



APARTMENT RESIDENCES



Apartment Residences

Where city living meets village life.

The Auria at Portobello Square is a prestigious multi-award-winning development in Notting Hill, one of London's most famous and desirable residential neighbourhoods.

Choose an apartment at The Auria and enjoy generous living spaces filled with natural light and either a private balcony or garden.

All homes are ready to move in now.



Computer Generated Image (CGI) is indicative only. All new names for roads and buildings in phase 2B are subject to change.

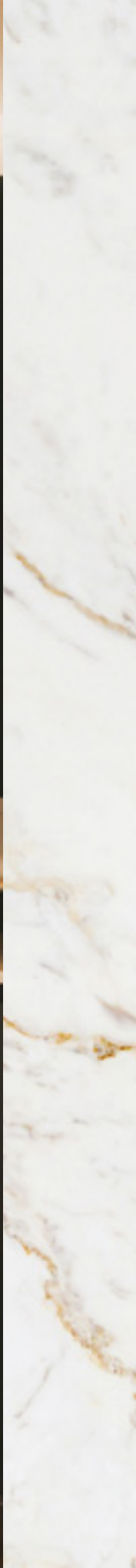
View of The Auria with shops, cafés and restaurants along Portobello Road and Athlone Gardens showing homes overlooking the park to the right.













Where style meets design

The apartments 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
- Built-in microwave
- 4 ring induction hob
- Extractor hood
- Integrated 70/30 fridge freezer
- Integrated dishwasher
- Freestanding washer/dryer housed in utility cupboard

Bedroom

- Cormar range carpet
- Built-in wardrobe to bedroom one and two

Bathroom & 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 & Balconies

- External wall light

Lighting, Heating & Technical Features

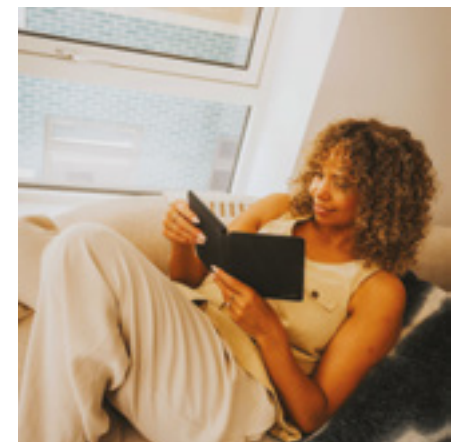
- LED downlights throughout
- Concealed LED lights to underside of kitchen units
- Smart control lighting
- Smart home interaction and remote access application
- Telephone / TV points

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.

