

Fruition
Properties

DEVELOPMENT MANAGEMENT

As experienced developers,
we understand **development
management** better than most.
Our unique position means we're
experts in **maximising value** at
every stage of a project, whilst
managing risk throughout.

A DEVELOPER'S PERSPECTIVE

At Fruition Properties, we're not just another Development Manager – we are developers at heart. Our origins lie in the trenches of property development, where we've experienced first-hand the highs, lows and challenges of bringing ambitious projects to life.

We understand the value of money because we've had skin in the game too. Unlike other Development Managers, we've been developers ourselves, facing the same risks, uncertainties and opportunities that our Clients encounter. This first-hand experience gives us a unique perspective and a deeper understanding of the intricacies involved in every project.

When you partner with us, you can trust that your money is treated with the utmost care and diligence. We approach every decision, every negotiation and every investment as if it were our own, ensuring that your financial interests are always at the forefront.



Above: 133 Vauxhall Street, SE11

What is Development Management and why is it different to Project Management?

As Development Managers, we act as strategic advisors, adding value and guiding clients through each stage of the development process, whilst ensuring that projects are delivered on time, within budget and to the highest quality standards.

We're involved in overseeing the entire lifecycle of a property development project, from inception to completion. It encompasses a wide range of tasks, including site acquisition, feasibility analysis, planning and design, financing, construction oversight and sales or leasing.

Unlike most Project Managers, who focus primarily on executing administrative tasks and managing resources, development management considers broader strategic objectives, market dynamics and long-term sustainability.

We're involved in decision-making at every stage of the project, offering valuable insight and expertise to optimise outcomes. We provide proactive leadership, identify opportunities, mitigate risks and adapt strategies to changing circumstances that ensure that projects align with Clients' goals and objectives.

We're also focused on creating value for Clients by maximising returns on investment and delivering successful outcomes by leveraging our market knowledge, industry connections and financial acumen to optimise project feasibility and enhance asset performance over time.

All this has to be done whilst navigating the complexities and uncertainties inherent in property development. We're able to anticipate potential challenges, devise risk mitigation strategies and proactively address issues.

OUR COMPANY

Managing a development project often appears ordinary, but to do so in a way that maximises value at each stage with an uncompromising ability to deliver on time, budget and quality, requires expertise, dedication, drive and vision.

We’ve managed a large number of development projects across London for investors from the UK and abroad.

Whether it is helping to unlock land value, appraising an existing site or appointing and managing a design team, we have expert knowledge across every stage of the development lifecycle and have a keen focus on maximising value for our Clients.

We have expertise across several complex typologies including new build apartment blocks, mixed-use developments, traditional London townhouses, airspace development, care homes, hotel and leisure, bringing a bespoke approach to each individual scheme.

This has given us an unrivalled understanding of the complexities within property development and the unique ability to identify and overcome whatever challenges we face.

Our specialist in-house team, with extensive delivery experience, have a wealth of expertise from across the industry, allowing us to deliver the most technically challenging sites whilst maximising the potential returns.

“ *We’ve been working with Fruition Properties for a number of years now and are pleased to partner with them as our preferred Development Manager for our projects in the United Kingdom. Their proven track record, comprehensive services and commitment to excellence make them the ideal partner for overseeing the successful delivery of our diverse portfolio.* ”

Dr Mohammed Alswaidan - International Investment Gate



Above: 20 Crimscoth Street, SE1. An airspace development of nine units above a light industrial unit.

OUR EXPERIENCE

Operating for 20 years, we have a track record of managing developments at all stages, while forging dependable and lasting relationships with our Clients.

Since the company was founded in 2004, we’ve successfully managed the development of over 40 meticulously thought-out residential and mixed use schemes across London totalling in excess of £0.5 bn in GDV.

Our development experience ranges from premium individual homes, residential apartments and mixed used buildings to more technically challenging developments like airspace, tight London sites, heritage conversions and basement excavations.

This has resulted in a number of award recognitions over the years. Most recently winning Silver in the Best Small Housebuilder category in the highly coveted 2023 What House? Awards, finalist in the Resi Awards for Best Small Developer in 2021, and previously Best Family Home at the Evening Standard New Homes Awards and a Best Interior Design nomination at the Sunday Times British Homes Awards.

