



Persona Homes

by Home Group

SHARED OWNERSHIP

RUB1X

HIGH STREET, SOUTHALL

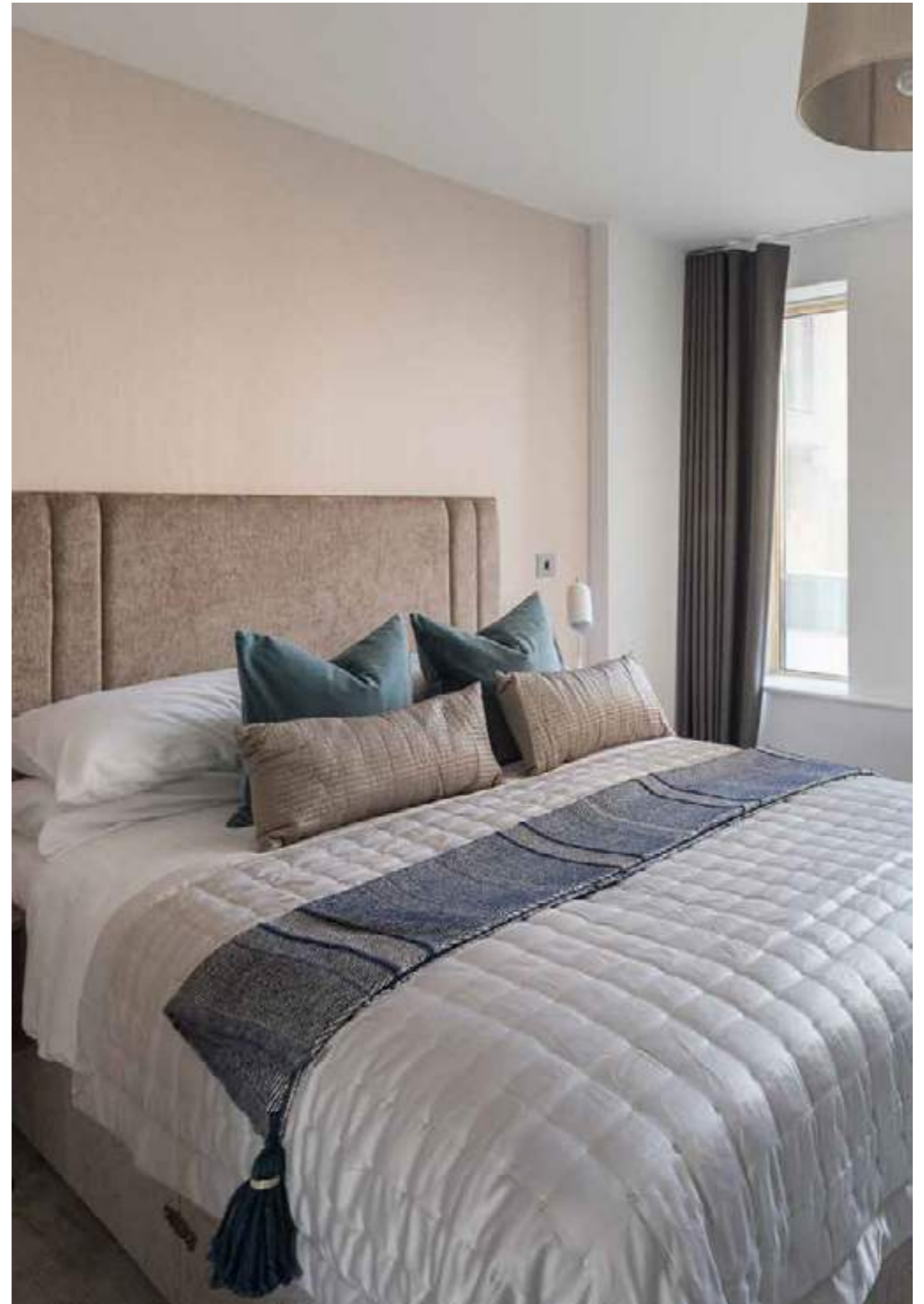


Welcome to

RUB1X

The place to be for central urban living

Where you can enjoy the comfort of having everything on your doorstep, connected to the neighbourhood and the city. RUB1X comprises of stunning one and two bedroom apartments in the heart of Southall, Ealing. Located on the High Street of this vibrant and multicultural area, you will be part of the bigger picture and minutes away from a range of local amenities.





