



## PRACTICE PROFILE

**PUBLIC VERSION**

*2022*



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# I. EXECUTIVE SUMMARY

We are a cost consultancy practice specialising in hospitality and cultural projects. Although modest in size, our setup and expertise enable us to punch above our weight, with a level of flexibility and client care that is rare. Some recent projects we have worked on are:



HAMYARD HOTEL - Soho, London  
Client: Firmdale Hotels  
Value: £90m  
Architect: Woods Bagot



OLYMPICS MUSEUM - Lausanne, Switzerland  
Client: IOC  
Value: £115m  
Designer: Metaphor



SEXY FISH - London  
Client: Caprice Group  
Value: Undisclosed  
Designer: Martin Brudnizki

As a practice, we firmly believe in forming long-term close business partnerships with all our clients, based upon integrity and loyalty.

## 2. INTRODUCTION

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Greenway Associates was founded in 1995 and completed their first major project, The Soho Hotel. It has since grown and added various specialisms and sector experience. Today, Greenway Associates focuses on hotel developments, cultural exhibitions, hospitality and lifestyle projects and visitor attractions. Our core services are Cost Consultancy and Project Coordination. Whilst we undertake all services associated with these disciplines, our main strengths are as follows:

- *Good imagination and ability to assist architects execute their vision*
- *Procurement advice focused around delivering major projects across the UK*
- *A very strong understanding of architecture, structures, MEP & utility works*
- *Detailed database of past projects and benchmarking*
- *A full understanding of cost management and risk management*
- *25+ years of experience in understanding how hotels, museums and visitor attractions operate*



As an entity, Greenway Associates has been in business for over 25 years and now works to a turnover of approximately £1m per annum. We are a stable company and many of our staff have been with us for over 5 years.

## 4. EXPERIENCE

### Hotels

#### **The Hoxton**, Shepherd's Bush, London

Description: A prominent new build 214-bedroom hotel in West London incorporating a large basement, expansive front of house areas and kitchens.

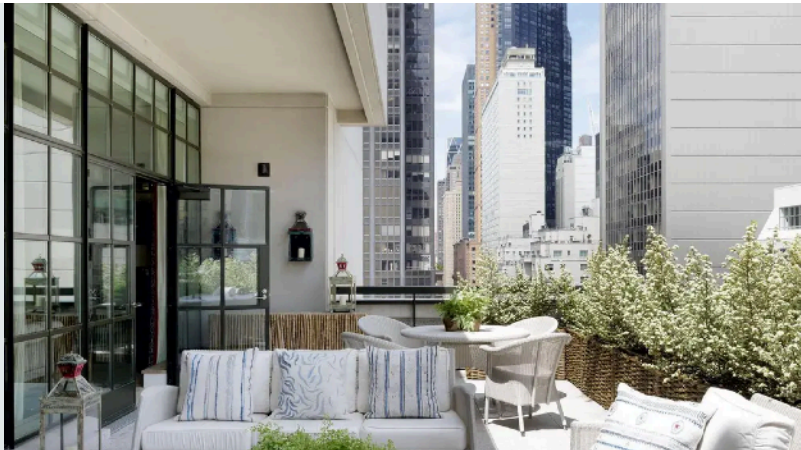
Client: Ennismore

Architect: EPR

Value: £40m

Role: PC, CA & QS

Status: Under construction



#### **Whitby Hotel**, 56<sup>th</sup> Street, New York

Description: Unique 19 floor hotel near Central Park featuring 86 bedrooms & suites, restaurant & bar, orangery, courtyard and private event rooms

Client: Firmdale Hotels

Architect/Designer: Stonehill Taylor / Kit Kemp

Value: \$115m

Role: QS & PM support

Status: Completed 2017

**Oman Across Ages Museum, Muscat, Oman**

Description: One of the world's largest, most cutting edge museum projects set in the desert outside Muscat.

