



# More *opportunity*

More than just a place to live

 Peabody

## A place to flourish

Peabody is all about people and our purpose is to help people flourish. We are relentlessly committed to creating great places for our residents to live and building sustainable, high-quality new homes that stand the test of time.

Our efforts today will become our future legacy, building on the solid foundations of an organisation founded 160 years ago.

We are committed to boosting housing supply, with a significant number of new homes in our pipeline.

Our growth is focused on London and the South East of England where we already own and manage over 100,000 homes. We are patient investors with a long-term perspective, placing quality and sustainability at the heart of our decision-making.

Our measure of success is for Peabody residents moving into one of our new homes to be delighted with their neighbourhoods and communities, which are so much more than just a place to live.

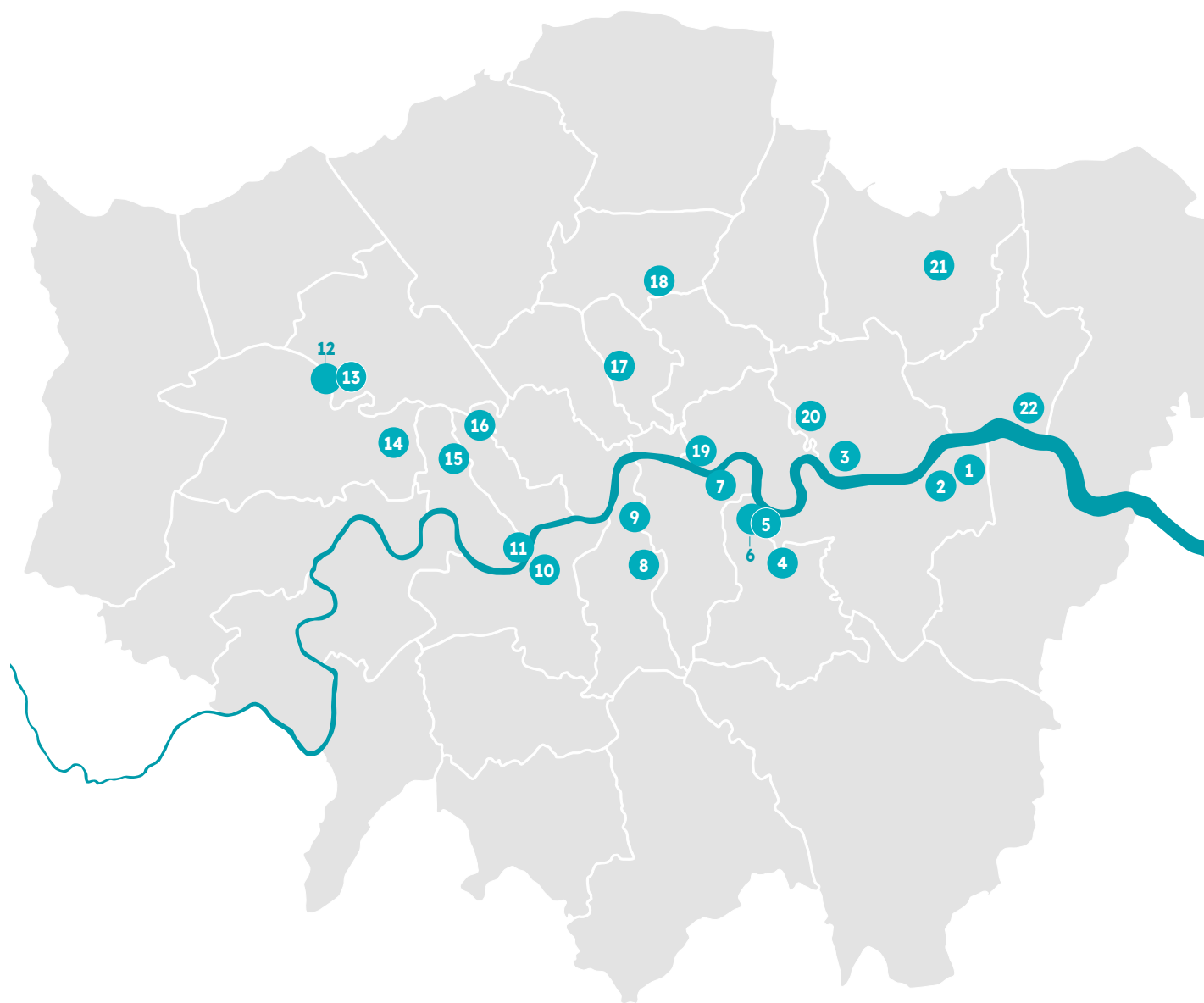
Peabody residents may rest assured that our brand is synonymous with quality - we take great care in curating new places, designing new homes and insisting on good quality materials when we build. Peabody is committed to developing more social rented homes to help people who cannot access either home ownership or market rent.