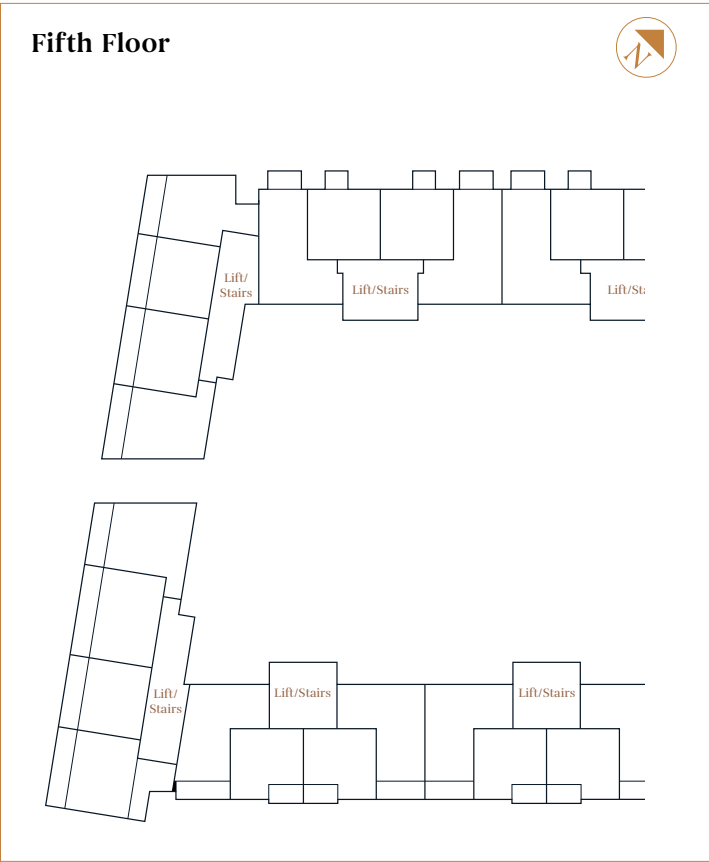
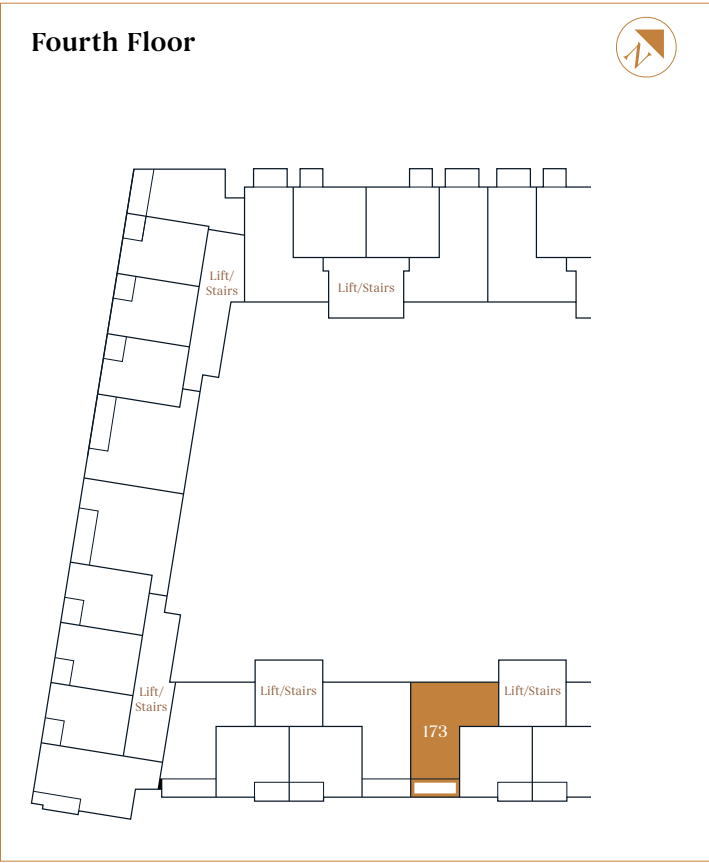
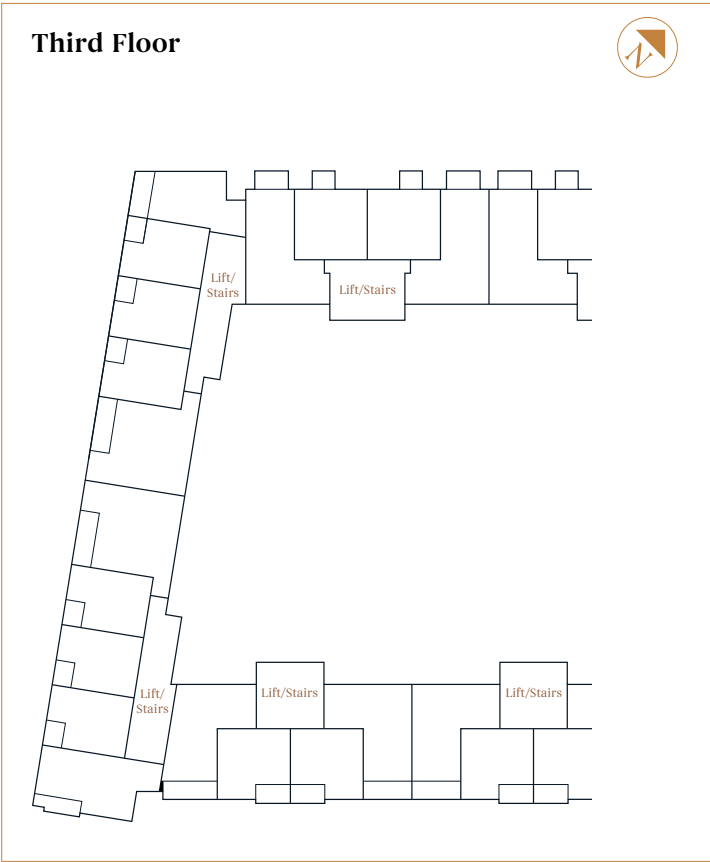
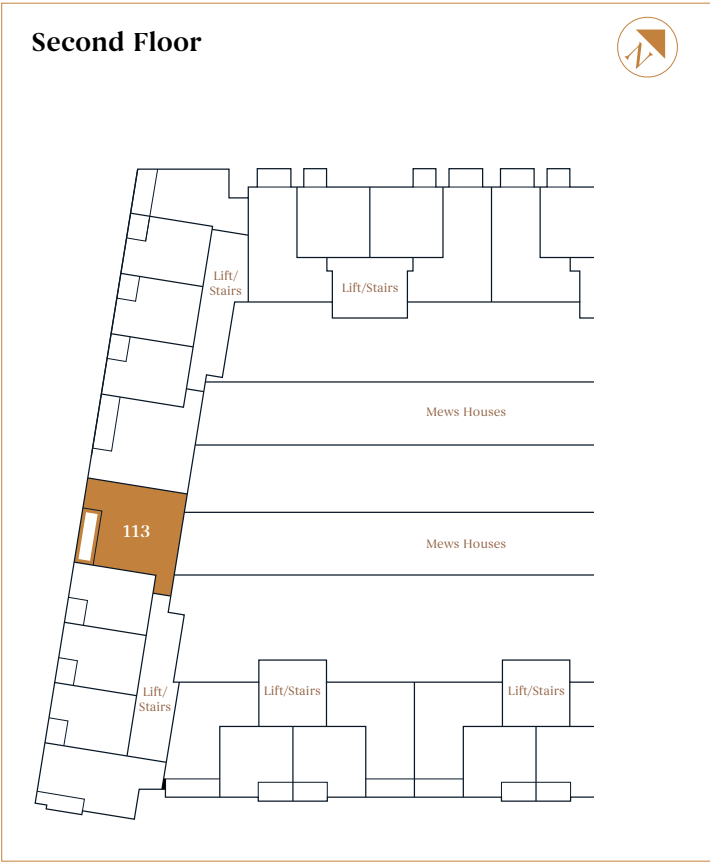
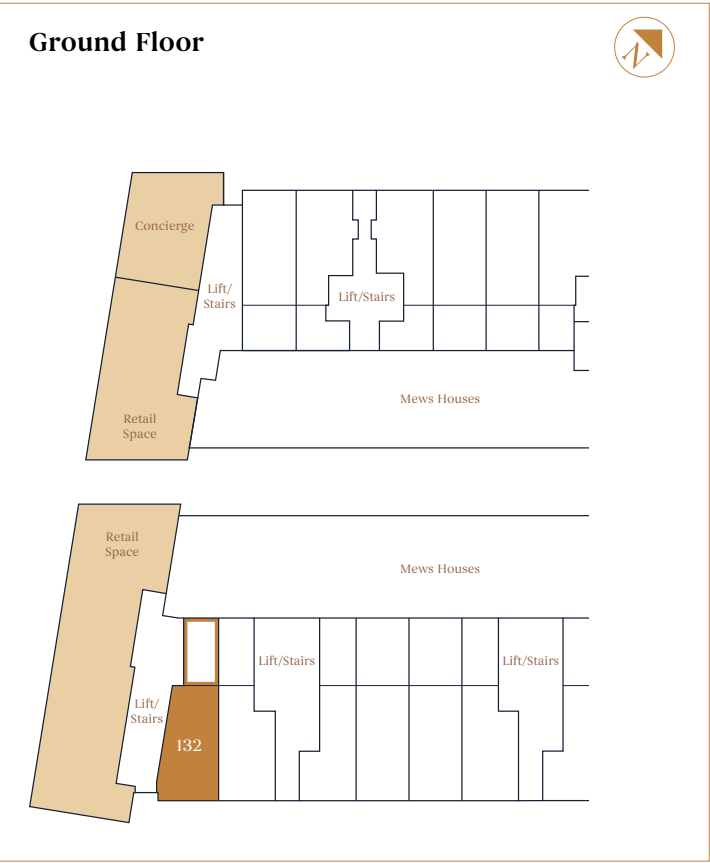
Apartment Residences

Floor Level Directory

All homes feature a private outside space with balconies overlooking the world-famous Portobello Road or the new park.



