

# LONDON DOCK

WAPPING

## INVESTOR GUIDE

### A CENTRAL DESTINATION

Close to many of London's historic attractions as well as the City and Canary Wharf.

### RENTAL DEMAND

London Dock is highly favoured by professionals looking for a quality rental.

### LIFE AT LONDON DOCK

Green spaces, shops, bars, restaurants and a wealth of residents' facilities.





SIT DOWN

RELAX

OPEN YOUR MIND TO  
A WHOLE NEW WORLD  
OF OPPORTUNITY

THIS IS LONDON DOCK

# LONDON DOCK, A PRIME INVESTMENT IN LONDON E1

London Dock is located close to many of the capital's most famous sights, including Tower Bridge, the Tower of London and St Katharine Docks, and has excellent Zone 1 transport links to the City of London and Canary Wharf. These include new fast east-west links across London via the Elizabeth Line, which has a station at Whitechapel.

Residents enjoy superb apartments of the utmost quality, and have to hand a wealth of hotel-style facilities for leisure and convenience, plus award-winning green spaces, thriving cafés, bars and restaurants on site. For investors, this is an opportunity to buy into an exciting new neighbourhood that is transforming this historic part of Central London.



LONDON DOCK

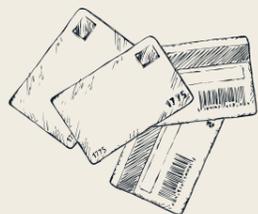
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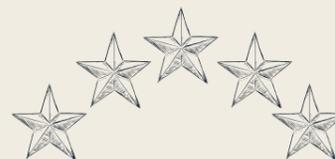
### 1. HIGH TENANT DEMAND

For every registered property at London Dock, there are 16<sup>1</sup> interested potential tenants. They include those working in finance, professional services, diplomatic families and international students.



### 2. HIGH RENTS ACHIEVABLE

From 1 beds up to £3,400 pcm, 2 beds up to £5,525 pcm and 3 beds up to £7,500 pcm. A high proportion of tenants renew.\*



### 3. QUALITY THROUGHOUT

Homes are built and specified to extremely high standards by St George using the latest appliances and high quality finishes, including underfloor heating and wireless lighting systems.



### 4. THE CITY ON THE DOORSTEP

Proximity to London's Square Mile makes London Dock extremely popular with high-earning City professionals from the UK and abroad.



### 5. ENVIABLE RESIDENTS' FACILITIES

Including 24-hour concierge, gym, swimming pool & spa, squash court, virtual golf, screening room and luxurious 6,000 sq ft residents' lounge



# GREAT REASONS TO INVEST AT LONDON DOCK



### 6. ZONE 1 CONNECTIONS

London Overground, Underground, DLR and Elizabeth Line put The City, Canary Wharf, the West End, Heathrow Airport and City Airport within very easy reach.



### 7. AMAZING LOCATION

London Dock is located in Wapping E1, a fashionable, vibrant neighbourhood close to famous London landmarks such as Tower Bridge and St Katharine Docks.



### 8. GREEN HAVEN IN THE CITY

There are 7.5 acres of beautiful landscaped space at London Dock, to soften the hard edges of the city and provide areas to breathe and relax.



### 9. OUTDOOR SPACE AS STANDARD

All private homes have a private terrace or balcony with room for a table and chairs, one of the features considered essential by tenants.



### 10. A GROWING COMMUNITY

London Dock has 150,000 sq ft of commercial space for restaurants and shops, located in new and refurbished heritage buildings. Regular community events are hosted in the spaces.

\*Benham & Reeves 2024

LONDON EYE

THE SHARD

TOWER BRIDGE

THE TOWER OF LONDON

LONDON DOCK  
WAPPING

ALDGATE EAST STATION



LONDON BRIDGE STATION

WAPPING HIGH STREET

LONDON BRIDGE

TOWER HILL STATION

THE CITY OF LONDON



LONDON DOCK

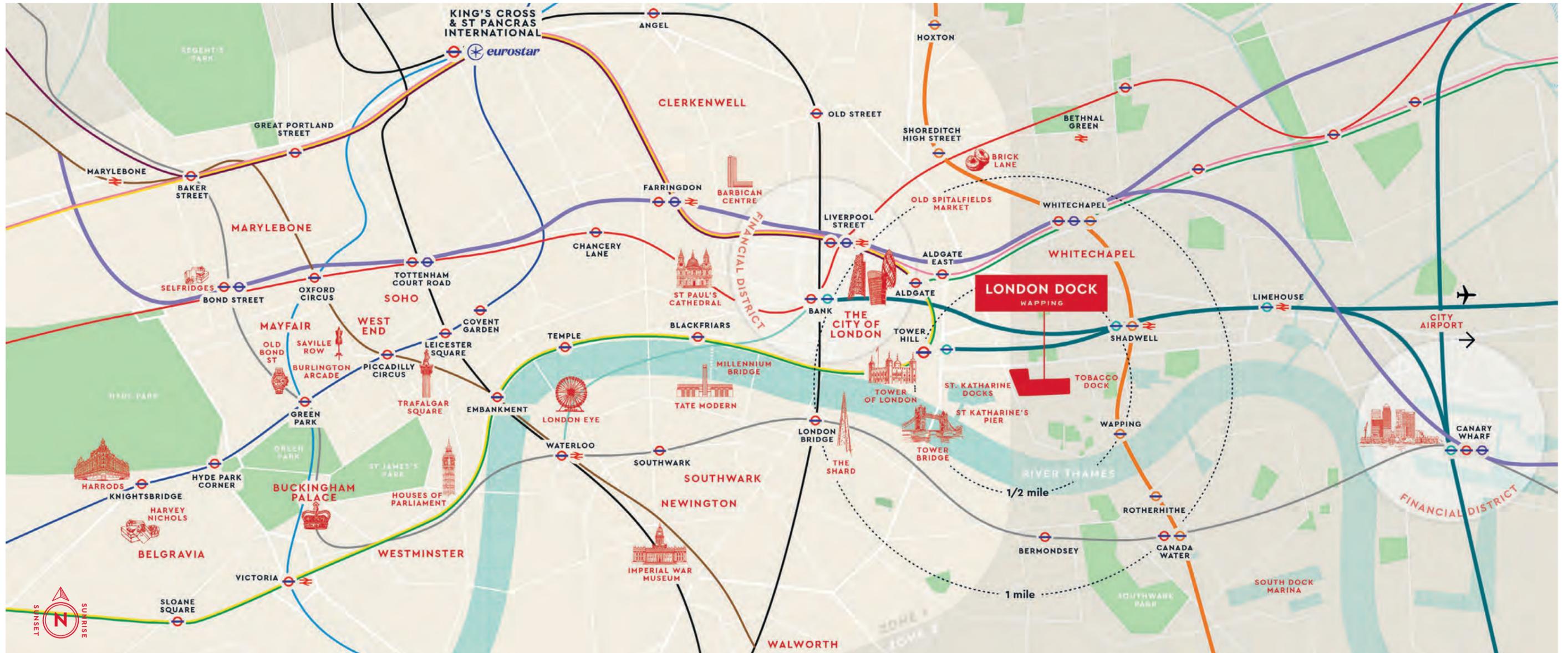
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# AN ICONIC LONDON LOCATION

