

SWOT Analysis of North East

Digital Construction Sector

<p style="text-align: center;">Strengths</p> <p>Huge amount of BIM expertise in the region</p> <p>Strong local digital construction network</p> <p>Willingness of organisations to 'lean in' and collaborate</p> <p>Good international connections</p> <p>Triple helix –joined up approach spanning business, education and public sector</p> <p>Goldilocks region – great 'test bed' region as not too big and not too small</p> <p>Track record of digital collaboration led by Dynamo</p> <p>Strong North East IT sector to support development</p> <p>Can link in other leading regional disciplines data science, VR and consulting</p> <p>Agility - close geographical concentration means customer needs can be met quickly.</p> <p>Seen as a world 'hot spot' for digital construction by customers outside the UK</p>	<p style="text-align: center;">Weaknesses</p> <p>Conservative culture of Construction Sector means:</p> <ul style="list-style-type: none"> - Low investment in IT by construction sector – less than 1% vs 4-6%% in other sectors. - Senior managers have little IT experience and knowledge and training on hardware/software is limited - Some lack of willingness to adopt new methods/processes <p>Benefits of BIM sit with client not main contractor so can be hard to sell</p> <p>BIM can become less important – to smaller businesses and with political churn</p> <p>Need resource to support a formalised and sustainable BIM cluster rather than a loose network of interested parties</p> <p>Region is really strong in digital but needs stronger connections with construction sector and clients</p>
<p style="text-align: center;">Opportunities</p> <p>Reaching out into other regions in Northern Powerhouse and beyond to work together</p> <p>Tapping into the region's wider strengths in professional services, insurance etc.</p> <p>Building on the region's history and</p>	<p style="text-align: center;">Threats</p> <p>Competition from other countries who are developing BIM expertise – North East will be overtaken if doesn't act</p> <p>Lack of client leadership to drive BIM adoption rates</p> <p>Need greater local government</p>

<p>unique skill set in BIM</p> <p>Potential to have cohesive offers like a secure shared platform</p> <p>Can demonstrate the expertise of the region through case studies (especially with public sector projects) and articulate the value rather than cost of BIM</p> <p>Noise - Sharing best practice and raising awareness of the sector</p> <p>Opportunity to develop more skills and grow future workforce</p> <p>Working together to showcase the sector by supporting 2018 BIM Show Live, Great Exhibition of the North and attending MIPIM</p> <p>Have the skills to tackle wider industry needs and barriers e.g. address culture change</p> <p>Dynamo has strong reputation and can act as a 'shop window' for BIM</p>	<p>engagement on BIM to lead the way</p> <p>Talent retention and pay in digital construction sector</p> <p>Construction sector supply chain doesn't understand BIM and can't cope</p> <p>North East not seen as part of the Northern Powerhouse – low political power to drive change</p>
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