Disclaimer
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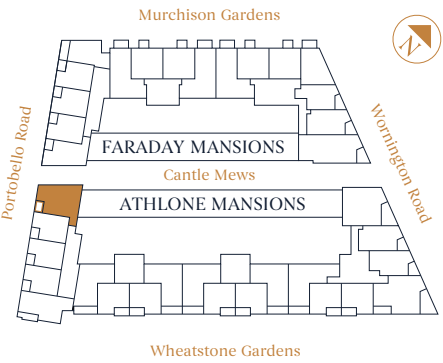


The Lonsdale

1 BEDROOM APARTMENT

108

Floorplate



Dimensions

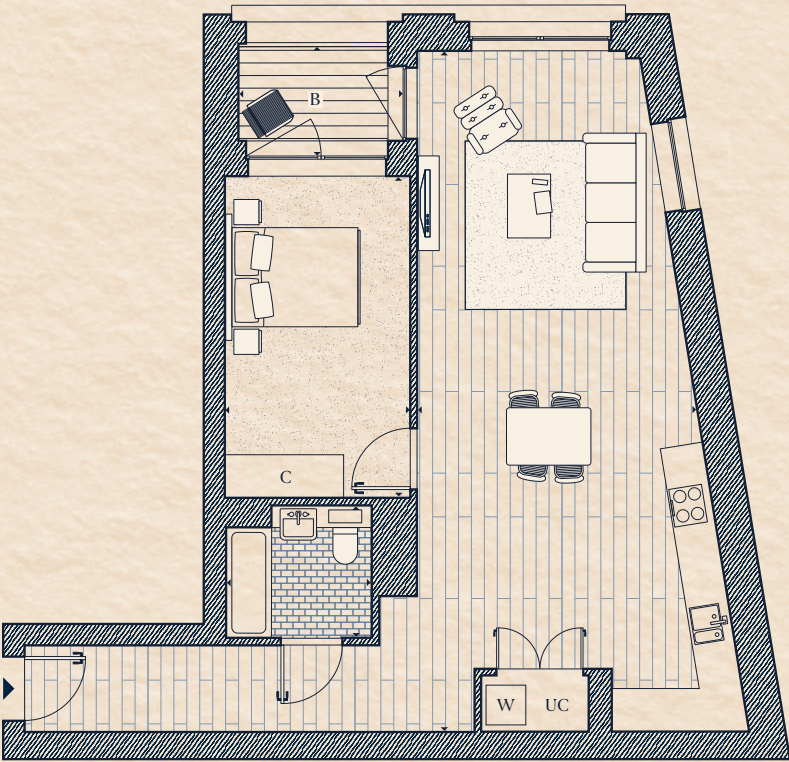
Room		
Kitchen/Lounge/Diner	10.39 x 4.24m	34'1" x 13'11"
Bedroom	4.87 x 2.80m	16'0" x 9'2"
Bathroom	2.03 x 2.23m	6'8" x 7'4"
Total area	72.5 sq m	780.4 sq ft
Balcony	1.58 x 2.26m	5'2" x 7'5"

Floor locator

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

Key

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



Virtual tour



108

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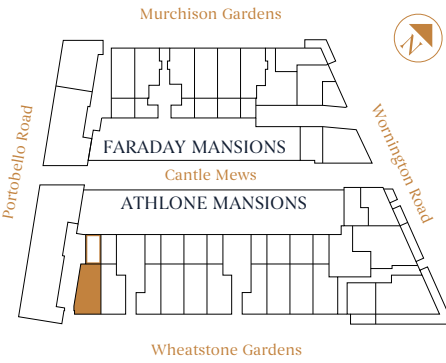


The Acklam

1 BEDROOM APARTMENT

132

Floorplate



Dimensions

Room		
Kitchen/Lounge/Diner	4.67 x 5.45m	15'4" x 17'11"
Bedroom	6.19 x 3.50m	20'4" x 11'6"
Bathroom	2.50 x 2.24m	8'2" x 7'4"
Total area	66.7 sq m	718.0 sq ft
Garden	7.61 x 3.57m	25'0" x 11'9"

Floor locator

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

Key

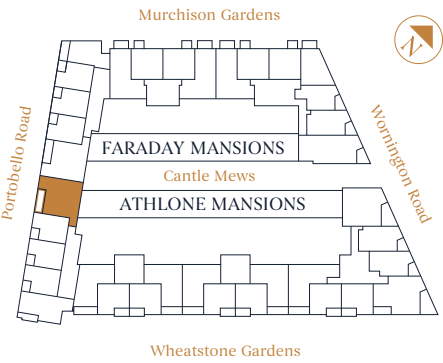
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The Chesterton

2 BEDROOM APARTMENT

113

Floorplate



Dimensions

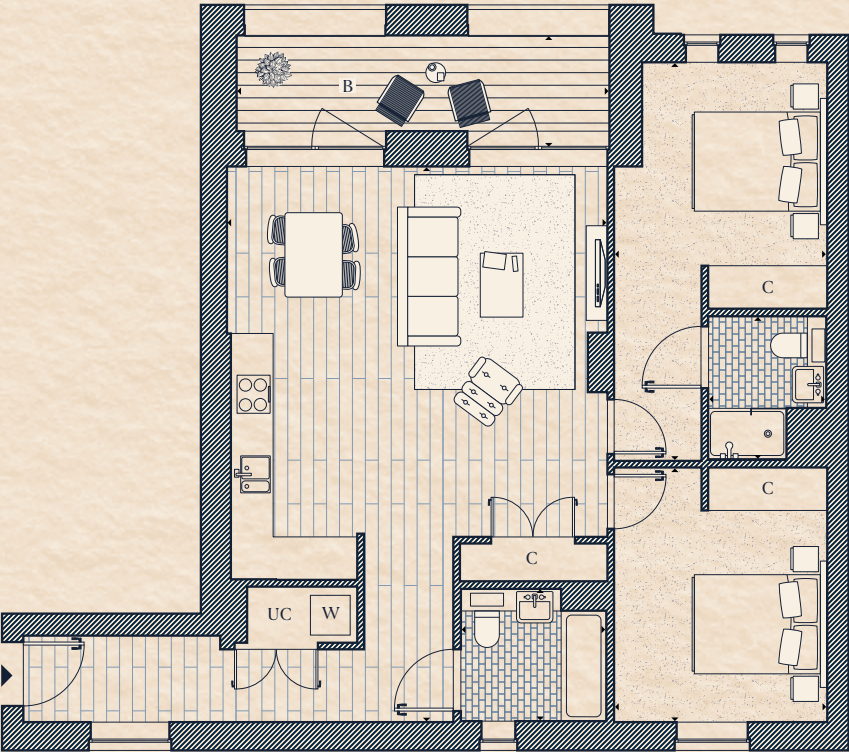
Room		
Kitchen/Lounge/Diner	8.40 x 5.74m	27'7" x 18'10"
Master Bedroom	6.03 x 3.22m	19'9" x 10'7"
En suite	2.17 x 1.77m	7'1" x 5'10"
Bedroom 2	3.85 x 3.22m	12'8" x 10'7"
Bathroom	2.20 x 2.00m	7'3" x 6'7"
Total area	84.7 sq m	912.0 sq ft
Balcony	5.68 x 1.66m	18'8" x 5'5"

