



# 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.*

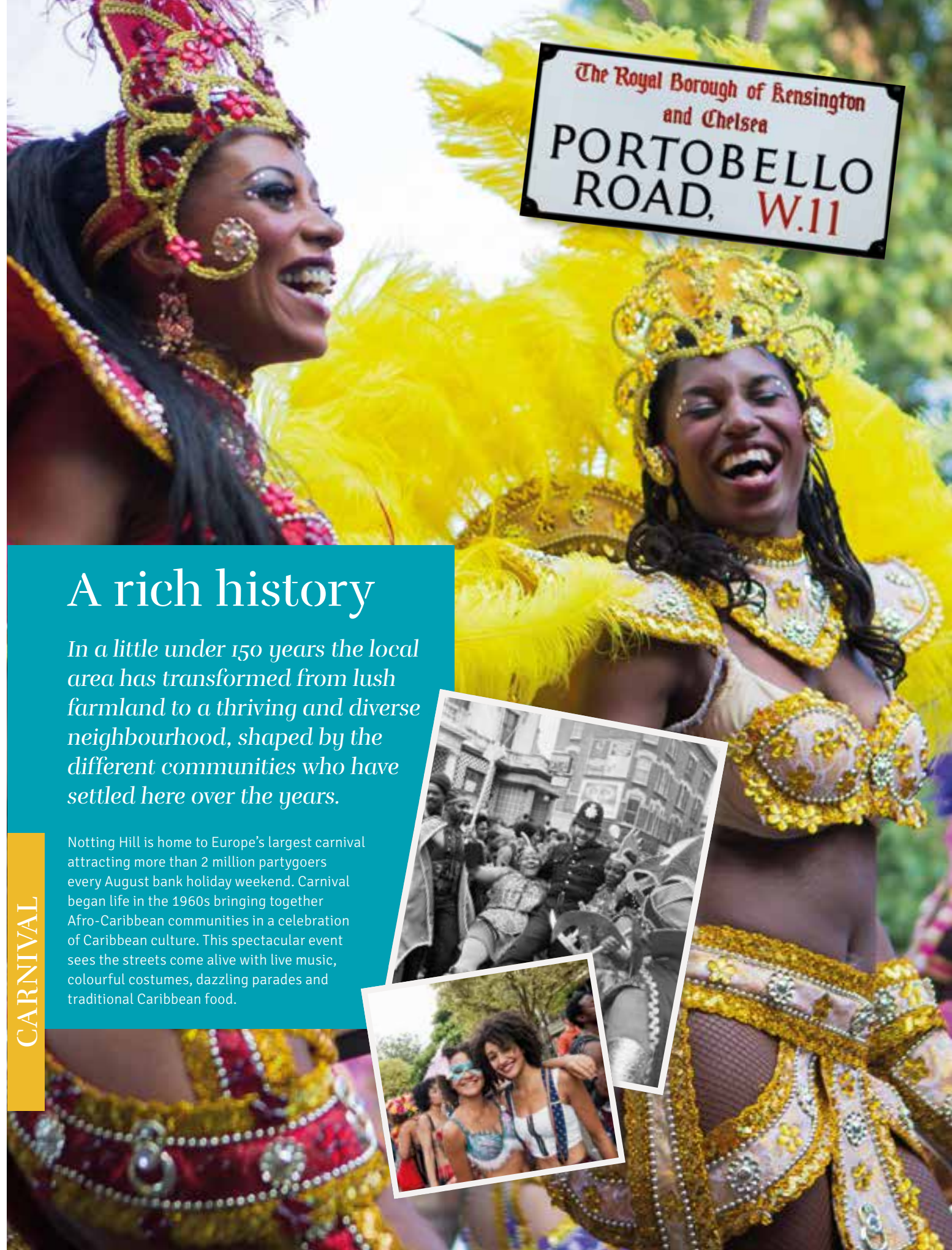
Portobello  
Square





← 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 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.



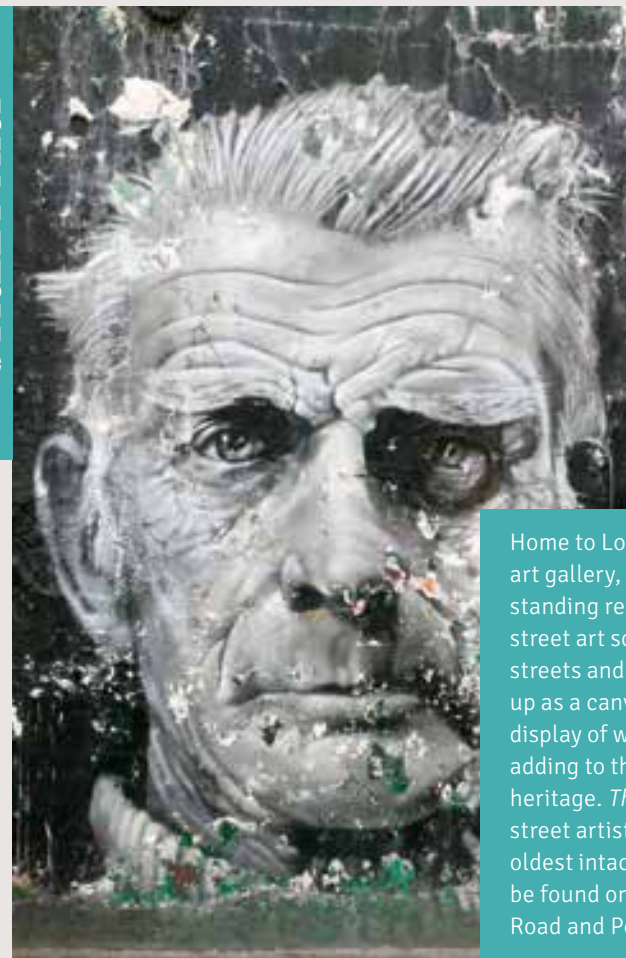
← DJ Norman Jay  
➤ Joe Strummer  
from The Clash



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 Ladbrooke 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.





## On the menu

Drawn to the area's sophisticated yet bohemian charm, many exciting restaurants and bars have set up home here – a clear indication of its reputation as one of London's prime foodie destinations.



### Good to know

Electric Diner is part of the global Soho House brand, which also owns the Electric House private members' club and the Electric Cinema, both on Portobello Road.



## Top Picks

### 1. Caia

Restaurant/wine bar with a curated vinyl music selection for a unique dining experience  
46 Golborne Road  
[caia.london](http://caia.london)

### 2. Electric Diner

French-style American diner serving an all-day menu  
191 Portobello Road  
[electricdiner.com](http://electricdiner.com)

### 3. Straker's

Thomas Straker's first restaurant focussing on honest, quality ingredients  
91 Golborne Road  
[strakers.london](http://strakers.london)

### 4. The Princess Royal

Magnificently restored Victorian pub serving up a seasonal Mediterranean-inspired menu  
47 Hereford Road  
[princessroyallondon.co.uk](http://princessroyallondon.co.uk)

### 5. The Pelican

Popular neighbourhood pub championing local producers and sustainably produced food  
45 All Saints Road  
[thepelicanw11.com](http://thepelicanw11.com)







# Meet Pandora Taylor

## Interior Designer

*London-based designer, Pandora, is the artistic talent behind the interiors in the Auria Show Home. Drawing on her sense of style, acute attention to detail and love of lively colour palettes and rich materiality, Pandora has created a signature look for the show apartment that reflects the vibrant and eclectic feel of Notting Hill.*

### Describe your interior design style

I love to create bold schemes using rich colours but with an elegant and subtle approach. I am inspired by the past and like to combine antiques with bespoke furniture to create an idiosyncratic, layered feel that sits outside of obvious trends. My greatest passion is furniture design and I'm particularly inspired by pieces that challenge our assumptions of how everyday furniture should look.

### What inspired you in the design of the Show Home?

Sustainable living is the hot topic and is driving change across all industries, not least interior design. The key to sustainability in interiors is longevity, bringing pieces into the home that will stand the test of time and grow with you. That is why I love to incorporate antiques into my designs – it feels great to re-use a piece that someone has already put so much effort into creating. Quality, durability and tactile textures informed a lot of the furniture choices in the Show Home.

### Describe the colour palette for the apartment

I wanted to bring the same sense of energy you see on the streets of Notting Hill to the apartment, so the main living space has a subtle sky-blue base accented with richer tones, such as brick red and mossy greens, and interspersed with natural wood.

← Pandora Taylor at The Auria show home

### Can you tell us about the design of the living/dining area?

With Athlone Gardens next to the development I wanted to embrace that sense of energy you get from the changing of the seasons. The sky-blue walls provide the backdrop for the colours we see in nature: mossy greens, rich, bark-like rust tones and lots of natural timber with vivid grain. Sunshine-yellow curtains frame the large windows maximising the light that enters this space.

### What did you consider when styling the bedroom?

I continued the mossy greens from the living area into the bedroom to connect the two spaces but also introduced more sophisticated burnt umber tones to create a relaxed mood. The textured wallpaper offsets the upholstered iron bed frame and some fun, unexpected elements such as the ceramic table lamps and green framed mirror finish the look. It's actually my favourite room in the apartment – I love the rich tones of the bedroom – it feels very cosy and makes me want to spend the day curled up in bed!

### What appeals to you most about Notting Hill?

I love that you can spend a whole day getting lost in all that Notting Hill has to offer. From the iconic market and welcoming pubs on Portobello Road to the beautiful antique shops along Golborne Road and stylish boutiques along Westbourne Grove. Not to mention the long list of fantastic restaurants. It's almost like a city in itself!





