

ARDEN

AT PARKSIDE SE10



LIVE WHERE LIFE HAPPENS



L I V E

W H E R E

L I F E

H A P P E N S



The central park flows through Parkside, before opening out into a flourishing communal garden at Arden

AT THE HEART OF IT ALL

Arden is the final phase to be released at Parkside, a landmark regeneration development in the heart of South East London.

Over the past twelve years, the former Heathside and Lethbridge estate has been transformed into a vibrant new neighbourhood, delivering more than 1,200 homes, a community centre, cafe and nursery.

Overlooking an acre of landscaped gardens, and benefiting from concierge services, a range of resident amenities and extensive underground car parking, Arden comprises 219 new homes, including studio, one and two-bedroom apartments and two and three-bedroom duplexes.

“Arden unifies the wider Parkside development, with every home having a connection to the central landscaped park.”

Pete Woodford
Director at BPTW,
Architects of Arden

THE VISION FOR ARDEN



PETE WOODFORD
DIRECTOR AT BPTW,
ARCHITECTS OF ARDEN

“Arden is something unique: the spacious homes are built with a focus on the quality of craftsmanship and a design which cleverly connects them with the outdoors and the wider landscape.”

Architect Pete Woodford is a director at BPTW, an award-winning and innovative studio with over 30 years of experience in transforming not just physical spaces, but people's lives.

For the past 8 years, he's been a leading director working on the masterplanning and design of Parkside, which dovetails perfectly with his interest in creating sustainable communities.

WHAT DO YOU THINK MAKES ARDEN SPECIAL?

There are so many exciting things happening in Lewisham at the moment and the skyline is constantly changing, but what we have at Arden is something unique: they are spacious homes built with a focus on the quality of craftsmanship and a design which cleverly connects them with the outdoors and the wider landscape.

HOW DOES ARDEN SIT WITHIN THE WIDER PARKSIDE DEVELOPMENT?

Arden forms part of the regeneration of what were previously two separate sites at Parkside. The new design and layout unifies the scheme for the first time around a beautifully landscaped linear park, made of a series of play spaces and formal gardens which culminates in an area of protected woodland with mature trees. The buildings make the most of the dramatic topography and afford far-reaching views; importantly, every home has a direct connection to the park.

TELL US ABOUT THE DESIGN OF ARDEN

While some of the other buildings within Parkside were deliberately designed to create a contemporary landmark, Arden takes its cues from the rich brick vernacular of nearby Blackheath. Scale and segmentation were important to the design which ranges from a 17-storey tower to the four crescent quarters which nod towards mansion block typology. Trees spill between the buildings throughout the scheme and openings in the buildings have been designed to afford views of the park from different aspects.

WHAT ABOUT THE APARTMENTS?

Many are dual aspect and Acer Heights in particular affords wonderful views of London's ever-changing landscape. Peabody has over 150 years of experience and expertise in managing property in London, so these homes have been designed to stand the test of time. Layouts of each and every apartment have been optimised for comfort and convenience, prioritising the maximum use of all the available natural light, creating ample storage space and ensuring the balconies are integral to layouts so that, in good weather, they act as an additional room.

A LOCATION

Conveniently positioned between the vibrant, cultural districts of Lewisham and Deptford, historic Greenwich and the naturally picturesque Blackheath - residents of Arden have all the advantages of a well-connected Zone 2 location. The lush, open-green spaces of Greenwich Park and Blackheath Common, fantastic restaurants, lively bars and world-renowned music venues and museums are all on your doorstep to enjoy.