This commitment is made possible by delivering a significant and successful programme of market sale and shared ownership homes.

We value mixed communities and aim for a range of tenures in the communities we create including smaller scale. Our ambitious plans to grow reinforce Peabody's commitment as a key partner to the Greater London Authority, whilst growing our footprint and presence in partnership with Homes England outside of London in the home counties. Partnership is key to our success, and we will continue to nurture established working relationships with professional consultants, contractors, and developers who embrace and help us deliver our exacting standards.

We will establish and develop new partnerships where we see genuine alignment with our values and our purpose. We have put in place a great team to lead this exciting programme and collectively we want to remain the developer of choice for our residents, our people and our partners.

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## Dagenham Green

**Location:** LB Barking and Dagenham

**Total homes:** 3,502

**Total Affordable:** 50%

As master developers, our vision is to create an established 15-minute neighbourhood that connects the community to transport hubs, nature and one another.

This large scale, multi-phase development has already been recognised for its exciting potential with the masterplan shortlisted in categories including "Best Use of Brownfield Land in Placemaking" and winning "Planning Permission of the Year" at the Planning Awards 2023.

## Plumstead West Thamesmead



**Location:** RB Greenwich

**Total homes:** 1,913

**Total Affordable:** 40%

This is a redevelopment of a 17.7-acre Peabody owned former industrial site in partnership with Berkeley Homes. We'll deliver a total of 1,913 new homes, including 765 (40 per cent) affordable. The new development will include a 1.8-acre 'four seasons' public park, 23,000 sq feet of light industrial employment space and 24,000 sq feet of retail and community facilities.

## Friary Park



**Location:** LB Ealing

**Total homes:** 1,228

**Total Affordable:** 37%

We're working in partnership with Mount Anvil to regenerate Friary Park in Acton - 1,228 new homes including 455 for social and intermediate rent, along with a well-designed, safer and better-connected neighbourhood.

## Holloway Park



**Location:** LB Islington

**Total homes:** 985

**Total Affordable:** 60%

The landmark redevelopment of the former Holloway Prison site. As lead developer, we're set to provide 985 new homes, commercial space, a new public park and a Women's Building – a positive legacy for the thousands of women held in the prison over its 164-year history. We're delivering the project in three phases through a Management Contracting Agreement with property company London Square.

## St Ann's



**Location:** LB Haringey

**Total homes:** 980

**Total Affordable:** 59%

An exciting joint venture partnership with the Hill Group (who will be delivering the private sale homes), St Ann's regeneration will become a remarkable development; retaining and refurbishing 7 original and heritage buildings which will be let to commercial tenants.

Securing the site through a competitive tender process with the GLA that focused on design, placemaking and affordable homes, the proposal included the option for a Community Land Trust to acquire 50 homes.

## Wornington Green



**Location:** RB Kensington & Chelsea

**Total homes:** 905

**Total Affordable:** 50%

The Portobello Square is part of our large scale regeneration project of the Wornington Green estate in Kensington, where we'll deliver mixed tenure new homes for social rent, shared ownership and private sale. The masterplan includes improved streetscape and the re-provision of a public park which will be delivered back to the Royal Borough of Kensington and Chelsea.

## St John's Hill



**Location:** LB Wandsworth

**Total homes:** 658

**Total Affordable:** 50%

This award-winning development will welcome 658 homes across 3 phases; with the and final phase of 307 homes being delivered in partnership with Mount Anvil.

Already a rejuvenated site that has bought the community together with public art, a community centre, an extra care scheme and children's play areas, St John's Hill is set to become a notable destination for residents and locals alike.



