

The Impact of Globalisation on Building Surveying in Europe

Sarah H BANYARD, Sara J WILKINSON and Pat TURRELL, England

Keywords: Building surveying, Europe, globalisation.

SUMMARY

This research examined the impact of globalisation on building surveying in Europe. Globalisation has resulted in the emergence of three large trading blocs or a global economy depending on the view one takes. This has impacted on property in two ways, by creating transnational companies who operate in many countries but require branding of their property, and companies who wish to invest in property markets other than their country of origin.

Building Surveyors have professional expertise and knowledge valued in the UK since the 1960 and 1970s but until recently not recognised in Europe, partly due to poor awareness of Building Surveying (BS) expertise, legal constraints, and practises relating to the employment of professionals. This is changing with the establishment of European Surveying associations and the globalisation of the RICS.

The results showed four factors provided the reasons for the globalisation of BS skills. These were that Building Surveyors provided a consistent level of service for their clients. Secondly that English is the language of business. Thirdly, clients perceive Europe as a single trading bloc with a need for technical representation in each investment centre, providing them with a fast, knowledgeable service. Fourthly, clients perceive that UK Building Surveyors know what international, or transnational, investors want.

The finding on the current demand for the BS services in Europe is that though demand is large, few Building Surveyors are located in Europe. Secondly, both investors and occupiers require the services of Building Surveyors, and local companies / individuals are beginning to use their professional services. Finally, there is a diverse range of demand for the many BS skills.

Five key barriers to the practice of BS skills in Europe emerged from the research. Firstly, there was the problem of limited local legal and technical knowledge possessed by outsiders. Secondly, there are legal barriers to practice in some cases. Thirdly, other professionals can, and do, offer the services of the Building Surveyor. Fourthly, there can be cultural differences between 'values' and 'norms' required in business that constitute barriers. Finally there can be 'communication' problems when the Building Surveyor is not located in the country where the service is required.

The Impact of Globalisation on Building Surveying in Europe.

Sarah H BANYARD, Sara J WILKINSON and Pat TURRELL, England

Keywords: Building surveying, Europe, globalisation.

1. INTRODUCTION

What are the demands being placed on UK based Building Surveying consultancy departments within large commercial practices to provide professional technical services in mainland Europe?

Observation within the workplace revealed that clients, many of whom are transnational organisations were employing the technical services provided by UK based commercial surveying practices to undertake instructions both within Europe and other non-European countries. The observation was confirmed by the Directors of the practices.

The role of the Building Surveyor, and the professional services offered by Building Surveyors, is well understood within the UK property and construction industry. However, knowledge and appreciation of this role outside of the UK is poor (Pelling, 1995) and this presents a barrier to Building Surveyors gaining more work overseas. This lack of awareness of the Building Surveyor is contrasted with the roles of Architect, Engineer and general Practice Surveyors – each professional role is well known and comprehended outside of the UK. Sturla (1991) found that in Europe, the Architect and Engineer performed many of the roles performed in the UK by Building Surveyors. Additionally the role of Quantity Surveyor, developed in the UK has successfully transferred into the property and construction industries of mainland Europe (Linklaters and Alliance, 2001).

A further change in the marketplace has been the perceived growth of globalisation. The growth of the global market has been facilitated significantly by the emergence of information technology and developments in science. ‘Micro-chips, jet planes, satellites, and optical fibres are among the key inventions that have made a fast moving interlinked world possible’ (Soros, 2002). Furthermore, Levitt (1986:20) claimed that a consequence of globalisation is a standardisation of consumer tastes and the ‘homogenisation of markets everywhere’.

Given this homogenisation of markets, what if anything, has been the impact of globalisation on the property market? The most significant consequence has been that much prime commercial property has become part of transnational asset portfolios (de Magalhães, 1999). As a result property service providers have been exposed to a new and potentially large source of work, as transnational business organisations employ the services that they provide both within the UK and in Continental regions. It was therefore timely that this research should be undertaken.

