

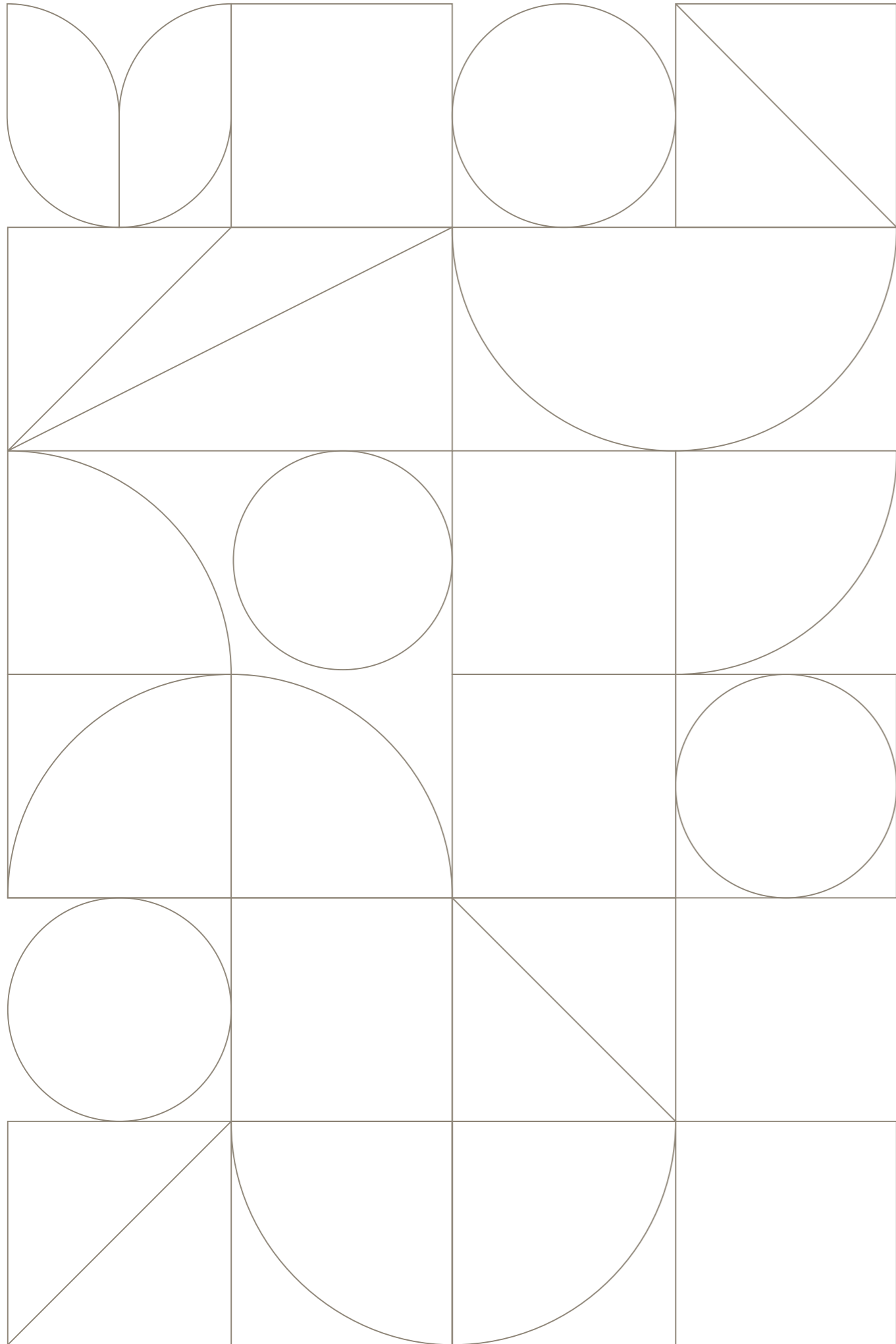
HENDON

NW9

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AN EXCITING DEVELOPMENT OF STUDIOS, ONE, TWO AND  
THREE BEDROOM APARTMENTS AND DUPLEXES.



# CREATING YOUR ROOTS

INTRODUCING SQUARE ROOTS,  
THE AWARD-WINNING PROVIDER  
OF STYLISH SHARED OWNERSHIP  
HOMES ACROSS LONDON

At Square Roots, we are dedicated to building a capital that's accessible for everyone who wants to live and work here.

Established as an independent provider by award-winning London Square, who acts as its delivery partner, Square Roots is making this dream a reality by building high quality shared ownership homes in communities that enrich the lives of our residents and promote a sense of belonging.

Quality homes like Square Roots Hendon.



# WELCOME TO SQUARE ROOTS HENDON



In the heart of North London, make way for a modern landmark development and a new urban community setting new standards for Shared Ownership.

All crafted with quality materials and creative design through collaboration and cooperation at every step.

Designed for the way we live today.