We have also built up a host of relationships and have a track record of ethical conduct, collaborating with leading consultants in land, planning, development, sales and finance and have managed these relationships successfully over multiple developments.

Our deep development experience means we are more than just Development Managers and are able to manage even the most challenging projects. Having an in-house Quantity Surveyor and team members across all construction disciplines means we are able to challenge and question consultants with authority, whilst our Development Director, a qualified Architect, oversees the entire consultant team on every project.

Clockwise below: The Observatory N11, Scrubs Lane, NW10, 133 Kilburn Lane, W10, 133 Vauxhall Street, SE1



Award-winning Developer

Established for 20 years

Over £0.5bn total GDV to date

More than 300 homes delivered

Experience across London boroughs

Database of over 100 consultants

OUR APPROACH

We put our Clients at the centre of everything we do, ensuring that their vision becomes reality with unrivalled diligence and competence.

CLIENT-CENTRIC

Our Clients are at the heart of everything we do. We listen, understand and collaborate closely, ensuring their key objectives are identified and a tailored plan developed to achieve them.

QUALITY OF DELIVERY

Our in-house technical and product teams take a bespoke approach to each project and go above and beyond what one would expect from a Development Manager.

We combine creativity, innovation and attention to detail and work with leading Interior Designers and product suppliers to create developments that exceed expectations every time.

MAXIMISING VALUE

At Fruition Properties we go the extra mile to ensure that every investment counts. Our dedication to efficiency, innovation and strategic planning is focused on delivering maximum value for our Clients.

BUILDING TRUST

Trust is the cornerstone of our relationships. We earn and maintain our Clients’ trust through transparent communication, integrity, reliability and successful delivery of a broad range of often complex schemes, whether residential, commercial or mixed use.

MULTI-DISCIPLINARY EXPERTISE

Our multi-disciplinary team, many of whom have had experience of working for some of the UK’s largest housebuilders, have deep contractual expertise and follow a rigorous process through the entire development life cycle including acquisition, planning, design and construction and sales.

FINANCIAL STEWARDSHIP

We treat our Clients’ money with the same diligence, respect and care as if it were our own.

With three fully qualified Chartered Accountants within the company prudent financial management and transparency are our hallmarks.



Above: 49 Bassett Road, W10

” They push the boundaries set by other developers in a quest to better meet and exceed the expectations of their clients .”

Rebecca Tucker, Director - SUNA Interior Design

OUR TEAM

Our team of experienced property professionals is dedicated to helping our clients maximise value from their assets.



Mani Khiroya

Chief Executive Officer

The founder of the business, Mani has been instrumental in setting the vision and strategic direction for the company, enabling consistent and profitable growth of the business with a distinctive and energetic approach.

Mani, a fully qualified Chartered Accountant, has established businesses in the property and finance industries. To date across these operations he has experience of development management and finance transactions totalling £1bn.



Parul Scampion

Chief Operating Officer

Parul joined Fruition Properties in its infancy and is responsible for growing the businesses to its current size.

She has wide-ranging responsibilities, including setting the strategic direction of the firm alongside the CEO as well as the day to day management of the company and associated businesses. She also oversees the financial strategy of the company and is a fully qualified accountant.

Neil Fanning

Development Director

Neil, Bsc. Dip.Arch. ARB, has over 40 years' experience in property.

Previously at Redrow Group, he is responsible for Fruition Properties' overall development strategy, and is instrumental in establishing the development concept and direction from acquisition, and oversees each scheme through the planning application process.



Daniel Wittenberg

Head of Development Management

Danny, CEng MCIBSE, is a Chartered Building Services Engineer with over 15 years' experience working across client and consultant organisations.

Having previously worked at Hoare Lea LLP, he led a number of projects in the commercial and residential sectors, with project values up to £200m.



OUR TEAM

Our team of experienced property professionals is dedicated to helping our clients maximise value from their assets.



Jonathan Smart
Land Director

Jonathan, MSc MRICS ARTPI, moved to Fruition Properties as Land Director in 2020. Bringing over a decade of acquisition experience he previously worked for Taylor Wimpey, Crest Nicholson and Berkeley Homes, providing significant mixed-use real estate and airspace development knowledge.

As a member of the RICS and associate of the Royal Town Planning Institute he has delivered over £250m of land in development sites through a variety of structures; SPV purchase, option agreements, unconditional and structured STP deals.



