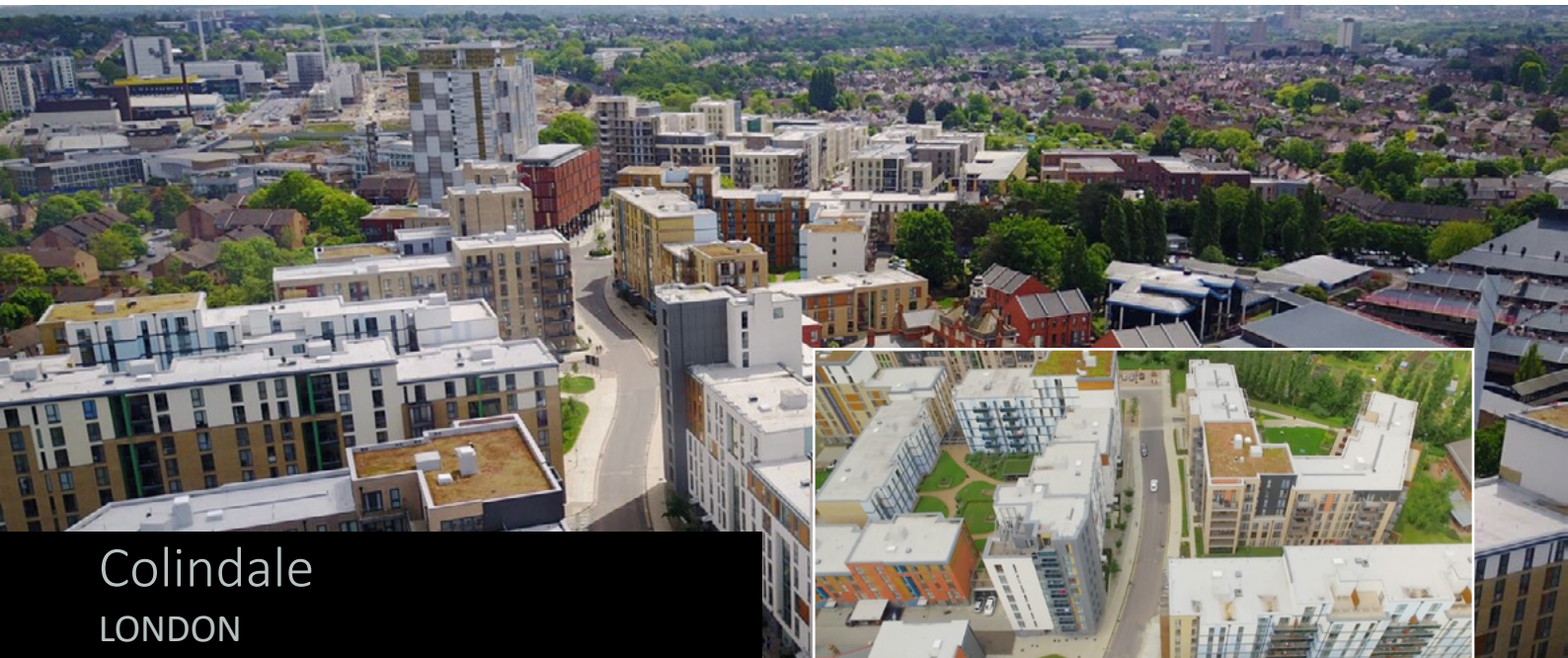


CASE STUDY: community building



Colindale
LONDON

Fairview[®]
NEW HOMES Ltd.

About the development

Built by Fairview Homes Ltd, Colindale is a sprawling site consisting of 35 blocks in total. Crabtree have been involved with Colindale right from the beginning of the build in 2010 on this 7-year phased development that commenced in 2011, assisting and supporting the developer through all stages, until completion.

Crabtree now manages 3 clients across the 35 blocks, which includes working with a Housing Authority.

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

Back in 2010 we were approached by Fairview to look at the budget requirements, and put forward our service offerings. There were 3 phases to be built; Pulse, Edition and Rhythm.

Images courtesy of Joey Skye



We worked closely with the developer 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.

Our objectives

Our objective was and has remained to encourage and nurture a strong community, within an environment that provides a safe, clean, nice place to live.

Over the years we have watched the area grow into mini-suburbs with a combination of residential apartments, commercial units and other service providers such as restaurants and shops. Management of large mixed-use sites such as Colindale requires ongoing support, and maintaining a strong relationship with the Directors of the RMC to ensure the buildings and environment are kept to the highest standard, and that the community thrives.

In 2021 we provided a resident website as part of our ongoing commitment to succeed in these objectives.

More...



What we did

Steering committee

As well as regular residents' meetings, the key to engaging property owners 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.

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.

Communications

Our internal marketing team continues to improve the design and content of materials to ensure the information provided is both current and in line with latest legislation.

All residents are welcomed with a comprehensive pack that includes an introduction to Crabtree, leaseholder hand book and other supporting documents.

Further communications are provided via quarterly resident newsletters (by block) that contain important information about their building and the Colindale facilities, regular articles from our H&S team, and other useful and informative features.

The new resident website (see next page) keeps everything fresh and current.



Interactive resident website

This year, 2021 we faced a particular need for a communication platform that would improve community engagement with the people who live and use the Pulse site (including tenants). It needed to be interactive, current, and provide useful local information.

After an initial briefing from the client we engaged with our in-house Creative team that sits within our Marketing department. The proposal was to create a bespoke website with the guidance of the resident leaseholder Directors, liaising with them in multiple meetings, to ensure the site contained all elements required.

Social sustainability

We focussed on features that would encourage social sustainability within the community providing a platform for different types of communication such as FAQ/Forum, Noticeboards, Alerts and Events. Residents are able to promote their own services or events to the wider Colindale community, and benefit from commercial discounts promoted on the site. Additionally there are live local feeds providing information on travel, events and news.

Full support and training

Immediately prior to launch we provided training for the Directors to enable them to manage and monitor relevant areas of content, along with Crabtree staff, and with on-going support from our creative team.

The entire website has been built to help engagement between the end users – the people who actually live there.

On-going - additional resources

Having internal creative, marketing and communications teams means that we can supply on-going support, providing Colindale 'branded' communications that are tailored to the residents, and feedback tells us - that makes a real difference.

Quote from Laurie to come