Floor locator

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

Key

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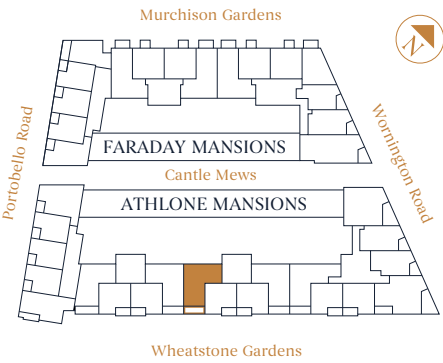


The Clydesdale

2 BEDROOM APARTMENT

173

Floorplate



Dimensions

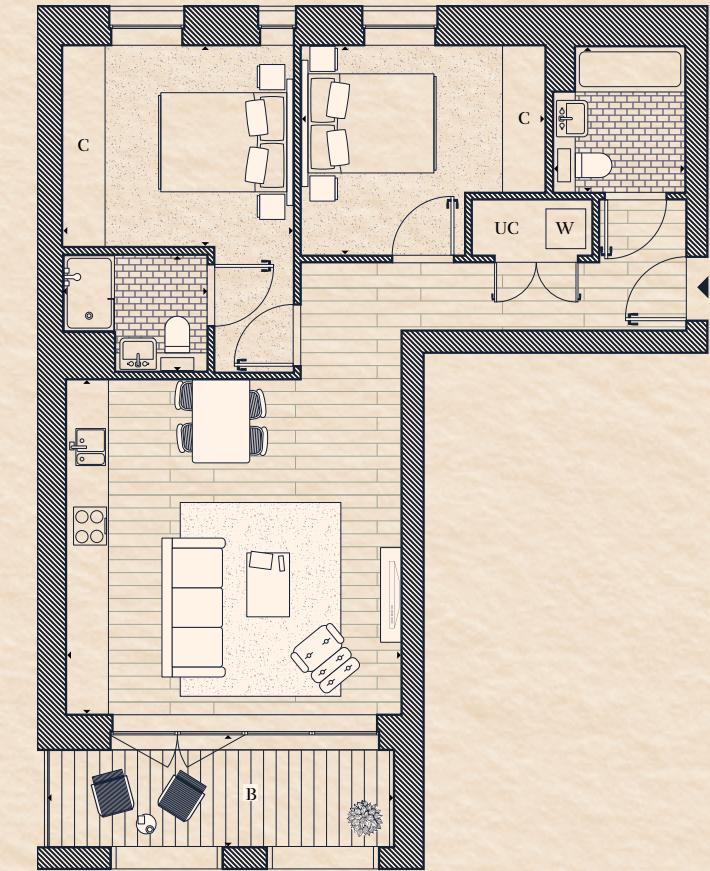
Room		
Kitchen/Lounge/Diner	5.07 x 5.07m	16'8" x 16'8"
Master Bedroom	3.49 x 3.05m	11'5" x 10'0"
En suite	2.17 x 1.77m	7'1" x 5'10"
Bedroom 2	3.70 x 3.18m	12'2" x 10'5"
Bathroom	2.22 x 2.00m	7'3" x 6'7"
Total area	70.5 sq m	759.0 sq ft
Balcony	5.23 x 1.69m	17'2" x 5'7"

Floor locator

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

Key

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A rich history

Carnival

Notting Hill is home to Europe's largest carnival attracting more than 2 million partygoers every August bank holiday weekend. This spectacular event sees the streets come alive with live music, colourful costumes, dazzling parades and traditional Caribbean food.

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 on the screen – its pretty garden squares, iconic candy-coloured buildings and village-like setting providing the perfect backdrop for film and TV. Box office favourites filmed here include: Notting Hill, Paddington and Paddington 2.

Music

The local area has a rich musical heritage particularly around the northern end of Portobello Road and Ladbroke Grove. Many famous songs and albums were recorded at Island Recording Studios in Basing Street including Bob Marley’s *Catch a Fire*.

- ➔ View over Portobello Road
- ➔ Paddington and Alice’s antiques, Portobello Road



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.

- ⬆ Joe Strummer from The Clash
- ⬆ Samuel Beckett mural by Alex Martinez (also known as SHINE) once featured in Blenheim Crescent

Why you will 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

Speedboat Bar has partnered with Soho House, opening their new Notting Hill location at The Electric 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

2. Speedboat Bar at The Electric

Capturing the bold flavours and late-night buzz of Bangkok's Chinatown
191 Portobello Road
speedboatbar.co.uk

3. Straker's

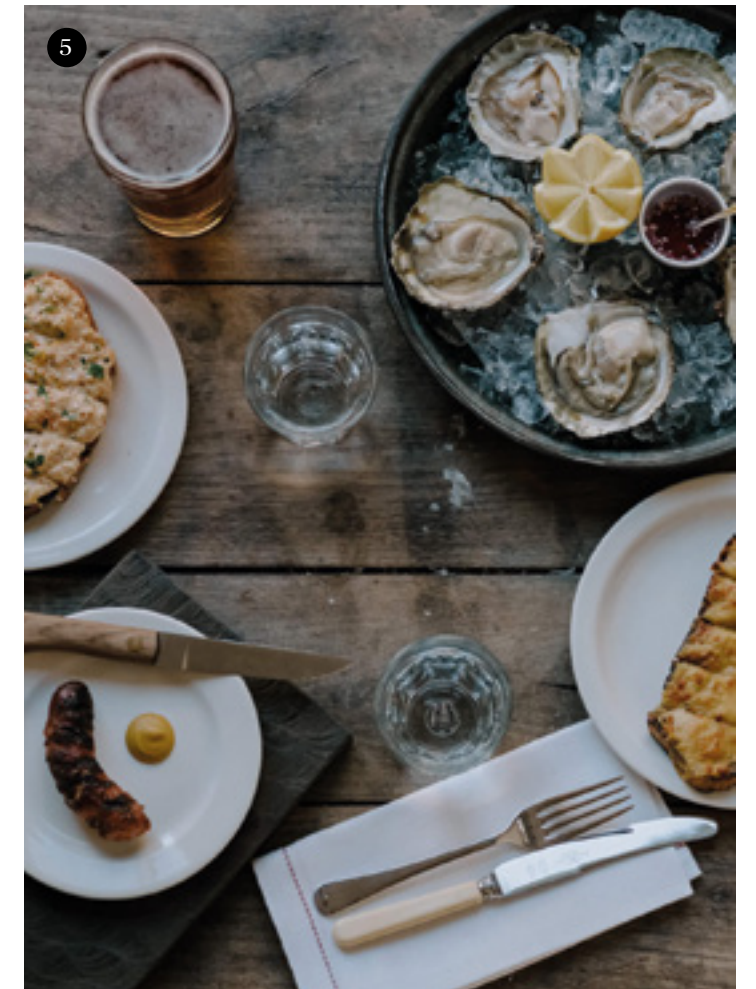
Thomas Straker's first restaurant focussing on honest, quality ingredients
91 Golborne Road
strakers.london