This research paper begins by setting out the rationale for the research and then identifies the aims and objectives. The effects of globalisation and the impact on the property market are discussed in section two. The third part of the paper examines the professional expertise of the Building Surveyor and identifies the professionals who currently perform the role of the Building Surveyor in Europe. The research methodology is described in the fourth section, along with the data collection materials and the research population. The findings are reported and the data is analysed in section five. Finally the paper concludes by identifying recommendations for the future.

This research project had three main aims which were to;

- Establish the reasons for Building Surveying skills in the globalised market,
- Establish the current demand for the services provided by Building Surveyors in main land Europe and, to
- Identify the barriers to practice of Building Surveying skills in Europe.

The research objectives were to;

1. To gain a deeper understanding of globalisation
2. To develop an understanding of how business has been internationalised
3. To review the property markets and economies in Europe
4. To identify any legislation which impacts on the work / services offered by building surveyors
5. To develop a research methodology
6. To collect and analyse data and report findings

With all research, limitations exist. In this case the limitations were that face to face interviews were not possible due to financial constraints, and an email based approach was used to gather data in some cases.

2. GLOBALISATION AND THE PROPERTY MARKET

Globalisation is a fiercely contended issue, with strong views held about the benefits or otherwise of globalisation. However what is globalisation? According to Held and McGrew (2002:1), Globalisation is about the expanding scale, growing magnitude, speeding up and deepening impact of trans-continental flows and patterns of social interaction. With it, there is a 'shift or transformation in the scale of human organisation that links distant communities and expands the reach of power relations across the worlds regions', that implies a social, a political, and an economic impact.

Though Held & McGrew (2002:2) perceive the origins of globalisation in the 19th century embodied in the work of Marx, Saint-Simon and Mackinder, the phenomenon did not really take off until the 1960's and 1970's when the golden age of expanding political and economic independence between western states demonstrated the inadequacies of orthodox thinking about politics and economics. It was apparent that events at home had acquired impacts abroad and vice averse. With the collapse of state communism and consolidation of capitalism, awareness of globalisation grew in the 1990's.

As previously stated globalisation is highly contended, there are those who perceive the growth of international markets as the 'Americanisation' or 'westernisation' of the world. Some argue that globalisation is a necessary myth, through which governments discipline citizens to meet the demands of the global market place. Marxists argue the current epoch is a new mode of western imperialism (Held and McGrew, 2002:4). Other sceptics argue that nationalism is strong and there no evidence of a global culture emerging despite vast flows of information, imagery and people around the world (Held & McGrew, 2002:30). There is no global economy, argue some, merely three core trading blocs Asia-Pacific, the Americas and Europe (Piggott & Cook, 1999).

Whilst Globalists' reject the Marxist's interpretation, they do accede that globalisation serves the economic and social interests of the West, but argue there are deeper structural changes in the scale of modern social organisation. Globalists argue the existence of bodies such as the G7 group and the World Bank are evidence of a globalised world. That is the growth of multinational corporations and world financial markets in particular.

Taggart and McDermott (1993) posited that although the internationalisation of business has existed since pre-Christian times, it has increased in recent decades following the deregulation of markets and the creation of trading blocs such as the European Union (EU). Within trading blocs the barriers to trade are reduced, although external barriers are retained (Piggott & Cook, 1999).

A second contributing factor to the acceleration of the internationalisation of business has been the significant developments in technology and science, 'micro-chips, jet planes, satellites, and optical fibres are among the key inventions that have made a fast moving, interlinked world possible' (Soros, 2002). Furthermore the reductions in costs of transportation, telecommunications and computers have contributed to the globalisation of business (Soros, 2002).

Levitt (1986:20) argued this globalisation has lead to the standardisation of consumer tastes and the homogenisation of markets everywhere, illustrated by the Coco-Cola Company and McDonalds burger restaurant company. However the retail market differs to the property market. There are different methods of construction, different lease structures and different legal processes to contend with. Therefore the services offered by property professionals need to be adjusted to meet the specific requirements of a particular country or region, and property consultants will not be able to sell the same services in the same way everywhere (Banyard, 2002).

