

250 | CITY
ROAD
LONDON EC1

CARRARA TOWER

THE PENTHOUSE COLLECTION

Berkeley
Designed for life

250 CITY ROAD
THE PENTHOUSE COLLECTION

*The Penthouse Collection,
250 City Road: London living
at its most prestigious*

.....

CARRARA TOWER

THE PENTHOUSE COLLECTION

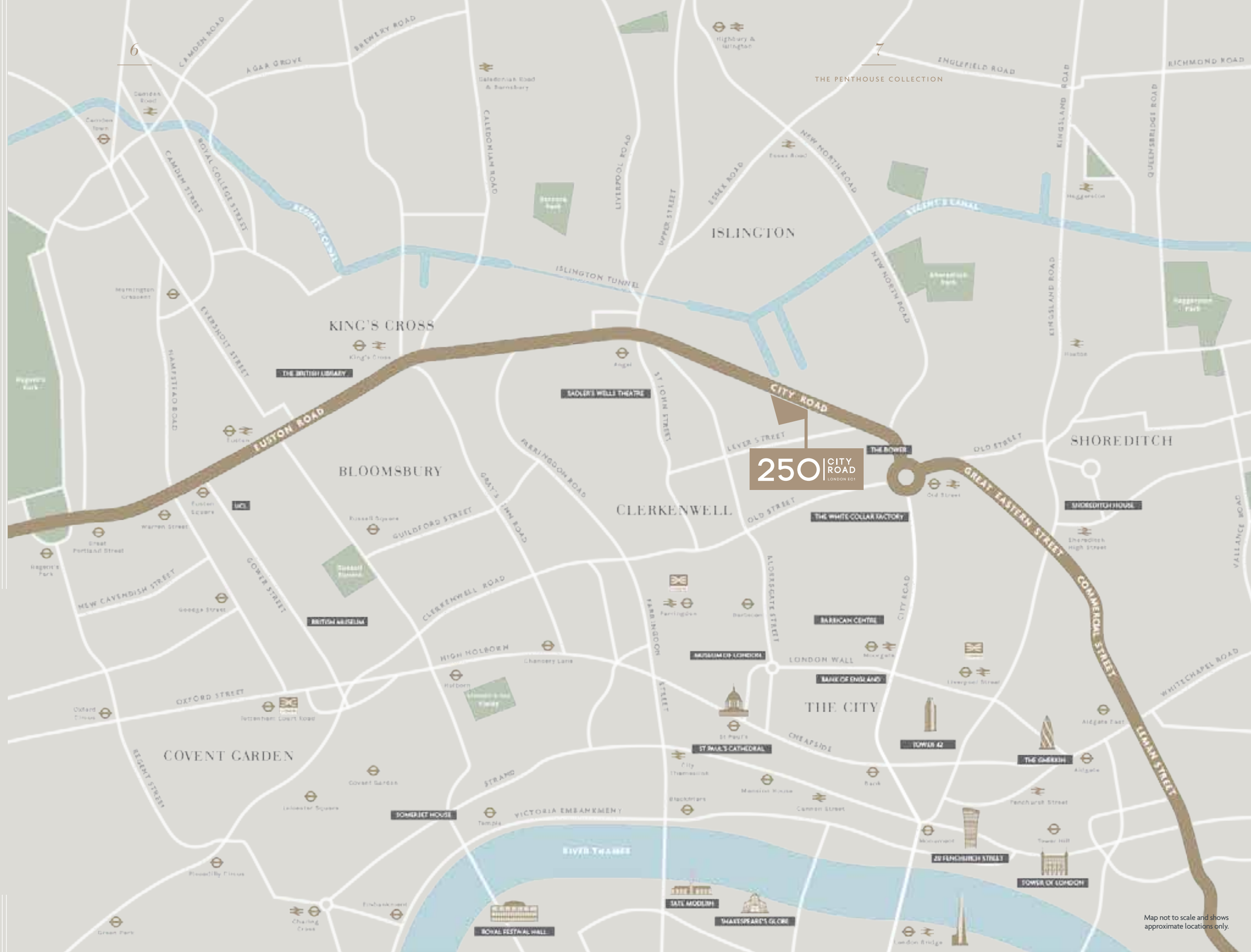
*250 City Road is outstanding in every sense of the word.
Berkeley's new residential quarter, designed by globally renowned
Foster+Partners, sets the benchmark for architectural excellence
and sophisticated living, its two elegant towers creating a landmark
on Islington's City Road in central London. Superb residents'
amenities and perfectly considered public spaces add to this
triumphant concept of city living.*

250 CITY ROAD LONDON EC1

THE PENTHOUSES
STARTING AT LEVEL 40

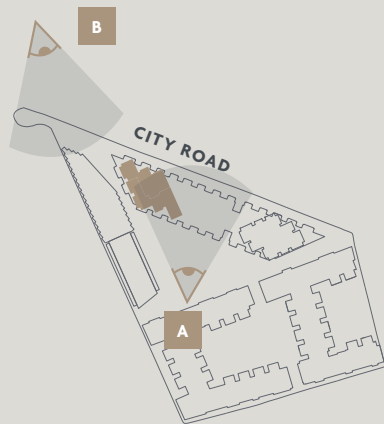
250 CITY ROAD
THE PENTHOUSE
COLLECTION

*250 City Road has
one of London's most
enviable locations,
close to Old Street,
the City and
ultra-fashionable
Shoreditch.*



‘250 CITY ROAD SUCCESSFULLY MARRIES INTRICATE LOW RISE ARCHITECTURE, WHICH CAREFULLY RESPONDS TO THE STREETScape AND URBAN REALM, WITH STRONG HIGH RISE TOWERS RESPONDING TO THE WIDER CITY CONTEXT. THIS HAS CREATED PLACES TO LIVE AND WORK WITH A HUMAN SCALE WHILST ALSO DEFINING A LANDMARK DESTINATION.’

