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GRAND UNION Unison House

#### SAY HELLO TO GRAND UNION

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## SAY HELLO TO THE NEIGHBOURHOOD

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## SAY HELLO TO ST GEORGE QUALITY

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#### A NEW PLACE TO LIVE, WORK AND CONNECT

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. 11 acres of public green spaces will be opened up to include stunning landscaped gardens and riverside walks and meadows surrounding over 3,000 beautiful 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 unique waterside destination in which to socialise, play and relax.



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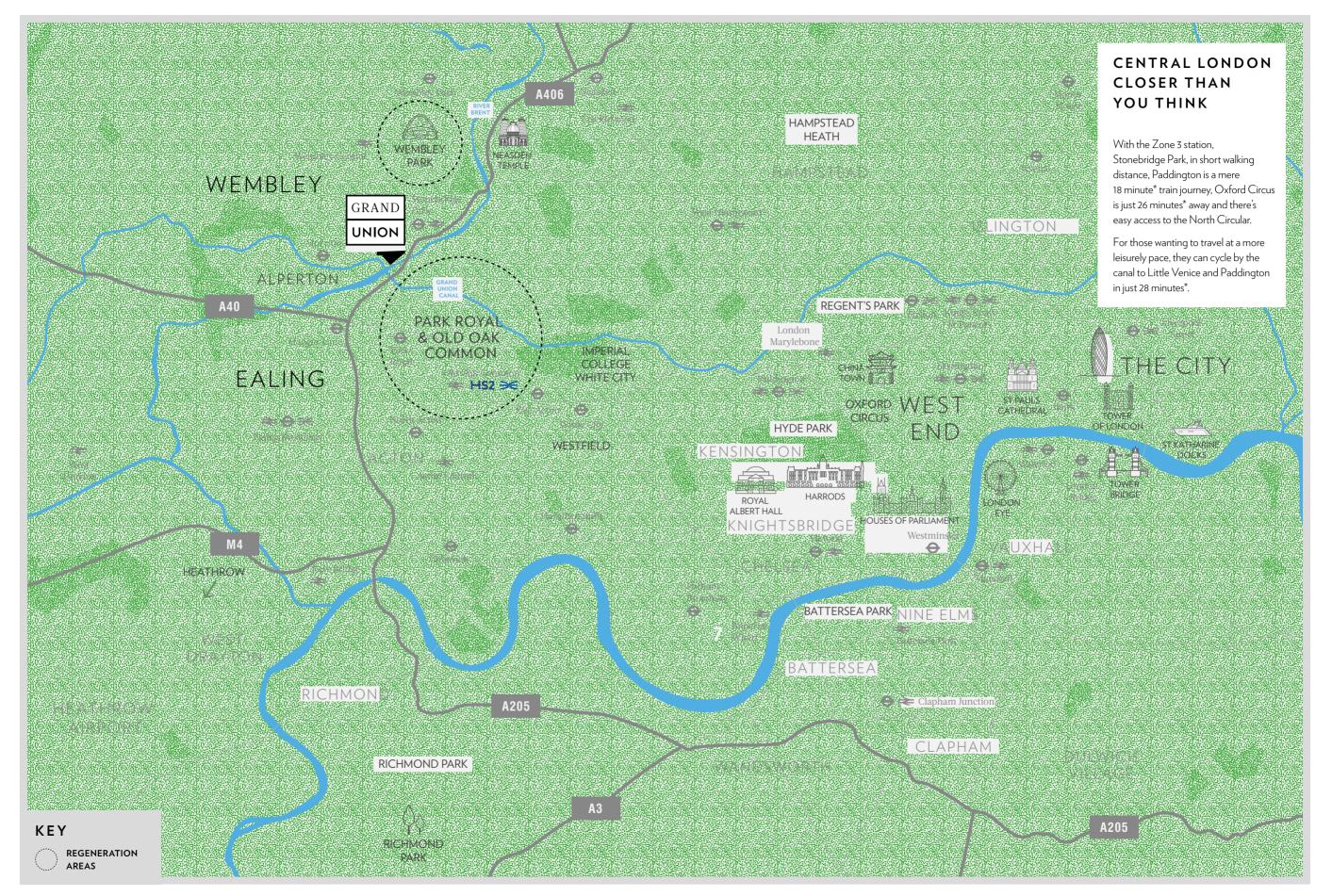
#### INDUSTRY & MOTORBIKES A BRIEF HISTORY OF ALPERTON



GRAND UNION Unison House

#### LONDON CANALSIDE LIFE AT ITS BEST

The bustling Waterside Piazza will provide a superb range of bars restaurants, shops and cafés. View of Waterside Restaurant Computer generated image. Indicative only.