According to de Magalhães (1999), UK based property consultants have been entering the local property markets of foreign countries for some years. There are two main reasons for this internationalisation of property consultancies, firstly transnational businesses have been the main end users of prime commercial property, and more importantly, the ownership of prime property has become part of transnational asset portfolios (de Magalhães, 1999).

There are problems for businesses in new markets, which are mainly due to differences on 'culture' (Hill, 2002). Businesses need to be able to conform to the value systems and norms of that culture, say for example in the way deals are negotiated. Osborn (2001) noted the

differences in negotiation in France where deals are done over lunch, 'if the characters match, it is easier to get work. It is important that you hit it off, that you are on the same niveau sociale'. Some countries can also present cultural and competitive advantages, that is to say the relationship between the value systems and norms of a country and the cost of the doing business in that country (Hill, 2002).

The other issues facing businesses wishing to operate in markets overseas are those relating to the differences in political, legal and economic systems of the country and the associated benefits, costs and risks (Dawson, 1995).

The European property market during 2001 experienced a downturn in the first three quarters (Smith & Hamilton, 2001). This was partly due to the introduction of new household and corporate taxes across the euro zone and secondly, a result of the attacks on the World Trade Centre in New York and the effects on the American and world economy (RICS, 2001. GVA Grimley, 2002). These downturns in economic activity across Europe lead many UK based property consultancies to downsize their European operations and reduce staffing levels (Bill, 2001. Estates Gazette, 2001). Cooper (2002) reported that there were significant reductions in transactions in the key markets of France, Germany and the UK. Despite these problems there was still a shortage of modern flexible office space in Europe. The shortage of office space in Spain lead to an increase in rental levels of 30% during 2000/1 (Oliver, 2001), whilst in Paris retail rental levels increased by 13% in the year 2000/1. In Italy, in Milan, the industrial property market witnessed an increase of 20% (RICS, 2001). So despite general economic downturn there were areas of good activity in Europe.

Globalisation, westernisation or Americanisation, whatever term one wants to adopt, has resulted in the emergence of three large trading blocs or a global economy depending on the view one takes. This has impacted on property in two ways, by creating transnational companies who operate in many countries but require branding of their property, and companies who wish to invest in property markets other than their country of origin.

3. BUILDING SURVEYING: A UK PROFESSION?

According to Pelling (1995) the building surveyor is educated and trained in the area of 'technological and management processes by which building are repaired, refurbished and constructed. The building surveyor is also required to operate with an awareness of prevailing economic and legal constraints and conditions (AGCAS, 2001). According to the Association d'Experts Européens du Bâtiments et de la Construction (AEEBC) their knowledge is 'unique' and 'unrivalled' in relation to legal and technical issues affecting buildings. Therefore the Building Surveyor is able to perform and advise upon a substantial and varying range of instructions relating to property and construction. Their role is well comprehended by UK business in respect of commercial and non domestic property.

Building Surveying emerged as an area of professional expertise during the 1960s and 1970s when UK Architects were unable, or unwilling, to supervise and manage repairs and refurbishment of property. Originally, Chartered Surveyors within the General Practice division of the Royal Institution of Chartered Surveyors (RICS) with a technical knowledge

and leaning started to take on these commissions. Eventually a division of Building Surveying was established within the RICS and degree courses were set up to educate people wishing to enter the profession. Since the 1970's their areas of technical and professional expertise have expanded, and Building Surveyors can provide professional services in areas relating to the repair, maintenance, refurbishment of all commercial, residential and industrial property.

Clearly, building surveying activities are undertaken outside of the UK, a building in poor condition requiring refurbishment needs a professional to organise and manage the process. However the specific role of Building Surveyor has never existed in Europe (Manners-Smith, 1990), where a variety of Superior Engineers, Technical Engineers, Architects and Technical Architects are found. According to Sturla (1991) in Spain, Superior and Technical Engineers advise on construction matters, with Architects performing a similar role to UK Architects, that is to say advising on design, contract administration and site management.

