



Persona Homes

by Home Group

SHARED OWNERSHIP

# ANTHOLOGY WEMBLEY PARADE

NORTH END ROAD, WEMBLEY





Welcome to

# Anthology Wembley Parade

*The place to be for vibrant city living*

Here you can enjoy the comfort of having everything on your doorstep, living connected to the neighbourhood and the city. Anthology Wembley Parade is a selection of beautiful contemporary one, two and three-bedroom apartments in the heart of Wembley, just minutes away from Wembley Park Station, with spacious modern layouts perfect for city dwellers.







Be at the centre of it all with fast commuter links into the city, excellent schools and plenty of shops, bars and restaurants to experience; if you are looking for a home to call your own, Anthology Wembley Parade is a great place to start your journey.

These apartments boast contemporary design, open plan living spaces and stylish kitchens with integrated appliances that are perfect to host dinners with family or friends.

Lazy weekends indoors never looked brighter with full-height windows to the living area of each home and your very own private balcony - perfect for those summer starry nights.





## About Persona

# We make it personal

*Your Persona experience is our top priority, that's why we make it personal.*

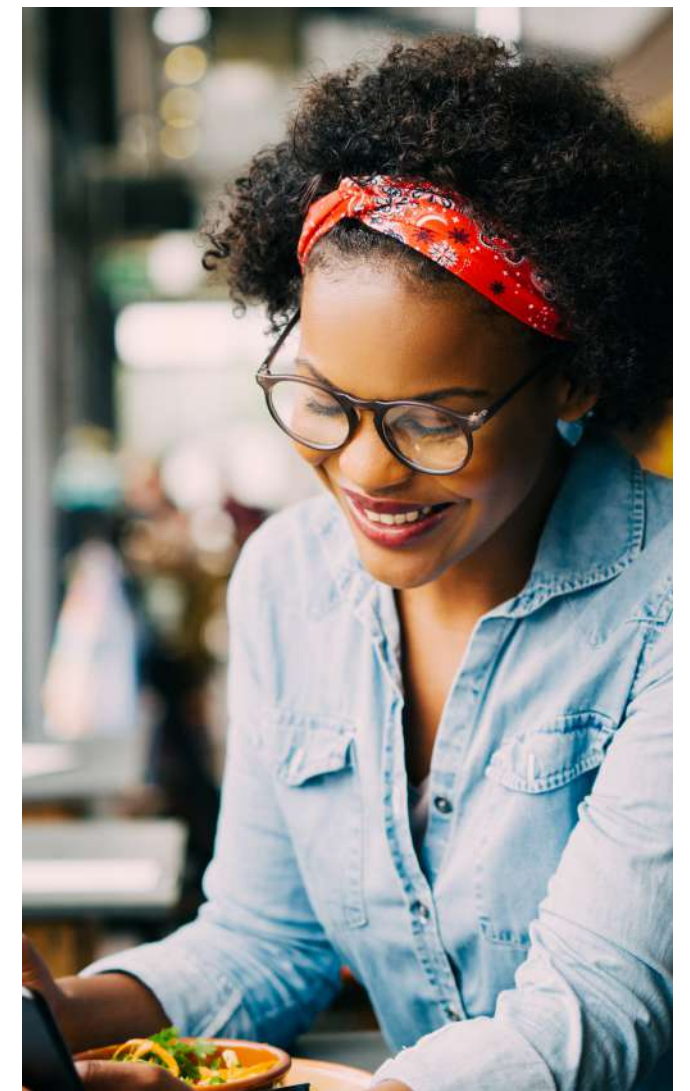
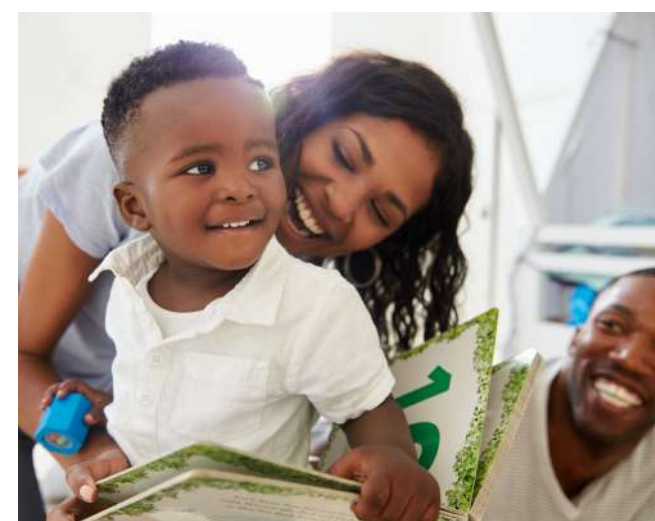
From the moment you first connect with Persona Homes, you become our top priority.

