

### GRAND UNION Affinity House & Affinity Tower

### SAY HELLO TO GRAND UNION

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### WORK AND CONNECT

A NEW PLACE TO LIVE.

Grand Union will be a truly pioneering canalside neighbourhood. Located in Alperton, close to Wembley and with great connections into central London. At Grand Union our vision is to create a place where people and community thrive. A new Waterside Piazza will offer a vibrant space animated with cafés, restaurants, bars and new community facilities. 14 acres of open space will include landscaped gardens and riverside walks and meadows surrounding over 3,350 new homes of the highest quality. The creation of a state-of-the-art multi-storey industrial hub and high quality workspace rounds off the numerous facilities at Grand Union, making this a new waterside destination in which to socialise, play and relax.

### **INDUSTRY & MOTORBIKES** A BRIEF HISTORY OF ALPERTON





Established brickworks on the site used the canal for shipping their products by barge, as did remaining farmers with hay for

London's horses

Alperton's rail station opened in 1903, later becoming an underground station on the Piccadilly Line in 1932

The construction of the North The iconic Ace Café Circular Road brought more opened in 1938 and achieved industry in the 1920s and legendary status as a bikers' 30s – including the factory of hangout in the fifties and Wooler Motorcycles, rubber sixties, visited by rock 'n' roll and fireproofing industries luminaries like Gene Vincent

and Billy Fury

Ealing Road became known as the Asian Hatton Garden after the many jewellery shops selling gold that established themselves

Berkeley Group acquire the 21 acre site and begin working with the local community to create and regenerate a 21st century development

The first phase of Grand Union launched mid 2019



Alperton, first recorded in 1199 as 'Alprinton', is likely to have been a farmstead, or 'The Farm of Eahlbeort'

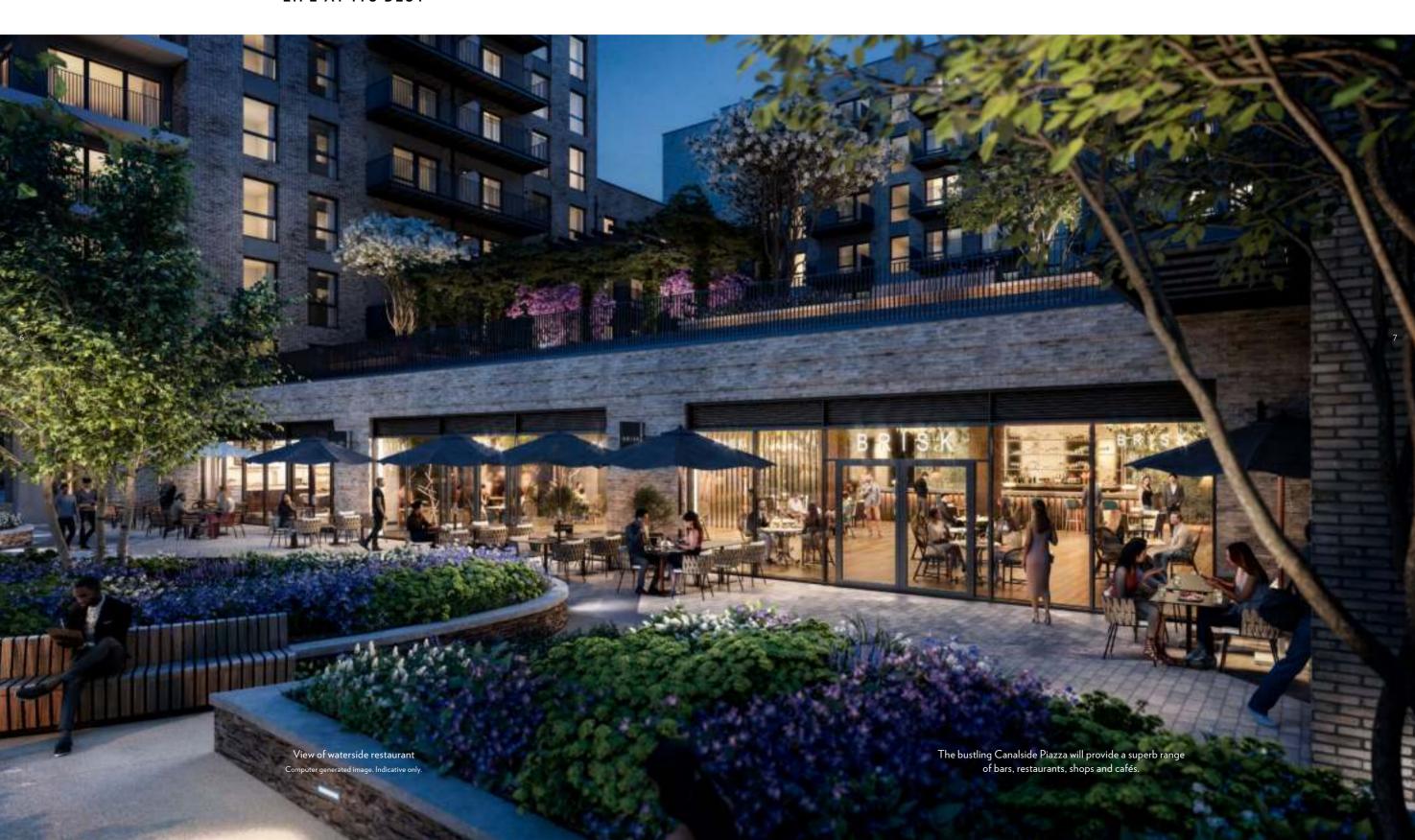
The area was a popular stag hunting location in Tudor and Stuart times. 1432 saw the first wooden bridge over the River Brent, connecting the North and South

(later renamed The Grand Union Canal) was cut through the area in 1801. Its effect on trade was immediate and began the transformation of the site from agriculture

to industry

The Grand Junction Canal

### LONDON CANALSIDE LIFE AT ITS BEST





### LONDON UNDERGROUND & OVERGROUND

Stonebridge Park and Alperton stations are a short walk away, offering direct links into the City and West End.