Furthermore some legislative practices hinder the use of Building Surveyors in Europe. For example, to perform a project management role in some European countries requires the employment of an Architect. France is an example where Architects must be used where planning consent is required (Linklaters and Alliance, 2001).

When the professional bodies are considered, it is apparent that they are well established in Europe, to protect the interests of their members. Examples include the Nederlandse Vereniging van Bouwkostendeskundigen in the Netherlands, the Consiglio Nazionale dei Geometri in Italy and the Royal Institution of Chartered Surveyors (RICS) in the UK (Pelling, 1995). These professional bodies in protecting their members' interests may hinder the employment opportunities of newcomers. When the RICS membership was examined, it revealed that 7883 Building Surveyors were registered in the UK, 9 in France, 6 in Spain, 3 in Germany, 2 in the Netherlands, 1 in Belgium and 1 in Italy (Bailey, 2001). There are minimal numbers of Building Surveyors based in European countries.

What are the reasons that have hindered the development of the role of the Building Surveyor in Europe? It may result partly from the differences in commercial leases, in Europe the landlord has the responsibility for repairs and maintenance, whereas in the UK the tenant is responsible. At the end of the lease, and sometimes during the lease, UK landlords have to arrange for the tenant to fulfil their repairing covenants and they use a Building Surveyor to interpret the liability and negotiate with the tenant. This work is known as Dilapidations and has not developed in Europe (Oliver, 2001). Other professional services performed by Building Surveyors are development monitoring, contract administration, and commercial refurbishment, activities undertaken by the Technical Architect and Superior Engineer (Sturla, 1991).

The RICS has recognised these barriers to work in Europe for Building Surveyors and has been involved in establishing the new organisations to support and promote the roles of members. The RICS has also developed a global policy seeking representation around the world (Business, 2002). The European Society Chartered Surveyors (ESCS) was established in 1993 to support the surveying profession in Europe and to provide a voice for the RICS at

the European Institutions in Brussels (CSM, 2001b). Some success is noted as membership across different countries has increased from 7 to 17 and the numbers of surveyors practising in Europe has increased over 100%.

Another European surveying organisation is the Association d'Experts Européens du Bâtiments et de la Construction (AEEBC), which was formed in 1990 to represent Building Surveyors in the European Union. AEEBC promotes building surveying throughout Europe and helps to establish cross European practice guidelines and services in accordance with EU policy.

Furthermore the globalisation of the profession under the auspices of the RICS, as well as the association with the ESCS and AEEBC, has led to the emergence of non British Chartered Surveyors and this has helped the growing acceptance of the surveyor in Europe (CSM, 2001). In 2002 the RICS announced a mutual recognition agreement with the Consiglio Nazionale dei Geometri (CSM, 2001a), which will allow Chartered Surveyors to work in the highly regulated Italian property markets. According to CSM (2001a) the agreement 'signals a further step towards the availability of high quality property advice to an international standard that transcends national boundaries' and no doubt suits transnational business organisations.

It is possible to conclude that Building Surveyors have professional expertise and knowledge valued in the UK since the 1960 and 1970s but until recently not recognised in Europe, partly because the poor level of awareness of Building Surveying expertise and also the legal constraints, and historic practises relating to the employment of professionals. This is beginning to change with the establishment of European based Surveying associations and also the globalisation of the RICS.

4. RESEARCH METHODOLOGY

Clearly this is qualitative research, as it shares the three assumptions of qualitative research posited by Patton induction, holism and naturalism (1980). That is to say, the research is inductive, in that the researchers had some ideas about the current demand for Building Surveying in Europe and the barriers to practice, but as the research progressed these ideas developed. The holistic element is derived from examining the whole picture regarding Building Surveying practice in Europe. Finally the naturalistic aspect of the research comes from investigating the issues in their naturally occurring environment, the surveyor's workplace.

