

The background of the entire image is a close-up, high-contrast photograph of teal-colored water with ripples and waves. In the center, there is a white hexagonal shape with a thin green border. Inside this hexagon, the word "ARGENTA" is written in a large, bold, black serif font. Below it, the word "SILVERTOWN" is written in a smaller, black, all-caps sans-serif font.

ARGENTA

SILVERTOWN

SHARED OWNERSHIP APARTMENTS



ARGENTA

SILVERTOWN



CGI INDICATIVE ONLY

MAKE YOUR MARK AT EAST LONDON'S NEWEST NEIGHBOURHOOD

Welcome to Argenta, a collection of 66 one and two bedroom homes offering Shared Ownership buyers the chance to step onto the property ladder.

The homes at Argenta are part of Silvertown, the vibrant new centre for the Royal Docks. This dynamic regeneration project will transform a historic part of London into a vibrant 60-acre waterside neighbourhood, with the creation of thousands of new homes alongside places to shop, eat, drink and meet.

From the forthcoming restoration of the iconic Millennium Mills to the planning of over 1.8 million sq ft of new business space and vibrant community venues, Silvertown is where East London's future is being crafted to make a lasting impression on the city's landscape.

Argenta marks the first release of homes at Silvertown. Reflecting the energy of urban regeneration, and the tranquillity of waterside living, it's a place to start your story, in a stylish home that supports your lifestyle.

THE HALLMARK OF EAST LONDON LIVING

SILVERTOWN MASTERPLAN

Set on the edge of the Royal Docks, Silvertown's historic 60-acre site is being reimagined as a vibrant new hallmark of East London life. Once a global hub of trade and industry, the area is now the focus of a £3.5 billion regeneration that will deliver 6,500 homes, 1.8 million sq ft of commercial space, and a rich blend of culture, creativity and community.

Across Silvertown, five distinct areas will offer different ways to live, work and connect, from cultural and creative hubs to green family spaces and waterfront living. These neighbourhoods are inspired by the rich industrial heritage of the original Silvertown, named Mills Quarter, Silo D Quarter, Pontoon Dock, Silverworks and Victoria Gardens.

The Silvertown approach to sustainable living is holistic, with each interlocking area prioritising nature, health and the wellbeing of residents, thanks to Silvertown's waterside location, four hectares of green space, and a landscape that prioritises biodiversity. Silvertown aims to be Absolute Zero by 2040, powered in part by the UK's largest proposed ectogrid for zero-carbon heating and cooling.*

*Source: silvertown.co.uk
Developer reserves the right to change scope of all future development.

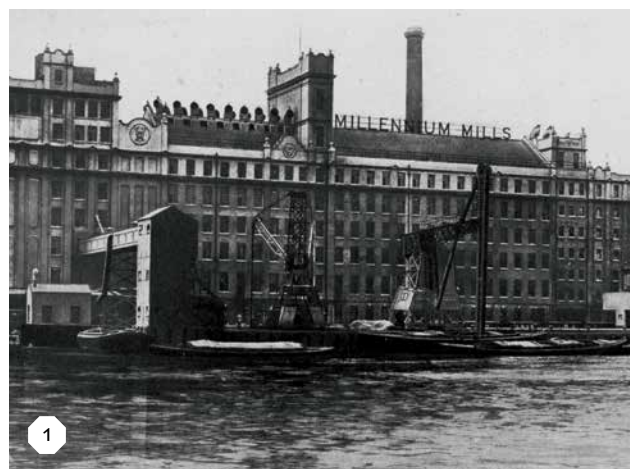


ARGENTA
SILVERTOWN

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WHERE THE PAST

An integral cog of the Royal Docks, Silvertown was once one of London's most vital industrial hubs — where global trade, bold ideas and hardworking communities helped shape a modern city. During the Victorian era, the district became a centre of industry and innovation, feeding a growing capital and fuelling Britain's position as an economic powerhouse.



As factories and warehouses rose along the waterfront, and steamships arrived from across the world, the docks bustled with goods, raw materials and opportunity. These vast commercial ships imported products such as sugar, grain, fruit and tobacco. As well as being home to a pioneering ship repair yard, Pontoon Dock became a key base for flour and grain milling, with the now-iconic Millennium Mills the only 20th century mill in the area still standing today.

