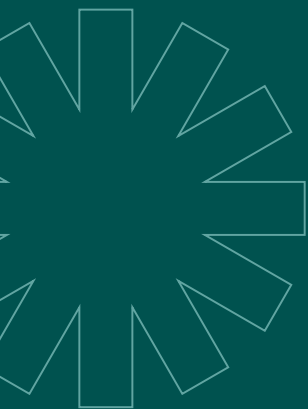




BLOOM

WELWYN GARDEN CITY



Welwyn *Garden* City living.

WHERE YOUR NEXT CHAPTER BEGINS

Welcome to Bloom. Modern homes. Green spaces. Everything within easy reach.

Enjoy the best of Welwyn Garden City, with coffee, shops, the gym and places to meet friends all close by. When you want a change of pace, parks, open spaces, and walking and cycling routes are nearby, giving you the freedom to get outdoors, unwind and recharge.



Computer generated image



NEW BEGINNINGS ARE CALLING

Take root in a home to make your own.

This collection of 56 one and two bedroom Shared Ownership homes offers a fresh opportunity to step into a place of your own, well placed for everything Welwyn Garden City has to offer, in a vibrant Hertfordshire community.

Discover contemporary designs, flexible layouts and thoughtfully planned spaces, whether you're buying your first home, making your next move, or need more room to grow.

Conveniently designed for modern living, every apartment comes with an allocated parking space, bike storage and easy access to dedicated cycle routes. Whether it's active weekends, evenings spent exploring, or quieter moments at home, this is a place where you can enjoy life exactly as you choose.



AS LIFE EVOLVES...

A home to Bloom.



Bright well-proportioned interiors and expansive windows fill rooms with natural light. Creating homes that feel uplifting and a pleasure to return to. Every apartment is finished to an exceptional standard, with quality fixtures and fittings, beautifully finished flooring throughout and a full suite of integrated appliances, ready to enjoy from the moment you arrive.

A stunning communal roof garden offers a shared retreat with views across the skyline, while each apartment also benefits from a private balcony, ensuring you're never far from fresh air and open skies. Crafted to enhance everyday living, every home combines comfort, style and excellent energy efficiency to help keep running costs low.



*Designed with
you in mind.*

Computer generated image



LOVE YOUR LOCAL AREA

A City that shaped modern living.

Inspired by the pioneering ideas of Sir Ebenezer Howard, this neighbourhood draws upon the principles of the Garden City movement, a vision that helped shape residential planning across England for generations. Howard believed communities should combine the best of town and country living, bringing together beautiful homes, green open spaces and a stronger sense of wellbeing through thoughtful design.

More than a century later, those ideas continue to influence how people aspire to live today. Tree-lined streets, walkable surroundings and integrated green spaces create a setting designed to feel calmer, healthier and more connected to nature. For homeowners, it is an approach that offers more than simply a place to live - creating a neighbourhood with lasting character, balance and a genuine sense of belonging.

LOVE YOUR LOCAL AREA

Bloom without limits.



With a welcoming, relaxed atmosphere, Welwyn Garden City's town centre offers a vibrant range of bars, restaurants and entertainment, alongside a lively cultural scene shaped by community events, art exhibitions and local performances. Centred around Howardsgate and Stonehills – just a short walk away – it's a hub for cafés, dining and social spots.

The area is well served by gyms, golf courses and sports facilities, including the popular Gosling Sports Park. Family days out are easy too, with a cinema, soft play and Roller City all close to hand.

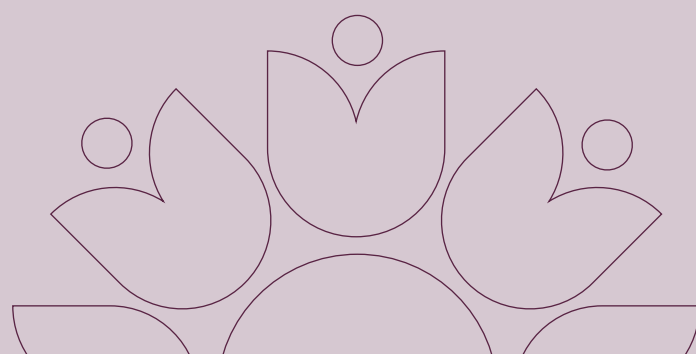


LOVE YOUR LOCAL AREA

An area bursting with possibilities.

For those who enjoy being active, a wide range of parks, gardens and open spaces provide scenic walking and cycle routes, with nature reserves nearby offering even more to discover.

And with central London, Cambridge and Luton Airport within easy reach, there's even more to experience when the mood takes you.



GETTING AROUND

Perfectly placed.

Whether you're heading into town, travelling further afield, or exploring closer to home, everything you need is within easy reach.

Cafés, bars and restaurants

- 1 TTZ Coffee
- 2 Welwyn Coffee Lab
- 3 Megan's in the Garden City
- 4 The Doctor's Tonic
- 5 The Waggoners

Things to do and see

- 6 Town centre
- 7 Campus West
- 8 Howard Centre
- 9 Sherrardspark Wood
- 10 Stanborough Park
- 11 Welwyn Roman Baths
- 12 Panshanger Park
- 13 Hatfield House

Health & Fitness

- 14 Gosling Sports Centre
- 15 Anytime Fitness
- 16 The Gym Group
- 17 Welwyn Garden City Golf Club
- 18 The Club at Mill Green

Groceries

- 19 Aldi
- 20 Waitrose
- 21 Morrisons
- 22 Tesco Extra
- 23 Sainsbury's
- 24 Lidl



Superbly connected.