### CONVENIENTLY LOCATED

Grand Union is well placed, whether it's London, national or international, you can travel in any direction with ease.

<b>*</b>	₫₫	
WALK	BIKE	ROAD
FROM AFFINITY HOUSE*	FROM AFFINITY HOUSE*	FROM AFFINITY HOUSE*
:		
<del>0</del> ₹	•	<b>:</b>
STONEBRIDGE PARK STATION, ZONE 3	NEASDEN TEMPLE 7 mins	CENTRAL MIDDLESEX HOSPITAL 12 mins
0.6 miles / 950 m	:	:
•	LONDON DESIGNER OUTLET	WALPOLE PARK
ALPERTON COMMUNITY	9 mins	16 mins
SCHOOL 0.8 miles / 1.2 km	:	<b>:</b>
•	WEMBLEY STADIUM  13 mins	GUNNERSBURY PARK 20 mins
	•	•
$\Theta$	:	:
ALPERTON, ZONE 4 0.8 miles / 1.2 km	PADDINGTON BASIN (VIA GRAND UNION CANAL) 30 mins	KEW GARDENS 25 mins
0	*	<u>}</u>
TUBE	RAIL	AIR
FROM STONEBRIDGE PARK, ZONE 3 OR ALPERTON, ZONE 4**	FROM STONEBRIDGE PARK**	FROM AFFINITY HOUSE BY ROAD*
: · · · · · · · · · · · · · · · · · · ·	:	:
PARK ROYAL 2 mins from Alperton	HAMPSTEAD HEATH 23 mins	LONDON HEATHROW 36 mins
:	<b>:</b>	:
SHEPHERD'S BUSH 20 mins from Stonebridge Park :	EUSTON 25 mins	LONDON LUTON 40 mins
Δ <del>→</del>	:	:
PADDINGTON 21 mins from Stonebridge Park	WATFORD JUNCTION 27 mins	LONDON STANSTED 1hr 5 mins
: :	:	:
OXFORD CIRCUS 26 mins from Stonebridge Park	CLAPHAM JUNCTION 27 mins	LONDON CITY AIRPORT 1hr 10 mins
:		:
KNIGHTSBRIDGE 29 mins from Alperton :	STRATFORD 53 mins	LONDON GATWICK 1hr 20 mins
KING'S CROSS		

30 mins from Stonebridge Park

<sup>\*</sup>Journey times are approximate only. Source: Google Maps. \*\* Train times based on an estimated average time. Journey times may be longer on weekends and holidays. Rail services correct at time of print. Map Source: tfl.gov.uk



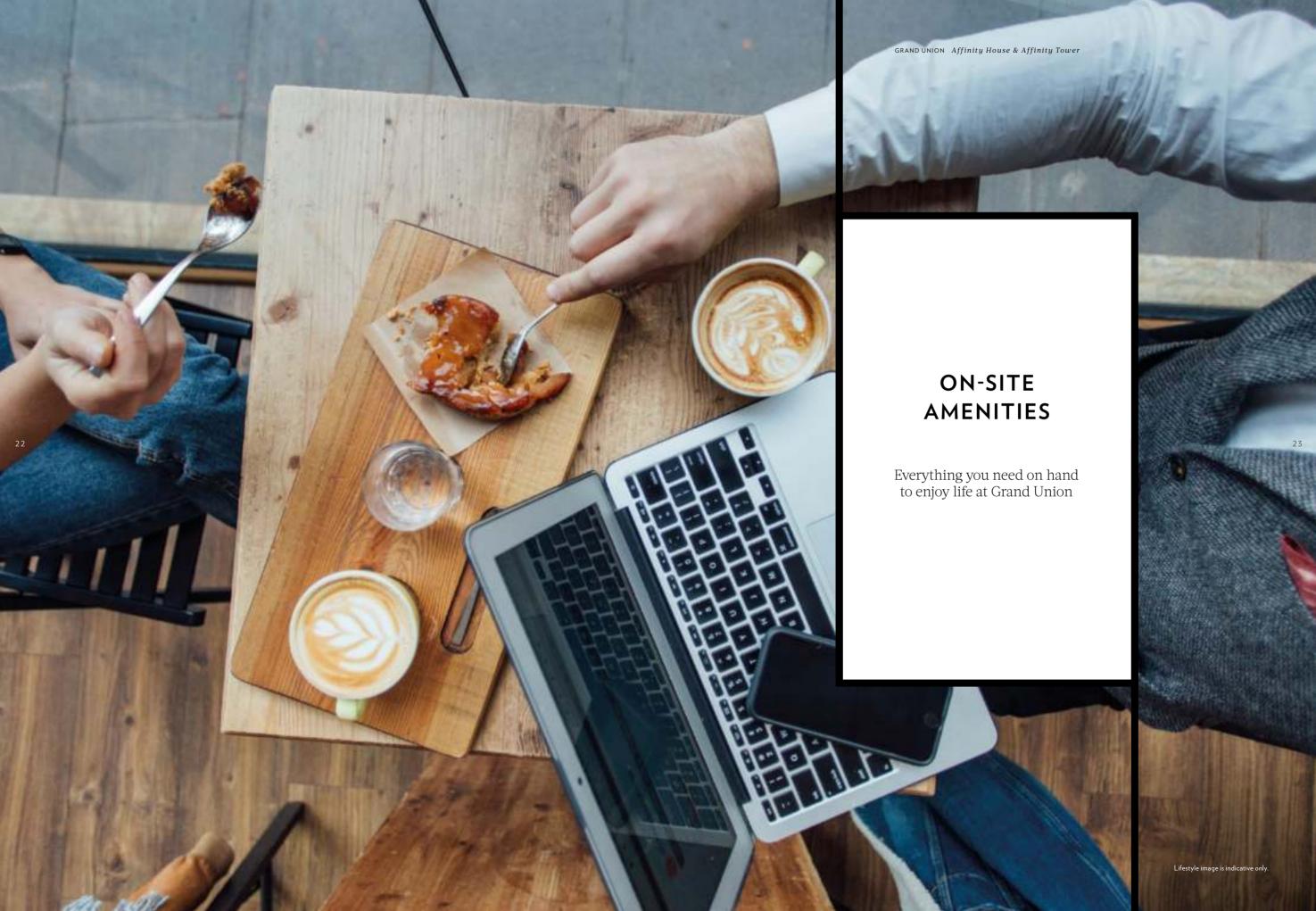
### A COMMUNITY CENTRE AT ITS HEART





### GREEN OPEN SPACES







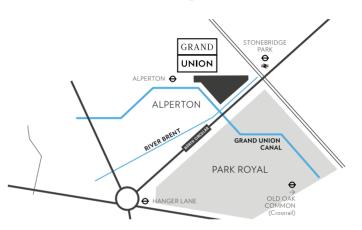




### PARK ROYAL: THE LARGEST BUSINESS PARK IN LONDON, 6 MINUTES' DRIVE\* FROM GRAND UNION

Park Royal is the site of London's largest regeneration project, and is set to create 65,000 new jobs over the next 30 years.

