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PRACTICE PROFILE

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# 1. EXECUTIVE SUMMARY

Greenway Associates is a RICS accredited and regulated Quantity Surveying and Project Management practice. We are a UK company based in London, however we work on projects all over the UK and internationally. Although moderate in size, we punch above our weight and our set up allows us to provide a high level of care and dedication.

One of our greatest references is having aided Firmdale Hotels build their international portfolio over the past 27 years. Additionally, we have worked with most of the UK's national museums for over 20 years. Many of our commercial clients have gone on to use our services for their personal homes, which is why we also have experience in high-end residential projects.

We service 3 main sectors:

HOTELS, HOSPITALITY & RETAIL



MUSEUMS, CULTURE & HERITAGE



RESIDENTIAL



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

## 2. WHY GREENWAY ASSOCIATES

In a landscape of very large QS firms and construction cost uncertainty, Greenway Associates continues to run a small, but tight ship. We've been told that the following reasons are why our clients work with us, time and time again:

### EARLY ENGAGEMENT

We specialise in working with clients at the early stages to provide feasibility studies, masterplan budgeting, cost appraisal and procurement management.

### DIRECTOR INVOLVEMENT

Unlike many larger firms, we give you access to multiple Directors, from start to finish.

### FIRST HAND INTELLIGENCE

Our intelligence is not based on market overviews, but on our private data bank which has been built and maintained for 25+ years, and across thousands of projects. This enables us to estimate accurately, and tell you what is inevitably missing, sooner.

### DETAIL, DETAIL, DETAIL...

To de-risk your project, we delve into the detail ASAP, often including items like FF&E and AV into our initial cost estimates.

### COMMERCIAL EXPERIENCE

Of equal value to our broad sector experience is our experience in working in close liaison with CFO's and in multiple stakeholder environments.

### INTERNATIONAL COVERAGE

We are a London based company, set up to provide professional services internationally.

### IN-HOUSE INFLATION CALCULATOR

We have our own inflation calculator geared towards high-end construction projects. In the current inflationary environment, benchmarking is no panacea for accurate cost planning.

### DESIGN TEAM SYNERGY

We have excellent previous working relationships with many leading architects and designers, both in the UK and internationally.

### 3. TEAM

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 clients' projects.



