

Tide Construction Press Release

First modules installed at former Savoy Cinema redevelopment in West London

Award-winning developer Tide Construction and its associate company Vision Modular Systems have installed the first module onsite at Savoy Circus, a purpose-built student accommodation scheme on the site of a former cinema in Acton, west London.

The student halls will be operated by Chapter, Greystar's student accommodation brand, with Savoy Circus being their ninth student scheme in London. Designed by award-winning practice HTA Design LLP, the halls of residence will stand at 7-storeys upon completion, offering 306 studio apartments complete with communal spaces including a café, student lounge, arcade and gym.

Savoy Circus will be made up of 338 modules in total, which are being manufactured by Vision in their purpose-built factory in Bedford, using production line techniques designed to streamline the process and deliver a quality end-product.

Positioned within a conservation area, the design will be sympathetic to the surrounding area. This will be done through the distribution of the building massing and the choice of materials which include stone and brick work, combined with a zinc mansard roof. Furthermore, the use of modular construction techniques significantly reduces the disruption to the area and speeds up the overall build time.

The site was home to the famous Savoy Cinema designed by architect George Coles, which opened in 1931 and showed its last film on 27th December 1962, before being turned into a bowling alley and bingo hall. The building was demolished in the 1990s and the site has remained vacant for the past 20 years.

Modular construction is vastly increasing in popularity due to the cost certainty it provides. Building in a controlled factory environment allows the quality of the building to be consistent and significantly reduces the overall build time. The government's housing white paper published in February of this year pledged to help fund developers who build using this emerging construction technique. More recently, the Queen's Speech vowed to enforce the recommendations laid out in the white paper.

Christy Hayes, chief executive officer at Tide Construction, said:

“Once it reaches completion, Savoy Circus will be a fitting tribute to the renowned cinema that once stood on the site, and the students that will make Acton their home will bring a vibrancy to this historic gateway to central London. Our work here with Vision and HTA is a testimony to the versatility of modular construction and what it can deliver throughout London and the rest of the country, in the residential sector, the hotel sector and the student sector. By using modular construction on this project, it will be possible to finish the building far quicker than traditional construction, disruption to the local area is minimised, and onsite waste is dramatically reduced.”

Troy Tomasik, Managing Director, Investments at Greystar, said:

“Savoy Circus is a great example of what modular construction can achieve – a high quality product delivered at speed. Our prior experience working with Tide Construction and Vision Modular Systems on Chapter Lewisham, our multi-award-winning student housing scheme, meant that selecting this construction method was an easy decision this time around. Savoy Circus will be a fantastic addition to our growing portfolio of student accommodation and, when complete, offers residents an exceptional lifestyle and home away from home while living and studying in London.

Simon Toplis, Partner at HTA Design LLP, said:

“We are excited to see the first module delivered to Savoy Circus. The combination of offsite with traditionally laid brick, stonework and a standing seam zinc roof demonstrates the flexibility of the Vision Modular System enabling a sympathetic relationship to the surrounding conservation area. The location, on this busy Westway junction into London, will make Savoy Circus a high profile and visible demonstration of the speed benefits of volumetric construction and the high quality that the Vision Modular System delivers.”