The programmed arrival of HS2 and Crossrail will create a 'transport super-hub' at Old Oak Common, just under 3 miles away from Grand Union. It is a prime opportunity area as it is set to be one of the best connected places in London.



**BUSINESSES** 

**EMPLOYING OVER** 

1,700 43,100

**WORKERS** 

















RIGHT & BELOW A mixture of light industrial companies will have use of a highly sustainable workspace. SAY

Hello

TC

### SEGRO V-PARK GRAND UNION

134,500 sq ft of workspace, where a variety of light industrial businesses will be able to innovate and grow.



St George and SEGRO, a leading owner and developer of warehouse space, have formed a joint venture to bring forward the first urban multi-storey industrial development in the UK.

The pioneering development, known as SEGRO V-Park Grand Union, will provide employment opportunities for the local community and workspace for a variety of light industrial occupiers, tech start-ups and food and drink distributors to manufacturers and creative studios. It will benefit from shared meeting rooms, breakout areas and wellness spaces, including a green roof terrace.

Within SEGRO V-Park Grand Union, the ground and first floors will be utilised to provide over 100 parking spaces, with electric vehicle charging points incorporated. Other sustainability features such as photovoltaic cells and an internal green wall will also help create a better environment for our occupiers and the community. collaborate and get inspiration from like-minded people.



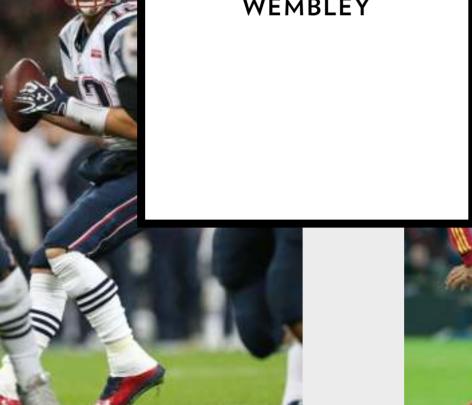




OPPOSITE Wembley Stadium and surrounding area

FAR RIGHT Wembley Stadium





### MINUTES FROM WORLD-CLASS ENTERTAINMENT





### ALPERTON, WEMBLEY & EALING - ALL WITHIN 20 MINUTES' DRIVE

Stroll along the canalside to discover a range of eateries, or venture a little further to find boutique shops, fine dining and a designer outlet. You're in a prime location for the best global events held at Wembley Stadium and the SSE Arena.



Walpole Park, Ealing



Journey times are approximate only. Source: Google Maps. Lifestyle images are indicative only.



Turtle Bay, Ealing



Boxpark, A 'pop-up mall', Wembley



Boutique fashion shops, Ealing

## Excellence in Education

### EASY ACCESS TO SOME OF THE BEST EDUCATION LONDON HAS TO OFFER

### SCHOOLS & SIXTH FORMS

### PERIVALE PRIMARY SCHOOL

Ofsted rated outstanding school for 3-11 year olds

8 mins by car 1.5 miles\*

### WEMBLEY HIGH TECHNOLOGY COLLEGE

Ofsted rated outstanding school for 11–18 year olds

12 mins by car 3.1 miles\*

### ALPERTON COMMUNITY SCHOOL

Ofsted rated good school for 11-18 year olds

2 mins by car 0.6 mile\*

### HARROW SCHOOL

A full boarding school for boys aged 13-18, founded in 1572

15 mins by car 4 miles\*

### UNIVERSITIES

### LONDON COLLEGE OF FASHION

Nurturing creative talent for over a century

28 mins by tube (Bakerloo)\*\*

### UNIVERSITY OF WESTMINSTER

Centre of excellence for Media and Communication research and studies

24 mins by tube (Bakerloo)\*\*

### UNIVERSITY COLLEGE LONDON

29 Nobel Prizes have been awarded to people who are, or were, students or academics at UCL

35 mins overground (Stonebridge Park)\*\*

### LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE

International centre of academic excellence, ranked 2nd in the world for social sciences and management