FIND QUIRKY SHOPS AND MORE PAGES 24 TO 25



GOLBORNE ROAD



GOLBORNE ROAD

PORTOBELLO ROAD

WORMINGTON ROAD



Westbourne Park



GREAT WESTERN ROAD



Little Venice

NOTTING HILL

The Westway

# 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.

DISCOVER LUXURY BRANDS PAGES 16 TO 19

LEDBURY ROAD

WESTBOURNE GROVE

PORTOBELLO ROAD

KENSINGTON PARK ROAD

EXPLORE THIS ICONIC DESTINATION PAGES 20 TO 23



Museum of Brands and Packaging

Ladbroke Grove



Portobello Green



WESTBOURNE PARK ROAD



TALBOT ROAD



Rough Trade



Electric Cinema



Wild at Heart



Portobello Market

Paul Smith



PEMBRIDGE CRESCENT



Portobello Market

LADBROKE GROVE

KENSINGTON PARK ROAD

KENSINGTON PARK GARDENS



KENSINGTON PARK GARDENS



Portobello Market

Notting Hill Gate

Royal Oak



QUEENSWAY

Bayswater



INVERNESS TERRACE

BAYSWATER ROAD

Kensington Gardens



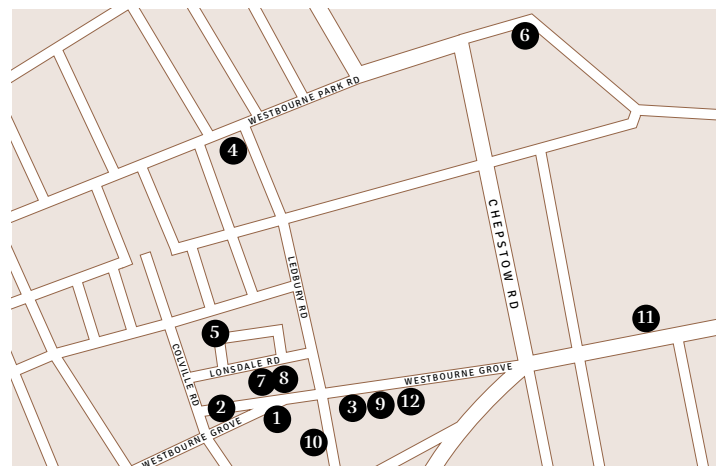


## FOCUS ON Westbourne Grove & Ledbury Road

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

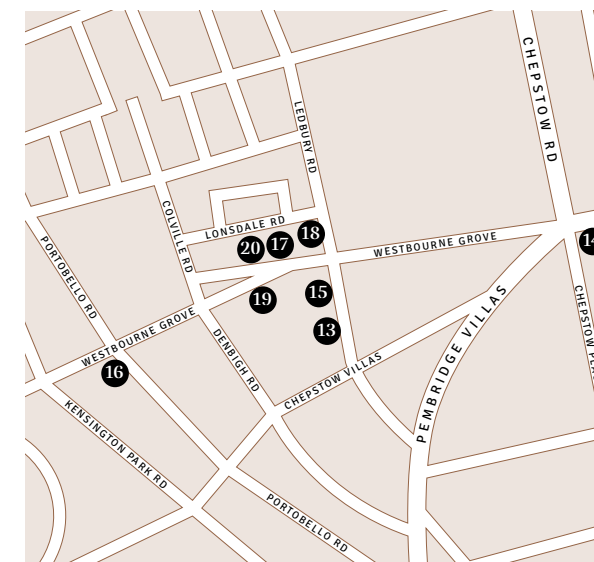
**16. Notting Hill Fish Shop**  
287-289 Westbourne Grove  
nottinghillfishshop.co.uk

**17. Orlebar Brown**  
206 Westbourne Grove  
orlebarbrown.com

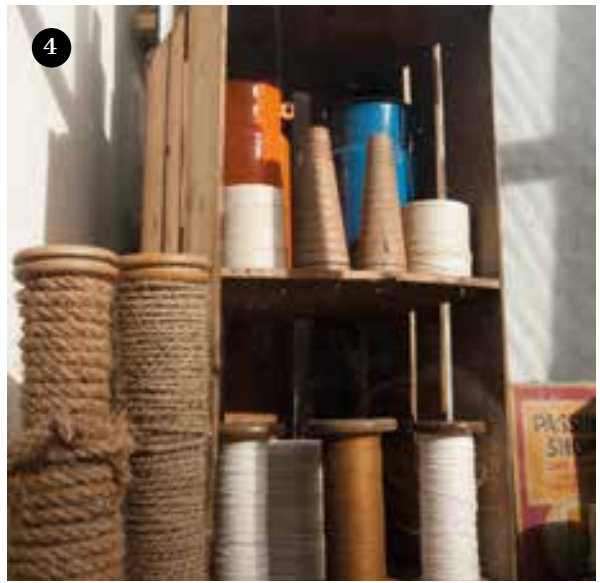
**18. Ottolenghi**  
63 Ledbury Road  
ottolenghi.co.uk

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

**20. Smythson**  
214 Westbourne Grove  
smythson.com







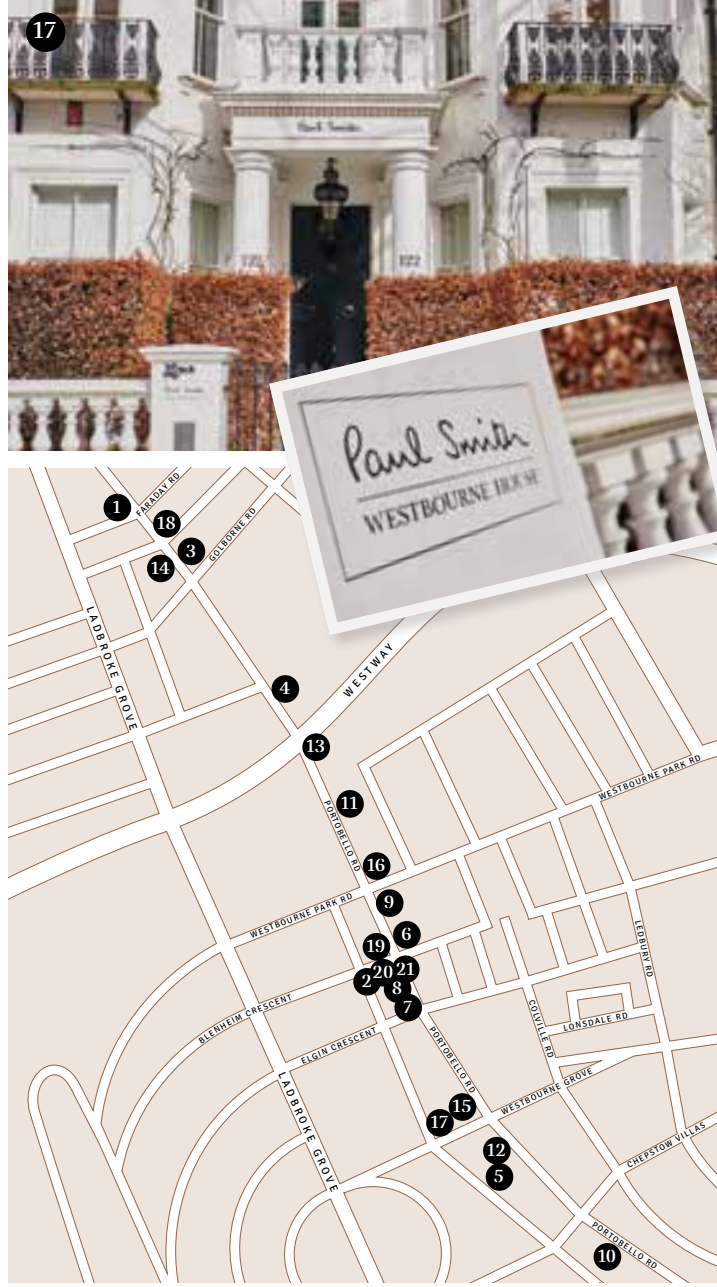
**Good to know**  
 The chef at the helm of Core by Clare Smyth is the first and only female chef to run a restaurant with three Michelin stars in the UK. It was rated London's number 1 best fine dining restaurant by Tripadvisor in 2021.

## 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  
portobellobofashionmarket.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

