

Our Strategy

Overview

What we do

Plan

From cost and risk planning, feasibility studies and logistics to impact assessments and stakeholder engagement activity, we plan every aspect of our clients' projects.

Design

Atkins designs intellectual capital such as management systems and business processes. We also design physical structures such as office towers, schools, bridges and highways.

Enable

Our clients entrust us with the management of projects, people and issues – ensuring that deadlines are met, costs are controlled and success is delivered.

Vision

World's

We will target chosen geographies, and develop deep local expertise.

Best

We will seek to consistently anticipate and address our clients' needs.

Infrastructure

Buildings, transport, utilities, government and industry and their social and environmental context.

Consultancy

Our primary business model will be selling expertise.

Objective

Our primary objective is to create long-term shareholder value measured by growth in normalised diluted earnings per share.

Strategy

- A multi-skill, multi-local strategy of Identity+Excellence
- To operate as an engineering and design consultancy in a number of local markets addressing priority sectors with high-performing businesses.

Priorities

High-performing businesses

To have a portfolio of high-performing businesses

Each business to continue to improve the quality of its skills in its local markets, developing capabilities and driving efficiencies – forging deep client relationships.

Addressing attractive sectors

To have the breadth and depth of skills to address increasingly complex projects, increasing revenue in priority sectors

Maintaining or acquiring strong technical skills in robust markets and focusing resources from across the whole Group on exploiting opportunities in sectors such as mass transit, nuclear and renewables.

Market opportunities

To have several home markets where the business is a market leader

Organic investment and acquisitions to strengthen our market position in our existing geographic markets and elsewhere.

Imperatives

Technical excellence

We constantly strive for excellence and harness the range of skills that the Group possesses to answer our clients' questions better.

Carbon critical design

We are aiming to embed low-carbon design in all our work as a fundamental design parameter.

Health, safety, diversity

We set our own challenging targets for health and safety. Innovation is important for success. Our ability to look at new ideas requires us to approach issues from several points of view, so diversity among our teams is essential.

Flexing resources

Having a flexible resource base means the ability not only to react quickly when market conditions change but also to move work to where the Group resources can most effectively deliver it.

Business improvement (people, projects, cost)

Improving every aspect of our operations remains an ongoing imperative.