

AUTUMN/WINTER 2022

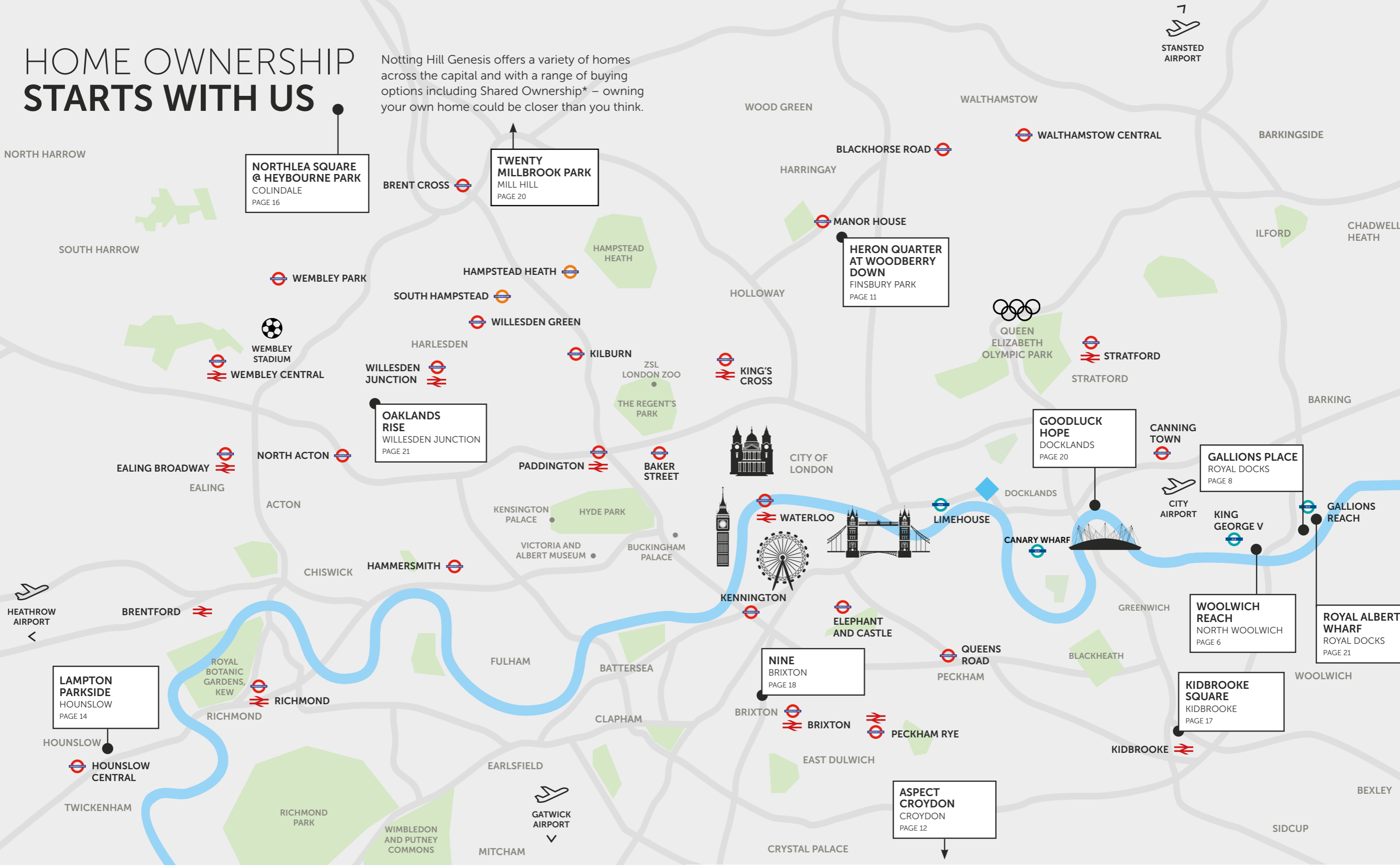
# THE COLLECTION

BY NOTTING HILL GENESIS

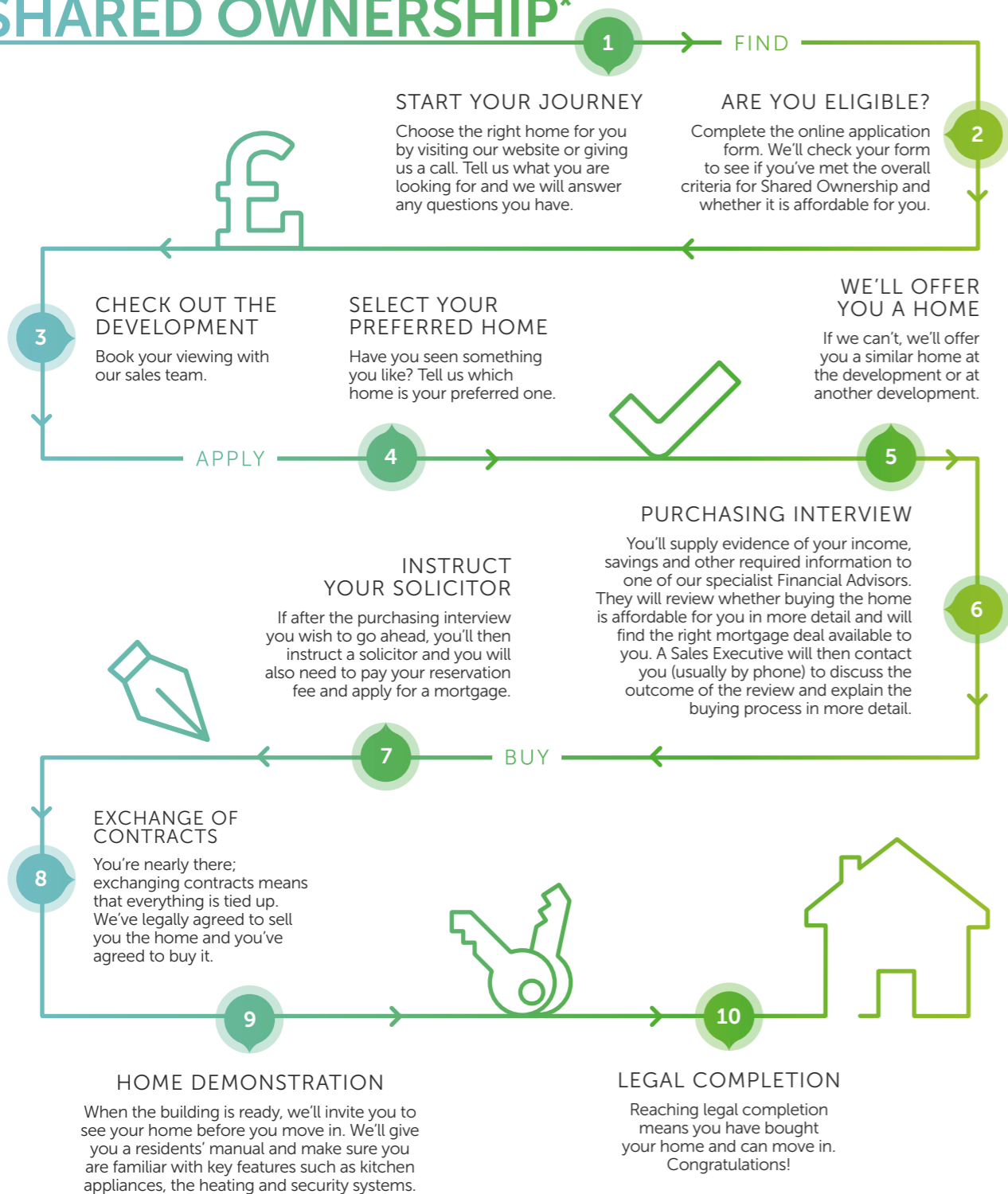


# HOME OWNERSHIP STARTS WITH US

Notting Hill Genesis offers a variety of homes across the capital and with a range of buying options including Shared Ownership\* – owning your own home could be closer than you think.



