

## BIM: PEOPLE MATTERS 15 QUESTIONS WITH ADAM MATTHEWS

*In this week's interview we quiz Adam Matthews, Departmental Delivery Lead on BIM implementation within the Government Departments and our BIM activities in the European community.*

# A dam Matthews

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*Hi Adam, can you tell us a little about you and your background?*

I trained in Operational Research (a mix of statistics and business improvement) while at GUS (halcyon days in Manchester!), moved in to programming while at CACI, an information service provider, and then systems project management with Vision Solutions (MCI Systemhouse) where I deployed enterprise-wide GIS to Infrastructure owners. In 2007/2008 I switched 'languages' from GIS into Construction

and BIM while at Autodesk which is where I am today. I enjoy shaping how information and technology helps organisations improve process to be better informed and make fewer mistakes.

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*How did you get involved with the BIM task group?*

I had just finished my MBA and Mark Bew, whom I knew from our collaborations in buildingSmart UK, asked me



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to lead one of the workstreams in the BIS BIM Strategy 2010-2011. I led the team that made the recommendation for information handover to Clients – in part you can ‘blame’ me for COBie! Since then I have performed a number of roles for the Task Group, including my current principal role of rolling out the BIM programme to each of the central Departments (as Head of Departmental Delivery).

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*Leading the Departmental Engagement is quite a challenge; is this just you or do you have support?*

It is! And hugely rewarding, when we see the pace of adoption from Departments – and the benefits that adoption generates; not only the cost savings but the opportunity to help raise awareness of internal process and information needs within the Departments. I am genuinely privileged to lead a very talented team with project management, commercial, technical and people and process skills which we use across the Departments to introduce BIM to their specific processes and needs.

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*Are you starting to see more BIM projects starting to come through the departmental pipelines?*

A year ago we had only Cookham Wood (at MoJ) as our early-adopter project, now that this is seeing 20% savings (through a combined effect of introducing BIM, Cost Lead Procurement, Project Bank Accounts and Government

Soft Landings) we have increased our pipeline of early-adopters to around 20 projects across eight Departments. Yes, great progress in a year: the team have had great support from inside the Departments and there is a real desire to take-up the BIM Programme.

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*What are the big lessons that have been gained from the pilot projects and workshops?*

One lesson we have seen is the level of collaboration and appetite to innovate both from the client and supply side. Cookham Wood is an example of this, where the project team laser scanned a full size mock-up of the M&E

and imported this in to the model in order to gain operational and safety benefits.

The Cookham Wood project team captured some of these lessons learned in a handy booklet

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*What does a well-informed BIM client look like?*

If I can talk about outcomes – it’s one that uses process and procurement measures to drive out waste and lower costs across the value chain through the exchange of coordinated information (sorry, that’s a bit dry!) Another way of putting it is... some one that understands well how they work, knows what information they need to gather, use and maintain to generate cost savings and value. If I can add, this client isn’t about cutting the margins of its supply partners but instead is taking a lead to stimulate innovation – that is a well-informed position for me and pretty much all of our engagement activities with the Departments go into answering this one short question!

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*Are Government Departments driven by CapEx or Totex cost?*

Capital expenditure has the upper hand in situations where near-term savings are being sought – however we have seen situations where a small capital increase has been accepted in favour of gaining a lower whole life lower cost.

So – ‘both’ and ‘it depends’ would be better answers.

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*Can you tell us about your other role regards driving UK BIM into Europe?*

Over the past year I have also held the role of EU Development Director for the Task Group. Working closely with Barry Blackwell (of Department for BIS) this role is about an outreach to our European peers in order to forge closer alignment on standards and practices where appropriate and helpful to the UK’s Growth ambitions.

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*What does the EU BIM time-line look like?*

We are working on two initiatives with the EU. Firstly, we have been supporting the review of the EU Public Procurement Directive and the potential for considering BIM for public works; and secondly, the BIM Task Group is organising an EU BIM Conference in Brussels for **October 2013**.

[\[click to view diagram\]](#)



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*Do you think that the UK is at the vanguard of BIM across Europe?*

I would suggest that this **chart**

[\[click to view diagram\]](#)



needs to be refreshed – it shows the UK just behind Finland’s trailblazer BIM programme in 2004/5. There is no

doubt that the UK is a thought-leader when it comes to adopting BIM as a central policy - across Europe if not globally. It has the most coherent and comprehensive strategy from setting growth aspirations for an entire sector to the cross-government-industry collaboration enabling SMEs through groups such as the BIM4SME. It is, without being a sensationalist: Immense.

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*Are there any other European countries that have a centrally driven BIM strategy?*

We are not alone and not the first; early 2004-7 were Finland and Denmark and Norway with central BIM programmes. More recently, the Netherlands’ buildings and infrastructure owners have joined this BIM approach. These programmes are largely set by the owner of public estate and procurer of public works – whereas the UK has a central Government mandate with the Cabinet Office. The question now turns to Germany, which has recently

formed a BIM working party under its Major Projects Reform – will it also pursue a central BIM programme to reform delivery of its construction and civil engineering projects?