Giles Robinson
Partner, Foster+Partners



THE PENTHOUSES

250 CITY ROAD
THE PENTHOUSE COLLECTION

*The Penthouse Collection
takes prime position on the
40th, 41st and 42nd floors
of the Carrara Tower.*

*There are six to choose from: two with 2 bedrooms and four with 3 bedrooms,
and all have astonishing London views. Most also offer extensive outdoor
space from which to enjoy this dramatic outlook. Depending on the suite,
your private vantage point might be from a balcony or a roof terrace.
For more details, please see the individual plans.*

ROOF TERRACE

Looking north west towards Angel, or south east towards Old Street, the City and London Bridge, these views demonstrate perfectly what penthouse living at 250 City Road is all about.

Extensive private space with...

SPECTACULAR VIEWS

NEW HEIGHTS IN ELEGANCE

|||||

THE PENTHOUSE COLLECTION

The contemporary staircase is fashioned from fine-veined marble, just one example of Berkeley's insistence on the very best materials.

Computer generated image of 250 City Road, indicative only.

Where all is designed for the...

LUXURY LONDON LIFESTYLE

The 250 City Road penthouses have been created by award-winning interior designers Scott Brownrigg to meet the demands of today's fast-paced urban lifestyle.

.....

THE PENTHOUSE COLLECTION





LIVING ROOM

Skilfully incorporating generous open plan living areas and more intimate spaces, with luxurious, high quality details throughout, the penthouse interiors meet every lifestyle requirement, from private relaxation to entertaining guests.



DINING

Double height glazing in the principal rooms provides a breathtaking outlook over the London skyline: an amazing talking point at any social occasion.

KITCHEN

In the kitchen, the look is understated modern simplicity. Streamlined cabinets are partnered with multifunctional, premium brand appliances, while stone worktops provide a practical yet beautiful surface to prepare on.



MASTER BEDROOM

Welcome to your sumptuous personal retreat. The penthouse bedrooms are designed for peace and privacy; with comfort cooling and underfloor heating to create the optimum temperature all year round. All have bespoke fitted wardrobes, with sensor lights inside.

BATHROOM

The bathrooms are the ultimate in luxury. Each one features his and hers washbasins, overhead showers, large format tiling and contemporary chrome fittings. The deep, free-standing stone bathtubs are positioned next to floor-to-ceiling windows, but because it's a penthouse, you have panoramic views with complete privacy.



250 CITY ROAD
THE PENTHOUSE COLLECTION

*The following floorplans
demonstrate in detail the
free-flowing indoor and outdoor
space within the penthouse
suites. Each has a unique
interior where an exhilarating
lifestyle can be enjoyed.*

FLOORPLANS



Taking its place in London...

250 CITY ROAD

The many attractions of the Capital are within easy distance of 250 City Road, making it one of the most exciting locations in London. With its breathtaking architecture and peaceful landscaped gardens, this is a new urban quarter unlike any other.

KEY

■ **PHASE ONE ONLY** CARRARA TOWER, THE PENTHOUSES AND NHOW 4-STAR HOTEL

The sitemap is indicative only and subject to change. In line with our policy of continuous improvement we reserve the right to alter layout, building style, landscaping and specification at any time without notice.

CARRARA TOWER

4001

PENTHOUSE SUITE
3 BEDROOMS

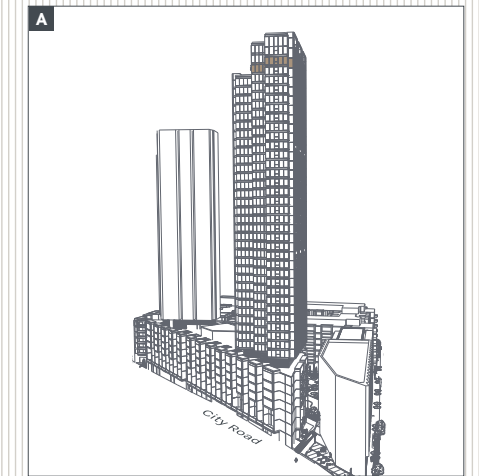


THE PENTHOUSE COLLECTION

LEVEL
40

CARRARA TOWER

A CITY ROAD ASPECT



SITE PLAN



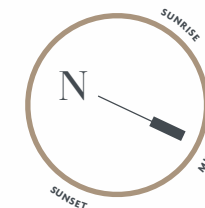
Apt. 4001	212.3 sq.m	2285 sq.ft
Apartment Area	152.0 sq.m	1636 sq.ft
Balcony	11.0 sq.m	118 sq.ft
Roof Terrace	49.3 sq.m	531 sq.ft
Living Room	6.14m x 4.06m	20'2" x 13'4"
Kitchen/Dining Room	4.27m x 4.26m	14'0" x 14'0"
Master Bedroom	4.37m x 3.08m	14'4" x 10'2"
Bedroom 2	3.50m x 3.17m	11'5" x 10'5"
Bedroom 3	4.72m x 3.05m	15'5" x 10'0"

KEY

- ◄► Depicts Measurement Points
- W Wardrobe
- C Cloak/Storage
- U Utility Cupboard
- AV Audio Visual

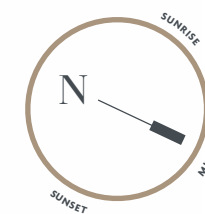
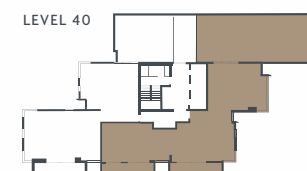
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APARTMENT LOCATION





