

# Dream Move relocation

Case Study 2: Accommodation required for employee relocation close to Towers Business Park, Didsbury, Manchester.

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## The Client:

The client contacted Dreammove Relocation advising they had a project commencing and advised they would be relocating a number of their employees to the Didsbury area. They advised they needed the lease to be flexible so they could accommodate their employees for short periods of time if required. The company advised they had looked into hotel accommodation but due to the length of the project the costs were not feasible. They also highlighted that with an apartment it allows their employees to be closer to the project site and provides them with a more stable and secure base than a hotel room. After exchanging the relevant information with one of Dreammoves local consultants a clear picture was created of the requirements and expectations the client expected. It was clear, due to some of the employees being international assignees the main focus was on security, good transport links and nearby facilities.

## The Situation:

The expected employee numbers and start dates for those to be relocated were provided but for the purpose of the case study only one of these properties will be focused on.

### Desktop research (48 hour procurement timeframe):

Was conducted by the allocated consultant for the South Manchester area. Numerous properties with pictures, information and recommendations which matched the client's criteria were sent for the client to review. From these properties the client highlighted the properties they were interested in, which was in this instance four out of the seven.

### Field Research (72 hour procurement timeframe):

The four properties highlighted by the client were viewed with detailed notes, pictures and provisional negotiations of rental fees taking place. On completion of the viewings each of the properties were described in detail with pictures, along with area demographics, infrastructure and approximate costs were sent to the client. From this information the client chose Didsbury Lodge Hall which the consultant then negotiated the rental fee, security deposit and lease arrangements. A property inventory was carried out and the utilities companies were informed of the new tenants to ensure there are no unexpected bills. Further to this the consultant advised of certain utensils and amenities required to ensure the guest has a comfortable stay and an arranged date was scheduled for the accompanied move in.

## Costs:

With the information provided from the consultation the client was able to choose the executive package for their employees with the option to change services at any stage in the tenancy. The costs worked out at **£35.49 per night** for the 2 bedroom, 2 bathroom duplex apartment based on two people sharing for a 12 month period. The client was happy with the **57.87% cost saving** when compared to hotels and their employees were pleased due to the quality of the accommodation and service provided.

## The Outcome:

Both the client and their employees were very happy with the smooth transition of the relocation process and the quality of the properties provided. All the properties sourced were in close proximity of the workplace and each other so their employees had friends/colleagues within the area. The client was equally happy as all the sourced properties met their criteria stipulated in the initial procurement stages and the purchased amenities and utensils were all in the property prior to the employee's arrival.

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**Property Details:** 1 Didsbury Lodge Hall, Didsbury, M20 2SN

**Accommodation:** A luxurious duplex apartment situated in a converted Victorian mansion with both spacious and stunning well kept grounds. The apartment is architecturally pleasing throughout due to the age and history the building has.

**Price:** Marketed at £1250 and negotiated to £1150 per calendar month, with a deposit of £1150 and an agent's fee of £168. Move in cost (Excluding Dreammove fees): £2468

Costs based on a 12 month lease with 2 sharing and inclusive of recommended additions to property.

	Executive	Premium	Standard
5 Nights (UK Assignee)	£73.22	£62.96	£52.49
7 Nights (International assignee)	£52.15	£44.92	£36.36
3* Average hotel cost (City centre)	£84.27		
Weekly cost saving as a %. (based on 7 nights)	38.12%	46.70%	56.85%

**Building:** A prestigious Grade 2 listed building which has been converted into luxury apartments and looks onto the spacious and private grounds of the development.



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**Communal Area:** The communal areas are well maintained due to the high number of owner occupiers within the development and the weekly cleaning carried out by the developments management team. The gardens and plantations within the development are also well kept with an appointed gardener to ensure the external grounds are maintained.



**Lounge/Diner:** The lounge is both architecturally pleasing and spacious with the original ceilings still in situ. The dining area looks onto the gardens of the complex and the double doors allow entry via stairs onto the garden area.



**Kitchen:** The kitchen looks onto the lounge area and comes complete with all necessary electrical appliances and utensils to meet the client's needs.



**Bedroom 1:** Is carpeted throughout with a comfortable double bed, walk in wardrobes, chest of drawers, desk and a chair. There is a spacious en suite situated toward the rear of the bedroom also.



**Bedroom 2:** Comes complete with a King size bed, bed settee, chest of drawers and a large walk in wardrobe with a double mirror.



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**Main Bathroom:** Is neatly decorated with a brickwork ceiling and tiled walls throughout. There is a large bath with overhead shower, toilet, double sink and lots of cupboard space for the client to store their toiletries.



