



THE AURIA

NOTTING HILL

Guide to
Notting Hill
Living



A
THE AURIA
NOTTING HILL

Where city living meets village life

Introducing The Auria, the next exciting phase in the journey at Portobello Square, the prestigious multi-award-winning development in Notting Hill.

Notting Hill is one of London's most famous and desirable residential neighbourhoods. An area with a strong sense of community, a vibrant cosmopolitan charm, and a truly village-like feel that sets it apart from any other place in London.

Enjoy stylish living at The Auria. The 1 and 2 bedroom apartments and duplexes are set within two architecturally distinctive mansion blocks revealing living spaces filled with natural light. Athlone Mansions overlooks the large public park at the development's heart.

Portobello
Square



← Aerial masterplan view of the entire development showing past, present and future phases with Athlone Gardens at the heart.

A rich history

In a little under 150 years the local area has transformed from lush farmland to a thriving and diverse neighbourhood, shaped by the different communities who have settled here over the years.

Notting Hill is home to Europe's largest carnival attracting more than 2 million partygoers every August bank holiday weekend. Carnival began life in the 1960s bringing together Afro-Caribbean communities in a celebration of Caribbean culture. This spectacular event sees the streets come alive with live music, colourful costumes, dazzling parades and traditional Caribbean food.

CARNIVAL

The Royal Borough of Kensington
and Chelsea
**PORTOBELLO
ROAD, W.11**



THE MARKET

The Portobello Road Market has been instrumental in defining the character of Notting Hill and has long been a place for trendsetters to see and be seen. It has transformed over the decades from a humble London fruit and veg market into a world-famous shopping destination. On a Saturday when the market is in full swing, stalls selling an eclectic mix of vintage fashion, antiques, food and homeware line the full stretch of Portobello Road and spill into surrounding streets.



ON THE BIG SCREEN

Over the years Notting Hill has been immortalised in film; its pretty garden squares, iconic candy-coloured buildings and village-like setting providing the perfect backdrop for film and TV. *Notting Hill*, starring Julia Roberts and Hugh Grant, was filmed here, its on-screen book store taking inspiration from The Notting Hill Bookshop in Blenheim Crescent, and the blue door, now a famous landmark in its own right, can be found at 280 Westbourne Park Road. Scenes from *Paddington* and *Paddington 2* were shot along the Portobello Road with Alice's Antiques masquerading as Mr Gruber's shop.



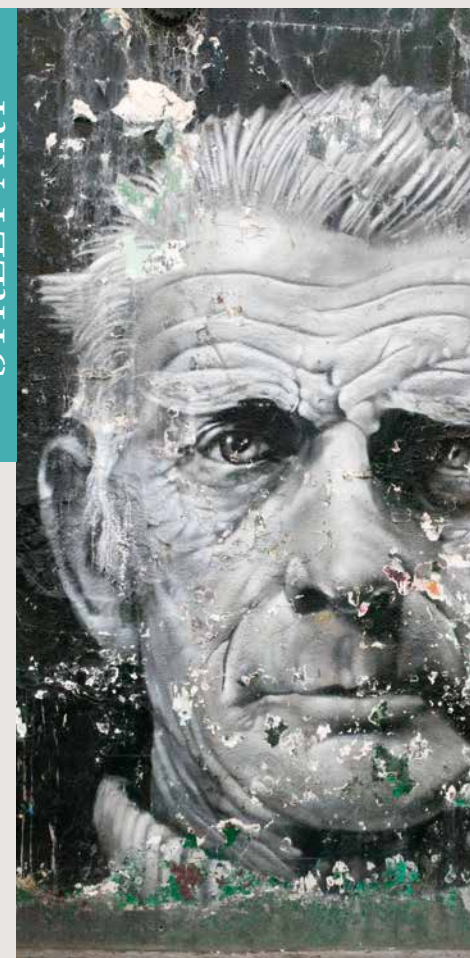
← DJ Norman Jay
→ Joe Strummer
from The Clash



MUSIC

Alongside the music extravaganza that is the Notting Hill Carnival, the local area has a rich musical heritage particularly around the northern end of Portobello Road and Ladbroke Grove. Many famous songs and albums were recorded at Island Recording Studios in Basing Street including Bob Marley's *Catch a Fire*, and numerous renowned bands and artists lived and hung out in the area, from The Clash and The Rolling Stones to legendary British DJ, Norman Jay.

STREET ART



Home to London's first-ever street art gallery, Notting Hill has a long-standing reputation for its exciting street art scene. Over the years, streets and buildings have doubled-up as a canvas for an ever-changing display of wall paintings and graffiti adding to the area's rich cultural heritage. *The Painter* by enigmatic street artist Banksy is one of the oldest intact Banksy murals and can be found on the corner of Acklam Road and Portobello Road.



← Samuel Beckett mural by Alex Martinez (also known as SHINE) once featured in Blenheim Crescent
→ *The Painter* by Banksy
↑ Street art along Portobello Road

Why you'll love NOTTING HILL

Famous internationally and cherished locally, Notting Hill is a captivating London village neighbourhood with a personality all of its own.

Renowned for its independent, free spirited and creative approach to life, Notting Hill is a constantly evolving neighbourhood; one where the culture and cuisine has been shaped by the broad mix of people who live here.

Discover Moroccan cafés and Portuguese patisseries sitting alongside Michelin-starred restaurants, and luxury designer boutiques rubbing shoulders with vintage fashion shops. The eclectic array of places to shop, drink and dine is impressive and all are set against the backdrop of the iconic Portobello Road.



Meet Rosanna Bossom

Local Resident and Interior Designer

Born and bred in Notting Hill, Rosie runs her own design practice near Portobello Road, Rosanna Bossom Interiors Ltd. Her projects span commercial and residential properties for private clients across London and beyond, including the design and installation of the top two floors at 5 Hertford Street, working alongside the world renowned Rifat Ozbek.

What's your signature style?

People often ask me that, and the honest truth is, I don't have a set signature style! There's actually a huge element of psychology to my role; you have to approach each project individually and really get to know the client – tailoring interiors to their taste and personality exactly. However, history and storytelling are undoubtedly threads through all of my work – I build spaces around remarkable artworks, intriguing antiques and bold fabrics – all with a story to tell.

How are you inspired by Notting Hill?

That sense of history definitely comes from living in Notting Hill all my life – the area has such a rich past, and yet it changes every day.

The furniture shops on Golborne Road are a major source of inspiration for me. On Saturdays, I love how the road comes alive, as incredible collections of antique furniture spill out onto the street. There are some truly one-of-a-kind finds – I've been known to buy pieces straight off the truck, as they are delivered to the store!

Describe your perfect weekday in Portobello

It would start off with a walk in one of the nearby open spaces – that could be a stroll in Holland Park, or a meander down the canal towards Maida Vale. I'll grab a coffee from one of the independent cafés in the area, and pick up some fresh-cut flowers from the market – perfect inspiration for

my design work when I head back to my desk. Popping out to grab lunch, I'm spoilt for choice with lunch spots, a particular favourite is Golborne Deli. After a busy day, for a well-deserved evening out, the Electric Cinema is a must – nothing beats a gripping film with a Picante!

Who makes this area their home?

It's really eclectic – Notting Hill is definitely a place everyone wants to live, and all are welcome. Creatives like myself tend to be drawn to the area, and in the last few years, I've noticed more growing families moving here. There is a big international community here too – which makes it a melting pot for cultures. The area really has something for everyone.



FIND QUIRKY SHOPS AND MORE PAGES 22 TO 23

GOLBORNE ROAD

NOTTING HILL

DISCOVER LUXURY BRANDS PAGES 14 TO 17

EXPLORE THIS ICONIC DESTINATION PAGES 18 TO 21

PORTOBELLO ROAD

LEDBURY ROAD

WESTBOURNE GROVE

KENSINGTON PARK ROAD

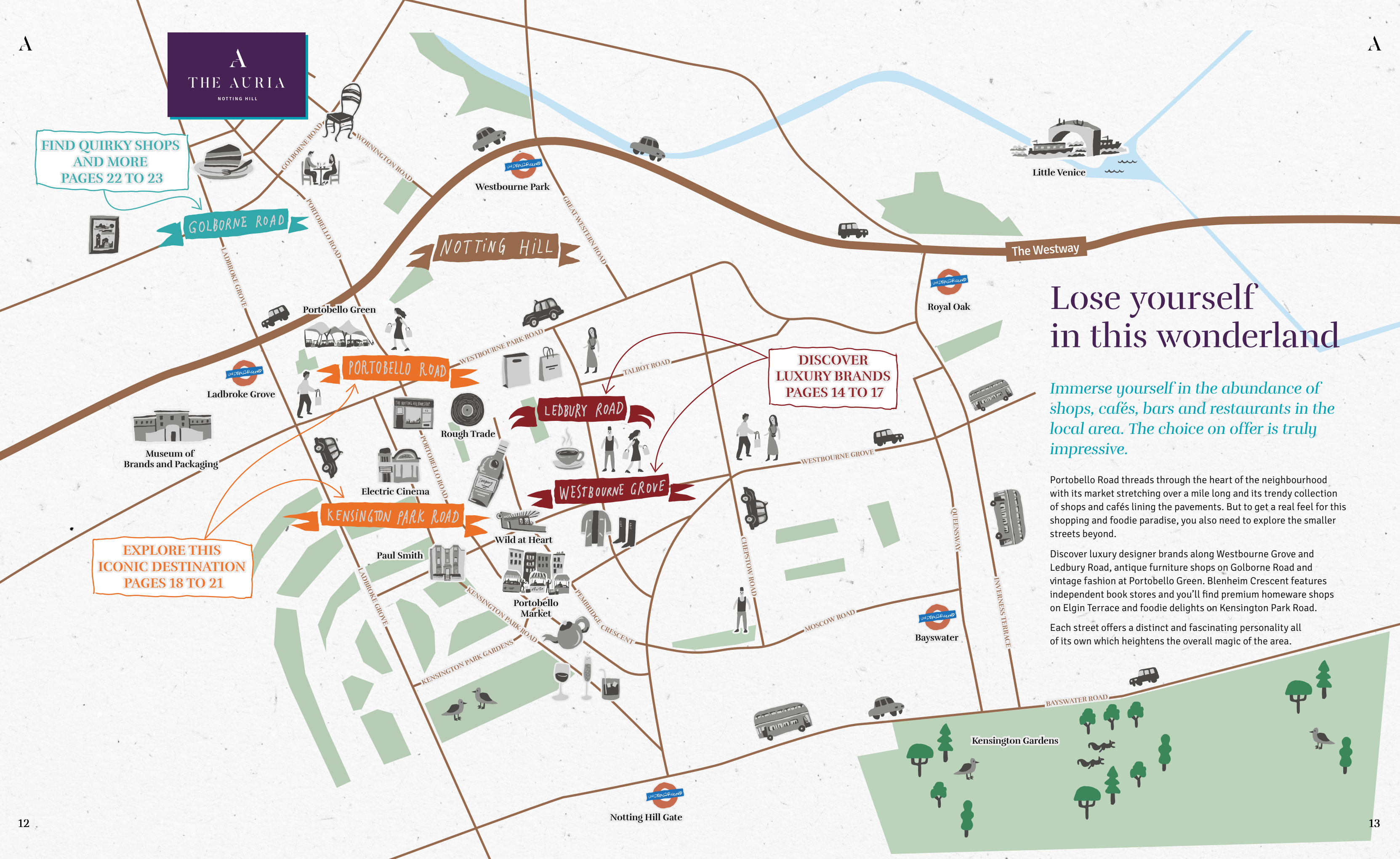
Lose yourself in this wonderland

Immerse yourself in the abundance of shops, cafés, bars and restaurants in the local area. The choice on offer is truly impressive.

Portobello Road threads through the heart of the neighbourhood with its market stretching over a mile long and its trendy collection of shops and cafés lining the pavements. But to get a real feel for this shopping and foodie paradise, you also need to explore the smaller streets beyond.

Discover luxury designer brands along Westbourne Grove and Ledbury Road, antique furniture shops on Golborne Road and vintage fashion at Portobello Green. Blenheim Crescent features independent book stores and you'll find premium homeware shops on Elgin Terrace and foodie delights on Kensington Park Road.

Each street offers a distinct and fascinating personality all of its own which heightens the overall magic of the area.

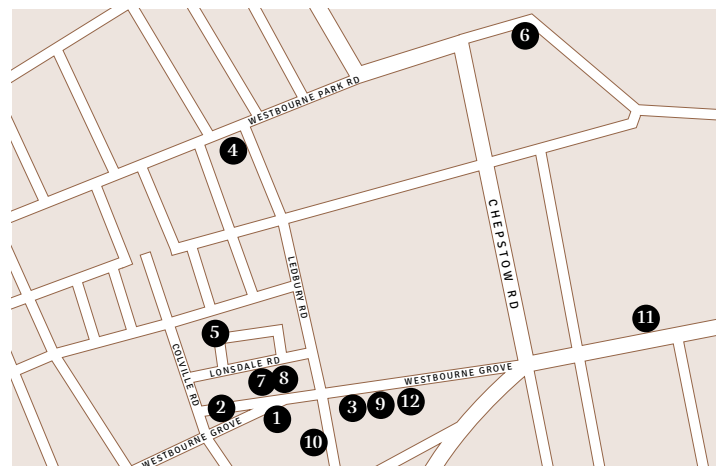


FOCUS ON Westbourne Grove & Ledbury Road

Westbourne Grove and Ledbury Road are the go-to streets for designer fashion, luxury brands and premium delis.

Set in a largely residential area, this prestigious shopping enclave offers a sophisticated and relaxed vibe. Here you'll find quintessential British brands from luxury stationers, Smythson; men's swimwear designer, Orlebar Brown; and elegant jewellery from Dinny Hall, nestled alongside international favourites such as French womenswear brand, Sézane; and Australian skincare specialists, Aesop.

For food lovers, Daylesford Farm Shop and Café, is the place to go for grocery essentials and foodie treats, and to enjoy a coffee in the sunshine. The renowned Ottolenghi is on Ledbury Road showcasing displays of artisan cakes, colourful meringues and deli delights for takeaway.



Top Picks

- 1. Aesop**
227A Westbourne Grove
aesop.com
- 2. Wild at Heart**
222 Westbourne Grove
wildatheart.com
- 3. Pippa Small**
201 Westbourne Grove
pippasmall.com
- 4. Caractère**
209 Westbourne Park Road
caractererestaurant.com
- 5. Cloud Twelve**
2-5 Colville Mews
cloudtwelve.co.uk
- 6. The Cow**
89 Westbourne Park Road
thecowlondon.com
- 7. Daylesford Farm Shop and Café**
208-212 Westbourne Grove
daylesford.com
- 8. Dinny Hall**
200 Westbourne Grove
dinnyhall.com
- 9. Diptyque**
195 Westbourne Grove
diptyqueparis.com
- 10. FaceGym**
57 Ledbury Road
facegym.com
- 11. Pharmacy**
74-76 Westbourne Grove
pharmacylondon.com
- 12. Granger & Co**
175 Westbourne Grove
grangerandco.com



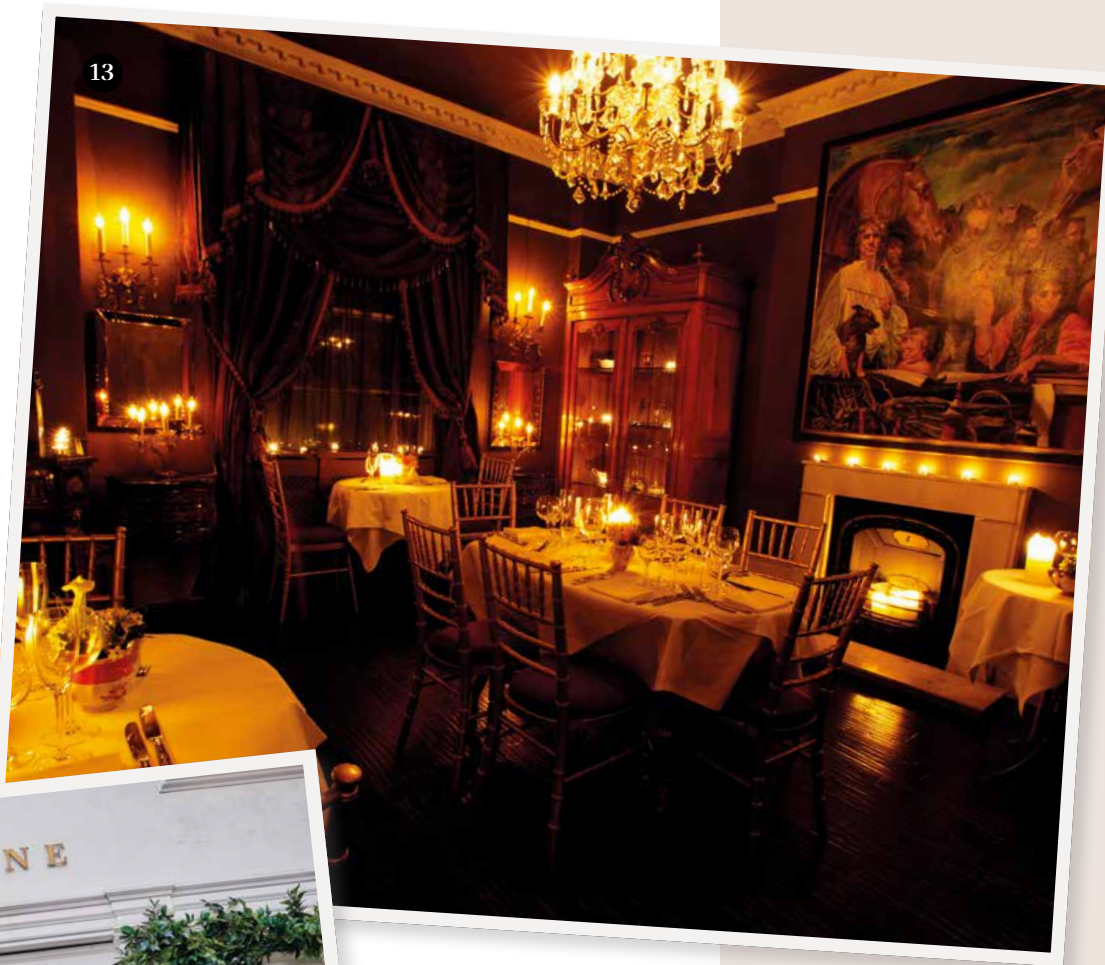
Good to know

Turquoise Island with its distinctive triangular design is both an award-winning building and a well-loved local landmark. Completed in 1993, it is home to premium florist, Wild at Heart.