Our aim is to make your home-buying experience enjoyable. We understand that buying a new home is a big deal and we know that it's not always plain sailing.

That's why our approach is a little different. We know that the key to a happy move is clear and regular communication. Keeping you updated throughout the process eliminates frustration and anxiety. As soon as you contact Persona, you'll be appointed a host.

Your Persona host will guide you through the initial consultation process. They'll show you around one of our beautifully appointed show homes, helping you choose a home that fits you and your budget. And, if you have any questions to do with the buying process, they'll be on hand to help.

Once you decide to reserve your Persona home, your host will support you from reservation through to completion and beyond.









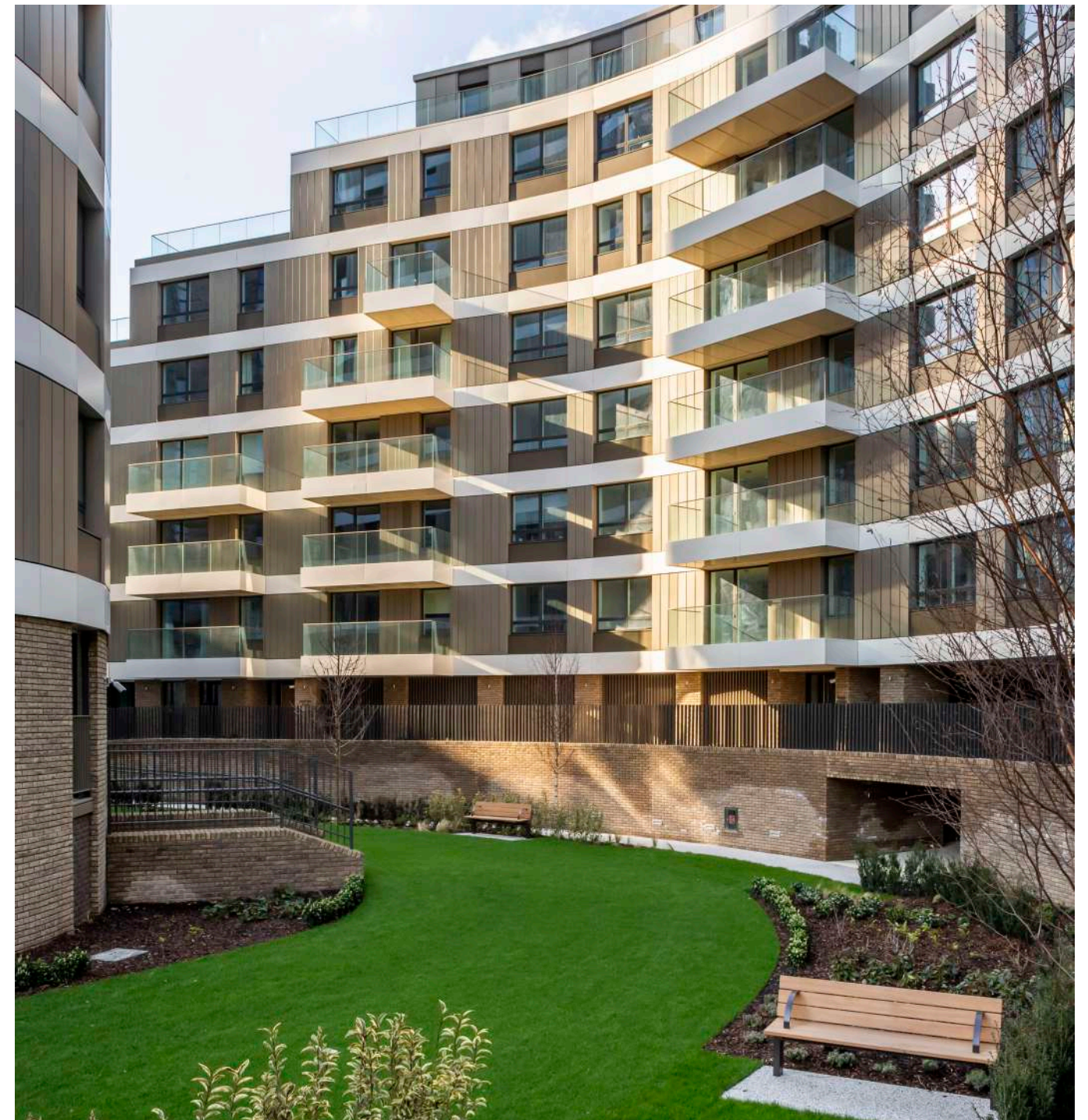
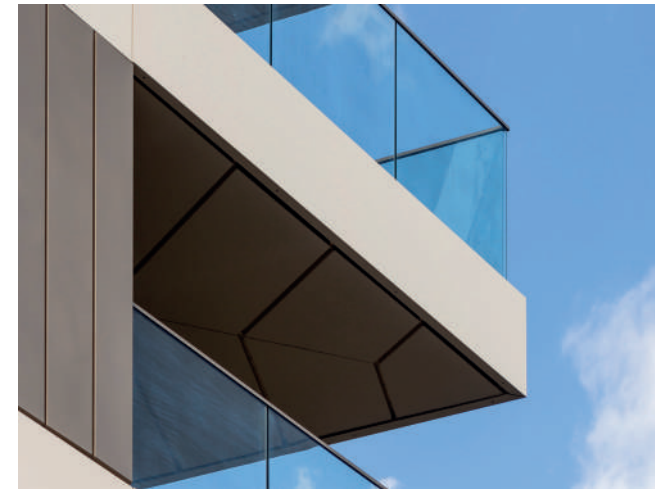
# From the architects