43 mins by tube (Piccadilly)\*\*

### IMPERIAL COLLEGE LONDON

A global top 10 university with world-class reputation

(White City Campus)
26 mins by overground and tube (Central)\*\*

### BRUNEL UNIVERSITY LONDON

Excellent reputation in Engineering, Science & Technology

26 mins by car\*

### CENTRAL ST MARTIN'S

Ranked 2nd in the world for Art and Design

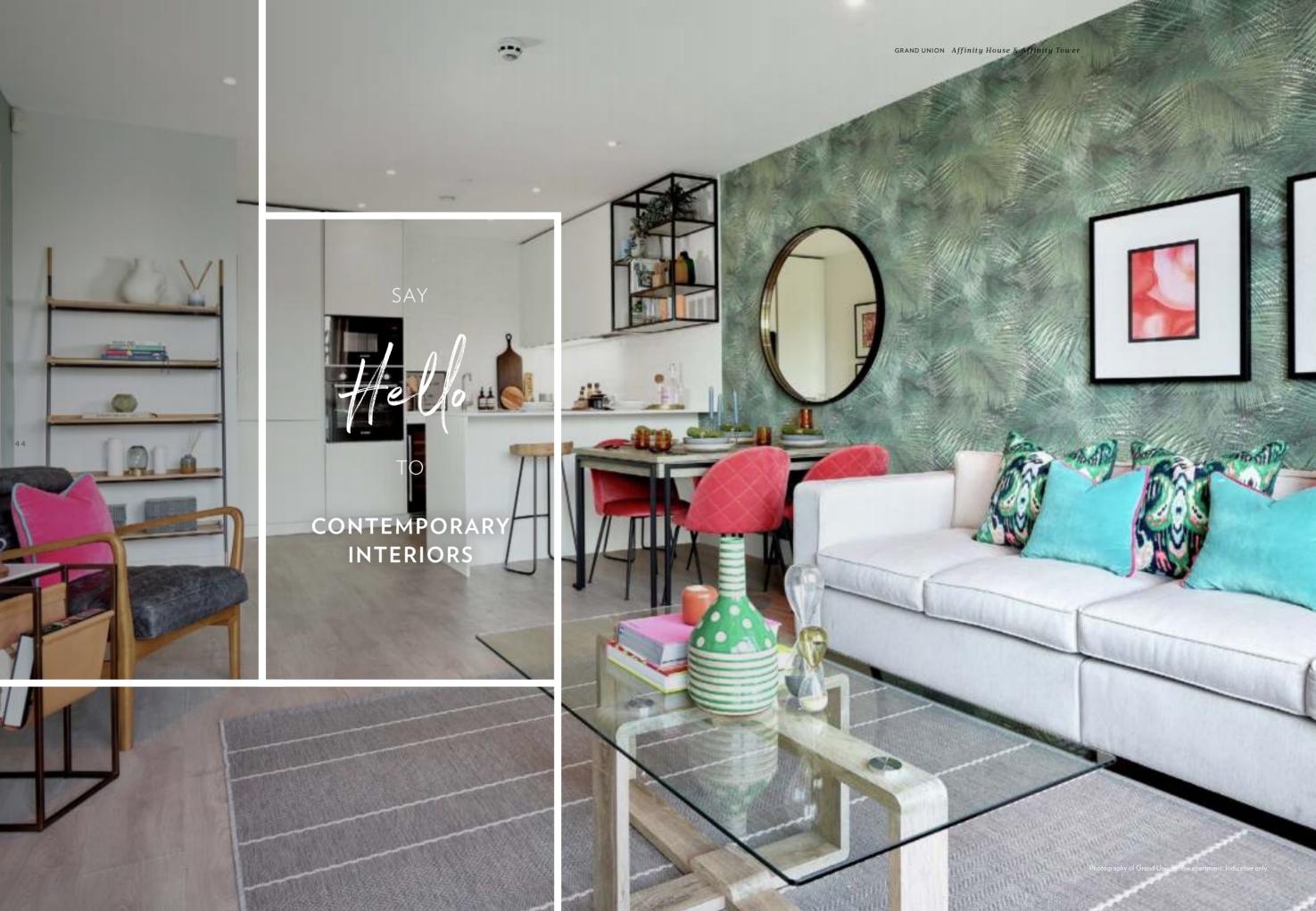
41 mins by tube (Bakerloo → Central)\*\*

### KING'S COLLEGE LONDON

Ranked 7th in the UK, world-renowned King's is internationally acclaimed for cutting edge research

44 mins by tube (Piccadilly)\*\*

Map not to scale and shows approximate locations only.



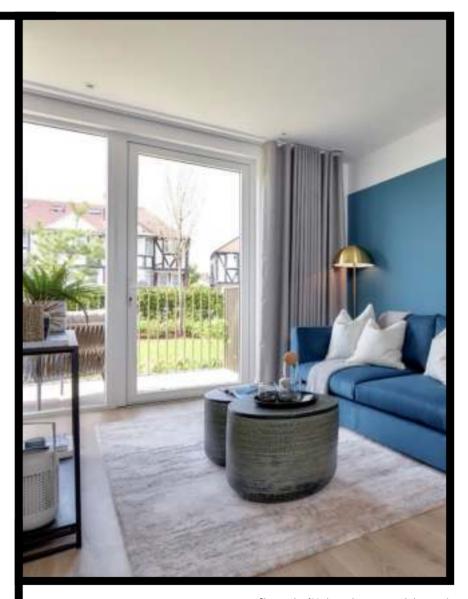
### BATHROOM & KITCHEN



 $Photography\ of\ Grand\ Union\ show\ apartment.\ Indicative\ only.$ 



### LIVING ROOM



 $Photography\ of\ Manhattan\ show\ apartment.\ Indicative\ only.$ 







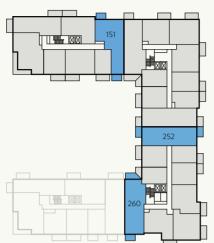
### **AFFINITY HOUSE**

Contemporary 3 bedroom apartments

GRAND UNION Affinity House

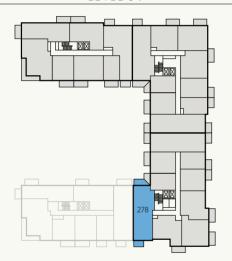




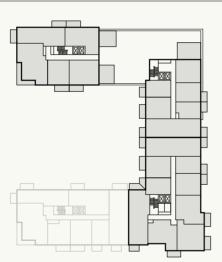


LEVEL 04



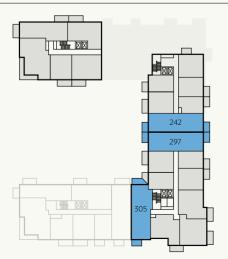


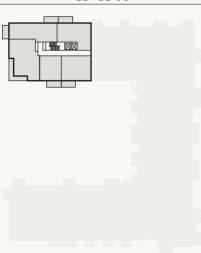
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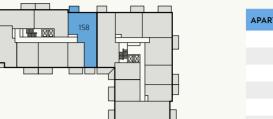
LEVEL 07

