

Case study: Pulse, Colindale

Background

We were appointed by Fairview New Homes in 2010 on this seven-year phased development (commencing 2011).

The development consists of:

- 824 private apartments (including nine in a Grade II listed building)
- 257 Housing Association apartments
- 17 freehold houses
- 6 commercial units
- Secure underground car parks
- Podium gardens



Our early involvement

We worked closely with Fairview New Homes pre-construction to provide operational advice to reduce potential issues with the management and use of the development in the future. Our early flexible management approach also minimised developer voids during phasing.

This early involvement enabled us to focus on the needs of residents and property owners as we took on management of phases, as we already knew the development well. As a result, we could work to engage property owners in the management of their development from the outset.

Engaging property owners

As well as regular residents' meetings, the key to engaging property owners at Pulse 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 the regular meetings, was made up of property owners interested in being more involved, before the appointment of resident directors at the first AGM. Membership of the committee grew as more completions took place, ensuring there was a good representation across the development.

The steering committee gave owners a voice in developing strategies for the management of their development, including the introduction of additional electric charging points to future proof the development and a long-term strategy for staffing (not initially proposed by the developers) comprising a new caretaker role, directly-employed gardeners, overnight security and an estate office.

Summary

With over 30 years' experience in managing new build, we are able to add value even before a development is constructed. In particular, we are able to ensure the successful long-term management and engagement with owners, residents and the local community.

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