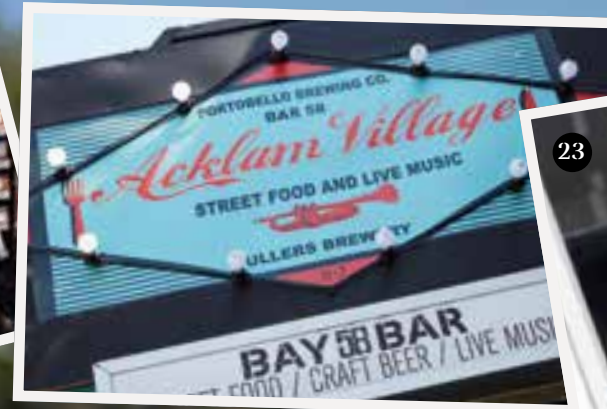


## NEXT STOP

### Portobello Road & Kensington Park Road

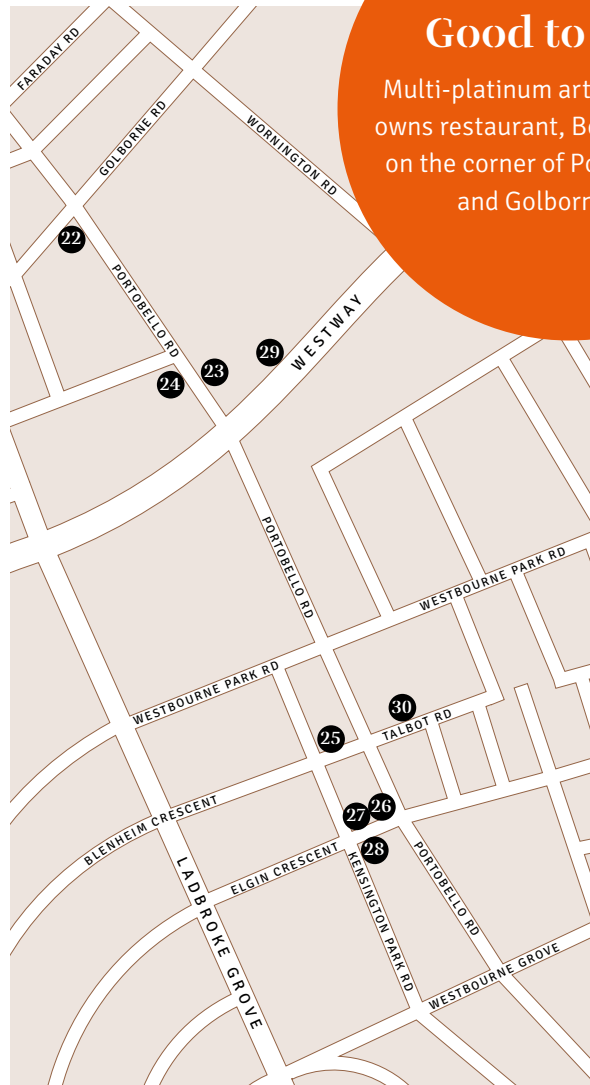
Farm Girl is a local favourite, a café with a focus on healthy living, The Distillery is the home of Portobello Road Gin, and the acclaimed Gold restaurant and bar is a popular hang-out. Blenheim Crescent, just off Portobello Road, features well-established specialist shops: The Notting Hill Bookshop, 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](http://bertieblossoms.co.uk)

**23. Graffik Gallery**  
284 Portobello Road  
[graffikgallery.com](http://graffikgallery.com)

**24. Taylor Taylor**  
309 Portobello Road  
[taylorlondon.com](http://taylorlondon.com)

**25. E&O**  
14 Blenheim Crescent  
[eandolondon.com](http://eandolondon.com)

**26. Graham & Green**  
4 Elgin Crescent  
[grahamandgreen.co.uk](http://grahamandgreen.co.uk)

**27. The Grocer on Elgin**  
6 Elgin Crescent  
[thegroceron.com](http://thegroceron.com)

**28. Harper & Toms**  
Elgin Crescent  
[harperandtoms.co.uk](http://harperandtoms.co.uk)

**29. Acklam Village Market**  
Acklam Road  
[acklamvillage.com](http://acklamvillage.com)

**30. Rough Trade West**  
130 Talbot Road  
[roughtrade.com](http://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.



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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.

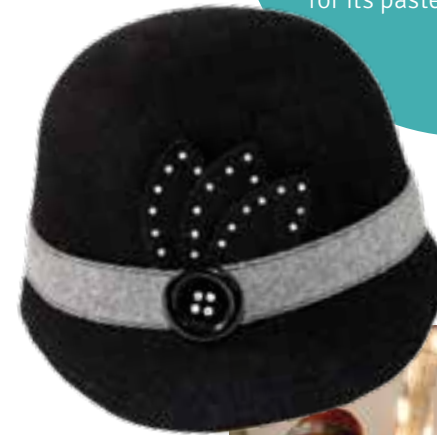
Dotted amongst the antique shops are other great finds such as Of The Bea, a lifestyle boutique selling one-off designs and carefully curated artisan pieces, and luxury eyewear brand Taylor Morris. There is also a good choice of friendly neighbourhood cafés and independent coffee shops here.



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### Good to know

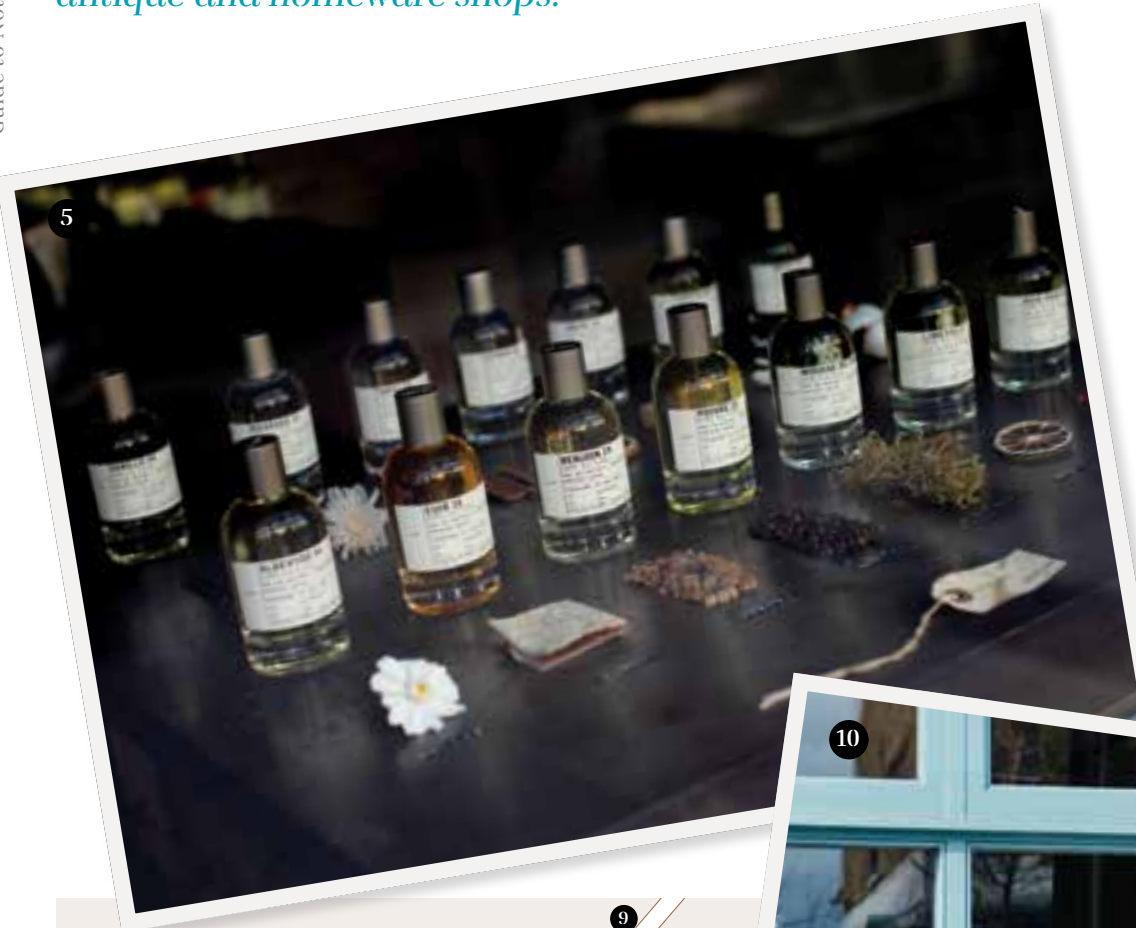
Lisboa Patisserie is a neighbourhood favourite – a long-running Portuguese café and bakery famous for its pastéis de nata cakes.



9



15



5



10



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## Top Picks

### 1. Arbon Interiors

80 Golborne Road  
arbon-interiors.mysupadupa.com

### 2. Last Place on Earth

82 Golborne Road

### 3. Golborne Deli

100-102 Golborne Road  
golbornefinewinedeli.com

### 4. Golborne Fisheries

75-77 Golborne Road

### 5. Le Labo

96a Golborne Road  
lelabofragrances.com

### 6. Les Couilles du Chien

65 Golborne Road  
lescouillesduchien.com

### 7. Lisboa Patisserie

57 Golborne Road

### 8. Of The Bea

72 Golborne Road  
ofthebea.com

### 9. Rellik

8 Golborne Road  
relliklondon.co.uk

### 10. Taylor Morris

74 Golborne Road  
taylormorriseyewear.com

### 11. Universal Providers

86 Golborne Road  
universal-providers.com

Other places of interest outside of shown map

### 12. Maggie & Rose Kensington Family Club and Nursery

58-60 Pembroke Road  
maggieandrose.com

### 13. Uli

5 Ladbroke Road  
ulilondon.com

### 14. Assaggi

First Floor, 39 Chepstow Place  
assaggi.co.uk

### 15. Notting Hill Arts Club

21 Notting Hill Gate  
nottinghillartsclub.com

### 16. 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](http://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.







