

Land Securities builds on its roster

By **System Administrator** on April 21, 2005

Europe's largest property developer Land Securities is raising the creative bar and bolstering its design roster with a raft of new appointments, bringing the total number of groups on the London portfolio up to ten.

Purpose, GBH and 300million have been added to the prestigious roster, which currently comprises Hat-Trick, NB Studio, Esterson Associates, Williams Murray Hamm, Radford Wallis, The Chase and Together Design.

The three new groups were appointed following a credentials pitch between a shortlist of ten consultancies.

It is the first time the roster has been expanded since its compilation last year by head of marketing for central London Elizabeth Lockwood, who worked with independent consultant Jan Casey (DW 11 November 2004).

Lockwood says, 'We wanted to bring on new faces and stimulate the team. We have extended the roster because of the breadth of work we are doing. There is more consumer-facing work, which involves different forms of marketing.'

The new consultancies are likely to be working on two major design developments on London's South Bank; a residential scheme, Spirit of Bankside and a retail project, The Gallery.

An audit will be carried out next year to review the roster, but according to Lockwood, 'Ten is the right number for us at the moment.'

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Infoline: 0300 123 3393
info@mind.org.uk
mind.org.uk

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