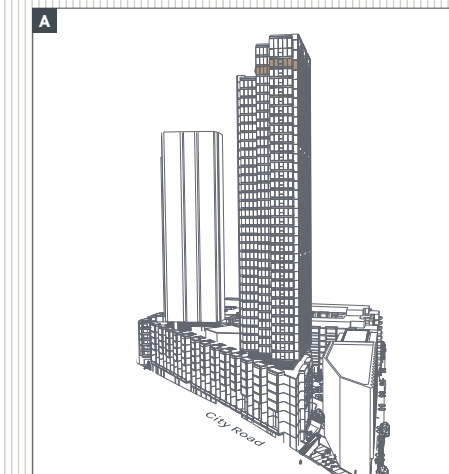
APARTMENT LOCATION



LEVEL 40

CARRARA TOWER

A CITY ROAD ASPECT



SITE PLAN



Apt. 4002	318.8 sq.m	3432 sq.ft
Apartment Area	177.8 sq.m	1914 sq.ft
Balcony	22.0 sq.m	237 sq.ft
Roof Terrace	119.0 sq.m	1281 sq.ft
Living/Dining Room	69.4m x 4.93m	228' x 162'
Kitchen	4.75m x 3.63m	15'7" x 11'11"
Master Bedroom	9.43m x 3.63m	30'10" x 11'11"
Bedroom 2	4.02m x 3.64m	13'2" x 11'10"
Bedroom 3	3.77m x 3.65m	12'4" x 12'0"

KEY

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CARRARA TOWER

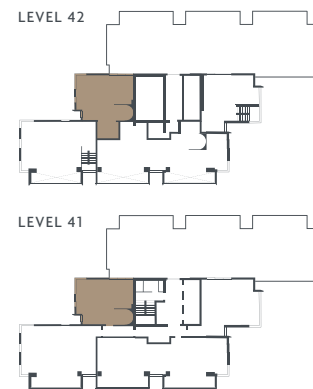
4101

PENTHOUSE SUITE
2 BEDROOMS



LEVEL 41

APARTMENT LOCATION



LEVEL 43



LEVEL 42

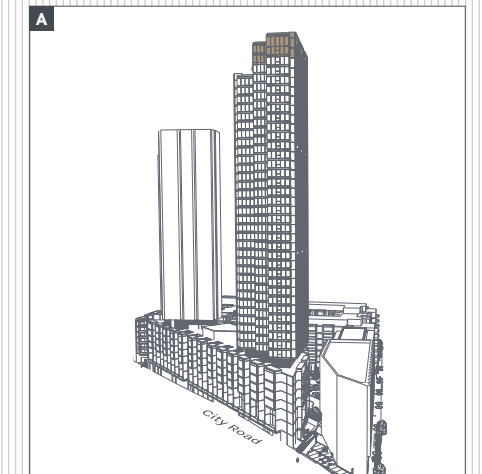
THE PENTHOUSE COLLECTION

LEVELS

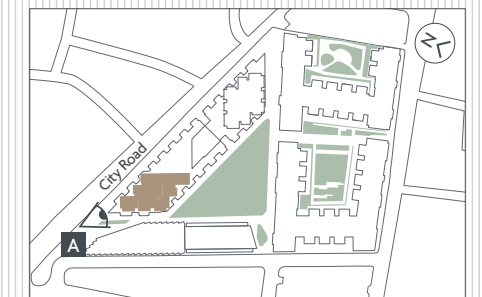
41-43

CARRARA TOWER

A CITY ROAD ASPECT



SITE PLAN

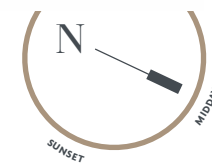


Apt. 4101	138.4 sq.m	1490 sq.ft
Apartment Area	119.9 sq.m	1291 sq.ft
L43 Roof Terrace*	18.5 sq.m	199 sq.ft
Living Room	4.84m x 4.44m	15'9" x 14'6"
Kitchen/Dining Room	4.09m x 2.44m	13'4" x 14'1"
Master Bedroom	6.15m x 3.64m	20'2" x 12'0"
Bedroom 2	4.56m x 2.86m	15'0" x 9'4"

KEY	
◀▶	Depicts Measurement Points
WG	Winter Garden
W	Wardrobe
C	Cloak/Storage
U	Utility Cupboard
AV	Audio/Visual

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CARRARA TOWER

4102

PENTHOUSE SUITE
2 BEDROOMS



LEVEL 41

APARTMENT LOCATION

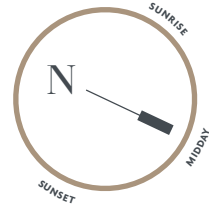
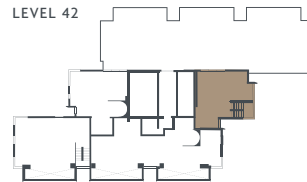


THE PENTHOUSE COLLECTION



LEVEL 42

APARTMENT LOCATION

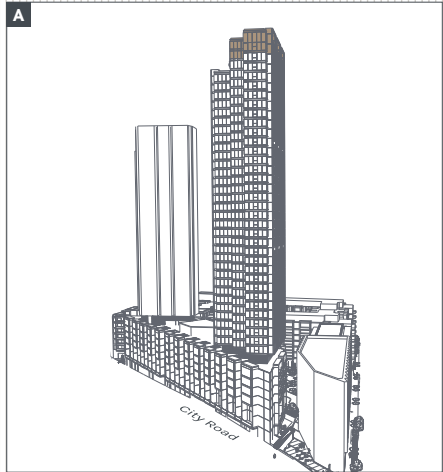


LEVELS

41-42

CARRARA TOWER

A CITY ROAD ASPECT



SITE PLAN



Apt. 4102	126.7 sq.m	1364 sq.ft
Apartment Area	1179 sq.m	1269 sq.ft
Winter Garden	8.8 sq.m	95 sq.ft
Living Room	4.88m x 4.48m	160" x 147"
Kitchen/Dining Room	4.94m x 3.69m	162" x 121"
Master Bedroom	4.54m x 4.48m	149" x 147"
Bedroom 2	3.28m x 2.95m	108" x 97"