Be at the centre of it all with fast commuter links into the city, excellent schools and plenty of shops, markets and restaurants to experience; if you are looking for a home to call your own, RUBIX 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 Homes

We make it personal

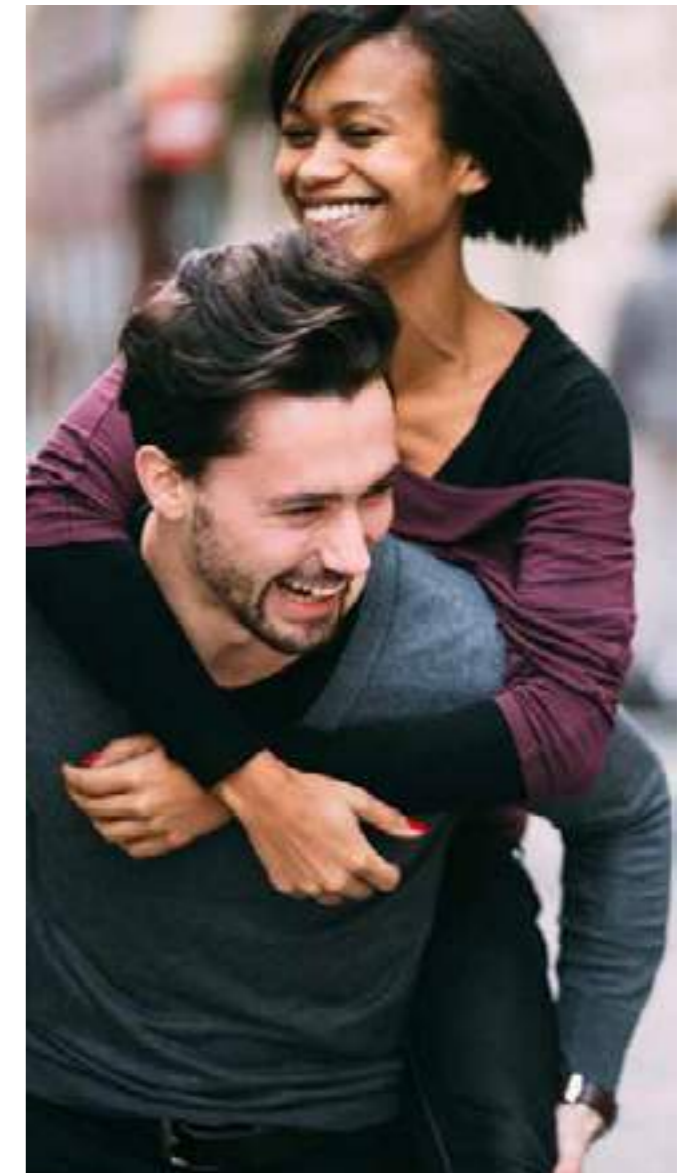
Your Persona experience is our top priority, that's why we make it personal.

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.



From the architects

RUBIX seeks to be a statement building in the Southall area with an attractive architectural design that stands out for its modern features and aesthetics.

Southall has been identified in the London Plan as one of the 35 major centres in Greater London; a busy suburban area with excellent public transport links and a variety of amenities and public green spaces.

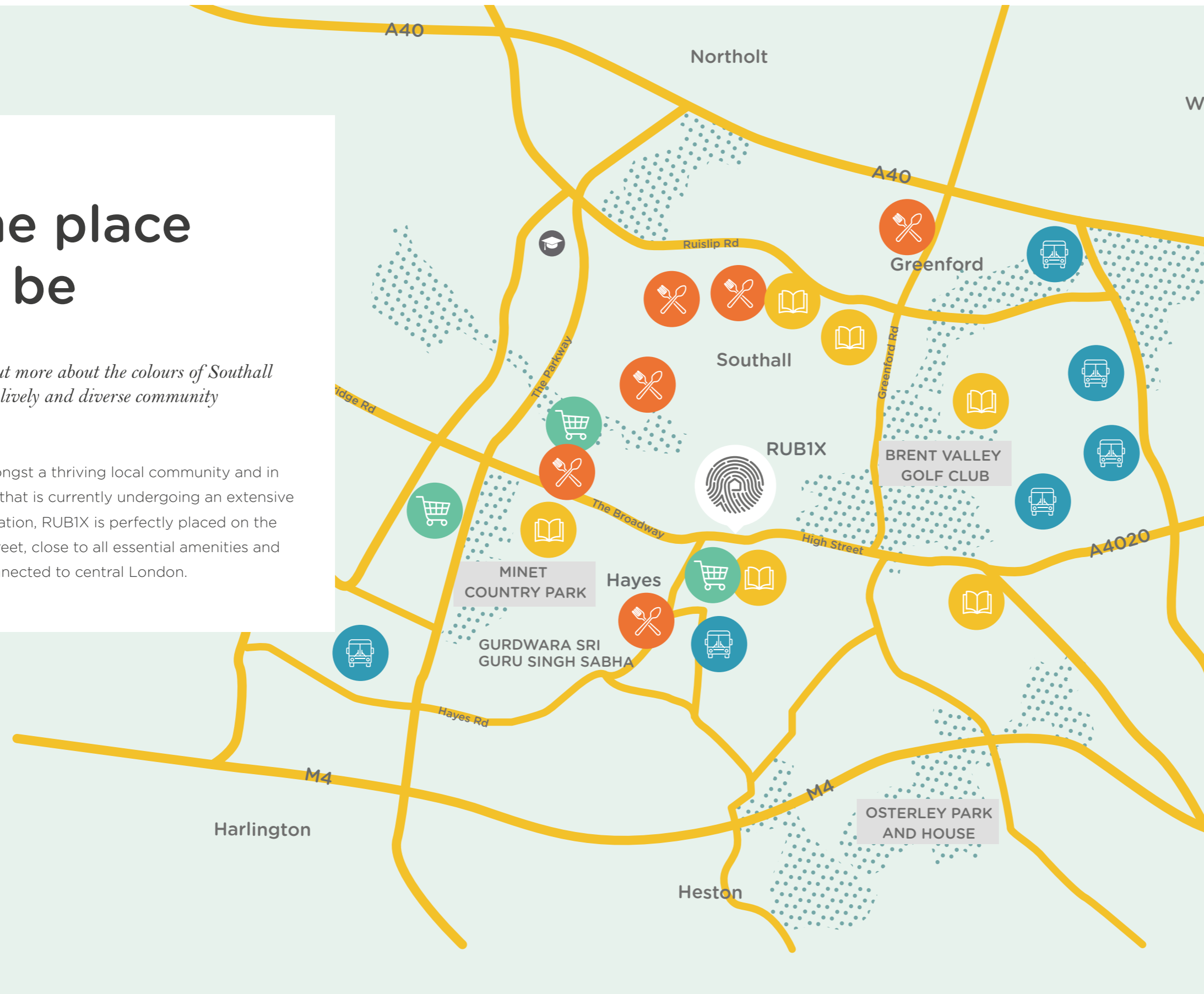
RUBIX was designed to improve the street scene on the High Street whilst creating a new focal point, offering high quality commercial and residential space. It contributes towards the development of the area as a great place to invest, live and work. With its red-brick elements and various heights, RUBIX responds to the surroundings yet offers a landmark within Southall to become a precedent for future developments.