1. Millennium Mills, Royal Victoria Docks, London, 1920
2. Dock workers and cargo, Royal Victoria Docks, 1945-1965



Built by millers William Vernon & Sons in 1905, Millennium Mills was named after 'Millennium Flour', the company's most successful product — and played a key role in providing Southern England's masses with bread. Rebuilt in 1933 in a bold Art Deco style, its cinematic scale and character have formed the backdrop to many popular films, from The Batman to Paddington 2.

Alongside the restored and Grade II listed Silo D, constructed in 1920 to hold imported grain before processing at the mill, Millennium Mills stands as a striking symbol of Silvertown's proud industrial past. It will now be restored to create thousands of new homes and workspaces for modern day East London.

FORGES THE FUTURE

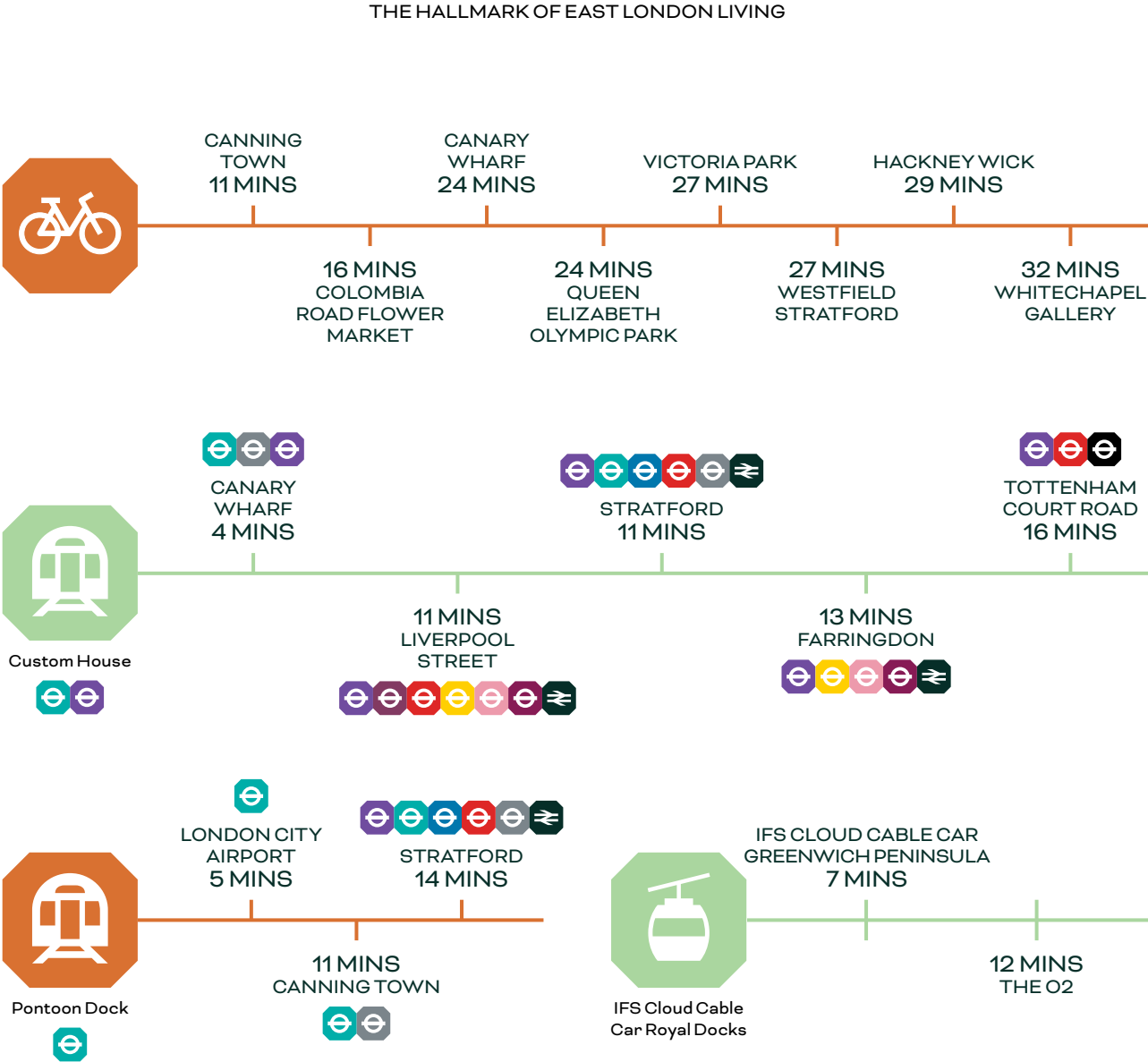
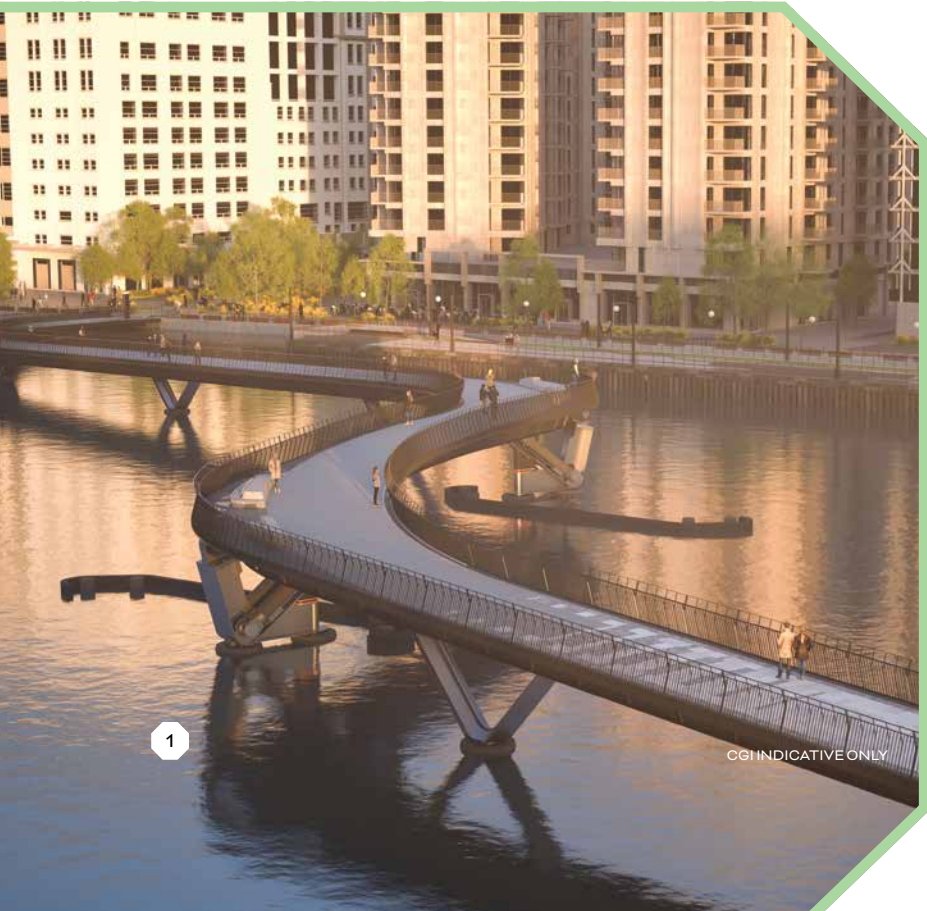


