



**DAGENHAM**  
**GREEN** CO

Shared  
Ownership  
Edition

 Peabody



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# A new vision for East London living



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## The natural place to call home

Welcome to Dagenham Green; one of East London's most exciting up and coming neighbourhoods.

Nestled amongst idyllic green space and well connected to the City, this stylish collection of 1, 2 & 3-bedroom apartments is part of a vibrant new community providing you with everything you need for a healthier life in 15 minutes. With its nature inspired landscape, bustling market square and variety of amenities for work, rest or play; this is London village living at its best, presenting the perfect opportunity to own your own home in a thriving area with a bright future.





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# A brand new village community awaits



Concierge service  
Work Hub and  
Screening Room



Amenities on your  
doorstep, including  
a Sainsbury's



A waterside haven  
with a new pond  
and boardwalk



A sustainable, green  
neighbourhood  
enabling wildlife  
to thrive



New secondary  
school planned  
for future phase



3,500 new  
homes planned  
across the  
masterplan



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## Market Square Dagenham's natural meeting point

Located at the heart of Dagenham Green, the Market Square is the gateway to the neighbourhood.

It's a lively hub of activity where you'll be able to gather with friends, meet your neighbours and connect with everything around you. The heart of the area will be five-acres of nature inspired landscape alongside new spaces to work, rest and play, this is London village living at its best. Whether it's browsing a local market under the canopy of the trees, enjoying a coffee on a slow Sunday morning or grabbing essentials from Sainsbury's in the mid-week grocery dash, you'll never have to wander far.



**Shops and cafés providing  
you with everything you  
need for everyday life**

# The Boardwalk

## A sense of calm in the City

Feel inspired and immerse yourself in history with a stroll along the boardwalk; a stunning waterside walkway that's been designed to celebrate the area's historic riverside setting.

Featuring a Bailey-bridge-inspired design as a nod to the location's automotive history and surrounded by flowering meadows and grassland, it's a beautiful place where people are invited to connect with nature and each other. With terraces and seating areas scattered throughout there are plenty of opportunities to pause and reflect, while playful signage inspires children to engage with the story of the flora and fauna.



Computer generated image is indicative only



# The Green

## A place to play, gather, escape and reflect

Feel relaxed and revitalised; one minute you could be meandering along the water's edge, the next you could be mingling in the bustling Market Square. The Green connects the community with intertwining walkways, cycle paths and play areas alongside a beautiful backdrop of the pond with its water lilies and wildlife.



“

**The park is designed to bring people together in an out-of-London experience. We want people to feel welcome in a space that's calming, relaxing and has no barriers.**

**Tom Van De Bospoort**  
Principal Landscape Architect



Over time there will be approximately 10 acres of landscape across the whole of Dagenham Green.

This first phase has been carefully managed to make sure there's something for everyone to enjoy. There's a focus on sustainability, ecology and biodiversity, with around 300 new trees being planted, enriched meadows, a variety of planting typologies, and a number of initiatives for wildlife to thrive including bee hotels. Naturalistic materials will be used throughout; rocks, driftwood, rope - mostly what you'd see along a riverside. Water management and movement is a big part of the design - swales and rain gardens feed into the pond and out to the Thames at a rate that doesn't flood the area or those around it.

The flexible design will encourage people to use the space in different ways - lawn areas for picnics and ball games, social seating so people can meet face-to-face, and residents-only podium terraces with tables and benches that connect neighbours with each other and the landscape.





## The Pavilion at Dagenham Green Embrace your environment

Whether you need a place to work from home, host a private meeting or you're looking to make new connections over a coffee, our cosy Work Hub has got you covered. If you have questions about your home or the estate, our concierge is on hand to help. And if you just want to sit back and relax, our bookable screening room is ideal for gathering with friends and family.





# Heritage meets innovation

Dagenham Green is part of an ambitious plan to regenerate a 45-acre historic site. As soon as you step inside this vibrant community you'll be met with reminders of its fascinating heritage, and its bold vision for the future.

Artworks displayed throughout play areas and walkways will bring the story to life - from the industrial works of Dagenham Dock to the post-war production boom.

One of the most notable moments in history was in 1931 when the Ford Motor Company moved its 500-acre motor plant (Europe's largest car plant) to the riverside, highlighting Dagenham as a hub for industry and manufacturing. The location of Dagenham Green was also pivotal in the 20th century - the site was once home to the Ford Stamping and Tooling Plant where the Ford sewing machinists' strikes took place, leading to the Equal Pay Act of 1970, a major milestone in the United Kingdom's social history.



**1887**

## Dagenham Dock

Instrumental in the town's industrialisation, Dagenham Dock was developed on marshland and featured revolutionary construction work from Victorian visionaries Sir John Rennie and Samuel Williams. It became strategically important during the First and Second World Wars.



**1948 - 1971**

## Windrush Generation

Dagenham became home to some of the Caribbean migrants who moved to Britain after the Second World War, with many of them finding employment at the Ford Motor Company.

**Today**

## A vibrant, diverse community

This East London town is now home to a proud and diverse community that reflects the industrious and pioneering spirit of its heritage.