9





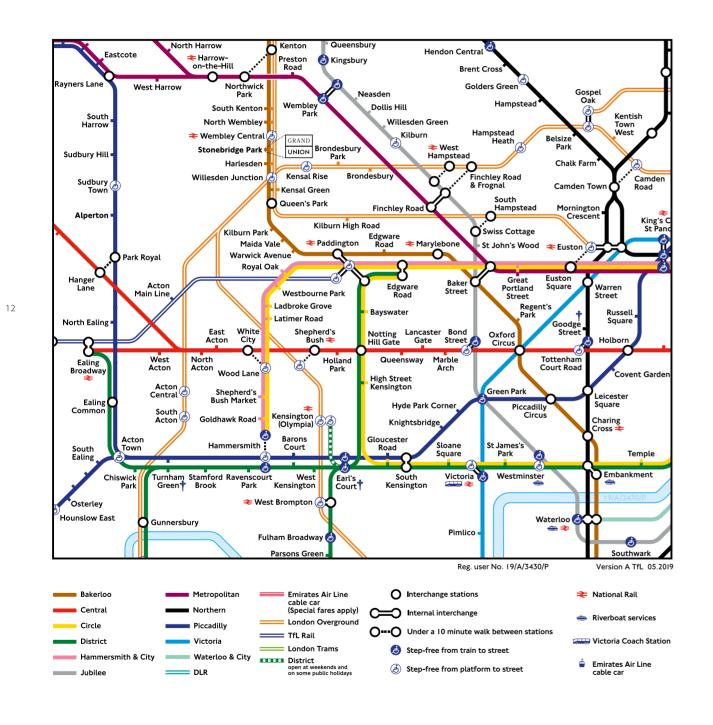
# OXFORD CIRCUS IN 26 MINUTES<sup>\*</sup>

k hours. Source: tfl.gov.u



#### LONDON UNDERGROUND & OVERGROUND

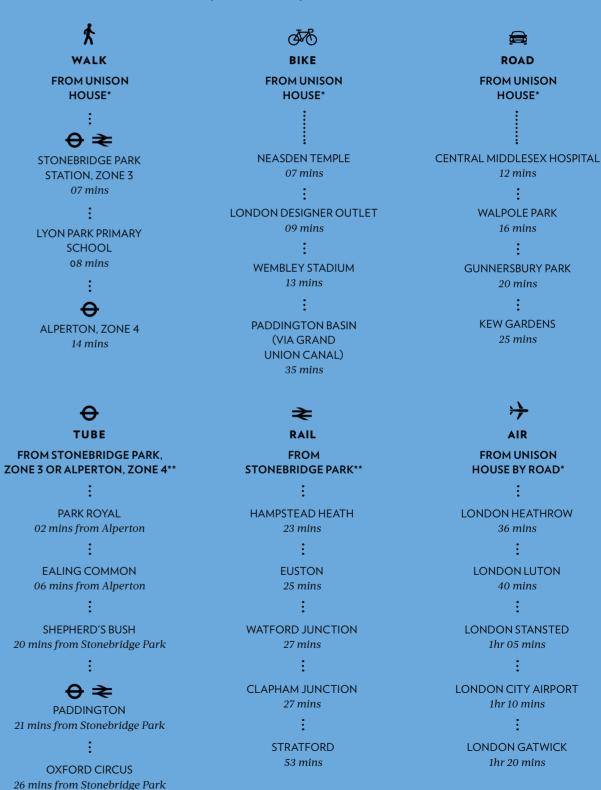
Stonebridge Park and Alperton stations are a short walk away offering direct links into central London.



\*Distances taken from Google maps and are approximate only. \*\* Train times based on an estimated average time. Journey time may be longer on weekends and holidays. Rail services correct at the time of print. Source: tfl.gov.uk

#### PERFECTLY LOCATED

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



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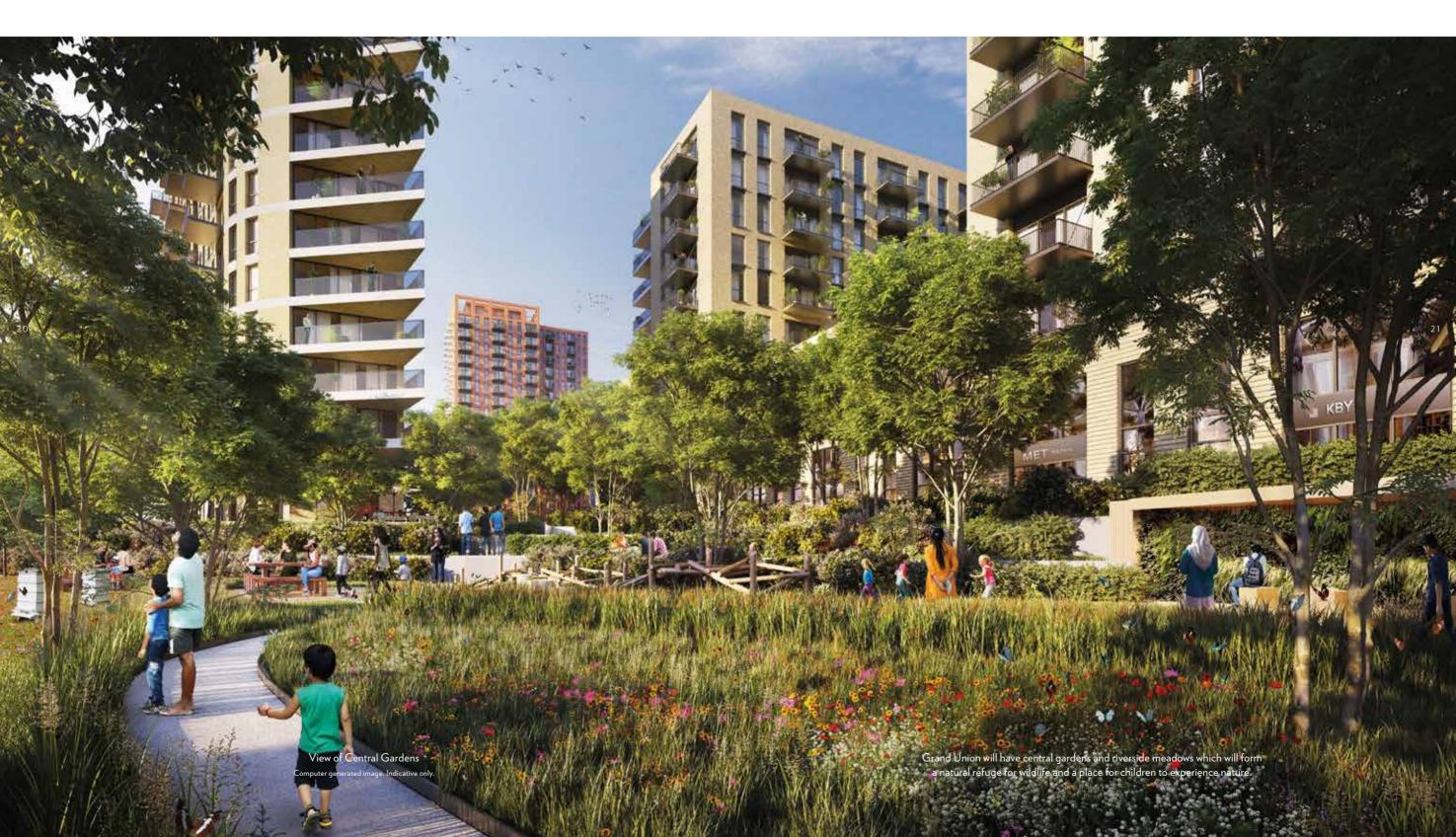