Journey times are indicative only and sourced from Google Maps and tfl.gov.uk

BUILT FOR CONNECTION

To promote active travel, walking and cycling is strongly encouraged with new pedestrian walkways and dedicated cycle lanes creating easy connections within the neighbourhood and beyond. It's all part of the sustainable vision for Silvertown.

Silvertown is just over a 10-minute walk to Custom House station, and with the creation of a 350-metre pedestrian and cycle bridge on the horizon, both will become even more closely connected. When complete this landmark link will offer a safe, direct, and scenic route across the Royal Docks. For Silvertown residents, this means faster journeys, better connectivity and walkable and cycle-friendly travel options over the Thames.



From Custom House station, it is just one stop on the Elizabeth line to London's financial heart at Canary Wharf, and 7 stops on the DLR to Stratford — the gateway to Westfield Shopping Centre and the Queen Elizabeth Olympic Park.

For evening and weekend entertainment, the new Silvertown Tunnel gets you across the river faster, to the Greenwich Peninsula and The O2. For weekend getaways and business trips London City airport is just 10-minutes away on the DLR.

1. Planned pedestrian bridge across the Royal Docks
2. IFS Cloud Cable Car over the Royal Docks

Journey times are indicative only and sourced from Google Maps and tfl.gov.uk



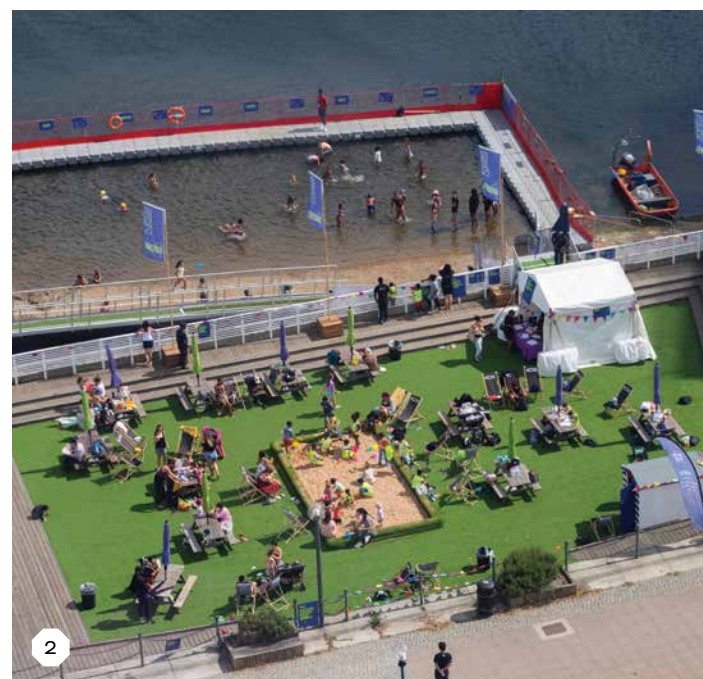
LIVE BY



At Silvertown, the water isn't just a view — it's part of everyday life. Take a morning dip at Love Open Water, join a paddleboard session at WakeUp Docklands, or cross the striking Royal Victoria Dock Footbridge to catch golden-hour views over the Thames. For green open space to relax and unwind, head to Thames Barrier Park.

Less than a 15-minute walk from Argenta, the Thames Barrier Park is an award-winning green space overlooking the river. Visit the 'Green Dock' — a 130ft sunken garden that runs through the park or head to the café for a coffee. When the day is done, enjoy a casual stroll back home as the sun sets.

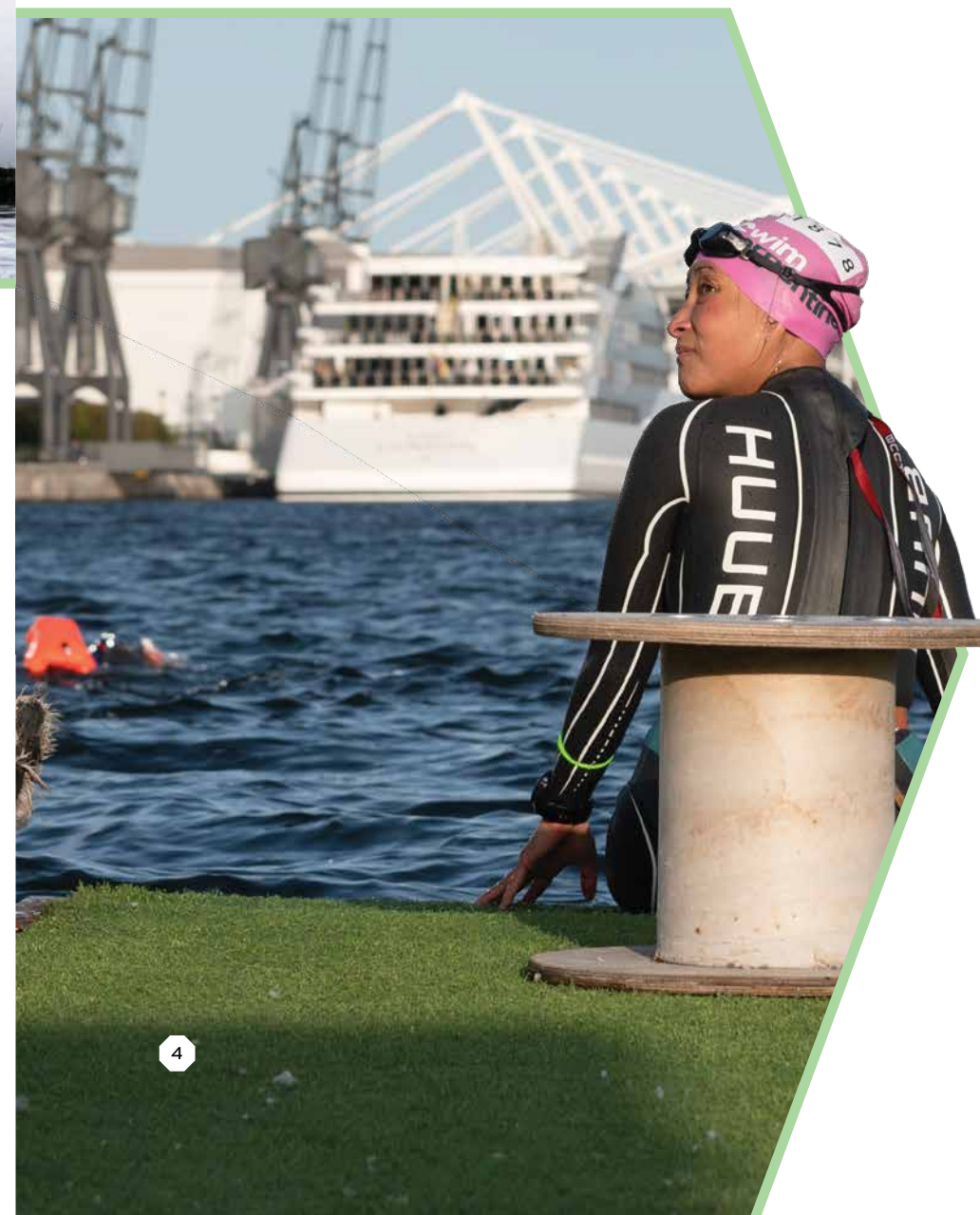
This is East London with room to grow. Green parks, wide waterside paths, communal spaces to connect, recharge and live well — all set against the backdrop of London's most exciting new neighbourhood.