LIKE NO OTHER



BERMONDSEY

CANADA WATER

DEPTFORD

BLACKHEATH

BLACKHEATH
COMMON

GREENWICH
OBSERVATORY

THE CITY

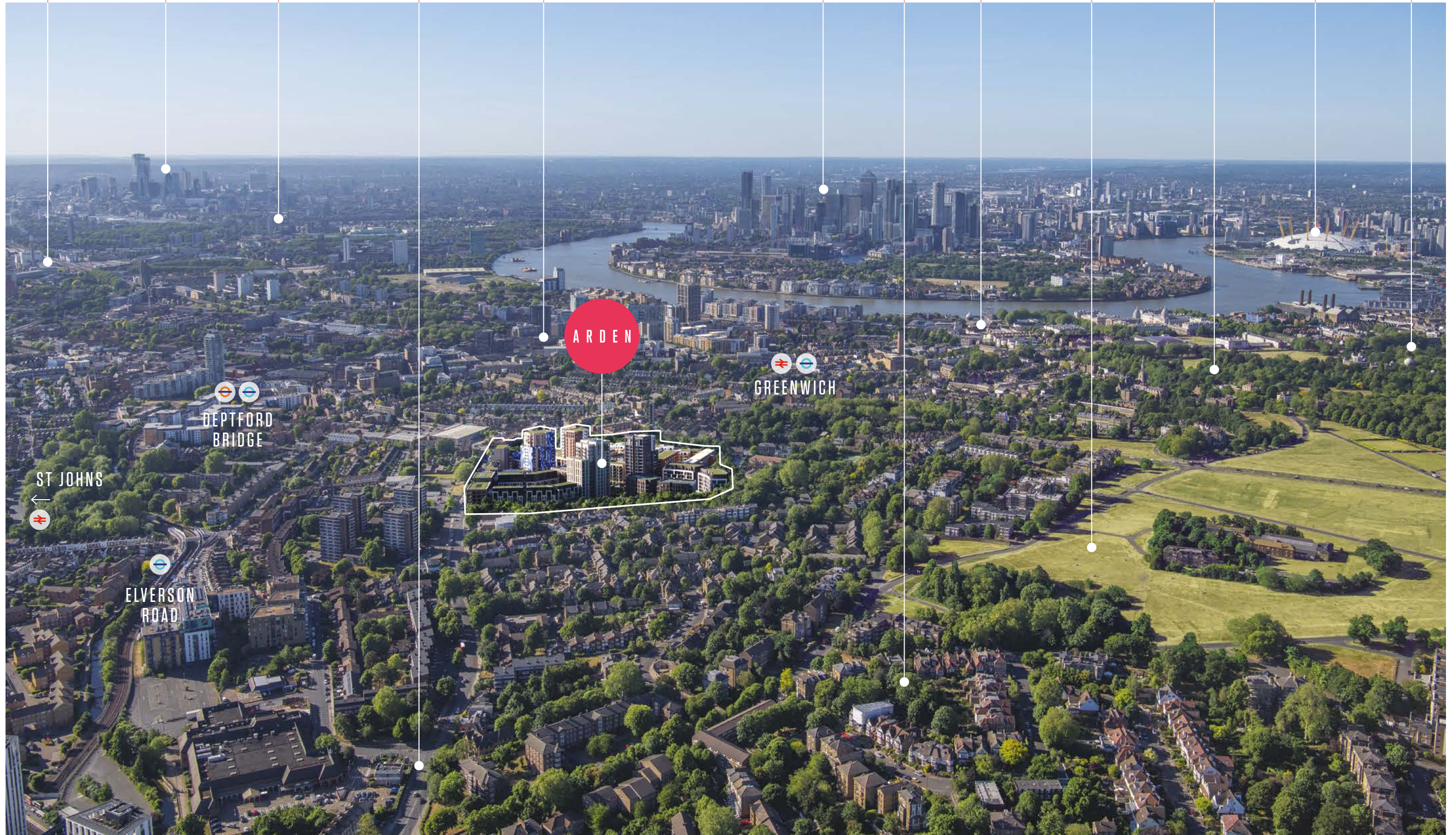
LEWISHAM

CANARY
WHARF

GREENWICH
VILLAGE

GREENWICH
PARK

O2
ARENA



ARDEN

GREENWICH

DEPTFORD
BRIDGE

ST JOHNS

ELVERSON
ROAD

LIVE WHERE YOU ARE...

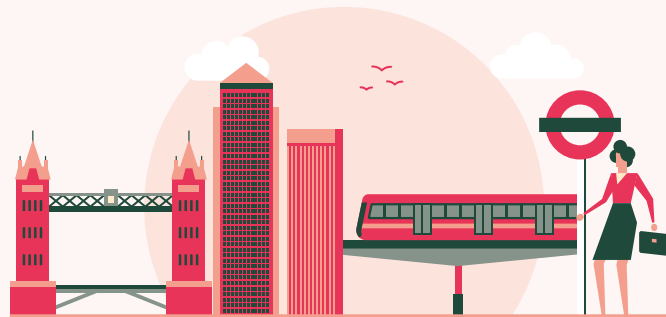
01 PERFECTLY LOCATED

Charming Greenwich, vibrant Leiwsham and Deptford and the natural beauty of Blackheath are all on your doorstep.



02 COMPLETELY CONNECTED

Canary Wharf and London Bridge are less than 25 minutes from your door. With Elverson Road DLR just a 7-minute walk from Arden.



03 WELL LOOKED AFTER

The on-site concierge, parcel storage, resident car parking, cinema-snug room and residents' gym and co-working space are just some of the amenities available to you.



04 AT ONE WITH NATURE

All apartments have either a balcony or terrace that connect you to the surrounding parks and gardens, including easy access to Parkside's central feature parkland.



05 IMMERSSED IN CULTURE AND LONDON LIFESTYLE

From museums to the Royal Observatory Greenwich, street markets to Deptford High Street, quiet cafes to live music at the O2 Arena, you'll be spoilt for choice for ways to make the most of London living on your doorstep.



06 TOP OF THE CLASS

A number of highly rated nurseries and schools are within a short distance from Arden, with many of London's top universities, including the University of Greenwich and Goldsmiths, less than 25 minutes away.



07 DEEP IN DESIGN

A bespoke interior solution is being delivered at Arden with contemporary features and the finest craftsmanship applied throughout all of the apartments.



08 IN SAFE HANDS

With over 158 years of experience, Peabody is one of the largest housing providers in London and the south-east. Their mission is to help people make the most of their lives and to create communities that are healthier, wealthier and happier.



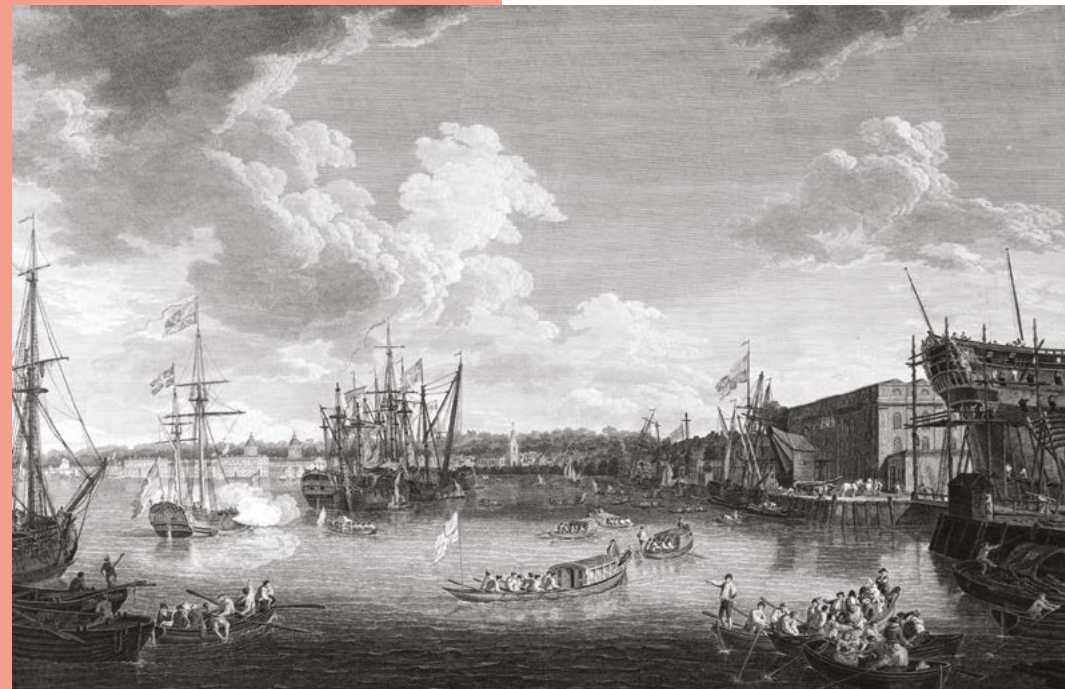
W E L C O M M E
T O T H E
N E I G H B O U R
H O O D

Arden is at the very heart of British history and heritage. Prominently placed at the centre of Lewisham, Greenwich, Blackheath and Deptford, an interesting story lies around every corner.