# A GUIDE TO STEPPING ON THE LADDER WITH SHARED OWNERSHIP\*



\*Shared Ownership – Shared Ownership affordability and eligibility criteria apply. Price illustrations are based on the share value, not the full market value of the homes advertised. Please see a Sales Executive for further details.



# STOP WAITING, START LIVING WITH NOTTING HILL GENESIS

Notting Hill Genesis are one of the largest associations in London and the South East, owning and managing more than 66,000 homes.

## WHY BUY WITH NOTTING HILL GENESIS?

- ✓ Each year we help hundreds of people buy a home of their own. Having all of this experience means we can provide support and guidance at each step of the process.
- ✓ We invest back into the communities we work in, providing support services and, where possible, building more homes.
- ✓ We offer a wide choice of properties from houses to apartments, new builds and resales so we can help you find something that is right for you.
- ✓ We are regulated by the Greater London Authority and Homes and Communities Agencies which makes us accountable to our customers and our funders and partners.
- ✓ We charge subsidised rents, so our homes are more affordable for you.
- ✓ We work with many national house builders and local contractors, building high-quality homes in popular areas. All of our newly built homes come with a National House Building Council (NHBC) warranty or equivalent.

## WHAT ARE THE BENEFITS OF SHARED OWNERSHIP?

### LOWER DEPOSIT REQUIRED

As you are paying only a share of the full market value your deposit will be based on that share, meaning you don't have to save for as long.

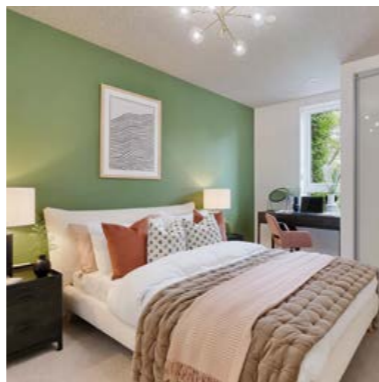
### MAKE IT YOUR OWN

Unlike rented properties you are an owner-occupier and can redecorate to increase value.

### YOU BENEFIT FROM ANY VALUE INCREASE

When you sell your home you will get the current market value for the share you own, so you will benefit from any increase in the property's value.





## WOOLWICH REACH

North Woolwich, E16

1, 2 & 3

On the banks of the River Thames, beside the Royal Victoria Gardens, you'll find Woolwich Reach: a distinctive development of spacious 1, 2 & 3 bedroom homes with a new vision for modern living; secluded from the bustling city yet within easy reach of everything London has to offer. As well as private outdoor space, a landscaped shared garden provides a relaxing area to connect with your community or simply contemplate next to the water's edge.

### TRANSPORT CONNECTIONS

- 3 min walk Woolwich Ferry Foot Tunnel North
- 5 min walk King George V DLR Zone 3

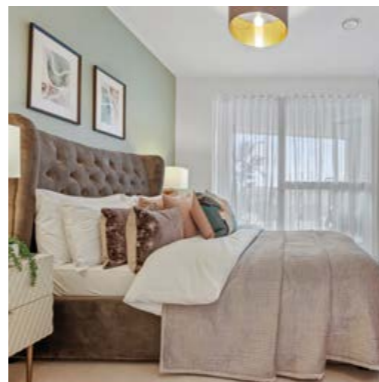
### SHARED OWNERSHIP

	Min Share	Equity Price <sup>1</sup>
<b>1 bedroom</b>	25%	£93,750
<b>2 bedroom</b>	25%	£117,500
<b>3 bedroom</b>	25%	£132,500








**GALLIONS PLACE**  
ROYAL ALBERT WHARF, E16



## GALLIONS PLACE

Royal Docks, E16


Concierge 

1, 2 & 3 

Gallions Place is a modern and stylish neighbourhood consisting of 1, 2 & 3 bedroom homes in the heart of Royal Albert Wharf, an exciting riverside community on the doorstep of the city. This re-imagined corner of historic East London sits only a short distance away from Gallions Reach DLR, within easy reach of Canary Wharf.