The initial stage involved a literature review of primary and secondary sources to establish what had been written about Building Surveying and practice in Europe and also globalisation and property markets.

In order to generate externally valid research, the researchers had to consider the research population (Robson, 1993 p 135, Naoum, 1996). In this case, the size of the UK surveying profession with over 200,000 members of the RICS meant that sampling had to take place. Using the RICS member database, disproportionate random sampling was utilised to generate

the research population from Building Surveyors working in Europe, professional bodies representing Building Surveyors and transnational firms. According to Robson (1993, p138) disproportionate random sampling can be useful where there is unequal weighting because it allows the researcher to over sample a small but important stratum. The population is divided into strata, or faculties within the RICS, where particular characteristics are shared i.e. being a Building Surveyor, working in Europe. The method provides a probability sample, (Robson, 1993 p137), where statistical generalisation can be drawn from the sample surveyed.

For the professional body sampling, two of the three were contacted, the biggest the RICS and the AEEBC and three people were interviewed. The RICS and the AEEBC were contacted for their views on market penetration of Building Surveying in Europe, and any barriers to practice.

For the transnational firms, ten businesses were contacted targeting those who give instructions for surveying services using professional contacts within UK property consultancy. The firms were assessed for their size, turnover and European business activity. The transnational businesses were contacted to ascertain their views about and requirements for Building Surveying services in Europe and any barriers to employment.

The interview schedule was piloted and examined for bias or leading questions by an independent researcher. The schedule covered the following aspects of the topic, the length of BS practice in Europe, type of instructions received, origin of instructions and rationale for instructions, sustainability of the market, awareness of country specific legislation or practice affecting BSs, how Europe is perceived as a market for BS services.

To meet the research objectives, evaluating the professionals views regarding Building Surveying demand in Europe and the barriers to practice, semi-structured interviews were conducted with senior professional personnel within UK based and European property consultancies. Though semi structured interviews enable the researcher to delve for deeper, richer data (Naoum, 1996, Robson, 1993) in some cases due to geographical location and financial constraints the information was gathered via email, enabling the interviewee to consider all the questions before responding. However this was not a problem as the nature of the questions did not demand concealment. All UK based respondents had semi structured face to face interviews to gain richer deeper information.

5. DATA ANALYSIS AND FINDINGS

This section analyses the data collected in the semi-structured interviews, highlighting trends, patterns and commonalties between respondents. Having based the questions in the semi-structured interviews around issues in the literature review, the analysis of themes, have been classified into three sections; reasons for the globalisation of Building Surveying skills, current demand for the services provided by Building Surveyors in main land Europe and, the barriers to practice of Building Surveying skills.

5.1 Reasons for the Globalisation of Building Surveying Skills

The globalisation of business within recent years has resulted in many of the principal clients of the Commercial Surveying Practices interviewed being transnational companies. As stated within the introduction, the most significant consequence of globalisation on the property markets is that much prime property has become part of transnational asset portfolios (de Magalhães 1999). This results in a number of different, although highly interrelated services being demanded of the Building Surveying Consultancy Departments, requiring that they provide their specialist technical services within mainland Europe. Four main factors emerged from the data.

1. The data revealed that all the companies interviewed share the opinion that transnational business demands a consistent service to be provided to them across a target area. Company C claimed “as globalisation increases, so the firms who are involved want a service that is consistent across a whole target area”. This view is consistent with that of company A, who explained multinational companies demand that all their assets, located across Europe, be inspected to the same standard.
2. “lots of multinationals like to use a company where English is the business language” (Company A). This reduces additional costs that would otherwise be incurred in the form of translation fees. If a company can provide a service where the business language is English and where the employees are able to communicate in the local language, it presents a very attractive option. Therefore by locating in the required regions the surveying firms are able to provide this service.
3. All the companies surveyed share agreement upon the claim that transnational clients see Europe as one region rather than distinguishing between the individual countries. “Clients see Europe as being one indivisible lump. Clients do not think about Germany, France or Spain, although they do want to locate property in each of the countries to balance the risk of fluctuations over time”. It is therefore essential for the UK based Surveying Practice to have technical representation in each of the principal centres for investment, rather than having to relocate these skills from the UK as and when they are required. The speed and quality with which the service can be provided will also have a significant influence upon the company’s ability to attract and to retain clients. This ability would obviously be facilitated if the required specialists are already located within the required region.
4. Deka Immobilien Investment, an employer of the technical skills possessed by UK Building Consultancy Departments, claimed that a principal reason for their employment of Building Surveyors for international instructions is because they have a “knowledge of the requirements of international investors” and “these are not present in other European countries”. This supports the Surveying Practices, who state “what we are not trying to do is compete with the nationals, we are providing a service to corporate clients which can not be met by them” (Company C).