LEVEL 08





LEVEL 03



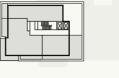
LE	VEL	06



APARTMENT NO.	LEVEL	BEDROOMS	PAGE NO.
144	1	3 Bedrooms	57
151	2	3 Bedrooms	58
158	3	3 Bedrooms	58
236	6	3 Bedrooms	59
242	7	3 Bedrooms	59
243	1	3 Bedrooms	60
251	1	3 Bedrooms	62
252	2	3 Bedrooms	61
260	2	3 Bedrooms	63
261	3	3 Bedrooms	61
269	3	3 Bedrooms	63
278	4	3 Bedrooms	63
288	5	3 Bedrooms	61
296	6	3 Bedrooms	63
297	7	3 Bedrooms	61
305	7	3 Bedrooms	63



LEVEL 09



KEY

3 BEDROOM APARTMENTS

55

# Photography of the 3 bedroom show apartment, indicative or

56

### Affinity House

### 3 BEDROOM APARTMENT

Apartment: 144

Floor: 01





View onto

Podium Gardens

◆ ► MEASUREMENT POINTS U UTILITY CUPBOARD

**C** CUPBOARD

PRIVACY SURLEY.
WASHING MACHINE FRIDGE FREEZER

TOTAL INTERNAL AREA	109 sq.m	1,173 sq.ft
TOTAL EXTERNAL AREA	13.4 sq.m	144 sq.ft
Kitchen / Dining / Living Room	7.93m x 3.77m	26′0″ x 12′4″
Bedroom 1	5.56m x 3.28m	18′3″ x 10′9″
Bedroom 2	5.56m x 2.91m	18′3″ x 9′7″
Bedroom 3	4.30m x 2.88m	14′1″ x 9′5″
Balcony 1	3.11m x 1.81m	10'2" x 5'11"
Balcony 2	3.11m x 1.81m	10′2″ x 5′11″

Floorplans are scaled individually to fit the page and are not necessarily shown at the same scale as other plots. Floorplans shown for Grand Union are for approximate measurements only. Exact layouts and sizes may vary. All measurements may vary within a tolerance of 5%. The dimensions are not intended to be used for carpet sizes, appliance sizes or items of furniture. Furniture layouts are indicative only. Kitchen layout indicative only. Electrical positions shown are indicative only. Please ask Sales Consultant for further information.

Kitchen / Dining / Living Room

Balcony 2

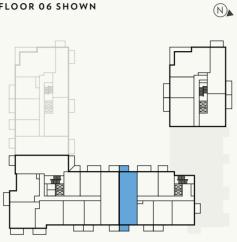
### Affinity House

### 3 BEDROOM APARTMENT

Apartments: 236 & 242

Floors: 06 & 07

FLOOR 06 SHOWN



↑ View onto Podium Gardens and Canalside Piazza



■ MEASUREMENT POINTS U UTILITY CUPBOARD C CUPBOARD

PRIVACY SCREEN WASHING MACHINE FRIDGE FREEZER

TOTAL INTERNAL AREA	101 sq.m	1,087 sq.ft
TOTAL EXTERNAL AREA	11.6 sq.m	125 sq.ft
Kitchen / Dining / Living Room	8.14m x 3.88m	26′8″ x 12′9″
Bedroom 1	5.27m x 2.86m	17′3″ x 9′4″
Bedroom 2	4.68m x 2.82m	15'4" x 9'3"
Bedroom 3	5.39m x 2.55m	17′8″ x 8′4″
Balcony 1	1.81m x 3.22m	10′6″ x 5′11″
Balcony 2	1.81m x 3.22m	10′6″ x 5′11″

✓ ► MEASUREMENT POINTSU UTILITY CUPBOARD

U UTILITY CUPEC CUPBOARD

PRIVACY SCREEN
WASHING MACHINE
FRIDGE FREEZER

TOTAL INTERNAL AREA	101 sq.m	1,083 sq.ft
TOTAL EXTERNAL AREA	16.7 sq.m	180 sq.ft
Kitchen / Dining / Living Room	8.14m x 3.88m	26′ 8″ x 12′ 8″
Bedroom 1	5.27m x 2.86m	17′ 3″ x 9′ 4″
Bedroom 2	4.68m x 2.82m	15′ 4″ x 9′ 3″
Bedroom 3	5.39m x 2.55m	17′ 8″ x 8′ 4″
Terrace	6.08m x 1.80m	19′ 11″ x 5′ 10″
Balcony	3.22m x 1.81m	10′ 6″ x 5′ 11″

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### Affinity House

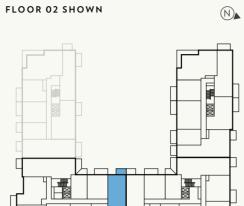
### 3 BEDROOM APARTMENT

Apartments: 252, 261, 288 & 297

Floors: 02, 03, 06 & 07

↑ View onto

Podium Gardens and Canalside Piazza\*







MEASUREMENT POINTSU UTILITY CUPBOARD

C CUPBOARD

WASHING MACHINE
FRIDGE FREEZER

PRIVACY SCREEN

TOTAL INTERNAL AREA	101 sq.m	1,083 sq.f
TOTAL EXTERNAL AREA	11.6 sq.m	125 sq.f
Kitchen / Dining / Living Room	8.14m x 3.88m	26′ 8″ x 12′ 8′
Bedroom 1	5.27m x 2.86m	17′ 3″ x 9′ 4′
Bedroom 2	4.68m x 2.82m	15′ 4″ x 9′ 3′
Bedroom 3	5.39m x 2.55m	17′ 8″ x 8′ 4′
Balcony 1	3.22m x 1.81m	10′ 6″ x 5′ 11′
Balcony 2	3.22m x 1.81m	10′ 6″ x 5′ 11′

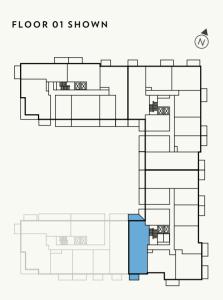
\*Canalside Piazza not visible from Floor 02  $\,$ 

