Project Case History

Project  Crown Moran Hotel,  
142-152 Cricklewood Broadway,  
Cricklewood, London NW2 3ED

Client  Segal Trading Limited

Value  £20 million

Industry Sector  
Hotel

Services Provided  
Project Management, Employer’s Agent, Quantity Surveying (part),  
Construction Inspector, Defects Management, Party Wall Surveying and  
Fire Safety Engineering.

Location  
Cricklewood, London.

Project Description  
The project comprises a new build hotel built around an existing grade II  
listed Crown Public House in Cricklewood. The hotel comprises  
121 bedrooms built in two wings with two levels of basement including  
leisure complex, swimming pool, restaurant, bar and conference facilities  
over multiple levels.

The Key Issues  
- During the construction period, prismatic hoardings were located around  
the perimeter of the existing site to provide a revenue stream for the  
Employer.
- Enabling works phase of the development required existing sewers on the  
site to be diverted and underpinning works to adjacent properties under  
formal party wall agreements to facilitate the maximisation of the use of  
the site.
- Insitu concrete frame was erected on a fast track programme by an  
experienced main contractor.
- This same contractor provided in house steel frame pod construction for  
the bathrooms within the hotel, all 121 being manufactured in their  
Birmingham based pod facility and transported to site pre-snagged  
providing all the benefits of offsite manufacture and modern methods of  
construction.
- New build element of the programme required complicated  
co-ordination of works on site to enable the existing Crown Public House  
to function unimpeded by considerable site traffic and the required site  
compound.
- During the construction period, the use of computer generated images  
for marketing purposes and full front elevation marketing banners were  
employed to generate interest in the new hotel.
Due to the fast track programme, the front of house areas were designed during the construction stage of the shell and core of the main facility and a £3m fit out contract was competitively tendered and then let for the front of house area.

Works included stone cleaning and extensive specialist repairs where the stonework had been damaged and weathered over the years to the existing Public House façade and internalised side terrace.

The Outcome

- The hotel was handed over in phases allowing the hotelier to trial run sections of the hotel before opening to the general public.
- Hotel launch was extremely successful and the Employer has subsequently appointed us to provide this intensive project management service for a further scheme.
- The project has adopted a collaborative team approach.
- During the post completion stages, we were present on site in a defects management role and to manage the handover of the hotel from the contractor to the client with the minimum of disruption during commissioning and back snagging.
- Project completed within time and cost constraints, pre agreed with the employer.
- The hotel has been extremely successful, achieving 80% occupancy within the first six months.