**1709**

## Dagenham Breach

Pioneering civil engineering works by Captain John Perry solved the flooding problem along the north side of the River Thames. In 1707 the river broke through sea defences and flooded much of Dagenham Marshes; the repairs were finally completed ten years later, leaving behind a 55-acre lake known as Dagenham Breach.

**1931**

## Ford Motor Company

Ford motor car plant (once the largest in Europe) was located in Dagenham and employed over 40,000 people.



**1968 - 1984**

## Ford Sewing Machinists

A stitch that sparked change. Women workers at Ford took a stand - their fight against inequality led to the formation of the Equal Pay Act of 1970.



# The heritage trail

## Where history comes to life

At the heart of Dagenham Green is the heritage trail, an artist-led outdoor museum that will capture key moments in time and celebrate the location's fascinating history.

Curated in collaboration with UP Projects, one of the UK's leading public art organisations, the trail will weave its way through the entire site bringing the area's vibrant history to life. From Dagenham's recent history as the iconic Ford Dagenham automotive plant to the discovery of the Dagenham idol that dates back to 2250BC, one of the oldest human representations found in Europe, the trail will activate the public realm supporting wayfinding and discovery and promoting learning, engagement and interaction.

For the first phase of the heritage trail, artist Ruth Ewan will create two site-specific sculptures that will shine a spotlight on the 1968 and 1984-85 sewing machinists strikes; pivotal moments in the journey to equal pay. With opportunities for the local community to get involved and help create these unique sculptures, the heritage trail will offer the chance to reflect on the past, soak up the present, and be part of shaping the future for generations to come.



“

We're at the beginning of the journey and it's a really exciting one that will span the entirety of Dagenham Green.

The trail will celebrate the riparian nature of the site and its proximity to water as well as the important industrial heritage - both from a people and automotive perspective. Community engagement will allow people to get involved and take ownership of the trail, encouraging intergenerational learning. Our hope is to create a trail that is truly special that's embedded in everyday life; a space that not only supports learning but inspires conversations, and participation through public art.”

**Moira Lascelles**  
Executive Director at UP Projects



“

It's an honour to be part of this project to mark the importance of Dagenham's social history, especially the legacy of the women who fought for equal rights.

We're creating two large freestanding sculptures inspired by Fordite, a waste material found at the Ford Dagenham Plant. It's a type of industrial by-product and when cut and polished it resembles the sediment you'd find along a river. We'll be using a colour palette inspired by the car paints from around that time, and the sculptures will feature 187 layers (the number of women who took part in the strikes). The idea is while the layers are all individual, they're stronger when they're together.”

**Ruth Ewan**  
Artist



# Everything on your doorstep

Life at Dagenham Green is all about living more healthily and sustainably, so it's good to know everything you need is within easy reach. Shops, eateries and parks are all within walking distance and if you want the buzz of central London you'll find city connections just two minutes' walk away.

## BY RAIL

Tower Bridge (Fenchurch)	28 mins
O2 Arena (North Greenwich)	30 mins
London City Airport (Canning Town)	34 mins
Borough Market (London Bridge)	38 mins
Spitalfields Market (Liverpool Street)	42 mins