1. WakeUp Docklands
2. Royal Docks
3. Thames Barrier Park
4. WakeUp Docklands

DID YOU KNOW?

When Thames Barrier Park opened in 2000 it was London's largest new riverside park in over 50 years and was created on a site that previously housed chemical works.



THE WATER

A CRAFTED

At Silvertown, lifestyle isn't an add-on — it's built into the everyday. Independent shops, lively cafés and co-working spaces will make the Silvertown neighbourhood effortlessly social.

Take a short stroll for brunch at Little Hudson Café, a silky flat white at Twenty Second Coffee, or creative fun at Bonbon Pottery Café in Royal Wharf — where coffee meets crafts.

For specialist items, head to Asian and Eastern European grocery boutiques Jiamart and Azuolas.



IFS Cloud Cable Car,
Greenwich Peninsula



For outside relaxation, enjoy your new community in outside green spaces, “pocket parks” and a social, recreational waterfront, with communal areas designed to bring people together, easily navigable on foot or bike. Whether it's a quiet moment by the river, a pop-up event, or a stroll along new walking routes, Silvertown will be a neighbourhood with space to breathe — and plenty to explore.

LIFESTYLE

EATING DRINKING



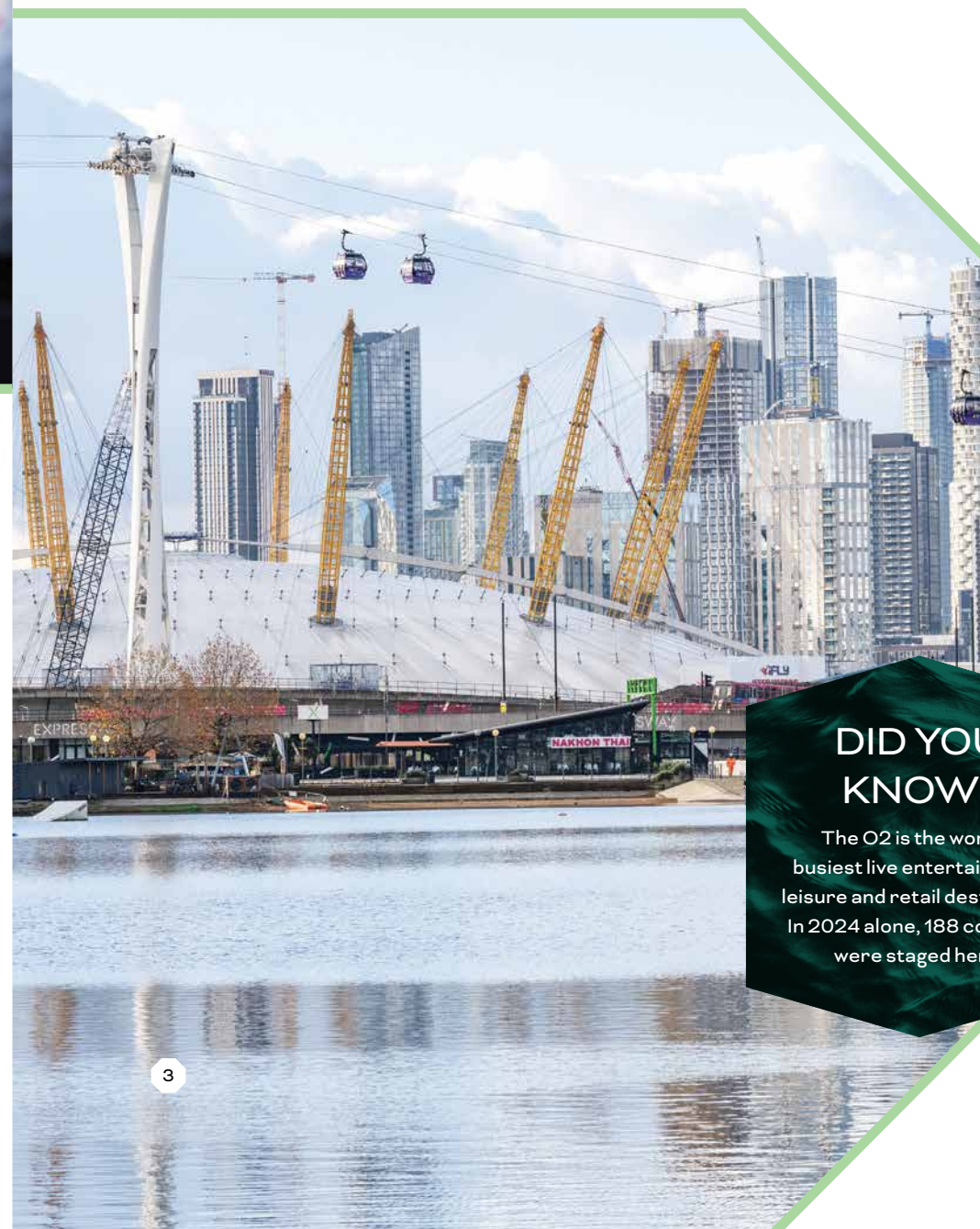
The rich heritage of the Royal Docks means Silvertown has always enjoyed a dazzling variety of independent restaurants and entertainment. Pop out and sample sizzling Korean barbeque at Keonbae Korean Barbeque, comfort food made with local ingredients at The Windjammer pub, and refined favourites at Royal Wharf Fish and Chips.

1. Royal Docks
2. Royal Docks
3. The O2

THE HALLMARK OF EAST LONDON LIVING

For those early summer evenings, wander down to Royal Victoria Dock and enjoy tacos by the water at Waterfront Kitchen. Afterwards, amble over to Brick Lane Music Hall (named after the original venue in Brick Lane) for an evening of traditional comedy, music and audience participation unlike anywhere else.

And when you're ready to venture further afield, Silvertown's excellent travel connections put the whole city within easy reach — from Canary Wharf bars and Soho hotspots to world-class shows at The O2.



