

From a Battersea start-up to revenues topping £25 million: The 20-year journey of Aspect

11 months ago



Founded in 2004 by former investment Banker, Will Davies, and his business partner Nick Bizley, [Aspect](#) is widely recognised as a leading property care and maintenance firm for London and the home counties. Here, CEO of Aspect, Davies reflects on the digital transformation, strategic innovation and unwavering people-centric focus that has enabled the firm to thrive in the FM sector.

Here, Will tells us all about the company's journey to success.

The idea to provide a higher level of service within what is traditionally an underserved market first emerged when myself and Nick Bizley, who worked in a small maintenance firm at the time, sat down to discuss a brand-new business prospect, Aspect.

Quickly identifying a gap in the market, we set out to fill it – with the business starting life as a modest two-man operation, with two rented computers, in a shed in a Battersea business park. Fast forward 20 years, and we now stand as London's leading maintenance provider with a team of over 200 highly reputable skilled tradespeople, possibly most recognisable by our signature yellow and blue vans.

When we first set out, many thought that our promise of delivering a service where professionals are on-site within two hours, for 90% of all bookings, was either overly ambitious or wildly naive.

However, Nick and I benefited from each other's experience, bringing complementary skills to the table. Together, with the help of our professionals, we turned that bold promise into a reality and built Aspect

into what it is today.

The early days were all about being hands-on, involving a steep learning curve as we familiarised ourselves with the industry and the needs of the customers, all the while building a team that shared the same enthusiasm. There were no shortcuts. We had to earn our reputation through relentless dedication to quality service.

Strategic growth and technological innovation

Our ascent to becoming London's leading maintenance company didn't happen overnight. It was far from instantaneous – it was a strategic journey. To meet the mass-scale of demand for a quick and quality maintenance service, we invested heavily in digital technologies relatively early on.

Most notably, the integration of our AI-assisted in-house digital job management system, Chumley, has become a central component of the company's tech platform. Using custom-developed, state-of-the-art job management software, our end-to-end digital solution is redefining the property maintenance industry – enhancing customer experience through omnichannel client communication, efficient job scheduling and delivery.

Technical investments such as these have set us apart in an industry that is often slow to adopt innovation. Digital automation has freed up unrivalled amounts of time for our hard-working professionals, enabling them to focus more on delivering quality customer service that keeps clients coming back.

With this, a pivotal element of our growth strategy has always been a keen focus on people. We firmly believe that our team is our greatest asset, and as such we've invested heavily in training, development and cultivating a work culture that promotes growth and accountability. This people-focused approach has inevitably been instrumental in our success.

Success and the future

Reflecting on Aspect's journey, it's clear that adaptability and investment have been key. In an industry subject to evolving technologies, shifting customer expectations and macroeconomic fluctuations, FM businesses must be agile. The ability to pivot and adjust strategies in response to challenges, while also adhering to core promises and values, is crucial.

Our promise was to provide an exceptional and prompt service to London and through continual investments in technology and our people, we have upheld this commitment.

When Aspect grew to the point of being able to provide emergency maintenance service attendance anywhere in Greater London in under an hour, we really knew we were making tracks. But, to now have the mass of tradespeople to be able to offer these quick responses across the whole of the South East of England, we know we're able to deliver the exact level of care and services our customers deserve in their time of need.

Aspect's journey from a small start-up to a leading maintenance provider, exceeding revenues of £30



million, underscores the importance of vision, strategic investment, and a relentless focus on quality service. As we look to the future, with plans to double our market share in coming years, we remain committed to the principles, ensuring we meet and exceed the expectations of our customers.