## Alperton

**Location:** LB Brent

**Total homes:** 474

**Total Affordable:** 31%

Alperton is in a prime, strategic location next to the Grand Union Canal and between Heathrow Airport, Park Royal and central London. The scheme is designed to make the most of its setting, with four buildings, ranging from 14 to 23 storeys, linked by public spaces.



## Stephenson Street

**Location:** LB Newham

**Total homes:** 328

**Total Affordable:** 100%

This is a key regeneration site next to West Ham station where we are delivering 328 new affordable homes in the first phase of Berkeley Homes' wider development of 3,847 new homes, commercial spaces and a school.



## Vulcan Wharf

**Location:** LB Newham

**Total homes:** 457

**Total Affordable:** 31%

The 3.4-acre site is close to the Queen Elizabeth Olympic Park, on which we'll provide 457 new homes. We'll create a landscaped river walk with active frontages to co-locate industrial and residential space in this emerging neighbourhood.



## Oval Village

**Location:** LB Lambeth

**Total homes:** 312

**Total Affordable:** 51%

Moments from the iconic sporting ground at The Oval, Peabody are exclusively delivering shared ownership and affordable rent homes at Berkeley's Oval Village development across multiple phases. Residents will benefit from an enhanced commercial and working space offering.



## Parkside

**Location:** LB Lewisham

**Total homes:** 1,225

**Total Affordable:** 58%

This is our final phase of the Peabody-led, six phase regeneration, providing a sustainable mixed tenure community. The development includes a community centre and café, nursery, commercial space and exclusive resident amenities.



## Watermeadow Court

**Location:** LB Hammersmith & Fulham

**Total homes:** 266

**Total Affordable:** 50%

Purchased with Mount Anvil through a 50/50 limited liability partnership, this development was originally set to deliver 218 homes. But through optimising the design, we have been able to secure planning permission for 266 homes; 50% of which are affordable.



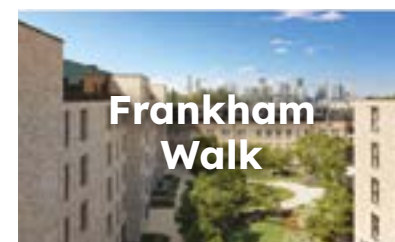
## South Thamesmead Phase 2

**Location:** LB of Bexley

**Total homes:** 329

**Total Affordable:** 42%

As part of Peabody's large-scale regeneration of Thamesmead, phase 2 of Peabody's award-winning development (in partnership with Lovell) will benefit from proximity to the lake, an array of commercial units and community spaces. Outline planning permission was granted in 2016 for 329 homes; 42% of which will be affordable.



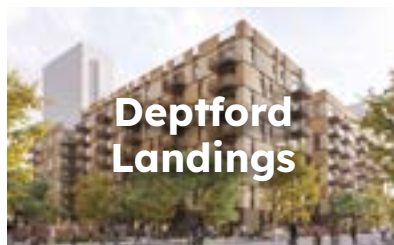
## Frankham Walk

**Location:** LB Lewisham

**Total homes:** 217

**Total Affordable:** 76%

We were selected as the preferred bidder by the London Borough of Lewisham in 2015, and we're working in partnership with the council and residents on this regeneration project. Our design includes converting two original Victorian school buildings and opening up large amounts of public realm to the public.



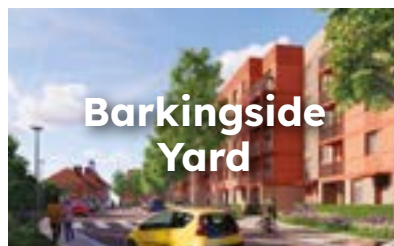
## Deptford Landings

**Location:** LB Lewisham

**Total homes:** 189

**Total Affordable:** 100%

The Deptford Landings development was formerly known as The Timberyard. As part of this project, we're developing three seven-story buildings to provide 189 new homes, of which 69% are affordable.



## Barkingside Yard

**Location:** LB Redbridge

**Total homes:** 90

**Total Affordable:** 100%

Barkingside Yard is a TFL site adjacent to Barkingside Underground station. The site is being developed by Countryside for Peabody to provide 100% affordable housing. Planning consent was secured in March 2023, with construction due to commence in summer 2023.