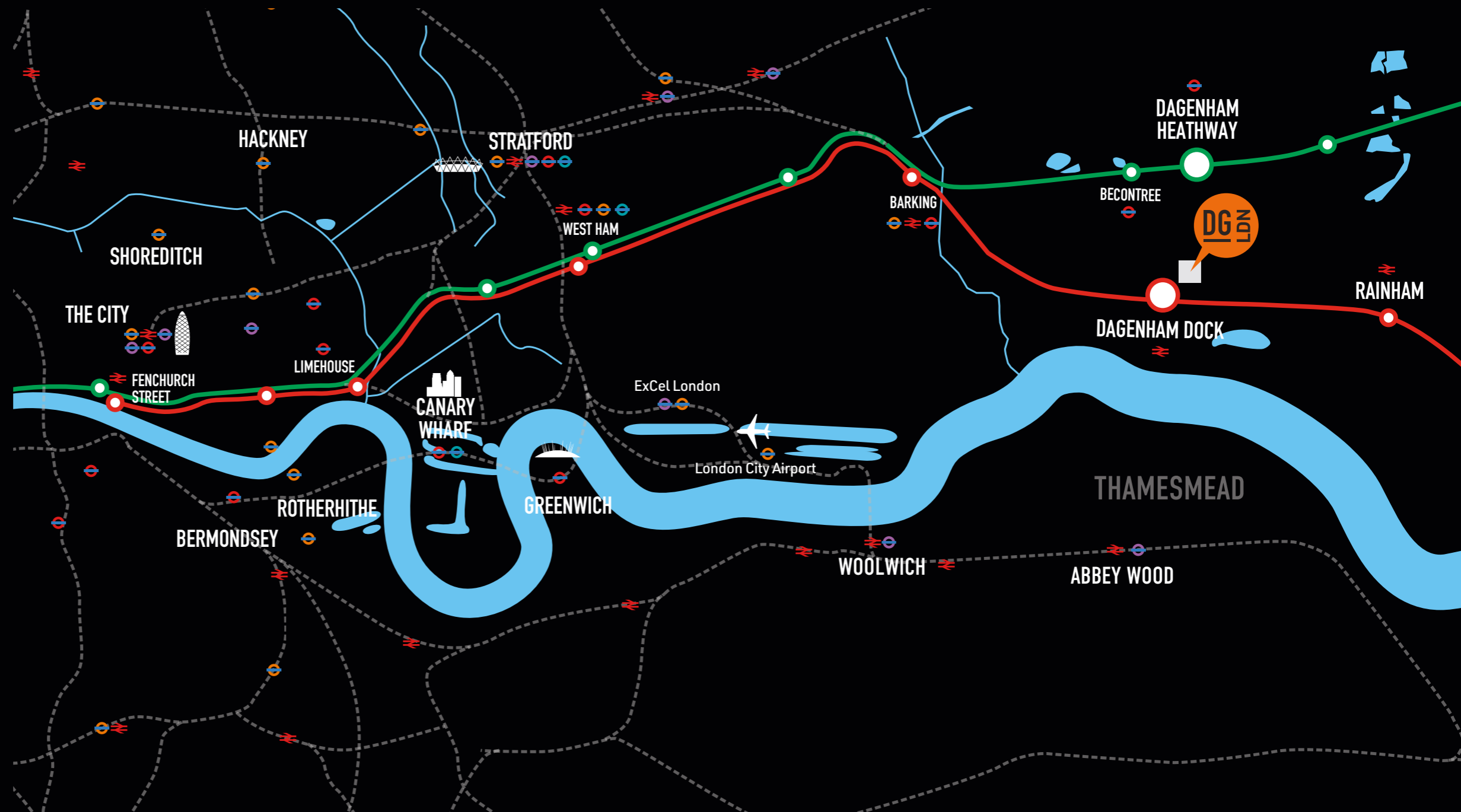
## BY TUBE

Olympic Park (Stratford)	30 mins
London Excel (Custom House)	38 mins
St Paul's Cathedral (Blackfriars)	43 mins
South Bank (Embankment)	45 mins
West End (Leicester Square)	53 mins

## BY BIKE

Royal Victoria Dock	36 mins
Olympic Park	48 mins
Victoria Park	52 mins
Canary Wharf	53 mins
Hackney Wick	53 mins
Greenwich	58 mins

— National Rail  
— Underground (District Line)



## Fenchurch Street

➤ 21 mins from Dagenham Dock

## London City Airport

➤ 26 mins from Dagenham Dock



## Stratford for Westfield and the Olympic Park

➤ 22 mins from Dagenham Dock

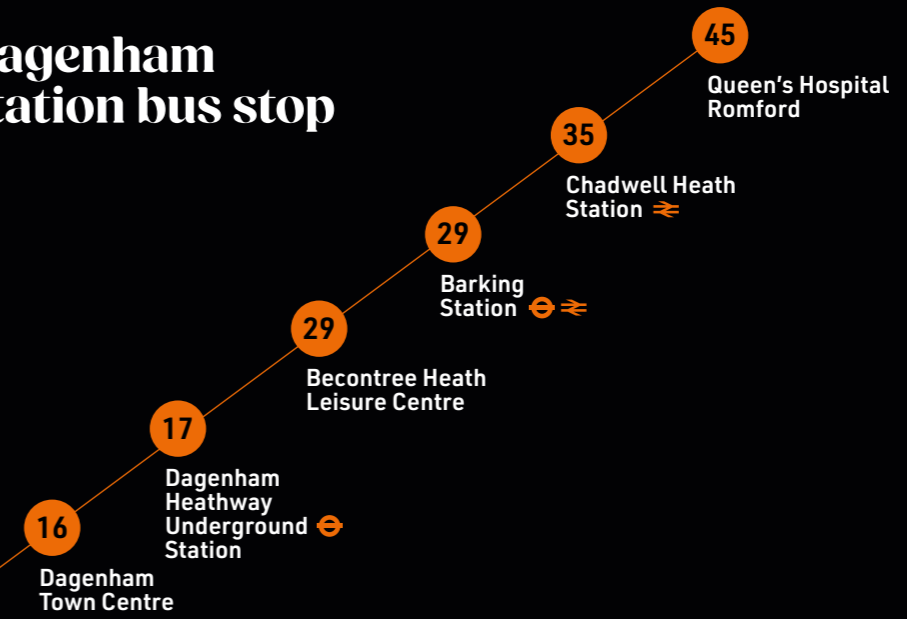


Travel times are approximate and taken from Google Maps.

Dagenham Green's bustling location on the edge of the city means you can experience the best of both worlds with picturesque parks and green space on your doorstep and a variety of transport options to some of London's most popular destinations.

The National Cycle Network Route 13 is just a stone's throw away so you can easily pedal your way to central London and beyond. If you'd prefer, you can catch a train or tube (both a short walk) or jump on the bus; services call at nearby stops from 6am - 1am with a journey time of 20 minutes to Dagenham town centre. The A13 is also less than a mile and connects you to the M25 for those times you'd rather get behind the wheel.