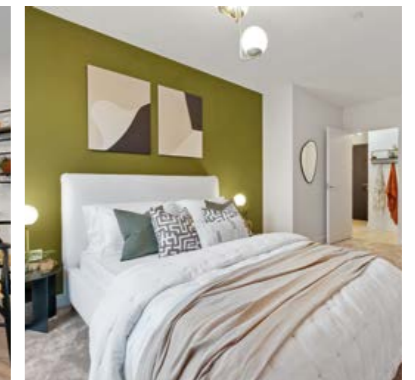
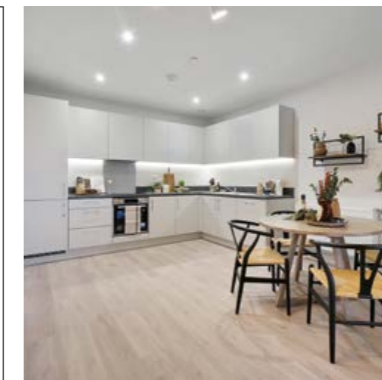
### TRANSPORT CONNECTIONS

 2 min walk Gallions Reach  Zone 3

 4 min walk River Thames

### SHARED OWNERSHIP

	Min Share	Equity Price <sup>1</sup>
<b>1 bedroom</b>	25%	£78,750
<b>2 bedroom</b>	25%	£109,375
<b>3 bedroom</b>	Coming soon	



## HERON QUARTER AT WOODBERRY DOWN


Finsbury Park, N4



Concierge 

2 

Idyllically centred around nature and nestled by the serene sailing lake, Heron Quarter at Woodberry Down offers a stunning collection of 2 bedroom apartments. Each luxury apartment offers the finest in modern open-plan living, with high-quality specification and private outdoor space. Living at Heron Quarter means you can also enjoy access to a range of superb residents' amenities, including gym, swimming pool, residents' lounge and communal garden plus a 24-hour concierge service for convenience and peace of mind.

### TRANSPORT CONNECTIONS

 3 min walk Manor House  Zone 2/3

 15 min walk Finsbury Park  Zone 2

### SHARED OWNERSHIP

	Min Share	Equity Price <sup>1</sup>
<b>2 bedroom</b>	25%	£155,625


<sup>1</sup>For full price breakdown please see page 26.



## ASPECT CROYDON

Croydon, CR0

Concierge 

1, 2 & 3 

Aspect is situated in the heart of Croydon, offering fantastic transport connections and local amenities on your doorstep. Boxpark Croydon and Croydon High Street are within a 5-minute walk, providing instant access to restaurants, bars and shops. As well as a great location, each apartment boasts its own private winter garden and access to a concierge and mezzanine play area.

### TRANSPORT CONNECTIONS

 1 min walk Wellesley Road  Zone 5

 5 min walk East Croydon  Zone 5

### SHARED OWNERSHIP

	Min Share	Equity Price*
<b>1 bedroom</b>	25%	£88,750
<b>2 bedroom</b>	25%	£113,750
<b>3 bedroom</b>	25%	£132,500





## LAMPTON PARKSIDE

Hounslow, TW3

Concierge

2

Home-seekers looking to combine a city lifestyle with close proximity to beautiful countryside will be pleased to learn about Lampton Parkside. A landmark new development moments from Hounslow Central tube station providing links into central London whilst being able to enjoy acres of open green space right on your doorstep. This is the first release of Shared Ownership homes at Lampton Parkside – a collection of just twelve 2 bedroom apartments.

### TRANSPORT CONNECTIONS

- 4 min walk Hounslow Central Zone 4
- 10 min walk Hounslow High Street

### SHARED OWNERSHIP

	Min Share	Equity Price <sup>1</sup>
<b>2 bedroom</b>	25%	£105,625





# COMING SOON

Get in touch and we'll keep you up to date on all our new developments.