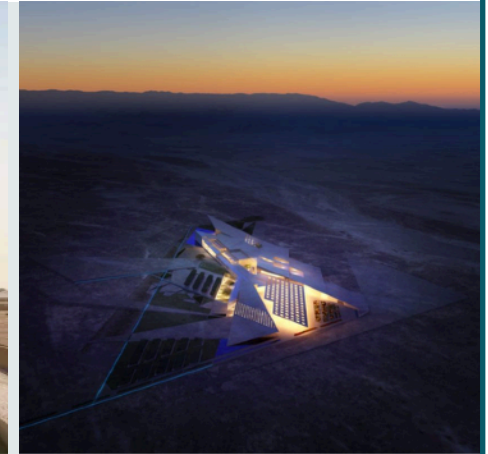
Client: Sultanate of Oman

Architect/Designer: Cox Architecture / Event Communications

Value: £80m

Role: QS for fitout

Status: On Site – Fitout Stage



**Alice: Curiouser and Curiouser V&A, London**

Description: Temporary exhibition exploring the evolution of Alice's Adventures in Wonderland over 157 years. The exhibition will open soon and it is located in the Sainsbury's Gallery.

Client: V&A

Designer: Tom Piper + RFK Architects

Value: £1.2m

Role: Exhibition QS & PC

Status: Completed 2020

**Imperial War Museum, London**

Description: Large scale remodelling of existing museum to incorporate two new large-scale galleries within a fully operating museum. Project involves major MEP diversion works and considerable structural and enabling packages.

Client: Imperial War Museum

Designer: Casson Mann

Value: £12m

Role: QS for basebuild & MEP works

Status: Base build contractor on site



**Sexy Fish, Mayfair, London**

Description: A 140 covers restaurant in Berkeley Square featuring 2 coral reef aquarium walls.

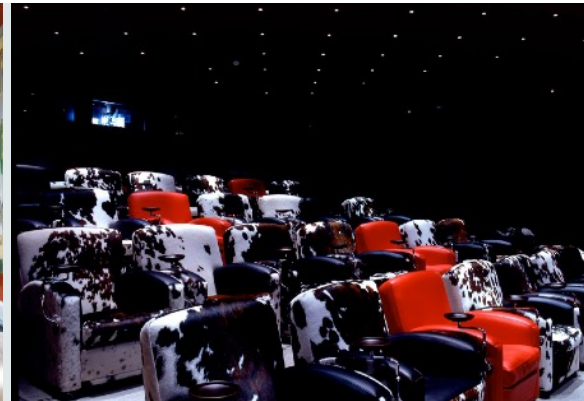
Client: Caprice Holdings

Architect: Martin Brudnizki

Value: Undisclosed

Role: QS

Status: Completed October 2015



**Various Hospitality Concepts**

Our experience in lifestyle and hospitality concepts includes an extensive collection of bars, rooftop restaurants, boutique cinemas, spas, gyms and even a subterranean bowling alley.

## Visitor Attractions

### The Crystal Maze Experience, Piccadilly Circus

Description: Popular visitor attraction in the Trocadero building. One of our most hands-on intense jobs ever, delivered in a very short period of time with a very small budget in a Grade 2 listed building.

Client: Little Lion Entertainment]

Architect: RHA

Value: £7m

Role: PC, CA & QS

Status: Completed 2019



### Dreamland, Margate, Kent

Description: Regeneration of a disused themepark into a multi-use theme park and events space, which has since seen visitors of 650K per year, and up to 47K over Easter weekends.

Client: The Dreamland Trust

Architect/Designer: Ray Hole Architects / Hemingway Design

Role: Exhibition QS

Status: Completed 2016



### 3. THE TEAM

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Greenway Associates has 5 key team members, who have over 100 years of collective experience between them. They have worked together for a number of years and are dedicated to the operation of our business, and our client's projects.



Mark Greenway  
**FOUNDER**



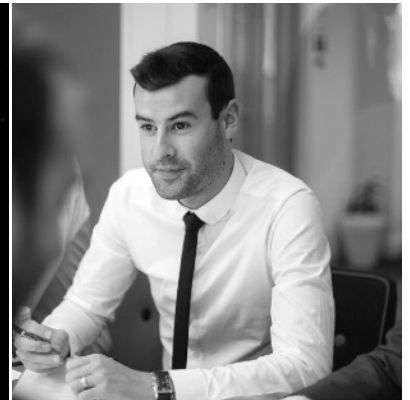
James Denby  
**MANAGING DIRECTOR**



Jared Mensah  
**DIRECTOR**



Daniel Reid  
**DIRECTOR**



Liam McFaul  
**DIRECTOR**

Together they have delivered hundreds of high quality projects in London, the UK and in various international countries. Each member brings a specialism and experience to the table that can be drawn on, providing significant value to the client and design team.