#### A COMMUNITY CENTRE AT ITS HEART





GREEN OPEN SPACES



GRAND UNION Unison House



GRAND UNION Unison House

# ON-SITE AMENITIES

Everything you need on hand to enjoy life at Grand Union

# poncierge Bervices

GRAND UNION Unison House

# Shopping







WELCOME TO

LOCK -

Residents lounge

ENJOY A NIGHT OUT WITH FRIENDS AT YOUR OWN BOWLING ALLEY

f Grand Union. Indicative only.

ling fley

HERE

.....

....

RELAX WITH A COFFEE AND MAKE NEW CONNECTIONS IN YOUR OWN RESIDENTS' LOUNGE

GRAND UNION Unison House

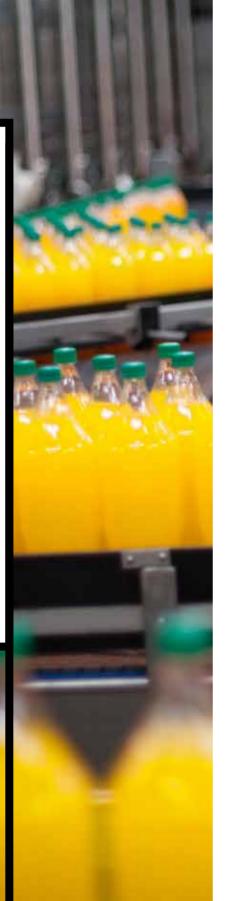
#### PARK ROYAL REGENERATION

SAY



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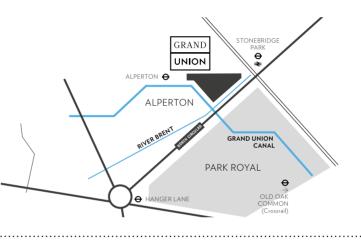
# **FUTURE OPPORTUNITIES**



#### PARK ROYAL: THE LARGEST BUSINESS PARK IN LONDON

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 creating a 'transport super-hub' at Old Oak Common is 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.



OVER 1,200 35,000 BUSINESSES

EMPLOYING OVER

WORKERS



Charlie Bighamis DIAGEO









ocado



OPPOSITE The Generator is an innovative and bespoke industrial hub at Grand Union

**RIGHT & BELOW** Artisan businesses will have use of the co-working space

30

SAY TEYO

# THE GENERATOR

Over 135,000 sq ft of workspace for a variety of light industrial businesses with shared facilities to support SME businesses and encourage co-working and innovation.



GRAND UNION Unison House

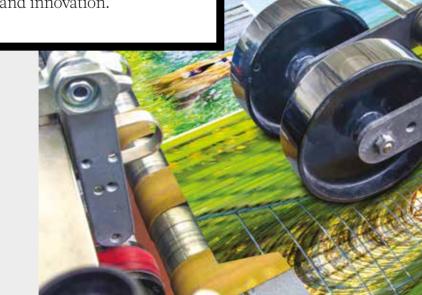
#### A THRIVING BUSINESS AT ITS HEART

To the south of the River Brent, a bespoke multi-storey industrial hub known as The Generator, the first of its kind in the UK, will provide workspace for a variety of light industrial businesses.



The co-working space will feature everything from tech start-ups to creative studios to artisans. The hub will benefit from shared facilities and its occupiers will be able to share ideas, collaborate and get inspiration from like-minded people all under the same roof.