## NORTHLEA SQUARE AT HEYBOURNE PARK

Colindale, NW9

1 & 2

Call Heybourne Park home, with amazing green spaces, a new community plaza, outdoor gym, library, supermarket and café. Discover a new destination where the possibilities are endless. Get connected, with a short walk to Colindale tube station on the Northern line, providing direct links to key destinations in the City and West End.

### TRANSPORT CONNECTIONS

15 min walk Colindale Station Zone 4

### SHARED OWNERSHIP

	Min Share	Equity Price
<b>1 bedroom</b>	25%	Coming soon
<b>2 bedroom</b>	25%	Coming soon



## KIDBROOKE SQUARE

Kidbrooke, SE3

Concierge

1, 2 & 3

Kidbrooke Square offers you the opportunity to become part of an exciting new concept in London living. Life at Kidbrooke Square offers you a remarkable quality of life, somewhere to put down roots and become part of a community, with everything London has to offer on your doorstep.

### TRANSPORT CONNECTIONS

2 min walk Kidbrooke Station Zone 3

13 min bicycle ride Greenwich Park

### SHARED OWNERSHIP

	Min Share	Equity Price*
<b>1 bedroom</b>	25%	£90,625
<b>2 bedroom</b>	25%	£111,875
<b>3 bedroom</b>	25%	£158,750

# COMING SOON

Get in touch and we'll keep you up to date on all our new developments.



## NINE

Brixton, SW2

1 & 2 

NINE is a boutique collection of stylish 1 & 2 bedroom Shared Ownership apartments, ideally situated in the heart of Brixton in Zone 2. Join this long-standing growing community rich in culture and history, with fantastic transport connections and popular local amenities such as Brixton Village Market offering lots of places to eat, relax and discover.

### TRANSPORT CONNECTIONS

 9 min walk Brixton  Zone 2

### SHARED OWNERSHIP

	Min Share	Equity Price <sup>1</sup>
<b>1 bedroom</b>	25%	£107,500
<b>2 bedroom</b>	25%	£155,000



# LAST CHANCE TO BUY

Final few Shared Ownership and Private Sale homes available at these developments, so don't miss out!



## GOODLUCK HOPE

Docklands, E14 Concierge 1 & 2

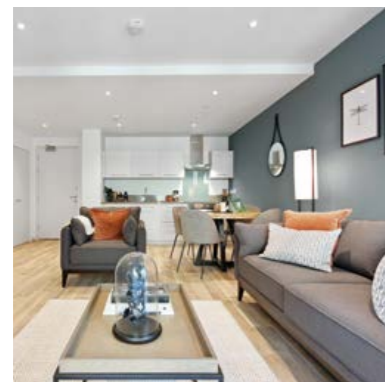
An island neighbourhood in the heart of East London. Enjoy the superb residents' amenities at Goodluck Hope for rest and relaxation, including gym, pool, private cinema and residents' lounge, plus 24-hour concierge service.

### TRANSPORT CONNECTIONS

- 12 min walk East India Zone 2/3
- 15 min walk Canning Town Zone 2/3

### SHARED OWNERSHIP

	Min Share	Equity Price <sup>1</sup>
1 bedroom	25%	£115,000
2 bedroom	25%	£158,750



## TWENTY MILLBROOK PARK

Mill Hill, NW7 Concierge 2

A stunning new development comprised of an exclusive collection of 2 bedroom apartments, all with secure underground parking. Located just a 3-minute walk from Mill Hill East station, you're able to travel in and around the city with ease. With plenty of green space and parks all within walking distance of your home, it is the perfect urban oasis for well-being and relaxation away from busy city life.

### TRANSPORT CONNECTIONS

- 3 min walk Mill Hill East Zone 4

### SHARED OWNERSHIP

	Min Share	Equity Price <sup>1</sup>
2 bedroom	25%	£146,500



## ROYAL ALBERT WHARF

Royal Docks, E16 Concierge 2 & 3

Enjoy the outstanding park or river views in your new luxury home by the River Thames. Featuring stunning 2 bedroom apartments available with Shared Ownership and 3 bedroom apartments available through private sale.