The place to be

Find out more about the colours of Southall and its lively and diverse community

Set amongst a thriving local community and in an area that is currently undergoing an extensive regeneration, RUB1X is perfectly placed on the High Street, close to all essential amenities and well connected to central London.



Food shopping

- Lidl, 92 ft
- Iceland Foods, 0.3 miles
- Sainsbury's, 1.6 miles
- Tesco, 2.3 miles

Leisure

- Southall Market, 66 ft
- Southall Park, 0.1 miles
- Southall Sports Centre, 0.5 miles
- West Middlesex Golf Club, 1.1 miles

Restaurants

- Chini Chor, 0.3 miles
- Roxy's, 0.9 miles
- Delhi Wala, 0.9 miles
- The Brilliant, 1.2 miles

Connections and travel

- Southall Railway Station, 0.5 miles
- Coming 2022: Elizabeth line at Southall Station 0.5 miles
- Boston Manor Underground Station, 2.8 miles
- Ealing Broadway, 3.2 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 RUB1X

At the center of it all

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

Typically referred to as 'Little India', Southall is a colourful pocket of London with South-Asian boutiques, shops and market stalls, so there is always something to do.

Tickle your taste buds at one of the award-winning restaurants such as The Brilliant or typical Punjabi places such as Roxy's and Delhi Wala. If you are planning a weekend of strolls and sport activities, Southall Park is at a 2 minute walk from RUB1X, and Southall Sports Centre or West Middlesex Golf Club are both within easy reach. There are also plenty of shops and amenities just across the road, including Southall

Market open every Tuesday and Wednesday 9am to 3pm.

At RUB1X you will benefit from a bus stop directly outside the development, connecting you to Ealing Broadway Station and Hounslow Central Station in just under 30 minutes. By train you can easily reach London Paddington in 18 minutes, whilst Heathrow T2&3 is only 30 minutes away. The Crossrail is due to be completed 2022, connecting Southall to all major London areas, including London Liverpool Street and Canary Wharf.

* from Southall Railway Station to Paddington Station via TfL train. 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.