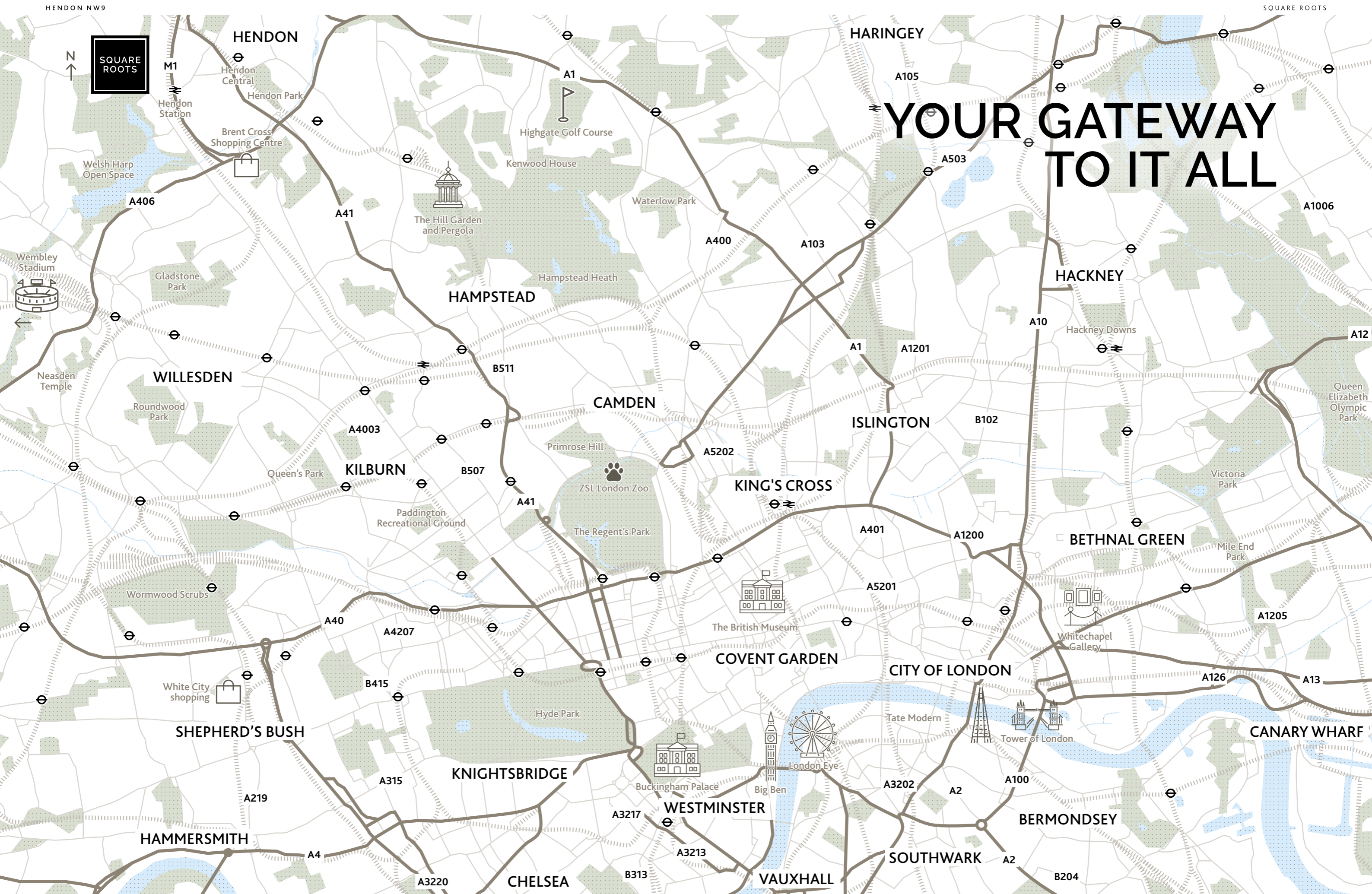
Connected to the way we'll grow tomorrow.

Square Roots Hendon is part of an exciting regeneration area aiming to create a new mixed neighbourhood of social, private, and affordable homes.

This is your new space to thrive.



SILKSTREAM PARK



# YOUR GATEWAY TO IT ALL



### EXPLORE WHERE HENDON COMES TOGETHER

Hendon is a vibrant community, thriving with something for everyone. This area is quickly becoming known for its diverse range of restaurants, bars, and parks to explore.