4. The Princess Royal

Magnificently restored Victorian pub serving up a seasonal Mediterranean-inspired menu
47 Hereford Road
princessroyallondon.co.uk

5. The Pelican

Popular neighbourhood pub championing local producers and sustainably produced food
45 All Saints Road
thepelicanw11.com



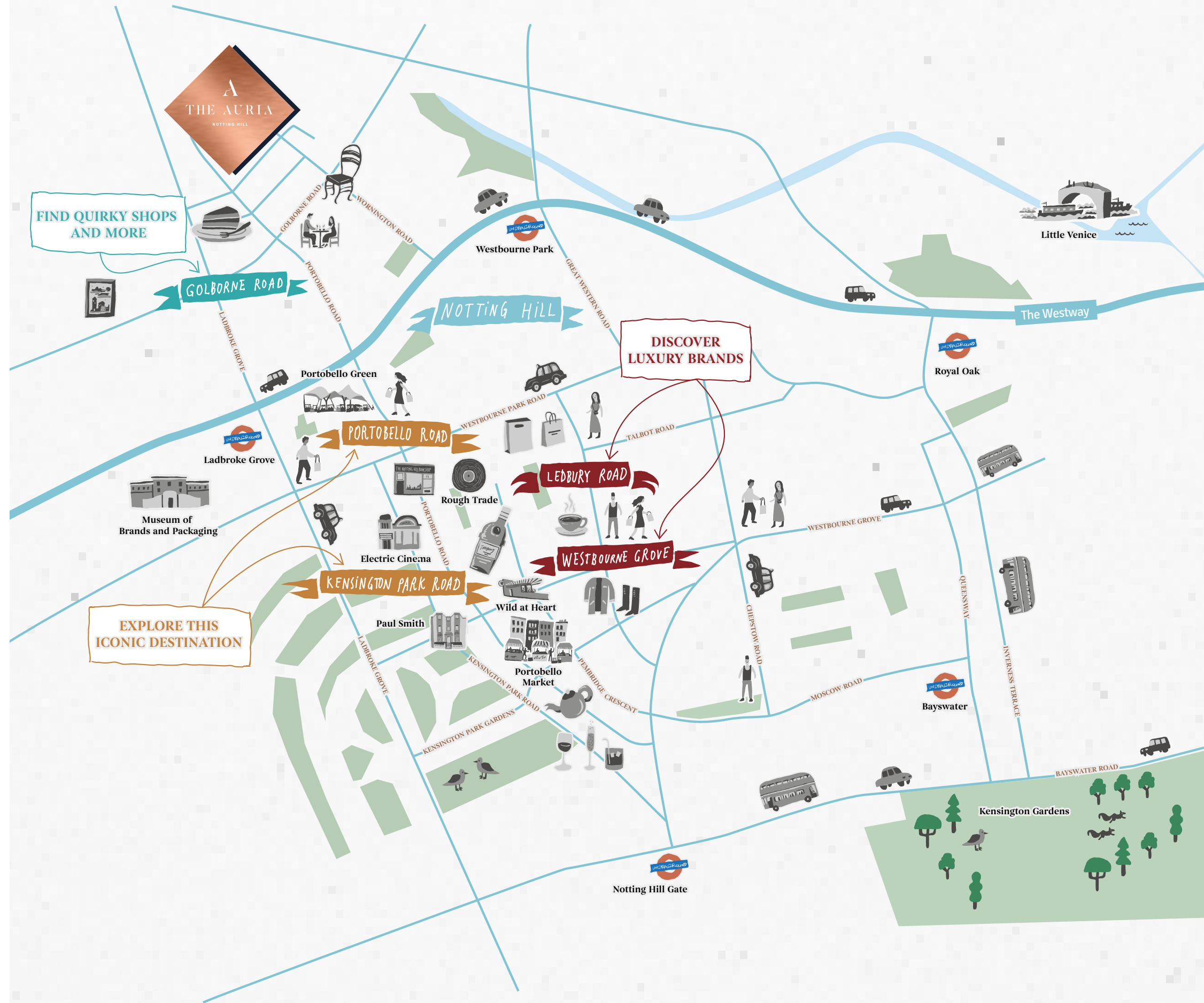


Meet Pandora Taylor

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.

“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.”



Lose yourself in this wonderland

Immerse yourself in the abundance of shops, cafés, bars and restaurants in the local area.

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

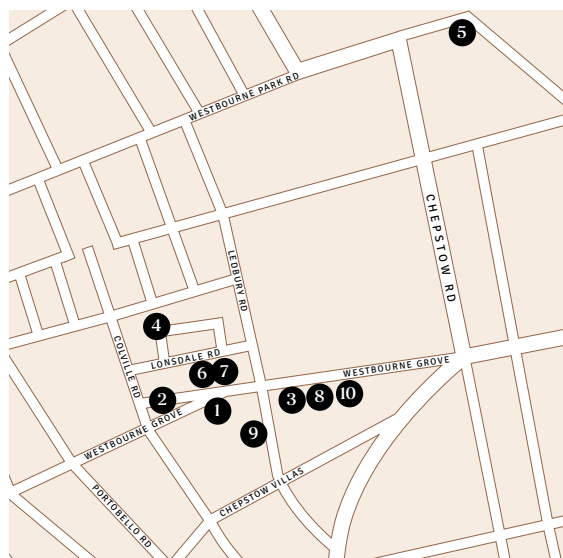
- Explore the iconic Portobello Road, a mile long stretch of shops, restaurants and cafés.
- Discover luxury designer brands at Westbourne Grove and Ledbury Road.
- Find antiques and one-off treasures on Golborne Road.
- Browse bookstores on Blenheim Crescent and homeware on Elgin Terrace.
- Sample foodie delights on Kensington Park Road.

Focus on Westbourne Grove & Ledbury Road

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

This prestigious shopping enclave offers a sophisticated but relaxed vibe. Here you'll find leading brands from men's swimwear designer, Orlebar Brown to Australian skincare specialists, Aesop.

For food lovers, Daylesford Farm Shop and Café, is the place to go for grocery essentials.