Notting Hill Gate

Kensington Gardens

Portobello Road Market

Knightsbridge

Hyde Park

Buckingham Palace

Westminster

Mayfair

London Eye

Portobello Road

Covent Garden

The Shard

Paddington (closest Elizabeth Line station)

Westbourne Park

Bond Street & West End

Little Venice

The City

A  
 THE AURIA  
 NOTTING HILL





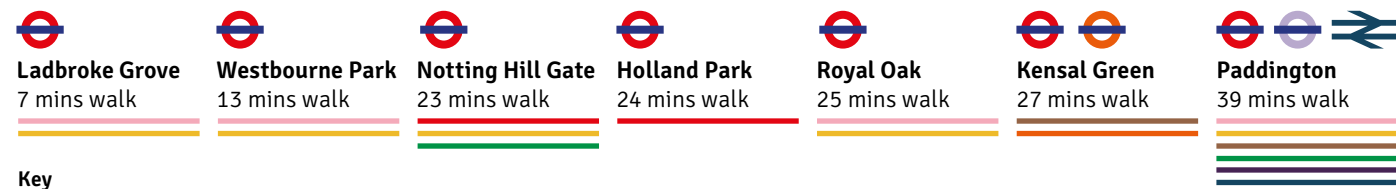
# Connections

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

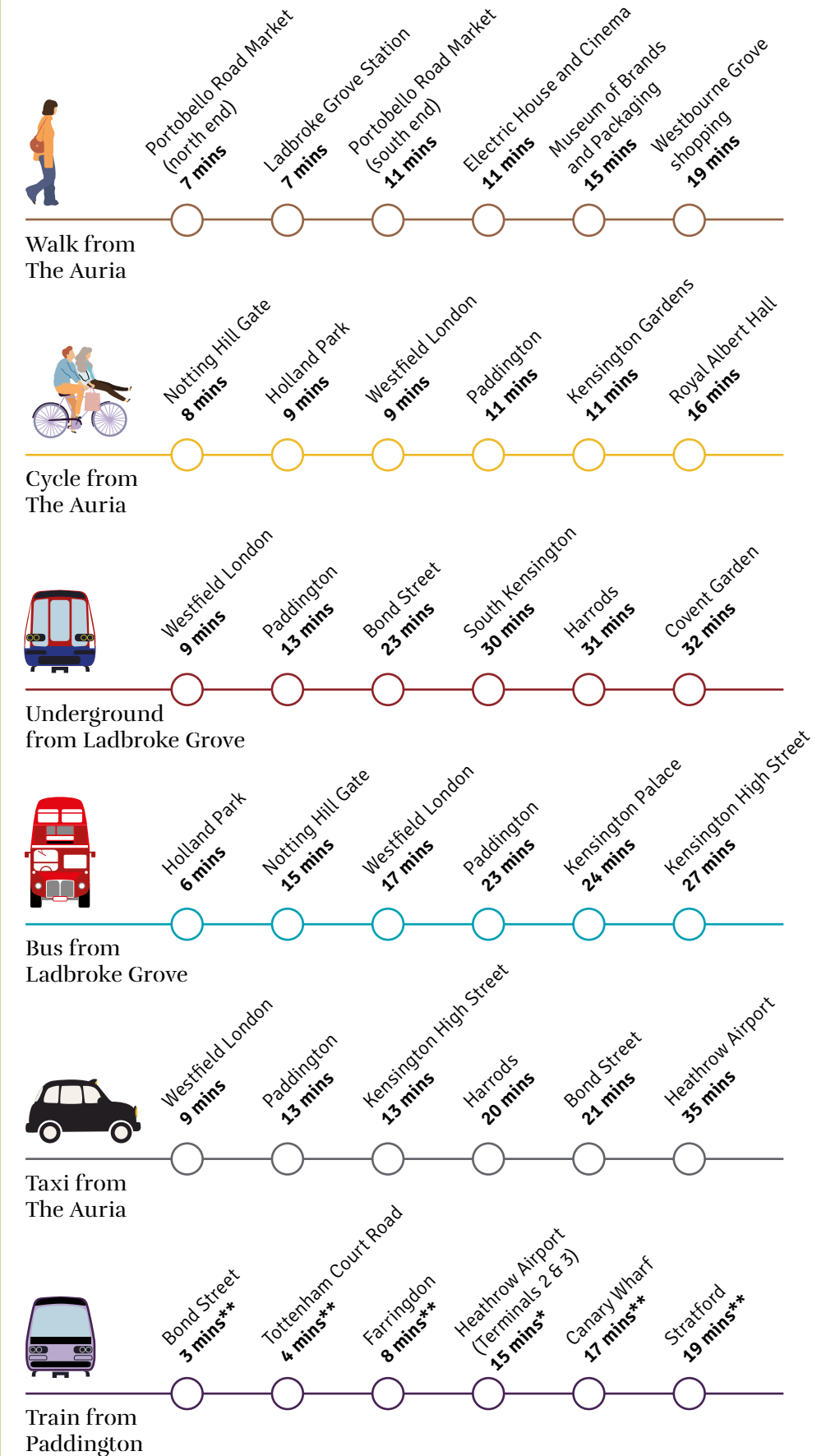
Paddington Station is only a couple of miles up the road offering National Rail connections, the Elizabeth Line and the Heathrow Express with fast 15-minute journeys to Terminals 2 and 3.

## 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.



# 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)



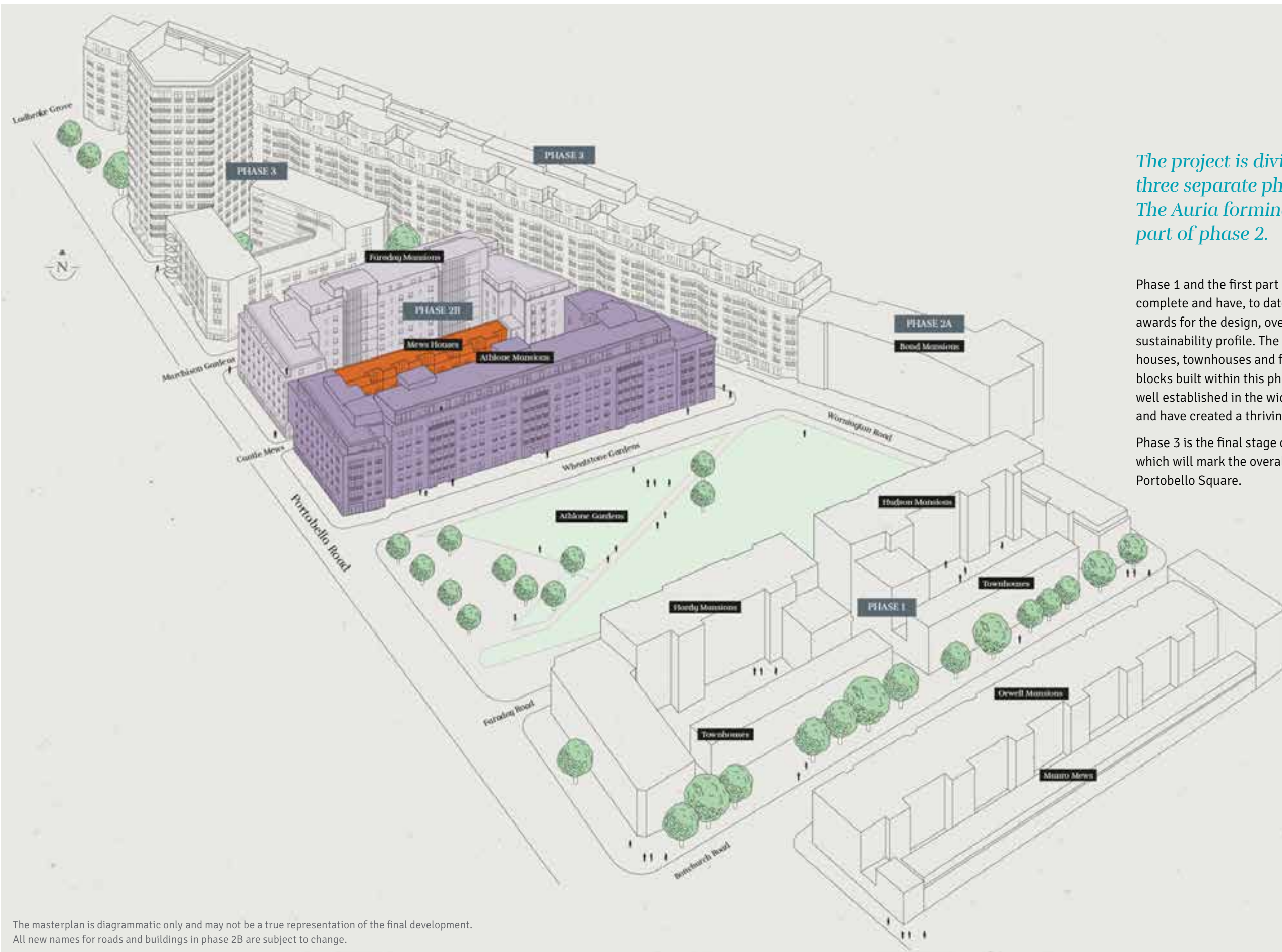
Journey times and distances are approximate and taken from tfl.gov.uk, Google Maps and Walkit.





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





The 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.

*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



# 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 13-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.





Interior image of show home.

← 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
- 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

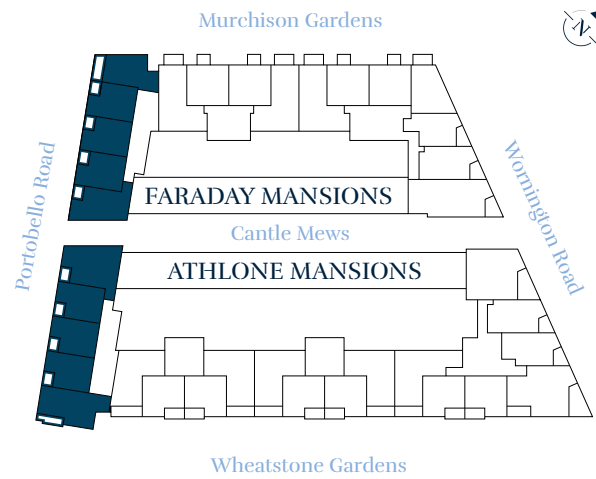


Details of the internal specification and finish are subject to change and this is provided as a guide only. Interior images of show home.



# Portobello Road Floor Level Directory

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



**KEY**

1 Bedroom Apartments

**Disclaimer**  
Areas, measurements and distances given are approximate only. Bathroom and kitchen layouts are indicative only and are subject to change. Apartment layout sizes may vary slightly from one another depending on the floor level. Whilst the plans have been prepared with all due care for the convenience of the intending purchaser, the information contained herein is a preliminary guide only.