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## IT'S ALL ABOUT CONNECTIONS

London Dock's central location means that many London attractions such as St Katharine Docks and Tower Bridge are within walking distance. It's also a quick walk to the nearest Zone 1 London Overground stations at Wapping and Shadwell, and just a little further to Tower Hill Underground and DLR, giving easy access to the Square Mile and Canary Wharf. In addition, the Elizabeth Line, stopping at nearby Whitechapel station, offers further fast connections to the West End and Heathrow Airport. Use this new service to reach Canary Wharf in 4 minutes, Liverpool Street in 3 minutes, or Westfield Stratford in 6 minutes for a huge range of shops.'



**03**  
MINS\*

TO BANK STATION,  
HEART OF THE CITY,  
FROM SHADWELL DLR

**04**  
MINS\*

TO CANARY WHARF,  
LONDON'S SECOND  
FINANCIAL CENTRE,  
FROM WHITECHAPEL

**13**  
MINS\*

TO KING'S CROSS  
ST PANCRAS INTERNATIONAL  
AND EUROSTAR,  
FROM TOWER HILL

**18**  
MINS\*

TO CITY AIRPORT,  
FROM SHADWELL DLR

**6**  
MINS\*

TO WESTFIELD STRATFORD,  
ON THE ELIZABETH LINE  
FROM WHITECHAPEL

**38**  
MINS\*

TO HEATHROW AIRPORT,  
ON THE ELIZABETH LINE  
FROM WHITECHAPEL

\*Travel times are approximate only. Source: Google.co.uk  
Map is not to scale, locations are approximate only. Source: Google Maps

# UNIVERSAL EXCELLENCE

## TWELVE PRESTIGIOUS UNIVERSITIES ARE WITHIN 6 MILES\* OF LONDON DOCK.

They include the Royal College of Art, Imperial College, King's College, University College London and the London School of Economics. A home at London Dock will be perfect for those who choose to study at one of these prestigious institutions.

### 1. UNIVERSITY COLLEGE LONDON

UCL was founded in 1826 and is the capital's leading multidisciplinary university. It attracts students from over 150 different countries and is consistently highly ranked in the league tables. Its policy is to pursue excellence, break boundaries and make an impact on real world problems.

### 2. LONDON SCHOOL OF ECONOMICS

The London School of Economics and Political Science is one of the world's foremost social science universities, with a founding purpose for the betterment of society. LSE is always in a high position in world university ranking.

### 3. KING'S COLLEGE LONDON

Founded in 1829, King's College London is an internationally renowned university delivering exceptional education and world-leading research. It is dedicated to driving positive and sustainable change in society and realising its vision of making the world a better place.

### 4. ROYAL COLLEGE OF ART

The Royal College of Art was founded in 1837 and was granted university status in 1967. Today the RCA is the world's most influential postgraduate institution of art and design. The RCA encompasses four schools: Design, Architecture, Communication and Arts & Humanities, offering students the opportunity to study across a wide range of disciplines.

### 5. IMPERIAL COLLEGE LONDON

Always positioned highly in university league tables, Imperial College has a world-leading reputation in engineering, science, business and medicine, and is the only UK university to focus solely on these disciplines. It has an international reputation for teaching and research.



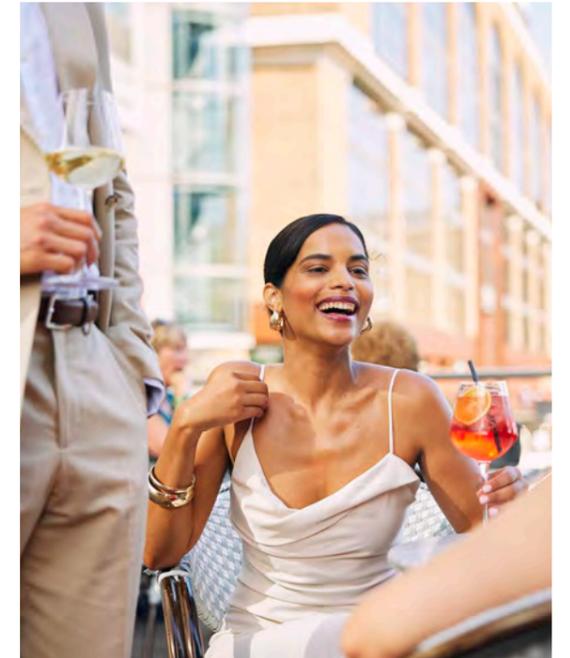
Map is not to scale, locations are approximate only. Source: Google Maps. Photography indicative only.