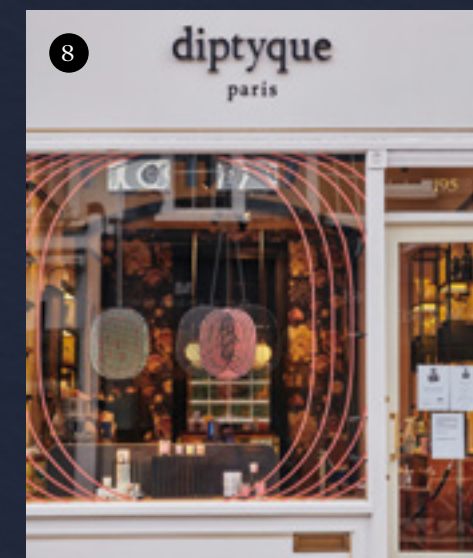
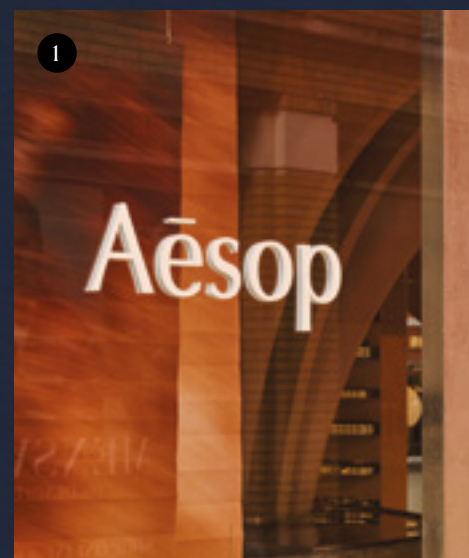


Did you know?

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.

Top Picks

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



Focus on Westbourne Grove & Ledbury Road

For foodie treats, head to Ottolenghi or Melt on Ledbury Road. Further along Westbourne Grove, enjoy antipodean-inspired brunches at Granger & Co and indulge in pampering treats at the Margaret Dabbs foot and nail spa at Space NK and Cloud Twelve, an indulgent spa and wellness centre.

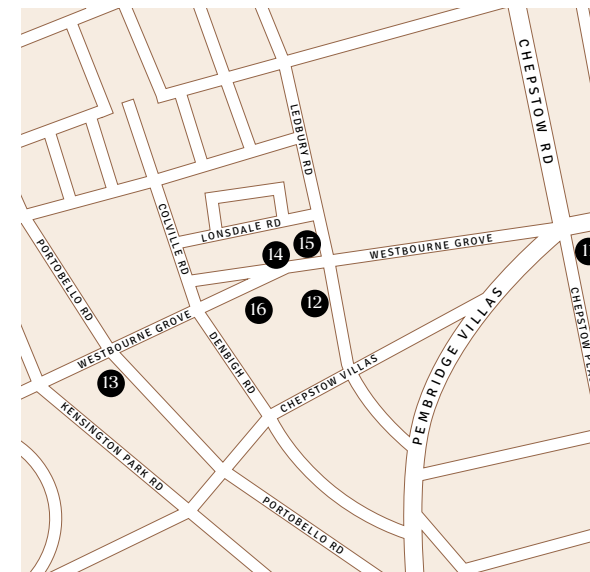


- 11. Space NK**
127-131 Westbourne Grove
spacenk.com
- 12. Melt**
59 Ledbury Road
meltchocolates.com
- 13. Notting Hill Fish Shop**
287-289 Westbourne Grove
nottinghillfishshop.co.uk
- 14. Orlebar Brown**
206 Westbourne Grove
orlebarbrown.com
- 15. Ottolenghi**
63 Ledbury Road
ottolenghi.co.uk
- 16. Sézane L'Appartement**
233 Westbourne Grove
sezane.com



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.



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 Soho House members club, Electric House. Directly next door is the Electric Cinema, London's oldest active cinema and an enduring part of the cultural heritage of Notting Hill.

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. Eggslut**
185 Portobello Road
eggslut.uk
- 7. Electric House & Cinema**
191 Portobello Road
sohohouse.com
- 8. Fabrique**
212 Portobello Road
fabrique.co.uk
- 9. Farm Girl**
59a Portobello Road
thefarmgirl.co.uk
- 10. Garcias Food & Wine**
248-250 Portobello Road
rgarciaandsons.com
- 11. Gold**
95-97 Portobello Road
goldnottinghill.com
- 12. Portobello Green Designers**
281 Portobello Road
portobellofashionmarket.co.uk
- 13. Lowry & Baker**
339 Portobello Road
lowryandbaker.co.uk
- 14. SoulCycle**
115a Portobello Road
soul-cycle.com



Electric Cinema, Portobello Road

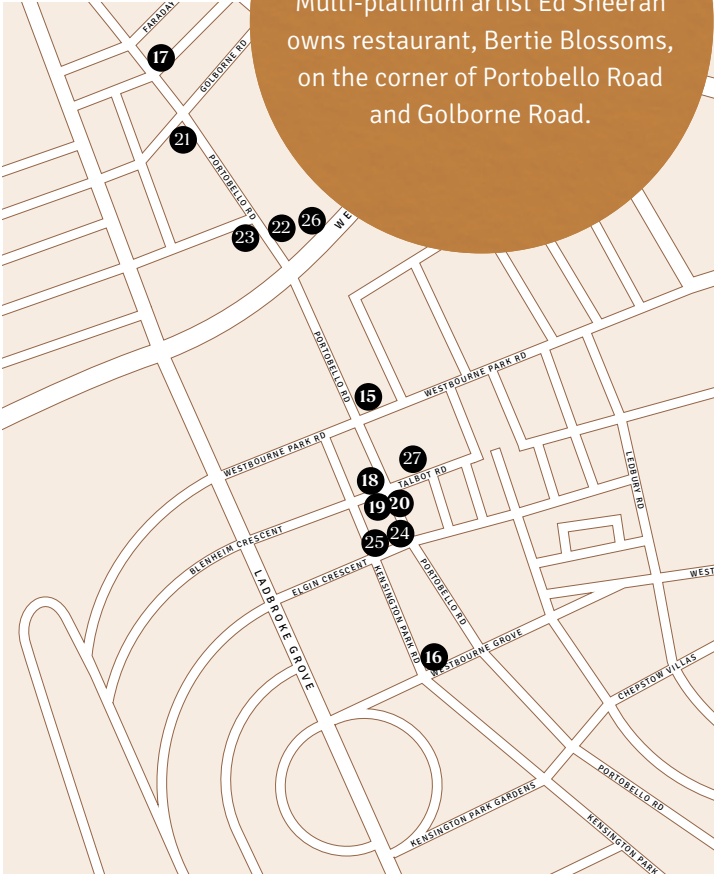
Next stop Portobello Road & Kensington Park Road

Alongside the celebrated Portobello Road Market, discover a mix of trendy cafés and award-winning restaurants and bars, from Farm Girl healthy-living café to Gold, a modern European restaurant.