## By bus From Dagenham Dock Station bus stop



## By tube from Dagenham Heathway

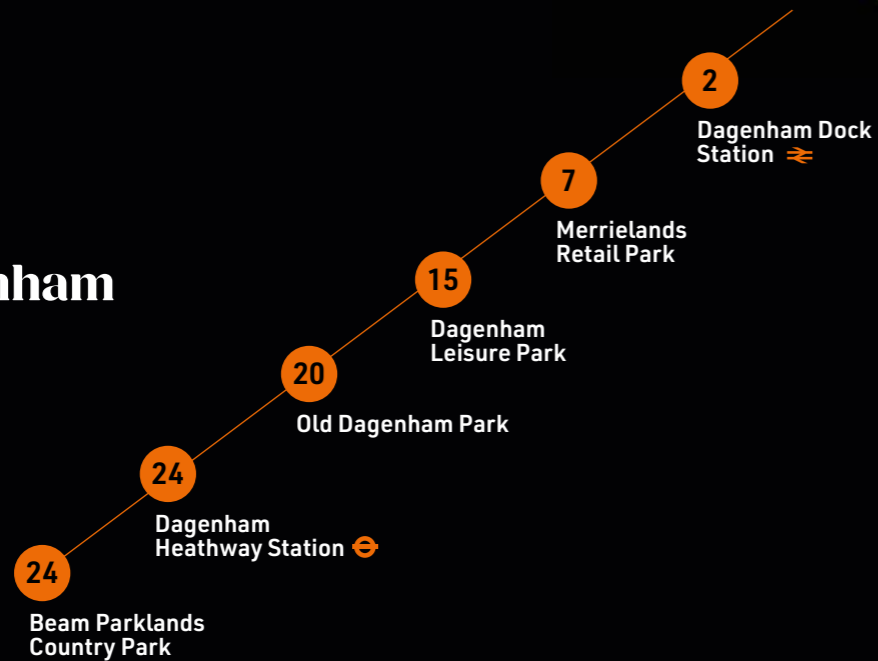


## By train from Dagenham Dock

(Times shown in minutes)

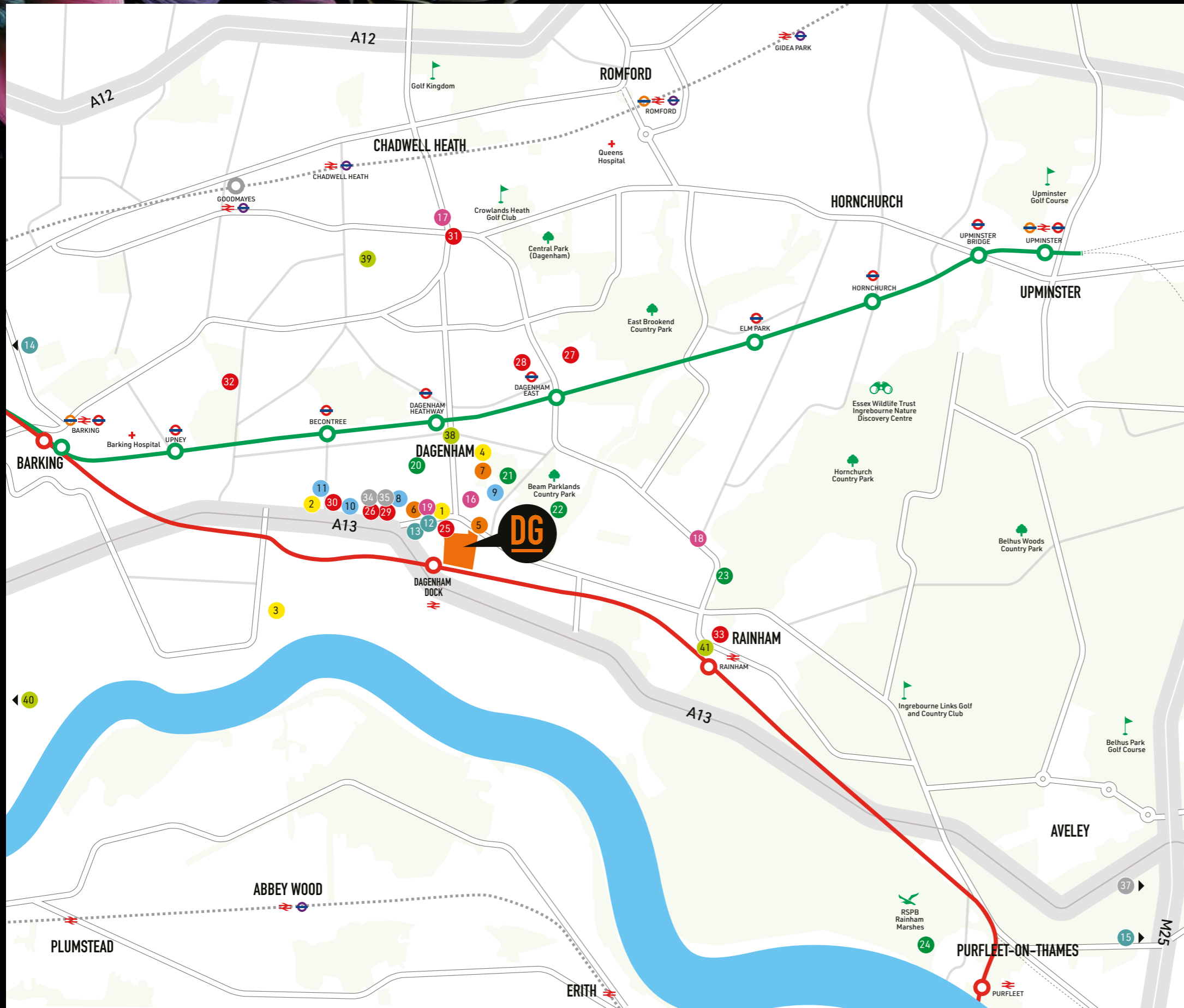


## On foot from Dagenham Green



## By car from Dagenham Green





### NURSERY SCHOOLS

- 1 ABC Pre-school
- 2 Castle Green
- 3 LEYF Barking Riverside
- 4 LEYF Nursery Ford Road

