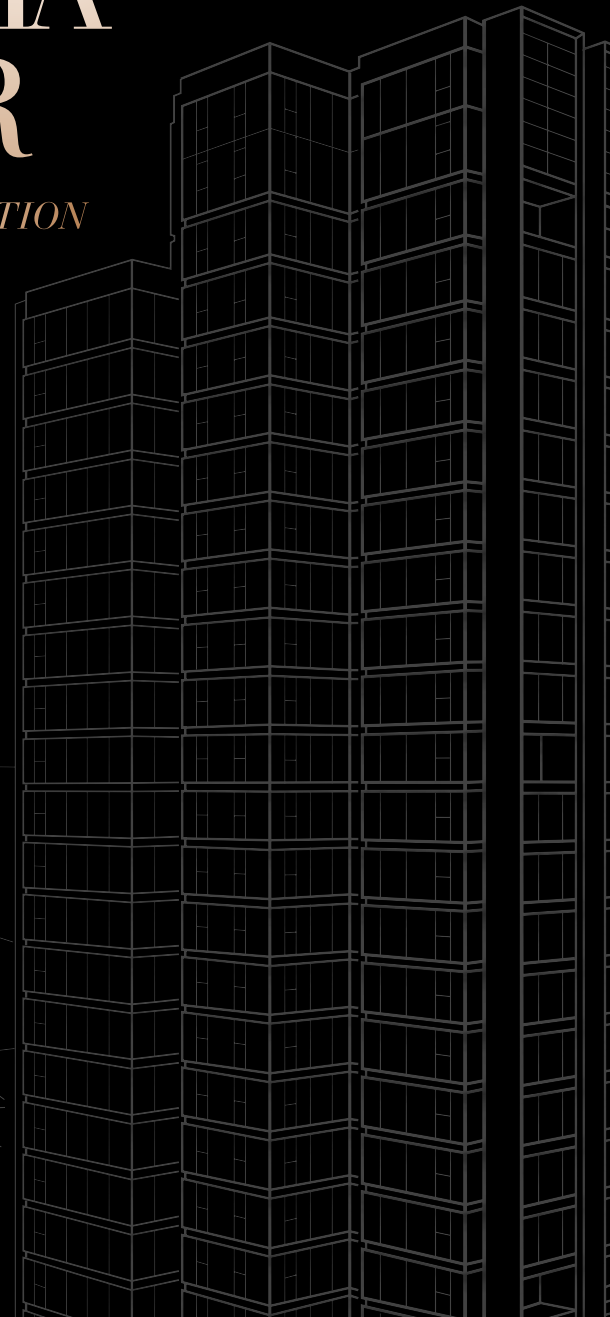


250 | CITY  
ROAD  
LONDON EC1

# VALENCIA TOWER

*THE PENTHOUSE COLLECTION*



**Berkeley**  
Designed for life

250 CITY ROAD  
THE PENTHOUSE COLLECTION

*The Penthouse Collection,  
250 City Road: Prestigious  
London Living*

# VALENCIA TOWER

*THE PENTHOUSE COLLECTION*

*Positioned between Old Street and Angel in Zone 1,  
250 City Road invites you to enjoy the London high life  
like never before. Welcome to the Penthouse Collection.  
Beautifully designed and elegantly styled, these five  
Penthouses are the epitome of London City Living.*

2  
X

*Your invitation...*

# *to inspiration* **REALISED**

For the discerning few ready to embrace next level London living, the Valencia Tower Penthouse Collection is where it all begins. Styled by Interior Designers Studio 9, the five aesthetically and architecturally outstanding Penthouses on the 34th, 35th and 36th floors are a truly rare find in this area. At this magnificent height, revel in some of the most breathtaking and uplifting, panoramic sightlines across the Capital.

3  
X  
THE PENTHOUSE COLLECTION



250 CITY ROAD  
LONDON EC1

VALENCIA TOWER  
PENTHOUSE COLLECTION  
34TH, 35TH AND 36TH FLOORS

- KEY**
- 1 The Scalpel
  - 2 The Gherkin
  - 3 The Lloyds Building
  - 4 Bishopgate (Under construction)
  - 5 The Diamond (Construction planned)
  - 6 The Trellis (Construction planned)



**250 CITY ROAD  
THE PENTHOUSE  
COLLECTION**

*250 City Road  
nestles in one of  
London's most  
sought after locations  
connecting Old Street,  
the City Square Mile,  
and inspirational  
Islington.*

Map not to scale and shows approximate locations only.

'250 CITY ROAD SUCCESSFULLY MARRIES INTRICATE LOW RISE ARCHITECTURE, WHICH CAREFULLY RESPONDS TO THE STREETScape AND URBAN REALM, WITH STRONG HIGH RISE TOWERS RESPONDING TO THE WIDER CITY CONTEXT. THIS HAS CREATED PLACES TO LIVE AND WORK WITH A HUMAN SCALE WHILST ALSO DEFINING A LANDMARK DESTINATION.'

**Giles Robinson**  
Partner, Foster+Partners



Computer generated images of 250 City Road, indicative only.



250 CITY ROAD  
THE PENTHOUSE COLLECTION

*The Valencia Tower Penthouse  
Collection takes pride of place  
on the 34th, 35th and 36th  
floors of Valencia Tower*

# *The* PENTHOUSES

Comprising of two stunning two-bedroom suites and three three-bedroom suites, each Penthouse invites you to connect with the Capital and its skyline like never before. Private balconies, winter gardens and terraces allow you to capture the breathtaking and bustling metropolis below from a height like no other.

*Extensive private space with...*  
**Sublime  
SIGHTLINES**

ROOF TERRACE

*Look west to Regent's  
Park or south to the River  
Thames, the City and  
some of the Capital's most  
remarkable landmarks.*



Where all is designed for the...

