

reach.

A construction site at sunset. The sky is a mix of orange, yellow, and blue. In the foreground, two construction workers wearing hard hats are silhouetted against the bright sky. They are standing on a steel framework. Behind them, several tall, vertical rebar structures are visible, some with circular reinforcement. The overall scene is industrial and dramatic.

reach.

**WE EXIST TO DELIVER  
GREAT BUILDINGS.**



*"Have no fear of perfection.  
You'll never reach it."*

**SALVADOR DALÍ**  
**ARTIST, 1904 - 1989**

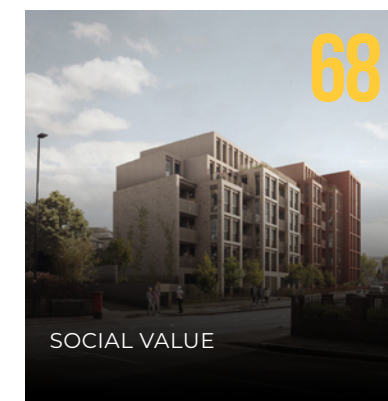
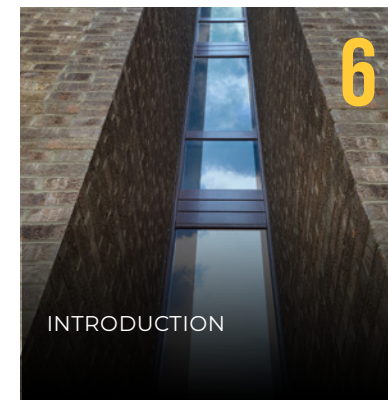
*"...but we try"*

**AARON USMANI**  
**FOUNDING DIRECTOR**





# CONTENTS.



# INTRODUCTION

Reach CM is a privately owned construction company which operates in a variety of sectors including residential, education, hotels & leisure, commercial, and faith centres. Incorporated in 2023, it has a management team with extensive experience acquired over a number of decades.

## OUR EXPERTISE

We are a contractor who has extensive experience of delivering development projects so we understand your need to optimise income and expenditure in order to achieve a successful outcome.

Our team is knowledgeable and experienced. They work with Reach because they believe in our purpose and share our values.

We pride ourselves on our collaborative approach. We like to understand our clients' priorities and specific requirements. We will do our best to deliver in accordance with your needs.

We have extensive experience in the delivery of privately funded developments, and we have intimate knowledge and understanding of working closely with banks and investors.

## VALUE AND INNOVATION

We understand and embrace modern methods of construction, and our team has extensive experience of using light gauge steel and other innovative construction forms.

We have a focus on the whole life cycle of our clients' buildings. We use practical, robust design in order to minimise future maintenance costs.

## COST CONTROL

Our priority is to manage risk and mitigate risk providing our clients with cost certainty across the project. To achieve this, we have invested heavily in our supply chain – suppliers and subcontractors – to ensure that they have understood our internal processes, which are based on forward planning and efficiency and our ultimate purpose: We Exist To Deliver Great Buildings

## PROGRAMME

Our collective experience of delivering multiple commercial projects allows us to understand the importance of programme delivery – whether that is the ultimate delivery of the project on time or the achievement of important milestones such as benchmark finishes or marketing suites.

## ACCREDITATIONS

All our sites are registered under the Considerate Contractor Scheme. We carry out a thorough review of site logistics and methodology to fully understand and reduce disruption to our neighbours during works. We engage with local communities and buy local where possible to help improve the immediate community.

We are ISO9001 and ISO45001 accredited, which recognise the effectiveness of our quality and health & safety management. We work with all major providers of new home warranties.



# PURPOSE

We exist to deliver great buildings.

# MISSION

We are focused on exceeding client expectations, with robust systems and processes and a constant commitment to safety, sustainability and society.

# VALUES

## **OPEN AND HONEST**

We are transparent in the way that we conduct business.

## **PROFESSIONAL AND PRINCIPLED**

Our people are highly capable and competent, and they have a proper understanding of our purpose.

## **SOLUTION-FOCUSED AND CREATIVE**

If there is a problem, we will find a way of solving it.

## **COLLABORATIVE AND COMMUNICATIVE**

We understand that teamwork is key to ensuring successful project delivery.



# HOW WE BUILD

We exist to deliver great buildings. This is our purpose and we have carefully developed our operating model and processes so that everything we do helps us to fulfil that purpose. Delivering great buildings requires constant focus on risk identification and management and control over every stage of the construction process.

## EMPOWERED MANAGEMENT

The management team has a strong construction-based background with an understanding of current innovations in construction technology. Key members of the team are empowered to undertake their own due diligence research and to make autonomous decisions within the company's strategic framework, enabling our business to respond rapidly to new opportunities. The company operates a 'single point of responsibility' culture, while actively supporting collaboration and co-operation.

## STRATEGIC PARTNERSHIPS

Our business is built upon strategic partnerships. Alongside our internal teams, we work closely with a network of trusted world-class consultants, chosen for their specialist or geographical knowledge. We undertake dispute avoidance rather than dispute resolution. We pride ourselves on our rates of staff retention and progression, with team members successfully working their way up to senior management positions. Their commitment to our purpose is regarded as a core strength.

## DESIGN

We are passionate about design and understand the role design plays in the successful execution of a development. Without a well-considered design, a project cannot be successfully delivered. We will work closely with our partners during the design process to ensure that every detail is thoroughly considered from a value, buildability and life-cycle perspective.

## SUPPLY CHAIN MANAGEMENT

We aim for absolute control over the supply chain. Where the business has identified real risk, we have sought to manage this in two ways:

1. **Direct labour:** Our labour teams are skilled in their respective disciplines and have the relevant training enabling them to act as approved installers for a number of products.
2. **Partnering arrangements:** Where direct labour is not commercially viable, we have entered into partnering arrangements with key suppliers, contractors and consultants.



This gives us control, as they have a vested interest in the success of our business, and a high level of trust and interdependence.