STEP BACK IN TIME

1491 - 1547

King Henry VIII was particularly fond of and lived in Greenwich for many years. He expanded the Greenwich Palace extensively, before it was destroyed in the late 17th century.



1513

The naval dockyard in neighbouring Deptford was originally opened in 1513. It became one of the earliest British Royal dockyards, and an important centre for trade and shipbuilding until its closure in 1869.



1675

The world-famous Royal Observatory, Greenwich was built on the orders of Charles II in 1675, and contains instruments used in timekeeping since the 14th century.



1852

The first to display Greenwich Mean Time to the public was the hanging of The Shepherd Gate Clock, which was mounted on the wall outside the gate of the Royal Observatory building in Greenwich in 1852.



1957

As the last surviving tea clipper, in 1954 the Cutty Sark was towed into Greenwich and following extensive restoration work was opened as a museum in 1957.

1904

For centuries Blackheath has been at the heart of the community, and a distinguished place of serene, natural beauty.



1937

Formally opened by King George VI in April 1937, The National Maritime Museum is home to some of the most important holdings in the world relating to the history of Britain at sea, including maritime art, cartography, manuscripts and navigational instruments.



TODAY

Lewisham has been nominated the London Borough of Culture 2022 bringing with it a year-long programme of ambitious cultural activities celebrating the unique character of local people and places.

EXPERIENCE VILLAGE CHARM

Heap's Sausages



Flowers at Greenwich

GREENWICH

Leafy, family-friendly Greenwich lies 5 miles from central London and has long been regarded as the ideal antidote to busy, urban life. With its village make up, much of Greenwich's charm lies in its attractive streetscapes and mix of Georgian and Victorian architecture.

Al Pancino café



Davy's wine shop

Home to a number of destination shopping streets and artisan stores, among the most celebrated is Heap's Sausages - a farm shop and deli that sells a range of British cheese, wines, charcuterie and larder essentials. Nearby, a much-Instagrammed shopfront is home to florist Karen Woolven who, before establishing her shop in 2012, arranged flowers for various A-list parties around the world.

A major draw for locals is also the much-loved Greenwich Market. With its huge range of freshly made goodies and sumptuous street food, there is also a vast collection of antiques, fashion and jewellery stalls full of rare and colourful finds.

“There is a very strong village-like atmosphere here in Greenwich because people move here and never leave.”

Karen Woolven
Flowers at Greenwich



The Royal Docks water-sports

Trafalgar Tavern, Greenwich



To the north of Greenwich Village you will note a change of pace and atmosphere. Home to the O2 Arena – one of the world's most iconic music and entertainment venues – and one of Britain's only cable cars. There is an energy and vibrancy to this corner of the capital that is further evident in the range of river water-sports on offer.

A range of traditional British pubs and foodie hot spots are also located around the sun-soaked water's edge, offering a generous selection of hearty favourites.

Live music at The O2 Arena

WITH LIVELY
WATER
ATTRACT

SIDE
ACTIONS

JOIN A HUB OF CREATIVITY

LEWISHAM & DEPTFORD

From museums and food markets to music festivals and performing art, over the last 10 years Lewisham has evolved into a vibrant and creative metropolis. Named the London Borough of Culture 2022, the borough has been awarded £1.35m to deliver a year-long programme of activities that will place culture at the heart of their communities and celebrate the unique character of local people and places.

Located to the north of Lewisham, is the buzzy centre of Deptford. Forged on the city's great industrial heritage, the area has emerged in recent years as one of the fastest-growing regeneration and foodie hotspots, with a high street brimming with independently run shops and restaurants.

Lewisham Farmer's Market



Village Brewery (Archie & Louis)



Horniman Museum & Gardens

Among them is Villages Brewery, a micro-brewery and Tap Room set in three railway arches off Deptford High Street. Started in 2016 by brothers Archie and Louis Village, their aim from the outset was to place the business within a strong community.

"I've lived in lots of different areas, but Deptford stood out for being somewhere that the community looks out for one another. It's very tight, there are lots of characters and it's a very colourful part of the city," explains Louis.

This sense of community has been embedded at Parkside and is at the core of the offering at Arden.



LOCAL

“Deptford is like an island within the city. It’s a kind and warm community and there are lots of people trying out new things.”

Louis Village
Co-founder Villages Brewery & Taproom
@villagesbrewery

For somewhere that continues that local community vibe, nearby Brockley Market is way up there. This Saturday morning market is an established event in its own right, and can be found every week at Lewisham College car park, less than a 5 minute bike ride from Arden.

The main focus here is locally-sourced seasonal food, with a complete array of delicious items on the menu, from street food vendors, artisans and small food producers alike. An award-winning destination, it offers up everything from fresh seafood, fruit and veg, organic breads and cheeses, to top-quality breed meats, game and poultry.

But it’s not just food that is on offer, there is also a beautiful range of flowers, plants, natural wines and craft beer.

Known for its great reputation, friendly faces and buzzy atmosphere, this is certainly a food market with an edge. And it’s right on Arden’s doorstep.



TREASURES

LONDON'S GREEN HAVEN

GREENWICH PARK & BLACKHEATH

Living in a city means that access to nature is by definition limited. But that's not the case with Arden, which stands a short distance from acres of green spaces at Greenwich Park and Blackheath, both just a 10 minute walk from your door.

Covering 183 acres, Greenwich Park is London's oldest Royal Park and is home to a small herd of deer as well as a range of birds and wildlife. Situated on a hillside, the park enjoys one of the city's most iconic views across the river Thames to St Paul's Cathedral, Canary Wharf and beyond.



Known to all Londoners for being the starting place of the annual London marathon, Blackheath's 211 acres of windswept grasslands and heathland is where locals come to fly kites, go for jogs, walk their dogs or simply unwind.

