

Cheese Removals and Transport Updates Apartment Removals Operations in Response to Rising Flat Moves

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BRIGHTON, UK - February 10, 2026 -
Cheese Removals and Transport has announced a series of service improvements to its apartment removals offering, reflecting growing demand for reliable, carefully managed flat moves across Brighton and Hove and the wider Sussex area. The update follows an increase in apartment-based relocations over the past year, particularly among renters, first-time buyers, and downsizers navigating shared buildings, restricted access points, and tight urban environments.

Based in Hove, East Sussex, Cheese Removals and Transport is a family-run removals company operated by brothers Luca and Alessio Giambrone. Since launching in 2023, the business has established a consistent presence across the local removals market for fair pricing, clear communication, and a practical approach to both local moves and national relocations. The latest update to its apartment removals service is intended to better reflect the specific challenges of flat moves and ensure consistency as demand continues to rise.

Apartment removals present logistical considerations that differ significantly from house moves. Shared

stairwells, limited lift access, parking restrictions, narrow corridors, and strict building management rules can all affect timing and handling requirements. Cheese Removals and Transport has refined its apartment removals process to address these factors more efficiently, with improved pre-move planning, clearer time estimates, and additional attention given to access assessments before moving day.

The enhanced service places greater emphasis on early-stage coordination, particularly in buildings with restricted loading times or where multiple residents share access points. By clarifying these details in advance, the company aims to reduce delays on moving day and ensure that clients are charged fairly for time spent actively moving rather than waiting for access or permissions to be resolved.

Luca Giambrone, co-owner of Cheese Removals and Transport, said the improvements were a direct response to patterns seen across recent apartment moves. ?A flat move can look straightforward on paper, but the reality is often very different once you factor in stairs, parking, and access limitations. We have taken what we have learned from hundreds of apartment moves and formalised it into a clearer, more structured service so clients know exactly what to expect.?

The updated apartment removals service also reflects the company?s time-based pricing model for local moves, which continues to set it apart from many competitors, rather than volume-based pricing. Cheese Removals and Transport charges by time for local apartment moves, allowing smaller flats to be moved without customers paying inflated minimum fees. This approach has proven particularly effective for studio and one-bedroom flats, where traditional pricing structures can result in disproportionate costs.

For longer-distance apartment relocations, the business continues to offer capped, set-fee pricing, providing clarity for clients moving out of the area or relocating nationally. This distinction between local hourly pricing and fixed relocation fees remains a core part of the company?s pricing transparency and is retained within the enhanced apartment removals service.

Operational improvements have also been introduced to better protect belongings in compact environments. Furniture handling procedures have been refined to account for tight corners, shared entrances, and narrow staircases commonly found in period buildings across Brighton and Hove. This includes more consistent use of protective materials and clearer internal processes for dismantling and reassembly when required.

Alessio Giambrone explained that apartment moves require a balance between efficiency and care. ?Speed matters, especially when you are working within parking windows or shared access, but care matters just as much. The improvements we have made are about maintaining that balance and making sure nothing feels rushed or overlooked.?

The announcement also highlights the company?s focus on communication during apartment moves. Clients

are now given clearer guidance ahead of moving day on how building rules, parking arrangements, and access logistics can affect timing. This proactive approach is intended to reduce uncertainty and ensure that both parties are aligned before the move begins.

Cheese Removals and Transport has completed apartment moves across a wide range of properties, from modern developments with managed access systems to older conversions with limited stair access. The updated service is designed to be flexible enough to accommodate both while maintaining a consistent service standard across building types.

The company?s growth has been underpinned by strong customer feedback. Within its first two years of operation, it has recorded over 200 customer reviews on Google. Many of these reviews specifically reference apartment moves, citing punctuality, clear pricing explanations, and careful handling in challenging spaces as key reasons for recommending.

By formally enhancing its apartment removals service, Cheese Removals and Transport aims to ensure that its operational standards keep pace with demand while maintaining the personal, hands-on approach that has defined the business since launch. The company continues to operate across Brighton and Hove, Worthing, Portslade, Haywards Heath, Hassocks, and surrounding areas, supporting both local moves and national relocations.

The updated apartment removals service is now in place and available to clients booking future moves. Cheese Removals and Transport has confirmed that the refinements are part of an ongoing process of reviewing how its services operate in real-world conditions, with further updates planned across other service areas in the coming months.

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Cheese Removals and Transport

Cheese Removals and Transport delivers expert, stress-free removals in Brighton, East Sussex, with professional care and reliability.

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