## BBC Television Centre

**Location:** LB Hammersmith & Fulham

**Total homes:** 142

**Total Affordable:** 100%

We're working with Whitewood, our development partner, a joint venture between Stanhope, Mitsui Fudosan and AIMCo, and Kier as design and build contractors. The project is part of the wider Television Centre development that will provide over 900 homes.



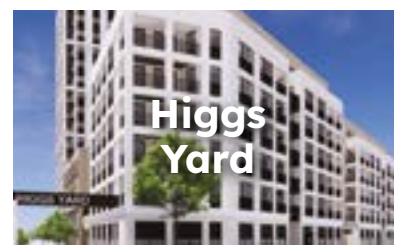
## London Dock

**Location:** LB Tower Hamlets

**Total homes:** 68

**Total Affordable:** 100%

London Dock (Block F) is our next phase of St George's (Berkeley Group) redevelopment of the former News International site on Virginia Street, Wapping. Our new homes within London Dock will be located within a mixed tenure block.



## Higgs Yard

**Location:** LB Lambeth

**Total homes:** 134

**Total Affordable:** 49%

Following risk of administration, Peabody took ownership of the mixed-use site and secured an improved planning consent in 2020 which will provide enhanced placemaking and a key, local commercial offer.



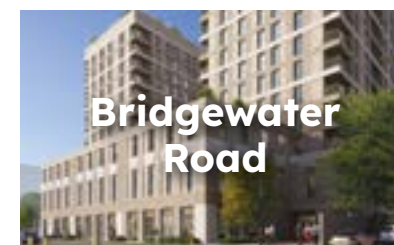
## St Olave's

**Location:** LB Southwark

**Total homes:** 62

**Total Affordable:** 100%

We acquired St Olave's from the NHS in 2018 and received planning permission in February 2022 to deliver quality shared ownership and affordable rent homes alongside Thomas Sinden who have been appointed as the design and build contractor.