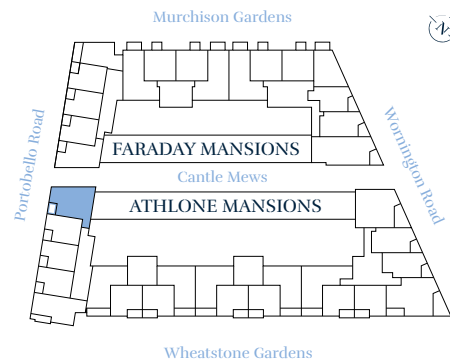


# The Lonsdale

## 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"
<b>Total area</b>	<b>72.5 sq m</b>	<b>780.4 sq ft</b>
Balcony	1.58 x 2.26m	5'2" x 7'5"

### FLOOR LOCATOR

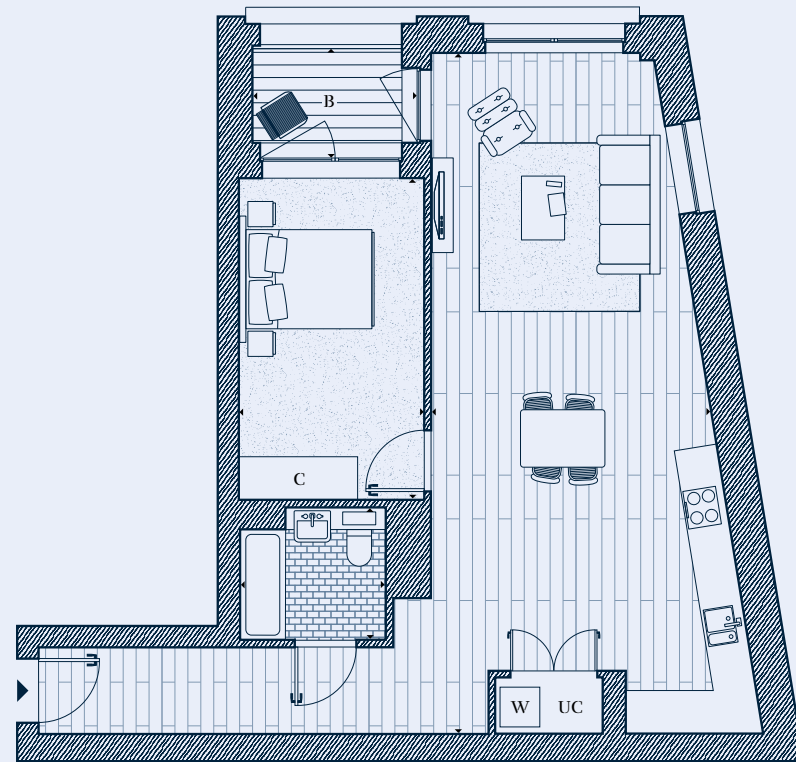
- 6<sup>th</sup> Floor
- 5<sup>th</sup> Floor
- 4<sup>th</sup> Floor
- 3<sup>rd</sup> Floor
- 2<sup>nd</sup> Floor
- 1<sup>st</sup> Floor
- Ground Floor
- Lower Ground Floor

### KEY

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



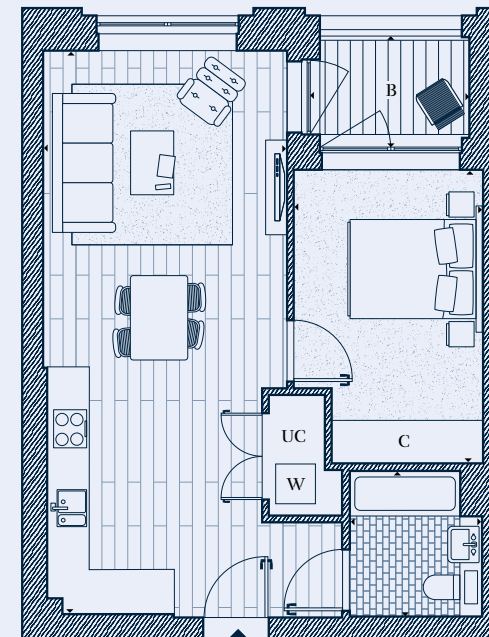
Portobello Road



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Portobello Road



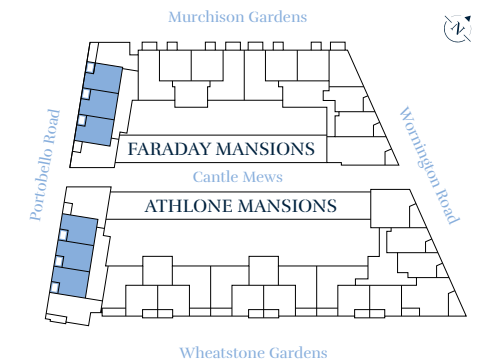
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# The Ledbury

## 1 BEDROOM APARTMENT

109\*, 110\*, 111\*, 114\*, 115\*, 116\*, 120\*, 121\*,  
125\*, 126\*, 300, 301, 302, 306, 307, 310, 311,  
312, 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"
<b>Total area</b>	<b>51.6 sq m</b>	<b>555.0 sq ft</b>
Balcony	2.25 x 1.68m	7'5" x 5'6"

### FLOOR LOCATOR

- 6<sup>th</sup> Floor
- 5<sup>th</sup> Floor
- 4<sup>th</sup> Floor
- 3<sup>rd</sup> Floor
- 2<sup>nd</sup> Floor
- 1<sup>st</sup> Floor
- Ground Floor
- Lower Ground Floor

### KEY

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

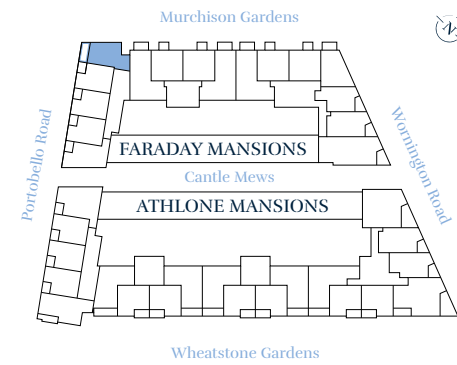


# The Thorpe

## 1 BEDROOM APARTMENT

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"
<b>Total area</b>	<b>50.0 sq m</b>	<b>538.0 sq ft</b>
Balcony	4.65 x 1.57m	15'3" x 5'2"

### FLOOR LOCATOR

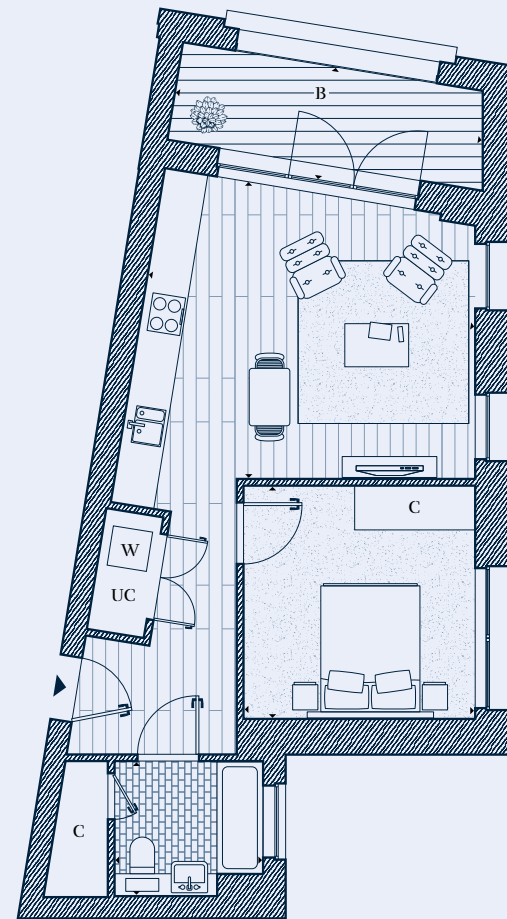
6 <sup>th</sup> Floor
5 <sup>th</sup> Floor
4 <sup>th</sup> Floor
3 <sup>rd</sup> Floor
2 <sup>nd</sup> Floor
1 <sup>st</sup> Floor
Ground Floor
Lower Ground Floor

### KEY

<b>C</b>	Cupboard
<b>B</b>	Balcony
<b>UC</b>	Utility cupboard
<b>W</b>	Washing machine



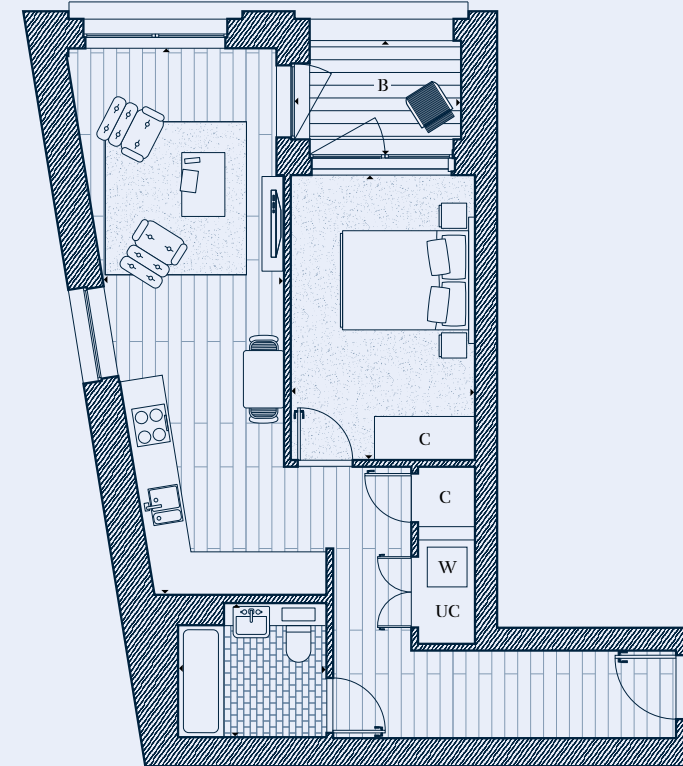
Portobello Road



**Disclaimer**  
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Portobello Road



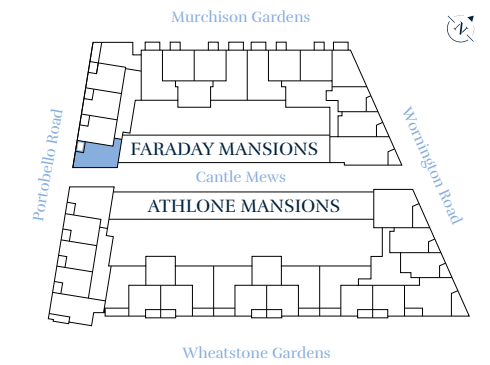
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# The Faraday