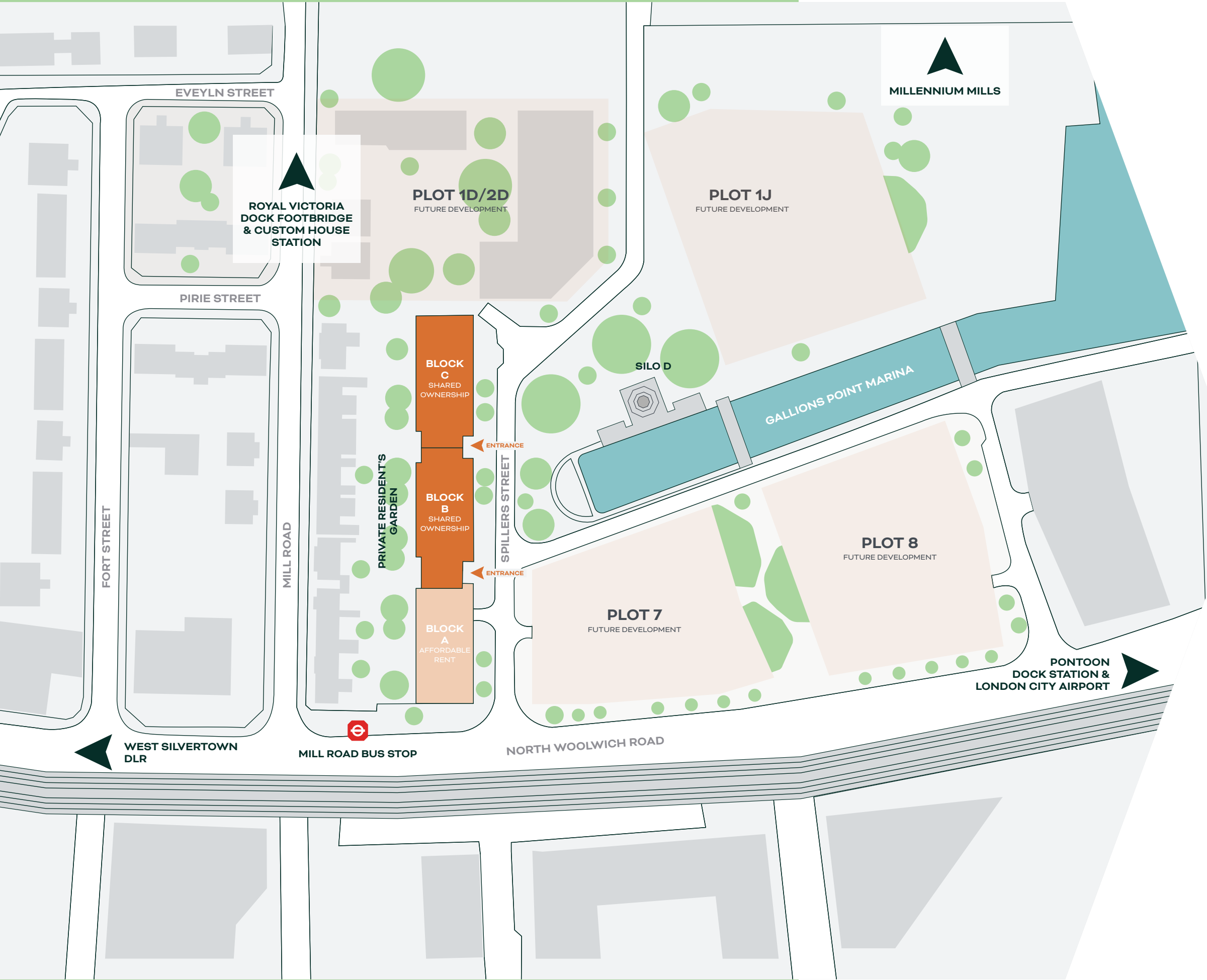
DID YOU KNOW?

The O2 is the world's busiest live entertainment, leisure and retail destination. In 2024 alone, 188 concerts were staged here.

ENTERTAINMENT



CGI INDICATIVE ONLY



SITE PLAN

Argenta is the first development to emerge within the new Silvertown masterplan. These first 66 homes consist of stylish, high-quality one-and two-bedroom apartments, available through Shared Ownership. All apartments offer private balcony space, some with harbour-arm views.

This first piece of the Silvertown puzzle will initially feature a private resident's garden. Amenities will be seamlessly integrated into the wider neighbourhood. Residents benefit from convenient transport links into central London via the DLR and Elizabeth Line.

Disclaimer: The development layout does not show details of gradients of land, boundary treatments, local authority street lighting or landscaping. It is our intention to build in accordance with this layout. However, there may be occasions when the house designs, boundaries, landscaping and positions of roads and footpaths change as the development proceeds. Please speak to a member of our Sales Team for more details. Developer reserves the right to change scope of all future development.



CGI INDICATIVE ONLY

THE ARGENTA SPECIFICATION

Every detail at Argenta has been considered to bring style, comfort and quality into the heart of your home. From sleek Bosch appliances in the kitchen to contemporary chrome fittings in the bathroom, each element has been carefully chosen to reflect a modern way of living.

With thoughtfully selected finishes — from oak-effect vinyl flooring to greige carpets to soft neutral wall tones — the interiors are designed to be both practical and effortlessly elegant.