GRAND UNION Unison House

#### MINUTES FROM WORLD-CLASS ENTERTAINMENT





RIGHT Wembley Stadium

BELOW Football and NFL at Wembley Stadium

OPPOSITE Wembley Stadium and surrounding area

**FAR RIGHT** Wembley Stadium

34

Hello WEMBLEY





Bang Bang Oriental Food Hall, Edgware

36



#### 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.





Turtle Bay, Ealing





Walpole Park, Ealing

London Designer Outlet, shopping & leisure, Wembley Park



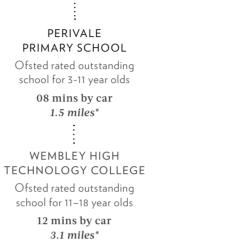
Boxpark, A 'pop-up mall', Wembley



Boutique fashion shops, Ealing

#### EASY ACCESS TO FIRST CLASS EDUCATION

# SCHOOLS & SIXTH FORMS



school for 11-18 year olds 2 mins by car 11 mins walk 0.6 mile\* ... HARROW SCHOOL A full boarding school for boys aged 13-18, founded in 1572 15 mins by car

ALPERTON COMMUNITY

SCHOOL

Ofsted rated good

4 miles\*

IMPERIAL COLLEGE LONDON A global top 10 university with

world-class reputation.

(White City Campus) 23 mins by tube\*\*

BRUNEL UNIVERSITY

LONDON

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# 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)\*\* 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  $\rightarrow$  Central)\*\*

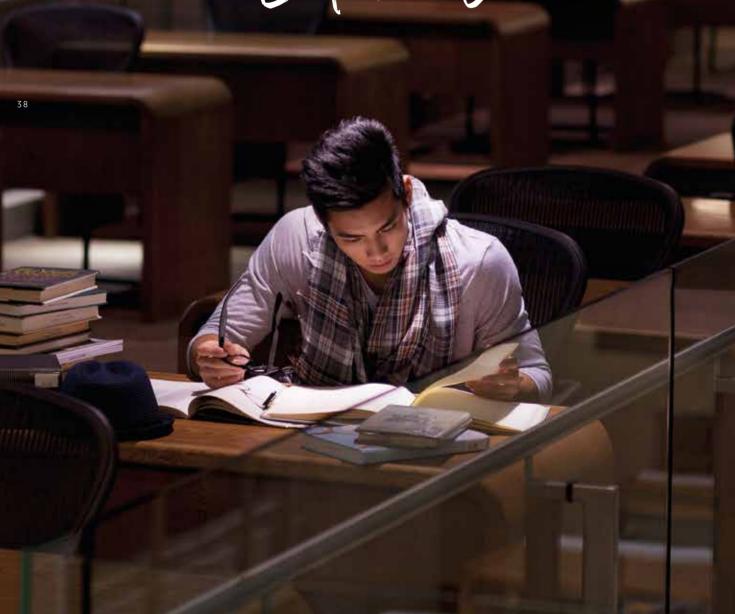
#### ÷

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)\*\*

"Distances taken from Google maps and are approximate only. "" Train times based on an estimated average time. Journey time may be longer on weekends and holidays. Rail services correct at the time of print. Source: tfl.gov.uk. Ofsted inspection reports - Perivale Primary School June 2017, Alperton Community School June 2016 and Wembley High Technology College September 2009

Excellence in Education





#### DEVELOPMENT LAYOUT







We've redefined luxury to promote wellbeing for London's new and exciting reighbourhood. Calming coloury reflect the river, contrasting with brass and industrial finishes to honour the rich heritage of the landscape. A mix of iconic, vintage and contemporary furniture encourage the notion of mindful conjumption.

LAUREN COLQUHOUN INTERIOR DESIGNER A.LONDON KITCHEN





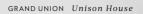


BATHROOM

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and the second





LIVING ROOM

MARCHOM

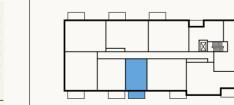


#### MANHATTAN APARTMENT

Apartments: 106, 116 & 126 Floors: 02, 03 & 04

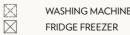






 $\triangleleft \triangleright$ MEASUREMENT POINTS

U UTILITY CUPBOARD WASHING MACHINE



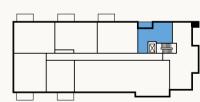
1 BEDROOM APARTMENT

Apartments: 96, 102, 112, 122, 129, 132 & 135 Floors: 01, 02, 03, 04, 05, 06, & 07





#### FLOOR 01 SHOWN



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 $\triangleleft \triangleright$ MEASUREMENT POINTS

- U UTILITY CUPBOARD  $\boxtimes$
- WASHING MACHINE  $\boxtimes$ FRIDGE FREEZER

41.0 SO M 451 SO ET

TOTAL INTERNAL AREA	41.9 SQ M	451 SQ FT
TOTAL EXTERNAL AREA	5.4 SQ M	58 SQ FT
Kitchen / Dining / Living Room	3.06m x 5.78m	10′1″ x 19′0″
Bedroom	2.89m x 2.56m	9′6″ x 8′5″
Balcony	1.69m x 3.17m	5′7″ x 10′5″

\*Not visible from Floor 01

PLOT 135 Floor: 07 -

PLOT 132 Floor: 06 -

PLOT 129 Floor: 05 -

PLOT 122 Floor: 04 -

PLOT 112 Floor: 03 -

PLOT 102 Floor: 02 -

PLOT 96 Floor: 01 -

Floorplans shown for Grand Union are 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. Kitchen and furniture layouts are indicative only. Kitchen layout indicative only. Please ask Sales Consultant for further information.