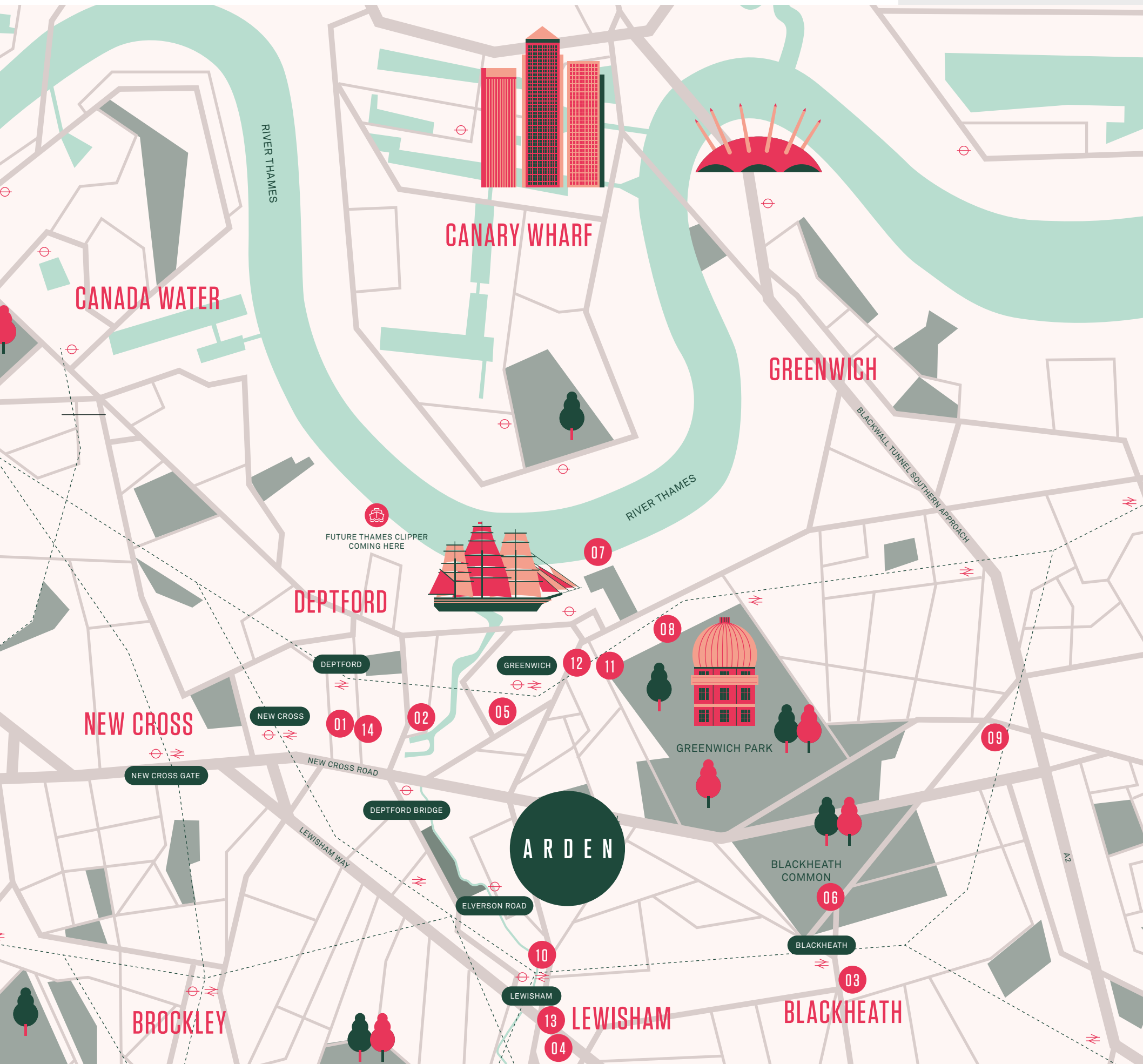
With a wealth of outdoor exercise classes, boot camps and yoga sessions taking place on the heath every day, it also hosts a variety of events for the local community throughout the year including fireworks displays, music festivals and charity races.



Blackheath Music Festival

YOUR LOCAL NEIGHBOURHOOD GUIDE

Within easy walking distance of Arden are a number of cultural highlights, cafés and green spaces – giving you the perfect fun-filled day out.



01
17 Mins
Morning coffee
Wake up with a walk into Deptford High Street to pick up a cup of Lomond Coffee, and one of their famous cheese toasties. @lomondcoffee

02
15 Mins
Need a desk?
Co-working spaces are available at The Artworks Creekside in nearby Deptford, which also includes a cafe, bakery and pizzeria.

03
35 Mins
Fine tune a skill
Take a course at the Blackheath Conservatoire which specialises in arts education for all ages, including children and adults. @blackheathconservatoire

04
17 Mins
Italian essentials
Stock up on fresh bread, cheese, salami and pasta at Antonio's Delicatessen, a Lewisham favourite since 2004.

05
10 Mins
Time for self-care
Free Flow Ayurveda specialise in natural health and wellbeing— alongside offering highly recommended deep tissue massages. @freeflowayurveda

06
10 Mins
At one with nature
With 183-acres of Greenwich Park and 211-acres of Blackheath, enjoy open-aired walks or ramp it up at the Blackheath Bootcamp.

07
20 Mins
Take a river trip
One of the best ways to arrive (or depart) from Greenwich is via the Thames Clipper. Be a tourist for the day and take a trip to the London Eye at Waterloo from Greenwich Pier.

08
20 Mins
Skate away
Open during the winter season, Queen's House ice rink, is arguably London's prettiest setting for an outdoor rink set within the grounds of the Royal Museums Greenwich.

09
39 Mins
Something for the kids
Ottie and the Bea in Blackheath is a children's shop packed with interesting presents, toys and books to encourage imaginative play. @ottieandthebea

10
11 Mins
Share a sourdough pizza
Vinotech Social is an artisan pizza restaurant, wine bar and deli in the heart of the Lewisham community (just next to the station). @vinotechsocal

11
16 Mins
Go to a play
Greenwich Theatre is regarded as one of the foremost off-West End theatres in London and has seen many famous faces over the years.

12
13 Mins
A night out at the cinema
The Greenwich Picturehouse is a five-screen cinema with a café and bar boasting scenic views of maritime Greenwich, showing blockbuster and art house films.