**Exploratory Park  
Brent Cross**  
17 Claremont Way, Brent Cross, London NW2 1AJ  
*12 min cycle*

**The Gym Group**  
Edgware Rd  
NW9 6DB  
*7 min cycle*

**Brent Cross Shopping Centre**  
Prince Charles Dr, Brent Cross, London NW4 3FP  
*8 min cycle*

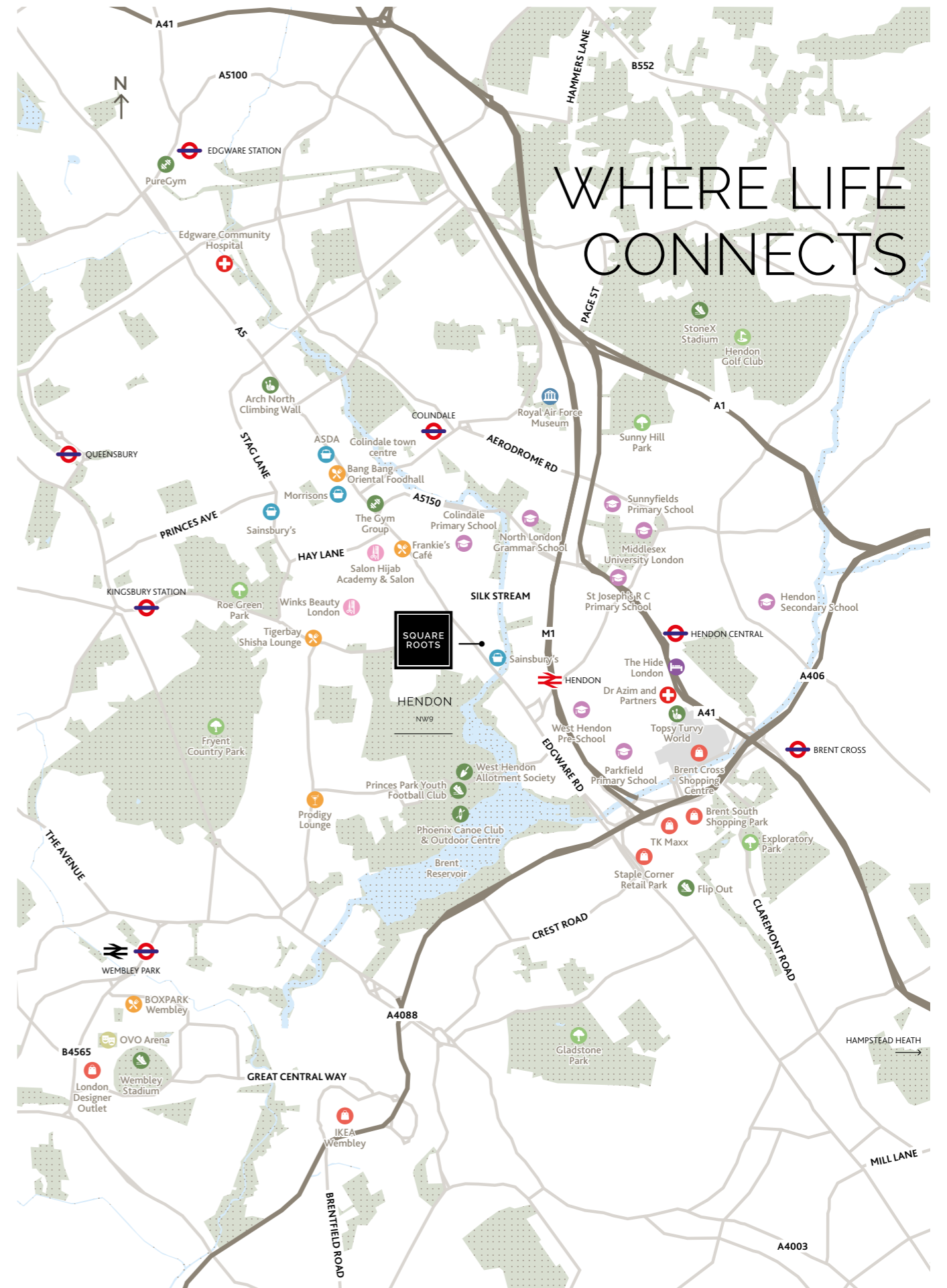
**London Designer Outlet**  
Wembley Park Blvd, Wembley Park, Wembley HA9 0FD  
*22 min cycle*

**Sainsbury's**  
Unit 4 Hyde Estate Rd, London NW9 6JX  
*3 min walk*

**Bang Bang Oriental Foodhall**  
399 Edgware Rd, London NW9 0FH  
*6 min cycle*

**Sunny Hill Park**  
Watford Way, London NW4 1JE  
*13 min cycle*

**Prodigy Lounge**  
232 Church Lane, London NW9 8SN  
*8 min cycle*



# WHERE LIFE CONNECTS

Map is not to scale, indicative only. Source: Google Maps, locations are approximate. Lifestyle imagery is indicative only.

# INSPIRING VIEWS



SQUARE ROOTS HENDON, AN EXCITING NEW DEVELOPMENT OF 236 SHARED OWNERSHIP STUDIOS, ONE, TWO AND THREE BEDROOM APARTMENTS AND DUPLEXES.



Whether you're on the communal roof terrace or your own private balcony, there's a view across to admire, up to the skyline or down to the green landscaping below.

Leap into your local area and explore the multitude of different parks and natural landscapes. You are perfectly connected to life.

There is Hendon Park, a beautiful 12-hectare green space that was originally part of a medieval estate known as the Steps Fields.

A short cycle ride will take you to the stunning open waters at Brent Reservoir. Look out for the wealth of wildlife and the woodland walks you can embark on, giving you that escape into nature.

With so many choices for outdoor spaces, why not treat yourself to a picnic and immerse yourself in the new community being built. The perfect spot to connect and come together.

# THE PERFECT POSITION

At Square Roots Hendon, we can think of no better place to connect to more.

M1. North Circular. Northern Line. Take your pick of the routes. It's just a 14-minute walk to Hendon station and on the A5, it's a straight line to Marble Arch. Not to mention nearby Brent Cross, Wembley and more.

Bus connections are equally extensive, with short rides to Brent Cross Shopping Centre (19 mins), Staples Corner Retail Park (15 mins), train stations, and more.

If you want to get active, cycle 12 minutes to Hendon Leisure Centre or Hendon Golf Club slightly further out.

For a weekend break from the city, just half an hour away, you can easily hop onto the Thameslink from Hendon station and experience a historic rural getaway to St Alban's, 19 miles away via M1.

Commute, work, or play. Wherever you need to be, you're ideally positioned to travel out from Square Roots Hendon.