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PLOT 126 Floor: 04 -PLOT 116 Floor: 03 -PLOT 106 Floor: 02 -

TOTAL INTERNAL AREA	40.5 SQ M	436 SQ FT
TOTAL EXTERNAL AREA	7.5 SQ M	81 SQ FT
Kitchen / Dining / Living Room / Bedroom	7.71m x 5.25m	25′4″ x 17′3″
Balcony	1.78m x 4.23m	5′10″ x 13′11″

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Views onto the Grand Union Canal & Waterside Piazza

#### FLOOR 02 SHOWN

SOUTH ELEVATION

Apartments: 97, 107, 117 & 127 Floors: 01, 02, 03 & 04

Δ

Balcony



Apartments: 95, 101, 111 & 121 Floors: 01, 02, 03 & 04

> View towards Wembley

> > Master Bedroo

Stadium\*

Bedroom 2

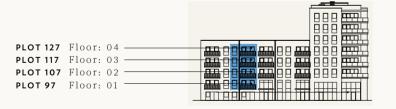








SOUTH ELEVATION

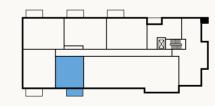


TOTAL INTERNAL AREA	51.5 SQ M	554 SQ FT
TOTAL EXTERNAL AREA	7.5 SQ M	81 SQ FT
Kitchen / Dining / Living Room	7.71m x 3.81m	25′4″ x 12′6″
Bedroom	4.10m x 2.73m	13′5″ x 9′0″
Balcony	1.78m x 4.23m	5'10" x 13'11"

#### FLOOR 01 SHOWN

Views onto

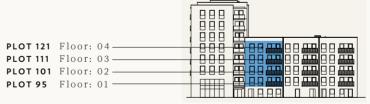
the Grand Union Canal & Waterside Piazza



- $\triangleleft \triangleright$ MEASUREMENT POINTS U
  - UTILITY CUPBOARD
- $\boxtimes$ WASHING MACHINE FRIDGE FREEZER



Balcony

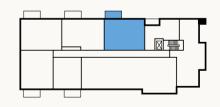


TOTAL INTERNAL AREA	74.6 SQ M	803 SQ FT
TOTAL EXTERNAL AREA	7.5 SQ M	81 SQ FT
Kitchen / Dining / Living Room	7.54m x 3.93m	24′9″ x 12′11″
Master Bedroom	4.99m x 2.85m	16′5″ x 9′4″
Bedroom 2	3.80m x 2.90m	12′6″ x 9′6″
Balcony	1.78m x 4.23m	5′10″ x 13′11″

#### \*Not visible from Floor 01

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#### FLOOR 01 SHOWN



 $\triangleleft \triangleright$ MEASUREMENT POINTS

- UTILITY CUPBOARD U
- $\boxtimes$ WASHING MACHINE
- $\boxtimes$ FRIDGE FREEZER



Apartments: 94, 100, 110 & 120 Floors: 01, 02, 03 & 04

#### 2 BEDROOM APARTMENT

Apartments: 98, 108, 118 & 128 Floors: 01, 02, 03 & 04

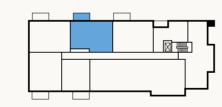


NORTH ELEVATION



TOTAL INTERNAL AREA	74.6 SQ M	803 SQ FT
TOTAL EXTERNAL AREA	7.5 SQ M	81 SQ FT
Kitchen / Dining / Living Room	6.63m x 4.68m	21′9″ x 15′5″
Master Bedroom	4.99m x 2.83m	16′5″ x 9′3″
Bedroom 2	3.79m x 2.73m	12′6″ x 9′0″
Balcony	1.78m x 4.23m	5'10" x 13'11"

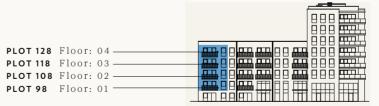
#### FLOOR 01 SHOWN



- $\triangleleft \triangleright$ MEASUREMENT POINTS U
  - UTILITY CUPBOARD WASHING MACHINE
- $\boxtimes$ FRIDGE FREEZER

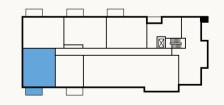
Master Bedroom	
Kitchen / Dining / Living Room	
△ Views onto   Balcony ↓   ✓ ↓   ✓ ↓   ✓ ↓	

SOUTH ELEVATION



75.3 SQ M	810 SQ FT
7.5 SQ M	81 SQ FT
5.67m x 4.55m	18′7″ x 14′11″
3.74m x 3.26m	12'3" x 10'9"
3.67m x 3.28m	12'1" x 10'9"
1.78m x 4.23m	5'10" x 3'11"
	7.5 SQ M 5.67m x 4.55m 3.74m x 3.26m 3.67m x 3.28m

FLOOR 01 SHOWN



 $\triangleleft \triangleright$ MEASUREMENT POINTS

- UTILITY CUPBOARD U
- $\boxtimes$ WASHING MACHINE  $\boxtimes$

FRIDGE FREEZER

\*Not visible from Floor 01

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Apartments: 105, 115 & 125 Floors: 02, 03 & 04



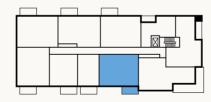
SOUTH ELEVATION



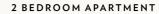
TOTAL INTERNAL AREA	74.7 SQ M	804 SQ FT
TOTAL EXTERNAL AREA	7.3 SQ M	79 SQ FT
Kitchen / Dining / Living Room	7.71m x 3.91m	25′4″ x 12′10″
Master Bedroom	5.16m x 2.75m	16′11″ x 9′0″
Bedroom 2	3.96m x 2.84m	13′0″ x 9′4″
Balcony	1.78m x 4.23m	5'10" x 13'11"