# LOCAL LEISURE AND SHOPPING

Wapping is a historic part of London's docklands which has reinvented itself as a destination for shopping and leisure. London Dock itself has a retail quarter based around the old Pennington Street warehouse building, now refurbished as workspaces and restaurants. Another historic spot close by is St Katharine Docks, a picturesque marina surrounded by independent shops and eateries, hosting regular events and markets.

Wapping and neighbouring Limehouse are also the setting for some of London's oldest pubs, including The Prospect of Whitby and The Grapes. Wilton's Music Hall is also here, which began its life in the 1690s.

Canary Wharf is a destination for more modern entertainment and dining, as well as business. Spread across Cabot Place and several other malls, is a huge array of shops offering everything from everyday groceries and banking, to high end restaurants, smart bars and designer boutiques. Ice-skating, curling, mini golf, go-karting, a cinema and theatre are all a part of the Canary Wharf scene as well.



# THIS GREAT CITY – GENERATING MONEY AND JOBS

The City of London and the historic 'Square Mile' is just 3\* minutes by DLR from Shadwell station, a short walk from London Dock. It continues to be at the heart of the UK's financial and professional services sectors, a magnet for high-earning professionals from across the UK and the world. In the post-Covid era, new confidence is returning to the City, as professionals come back to their offices.

**615,000**

**PEOPLE WORK IN THE CITY\*\***

over half of them in financial and professional services

**£97bn**

**GENERATED BY THE CITY**

4% of all UK GVA

**1 in 5**

**UK PROFESSIONAL SERVICES JOBS**

are located in the City

**65%**

**OF CITY WORKERS ARE HIGHLY SKILLED**

compared to the UK average of 52%

**49%**

**INTERNATIONAL WORKFORCE CITY PROFESSIONALS**

come from the EEA\*\*\* and the rest of the world

**£1.1bn**

**THE CITY'S CONTRIBUTION**

to the UK economy in business rates alone

**13%**

**GROWTH IN CITY JOBS**

since 2019, a record high

Statistics from [www.cityoflondon.gov.uk](http://www.cityoflondon.gov.uk) February 2023  
\* Source: Google Maps \*\* 2022 figure  
\*\*\* EEA – European Economic Area

PHOTOGRAPHY OF THE CITY OF LONDON.

# LOCATION IS KING

London Dock has a key location close to the business districts of the City of London, Canary Wharf and More London, the creative hubs of Hoxton and Shoreditch, and the cultural hotspot of the South Bank.

## CANARY WHARF

Home to the international or European headquarters of many global companies including Barclays, Citigroup, KPMG, Morgan Stanley, HSBC, JPMorgan Chase, Deutsche Bank and The Economist Group.

Morgan Stanley

HSBC

BARCLAYS

Deutsche Bank

JPMORGAN CHASE & Co.

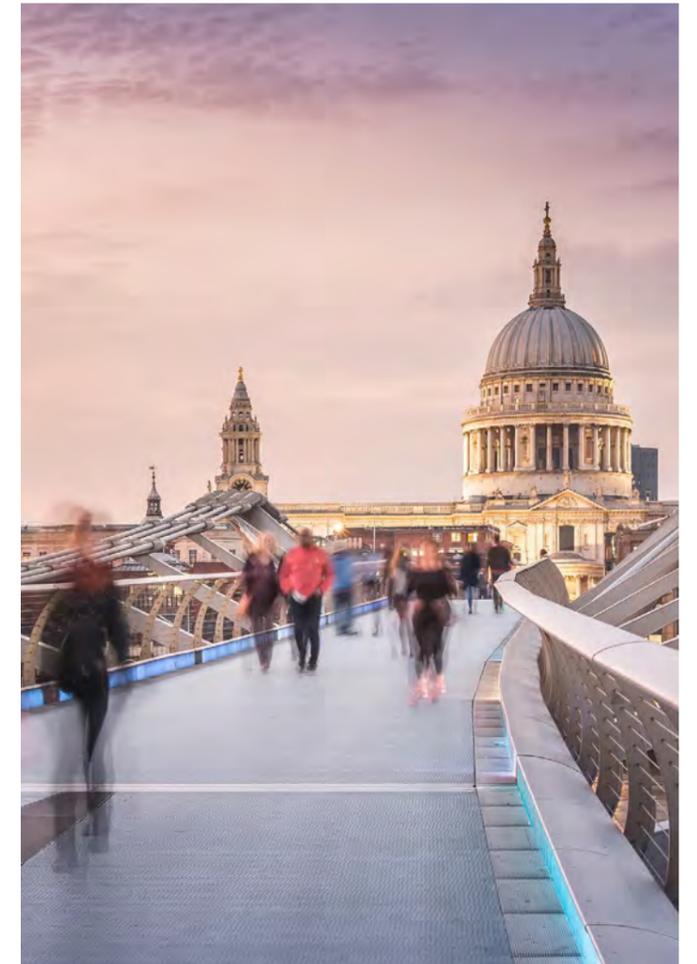
KPMG

The Economist

citi

## THE SOUTH BANK

Prestigious names at More London. Located between Tower Bridge and London Bridge, More London has attracted many leading businesses including Ernst & Young, PWC, AXS Europe, Gowling WLG, and Norton Rose Fulbright.



INVESTOR GUIDE

## THE CITY

Many multinationals are established in the City, with numerous banks and professional services: the Bank of England, Lloyds Banking Group, the Baltic Exchange, Aviva, Deloitte, Shell, Prudential and Unilever to name just a few.



17

16

# REGENERATION IN TOWER HAMLETS

The London Borough of Tower Hamlets, where London Dock is located, is changing and growing at a dramatic rate. The population has doubled over the last 30 years and is predicted to increase by a further 100,000 people by 2031.

Employment opportunities are also rising, with another 125,000 jobs forecast by 2031.

