PROPERTIES *

BUSINESS *

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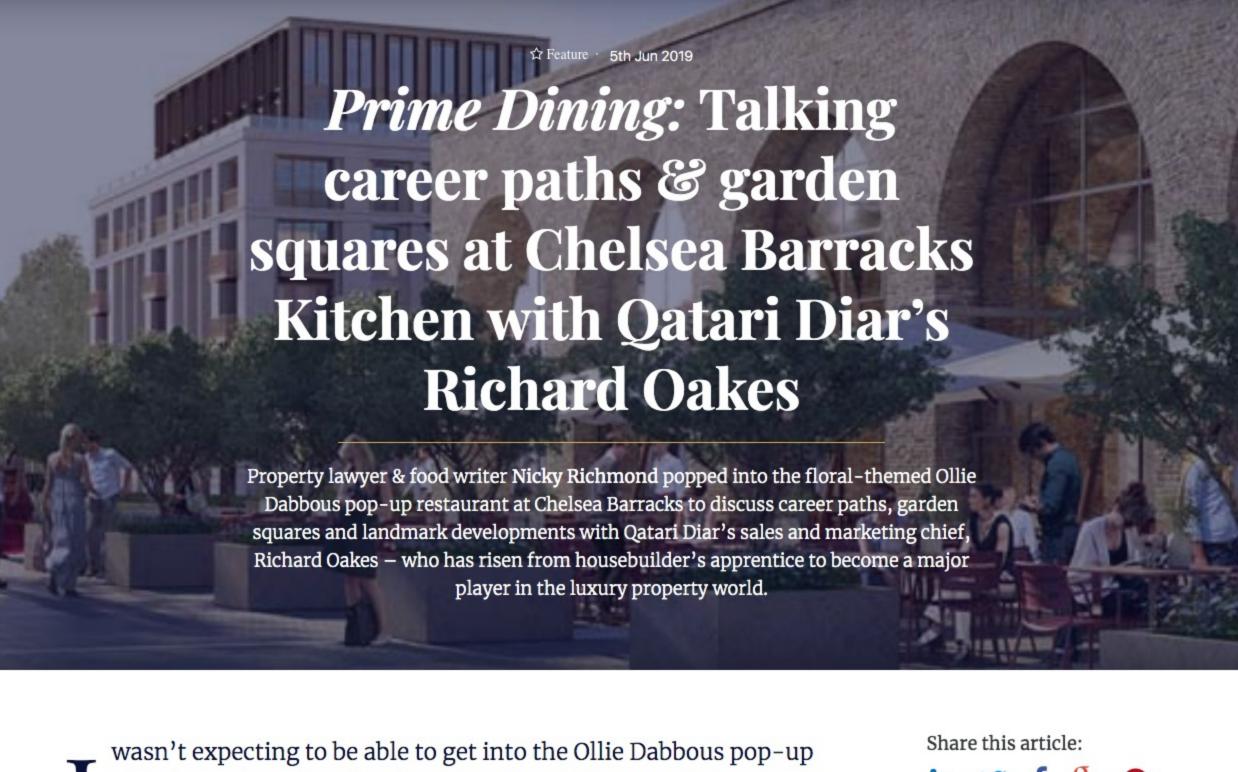
DIRECTORY

APPOINTMENTS

Join Prime Resi



DESIGN *



Ollie Dabbous & The Chelsea Barracks Kitchen via @ChelseaBarracks

trajectory. Then came an opportunity to work for another Battersea Power Station was larger-than-life property icon, Tom Bloxham. He speaks warmly of his experience at Urban Splash the next stop on his personal and says he could quite happily have stayed there ladder of high-profile, difficult for the rest of his career. A call from a head-hunter projects changed all that. Battersea Power Station was the

After Treasury Holdings went into administration, Richard got the opportunity to work

with Ballymore, with Sean and John Mulryan. Not a walk in the park, dealing with the

Whilst at Battersea, he managed put together a little black book of London-based

contacts, which stood him in good stead when another head-hunter picked up the

The job needed someone who wasn't your conventional slick sales bod. They wanted an

all-rounder; someone who could navigate the delicate path between the history of the

next stop on his personal ladder of high-profile,

site, a sovereign wealth fund owner and a high profile and sometimes controversial scheme. Someone who could just get the job done. "A salesman loves being sold to" says Richard, "and they knew what they wanted". It wasn't an obvious opportunity for Richard, who's keen on being his own man. Working for a sovereign wealth fund wasn't something he'd ever contemplated. But then

the development.

"Chelsea Barracks is not a

in a conventional way; less

development that you market

phone, this time on behalf of the Qataris.

drama of the Treasury era at Battersea.

difficult projects.

post-Nama fallout.

It's not often you get a head of sales and marketing sitting on the board of a major Sovereign Wealth fund, and it seems to me that Richard's title doesn't quite convey the breadth of his role.