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#### FLOOR 02 SHOWN



- $\triangleleft \triangleright$ MEASUREMENT POINTS
- U UTILITY CUPBOARD  $\boxtimes$ 
  - WASHING MACHINE FRIDGE FREEZER



Apartments: 103, 113, 123, 130, 133 & 136 Floors: 02, 03, 04, 05, 06 & 07



NORTH ELEVATION

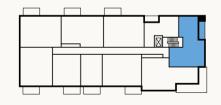


TOTAL INTERNAL AREA	75.3 SQ M	810 SQ FT
TOTAL EXTERNAL AREA	7.8 SQ M	84 SQ FT
Kitchen / Dining / Living Room	5.86m x 4.58m	19′3″ x 15′0″
Master Bedroom	2.89m x 3.55m	9′6″ x 11′8″
Bedroom 2	3.51m x 3.92m	11'7" x 12'10"
Balcony	1.82m x 4.29m	6′7″ x 14′1″

\*Not visible from Floor 01

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FLOOR 02 SHOWN



 $\triangleleft \triangleright$ MEASUREMENT POINTS

- UTILITY CUPBOARD U
- $\boxtimes$ WASHING MACHINE
- $\boxtimes$ FRIDGE FREEZER

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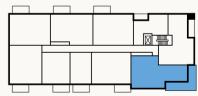
Apartments: 93, 99, 109 & 119 Floors: 01, 02, 03 & 04

#### 2 BEDROOM APARTMENT

Apartments: 104, 114 & 124 Floors: 02, 03 & 04



Views onto the Grand Union Canal & Waterside Piazza



 $\triangleleft \triangleright$ MEASUREMENT POINTS

 $\boxtimes$ WASHING MACHINE

 $\boxtimes$ FRIDGE FREEZER

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		L	

- U  $\boxtimes$
- $\boxtimes$ FRIDGE FREEZER



NORTH ELEVATION

75.3 SQ M

7.5 SQ M

4.14m x 7.14m

2.78m x 2.88m

3.87m x 2.60m

1.78m x 4.23m 5'10" x 13'11"

810 SQ FT

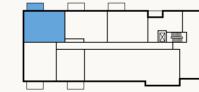
81 SQ FT

13'7" x 23'5"

9′1″ x 9′4″

12'9" x 8'7"

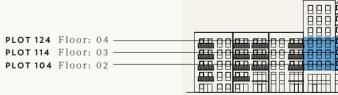
FLOOR 01 SHOWN



- $\triangleleft \triangleright$ MEASUREMENT POINTS
  - UTILITY CUPBOARD WASHING MACHINE

FLOOR 02 SHOWN

#### SOUTH ELEVATION



TOTAL INTERNAL AREA	82 SQ M	882 SQ FT
TOTAL EXTERNAL AREA	22.5 SQ M	242 SQ FT
Kitchen / Dining / Living Room	3.88m x 8.04m	12'7″ x 26'5″
Master Bedroom	5.30m x 2.77m	17′5″ x 9′1″
Bedroom 2	4.10m x 2.75m	13′5″ x 9′1″
Balcony	1.96m x 7.37m	6′5″ x 24′2″

\*Not visible from Floor 01

Master Bedroom

Bedroom 2

Balcony

PLOT 119 Floor: 04 -

PLOT 109 Floor: 03 -

PLOT 99 Floor: 02 -

PLOT 93 Floor: 01

TOTAL INTERNAL AREA

TOTAL EXTERNAL AREA

Kitchen / Dining / Living Room

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U UTILITY CUPBOARD

#### GRAND UNION Unison House

#### 2 BEDROOM APARTMENT

Apartments: 131, 134 & 137 Floors: 05 06 & 07



Views onto The Grand Union Canal & Waterside Piazza

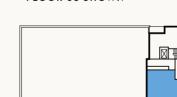
FLOOR 05 SHOWN



SOUTH ELEVATION

TOTAL INTERNAL AREA	82 SQ M	882 SQ FT
TOTAL EXTERNAL AREA	22.5 SQ M	242 SQ FT
Kitchen / Dining / Living Room	3.88m x 8.04m	12'7″ x 26'5″
Master Bedroom	5.30m x 2.77m	17′5″ x 9′1″
Bedroom 2	4.10m x 2.75m	13′5″ x 9′1″
Balcony	1.96m x 7.37m	6′5″ x 24′2″

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- $\lhd\,\vartriangleright$ MEASUREMENT POINTS
- U UTILITY CUPBOARD  $\boxtimes$ 
  - WASHING MACHINE FRIDGE FREEZER





General Specification

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 master bedroom Utility cupboard Ten-year warranty from date of legal completion 999-year lease from 2021



