

Summer Wong

From: Joe Swindells <JSwindells@ballymoregroup.com>
Sent: 17 June 2015 10:28
To: Harthill Gary
Cc: Alastair Keith
Subject: West Hampstead Square - Management Company
Attachments: Introducing BAML.PDF

Gary,

Under the terms of our planning permissions condition 13 (h) requires the submission to LUL of details of the management company appointed to run the development post practical completion.

We are now in a position to confirm that BAML have been appointed to this role. I have attached for your information some background information on BAML.

Should you have any queries please let me know.

Regards,

Joe

Joe Swindells

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Introducing: BAML

Ballymore Asset Management Limited

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Ballymore Asset Management Ltd (BAML) forms part of the Ballymore Group. Ballymore Group is the front running UK developer that both retains and manages its estates on completion of the build and sales programme. This approach provides a range of benefits to the Group and follows on the ethos of being close to the customer from the time they walk into one of their marketing suites through until they are living in their new home.



Through its Property Services team, Ballymore Asset Management Ltd (BAML) provide a range of services to the 3,700 units we manage, collecting in excess of £15m of service charges and £1m of rents annually and supervising over 200 estate based staff.

We specialise in the management of large, high quality mixed use developments and our experienced Property Manager's have a maximum portfolio of two schemes to manage. As a result of operating in this niche market, we are able to offer a bespoke service in respect of each client and development. This also allows the senior management team to be involved with all clients and developments.

We make a clear distinction between the need for onsite operational management (estates) with a focus on facilities, and the Property Services team that deal with the asset management and professional work associated with the development whilst also managing the estates team. The Property Service team are supported by the Financial Team located at our head office near Canary Wharf.

Whilst the developments we manage are predominantly residential, our team have extensive experience in managing commercial, leisure and retail outlets along with affordable housing, which often forms an integral part of the schemes. In this regard BAML was asked to participate in the preparation of the RICS Guidance Note - Managing Mixed Use Developments, the only developer based operation to do so.

We provide and operate Leisure and Spa facilities on a number of our client developments and have a specialist Leisure team to deliver this service.



What we offer...

Our Director of Estates leads the business with thirty years' experience in property, working in the commercial, affordable and private residential markets, also advising on a number of landmark developments for Berkeley Homes, Hutchison Whampoa, HPL Properties, Manhattan Lofts, P&O Developments, Ho Bee Investments and CapitaLand

Our Senior Portfolio Manager currently specialises in working with the development and construction teams on new schemes and is leading the team on advising on the future management of six further mixed used estates currently in development, including 6,000 units.



We have experience working through phased development programmes and liaison with the development and construction teams to provide professional support through the development, design and construction phases, including the preparation of both Asset Management and Operational strategies incorporating fully costed service charge estimates.



During the design & construction element of each Phase we can advise on a range of aspects to ensure future good estate management and we have demonstrated such with the advice provided to date. In terms of the consultancy process, we would provide a dedicated resource which the client and their agent can call upon for advice during the course of the design and construction of each Phase.

We have experience dealing effectively with management issues to reduce any potential impact on the client brand. We have made full use of our ability to create greater VFM through our portfolio wide initiatives in the procurement of supplies and services, reducing service charges for owners.

There is full transparency on costs to the developer, lenders and owners, minimising the risk of fraud in respect of service charge funds held and expenditure of those funds.

In addition to the work undertaken on the Ballymore portfolio, we also undertake work for other developers such as Galliard/Frogmore in respect of Baltimore Wharf and we can provide both a consultancy service during the phased development, and the property and asset management of completed elements.

We pride ourselves on being able to provide solutions and quality services to meet the needs of our clients and those of your customers.

