



Holloway Circus, Birmingham

Main Contractor:	Laing O'Rourke
Architects:	Ian Simpson
Contract Period:	4 weeks
Contract Value:	
Package Value:	£180,000

THE PROJECT

We laid 6,000m² of Isocrete K screed at this 44 storey residential tower, which is set to be the UK's tallest housing scheme. It is designed to reduce energy consumption with an innovative double skin, which provides a thermal buffer and balcony area.

Plans for a large tower to be built on this site were first aired back in 1998. The result is a scheme that is hoped can become a gateway to the city and a catalyst for further regeneration of the area.

The tower will become the tallest building in the UK outside London. The top three floors will be divided into apartments with five bedrooms each and a private balcony.

Holloway Circus Tower will also contain a penthouse with a £2.5-million price tag, as well as the city's first-five star hotel – the 218-bedroomed Radisson SAS Hotel.

Working on a development which scaled such dramatic heights meant we utilised our own screed pumps to make sure the materials needed could reach the top.

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