Monica Khiroya
Product & Marketing Director

Monica oversees the Product and Marketing function at Fruition Properties and is part of the senior leadership team.

Having worked for the company for 18 years, Monica has been responsible for the visual and aesthetic development of the Fruition Properties brand including the marketing collateral, show units and the developments themselves.

Rishin Kotecha
Head of Planning

Rishin joined Fruition Properties in 2012 and gained experience of the entire development lifecycle via a three-year rotation scheme.

He is now a joint head of Fruition's Land and Planning team, setting the planning strategy and ensuring schemes are designed for delivery and living from an early stage.



Neil Morjaria
Sales Director

Neil oversees the Sales and Legal functions at Fruition Properties and is a member of the senior management team.

Neil joined in 2004 from a construction company while the company was in its infancy and has played an integral role in the growth of the business.



DEVELOPMENT MANAGEMENT SERVICES

Whether it is helping to unlock land value, appraising an existing site or appointing and managing a design team, we have the expertise across every stage of the development lifecycle.

1. FEASIBILITY & LAND ACQUISITION

- Manage the acquisition of development sites.
- Advise on risk, opportunities and value within the context of site limitations.
- Provide land assessments and appraisals
- Establish business strategy and plan for our Clients.
- Comprehensive reviews through the entire transaction life cycle from project initiation to final sale or management of the rental asset.

3. FUNDING

- Experienced in managing both banking and investor relationships.
- We can raise funding for a wide range of transactions.
- We understand finance and development funding and reporting having funded over half a billion pounds worth of transactions.
- Financial discipline throughout a project.

5. SALES & MARKETING

- Managing the full suite of sales and marketing services, including brand design and creation of all marketing collateral.
- Developing and implementing overall sales strategy, including launching of show apartments and marketing suites.
- Conduct extensive market research into target markets and competitor schemes and develop pricing strategies.
- Potential to sell under the Fruition Properties brand and benefit from our extensive track record and ability to achieve premium values.



2. PLANNING

- Dedicated planning team has the expertise and skill to unlock value in a site.
- Expertise to navigate the challenging planning landscape across all London Boroughs.
- Management of site assessment, scheme development, pre-application, refinement and full application ensuring policy compliance throughout.
- Ability to enhance and maximise value and achieve successful planning outcomes for sites without planning.
- Skilled at negotiations including financial viability and planning agreements such as Section 106 legal agreements.

4. DELIVERY (DESIGN & CONSTRUCTION)

- Management from design to completion (or any stage in-between).
- Ensure timely, on-budget delivery of high-quality homes across a range of price-points.
- Our team define the project scopes, engage consultants and oversee the entire lifecycle.
- Experienced in highly technical projects, including working above existing occupiers such as airspace.
- We have a robust set of tools, templates and a thorough management process to de-risk projects.
- Ensure technical viability and cost control, whilst remaining aligned with the Clients' aspirations and delivering to the highest Health and Safety standards.
- Skilled at managing a variety of stakeholders with different needs.
- Rigorous pre-completion checklist to ensure that all warranties, testing and other information is provided correctly to protect the Clients' interest.
- Consideration of technical issues to ensure that schemes are buildable, safe and compliant.

**Across London we have
managed the development of
luxury apartments, exceptional
townhouses, airspace
developments, offices, care homes
and undertaken the conversions
of heritage buildings, resulting in
a diverse portfolio that is broad in
scale and character.**

BREADTH OF OUR PORTFOLIO

We have a forward-thinking approach harnessing technology, data, and MMC, to sustainably manage ground up development, airspace and heritage conversions.

GROUND UP DEVELOPMENT

We have a rich history of successfully executing ground-up developments across a number of boroughs, from outlining the initial concept and brief, to delivering completed projects.

Our expertise in acquiring land or entering Joint Venture partnerships with landowners and transforming it into vibrant, functional spaces is demonstrated through a number of our completed projects.

With a keen understanding of space planning, environmental considerations, and community interface, we navigate each stage of the development with clarity, drive, and success to ensure that we create inspiring homes at the end of it.

”Development requires a unique skillset on top of those required by a traditional housebuilder and Mani Khiroya and the team at Fruition Properties have shown time and again that they are experts in their field.”