*In the heart of one of North-West London's most vibrant and international neighbourhoods, Anthology Wembley Parade sits within a larger redevelopment right by Wealdstone Brook.*

Brent is in a period of change as the area around the National Stadium has seen a radical transformation, making Wembley a new strategic area for the city of London. Anthology Wembley Parade is located between what could be described as 'old Wembley' and 'new Wembley', making of the site one of the high-quality developments that now occupies this area.

The peculiar rounded shape of the site is due to the meandering of the Wealdstone Brook which provides a curving architecture that creates an exciting and dynamic building with a distinct and strong identity.

The form of the building creates a sympathetic layout, sitting comfortably on the site and reflecting the geometry of the locality. The overall the appearance of the building is based on the idea of the meander, the pattern of a river's development over time whereby it gradually erodes banks to create a curving route. The curved shaped is applied to the footprint of the building and balconies, animating the façade and overall blending in with the local area







# The place to be

*Discover Brent and the redeveloped Wembley Park area*

Set amongst a thriving local community that offers plenty of amenities and services, Anthology Wembley Parade is the place to be with London city within easy reach thanks to the nearby stations at Wembley Park and Wembley Central.



## Restaurants

- Wembley BOXPARK, 0.2 miles
- Ecco'la Café and Pizzeria, 0.4 miles
- Sky Bar 9, 0.5 miles
- Kanishkaa Wembley, 1.0 miles



## Food shopping

- Sainsbury's Local, 0.3 miles
- Londis, 0.3 miles
- Lidl, 0.3 miles
- Asda Wembley Superstore, 0.4 miles
- Tesco Extra, 1.3 miles



## Retail therapy

- London Designer Outlet, 0.5 miles
- Wembley High Street, 1.0 miles
- IKEA, 1.4 miles



## leisure

- Wembley Stadium, 0.6 miles
- King Edward VII Park, 1.0 miles
- Troubadour Theatre, 0.2 miles
- Brent Reservoir, 1.9 miles



## Tube and train

- Wembley Park Station, 0.2 miles
- Wembley Stadium Station, 0.8 miles
- North Wembley Station, 1.3 miles
- Wembley Central, 1.3 miles

Journey times and distances taken from google.com/maps and are correct before going to print. All times and distances listed are approximate and may vary depending on time of travel.

From Anthology Wembley Parade

# All is within reach

*Work or play, central London is less than 20 minutes away\*.*

Wembley, known mostly for the homonymous London stadium, is the most vibrant town of the borough of Brent. Situated north west to the capital, it has gone through one of the city's major regeneration projects in the early 21st century which focused particularly on the Wembley Park district. The area includes the rebuilt Wembley Stadium which opened in 2007 and the Wembley Arena refurbished in Art Deco style.

Wembley Park has played a major part hosting world-famous sporting, cultural and music events since the 1948 Olympics, the famous World Cup of 1966 and the unforgettable Live Aid concert in 1985. Attracting visitors from all over the world, today Wembley leads the way in new urban living

with its creative neighbourhoods, convenient shopping centres as London Designer Outlet and the local Wembley Park Market.

There is something for everyone and every taste, as Wembley thrives with award-winning independent eatery, high-street Michelin-starred restaurants and plenty of street food at the new BOXPARK Wembley.

Wembley truly offers something for everyone.



14  
MIN



03  
MIN



07  
MIN



22  
MIN

## King Edward VII Park

A family park with sport and leisure activities and facilities

## BOXPARK Wembley

The ultimate entertainment destination with plenty of street food traders, cultural events and leisure activities

## Anthology Wembley Parade

## Wembley Park Market

Modern twist on the classic indoor market with local and small independent retailers

## Neasden Recreation Ground

For recreational and casual sports use with a children's playground and wildlife conservation area