FOCUS ON Westbourne Grove & Ledbury Road

Further along Westbourne Grove is Granger & Co, famous for its antipodean-inspired brunches.

For pampering treats there is the internationally renowned, Margaret Dabbs London clinic at Space NK offering luxury foot and hand treatments, and discover Cloud Twelve, the indulgent spa and wellness centre, tucked away in nearby Colville Mews.



Good to know
Space NK features a Margaret Dabbs London clinic. This internationally renowned brand is the number one choice for luxury treatments for the hands and feet for men and women.

13. Beach Blanket Babylon
45 Ledbury Road
beachblanket.co.uk

14. Space NK
127-131 Westbourne Grove
spacenk.com

15. Melt
59 Ledbury Road
meltchocolates.com

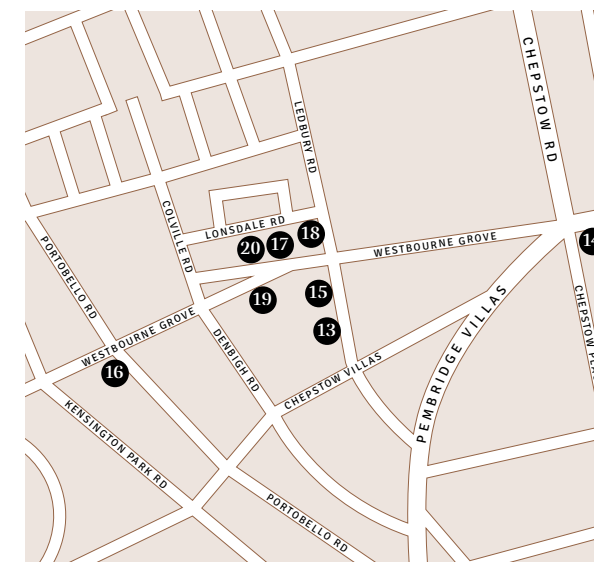
16. Notting Hill Fish Shop
287-289 Westbourne Grove
nottinghillfishshop.co.uk

17. Orlebar Brown
206 Westbourne Grove
orlebarbrown.com

18. Ottolenghi
63 Ledbury Road
ottolenghi.co.uk

19. Sézane L'Appartement
233 Westbourne Grove
sezane.com

20. Smythson
214 Westbourne Grove
smythson.com





Good to know

The chef at the helm of Core by Clare Smyth is the first and only female chef to run a restaurant with three Michelin stars in the UK. It was rated London's number 1 best fine dining restaurant by Tripadvisor in 2021.

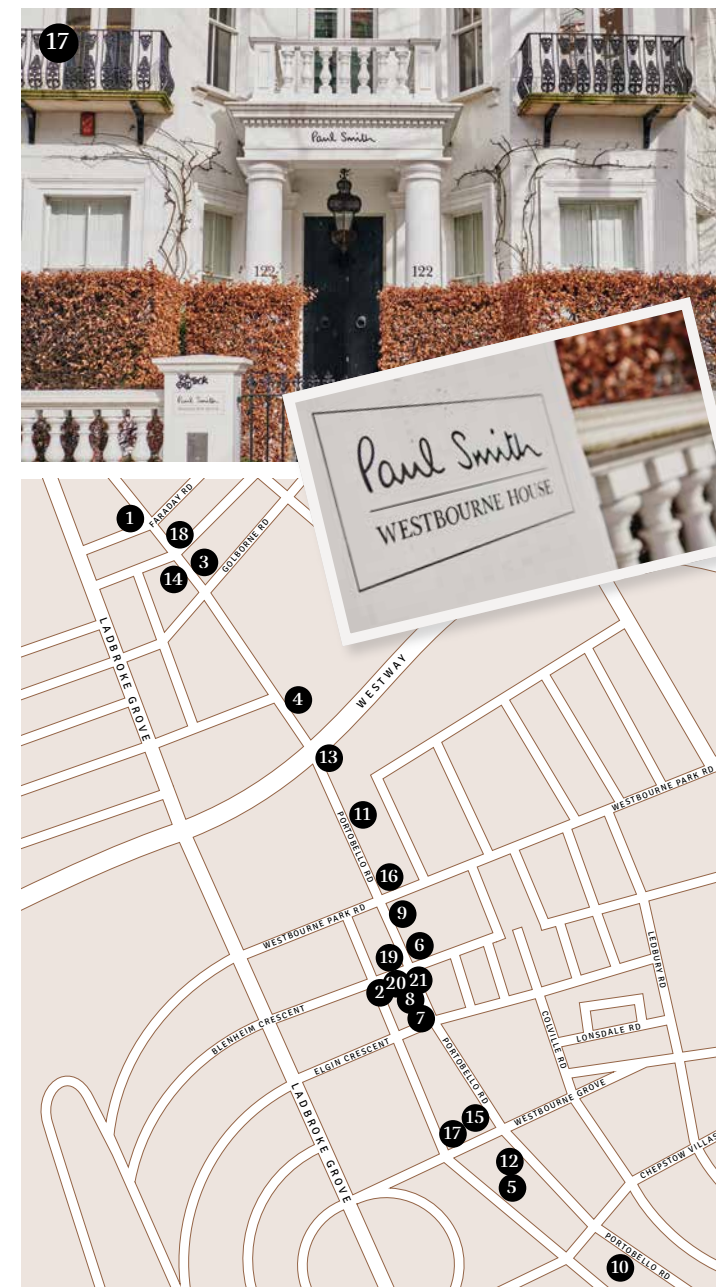


NEXT STOP Portobello Road & Kensington Park Road

Take a stroll down the bustling Portobello Road and immerse yourself in the intoxicating variety and eclectic selection of shops, stalls and eateries on display.

Portobello Road is home to the exclusive members-only club Electric House. Owned by prestigious Soho House, this was the second London House in their portfolio. Directly next door, and also part of Soho House, is the Electric Cinema, London's oldest active cinema and an enduring part of the cultural heritage of Notting Hill.

Alongside the celebrated market with its stalls laden with antiques, curiosities, food and treats and vintage fashion, discover trendy cafés and award-winning restaurants and bars.



Top Picks

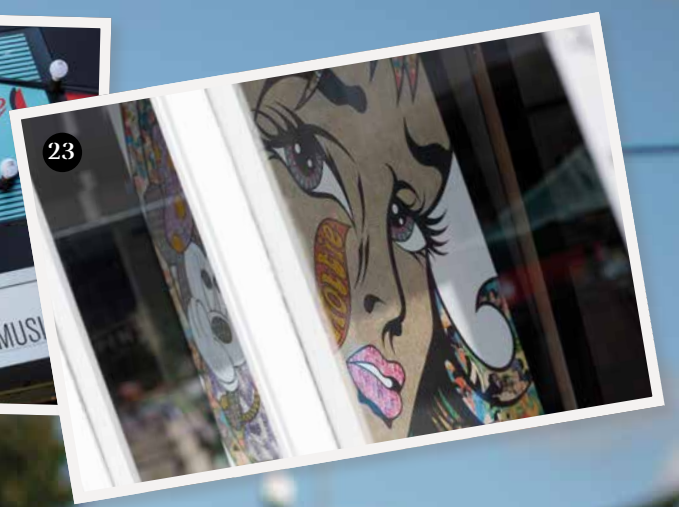
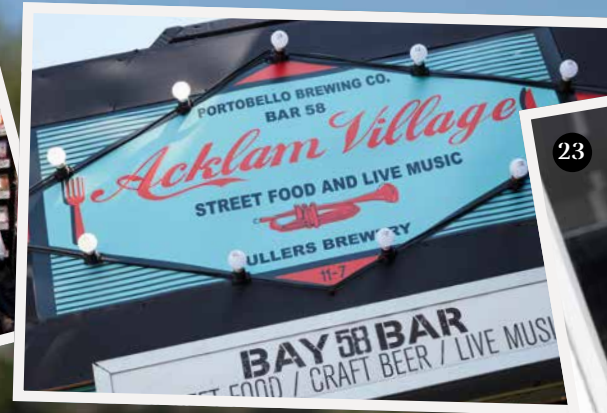
- 1. Absolute**
363 Portobello Road
- 2. Biscuiteers**
194 Kensington Park Road
biscuiteers.com
- 3. Bluebelles**
320 Portobello Road
bluebellesofportobello.com
- 4. The Cloth Shop**
290 Portobello Road
theclothshop.net
- 5. Core by Clare Smyth**
92 Kensington Park Road
corebyclaresmyth.com
- 6. The Distillery**
186 Portobello Road
the-distillery.london
- 7. Eggslut**
185 Portobello Road
eggslut.uk
- 8. Electric House, Diner & Cinema**
191 Portobello Road
sohohouse.com
- 9. Fabrique**
212 Portobello Road
fabrique.co.uk
- 10. Farm Girl**
59a Portobello Road
thefarmgirl.co.uk
- 11. Garcias Food & Wine**
248-250 Portobello Road
rgarciaandsons.com
- 12. Gold**
95-97 Portobello Road
goldnottinghill.com
- 13. Portobello Green Designers**
281 Portobello Road
portobellofashionmarket.co.uk
- 14. Lowry & Baker**
339 Portobello Road
lowryandbaker.co.uk
- 15. SoulCycle**
115a Portobello Road
soul-cycle.com
- 16. Ukai**
240 Portobello Road
ukai.co.uk
- 17. Paul Smith**
122 Kensington Park Road
paulsmith.com
- 18. Layla Bakery**
332 Portobello Road
laylabakery.com
- 19. Books for Cooks**
4 Blenheim Crescent
booksforcooks.com
- 20. The Notting Hill Bookshop**
13 Blenheim Crescent
thenottinghillbookshop.co.uk
- 21. The Spice Shop**
1 Blenheim Crescent
thespiceshop.co.uk

NEXT STOP

Portobello Road & Kensington Park Road

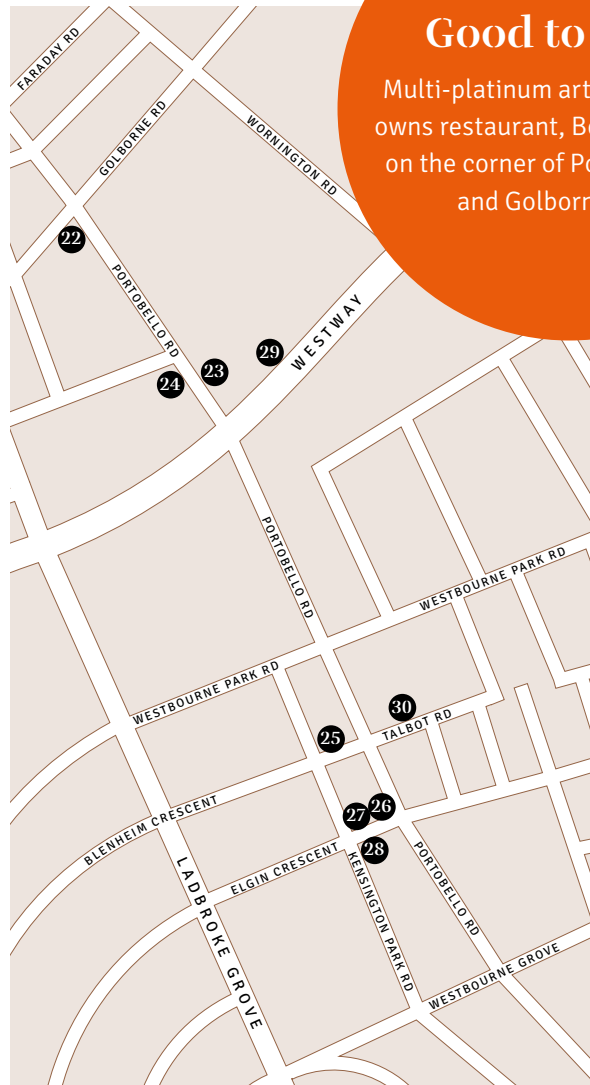
Farm Girl is a local favourite, a café with a focus on healthy living, The Distillery is the home of Portobello Road Gin, and the acclaimed Gold restaurant and bar is a popular hang-out. Blenheim Crescent, just off Portobello Road, features well-established specialist shops: The Notting Hill Bookshop, Books for Cooks and The Spice Shop.

Kensington Park Road runs parallel to Portobello Road, this residential street has a more laid-back feel but reveals some great shopping and dining options. This is where quintessential British designer, Paul Smith's shop-inside-a-house resides, and the area's three Michelin star restaurant Core by Clare Smyth. Other treats include baked goodies from Biscuiteers and pan-Asian flavours at E&O restaurant.



Good to know

Multi-platinum artist Ed Sheeran owns restaurant, Bertie Blossoms, on the corner of Portobello Road and Golborne Road.



22. Bertie Blossoms
323 Portobello Road
bertieblossoms.co.uk

23. Graffik Gallery
284 Portobello Road
graffikgallery.com

24. Taylor Taylor
309 Portobello Road
taylorlondon.com

25. E&O
14 Blenheim Crescent
eandolondon.com

26. Graham & Green
4 Elgin Crescent
grahamandgreen.co.uk

27. The Grocer on Elgin
6 Elgin Crescent
thegroceron.com

28. Harper & Toms
Elgin Crescent
harperandtoms.co.uk

29. Acklam Village Market
Acklam Road
acklamvillage.com

30. Rough Trade West
130 Talbot Road
roughtrade.com

A WALK ALONG Golborne Road & other places of interest

Head to Portobello Road's northern tip where it meets Golborne Road, the area's distinctly quirky shopping destination for specialist antique and homeware shops.



7

Explore the treasure trove of fascinating antique, vintage and retro furniture and decorative items in this collection of specialist shops. This is the street to find extraordinary unique pieces for the home, with each shop presenting its own intriguing offering.

Dotted amongst the antique shops are other great finds such as Of The Bea, a lifestyle boutique selling one-off designs and carefully curated artisan pieces, and luxury eyewear brand Taylor Morris. There is also a good choice of friendly neighbourhood cafés and independent coffee shops here.



6

Good to know

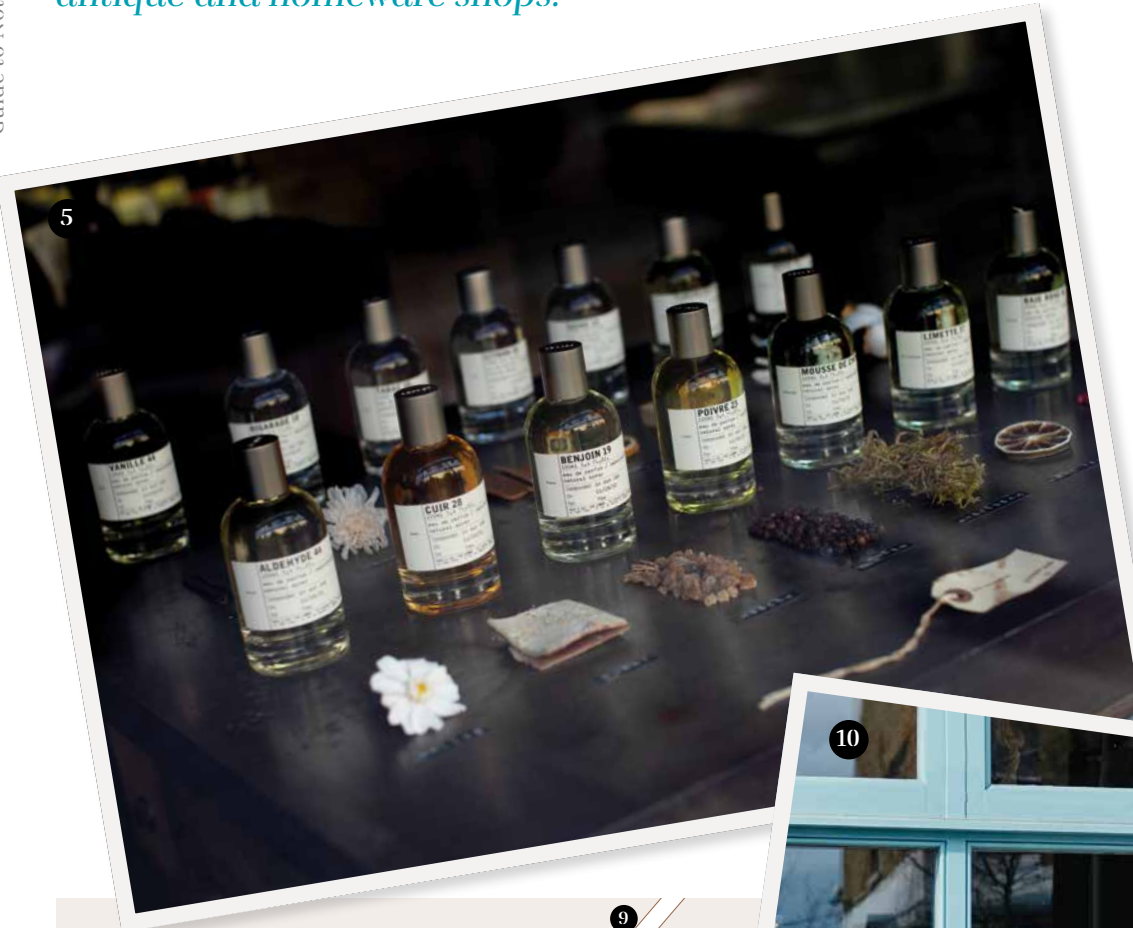
Lisboa Patisserie is a neighbourhood favourite – a long-running Portuguese café and bakery famous for its pastéis de nata cakes.