Okay back to you?

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*What lessons have you learned from your time in the BIM programme?*

Change starts with small beginnings and a big idea.

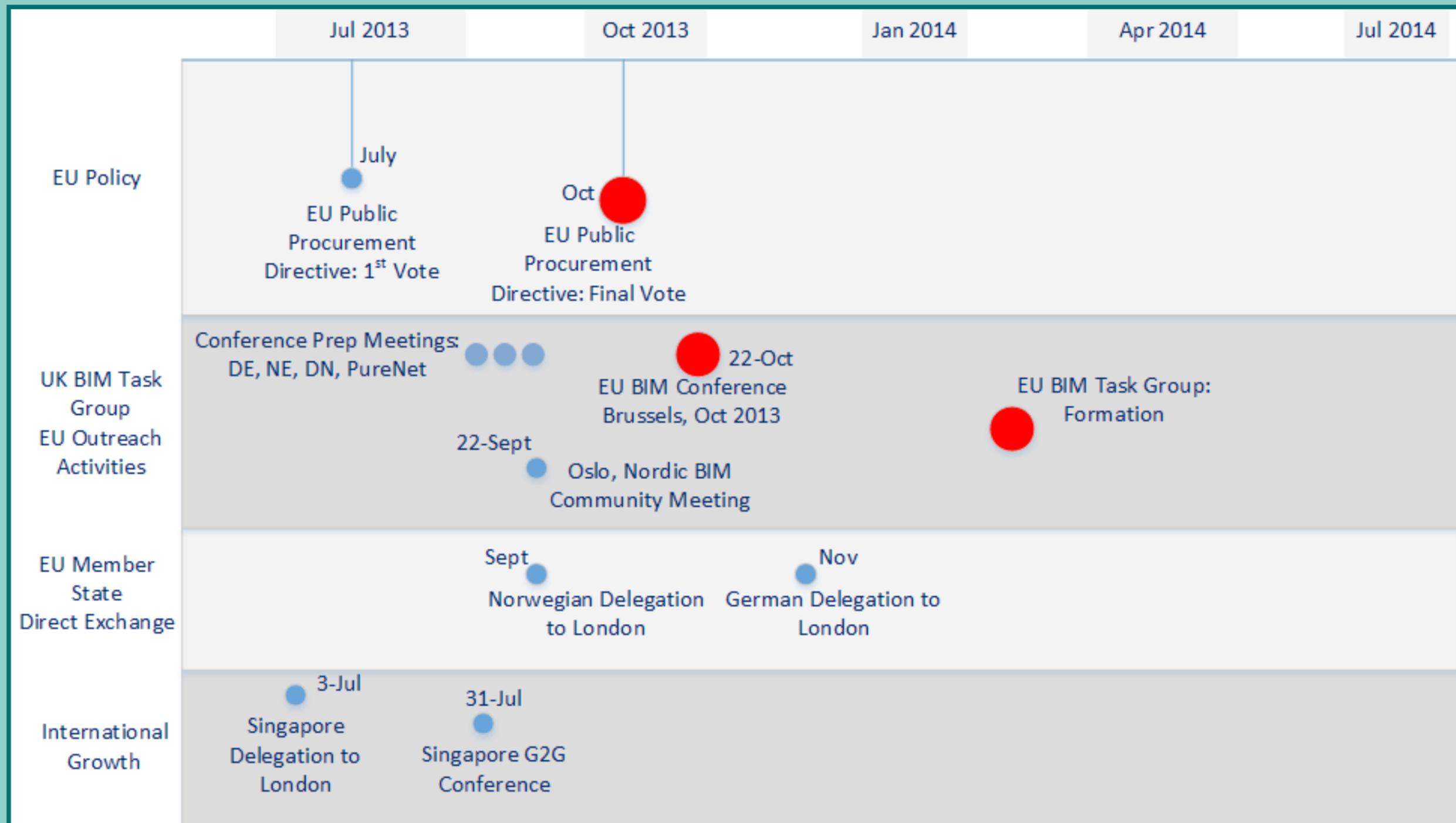
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*Are you a big fan of digital technology in your everyday lifestyle?*

As much as I’m a fan of technology with two iPhones, two iPads and a wireless sound system ( love our Sonos ), I absolutely love my ‘analogue’ writing wall in our kitchen!

