



Services and Stages of Design

Please note; individual projects will vary in complexity and therefore the amount of input and services required.

Initial Design Consultation

A one to two hour consultation, preferably on site, to establish your requirements and aspirations. During which we will discuss your likes, dislikes, ideas, styles, themes, practical aspects of the project, budget and time scales. From this you will receive a written Design Brief based on the consultation which establishes the direction of the design and your requirements. This will also include a quote for future services to take the project forward.

Site Analysis & Site Survey

Site Analysis & Site Survey provide the foundations for informed design. Understanding the conditions of the site, existing planting, soil, aspect etc. plus surveying accurate dimensions and levels is a fundamental part of the garden design process. You may already have architects drawing with some of this information or for simple small/medium sized plots plot I may be able to conduct the survey. In the case of complex sites I would recommend that a professional surveyor is engaged.

Concept Plan

Concept plans show the ideas for your design as a two dimensional drawing, perhaps with photographic reference, illustrations, mood board or three dimensional sketches. This helps you to visualise how your garden could look. The final concept plan will be presented on an A3 page showing the garden design that we have agreed. During this creative phase we will have an open dialogue as ideas develop, sharing development sketches to ensure that the concept plan fully represents what you would like for your garden.

Outline/Master Plan

Having agreed the design in the concept plan the next stage is to produce an outline plan, which will show the broad arrangement of the design to scale. The outline plan maps out the hard and soft landscaping elements with the relevant annotation specifying materials and finishes as agreed. Outline plans with specifications make sourcing comparable quotations from contractors a more straight forward process.

Detailed Designs

On occasion construction details will be necessary. For example in the case of steps, ponds, fences or other built structures. Detail designs clearly illustrate material and construction details providing information on how elements of the design should functionally and safely be made. If necessary a structural engineer may need to be involved.

Planting Plans

Choosing plants that are suitable for your gardens growing conditions and give maximum impact to the design is crucial. Depending on the scale of the garden and your own plant knowledge, planting plans can be a simple diagram showing plants, their location and planting numbers or more detailed, with additional information related to flowering season, plant characteristics, expected growth and spread, soil preparation, nutrition and maintenance.

Laying Out

Positioning plants takes a particular skill to ensure the best effect and that plants get the best chance of thriving. I am available to do this with you or your gardener at my hourly consultation rate.





Project Monitoring

Project monitoring involves overseeing the project at key stages to ensure the quality and aesthetic of the design.

Consultation

I am also available on a consultation bases should you simply wish to seek advice on your garden or planting at my hourly consultation rate.

Other Services Depending on the Project's Nature Include

Ongoing Care & Maintenance Consultation, Scope of Works documentation and Tendering.

Fee Structure Guide

For your guidance the table below indicates typical total design costs which are staggered through the stages of the project.

Typical Design Costs as percentage of Project Budget		Typical Design & Project Monitoring Costs as percentage of Project Budget	
Project Budget	%	Project Budget	%
<£10,000	20 - 15%	<£10,000	22- 18%
£10,000 - £20,000	15 - 13%	£10,000 - £20,000	18 - 15%
£20,000 - £50,000	13 - 10%	£20,000 - £50,000	15 - 13%
£50,000 - £100,000	10 - 8%	£50,000 - £100,000	13 - 10%

The total design fee can very roughly be broken down accordingly;

Concept Plan Approx.	30% of design budget	Expenses as incurred	
Outline/Master Plan Approx.	25% of design budget	Initial consultation	£90
Detailed Designs Approx.	10% of design budget	Consultancy	£45/hr
Planting Plans Approx.	15% of design budget	Travel time (over 10mls)	£35/hr
Laying Out Approx.	10% of design budget	Mileage	£0.50/ml
Project Monitoring Approx.	10% of design budget		

I will provide an estimate for work for each stage of the design process prior to taking instruction to proceed. Work will be invoiced in two parts 50% at start and 50% on completion of each stage. Payment terms are 14 days from date of invoice.

Correspondence will be by email unless agreed otherwise.

Upon receipt of full payment you will be granted non-exclusive, perpetual and personal license to use the design for your own residential purposes. The design is not transferable to any third party to recreate at a different location without prior written permission and remains the intellectual property of Karen Laing @ Laing Landscape Design



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