Kensington Park Road runs parallel to Portobello Road and has a more laid-back feel. Here you'll find British designer, Paul Smith's shop and three Michellin-star restaurant Core by Clare Smyth.

Good to know

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



- 15. Ukai**
240 Portobello Road
ukai.co.uk

16. Paul Smith
122 Kensington Park Road
paulsmith.com

17. Layla Bakery
332 Portobello Road
laylabakery.com

18. Books for Cooks
4 Blenheim Crescent
booksforcooks.com

19. The Notting Hill Bookshop
13 Blenheim Crescent
thenottinghillbookshop.co.uk

20. The Spice Shop
1 Blenheim Crescent
thespiceshop.co.uk

21. Bertie Blossoms
323 Portobello Road
bertieblossoms.co.uk
- 22. Graffik Gallery**
284 Portobello Road
graffikgallery.com

23. Taylor Taylor
309 Portobello Road
taylorlondon.com

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

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

26. Acklam Village Market
Acklam Road
acklamvillage.com

27. Rough Trade West
130 Talbot Road
roughtrade.com



A walk along Golborne Road & other places of interest

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

This is the street to find extraordinary and unique pieces for the home with its mix of retro furniture and antique shops. Also, worth a visit are Of The Bea, a lifestyle boutique, and luxury eyewear shop Taylor Morris. There is also a good choice of friendly neighbourhood cafés and independent coffee shops here.



Top Picks

1. Arbon Interiors

80 Golborne Road
arbon-interiors.mysupadupa.com

2. Golborne Deli

100-102 Golborne Road
golbornefinewinedeli.com

3. Le Labo

96a Golborne Road
lelabofragrances.com

4. Les Couilles du Chien

65 Golborne Road
lescouillesduchien.com

5. Lisboa Patisserie

57 Golborne Road

6. Of The Bea

72 Golborne Road
ofthebea.com

7. Rellik

8 Golborne Road
relliklondon.co.uk

8. Taylor Morris

74 Golborne Road
taylormorriseyewear.com

Other places of interest
outside of shown map

9. Uli

5 Ladbroke Road
ulilondon.com

10. Assaggi

First Floor, 39 Chepstow Place
assaggi.co.uk

11. Notting Hill Arts Club

21 Notting Hill Gate
nottinghillartsclub.com

12. The Little Yellow Door

6-8 All Saints Road
thelittleyellowdoor.com

West End World

Notting Hill occupies a prime location to enjoy the best of west London living.

- Westfield London – premium shopping and leisure destination with over 200 shops, a cinema and restaurants.
- White City House – Soho House members club featuring a rooftop pool, restaurant and cinema.
- Luxury brands at Harrods, Selfridges and Bond Street.
- World-renowned museum quarter in South Kensington, with The V&A, Natural History and Science museums.
- Magnificent Royal Parks: Kensington Gardens, Hyde Park and Regent's Park, home of London Zoo.



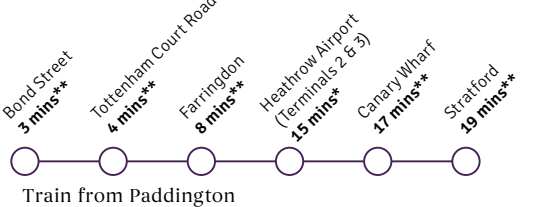
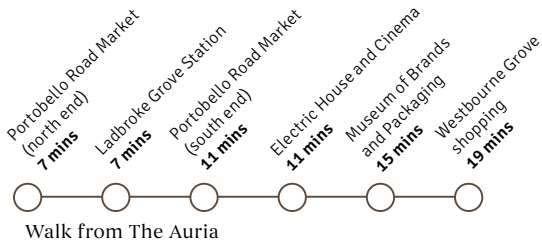


Connections

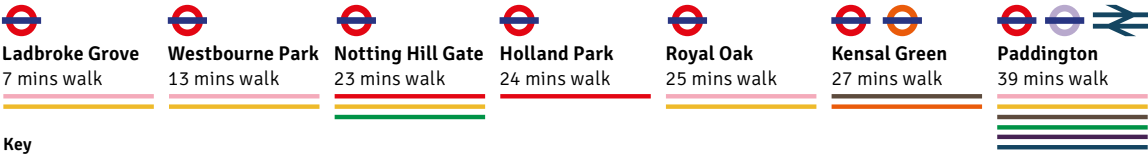
The Auria’s prime Zone 2 location offers excellent connections to the rest of London and beyond.

There are two tube stations within walking distance: Ladbroke Grove and Westbourne Park (both on the Circle and Hammersmith & City lines) and a good choice of buses swiftly link The Auria to wider London.

Heathrow Airport is easily accessible by road or from Paddington using the Elizabeth Line or the Heathrow Express. The Elizabeth Line also offers a high-speed 3-minute journey to the designer boutiques at Bond Street and beyond.



CLOSE CONNECTIONS



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

Green spaces & healthy living

From charming secret London squares to Royal parks - there are an abundance of green spaces nearby.

Holland Park is the Royal Borough's largest park, highly regarded for its ornamental flower gardens and semi-wild woodland.

Here you'll also find the beautiful Japanese Kyoto Garden, an open-air opera theatre and wild-roaming peacocks. Close by are the majestic Royal Parks: Kensington Gardens and Hyde Park.

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.

Kyoto Garden, Holland 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
 ← FaceGym, Ledbury Road



Holland Park School



Imperial College London

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 benefits from an excellent choice of highly regarded 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.

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)

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 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)

LSE
lse.ac.uk
(4.8 miles)

London Metropolitan University
londonmet.ac.uk
(5.5 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.