40
MIN


03
MIN


21
MIN


40
MIN

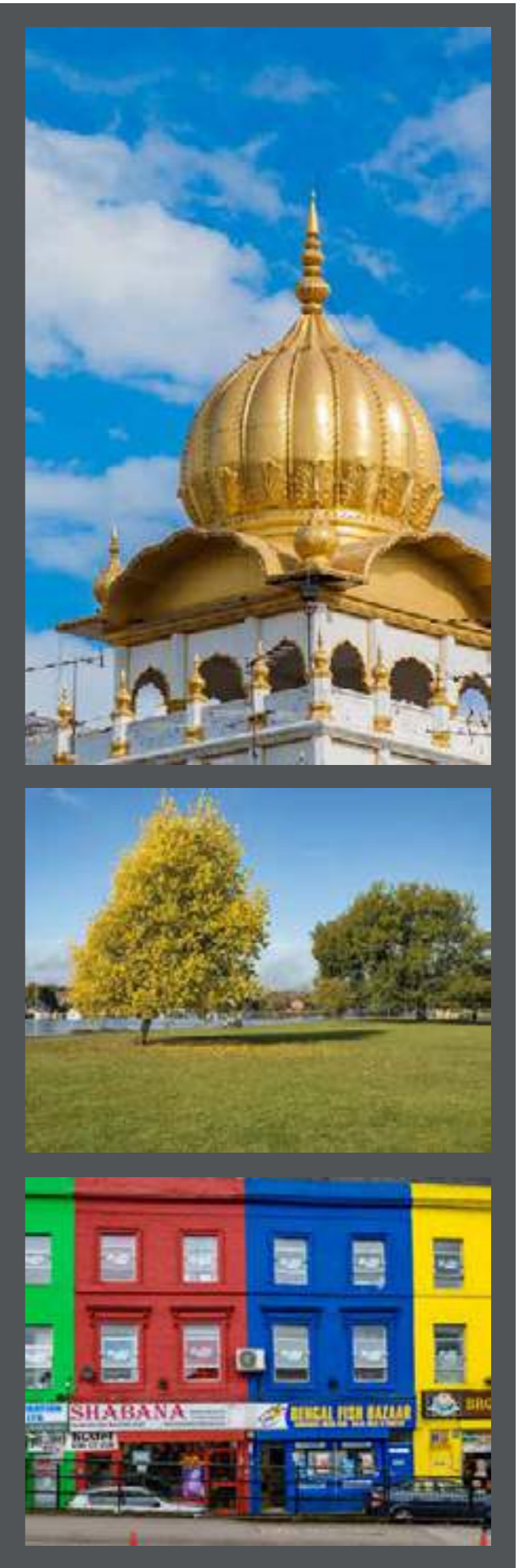
○ **Westfield London**
One of West London's largest shopping centres, it offers around 320 stores on a total retail floor area of 2.6 million square feet

○ **Vishwa Hindu Mandir**
One of Southall's main Hindu Temples, providing a place of worship, social service and education to local residents.

○ RUB1X

○ **Gurdwara Sri Guru Singh Sabha Southall**
The largest Sikh temple in London and the largest Sikh institute outside of India. It was built to accommodate Southall's growing Sikh community.

○ **Osterley Park & House**
A lovely Georgian estate dated from the 1570s which includes a landscaped park and gardens open to visitors.



The perfect escape from the hustle and bustle

Spend your weekends outdoors and enjoy the fresh air; a variety of parks and green spaces fill the Southall area, just a stone's throw away from RUBIX.

Southall Park is only 2 minutes away and offers something for everyone, from an adult exercise area to a play centre and playground for your little ones. The park is the perfect escape from the city with its numerous flora and fauna species, and since 2003 it includes a nature conservation area to help improve biodiversity and the habitat value.

There are also an abundance of leisure facilities nearby from Southall Sports Centre to West Middlesex Golf Club, perfect for the sporty members of the family.



Family focused

There are a variety of schools around RUBIX from Primary to Secondary schools to further education institutions. The area bursts with an abundance of well-regarded choices.

For your younger ones North Primary School is only 0.13 miles away and offers an exciting curriculum based around visiting the wonderful places that London has to offer. At a stone's throw you will also find Beaconsfield Primary & Nursery School and Dairy Meadow Primary school, both with Good Ofsted rating. If you are looking for outstanding institutes, Three Bridges Primary School and Villiers High School are just around the corner and have students with diverse backgrounds. Their curriculum focuses on the development of respect and understanding of different cultures.

For your older ones, University of West London and Brunel University are less than 5 miles away and offer Undergraduate and Postgraduate courses and plenty of study facilities and exchange programmes.



Education Primary Schools

North Primary School

3 mins walk | 0.13 miles

Beaconsfield Primary & Nursery School

11 mins walk | 0.6 miles

Three Bridges Primary School

23 mins walk | 1.1 mile



Education Secondary Schools

Acorn House College - Independent

1 min walk | 56 ft

Villiers High School

3 mins walk | 0.1 mile



Education Further education

University of West London

27 mins by bus | 3.2 miles

Brunel University

30 mins by bus | 4.7 miles

Development layout

RUBIX is perfectly placed in Southall, close to all main amenities. Divided into 2 phases, there are a variety of homes to choose from.

Perfectly placed

With a multitude of homes facing the High Street, the various blocks are built around a communal area that offers a quiet space for families and bike storage too. Our homes are divided into 2 phases, with a variety of layouts to choose from.





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.



PHASE 1

ONE BEDROOM APARTMENTS

<i>Type A</i>	PLOT 1.15, 2.15
<i>Type C</i>	PLOTS 1.18, 2.18, 3.18
<i>Type D</i>	PLOTS 1.20, 2.20, 3.20
<i>Type G</i>	PLOT 2.07, 3.07
<i>Type H</i>	PLOT 2.10, 3.10
<i>Type I</i>	PLOT 2.12, 3.12

TWO BEDROOM APARTMENTS

<i>Type A</i>	PLOT 1.16, 2.16, 3.16
<i>Type C</i>	PLOTS 2.11, 3.11, 4.11
<i>Type D</i>	PLOTS 2.13, 3.13

PHASE 2

ONE BEDROOM APARTMENTS

<i>Type B</i>	PLOT 1.17, 2.17
<i>Type E</i>	PLOTS 1.22, 2.22
<i>Type F</i>	PLOTS 1.24, 2.24
<i>Type J</i>	PLOT 2.14