9



15



5



10



Top Picks

- Arbon Interiors**
80 Golborne Road
arbon-interiors.mysupadupa.com
- Last Place on Earth**
82 Golborne Road
- Golborne Deli**
100-102 Golborne Road
golbornefinewinedeli.com
- Golborne Fisheries**
75-77 Golborne Road
- Le Labo**
96a Golborne Road
lelabofragrances.com
- Les Couilles du Chien**
65 Golborne Road
lescouillesduchien.com
- Lisboa Patisserie**
57 Golborne Road
- Of The Bea**
72 Golborne Road
ofthebea.com
- Rellik**
8 Golborne Road
relliklondon.co.uk
- Taylor Morris**
74 Golborne Road
taylormorriseyewear.com
- Universal Providers**
86 Golborne Road
universal-providers.com

Other places of interest outside of shown map

- Maggie & Rose Kensington Family Club and Nursery**
58-60 Pembroke Road
maggieandrose.com
- Uli**
5 Ladbroke Road
ulilondon.com
- Assaggi**
First Floor, 39 Chepstow Place
assaggi.co.uk
- Notting Hill Arts Club**
21 Notting Hill Gate
nottinghillartsclub.com
- The Little Yellow Door**
6-8 All Saints Road
thelittleyellowdoor.com

in conversation with

Laura Nixey

Designer, Seller, and Portobello Market Stallholder

Laura Nixey is an independent artisan leather goods and jewellery designer with a regular spot in the world-famous Portobello Market. Her brand, NIXEY, draws inspiration from the ancient histories that Britain & Ireland are built upon, covering Celtic mythology to Highland Warriors, which is channelled into her hand-crafted products.



What's your favourite thing about selling at Portobello Market?

I can't say I love the early mornings, getting up at the crack of dawn, or what feels like the middle of night in the winter months, but when I've got my pitch, set up my stall, and with my first cup of coffee in hand, there's an enlivening moment when I feel really proud to be part of Portobello Market and its community.

What attracted you to Portobello Market?

I've had an online business designing and selling bags for over four years now, and Portobello was top of my list when I considered bringing my bags, quite literally, to the market. As well as being iconic, there's such a vibrant mix of people, influences and love of art around here. I love seeing what fellow makers are producing; beautifully made products, such as Antoinette's colourful cushions, or Andrew's Moroccan-made rugs, it's a joy to see the quality that's on offer.

Where can visitors find you?

On a day I'm lucky enough to get a 'priority' pitch spot, you'll find me near the junction with Westbourne Park Road. It's a great location with tasty food options like Fabrique or Portobello Health Foods nearby. If I fancy the stroll up to Golborne Road there's always Lisboa and Cockney's Pie & Mash shop, two Notting Hill institutions. It's far too easy to find you've had three lunches when pack-up time rolls around.

What do you love most about Portobello?

What I really love about Portobello life is the amount of people I've met from spending time here, be it other stallholders, local business owners or residents. So many people have been interested in what I'm creating and want to chat and find out more. The quiet back streets, the gorgeous houses, the market life, all makes Portobello a place to soak-up and enjoy. It will always be a special place for me, in fact, it's even the name of my latest design!

Find out more about NIXEY: nixeyonline.com

West End World

Notting Hill occupies a prime location to enjoy the best of west London living including unbeatable shopping opportunities, beautiful Royal Parks and a thriving restaurant and bar scene.

The Auria is just a 9-minute cycle ride to White City, an area currently undergoing a multi-million-pound regeneration. The premium shopping and leisure destination Westfield London is here with over 200 shops featuring designer fashion, luxury brands and high street retailers as well as a cinema and an excellent choice of restaurants and eateries. The prestigious White City House is based at Television Centre featuring a rooftop pool and bar alongside its other exclusive member benefits.

Other west London highlights nearby include shopping at Harrods, Selfridges and Bond Street; London's world-renowned museum quarter in South Kensington featuring The V&A and the Natural History and Science Museums.

For green spaces you can't beat the magnificent Royal Parks of Kensington Gardens and Hyde Park, and a little further north, Regent's Park, home of London Zoo.



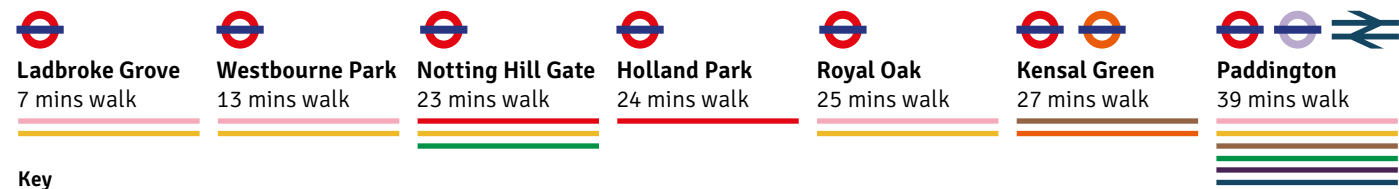
Connections

The Auria's prime Zone 2 location offers excellent connections to the rest of London and beyond.

There are two tube stations within walking distance: Ladbroke Grove and Westbourne Park (both on the Circle and Hammersmith & City lines) and a good choice of buses swiftly link The Auria to wider London. Heathrow Airport is easily accessible by road or from Paddington using the Elizabeth Line or the Heathrow Express. The Elizabeth Line also offers a high-speed 3-minute journey to the designer boutiques at Bond Street and beyond.



CLOSE CONNECTIONS



Key

Hammersmith & City
Circle
Central

Bakerloo
District
Overground

Elizabeth Line
Great Western Railway

WALKING

Notting Hill's central location means many of west London's highlights are accessible on foot.

CYCLE

There are numerous cycle hire docking stations nearby, locations include: Bevington Road, St Mark's Road, Ladbroke Grove Central, All Saints Road, Blenheim Crescent, Westbourne Park Road and Turquoise Island.

LONDON UNDERGROUND

Ladbroke Grove and Westbourne Park are on the Circle and Hammersmith & City lines. Notting Hill Gate is on the Central, Circle and District lines.

BUSES

The following buses stop in or near Portobello Road Market: 7, 12, 23, 27, 28, 31, 52, 70, 94, 328 and 452.

RAIL

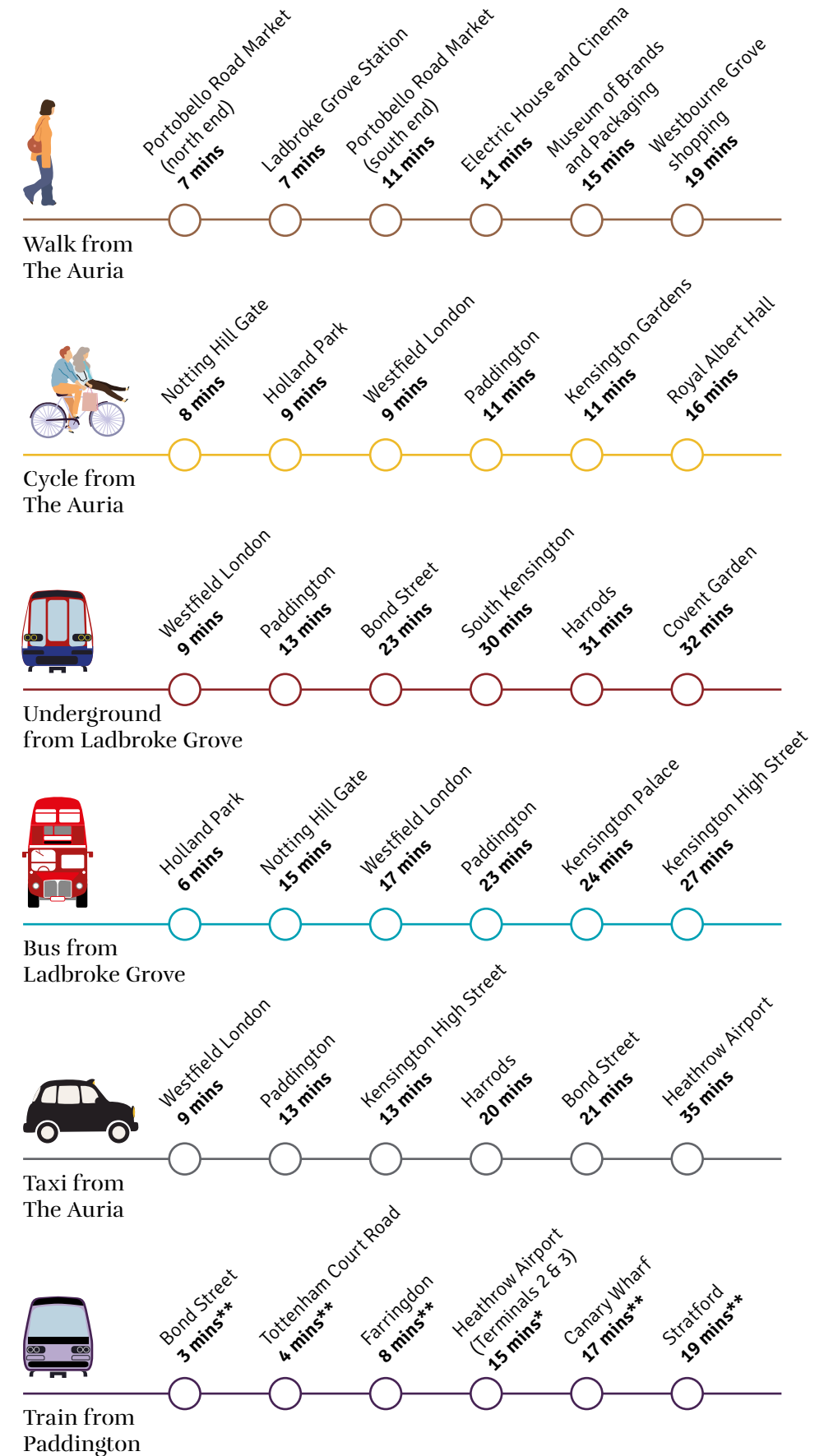
Paddington Station is only a couple of miles up the road offering National Rail connections, the Elizabeth Line and the Heathrow Express with fast 15-minute journeys to Terminals 2 and 3.

THE ELIZABETH LINE

The Elizabeth Line is the new high-frequency commuter line crossing the capital from east to west. It offers much shorter journey times between popular London destinations. From nearby Paddington Station trains call at Bond Street in 3 minutes and Canary Wharf in 17 minutes.

AIRPORT

Heathrow Airport is easily accessible via road, London Underground, the Heathrow Express and the Elizabeth Line from Paddington.



Journey times are approximate and taken from tfl.gov.uk, Google Maps and Walkit. Journey times may vary depending on the time of travel.
* Heathrow Express **Elizabeth Line

Exploring west London

- 1. Harrods**
Renowned as the world's leading luxury department store
- 2. Selfridges**
Voted best department store in the world, Selfridges offers a contemporary shopping experience
- 3. Chelsea Football Club**
Stamford Bridge stadium, commonly known as 'The Bridge', is home to Premier League football team Chelsea FC
- 4. White City House**
Exclusive members club and hotel owned by Soho House
- 5. Theatreland**
London's legendary West End theatre district featuring approximately 40 venues
- 6. The Royal Albert Hall**
A distinguished concert hall in one of London's finest buildings
- 7. Westfield London**
Premium shopping and leisure destination with over 200 shops
- 8. Science Museum**
One of London's major attractions, championing incredible scientific achievement
- 9. Natural History Museum**
A world-class attraction with a collection of more than 80 million species spanning billions of years
- 10. The V&A**
The world's leading museum of art and design
- 11. Bond Street**
The home of luxury designer shopping in London



← The Alexander McQueen exhibition at The V&A.



a chat with GUS HAUGHTON
Head of Operations

Electric Diner is a restaurant which is part of Soho House, the member's club with Houses across London and the globe, including Electric House in Portobello. Electric Diner has a prime position on Portobello Road next to the historic Electric Cinema and just a short walk from The Auria, Portobello Square.



How did Electric Diner come about?

Formerly Electric Brasserie, Soho House teamed up with Chicago-based restaurateur, Brendan Sodikoff to create the Electric Diner, born out of a desire to bring the authentic American diner experience to London.

What makes Electric Diner so unique?

Electric Diner is really a restaurant for all – it serves its local community as a place to eat, meet and have fun in our restaurant. The diner offers a French-American all-day menu and the menu largely stays the same, so customers can always order their favourites such as the Nashville Fried Cod and the Dirty Vegan Burger.

How does Electric Diner sit within the rest of Soho House?

Electric Diner is under the same operations at Soho House – Soho House have recently launched Soho Friends membership - Soho Friends gives access to Soho House bedrooms, studio spaces and events. Plus, benefits at our spas, restaurants and cinemas. The Electric is an institution now, comprising the members-only house alongside the diner and the Electric Cinema - one of the oldest working cinemas in the UK. We know the neighbourhood and its community really well.

What do you love most about Portobello?

Portobello has as an energy and a vibrancy that's unrivalled across London – its streets have such a history and legacy, creating a character that cannot be easily replicated. There's of course the weekly market, but as a local, the real treats are the restaurants, delis and bars, which are at the heart of Portobello living.

- Electric Diner, Portobello Road
- Electric House Mosaic
- Gus Haughton at Electric Cinema, Portobello Road

Green spaces & healthy living

From charming secret London squares to small residential parks there are an abundance of green spaces in Notting Hill.



Good to know
The Japanese garden at Holland Park was donated by the Chamber of Commerce of Kyoto in 1991 to celebrate the long friendship between Japan and Great Britain.

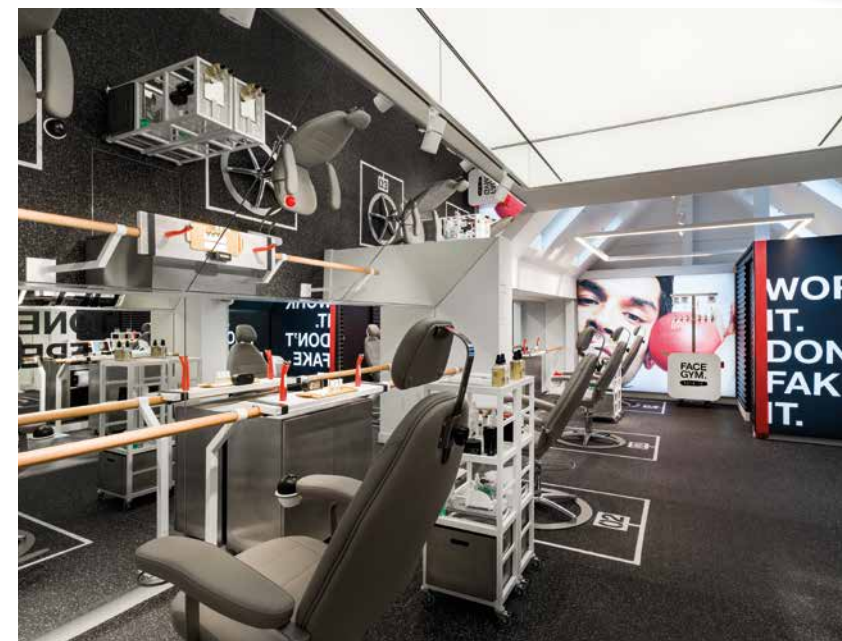
The local area boasts Holland Park, the Royal Borough's largest park. Set over 22.5 hectares Holland Park is not your typical park. As well as its ornamental flower gardens and semi-wild woodland it also features the beautiful Japanese Kyoto Garden, an open-air opera theatre and wild-roaming peacocks. Close by are the majestic Royal Parks: Kensington Gardens, home to Kensington Palace, and Hyde Park with its boating on the Serpentine and ever-popular Diana Memorial Fountain.