**MARK GREENWAY (MRICS)**  
FOUNDER

30YRS+ IN CONSTRUCTION

FOUNDED GREENWAY ASSOCIATES

SPECIALIST IN HOTEL,  
HOSPITALITY & CULTURAL SECTORS

EXPERIENCED EMPLOYERS' AGENT  
& CONSTRUCTION TAX EXPERT

LEAD QS FOR ENTIRE  
FIRMDALE HOTELS PORTFOLIO

CURRENTLY FINISHING WARREN ST.  
HOTEL IN NEW YORK



**JAMES DENBY**  
MANAGING DIRECTOR

25YRS+ IN CONSTRUCTION

HIGH SPEC SPECIALIST

MEP & SUSTAINABLE  
SYSTEMS EXPERT

PROJECT MANAGER & TEAM LEADER

RECENTLY COMPLETED PM & QS  
ROLE ON HIGH SPEC HOSPITALITY  
PROJECT IN SOHO, LONDON

CURRENTLY FINISHING  
YOUNG V&A



**JARED MENSAH (MRICS)**  
DIRECTOR

25YRS+ CONSTRUCTION

SPECIALIST IN MUSEUMS, CULTURE  
& HERITAGE SECTORS

EXHIBITIONS COST, FEASIBILITY &  
BUDGETING EXPERT

CONTRACT ADMINISTRATOR

RECENTLY COMPLETED OMAN ACROSS  
THE AGES MUSEUM

CURRENTLY WORKING ON  
MIDDLE EAST GIGA PROJECT



**DANIEL REID**  
DIRECTOR

20YRS+ IN CONSTRUCTION

SPECIALIST IN HOTEL, HOSPITALITY  
& MUSEUMS SECTORS

EXPERT IN ALL QS SERVICES, &  
ARCHITECTURAL DESIGN

RECENTLY COMPLETED A  
CONTEMPORARY UK FARMHOUSE &  
MAISON ESTELLE MEMBER'S CLUB

CURRENTLY WORKING ON A RETAIL  
EXPANSION PROJECT IN THE UK  
& A RESTAURANT IN NEW YORK



**LIAM McFAUL (MRICS)**  
DIRECTOR

15YRS+ IN CONSTRUCTION

SPECIALIST IN MUSEUMS, CULTURE  
HERITAGE + COMMERCIAL

PROJECT MANAGER

EXPERT IN ALL QS SERVICES  
& ARCHITECTURAL DESIGN

EXPERIENCED WITH HIGH END  
LANDSCAPE SCHEMES

RECENTLY COMPLETED RICHMOND  
BUILDINGS IN SOHO, LONDON

## 4. SERVICES & SPECIALISMS

### QUANTITY SURVEYING

Delivering traditional QS services is the heartbeat of our practice. As a RICS accredited company we undertake everything from cost planning to procurement, contract strategy to post contract control.

### PROJECT MANAGEMENT

We provide a true hands-on approach, with director level involvement from the outset to the finish. We're comfortable working in complex environments, either at stakeholder level or logistically restricted sites.

### FEASIBILITY & MASTERPLAN BUDGETING

Our team can work directly with the client and/or design team to help define the business case and set corresponding budgets at early stages and throughout the delivery of the project.

### PROCUREMENT & CONTRACTS

Procurement rules and practices differ in each country, and each project has a set of unique needs that will weigh upon the procurement and contract strategy. Our international experience helps us to give bespoke advice to each client.

### FF&E CONSULTANCY

We provide both benchmark analysis and detailed cost plans for FF&E. We also help clients to differentiate between FF&E and OS&E, IT/AV, Feature Lighting and pre-opening expenses – all items that are often forgotten.

### EMPLOYERS AGENT/ OWNERS REP

For clients with limited connection to the UK & US marketplaces, we can act as their agent, bringing local design teams and contractors to the table.

### CONTRACT ADMINISTRATION

The role of CA is essential for the smooth operation of a project. We pride ourselves on delivering this role in an impartial, honest and fair way, ensuring that the success of the project is paramount.

### PRINCIPAL DESIGNER

We work closely with long established CDM-C experts who help us fulfil the role of Principal Designer. This role is which is integral to ensuring health & safety risks are managed correctly.

### BILLS OF QUANTITY

We have an expert team who can form pricing documents and BoQ's to any standard required (eg, SMM7, NRM or standard builders' quants). We can often to this as great speed and at a competitive price.

### MEP & SUSTAINABLE STRATEGY

We understand MEP & sustainable systems at a granular level. We have a dedicated team that oversees these elements on every job, ensuring the latest technologies are understood and accurately priced.

### EXHIBITION INFLATION CALCULATION

We have our own inflation calculator tailored for the fit-out of museum, heritage & culture exhibitions - an invaluable in the current inflationary environment. It enables us to create bespoke cost models for each project.

### MIDDLE EAST SPECIALIST ADVICE

We have extensive experience in the ME region, having completed projects in Saudi Arabia, UAE, Bahrain, Kuwait, Syria, Oman, Egypt & Qatar. We are currently working on a giga-project in Saudi Arabia.



HAM YARD VILLAGE  
A HOTEL, RETAIL &  
HIGH-END RESIDENTIAL  
DEVELOPMENT IN  
SOHO, LONDON



## 5. EXPERIENCE – HOTELS

Greenway Associates have specialised in hotels and high-end hospitality projects for over 25 years. Within the hotels sector alone, we have been the appointed Quantity Surveyor and Project Coordinator for the entire Firmdale Hotel portfolio. Today, that portfolio consists of 9 luxury hotels in London and 3 more in New York. We have also worked on other hotels, including the Hilton brand, the Hoxton brand and various other independents.

As a practice, we have experience in all sorts of projects including new builds, cut & carve re-developments and refurbishments of hotels in compact city centres or away from the crowds.



**FIRMDALE HOTELS**

9 HOTELS IN LONDON, 3 HOTELS IN NEW YORK

- The portfolio is a mix of new builds and redevelopments, including listed buildings and townhouses
- Top tier luxury design, with major FF&E components
- Appointed as QS and PC from conception to completion, for all 12 hotels



**THE HOXTON**

SHEPHERDS BUSH, LONDON

- 237 room hotel, with wraparound bar & diner, event spaces & retail store
- Cost efficient designs counterbalanced with luxury touches
- Appointed as QS and PM from RIBA Stage 1 to Stage 4



**HILTON BANKSIDE**

SOUTH BANK, LONDON

- 292 room hotel, part of the design-led generation of Hilton Hotels
- Major basement works for the inclusion of an opulent ballroom with capacity for 700 guests, plus bar, eatery and heated swimming pool
- Appointed as QS from RIBA Stage 3 to completion



## 5. EXPERIENCE – HOSPITALITY

Within the hospitality sector, Greenway Associates has a reputation for working on challenging sites and complex design schemes. We have worked with some of the leading developers, designers and architects in this space and we understand how to add value to these projects.