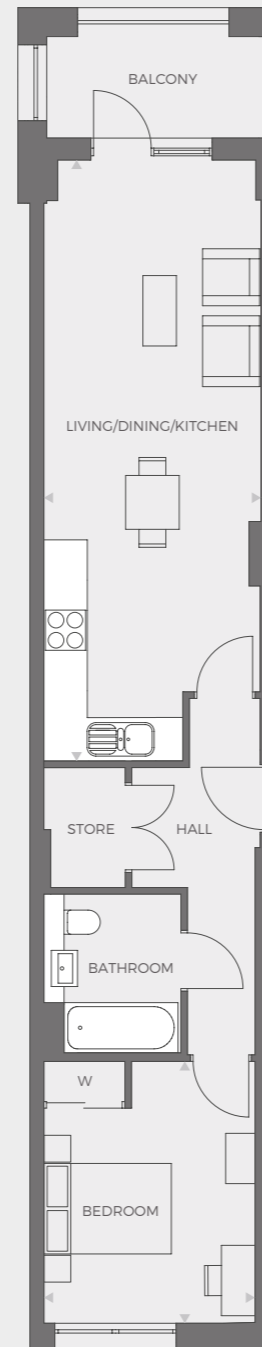
TWO BEDROOM APARTMENTS

<i>Type B</i>	PLOT 1.23, 2.23, 3.23
<i>Type C</i>	PLOTS 5.11, 6.11

Type A - Plot 1.15 & Plot 2.15

1 bedroom apartment - 1st or 2nd floor

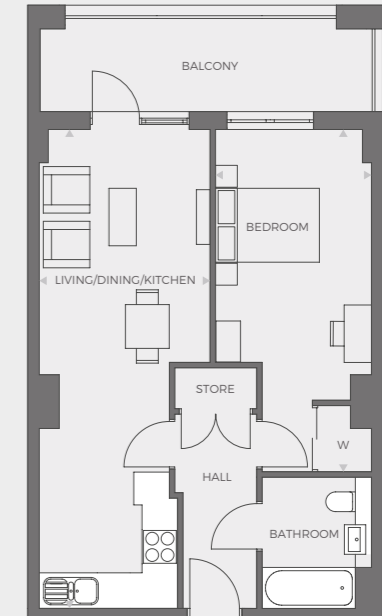
Kitchen/Living/Dining Area	3.2m x 8.9m
Bedroom 1	3.9m x 3.2m
Total area	55m²



Type C - Plot 1.18, 2.18 & 3.18

1 bedroom apartment - 1st, 2nd or 3rd floor

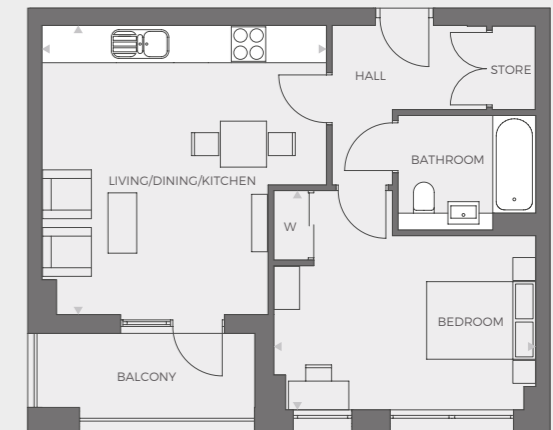
Kitchen/Living/Dining Area	3.1m x 8.9m
Bedroom 1	6.3m x 2.9m
Total area	52m²



Type D - Plot 1.20, 2.20 & 3.20

1 bedroom apartment - 1st, 2nd or 3rd floor

Kitchen/Living/Dining Area	5m x 5m
Bedroom 1	4.5m x 3m
Total area	50m²



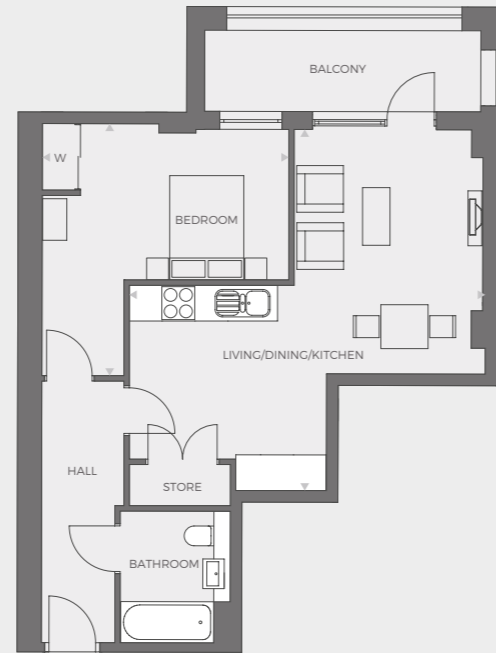
Any floor plans are a general outline of the layout of the property for guidance only. All measurements are approximate and may vary and any intending purchasers should not rely on them as statements of fact or representations of fact but must satisfy themselves by inspection or otherwise as to their accuracy. Dimensions shown are not intended to be relied upon for installation of appliances or items of furniture or otherwise. CGI's and images are for illustrative purposes only. Specifications are subject to change. Images are indicative only and may be of previous developments.