- The Albert Memorial, Kensington Gardens
- Kyoto Garden, Holland Park
- Kensington Palace, Kensington Gardens
- The Serpentine, Hyde Park



Notting Hill has an abundance of premium clubs and studios to promote health, fitness and wellbeing. Cloud Twelve is a one-of-a-kind lifestyle centre featuring a luxury spa, salon and holistic wellness clinic. Alternatively, try a cutting-edge facial workout at FaceGym, a high-intensity fitness class at Barry's or a cycle session in a darkened candle-lit room to high-energy music at SoulCycle.



- Cloud Twelve, Colville Mews
- SoulCycle, Portobello Road
- Barry's London West, Queensway
- FaceGym, Ledbury Road

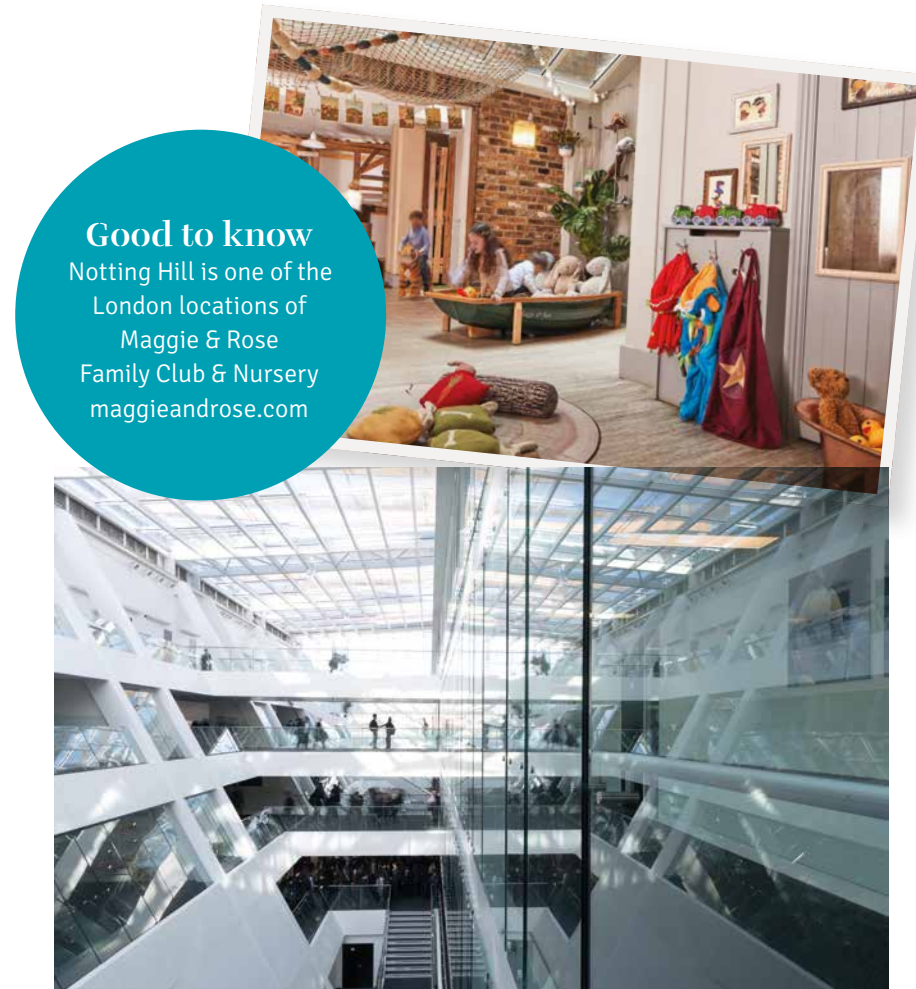
Learning

London is a destination of choice for learning and education.

Notting Hill is close to many prestigious universities including: University of Westminster, UCL, Royal College of Art, and Imperial College London – the latter two having recently opened up campuses at nearby White City.

For younger families, Notting Hill has a high concentration of OFSTED rated 'outstanding' nursery, primary and secondary schools as well as top-performing independent private and prep schools, such as Wetherby School, which Princes William and Harry attended.

- Maggie & Rose Family Club & Nursery
- Holland Park School



Good to know
Notting Hill is one of the London locations of Maggie & Rose Family Club & Nursery
maggieandrose.com

NURSERY SCHOOLS

Colville Community Nursery
leyf.org.uk/colville-nursery
12 minute walk (0.6 miles)

Maxilla Nursery School
maxillachildrenscentre.com
13 minute walk (0.6 miles)

Strawberry Fields Nursery School
strawberryfields.london
13 minute walk (0.6 miles)

Reception and Little Wetherby
wetherbyschool.co.uk
22 minute walk (1.1 miles)

PRIMARY SCHOOLS

Ark Brunel Primary Academy
arkbrunelprimary.org
10 minute walk (0.5 miles)

Barlby Primary School
barlby.rbkc.sch.uk
7 minute walk (0.3 miles)

Bevington Primary School
bevington.rbkc.sch.uk
4 minute walk (0.2 miles)

Colville Primary School
colville.rbkc.sch.uk
14 minute walk (0.7 miles)

Fox Primary School
fox.rbkc.sch.uk
28 minute walk (1.4 miles)

Thomas Jones Primary School
thomasjonesschool.org
13 minute walk (0.6 miles)

PREP SCHOOLS

Bassett House School
bassetths.org.uk
11 minute walk (0.5 miles)

Chepstow House School
chepstowhouseschool.co.uk
10 minute walk (0.5 miles)

Norland Place School
norlandplace.com
29 minute walk (1.4 miles)

Notting Hill Prep School
nottinghillprep.com
10 minute walk (0.5 miles)

Wetherby School
Years 1, 2 and 3
wetherbyschool.co.uk
23 minute walk (1.2 miles)

All featured schools and nurseries are rated 'outstanding'.

SECONDARY SCHOOLS

Cardinal Vaughan Memorial School
cvms.co.uk
33 minute walk (1.6 miles)

Holland Park School
hollandparkschool.co.uk
31 minute walk (1.5 miles)

Kensington Aldridge Academy
kaa.org.uk
15 minute walk (0.7 miles)



UNIVERSITIES

Imperial College London
White City Campus
imperial.ac.uk
(1.3 miles)

Royal College of Art
RCA White City
rca.ac.uk
(1.6 miles)

UCL
ucl.ac.uk
(3.6 miles)

University of the Arts London
arts.ac.uk
Various colleges across London

King's College London
kcl.ac.uk
(4.8 miles)

University of Westminster
westminster.ac.uk
(3.5 miles)

London South Bank University
lsbu.ac.uk
(5.8 miles)

- RCA, White City (Photography: Richard Haughton)
- Imperial College London
- LSE

London Metropolitan University
londonmet.ac.uk
(5.5 miles)

LSE
lse.ac.uk
(4.8 miles)

SOAS University of London
soas.ac.uk
(4 miles)

Queen Mary University of London
qmul.ac.uk
(8.1 miles)

University of Greenwich
gre.ac.uk
(10.6 miles)

City, University of London
city.ac.uk
(5.4 miles)

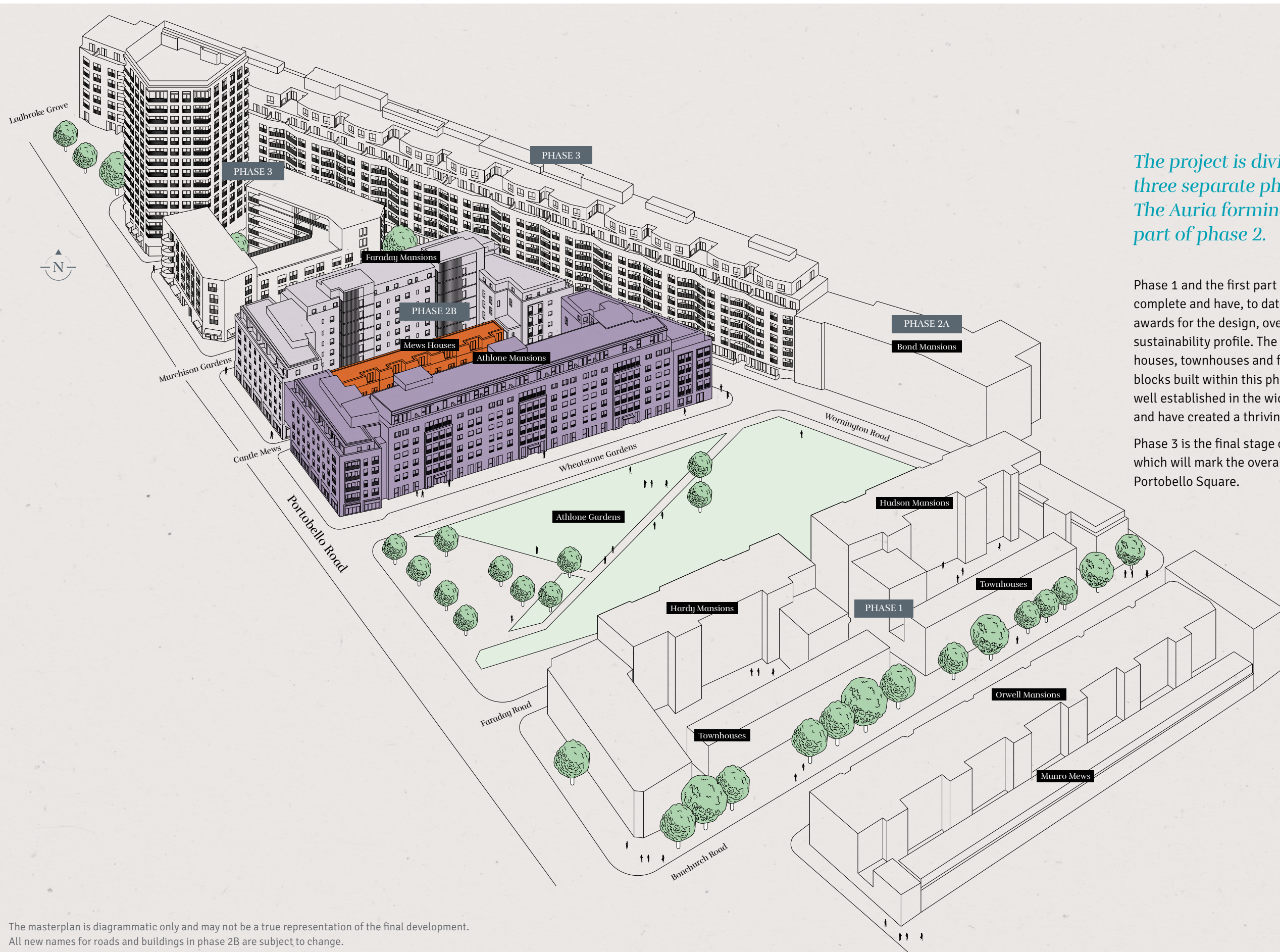
University of West London
uwl.ac.uk
(5.4 miles)



Journey times and distances are approximate and taken from tfl.gov.uk, Google Maps and Walkit.



← View of The Auria from Wornington Road across Athlone Gardens showing homes overlooking the park.



The project is divided into three separate phases with The Auria forming the second part of phase 2.

Phase 1 and the first part of phase 2 are now complete and have, to date, received many awards for the design, overall vision and sustainability profile. The collection of mews houses, townhouses and four mansion blocks built within this phase are already well established in the wider neighbourhood and have created a thriving place to live.

Phase 3 is the final stage of the development, which will mark the overall completion of Portobello Square.

Masterplan

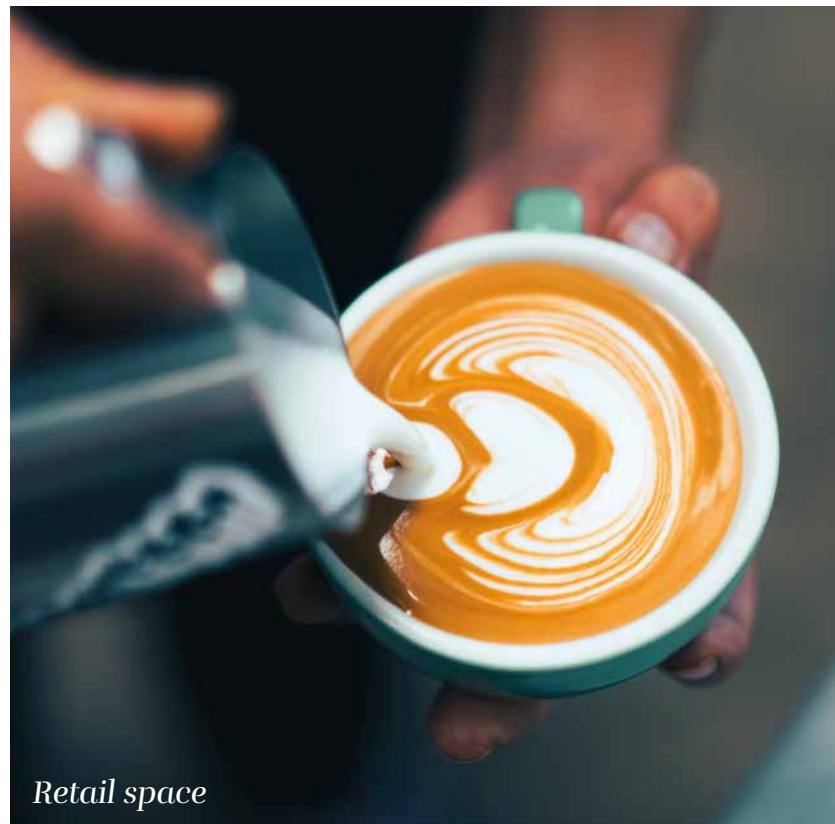
The masterplan is diagrammatic only and may not be a true representation of the final development.
All new names for roads and buildings in phase 2B are subject to change.

Looking to the future

This outstanding multi-award-winning new development will continue to grow and flourish in the years to come.

Life at The Auria is made all the more tempting by the exciting range of premium amenities on the horizon.

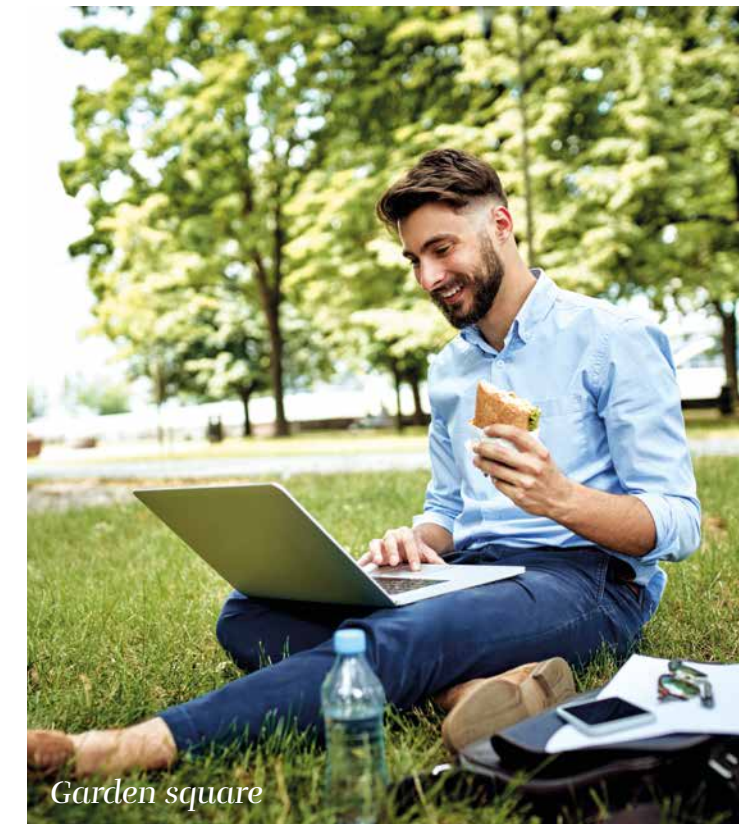
Some of the exciting benefits you can look forward to include a residents' gym, co-working spaces and residents' lounge.



Retail space



Residents' lounge



Garden square



Residents' gym



Co-working spaces

Amenities are subject to change.

All featured images are from picture libraries and included for illustrative purposes only.



← Athlone Mansions (foreground) and Faraday Mansions provide space for shops, cafés and restaurants along Portobello Road.

ESTABLISHED & AWARD-WINNING A 10-year heritage



The Auria at Portobello Square is the next phase in an already established and highly successful regeneration project that first launched in 2011.

Portobello Square is a multi-award-winning urban renewal project that embodies the best in housing, large-scale urban design and placemaking.

The success of Portobello Square is far reaching – it has transformed this part of Portobello Road creating stylish new homes, spaces for new shops, cafés and restaurants and a more integrated neighbourhood allowing the development to fit seamlessly within what is already a creative and lively area.

We are marrying the best of modern design with the history of this famous area of the city to create an outstanding new neighbourhood.



