



Kew Bridge West
LONDON



About the development

We were appointed by St James Group in 2012 on this 3-year phased mixed-use development which commenced in 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 objectives

The ultimate goal was to ensure that we had the right staffing set up in place. With sites of this size it's vital to have a team both office based and on-site that are completely interlinked, so no matter what happens on the ground we are best placed to deal with it efficiently and intelligently.

"Know your site" is a key mantra of one of our best property managers within Crabtree, and it is certainly a group approach that has ensured the smooth transition of Kew Bridge West into a community village.



What we did

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.

Successful staffing

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 on-site staff required when undertaking the recruitment process, and in particular the Concierge team.

Concierge

With our in-depth understanding of the development, we were able to clearly define the requirements of the Concierge role that our in-house Recruitment Manager would use to cherry pick the right people for Kew Bridge West.

With the recruitment process complete we were able to provide a 24-hour Concierge service 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 to putting the right staff in place, on completion of phase two an experienced Estate Manager was appointed as we continued to monitor and review the staffing requirements.

Engaging with 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.

Landscaping

Whilst employing the right site staff is vital, choosing the right contractors is also key to the success of any development, and with Kew Bridge West there was plenty of scope for landscaping.

Residents and visitors can not only enjoy the beautiful, well kept grounds, but can also relax knowing that our site staff are vigilant in keeping the site safe.