These measures enable us to maintain control over our supply chain and to deliver a consistent quality, while remaining as insulated from sudden market price and labour supply fluctuations as possible.

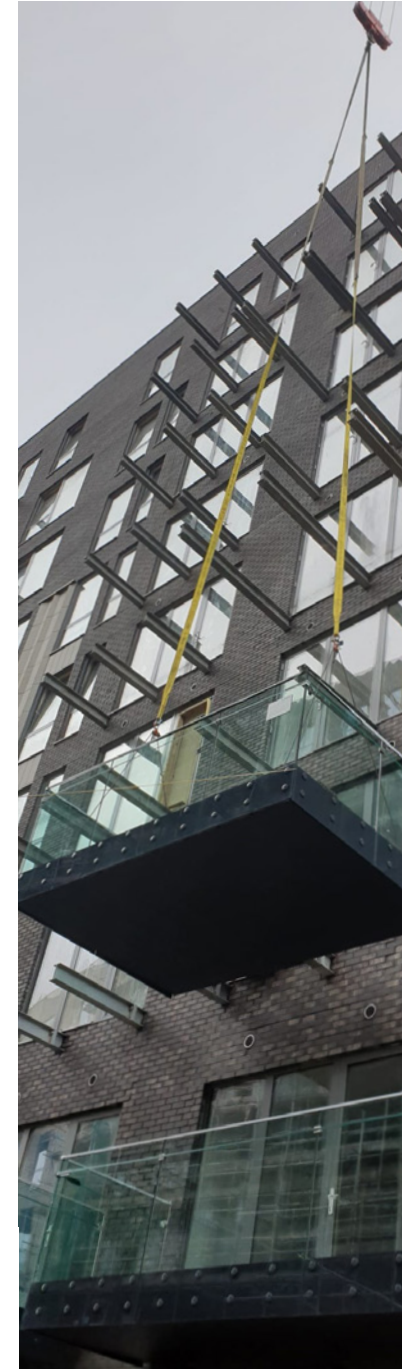
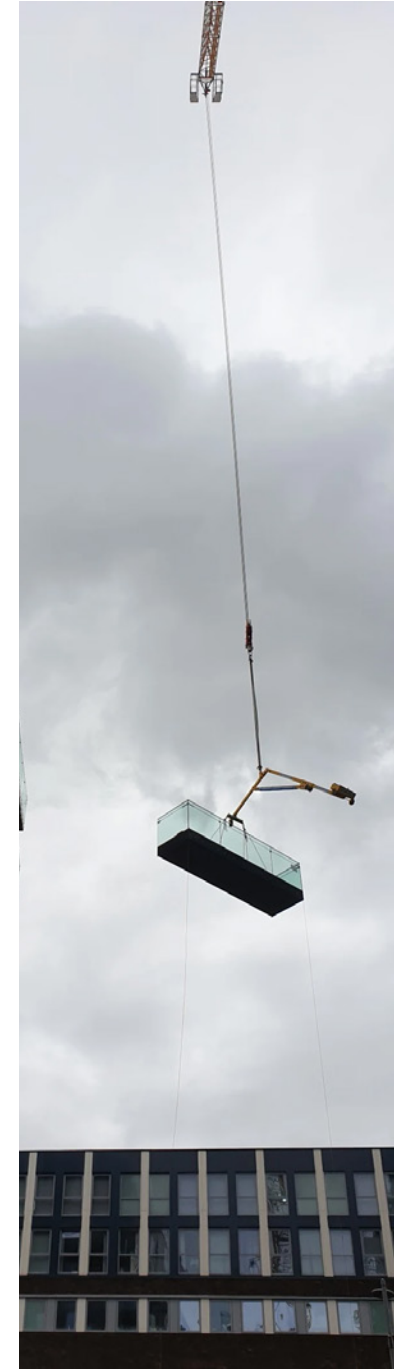
## BUILD METHODOLOGY

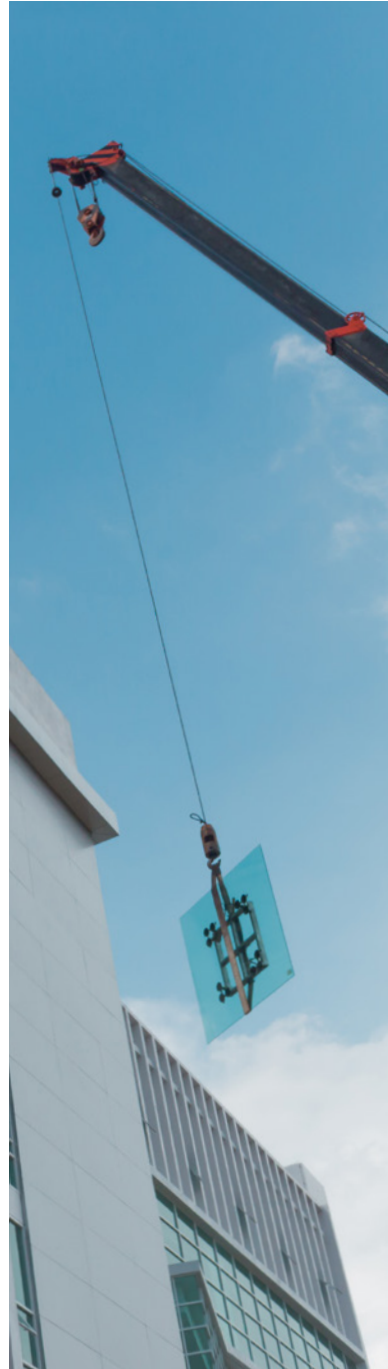
Our team has experience of working with almost every form of construction methodology, from traditional methods through to volumetric modular systems. In the past we have led the way in utilising lightweight steel framing leading to precision manufactured buildings delivered at lower cost, built more quickly and safely and to the highest quality standards. If you have a project that requires innovative solutions Reach will certainly be able to help you.