### PRIMARY SCHOOLS

- 5 Marsh Green
- 6 St Peter's RC
- 7 William Ford CofE

### SECONDARY SCHOOLS

- 8 Hopewell School
- 9 Dagenham Park CofE
- 10 Goresbrook
- 11 Jo Richardson School

### SHOPPING

- 12 Merrielands Retail Park
- 13 ASDA Superstore
- 14 Westfield Stratford City
- 15 Lakeside Shopping Centre

### RESTAURANTS

- 12 22 Ventidue
- 13 Lara Grill
- 14 Kusadi Taverna
- 15 Curry Mahal Tandoori

### PARKS

- 16 Goresbrook Park
- 17 Old Dagenham Park
- 18 Beam Parklands
- 19 Ingrebourne Hill
- 20 Rainham Marshes Nature Reserve

### SPORT

- 16 Pure Gym Dagenham
- 26 The Gym Group Dagenham
- 27 Goresbrook Cricket Club
- 28 Dagenham & Redbridge FC
- 29 Pro Football Academy
- 30 Barking Rugby Club
- 31 Becontree Heath Leisure Centre
- 32 Barking Sporthouse & Gym
- 33 Rainham Leisure Centre

### ENTERTAINMENT

- 34 Vue Cinema
- 35 Hollywood Bowl
- 36 Namco Funscape
- 37 Lakeside Karting

### CULTURE

- 38 Dagenham Learning Centre
- 39 Valence House Museum
- 40 Museum of London Docklands
- 41 National Trust Rainham Hall



# Healthier and happier living

At Dagenham Green, you'll find everything you need for a healthier life in 15 minutes. A stroll in the park, a run along the river, a wander along the coast; the options are endless.

As well as a five-acre park a few steps from home and Rainham Marshes a few miles away, nearby Goresbrook Park and Old Dagenham Park also present the perfect opportunity to stretch your legs and enjoy a breath of fresh air. For a more adventurous day out you'll find Beam Valley Country Park in the area, which is teeming with wildlife and ideal for a picnic pit-stop.

Ingrebourne Hill Country Park offers up an exhilarating network of mountain biking and horse riding trails. For a different pace, explore elegant Georgian architecture at The National Trust's Rainham Hall or dip your toes in the sea with a trip to the coast, which is less than an hour away by car.

### A NATURAL PLAYGROUND

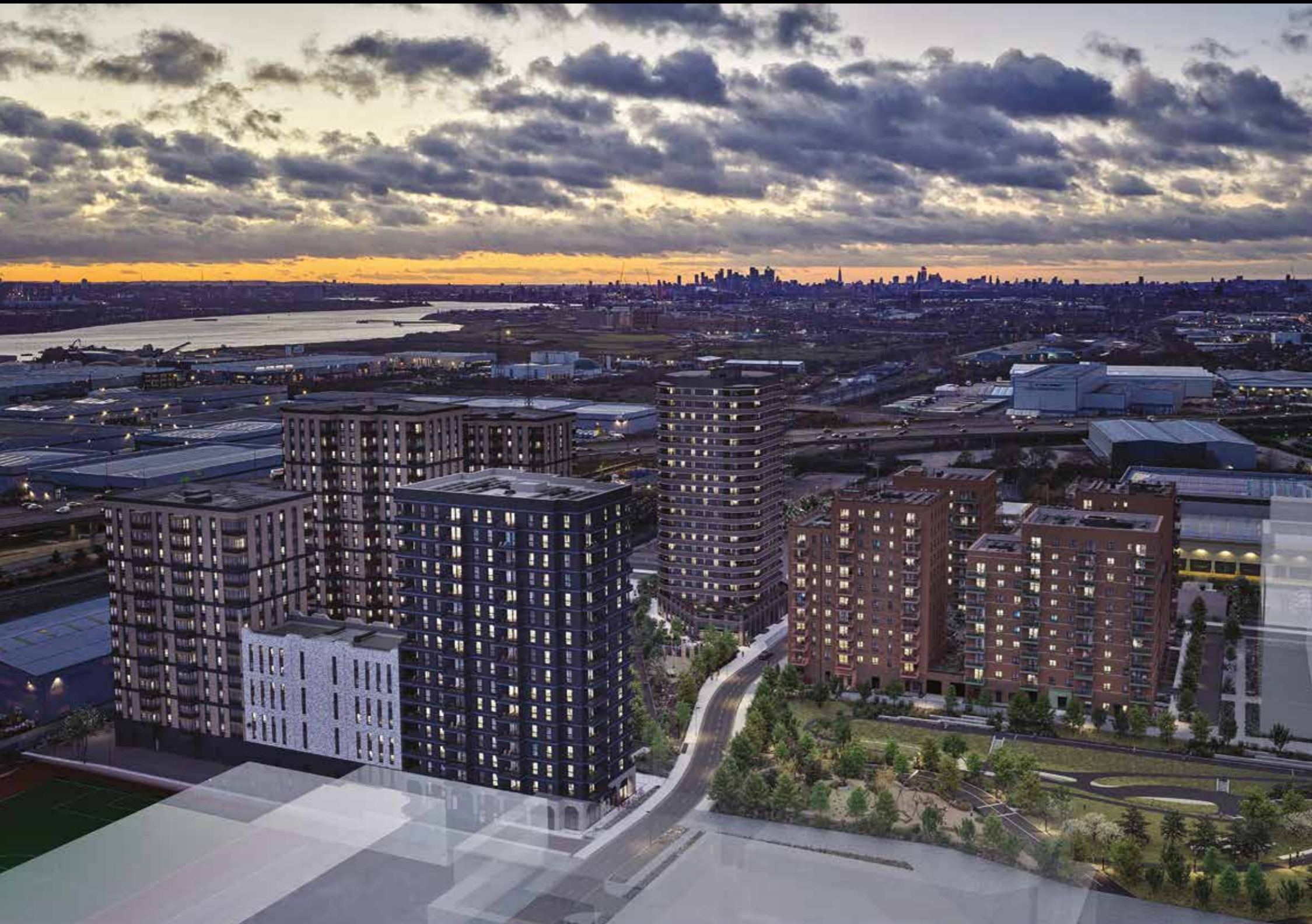
Whatever sport you're into, this area has you covered. Football fan? Head down to watch the Daggers (Dagenham & Redbridge FC) play a game. Keen golfer? Tee off at Crowlands Heath or Ingrebourne Golf Club in nearby Rainham. Looking to burn some energy and release some endorphins? Check out some of the local gym facilities offering everything from state-of-the-art equipment to energetic class schedules.