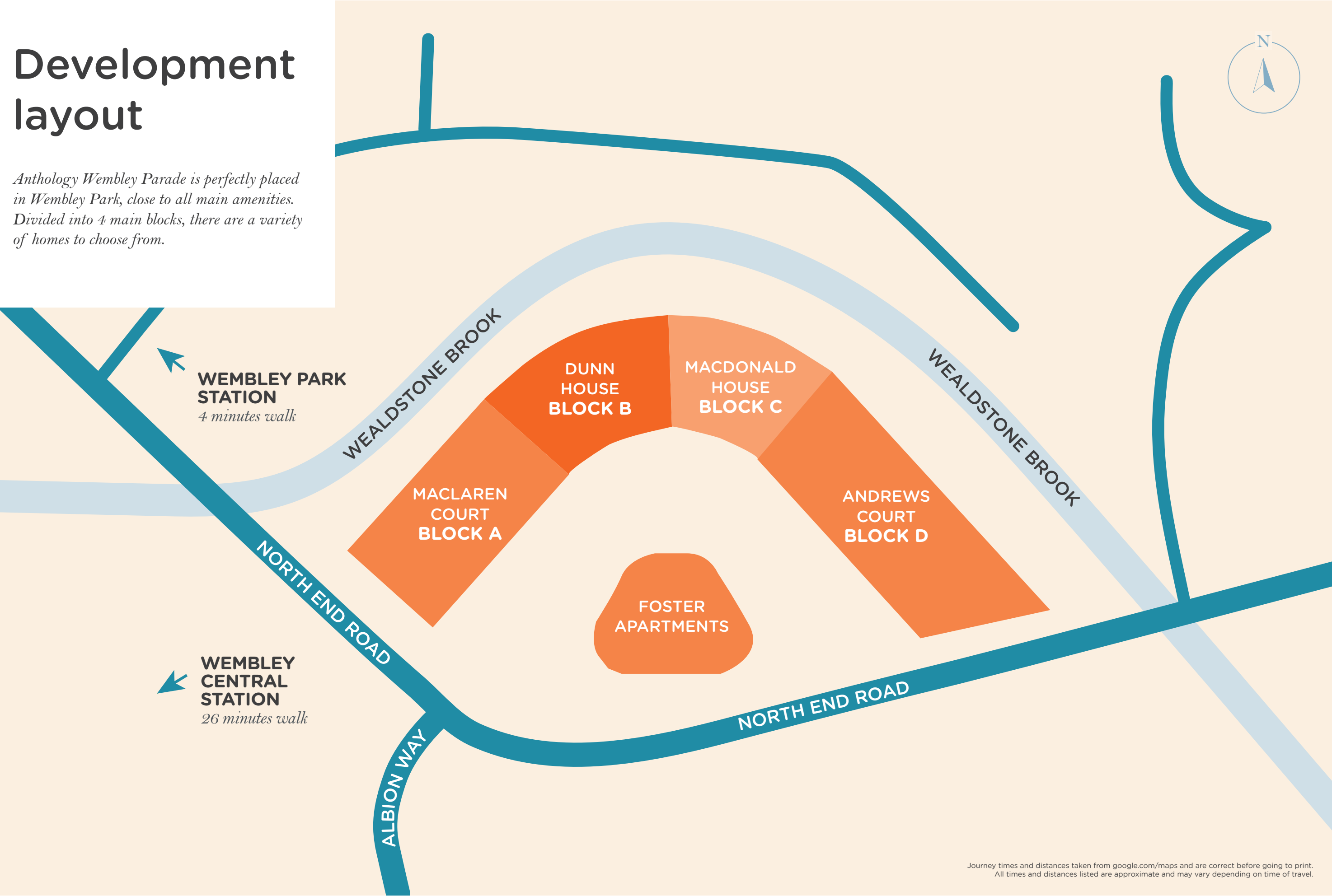


\*from Wembley Park station to Bond Street station via Jubilee line. Journey times and distances taken from google.com/maps and are correct before going to print. All times and distances listed are approximate and may vary depending on time of travel.



# Development layout

*Anthology Wembley Parade is perfectly placed in Wembley Park, close to all main amenities. Divided into 4 main blocks, there are a variety of homes to choose from.*



Journey times and distances taken from google.com/maps and are correct before going to print.  
All times and distances listed are approximate and may vary depending on time of travel.



# A home with personality

We understand that variety is key, so we have plenty of different home layouts for you to choose from, and you can pick the right one that's for you.