13
13 Mins
Date night
Run by a husband-and-wife team, Sparrow is a much-lauded sharing plates style restaurant in Lewisham. @sparrow.london

14
20 Mins
Saturday night cocktails
The Job Centre in Deptford High Street isn't shy of its previous incarnation. Today it's a trendy local waterhole with exposed rafters and bric-a-brac furniture. @anticpubs

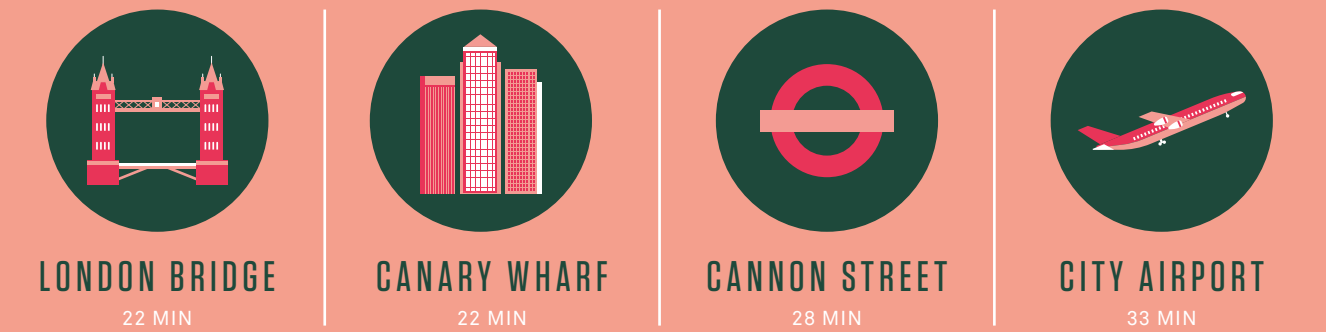
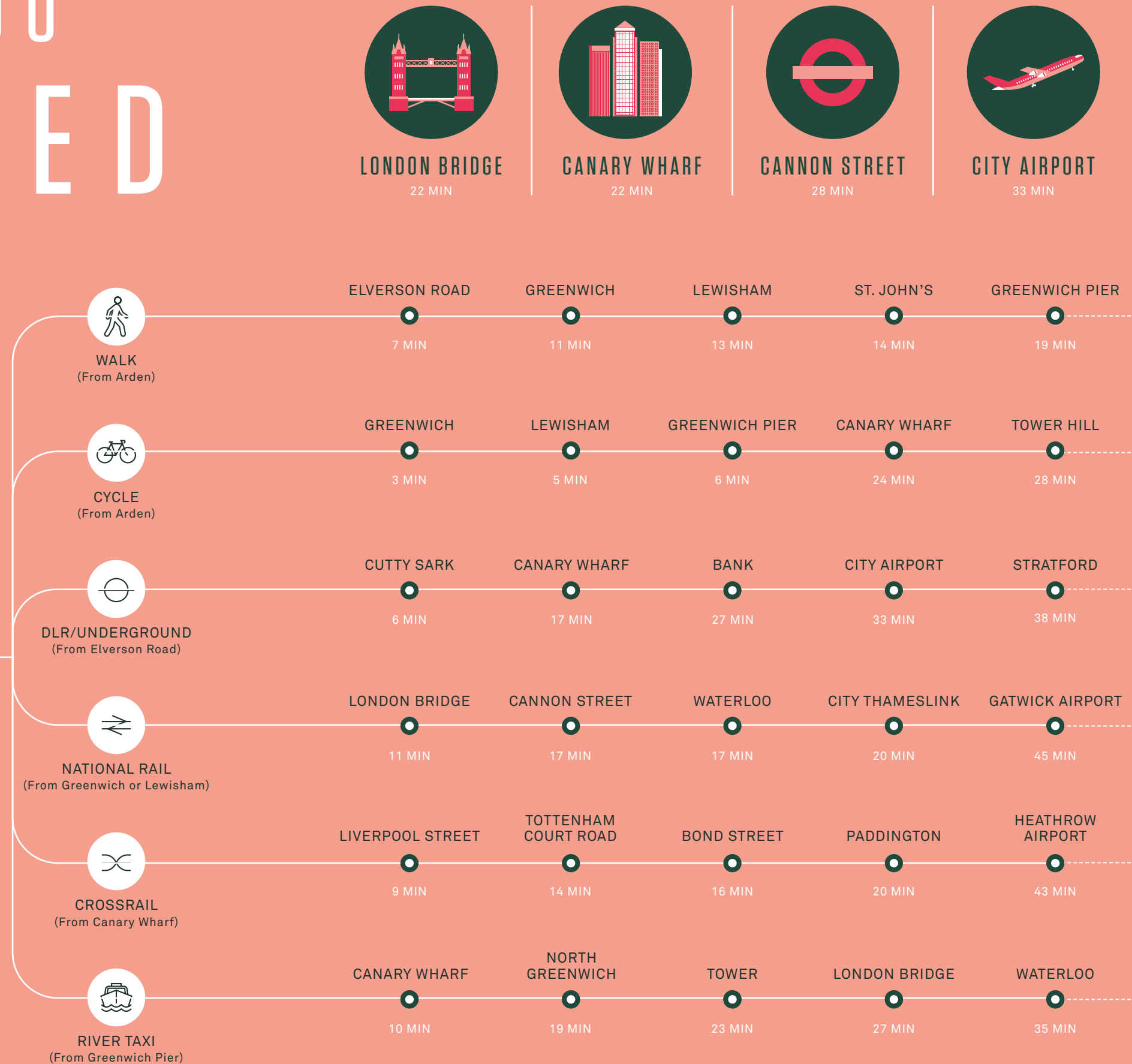
KEEPING YOU CONNECTED

38 **Living at Arden means that you are well connected to all of Central London and beyond, with a range of transport options available to you.**

Just a short 7-minute walk from Arden is Elverson Road Station, which travels to Canary Wharf, via Greenwich in just 17-minutes - connecting you to London Crossrail (Elizabeth Line) in no time at all.

Lewisham Station is just over a 10-minute walk and will connect you to London Bridge in less than twenty minutes, or New Cross Thameslink Station is only a 7-minute cycle away.

London City Airport and Gatwick Airport are reachable in 33-minutes and 58-minutes, respectively from your door. So those international getaways are always within easy reach.