KEY

- ◀▶ Depicts Measurement Points
- WG Winter Garden
- W Wardrobe
- C Cloak/Storage
- U Utility Cupboard
- AV Audio Visual

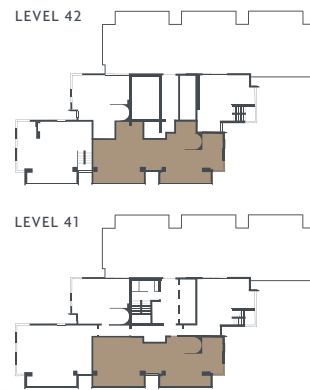
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CARRARA TOWER

4103

PENTHOUSE SUITE
3 BEDROOMS

APARTMENT LOCATION



LEVEL 42
VIEWS TOWARDS
CENTRAL LONDON

VIEWS TOWARDS
CENTRAL LONDON

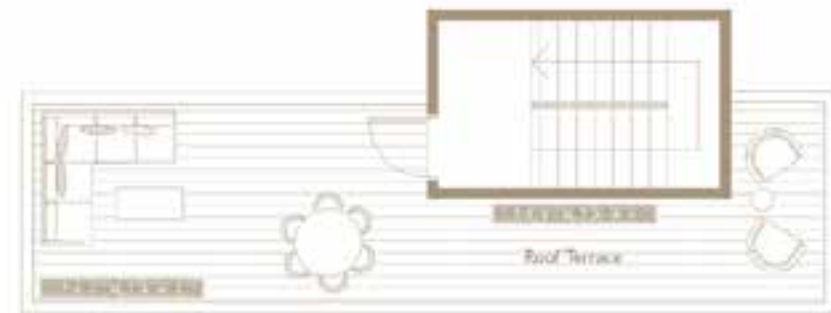
VIEWS TOWARDS
THE CITY



LEVEL 41
VIEWS TOWARDS
CENTRAL LONDON

VIEWS TOWARDS
CENTRAL LONDON

VIEWS TOWARDS
THE CITY



LEVEL 43

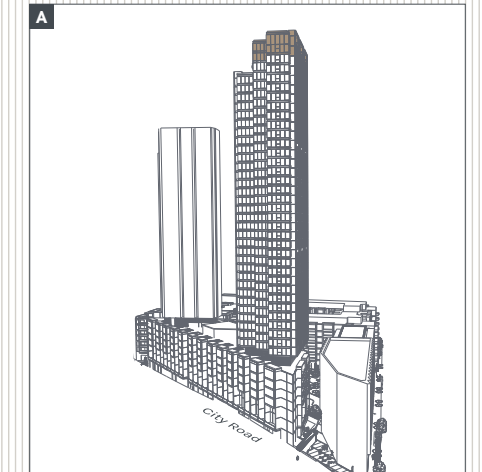
THE PENTHOUSE COLLECTION

LEVELS

41-43

CARRARA TOWER

A CITY ROAD ASPECT



SITE PLAN



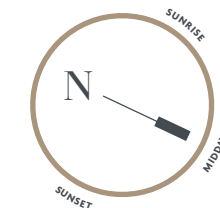
Apt. 4103	266.3 sq.m	2866 sq.ft
Apartment Area	241.4 sq.m	2598 sq.ft
L43 Roof Terrace*	24.9 sq.m	268 sq.ft
Living Room	6.72m x 4.74m	22'1" x 15'6"
Dining Room	5.37m x 5.23m	17'6" x 17'2"
Kitchen	5.39m x 3.02m	17'7" x 9'9"
Master Bedroom	8.48m x 3.36m	27'8" x 11'0"
Bedroom 2	4.86m x 4.82m	15'9" x 15'10"
Bedroom 3	5.32m x 3.47m	17'5" x 11'4"

KEY

- ◀▶ Depicts Measurement Points
- W Wardrobe
- C Cloak/Storage
- U Utility Cupboard
- AV Audio Visual

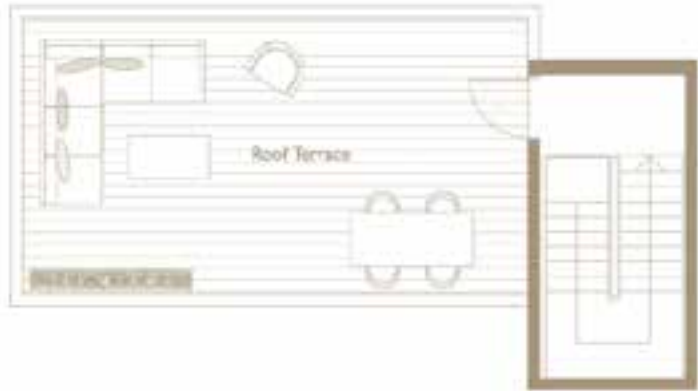
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4104

PENTHOUSE SUITE
3 BEDROOMS



VIEWS TOWARDS
REGENT'S CANAL

VIEWS TOWARDS
CANARY WHARF

VIEWS TOWARDS
REGENT'S CANAL



LEVEL 41

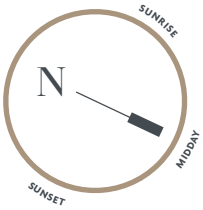
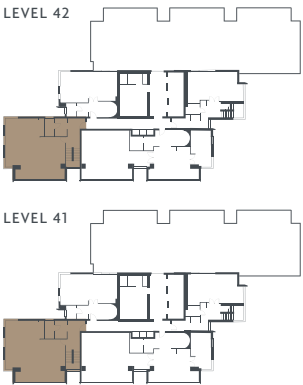
VIEWS TOWARDS
CENTRAL LONDON