Travel and Transport

Welwyn Garden City Station	5 min	9 min
	15 min	
London King's Cross	30 min	
Luton Airport	27 min	

Nearby Towns

Hatfield	11 min	5 min*
	19 min	20-30 min
Hertford	12 min	35 min*
	30-40 min	
Stevenage	20 min	10 min*
	30-40 min	
St Albans	23 min	10 min*
Hitchin	25 min	15 min*

* Travel times taken from Googlemaps



Building 1

Building 2

Building 1

Level 1	Intermediate Rent
Levels 2 -5	Shared Ownership

Building 2

All floors	Affordable Rent
------------	-----------------

Development layout



WHAT YOU CAN EXPECT

Specifications

General Specifications

- Each apartment has been thoughtfully designed in either a warm or cool colour palette.
- Matte vinyl emulsion to internal walls and ceilings
- Satin white finish windows, architraves and skirting
- Chrome door furniture
- Fob activated entrance with video security entry phone system to apartments
- Balcony or terrace to all apartments

Kitchen Area

- Amtico Spacia luxury flooring
- Designer Howdens kitchen units with soft close doors and drawers
- Laminate worktops and splashback
- Integrated electric appliances to include:
 - Single fan oven and grill
 - Ceramic hob
 - Cooker extractor with lights
 - Dishwasher
 - Fridge / freezer
 - Washer / dryer (freestanding in utility cupboard)
 - Stainless steel sink with chrome monobloc mixer tap
- LED downlights located under wall units

Living Dining Area

- Amtico Spacia luxury flooring
- Pendant lighting
- TV outlet and data point

Bedroom

- Carpet with underlay
- Pendant lighting
- Floor to ceiling fitted wardrobe with sliding doors, hanging rail & shelves to main bedroom
- TV outlet and data point

Bathroom and En-suite*

- Large format slip resistant ceramic tiled floor
- Ceramic tiles to walls, full height around bath and shower enclosures and half height behind WC and basin
- Large mirror above basin
- Bath, shower base, sink and WC
- Toughened glass shower screen
- Chrome bath and basin brassware, including shower mixer and shower head
- Heated chrome towel rail
- Polished chrome toilet roll holder and towel ring

Hallway

- Amtico Spacia luxury vinyl flooring
- Recessed LED downlights
- Audio / visual entry-phone system connected to communal entrance door

Communal Areas

- Communal roof terrace gardens
- Cycle stores
- Refuse stores
- One allocated car parking space

Designed with energy efficiency in mind

- Each apartment features a hybrid Exhaust Air Heat Pump that recycles warm air to heat the water, plus mechanical ventilation to keep rooms cool in summer. Electric panel radiators and heated towel rails offer timer-controlled comfort throughout.