FROM SQUARE ROOTS HENDON

4 MIN WALK TO

SAINSBURY'S

6 MIN WALK TO

WEST HENDON PLAYING FIELDS

10 MIN WALK TO

COLINDALE TOWN CENTRE

12 MIN WALK TO

RUSHGROVE PARK

14 MIN WALK TO

HENDON STATION



FROM SQUARE ROOTS HENDON

7 MIN CYCLE TO

WELSH HARP

7 MIN CYCLE TO

PURE GYM

8 MIN CYCLE TO

BRENT CROSS SHOPPING

11 MIN CYCLE TO

THE HUB MONTROSE PLAYING FIELDS

14 MIN CYCLE TO

ROE GREEN PARK

21 MIN CYCLE TO

MILL HILL BROADWAY



FROM HENDON THAMESLINK

9 MIN TO

WEST HAMPSTEAD

13 MIN TO

KENTISH TOWN

21 MIN TO

ST PANCRAS

22 MIN TO

FARRINGDON

27 MIN TO

BLACKFRIARS

35 MIN TO

ELEPHANT & CASTLE



FROM HENDON UNDERGROUND STATION

14 MIN BY NORTHERN LINE TO

CAMDEN TOWN

17 MIN BY NORTHERN LINE TO

EUSTON

21 MIN BY NORTHERN LINE TO

KING'S CROSS ST PANCRAS

23 MIN BY NORTHERN LINE TO

TOTTENHAM COURT ROAD

30 MIN BY NORTHERN LINE TO

WATERLOO

32 MIN BY TRAIN TO

LONDON BRIDGE

# NEXT GENERATION REGENERATION

## PRE-SCHOOL

WEST HENDON PRE-SCHOOL  
Ofsted: Good | 5 min by car

## PRIMARY SCHOOLS

COLINDALE PRIMARY SCHOOL  
Ofsted: Good | 18 min walk

PARKFIELD PRIMARY SCHOOL  
Ofsted: Good | 5 min by car

ST MARY'S AND ST JOHN'S CE PRIMARY SCHOOL  
Ofsted: Good | 5-10 min by car

ST JOSEPH'S R C PRIMARY SCHOOL  
Ofsted: Outstanding | 5-12 min by car

SUNNYFIELDS PRIMARY SCHOOL  
Ofsted: Good | 7-10 min by car

## SECONDARY SCHOOLS

HENDON SECONDARY SCHOOL  
Ofsted: Good | 38 min walk

ST MARY'S & ST JOHN'S CE UPPER SCHOOL  
Ofsted: Good | 9 min by car

## GRAMMAR SCHOOLS

HENRIETTA BARNETT SCHOOL  
Ofsted: Good | 25 min by car

ST MICHAEL'S CATHOLIC GRAMMAR SCHOOL  
Ofsted: Outstanding | 26 min by car

QUEEN ELIZABETH'S SCHOOL, BARNET  
Ofsted: Outstanding | 32 min by car

## UNIVERSITIES

MIDDLESEX UNIVERSITY LONDON  
18 min cycle

UNIVERSITY OF WEST LONDON  
28 min by train

UNIVERSITY OF WESTMINSTER, MARYLEBONE HALL CAMPUS  
48 min by train



For those who want to further their education, Middlesex University is one of the top public universities in London and is only 10 minutes away from the development.

Head into Central London via direct trains to access some of the world's best educational institutions.

If you're looking to plot your child's learning journey, Hendon is bursting with Good and Outstanding Ofsted-rated primary and secondary schools. Why not look at Colindale or Parkfield Primary School who both offer nursery classes? There is also the St Mary's and St John's CE School, that has a primary and upper school campus a 5-minute walk from one another.

UNIVERSITY OF WESTMINSTER





# CONNECT AND COME TOGETHER



Square Roots is the community Hendon's been waiting for. Designed for the way we live today. Connected to the way we'll grow tomorrow.

You are ideally placed to enjoy your connected community, with the West Hendon Community Hub a short walk from your doorstep. Explore where Hendon comes together at Hendon Park where you

can relax and keep active with local clubs, such as tennis and basketball.

Slightly further afield, on Sundays, you will find Wembley Market positioned at the car park of the historic stadium.

Hendon is the ideal base to grasp your own corner of its connected community.



COLINDALE TOWN CENTRE



# YOUR HOME, YOUR WAY

Inside, we've been every bit as thoughtful as we have with the exterior – with a specification you'll love and a quality finish that makes the most of modern apartment living.



## UNWIND BEAUTIFULLY



Integrated appliances, a USB port to all living spaces, and a balcony or terrace to every apartment are just some of the features that make up your new contemporary home.

# CONTEMPORARY SPECIFICATION

## GENERAL SPECIFICATION

- 4-line entrance door
- White 4-line internal doors
- Polished chrome ironmongery to internal doors
- Radiators throughout (excluding utility and storage cupboards)
- Washer/dryer to hall service cupboard
- Elka flooring to kitchen/living/hall
- Carpet to the bedrooms
- White painted walls and ceilings throughout

## KITCHENS

- Contemporary designed kitchens with matt black handle units in three colour themes (\*preselected colour themes)
- Laminate worktop with upstand and coloured glass splashback behind hob (\*preselected colour themes)
- LED strip lighting fitted to the underside of wall units
- Granite sink with chrome single lever water tap
- Integrated single oven
- Integrated microwave
- Induction hob
- Integrated fridge freezer
- Integrated dishwasher
- Integrated extractor

