

A photograph of a field of purple lavender flowers in the foreground, with a blurred background of a sunset or sunrise over a city skyline. The warm, golden light of the sun creates a bokeh effect in the background.

AN INTRODUCTION TO ST WILLIAM

St William
Designed for life

WE LIVE **LIFE** IN THE **SPACES** IN BETWEEN -
EACH PATH, EACH **PARK**, EACH HELLO AS WE PASS
ALONG THE STREET, OFF TO WORK, A MORNING
RUN AMONG THE **TREES**, MAYBE THE SCHOOL RUN,
EACH **STEP** A MEMORY IN THE MAKING,

SHAPED BY THE LAND, THIS PLACE WHERE PEOPLE GROW
TOGETHER, LIVE **TOGETHER**. TOGETHER
WE SHAPE OUR HOUSES INTO HOMES, THESE GREAT
INDUSTRIAL LANDMARKS INTO **LANDSCAPES**
LONG AGO, THESE GAS HOLDERS WARMED KETTLES,
ILLUMINATED **HOMES** - NOW THEY HOLD BRIGHT
ASPIRATIONS, SHAPE THEMSELVES TO NEW SONGS,
MARK OUT NEW **PLACES**, WHERE PEOPLE BELONG.



ST WILLIAM IS A JOINT VENTURE BETWEEN
NATIONAL GRID AND THE BERKELEY GROUP.
OUR GOAL IS TO TRANSFORM INDUSTRIAL
SITES FROM A BYGONE AGE INTO BEAUTIFUL
PLACES WHICH PEOPLE CALL HOME.



WE WANT THE PLACES BUILT BY ST WILLIAM
TO BE RENOWNED FOR THE QUALITY OF
THEIR LANDSCAPE AND THE OPEN SPACE.

THE TERM 'LANDSCAPE' COMES FROM TWO
WORDS MEANING 'TO SHAPE A PLACE WHERE
PEOPLE BELONG'. THAT IDEA INSPIRES OUR
APPROACH. THE SPACE BETWEEN BUILDINGS
IS WHERE YOU CREATE A COMMUNITY AND
SOMEWHERE THAT IS SOCIABLE, SUSTAINABLE
AND SAFE.





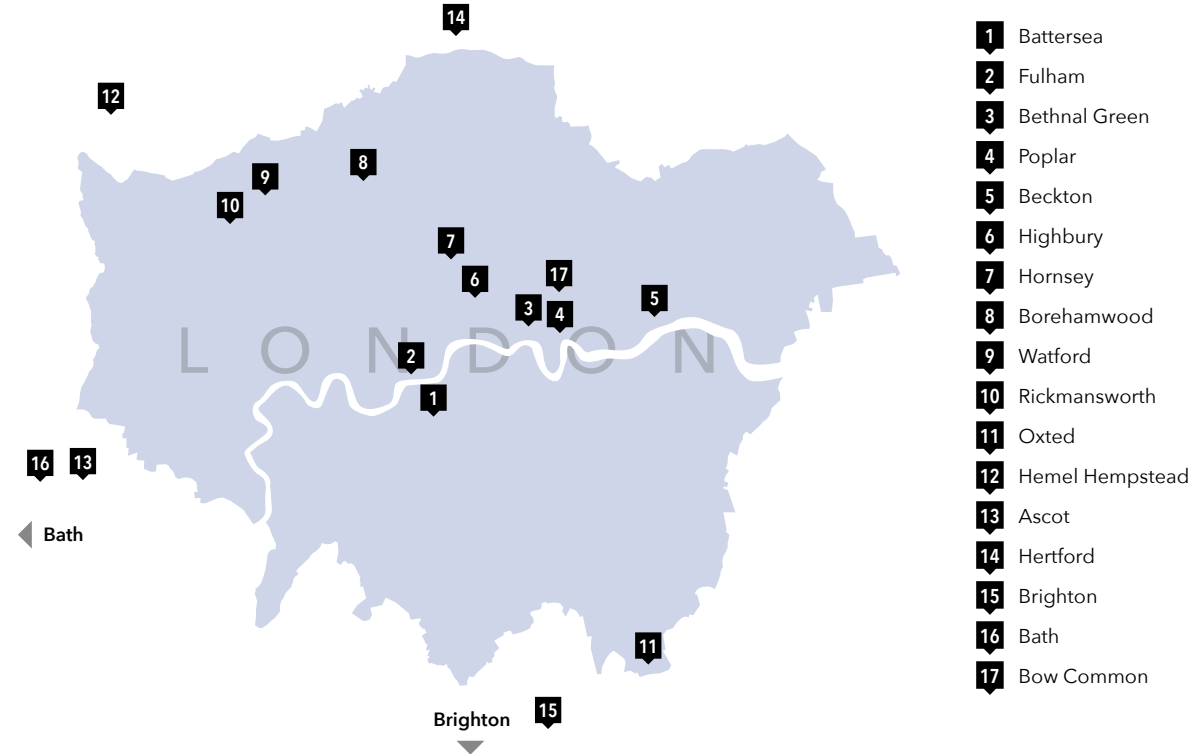
BACKED BY THE STRENGTH AND COMMITMENT
OF NATIONAL GRID AND THE BERKELEY GROUP,
ST WILLIAM WILL UNLOCK SOME OF THE MOST
TECHNICALLY COMPLEX REGENERATION SITES AT
THE HEART OF COMMUNITIES ACROSS LONDON
AND THE SOUTH OF ENGLAND, CREATING HOMES
FOR EVERYONE.

