

# Pinnacle Group wins first Brighton contract to manage hotel apartments

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**Pinnacle Group** has won its first Brighton-based contract to provide management services to residential apartments above an historic seafront hotel.

Kew Green Hotels, which owns and manages over 55 hotels across the world, has selected Pinnacle to manage sixty-four leasehold apartments in the building, which overlooks Brighton's Grand Pier.

Kew Green Hotels' portfolio covers several leading global brands including IHG Hotels & Resorts, Hilton and Marriott International, alongside managing several independent hotels and operating over 25 Holiday Inns under franchise across Europe.

The former Bedford Hotel, now Holiday Inn Brighton-Seafront, is an iconic landmark in the city, dating back to 1829. It counted Charles Dickens among its historic guests, though the current iteration of the building opened in 1967. Today, eleven floors of the hotel are used for luxury residential apartments.

"As we celebrate our thirtieth anniversary this year, we're delighted to be expanding into Brighton, especially with such an iconic building. This new contract represents yet another geographical expansion of our market-leading services, enabling us to deliver for local leaseholders while also exploring further opportunities in the region. We look forward to working with our partner, Kew Green Hotels, to maintain high quality management standards and create a first-rate customer experience for the residents."

Alex Elsy Director of Assets and Residential Management, Pinnacle Group

Alongside residential management of the apartments, which begins this week, Pinnacle will also work in close collaboration with the hotel team on shared building services.

This instruction is another example of Pinnacle's vast experience in forging partnerships to deliver comprehensive community solutions. It will see the organisation deploy its unique expertise to respond effectively to client and customer requirements, particularly in complex residential developments.

Chris Dexter, CEO of Kew Green Hotels said, "We look forward to working with the team at Pinnacle, supporting them in delivering exceptional services to residents at Bedford Towers, complemented by the operational excellence delivered by our team at the Holiday Inn Brighton-Seafront. At Kew Green Hotels, we set ourselves apart by combining years of experience with innovative ideas to deliver outstanding hotel services, delivering exceptional returns for hotel owners and partners throughout our portfolio of independent hotels through to global brands."

Shane Willmoth, Director of Property at Kew Green Hotels added, "We are pleased to be working with the team at Pinnacle, who demonstrate strong experience in the UK residential services sector with a robust infrastructure and employee community."