### TRANSPORT CONNECTIONS

- 4 min walk Gallions Reach DLR Zone 3

### PRIVATE SALE

	Prices from
3 bedroom	£600,000

### SHARED OWNERSHIP

	Min Share	Equity Price <sup>1</sup>
2 bedroom	25%	£110,000



## OAKLANDS RISE

Willesden Junction, NW10 Concierge 2

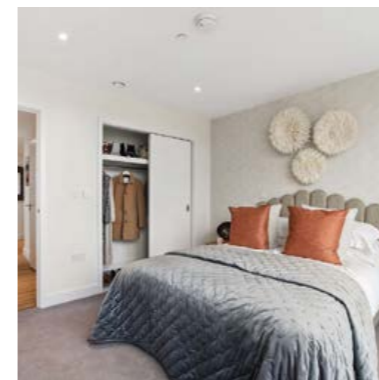
Oaklands Rise comprises a stunning selection of 2 bedroom apartments. This striking development features unique architecture and a breadth of outside space, including a green streetscape, generous balconies and select roof terraces. You can also look forward to a dedicated concierge service, plus future commercial spaces, a café and community 'hangout' space, together with zones for work and relaxation.

### TRANSPORT CONNECTIONS

- 12 min walk Willesden Junction Zone 2/3
- 12 min walk North Acton Zone 2/3

### SHARED OWNERSHIP

	Min Share	Equity Price <sup>1</sup>
2 bedroom	25%	£123,250



# WHY BUY NEW?

Whether you are a first-time buyer, upgrading or downsizing, home buyers will have to weigh up what is important to them when deciding to buy a brand new home. Below we cover a number of key points to consider and the benefits of buying new.

## Everything is brand new!

You do not have to worry about fixtures, fittings and appliances being worn out or broken. You don't get the sort of surprises that you may find with older properties, whether it's décor, damp or a door that won't close – you won't have to move in and expect the unexpected. When buying with Notting Hill Genesis you'll have the benefit of a new homes warranty, giving you the peace of mind that your home has been built to nationally accepted industry standards. You can also check with your Sales Executive on defects cover and which warranty is being offered. For more details on the specific policy, it's always a good idea to check this for what is included and any exclusions.

## Blank canvas

This leads on to our next point; if you don't see your DIY skills being on point, not to worry as new homes come with easier maintenance upkeep. New build buyers with Notting Hill Genesis can look forward to high-quality modern materials, private balconies/terraces and also most developments come with integrated appliances. This could also save the solo homebuyers out there a lot of time when there's no one to split up the chores with. New materials also look very fancy! So it's perfect to suit the luxurious lifestyle you deserve, or the Instagram fame you crave with some sweet backdrops you can customise (oh wait, that's just your living room!)



## Peace of mind!

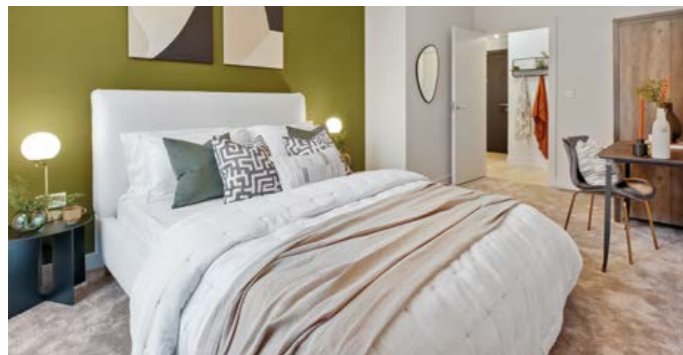
Another benefit of using modern materials and building techniques is peace of mind. Many of our developments have security key fobs, video entry phone systems, secured parking for cars or cycles or concierge services who can take care of keys and parcels delivered in your absence.

## Energy efficient

Worried about rising energy bills? New build properties are built using modern materials and building techniques, meaning they are better insulated and have more efficient energy systems. You could be saving hundreds of pounds each year in bills with 82%\* of new build properties rated A or B energy efficiency ratings compared to those living in older homes where only 3% of existing properties match this rating.