We are expert at accurately costing for industrial kitchens and bars, luxurious materials, and valuable artworks. We are also very experienced in providing cost advice for AV/IT, FF&E, OSE&E and preopening expenses – items that are often forgotten.



**MAISON ESTELLE**  
AN OPULENT PRIVATE MEMBERS CLUB  
IN THE HEART OF MAYFAIR

- Provision of feasibility studies, cost planning, procurement and post contract services
- Full structural repair & upgrade of Grade I Listed building
- Developed by Ennismore



**THIRTEEN LDN & DIAL 8 BAR**  
2 NEW LUXURIOUS BARS & PART OF THE  
CHATEAU DENMARK PROJECT IN SOHO, LONDON

- Appointed as PM & QS from conceptual stage to completion
- Bespoke build with challenging design brief
- Part of the Chateau Denmark redevelopment project



**ANNABEL'S**  
A FAMOUS PRIVATE MEMBERS' CLUB IN MAYFAIR,  
FILLED WITH BARS, RESTAURANTS & SALONS

- Provision of feasibility, cost planning services and procurement advice and setup for the relocation of this world class member's club
- Grade I Listed Building
- Developed by Caprice Holdings

## 5. EXPERIENCE – RETAIL

Recently, Greenway Associates have expanded into the retail and fast-food sectors of hospitality. Our services for retail chains often involve cost planning and value engineering for a design that will be replicated. We are closely involved in procuring teams that can roll-out these designs across multiple locations.

Below is a selection of our current clients that we are really enjoying working with:



**SEOUL BIRD**  
EXPANSION OF A HIGH STREET  
TAKE-AWAY & RESTAURANT CHAIN

- Provision of Quantity Surveying services for this collection of highly stylised Korean takeaway stores & restaurants, led by celebrity chef, Judy Joo.
- 2 London locations completed
- Various new sites being considered for rollout



**BLACK SHEEP**  
EXPANSION OF A HIGH STREET  
CAFÉ CHAIN

- Provision of Quantity Surveying services for this very popular UK café chain
- Refurbishment of existing and new sites



**LUCKY VOICE**  
EXPANSION OF HIGH STREET  
KARAOKE ROOMS

- Provision of Quantity Surveying and Project Management services for this popular London based karaoke chain
- Roll out to new locations locally and in new markets



FIRST EMPEROR  
A TEMPORARY  
EXHIBITION AT THE  
BRITISH MUSEUM



## 5. EXPERIENCE – MUSEUMS, CULTURE & HERITAGE: UK

Greenway Associates have an extensive amount of experience in museums, cultural and heritage projects. We are one of the leading experts in this sector in the UK. We specialise in early stage costing, feasibility studies and detailed cost planning. We have worked with many of the UK's national museums and galleries for over 20 years + and continue to grow in this sector.

Below is a selection of some of our most exciting UK projects:



**YOUNG V&A**  
BASEBUILD & EXHIBITION WORKS  
BETHNAL GREEN, LONDON

- £13m redevelopment of the V&A Museum of Childhood
- Cost Consultant for Base Build (Construction) and Exhibition (Fit-out)
- Grade II listed building



**UK HOLOCAUST MEMORIAL  
& LEARNING CENTRE**  
NEXT TO UK PARLIAMENT, LONDON

- Appointed Cost Manager & Contract Administrator for exhibition work and content delivery, for this high profile project



**DREAMLAND MARGATE**  
THEME PARK & VISITOR ATTRACTION  
MARGATE, KENT

- Provision of cost planning, procurement services and detailed trade by trade cost reporting through the project.
- Grade II\* Listed elements within the project, including the Scenic Railway & Cinema



## 5. EXPERIENCE – MUSEUMS, CULTURE & HERITAGE: INTERNATIONAL

Greenway Associates have an extensive amount of international experience in this sector, including exhibitions in Europe and in the Middle East. High profile museum projects often have design teams and supply chains from all over the world. This requires a lot of experience in early-stage costing, feasibility studies, procurement and cost planning.