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Type G - Plot 2.07 & Plot 3.07

1 bedroom apartment - 2nd or 3rd floor

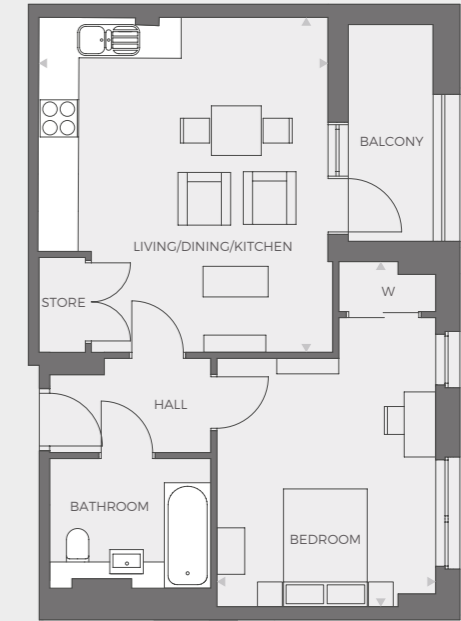
Kitchen/Living/Dining Area	6.5m x 4.5m
Bedroom 1	4.5m x 2.9m
Total area	56m²



Type I - Plot 2.12 & Plot 3.12

1 bedroom apartment - 2nd or 3rd floor

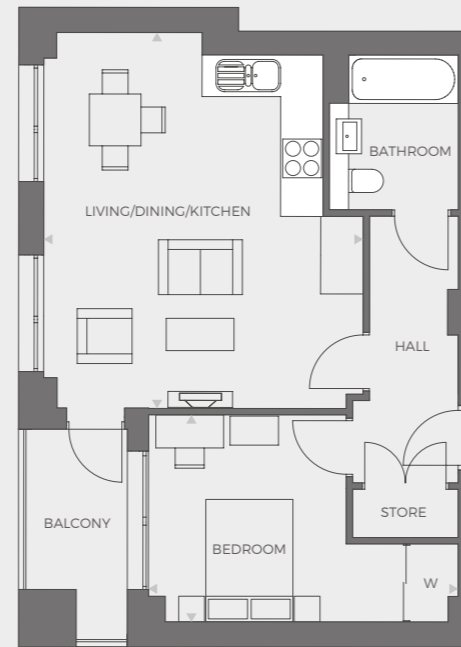
Kitchen/Living/Dining Area	5.4m x 4.7m
Bedroom 1	5.6m x 3.5m
Total area	52m²



Type H - Plot 2.10 & Plot 3.10

1 bedroom apartment - 2nd or 3rd floor

Kitchen/Living/Dining Area	5.5m x 4.3m
Bedroom 1	3.2m x 4.8m
Total area	51m²



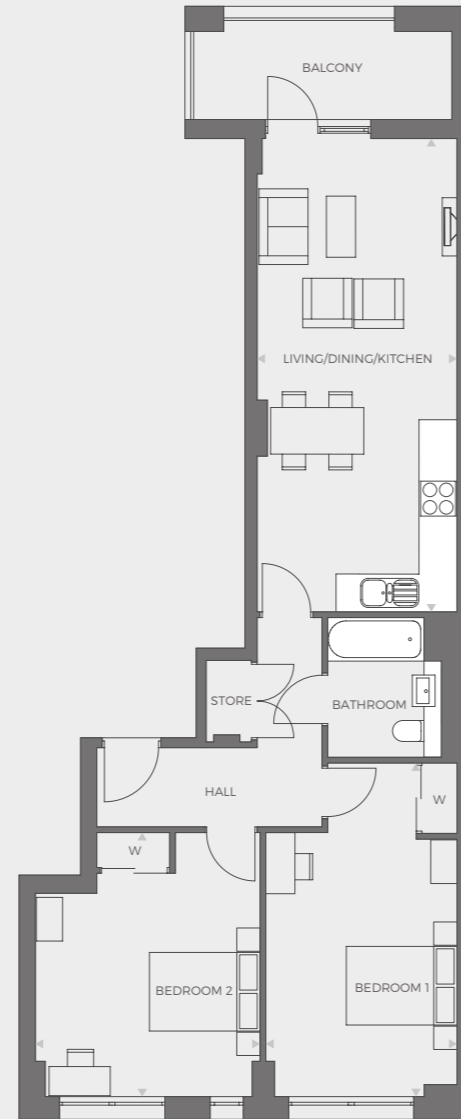
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Type A - Plot 1.16, 2.16 & 3.16