# HEALTH & SAFETY POLICY

Our aim is to ensure the health, safety and welfare of our employees while they are at work and of others who may be affected by our undertakings. This policy statement provides the commitment and intent to comply with the Health and Safety at Work etc. Act 1974.

To ensure the principles of health and safety are clearly understood throughout the business, we are committed to:

- Complying with relevant health and safety laws and regulations, voluntary programs, collective agreements on health and safety, and other requirements to which the company subscribes.
- Setting and monitoring health and safety objectives for the company.
- Ensuring effective training, communications and consultation on health and safety matters throughout the company.
- Assessing the risk to the safety and health of our employees and others who may be affected by our activities and implementing controls to minimise those risks.
- Preventing work-related injuries, ill health, disease, and incidents.
- Providing and maintaining safe plant and equipment and implementing safe systems of work.
- Maintaining the safe use, handling, storage, and transport of articles and substances.
- Providing and maintaining a safe working environment including access, egress, and welfare facilities.
- Providing suitable and sufficient information, instruction, and supervision for employees.
- Continually improving the performance of our health and safety management.
- Ensuring the necessary resources in the form of finance, equipment, personnel, and time to ensure the health and safety of our employees and seeking expert help where the necessary skill is not available within the company.
- Carrying out an annual review and, when necessary, revising the health and safety management system in place.
- Ensuring that this policy statement is available to all relevant interested, external parties as appropriate.



# SUSTAINABILITY & ENVIRONMENTAL POLICY

At Reach, we are committed to maintaining the highest standards, with particular regard to avoiding and minimising our impact on our environment.

We recognise that we all share one planet, with limited natural resources and record levels of global pollution. As a responsible organisation, we consider the social, economic, and environmental impacts of our operations and therefore always seek ways to limit or offset our impacts wherever possible.

To ensure we achieve our sustainability goals (including reducing our Carbon Footprint) and maintain an effective environmental management system, we are committed to:

- complying with all relevant health and safety, environmental legislation;
- identifying and controlling our environmental impacts;
- prevention of pollution to land, air or water;
- maintaining effective procurement strategies to reduce raw material consumption;
- reducing waste and disposal to landfill;
- efficient water and energy consumption;

- using an accredited programme to offset the greenhouse gas emissions generated by our activities;
- encouraging all Reach staff and site operatives to use public transport as first preference
- influencing design by offering solutions to reduce environmental impacts;
- supporting our local communities and collaborating with stakeholders;
- providing appropriate environmental information, training and guidance to employees, and;
- Continually improving our environmental performance through monitoring and measurement of performance against our sustainability targets.

This policy is communicated to all of our employees and all others working on our behalf. It is the responsibility of each and every person to fully comply with the requirements outlined within this policy; in particular, by co-operating and carrying out their work in such a manner that does not endanger the environment.

We aim to review this policy and its contents as often as required for it to be effectively implemented.



# QUALITY ASSURANCE

This policy sets out our commitment to Quality Management across all our operations.

## OUR COMMITMENT

- We take our responsibility to manage Quality very seriously.
- We see continual improvement as a business requirement and part of the culture of Reach. We therefore measure our continual improvement against specific Quality KPIs.
- We are committed to meeting customer expectations and to deliver on time, and to the highest quality standards.

## RESPONSIBILITIES

- Our Managing Director is ultimately responsible for Quality and is supported by the senior management team and all other members of staff. Everyone connected with Reach shall be supported according to their individual needs for personal development.