## Your personal safe haven

Communal gardens offer a great place to escape from the bustle of the city giving you a space to breathe. Research from the Mental Health Foundation saw that 45%\* of people during the COVID-19 pandemic found that visiting green spaces helped them cope with stress and a communal garden offers an area to relax and unwind, or even chat to neighbours after a long day.



Buying with us feels good. At Notting Hill Genesis we build and maintain quality homes, creating diverse and thriving communities to meet the growing housing needs of Londoners. We invest back into those communities we work in, providing supporting services and building more homes for the future.

If you're in the market for a new home, we currently have 12 developments, predominantly across London, all with new build apartments available via Shared Ownership or Private Sale.

For more information check them out online or call 020 3944 3752.

# FIRST-TIME BUYER FINDS A HOME IN NORTH LONDON AT HERON QUARTER AT WOODBERRY DOWN

Ryan Johnson, 38, moved into Notting Hill Genesis Heron Quarter at Woodberry Down in March 2022. He bought a 25% share of his 1 bedroom apartment for £107,500 through the Shared Ownership scheme, which offers first-time buyers a more accessible route onto the property ladder.



Ryan had grown tired of nearly a decade of renting in Kentish Town and decided that now was the time to put down roots in north London and purchase his own home.

**"I knew straight away that Shared Ownership was right for me – I couldn't have got onto the property ladder without it."**

*"My brother told me about Shared Ownership, and I got to researching straight away – I wondered why I hadn't gone down this route years ago! Notting Hill Genesis really stood out to me, and Heron Quarter at Woodberry Down quickly became the obvious choice as I wanted to stay in North London."*

After visiting the development, Ryan immediately knew he had found his future home.

Through Shared Ownership, first-time buyers can purchase a home by buying a share of a property's full market value and paying a subsidised rent on the remaining share. In doing so, they can purchase a home with a much lower deposit than if they were to buy the property outright.

## Idyllic green living without compromising on commute time

One of the UK's largest regeneration projects, Woodberry Down, is home to 15 acres of parkland and 42 acres of open water across two former reservoirs. With local parks nearby too, it was the perfect setting for Ryan to enjoy his active lifestyle without being too far from the city.

*"The layout of the development is so well done with the green space and the West Reservoir right in the middle – I love going for runs around Finsbury Park too, which takes less than five minutes for me to reach."*

Ryan, a facilities manager for a chartered accountancy firm, commutes into his office at Chancery Lane every day. Finding a home with quick links into the city was top of his priority list.

*"I love living in North London because of the transport connections. Manor House station is within walking distance – I'm then on the Piccadilly line for about 30 minutes, which is perfect."*

## Spacious design that chases the sun

Ryan's one-bedroom apartment is centred around modern open-plan living, with high-quality features throughout.

*"It's such a bright and airy space, and when I got my furniture in it felt even bigger. Everything has been so well-considered, from useful amenities like the utility cupboard, down to the layout of the apartment, so the natural light moves through the property throughout the day."*

Ryan's favourite part of his new home, however, is his private outdoor balcony, complete with panoramic views of the expansive green space.

*"I love how spacious the balcony is, and I'm really looking forward to summer because it's west facing. I'm getting some garden furniture at the weekend, and I also want to get some outdoor plants so that my private space mirrors the natural element of the development."*

Heron Quarter is also home to a peaceful courtyard garden for residents to relax and enjoy the outdoors.

## Settling into the community

The community spirit at Woodberry Down hasn't gone unnoticed by Ryan. *"There's a real community feel across the development. I joined a WhatsApp group when I moved here, and it has been the most helpful group chat I've ever been a part of. The neighbours share all sorts of advice, from practical guidance on living here to suggestions on interior decor."*

Having previously called Kentish Town home, Ryan is also enjoying exploring the diverse range of independent shops and cafés in North Hackney with friends and family.