WINNER

**Best Urban
Regeneration Project**
First Time Buyer
Awards 2020



WINNER

**Regeneration
Project of the Year**
RICS
Awards 2019



WINNER

**Sustainable New Build
Project of the Year**
SHIFT Sustainability
Awards 2018



WINNER

**Best Regeneration
Project**
London Evening Standard
New Homes Awards 2016



WINNER

**Best Brownfield
Development**
What House?
Awards 2015



WINNER

**Mayor's
Design Award**
Housing Design
Awards 2015



WINNER

**Best Apartment
Scheme**
What House?
Awards 2014



WINNER

**Best Public Sector
and Regeneration**
Property Marketing
Awards 2013



WINNER

Project Winner
Housing Design
Awards 2011





← The spacious light-filled kitchen/dining/lounge area leads onto a balcony further extending your living space.



← The contemporary designed balcony features great cityscape views, perfect for alfresco dining.



← The stylish kitchen/dining area leads directly onto the balcony with its stunning cityscape views.



Computer Generated Image (CGI) is indicative only.

← The spacious master bedroom features an elegant built-in mirror-fronted wardrobe and carpeted floors.

Where style meets design

Homes are expertly designed for modern living. The flexible interior spaces and neutral décor provide the blank canvas to apply your own style to create your perfect home.



GENERAL FEATURES

- Apartment entrance door in walnut veneer finish
- Internal white doors with satin chrome ironmongery
- Entrance door in walnut finish
- Camaro Luxury Vinyl Tile flooring (LVT)

KITCHEN

- Camaro Luxury Vinyl Tile flooring (LVT)
- Symphony kitchen cabinets
- Undermounted 1.5 sink
- Silestone worktops with drainage grooves
- Glass splash back to underside of wall units

KITCHEN APPLIANCES

- Single oven for 1 and 2 beds, double oven for 3 beds
- Built-in microwave
- 4 ring induction hob
- Extractor hood
- Integrated 70/30 fridge freezer
- Integrated dishwasher
- Freestanding washer/dryer housed in utility cupboard

BEDROOMS

- Cormar range carpet
- Built-in wardrobes to bedrooms one and two

BATHROOMS & ENSUITES

- Camaro Luxury Vinyl Tile flooring (LVT)
- Ceramic wall tiles
- Bespoke mirrored cabinet with shelving and integrated lighting
- Ideal Standard Sottini Isarca semi countertop wash basin with Slimline Mono mixer single lever tap in brushed chrome
- Shaver socket
- Wall mounted WC with concealed cistern and dual flush plate
- White Renaissance Mirage bath in main bathroom
- Roman hinged bath screen in main bathroom
- Hansgrohe fixed shower head and hand shower in brushed chrome finish in bathrooms and ensuites
- Hansgrohe shower set in brushed chrome finish (3 outlets in main bathrooms, 2 outlets in ensuites)
- Gerberit low profile shower tray and sliding door with chrome finish in ensuites
- Open bar heated towel rail in chrome finish in bathrooms and ensuites

GARDENS/TERRACES/BALCONIES

- External wall light

LIGHTING, HEATING & TECHNICAL FEATURES

- LED downlights throughout
- Concealed LED lights to underside of kitchen units
- Smart control lighting
- Smart home interaction and remote access application
- Telephone / TV points

SECURITY FEATURES

- Video entry system
- Aico smoke and heat detectors

AMENITY

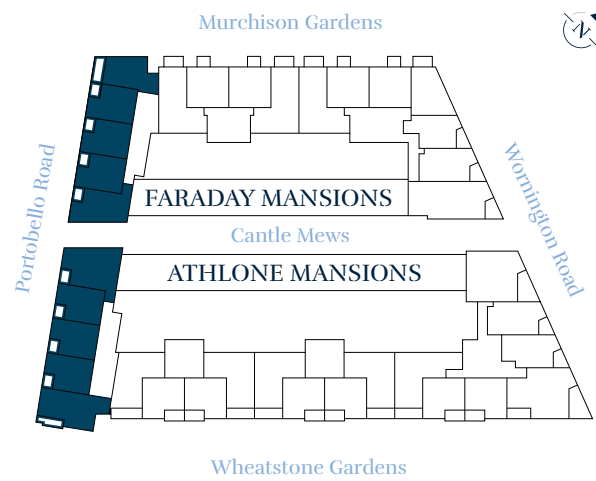
- Concierge



Details of the internal specification and finish are subject to change and this is provided as a guide only. Computer Generated Images (CGIs) are indicative only.

Portobello Road Floor Level Directory

All homes feature either a private terrace or balcony overlooking the world-famous Portobello Road.



KEY

- 2 Bedroom Apartments
- 1 Bedroom Apartments

Disclaimer
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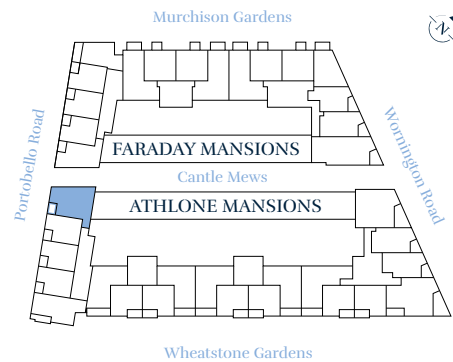


The Lonsdale

1 BEDROOM APARTMENT

108

FLOORPLATE



DIMENSIONS

Room

Kitchen/Lounge/Diner	10.39 x 4.24m	34'1" x 13'11"
Bedroom	4.87 x 2.80m	16'0" x 9'2"
Bathroom	2.03 x 2.23m	6'8" x 7'4"
Total area	72.5 sq m	780.4 sq ft
Balcony	1.58 x 2.26m	5'2" x 7'5"

FLOOR LOCATOR

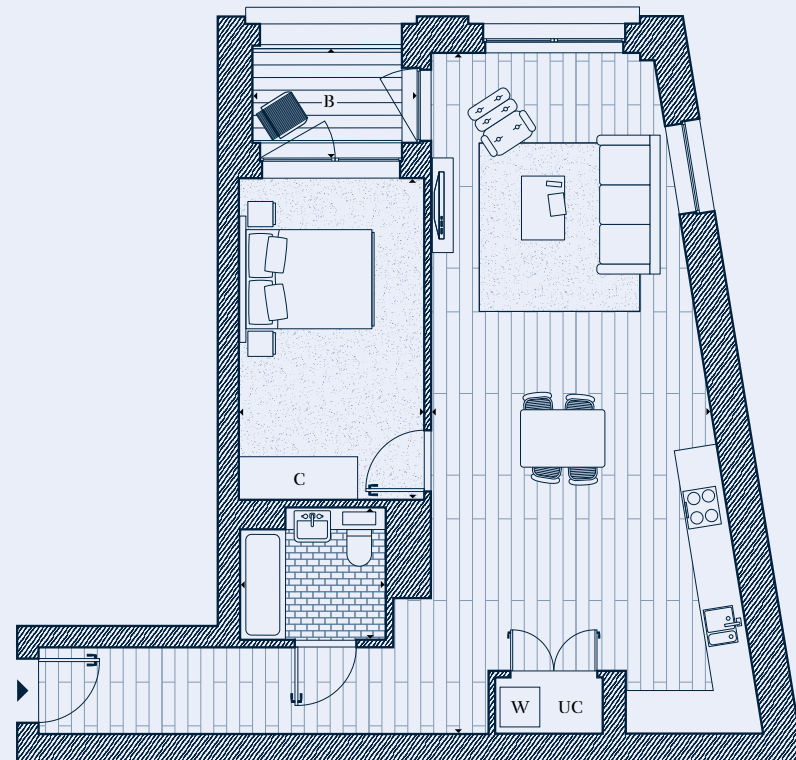
- 6th Floor
- 5th Floor
- 4th Floor
- 3rd Floor
- 2nd Floor
- 1st Floor
- Ground Floor
- Lower Ground Floor

KEY

- C** Cupboard
- B** Balcony
- UC** Utility cupboard
- W** Washing machine



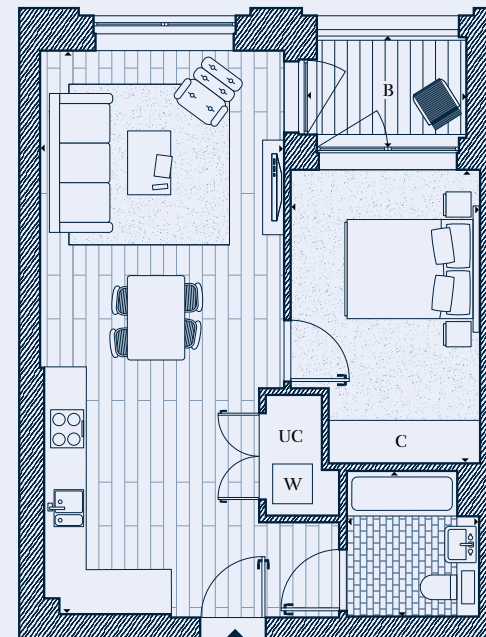
Portobello Road



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Portobello Road



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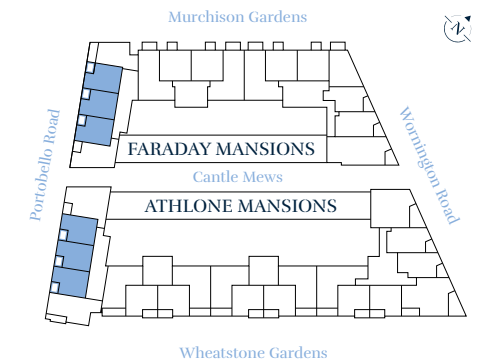
The Ledbury

1 BEDROOM APARTMENT

109*, 110*, 111*, 114*, 115*, 116*, 119*, 120*, 121*, 125*, 126*, 300, 301, 302, 305, 306, 307, 310, 311, 312, 315, 316, 317

* Handed plots

FLOORPLATE



DIMENSIONS

Room

Kitchen/Lounge/Diner	8.60 x 3.74m	28'3" x 12'3"
Bedroom	4.44 x 2.80m	14'7" x 9'2"
Bathroom	2.20 x 2.00m	7'3" x 6'7"
Total area	51.6 sq m	555.0 sq ft
Balcony	2.25 x 1.68m	7'5" x 5'6"

FLOOR LOCATOR

- 6th Floor
- 5th Floor
- 4th Floor
- 3rd Floor
- 2nd Floor
- 1st Floor
- Ground Floor
- Lower Ground Floor

KEY

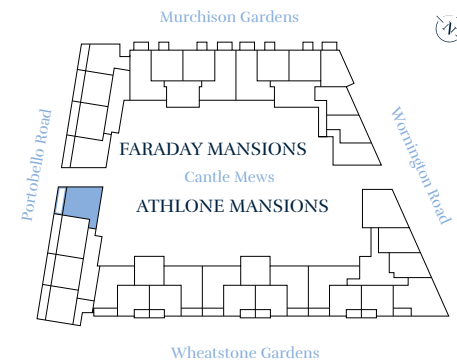
- C** Cupboard
- B** Balcony
- UC** Utility cupboard
- W** Washing machine

The Colville

1 BEDROOM APARTMENT

128

FLOORPLATE



DIMENSIONS

Room

Kitchen/Lounge/Diner	8.40 x 4.32m	27'7" x 14'2"
Bedroom	4.69 x 2.99m	15'5" x 9'10"
Bathroom	2.04 x 2.23m	6'8" x 7'4"
Total area	65.4 sq m	704.0 sq ft
Balcony	1.60 x 6.78m	5'3" x 22'3"

FLOOR LOCATOR

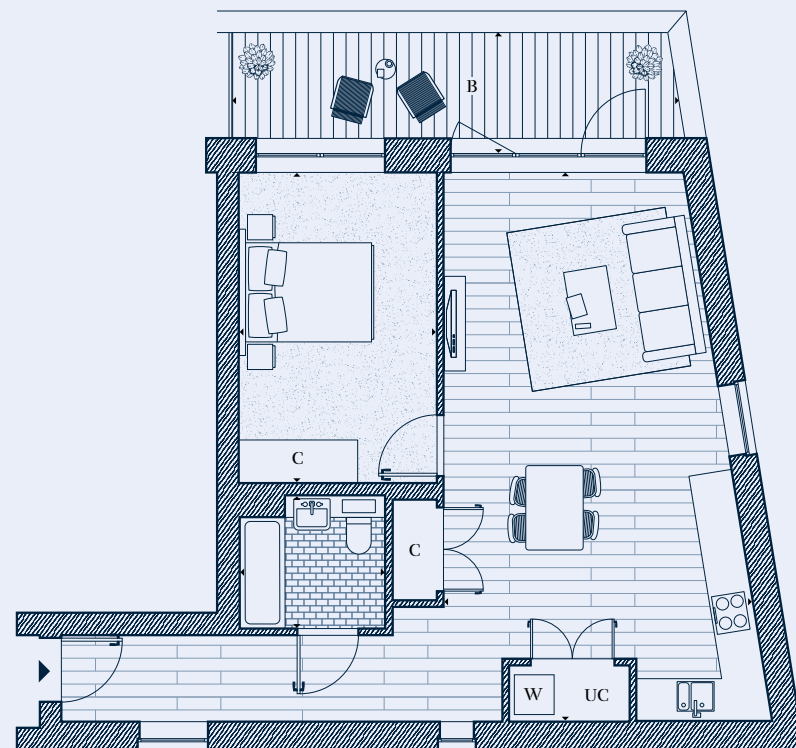
- 6th Floor
- 5th Floor
- 4th Floor
- 3rd Floor
- 2nd Floor
- 1st Floor
- Ground Floor
- Lower Ground Floor

KEY

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- B** Balcony
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- W** Washing machine



Portobello Road



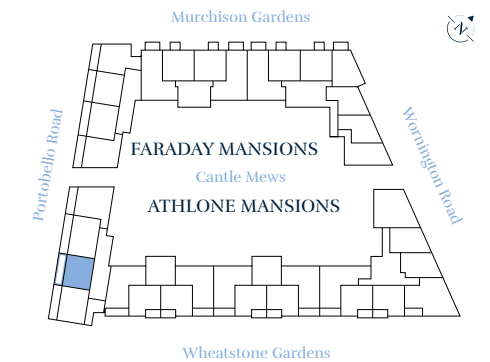
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The Aldridge

1 BEDROOM APARTMENT

130

FLOORPLATE



DIMENSIONS

Room

Kitchen/Lounge/Diner	6.62 x 4.23m	21'9" x 13'11"
Bedroom	3.89 x 3.59m	12'9" x 11'9"
Bathroom	2.03 x 2.22m	6'8" x 7'3"
Total area	52.1 sq m	560.8 sq ft
Balcony	1.65 x 8.42m	5'5" x 27'8"

FLOOR LOCATOR

- 6th Floor
- 5th Floor
- 4th Floor
- 3rd Floor
- 2nd Floor
- 1st Floor
- Ground Floor
- Lower Ground Floor

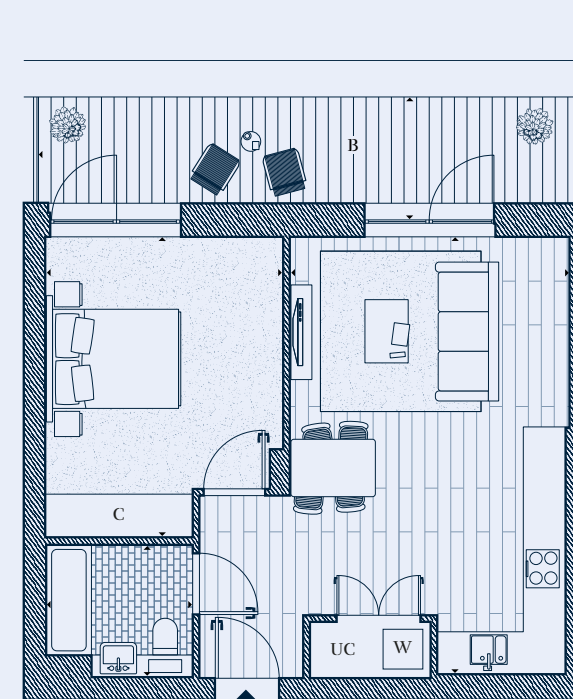
KEY

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Portobello Road

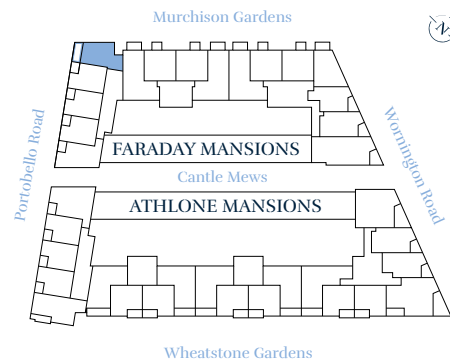


The Thorpe

1 BEDROOM APARTMENT

299, 304, 309, 314

FLOORPLATE



DIMENSIONS

Room

Kitchen/Lounge/Diner	4.94 x 4.42m	16'2" x 14'6"
Bedroom	3.48 x 3.45m	11'5" x 11'4"
Bathroom	2.20 x 2.00m	7'3" x 6'7"
Total area	50.0 sq m	538.0 sq ft
Balcony	4.65 x 1.57m	15'3" x 5'2"