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



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





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 71

Sprinkler system in every apartment

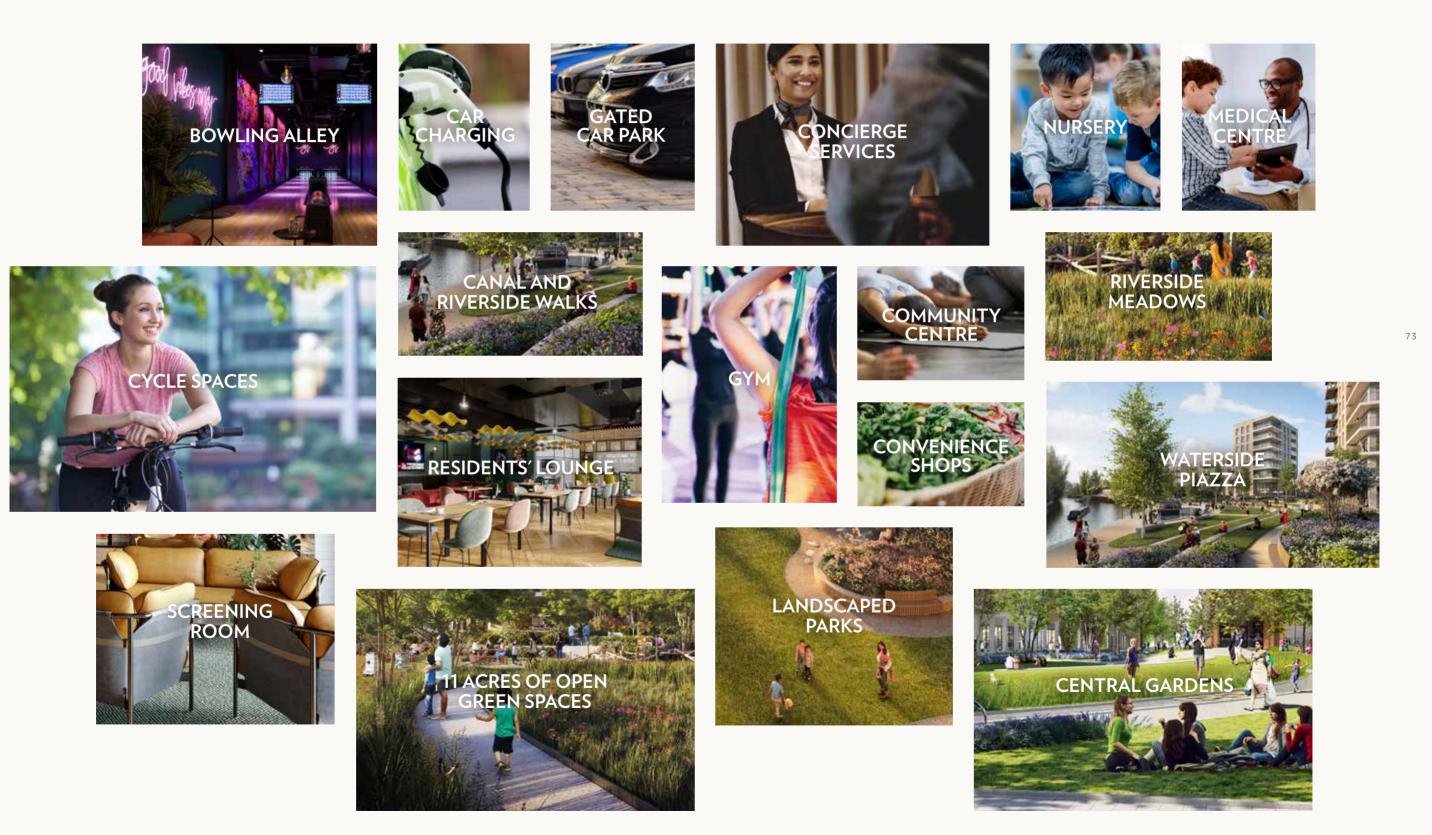
Sustainability

Energy efficient LED lighting throughout Mechanical ventilation system with heat recovery High performance double glazing to all doors and windows

A and  $A^*$  rated white goods

Photography of Grand Union show apartments. Indicative only.

#### **RESIDENTS' FACILITIES**





#### **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.

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#### 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.

#### CONSUMER CODE FOR HOME BUILDERS

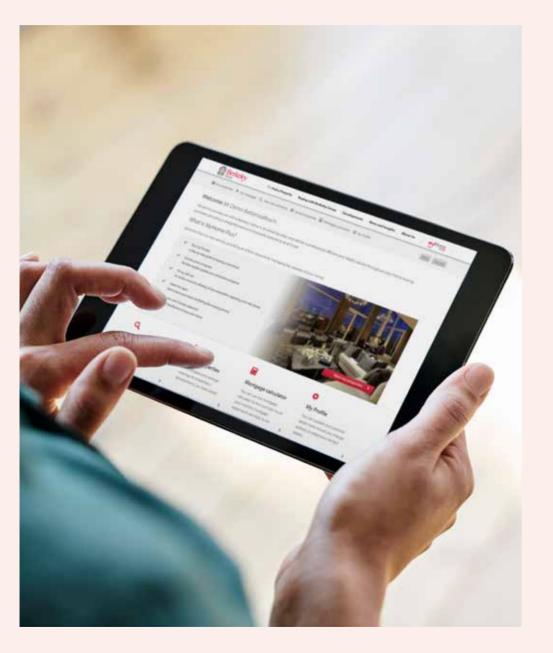
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#### UNPARALLELED CHOICE OF HOMES IN THE MOST SOUGHT AFTER LOCATIONS

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.



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**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.