## 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"
<b>Total area</b>	<b>52.5 sq m</b>	<b>565.1 sq ft</b>
Balcony	1.57 x 2.36m	5'2" x 8'2"

### FLOOR LOCATOR

6 <sup>th</sup> Floor
5 <sup>th</sup> Floor
4 <sup>th</sup> Floor
3 <sup>rd</sup> Floor
2 <sup>nd</sup> Floor
1 <sup>st</sup> Floor
Ground Floor
Lower Ground Floor

### KEY

<b>C</b>	Cupboard
<b>B</b>	Balcony
<b>UC</b>	Utility cupboard
<b>W</b>	Washing machine





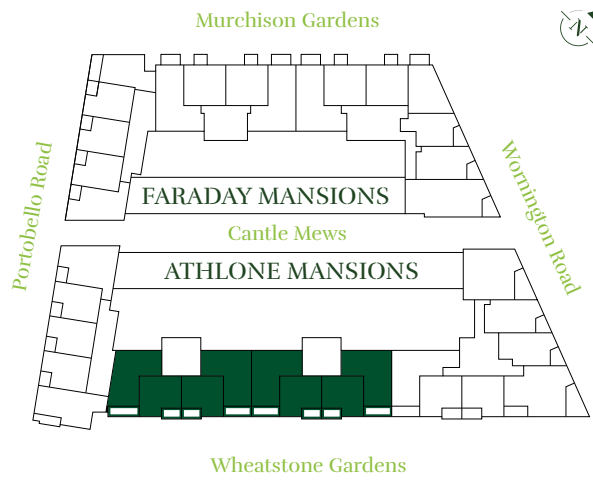
← Space, light and contemporary style are the defining characteristics of the elegant garden duplexes.



# Parkside

## Floor Level Directory

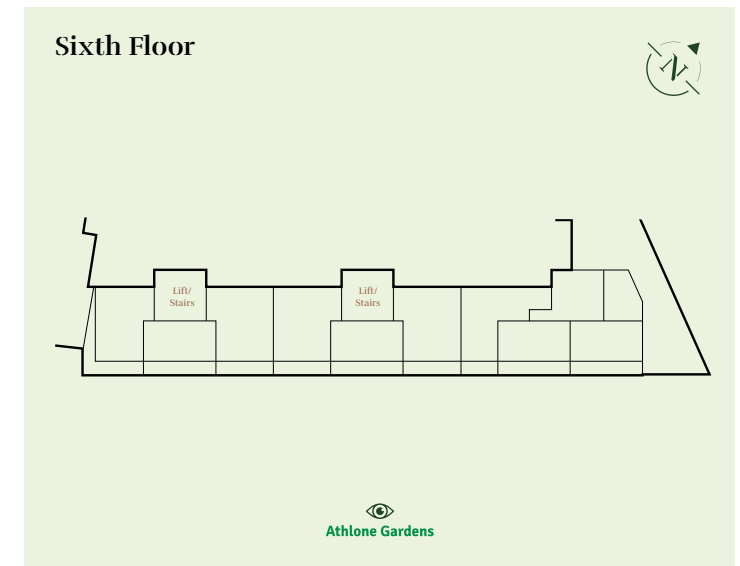
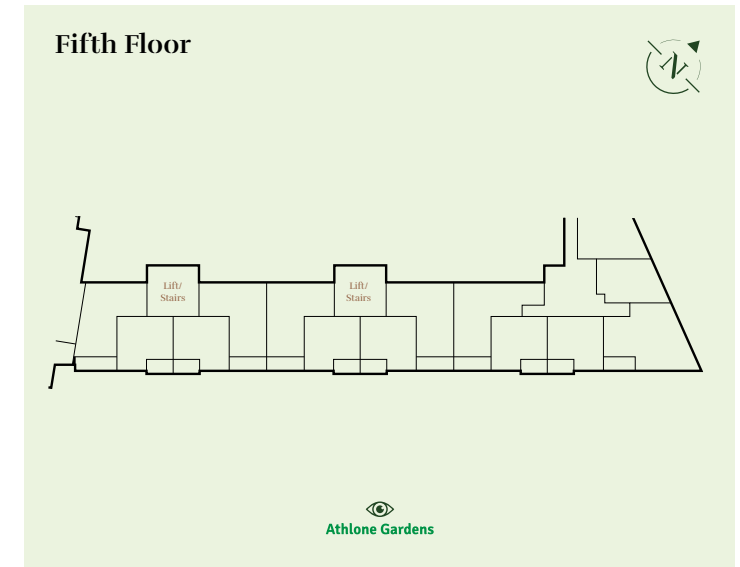
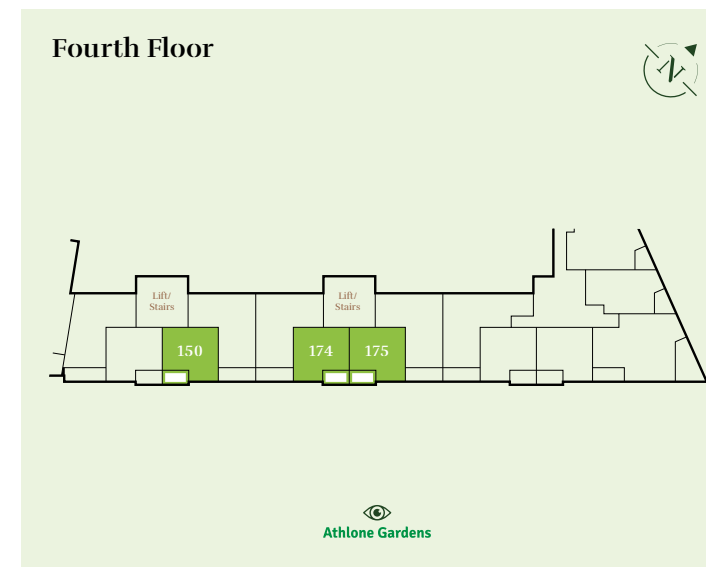
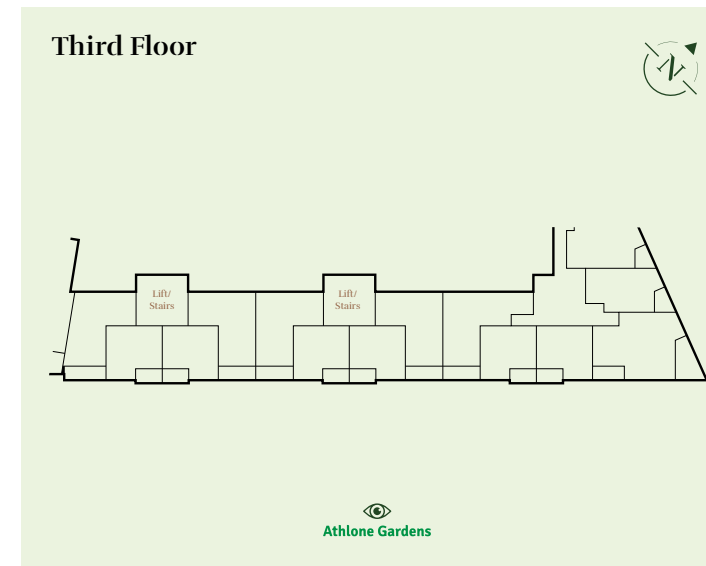
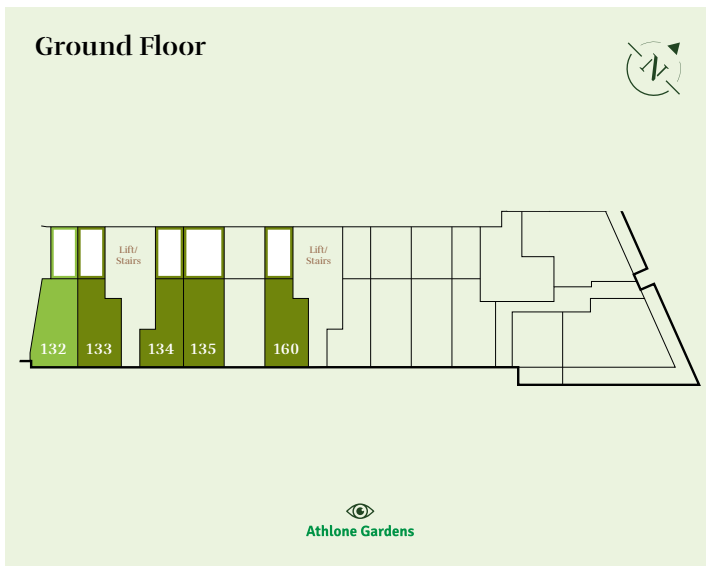
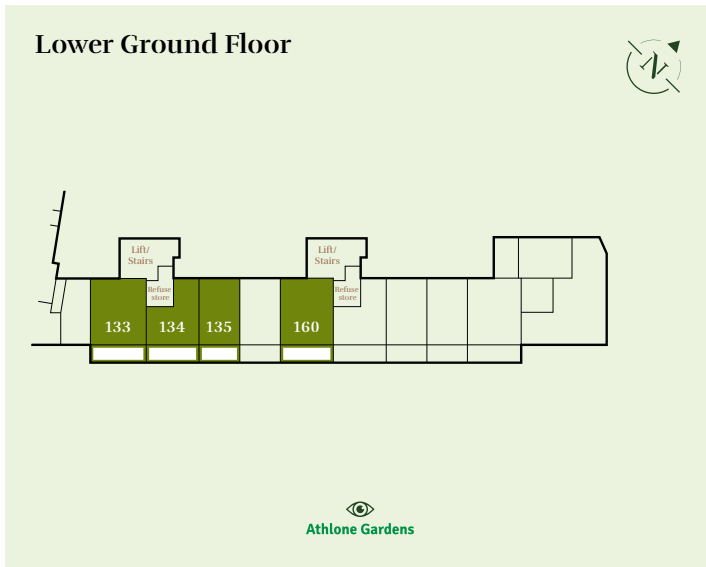
All homes feature either a private terrace or balcony overlooking the brand new park at the heart of the development.



