



Vertus Residential: Premium Cleaning Across a Leading London Build-to-Rent Portfolio

THE CUSTOMER

Customer: Vertus Residential Limited
(Canary Wharf Group Plc)

Service: High-end residential cleaning

Location: London

Appointed: 2025

THE CHALLENGE

Vertus Residential, part of Canary Wharf Group Plc, operates a leading build-to-rent portfolio with a strong emphasis on hospitality-led residential management. A premium resident experience is central to its brand, placing real importance on the quality, consistency and presentation of its living environments.

To support this ambition, Vertus required a cleaning partner capable of managing complex, high-end service requirements

across multiple developments, without compromising on speed or quality.



The operational landscape presented several challenges. Tenant turnover was high, particularly across short-term lets, creating constant pressure on turnaround times. Communal areas, shared workspaces, and leisure facilities experienced heavy daily use, requiring consistently high standards of cleanliness and presentation.

The scope itself was varied, spanning end-of-tenancy cleans, refresh cleans, sparkle cleans and communal area maintenance. Each element required a tailored approach, delivered at pace, while maintaining premium standards.

Vertus needed a partner that could integrate seamlessly with on-site teams, operate as an extension of their business, and protect the brand experience at every touchpoint.

OUR APPROACH

OCS was appointed in 2025 to deliver a fully managed, scalable cleaning solution across the Vertus portfolio, including:

- Newfoundland Place
- 10 George Street
- 8 Water Street
- 30 Harbord Square
- 50–60 Charter Street

The service was built around Intelligence-Led Performance™, OCS's people-led approach that brings colleagues, operational knowledge and technology together to deliver clarity and actionable insight. In practice for Vertus, that means structured workflows and shared performance data that let the service flex with occupancy, seasonal peaks and reactive demand, without losing consistency or control.

Dedicated teams were aligned to each building, providing continuity and a detailed understanding of each site's operational rhythm. This familiarity enabled a more intuitive, responsive service aligned to resident and client expectations.

A 24-hour turnaround capability ensured all end-of-tenancy, refresh, sparkle and ad hoc cleaning requirements were met within agreed service levels.

Performance was actively managed and made fully visible. Digital reporting tools provided comprehensive transparency, including post-clean inspections and photographic verification, creating a clear audit trail for every service delivered.

Close integration with Vertus' on-site teams ensured seamless communication, rapid response times and alignment with wider operational priorities.

THE RESULTS

The partnership has delivered strong, consistent performance across the portfolio. Despite the pressures of high occupancy turnover and fluctuating demand, the intelligence-led service model has enabled reliable, high-quality outcomes.

- **Consistent Service Delivery**
Zero service failures achieved, with no gaps in delivery across all sites, even during peak demand periods.
- **Rapid Turnaround Performance**
All cleaning services consistently delivered within a 24-hour SLA, supporting the fast-paced nature of short-term lettings and tenancy changes.
- **Proven Long-Term Partnership**
The contract at Newfoundland Place has been renewed three times, reflecting sustained performance, reliability and client confidence over multiple contract cycles.
- **Scalable Operations**
Services flex seamlessly in line with occupancy levels, seasonal demand and operational requirements,

maintaining efficiency without compromising standards.

- **Positive Resident Experience**
Positive feedback driven by attention to detail, consistent cleaning standards and reliable service delivery.
- **Data-Driven Transparency**
Digital inspection reports and photographic evidence provide full visibility and accountability for every clean completed.
- **Seamless Integration**
Cleaning teams operate as a genuine extension of the Vertus team, working collaboratively with on-site management to support day-to-day operations.

CONCLUSION

OCS combines operational expertise with Intelligence-Led Performance™ to deliver consistent, high-quality outcomes at scale. For Vertus Residential, that means protecting the brand experience, holding service standards across a fast-paced build-to-rent environment, and getting more value from the portfolio over time.



For further information call: **0844 846 7608**, email: enquiries@ocs.com or visit: ocs.com