

Interview: Lodha’s Tom Clabburn on bringing the landmark Holland Park Gate scheme to market

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By PrimeResi Editor

Fresh from leading the highly successful sales campaign at Lodha’s flagship London project, No.1 Grosvenor Square, Tom Clabburn gives *PrimeResi* the inside track on progress at the developer’s hotly-anticipated follow-up in Kensington...

Three decades after the first application went in to redevelop the Kensington Odeon, opposite Holland Park and the Design Museum, planners green-lighted a £400mn mixed-use transformation of the “iconic” site in 2020.

Seen as one of PCL’s most high-profile development projects, Lodha’s Holland Park Gate will reinstate the original cinema and deliver 71 new homes with access to a luxurious health club and spa, all serviced by the firm’s in-house hospitality offering, Saint Amand.

Fresh from leading the highly successful sales campaign at No.1 Holland Park Gate officially launched to market just a few weeks ago; how are sales going so far?

The development has been incredibly well received in the marketplace, with over 25% of the launched apartments selling in the first few weeks. Buyers have been particularly drawn to the scheme’s unique Art Deco architecture and the proximity to Holland Park.

Visitors to the immersive marketing suite are able to experience the exceptional service on offer throughout our developments first-hand. It is this service and attention to detail that really sets us apart from other schemes and has been key in driving sales.

Are there any noticeable buyer trends emerging?

The majority of our sales to date have been to local residents, all living within a two-mile radius of the scheme, who have been watching in eager anticipation the site’s development over the past few years. These residents are a multitude of nationalities, but all call London home.



Lodha UK sales director Tom Clabburn



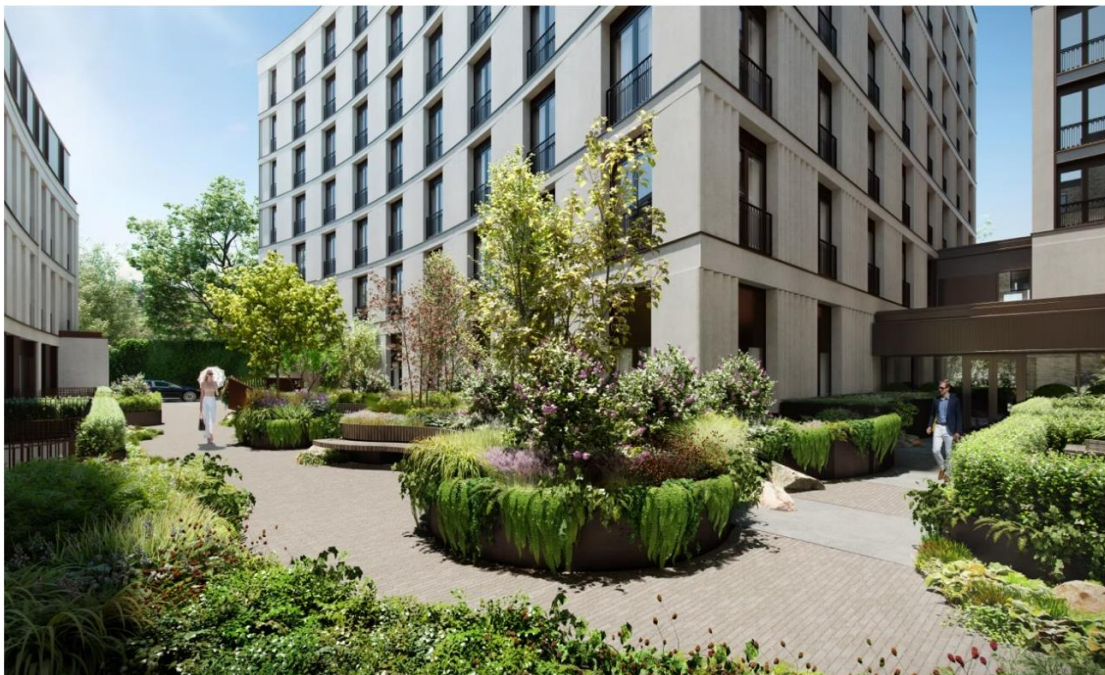
CGI of the completed scheme

The redevelopment is being brought forward after many years of debate over the site's future; how are local residents responding to the transformation?

We were immensely proud to have received unanimous support for our planning application in 2021. I hope this is a sign of the local area's support for the scheme.