2 bedroom apartment - 1st, 2nd or 3rd floor

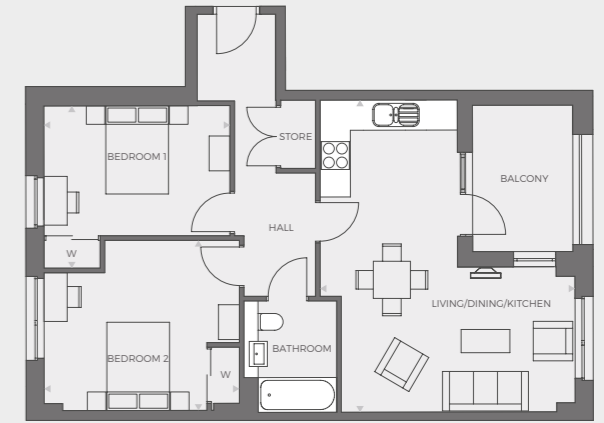
Kitchen/Living/Dining Area	8.1m x 3.5m
Bedroom 1	4.4m x 3.8m
Bedroom 2	5.8m x 3.3m
Total area	77m²



Type C - Plot 2.11, 3.11 & 4.11

2 bedroom apartment - 2nd, 3rd or 4th floor

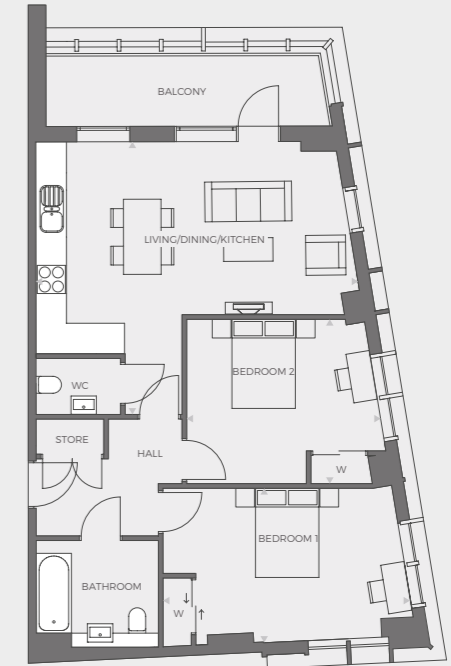
Kitchen/Living/Dining Area	6.7m x 5m
Bedroom 1	3.7m x 4.2m
Bedroom 2	4m x 2.8m
Total area	70m²



Type D - Plot 2.13 & Plot 3.13

2 bedroom apartment - 2nd or 3rd floor

Kitchen/Living/Dining Area	6.7m x 3.7m
Bedroom 1	3.5m x 4m
Bedroom 2	5.1m x 3.2m
Total area	76m²

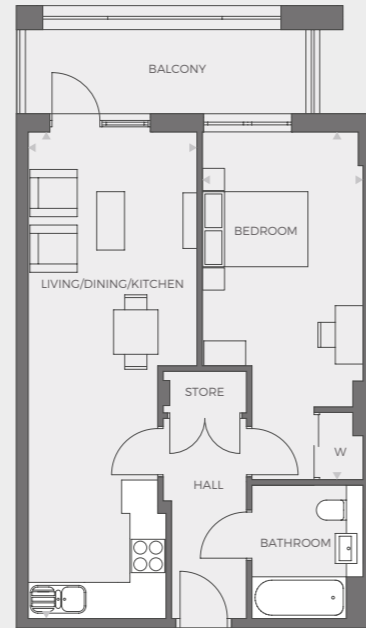


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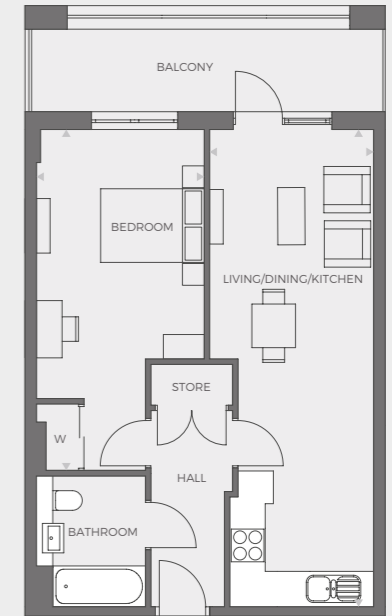
Type B - Plot 1.17 & Plot 2.17
One bedroom apartment - 1st & 2nd floor

Kitchen/Living/Dining	3m x 8.7m
Bedroom 1	2.80m x 6.20m
Total area	52m²



Type F - Plot 1.24 & Plot 2.24
One bedroom apartment - 1st & 2nd floor

Kitchen/Living/Dining	3m x 8.7m
Bedroom 1	3m x 6.2m
Total area	54m²



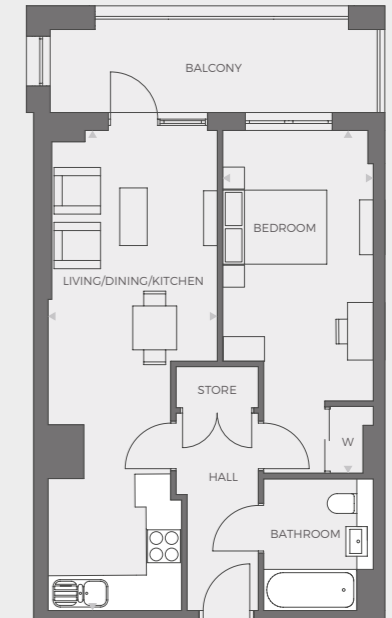
Type E - Plot 1.22 & Plot 2.22
One bedroom apartment - 1st & 2nd floor