LEVEL 42

VIEWS TOWARDS
CENTRAL LONDON

APARTMENT LOCATION

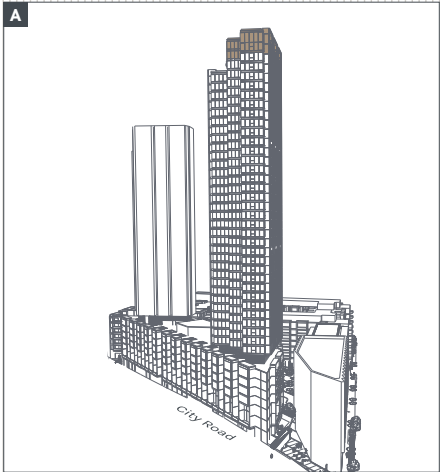


LEVELS

41-43

CARRARA TOWER

A CITY ROAD ASPECT



SITE PLAN



Apt. 4104	207.7 sq.m	2236 sq.ft
Apartment Area	174.8 sq.m	1882 sq.ft
L43 Roof Terrace*	32.9 sq.m	354 sq.ft
Living/Dining Room	8.80m x 6.53m	28'9" x 21'5"
Kitchen	6.08m x 2.93m	20'0" x 9'6"
Master Bedroom	4.95m x 4.80m	16'3" x 15'7"
Bedroom 2	3.84m x 3.28m	12'6" x 10'8"
Bedroom 3	3.84m x 3.11m	12'6" x 10'2"

- KEY
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250 CITY ROAD
THE PENTHOUSE COLLECTION

*Fine materials, elegant
details, quality fixtures
and fittings: the highest
standards throughout.*

SPECIFICATION

Reaching extraordinary levels...

PENTHOUSE SPECIFICATION

INTERIOR FINISHES

- Engineered timber flooring to living, dining and kitchen
- Stone tiled hallways
- Marble finish to staircases (where applicable)
- Timber front door
- Satin finish internal doors
- Skirting in satin finish
- Smooth painted ceilings
- Double glazed doors onto terraces and balconies
- Satin stainless steel door fittings throughout

KITCHEN

- High quality kitchen cabinets
- Glass and veneer finish to cabinets
- Stone worktops and splashbacks
- One and a half bowl sink
- Hot tap
- Miele steam oven (where applicable)
- Miele electric combination microwave/oven
- Miele induction hob
- Integrated extractor hood
- Miele fridge/freezer
- Miele integrated dishwasher
- Miele free-standing washer/dryer in utility cupboard
- Wine cooler
- Compartmentalised waste storage
- Warming drawer (where applicable)

BEDROOMS

- Fitted carpets
- High quality bespoke fitted wardrobes with low level drawers to all bedrooms
- Integrated sensor lights in fitted wardrobes

BATHROOMS/SHOWER ROOMS

- White stone composite free-standing baths
- Wash hand basin with wall mounted chrome tap and stone vanity top (where applicable)
- Glass shower enclosure/screen with tiled floor
- Overhead shower and hand-shower set in all showers
- Wall mounted WC with soft close seat and dual flush control
- Mirrored toiletries cabinet with integral lighting and demister pad mirror
- Featured heated chrome towel bars/rail
- Large format wall and floor tiles with feature wall

SECURITY AND PEACE OF MIND

- Mains powered smoke/heat detectors with battery backup to apartments and communal areas
- 24-hour CCTV coverage to whole estate with regular security patrols
- 10-year warranty
- Video entry phone system connected to concierge
- Fitted security alarm

LIGHTING/ELECTRICAL FITTINGS

- Energy efficient LED downlights to all areas
- Illuminated coffer detailing with LED strip lighting
- Feature under cabinet lighting to wall units in kitchen
- Automatic lighting to wardrobes and storage cupboards
- Brushed stainless steel light switches throughout
- Brushed stainless steel socket outlets
- Shaver sockets to bathrooms/shower rooms
- Master light switch to hallway

TELECOMMUNICATIONS

- Telephone points fitted in all bedrooms and living areas
- TV/FM/Satellite/Sky+ HD/Hotbird enabled
- Wired for Sky multi-room to all habitable rooms
- High speed broadband connectivity for all units
- Full home automation system
- Audio system installed to all rooms

HEATING

- Zoned underfloor heating throughout
- Comfort cooling provided to all penthouses
- Centrally provided heating and hot water, individually metered to each penthouse

CAR PARKING

- Secure underground parking available by negotiation. Some include car charging points
- Secure basement cycle stores
- On street parking in disabled bays only: In accordance with local planning requirements (Section 106 agreement) the owner of any of the apartments within the development is required to covenant not to apply for (unless the occupant is the holder of a disabled person's badge issued pursuant to section 21 of the Chronically Sick and Disabled Persons Act 1970) a permit to park a vehicle in a place designated in an order made under section 45(2) of the Road Traffic Regulation Act 1984 for the use of residents or businesses in the locality of the land (this does not relate to the private car park)
- A Car Club will be available to residents who can join for an annual or monthly premium, subject to complying with the terms and conditions

COMMUNAL AREAS

- Carpeting to all corridors
- Tiled and carpeted entrance lobbies
- Lifts serving all floors
- 24-hour concierge with waiting lounge
- Business suite for residents (available for private hire on completion of phase 2)
- Spa incorporating pool, jacuzzi, steam and sauna rooms
- Residents' private gym
- Architecturally designed hard and soft landscaping featuring courtyard and rooftop garden areas



Your attention is drawn to the fact that it may not be possible to provide the branded products as referred to in the specification. In such cases, a similar alternative will be provided. Berkeley reserves the right to make these changes as required.

A number of choices and options are available to personalise your home. Choices and options are subject to timeframes, availability and change.

Computer generated images and photography of 250 City Road, indicative only.

LIVING AT 250

250 CITY ROAD
THE PENTHOUSE COLLECTION

*As well as penthouse suites,
250 City Road provides
exclusive facilities for the
complete urban lifestyle.*

The hotel proves this is a...