Below is a selection of some of our most exciting international projects:



**DIRIYAH GATE**

7 INDIVIDUAL MUSEUMS INSIDE A NEW CITY,  
SAUDI ARABIA

- Exhibition Project Management Consultant
- UNESCO World Heritage Site
- Currently in planning & design stages



**LA CITÉ DU VIN**

PERMANENT VISITOR CENTRE  
BORDEAUX, FRANCE

- An exhibition within a unique architecturally brilliant building, dedicated to the history of wine
- Developed by the City of Bordeaux
- Opened by President Hollande in 2016



**LASCAUX CAVES**

VISITOR ATTRACTION  
DORDOGNE, FRANCE

- A complete replica of a famous paleolithic cave, plus a permanent exhibition within a beautifully designed Visitor Centre
- UNESCO World Heritage Site
- Opened in 2016





MODERN FARMHOUSE  
A CONTEMPORARY  
TAKE ON THIS NEW BUILD  
FAMILY HOME IN  
BUCKINGHAMSHIRE

## 5. EXPERIENCE – RESIDENTIAL

Greenway Associates really enjoy working on residential schemes. These have included countryside retreats, modern mansions and inner-city luxury apartments. Many of the projects we have worked on cannot be displayed on our website as some of our clients prefer to keep their homes private. Below is a selection of the ones we can show you, with other references available on request.



**MODERN FARMHOUSE**  
A NEW BUILD FAMILY HOME  
IN BUCKINGHAMSHIRE

- Provision of cost planning, procurement & post contract services
- Thermally efficient building using air source heat pumps alongside other sustainable systems



**ROSSFERRY RESIDENCE**  
A PRIVATE RETREAT  
IN BARBADOS

- Provision of cost planning, procurement & post contract services
- Extensive landscape and pool areas



**ONE DENMAN ST**  
INNER-CITY LUXURY APARTMENTS  
IN SOHO, LONDON

- Provision of cost planning, procurement & post contract services and detailed trade by trade cost reporting through the project
- Project Management support
- 24 serviced apartments with full automation
- Developed by Firmdale Hotels



OMAN ACROSS THE  
AGES MUSEUM  
A HUGE NEW  
NATIONAL MUSEUM  
DUE TO OPEN SOON, IN  
NIZWA, OMAN





## 5. EXPERIENCE – MIDDLE EAST SPECIALISM

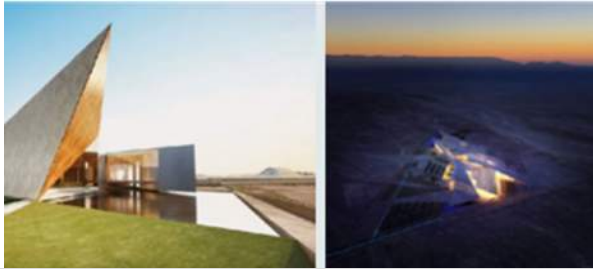
Over the years, Greenway Associates have established a specialism for working on projects in the Middle East. We are familiar with the opportunities and challenges that projects in this area entail, and we can draw on a large set of region-specific data.

### OMAN ACROSS AGES MUSEUM

Muscat, Oman

*Role: QS for Fit-Out*

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



### ZAYED NATIONAL MUSEUM

Abu Dhabi, UAE

*Role: Exhibition QS*

Set to be the premier museum in the UAE, due to open in 2025.



### DIRIYAH GATE CULTURAL ASSETS

Riyadh, Saudi Arabia

*Role: Client Cost/ Procurement Management Services*

A US\$20bn cultural and lifestyle giga-project celebrating Diriyah.



### DAMMAM VISITOR CENTRE

Saudi Arabia

*Role: QS Pre-contract*

A world class exhibition helping visitors appreciate the Eastern Province.



### SHEIKH ABDULLAH AL SALEM CULTURAL CENTRE

Kuwait City, Kuwait

*Role: Cost Planning*

A 13ha site that encompasses 4 separate museums.



### KAPSARC

Riyadh, Saudi Arabia

*Role: Exhibition QS*

A permanent display in this institution for energy research.



### BAHRAIN KANOO MUSEUM

Manama Souq, Bahrain

*Role: Pre-contract Cost Managers*

A museum showcasing 130yrs of Kanoo family history.

