

Testimonial for Ad-Sec

New contracts commenced in June 14 with Criterion Capital, for security at three of their sites; shopping centres in Dalston, Sutton and Slough. For these, Adsec are providing 24 hour security guarding across a varied range of shifts.



CRITERION CAPITAL

Criterion Capital are a London-based asset manager which identifies, acquires and manages real estate on behalf of long-term investors. They have an extensive portfolio that includes many of the most iconic buildings in the London's West End, from The Trocadero and The London Pavilion to Burberry's International flagship store in Knightsbridge.

This is the foundation for a London-wide strategy to deliver value from a substantial diversified portfolio, through entrepreneurship, collaboration and experienced management.

Criterion Capital's on-going diversification includes a Build-to-Rent development programme delivering over 5,000 residential units over the next 10 years for long-term retention by their investor clients, together with hotel developments delivering more than 1,000 bedrooms across London within the next five years.

Criterion work to create value by identifying investments with the potential for capital growth, through conversion, development and intelligent asset management by an active and experienced in-house team. Central to their investment philosophy is the view that property is a long-term asset class. So their clients are responsible, long-term investors. They also work collaboratively with local authorities and other stakeholders to secure planning consents, optimise land use, extend property and ultimately regenerate urban environments, from the prime West End market to London's outer suburbs.

Their extensive portfolio enjoys long-term finance, which brings security and certainty to our activities maintaining wealth preservation. Criterion Capital aim to create enduring commercial, residential and hotel investments and manage them to ensure they meet the needs of tenants, customers, visitors and communities.

This philosophy enabled them to assemble an estate comprising some of Central London's most internationally-recognised landmarks, taking its place among the capital's historic estates and from these foundations, extended the reach of their clients' portfolio to encompass value-add hotel opportunities and private rented residential projects across Central London and its neighbouring boroughs.



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