Jonathan Nail, Senior Director - United Trust Bank

HERITAGE CONVERSION

Distinguished by our commitment to preserving architectural heritage, Fruition Properties has earned a reputation for skilfully converting historic properties into modern living spaces.

Our team embraces the unique challenges presented by heritage conversions, meticulously blending historical charm with contemporary functionality. We take pride in our ability to navigate the regulatory landscape associated with heritage projects, working closely with Local Authorities, to ensure that each conversion is respectful of its setting.

Our portfolio stands as a testament to our dedication to preserving architectural legacy through thoughtful and innovative heritage conversions.

AIRSPACE DEVELOPMENT

Fruition Properties are at the forefront of airspace development and are a founding member of the Association of Rooftop and Airspace Development (ARAD), which promotes learning, innovation and good practice within the sector.

We have managed new build schemes above existing commercial and residential properties, both with an extant planning permission and without, demonstrating our ability to add substantial value. These projects are highly complex, demanding a nuanced understanding of both technical challenges and stakeholder management.

Fruition Properties are able to manage these developments successfully by mitigating risks and delivering outstanding results for all parties, setting us apart as a leader in this sector.



Above: The View, Putney SW11- an airspace development above an existing residential block.

TURNING CHALLENGES INTO OPPORTUNITIES

At Fruition Properties, we specialise in turning around distressed assets and revitalising projects that have encountered challenges and setbacks. Whether it's a stalled development, a contractor going into administration, or unforeseen issues disrupting progress, our team has the experience and expertise to step in, assess the situation and chart a course for success.

RAPID RESPONSE AND STRATEGIC INTERVENTION

In times of crises, swift action is essential. We are equipped to mobilise quickly, conducting a thorough assessment, identifying key issues and implementing strategic interventions to stabilise the project and mitigate future risks.

MAXIMISING VALUE FOR CLIENTS

Our primary objective is to protect and maximise value for our Clients. Whether it involves renegotiating contracts, optimising project scope, or seeking alternative financial options, we are committed to extracting the best possible outcome and minimising loss.

EXPERIENCE AND EXPERTISE

With a proven track record of success in distressed asset recovery, we bring a wealth of experience, industry insight and technical expertise to every project. Our team has navigated challenging situations across diverse sectors, delivering innovative solutions and tangible results to our Clients.

RISK IDENTIFICATION AND MITIGATION

We have a keen eye for identifying potential risks and challenges, whether they stem from financial instability, construction delays, regulatory hurdles, or other factors.

Our proactive approach to risk management enables us to anticipate obstacles, develop contingency plans and navigate complex situations with confidence.

STREAMLINED PROJECT RECOVERY

We streamline the project recovery process by providing clear communication, transparent reporting and decisive decision-making to ensure progress and accountability at every stage.

Our hands-on approach allow us to streamline our processes and fosters trust and confidence among stakeholders.

EXAMPLES INCLUDE

- Liaising with banks to negotiate costs to complete and funding terms to move forward.
- Produce comprehensive due-diligence reports on project status, including technical and cost feasibility and recommend best way forward.
- Evaluate contractual positions and liaise with lawyers in regard to termination clauses, final accounts and disputes.
- Ensuring all necessary certification, including warranties are in place from sub-contractors, professional team and others for any works completed to date.
- Managing outstanding debt to sub-contractors and professional team.
- Ensuring any works carried out to date are absorbed by the new Main Contractor and risk is mitigated for the Client going forward.
- Liaising with planning authorities and identifying any enhancements to improve margins
- Ability to call on relationships with key consultants to advise on technical considerations and solutions.
- Re-engaging professional teams with speed and clear strategies and deliverables, in order to mitigate programme risk



NAVIGATING LONDON'S COMPLEX DEVELOPMENT LANDSCAPE

We have a deep-rooted understanding of the intricacies and challenges of working in London's dynamic property market. With extensive experience across the city's diverse boroughs, we are well-equipped to navigate the complexities and deliver successful outcomes in even the most demanding environments.

PLANNING

- Multi-Borough experience, including regeneration areas and ability to obtain planning in historically difficult locations.
- Listed/ Heritage/ Conservation areas
- Ability to optimise a site and add value through pre-applications/ full applications/ S73/ S96.
- Adept at financial viability negotiations.