## BATHROOMS

- Large format tiling, full height to bath and half height around basin and WC (\*preselected colour themes)
- Wall-hung single drawer vanity basin unit with chrome handles
- Mirror and shaver socket above vanity basin
- WC with soft close lid and dual flush plate in chrome finish
- Single glass panel chrome frame bath screen

- Bath with handheld shower and thermostatic controls and tiled bath panel
- Chrome finish taps and fittings
- Chrome ladder electric heated towel rail

## ENSUITES

- Large format tiling, full height to shower and half height around basin and WC (\*preselected colour themes)
- Wall-hung single drawer vanity basin unit with chrome handles
- Mirror and shaver socket above vanity basin
- WC with soft close lid and dual flush plate in chrome finish
- Shower enclosure with fixed shower head, handheld shower, thermostatic controls and shower screen
- Chrome finish taps and fittings
- Chrome ladder electric heated towel rail



## ELECTRICAL

- White sockets with white inserts throughout the apartment
- 1 USB port to all habitable rooms
- Recessed downlights to kitchen, bathroom and en suites.
- Pendant lighting to living area, bedrooms and hallway
- Virgin Media, BT and Hyperoptic connections
- Designated work from home station location with power and data

## SECURITY & PEACE OF MIND

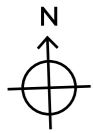
- Video entry via LCD touchscreen device
- Security locks to windows, balcony/terrace doors
- Sounder to front entrance door

- Hardwired smoke alarms and detection
- Heat detector to kitchen areas
- Sprinkler system installed to each apartment
- 10-year NHBC Warranty
- 2-year Square Roots Customer Care Warranty

## COMMUNAL AREAS

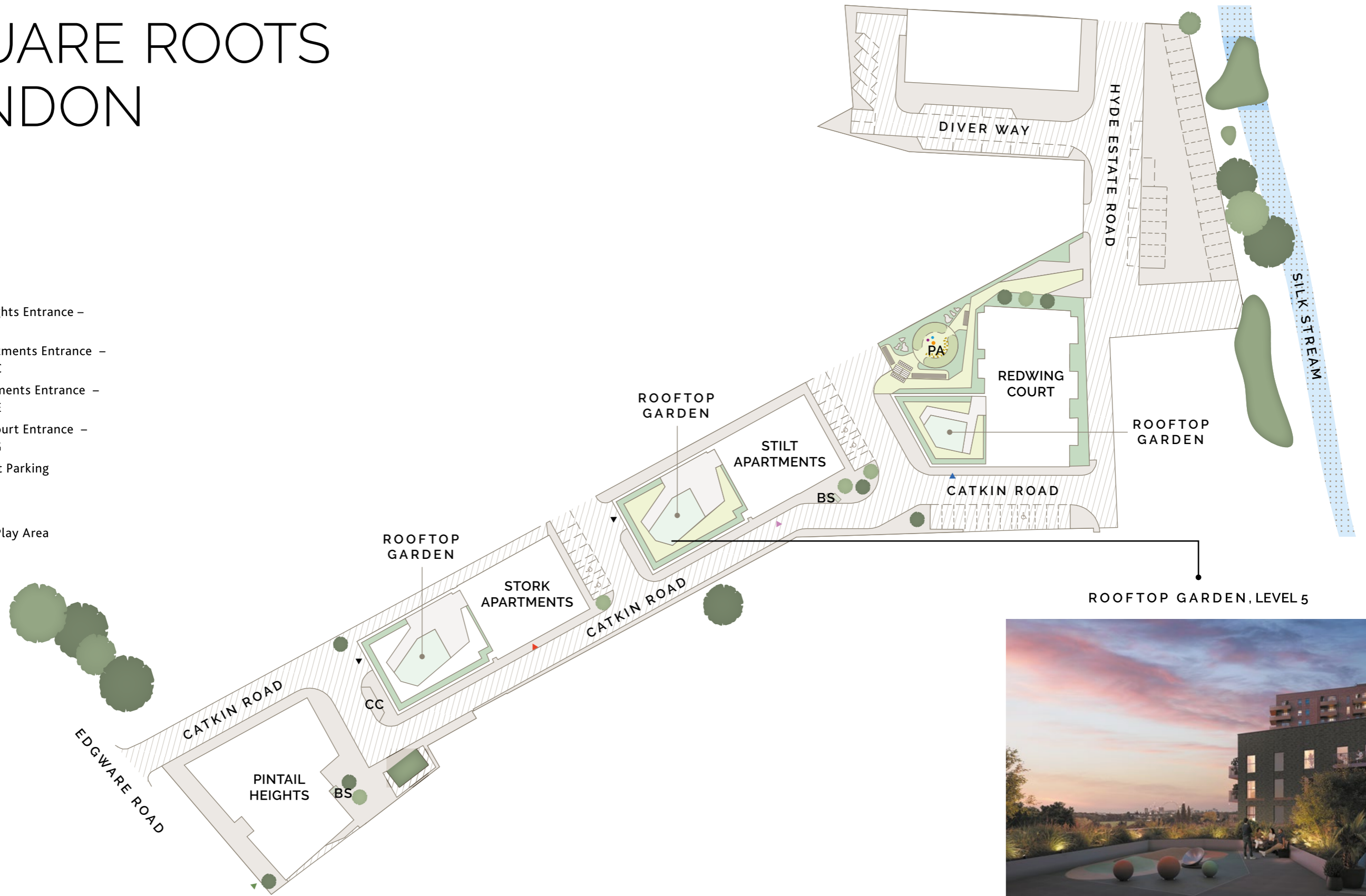
- Paved balcony/terrace where applicable
- Metal balustrade to balconies
- Stair and lift access to all residential floors
- Cycle store
- Bin refuse
- Play area and communal gardens to ground floor and podium levels on selected blocks
- Parcel storage lockers to selected blocks