5.2 The Current Demand for the Services Provided by Building Surveyors in Main Land Europe.

1. The current demand for Building Surveying skills within mainland Europe was identified as being relatively large. All the surveyed Practices have Building Consultancy Departments located in Belgium, France, Germany, Holland, Italy and Spain. Many also had representation in the Eastern European Countries and those that currently do not are looking to do so in the near future.

This wide dispersion of locations illustrates the extent of the demand however, the interviews also revealed that very few Building Surveyor's are actually practising in these offices. Company A explained "The Building Surveyor's in the offices come out from England but the professionals out there are all Architects, Engineers and Quantity Surveyors in Germany, so allied to the Building Surveyor".

2. The data analysis also revealed that both property investors and occupiers employ the services of UK Building Consultancy Departments for instructions in mainland Europe. As was described by Company B "the client base is split 60% investor" "and about 40% occupier/corporate". "German banks, UK and Dutch funds and speculative developers from the UK, Commonwealth and the USA" (Company D) were identified as the principal sources of instructions. Multination business was not however found to be the only employer of these services.

As was explained by Company A "alternatively it is someone like an Italian client who doesn't have a technical department and wants somebody to look at the potential of their old site". An increase in instructions from national clients has also been anticipated by Company D, "Given the gradual acceptance of Project and Cost Management in Spain, we are increasingly acting for local clients as-well".

3. The range of services being demanded of the UK Building Surveying Departments in mainland Europe is diverse, much of which falling within the scope of the Building Surveyor's traditional role. For example, Due-diligence surveys and Project / Development monitoring. It is therefore apparent that the expertise that Building Surveyor possess' is very well suited to the skills that are required in international locations. This also confirms the AEEBC's declaration "the qualifications and unique expertise of Building Surveyor's places them in an unrivalled position to contribute to public debate and advise on legal and technical aspects affecting the construction industry" (Anon, About AEEBC).

5.3 Barriers to the Practice of Building Surveying Skills in Europe.

A number of barriers to the practice of Building Surveying in mainland Europe were identified by this research.

1. As is previously stated, the Building Surveyor is a professional traditional to the UK, having developed as a direct response to the structure of the British Commercial property

lease and a need for advice to be provided at a level between that of the architect and the engineer (Manner-Smith '90). The transfer of these skills into new regions may encounter some difficulties due to the Surveyor's lack of understanding of local practices and building techniques. This restriction was confirmed by Deka Immobilien Investment who claimed a principal disadvantage in the employment of Building Surveyor's from the UK is in the "limited local knowledge that they possess".

2. The practice of Building Surveyors in certain locations could be further inhibited by difficulties they may experience in obtaining building works consents. "Some problems are more to do with the consents and local practises that goes against the Building Surveyor" (Company B). Linklaters & Alliance 2001 support this view stipulating for example, that under French law an Architect must be employed for building works in which planning consents are required.
3. The services provided by the Building Surveyor are already done so by other professionals. Company C explained that although they have no Building Surveyors practising in their European offices, the professionals that they do have working provide a "Building Surveying service". Thus the Building Surveyor will have to identify a niche market or provide a level of service that is above or beyond that already provided by the national practises.
4. The transfer of UK Building Surveying services could be further restricted by differences between the "mentalities" of UK and local professionals. Hill (2002) describes the relationship between the value systems and norms of a country, e.g. the way in which deals are negotiated or that pay incentives are given, explaining that this can have a large impact upon how successfully an organisation can enter into a new market.