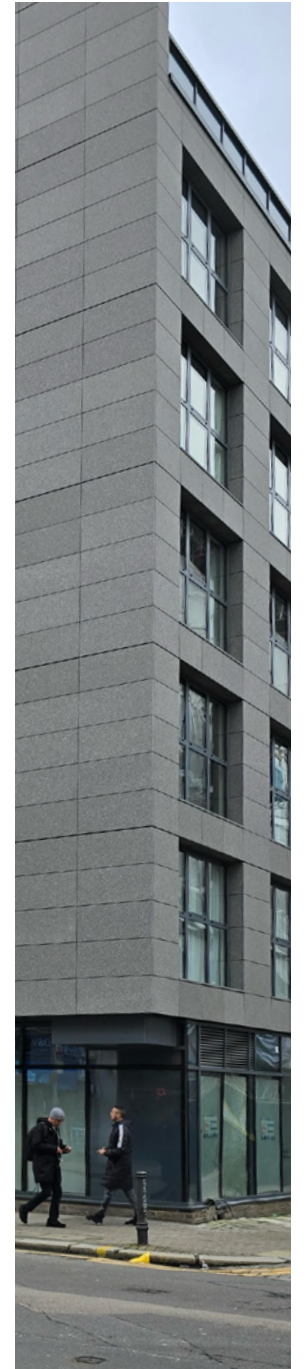
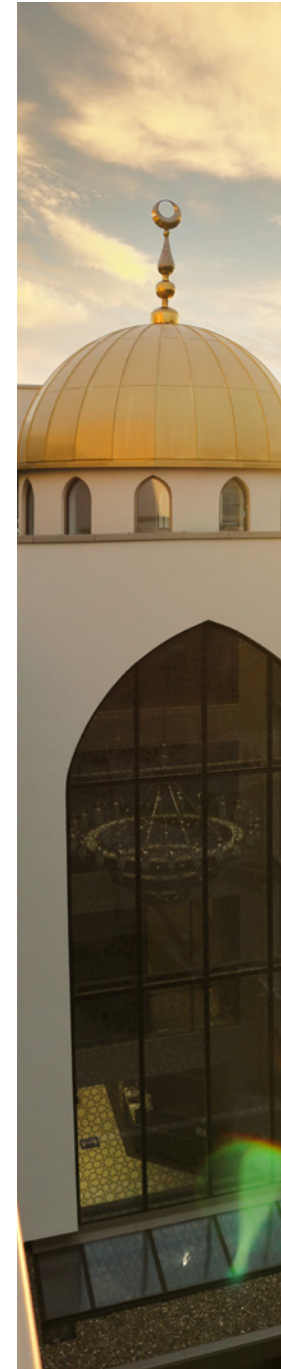
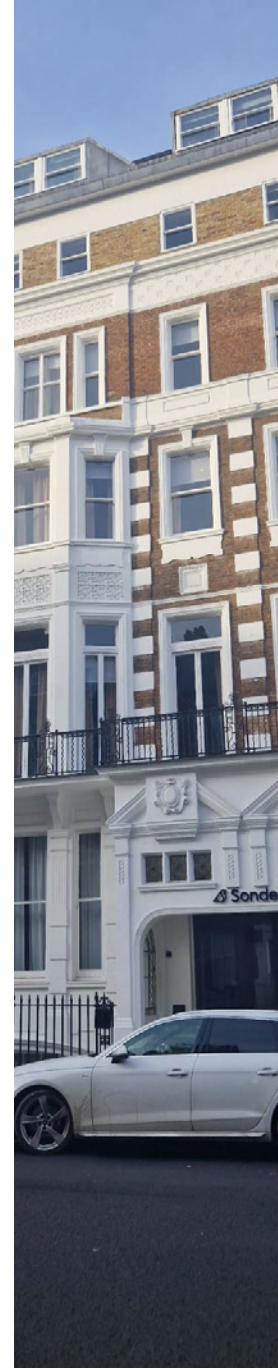
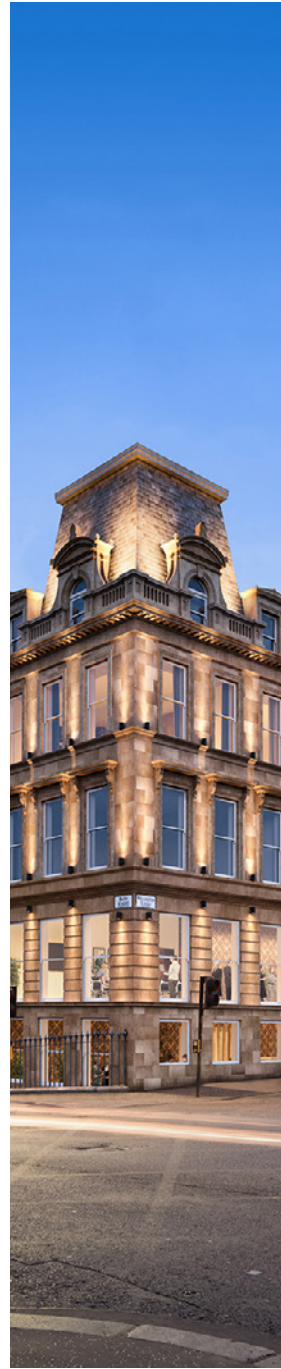
## OUR APPROACH

- We control and conduct our business of producing and implementing integrated management services by means of formalised quality management that is in accordance with the quality system requirements as specified in ISO 9001:2015.
- We use a risk-based approach to address the requirements of the business both internally and externally.
- We follow the steps of plan-deliver-check-act to ensure all processes are adequately resourced and managed and that opportunities for improvement are followed up.
- We give our people the right information, advice, training so they know their responsibilities and are competent to work and we hold everyone accountable for their behaviour.
- We have channels of communication to encourage all employees and their representatives to contribute to improvements in our Quality performance.
- We communicate this policy and our management system to all employees. We review this policy every year, or when there are significant changes to the business.



# PROJECTS

Over the following pages, we include examples demonstrating the diversity of our projects which have included both large and small scale new-build, listed and existing buildings across multiple sectors.



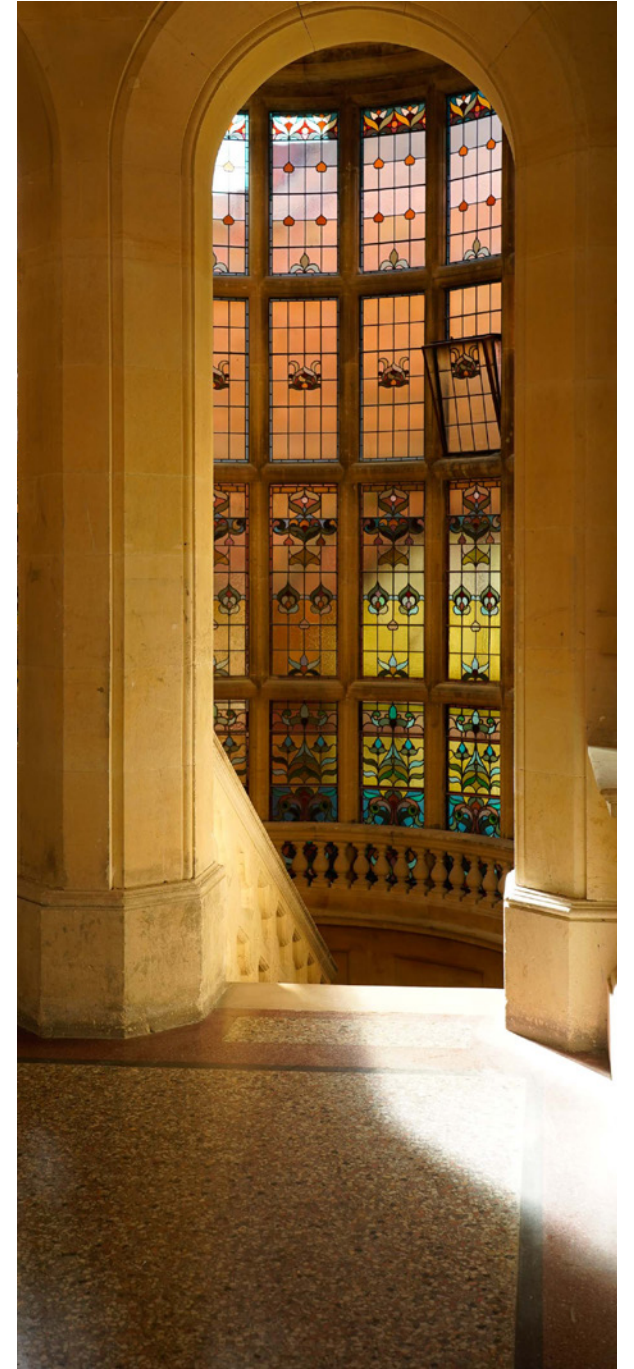
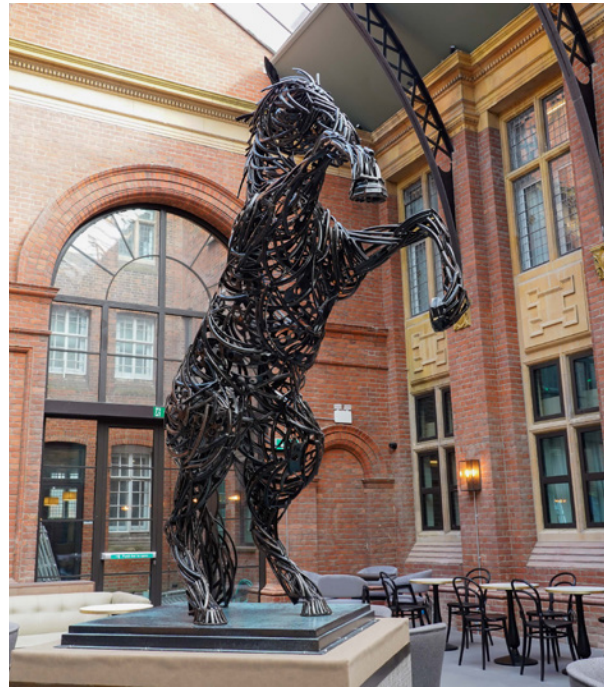