# SQUARE ROOTS HENDON



### KEY

- ▶ Pintail Heights Entrance – Block A
- ▶ Stork Apartments Entrance – Block B & C
- ▶ Stilt Apartments Entrance – Block D & E
- ▶ Redwing Court Entrance – Block F & G
- ▶ Under-croft Parking
- BS Bike Stand
- CC Car Club
- PA Children's Play Area

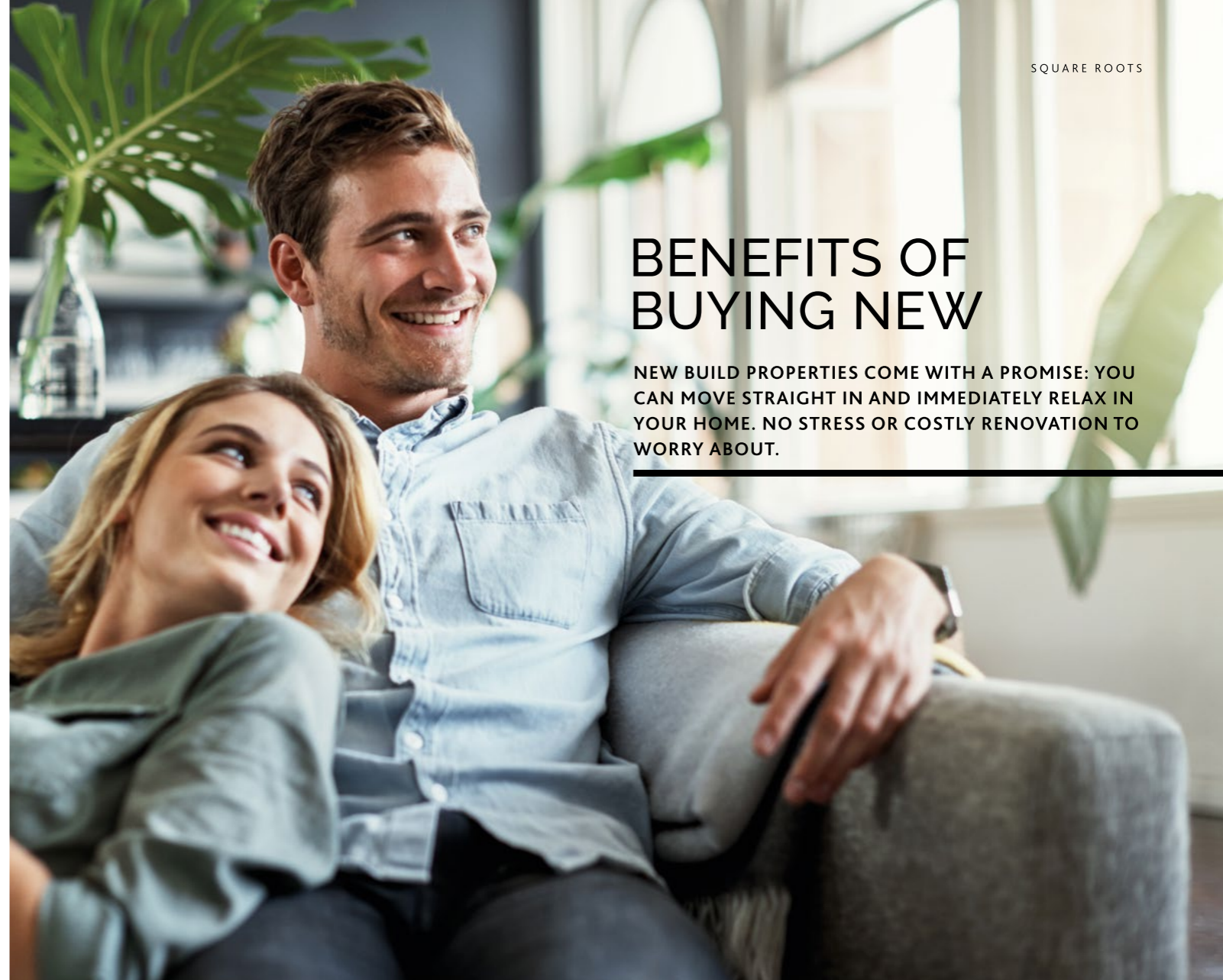


# DESIGNED FOR YOU

AT SQUARE ROOTS, WE PLAN RIGHT DOWN TO THE FINEST DETAIL TO ENSURE THAT YOU FIND THE HOME OF YOUR DREAMS.



**Housing**  
Ombudsman Service



# BENEFITS OF BUYING NEW

NEW BUILD PROPERTIES COME WITH A PROMISE: YOU CAN MOVE STRAIGHT IN AND IMMEDIATELY RELAX IN YOUR HOME. NO STRESS OR COSTLY RENOVATION TO WORRY ABOUT.



## AWARD-WINNING CUSTOMER SERVICE

Our dedicated sales and customer care teams are here to help and guide you through every step of your purchase.