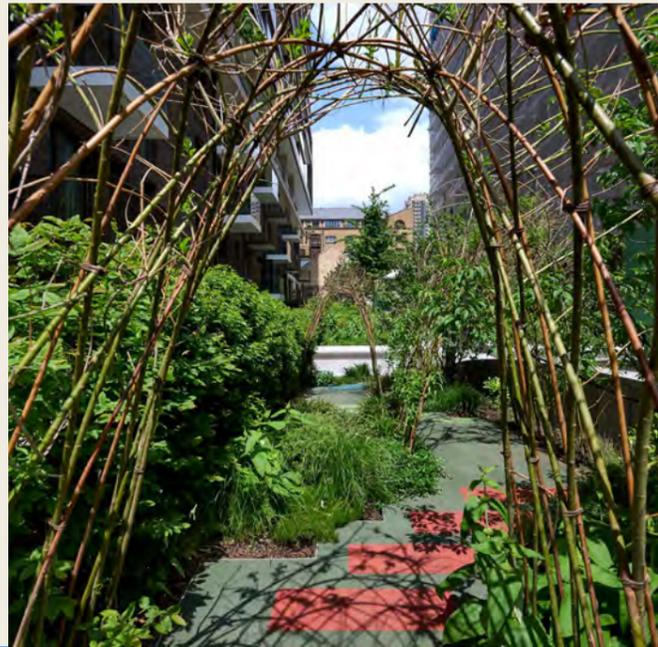
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**44%** **100,000**  
MORE JOBS POPULATION  
by 2031 increase by 2031

\* Travel times are approximate only. Source: Google Maps.  
Source: <https://www.towerhamlets.gov.uk/>

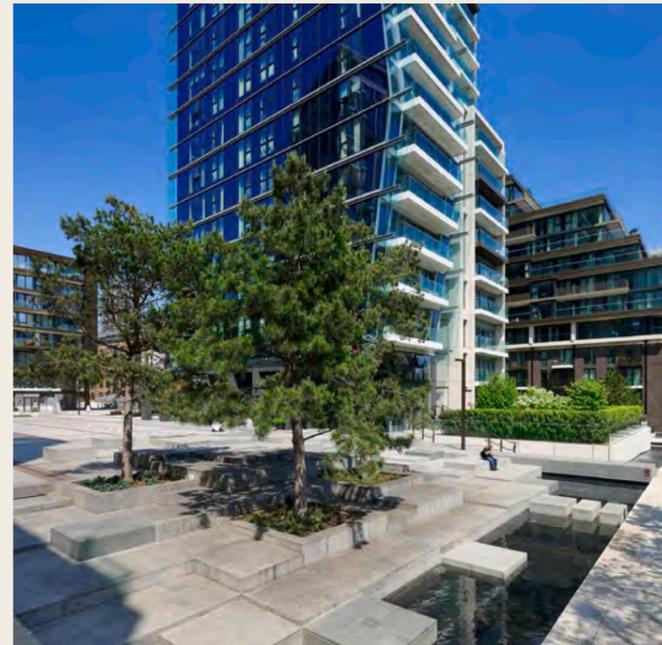
PHOTOGRAPHY OF THE WATERSIDE AT TOWER HAMLETS.

**LONDON DOCK WILL PROVIDE LANDSCAPED OPEN SPACES; INCORPORATING WATER FEATURES, WALKWAYS AND SEATING AREAS.**



**7.5 ACRES**

**OF LANDSCAPED OPEN SPACE**



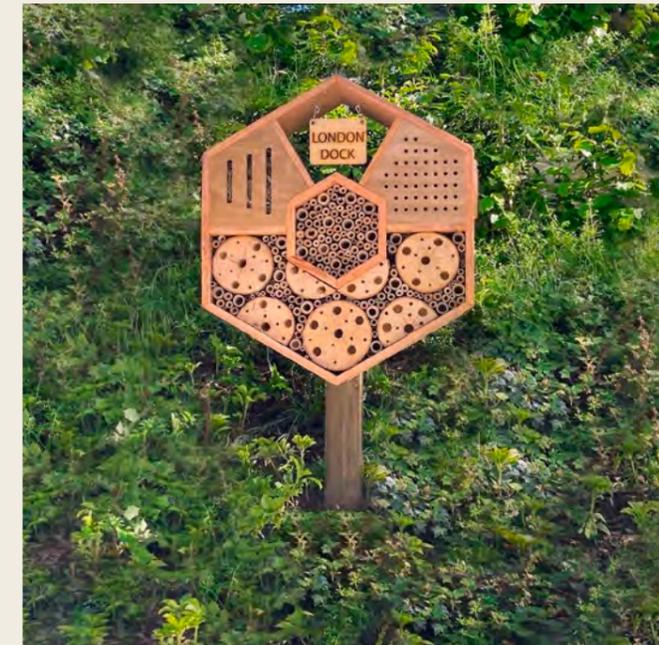
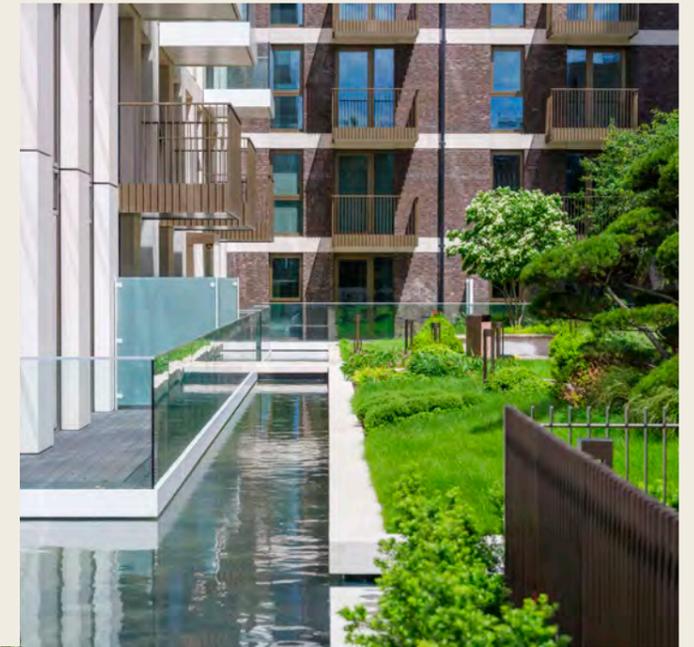
**171 TREES PLANTED**

You can stroll along the tree-lined Pennington Quay Walk, explore the delightful Merino Gardens, the tranquil Winter Garden or admire the magnificent choreographed central water feature in Gauging Square.