BUILDING 1

Fern



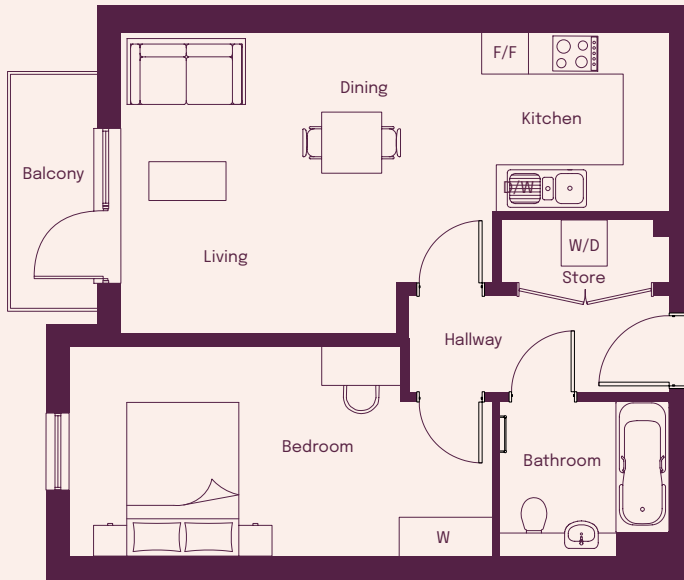
51.5 sqm / 554 sqft



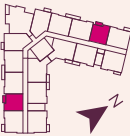
1 Bedroom



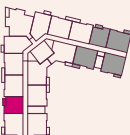
1 Bathroom



Floor 3



Floor 2



BUILDING 1

Olive



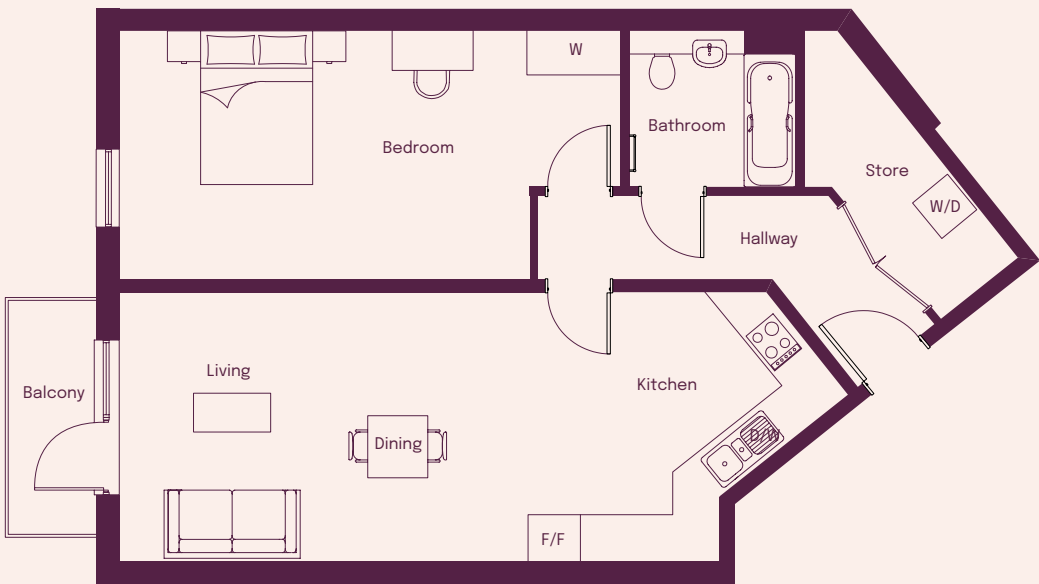
68.3 sqm / 735 sqft



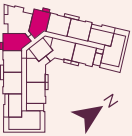
1 Bedroom



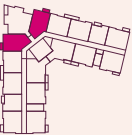
1 Bathroom



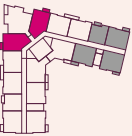
Floor 4



Floor 3



Floor 2



Dimensions

Living/Kitchen/Dining
Bedroom

7172mm x 4005mm
5552mm x 2750mm

23ft 6in x 13ft 2in
18ft 2in x 9ft

FLOOR	PLOT
2	22
3	39, 47*

Dimensions

Living/Kitchen/Dining
Bedroom

7847mm x 3520mm
6568mm x 3245mm

25ft 9in x 11ft 7in
21ft 7in x 10ft 8in

FLOOR	PLOTS
2	25, 27*
3	42, 44*
4	58, 60*

BUILDING 1

Sage



53.6 sqm / 578 sqft



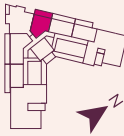
1 Bedroom



1 Bathroom



Floor 5



Dimensions

Living/Kitchen/Dining	5980mm x 3970mm	19ft 7in x 13ft
Bedroom	4093mm x 3245mm	13ft 5in x 10ft 8in

FLOOR	PLOT
5	71

BUILDING 1

Lavender



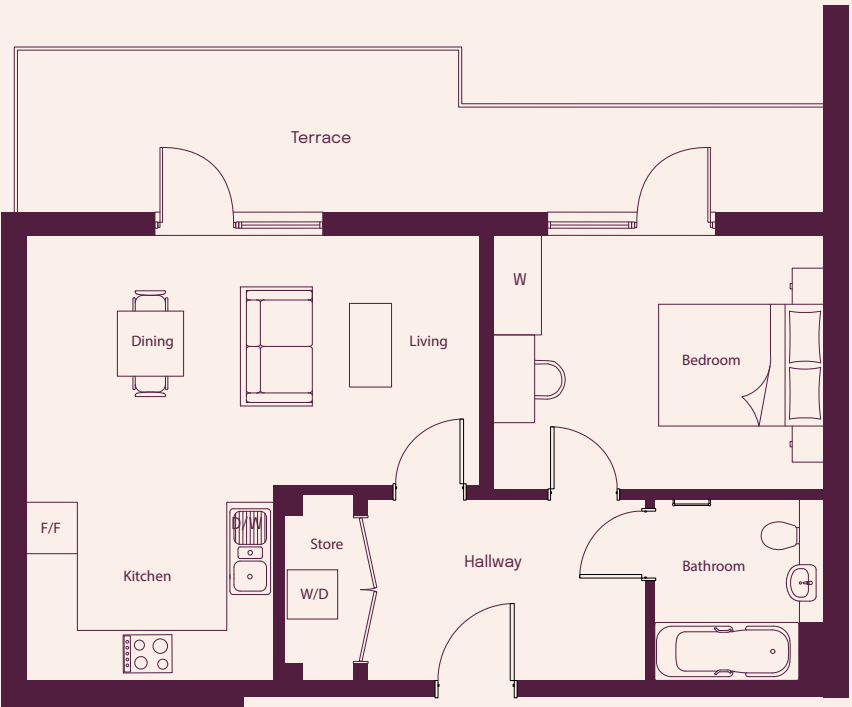
51.7 sqm / 556 sqft



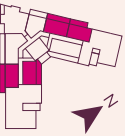
1 Bedroom



1 Bathroom



Floor 5



Floor 4



Dimensions

Living/Kitchen/Dining	5372mm x 5455mm	17ft 7in x 17ft 11in
Bedroom	3077mm x 4010mm	10ft 1in x 13ft 2in