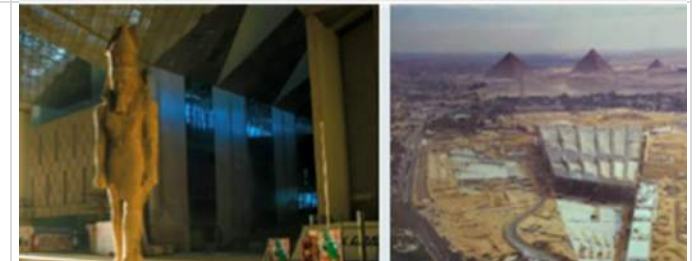


### GRAND EGYPTIAN MUSEUM

Cairo, Egypt

*Role: Cost-planners for early design stages*

Set to be the world's largest archaeological museum.





HAYMARKET HOTEL  
& BRUMUS RESTAURANT  
REDEVELOPED FROM A  
GRADE II LISTED  
BUILDING ON HAYMARKET





## 5. EXPERIENCE – GRADE I & II LISTED BUILDINGS

### MAISON ESTELLE

*Mayfair, London*  
Role: QS

A Grade I Listed building, redeveloped into a private members club.



### ANNABEL'S

*Mayfair, London*  
Role: QS

A Grade I Listed building, that underwent significant repairs & remodelling for this Private Members Club.



### 16 CHARLES ST

*Mayfair, London*  
Role: QS

A Grade II Listed building, undergoing cost planning for a restaurant and members club.



### DORSET SQUARE HOTEL

*Marylebone, London*  
Role: QS & Project Coordinator

A Grade II Listed building, re-developed into a 38 room hotel.



### HAYMARKET HOTEL

*Haymarket, London*  
Role: QS & Project Coordinator

A Grade II Listed John Nash regency building, redeveloped into a 50 room hotel.



### TROCADERO

*Piccadilly, London*  
Role: PM & QS for various redevelopments

Grade II Listed building, redeveloped into various Visitor Attractions & Experiences.



### BRITISH MUSEUM

*South Kensington, London*  
Role: Exhibition QS for permanent & temporary exhibitions

A Grade I Listed building.



### NATURAL HISTORY MUSEUM

*South Kensington, London*  
Role: Exhibition QS for various exhibitions & projects

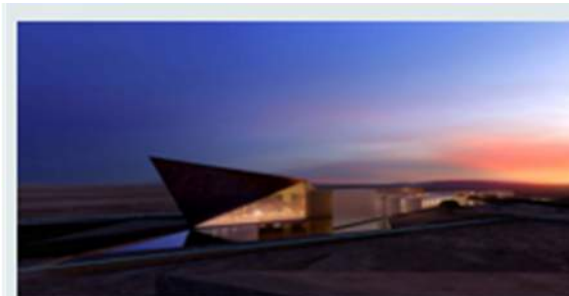
A Grade I Listed building.



## 5. EXPERIENCE – FEASIBILITY & MASTERPLAN BUDGETING

Greenway Associates have completed masterplanning for various projects over the years, which is undertaken at the early feasibility stages of the project. Our most exciting and recent masterplanning project was for the Oman Across Ages Museum, which opened in 2023 after nearly a decade of work.

PROJECT	DESCRIPTION	VALUE
Belmont Farm	Local farm attraction in Mill Hill, London	£4m
Bucklebury Farm	Local farm attraction	£5m
Palazzetto Veneto	Optioneering for new visitor attraction outside Venice	€7m - €30m
Jersey Museum	Redevelopment of Jersey Museum	£10m
2020 Tokyo Olympics	Olympic cultural attraction in Tokyo	£15m
Burrell Collection	Award winning art collection & gallery in Glasgow	£20m
Project Jahili	Family friendly and immersive attraction in UAE	£35m
Oman Across Ages Museum	New museum about historical and modern Oman	£80m
Madina Park	New theme park about Islam in Saudi Arabia	\$100m
Global Park	Visitor attraction with hotels and residential in Qatar	\$150m
RCU	New archaeological visitor attraction in Saudi Arabia	SAR950m
London Theme Park	Theme park based on Paramount IP	£1.5bn



Oman Across the Ages Museum



Jersey Museum



Burrell Collection



## 6. CONTACT

Thank you for your interest in Greenway Associates.

For more detail on any of the projects listed in this practice profile, or on our services, please contact us directly.

Feel free to call us, email or meet up for a coffee. We'd love to hear from you.

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