**500 acres of open space to explore across the Dagenham Corridor**



# Put down roots and watch them grow



**Healthy and sustainable living, now and in the future; that's what you can expect when you call Dagenham Green home.**

Everything has been designed with this in mind. The homes feature passive design measures, maximising natural light with effective insulation to help you reduce energy use. There are a number of energy-saving initiatives on-site too; from the air source heat pumps that power the whole neighbourhood to the individual heat interfaces that supply each home, it's all in an effort to reduce environmental impact.

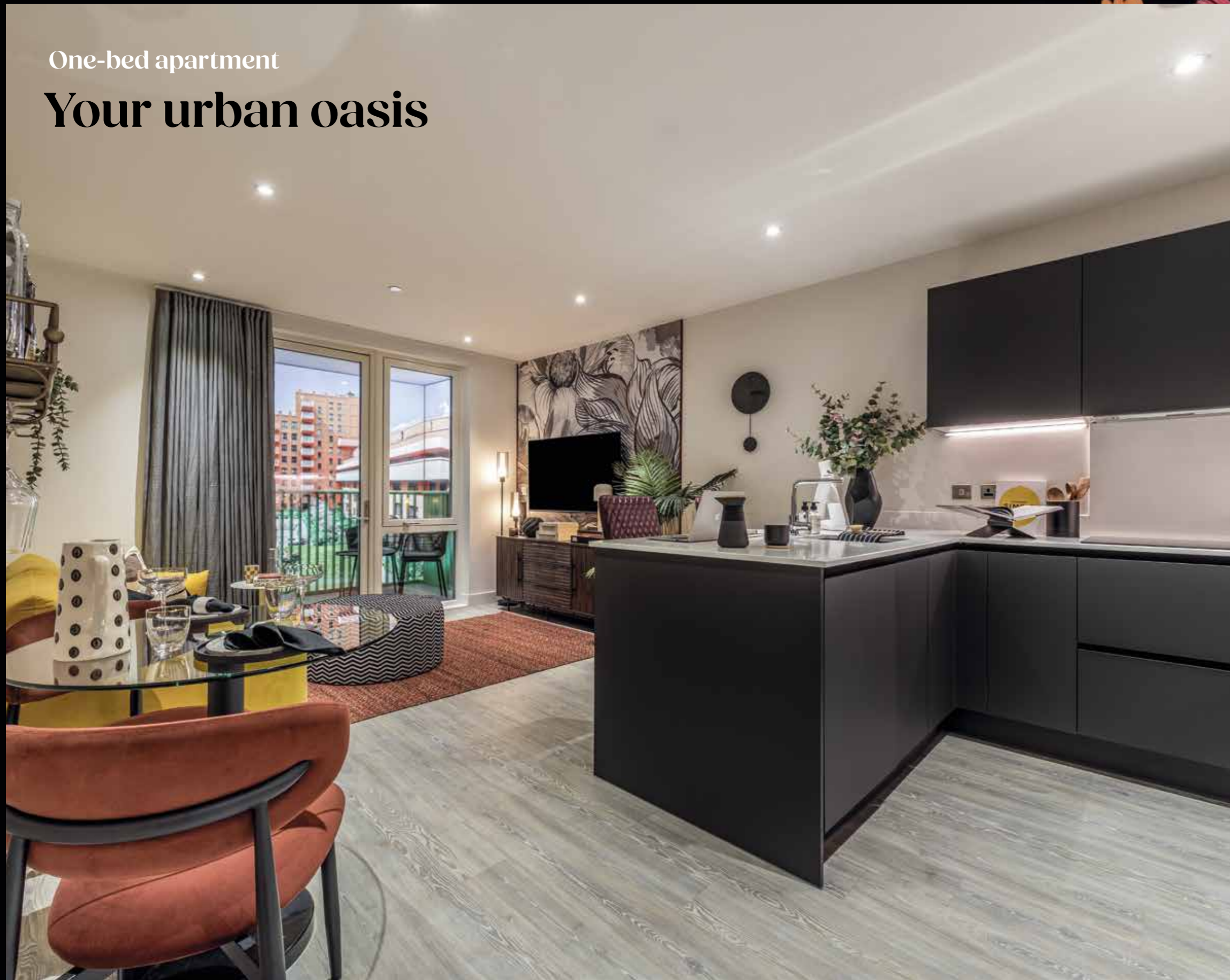
The wider environment has also been carefully considered with modern methods of construction used to lower emissions, and create less waste. Naturally, this extends to the landscaping with a diverse tapestry of thoughtful planting schemes to increase biodiversity. A wildlife corridor has also been planned along the southern boundary to enhance the landscape and boost biodiversity.