## 10-YEAR WARRANTY

All our homes carry the reassurance of a 10-year warranty that protects our customers should their new property develop any defects arising from construction. We also add our own 2-year Square Roots Customer Care Warranty which ensures that should anything break down as the result of a defect, the cost of repair/replacement is covered.



## HIGH QUALITY BUILD

Quality is built into the very fabric of our homes, so you can buy with complete confidence. From the selection of construction materials to the external and internal finishes, we use only high quality products provided by our trusted supply chain and fitted by skilled craftspeople.



## SECURITY & PEACE OF MIND

When you buy a Square Roots home off-plan, you can be assured that the finished product will meet our very high standards in every aspect of build and finish. All appliances, fixtures and fittings are in perfect working order from day one.



## ENERGY EFFICIENT

Your new home complies with all the most up-to-date building regulations for sustainability, insulation and energy efficiency. Our properties' minimum EPC rating of B, with many achieving A, help keep you warmer and your bills lower.



## COMMUNITY AND HERITAGE

Creating sustainable communities where people thrive is core to our operations. We develop places that are a pleasure to live in, with homes set in beautifully-landscaped and biodiverse grounds. We always ensure our developments are well integrated into the wider local community, and enjoy excellent transport links, services and facilities.



## THE RESIDENTS' COMMUNITY COMMITTEE

Inspired by the ethos of London's famous squares, and the legacy and sense of community they have created over the centuries, Square Roots is committed to shaping exceptional properties that reflect the aspirations of our residents, stimulate thriving communities, and set a new benchmark for modern living in the capital.



For more information on The Residents' Community Committee, please scan the QR code.

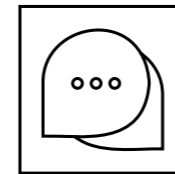
# PREVIOUS, CURRENT, AND FUTURE SQUARE ROOTS DEVELOPMENTS

WE BUILD AWARD-WINNING QUALITY SHARED OWNERSHIP HOMES IN PLACES WHERE PEOPLE TRULY WANT TO LIVE.



1. Kingston, KT2  
2. Lewisham, SE13  
3. Kingston, KT1

# OUR VISION TO BRING SUSTAINABLE LIVING TO THE CAPITAL



## SOCIAL

We focus our efforts on building sustainable communities as they are at the heart of who we are and what we do. We are an Outstanding Employer, having been recognised for our industry-leading employee engagement score in 2021 and 2022. We are also proud to be a Living Wage Employer and accredited with the Greater London Authority's good work standard.

## Communities

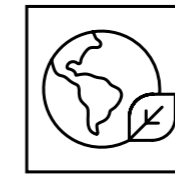
We will keep building sustainable communities where people can live, work, learn and play.

## Inclusion

We will continue to be an inclusive employer of choice and create developments that foster inclusion in the community.

## Employment

We will remain an outstanding employer who people want to work for.



## ENVIRONMENT

Our environmental approach focuses heavily on ways we can reduce our impact on climate change and pressures that modern methods of construction can put on the earth, nature, and precious resources.

We continue to innovate in order to secure a sustainable future for all.

## Carbon

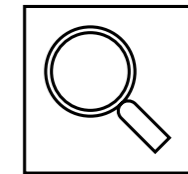
We will work to build net zero carbon homes by 2030, decreasing our greenhouse gas emissions year on year.

## Waste

We will continually strive to reduce, reuse and recycle, recycling a minimum of 98% of our construction waste.

## Natural resources & biodiversity

We will continue to source materials with the least environmental impact, reduce water consumption, and increase biodiversity.



## GOVERNANCE

We know we have work to do to increase the diversity of our Executive Board. However, the Board is supported by a strong team with a higher-than-industry-average representation of female and BAME employees, and we are committed to increasing the diversity of our team. We continue to recruit for talent and skills, without bias.

## Corporate governance

We will continue to be well-governed and do business in a clear and transparent manner.

## Business ethics

We will continue treating our suppliers and customers fairly.

## Reporting

We will continue to pay fair taxes.





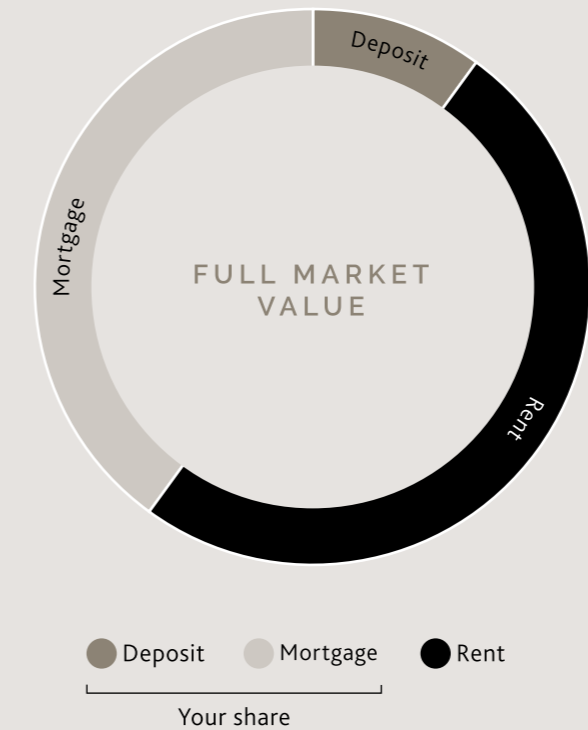
# SHARED OWNERSHIP MADE POSSIBLE

Designed as an alternative way to buy your new home, you can buy a share in your Square Roots home with a small mortgage and deposit. You still pay some rent on the remaining share you haven't purchased, but you live in your home as your own.