**437% NET BIODIVERSITY GAIN**

**LONDON DOCK IS BEING TRANSFORMED INTO AN ECOLOGICALLY RICH ENVIRONMENT, DELIVERING A 437% NET BIODIVERSITY GAIN.**



A range of sustainability features has been incorporated, enhancing the ecological value of the area and introducing many new habitats and opportunities for wildlife including:

**RAINWATER HARVESTING GREEN AND BROWN ROOFS BIRDS, BAT AND INSECT BOXES**

**378 ELECTRIC CAR CHARGING POINTS**

**2,388 CYCLE SPACES**

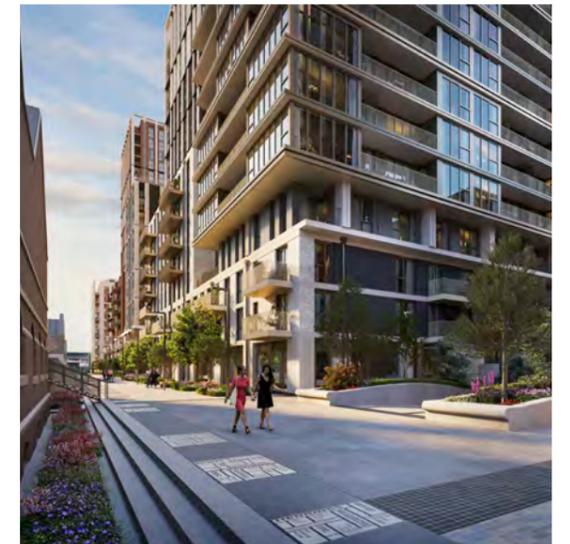
London Dock is also contributing positively to the local economic and social environment through a Sustainability Strategy and Community Plan that seeks to support residents to lead a sustainable life, and enhance their health and wellbeing.



# VIBRANT LONDON DOCK

**LONDON DOCK IS A MAJOR DEVELOPMENT FOR ST GEORGE, AND IS PART OF ONE OF LONDON'S MOST EXCITING RIVERSIDE NEIGHBOURHOODS, WAPPING, E1. CLOSE TO ALL LONDON'S LEADING BUSINESS, EDUCATION AND ENTERTAINMENT CENTRES, IT IS AN AREA WITH A RICH HISTORY AND A DYNAMIC FUTURE.**

In the current phase, Jade Wharf, we're offering a range of Manhattan, 1, 2 and 3 bedroom apartments, all with private outdoor space and access to London Dock's landscaped spaces, attractive squares and boulevards, stylish shops, chic restaurants and bars. Residents enjoy a relaxed, cosmopolitan lifestyle, close to London's financial and business centres, River Thames and historic attractions.



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# LONDON DOCK AT A GLANCE



LONDON DOCK

COMPUTER-GENERATED IMAGE IS INDICATIVE ONLY



**MAJOR MIXED USE DEVELOPMENT OF 2,038 HIGH QUALITY NEW HOMES IN THE HEART OF WAPPING**



**CENTRAL CITY LOCATION CLOSE TO KEY LONDON LANDMARKS - TOWER BRIDGE, TOWER OF LONDON, ST KATHARINE DOCKS**



**7.5 ACRES LANDSCAPED OPEN SPACE**



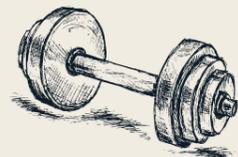
**24-HOUR CONCIERGE**



**NEARBY ZONE 1 TRANSPORT LINKS INCLUDING ELIZABETH LINE FROM WHITECHAPEL**



**EASY ACCESS TO THE FINANCIAL CENTRES OF THE CITY AND CANARY WHARF**



**RESIDENTS' GYM, SPA, SCREENING ROOM, VIRTUAL GOLF, SQUASH COURT AND LUXURIOUS 6,000 SQ FT RESIDENTS' LOUNGE**



**150,000 SQ FT COMMERCIAL SPACE - ATTRACTING QUALITY BARS, SHOPS, CAFÉS AND RESTAURANTS**

INVESTOR GUIDE

# YOUR INVESTMENT AT LONDON DOCK

"AS PROFESSIONALS RETURN TO OFFICES, EASY ACCESS TO TRANSPORT LINKS, ON-SITE AMENITIES, AND OUTSIDE SPACE ARE ESSENTIAL FOR RESIDENTS."

Philip Lingard, London Sales Manager, Benham and Reeves

FIRST COMPLETIONS FOR JADE WHARF EXPECTED FROM Q4 2026.

In Q1 2024, 12.8% MORE PEOPLE REGISTERED buying inquiries compared to Q1 2023.

Key rental attraction at London Dock LOCATION, QUALITY AND ON-SITE FACILITIES, as well as the all-important OUTSIDE SPACE.

Agents report that 78% OF TENANTS ARE RENEWING for a second or third year in Q1 2024 and 21% renewing beyond three years.

MANHATTAN apartments up to £2,925 pcm  
1 BEDS up to £3,400  
2 BEDS up to £5,525  
3 BEDS up to £7,500  
Yields are averaging 5% per annum.

# A NEW NEIGHBOURHOOD IS GROWING

**GAUGING SQUARE IS A HIVE OF ACTIVITY, WITH GYMS, SHOPS, CAFÉS, BARS & RESTAURANTS.**



**1 WAPPING SOURDOUGH**  
Pick up your delicious fresh loaf, a sweet treat or fabulous focaccia. Former suppliers to the London 2012 Olympics, this home bakery produces artisan sourdough goods, fresh every day.