PREMIUM LOCATION

nhow is a dynamic brand that has already built hotels in Milan, Berlin and Rotterdam, all ideally placed for modern urban lifestyles. The hotel interiors feature show-stopping contemporary rooms, superb restaurants and bars, and impeccable service. *nhow* has now joined forces with Berkeley to create its debut London hotel at 250 City Road. The partnership of two companies dedicated to excellence and exciting design will ensure that this is one of London's hotel hotspots.

HOTEL

A striking new 4-star, 190 bedroom nhow hotel will form part of the scheme, also designed by Foster+Partners and consolidating 250 City Road as a stand-alone destination. Business travellers and visitors will benefit from its excellent position close to Tech City and the Square Mile.



Computer generated image of the *nhow* hotel at 250 City Road, indicative only.



nhow
elevate your stay

'THE NHOW BRAND EMULATES THE VIBRANT, AVANT-GARDE PERSONA OF CITY ROAD AND ITS SURROUNDINGS.'

Piers Clanford
Managing Director, Berkeley Homes
(North East London) Ltd.

Photographs shown above depict the *nhow* hotel reception area in Milan and a suite at *nhow* hotel in Rotterdam.



Computer generated image of the concierge and lobby area at 250 City Road, indicative only.

A development created for...

LIVING WITH DISTINCTION



Image indicative of a typical office space at 250 City Road.

Berkeley's vision for 250 City Road was for a development that would also be a destination, providing a thriving environment combining business and pleasure, indoor and outdoor amenities. It is a new London quarter where residents have shops, restaurants, green areas and creative workspaces, as well as an array of private benefits, all on the doorstep. Naturally, there is a concierge service, and all public areas are Wi-Fi enabled. Above all of this, the 250 City Road penthouses add inspiring views to the mix.

Leisure facilities designed for...

REFLECTION & RELAXATION

250 City Road residents have exclusive use of a leisure suite that incorporates a pool and a luxurious spa with a jacuzzi, steam room, sauna and shower experience.

|||||

SPA & POOL

*Take the lift down
from penthouse level
and dive in.*



Computer generated images of the residents' gym and rooftop terrace on Level 7 at 250 City Road, indicative only.



Maintain peak fitness in a...

ROOFTOP SETTING

GYM & TERRACE

A gym is the essential contemporary feature. At 250 City Road the residents' gym is furnished with the latest equipment, and overlooks the popular Regent's Canal behind the development. You can also exercise in the fitness studio or on the rooftop terrace.





Computer generated image of the residents' lounge and rooftop terrace on Level 7, due to complete in Phase 2 at 250 City Road, indicative only.

RESIDENTS' LOUNGE

This impressive space on the seventh floor offers a range of business and social facilities, ideal when working remotely or networking with colleagues and clients. It incorporates a screening room, private meeting spaces and a stylish roof terrace.

Meet colleagues and business associates in the...

RESIDENTS' LOUNGE

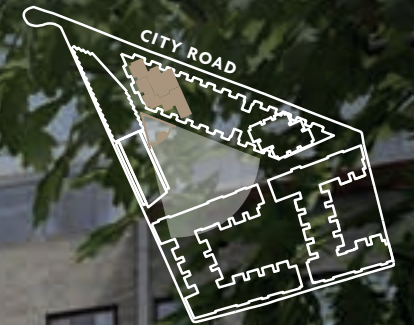
In the centre of London it is essential to have...

GARDEN SPACE

The garden square, with its formal layout and shaded seating, offers a peaceful space to relax and recharge. There's a courtyard area too, planted with trees and crossed with footpaths, a true oasis in the City.

Computer generated image of 250 City Road, indicative only.

THE PENTHOUSE COLLECTION



GREEN SPACES

250 City Road features almost two acres of Wi-Fi-enabled landscaping, a vital feature in a city centre location.



Computer generated image of 250 City Road, indicative only.

The stunning plaza is...

THE CENTRE OF ATTENTION

At the heart of 250 City Road, the fully Wi-Fi enabled Central Plaza links buildings, walkways and garden areas, and provides an entry point and focus to the cafés, restaurants, shops and hotel.

CENTRAL PLAZA

Public art installations add intriguing visual landmarks, while carefully selected plants encourage biodiversity.

Living, working, studying, investing...

IT CAN ONLY BE LONDON

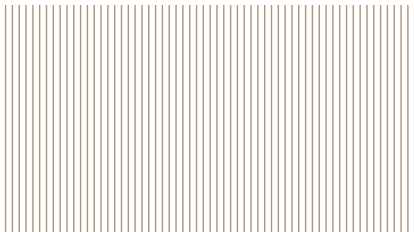
London is considered a global city, for its pre-eminence in business, culture, education and international connections. It attracts talent, creativity, investment and entrepreneurship from all over the UK and the rest of the world.

The Capital is ranked number one for business, finance and culture in Price Waterhouse Cooper's Cities of Opportunity Index*. Most of the 'world's most visited City' lists put London at number one or two; and the British Museum, Tate Modern and National Gallery are three of the top ten museums and galleries in the world. And three London universities, King's College, Imperial College and UCL, are consistently placed in the top twenty of the QS World University Rankings**.

*2014 survey. **2014/2015.

LONDON

London is ranked number one for business, finance and culture in Price Waterhouse Cooper's Cities of Opportunity Index.*





Shoreditch possesses one of London's most fashionable high streets, full of fabulously quirky shops with intriguing names. It is also home to the revolutionary Boxpark, the city's first pop-up shopping centre.



The area around 250 City Road is characterised by creative businesses, encompassing respected contemporary art galleries and restaurants run by passionately inventive chefs.



CHIC LONDON

London's centre of fashion has shifted east. Neighbourhoods such as Hoxton and Shoreditch are now where the hippest restaurants, clubs and galleries are located: all local to 250 City Road.