# THE HOBSON

## CAMBRIDGE CB2

PROJECT	Hotel, 56 keys, 16,480 sq.ft.
DESCRIPTION	Conversion and refurbishment of an existing Grade II listed building, in collaboration with English Heritage and the Local Conservation Officer which included two rooftop extensions to the rear wings using traditional construction methods. The external courtyard car park was converted into a restaurant with a glass-roofed atrium at a height of 15m. The existing basement was extended to allow for plant and back of house facilities.
LOCATION	St Andrews Street, Cambridge CB2
PROGRAMME	21 months
CONTRACT VALUE	£12.1M



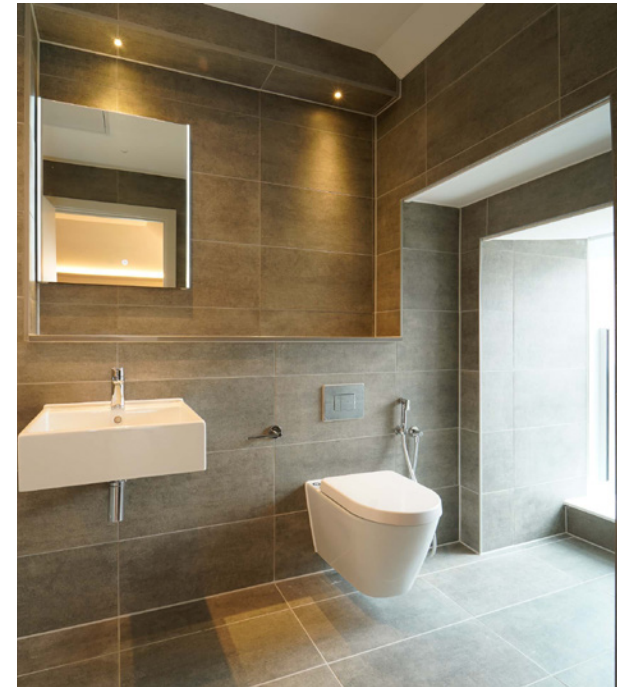
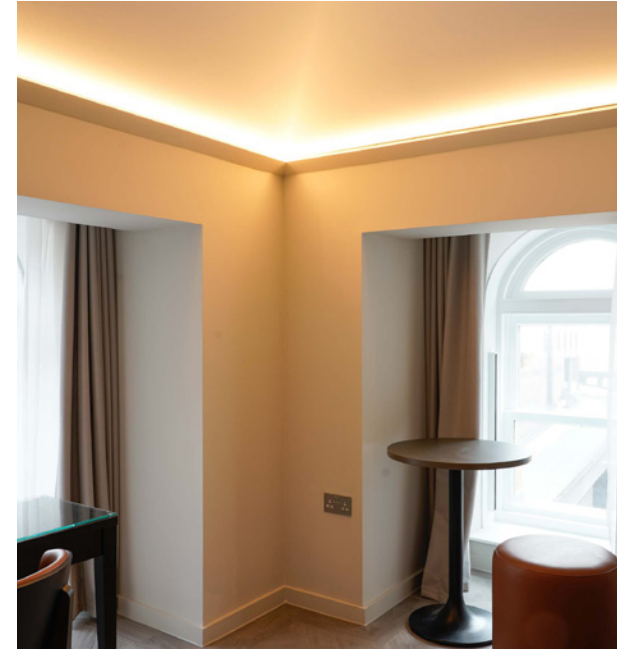
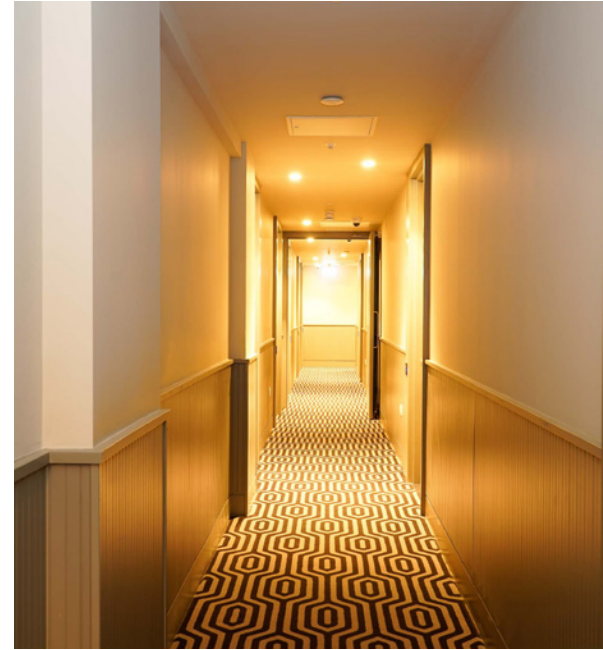