**2 SLURP NOODLES**  
Enjoy hearty bowls of noodle soup, roasted meats and authentic Thai street food in a cool and casual setting. An epic choice whether you're spicing up your lunch break, impressing a date or treating yourself.



**3 CHAMPAGNE ROUTE**  
This sleek restaurant London Dock's Gauging Square offers a touch of class. Enjoy refined international fare, masterfully paired with an extensive wine list. If you are feeling fizzy they also have a fabulous brunch menu.



**4 BENHAM AND REEVES**  
Benham and Reeves can help with all your property needs from buying and selling to renting and letting.



**5 CLUB PILATES**  
The San Diego reformer pilates studios that are taking London by storm are now at London Dock. Offering state of the art equipment and instruction.



**6 CITY DOCK PHARMACY**  
Skilled medical pharmacists and experienced professionals delivering exceptional services catering to the needs of both private & NHS Healthcare.



**7 SAINSBURY'S LOCAL**  
On the doorstep of London Dock is your local supermarket, great for all your essentials and day to day items.



**8 MOTHER DOUGH**  
Your local Neapolitan pizzeria puts the dolce vita into London Dock. Simple, authentic and complemented by natural wine what more could you need.



**9 URBAN BARISTAS**  
Aussies rule at Urban Baristas. Serving up that taste of Australian beach culture in a cup. Coffee is at the heart of everything they do.

London Dock is a thriving new London neighbourhood, bringing people together into a vibrant and unique development rich in history and exceptional architecture, both new and old. These qualities are also attracting high quality commercial tenants into the mix.

The development encompasses 150,000 sq ft of commercial space, including Pennington Street Warehouse, a heritage building dating from London's heyday as an international commercial port.

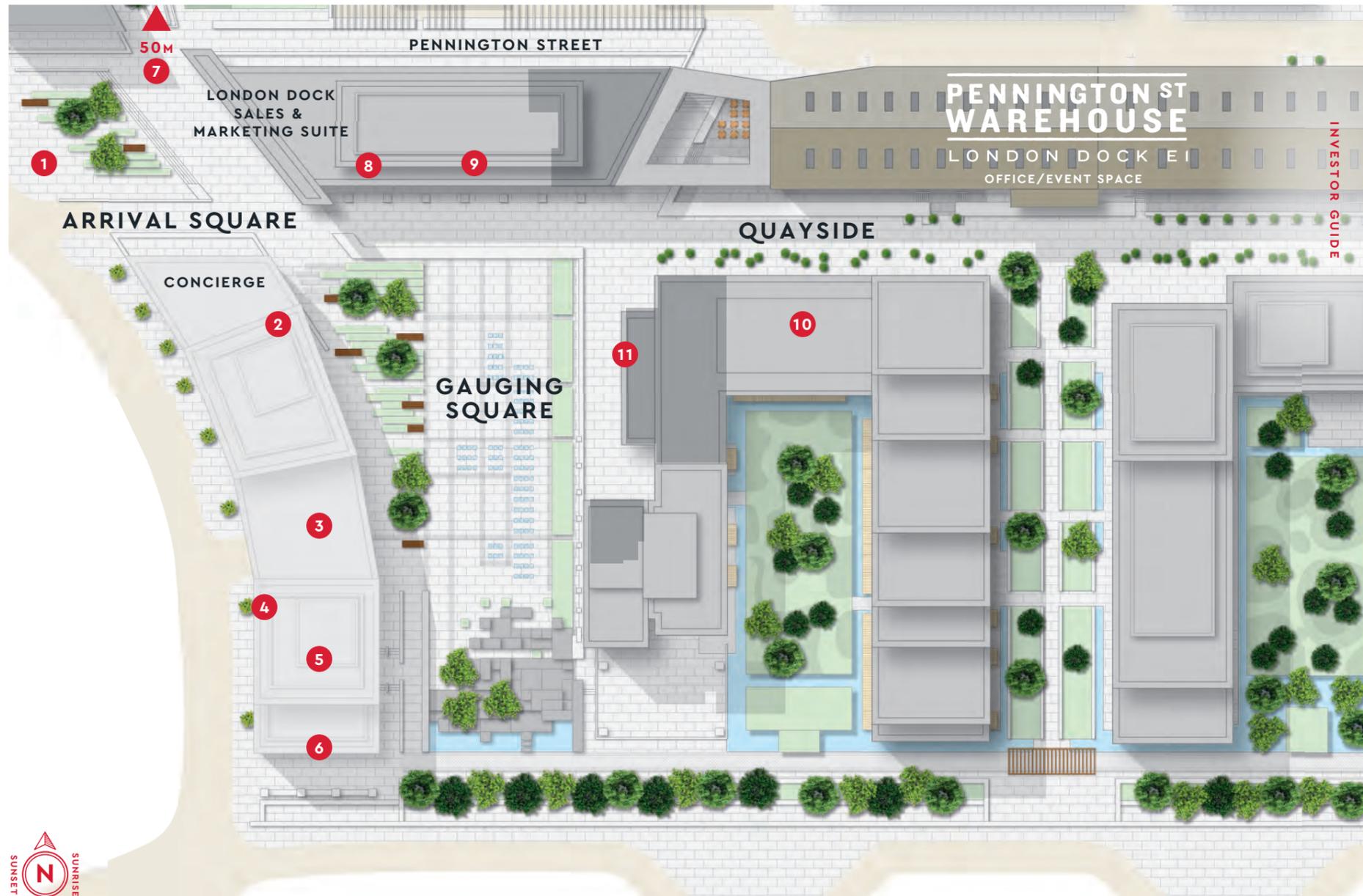
Many of the commercial units are already occupied, bringing convenient shopping and social venues to residents and visitors, and helping to create that all-important 'sense of place'.