KITCHEN / LIVING ROOM

- Contemporary ROK handleless kitchen cabinets in cashmere with grey laminate worktops
- Under cupboard LED lighting
- Laminate splashback in grey
- Dual lever tap in brushed stainless steel
- 1.5 sink & drainer in black metallic granite
- Bosch integrated appliances:
 - Electric single built-in fan oven in stainless steel
 - 4 ring induction hob
 - Integrated cooker hood
 - Integrated fridge/freezer
 - Integrated dishwasher
 - Integrated microwave

BATHROOM

- Acrylic bath in white with glass screen to main bathroom
- Contemporary chrome dual shower bath mixer to main bathroom
- Soft-close WC in white with chrome dual flush plate
- Hand wash basin in white with single lever chrome tap
- Sliding glass shower door with chrome finish to en suite
- Square flat top shower tray in white to en suite

- Contemporary chrome single shower mixer to en suite
- Straight chrome towel rail holder, robe hook and toilet roll holder
- High gloss mirror cabinet

FINISHES

- Pure brilliant white to hallway, living room, bedroom and kitchen walls
- Pure brilliant white to ceilings
- Pendant light fitting to bedrooms
- Downlights to hallways, living rooms, bathrooms, en suites and kitchens
- Contemporary wood effect click flooring to hallway, living room and kitchen
- Neutral greige carpet to bedrooms
- Light stone natural tiling to most areas in main bathroom and en suite
- Wardrobes in cashmere grey
- Anthracite grey doors

GENERAL

- Underfloor heating
- Balconies to all apartments
- 10-year NHBC warranty
- 2-year defects warranty

The specification of the properties is correct at the date of print but may change as building works progress. Any images are indicative of the anticipated quality and style of the specification and may not represent the actual furnishings and fittings of the properties. Unless specifically incorporated in writing into the sales contract the specification is not intended to form part of any offer, contract, warranty or representation and should not be relied upon as a statement or representation of fact.



UNDERSTANDING SHARED OWNERSHIP

Shared Ownership is simply another way to buy your home.

You buy a share, pay rent on the rest and, most often, pay a service charge. The housing provider, in the case of Argenta, Guinness Homes, will own part of it — but you're living there, you decorate it and you decide when the time is right to sell. The share you buy is funded by a mortgage in the usual way.

Buying a share percentage typically means a smaller deposit and lower mortgage payments. A smaller mortgage means smaller repayments, but it's important to note that besides a mortgage, with Shared Ownership you'll also need to pay each month: lower cost rent and a service charge.

BUYING MORE SHARES WITH STAIRCASING

As your finances allow, you can choose to buy a greater share in the property — this is known as 'staircasing'. Eventually you may be able to buy 100% of the home (by incrementally buying additional shares, sometimes up to 100%), your rent is re-calculated and reduced proportionately.

That could either be at the beginning or after you've moved in. It's important to understand that there are other charges involved in staircasing.

To find out more about staircasing contact 0300 456 0522 (Option 2).

Usually, you will buy further shares as and when you can afford to.

To be eligible for Shared Ownership, you need to be: over the age of 18, a resident in the UK, don't currently own a property (unless selling), and unable to purchase on the open-market.

Your maximum household annual income should be less than £80,000 (this is increased to £90,000 if you are buying a home in London).

If you are not sure if you are eligible, please contact 0300 456 0522 to discuss your situation at Argenta.

A WORD FROM THE GUINNESS PARTNERSHIP

Guinness Homes is the sales & marketing name for The Guinness Partnership's new-build sales division. The Guinness Partnership is one of the biggest housing providers in the country, with over 66,000 homes across the UK and over 140,000 customers.

We're focused on improving people's lives by building new homes and improving services, and we've been doing it for 135 years. We combine our deep heritage with our forward-thinking ambition and commitment to sustainability.

We recognise that the world around us is changing, and while our purpose will always remain the same, we're constantly evolving to make sure we're building energy-efficient homes that last for future generations.



SILVERTOWN

All content within this document is indicative only. Guinness Homes reserves the right to change the tenure of all homes. Developer reserves the right to change scope of all future development. Please speak to a member of our Sales Team for up-to-date information when reserving your new home. This development is car-free, meaning residents cannot apply for parking permits or use street parking nearby unless they purchase a home with a designated parking space. This policy complies with Local Authority planning conditions and cannot be changed by Guinness. Speak to a member of the sales team for more information. Information is correct at the time of going to print November 2025.



silvertown@guinness.co.uk
020 3725 0439
 @argentalilvertown



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