## MARK GREENWAY (MRICS) FOUNDER

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*With over 30 years experience in Quantity Survey & construction, Mark has carved a niche in the Hotel & Leisure Sector. Mark has worked intimately on the entire Firmdale portfolio, from inception to its current offering.*

Since the founding of Greenway Associates in 1995, Mark has had a particular interest in the leisure and cultural sector. This has included involvement with exhibitions, visitor attractions, theatres and museums as well as hotels and restaurants, all of which rely upon complex integration of diverse interests, trades and professions. Mark has a broad knowledge of this industry and brings a wealth of experience with him to each project.

Mark's contract experience has ranged from traditional procurement to construction management, design and build, two stage tendering and direct negotiation.

As well as providing traditional quantity surveying services, Mark has acted as Employer's Agent on design and build projects. He has successfully negotiated numerous building insurance claims and, given his detailed knowledge of current tax allowances for construction, he is proficient at preparing tax analyses in conjunction with clients' accountants.

Mark has an active interest in the development of science centres, museums and visitor attractions, and has been a regular participant at TILE and ECSITE conferences.

Mark is currently working on a new hotel project for Firmdale Hotels in New York.



- Founded Greenway Associates in 1995
- Specialist in Leisure & Cultural sector
- Experience as Employer's Agent
- Expertise in Construction Tax
- Recently completed Whitby Hotel – a £115m hotel development in New York
- Over 30yrs experience in Quantity Surveying & construction

## JAMES DENBY DIRECTOR

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*With over 25 years experience in construction. James is an M&E expert and a specialist in high-spec developments. James is natural organiser, and the Managing Director for our company.*

James grounded his construction career by gaining over 10 years of experience with an international Mechanical & Electrical contractor. He moved to professional practice in 2000, leading a team providing specialist services advice at Gardiner & Theobald LLP. He became an Associate in 2004 and moved to Greenway Associates in 2006.

With his services background and a HNC qualification in Mechanical Engineering, James brings extensive knowledge and hands on experience to the practice. In broad terms, his experience covers hotels, museums, clean room laboratories, infrastructure developments and commercial projects. James has serviced projects both in the UK and internationally, the noteworthy including Ham Yard Hotel, Stanislavski Museo Lobby (Moscow), Dreamland, Margate and The Crystal Maze in London.

James is instrumental in the operations of our business and specialises in the following:

- Project Coordination and Contract Administration
- Masterplanning and feasibility studies, including strategic cost and procurement advice
- Procurement and tendering strategy and management, including coordinating and producing tender documentation, pre-qualifying tenderers, tender analysis, post tender negotiations and contract agreement
- MEP and Utilities cost planning

James is currently working as Quantity Surveyor on the Young V&A, as well Project Coordinator for a new riverside hotel brand coming to London.



- Over 25 years experience in construction
- M & E expert
- Specialist in high-spec developments
- UK and international experience
- Recently completed Crystal Maze, a visitor attraction in Piccadilly Circus, London
- Team leader

## JARED MENSAH (MRICS) DIRECTOR

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*With over 20 years construction experience, Jared is a specialist in cultural exhibitions & visitor attraction projects and has worked with many A-list cultural venues in the UK.*

Jared is an experienced cost consultant, working in the industry for over 20 years. After completing his degree, Jared worked as an assistant quantity surveyor for Beau Sackey and Associates, working on a variety of projects including multi-storey office buildings, hotels, sports facilities and cinemas.

Since joining Greenway Associates in 2007, Jared has undertaken a variety of projects in the UK and abroad focusing particularly on leisure/museum/exhibition cost planning, procurement, post-contract cost control and Contract Administration. He has worked in the role of lead cost consultant on many high profile and complex cultural, heritage and museum projects, with values ranging from £250,000 to over £80m.

