

Case study: Kew Bridge West

Background

We were appointed by St James Group in 2012 on this three-year phased development (commencing 2014).

The development consists of:

- 327 private apartments
- 104 Housing Association apartments
- 3 commercial units
- Secure underground car parks
- Podium gardens
- Gym
- 24-hour Concierge service



Our early involvement

Our new business team worked closely with St James Group pre-construction to provide operational advice to reduce potential issues with the management and use of the development in the future. A detailed familiarisation process through the construction stage ensured we had a full understanding of the development. This understanding enabled us to identify the calibre of Concierge required when undertaking the recruitment process.

Successful staffing

With our in-depth understanding of the development, the recruitment process was detailed and we were able to clearly define the requirements of the role. A 24-hour Concierge service is provided with a reception facility and management suite. We have continued to introduce improvements to this service, including an automated postal logging system to streamline the collection process for residents.

In addition, on completion of phase two an experienced Estate Manager was appointed as we continue to monitor and review the staffing requirements.

Engaging property owners

The key to engaging property owners at Kew Bridge West was the early introduction of a steering committee to educate owners on the role of resident directors and their partnership with the managing agent. The steering committee, introduced to residents via regular meetings, is made up of property owners interested in being more involved, before the appointment of resident directors at the first AGM. Through owners' involvement in the steering committee, and later as resident directors, we have introduced several beneficial initiatives, including additional recycling opportunities, parking management and LED upgrade programs.

Summary

With over 30 years' experience in managing new build developments and a dedicated new build team, we can add value even before a development is constructed. We develop, implement and manage successful staffing strategies to meet the needs of individual developments.

Our use of steering committees works well to engage property owners in the management process from an early stage, enabling us to build strong working relationships with future resident directors. We also have a strong history of green initiatives and are ourselves a Carbon Neutral organisation.