

GREAT WEST QUARTER: BRENTFORD

Barratt West London

CASE STUDY

Barratt Homes' Great West Quarter in Brentford is one of West London's most unique and architecturally stunning developments.

Combining striking art deco renovations with impressive new build structures, GWQ will feature over 800 new homes set amongst landscaped piazzas and green open spaces, numerous shops, offices, cafés and restaurants, an iconic new hotel and, of course, a residents' health and fitness facility.



The motive8 gym facility was completed very early in the build programme, adding real value to the site and generating elevated volumes of interest (radio advertising used the gym as the main selling tool).

In tandem with the benefits presented by its own onsite facility, GWQ is also located close to our privately-owned training studio in Kew as well as the motive8-managed health and fitness facility at Kew Riverside - GWQ residents therefore have access to the full motive8 product portfolio literally on their doorstep, including personal training, sports therapy and rehabilitation, circuits classes and massage.

Furthermore, provision of an induction package allows residents to be fully educated on all the equipment in the gym, leading to safe training and maximum benefits from workouts.

“motive8 has fitted over half a dozen residential gyms for Barratt West London, with each project benefiting greatly from their expertise - GWQ is no exception.”

Odette Crofton, Customer Service Manager, Barratt West London.



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