**10 E1 CROSSFIT**  
A CrossFit gym for everyone. If building confidence, having fun and getting fit is your goal- this one is for you!



**11 WAPP ART**  
Artist run non-profit gallery fostering interest in music, visual, performing arts and hosting regular exhibitions and events in London.



# LONDON DOCK A GREAT CHOICE FOR INVESTORS

**THERE ARE NOT ENOUGH RENTAL PROPERTIES TO MEET DEMAND IN LONDON, AND RENTS ARE ON THE INCREASE AS MANY CAN'T AFFORD TO BUY, MEANING THAT LONDON REMAINS AN EXCELLENT LOCATION FOR PROPERTY INVESTORS.**

Renting of course offers greater flexibility than home ownership, a factor that is particularly attractive to overseas tenants who may only stay for a short period for work contracts or study.

London Dock has always attracted professional tenants looking for convenience and a high standard of living. Despite cost-of-living pressures, the local market is resilient, particularly amongst expatriates. Benham & Reeves classifies Wapping as one of its top 5 rental hotspots, with London Dock continuing to be extremely popular, as evidenced by the fact that 78% of current tenants have renewed their tenancies.

**THE AVERAGE ACHIEVED PRICE FOR A ONE-BEDROOM FLAT IN E1 IS £625 PER WEEK, COMPARED TO £700 PER WEEK AT LONDON DOCK, WHICH IS A 12% PREMIUM.**



**78%**  
**TENANCY RENEWALS**  
at London Dock

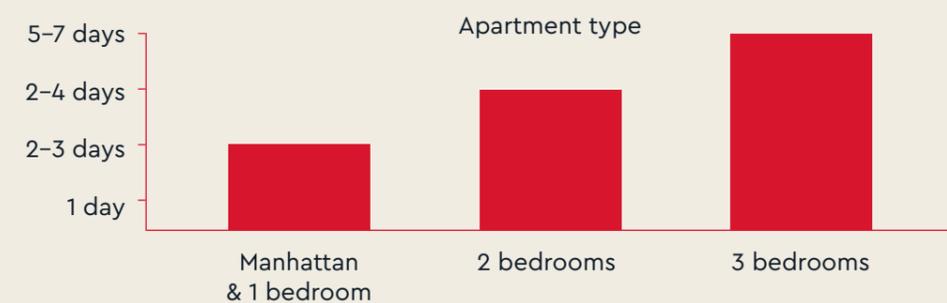
**3-5**  
**DAYS**  
average time to let  
a 1 bedroom apartment  
at London Dock

**UP TO**  
**£7.5k**  
**PCM**  
3 bedroom apartments

**16**  
**APPLICANTS**  
per registered property  
at London Dock

**71%**  
**INCREASE**  
in international corporate tenants  
enquiring for accommodation to  
rent (Q3 2024)

**28.2%**  
**INCREASE**  
**IN DEMAND**  
from applicants enquiring  
about rental properties at  
London Dock during Q1 2023



Static source: Benham & Reeves, summer 2024

# ESSENTIAL INFORMATION

## REQUIRED DOCUMENTATION

1. Passport or identification card
2. A current utility bill (not mobile phone) or bank statement showing name and home address to be no older than 3 months

Please be advised that the solicitors must have the signed and certified original copies of the above

If the purchase is being made in a company name then the following documentation must be provided:

- a. A copy of the Certificate of Incorporation and Memorandum of Articles and Association
- b. Evidence of the company's registered address
- c. Register of directors and shareholders
- d. Individual photo identification and address identification for directors and shareholders
- e. Shareholders' certificate

## VENDOR'S SOLICITORS

### STIEPIEN LAKE LLP

43 Welbeck Street, London, W1G 8DX

Catherine Smyth

Tel: +44 (0)20 7467 3030

Email: catherine.smyth@stepienlake.co.uk

www.stepienlake.co.uk

## BUYER'S SOLICITORS

The following solicitors are known by St George PLC to have acted for previous purchasers in relation to London Dock and have a working knowledge of the title documentation. These are provided for reference only and is not an endorsement. St George does not take responsibility for third parties.

### ACKROYD

16 Prescott Street, London, E1 8AZ

Jay Wong, Solicitor

Tel: +44 (0)20 3058 3365

Fax +44 (0)20 7736 0864

Email: jay.wong@ackroydlegal.com

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### ZHONG LUN LAW FIRM

10 – 11 Austin Friars, London, EC2N 2HG

Paige Xia

Tel: +44 (0)20 7382 1567

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### RISEAM SHARPLES

2 Tower Street, London, WC2H 9NP

Julia Caveller

Email: juliac@rs-law.co.uk

Tel: +44 (0)2076328919

www.riseamsharples.com

## SERVICE CHARGE

Service charge estimated at £6.70-£7.00\*

Parking space maintenance £950 per space p.a.\*\*

## PEPPERCORN RENT

For all reservations from 30th June 2022, in line with Government legislation, a Peppercorn Rent will be applicable to all apartments.

## COUNCIL TAX\*\*\*

London Borough of Tower Hamlets Council Tax Bands

1 April 2024 – 31 March 2025

A	£1,117.01	E	£2,047.85
B	£1,303.17	F	£2,420.18
C	£1,489.34	G	£2,792.52
D	£1,675.51	H	£3,351.02

## TERMS OF PAYMENT

- 1a. £5,000 reservation fee for homes up to £1,000,000
- 1b. £10,000 reservation fee for homes over £1,000,000
2. Exchange within 21 days on 10% of the purchase price, minus reservation fee already paid
3. A further 10% of the purchase price is payable 12 months after exchange
4. A further 5% of the purchase price is payable 18 months after exchange
5. Balance is payable on completion

\* "Estimated service charge" is an estimate only and subject to change. The estimate is dated 09/24 and does not make allowances for increases due to RPI, inflation etc. from the date of preparation to legal completion. Terms of change that can affect the service charge include, but are not limited to, changes in industry or government legislation, unexpected cost and any other matter outside of the control of St George. The appointed Managing Agent may also charge additional fees, outside of the service charge, for items including, but not limited to, licences and consents, sub-letting, legal proceedings and re-selling/sales pack.