**En-Suite Bathroom:** Comes complete with power shower, toilet, towel rail and a wash basin. There is also plenty of additional storage room for toiletries and household goods if required to the left of the shower.



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## Necessary Additions/provisions:

- > Property to be professionally cleaned throughout.
- > Grouting and sealant in the main bathrooms to be refreshed with white sealant.
- > Hob plates to be professionally cleaned.
- > Couches in lounge to be professionally cleaned.
- > Some kitchen, bedroom and bathroom items/utensils to be purchased. –  
Approximate £160

**Utility Room:** There is suitable storage space in the downstairs utility room and the en suite bathroom for the guest to store any additional items required.

**Parking:** The parking is situated in a gated complex immediately outside the development. The apartment has three parking spaces and an electronic fob is used for entry/exit to the complex.

**Facilities:** TV with built in free view, DVD, Washing machine, Dishwasher.

**Transport:** The apartment is situated approximately 9 minutes (walk) or 3 minutes (via car) from the project site. It is also ideally positioned for further travel links and is within close proximity to East Didsbury Train Station, Parrswood bus terminal and Motorway Networks. Manchester airport is situated approximately 4 miles away, where there are numerous national and international flights on a daily basis.

**Area:** Didsbury is a much sought after area within the Manchester area, with a large variety of cultural and entertainment activities. The apartment is ideally positioned in a secluded and private area yet within walking distance of transport, shopping and entertainment facilities.

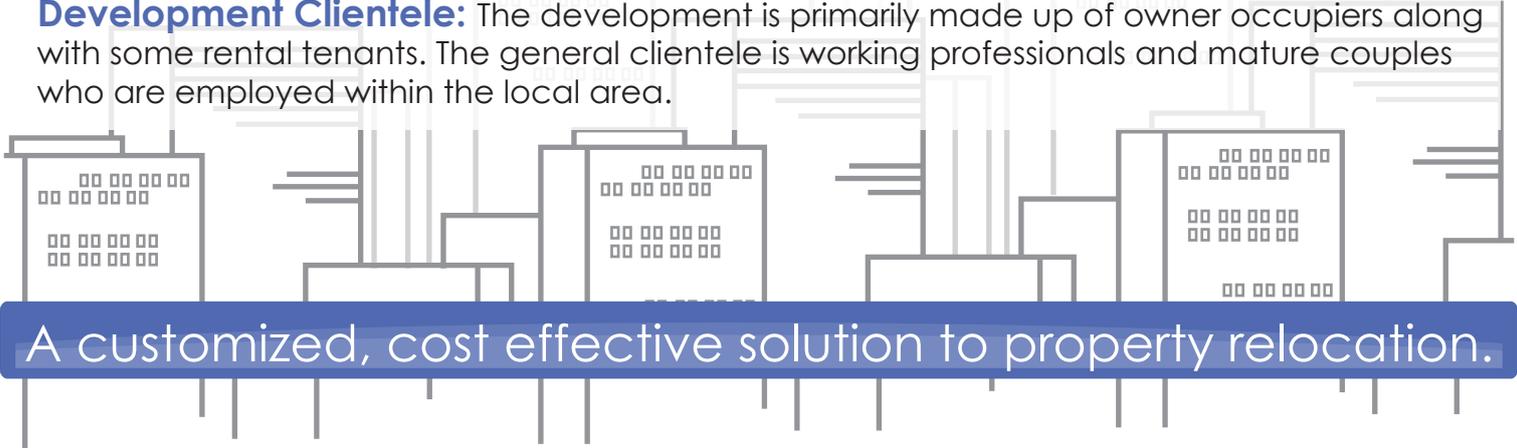
**Health:** There is a NHS medical centre situated approximately 0.9 miles away from the property where the client can register and attend with regards to any health issues. For more serious health problems there is the Withington community hospital situated approximately 1.3 miles away.

**Entertainment:** There is an array of activities to choose from with cinemas, gyms, ten pin bowling, cricket and football teams all within the local area. There is also numerous bars and restaurants in close proximity with the both Jem & I and The Didsbury coming highly recommended as places to eat. With regards to nightly entertainment, O Neils in East Didsbury often has live music at weekends and The Dog and Partridge next door is a good venue for local ales and watching sport.

**Education:** There are numerous educational facilities both public and private within close proximity of the apartment, all of which are easily accessible via local transport if required.

**Crime rate:** Statistics highlight that the apartment is located in safe area with low levels of crime. This is reflected in the local clientele which is made up of working professionals and middle aged couples.

**Development Clientele:** The development is primarily made up of owner occupiers along with some rental tenants. The general clientele is working professionals and mature couples who are employed within the local area.



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For further information on any of the details provided in this case study, please feel free to contact Dreammove Relocation via:

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