LEGAL

- Drafting and dealing with Section 106 negotiations and agreements.
- Understanding of Rights of Light and de-risking the Clients' position.
- Proficient in contracts, including disputes and claims.

STATUTORY BODIES

- Experienced in working across a variety of statutory bodies including Network Rail
- Relationships with some of the top Building Warranty providers across the industry
- Years of experience working alongside a number of Approved Inspectors
- Navigating the Fire regulations and changing landscape including EWS1 requirements.

LOGISTICS

- Experienced in tight London sites and ability to develop robust Construction Management Plans.
- Managing logistical constraints including red routes, private roads and land-locked sites.

STRUCTURAL COMPLEXITIES

- Experts at building above existing buildings.
- Basements, including double basements/ full site basement, car-parks and waterproofing solution
- Difficult façade retention and temporary works.
- Underpinning to existing buildings prior or during new works.
- Conversions, including commercial to residential.

CONSTRUCTION

- Understanding of Modern Methods of Construction and ability to explore best solutions for a given project.
- Close relationships with several Main Contractors and Sub-Contractors



CASE STUDIES

We have managed the development of a broad range of schemes varying in scale and type.



GDV: £8.4m
Sector: Residential
What we did: JV Structuring
Planning
Tender
Delivery
Sales

27 Linden Gardens | W2

Above: 27 Linden Gardens, W2

Fruition Properties entered into a Joint Venture with the trustees of a property at 27 Linden Gardens, located within the highly sought-after conservation area in Notting Hill. We used our expertise to rescue the property from a run-down HMO to a prime collection of four spacious two and three-bedroom apartments.

Given the incredibly tight footprint of the site, we steered the team to a design-led approach, where we were able to retain some of the original features including the lofty ceilings and open up the spaces to ensure we maximised light. With an abundance of high-end finishes including frameless glass partitioning, stone staircases and spa-like bathrooms and meticulous detailing, Fruition Properties were able to deliver a series of exceptional homes which outperformed the values that were expected by our client.

This detailed conversion was a finalist in the 'Interior Design' category at The Sunday Times British Homes Awards 2017.



GDV: £21m
Sector: Resi/ Commercial
What we did: Acquisition
Planning
Design
Construction
Sales

Merchant Terrace | W6

Above: Merchant Terrace, W6

A multi award-winning development of eight high-specification townhouses and a 7,000 sq ft office space with underground parking.

Fruition Properties was appointed to carry out an acquisition feasibility study and propose a scheme bid for the site. We chose to deliver a housing scheme with office instead of a pure apartment scheme which would have resulted in a lower site value. Fruition Properties won the bid.

After appointing and managing the consultant team and obtaining a successful planning permission, we were tasked with overseeing the development of the Employers' Requirements, tender and construction as well as managing the post-completion sales.

The scheme won a 'Best House' recognition at the WhatHouse? Awards 2016 and 'Best Family Home over £1.5m' at the Evening Standard New Homes Awards 2017.

CASE STUDIES

We have managed the development of a broad range of schemes varying in scale and type.



GDV: £7m
Sector: Care
What we did: Sourcing
Acquisition
Planning
Design & Delivery

Above: Neem Tree, UB6

Neem Tree Care Centre| UB6

We were appointed by the Client, Sunflower Healthcare, as Development Managers to deliver the Neem Tree Care Centre in Greenford. Having appointed the professional team there followed protracted planning negotiations; Planning Permission was finally granted in June 2008.

Following a review of the proposals for a 49 bed care home we used our expertise to deliver 57 beds within the same building envelope. We managed the site enabling works including demolition and, following a detailed procurement process, Baxter and King were appointed as main contractor on a JCT Design & Build contract in November 2009.

The £3.0m construction contract was commenced in December 2009 and completed in January 2011. The finished building was delivered within budget and on programme.



GDV: £1.6m
Sector: Mixed-use
What we did: Planning
Funding
Design
Construction
Rental Management
Sales

Above: Holloway Road, N7

Holloway Road | NW7

The site on Holloway Road, was a family-owned restaurant with uppers that was under-utilised. We were appointed as Development Manager and successfully secured planning to convert the upper parts to five apartments including the addition of a new floor. Through this process the asset value increased from £335k to £1.6m and rental income went from £20k to £100k.

