
PRACTICE PROFILE
MUSEUMS, CULTURE & HERITAGE



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1. EXECUTIVE SUMMARY

Greenway Associates is a RICS accredited and regulated Cost Consultant 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.

We service 3 main sectors as follows:

HOTELS, HOSPITALITY & RETAIL



MUSEUMS, CULTURE & HERITAGE



RESIDENTIAL



For the purpose of this practice profile, we shall be focussing on our work within the museums, culture and heritage field and what we can offer to high profile design practices.

We regularly work alongside exhibition design practices and provide specialist support services including cost management, procurement, project management & coordination.

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 Cost Consultant & PM 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, making sure that everything that makes up a whole project is included in 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 museum, culture and heritage 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

EXPERIENCED IN ALL QS SERVICES, &
ARCHITECTURAL DESIGN

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

CURRENTLY WORKING ON A
MIDDLE EAST GIGA PROJECT
& 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

EXPERIENCED WITH HIGH END
LANDSCAPE SCHEMES

RECENTLY COMPLETED RICHMOND
BUILDINGS IN LONDON &
CURRENTLY PM FOR NEW
PERMANENT GALLERIES AT THE V&A

4. SERVICES & SPECIALISMS

COST CONSULTANT/ QS

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. We also specialise in BoQ formation.

PROJECT MANAGEMENT

We provide a true hands-on approach, with director level involvement from the outset to the finish. We're comfortable working in architectural environments for base-build projects or the complexities of the exhibition environment.

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.

EARLY HIGH-LEVEL ENGAGEMENT

We regularly assist design practices with high-level client/stakeholder engagement and project strategy at project inception.

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.

PACKAGING OF EXHIBITION WORK

Packaging strategy is essential for major exhibitions. We can lead discussions on the most efficient way of packaging exhibition work for the most effective procurement and delivery.

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.

OFF-SITE VALUATION

Our extensive experience allows us to accurately value off-site fabricated works wherever they may be located across the world.

ARCHITECTURAL & BASE-BUILD PM

Our team regularly work on architecturally challenging new build or refurbishment projects that involve major construction, engineering and MEP systems.

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.

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
- 650k visitors per year

5. EXPERIENCE – MUSEUMS, CULTURE & HERITAGE: UK

Our UK projects continued...



THE BURRELL COLLECTION
EXHIBITION WORKS
GLASGOW

- World class collection exhibition with £20m budget
- Cost consultant for exhibition (Fit-out)
- 9000 individual objects including stained glass, arms and armour, tapestries and fine art



SHOWTOWN MUSEUM
BLACKPOOL

- Appointed cost consultant, procurement manager & principal designer for exhibition work and content delivery
- Led the project team in liaison with funders and other key stakeholders.



THE CRYSTAL BY SIEMENS
EXHIBITION & VISITOR ATTRACTION
LONDON

- Provision of cost planning, procurement services, post-contract cost control through the entire project.
- Includes a wide variety of display techniques, such as art installations, manual interactives, audio and light shows, film presentations and graphics.

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

5. EXPERIENCE – MUSEUMS, CULTURE & HERITAGE: INTERNATIONAL

Our international projects continued...



OMAN ACROSS AGES MUSEUM
MUSCAT, OMAN

- World class museum 9 years in the making
- Masterplanning and feasibility studies for architecture and exhibition
- Cost Consultant for exhibition (Fit-out)
- Major procurement exercise with trades from all over the world



OLYMPIC MUSEUM
LAUSANNE, SWITZERLAND

- Three permanent galleries and visitor welcome
- Appointed cost manager & contract administrator for exhibition work from start to finish over a 5 year period
- Included feasibility studies



FEATHERS TO THE STARS
PHILLIP & PATRICIA FROST MUSEUM OF SCIENCE
MIAMI, FLORIDA

- Cost consultant for exhibition
- Disparate objects, low and high tech interactives, hanging objects
- Exploration of connection between birds and modern aviation

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.

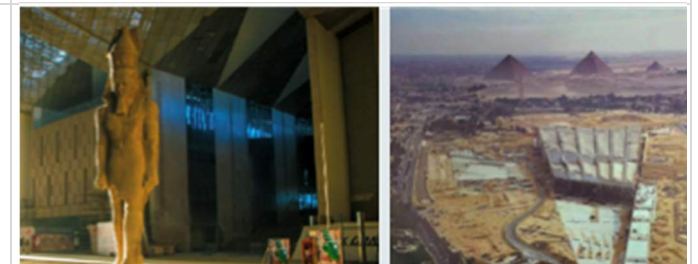


GRAND EGYPTIAN MUSEUM

Cairo, Egypt

Role: Cost-planners for early design stages

Set to be the world's largest archaeological museum.



5. EXPERIENCE – GRADE I & II LISTED BUILDINGS

Greenway Associates have considerable experience working within listed buildings. These projects are complex and always have a sizeable impact upon project programme and budget. Below are just a few of the more prominent projects we have worked on.

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

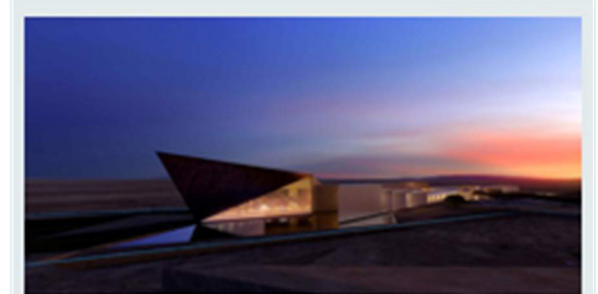
A Grade I Listed building.



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.

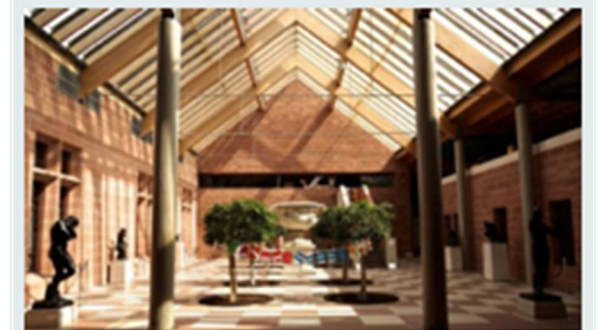
PROJECT	DESCRIPTION	VALUE
Belmont Farm	Local farm attraction in Mill Hill, London	£4m
Bucklebury Farm	Local farm attraction	£5m
Palazzetto Veneto	Optioneering for new visitor attraction outside Venice	€7m - €30m
Jersey Museum	Redevelopment of Jersey Museum	£10m
2020 Tokyo Olympics	Olympic cultural attraction 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.

PHONE: +44 (0) 7943 374 769

EMAIL: jared@greenwayqs.com