# THE WELLINGTON

## GLASGOW G2

PROJECT	Hotel, 98 keys, 22,952 sq.ft
DESCRIPTION	Conversion of a locally listed building which was previously the old magistrates court in Glasgow City Centre. The conversion of the existing building consisted of complex steel structures with a retained stone façade.
LOCATION	Wellington Street, Glasgow G2
PROGRAMME	19 months
CONTRACT VALUE	£11.7M







# HARRINGTON GARDENS

## LONDON SW7

PROJECT	Hotel, 83 keys
DESCRIPTION	Complete refurbishment and upgrade of a Grade 2 listed existing hotel, which included new M&E infrastructure. Complete re-decoration and installation of new floor finishes throughout, along with new furniture, fixtures and equipment. Refurbishment of existing windows and redecoration of brick and stucco façade.
LOCATION	Harrington Gardens, London SW7
PROGRAMME	9 months
CONTRACT VALUE	£2.6M



# REMBRANDT HOUSE

## WATFORD WD18

PROJECT	Residential
DESCRIPTION	Conversion of 5 existing lower ground commercial units into 7 contemporary residential apartments, within a fully occupied residential block of 40 apartments, ensuring full compliance with the current fire and Building Regulation. Early delivery of a show flat to assist with developer sales programme. Logistically-challenging location on a busy road with parking restrictions.
LOCATION	Whippendell Road, WD18
PROGRAMME	6 months
CONTRACT VALUE	£0.8M







# WEST LONDON ISLAMIC CENTRE

## LONDON W13

PROJECT	Faith centre: mosque
DESCRIPTION	Phase 2: internal fit out of Levels 2-4 from shell and core to provide banqueting hall, education facilities, fitness centre and two residential apartments., allowing full use of the building with minimal disruption during construction. This required careful management of logistics in conjunction with the client to ensure safe segregation from the general public accessing the building seven days a week
LOCATION	Singapore Road, London W13
PROGRAMME	12 months
CONTRACT VALUE	£2.2M



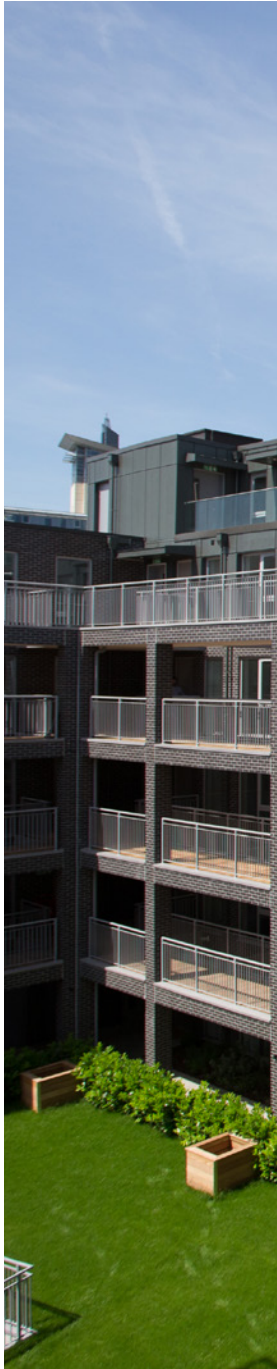
# HAT & FEATHERS

## LONDON EC1M

PROJECT	Hotel – Indigo, 170 keys hotel
DESCRIPTION	Refurbishment of the existing Grade 2 Listed Pub with a new build RC Frame extension spanning over 9 storeys with a double storey basement with a panellised rainscreen façade in the centre of Islington.
LOCATION	Clerkenwell Road, London, EC1M
PROGRAMME	9 months
CONTRACT VALUE	Undisclosed



# PAST PROJECTS





# BARNES VILLAGE

## GREATER MANCHESTER SK8

PROJECT	Residential
DESCRIPTION	A new build estate of 117 2, 3 and 4 bed houses built using modern forms of construction on an island site of 16.5 acres. Complete regeneration of and conversion of a dilapidated, derelict listed Victorian hospital into 39 apartments. All set within fully landscaped grounds including the construction of new drainage and road infrastructure.
LOCATION	Cheadle, Greater Manchester SK8
PROGRAMME	34 months
CONTRACT VALUE	£36M





# BRENT HOUSE

## WEMBLEY HA9

PROJECT	Mixed-use residential, 248 apartments and two commercial units.
DESCRIPTION	Demolition of existing 12-storey office block, previously used as Brent Council's head office. Construction of 248 new build apartments of 5 blocks ranging from 6 -10 storeys, constructed using modern methods of construction, incorporating undercroft parking for 25 vehicles with a large basement facilitating M&E infrastructure to all blocks. The façade consisted of modern products that complied with the latest fire regulation. 6,114 sq ft of retail space, occupied by Sainsbury's and Costa Coffee. A new public piazza and extensive external lighting and landscaping.
LOCATION	Wembley High Road, HA9
PROGRAMME	28 months
CONTRACT VALUE	£50M







# BAYLIS OLD SCHOOL

## LONDON SE11

PROJECT	Mixed-use residential
DESCRIPTION	The redevelopment of the Grade 2 listed Lilian Baylis School, built in 1962, in a Brutalist architectural style. This conservation project included partial demolition and conversion of the existing buildings with a range of new build blocks to create 141 apartments and 8 townhouses. The development is low density, set in spacious landscaped grounds with 10,000 sq ft D1. Multi-award winning for the client.
LOCATION	Lollard Road, London SE11
PROGRAMME	22 months
CONTRACT VALUE	£24M