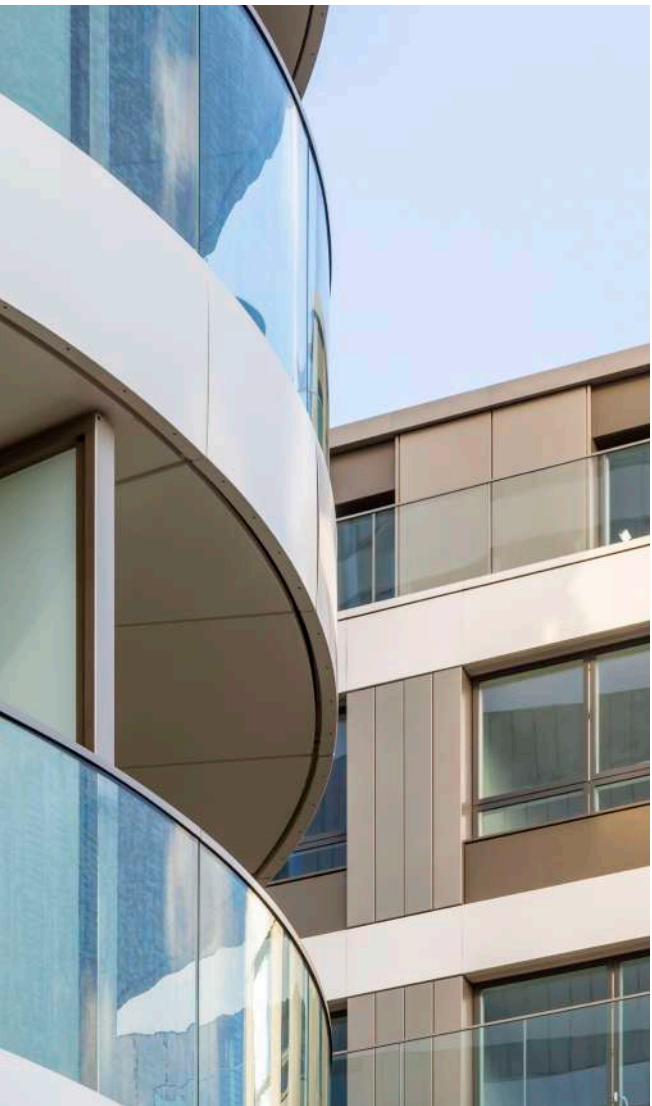


## One Bedroom homes

Type A	PLOT B104	first floor
Type B	PLOT B204	second floor
	PLOT B304	third floor
Type C	PLOT C101	first floor
	PLOT C201	second floor
	PLOT C301	third floor
	PLOT C401	fourth floor
Type D	PLOT AG02	ground floor
Type E	PLOT AG03	ground floor
Type F	PLOT AG04	ground floor
Type G	PLOT D305	third floor
	PLOT D307	third floor
	PLOT D405	fourth floor
	PLOT D407	fourth floor
Type H	PLOT C508	fifth floor
	PLOT D306	third floor
	PLOT D406	fourth floor
Type I	PLOT C605	sixth floor
	PLOT D409	fourth floor
Type J	PLOT D302	third floor
	PLOT D402	fourth floor

## Two Bedroom homes

Type A	PLOT B101	first floor
	PLOT B201	second floor
Type B	PLOT B102	first floor
	PLOT B202	second floor
Type C	PLOT C102	first floor
	PLOT C202	second floor
	PLOT C302	third floor
	PLOT C402	fourth floor
	PLOT C502	fifth floor
	PLOT C602	sixth floor
	PLOT B103	first floor
	PLOT B203	second floor
	PLOT B303	third floor
Type E	PLOT AG01	ground floor
Type F	PLOT C103	first floor
	PLOT C203	second floor
	PLOT C303	third floor
	PLOT C403	fourth floor
	PLOT C503	fifth floor
	PLOT C603	sixth floor
Type G	PLOT C104	first floor
	PLOT C204	second floor
	PLOT C304	third floor
	PLOT C404	fourth floor
Type H	PLOT C505	fifth floor
Type I	PLOT C509	fifth floor
Type J	PLOT C601	sixth floor
Type K	PLOT D301	third floor
	PLOT D401	fourth floor
Type L	PLOT D408	fourth floor



## Three Bedroom homes

Type A	PLOT D303	third floor
	PLOT D403	fourth floor
Type B	PLOT D304	third floor
	PLOT D404	fourth floor



# Your new home

*There's always something special about the prospect of a new home – especially when it is a contemporary apartment with its own stylish fittings and views over the London skyline.*

Each of our beautiful one, two and three-bedroom apartments comes with a fully fitted kitchen with integrated appliances, double-sized bedrooms carpeted throughout, and on selected apartments an en-suite to master bedroom.

Your new home maximises space and storage, perfect to keep clutter out of the way. Your safety and comfort are our upmost priority; that's why each block at Anthology Wembley Parade has a lift to all floors and the apartments are fitted with an audio entry intercom system.

Please ask your Persona host for more details.





# Own your home with shared ownership

*Getting the keys to your first new home could be easier than you think with this popular government-backed scheme. If you've found the Persona home that is right for you, take the first steps to owning it with shared ownership.*

This part-rent, part-buy scheme is an opportunity for first time buyers and those that do not currently own a home to get on the property ladder. It's an ideal stepping stone for aspiring homeowners who are unable to buy a home outright and would rather buy what they can afford, when they can afford it.