Without obvious ego and charming without it feeling at all forced, Richard is someone

rarefied atmosphere of the inner circles of the super-prime buyers he has attracted to

who is equally at home on the terraces of his beloved Leicester City as he is in the

he'd managed to navigate the big personalities at Ballymore and Urban Splash and the

explain the opportunity to be part of a new show and sell, more show and community, one that is open to the public, based tell" around the idea of garden squares, with a restaurant bang in the middle. His idea, of course. Not all garden squares are based on Bridget Riley-inspired stripes. So far, so different.

Richard has been instrumental in devising the sales

strategy for Chelsea. "It's not a development that

you market in a conventional way", he says, "less

show and sell, more show and tell". The idea is to

I decide to jettison the diet to try the Jasmine ice-cream with blueberries and the daily home-made ricotta. I don't think about the carbs in the meringue layer. It's worth the carbicide. Richard hits the sugar jackpot with his orange-blossom doughnut. I gaze longingly. I still regret not trying the clafoutis, upsold by the chef himself. Richard has been doing this job for five years. He's had a five year plan at every stage of

his life except for now. Perhaps this is due to the nature of the project, which could

stretch out over the next decade. This is a role that could, if he chooses, be his last, but I

suspect it won't be. I wouldn't be at all surprised to see him move back to his beloved

North-West, perhaps mentoring less experienced developers or, who knows, even

His eyes light up when talking about the chapel. He sees it as the link with the wider, less

residents to make a real difference and connect locally, by becoming patrons of the trust

fortunate parts of the local community, across the river and an opportunity for the

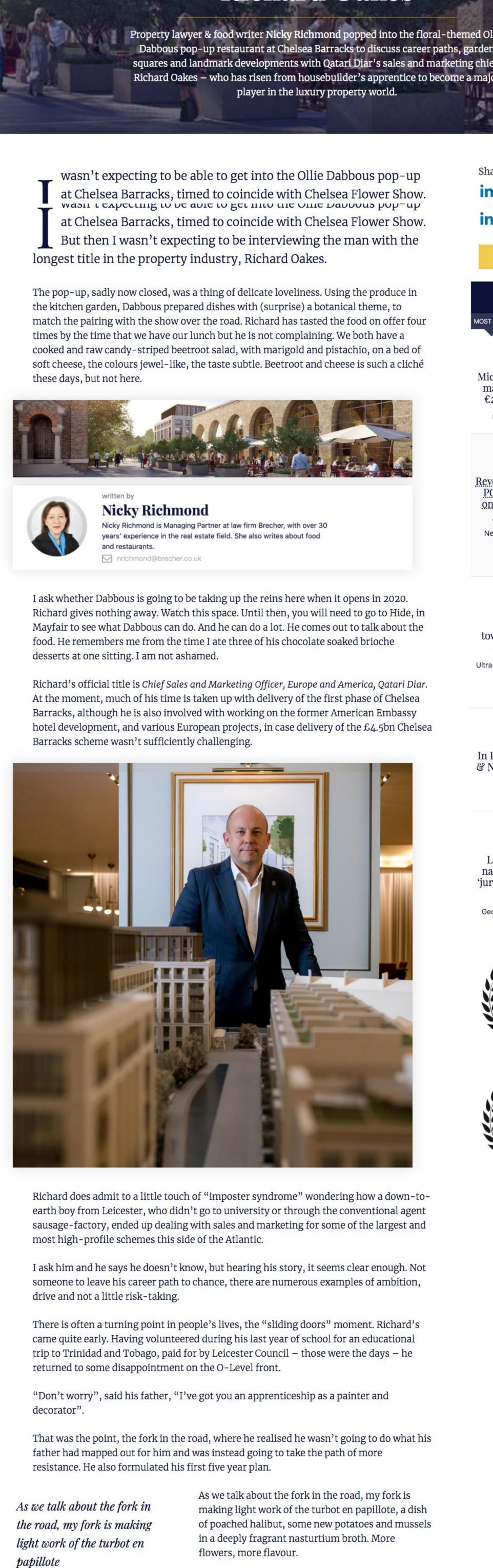
set up to run it. He is a trustee and will remain so.

Richard Oakes, Qatari Diar · Home: Nantwich • Relaxation: Taking his two sons to watch football at Leicester City and mowing his paddock. You will not be surprised to discover that he likes a neat border. • Favourite saying: "Shy people starve. Be clear about what you want." He's not

backwards in coming forward.

becoming a developer himself.

- In Pictures: Chelsea Barracks Kitchen, pop-up restaurant by Ollie Dabbous



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Add to Favourites Trending MOST READ EDITOR'S CHOICE LATEST Labour pitches a new national property tax & 'jury service' for planning decisions George Monbiot-authored report sets out some dramatic... Finance · 4th Jun 2019 As I continue to avoid the bread, Richard talks glowingly of his apprenticeship at Redrow, where he was trained under a thorough mentoring system. He was quickly promoted to head of sales and marketing then went to Crosby Homes and reached senior management. If the journey had stopped there, it would have been a fairly classic