FLOOR	PLOT
4	55, 63*
5	67, 68*, 72, 73*

BUILDING 1

Oak



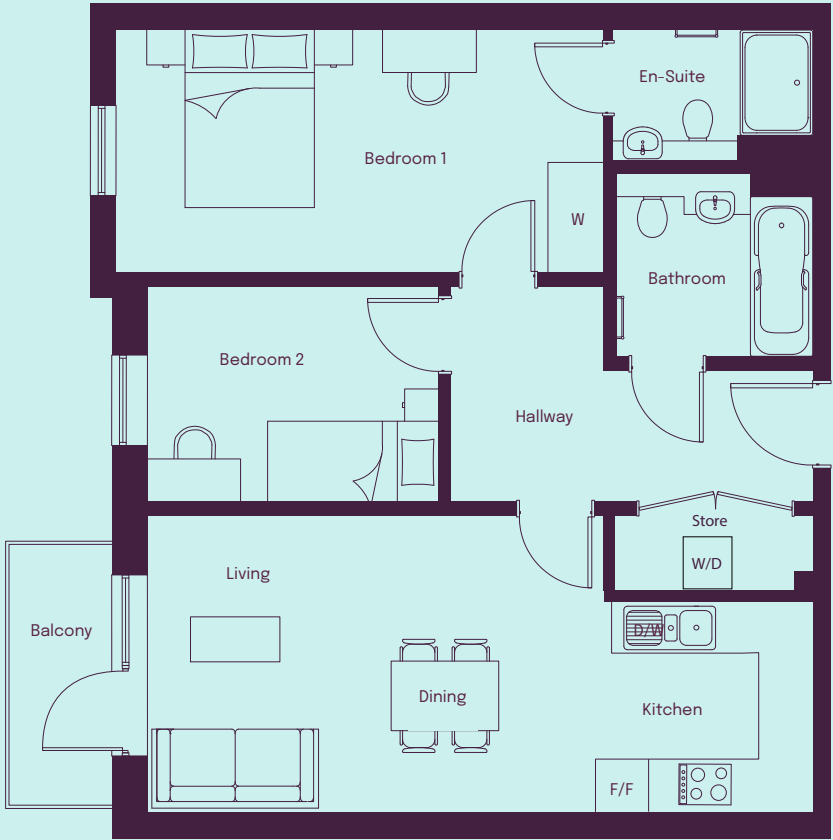
67.2 sqm / 723 sqft



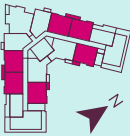
2 Bedroom



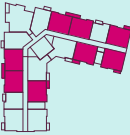
1 Bathroom + 1 En-Suite



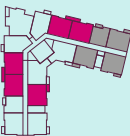
Floor 4



Floor 3



Floor 2



BUILDING 1

Willow



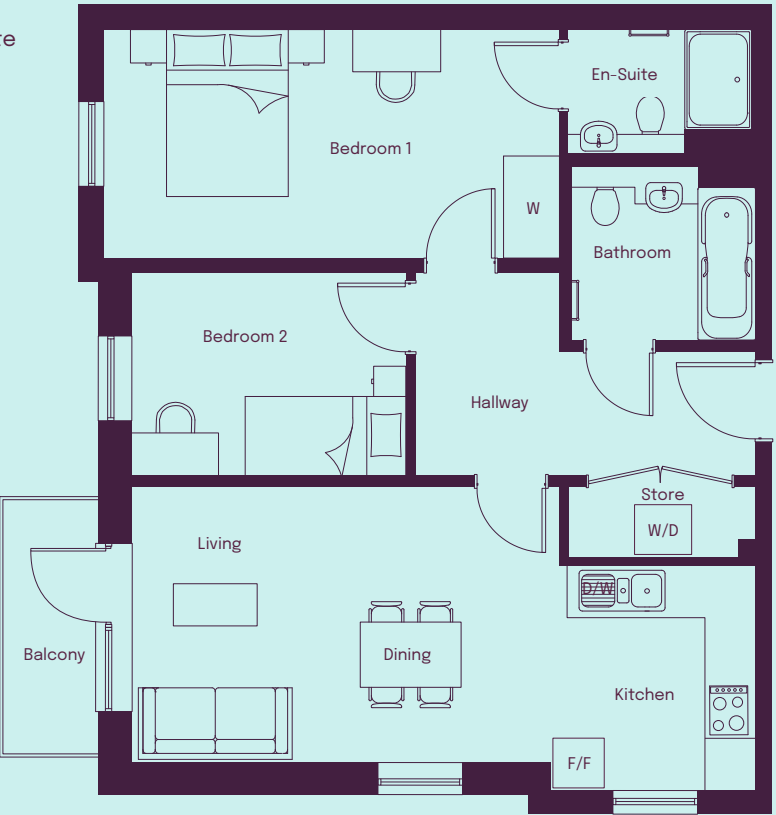
67.8 sqm / 730 sqft



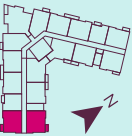
2 Bedroom



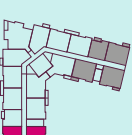
1 Bathroom + 1 En-Suite



Floor 3



Floor 2



Dimensions

Living/Kitchen/Dining	7505mm x 3345mm	24ft 7in x 10ft 12in	FLOOR	PLOT
Bedroom 1	5502mm x 2755mm	18ft x 9ft	2	19, 23*, 24, 28*, 29
Bedroom 2	3310mm x 2418mm	10ft 10in x 7ft 11in	3	36, 40*, 41, 45*, 46, 48*, 49, 50*
			4	53, 56*, 57, 61*, 62, 65*

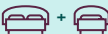
26 Please note floorplans are not to scale and are indicative only. Location of windows, doors, bathroom fittings, kitchen units and appliances may differ. Dimensions given are approximate to maximum widths and should not be used to order carpets or furniture. External area sizes and locations may differ from those illustrated. F/F (Fridge Freezer), W/D (Washer Dryer), D/W (Dishwasher), W (Built-in Wardrobe). * Denotes handed. Grey apartments on Floor 2 denote affordable rent. Apt syle 5. 2B3P-A plan

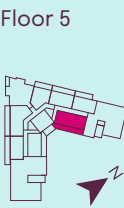
Dimensions

Living/Kitchen/Dining	7509mm x 3308mm	24ft 8in x 10ft 10in	FLOOR	PLOTS
Bedroom 1	5502mm x 2755mm	18ft x 9ft	2	20*, 21
Bedroom 2	3314mm x 2428mm	10ft 10in x 7ft 12in	3	37*, 38

Please note floorplans are not to scale and are indicative only. Location of windows, doors, bathroom fittings, kitchen units and appliances may differ. Dimensions given are approximate to maximum widths and should not be used to order carpets or furniture. External area sizes and locations may differ from those illustrated. F/F (Fridge Freezer), W/D (Washer Dryer), D/W (Dishwasher), W (Built-in Wardrobe). * Denotes handed. Grey apartments on Floor 2 denote affordable rent. Apt syle 6. 2B3P-B plan