FLOOR LOCATOR

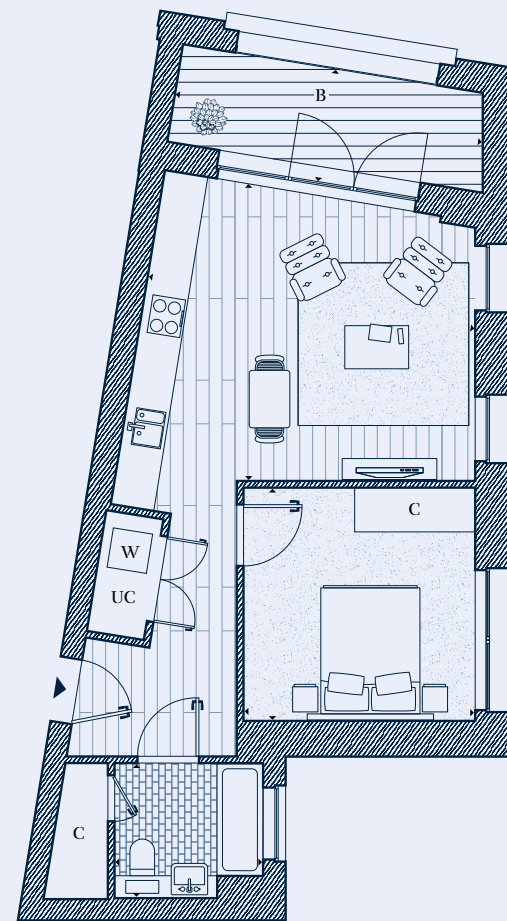
6 th Floor
5 th Floor
4 th Floor
3 rd Floor
2 nd Floor
1 st Floor
Ground Floor
Lower Ground Floor

KEY

C	Cupboard
B	Balcony
UC	Utility cupboard
W	Washing machine



Portobello Road



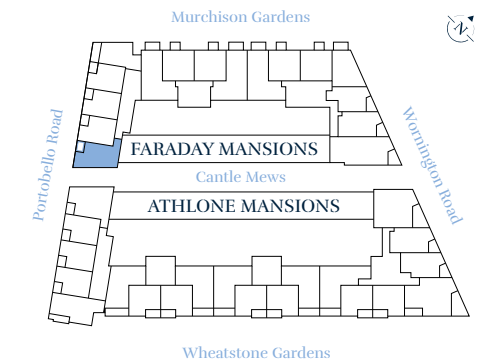
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The Faraday

1 BEDROOM APARTMENT

303

FLOORPLATE



DIMENSIONS

Room

Kitchen/Lounge/Diner	8.16 x 2.72m	26'9" x 8'11"
Bedroom	4.25 x 2.71m	13'11" x 8'11"
Bathroom	2.03 x 2.23m	6'8" x 7'4"
Total area	52.5 sq m	565.1sq ft
Balcony	1.57 x 2.36m	5'2" x 8'2"

FLOOR LOCATOR

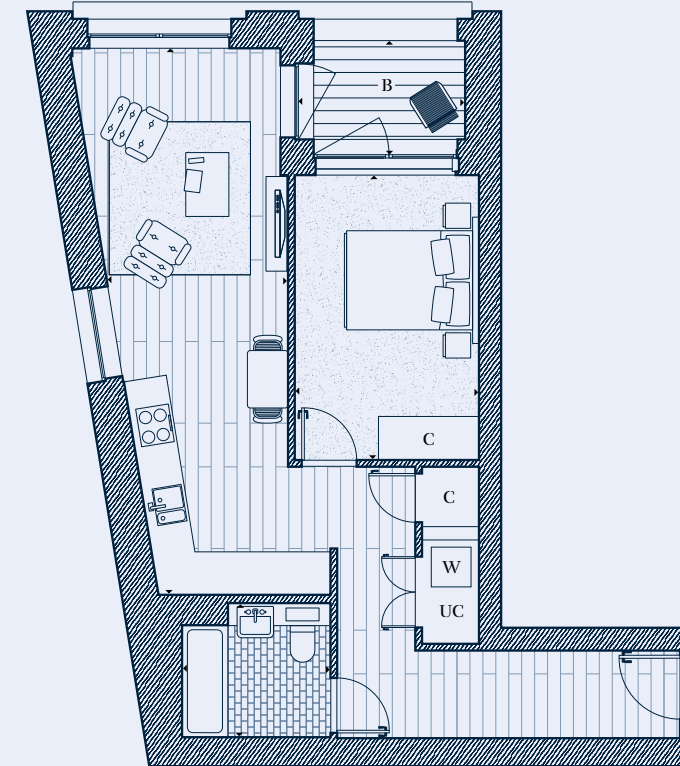
6 th Floor
5 th Floor
4 th Floor
3 rd Floor
2 nd Floor
1 st Floor
Ground Floor
Lower Ground Floor

KEY

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W	Washing machine



Portobello Road



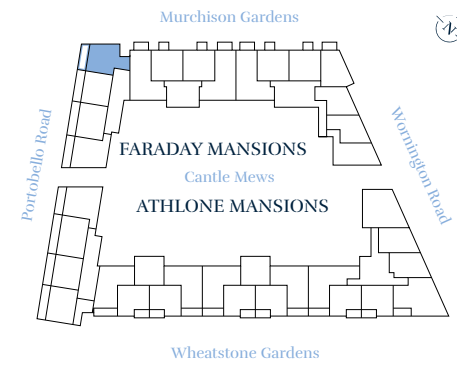
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The Clarendon

1 BEDROOM APARTMENT

319

FLOORPLATE



DIMENSIONS

Room

Kitchen/Lounge/Diner	7.20 x 4.20m	23'7" x 13'9"
Bedroom	4.23 x 3.53m	13'11" x 11'7"
Bathroom	2.22 x 2.00m	7'3" x 6'7"
Total area	59.9 sq m	645.0 sq ft
Balcony	6.93 x 1.66m	22'9" x 5'5"

FLOOR LOCATOR

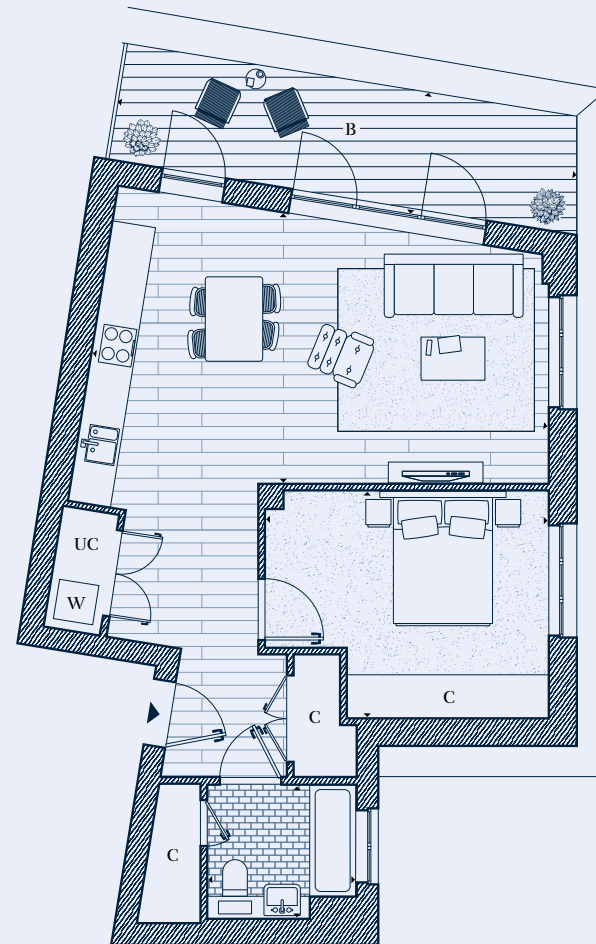
- 6th Floor
- 5th Floor
- 4th Floor
- 3rd Floor
- 2nd Floor
- 1st Floor
- Ground Floor
- Lower Ground Floor

KEY

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- W** Washing machine



Portobello Road



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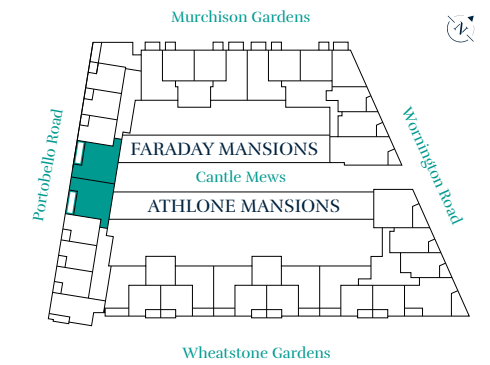
The Chesterton

2 BEDROOM APARTMENT

118*, 308, 313

* Handed plots

FLOORPLATE



DIMENSIONS

Room

Kitchen/Lounge/Diner	6.34 x 5.75m	20'10" x 18'10"
Master Bedroom	3.81 x 3.22m	12'6" x 10'7"
En suite	2.20 x 1.80m	7'3" x 5'11"
Bedroom 2	3.94 x 3.22m	12'11" x 10'7"
Bathroom	2.30 x 2.23m	7'7" x 7'4"
Total area	86.8 sq m	934.3 sq ft
Balcony	1.62 x 8.42m	5'4" x 27'8"

FLOOR LOCATOR

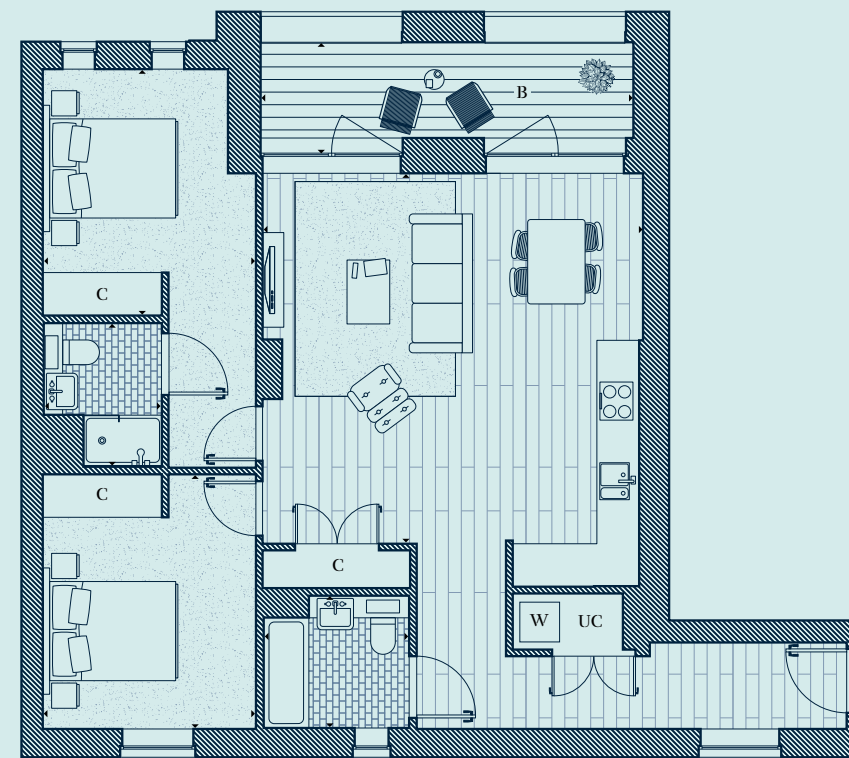
- 6th Floor
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- 4th Floor
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- 1st Floor
- Ground Floor
- Lower Ground Floor

KEY

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- W** Washing machine



Portobello Road



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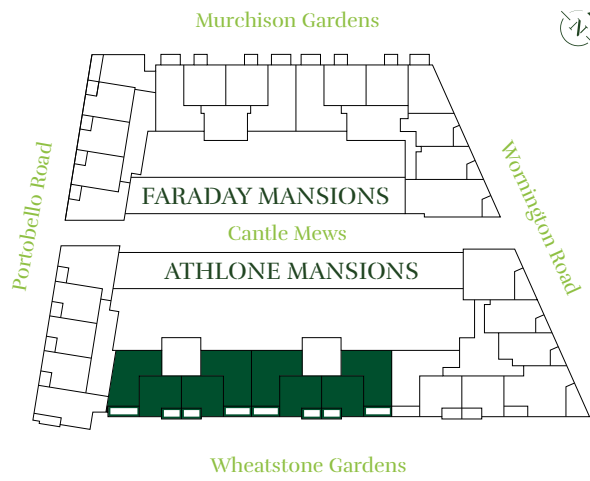


← Space, light and contemporary style are the defining characteristics of the elegant garden duplexes.

