



# Case Study



**SAPPHIRE**

Southall Waterside  
Phase A, Blocks G & H



# Southall Waterside Phase A, Blocks G & H

**Client:** St James Group, Berkeley  
Homes Limited

**Contractor:** St James Group

**Architect:** JTP Architects

**Location:** Southall, Middlesex

**Balconies:** 130 balcony lifts



## History

Southall is a large town in West London, probably best known for its diverse community and rich culture. Southall Waterside (now known as The Green Quarter), is a new 45ha site sitting alongside the Great Western Railway, in the London borough of Ealing. This multi-phase scheme is one of London's largest regeneration projects and has delivered over 3,500 homes to the borough.



## Streamlined by Collaboration, Delivered by Sapphire

St James Group aspired to create a seamless experience for contractors, ensuring that balcony installations were straightforward and time-efficient. By focusing on a design that minimised complexity, we enabled contractors to work with ease, reducing the risk of errors and accelerating the installation process. This approach not only enhanced efficiency on-site but also ensured that the project met high-quality standards while adhering to tight schedules.

There were various constraints facing the project that required careful planning and execution. Limited site access posed logistical challenges, making material delivery and manoeuvrability more difficult. Additionally, the presence of a nearby school meant that construction activities



had to be managed with minimal disruption to the local community. These factors required a solution that balanced practicality with precision, ensuring that installations could proceed smoothly while maintaining safety and compliance with site regulations.

To overcome these challenges, Sapphire simplified the design for on-site contractors, reducing the need for complex assembly and allowing for faster installation. This collaborative effort resulted in a streamlined process that addressed site-specific constraints and delivered on the aspiration for simplicity and speed, making Southall Waterside a successful and efficient project. Sapphire also collaborated closely with JTP Architects and St James Group to refine the balcony design and ensure Southall Waterside could be streamlined by collaboration. We created a more reliable and durable solution by optimising structural elements to reduce deflection.



# NBS Specification

## Southall Waterside Phase A, Blocks G & H

**Manufacturer** Sapphire Balconies Ltd 11 Arkwright, Road Reading, RG2 0LU  
0344 88 00 553  
[support@balconies.global](mailto:support@balconies.global)  
[www.balconies.global](http://www.balconies.global)

**Reference** Glide-On™ aluminium Cassette® balconies with laminated frameless, structural glass and vertical bar balustrades

**Balcony anchor** Cast-in M30 and M16 anchors incorporating thermal breaks

**Arms** 2-piece galvanised steel

**Cassette® structure** Standard 400mm modular Glide-On™ Cassette® balconies

**Soffits** Polyester powder-coated aluminium-controlled draining soffits

**Deck finish** Vista® Class A decking fixed with hidden clips

**Toprail** 27 x 23 mm satin anodised aluminium capping on laminated glass.  
60 x 34 mm sloped two-part aluminium handrail on vertical bars.

**Guarding** Clear toughened laminated glass.  
40 x 12 mm vertical bar balustrades.

**Base fixing** Mechanically fixed to Cassette®

**Fascias** Polyester powder-coated aluminium fascia behind bars



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 0344 8800 553  
 [www.balconies.global](http://www.balconies.global)  
 [support@balconies.global](mailto:support@balconies.global)

Sapphire Balconies Ltd  
11 Arkwright Road, Reading, RG2 0LU

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