### Affinity House

### 3 BEDROOM APARTMENT (WHEELCHAIR ADAPTABLE)

Apartment: 251

Floor: 01



✓ ► MEASUREMENT POINTSU UTILITY CUPBOARD

C CUPBOARD

62

PRIVACY SCREEN
WASHING MACHINE
FRIDGE FREEZER

TOTAL INTERNAL AREA	105 sq.m	1,126 sq.ft
TOTAL EXTERNAL AREA	13.3 sq.m	143 sq.ft
Kitchen / Dining / Living Room	9.98m x 3.13m	32′ 9″ x 10′ 3″
Bedroom 1	5.04m x 3.15m	16′ 6″ x 10′ 4″
Bedroom 2	5.0m x 2.55m	16′ 6″ x 8′ 4″
Bedroom 3	4.92m x 3.25m	16′ 1″ x 10′ 8″
Terrace	5.33m x 1.80m	17′ 5″ x 5′ 10″
Balcony	3.11m x 1.81m	10′ 2″ x 5′ 11″

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### Affinity House

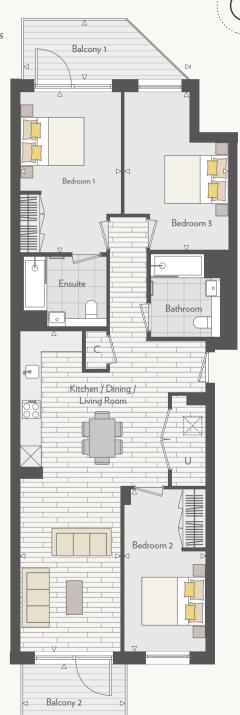
### 3 BEDROOM APARTMENT (WHEELCHAIR ADAPTABLE)

Apartments: 269, 278, 296 & 305

Floors: 03, 04, 06 & 07



↑ View onto Podium Gardens



MEASUREMENT POINTSU UTILITY CUPBOARDC CUPBOARD

Balcony 1

Balcony 2

OTAL INTERNAL AREA	105 sq.m	1,125 sq.ft
OTAL EXTERNAL AREA	12.8 sq.m	138 sq.ft
itchen / Dining / Living Room	9.98m x 3.13m	32′ 9″ x 10′ 3″
ledroom 1	5.04m x 3.15m	16′ 6″ x 10′ 4″
edroom 2	5.0m x 2.55m	16′ 6″ x 8′ 4″
ledroom 3	4.92m x 3.25m	16′ 1″ x 10′ 8″

PRIVACY SCREEN
WASHING MACHINE

FRIDGE FREEZER

4.99m x 1.81m

3.11m x 1.81m

16′ 4″ x 5′ 11″

10' 2" x 5' 11"

SAY

Hello

Ю

### **AFFINITY TOWER**

A collection of new 1 & 3 bedroom apartments

**4** F

65





### Bathroom Living Room

✓ View towards the Grand Union Canal\*

Balcony

◆ ► MEASUREMENT POINTS

U UTILITY CUPBOARD — PRIVACY SCREEN



APARTMENT TOTAL INTERNAL AREA	51.3 sq.m	552 sq.ft
APARTMENT TOTAL EXTERNAL AREA	8.3 sq.m	89 sq.ft
Kitchen / Dining / Living Room	6.00m x 3.55m	19′ 8″ x 11′ 7″
Bedroom	4.93m x 3.00m	16′ 2″ x 9′ 10″
Balcony	4.57m x 1.81m	14′ 12″ x 5′ 11″

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### Affinity Tower

### 1 BEDROOM APARTMENT

Apartments: 376, 384 & 392

Floors: 08, 10, 11 & 12



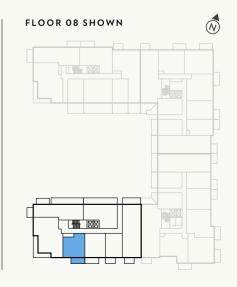


◆ ► MEASUREMENT POINTS U UTILITY CUPBOARD

C CUPBOARD

_	PRIVACY SCREEN
$\boxtimes$	WASHING MACHINE
$\boxtimes$	FRIDGE FREEZER

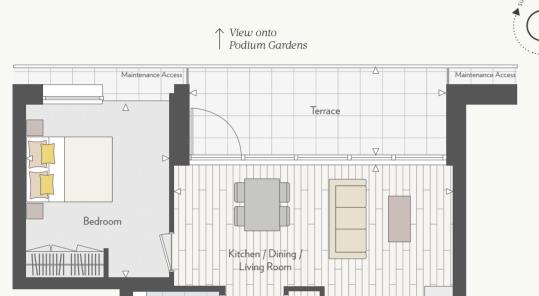
APARTMENT TOTAL INTERNAL AREA	50.2 sq.m	540 sq.ft
APARTMENT TOTAL EXTERNAL AREA	8.3 sq.m	89 sq.ft
Kitchen / Dining / Living Room	6.30m x 3.66m	20′ 8″ x 12′ 0″
Bedroom	3.34m x 3.30m	10′11″ x 10′10″
Balcony	4.57m x 1.81m	14′ 12″ x 5′ 11″



#### 1 BEDROOM APARTMENT

Apartment: 397

Floor: 13



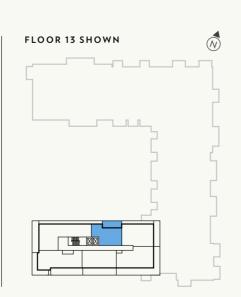
■ MEASUREMENT POINTS

U UTILITY CUPBOARDC CUPBOARD

PRIVACY SCREEN
WASHING MACHINE
FRIDGE FREEZER

APARTMENT TOTAL INTERNAL AREA	50.5 sq.m	544 sq.ft
APARTMENT TOTAL EXTERNAL AREA	11.9 sq.m	128 sq.ft
Kitchen / Dining / Living Room	6.42m x 5.32m	21′ 1″ x 17′ 5″
Bedroom	3.95m x 3.31m	12′ 11″ x 10′ 10″
Terrace	5.90m x 2.01m	19′ 4″ x 6′ 7″