Although in essence this places a large restriction on the ability to transfer skills from the UK to the continent, in practise it is likely to have only a limited impact. This is the result of the way in which organisations are entering into the markets, i.e. through direct investment or organic growth.

5. Deka Immobilien Investment explained further limitations to the transfer of Building Surveying skills from the UK into mainland Europe. These were principally described as being "communication difficulties", which are not confined to language barriers, but also the proximity of the professionals to the site at which their skills are required. It is concluded however, that the locating of Building Surveyors within the principal investment centres of mainland Europe would overcome these barriers.

6. OVERALL CONCLUSIONS AND RECOMMENDATIONS

This research demonstrates the large demand that exists for the transfer of the skills held by the Building Surveyor into mainland Europe. These skills have been shown to be required both by the occupiers and owners of commercial property. The potential for further increasing market share has also been found to be large, with only limited competition from national representatives, and the ongoing phenomenon of globalisation resulting in a greater

proportion of prime property becoming a part of the asset portfolios of transnational firms (deMagalhaes 1999).

To enable the Surveying practises to successfully transfer the skill-set into new markets, restrictions to practice and particularly cultural differences between UK Surveyors and those on the continent (Hill 2002) must be overcome. The promotion of the Building Surveyor by Professional Bodies such as the RICS will also need to continue if the services are to be successfully integrated into the European Market. This promotion may involve the renaming of the Building Surveyor to Building Consultant or similar, and will help to overcome some of the restrictions that are currently experienced as a result of an under-recognition of the profession. The Building Surveyor him/herself will also be required to be adaptable and to be able to modify their role to suite the demands of the international markets and the requirements of local regions. This conclusion does not confirm Levitt's (1986) theory of globalisation which argues that the phenomenon would lead to the standardisation of consumer tastes and the homogenisation of markets. However, as stated above, the Building Surveyor will have to adjust the services that they provide depending upon the varying demands presented by different regions (Banyard, 2002).

This research identifies that mainland Europe presents an opportunity for the Building Surveyor, with the demands for internationalisation outweighing the restrictions. The qualitative nature of this research and the limitations that were encountered has however, resulted in under-investigation of certain areas and identified others for further research. One such area is the investigation of the laws and legal practises that govern international property. This subject field is vast and the lack of available information at the time of the research highlighted a requirement for further information. The additional information would enable the identification of areas into which the role of the Building Surveyor could be introduced, while further ascertaining those where difficulties are likely to be encountered. Furthermore, it would identify the means by which these restrictions could be overcome, an example being the requirement by French Law that an architect be employed for instructions in which building consents are required.

A second recommendation is for the investigation of non-European markets, for example the Americas, to assess their suitability for the integration of the Building Surveying role. There is evidence emerging that Building Surveyors are beginning to provide professional services in the United States of America in Washington DC and Boston.

In conclusion, the impact that globalisation is having upon the presence of Building Surveyors in Europe is great. As prime property becomes part of transnational asset portfolios, so the owners want to have them assessed to the same standards and criteria. The skills that the Building Surveyor possesses places them in an unrivalled position not only to consolidate existing European markets but present them with the opportunity for further market penetration by raising awareness of their professional technical skills and knowledge.