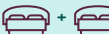
BUILDING 1
Maple

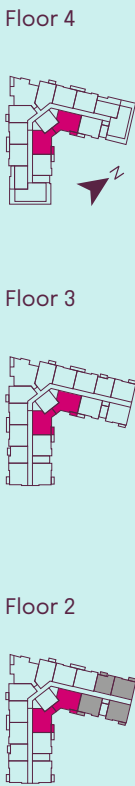
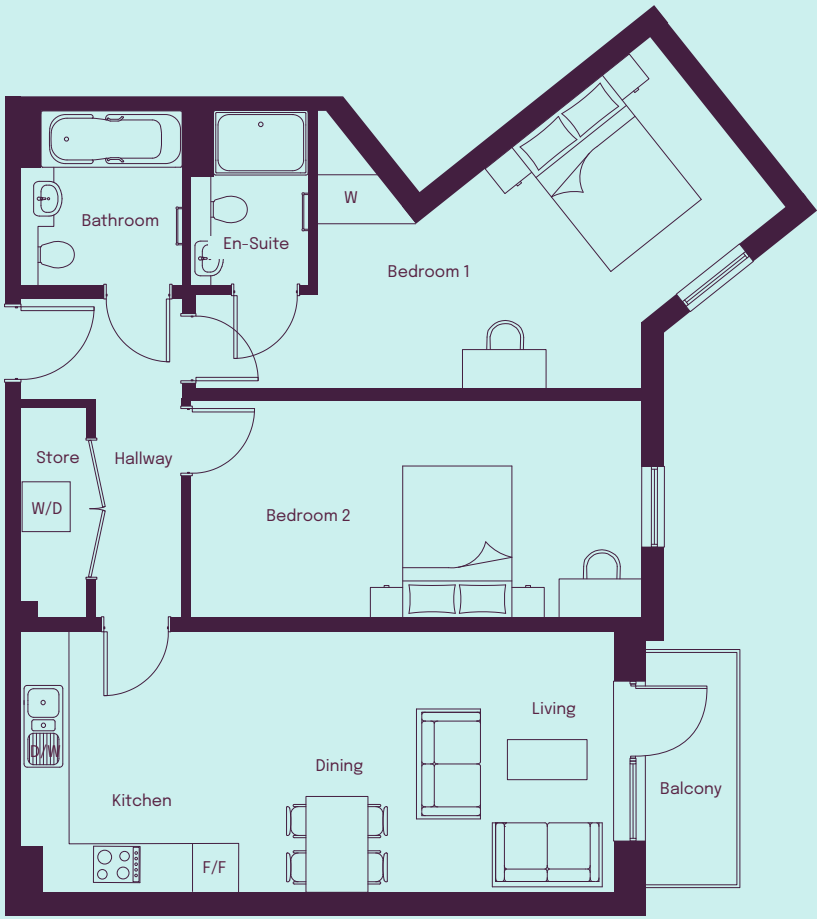
- 
68.6 sqm / 738 sqft
- 
2 Bedroom
- 
1 Bathroom + 1 En-Suite



Dimensions				
Living/Kitchen/Dining	5015mm x 5372mm	16ft 5in x 17ft 7in	FLOOR	PLOT
Bedroom 1	5100mm x 4077mm	16ft 9in x 13ft 5in	5	74
Bedroom 2	2405mm x 4077mm	7ft 11in x 13ft 5in		

BUILDING 1
Rowan

- 
78 sqm / 840 sqft
- 
2 Bedroom
- 
1 Bathroom + 1 En-Suite

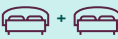


Floor 3

Floor 2

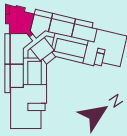
Dimensions				
Living/Kitchen/Dining	7505mm x 3305mm	24ft 7in x 10ft 10in	FLOOR	PLOTS
Bedroom 1	3787mm x 2750	12ft 5in x 9ft	2	18, 34*
Bedroom 2	5707mm x 2750mm	18ft 9in x 9ft	3	35, 51*
			4	52, 66*

BUILDING 1
Chestnut

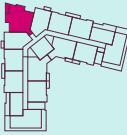
- 
103.3 sqm / 1112 sqft
- 
2 Bedroom
- 
1 Bathroom + 1 En-Suite