Kitchen/Living/Dining	3m x 8.7m
Bedroom 1	2.7m x 6.2m
Total area	51m²



Type J - Plot 2.14
One bedroom apartment - 2nd floor

Kitchen/Living/Dining	2.8m x 8.9m
Bedroom 1	6.3m x 3.1m
Total area	51m²



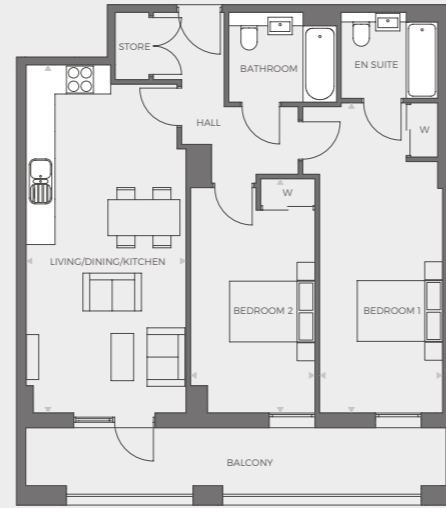
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Type B - Plot 1.23, 2.23 & 3.23

Two bedroom apartment - 1st, 2nd or 3rd floor

Kitchen/Living/Dining	7.7m x 3.6m
Bedroom 1	6.9m x 2.8m
Bedroom 2	5.2m x 2.8m
Total area	79m ²



Type C - Plot 5.11 & Plot 6.11

Two bedroom apartment - 5th or 6th floor

Kitchen/Living/Dining	6.7m x 5m
Bedroom 1	3.7m x 4.2m
Bedroom 2	4m x 2.8m
Total area	70m ²



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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 complete with a choice of layouts and large floor-to-ceiling windows that give you access to your private balcony or terrace.

Each of our beautiful one and two 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 utmost priority; that's why at RUBIX we offer concierge service, lift to all floors and the apartments are fitted with an audio entry intercom system.

Please ask your Persona host for more details.



Your new home



Your new home

It's all in the detail

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

Kitchen

- Integrated appliances:
 - AEG or Zanussi single oven and ceramic hob
 - Integrated AEG or Zanussi dishwasher
 - Built in AEG or Zanussi fridge-freezer
- White high gloss wall and base kitchen units and dark anthracitic laminate worktop
- Automatic washer dryer in separate utility room
- Amtico flooring throughout
- Audio visual entry system



Bathroom

- Led mirror with twin lights on either side
- Washbasin with drawer vanity unit
- Wall hung toilet in white
- Contrasting grey Porcelain tiles in bathroom
- Chrome heated towel rail



Bedrooms

- Integrated wardrobes to master bedrooms
- Twin double socket USB in master and second bedrooms
- Arctic grey carpet in all bedrooms
- Polished chrome ironmongery door handles and fittings.

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



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:

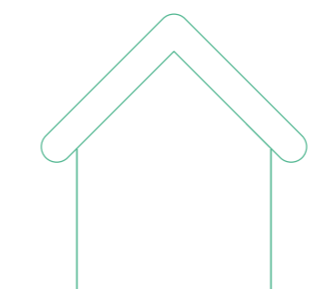
- You don't currently own a home or have an interest in a home and can't afford to buy one outright
- You have at least a 5% mortgage deposit available for the percentage of the home you would like to buy
- Your combined household income is less than £80,000 or less than £90,000 in London
- You can afford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



Our guide to buying with Shared ownership

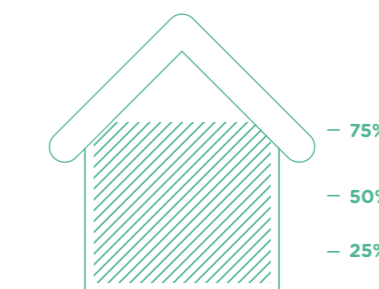
With shared ownership you only buy between 25% and 75% of the value of your chosen home. You then pay a reduced rent on the remaining share of the home that you have not purchased.

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!



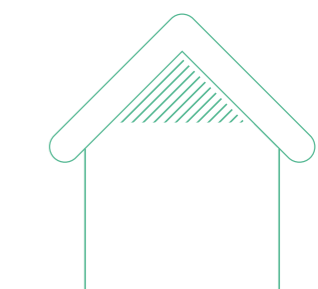
Step 1

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

Buying with Shared Ownership

General Enquiries

T: 0800 030 8888

E: contactus@yourpersonahome.com

Marketing Suite

High Street, Southall, UB1 3HF

Visit: yourpersonahome.com

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www.consumercode.co.uk



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