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#### 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 Unison 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 provides access to Oxford Circus in only 26 minutes
- Secure and convenient cycle storage is provided



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#### A COMMITMENT TO THE FUTURE



Over the years, the Berkeley Group has won many prestigious awards for the quality, design and sustainability of its developments.

Our Vision is Berkeley's strategic plan for the business, designed to raise standards higher still. Our goal is to be a world-class business, defined by the quality of the places we create, generating long-term value and having a positive impact on society.

We take our responsibilities towards our customers, the environment, our workforce and the communities in which we work very seriously. Our plan for the business has five areas of strategic focus:

Customers, Homes, Places, Operations and Our People.

#### **OUR VISION**

To be a world-class business, defined by the quality of the places we create, generating long-term value and having a positive impact on society.

#### AN EXCEPTIONAL CUSTOMER EXPERIENCE

We put customers at the heart of our decisions. Dedicated Sales Teams will provide exceptional service throughout the buying process, and teams will manage the customer relationship from exchange of contracts through to completion, delivery of the new home and after occupancy.

#### HIGH QUALITY HOMES

We aim to build high quality, well-designed homes with low environmental impact, where customers have the opportunity to achieve healthy, comfortable and sustainable lifestyles, now and in the future. Attention to detail in design is paramount to ensure our homes meet the needs of our customers.

#### **GREAT PLACES**

We seek to create strong communities where people choose to live, work and spend their time and which directly encourage people's wellbeing and quality of life. These are places characterised by the quality of their design, external spaces, transport and access to jobs and amenities.

#### EFFICIENT AND CONSIDERATE OPERATIONS

We reduce the impact of the construction process on the local community by registering all of our sites with the Considerate Constructors Scheme. We set targets to reduce water, energy and waste. We work with our supply chain to ensure high quality services and materials are consistently provided. 83

#### A COMMITMENT TO PEOPLE

The safety, health, wellbeing and development of our people is a high priority. We aim to have a positive impact on society through our support of the Berkeley Foundation.

We set up the Berkeley Foundation in 2011. It supports voluntary sector organisations to improve people's lives in the communities where we work, and last year worked with 49 different organisations and their beneficiaries.

Our staff have been instrumental in making the Foundation grow, with over 60% getting involved last year and raising over £935k. They also give their time and skills, for example by mentoring young people to help them become more confident and job ready. Since its launch, the Foundation has committed over £14.9 million to more than 100 charities and worthy causes. Berkeley Group covers all overhead costs, so all money raised goes directly to charitable causes.

www.berkeleyfoundation.org.uk www.berkeleygroup.co.uk





FOR MORE INFORMATION:

GRAND UNION MARKETING SUITE Beresford Avenue Wembley HAO 1NW

sales@grandunion.uk T 0808 1788 838

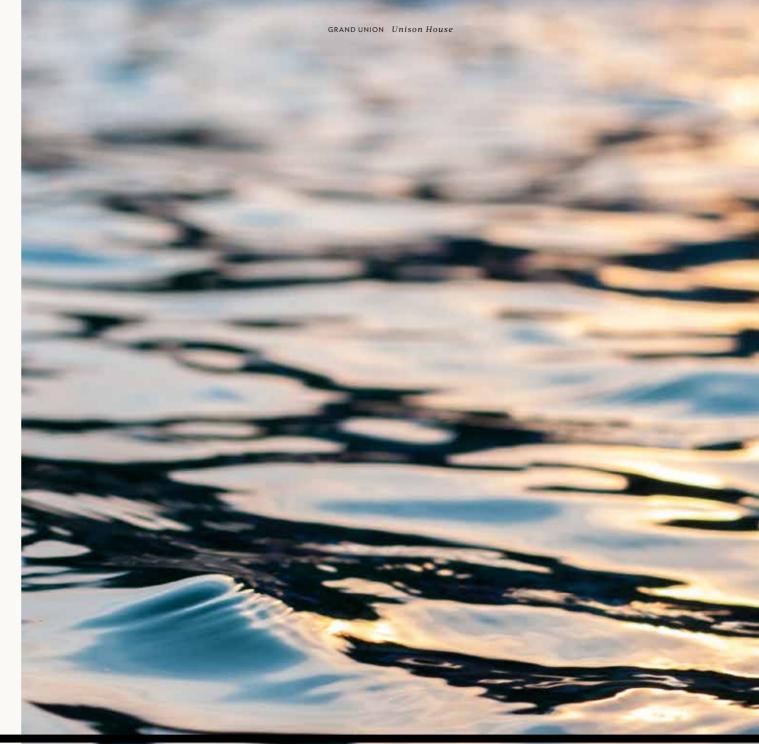
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The information in this document is indicative and is intended to act as a guide only as to the finished product. Accordingly, due to St George's policy of continuous improvement, the finished product may vary from the information provided. These particulars should not be relied upon as statements of fact or representations and applicants must satisfy themselves by inspection or otherwise as to their correctness. This information does not constitute a contract or warranty. Grand Union is a marketing name and will not necessarily form part of the approved postal address. Applicants are advised to contact St George to ascertain the availability of any particular property. Issue 1- 05CA/X705/0619

Purchasing uncompleted properties located outside Hong Kong is complicated and contains risk. You should review all relevant information and documents carefully. If in doubt, please seek independent professional advice before making a purchase decision. Planning permission number: 18/0321. Borough/council issuing permission: London Borough of Brent. Acquiring interest: 999 year leasehold interest from January 2021.





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