LONDON BRIDGE 22 MIN | **CANARY WHARF** 22 MIN | **CANNON STREET** 28 MIN | **CITY AIRPORT** 33 MIN

All travel times sourced from Google Maps. Crossrail opening in 2022. Most efficient journeys may contain transfers between lines. Travel times may vary depending on time of travel.

LOCAL EDUCATION

Ideal for young or growing families, there are plenty of highly rated nurseries, primary and secondary schools and colleges all just a short distance from Arden.

NURSERIES & PRIMARY SCHOOLS

MORDEN MOUNT PRIMARY SCHOOL (rated Good by Ofsted)

Teaches and develops its pupils through their core values of perseverance, respect, opportunity, understanding and democracy.

 3 min walk


SCALLYWAGS DAY NURSERY (rated Good by Ofsted)

This cosy nursery uses a play-based approach to enrich the children's learning and help them reach their fullest potential. Welcomes pupils aged 0-4 years.

 5 min walk


ST ALFEGE WITH ST PETER'S C OF E PRIMARY SCHOOL

A non-denominational school that focuses on children reaching their full potential academically, emotionally and spiritually.

 5 min drive


LITTLE ELMS GREENWICH NURSERY AND PRE-SCHOOL

A family-run nursery that provides creative, physical, social and emotional development for children aged 3 months to 5 years.

 6 min drive

MERIDIAN PRIMARY SCHOOL (rated Good by Ofsted)

This proudly inclusive school has a rich and diverse community that speaks over 30 languages, and caters to deaf, dyslexic and other learning differences pupils.

 9 min drive

SECONDARY SCHOOLS & COLLEGES

LEWISHAM COLLEGE

Ranked 3rd for overall achievement amongst London Further Education Institutions, Lewisham College offers a wide range of vocational courses.

 15 min walk

ST URSULA'S CONVENT SCHOOL (rated Outstanding by Ofsted)

An all-girls Catholic secondary school that continues the vision of St Angela to educate the young women of tomorrow through the pursuit of academic excellence.

 7 min drive

ADDEY & STANHOPE SECONDARY SCHOOL

A community focussed school that aims to develop the personal strengths of all its pupils that builds upon their character and wellbeing.

 6 min drive

ST MATTHEW ACADEMY

A secondary school that sets high expectations and outstanding achievements, a community that promises excellence for all its members.

 7 min drive

BELLERBYS COLLEGE LONDON

Consistently achieving academic excellence and high A-Level grades, many students here go on to study at Oxford, Cambridge and other Russell Group universities.

 8 min drive



WORLD-CLASS UNIVERSITIES



NEARBY UNIVERSITIES

Arden is close to many of London's world-famous, highly esteemed universities - giving you easy access to the best rated education across the capital.



UNIVERSITY OF GREENWICH
17 mins



KING'S COLLEGE LONDON
41 mins



GOLDSMITHS, UNIVERSITY OF LONDON
25 mins



ROYAL ACADEMY OF MUSIC
44 min



RAVENSBOURNE UNIVERSITY
36 mins



UNIVERSITY COLLEGE LONDON (UCL)
46 mins



LONDON SOUTH BANK UNIVERSITY
38 mins



LONDON SCHOOL OF ECONOMICS
AND POLITICAL SCIENCE
52 mins

INTRO —
DUCCING
ARDEN

BREATHE IN

NATURE IN THE CITY

46



Arden takes its cues from the rich brick vernacular of nearby Blackheath, with the design of the buildings making the most of natural light throughout. Many of the apartments also offer a dual aspect, drawing in the landscaping that surrounds the building on both sides.

Maximizing the sustainability and environmental considerations across the development, the buildings at Arden have been designed to incorporate green roofs. Working harmoniously with the neighbouring architecture and greenery, Arden will provide a varied ecological habitat, as well as an attractive visual backdrop for those residents living on the higher floors.

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Four crescent-shaped buildings overlook the park and knit the apartments into their colourful and lush surroundings.

Set within landscaped communal gardens and surrounded by mature woodland, the apartments at Arden have been designed to dissolve the boundaries between the inside and outside, making the most of the spectacular location and views.





WHERE
YOU'RE
LOOKED

WELL
AFTER

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LOBBY AND APARTMENT CONCIERGE

Celebrating the sense of scale, double height lobby areas welcome residents, and their guests, home. Day-to-day needs of home owners have also been thoroughly considered, with the provision of a concierge service, parcel storage facility, key holding and dry cleaning drop off point service.





CO-WORKING SPACE

Catering for those who find themselves working from home, or in general need of a workspace, Arden's co-working hub is a tranquil environment perfect for productivity. With a capacity of up to 30 people, high-speed wireless internet, charging stations and a refreshment point with hot and cold drinks - it's the ideal place to work outside of the office.





SNUG LOUNGE

Arden's exclusive snug room is perfect for nights in with friends and family, or just a place to relax and unwind. This cool, cinema style retreat is available to book for all residents, and includes a 55inch TV with integrated sound system, a fridge for all your refreshments and seats up to 10 people.

FITNESS SUITE

Encouraging a sense of wellness and wellbeing, Arden residents have access to a comprehensive fitness suite which includes a free weights room, spinning and yoga studios for up to 8 people each, lockers, bench seating and water station. Surround sound and TV connectivity in the spin and yoga studios are also available to help create just the right mood and atmosphere whilst exercising.





HOMES DESIGNED WITH DETAIL

Each apartment has been configured to make the most of Arden's natural surroundings. All homes come with balconies or terraces to dissolve boundaries between indoor and outdoor living.



Open-plan living spaces feature floor-to-ceiling windows and generous private balconies. Spaces have been specifically designed in a timeless style, waiting for owners to introduce their own decorative designs.

Fresh white walls combined with silver-grey oak flooring, introducing a stylish Scandinavian aesthetic to these contemporary homes.



Spacious kitchens with sleek minimal finishes are designed as versatile spaces which aim to make daily tasks that much easier.

Design features include top-quality integrated appliances and joinery in pale grey with soft-closing doors, snow-white polished work surfaces and elegant under-mounted sinks. Discreetly placed warm LEDs set under the cabinets provide clear task lighting, while splashbacks are covered with Spanish-made metro-style tiles in a sophisticated anthracite grey.



The vast majority of apartments have main bedrooms which benefit from en-suite bathrooms. Contemporary white bathware is paired with eye-catching sea-green metro tiles and plenty of useful storage space.

