



AVLTD . . . Company Profile

- Incorporated as Appletree Visualization Ltd in 1999 – trading as AVLTD.
- Unite and harmonise Architecture, Graphic Design and Visualization.
- Passion for what we do . . . with the will to succeed.
- Promote a visionary design approach and quality presentation skills, continuously developing and testing new ideas and solutions to design buildings that are forward focused, creative and intelligent.
- Securely underpin creativity with strategic planning and attention to both functional and practical detail. Combination of forward thinking and technical expertise drive efficient and sustainable building solutions.
- Integrity - we undertake to deliver on our promise and we promote openness and transparency in our working relationships.
- Embrace the role of Lead Consultant with energy and enthusiasm to:
 - Be the sole point of client contact.
 - Respond to and strive to exceed client aspiration and expectation.
 - Build and steer multi-disciplinary teams of design and construction professionals.
 - Promote collaborative working in a non-adversarial forum.
 - Be the communication channel: co-ordinate, regulate and filter the flow of information within the team.
 - Take responsibility for management of client and contractor interests.
 - Maintain control and deliverability: to desired Quality; on Budget; within Programme and with minimised Risk.
- Benefit from a network of informal design partnerships with other architectural practices that enable us to:
 - Engage in grandiose projects (from a united portfolio).
 - Keep fees competitive whilst maintaining an appropriate level of resources and expertise.
 - Continuously raise the quality benchmark.
- Respond with Commercial Awareness – repeatedly 'Value Engineering' faltering projects and nurturing their procurement with little compromise through the unfavourable economic climate.
- Pragmatic and practical approach through functional design suits projects traditionally procured and commands the respect of Design & Build contractors.
- Focus in the market sectors of: Education (Primary, Secondary & Further); Community & Leisure; Commercial & Agricultural.
- Achieved RIBA Chartered Practice status in 2009.
- Benefit greatly from continued and repeat client business with a reputation for delivery.
- Has attained accolades such as Commendation in West Sussex County Council 'Design & Sustainability Awards 2009'.