**KEY**

- Duplex Apartments
- 1 Bedroom Apartments

**Disclaimer**  
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# The Acklam

## 1 BEDROOM APARTMENT

132

### FLOORPLATE



### DIMENSIONS

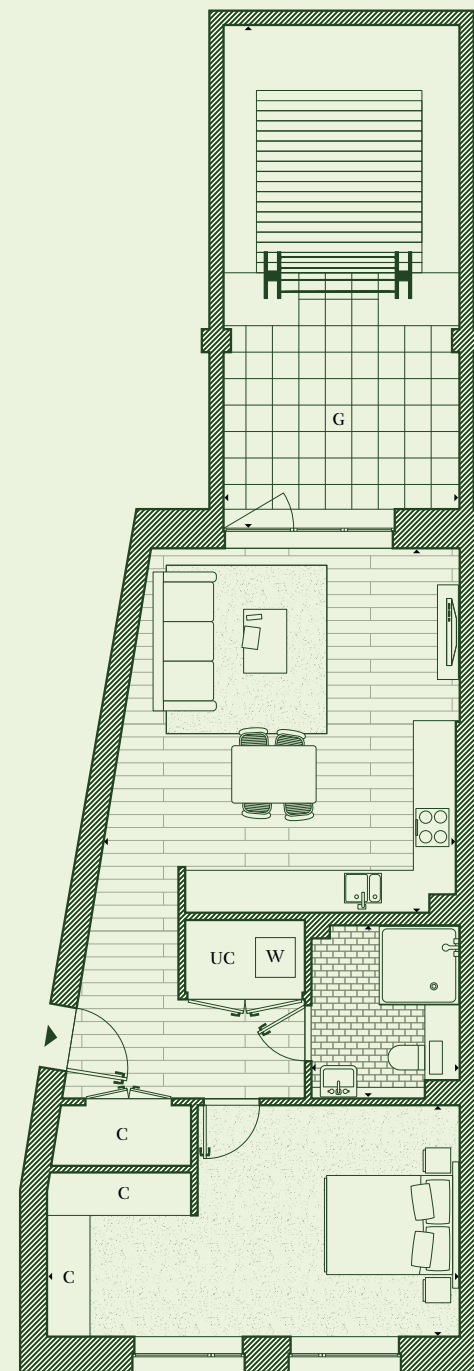
Room	Dimensions (m)	Dimensions (ft)
Kitchen/Lounge/Diner	5.51 x 5.32m	18'1" x 17'5"
Bedroom	6.23 x 3.50m	20'5" x 11'6"
Bathroom	2.62 x 2.24m	8'7" x 7'4"
<b>Total area</b>	<b>66.7 sq m</b>	<b>718.0 sq ft</b>
Garden	7.61 x 3.57m	25'0" x 11'9"

### FLOOR LOCATOR

- 6<sup>th</sup> Floor
- 5<sup>th</sup> Floor
- 4<sup>th</sup> Floor
- 3<sup>rd</sup> Floor
- 2<sup>nd</sup> Floor
- 1<sup>st</sup> Floor
- Ground Floor
- Lower Ground Floor

### KEY

- C** Cupboard
- G** Garden
- UC** Utility cupboard
- W** Washing machine



**Athlone Gardens**

Disclaimer  
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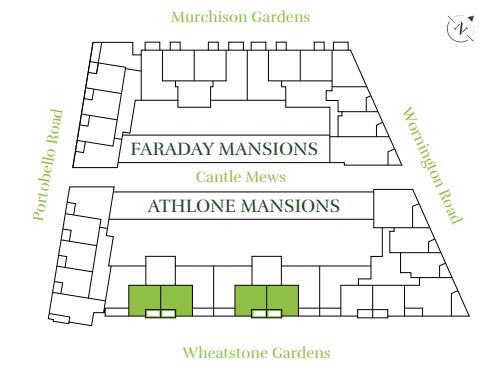
# The Moorhouse

## 1 BEDROOM APARTMENT

137, 150\*, 167\*, 174, 175\*

\* Handed plots

### FLOORPLATE



### DIMENSIONS

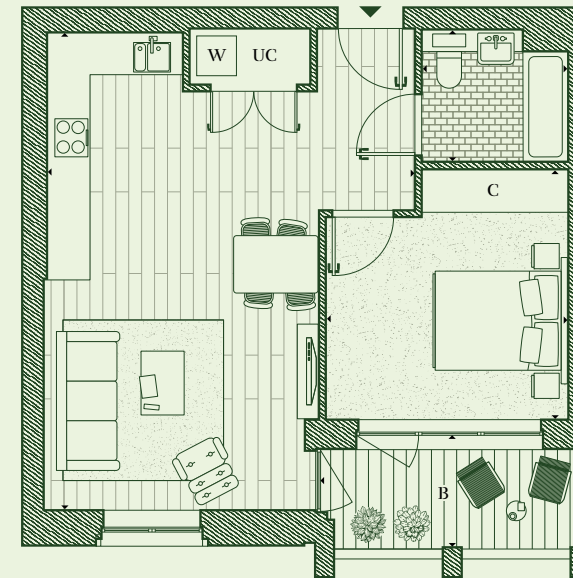
Room	Dimensions (m)	Dimensions (ft)
Kitchen/Lounge/Diner	7.22 x 5.55m	23'8" x 18'3"
Bedroom	3.78 x 3.67m	12'5" x 12'1"
Bathroom	2.20 x 2.00m	7'3" x 6'7"
<b>Total area</b>	<b>52.3 sq m</b>	<b>563.0 sq ft</b>
Balcony	3.92 x 1.69m	12'10" x 5'7"

### FLOOR LOCATOR

- 6<sup>th</sup> Floor
- 5<sup>th</sup> Floor
- 4<sup>th</sup> Floor
- 3<sup>rd</sup> Floor
- 2<sup>nd</sup> Floor
- 1<sup>st</sup> Floor
- Ground Floor
- Lower Ground Floor

### KEY

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



**Athlone Gardens**

Disclaimer  
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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

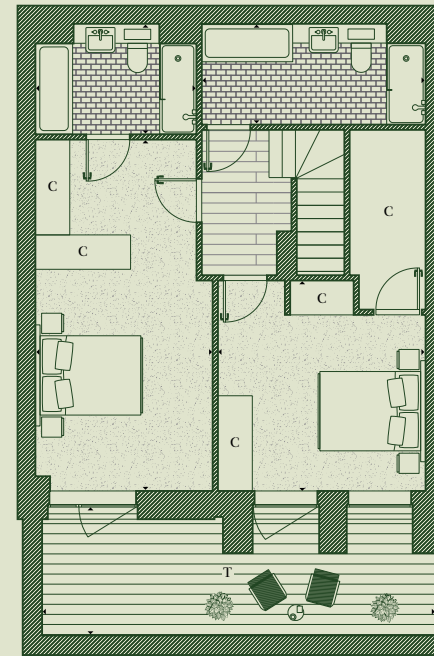
Room	Dimensions (m)	Dimensions (ft)
Lounge/Diner	5.84 x 7.86m	19'2" x 25'9"
Kitchen	2.99 x 4.06m	9'10" x 13'4"
Master Bedroom	3.35 x 6.70m	11'0" x 22'0"
En suite	3.05 x 2.03m	10'0" x 6'8"
Bedroom 2	3.92 x 3.98m	12'10" x 13'0"
Bathroom	4.23 x 1.90m	13'11" x 6'3"
<b>Total area</b>	<b>127.6 sq m</b>	<b>1,373.5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

### FLOOR LOCATOR

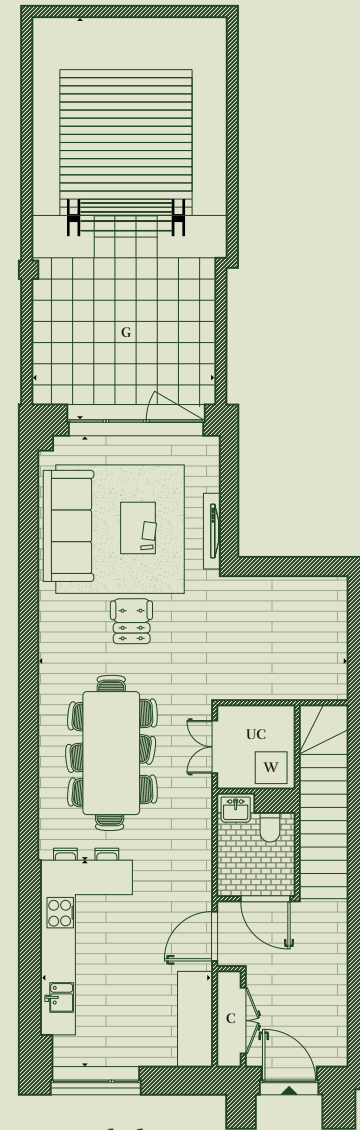
- 6<sup>th</sup> Floor
- 5<sup>th</sup> Floor
- 4<sup>th</sup> Floor
- 3<sup>rd</sup> Floor
- 2<sup>nd</sup> Floor
- 1<sup>st</sup> Floor
- Ground Floor
- Lower Ground Floor

### KEY

<b>C</b> Cupboard	<b>G</b> Garden
<b>T</b> Terrace	<b>UC</b> Utility cupboard
	<b>W</b> Washing machine



Lower Ground Floor



Ground Floor

### Athlone Gardens

Disclaimer  
Areas, measurements and distances given are approximate only. Bathroom and kitchen layouts are indicative only and are subject to change. Apartment layout sizes may vary slightly from one another depending on the floor level. Whilst the plans have been prepared with all due care for the convenience of the intending purchaser, the information contained herein is a preliminary guide only.