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U UTILITY CUPBOARD WASHING

C CUPBOARD



#### Affinity Tower

#### 3 BEDROOM APARTMENT

Apartments: 364

Floors: 09



APARTMENT TOTAL INTERNAL AREA	95.3 sq.m	1,026 sq.ft 165 sq.ft	
APARTMENT TOTAL EXTERNAL AREA	15.3 sq.m		
Kitchen / Dining / Living Room	5.90m x 4.98m	19′ 4″ x 16′ 4″	
Bedroom 1	5.02m x 2.90m	16′ 5″ x 9′ 6″	
Bedroom 2	5.28m x 2.99m	17′ 3″ x 9′ 9″	
Bedroom 3	3.78m x 3.15m	12′ 4″ x 10′ 4″	
Balcony 1	5.36m x 1.81m	17′ 7″ x 5′ 11″	
Balcony 2	3.11m x 1.81m	10′ 2″ x 5′ 11″	

 $\leftarrow$ 

View towards the Grand Union Canal

◆ ► MEASUREMENT POINTS

U UTILITY CUPBOARDC CUPBOARD

─ PRIVACY SCREEN☒ WASHING MACHINE☒ FRIDGE FREEZER

Apartments: 311, 377, 385 & 393

Floors: 01, 10, 11 & 12



APARTMENT TOTAL INTERNAL AREA	102.5 sq.m	1,103 sq.ft 185 sq.ft	
APARTMENT TOTAL EXTERNAL AREA	17.2 sq.m		
Kitchen / Dining / Living Room	5.99m x 5.10m	19′ 8″ x 16′ 8″	
Bedroom 1	5.58m x 2.82m	18′ 3″ x 9′ 3″	
Bedroom 2	3.04m x 2.90m	9′ 11″ x 9′ 6″	
Bedroom 3	4.28m x 3.00m	14′ 0″ x 9′ 9″	
Balcony	7.20m x 1.50m	23′ 7″ x 4′ 9″	

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- ◆ ► MEASUREMENT POINTS
- U UTILITY CUPBOARD
- C CUPBOARD

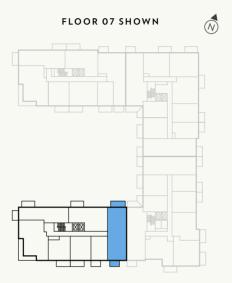


#### Affinity Tower

#### 3 BEDROOM APARTMENT

Apartments: 348

Floor: 07



APARTMENT TOTAL INTERNAL AREA	103.6 sq.m	1,115 sq.ft	
APARTMENT TOTAL EXTERNAL AREA	15.3 sq.m	165 sq.ft	
Kitchen / Dining / Living Room	7.35m x 5.97m	24′ 1″ x 19′ 7″	
Bedroom 1	5.23m x 3.01m	17′ 2″ x 9′ 10″	
Bedroom 2	5.25m x 2.87m	17′ 2″ x 9′ 5″	
Bedroom 3	4.55m x 2.50m	14′ 11″ x 8′ 2″	
Balcony 1	5.36m x 1.81m	17′ 7″ x 5′ 11″	
Balcony 2	3.11m x 1.81m	10′ 2″ x 5′ 11″	

Floor: 13

78



U UTILITY CUPBOARD

C CUPBOARD



#### 3 BEDROOM APARTMENT

Apartment: 400

Floor: 13



79

APARTMENT TOTAL INTERNAL AREA	96.9 sq.m	1,043 sq.fr 188 sq.fr	
APARTMENT TOTAL EXTERNAL AREA	17.5 sq.m		
Kitchen / Dining / Living Room	6.00m x 4.58m	19′ 8″ x 15′0°	
Master Bedroom	3.96m x 3.67m	13′ 0″ x 12′ 0°	
Bedroom 2	4.43m x 3.95m	14′ 6″ x 12′ 11	
Bedroom 3	4.31m x 2.76m	14′ 1″ x 9′ 0	
Terrace	9.90m x 1.60m	32′ 6″ x 5′ 3′	
9			



Double glazed external doors and windows

Timber effect flooring to entrance hallway, living room and kitchen

Carpet to bedrooms (except the Manhattan bedroom which is timber effect throughout)

Painted skirting to hallway, living room, kitchen and bedrooms

Wardrobe to Bedroom 1 and to bedroom 2 in 3 bedroom apartments

Utility cupboard

Ten-year warranty from date of legal completion

999-year lease from 2021



Bathrooms, Ensuites & Shower Rooms

Bath and/or shower, WC and basin

Electric heated towel rail

Porcelain floor and wall tiling

Fixed shower and hand held shower to shower enclosure

WCs with soft-closing seats

Custom designed vanity unit

lighting & Electrical

Spotlights throughout

Telephone / home network points in selected locations

Underfloor heating, except bathrooms which feature an electric towel rail



2.7



Kitchen

Custom designed fully integrated kitchens

Stainless steel recessed sink

Integrated fan-assisted electric oven, microwave and induction hob

Extractor fan

Integrated dishwasher

Integrated wine cooler

Integrated fridge / freezer

Feature lighting below high level cupboards



Security & External

Video entry phone system

Smoke detectors to hallway and common areas

Multi-point high security door locking system to entrance door

CCTV security system to car park, entrance lobby and development

Sprinkler system in every apartment

Sustainability

Energy efficient LED lighting throughout

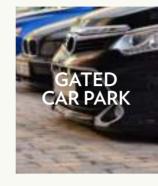
 $\label{eq:Mechanical ventilation} \mbox{Mechanical ventilation system with heat recovery}$ 

High performance double glazing to all doors and windows

A and A+ rated white goods  $\,$ 



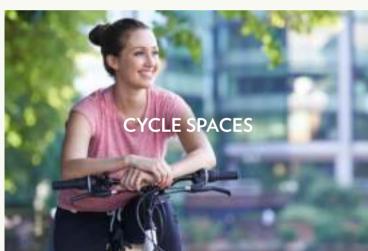


































#### ST GEORGE - DESIGNED FOR LIFE

Our customers are at the heart of all our decisions. We aim to understand their needs and consistently meet or exceed their expectations. The service we provide is professional, efficient and helpful to make the home buying process as straightforward and enjoyable as possible. Our levels of customer service aim to be comparable to other top brands.

#### CUSTOMER SERVICE IS OUR PRIORITY

All our customers are provided with a commitment that when they buy a new home from St George they can be safe in the knowledge that it is built to very high standards of design and quality, has low environmental impact and that they will enjoy an exceptional customer experience. Each customer receives tailored information relating to their purchase and has a dedicated point of contact throughout the customer journey.