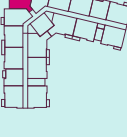
Floor 5



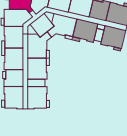
Floor 4



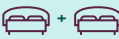
Floor 3

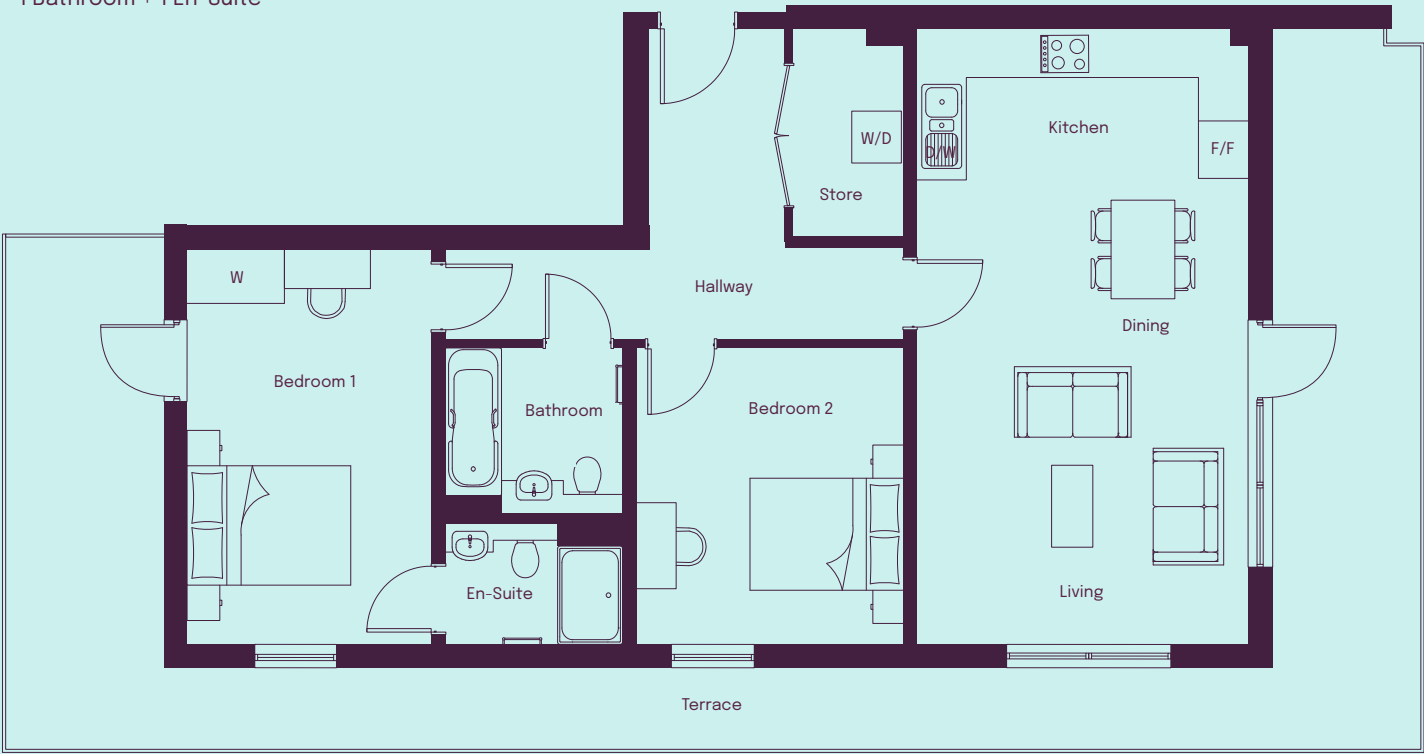


Floor 2

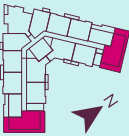


BUILDING 1
Hawthorn

- 
83.4 sqm / 898 sqft
- 
2 Bedroom
- 
1 Bathroom + 1 En-Suite



Floor 4



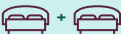
Dimensions

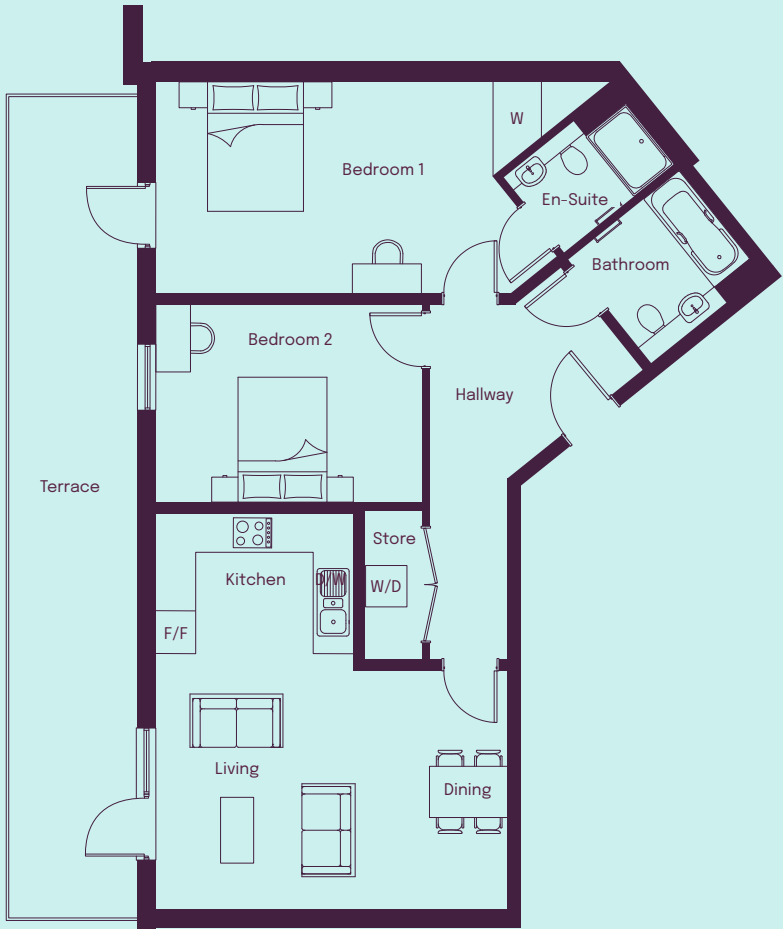
Living/Kitchen/Dining	6575mm x 5028mm	21ft 7in x 16ft x 6in	FLOOR	PLOT
Bedroom 1	3955mm x 3005mm	12ft 12in x 9ft 10in	2	26
Bedroom 2	3305mm x 3955mm	10ft 10in x 12ft 12in	3	43
			4	59
			5	70

Dimensions

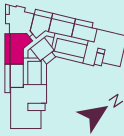
Living/Kitchen/Dining	7562mm x 4078mm	24ft 9in x 13ft 4in	FLOOR	PLOTS
Bedroom 1	4862mm x 3022mm	15ft 11in x 9ft 11in	4	54, 64*
Bedroom 2	3297mm x 3645mm	10ft 10in x 11ft 11in		

BUILDING 1
Cedar

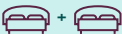
- 
82 sqm / 883 sqft
- 
2 Bedroom
- 
1 Bathroom + 1 En-Suite