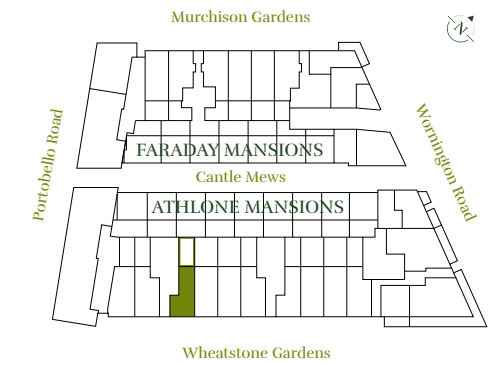


# The Cambridge

## 2 BEDROOM DUPLEX

134

### FLOORPLATE



### DIMENSIONS

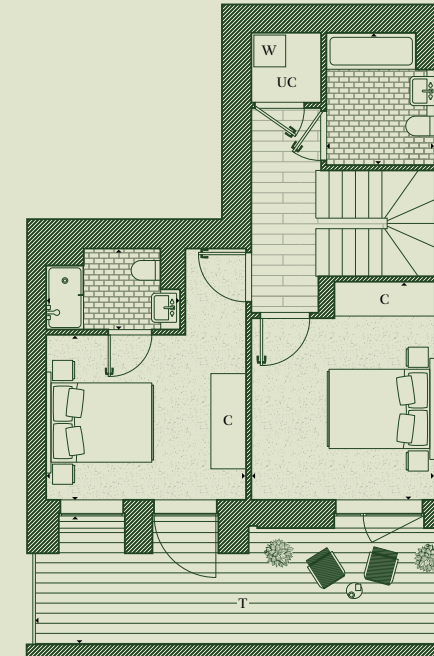
Room	Dimensions (m)	Dimensions (ft)
Kitchen/Diner	4.01 x 4.12m	13'2" x 13'6"
Lounge	3.39 x 4.01m	11'1" x 13'2"
Master Bedroom	3.77 x 3.12m	12'4" x 10'3"
En suite	2.53 x 1.53m	8'4" x 5'0"
Bedroom 2	3.47 x 3.43m	11'5" x 11'3"
Bathroom	2.02 x 2.50m	6'8" x 8'2"
<b>Total area</b>	<b>101.6 sq m</b>	<b>1,093.6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

### FLOOR LOCATOR

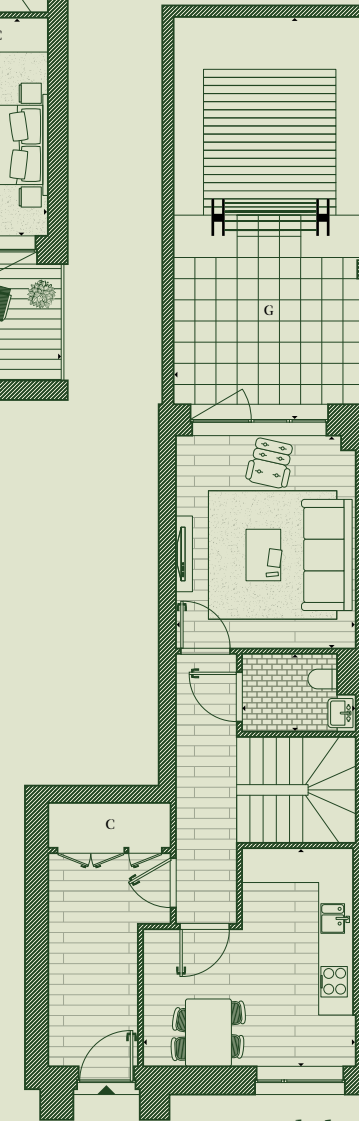
- 6<sup>th</sup> Floor
- 5<sup>th</sup> Floor
- 4<sup>th</sup> Floor
- 3<sup>rd</sup> Floor
- 2<sup>nd</sup> Floor
- 1<sup>st</sup> Floor
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- Lower Ground Floor

### KEY

<b>C</b> Cupboard	<b>G</b> Garden
<b>T</b> Terrace	<b>UC</b> Utility cupboard
	<b>W</b> Washing machine



Lower Ground Floor



Ground Floor

### Athlone Gardens

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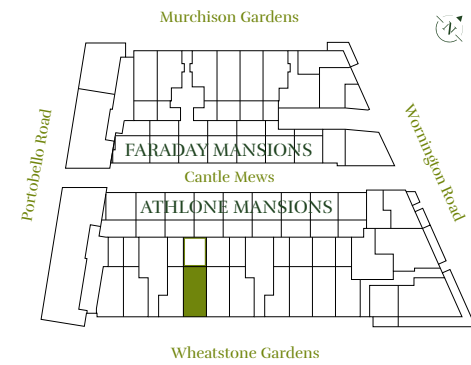


# The Elgin

## 2 BEDROOM DUPLEX

135

### FLOORPLATE



### DIMENSIONS

#### Room

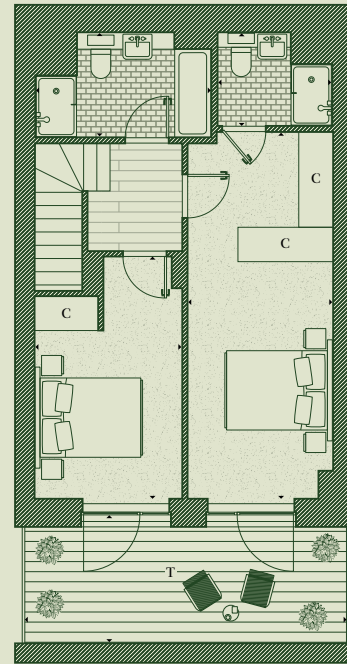
Kitchen/Lounge/Diner	5.65 x 11.92m	18'6" x 39'1"
Master Bedroom	6.95 x 2.75m	22'10" x 9'0"
En suite	1.75 x 2.17m	5'9" x 7'1"
Bedroom 2	4.58 x 2.79m	15'0" x 9'2"
Bathroom	2.00 x 3.30m	6'7" x 10'10"
<b>Total area</b>	<b>117.0 sq m</b>	<b>1,259.0 sq ft</b>
Terrace	2.43 x 6.07m	8'0" x 19'11"
Garden	7.61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

### FLOOR LOCATOR

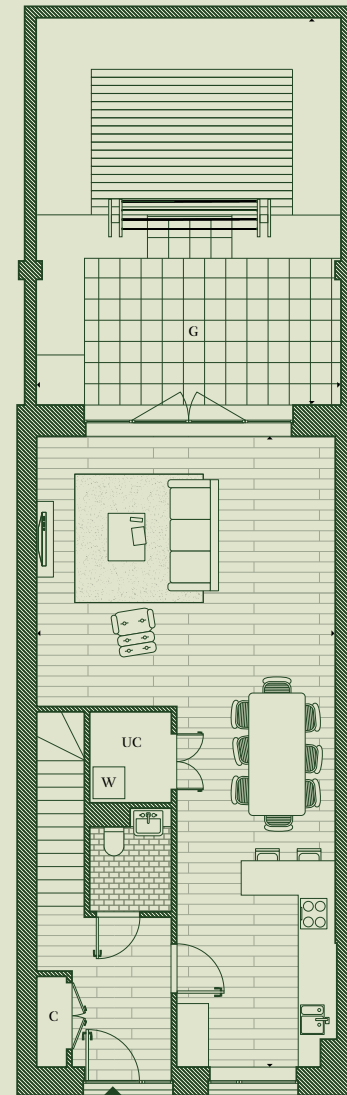
	6 <sup>th</sup> Floor
	5 <sup>th</sup> Floor
	4 <sup>th</sup> Floor
	3 <sup>rd</sup> Floor
	2 <sup>nd</sup> Floor
	1 <sup>st</sup> Floor
	Ground Floor
	Lower Ground Floor

### KEY

<b>C</b>	Cupboard	<b>G</b>	Garden
<b>T</b>	Terrace	<b>UC</b>	Utility cupboard
		<b>W</b>	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.



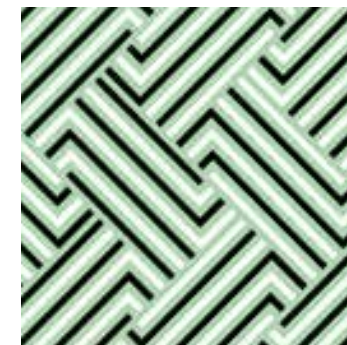
#### ↑ CELEBRATION FEATHERS

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.



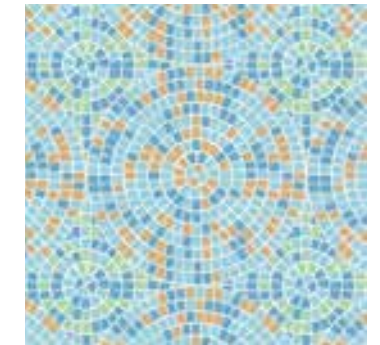
#### ↑ URBAN ART

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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020 3131 6495

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