REFERENCES

- AGCAS Surveying, 2001. Graduate Careers Information – Surveying. Careers Service Trust 2001.
- Bill, P., 2001 Jones Lang LaSalle to cut over 600 jobs world wide. Accessed on 22/11/2001 at URL: http://www.egi.co.uk/news_detail.asp?news_id135665
- Business, February 2002.
- Cooper, M., 2002 JLL posts 25% dip in UK revenue. Accessed on 5/5/2002 at URL: http://www.egi.co.uk/news_detail.asp?news_id145819
- CSM, 2001a. April/May 2001
- CSM, 2001b. July/August 2001 *Surveying takes on Europe*.
- Dawson, B., 1995 International Business, A European Perspective. Stanley Thomas Ltd.
- De Magalhães, C., 1999 Will the European expansion of the British property consultants transform the local property markets? RICS Research Findings No. 36, RICS, London.
- Estates Gazette, 2001
- GVA Grimley, 2002 Economic and property market review: Europe. Accessed on 20/4/2002 at URL: <http://www.gvagrimley.co.uk/downloads/EconomicPropertyMKReview/Europe/>
- Hill, C. W. I., 2002 3rd ed. International Business. Competing in the Global Marketplace. McGraw-Hill Irwin.
- Held McGrew 2002
- Levitt, T., 1986 2nd ed. The Marketing Imagination. The Free Press.
- Linklaters & Alliance, 2001. European Construction and Engineering: The Legal Framework. Linklaters & Alliance.
- Manners – Smith, C., 1990. Exporting surveying to Europe: surmounting the barriers. Chartered Surveyor Weekly, 2nd August 1990.
- Oliver, M., 2001 Office occupiers guide to Europe and South Africa. Property Weekly in association with Colliers International.
- Osborn, H., 2001. Bonjour Colleague. Estates Gazette, 27/10/2001 p170.
- Pelling, J., 1995. Developing the role of the building surveyor within the European community. Cited in Construction Economics in the single European market. E & F Spon.
- Piggott, J. & Cook, M., 1999 2nd ed. International Business Economics. A European Perspective. Longman Group.
- RICS, 2001
- Smith, D., & Hamilton, K., 2001. Back from the brink? The Sunday Times Business Focus, 18/11/2001 p5.
- Soros, G., 2002. The chips are down. What lies ahead for a world driven by money? New Scientist. 27/04/2002.
- Sturla, P., 1991. Exposing Spain. Building Services. December 1991, p32.
- Taggart, J., & McDermott, M., (1993). The essence of international business. Prentice-Hall.

BIOGRAPHICAL NOTES

Sarah H Banyard

Sarah graduated with first class honours in Building Surveying from Sheffield Hallam University in 2002. She was also awarded the RICS prize for the 'most outstanding contribution to the BSc (Hons) Building Surveying course 2002'. Since then Sarah has been practising in London as a Building Surveyor with Insignia Richard Ellis.

Sara J Wilkinson

Since graduating in 1984, Sara practiced in London as a Chartered Building Surveyor working providing commercial Building Surveying services to institutional investors. She moved to Sheffield Hallam University in 1991 and is course leader in Building Surveying. She was awarded an MPhil in 1996, became FRICS in 1997, and achieved an MA in 2002. Her research interests include over-specification of offices, energy efficiency and commercial buildings and building utility. She has published her research in conference proceedings in COBRA, FIG and CIB.

Pat Turrell

Pat has been a Chartered Building Surveyor for over twenty years, working in central and local government and for the last ten years at Sheffield Hallam University. She has been active within the RICS at local branch, regional and national level and served for a number of years on Building Surveying Divisional Council and as Chair of the BS APC Committee. She is now part of the RICS Raising the Ratio Group involved in working to increase the number of female surveyors and is part the way through an EdDoc. She has an Mphil in maintenance management and has published her research at COBRA, FIG and ARCOM.

CONTACTS

Sara J Wilkinson, BSc MA MPhil FRICS
Sheffield Hallam University
Howard Street
Sheffield
UK S1 1WB
Email: s.j.wilkinson@shu.ac.uk

Pat Turrell, BSc (Hon's) MPhil FRICS
Sheffield Hallam University
Howard Street
Sheffield
UK S1 1WB
Email: p.m.turrell@shu.ac.uk

Sarah H Banyard, BSc (Hon's)
Insignia Richard Ellis
London
UK
Email: sbanyard@insignia-re.com