## Bridgewater Road

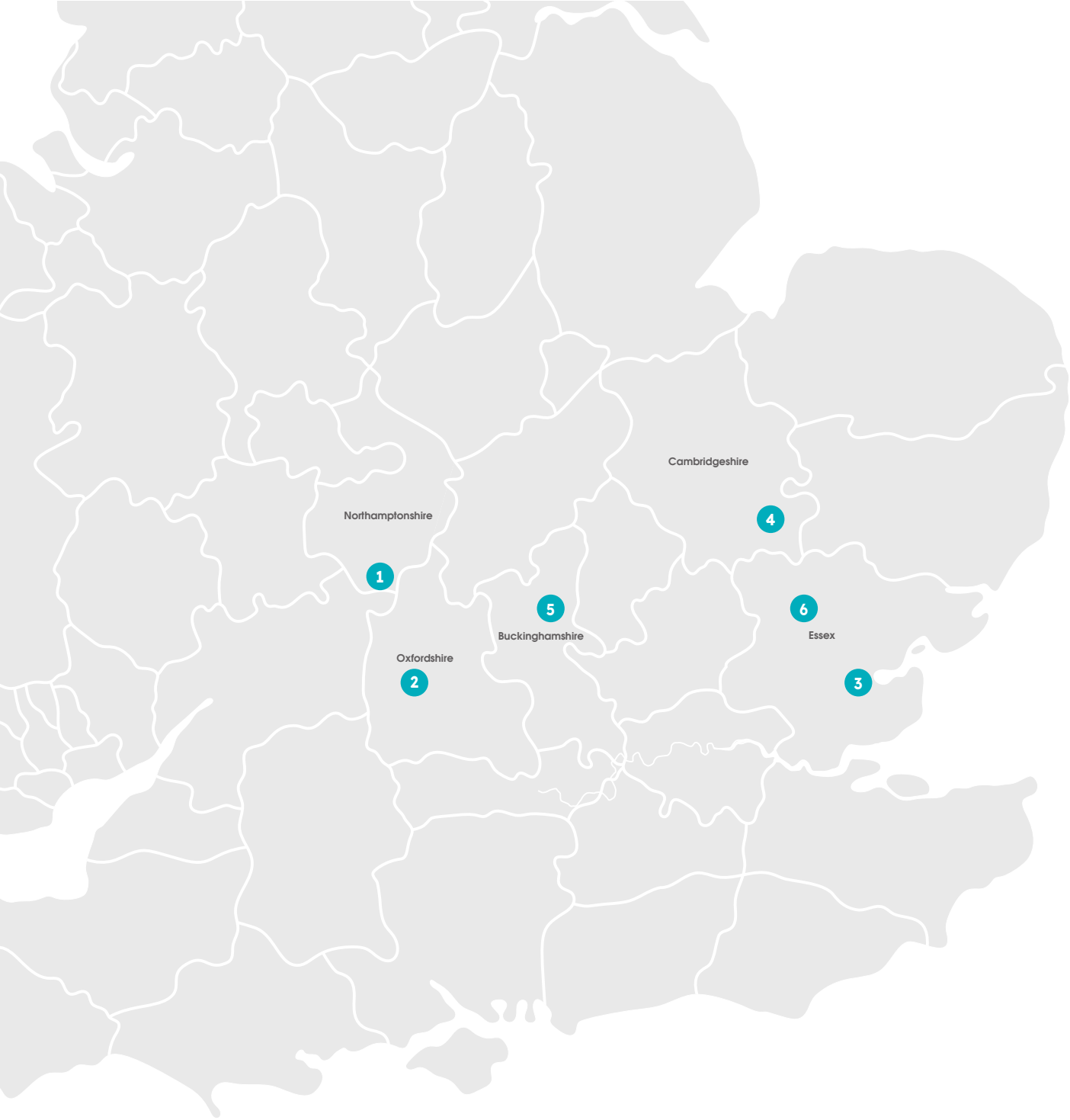
**Location:** LB Brent

**Total homes:** 124

**Total Affordable:** 100%

We received planning consent for Bridgewater Road in 2021, having optimised the design. We're delivering a 100 per cent affordable development of new homes in partnership with the London Borough of Brent and the Greater London Authority (GLA).





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# Home Counties





## Turweston Road

**Location:** South Northamptonshire

**Total homes:** 350

**Total Affordable:** 40%

We'll deliver Turweston Road through a JV with a leading national housebuilder with contracts due to be signed in summer 2023.

We'll then pursue a revised planning application to deliver high-quality mixed tenure homes at this key strategic site.

## Blackbird Leys



**Location:** Oxford

**Total homes:** 296

**Total Affordable:** 99%

Blackbird Leys is an estate regeneration project we're delivering in conjunction with Oxford City Council that will provide 296 new mixed tenure affordable homes, a new district centre, community facilities, and improved pedestrian and cycle routes.

## Limebrook Phase 2



**Location:**  
Maldon District Council

**Total homes:** 99

**Total Affordable:** 100%

Limebrook is a high quality development that has been delivered as part of a section 106 project with Taylor Wimpey in Maldon.

Phase 1 was completed in August 2022 and phase 2 has seen strong progression since starting in April 2022.

## Kennett Garden Village



**Location:** East Cambridgeshire

**Total homes:** 78

**Total Affordable:** 100%

This development in East Cambridgeshire is set to become a sought-after location with a new village centre, village green and substantial open spaces planned to benefit the area.

As part of a section 106 project with Bellway, Kennet Garden Village will deliver 500 homes across different tenures to this established community.

## Soulbury Road, Linslade



**Location:** Central Bedfordshire

**Total homes:** 54

**Total Affordable:** 100%

Soulbury Road is an exciting new development due to be delivered in central Bedfordshire following land purchase completion in 2021.

The site proposal includes the development of 54 quality homes, the opportunity for zero carbon and off-site construction and construction management.

## Bardfield Road, Eden Green



**Location:** Essex

**Total homes:** 20

**Total Affordable:** 100%

In partnership with Hill, Bardfield Road forms the affordable offering at the Eden Green development on the outskirts of Finchingfield.

Comprising 2 & 3-bedroom homes (14 x affordable rent, 6 x Shared Ownership), these new homes will provide much-needed affordable housing in this sought-after location; completing in spring 2024.

## Senior Leadership Team\*



**Phil Jenkins**  
Executive Director  
Development



**Angela Wood**  
Deputy Executive  
Director Development



**Simon Barry**  
Regional Managing Director  
London South & Home Counties



**James McMyler**  
Regional Managing Director  
London NE & NW



**Lisa Crush**  
Sales Director



**Tom Oliver**  
Programme  
Director



**David Stronge**  
Design Director

\*As from February 2024.



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