



THE PRODUCT PLATFORM RULEBOOK



EXECUTIVE SUMMARY

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The Product Platform Rulebook drives a path from development to deployment for the UK construction sector. Published by the Construction Innovation Hub, and written by industry, for industry, this open-access guide supports companies in building capability and capacity to deliver the schools, hospitals, homes, and buildings of the future.

The first edition of the Product Platform Rulebook takes on board feedback and guidance received during consultation with over 200 industry and government stakeholders following the release of the beta Rulebook in May 2022.

Important edits and additions include the addition of an eighth Rule for Circular, additional guidance on intellectual property and liability in the context of the Demand, Develop, Deploy Product Platform Framework, and enhanced case studies to provide practical application of the defined product platform rules and models.

PLATFORM CONSTRUCTION

Platform construction is anchored in government policy and driven by industry need. The Playbook addresses the Government's ambitions – set out in the Construction Playbook (Dec 2020 and updated Sept 2022) and the TIP Roadmap to 2030 (IPA - Aug 2021) – to accelerate the development and adoption of a platform approach – boosting productivity, innovation, and quality.

The Platform Programme and Rulebook were first conceived as a response to growing recognition that a platform-based approach can help the construction sector to deliver better outcomes by working in a more productive, sustainable and socially inclusive way, as we seek to create a better built environment.

The needs of government, clients and industry form the heart of the Playbook's development. Both demand and supply side can use the Playbook to help deliver the future pipeline of projects and programmes. It encourages clients to harmonise requirements and specify a platform approach with confidence – secure in the knowledge that this will improve safety, performance, and quality criteria.

Product platforms employ kits-of-parts, associated production processes, and the knowledge, people and relationships required to deliver all or part of construction projects using a platform approach. A product platform provides a stable core which is configured and combined with complementary components (via defined interfaces) to suit a particular project. It also includes the processes, tools and equipment required for assembly.

RULEBOOK STRUCTURE

The Rulebook covers;

- fundamentals
- the Rules
- guidance
- recommendations
- legacy
- best practice – including case studies
- definitions.

THE RULES

The Rulebook establishes eight rules which determine whether something can be considered a product platform or not and provides supporting explanations.



1. DEPLOYABLE

Product platforms shall be deployable across multiple, non-identical assets



2. CONFIGURABLE

Product platforms shall be configurable to suit individual project requirements



3. COMMON REPEATABLE ELEMENTS

Product platforms shall comprise common repeatable elements including a kit-of-parts, production processes, knowledge, and people and relationships



4. INTERFACES

Product platforms shall have defined interfaces which can be made available to the designers and suppliers of peripheral or complementary products



5. QUALITY

Product platforms shall have a defined quality standard



6. STRUCTURED INFORMATION

Product platforms shall have a structured approach to product, deployment, and organisational information



7. OPEN

For a product platform to be deemed an open product platform, it shall enable any party to make, use and buy the common, repeatable elements, for legitimate purposes



8. CIRCULAR

A product platform shall enable a degree of circularity for components and sub-assemblies beyond their first intended deployment

CORE CONCEPTS

EDUCATE, EMPOWER AND ENABLE:

The Rulebook is a fundamental step forward towards creating a voluntary consensus standard that supports the construction industry, as a whole system, to develop and deploy product platforms consistently in delivering better environmental and societal outcomes through the built environment. It is structured to educate, empower and enable the construction sector.

HARMONISE, DIGITISE, RATIONALISE:

The Construction Playbook outlines an intent to 'harmonise, digitise and rationalise demand' across individual projects and programmes. The Product Platform Rulebook provides guidance that enables and supports this approach.

DOMAINS:

Broadly speaking, the construction sector spans three primary domains: client, project and product. While each plays a vital role in the construction of the built environment, the way the domains interact often creates inefficiencies. In some cases, this could be addressed by the emergence of product platforms.

DEMAND, DEVELOP, DEPLOY:

Within in each domain there is a need to assess the demand, development and deployment of a platform approach.

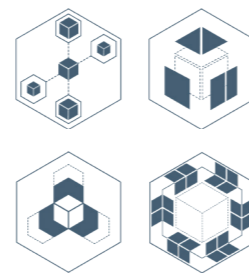
THE PRODUCT PLATFORM DEVELOPMENT FRAMEWORK:

The Rulebook outlines a product platform development framework split across three stages: Product Platform Strategy, Planning and Design. Each stage contains core activities to be completed.

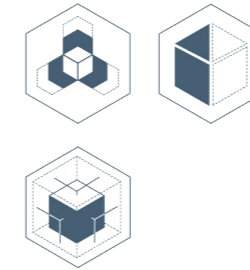
CASE STUDIES

The Rulebook contains five case studies where organisations have successfully developed and deployed Product Platforms. Within each case study, we identify the Rules that apply – identified by the icons identified below – and highlight areas in which the approach adopted aligns with earlier guidance.

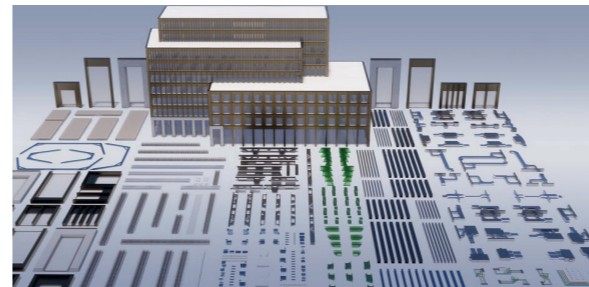
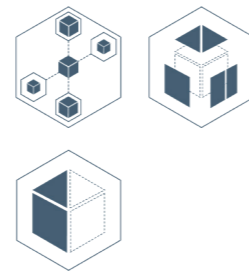
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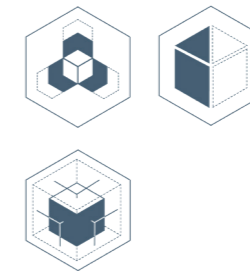
MACE - HIGH RISE SOLUTIONS (HRS)



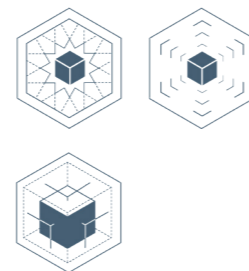
PLATFORM II



NG BAILEY - THE FORGE



GENZERO - DEPARTMENT FOR EDUCATION



USING THE PRODUCT PLATFORM RULEBOOK

The Product Platform Rulebook contains recommendations for further action, case studies outlining best practice and ideas for further reading.

The Construction Innovation Hub has also developed a series of Playbooks outlining its outputs and how construction companies, public sector clients, private sector clients, manufacturers, policymakers and design teams can benefit from them.

NEXT STEPS

The Construction Innovation Hub has secured funding from UKRI to lead a targeted six-month programme of activity. From 1st October 2022, the Hub will focus on the deployment of three key outputs: the Product Platform Rulebook, Platform Deployment and the Value Toolkit. Activity will focus on accelerating platform deployment and working with industry and government clients to move from concept to delivery providing a bridge to full scale adoption and deployment.

THE CONSTRUCTION INNOVATION HUB

Established in 2018, The Construction Innovation Hub combines world-class expertise from the Manufacturing Technology Centre, BRE and the Centre for Digital Built Britain. It works closely with industry partners and government and is funded from UK Research and Innovation's Industrial Strategy Challenge Fund.