

# HOUSEBUILDER & DEVELOPER

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## Students ready to sample cinematic accommodation in west London

**Award-winning developer Tide Construction and its offsite manufacturing company Vision Modular Systems have completed Chapter White City, a purpose-built student accommodation scheme on the site of the former Savoy Cinema in Acton, west London.**

The student accommodation will be operated by Chapter, Greystar's student accommodation brand, with Chapter White City being its tenth location in London. Designed by architecture practice HTA Design LLP, Chapter White City stands at 7-storeys, offering 306 studio apartments complete with communal spaces including a café, student lounge, arcade and gym.

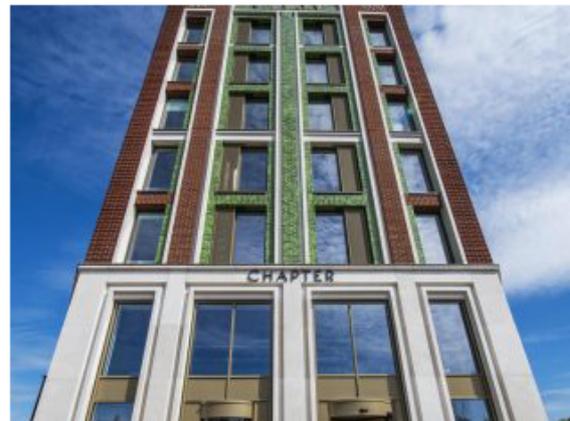
Chapter White City is comprised of 338 modules in total, which were manufactured by Vision in their purpose-built factory in Bedford, using precision engineering production line techniques designed to streamline the process and deliver a quality end-product at a faster pace of construction.

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 until now.

Positioned within a conservation area, the design of the building is sympathetic to the surrounding neighbourhood 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 local area, reduces the overall carbon emissions of the project and speeds up the build time.

Tide and Vision Modular Systems are also onsite in Holloway delivering another student accommodation scheme for Chapter directly adjacent to Holloway Road underground station. The towers will stand tall at 13 and 11 storeys, providing 257 student homes in north London.

Modular construction has gained traction in both government and industry circles as an integral part of solving the housing crisis. The Mayor of London recently voiced his support for offsite modular construction, and a national level, housing minister Dominic Raab recently called for the construction industry to embrace modern methods of construction, such as offsite construction.



Article submitted by

1 found

[Tide Construction](#)

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

*“Chapter White City is a fitting tribute to the famous cinema that once stood on the site, and the students that have chosen to make Acton their home will bring a vibrancy to this historic gateway to central London. Our work here with Vision and HTA is testimony to the versatility of modular construction and what it can deliver throughout London and the rest of the country, in both the residential sector, the hotel sector and the student sector.*

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

*“Chapter White City is a stunning new addition to our growing London student portfolio, completed in time for the start of the 2019 academic year this September. Vision and Tide have perfected the art of modular construction, with Chapter White City standing as proof of the high-quality craftsmanship which can now be achieved by this innovative construction method.”*

Simon Bayliss, Managing Partner at HTA Design LLP, said:

*“We are extremely excited about completing yet another great modular scheme in London that offers quality accommodation for students in the capital. Being involved from the first stages of the development process at Chapter White City, we are delighted to see our design ideas being executed by Greystar, Tide Construction and Vision Modular Systems.”*