## OWNING A HOME IS NOW AN ACHIEVABLE DREAM


### HOW IT WORKS



### BUYING A SHARE

You start by buying a share of the property (usually between 25% and 75%). This helps to reduce the deposit and mortgage amounts you need to pay to get on the property ladder, as you are only borrowing what you can afford.

Your deposit will typically be 5-10% of the share value you decide to buy, not the full market value of the whole property.

 Scan the QR code to view our affordability calculator

### PAYING RENT


You pay rent on the remaining share of the property you have not yet bought, but the rent is less than the rate charged on the open market.

You still live in the property as the sole occupier, no one else can buy or rent part of the same property you are living in.

### FUTURE OPTIONS

You can gradually "staircase" and buy additional shares in your home until you own it outright.

The cost of the additional shares is based on the market value of the property at the time that you purchase the shares. If you increase your share in the property, your rent is re-calculated and reduced proportionately. This gives you the possibility to plan fully owning your home in the future.

 Scan the QR code to view our staircasing guide

Please note these monthly costs are an estimate and should be used as a guide only. Your mortgage is dependent on your lender agreement which will vary based on your personal circumstances and rent can vary per development and increase over time. These figures do not include the development service charge which must be factored into your monthly costs to evaluate your affordability.





# AN UNRIVALLED PARTNERSHIP

**AWARD-WINNING DEVELOPER LONDON SQUARE LAUNCHED SQUARE ROOTS, A REGISTERED HOUSING PROVIDER, TO HELP ADDRESS THE HOUSING SHORTAGE IN THE CAPITAL BY OFFERING A NEW AND LONG-TERM SOLUTION TO BUILDING AFFORDABLE HOMES.**

Although established by London Square, Square Roots remains independent, with a board of leading experts in affordable housing, and with separate governance. Its ambition is to be the leading provider of affordable housing in London, unlocking great places and exceptional homes. In addition to securing its registered provider status, Square Roots is also working with the GLA as an investment partner and has secured £13.6m of grant funding on its first three projects.

Its unique relationship with London Square acting as developer enables Square Roots to deliver affordable homes of the highest quality with unrivalled customer care – in communities that people are proud to live in and put down roots. The Square Roots ethos was inspired by the strong values, disciplines and standards on which London Square was established – creating legacy and bringing communities together.

Established in 2010, London Square now has over a decade of delivering outstanding homes and its own heritage of more than 20 award-winning schemes. Every development has its own sense of place, with attractive gardens and open spaces, and often with new shops and offices and leisure facilities – transforming neighbourhoods and contributing to the local economy to benefit local people.



THERE IS LONDON. THERE IS LONDON SQUARE. NOW THERE IS SQUARE ROOTS – MAKING LONDON GREATER FOR EVERYONE.

**AT SQUARE ROOTS, WE ARE DEDICATED TO BUILDING A CAPITAL FOR EVERYONE WHO WANTS TO LIVE AND WORK HERE, WITH HIGH QUALITY AFFORDABLE HOMES IN COMMUNITIES THAT ENRICH THE LIVES OF OUR RESIDENTS AND PROMOTE A SENSE OF BELONGING.**

Recognising the enormity of sacrifice made by those wanting to purchase in London, Square Roots seeks to fulfil the need for desirable, quality homes in the capital by building Shared Ownership and affordable rent homes in the most desirable locations. Leveraging the skills and knowledge from parent company London Square, we offer hope and deliver dreams to young families, couples, singles, and any aspirational home-seeker with ambitions to own their own home in Greater London. Square Roots is providing high quality, desirable solutions to people wanting to own or rent in this great city.

Our first scheme, Square Roots Kingston, won two major accolades: the top trophy at the prestigious Evening Standard New Homes Awards for the Best Shared Ownership Scheme, and Best Medium Development of the Year at the First Time Buyer Awards.

An ambitious, fresh, and inventive brand at its core, Square Roots recognises opportunities ahead of any other affordable housing provider in London and continues to push boundaries and exceed expectations in making homeownership in London a reality.

Each location is carefully chosen by our team while employing a bespoke approach to architecture, design, and residential needs specific to that location. Our homes are for everyone, as we strive to be part of the community, its people, businesses, schools, and embrace the character and history of the neighbourhood to promote a sense of belonging.

There is no other housing association like us, and we strive to stand apart. Unlocking great places, unlocking quality homes.

Welcome to Square Roots.



Disclaimer: This document is intended to provide an indication of the general style of our development along with house and apartment types. Computer generated images are indicative only and do not accurately depict individual plots. Square Roots operates a policy of continuous development and individual features such as windows and elevational treatments may vary from time to time. To this end, any drawings, photographs or illustrations shown are non-contractual. Whilst every endeavour has been made to provide accurate information in relation to internal and external finishes, the company reserves the right to change supplier and alter or vary the design and specification at any time for any reason without prior notice. Consequently, these particulars should be treated as general guidance only, nor do they constitute a contract, part of a contract or a warranty. Travel times and distances are approximate and are sourced from www.google.com/maps and City Mapper. All details are correct at the time of going to press, November 2023.

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