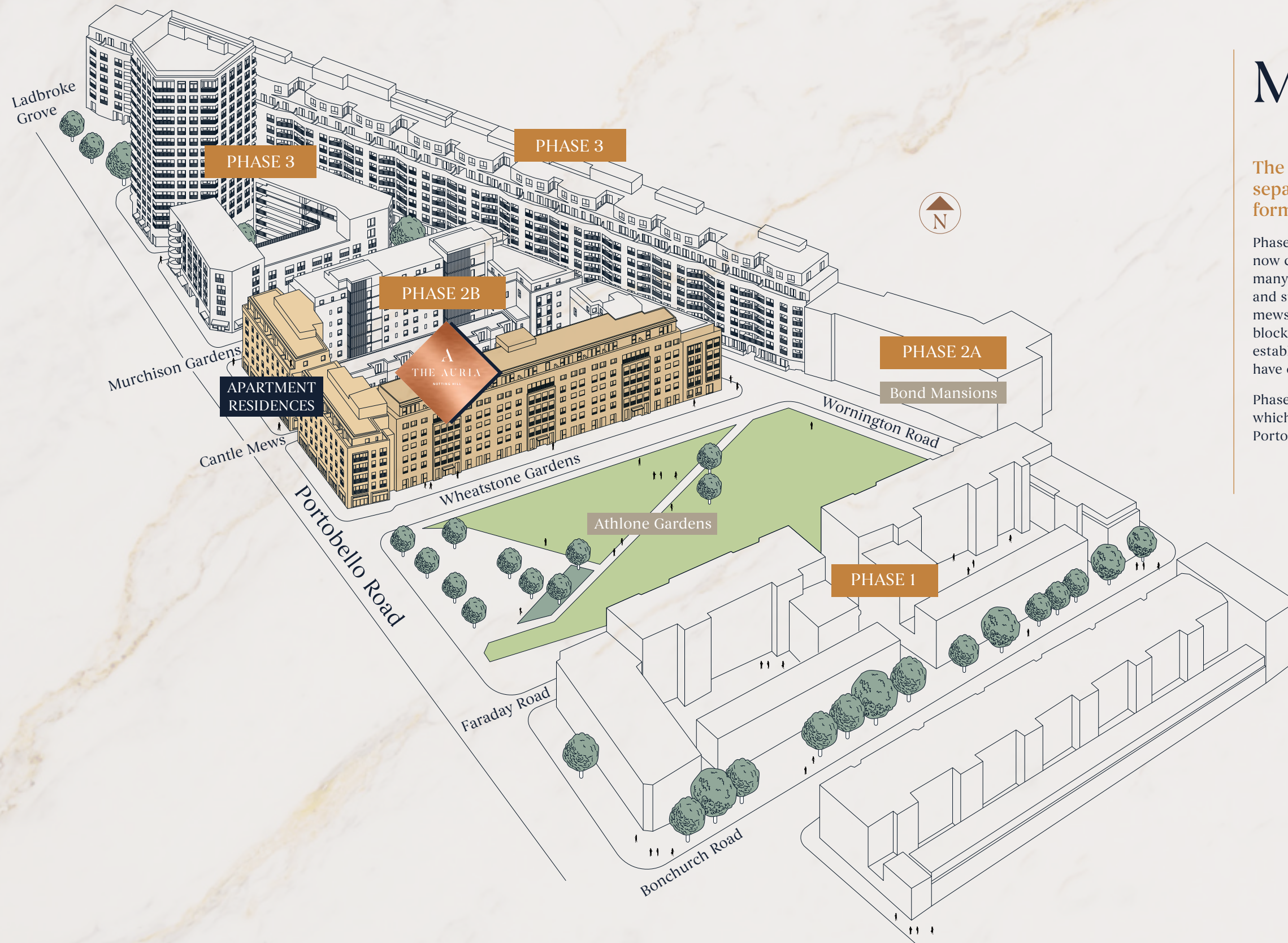


Masterplan

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.



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

Looking to the future

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

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

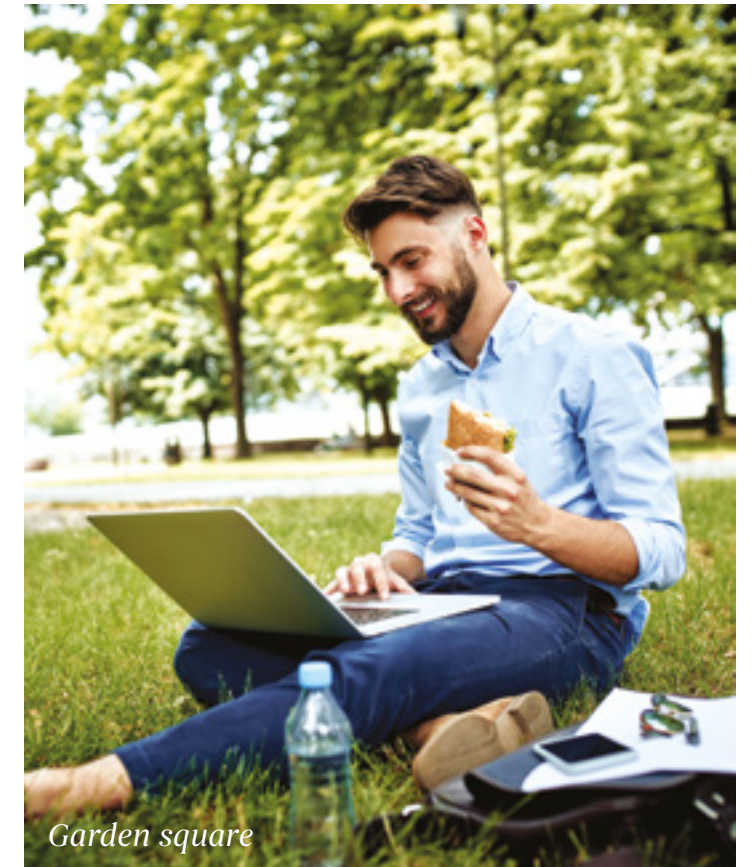
Some of the exciting benefits you can look forward to include a residents' gym, co-working spaces and residents' lounge.



Retail space



Residents' lounge



Garden square



Residents' gym



Co-working spaces

Amenities are subject to change.

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

ESTABLISHED & AWARD-WINNING

A 14-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.

- ↗ View of Hardy and Hudson Mansions
- ↗ View of Bond Mansions
- View of Bond Mansions

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 Interior Design British Homes Awards 2025	 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



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.

theauria.london
020 3131 6495

Disclaimer
This brochure is not an offer or contract, nor part of one. You should not rely on statements in any agents’ particulars or by word of mouth or in writing (“information”) as being factually accurate about the properties, their condition or value. No agents have any authority to make any representations about the properties, and accordingly any information given is entirely without responsibility on the part of the agents, seller(s) or lessor(s). Some images of the properties within this brochure are artist’s impressions and do not represent the exact look and feel of the development. The actual results may therefore vary from the images shown in this publication. All new names for roads and buildings in phase 2B are subject to change. Areas, measurements and distances given are approximate only. Bathroom and kitchen layouts are indicative only and are subject to change. 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. Any reference to alterations to, or use of, any part of the property does not mean that any necessary planning, building regulations or other consent has been obtained. A buyer or lessee must find out by inspection or in other ways that these matters have been properly dealt with and that all information is correct. The VAT position relating to the property may change without notice. July 2026.



theauria.london