We went on to manage the entire lifecycle of the development from funding, design, tender and construction. Following completion, the apartments and restaurant were rented out through our associated property management company.

Once the owners decided to sell the asset, Fruition Properties co-ordinated the marketing and sale of the asset to suit the owners' strategic requirements, completing the deal in 2023.

CASE STUDIES

We have managed the development of a broad range of schemes varying in scale and type.



Above: Grays, RM17

Grays | RM17

The site in Grays is a new build residential-led development on the outskirts of London. Comprising over 40 apartments along with four retail units at ground level the project has a total GDV in excess of £12m.

We were appointed as Development Managers in early 2023 to bring the project under control following escalating costs during the initial stages of construction, which led the Client to halt the project.

Following a thorough due diligence process, we used our expertise to re-evaluate the procurement strategy, re-assemble the professional team and value engineer the project into a favourable position which allowed the Client to move forward, all whilst mitigating the Clients' future risk. We aim to add further value to the client, (in excess of £1m), through various planning enhancements and re-negotiation of the existing S106. The project is currently due to commence back on site in early 2024, with completion in early 2025.

DEVELOPMENT MAP

A selection of some of the schemes we have managed across wider London.

- 1

/ Bassett Road, W10
- 2

/ Lancaster House, W11
- 3

/ Colville Terrace, W11
- 4

/ Elkstone Road, W10
- 5

/ 94 Westbourne Park Villas, W2
- 6

/ One Westbourne Gardens, W2
- 7

/ The One, W2
- 8

/ 22 Kensington Gardens Square, W2
- 9

/ 27 Linden Gardens, W2
- 10

/ The Hudson, HA6
- 11

/ Lexington Apartments, HA3
- 12

/ Clementine Court, HA3
- 13

/ Elysium Court, EN5
- 14

/ Vesta House, EN5
- 15

/ Ledbury, NW4
- 16

/ The Halley, N3
- 17

/ Cornwall Works, N3
- 18

/ Florian House, N11
- 19

/ Lipton Court, N11
- 20

/ The Observatory, N11
- 21

/ Somerset Gardens, HA0
- 22

/ Dorset Gardens, HA0
- 23

/ Waterside Close, HA9
- 24

/ Kilburn Lane, W10
- 25

/ Windows on the River, W4
- 26

/ Merchant Terrace, W6
- 27

/ Madison Apartments, SW6
- 28

/ Upper Richmond Road, SW15
- 29

/ Avery Walk, SW11
- 30

/ 133 Vauxhall Street, SE11
- 31

/ Crimscott Street, SE1
- 32

/ Scrubs Lane, NW10
- 33

/ Mulberry Close, NW4
- 34

/ 10 The Grange, SE1
- 35

/ Crimscott Street, SE1
- 36

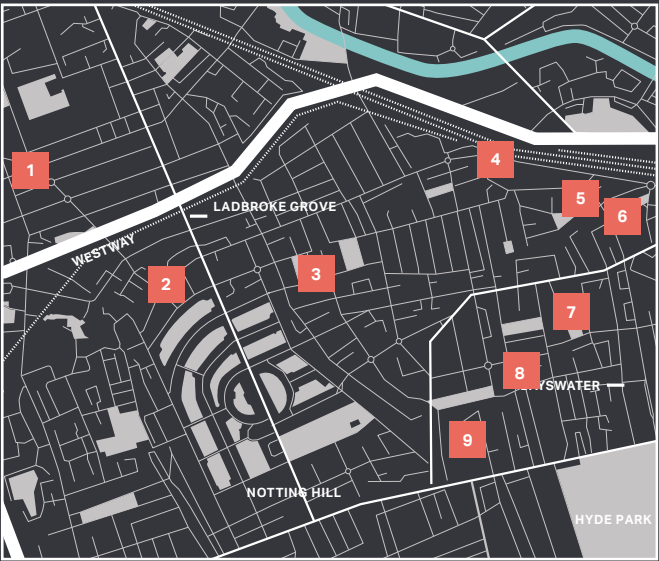
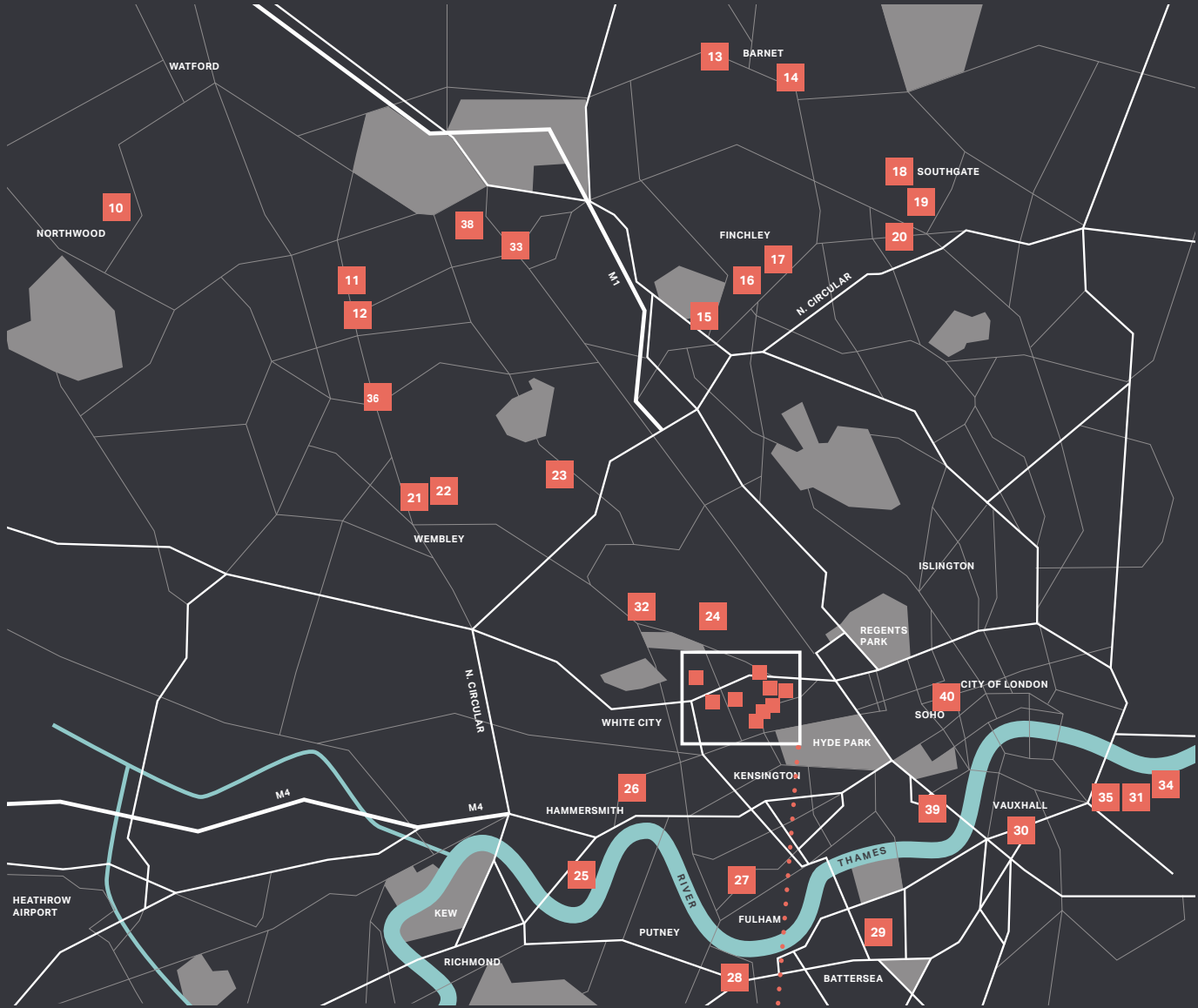
/ Sudbury Hill, HA1
- 37

/ Grays, RM17
- 38

/ Shelley Close, HA8
- 39

/ New Palace Place, W1
- 40

/ Chitty Street, W1



The development map is correct as of January 2024 and features a selection of developments only. For further information visit [fruitionproperties.co.uk](https://www.fruitionproperties.co.uk)

CONTACT

For further information please contact us.

+44 (0)20 3828 0100
devteam@fruitionproperties.co.uk

Mani Khrioya
+44 (0)7956 262520
mani@fruitionproperties.co.uk

Daniel Wittenberg
+44 (0)7538 617018
daniel@fruitionproperties.co.uk

fruitionproperties.co.uk



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