You start off buying a share in your new home on a leasehold basis and as time goes on, you can buy more shares when you can afford it; this process is called staircasing. The more shares you have in your home, the less rent you will pay until eventually you own your home outright and no longer pay rent to us.

You qualify for shared ownership if:

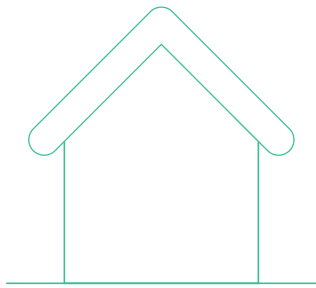
- You don't currently own a home or have an interest in a home and can't afford to buy one outright
- You have at least a 5% mortgage deposit available for the percentage of the home you would like to buy
- Your combined household income is less than £80,000 or less than £90,000 in London
- You can afford the monthly mortgage, rent and service charge payments



## Our guide to buying with shared ownership

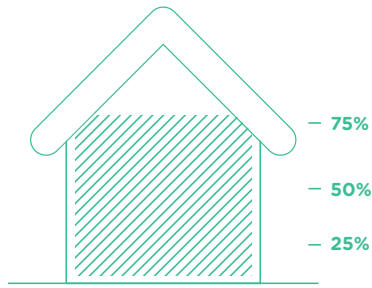
With Shared ownership you only buy between 25% and 75% of the value of your chosen home. You then pay a reduced rent on the remaining share of the home that you have not purchased.

Depending on your personal financial circumstances, your mortgage deposit could be as low as 5% of the value of the share that you purchase - a lot less than it would be if you were buying a home outright!



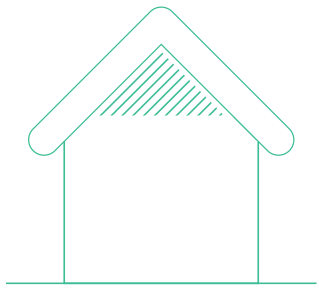
### Step 1

Choose your property that qualifies for shared ownership



### Step 2

Buy between 25% and 75% share of the property meaning less of a deposit up front



### Step 3

Pay rent on the remaining share not owned by you







# It's all in the detail

*Anthology Wembley Parade has been built on the concept that quality should come as standard, with stylish finishing and modern appliances.*

## Kitchen

- Integrated appliances:
  - Electrolux single oven, stainless steel hood and ceramic hob
  - Integrated Electrolux dishwasher and fridge/freezer
- High gloss, light grey handleless wall and base kitchen units, with rabac worktop
- Zanussi Washer Dryer in separate utility room
- High quality LVP Karndean flooring

## Bathroom

- Bath screen to shower baths
- Ideal Standard white sanitaryware range
- White wall and floor tiles
- Chrome heated towel rail

## Bedrooms

- Integrated wardrobes to master bedrooms
- TV and telephone sockets in master and second bedrooms
- Contemporary carpet to bedroom

\*Specifications are subject to change. Images are indicative only and may be of previous developments.





## General Enquiries

T: 0800 030 8888

E: [contactus@yourpersonahome.com](mailto:contactus@yourpersonahome.com)

## Marketing Suite

North End Road, Wembley, HA9 0AG

Visit: [yourpersonahome.com](http://yourpersonahome.com)

**CONSUMER  
CODE FOR  
HOME BUILDERS**

[www.consumercode.co.uk](http://www.consumercode.co.uk)



The details shown in this brochure are a general outline for the guidance of intending purchasers, and do not constitute, nor constitute part of, an offer or contract. All images, descriptions, dimensions, references to measurements and other details used in this brochure are for illustrative purposes only and are given in good faith but any intending purchasers should not rely on them as statements or representations of fact but must satisfy themselves by inspection or otherwise as to their accuracy.

Persona it's your home - registered trade mark of Home Group Limited (charitable registered society no. 22981R). Home Group Developments Limited (registered in England Company no. 4664018) is a subsidiary of Home Group Limited.