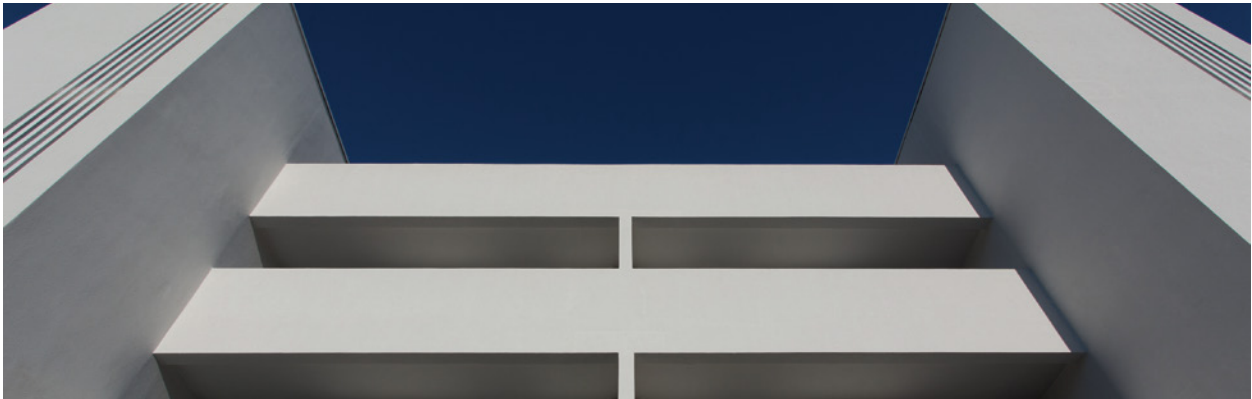


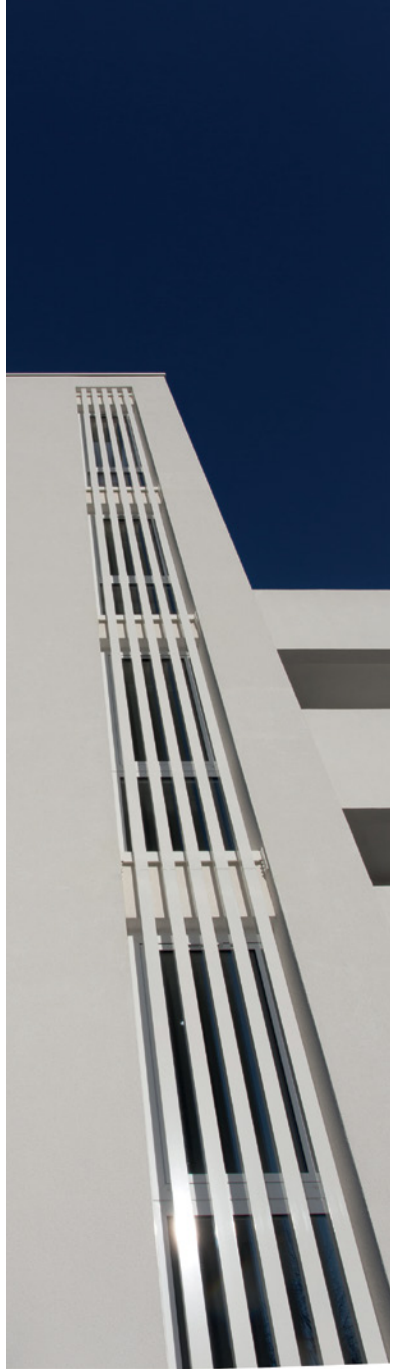


# CARLTON GATE

## LONDON SW15

PROJECT	Residential
DESCRIPTION	A re-imagining of an existing structure into 24 apartments and 3 penthouses, within a new Art Deco-style exterior in landscaped grounds. This logistically-complex transformation was achieved on a small footprint at a busy road junction, and created a new landmark building for Putney. The existing building was divided into three blocks with new staircores, lifts new balconies, and a penthouse rooftop extension. Works included underpinning of existing foundations to take the additional loads imposed by the new rooftop structures, a new façade, a full-height green wall and landscaping to the rear. Bespoke lift installation which was designed to avoid impacting on the existing protected trees.
LOCATION	Putney Hill, London SW15
PROGRAMME	12 months
CONTRACT VALUE	£6.2M







# CONSTANCE COURT

## LONDON SW11

PROJECT	Mixed-use residential
DESCRIPTION	51 new build apartments, all set around a landscaped central courtyard with two commercial units at ground floor level. Construction of this development was complex, being on an almost entirely enclosed infill plot with an extensive number of party wall agreements. It included excavation of an underground car park for 28 vehicles, employing a top-down construction method allowing us to meet programme.
LOCATION	Chatfield Road, SW11
PROGRAMME	18 months
CONTRACT VALUE	£12M



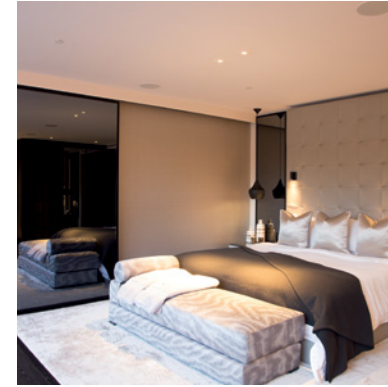


# LINKSWAY

## NORTHWOOD HA6

PROJECT	Residential
DESCRIPTION	New build family home (18,000 sqft, 6-bed, 6-bath, 4 floors including extensive two-storey basement). Demolition, deep excavation, high quality construction with integrated technology. Extremely high luxury finishes and fixtures, and attention to detail. Very generous entertainment/leisure space, including a pool with adjustable depth, cinema, spa, gym and bar. Set in large landscaped grounds, including tennis courts. Multi award winning for the client: International Property Awards 2016/17 (Best Residential Property UK; Best Residential Property Middlesex; Highly Commended, Interior Design in a Private Residence, South East England), What House Awards 2016 (Silver Award, Best Luxury House), and The Sunday Times British Homes Awards 2016 (Commended, Interior Design)
LOCATION	Northwood HA6
PROGRAMME	17 months
CONTRACT VALUE	£8.5M