Jared is an excellent communicator and collaborator, always taking the time to engage with the client team and stakeholders to understand their vision for the project.

Jared has recently completed two high profile projects in France (La Cité du Vin in Bordeaux and Lascaux: Centre International de l'Art Pariétal in the Dordogne), the iconic King Abdullah Petroleum Studies and Research Centre (KAPSARC) in Riyadh and the Oman Across the Ages Museum.

Jared is currently working on the Diriyah Gate giga-project in the Kingdom of Saudi Arabia and the UK Holocaust Memorial & Learning Centre.



- Over 20 years construction experience
- Specialist in exhibition & visitor attraction projects
- Experienced contract administrator
- Vast UK and international experience
- Recently completed Oman Across the Ages Museum
- Team leader

## DANIEL REID DIRECTOR

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*With over 20 years construction experience, Daniel has an in-depth knowledge of construction methodology and design detailing. He also loves complex design and enjoys ambitious and unique projects.*

Daniel joined the practice in 2008 bringing broad experience in construction, building surveying and architecture. Since joining Greenway Associates, Daniel has worked on many notable projects ranging from temporary exhibitions at the British Museum to the fitout of the Foster + Partners designed Zayed National Museum in Abu Dhabi.

Daniel was part of our Ham Yard Hotel team for Firmdale Hotels, and undertook quantity surveying, contract management and construction management roles for this highly successful project. He has also worked on various private members' clubs and restaurants in Mayfair, including Annabels.

Daniel has also worked in South Africa, advising on a high-tech 19,000m<sup>2</sup> multipurpose scheme incorporating audio/visual studios, advanced warehousing and a printery in the charity sector. He has also worked on a project to build and replicate the same \$2m building in multiple African countries simultaneously, including Malawi, Angola, Mozambique, DRC, Namibia, Zambia, expanding his international construction experience greatly.

He is currently working on Ironworks, a unique retreat situated on a Site of Specific Scientific Interest in the Lake District, and the Diriyah Gate giga-project in the Kingdom of Saudi Arabia.



- Over 20 years construction experience
- Detailed knowledge of site setup procedures, demolition and basement construction
- Architectural design experience
- UK and international experience
- Experience in Hotels, Museums, Visitor Attractions, Hospitality & Residential
- Team leader

**LIAM McFAUL (MRICS)**  
DIRECTOR

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*Liam has over 14 years experience in Quantity Surveying & construction. He is a specialist in the Heritage & high spec developments and has a rigorous understanding of Quantity Surveying and cost planning, both in the UK and internationally.*

Liam has broad experience in the various disciplines of Quantity Surveying and Project Management. As an accredited member of the RICS, he has the ability to manage projects at all RIBA stages and has extensive experience in producing bills of quantities and working with multiple forms of contract.

Liam joined Greenway Associates in 2016 and became a Director in 2019. Liam specialises in Heritage and high spec developments and has worked on notable listed buildings such as Hampton Court Palace and the Imperial War Museum.

Liam has successfully completed projects under a dual role of QS & Project Coordinator and continues to do so for a high-end mixed-use development in London and two V&A temporary exhibitions. He is also a part-time lecturer at the London Met University, guest speaking on the role of the Quantity Surveyor, for a RIBA accredited course.

Liam is currently working on Richmond Buildings, a new Firmedale development in Soho, as well as a new hotel project coming to Euston.



- Over 14 years QS & construction experience
- Specialist in Heritage & high spec developments
- Architectural design experience
- UK and international experience
- Experience in Hotels, Museums, Visitor Attractions, Hospitality & Residential
- Team leader



Thank you for downloading our Practice Profile.

This profile is only a sample of the projects we feel represent the mainstay of the type of work we do.

We have a much deeper trove of experience that we would be happy to share with you. Should you like to view additional project experience, this is readily available on request via [james@greenwayqs.com](mailto:james@greenwayqs.com)

This project information included is accurate and correct at the time of publication, Jan 2022.