We are in constant communication with local residents and business owners, and have incorporated much of their feedback into the scheme through its planning journey. Through the reinstatement of the cinema, as well as the addition of a flagship restaurant, we hope to continue to further enhance the local community environment.

I see our responsibly as guardians of this piece of Kensington heritage, which is exemplified throughout the scheme; from the design to the meticulous restoration of the building's iconic façade.



Have any changes been made to the scheme – in terms of design and amenities – to address changing lifestyles and needs over the last two years?

As a developer, Lodha has always sought sites near open green spaces – previously Lincoln’s Inn Fields and Grosvenor Square. Holland Park Gate is no different; the building sits almost directly opposite the entrance gates to Holland Park. The connection to nature and the outdoors truly enhances our developments’ durability.

Since the pandemic, this desire for outdoor space and greenery become more pressing and we are pleased to deliver both a central landscaped courtyard at Holland Park Gate, as well as immediate proximity to some of London’s finest parks.

In terms of the internal design, one interesting adaption to the residences internal design occurred in the circulation spaces. The corridors at Holland Park Gate are oversized, which enabled us to install recessed areas which can be sectioned off for a home study. This creates a quiet zone for home working, at no detriment to bedroom or living space.

Taking the concept of home working one step further, we will also be launching private serviced offices at Holland Park Gate, enabling residents to host their teams to them for meetings or base themselves in the development for full-time work.



What will set Holland Park Gate apart from the many other super-prime schemes in London vying for buyers’ attentions?

The building is a one-of-a-kind and historic site. It is rare to find such an iconic façade so loved by the local community or which has such a colourful history and provenance

As with all Lodha developments, the service will really set Holland Park Gate aside from its competitors. This is our third London project to be managed by Saint Amand, our in-house concierge team, and they really are experts in hospitality and home-making.

“ *When launching our own in-house service brand, our service has to be better than an established brand; faultless in every way*

When launching a branded residence, there can be a degree of reliance upon the name alone. However when launching our own in-house service brand, our service has to be better than an established brand; faultless in every way. This in-house, personalised service means that when you buy into a Lodha scheme, you buy into a Lodha lifestyle. It is this lifestyle service that Lodha is becoming synonymous for, on top of our reputation for high quality bricks and mortar.



With international travel still yet to return to pre-Covid levels, how are you conveying the level of finish and USPs to potential purchasers on the other side of the world?

We have developed a unique digital platform that is interactive and can be accessed by our agents and partners across the world. This gives our wider teams the opportunity to provide buyer with a truly immersive experience virtually.

Our Lodha community is enormously powerful and existing residents have become real brand ambassadors, many residents of Lincoln Square and No.1 Grosvenor Square are looking for an investment property, or have recommend a family member or friend. They've been fantastic advocates for the quality, finish and way of life.



You previously led sales for Lodha's No.1 Grosvenor Square scheme – which has all-but sold-out. What are the key differences and similarities between the two marketing campaigns?

When we launched No.1 Grosvenor Square, we were launching a completed product, whereas Holland Park Gate is at the pre-completion off-plan stage so the market and requirements are different. An off-plan purchase is a totally discretionary transaction, and therefore you have to be able to give buyer total confidence in your brand and future, unseen, product. The success of No.1 Grosvenor Square has been instrumental in this. Buyers now have a physical reference to the quality and finish of a super-prime Lodha development and that helps build brand trust.

For Holland Park Gate, we are continuing the approach that we honed during the pandemic launch of No.1 Grosvenor Square. We opened the marketing suite to small groups of agents and introducers, for a six-week period, hosting them for a full morning or afternoon induction and allowing them to explore the building and experience the service first-hand. This personalised, private launch, enabled us to meet over 250 agents, face-to-face, and as a result they have gone out to market with expert knowledge and confidence – and as real champions of the brand and product.



Holland Park Gate is Lodha's third major prime redevelopment in London (following Lincoln Square and No.1 Grosvenor Square); are there plans to grow the portfolio further, and if so, which areas are in the pipeline/would be of interest?

Absolutely! We are always looking for new sites to add to our portfolio, particularly within Prime Central London, however these sites are rare and so we are open to new ideas, big or small. We are a customer-driven business, so we will respond to market demand and needs, as well as those of our existing residents.



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