Parkside

Floor Level Directory

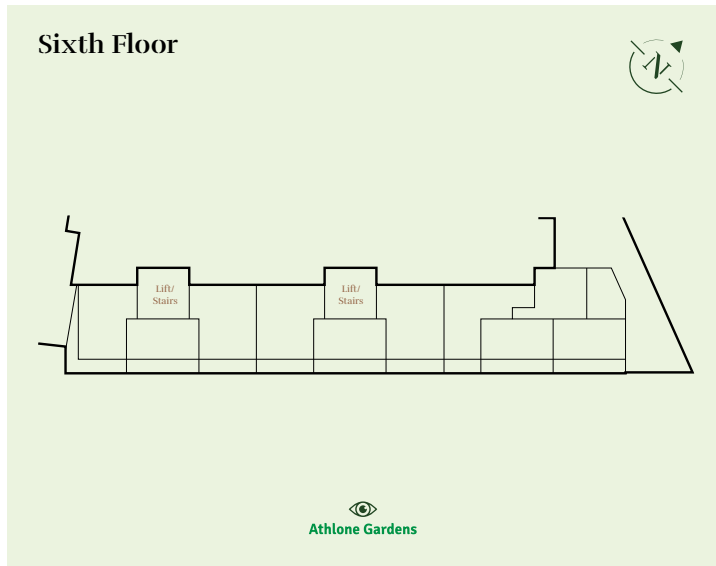
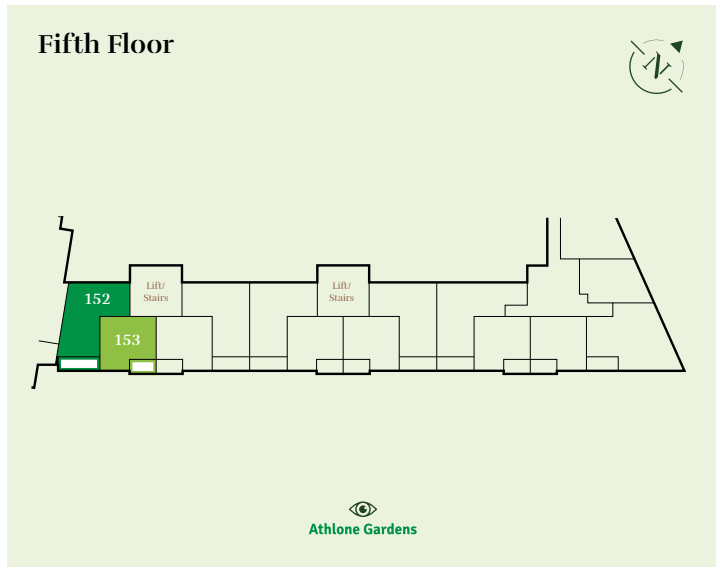
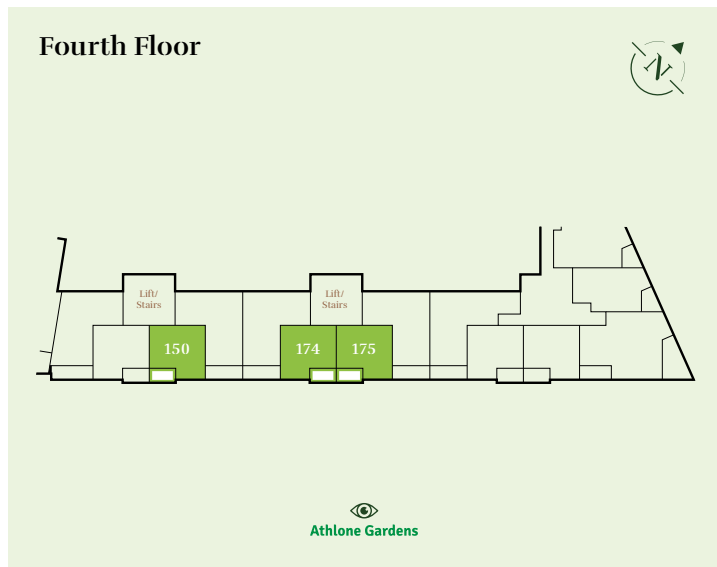
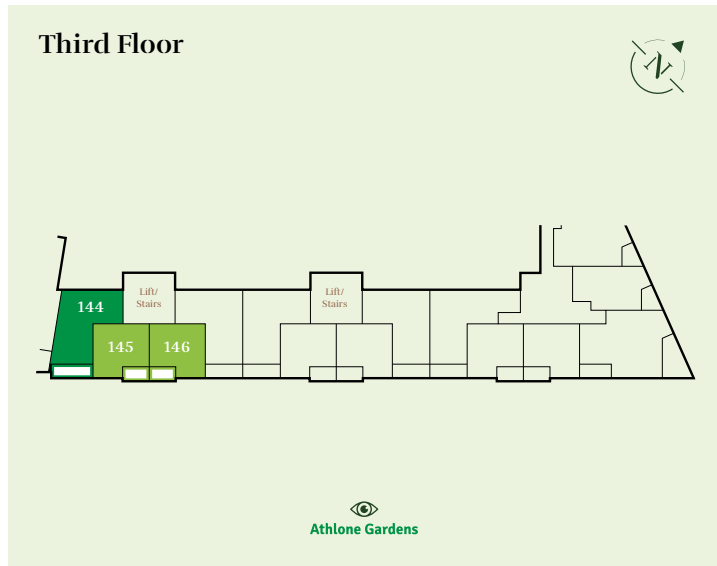
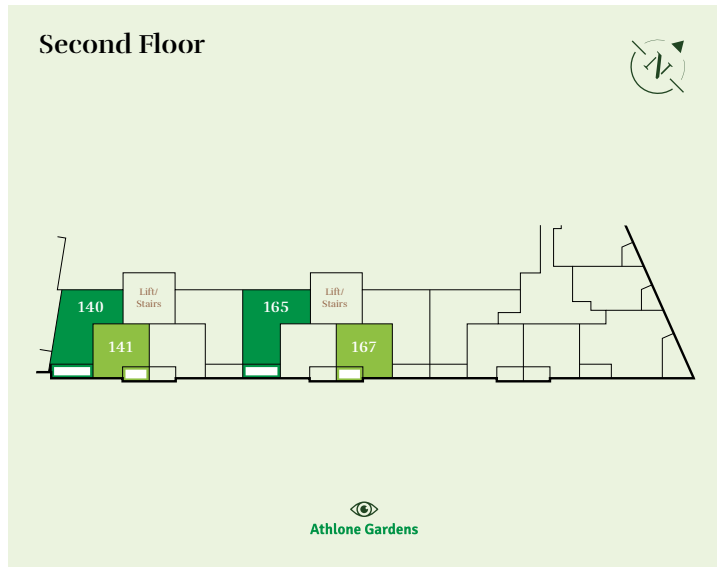
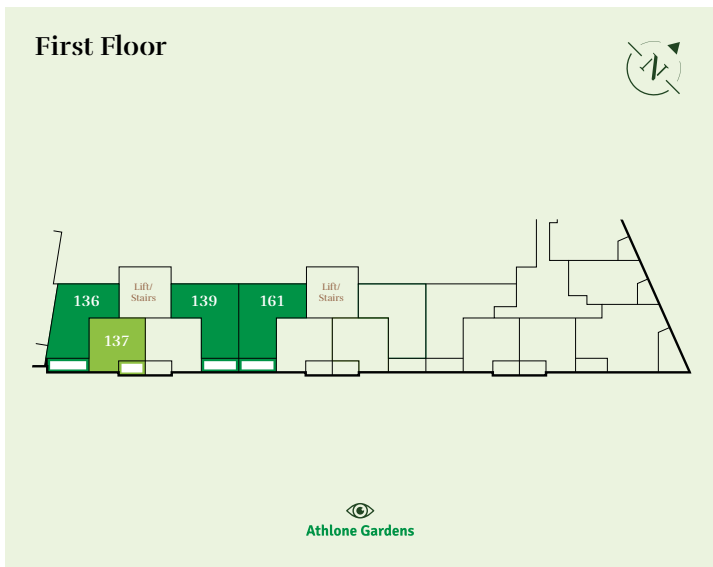
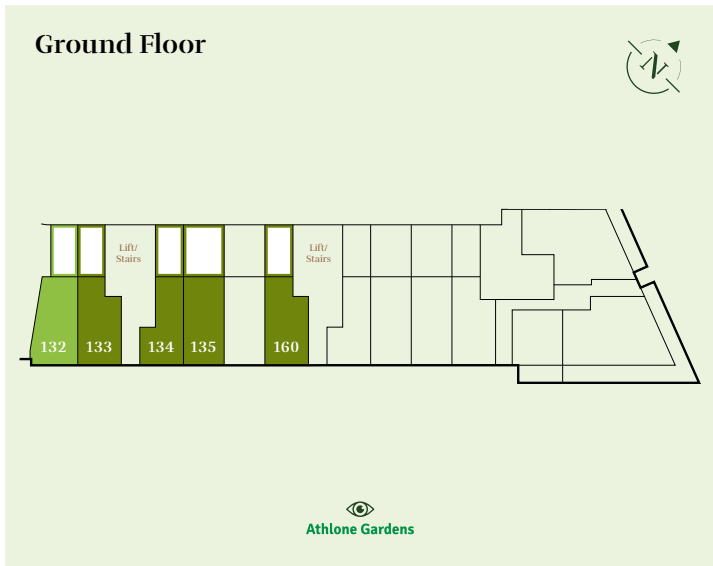
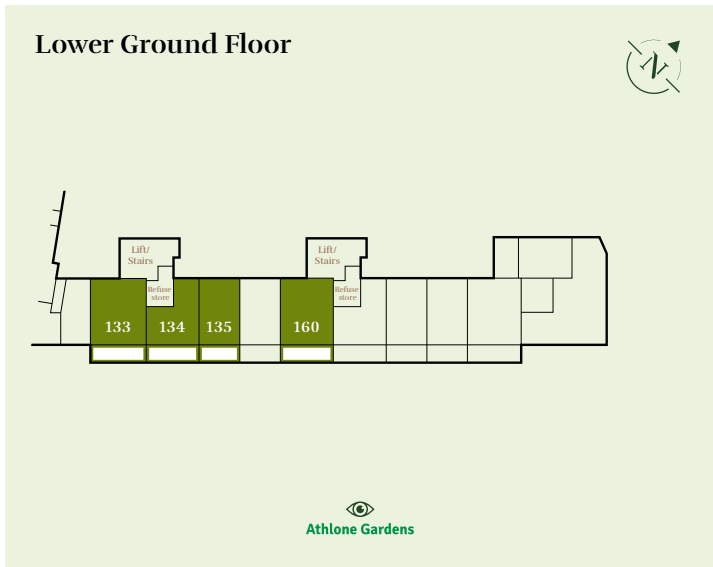
All homes feature either a private terrace or balcony overlooking the brand new park at the heart of the development.



KEY

- Duplex Apartments
- 2 Bedroom Apartments
- 1 Bedroom Apartments

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The Acklam

1 BEDROOM APARTMENT

132

FLOORPLATE



DIMENSIONS

Room

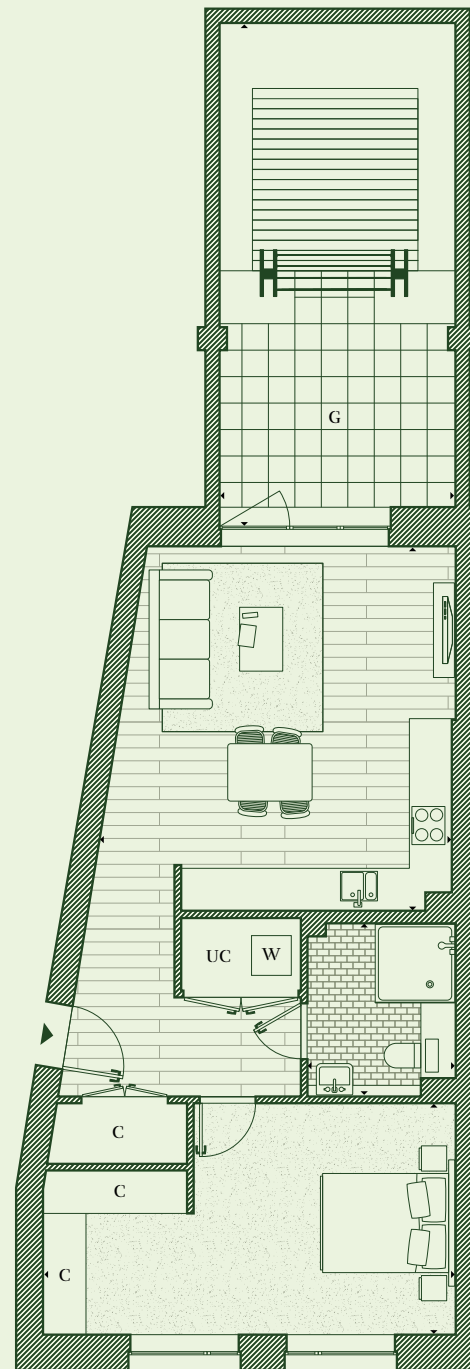
Kitchen/Lounge/Diner	5.51 x 5.32m	18'1" x 17'5"
Bedroom	6.23 x 3.50m	20'5" x 11'6"
Bathroom	2.62 x 2.24m	8'7" x 7'4"
Total area	66.7 sq m	718.0 sq ft
Garden	7.61 x 3.57m	25'0" x 11'9"

FLOOR LOCATOR

6 th Floor
5 th Floor
4 th Floor
3 rd Floor
2 nd Floor
1 st Floor
Ground Floor
Lower Ground Floor

KEY

C	Cupboard
G	Garden
UC	Utility cupboard
W	Washing machine



Athlone Gardens

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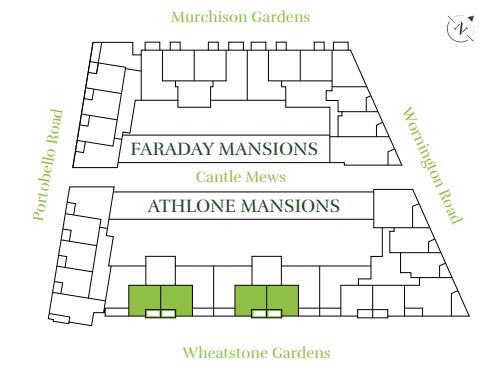
The Moorhouse

1 BEDROOM APARTMENT

137, 141, 145, 146*, 150*, 153, 167*, 174, 175*

* Handed plots

FLOORPLATE



DIMENSIONS

Room

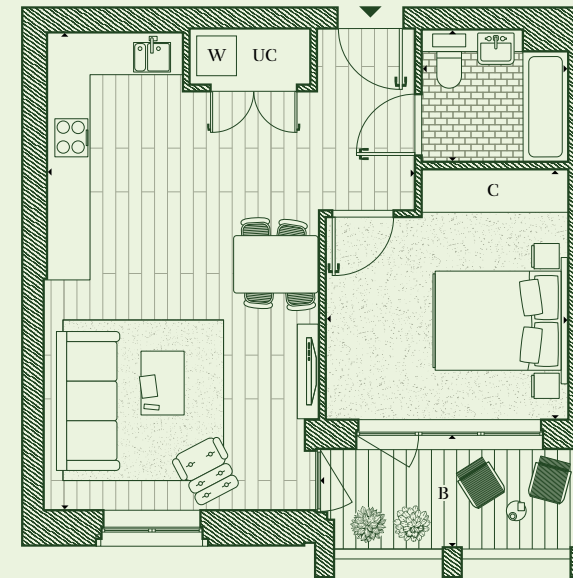
Kitchen/Lounge/Diner	7.22 x 5.55m	23'8" x 18'3"
Bedroom	3.78 x 3.67m	12'5" x 12'1"
Bathroom	2.20 x 2.00m	7'3" x 6'7"
Total area	52.3 sq m	563.0 sq ft
Balcony	3.92 x 1.69m	12'10" x 5'7"

FLOOR LOCATOR

6 th Floor
5 th Floor
4 th Floor
3 rd Floor
2 nd Floor
1 st Floor
Ground Floor
Lower Ground Floor

KEY

C	Cupboard
B	Balcony
UC	Utility cupboard
W	Washing machine



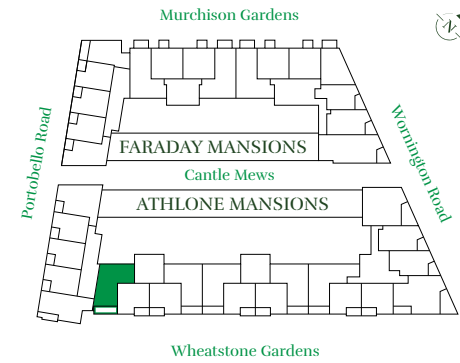
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The Oakworth

2 BEDROOM APARTMENT

136, 140, 144, 152

FLOORPLATE



DIMENSIONS

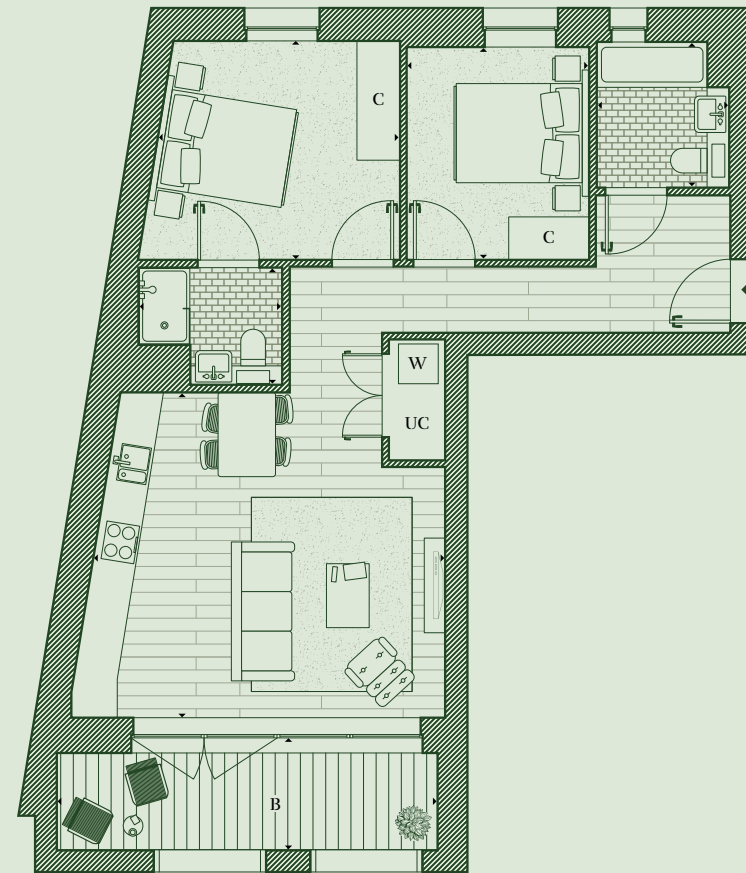
Room	Dimensions (m)	Dimensions (ft)
Kitchen/Lounge/Diner	5.30 x 4.91m	17'5" x 16'1"
Master Bedroom	3.62 x 3.31m	11'11" x 10'10"
En suite	2.17 x 1.77m	7'2" x 5'10"
Bedroom 2	3.21 x 2.76m	10'6" x 9'1"
Bathroom	2.20 x 2.00m	7'3" x 6'7"
Total area	70.1 sq m	754.0 sq ft
Balcony	5.75 x 1.70m	18'10" x 5'7"

FLOOR LOCATOR

6 th Floor
5 th Floor
4 th Floor
3 rd Floor
2 nd Floor
1 st Floor
Ground Floor
Lower Ground Floor

KEY

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B	Balcony
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 Athlone Gardens

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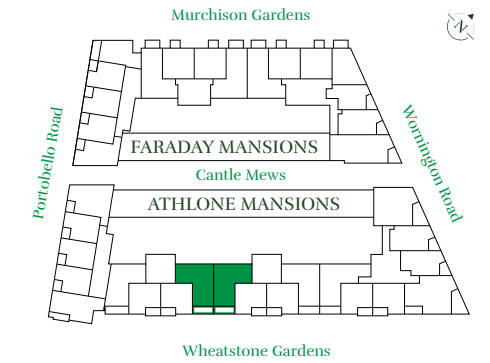
The Clydesdale

2 BEDROOM APARTMENT

139, 161*, 165*

* Handed plots

FLOORPLATE



DIMENSIONS

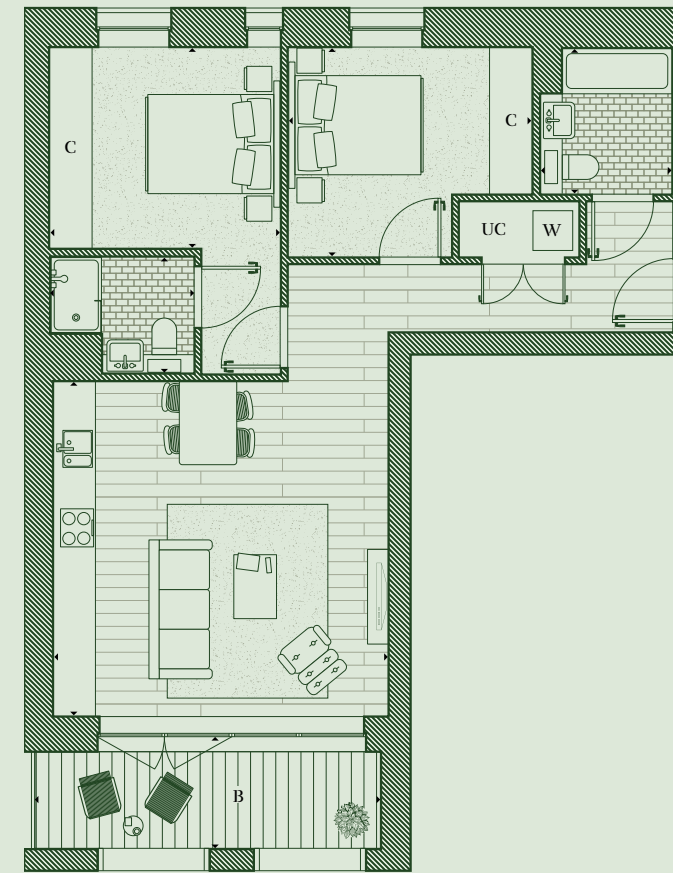
Room	Dimensions (m)	Dimensions (ft)
Kitchen/Lounge/Diner	5.07 x 5.07m	16'8" x 16'8"
Master Bedroom	3.49 x 3.05m	11'5" x 10'0"
En suite	2.17 x 1.77m	7'1" x 5'10"
Bedroom 2	3.70 x 3.18m	12'2" x 10'5"
Bathroom	2.22 x 2.00m	7'3" x 6'7"
Total area	70.5 sq m	759.0 sq ft
Balcony	5.23 x 1.69m	17'2" x 5'7"

FLOOR LOCATOR

6 th Floor
5 th Floor
4 th Floor
3 rd Floor
2 nd Floor
1 st Floor
Ground Floor
Lower Ground Floor

KEY

C	Cupboard
B	Balcony
UC	Utility cupboard
W	Washing machine



 Athlone Gardens

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← Bathed in natural light, the duplex bedroom offers a stylish sanctuary to escape busy city life.