The central, Zone 1 location of 250 City Road is within easy reach of all that London has to offer. Residents can walk, cycle, or take the tube from Old Street, to sample the Capital's amazing range of theatres, sport, music, restaurants, galleries and shops.



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250 CITY ROAD

LONDON EC1

					
WALK From City Road	CYCLE From City Road	UNDERGROUND From Old Street Station	CROSSRAIL* From Farringdon	TRAIN From Old Street	AIRPORTS From City Road
OLD STREET 9 MINS	ANGEL 5 MINS	KING'S CROSS ST PANCRAS 5 MINS	LIVERPOOL STREET 2 MINS	MOORGATE 4 MINS	LONDON CITY VIA TUBE & DLR 39 MINS
HOXTON SQUARE 15 MINS	KING'S CROSS ST PANCRAS 9 MINS	LONDON BRIDGE 7 MINS	BOND STREET 4 MINS	HIGHBURY & ISLINGTON 5 MINS	LONDON LUTON VIA TUBE & NATIONAL RAIL 1HR 9MINS
ANGEL 16 MINS	LIVERPOOL STREET 11 MINS	EUSTON 11 MINS	CANARY WHARF 8 MINS	FINSBURY PARK 10 MINS	LONDON GATWICK VIA TUBE & NATIONAL RAIL 1HR 10 MINS
MOORGATE 18 MINS	BOND STREET 21 MINS	CANARY WHARF 26 MINS	PADDINGTON 8 MINS	ALEXANDRA PALACE 18 MINS	LONDON HEATHROW T5 VIA TUBE & NATIONAL RAIL 1HR 11 MINS
SHOREDITCH 20 MINS	PADDINGTON 30 MINS	PADDINGTON 27 MINS	LONDON HEATHROW T1, T2 & T3 32 MINS		LONDON STANSTED VIA TUBE & NATIONAL RAIL 1 HR 20 MINS
FARRINGDON 22 MINS	CANARY WHARF 34 MINS	BOND STREET 27 MINS	T4 39 MINS		
LIVERPOOL STREET 23 MINS					

*Crossrail due in 2018. Crossrail from Farringdon is a 1 mile walk from 250 City Road. All times are approximate and are based on travelling at 7.30am on a weekday. Source: TfL.gov.uk.

BUSINESS LONDON

The Square Mile and Tech City are both within walking distance of 250 City Road. For example, Moorgate is 18 minutes on foot, Old Street a mere 9 minutes.



There is a concentration of fine restaurants in the City and neighbouring areas such as Smithfield and Shoreditch, including several with Michelin star status. For entertaining clients or simply enjoying a memorable evening, the choices are endless.

An education that is...

FIRST CLASS

EDUCATION

London's top universities are within easy reach of 250 City Road; with many so close you can go from your living room to classroom in less than half an hour.



THE PENTHOUSE COLLECTION

UNIVERSITIES from Old Street Underground

Via Underground*

1. UAL – CENTRAL ST MARTINS (KING'S CROSS ST. PANCRAS)
5 MINS
2. LONDON COLLEGE OF COMMUNICATION (ELEPHANT & CASTLE)
10 MINS
3. LONDON SOUTH BANK UNIVERSITY (ELEPHANT & CASTLE)
10 MINS
4. SCHOOL OF ORIENTAL & AFRICAN STUDIES (RUSSELL SQUARE)
18 MINS
5. KING'S COLLEGE LONDON (TEMPLE)
26 MINS
6. LONDON SCHOOL OF BUSINESS & FINANCE (TOWER HILL)
19 MINS
7. LONDON SCHOOL OF ECONOMICS (HOLBORN)
20 MINS
8. UNIVERSITY OF WESTMINSTER (BAKER STREET)
23 MINS
9. UNIVERSITY COLLEGE LONDON (EUSTON SQUARE)
19 MINS
10. WEST LONDON COLLEGE (BOND STREET)
27 MINS
11. REGENT'S UNIVERSITY LONDON (BAKER STREET)
23 MINS
12. LONDON BUSINESS SCHOOL (BAKER STREET)
23 MINS
13. EUROPEAN SCHOOL OF ECONOMICS (HYDE PARK CORNER)
35 MINS
14. ROYAL ACADEMY OF MUSIC (REGENT'S PARK CORNER)
31 MINS
15. CITY OF WESTMINSTER COLLEGE (EDGWARE ROAD – BAKERLOO)
35 MINS
16. IMPERIAL COLLEGE (SOUTH KENSINGTON)
34 MINS
17. LONDON METROPOLITAN UNIVERSITY
26 MINS
18. QUEEN MARY UNIVERSITY OF LONDON
25 MINS
19. LONDON COLLEGE OF FASHION
22 MINS

On Foot

20. CITY UNIVERSITY LONDON
9 MINS

*All times are approximate and are based on travelling at 7.30am on a weekday from Old Street underground to nearest underground station. Source: TfL.gov.uk

CUSTOMER RELATIONS

From exchange of contracts, we will provide every customer with a Customer Service Representative to ensure that the customer always has an expert to talk to. We will also provide regular updates on the timing of completion of your new home and to keep you informed about the progress of construction, including progress photographs as well as regular updates on the development's sustainability.

We will invite you to choose the interior of your apartment from a selection of palettes designed by our expert Interior Designers, as well as inviting you to visit your apartment for a full Home Demonstration to personally demonstrate all the functions and facilities of your new home, prior to legal completion of your apartment.

On the day of legal completion, we will arrange for you or your chosen representative to meet with your dedicated Customer Service Representative for a key handover. We will provide you with a 'Living Guide Folio' which contains comprehensive information on all aspects of your new home in addition to a two year warranty period (and a 24-hour emergency service) following legal completion of your new home.

A dedicated Customer Service telephone number is provided to our purchasers should you have any questions in regard to your new home. Following completion, we will contact you at 7 days, 4 weeks and 7 months after you move in to ensure that you are happy with every aspect of your new home and assist you with any issues that you may have.