One-bed apartment

## Your urban oasis



With a selection of 1, 2 and 3-bedroom apartments to choose from you're sure to find a space to call your own

From the convenient built-in storage to the large windows that invite natural light in, everything has been carefully considered to make sure you live in comfort and style. The kitchen is the hub of the home and comes complete with integrated appliances, soft close doors and drawers, and feature lighting - the perfect space to cook up a storm and entertain family and friends.



Scan  
to take  
the tour

Show apartment photography



Show apartment photography

Relax and unwind in your very own sanctuary. The light and airy bedroom has been fitted with luxurious carpet and features a built-in mirrored wardrobe, so you can keep your space serene and clutter-free.

Whether you're dining al fresco with friends or simply taking in the natural surroundings, this is a space you'll be proud to call home.



Computer generated image is indicative only

## Two-bed apartment

# Make it your own

Every room is designed to make the most of natural light, opening up the space and keeping you connected to nature. The minimalist decoration also means you have a blank canvas, so you can personalise the space to suit your style.



Scan  
to take  
the tour





It's the small things that can make a big difference. The underfloor heating throughout and storage space makes everyday life more comfortable and convenient, while the bathroom finishes add an element of luxury. From the contemporary tiles to the heated towel rail, this is your space to relax and rejuvenate.



# It's all in the detail



Every detail has been meticulously thought through to make sure your home is somewhere you'll be proud to live, both now and in the future. Featuring a light and airy layout and stylish fixtures and fittings, this is your everyday haven amongst the hustle and bustle of city life.

## Kitchen

Dark grey matt finish handleless units with soft close to doors and drawers

Caesarstone worktop with matching upstand and splashback behind hob

Bosch Induction hob

Bosch Integrated single oven

Bosch Integrated microwave

Bosch Integrated dishwasher

Bosch Integrated fridge/freezer

Bosch Integrated cooker hood

Stainless steel undermounted sink with contemporary brushed steel mixer tap

LED feature lighting to wall units

Washer/dryer (freestanding in hallway cupboard)

Kitchen designs and layouts vary; please speak to our Sales Executives for further information.

## En-suites

Low profile shower tray with glass shower door

Framed feature mirror with shelf to match vanity tops

Greige colour large format wall and floor tiles

Heated chrome towel rail

## Bathroom

Bath with shower and glass screen

Feature framed mirror with shelf

Bath panel to match vanity tops

Greige colour large format wall and floor tiles

Heated chrome towel rail

## Decorative Finishes

Front entrance door with multi-point locking system

High efficiency double glazed aluminium/timber composite windows

White painted flush internal doors with contemporary dual finish ironmongery

Built in mirrored wardrobe with sliding doors to principal bedroom

Square cut skirting and architrave

Walls painted in white emulsion

Smooth ceilings in white emulsion

## Floor Finishes

Amtico vinyl flooring to entrance hall and kitchen/dining/living room

Carpet to bedrooms

Large format tiles to bathroom and en-suite

## Heating and Water

Underfloor heating throughout each apartment

Heated chrome towel rails to bathroom and en-suite

Heating via site wide district heating generated by eco-friendly heat pump

## Electrical

Downlighters throughout

LED feature lighting to wall units in kitchen

Shaver sockets to bathroom and en-suite

TV, BT and data points to selected locations

BT & Hyperoptic fibre connection to all properties for customer's choice of broadband provider\*

Pre-wired for customer's own Sky Q connection

Video entry system to every apartment, linked to main entrance door, where accessed off communal area

External lighting to balcony/terrace

Hard-wired smoke and heat detectors

Sprinkler system to all apartments

Spur for customer's own installation of security alarm panel

## External Finishes

Aluminium decking to balcony

Paved terraces to ground floor apartments

Communal Areas

Fob controlled access system to entrance lobby

Lift access to all floors

Cycle and bin storage space

Letterboxes provided for all apartments within communal Entrance lobby (for apartments accessed off communal areas)

## Construction

Steel reinforced concrete frame with outer brickwork, cavity filled with insulation

Concrete floors

Exterior treatments comprise a variety of facing bricks

## General

10 year NHBC warranty

24 months general defects liability period

All homes are protected by the NHBC Buildmark policy

990 year lease

A service charge will be payable for the maintenance of the shared facilities and communal areas

A managing agent has been appointed to deliver the estate and block management services at Dagenham Green. All homeowners will be required to pay a contribution towards the maintenance of the development, which will be collected by the managing agent in the form of an annual service charge.

