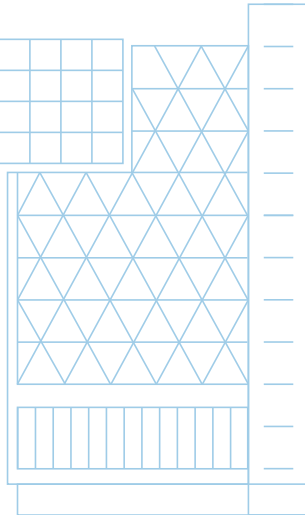
As the Managing Director of SEC, I believe that the BIM working group has just started their journey – and its progress should not end here. There are a range of opportunities for SEC to explore around collaborations, shared services and procurement/frameworks using BIM enabled, and/or digital twin workflows. There is so much more to explore in 2022 and beyond and SEC looks forward to meeting the challenge it has set for itself.



**Bola Abisogun OBE**  
Chair



**Marc Baines**  
Project Lead / Managing  
Director, SEC





Section 1:  
The project  
outcome(s)  
[so far]



An invaluable industry resource based on cultural change, collaboration, knowledge sharing, and structured information management.

Creating an interactive platform for customers with BIM as a project enabler.

The initial focus of the working group was to develop an easy-to-read document for the sector to become more familiar with the concept of, and business case for using, BIM, i.e., 'building information modelling' in the context of adopting 'better information management'. On receiving the initial survey findings in January 2021 (supported by Inside Housing) the working group refocused its attention to provide a more descriptive, but higher-level offer for internal use in implementing BIM. This higher-level offer will help customers use BIM as part of their asset management strategy.

The working group agreed the sector needed something 'customer friendly' and jargon free for sharing, presenting to colleagues and passing on where necessary. As a result, the group identified a need to co-create a 'members-and-beyond' area where any colleague can find a wide range of useful resources and information to start their first BIM enabled project.

This resource will be based on cultural change, collaboration, knowledge sharing, and structured information management. There will be no final outcome because the aim is for the outcome to develop so that it

remains aligned to market innovation and sector sentiment. Achieving the desired outcome(s), requires SEC and the working group to show a commercial commitment and capability to update the platform, working with emerging legislation, for example, Building Safety and Net Zero challenges.

The working group has developed a new and dedicated website to be the digital home for all its findings, resources and knowledge. This will be a dynamic resource, updated as the topic evolves further.

[bim.southeastconsortium.org.uk](https://bim.southeastconsortium.org.uk)



The new BIM for Asset Management website focuses on 10 key areas:

- 1

Introduction to BIM – a high-level overview outlining the key benefits/business case.
- 2

What is your ‘why?’ – addressing the elephant in the room, changing cultural behaviours and/or organisational culture.
- 3

Legislative requirements – because of the growing influence of the Building Safety Inspectorate and Regulator, BIM is no longer optional.
- 4

Building an organisational roadmap – understanding the level of digital maturity of the organisation and undertaking a skills gap analysis.
- 5

Asset management needs and tools – undertaking a Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis of the organisation and identifying and defining key areas for positive disruption and digital transformation.
- 6

Data infrastructure – creating an agile organisation, deconstructing analogue processes and reconstructing the same processes to encourage collaborative, digital ways of working.
- 7

Developing an Information Management Framework [IMF] – future proofing the flow of data, internally and externally, to align with both the UK BIM Framework and the over-arching National Digital Twin programme.
- 8

Procurement and pilot projects – identifying the most easily achieved set of tasks across the organisation and making sure that all key stakeholders, including the external supply chain, focus on outcomes. The delivery of critical needs and services to customers, including tenants, must be measurable using Key Performance Indicators [KPI’s].
- 9

Scaling BIM across the organisation – implementing digital ways of working sustainably by using BIM, and encouraging change management, including being open to cultural challenges.
- 10

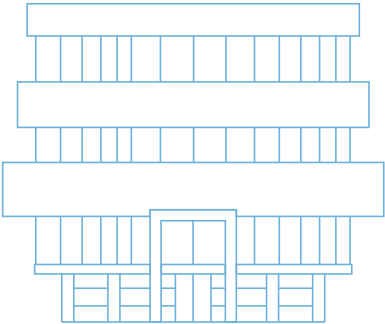
Introducing the Digital Twin and other resources – the UK funded National Digital Twin programme is investing approximately £250m.