ServiceMark

Accredited from April '15 - April '18



The Institute of
Customer Service



DESIGNED FOR LIFE

Buying a home is one of the most important decisions you will ever make. The qualities that make Berkeley different mean that you can choose a new home from us with complete confidence. When you buy a home from Berkeley you can be safe in the knowledge that it is built to very high standards of design and quality, has low environmental impact and that you will enjoy an exceptional customer experience.

CUSTOMER SERVICE IS OUR PRIORITY

We place the highest priority on customer service and will manage the whole moving process for you. Our Customer Care Teams will contact you shortly after you complete, to ensure that everything in your new home is absolutely to your liking. Our homes also benefit from a 10-year warranty, the first two years of which are covered by Berkeley.

GREEN LIVING AND SUSTAINABLE DEVELOPMENT IS TOP OF OUR AGENDA

As a company, we are committed to reducing energy, water and waste on our construction sites, in our offices and in the homes that we build. Almost all of our developments are built on brownfield land and we always take care to protect and enhance biodiversity and natural habitats. Our homes include features to encourage sustainable living such as dual-flush WCs, recycling bins and energy efficient white goods.

QUALITY IS AT THE HEART OF EVERYTHING WE DO

At Berkeley, quality takes precedence, from choosing the right location and style of home, to the construction processes we practice, the materials we use and the specifications we put into our homes. For extra peace of mind, in addition to the 10-year warranty all new homes receive, Berkeley operates a 2-year policy with dedicated Customer Service teams on hand 24 hours a day to deal with enquiries quickly and effectively.

UNPARALLELED CHOICE OF HOMES IN THE MOST SOUGHT AFTER LOCATIONS

As one of the UK's leading house builders, we are able to offer our customers an unrivalled choice of property location, size and type. From city penthouses to country retreats, modern studio apartments to traditional family homes, you will find the perfect home to match your requirements. Our homes are also built in some of Britain's most desirable locations from market towns and rural villages to major towns and cities, and countryside to the coast – we build in the locations you want to live.

A COMMITMENT TO CREATING SUSTAINABLE COMMUNITIES

Berkeley's homes and developments are not just built for today. They are designed to enhance the neighbourhoods in which they are located permanently. We achieve this through our commitment to excellence in design, sensitive landscaping, sympathetic restoration, and impeccable standards of sustainability. We aim to address the needs not only of our customers but their neighbours and the broader community of which they are a part. It is a long-term view: we want to create exceptional places for people to live, work and relax in, and build communities that will thrive today and for years to come.



Proud to be a member of the Berkeley Group of companies

Berkeley
Designed for life

St Edward
Designed for life

St James
Designed for life

St George
Designed for life

St William
Designed for life

A COMMITMENT TO THE FUTURE

Over the years, the Berkeley Group has won many prestigious awards for the quality, design and sustainability of its developments.

Our Vision is Berkeley's plan for the business, designed to raise standards higher still. Our goal is to be a world-class company creating successful, sustainable places where people aspire to live.

We take our responsibilities towards our customers, the environment, the workforce and the communities in which we work very seriously.

Our plan for the business has five areas of focus: Customers, Homes, Places, Operations and Our People.

Our
vision
for the future

Our Vision

To be a world-class business generating long-term value by creating successful, sustainable places where people aspire to live.

Five Focus Areas

An Exceptional Customer Experience

We aim to put customers at the heart of our decisions. Dedicated sales teams will provide exceptional service throughout the buying process, and teams will manage the customer relationship from exchange of contracts through to completion, delivery of the new home and after occupancy.

High Quality Homes

When you buy a new home from Berkeley you can be safe in the knowledge that it is built to very high standards of design and quality and has low environmental impact. We meet specific space standards for new homes and aim to deliver a home which has fibre broadband infrastructure.

Great Places

We seek to create beautiful, successful places characterised by the quality of their design, external spaces, transport and access to jobs and amenities. These are places where people choose to live, work and spend their time and which directly encourage people's well-being and quality of life.

Efficient and Considerate Operations

We reduce the impact of the construction process on the local community by registering all of our sites with the Considerate Constructors Scheme. We set targets to reduce water, energy and waste. We work with our supply chain to ensure high quality services and materials are consistently provided.

A commitment to People and Safety

Safety is a high priority on all of our construction sites. We also aim to have a positive impact on society and enable young and unemployed people to get into work through our support of the Berkeley Foundation.



Berkeley takes social responsibility very seriously. In 2011 we set up the Berkeley Foundation, with the aim of supporting Britain's young people and their communities.

We do this through a number of partner charities that tackle some of the most pressing social problems affecting young people today, including homelessness and unemployment. The money raised comes part from the Berkeley Group, and also through the tireless and inventive efforts of our staff.

We have set a goal for the Berkeley Foundation to invest £10 million over the next five years to support young people and their communities. Every penny will be spent on charitable activities and worthy causes to ensure that maximum benefit is achieved.

www.berkeleyfoundation.org.uk

www.berkeleygroup.co.uk



For further information please contact your sales negotiator or email: sustainability@berkeleygroup.co.uk

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Or visit **www.250cityroad.co.uk**



The information in this document is indicative and is intended to act as a guide only as to the finished product. Accordingly, due to Berkeley Homes' policy of continuous improvement, the finished product may vary from the information provided. These particulars should not be relied upon as statements of fact or representations and applicants must satisfy themselves by inspection or otherwise as to their correctness. This information does not constitute a contract or warranty. The dimensions given on plans are subject to minor variations and are not intended to be used for carpet sizes, appliance sizes or items of furniture. 250 City Road is a marketing name and will not necessarily form part of the approved postal address. Applicants are advised to contact Berkeley Homes to ascertain the availability of any particular property. All computer generated images and lifestyle photography are indicative only. December 2015 – E729/05CA/1215



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