We are unable to accommodate any individual changes, additions or amendments to the specification, layout or plans to any individual home. Please note that it may not be possible to obtain the products as referred to in the specification; in such cases a similar alternative will be provided. Peabody reserves the right to make these changes as required.

Residents have a choice of: 50Mbps/150Mbps/500Mbps/1Gig. All packages are available as monthly rolling contracts, 12 month contracts or 24 month contracts.

# Homeowner stories



Hear from our homeowners and find out how we were able to help them onto the property ladder and find their dream home through Shared Ownership.



## JOSEPHINE, MOTION, E3

Three years after moving from a house share in Hackney into her new-build apartment at Peabody New Homes development Motion, in March 2020, Josephine discusses life and reflects on the benefit to her mental well-being.

She explains: "Having somewhere to call my own has made such a difference to me, I love living by myself!" Life looked very different sharing her space with two others. In fact, it feels like a now distant memory for Josephine, who purchased a 35% share of a one-bedroom apartment at Motion, E10.

Commenting on how it feels to be a Shared Ownership homeowner, Josephine says "The new responsibility felt daunting at first but I adjusted to the changes really quickly and much prefer it. Knowing I have money going aside into an investment rather than renting and paying off someone else's mortgage is a huge relief. It offers more security, as no one can ask me to move out and I don't have the stress of trying to find new flatmates. Shared Ownership has enabled me to do this alone, something I feel really proud of!"

“

**I have freedom now, I can have guests round whenever I like, I never have to check if the kitchen will be free and I now get to see my parents on a monthly basis as they have room to stay with me!”**

# The Shared Ownership journey is simple



## Register

Complete an application form to let us know you're interested.



SCAN  
HERE TO  
REGISTER

## Assess

Take a quick financial assessment to ensure you meet all the criteria.

## Reserve

Book a virtual viewing of the property and reserve a home for £500.

## Offer

Within seven days of making a reservation we will confirm whether we're able to offer you a Shared Ownership home with an offer letter.

## Meet

Within five days of being offered a property, you'll be invited to meet an Independent Mortgage Advisor (IMA).

## Instruct

Instruct a solicitor and mortgage advisor on the day of your financial assessment.

Once you've done this, you'll need to complete an Offer Acceptance Form. At this stage your reservation fee will be non-refundable up to completion.

## Secure

Submit a mortgage application within two working days of your financial assessment and get a mortgage offer.

## Sign

After all legal enquiries have been satisfied, your solicitor will contact you to arrange exchange of contracts. This is usually within six weeks of you being offered the home, or within five working days of receiving your mortgage offer (whichever date is earliest).

## Complete

As soon as the property is ready to move into, a completion date will be arranged. Once completion has taken place, you'll legally own your home through Shared Ownership!

## Move in!

When you move in, our team will be on hand to welcome you and show you how everything works in your new home. They'll also help you take meter readings.

You'll receive a New Home Guide with useful information, including what is considered a defect and the process to follow, as well as any applicable certificates for your home. Now all that's left to do is sit back, relax and enjoy your new home!

Find out more  
about Shared  
Ownership



Peabody has a range of resources to help you learn more about what is involved.



# More than just a place to live

We at Peabody have a proud legacy of helping generations of homebuyers and residents find their place in thriving neighbourhoods, communities and homes for over 160 years.

The team at Peabody New Homes is dedicated to finding you a home that is more than just a place to live. A place you can call your own. A place to belong. A place that you're proud to call home.

Find @PeabodyNewHomes on



## BUILDING HISTORY

Formed over 160 years ago by the American financier and philanthropist George Peabody, Peabody is one of the UK's oldest and largest housing associations responsible for more than 108,000 homes and around 220,000 residents across London and the Home Counties.



## CUSTOMER FOCUS

Whether it's your first or forever home, we know that buying a new place can be a demanding time. Our sales team is committed to guiding you through the process and helping you every step of the way. Rated "Excellent" on Trustpilot, we're proud to offer you a service that makes a difference.



## QUALITY, DESIGN & SUSTAINABILITY

Peabody's reputation is one of the most respected in the housing industry renowned for quality, multi-award-winning and innovative design. We work with industry experts and continually monitor quality throughout the building process to reduce our impact on climate change, lessen our carbon footprint and create properties people are proud to call home.

Our Greener Homes Programme is our commitment to the environment and will aim to minimise our impact on the planet and support thriving neighbourhoods.



Scan to find out more



## SOCIAL IMPACT

Our social purpose is why we exist. We re-invest the surplus made from the sale of our homes to provide more homes and services to those who need it most. We deliver services that support customers and the wider communities that we work in, and invest in local projects through our Community Foundation.



Scan to find out more



\*2023/2024 Annual Report