*"My mum came up last weekend, and we explored the area together. There are so many eateries nearby. My brother and I also enjoy The Naturalist pub, which is right in the middle of the development and is so convenient if we want to stay a bit closer to home."*



# HONEST ADVICE AND HIGH-QUALITY SERVICE FROM NOTTING HILL GENESIS

As a first-time buyer, Ryan credits the Notting Hill Genesis' sales team for their great customer service and straightforward guidance on Shared Ownership.

*"The sales team were brilliant and so patient with me with all my questions. They were completely honest about the specifics of Shared Ownership and the process of buying through the scheme – I had the space I needed to make the decision on whether it was right for me."*

Homes at Heron Quarter at Woodberry Down are available through Shared Ownership, with prices for a 2 bedroom apartment starting from £155,000 for a 25% share.

For more information visit [nhgsales.com](https://nhgsales.com) or speak to the sales team on 020 3504 7413.

# SHARED OWNERSHIP PRICE BREAKDOWN

Image used for illustrative purposes only.

Development Name	Bedrooms	Market Value	Min Share	Equity Price	Min. Deposit Required (10%)	Monthly Mortgage	Monthly Rent	Monthly Service Charge (est)	Total Monthly Outgoings (est)	Guidance Household Income (est)	Page No.
Aspect Croydon	1	£355,000	25%	£88,750	£8,875	£422	£610	£161	£1,193	£42,983	12
	2	£455,000	25%	£113,750	£11,375	£540	£782	£237	£1,560	£56,199	
	3	£530,000	25%	£132,500	£13,250	£629	£911	£308	£1,849	£66,619	
Gallions Place	1	£315,000	25%	£78,750	£7,875	£374	£541	£127	£1,042	£37,583	8
	2	£437,500	25%	£109,375	£10,938	£493	£752	£199	£1,438	£51,811	
	3	Prices coming soon									
Goodluck Hope	1	£460,000	25%	£115,000	£11,500	£546	£704	£232	£1,483	£53,425	20
	2	£635,000	25%	£158,750	£15,875	£754	£734	£341	£1,829	£65,921	
Heron Quarter	2	£622,500	25%	£155,625	£15,563	£739	£972	£296	£2,008	£72,365	11
Kidbrooke Square	1	£362,500	25%	£90,625	£9,063	£431	£623	£163	£1,217	£43,841	17
	2	£447,500	25%	£111,875	£11,188	£531	£769	£200	£1,501	£54,080	
	3	£635,000	25%	£158,750	£15,875	£754	£893	£302	£1,949	£70,234	
Lampton Parkside	2	£422,500	25%	£105,625	£10,562	£501	£726	£138	£1,366	£49,211	14
NINE	1	£430,000	25%	£107,500	£10,750	£511	£739	£110	£1,360	£49,000	18
	2	£620,000	25%	£155,000	£15,500	£736	£1,066	£153	£1,955	£70,443	
Oaklands Rise	2	£493,000	25%	£123,250	£12,325	£585	£847	£229	£1,663	£59,912	21
Royal Albert Wharf	2	£440,000	25%	£110,000	£11,000	£522	£756	£192	£1,471	£53,000	21
Twenty Millbrook Park	2	£586,000	25%	£146,500	£14,650	£678	£1,007	£308	£1,993	£71,815	20
Woolwich Reach	1	£375,000	25%	£93,750	£9,375	£422	£645	£134	£1,201	£44,104	6
	2	£470,000	25%	£117,500	£11,750	£558	£808	£171	£1,537	£55,387	
	3	£530,000	25%	£132,500	£13,250	£629	£911	£210	£1,750	£63,077	

Mortgage costs based on a 10% deposit. The actual interest rate can vary depending on your personal circumstances – ask the sales team for more details on your chosen development. Service charges are an estimate and may increase in the future. The guidance household income is an estimate and will vary depending on your personal circumstances. Your home is at risk if you fail to keep up repayments on a mortgage, rent or other loan secured on it. Prices correct at time of publication.

020 3504 4623  
[nhgsales.com/thecollection](https://nhgsales.com/thecollection)

**HOME OWNERSHIP** STARTS WITH US

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