\*\* For car park space owners only.

\*\*\* The Council Tax is reviewed annually by the London Borough of Tower Hamlets and is subject to change.



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LONDON DOCK SHOW HOME PHOTOGRAPHY INDICATIVE ONLY.

# CREATED BY ST GEORGE: OUR DIFFERENCE

## OUR VISION IS TO DEVELOP SITES THAT HAVE BEEN CLOSED TO THE PUBLIC FOR DECADES AND RECONNECT THEM TO THE COMMUNITY.

We want the places built by St George to be renowned for the quality of their landscape and the open space. The term 'landscape' comes from two words meaning 'to shape a place where people belong'. That idea inspires our approach. The space between buildings is where you create a community and somewhere that is sociable, sustainable and safe.

We believe beautiful landscaped open spaces give room to breathe and sit in harmony with our vision for the carefully considered architecture and thoughtfully designed interiors throughout our developments.

To pioneer a landscape-led approach to urban developments is hugely important to us. We truly believe these spaces between the buildings are as important as the buildings themselves, where one's wellbeing within that space can be emphasised through positive design.

## AT ST GEORGE, WE DESIGN FOR LIFE

Transforming unique parts of the Capital is our speciality. We sustainably regenerate previously neglected areas into high-quality and mixed-use housing, creating new spaces where people are both happy and proud to live.

London is a city in global demand and uncovering space to create suitable housing to meet that demand is harder than ever. We achieve the seemingly impossible by searching out overlooked and under-appreciated areas that can be transformed into beautiful housing that meets the needs of aspirant city-dwellers.

We believe people, partnerships, and a shared vision are key to successfully delivering thoughtfully designed homes and to create thriving communities.

We have been designing and building such spaces for decades. We are driven to create a lasting legacy for the Capital and its people, through collaboration and partnerships.

## ST GEORGE AIMS TO BUILD YOUR HOME TO A HIGH STANDARD OF DESIGN AND QUALITY AND HAS OVER 40 YEARS OF EXPERIENCE OF DELIVERING.

When you buy a new home from us it comes with a 10-year NHBC warranty – the first two years of which are covered by St George. However, over and above this, we will take a reasonable approach to resolving issues, even if they fall outside of the warranty criteria or time periods. In other words, we will stand by our product and work with you to find an appropriate, fair and reasonable resolution to any issues that may arise in the future. 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 a high standard of design and quality, has low environmental impact and will enjoy an exceptional customer experience.

## CUSTOMERS

Choosing your home is one of the most exciting and important decisions you can make, but it is also a challenge. From location to amenities, connections to education, there are so many factors to weigh up.

At St George, we understand what you're looking for in a new home and we are dedicated to designing and building exceptional places that meet your needs.

We design for everyone, from families to first-time buyers, students to retirement communities, always considering the ever-changing need for space innovation and integrated technology.

The service we provide goes beyond the contract, committing to the developments we create and our long-term involvement with those who live there. To us, places are about people.

# DESIGNED FOR LIFE

AT ST GEORGE, WE ARE COMMITTED TO CREATING GREAT PLACES WHERE PEOPLE LOVE TO LIVE, WORK AND RELAX. HERE THE HOMES ARE LIGHT-FILLED, ADAPTABLE AND FINISHED TO VERY HIGH STANDARDS. WHERE CAREFULLY PLANNED PUBLIC AREAS ENHANCE WELLBEING AND QUALITY OF LIFE FOR RESIDENTS AND VISITORS. WHERE PEOPLE FEEL A SENSE OF COMMUNITY.

## CUSTOMERS DRIVE ALL OUR DECISIONS

We achieve that by putting our customers at the heart of everything we do. First, we strive to understand what our customers want and need – well-built homes, in a pleasant and safe neighbourhood, with plenty of amenities and good transport connections. Then we apply that understanding to all our planning and design decisions. And for every new development, we challenge ourselves to go further, to improve and innovate, ensuring we satisfy the real needs of our customers in inspiring and sustainable ways.

## CHOICE AND DIVERSITY

No two St George customers are the same, so we aim to offer a wide choice of property location, size and type. From central London to major towns and cities; from market towns to rural villages, countryside to the coast – we build in locations our customers love. And whatever home you are looking for, whether that's a city penthouse, a modern studio apartment or traditional family home, you will find the perfect fit for your lifestyle.

## QUALITY FIRST TO LAST

Quality is the defining characteristic of St George developments, right down to the very last detail. We choose our locations, style of homes, construction practices, materials and specifications with great care. When you buy a new home from Berkeley you can be safe in the knowledge that it is built to high standards of design and quality, has low environmental impact and that you will receive a professional, efficient and helpful service from us. For extra peace of mind, all new properties come with a 10-year build warranty.

## GREEN LIVING

We are committed to creating a better environment within our developments and in the areas that surround them. That's why we build on brownfield sites whenever we can, bringing new life to disused and unloved spaces. We take care to protect the natural environment and enhance biodiversity. All our homes are designed to reduce water and energy consumption, promote recycling and enable residents to choose sustainable transport options.

## COMMITMENT TO THE FUTURE

When we plan a development, we take a long-term view of how the community we create can thrive in years to come. Our aim is to permanently enhance the neighbourhoods in which they are located, through intelligent design, quality landscaping, sympathetic architecture or restoration, and high standards of sustainability. We don't just build for today; we build for the future too.



 **Berkeley**  
Group  
Proud members of  
the Berkeley Group

**Berkeley**  
Designed for Life  
**St James**  
Designed for Life

**St Edward**  
Designed for Life  
**St Joseph**  
Designed for Life

**St George**  
Designed for Life  
**St William**  
Designed for Life



LONDON DOCK, WAPPING. A ST GEORGE DEVELOPMENT.