A neutral colour palette forms the basis of the bedrooms throughout Arden with main bedrooms featuring contemporary fitted wardrobes, providing plenty of storage space.





With underfloor heating throughout the apartment, bathrooms are complete with carefully chosen features that include thermostatic shower valves, top-quality bathware and chrome heated towel rails.

SPECIFICATION

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KITCHEN

- Snow white composite worktops with polished finish
- Zinc coloured laminate finish to all kitchen cabinetry
- Single undermounted stainless steel sink with chrome mixer tap
- Mediterranean grey brickwork tiles to all upstands and backplates
- Bosch black ceramic integrated electric hob and integrated extractor fan with LED light
- Bosch built-in stainless steel electric oven with touch control
- Fully integrated Bosch stainless steel microwave with touch control
- Bosch integrated fridge/freezer
- Bosch integrated dishwasher with VarioSpeed
- Under-counter 3 stage separation waste bin



BATHROOM

- White bath unit with bath panel
- Hansgrohe chrome thermostatic bath/shower mixer including overhead and hand shower
- 2-panel shower screen with polished chrome finish and clear glass
- Classic white square semi-recessed hand basin with chrome single level Hansgrohe mixer tap
- Classic white Geberit WC with soft close seat and chrome Flushplate
- Mirrored storage cabinet with open shelf units and single shaver socket inside
- Sea-green tiling around bath and above WC and hand basin

EN-SUITE

- Sliding shower screen with classic white shower tray
- Hansgrohe thermostatic chrome shower kit including wall mounted overhead shower and separate hand shower
- Classic white square semi-recessed hand basin with chrome, Hansgrohe mixer tap
- Classic white Geberit WC with soft close seat and chrome Flushplate
- Mirrored storage cabinet with open shelf units and single shaver socket inside
- Sea-green tiling around bath and above WC and hand basin

BEDROOMS

- Full height fitted wardrobes with blanket shelf and hanging rail to all main bedrooms
- Recessed dimmable LED down lights to all bedrooms

INTERNAL DOORS & IRONMONGERY

- White panelled, fire-resistant solid doors throughout apartment
- Secure By Design front door, with brushed aluminium handles
- Single lever round chrome privacy door handles for bathrooms and en-suites
- Square edged architraves and skirtings throughout apartment

FLOORING AND HEATING

- Amtico nordic oak flooring throughout all rooms and hallways
- Carpet to private staircase in duplex apartments only
- Underfloor heating throughout apartment

SECURITY & PEACE OF MIND

- Video entry system
- Multi-lock door with security chain and spy hole
- Sprinkler system fitted throughout apartments
- Wire smoke and heat detectors
- 12 year NHBC warranty
- 2 year defect warranty
- 999 year lease

ELECTRICAL & LIGHTING

- Recessed LED down lights to kitchen, living, dining, bedrooms, bathrooms, en-suites and hall
- Dimmer in kitchen, living, dining and bedrooms
- Kitchen task lighting fixed under all wall cabinets with warm white light
- A socket with integrated USB charger provided in all rooms

GENERAL

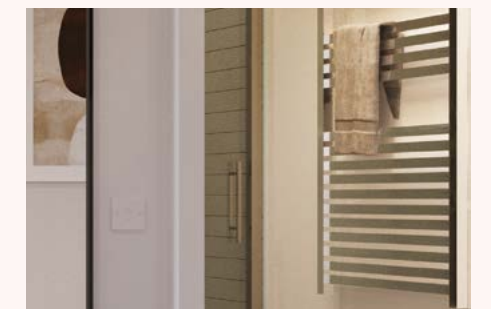
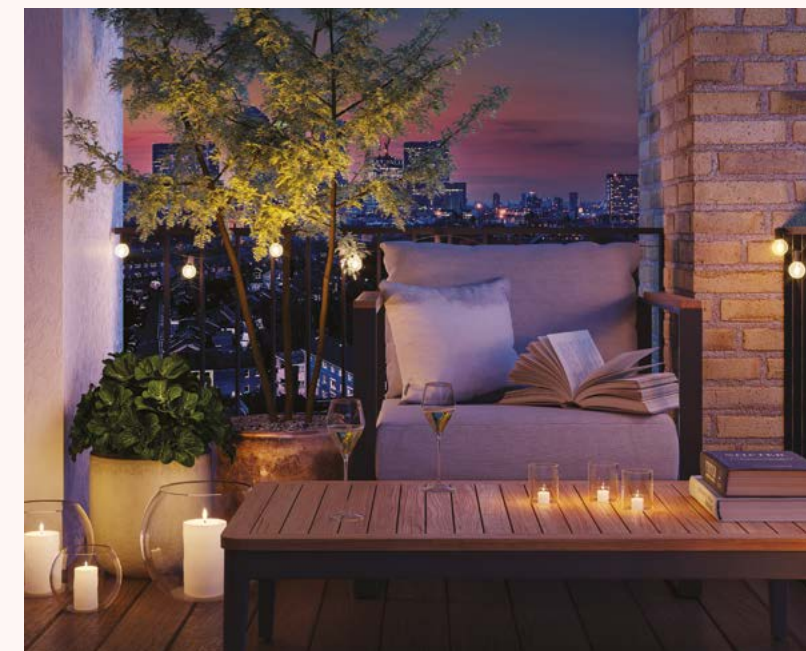
- Bosch freestanding white washer/dryer machine to storage cupboards*
- Heating and hot water provided by central plant and charge separately
- Television (terrestrial and satellite) points with SkyQ provisions to living room and main bedroom
- Landline telephone and Virgin & BT hyper optic data points to living room and main bedroom

*Location can vary

ONSITE AMENITIES

- Concierge
- Cinema room
- Fitness suite
- Flexible workspace area
- Secure underground and ground level parking
- Secure cycle storage

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Peabody creates great places where people want to live, adding value through long-term, patient investment. This historic organisation is known for upholding high design standards to create homes in great locations which are safe, easy to maintain and long-lasting.

BUILDING HISTORY

Peabody has over 158 years of experience and expertise in managing property in London. Founded by the American financier and philanthropist George Peabody in 1862, the organisation now manages over 66,000 homes. Peabody is well-placed to build thousands more top quality, well-maintained homes each year.