#### QUALITY IS AT THE HEART OF EVERYTHING WE DO

At St George, 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, St George operates a 2-year policy with dedicated Customer Service teams on hand 24 hours a day to deal with enquiries quickly and effectively.

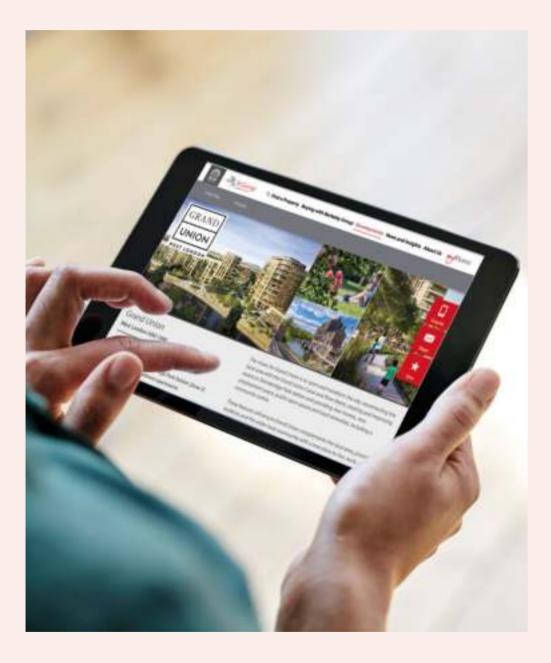
## UNPARALLELED CHOICE OF HOMES IN THE MOST SOUGHT AFTER LOCATIONS

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.



#### WHAT IS MYHOME PLUS?

MyHome Plus is a new online service that is designed to help you manage key aspects of your new home at any time from anywhere around the world.





#### **BUYING PROCESS**

This section provides you with a step-by-step guide to the buying process from reservation through to completion, moving in and warranty. At each milestone, the buying process section advises on the next steps so that you can be absolutely clear on your current position and what to expect next.

#### 1. FILING CABINET

In the filing cabinet section you can access documentation relating to your new home immediately at your own convenience.



#### 2. MEET THE TEAM

This section provides an introduction to the team that will be working with you throughout your journey and details their individual roles. You can email any member of the team directly via this section.



### 3. OPTIONS & CHOICES SELECTION

We are able to offer some choices on certain internal finishes of your new home. Whether this option is available to you will depend on what stage of construction the property has reached at the time of you making your reservation. See the next steps section for further detail on this.

#### 4. CONSTRUCTION PROGRESS

Under this section, regular updates on the construction of your new property will be provided, keeping you up to date on the progress on site and the local area. Your Customer Service Manager will issue regular newsletters and photographs to this section throughout your journey.

#### **NEXT STEPS**

- 1 Your Sales Consultant will send you a link that you will need to activate to access MyHome Plus. The link will require you to set a password for access.
- 2 Customer Service will then be in touch to invite you in to our Show Apartment to view the interior selections available for the internal finishes that you have an option to select. If you cannot make it to the appointment, the options can be discussed over the telephone and selected via MyHome Plus. Customer Service will need to receive your choices selection by the deadline date, which will be given in advance.

## DESIGNED TO HIGH SUSTAINABILITY STANDARDS

## 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.

## A COMMITMENT TO CREATING SUSTAINABLE COMMUNITIES

St George'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.

#### **REDUCING WATER USE**

Water conserving features include water efficient taps, showers and dual flush toilets along with water efficient white goods.

#### **REDUCING WASTE**

Kitchens include integrated recycling bins making it easy for residents to separate and recycle their waste.

#### **ENERGY EFFICIENCY**

Apartments at Affinity House are designed to be very energy efficient, which helps to lower fuel bills and reduces carbon dioxide emissions. Some of the ways in which we achieve this include the use of:

- High levels of thermal insulation and airtightness
- 100% low energy lighting
- A and A+ rated white goods
- Mechanical ventilation units with heat recovery (MVHR)

#### **ENHANCING ECOLOGY**

Our central gardens incorporate a wide variety of plant species providing habitats and food for invertebrates and birds. We have also incorporated bug boxes and resident allotments into the scheme.

#### SUSTAINABLE TRAVEL

- Nearby Stonebridge Park station provides access to Oxford Circus in only 26 minutes
- Secure and convenient cycle storage is provided



# Transforming Tomorrow

At Berkeley Group our passion and purpose is to build quality homes, strengthen communities and improve people's lives. We are innovating, pushing boundaries and taking action to ensure we have a long-term, positive impact that is good for our customers, the communities we touch, our business and the world around us.

We transform underused sites into exceptional places and we're also transforming the way we work; embracing technology and raising standards, as we continue to deliver an outstanding customer experience and create high-quality homes that delight our customers.

Our Vision 2030 is our ten year plan which sets out how we will achieve this.



#### TRANSFORMING PLACES

Working with local people and partners we create welcoming an connected neighbourhoods where you can be proud to live.



#### TRANSFORMING LIFESTYLES

Taking action on climate change and giving you ways to live more sustainably. We're building efficient homes that use less energy over their lifetime, with sustainable travel choices on the doorstep.



creating beautiful places with habitats that he nature to thrive, meaning that every site is lef with more nature than when we began.



#### TRANSFORMING FUTURES

Helping people to reach their potential through apprenticeships and training, and programmes supported by the Berkeley Foundation.







Say Hello -

FOR MORE INFORMATION:

## GRAND UNION MARKETING SUITE

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sales@grandunion.uk T 0808 1788 838

GRANDUNION.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 St George PLC policy of continuous improvement, the finished product may vary from the information provided. It may not be possible to provide the exact materials as referred to in the brochure. In such cases a suitable alternative will be provided. St George PLC reserves the right to make these changes as required. These particulars should not be relied upon as statements of fact of 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. St George PLC is a marketing name and will not necessarily form part of the approved postal address. Applicants are advised to contact Grand Union to ascertain the availability of any particular property.



GRANDUNION.UK