WHERE WE WORK

St William has a proposed portfolio of 30 sites. The first group of 18 will develop 200 acres of redundant brownfield land and deliver 6.9 million square foot of development and over 40 acres of open space.

The joint venture has funds available of up to £700m, giving it the potential to be one of the top ten housebuilders in Britain by turnover. This is new capital delivering additional homes in key areas of housing need.

One hundred percent of St William developments are on brownfield sites.



OUR APPROACH TO PLACEMAKING

On every site, we start with the landscape. This is a practical way to open up and reconnect places that have been closed to the public for decades.

Landscape-led development also responds to the specific contemporary challenge that cities like London face today, becoming more dense, congested and stressed. It offers us a way to create welcoming, sociable, beautiful places at the same time as building the additional housing that people urgently need.

At St William, we always think about the people first, the spaces they need and how they will use them. We fit the buildings to the landscape, not the other way round. Each masterplan is developed jointly by a landscape architect, working collaboratively with the client and the rest of the design team.

Together, we think about development as a social endeavour that can generate value for everyone.





A PARTNERSHIP

St William brings together land owned by National Grid Property with Berkeley's expertise to design, build and market new developments. National Grid prepare the land for redevelopment through a careful combination of demolition, remediation and relocation of gas infrastructure, to meet the needs of each site. The team at St William then lead on all aspects of delivery, from planning to construction, sales and community development.

KEY FACTS

ACROSS OUR FIRST **18 SITES**

ST WILLIAM WILL DELIVER:

OVER **15,000** HOMES,
5,000 OF WHICH WILL BE AFFORDABLE.

£200M OF INVESTMENT INTO **LOCAL**
COMMUNITIES AND INFRASTRUCTURE.

TRANSFORMING

200 ACRES OF BROWNFIELD LAND.

DELIVERING A **BRAND NEW SCHOOL**
AND **FIVE** CITY PARKS.

AS WELL AS RENOVATING

FOUR LISTED BUILDINGS.

PRINCE OF WALES DRIVE, BATTERSEA

Nestled between Battersea Park and the historic power station, this is the first place to be created by St William. The design fuses industrial heritage with natural landscape. The interior design of 955 homes is inspired by the architecture of the former gas holders while the landscape reconnects this site to the surrounding neighbourhood and provides a space where people can rest and mingle.





FULHAM GASWORKS

This 16 acre site is home to the oldest gas holder in the world. We plan to set this historic structure in a new public park at the heart of the development. It is proposed that the site will provide 1,197 homes and a square containing two listed buildings and a commercial hub for the neighbourhood. The Kings Road is just a short walk away, awash with food and fashion.

POPLAR

Beside the River Lea in East London, the landscape of Poplar runs from the water's edge towards Canary Wharf, from bird song and reeds to the pace and the power of the City. Over the next decade, we plan to create a strong community here with a new school and 2,000 homes, connected by a network of walking and cycling routes to the Royal Docks and Olympic Park nearby.



OUR VALUES

We care passionately about the quality of the places built by St William – it matters to us personally. We try to demonstrate integrity and show respect for people. We think creatively and achieve excellence through detail.

This culture informs the way we work, the way we lead the business, and what we deliver to our customers.

We focus just as hard on the way we work as the products we deliver.





OUR VISION

We want to be a world class business. Our ambition is to create beautiful, successful places where people aspire to live for the long-term.

We have a plan for the business structured around five key areas and very clear goals:

- Providing exceptional service to all of our customers and putting them at the heart of our decisions.
- Developing individually designed, high quality homes with low environmental impact.
- Creating great places where residents enjoy a good quality of life, now and in the future.
- Making the right long-term decisions whilst running the business efficiently and working with our supply chain.
- Developing a highly skilled workforce that runs autonomous businesses, operates in a safe working environment and contributes to wider society.



OUR NAME

We chose our name to recognise William Murdoch, a pioneering Scottish engineer. At the turn of the eighteenth century, he invented the first practical system of gas lighting. This led to the development of gas works, gas holders and the use of gas that we know today.





CONTACT US

Creating great places depends on strong partnerships. Collaboration is always the key to our success. For further information, please visit: stwilliamhomes.co.uk

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St William
Designed for life

A joint venture by
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Group