The Morgan

2 BEDROOM DUPLEX

133, 160

FLOORPLATE



DIMENSIONS

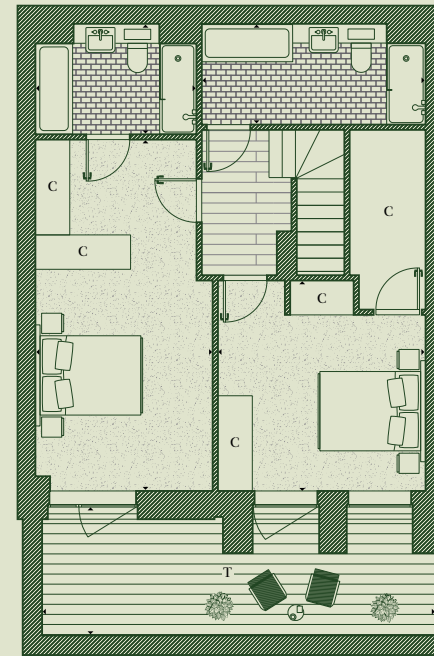
Room	Dimensions (m)	Dimensions (ft)
Lounge/Diner	5.84 x 7.86m	19'2" x 25'9"
Kitchen	2.99 x 4.06m	9'10" x 13'4"
Master Bedroom	3.35 x 6.70m	11'0" x 22'0"
En suite	3.05 x 2.03m	10'0" x 6'8"
Bedroom 2	3.92 x 3.98m	12'10" x 13'0"
Bathroom	4.23 x 1.90m	13'11" x 6'3"
Total area	127.6 sq m	1,373.5 sq ft
Terrace	2.43 x 7.42m	8'0" x 24'4"
Garden	7.61 x 3.46m	25'0" x 11'4"

FLOOR LOCATOR

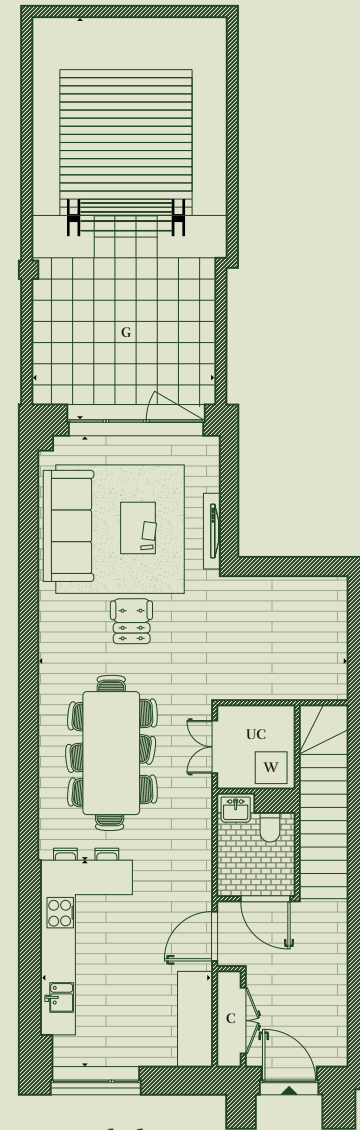
- 6th Floor
- 5th Floor
- 4th Floor
- 3rd Floor
- 2nd Floor
- 1st Floor
- Ground Floor
- Lower Ground Floor

KEY

C Cupboard	G Garden
T Terrace	UC Utility cupboard
	W Washing machine



Lower Ground Floor



Ground Floor

Athlone Gardens

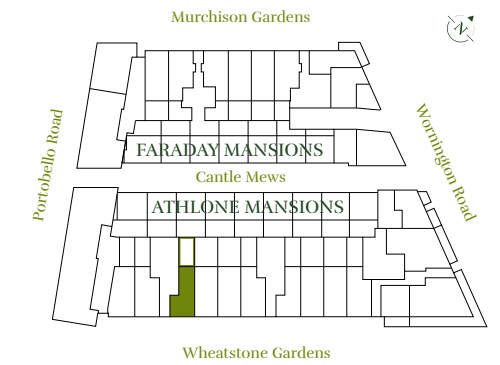
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The Cambridge

2 BEDROOM DUPLEX

134

FLOORPLATE



DIMENSIONS

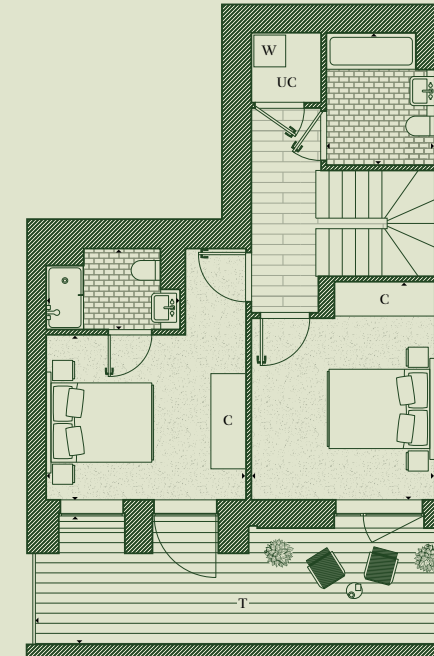
Room	Dimensions (m)	Dimensions (ft)
Kitchen/Diner	4.01 x 4.12m	13'2" x 13'6"
Lounge	3.39 x 4.01m	11'1" x 13'2"
Master Bedroom	3.77 x 3.12m	12'4" x 10'3"
En suite	2.53 x 1.53m	8'4" x 5'0"
Bedroom 2	3.47 x 3.43m	11'5" x 11'3"
Bathroom	2.02 x 2.50m	6'8" x 8'2"
Total area	101.6 sq m	1,093.6 sq ft
Terrace	2.40 x 7.80m	7'11" x 25'7"
Garden	7.60 x 3.60m	24'11" x 11'10"

FLOOR LOCATOR

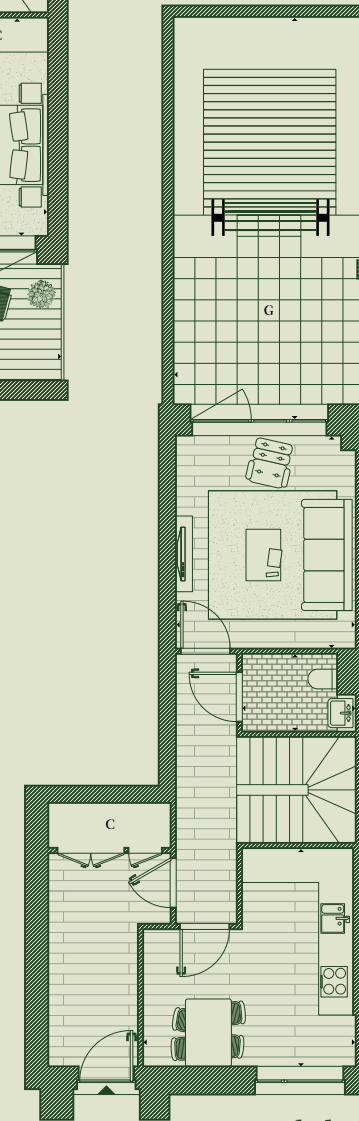
- 6th Floor
- 5th Floor
- 4th Floor
- 3rd Floor
- 2nd Floor
- 1st Floor
- Ground Floor
- Lower Ground Floor

KEY

C Cupboard	G Garden
T Terrace	UC Utility cupboard
	W Washing machine



Lower Ground Floor



Ground Floor

Athlone Gardens

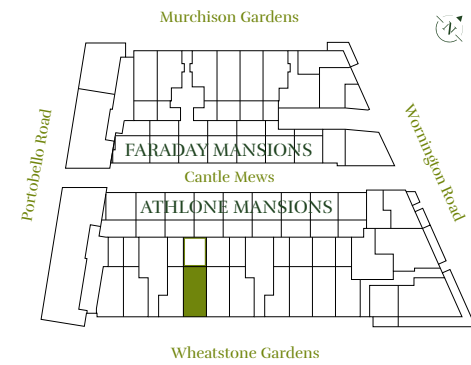
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The Elgin

2 BEDROOM DUPLEX

135

FLOORPLATE



DIMENSIONS

Room

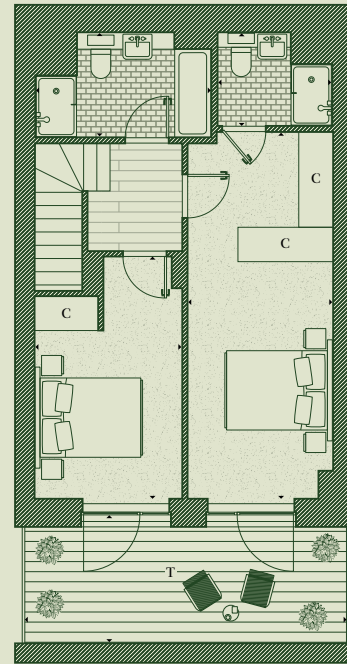
Kitchen/Lounge/Diner	5.65 x 11.92m	5'1" x 39'1"
Master Bedroom	6.95 x 2.75m	22'10" x 9'0"
En suite	1.75 x 2.17m	5'9" x 7'1"
Bedroom 2	4.58 x 2.79m	15'0" x 9'2"
Bathroom	2.00 x 3.30m	6'7" x 10'10"
Total area	117.0 sq m	1,259.0 sq ft
Terrace	2.43 x 6.07m	8'0" x 19'11"
Garden	7.61 x 5.76m	25'0" x 18'11"

FLOOR LOCATOR

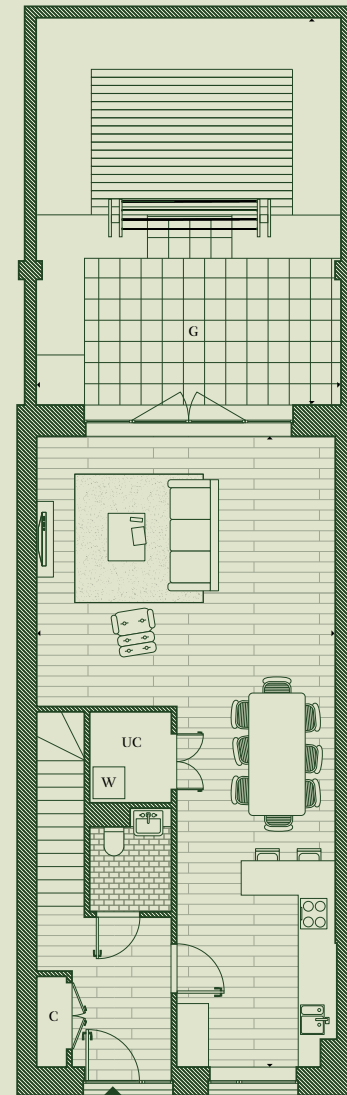
	6 th Floor
	5 th Floor
	4 th Floor
	3 rd Floor
	2 nd Floor
	1 st Floor
	Ground Floor
	Lower Ground Floor

KEY

C	Cupboard	G	Garden
T	Terrace	UC	Utility cupboard
		W	Washing machine



Lower Ground Floor



Ground Floor

Athlone Gardens

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A story told through patterns

Discover the inspiration behind each Auria pattern and explore the history of this fascinating London location.



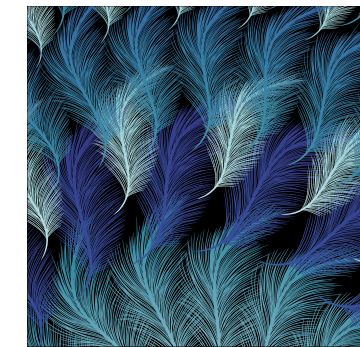
↑ PARK LIFE

Inspired by the stunning views over Athlone Gardens, the brand new park at the heart of The Auria.



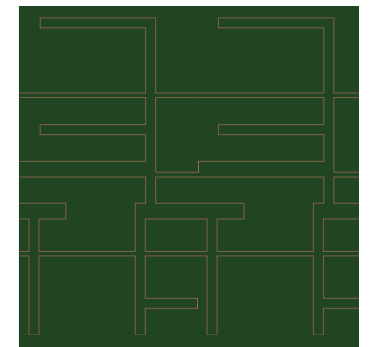
↑ PORTOBELLO LIFE

Inspired by the eclectic personality and captivating charm of the iconic Portobello Road.



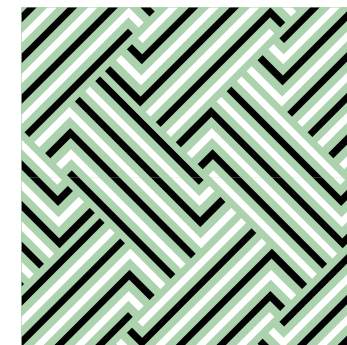
↑ CELEBRATION FEATHERS

Inspired by the dazzling costumes at the Notting Hill Carnival.



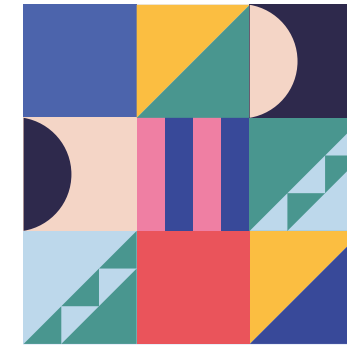
↑ STREETSCAPE

Inspired by the restoration of neighbourhood street patterns.



↑ MASH UP

Inspired by the intricate green and white tiling at Cockney's Pie & Mash shop.



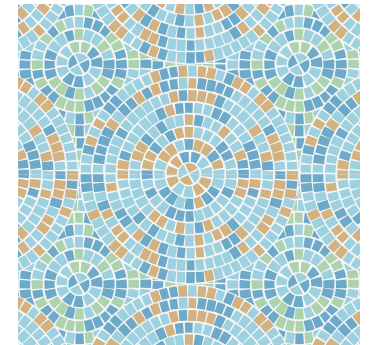
↑ URBAN ART

Inspired by the vibrant colours and bold street art found in the local area.



↑ TRACK RECORD

Inspired by the neighbourhood's love and celebration of music.



↑ SHOWTIME

Inspired by the mosaic tile pattern at the Electric Cinema, one of Britain's oldest working film theatres.



→ The tranquil landscaped garden further extends your living space creating the perfect space for alfresco dining.



*A Peabody building is more than just a place to live.
It's a sanctuary, a haven. It's a home.*



BUILDING HISTORY

Formed 160 years ago by the American financier and philanthropist George Peabody, Peabody is one of the UK's oldest and largest housing associations. Together with Catalyst Housing who joined the Group in 2022, we are responsible for more than 104,000 homes across London and the Home Counties.



STRONG GROWTH

With a growing pipeline, Peabody continues to invest in building quality new homes with high design standards. We create homes in great locations which are safe, easy to maintain and long-lasting. Peabody delivers long-term returns on investment. With an asset base of £8.3bn, Peabody is well placed to build thousands more top quality, well-maintained homes each year.



CUSTOMER FOCUS

Over 90% of customers said they would recommend Peabody. Our customers' feedback helps shape the design of our homes and community services based on the needs of each neighbourhood. We value our customers and listen to what they have to tell us. Peabody are proud to have achieved 'Gold' in the independent customer satisfaction awards three times in a row and strive for excellence in all that we do.



QUALITY DESIGN & SUSTAINABILITY

Peabody's reputation is one of the most respected in the housing industry, renowned for high quality, innovative design. We work with industry experts and continually monitor quality throughout the design, procurement and development process. We aim to make a positive impact on climate change for our residents, communities and the environment, with an ambition to achieve net zero carbon in our new and existing homes by 2050.



SOCIAL IMPACT

In line with our social purpose, Peabody re-invests its surplus to provide more homes and services. We deliver services to 220,000 residents, supporting customers and the wider communities in which we work. We focus on those who need our help the most, working with people and communities to build resilience and promote wellbeing. We invest around £11m each year through our Community Foundation, to support people to be healthier, wealthier and happier.



AWARD WINNING

In recent years, Peabody has been recognised and awarded more than 60 prestigious awards, including the Sunday Times 'Homebuilder of the Year' and the Grand Prix award at the Evening Standard New Homes Awards. We also work with award winning partners who share our values, high design standards and focus on great customer experience.

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Pattern inspired by the vibrant colours and bold street art found in the neighbourhood

