



DEVELOPING THE **HOMES** AND CREATING  
THE **PLACES** THAT **LONDON** NEEDS



VIBE HOLY TRINITY SCHOOL DALSTON E8

## AT A GLANCE WHO WE ARE

Established in 2000, Telford Homes has grown steadily to become one of London's largest residential developers. Today we have over 340 employees dedicated to developing the homes and creating the places that London needs.

Our goal is to significantly increase our output of new homes over the next few years to help address the chronic shortage in London, focusing particularly on the growing build to rent market.

Our success is driven by keeping our promises and being a trusted partner to everyone we work with.

Meeting the needs of landowners, our customers and the local community on each development is our central focus, from initial concept to final delivery.



## AT A GLANCE WHAT WE DO

Telford Homes is a Trammell Crow Company developer of residential-led, mixed use sites in London. We focus on brownfield opportunities in locations across London where the need for homes far exceeds supply. We invest in the communities we create through our sustainability strategy: 'Building a Living Legacy'.

We have extensive knowledge and expertise in acquiring land, obtaining planning permissions and designing and building high quality developments.

Our buildings are bespoke designs consisting of various housing tenures, alongside commercial properties and community buildings.

Our customers include individual investors, owner-occupiers, housing associations and, increasingly, institutional investors in the build to rent sector, a growing market in London.

Being a valued partner to landowners, housing associations, local authorities, build to rent investors and our supply chain is a key part of Telford Homes' strong brand reputation, as is looking after everyone who works for us.



HORIZONS DOCKLANDS E14

## ADDING VALUE PARTNERSHIPS AND LEGACY

Telford Homes is committed to partnership working. We are a respected partner to our stakeholders, encouraging new opportunities to work together. We are skilled at working collaboratively with our partners to create a legacy of high quality sustainable homes and places.

Our reputation for being straightforward and trustworthy has given strength to our credentials as a partner of choice to many reputable organisations. We are currently a joint venture partner to Londonnewcastle, Poplar HARCA, the Business Design Centre and Notting Hill Housing Group. We also work closely with housing associations and build to rent investors, amongst others.

We recognise the importance of good relationships with local authorities and other public bodies at all stages of planning and development. We work collaboratively with them and existing communities to understand their concerns and aspirations.

### Building a Living Legacy

As a responsible business, we have been working in innovative and sustainable ways for many years. Our 'Building a Living Legacy' sustainability strategy underpins our commitment to create places that stand the test of time by making a positive long term contribution to London's built environment.

Built by passionate people and strong relationships, we use innovative land, design and development solutions to create a legacy of high quality homes and places. Places that are designed for living, that will strengthen communities and encourage sustainable lifestyles.

Our high levels of health and safety and customer satisfaction (the latter of which stands at 100 per cent recommendation rate) are testament to our enduring ability to implement the right solutions.



BERMONDSEY WORKS SE16

## ADDING VALUE GROWING THE BUSINESS - LAND REQUIREMENTS

In order to maintain our growth trajectory and develop the homes that London needs, we require more land. Our experience and in-house expertise means we can offer detailed appraisals of a site's development potential and value at no cost to the vendor.

We work collaboratively, with the utmost discretion, and tailor development solutions to meet vendors' specific requirements.

We are a London specialist. We understand the local market and are committed to creating high quality homes and thriving places across London.



AVANT GARDE SHOREDITCH E1



*"We have sold land to Telford Homes on a number of occasions and they have behaved impeccably and at pace on each and every occasion. This is incredibly important when advising prospective vendors and we can state with confidence that Telford Homes will do what they say they are going to do."*

Darren Arnold, Director,  
Development, Savills



## LAND REQUIREMENTS

We are actively seeking land opportunities throughout London and are ready to purchase sites with the following criteria:

- With and without planning
- Both unconditional and conditional contracts
- Gross Development Value of £25 million and above
- Average open market sales values of up to £1,000 per sq.ft
- Regeneration schemes a speciality
- Partnerships and joint ventures
- Delivery of commercial and community space

We are construction specialists who retain full responsibility for our developments throughout their design, build and handover.

We can contract swiftly with limited approvals required and substantial funds in place.

# CITY NORTH

## FINSBURY PARK N4

### A SIGNIFICANT DEVELOPMENT FOR NORTH LONDON

- Mixed use development incorporating access to Finsbury Park station
- 355 new homes and 109,000 sq.ft of commercial space
- Joint venture with the Business Design Centre
- Due for completion in 2020



**Telford Homes entered into a joint venture to redevelop the site in September 2015, as part of our acquisition of the United House portfolio. City North sits to the west of Finsbury Park underground station and runs parallel to a national rail line.**

The site was acquired with a detailed planning consent, and on behalf of the joint venture, we are developing the detailed design, constructing the scheme in its entirety and managing the sales and marketing of the residential element.

The scheme will deliver 355 homes, of which 47 affordable homes have been sold in a separate transaction to Newlon Housing Trust. The scheme will also provide 109,000 sq.ft of commercial space which will be let to, amongst others, a cinema operator and a supermarket.

At the heart of the scheme is a new entrance to Finsbury Park underground station; we have worked closely with London Underground to design and construct the required infrastructure. The station entrance will link into a substantial new area of public realm.



# HACKNEY SQUARE

FRAMPTON PARK BAPTIST CHURCH, HACKNEY E9



## NEW HOMES, CHURCH AND COMMUNITY CENTRE

- Mixed use development including a new community centre and church
- Includes 47 open market homes
- Winner of a Housing Design Award 2016
- Completed in 2016



*“We all know there’s a housing crisis and we are going to have to look at new places to do development so infills like this amongst existing communities is clearly going to be one of those solutions. The only way I think you can have that sort of development is if you have a real commitment to quality, so having those balconies and the private amenity space, using quality materials, making sure they’ve got good access to light and that you’re preserving that access to people nearby is really important, and that is what you see here at Frampton Park.”*

Philip Glanville, Mayor of Hackney

**In 2012, Telford Homes entered into a subject to planning contract with Frampton Park Baptist Church to redevelop their site. The site comprised a 1950’s post war church which no longer met their requirements.**

We led the planning and design process, working with Matthew Lloyd Architects, to increase the capacity of the site by 50 per cent from the original feasibility, and improving efficiencies in the building design to improve the viability and construction programme. Planning was granted in July 2013.

The scheme comprises a series of residential cores and a standalone three storey church and community facility clustered around a communal garden.

The church and community facility provides a community café at ground floor and a series of flexible spaces for meetings, crèche and worship. The main church hall is a double height space with acoustic partitions which flex according to the size of the congregation or use, which can include sport.

In order to minimise disruption to the congregation in moving the church off-site during construction, we designed the church building using a cross laminated timber structure which was both efficient to construct, and exceeded the

environmental performance of alternative structures. This resulted in the church returning to their new facility just 18 months after they vacated.

The sale of the homes paid for the delivery of the community facility. We agreed an overage framework with LB Hackney to capture any uplift in value once completed, ring fenced for affordable housing.

The freehold of the site remains with the Church, who receive all ground rent income from the homes, which were sold on a long leasehold.

In 2016 the project received a Hackney Design Award and a Housing Design Award.



[VIEW THE VIDEO](#)

**HOUSING DESIGN AWARDS**  
COMPLETED AWARD 2016

**A MIXED USE SCHEME ON  
OLYMPIC LEGACY LAND**

- 471 homes and over 10,000 sq.ft of commercial space
- Secured detailed planning consent
- Joint venture with Notting Hill Housing Group
- 112 homes sold to Folio London for build to rent
- Due for completion in 2019



**In 2014, Telford Homes, in a joint venture with Notting Hill Housing Group, unconditionally acquired New Garden Quarter from London and Continental Railways (LCR). The site benefitted from an outline planning consent.**

New Garden Quarter is within easy walking distance of Stratford town centre, Stratford International station and Westfield shopping centre.

Bounded on two sides by train lines, HS1 to the south and Network Rail to the west; we worked closely with both parties to ensure our design met with their access and servicing arrangements, and to gain consent on the various protection agreements required.

We engaged PTE Architects, and carefully managed the planning and design process. Through a variation to the outline consent, we added 15 per cent additional residential capacity to the scheme, without compromising design, quality or integrity.

Despite being medium rise in nature, the mansion block design has enabled the scheme to deliver high density accommodation (711 habitable rooms/hectare) around a generous new public park.

There is a strong emphasis on family housing, with 46 per cent of the homes having three bedrooms or more. Building heights are between three and nine storeys.

*“They are all very dedicated and enthusiastic at Telford Homes, as well as open and transparent. This is fundamental to the good partnership we have. I am confident in their ability to take a strong commercial lead on behalf of the JV.”*

Anthony Green, Senior Project Manager,  
Notting Hill Housing Group

**NEW BUILD TO RENT HOMES  
ON A COMPROMISED SITE**

- Residential development of 156 homes
- Secured planning despite challenging negotiations
- Sold to L&Q for built to rent
- Completed in 2018

**Telford Homes acquired the site under a subject to planning contract from London and Continental Railways (LCR) in April 2013. The Pavilions is a challenging site, constrained by HS1 and Thames Water infrastructure running below the site, overground railway infrastructure running parallel to it, and a nature conservation policy designation covering the site.**

We engaged Jestico & Whiles, as well as Standerwick Land Design, and worked closely with LB Islington to sensitively design a scheme that maximised the residential capacity of the site without compromising the nature conservation designation.

In December 2014 LB Islington granted planning permission for 156 new homes, of which 38 per cent (60 homes) are affordable. In addition to the new homes, the scheme will deliver a substantially enhanced Site of Importance for Nature Conservation (SINC), incorporating an educational nature trail for use by local school and community groups.

The Pavilions provides a mix of one, two and three bedroom homes. An additional linear mansion block overlooks the central pedestrian and cycle route with doorstep play space facing the nature conservation area.





## NEW HOMES CROSS SUBSIDISE NEW SCHOOL

- Mixed use development incorporating a new primary school
- Includes 101 open market homes with 30 per cent suitable for families
- Housing Design Award winner 2017
- Completed in 2016



*“It was very clear from visiting it how involved all the parties were including the school, the pupils and the Diocesan Board, working with Telford Homes to deliver a scheme that works really well as two quite distinct uses on a single development. This is a great example of being able to deliver a really high spec school with housing in a tight urban area and it works really successfully.”*

Justin Carr, Senior Manager,  
Housing and Land, GLA

**In 2012 Telford Homes was appointed through a competitive tender to become the development partner of the London Diocesan Board for Schools (LDBS). The site was owned by LDBS and LB Hackney and comprised a single storey 1960's school with several decaying portacabins.**

LDBS sought an innovative model to deliver a new self-funded two form entry primary school. We worked with LDBS and their architect, Rock Townsend, to realise a mixed use model that would fund the delivery of the new primary school through the sale of open market homes.

Planning consent was granted in December 2013. The scheme delivers very high quality open space with almost 100 per cent site coverage for amenity uses including school playgrounds, a play deck and MUGA, in addition to green roofs and residents' garden.

Telford Homes and LDBS agreed an overage framework with LB Hackney to capture any uplift in value once completed, ring fenced for affordable housing.

We took ownership of the design and planning process, engaging the school community through a series of collaborative project boards and steering groups. This meant a clear vision and specification was defined early on in the project.

The school vacated the site in July 2014 and returned to occupy the new school in August 2016, just two years later. The homes on the upper floors were occupied from October 2016, with final handover in early 2017.

Heralded as an innovative and exciting project which could help transform the delivery of social and employment infrastructure as part of genuine mixed use developments, Holy Trinity has received a prestigious Housing Design Award 2017, as well as a succession of other awards.



VIEW THE VIDEO

HOUSING  
DESIGN  
AWARDS  
COMPLETED AWARD  
2017

**UNCONDITIONAL SITE  
PURCHASE WITHOUT PLANNING**

- Secured planning for 192 homes
- 125 homes sold to M&G for build to rent
- 67 affordable homes sold to East Thames
- Due for completion in 2019



**Telford Homes acquired The Forge in 2014; a swift unconditional purchase of a site without a planning consent. The site was formerly a bus depot bounded on two sides by existing residential developments.**

We obtained planning permission in September 2015. The scheme, designed by RMA Architects, comprises residential apartments, clustered around communal courtyards, accessed off a new public street. The new buildings range from three to five storeys with a 14-storey focal building.

The development comprises 35 per cent affordable housing and 39 per cent of the homes are family sized with three bedrooms or more. 125 homes have been sold to M&G for build to rent – our second sale to them.

In addition to delivering much needed new mixed tenure homes the development provides substantial public realm enhancement beyond its red line boundary, and a new public pedestrian and cycle link through the site.



## WHY CHOOSE TELFORD HOMES?

Telford Homes is one of London's largest developers and due to our success we are growing strongly. We therefore have an ongoing need for a wide variety of land across London.

### ▪ Reputation and track record

We are respected throughout the development industry for designing and building bespoke homes across a wide variety of tenures and creating vibrant places in London. This enables us to achieve the best possible planning consent.

### ▪ Collaborative and straightforward

We are a collaborative developer. We keep our promises. We meet the needs of our partners, customers and local communities to achieve shared objectives and deliver a living legacy.

### ▪ Knowledge and experience

Telford Homes has an experienced and proven management team with extensive knowledge of planning, development and complex construction in London. We are construction specialists and retain full responsibility for all our developments throughout their design, build and handover.

### ▪ Legacy that maximises value

We understand a landowner's desire to ensure a high quality development whilst maximising returns and adding value to any future land releases.

### ▪ Substantial funding and rapid decisions

We are a Trammell Crow Company developer with robust covenants giving certainty to our partners. We can enter into contracts swiftly and have substantial funding in place.

### ▪ Quality and service

We deliver quality homes and valuable infrastructure to a diverse customer mix with a 100 per cent recommendation rate.

### ▪ Sustainability, safety and people

We are investing in London's local communities via our sustainability strategy and we have a first-class safety record. We look after our people, who are the real heart of our business.



STRATOSPHERE & STRATFORD PLAZA E15

*“We are very pleased with the outcome and the quality of what's been delivered. I have worked with many contractors and Telford Homes is definitely one I would want to include on another project.”*

Inigo Woolf, CEO of the London Diocesan Board for Schools

*“Telford Homes progressed the transaction in a quick and straightforward manner to the timescales outlined by the client. They were a pleasure to deal with and I would not hesitate to recommend them to landowners in the future as a competent and trusted developer.”*

Barney Hillsdon, Senior Director – Land & Development, GVA



telfordhomes

A TRAMMELL CROW COMPANY DEVELOPER

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