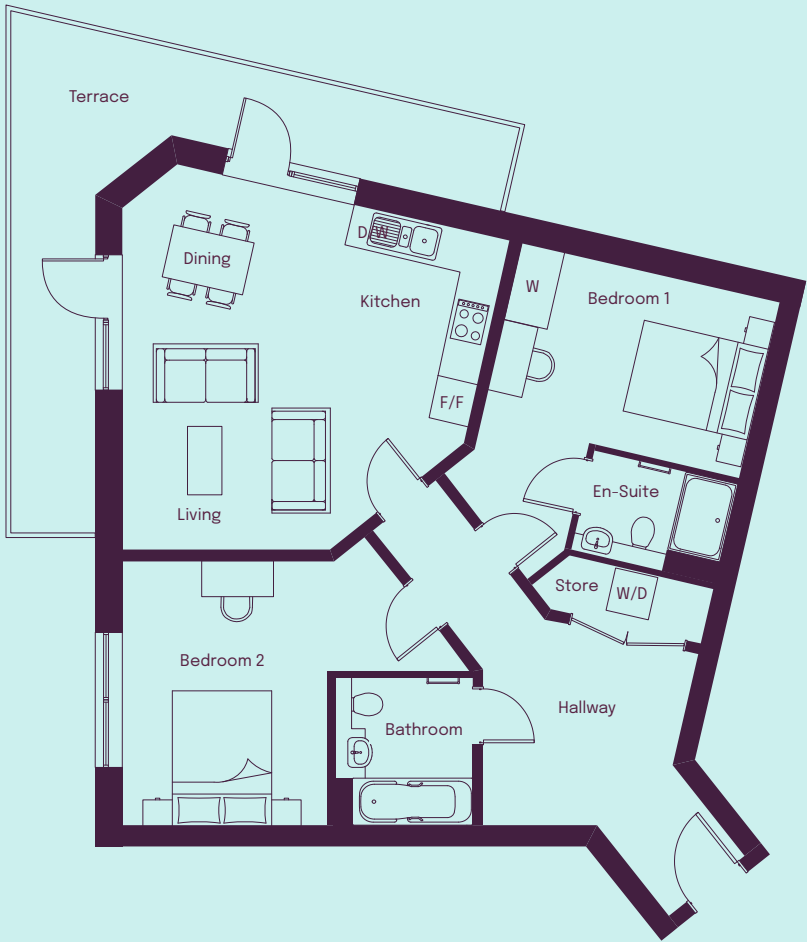


Floor 5

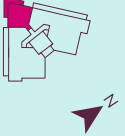


BUILDING 1
Magnolia

- 
82.5 sqm / 888 sqft
- 
2 Bedroom
- 
1 Bathroom + 1 En-Suite



Floor 6



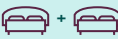
Dimensions

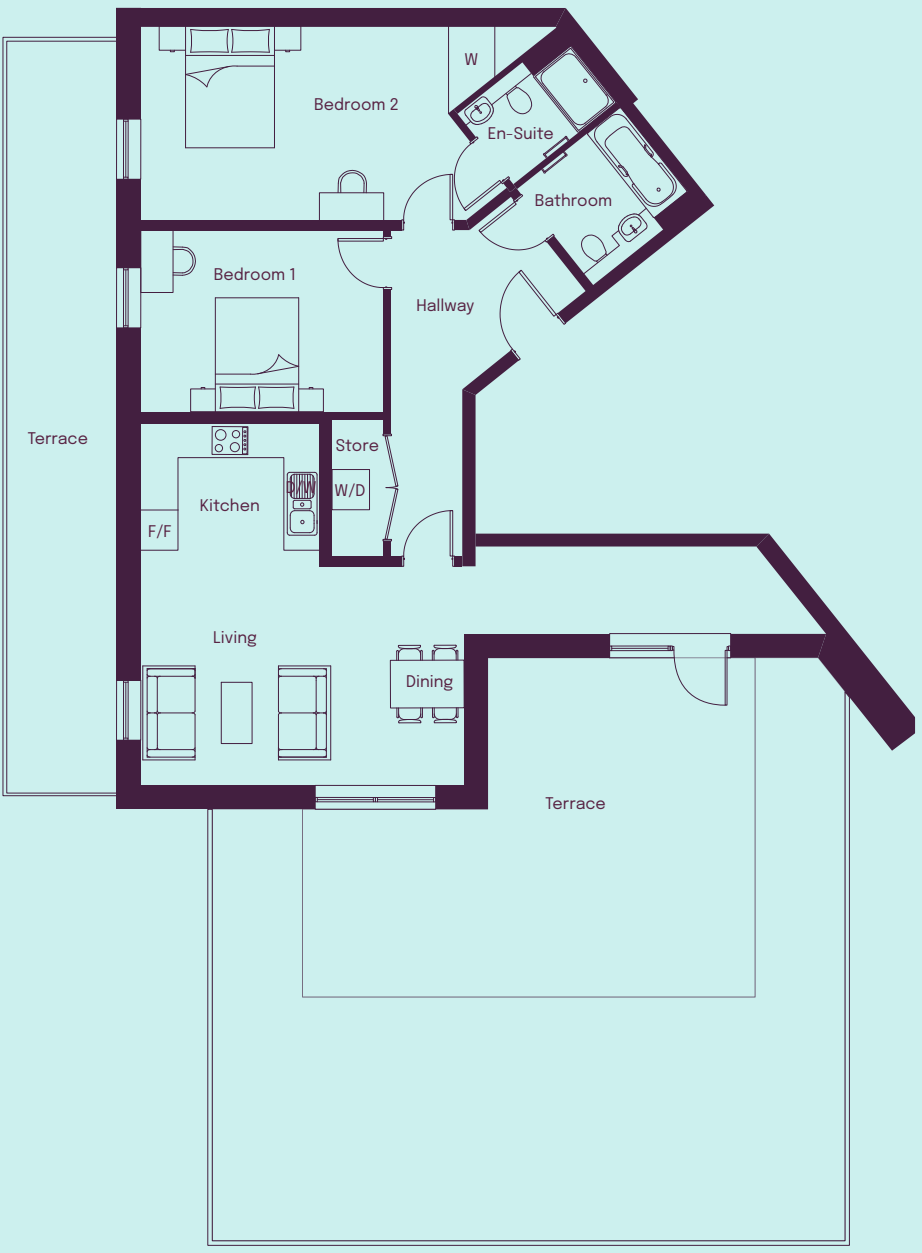
Living/Kitchen/Dining	5372mm x 6065mm	17ft 7in x 19ft 10in	FLOOR	PLOT
Bedroom 1	3245mm x 6914mm	10ft 7in x 22ft 8in	5	69
Bedroom 2	3043mm x 4067mm	9ft 11in x 13ft 4in		

Dimensions

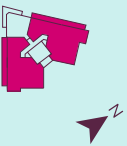
Living/Kitchen/Dining	5167mm x 7697mm	16ft 11in x 25ft 3in	FLOOR	PLOTS
Bedroom 1	3960mm x 5225mm	12ft 11in x 17ft 1in	6	76
Bedroom 2	3080mm x 3960mm	10ft 1in x 12ft 11in		

BUILDING 1
Birch

- 
90.1 sqm / 970 sqft
- 
2 Bedroom
- 
1 Bathroom + 1 En-Suite



Floor 6



Dimensions

Living/Kitchen/Dining	6065mm x 11,433mm	19ft 11in x 37ft 6in	FLOOR	PLOT
Bedroom 1	6914mm x 3245mm	22ft 8in x 10ft 7in	6	75, 77*
Bedroom 2	3043mm x 4067mm	9ft 11in x 13ft 4in		



Computer generated image

About SNG

One of the UK’s leading housing associations, we’re passionate about giving everyone an opportunity to own a home of their own. We’ve been building and managing homes across the South of England since 1974, working closely with local authorities to deliver high-quality, affordable homes in desirable places for our customers. We currently provide over 88,000 homes across a range of tenures:

- Affordable and social rent
- London Living Rent
- Shared Ownership
- Open Market Sale

A home builder with a difference

Every pound of profit from your purchase will be reinvested into our new and existing homes and services, enabling us to provide the highest standards of living and environment for our customers and communities. We’re here to help everyone find a place of their own, and we know the more houses we can build, the more homeowners we can support.

