

[www.ikonconsultancy.com](http://www.ikonconsultancy.com)



## Paragon

Brentford, West London

**Paragon is a major regeneration project providing 839 beds of student accommodation, 214 key worker apartments for rent and sale, and a new university campus including retail.**

**Presentation will own and manage the completed development using a special purpose vehicle, Touareg Trust, which lets the campus facility to Thames Valley University.**

**The site is being developed by Berkeley First, utilising modern methods of construction.**

**ikon led the project as client project director, coordinating all aspects including construction, sales and lettings of key worker homes, the partnership with TVU and Berkeley First, and establishing the long-term management.**

**Client:** Presentation

**Service:** Client Project Director, Sales and Marketing Audit, and Technical Due Diligence

**Project Cost:** £100 million

Projects such as Paragon require extensive experience of delivering major mixed-use developments as both client and consultant.



### The brief:

ikon's initial brief was to act as client project director to deliver Paragon on behalf of the client, reporting to the group director of operations. ikon set up and managed a multi-disciplinary team, including a sales and marketing team. Furthermore, ikon established a strong partnership with Thames Valley University, for whom the success of Paragon is key to their evolution. ikon are able to add additional value through their technical and marketing support to secure successful outcomes for the client.

**ikon**