# PARTNERSHIPS

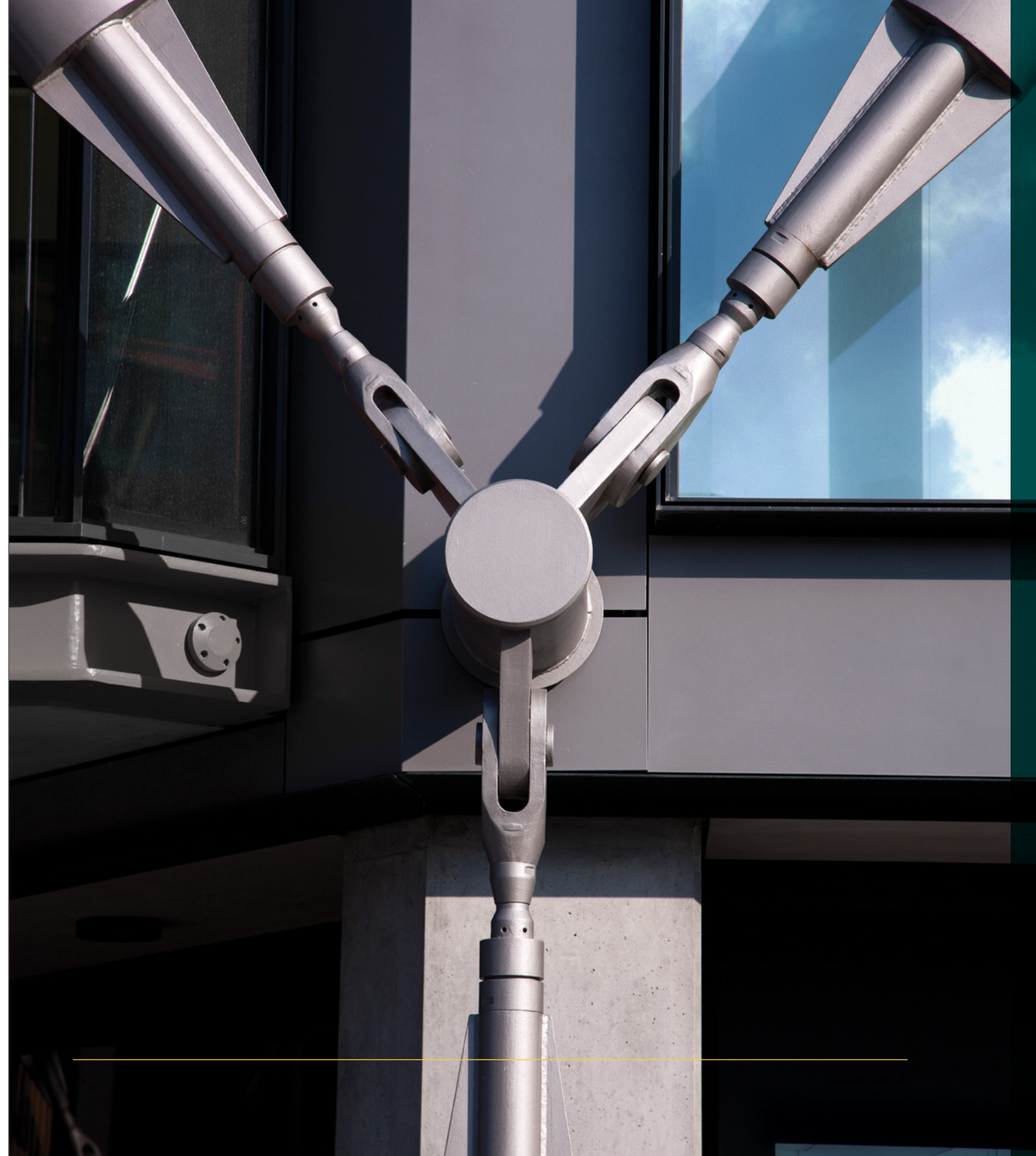
We have provided design management and construction management services on a number of large-scale residential projects. These projects were conceived as joint venture partnerships, and we were involved at an early stage to offer our expertise and skill in value engineering for our partners.



# SOCIAL VALUE

We strongly believe there is an obligation on those of us who occupy privileged positions to assist those who have a much steeper hill to climb. Business cannot be just about financial gain: it has a responsibility to add social value.

The Better Community Business Network, a registered charity, was set up in 2011 (see more at [www.bcbn.org.uk](http://www.bcbn.org.uk)). The senior management team at Reach CM has been closely involved with BCBN since its inception, and it facilitates the charitable aims of the business.



# BETTER COMMUNITY BUSINESS NETWORK

Our Corporate Social Responsibility policy is demonstrated by our support of the Better Community Business Network (bcbn.org.uk), a charity started to support a number of important causes across communities. The Trustees of BCBN came together to support local and national projects that make a real difference. BCBN seeks to promote altruism amongst the business community and to encourage it to re-direct some of its energy, creativity and vast skills base for the betterment of wider society. It has attracted support from respected, high profile figures such as His Royal Highness The Prince of Wales; Leader of the House of Commons, Rt Hon Chris Grayling; Rt Hon Nick Clegg MP; former Attorney General, Rt Hon Dominic Grieve and others.

Since its inception in 2011, BCBN has raised £1,515,270 for local and national community causes including The Refugee Council, Children Services; NHS Trust, Reach Services; Muslim Youth Helpline and the Date Palm Project, housing ex- offenders. BCBN does not seek government or grant funding for any of its community causes. As a founding principle, BCBN's running costs are met entirely by the Trustees and all funds raised go to the projects that need them.

Alongside its gala fundraising events, BCBN launched its Grant Initiative in September 2014 to empower charities and local projects in the fields of education, youth and community services, with grant awards of up to £3,000.





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