The new BIM for Asset Management website can be found here: [bim.southeastconsortium.org.uk](https://bim.southeastconsortium.org.uk)



“In 2015 the UK government set out its visionary plan for a ‘Digitally’ Built Britain. By attempting to digitise the lifecycle of the entirety of the UK’s built [i.e. physical] assets the aspiration, through the Centre for Digital Built Britain, was and remains, to reduce whole-life cycle costs [during their commissioned and/or occupational phase(s)] as well as to significantly reduce and monitor carbon emissions. The desire to ensure availability and optimise resiliency of all critical and wider infrastructure remains a goal, yet to be fully realised. Public sector [and private sector] homes sit at the heart of this aspiration.”

Bola Abisogun OBE, Chair



SEC has made a pledge to promote BIM to its members through training, conferences and roundtable events. The dedicated website will enable an informed conversation with customers every time they visit the site. SEC has already started by launching the site at the recent SEC Annual Conference on 10 November 2021, with 480 guests in attendance and several hundred on the waiting list.

SEC’s vision is for the dedicated website to become an effective first base and natural evolution of its current offer, providing a home for reports, news articles, videos, and other critical references. It will also provide a

market facing landing page for its technical experts to share useful information for customers who are looking to begin, or progress, their BIM journeys. SEC has noticed an increasing trend among several housing providers to bring in-house outsourced work streams and they will require better information to carry out these responsibilities. The SEC dedicated website will particularly appeal to those organisations and customers who have opted to reduce risks and adopt a direct-delivery model via an Arms’ Length Management Organisation (ALMO) or a Direct Labour Organisation (DLO).



## Forming alliances to ‘positively’ disrupt the housing sector for the public good

Forming alliances with like-minded groups, such as BIM for Housing Associations (BIM4HAs), is still in the early stages but the working group recognise that collaboration is key. As such, for a project that needs to be adopted across the sector, it will require thought leadership along with cultural change, both of which need the attention of SEC.

Delivering BIM to a sector like social housing is a collective win, hence the need to collaborate with others. To this end, the role of SEC in communicating best practice and market innovation, will position SEC as a credible and well-established entity, which has developed from its core business into delivering, data-driven, intelligent frameworks. SEC’s ability to utilise the experience of every one of its customers’ briefs, through the performance of their frameworks, will allow SEC to help them make better and more informed decisions. This will add value to SEC’s offer, and more relevant outcomes for its customers, including their end-users. This research project, which sought to introduce BIM as a new way of digital working, has presented SEC with a unique insight into a commercial

reality, brought about by legislation, of the cashable and non-cashable value of structured information management. SEC cannot ignore the scale of the opportunity that has presented itself; it has a moral and commercial duty to appraise this opportunity and deliver on it.

The working group has spoken to BIM4HAs with whom it shares a number of colleagues. This promotes consistency and the timely cross fertilisation of ideas, that will remain complementary rather than competitive. This approach will allow both groups to evolve, link up, collaborate, share market intelligence and collectively approach an array of sector facing tasks in the future. SEC expects to liaise with BIM4HAs ahead of any next steps in 2022.



An open, ongoing dialogue between SEC and BIM4HA will allow both groups to evolve, link up, collaborate, share market intelligence and collectively approach an array of sector facing tasks in the future.

## Section 2: Next steps



### The four working group meetings have now finished.

The BIM working group led by its Chair [Bola Abisogun OBE], continues to complete the new dedicated website which all Members will share with their own network and promote at team meetings across their own businesses. The Chair presented the findings from the one year research project as a brief presentation and seamless panel discussion with several members of the working group at the SEC annual conference on 10 November 2021.

The presentation was very well attended and received in the FFT Zone at the London Stadium. The Chair has also offered a **post-event write up and thank you** to the BIM working group, the SEC Board and the wider SEC business.

The BIM working group will shortly meet with the climate change and building safety working groups to review how they can work together in the future. A tentative date is being considered for January 2022 and the SEC Board will also discuss the shape and objectives of the group(s) for 2022.



# Appendix A: BIM Working Group – List of Members

**Bola Abisogun OBE**  
Executive Director, Urbanis  
Group Chair

**Dritan Uka**  
Director of Asset Management, Optivo

**Vicky Ayre**  
Information Manager & BIM Lead  
– Be First Regeneration

**Ali Imam**  
Head of Strategy & Asset,  
Origin Housing

**Femi Olaiya**  
BIM Lead, Portsmouth Council

**Rob Ireland**  
Partner, Bailly Garner

**Matthew Samways**  
Managing Director, BIM AIMIS

**Varun Soni**  
BIM Lead, Calford Seaden

**Patrick King**  
Head of BIM Technologies,  
ECD Architects

**Daniel Lovegrove**  
Commercial Manager,  
Foster Property Maintenance

**Steve Pittard**  
Ex Senior Lecturer for London  
South Bank Uni on BIM

**Marc Baines**  
Managing Director SEC  
Project Lead





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