# Luxury London LIFESTYLE



### *Innovative Design*

The breath-taking Valencia Tower penthouses have been realised by inspirational interior designers Studio 9 to evoke a truly inspired London lifestyle.

### LIVING ROOM

*A statement of high quality and elegance runs through the generous open-plan living area. The diligent design meets every lifestyle requirement, from private relaxation to entertaining guests.*

DINING

*Full height glazing draws in the finest sightlines London has to offer; a unique visual background to spark conversation at any social occasion.*



KITCHEN

*Effortlessly functional, rich in style, and understated in equal measures, the bold stone worktops stand out against the streamlined cabinets and premium appliances.*



MASTER BEDROOM

*A peaceful retreat to relax and unwind while watching the bustling City below. Designed for peace and privacy; with comfort cooling and underfloor heating to create the optimum temperature all year round.*



✦ BEDROOM

*Timber herringbone flooring sets a modern and elegant tone, enhanced by bespoke floor-to-ceiling wardrobes with smart lighting.*

BATHROOM

*The ultimate in luxury. Each suite features contemporary fittings, overhead showers, large format tiles and his and hers washbasins. A deep, freestanding bathtub is perfectly positioned to help you to relax and unwind.*



250 CITY ROAD  
THE PENTHOUSE COLLECTION

*The following floorplans  
demonstrate in detail the  
free-flowing indoor and outdoor  
space within the penthouses.  
Each has a unique interior  
where an exhilarating lifestyle  
can be enjoyed.*

# FLOORPLANS



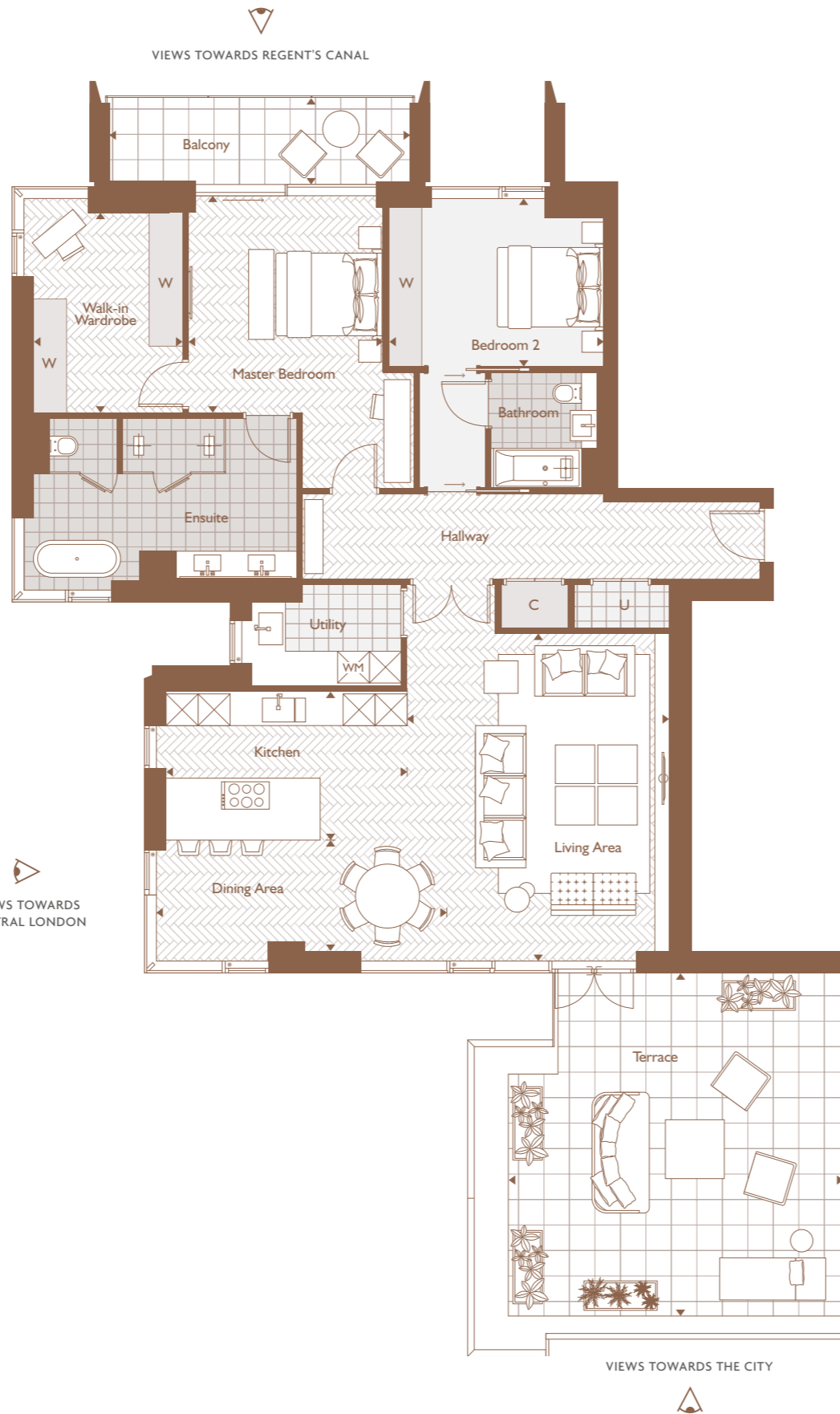
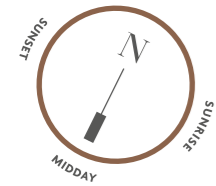
*Taking its place in London...*

# 250 CITY ROAD

As one of the most exciting and easy-to-reach locations in London, the delights of the Capital are within touching distance at 250 City Road. