

Prime London

RENEWAL, CHANGES AND OPPORTUNITIES

Report on the latest trends and property opportunities in the residential market in prime central London.

By David Spittles, Property Correspondent, London Evening Standard



LONDON

AT THE CLOSE OF
THE SEVENTEENTH CENTURY

The space distinguished by the
darker shading marks the extent
of the Great Fire.



Introduction

COMMISSIONED BY LEADING LONDON DEVELOPER GALLIARD HOMES, THIS REPORT PROVIDES AN INDEPENDENT AND AUTHORITATIVE REVIEW OF THE LATEST TRENDS AND PROPERTY OPPORTUNITIES IN PRIME CENTRAL LONDON, ONE OF THE MOST VALUABLE, DYNAMIC AND INTERNATIONAL PROPERTY MARKETS IN THE WORLD.

Drawing on the latest research from leading property advisors Knight Frank, Savills, CBRE and Lonres, the report is written by David Spittles, an award winning property writer who has reported for the London Evening Standard for more than 25 years.

Founded in 1827, the Evening Standard is the dominant regional newspaper for London covering national, international and City of London news stories complete with a dedicated weekly residential property supplement.



Galliard Homes

Founded in 1992, Galliard Homes is a leading developer operating in London and southern England building residential and mixed use developments including newly built homes and the conversion or refurbishment of grand commercial buildings, riverside warehouses and period properties into stylish homes.

Galliard's development portfolio within London consists of over £1.1 billion of new development, providing over 5,900 homes. The company's mixed use developments are designed to provide buyers with an exclusive lifestyle and a home, so within the Galliard Homes property portfolio buyers will find developments that not only provide homes, but also a concierge service, landscaped gardens, new shops, superstores, hotel, riverside bars, restaurants, cafes, commercial space, museum and art gallery space.

www.galliardhomes.com



NEW CAPITAL QUAY, GREENWICH RIVERSIDE

A finished computer generated image of what is currently the largest residential construction site in London.

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Looking back - regeneration, the catalyst for prime redevelopment and successful sales.



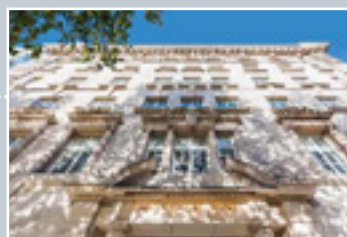
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A snapshot of postcode values, analysing prime property and per square foot price banding.



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Introducing Galliard Homes' £500 million premium portfolio and central locations.



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Page 50-51 The Platinum Collection

Development location and contact.



Executive Summary

- London's "safe haven" status and unrivalled diversity continues to attract homebuyers and property investors from around the globe.
- After the magnificent spectacle of the 2012 Olympics, the capital remains alive with regeneration projects, transport upgrades, cultural and employment shifts that are creating new property-buying opportunities and new hotspots.
- King's Cross and London Bridge are becoming new business hubs, which is boosting the local residential market.
- "Midtown", the area between the West End and City, is experiencing its biggest change in 50 years with redevelopment of outdated commercial buildings.

- The City of London, known locally as "The Square Mile", once a dull nine-to-five office district, has an animated evening economy and unsatisfied demand for homes.
- Victoria and the bordering Westminster parliamentary quarter, for decades a forgotten address, are swinging into fashion.
- Marylebone, Fitzrovia and Bloomsbury continue to be revitalised by independent retailers, restaurants and galleries.
- Parts of London's Theatreland, including the glitzy and famous Strand and grubby Soho backstreets, are getting a facelift and benefiting from new homes, hotels and leisure facilities.
- Homes are sprouting up alongside West End department stores and shops.
- Upper crust St James' is experiencing a residential renaissance as part of a Crown Estate makeover of the area.
- Desirable "inner suburbs" such as St John's Wood and Hampstead are benefiting from a fresh crop of homes that suit modern lifestyles.
- Awesome riverside regeneration is underway at Nine Elms and Vauxhall, with new riverside projects also being unveiled in Wapping and Greenwich.
- Fast-changing South Bank, once out-of-bounds for many homebuyers, has joined the property premier league, and a second wave of development is coming to Canary Wharf and Docklands, bringing glamorous skyscraper living and fashionable warehouse apartments.



The impact of Crossrail

CROSSRAIL, THE NEW EAST-WEST RAIL LINK, SCHEDULED TO BE OPERATING BY 2017, CUTS THROUGH MUCH OF THE PRIME CENTRAL LONDON TERRITORY REVIEWED IN THIS REPORT AND IS PROVING A CATALYST FOR MORE INVESTMENT AND GROWTH, ESPECIALLY AROUND THE SEVEN NEW CENTRAL LONDON STATIONS.

The £15.9 billion project is the most important rail development taking place in the UK, offering a direct fast-speed service east to west across London. The high capacity, high frequency railway will run from Maidenhead and Heathrow in the West to Shenfield and Abbey Wood in the East, and will link London's West End to locations including Heathrow, Paddington International Station, Liverpool Street (City of London), Canary Wharf and Stratford.

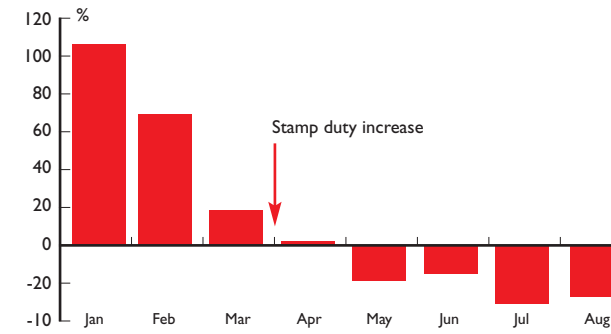


The Capital's superfast Crossrail highway will typically cut a current journey time of 26 minutes from Canary Wharf to Paddington to just 16 minutes.

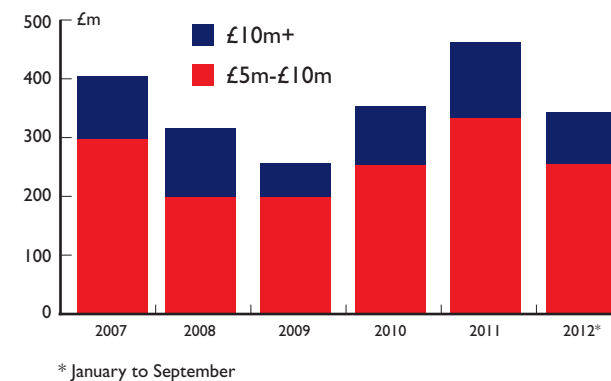


Property values and rents in prime Central London

WHILE LONDON'S OBSESSION WITH RENEWAL CONTINUES TO TRIGGER NEW OPPORTUNITIES, A "PERFECT STORM" OF LOW INTEREST RATES, STRONG RENTAL DEMAND, CAPITAL GROWTH AND COMPETITIVE MORTGAGE FINANCE IS ADDING FURTHER ALLURE TO PROPERTY. LONDON'S RISING POPULATION IS FUELLING DEMAND FROM BUYERS AND RENTERS, YET PLANNING CONSTRAINTS ARE RESTRICTING THE SUPPLY OF HOMES.



Rank	Country	%
1	UK	58.9%
2	Russia	4.3%
3	India	3.6%
4	Italy	3.5%
5	US	3.3%
6	France	3.2%
7	UAE	1.8%
8	Australia	1.6%
9	China (inc. Hong Kong)	2.4%
10	Greece	1.3%
11	South Africa	1.2%
12	Germany	1.0%
13	Singapore	0.9%
14	Ireland	0.8%
15	Saudi Arabia	0.6%
16	Lebanon	0.6%
17	Spain	0.6%
18	Egypt	0.6%
19	Switzerland	0.5%
20	Canada	0.5%



* January to September

SOURCES: Curzon, Savills, Knight Frank

2011-2012 change:
Prime Central London
£2m+ sales volumes 2012

Who is buying?
£1m+ London sales by
nationality
Q2 2009 to Q2 2012

Greater London
total sales

Property values and rents in prime Central London

SINCE THE 1960s, CENTRAL LONDON PRICES HAVE ROUGHLY DOUBLED EVERY EIGHT YEARS, A TRACK RECORD AT LEAST AS GOOD AS GOLD. THOUGH NOT TOTALLY INSULATED FROM KNOCKS AND SHOCKS, HISTORY SHOWS THAT CENTRAL LONDON ALWAYS BOUNCES BACK STRONGLY.

Prices have jumped 52 per cent since the low point of March 2009 in the immediate aftermath of the banking collapse and are now 13.5 per cent above the previous peak, according to research by Knight Frank.

Across central London, prices have risen by 10.1 per cent during 2012 despite Eurozone turmoil. Marylebone is the area performing particularly well - up 14.5 per cent, the highest annual rise of all areas covered by the Knight Frank index. And future growth prospects are promising too.

Savills' most recent growth forecast predicts central London prices will rise by another 25.6 per cent by the end of 2017, tempered by a slight pause in 2013.



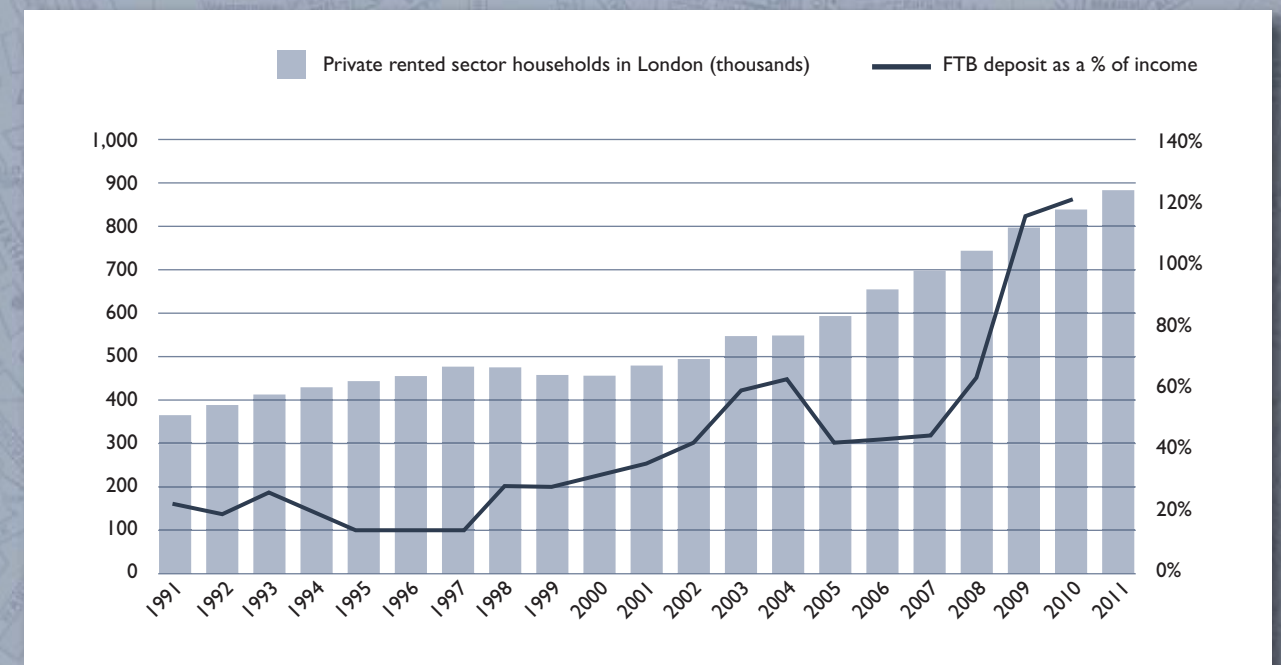
Prime Markets Five year forecast values

	Actual	Forecast					
	2012	2013	2014	2015	2016	2017	5yrs to end 2017
Central London	4.0%	0.0%	3.5%	8.0%	6.5%	5.5%	25.6%
Outer Prime London	3.5%	0.0%	3.5%	6.5%	5.5%	5.0%	22.1%

Rental Growth Five year forecast values

Rental Growth	2013	2014	2015	2016	2017	5yrs to end 2017
UK Mainstream	2.5%	2.5%	3.0%	4.5%	4.5%	18.2%
Greater London	3.0%	3.0%	4.5%	6.0%	6.5%	26.4%
Prime Central London	3.0%	3.0%	4.5%	4.5%	4.5%	24.0%

Cost of deposit pushes first time buyers into renting



GALLIARD HOMES HAS ALWAYS OPERATED IN CENTRAL LONDON AND HAS BEEN HIGHLY SUCCESSFUL IN ACQUIRING SITES IN PIONEERING LOCATIONS WHERE THERE HAS PREVIOUSLY BEEN LITTLE OR NO NEW HOMES DEVELOPMENT. EXAMPLES INCLUDE THE REDEVELOPMENT OF PAPERMILL WHARF, COUNTY HALL, THE WHITE HOUSE, SPICE QUAY AND TEA TRADE WHARF.

Galliard Homes has unlocked the value in these sites and buyers have benefitted from the capital value uplift as the areas around the projects have been regenerated and property values have risen. For example homes in Papermill Wharf, originally sold for £50,000 are now valued at £500,000, whilst homes in The White House on London's Southbank primarily sold for £99,000 and are now valued at over £500,000.

Galliard Homes has a reputation for pricing its projects extremely competitively and a proven track record of generating strong forward sales on the projects it undertakes, with the homes selling to UK end users, individual investors and overseas buyers.



Cayenne Court, released 1999



Spice Quay, released 1999



Tea Trade Wharf, released 2001



Cayenne Court
Derelict prior to conversion

Site of Spice Quay
Prior to construction

Tea Trade Wharf
Derelict warehouse prior to conversion

London & Butler's Wharf Estate
April 1997

Galliard Homes & Central London

www.galliardhomes.com



Papermill Wharf released 1993



The White House, released 1997



The County Hall, released 1995

Domino London

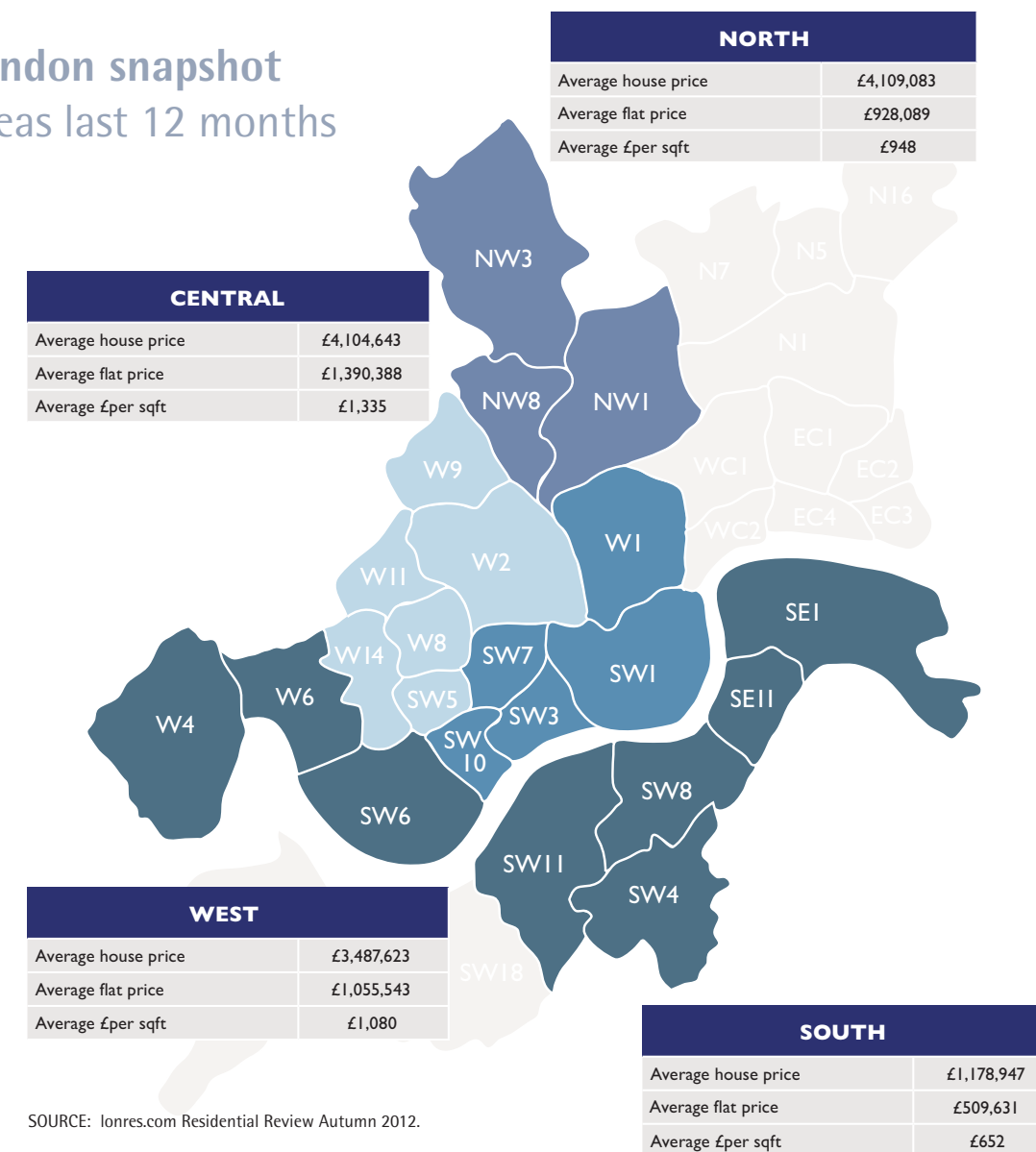
THE POST FINANCIAL CRISIS PHENOMENON OF WEALTHY INTERNATIONAL BUYERS DRIVING THE MARKET FOR ULTRA-EXPENSIVE HOMES IN CENTRAL LONDON IS CAUSING PROPERTY RIPPLES BEYOND THE GOLD-PLATED ADDRESSES OF KNIGHTSBRIDGE, BELGRAVIA, MAYFAIR, KENSINGTON AND CHELSEA.

Equity coming out of prime central London is finding its way to close - in areas such as leafy Primrose Hill and Belsize Park. The hunt for more affordable locations is seeing Fulham residents crossing the river to put down roots in Battersea and Balham; others are moving from Parsons Green to Putney, from Hammersmith to Shepherd's Bush and from Clapham to Greenwich.

Buying decisions are influenced by the fact that London is a collection of micro markets where local factors (highly-regarded schools, historic architecture, even fashionable bars and restaurants) can lift prices beyond the area norm. Also there are emerging districts, benefiting from regeneration or an influx of creatives, where arguably prices have not reached their full potential. Other places are under a veil, poised to be uncovered, and could be future hotspots.



Prime London snapshot Lonres areas last 12 months



SOURCE: Lonres.com Residential Review Autumn 2012.

A "heat map" of London shows prices exceed £4,000 per sq ft for the best central addresses, yet circa £2,000-£2,500 per sq ft is more typical for prime, as opposed to "super-prime", properties. And the average price across the wider central London area (which includes Pimlico and Paddington, Earl's Court and the South Bank) is nearer to £1,300 per sq ft.

Striking is the "value gap" between central London areas lying in close proximity to each other. Mayfair, once the Monopoly Board king, is typically 15 per cent cheaper than Belgravia, whose quieter, village-like ambience appeals more to families. Yet a pocket of Belgravia - around Ebury Street, along the southern boundary with Victoria - is cheaper than Mayfair. Streets in prime Chelsea can be four times more expensive than charming Georgian terraces in Kennington, which is inside the parliamentary division bell area.

Areas move at different speeds. Certainly, once uncool districts are swinging into fashion and others are being rediscovered. Sometimes you cannot define why an area is on the up but you can detect it, feel the vibe. It is not always because of carefully planned regeneration, rather a confluence of people and bargains that make a place special; it could be a new source of wealth (say, bankers moving to Notting Hill) or, more likely, property opportunities. As with Soho before it, Shoreditch has become a furnace for stylish entrepreneurialism because of relatively cheap rents.

Buyers (and developers) who cherry pick areas with potential can profit handsomely. Neighbourhoods can quickly swing into fashion. Twenty years ago there were only four addresses - Mayfair, Knightsbridge, Belgravia and St James's - in a premier division of property compiled by Savills. Today there are ten, with Holland Park, Notting Hill, The Boltons, Chelsea (SW3), Regent's Park and Kensington.

Domino London

The most spectacular arrival in the top tier is Notting Hill, which in 1990 was in the fifth (and bottom) division - "off the radar", according to Savills. Bayswater has moved from third to first division over the last decade.

The South Bank, boosted by the so-called "string of pearls" attractions between Westminster Bridge and Tower Bridge, is another shining example. Knight Frank tips this riverside district to jump further in price during the next five to ten years. "Nine Elms to Vauxhall Cross will change out of all recognition, while the extension of Tate Modern, due for completion in 2014, will see Bankside values rising even higher."

Research by property consultant CBRE shows that over the last five years the £1,000 per sq ft price point has rippled out from the SW1, SW3 and W1 postcodes to reach Hammersmith in the west, Lambeth in the south, Swiss Cottage in the north and Aldgate in the east.

Studying square foot prices is a good way of identifying hotspots and "opportunity areas". Current Galliard developments offer value-added properties across the price range, from £400 to £4,000 per sq foot.

The regenerating South Bank, now stretching from Tower Bridge to Westminster Bridge.



The Distillery Tower & Crescent, Deptford SE8



New Palace Place
Monck Street,
Westminster SW1



Lincoln Plaza, Millharbour Village, Canary Wharf E14

Galliard Homes has had its finger on the property pulse of London for three decades and its gift for unlocking areas of hidden value has paid off handsomely for buyers. Galliard was the first developer to spot the potential of South Bank (through its County Hall and Whitehouse schemes) as well as Shad Thames (with Spice Quay) and Westminster (Monck Street). It has built pioneering Canary Wharf developments, boutique apartments in Borough and Bermondsey and is undertaking major regeneration schemes in Deptford and the majestic naval town of Greenwich.

ALL ARE AMONG THE MOST RECOGNISABLE LONDON LOCATIONS. TO CONSOLIDATE ITS CENTRAL LONDON PRESENCE IN THIS NEW ERA, GALLIARD HAS LAUNCHED A "PLATINUM COLLECTION" - A £500 MILLION PORTFOLIO OF NEW-BUILD, CONVERSION AND REFURBISHMENT PROJECTS (SEE OVER) - AND HAS A COMPLEMENTARY PREMIUM RENTAL BUSINESS.

Galliard Homes Platinum Collection

The Platinum Collection by Galliard Homes is a £500 million portfolio of new residential and mixed use developments located in some of the capital's most sought after addresses. The Platinum Collection includes new build, conversion and refurbishment projects providing luxury apartments, penthouses, loft style riverside flats, duplexes and large family houses for private sale priced from £1,200 to over £3,000 per sqft.



Marconi House, Strand WC2



42-45 Belsize Park, London NW3



43-45 Great Cumberland Place, London W1



7 Portland Place, Marylebone London W1

The Platinum Collection projects include new luxury residential developments at Marconi House WC2, 42-45 Belsize Park NW3, 43-45 Great Cumberland Place W1, New Capital Quay SE10, Red Lion Court EC4 and 136-140 Wapping High Street E1W, 7 Ludgate Broadway EC4 and 7 Portland Place W1.

Each Platinum Collection home is individually designed, with the interiors, kitchen, bathroom suites, outside space, security, parking, technology, fixtures and fittings all carefully thought through and created to provide the buyer with everything required for stylish living in prime inner London.



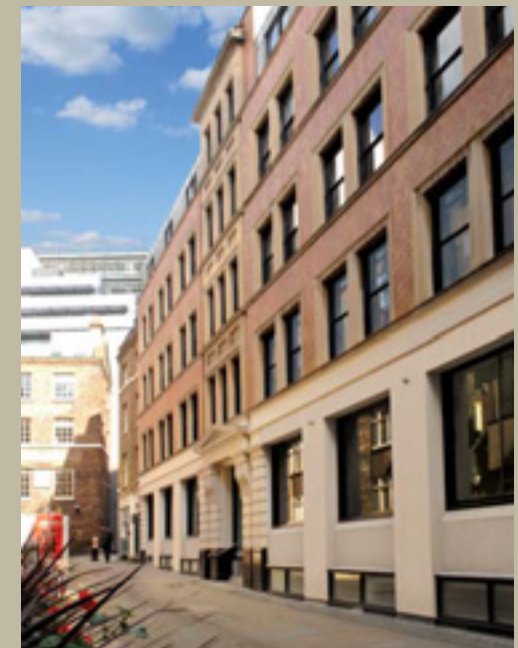
New Capital Quay, Greenwich Waterside, SE10



Wapping Riverside, Wapping High Street, London E1



7 Ludgate Broadway, London EC4



Red Lion Court, Temple, London EC4

Fringe Benefits

REMARKABLE CHANGE IS TAKING PLACE JUST BEYOND THE SQUARE MILE'S ANCIENT WALLS. CITY-FRINGE DISTRICTS THAT WERE ONCE SPILLOVER OFFICE AREAS ARE BEING REVITALISED BY NEW COMMERCIAL AND RESIDENTIAL DEVELOPMENTS AND BECOMING FIRST-CHOICE ADDRESSES.

Like the Square Mile itself, which runs from Chancery Lane in the west to Aldgate in the east, from the Thames in the south up to Farringdon in the north, these City fringe areas have a unique character. They have been "urban" since the Middle Ages, always moving with the times, reinventing themselves as old industries and trades gave way to new forms of commerce.

Transport upgrades such as the Jubilee line and East London line extensions have combined with riverbank regeneration to invigorate City fringe districts, bringing "dot-commerce" plus new cultural and leisure attractions.

For two decades London's centre of gravity has been shifting east - the majority of the capital's population now lives east of Blackfriars Bridge. Yet it is easy to forget that the City fringe was a semi-industrial belt barely 20 years ago. Around 1990, most of the capital's 29,000 printers worked in Clerkenwell, alongside metalworkers, clockmakers and jewellers. Shoreditch was famous for ragtrade sweatshops, Bermondsey for tanneries.

Then loft living arrived as technology changed and redundant warehouses and factories were converted into homes and offices. Bars, eateries, fashion boutiques and galleries followed.

Beyond expectation, the pace of change has accelerated since the onset of the credit crunch in 2008. Whereas the fringe used to be in the shadow of the City, it is now in the spotlight, with showpiece architecture, most notably Shard of Glass, advertising its arrival.

The City's western boundary extends beyond St Paul's Cathedral to Temple and takes in Holborn's inns of court and the former Fleet Street newspaper zone, a transforming area, now a thriving hub for law and accountancy firms.

Fetter Lane has the world's biggest "courts complex" (29 courtrooms and other judicial accommodation), evidence of the area's resurgent legal sector. Nearby Inner and Middle Temple, with their barristers' chambers, are London's oldest live-work estates. Here too is the London School of Economics campus and historic Lincoln's Inn Fields.

Among the best new homes are those tucked away in narrow lanes and passageways, or butting up against heritage buildings. Red Lion Court, close to the Royal Courts of Justice, fits into this category, while 7 Ludgate Broadway, an Edwardian building converted into eight luxury apartments, offers views of the City's spires and skyscrapers.

Scarcity makes City and City fringe homes such sound investments. Yet values are still significantly lower compared with the top central London addresses, partly because the area is in transition. City Corporation planners have an unswerving policy that promotes commercial development above residential to ensure the City retains its number one spot as a financial centre, resulting in a limited supply of homes.

A lifestyle preference to live within walking distance or a short bike ride of these employment centres is increasing demand for homes. As are infrastructure improvements on the City borderline.

When Crossrail opens in 2017, Farringdon station, currently one of London's quieter mainline stations, will be Britain's busiest, with a sevenfold increase in commuters and 140 trains per hour passing through it. Farringdon will be the only London terminus with integrated north-south (of the river) and east-west routes; the only one allowing passengers to board Crossrail, Thameslink (also being upgraded) and Tube trains. It will provide direct links to Gatwick, Heathrow, Luton and London City airports as well as Eurostar services at St Pancras and Brighton on the south coast.





Red Lion Court

TEMPLE LONDON EC4

LOCATED JUST OFF FAMOUS FLEET STREET IN LONDON'S LEGAL AND FINANCIAL DISTRICT, RED LION COURT PROVIDES 12 ONE, TWO AND THREE BEDROOM APARTMENTS AND 2 MAGNIFICENT PENTHOUSES, LOCATED BEHIND A GRAND RETAINED STONE AND BRICK FAÇADE.

Red Lion Court is just 500 metres from the Royal Courts of Justice, the Temple and most of the capital's most distinguished law chambers, and is also in the heart of the City of London and within 10 minutes walking distance of campus facilities for the London School of Economics and Kings College London.

The apartments are designed for chic City living, with living/dining rooms, open plan or enclosed kitchens and master bedrooms with ensuite shower-rooms. Features include Oak veneer flooring, mood lighting, comfort cooling and fully integrated surround sound technology to principal rooms.

The kitchens have either polish black ceramic or oak veneer flooring, high gloss white lacquer units and Smeg integrated appliances. The ensembles have natural stone tiled floors, designer suites, underfloor warming and fitted mirrors, vanity units and wall tiling. Prices at Red Lion Court start from £775,000.



Authentic apartment view.



7 LUDGATE BROADWAY LONDON EC4

7 Ludgate Broadway is the conversion and refurbishment of a landmark office building, formerly law chambers, into a development of 9 magnificent apartments, including a duplex penthouse, which are within 250 metres of St. Paul's Cathedral in the heart of the City of London. The apartments on the upper floors of the building provide panoramic views of St Paul's Cathedral and the surrounding cityscape.

There are 8 one and two bedroom apartments, each with a spacious living room, some incorporating the bay windows which are a retained feature of this elegant Edwardian building. The two bedroom apartments have master bedroom suites with ensuite bathrooms and the three bedroom duplex penthouse has two reception rooms, each opening onto a private roof terrace.

The luxurious specification includes Oak veneer flooring, comfort cooling and integrated surround sound systems to living rooms and bedrooms. The open plan designer kitchens have polish black ceramic flooring, high gloss white lacquered units, black granite worktops and integrated Smeg appliances.

The site has an extremely interesting history. Between 1278 to 1538 it was occupied by a Priory of Dominican Friars, monks from whose black cappa the district of Blackfriars takes its name. The monks worshipped at a church where St. Paul's Cathedral now stands. A blue plaque on the current building records the site's history as a Priory.

With the dissolution of the monasteries in 1538, the site became the London home of Lord Cobham before in 1578 Richard Farrant opened the first Blackfriars Theatre on the site, a theatre in which Sir William Shakespeare shared a financial interest. In 1597 the theatre relocated and by the 19th Century the site was occupied by lawyers chambers.

THE
PLATINUM
Collection

MARCONI HOUSE IS A SHOWPIECE DEVELOPMENT, A LANDMARK BUILDING IN THE PRIZED STRAND CONSERVATION AREA, WHICH INCLUDES THE AUSPICIOUS AUSTRALIAN AND INDIAN HIGH COMMISSIONS, SOMERSET HOUSE AND SPLENDID BUSH HOUSE, FORMER BBC WORLD SERVICE HEADQUARTERS.

The site has historical significance, being the place where pioneering wireless company Marconi and the BBC broadcast the world's first radio service. The listed building has been transformed into a block of 86 apartments, ranging from "suites" to spectacular penthouses, with a fabulous concierge reception and services provided by the adjoining five-star hotel.



Marconi House
Pictures from the past

The Gaiety Theatre
1868-1953



Marconi House
1955



English Electric House
1959-1960



MARCONI HOUSE

336 - 337 STRAND WC2

Marconi House by Frogmore and Galliard Homes is a development of 86 magnificent luxury apartments and penthouses within a grand Grade II listed façade, complete with underground parking and a 5-star 168 bedroom hotel operated by Melia, allowing residents access to hotel concierge and spa facilities.

Close to Trafalgar Square, Covent Garden, The Royal Opera House and Regents Street, Marconi House is minutes from the most exclusive theatres, shops and restaurants in central London.

Marconi House was originally built in 1902-1903 to designs by architect Norman Shaw, as a theatre and restaurant, with a hotel on the upper floors. In 1912 the Marconi Company acquired the building and it became a world famous location for broadcasting and telecommunications technology.

In 1922-1923 the building served as the first broadcasting studios for the BBC. A plaque in Marconi House commemorates this role in the history of the BBC. From 1972, the building served as headquarters for Citibank. In 2005 planning permission was provided to transform Marconi House into a hotel and luxury private residences.

Designed by the developers, in association with Foster & Partners, Marconi House has now been transformed into one of central London's most prestigious residential addresses.

The Premium Collection residences in Marconi House are now being released for sale comprising two bedroom apartments and two and three bedroom penthouses, including duplexes.

THE
PLATINUM
Collection



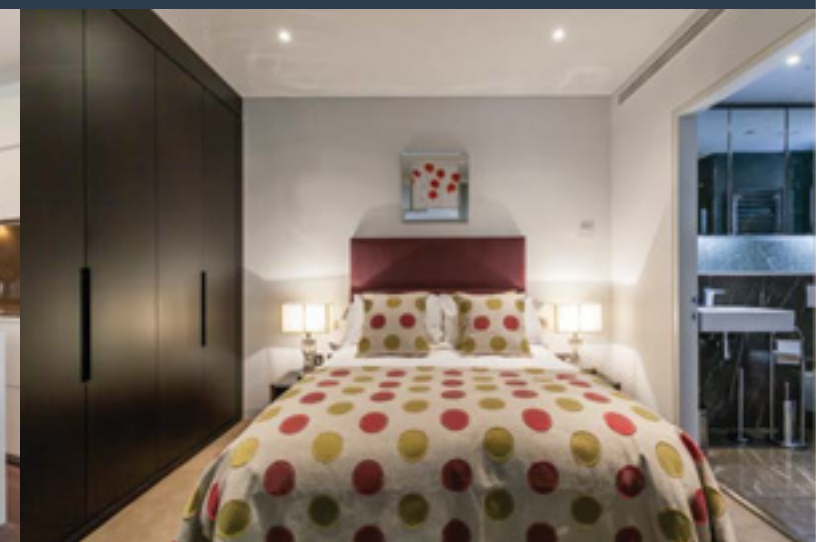
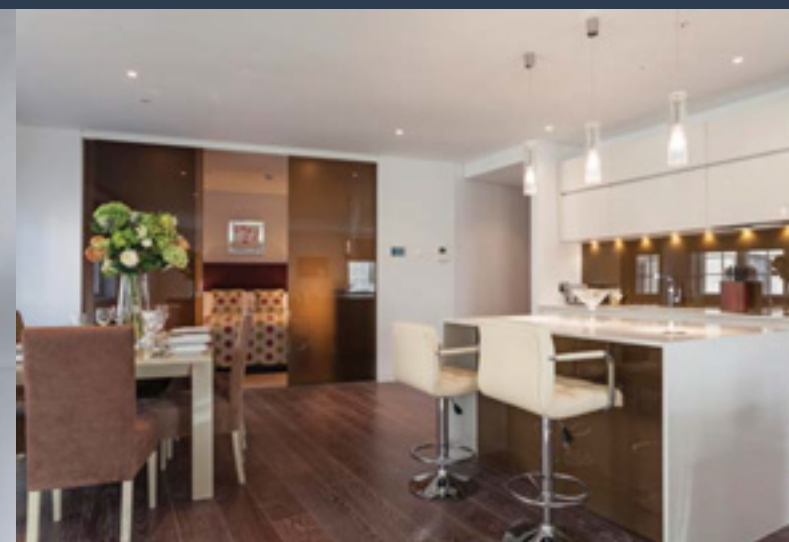
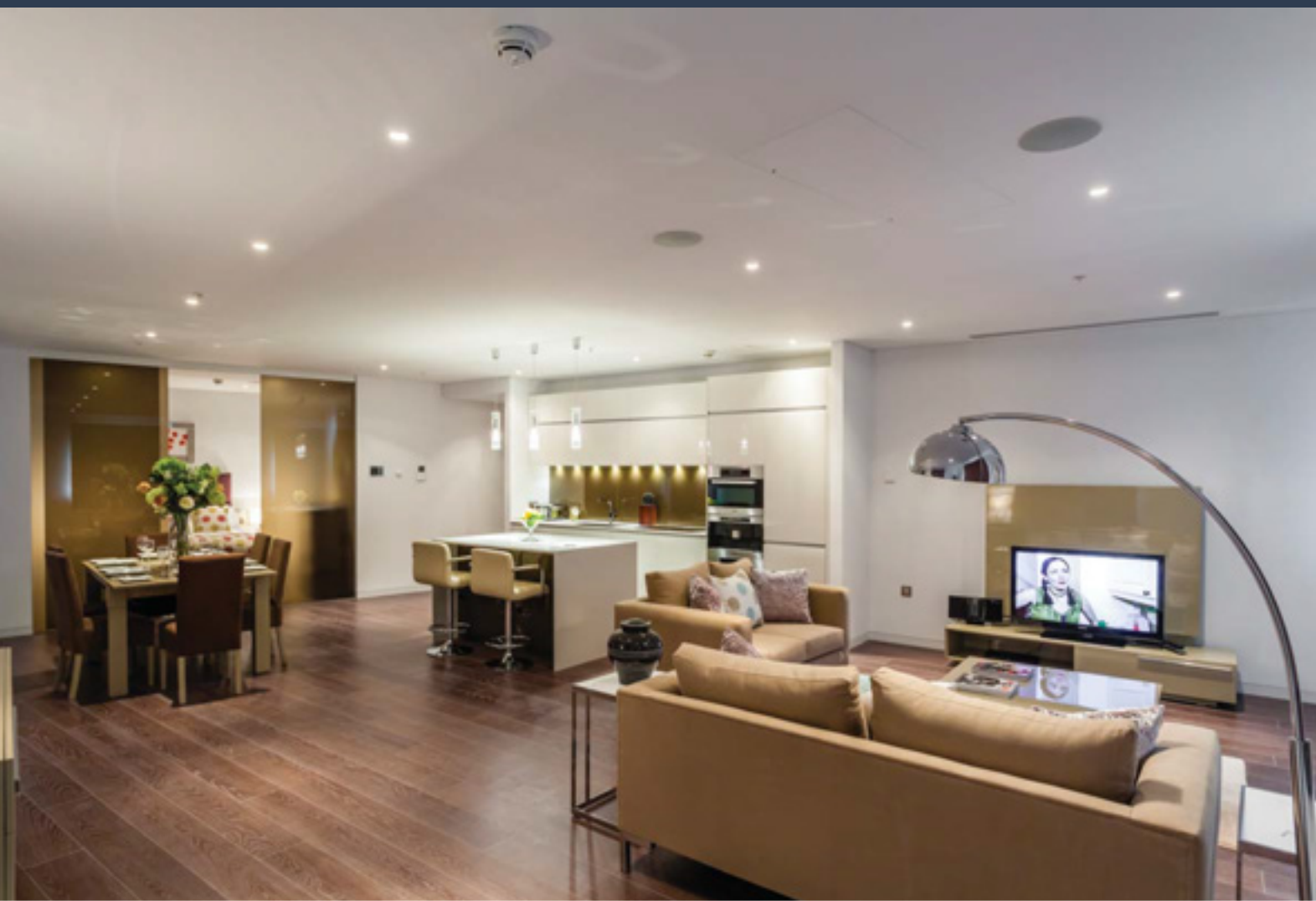


MARCONI HOUSE

336 - 337 STRAND WC2



Prices for the Premium Collection Marconi House apartments start from £1.5 million for an apartment and from £3 million for a penthouse.



Wapping

With its historic wharves and warehouses, cobbled lanes and famous inns, Wapping is for many people Dockland's most charming and authentic quarter. Past and present mix effortlessly and nowhere else in London do you get a better sense of the old London docks and the exciting new riverbank landscape.

During the 1980s, when the Docklands property boom took off, Wapping was the number one place for riverside and warehouse living. With the emergence of Canary Wharf, it settled into quiet respectability, yet today is more affordable than many people imagine.

Wapping starts in the shadow of Tower Bridge (by Georgian St Katharine's Dock) and runs east to Shadwell Basin, where a Victorian pumping station has been turned into an art gallery and restaurant, an amazing post-industrial space and cultural hub.



Take me to the River

LONDON'S RIVERBANK CONTINUES TO CAST A SPELL OVER HOMEBUYERS. SINCE THE DEMISE OF THE OLD DOCKS IN THE 1970s, THE THAMES HAS STAGED A REMARKABLE COMEBACK.

It is Britain's most valuable development site, attracting over 20 million visits a year from walkers, joggers, cyclists and tourists. Even cruise ships are coming in and the river is used by about 2,000 private boats.

Striking architecture has brought wow-factor apartments and penthouses with wrap around terraces opening up vistas of the Thames. New promenades with bars and restaurants, boutiques and galleries have made the waterfront a far

more convivial place to live, work and play, and the 2012 Olympics legacy benefits aim to maximise the river's potential as a recreational resource.

An improving river-taxi service is another bonus, allowing city commuters to avoid the hassle of bus, tube and car journeys. The mayor is keen to further extend river transport and integrate piers with new housing developments.

More people now live alongside the central stretch of the Thames in London than at any time in the capital's history. Between Richmond and Royal Docks there are 158 housing schemes - refurbishments of historic wharves as well as fabulous new-builds. And developers continue to bring forward new sites.



The neighbourhood is clearly defined because when the docks were built in the 19th-century, Wapping was enclosed by a high wall to stop the theft of cargo. Brunel's Rotherhithe Tunnel and later the Tube helped open up the area. Remarkably, for a brief period in its early years, the tunnel, with its 64 very fine stone arches, served as an underground shopping arcade.

A new chapter is unfolding. The area is being re-energised by the East London line, while fashion, web and media companies are moving into refurbished wharves, including one on the site of Execution Dock, where the Admiralty used to hang pirates and brigands.



Wapping Riverside, a listed warehouse transformed into 37 apartments, occupies a coveted position right on Wapping High Street.

Canary Wharf, the economic power house of east London, is just around the river bend from Wapping. The 97-acre estate has its own "ring of steel" (a private security cordon), 14 million sq ft of office and retail space, four shopping malls, a department store plus numerous restaurants and leisure facilities. Increasingly, people who work there also live there and socialise there. A Crossrail station is coming too, adding to the appeal of the gleaming residential towers.

Homes located within the Canary Wharf "halo" - a 10-minute walk of the towers - are the most sought after. Lincoln Plaza, close to Millharbour Dock, has 380 apartments.



WAPPING RIVERSIDE

136 - 140 WAPPING HIGH STREET
LONDON E1

Wapping Riverside at 136-140 Wapping High Street is a spectacular Thameside warehouse conversion which provides 37 exclusive new one, two and three bedroom loft style apartments and penthouses. It also has a private communal riverside roof garden, 50 sqm of commercial space and grand entrance lobby with concierge all within a Grade II listed riverside building situated in the Wapping Riverside Wall Conservation Area.

One of the last Thames warehouse conversions, each apartment provides panoramic riverside views across the Thames. Each apartment benefits from a private balcony or penthouse terrace offering river views, spacious reception room, designer fully fitted kitchen with integrated Smeg appliances and master bedroom suites with ensuite bathroom.

The apartments include loft style exposed brick wall features, light oak, stone tiled and deep carpet flooring and large warehouse style windows combined with a contemporary specification with wall mounted i-Pod docking stations and surround sound technology.

Prices at Wapping Riverside start from 1 bedroom 641sqft apartment starting from £630,000 (River View), 2 bedroom 918sqft apartment starting from £945,000 (River View) and 3 bedroom 1,938sqft apartment starting from £1,835,000 (River View).

THE
PLATINUM
Collection



Greenwich

OF ALL THE MAGNIFICENT VENUES AND ICONIC LONDON LANDMARKS THRUST INTO THE GLOBAL SPOTLIGHT BY THE 2012 OLYMPICS, GREENWICH WAS THE ONE THAT BEST CAPTURED THE CAPITAL'S UNIQUE BLEND OF ANCIENT AND MODERN. FOR MANY, IT WAS THE STAR OF THE SHOW.

From an elevated position, the equestrian events were played out against a spectacular backdrop of Wren architecture (the perfect symmetry of Queen's House and the Old Royal Naval College), the sweeping Thames and the skyscrapers of Canary Wharf and the City.

The impact on the gracious old naval town has been immense, with hundreds of thousands of visitors continuing to discover its cultural and

recreational delights - and homebuyers waking up to its residential charm.

Since 1997, Maritime Greenwich has been a UNESCO World Heritage Site (because it is the "finest and most dramatically sited architectural and landscape assembly in the British Isles"). Symbolically, Cutty Sark, the world-renowned clipper ship devastated by fire in 2007, has been restored and reopened, while a new cable car, the Emirates Air Line, links the area with Docklands.



New Capital Quay is a waterside village being built in a former dock basin moments from Cutty Sark. The peninsula site has 636 homes and will include a Waitrose superstore, a heritage museum, waterfront bars, cafes and restaurants.

and its Royal roots

Greenwich entered 2012 as a newly-conferred "Royal Borough", reflecting a royal connection dating back 600 years. Henry V created the Greenwich royal manor in the 15th century, enclosing land which is now Greenwich Park, the oldest of all Royal Parks. His riverside house was known as the Palace of Placentia, or "pleasant place".

Henry VIII, Elizabeth I and Mary Tudor were all born at Placentia. Henry VIII developed the site, creating a chapel and stables, and stocked the park with deer.

The Queen's House was built for James I's wife, Anne of Denmark. After the Restoration, Charles II replaced the original palace with a new classical building, which forms part of the Old Royal Naval College, established by Royal Charter in 1694.

Charles II also redesigned the park and commissioned Sir Christopher Wren to build the Royal Observatory, Britain's oldest purpose-built scientific structure. Queen Elizabeth II was present when her father, George VI, officially opened the National Maritime Museum in 1937.

One of the Duke of Edinburgh's titles is Baron Greenwich. He is also a patron of the Cutty Sark.



Queen's House





LOCATED WITHIN 5 MINUTES WALK FROM THE HISTORIC MARITIME CENTRE AND DLR, NEW CAPITAL QUAY HAS BEEN DESIGNED TO PROVIDE A NEW WATERFRONT VILLAGE FOR GREENWICH.

Built on a peninsula, surrounded by the River Thames on three sides, New Capital Quay combines 636 one, two and three bedroom apartments, duplexes and penthouses, located in a series of contemporary waterside buildings, with a flagship Waitrose superstore, riverside bars, restaurants, cafes, commercial space, art gallery space and a new Greenwich heritage museum.

New Capital Quay is designed around the waterfront, riverside walkways, public squares and landscaping and brings the Butler's Wharf lifestyle to Greenwich. All the apartments have a reception room, most opening onto a balcony or terrace, complete with designer fully fitted kitchen and spacious bedrooms all with fully fitted wardrobes. Some master suites have ensuite bathrooms.

The first phase of apartments was all pre-sold prior to construction commencing, and now with development much progressed, Galliard Homes are releasing the second phase of apartments for sale in advance of first occupations which are scheduled for Spring 2013. Prices at New Capital Quay start from £295,000.

Authentic view from upper level apartments.



THE
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Hampstead Haven

NOWHERE ELSE IN LONDON IS QUITE LIKE HAMPSTEAD: AN ANCIENT YET UP-TO-DATE VILLAGE WITH A FASCINATING VARIETY OF HOMES AND A WONDERFUL 800-ACRE HEATH THAT LOCALS CONSIDER THEIR OWN BACK GARDEN.

Solidly fashionable Belsize Park forms part of this area, which is said to have more millionaires within its boundaries than any other place in the UK. It appeals to Premiership footballers and pop stars as well as literary types and business tycoons, all of whom like the "town-and-country" ambience.

Belsize Park's grand, stucco-fronted townhouses have generous room sizes and gloriously-high ceilings. Those at 42-45 are new to the market and combine heritage architecture and modern creature comforts. Behind the restored façades, Galliard is building two new six-bedroom townhouses and eight apartments.



42 - 45 Belsize Park LONDON NW3



42-45 BELSIZE PARK IS A DEVELOPMENT BY GALLIARD HOMES OF 10 NEW RESIDENCES CREATED WITHIN CLASSICALLY BUILT VICTORIAN VILLAS COMPLETE WITH COVERED PARKING AND LANDSCAPED GARDENS.

The development is located within the Belsize Park Conservation Area and is within easy walking distance of Swiss Cottage Underground Station (providing connections to the West End and Canary Wharf) and the local shops of Finchley Road. Belsize Park is a popular inner London address that borders Hampstead, Primrose Hill and Swiss Cottage.

The stucco fronted villas were originally built in the 1850s in elegant Italianate style by local entrepreneur Charles James Palmer. The new development will provide two large 6 bedroom London townhouses and eight apartments including 2 bedroom apartments and duplexes and 3 bedroom penthouses.

The apartments have features including generous ceiling heights, bay windows and fully fitted designer kitchens and bathroom suites. Each townhouse has three reception rooms, study, kitchen/family room, swimming pool, media room and six bedrooms. Prices at 42-45 Belsize Park start from £1.65 million for a two bedroom apartment.



THE
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Buy in the bullseye

RESURGENT DEMAND FOR ZONE ONE LIVING IS BRINGING HOMES TO LONDON'S WORLD FAMOUS SHOPPING DISTRICTS.

Oxford Street, Europe's busiest retail destination, is set for a radical makeover steered by the New West End Company, an umbrella group of top retailers and property owners backed by London Mayor Boris Johnson. It is the UK's first "Business Improvement District" where financial contributions from local landlords are compulsory.



Over the next five years, the thoroughfare will be transformed into a clean, tree-lined, pedestrian-friendly zone adorned with public art.

New "gateways" are planned for Marble Arch, Tottenham Court Road, Bond Street and Langham Place, and there will be side-street "oases" for al-fresco dining and boutique shopping.

Great Cumberland Place leads from Oxford Street to village-like Marylebone and is a prestige address. Luxury residences are also being created in a grand Edwardian mansion on Portland Place, close to Oxford Circus and the BBC headquarters.



Great Cumberland Place

LONDON W1

Located in Marylebone close to Marble Arch, Park Lane and Hyde Park, 43-45 Great Cumberland Place is the redevelopment of elegant Victorian buildings, originally built in circa 1870s, to provide seven individually designed 1, 2 and 3 bedroom apartments, each benefitting from an abundance of lateral living space.

From ground level, there is one apartment per floor of the building, giving each residence the benefit of its own totally private and personal lift lobby. Each apartment has a unique layout and features. All have a spacious living/dining room, an open plan kitchen/breakfast room and master bedroom suite, each with luxurious ensuite bathroom with in-wall TV entertainment. Some of the apartments have features including large bay windows, walk-in dressing rooms and outside patio/terrace.

The luxurious specification ranks amongst Galliard Homes' highest including hardwood flooring, rich deep carpets and stone flooring, bespoke designer kitchens with Miele integrated appliances, marble bathrooms, comfort cooling and heating to principal rooms, integrated mood lighting, central wi-fi, home entertainment system and i-Pod docking stations. Prices at Great Cumberland Place start from £1.5 million.



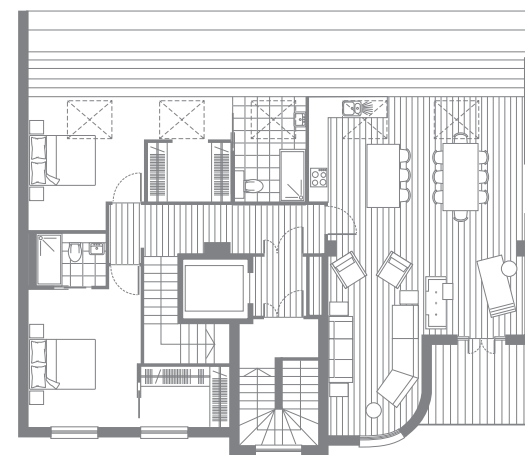
7 Portland Place

MARYLEBONE LONDON W1

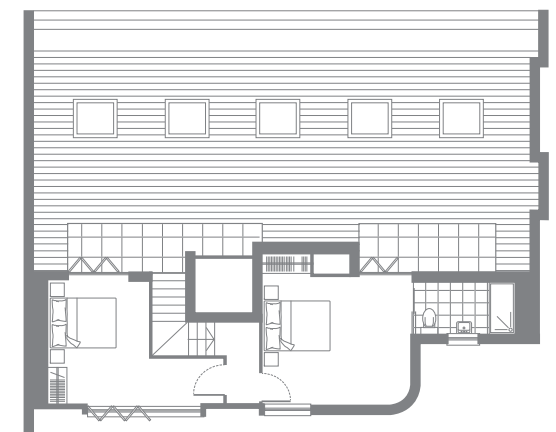
7 Portland Place, situated in Marylebone between Oxford Circus and Regent's Park, consists of the conversion of a landmark headquarters building into luxurious two, three and four bedroom apartments each providing an abundance of lateral living space.

Behind a grand Portland stone façade, Galliard Homes will create luxurious new residences that will benefit from the imposing building's large tall windows, high ceilings and spacious proportions, providing principal rooms with a sense of space and grandeur only found in London's most exclusive apartment buildings.

Elegant ornamental balconies, private gardens and roof level terraces will form part of the new development, with the existing main entrance, grand staircase and communal areas of this grand Edwardian building retained and incorporated in order to create one of central London's most sought after addresses.



SIXTH



SEVENTH

Proposed duplex penthouse apartment offering 2,455 square feet of magnificent living space.

THE PLATINUM Collection

London's West End

THE WORLD'S PREMIER SHOPPING DESTINATION

Centred around Oxford Street, Bond Street and Regent Street, London's West End district is arguably the premier retail destination in the world.

Now ranked number one globally for international flagship designer stores, the West End offers a world-class mix of over 600 shops, 40 renowned theatres, 30 museums and galleries, 17 Michelin star restaurants and 7 green spaces including parks, squares and gardens.

West End retailers include world famous department stores such as Selfridges, Fenwick and Liberty, leading designer brands Massimo Dutti Swarovski, Burberry, Louis Vuitton, Prada, Bvlgari, Cartier, Chanel, Armani, Gieves & Hawkes, Ralph Lauren and Dolce & Gabanna.

Over 200 million shoppers visit the West End annually, spending over £7.6 billion. Of these visitors, 37% are from overseas, 21% are from outside of London and the remainder come from across the capital to spend their time in the West End. By 2016, it is forecast that consumer expenditure in London's West End will increase to some £9.1 billion per annum.

Over 50% of all overseas visitors spend time sightseeing, shopping and eating in London's West End, with over 75% of all overseas visitors passing through central London.

Overseas shoppers in particular, spend large amounts of money on shopping in the West End, with the average shopper spend per store transaction in the West End averaging £1,267 for a shopper from the Middle East region, £988 from a shopper from Russia and £1,310 for a shopper from China. The average spend per store by UK nationals is £122 per shopper.

Since 1987, retail rents in the West End have increased by over 200% and it's stores are now in the world's top 5 list of most valuable and coveted premises: the other top four being New York, Paris, Hong Kong and Monaco. Over 30,000 people are employed as retail staff in the West End and the district accounts for over 10% of all retail units across Greater London.

The West End is the most connected retail and leisure location in the capital, serviced by a network of roads, around 40 bus routes and five underground stations: Marble Arch (Central Line), Bond Street (Central Line, Jubilee Line, Crossrail), Oxford Circus (Central Line, Bakerloo Line and Victoria Line), Tottenham Court Road (Northern Line and Central Line) and Piccadilly Circus (Piccadilly Line and Bakerloo Line). The five underground stations alone can carry over 452,000 passengers per day.

Sources:

New West End Company www.newwestend.com

Retail in London: Retail in the West End Report - London Development Agency & Mayor of London.





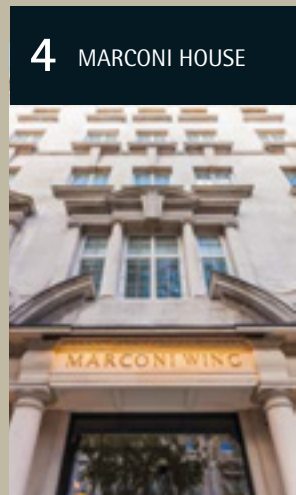
1 BELSIZE PARK



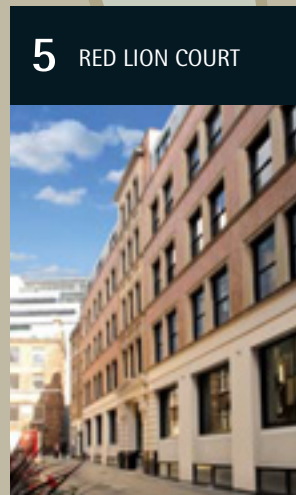
2 GREAT CUMBERLAND PLACE



3 PORTLAND PLACE



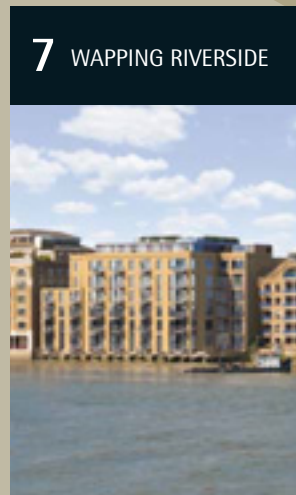
4 MARCONI HOUSE



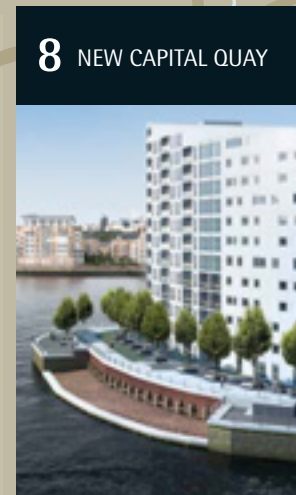
5 RED LION COURT



6 LUDGATE BROADWAY



7 WAPPING RIVERSIDE



8 NEW CAPITAL QUAY

The Collection

- 42-45 Belsize Park London NW3
- 43-45 Great Cumberland Place London W1
- 7 Portland Place, Marylebone London W1



For further information on the Platinum Collection developments contact Galliard Homes on **020 7620 1500** or visit www.galliardhomes.com

THE PLATINUM Collection

The Collection

- Marconi House, 336-337 Strand London WC2
- Red Lion Court, Temple, London EC4
- 7 Ludgate Broadway, London EC4
- Wapping Riverside, 136-140 Wapping High Street, London E1
- New Capital Quay, Greenwich Waterside, London SE10



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