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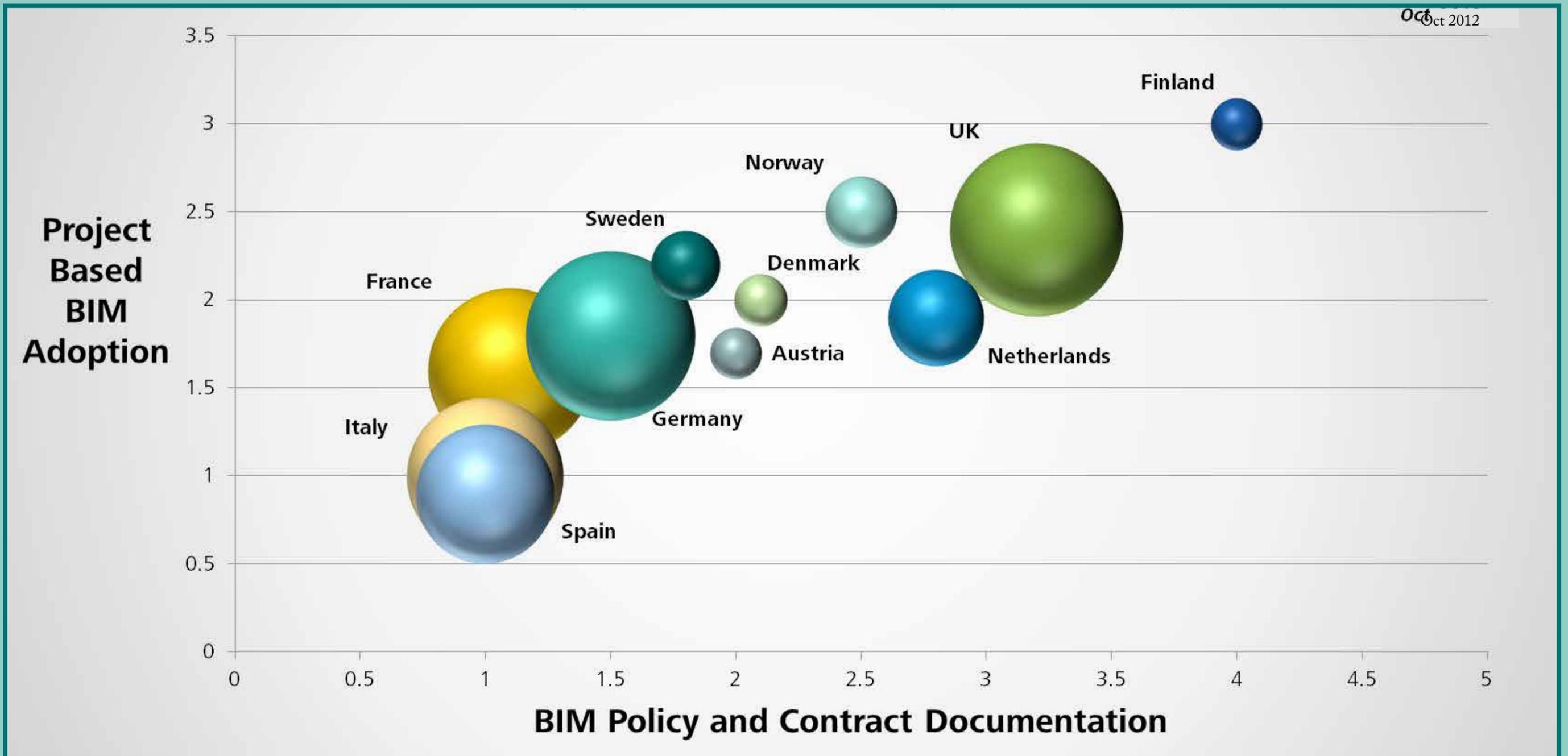
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*What do you do away from work and BIM to relax?*

Walk (a lot) ... and my guilty pleasure of good Country music.

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*Tell us about BIM dog?*

He's the walking part of relaxing! Dexter (aka BIM dog) is a bouncing 2 and half year boxer who loves to play and enjoys making sure I get my exercise!

**NAME:** Dexter Matthews  
**AGE:** 2.5  
**PEDIGREE:** Noble  
**OCCUPATION:** BIM Top Dog



W.oof  
W.oof W.oof  
bimtaskgroup.org



*Adam Matthews, Senior Manager for Government Affairs at Autodesk, leads Autodesk's public policy initiatives in Europe specifically focusing on the EU construction sector.*

*Adam is part seconded to the UK Government's initiative for BIM: as the Head of Departmental Delivery & EU Development Director for the UK BIM Task Group. Having been part of the Dept. for BIS BIM Strategy in 2010 where he led the recommendation for Information Handover; he is now responsible for the roll-out of the BIM 2016 requirement across the UK Government Departments - leading a team of Support Officers as well as the engagement process. Working closely with Barry Blackwell (of BIS) Adam carries out the Task Group's outreach programme with European and international stakeholders.*

*With over 20 years in information science, IT consulting & project management (ISEB); Adam holds an MBA from Kingston University specialising in sustainability and the application of policy in the construction sector.*