CUSTOMER FOCUS

Peabody creates and invests in great places where people want to live. Placing customers at the forefront, Peabody recently achieved 'Gold' in the latest, wholly independent, customer satisfaction awards. Over 90% of customers said they would recommend Peabody. Its ambition is to create communities that are healthier, wealthier and happier.

FINANCIAL STRENGTHS

Peabody delivers long-term returns on investment. It has a strong balance sheet with low gearing and a modest debt burden. Astute business planning, together with robust governance, and an asset base of £6.8bn, means that Peabody is well placed to build thousands more top quality, well-maintained homes each year.

SOCIAL HEART

In line with the social purpose of its founder, the organisation re-invests its surpluses to provide more homes and services. Last year it generated a surplus of £148m, investing £356m in building new homes, and £84m in maintaining existing homes. It also runs a community foundation, helping to create prosperity and success for people in London and the south-east of the UK.

QUALITY, SUSTAINABILITY & INNOVATIVE DESIGN

Peabody's reputation is one of the most respected in the housing industry, renowned for high quality and innovative design. This has been achieved by working with the best designers and robust procedures to monitor quality throughout the design, development and procurement process. Peabody has a long and proud history of providing well-designed, sustainable homes.

AWARD WINNING

Since 2017 Peabody has been recognised and awarded more than 55 prestigious awards, including the 2017 Sunday Times 'Homebuilder of the Year' and the Grand Prix award at the 2020 Evening Standard New Homes Awards. We also work with award winning architects and partners to deliver our high-quality design standards, creating homes in great locations which are safe, easy to maintain and long-lasting.

TRACK RECORD OF URBAN REGENERATION

Here are just a few examples of where we have recently delivered award-winning urban regeneration in London.

WHARF ROAD

Islington, N1 (pictured)

In the heart of north London's most diverse district is Wharf Road, a distinctive boutique collection of 98 homes overlooking the tranquil City Road Basin on the Regents Canal.

FISH ISLAND VILLAGE

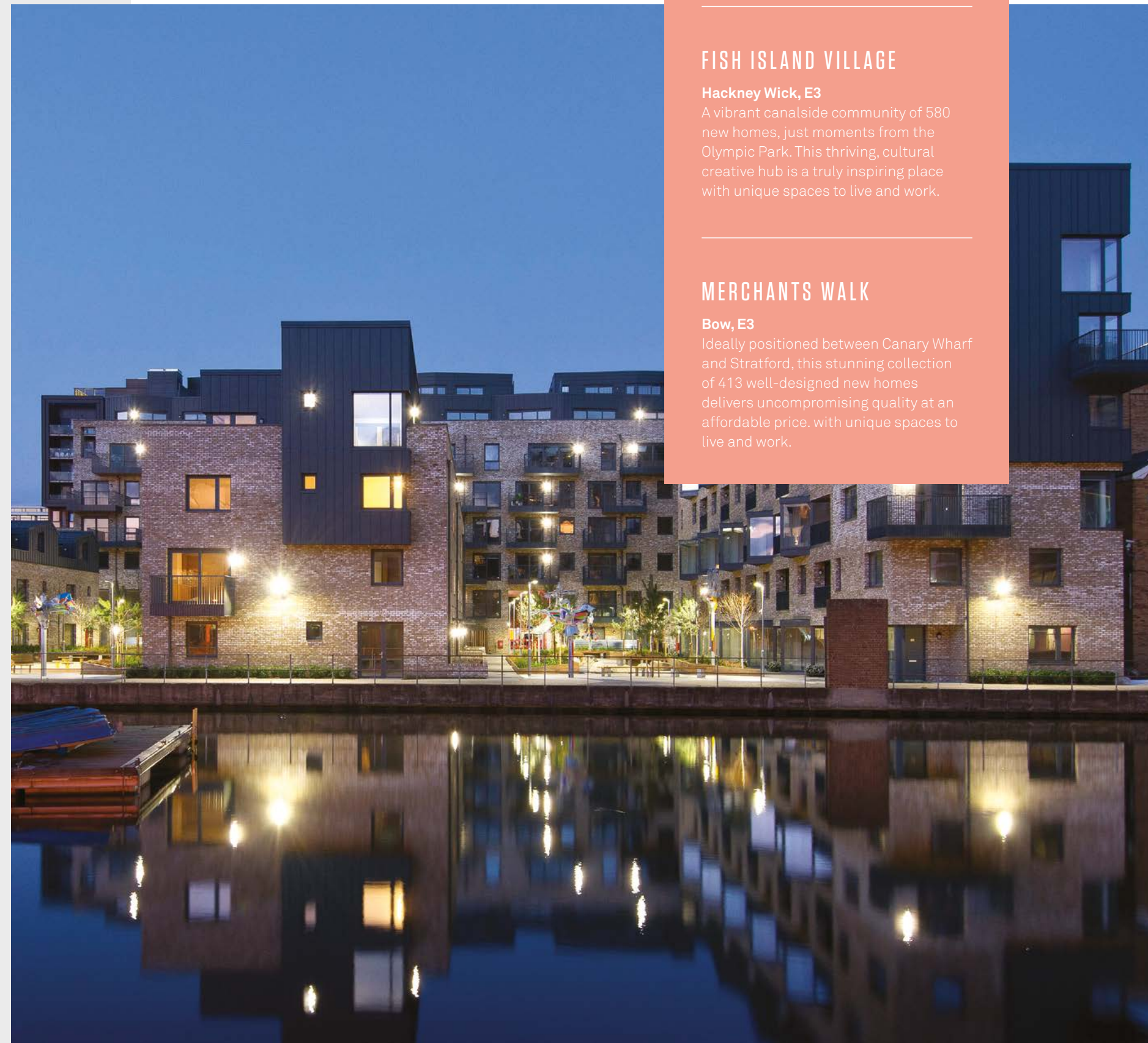
Hackney Wick, E3

A vibrant canalside community of 580 new homes, just moments from the Olympic Park. This thriving, cultural creative hub is a truly inspiring place with unique spaces to live and work.

MERCHANTS WALK

Bow, E3

Ideally positioned between Canary Wharf and Stratford, this stunning collection of 413 well-designed new homes delivers uncompromising quality at an affordable price, with unique spaces to live and work.





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