Hear from our buyers

To date, we’ve helped thousands of customers take their first or next step on the property ladder with Shared Ownership, and our social purpose of providing the foundation for a better life ensures we will help thousands more.

Paul and Reggie
Heritage Green, Exeter

“SNG were really good, from the moment I applied I got lots of updates on the property. Tamsin Jolly (Sales Consultant at Heritage Green) was helpful, she kept me in the loop throughout, and she was the one who handed over the keys at the end too.”



Connor
Posthouse, Brentford

“We knew we always wanted to buy a home together, and given how expensive renting is and how severely it drains your income, getting onto the property ladder was an even more important step for us...”



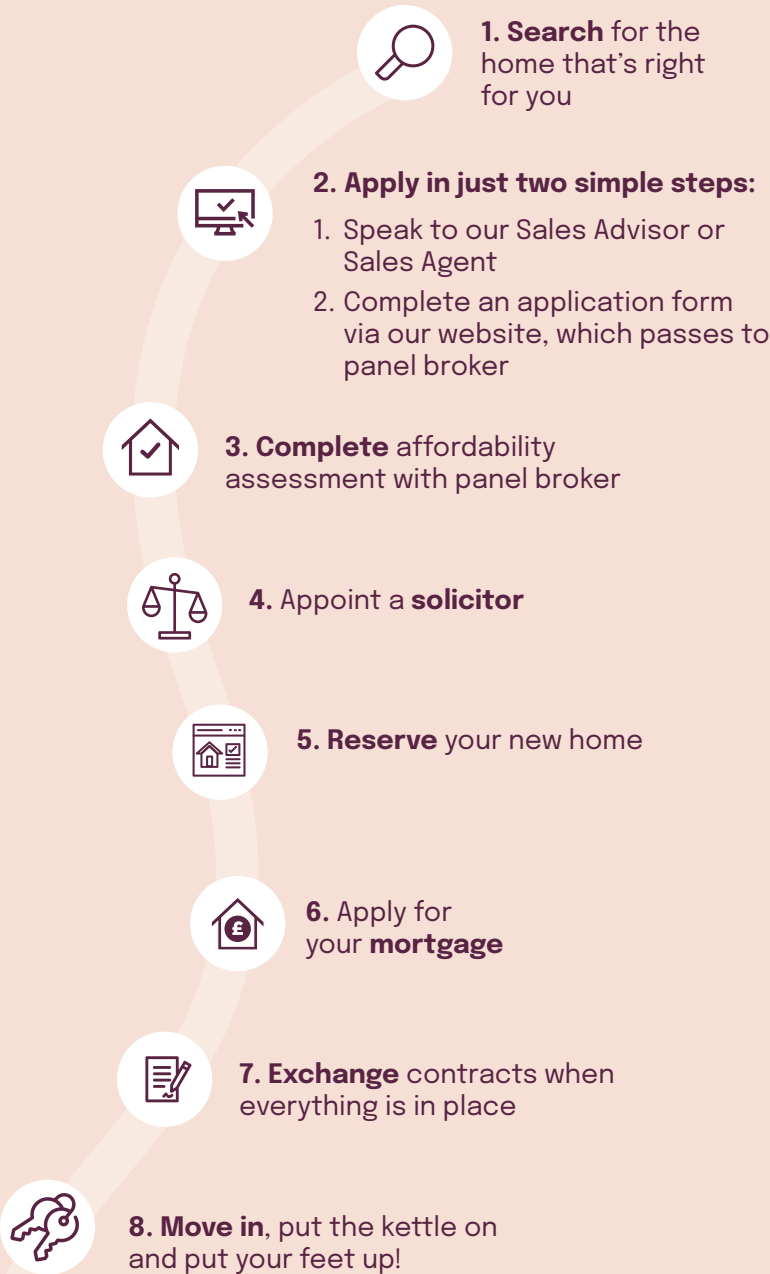
Domnita
Evolution, Southall

“A year after moving into my apartment, I met my now husband outside the building. We have just had a beautiful wedding day at the Grade II listed Pitzhanger Manor in Ealing. We wouldn’t have even met if I hadn’t bought my home at Evolution, it was fate for us to meet here!”

Your Shared Ownership journey made simple

Shared Ownership at Bloom gives you the opportunity to buy a share of your new home, starting at 10%, or more depending on what you can afford. The rest is owned by Sovereign Network Group and you pay a subsidised rent on this portion in addition to your own mortgage. There will be a service charge payable to cover the cost of communal maintenance and this includes the buildings insurance.

You will need to have savings to cover any deposit required by your mortgage lender and the costs involved in moving. When you can afford to, you can take your next steps and increase the share you own; this is known as 'staircasing'. The cost of the additional share that you buy will be based on the current market value of your home.



Getting to Bloom

Via train:

From Welwyn Garden City station (served by Thameslink and Great Northern from London Kings Cross/St Pancras, 25 minutes from central London) it's approximately a 10-15 minute walk east along Bridge Road East.

Via car:

From the A1(M), exit at Junction 4 (Welwyn Garden City). Follow signs towards Welwyn Garden City town centre, then take the B195 (Bridge Road East). The destination is on Bridge Road East at the junction with Swallowfields, on the right-hand side. Postcode for sat nav: AL7 1UT.





**Unlock your home buying potential
with Shared Ownership**
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