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serviced
apartments

RICHMOND

WESTMINSTER

CITY OF
LONDON

TOWER
HAMLETS

NEWHAM

HAMMERSMITH
AND FULHAM

KENSINGTON
AND
CHELSEA

SOUTHWARK

GREENWICH

Case Study for Grass Roots Meeting & Events



What was needed:

- High quality accommodation
- Location close to training/ conference location
- Safe and secure accommodation
- Close to local infrastructure

GRASS ROOTS 
inspiring people

Grass Roots Meetings & Events is one of the world's leading providers of strategic meetings and events solutions. They are also a division of the larger Grass Roots Group, who provide employee and customer engagement solutions, globally

Among their impressive client list are many leading blue chip companies from the banking, energy and professional services sectors. Their clients organise Graduate Training Programmes each year for their graduate intake. These can happen at any time but they are generally held in the summer months, once the Universities break up. All the new graduates are brought together for induction and training, often for several weeks at a time. Numbers can be as high as 100 to 600 persons, per company.

In many cases GRG assist with sourcing and booking the training space required for these programmes. Seeking added assistance with accommodation in hotels or apartments offers a further service which can be of great benefit to their clients. Their remit is to source accommodation with the following requirements:

- High quality individual or shared accommodation
- Accommodation in close proximity (or a short commute) to any training or conference location
- A good environment to study
- Safe and secure accommodation
- Reasonable local infrastructure (supermarkets/ caf  s/restaurants)

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As the serviced apartment sector developed in London, Sarah Chapman, Apartments Manager at GRG introduced their space and flexibility as a viable accommodation solution for these training groups. In particular, 2 double bedroom/2 bath apartments offer a greater living experience; space, privacy, networking opportunities and can provide a substantial cost saving over a hotel rooms or single flat. Apartments work really well in these circumstances, giving guests a “home from home” experience, as they can cook their own food, study and entertain, if they wish.



The majority of apartments now offer free Wi Fi and desk facilities too, so guests benefit from a peaceful environment in which to complete after work studies or assignments with little disruption.

Moli has worked with Sarah since inception, on occasion assisting with large numbers of apartments for these graduate programmes.

“Moli are very supportive of GRG and we appreciate it! We strive to have an honest and collaborative relationship with all our suppliers and certainly have one with Moli, as they always act on our feedback.

We may be looking for as many as 30/40 apartments per building at certain times, so working with companies who are both flexible and understanding is of huge benefit.”

S. Chapman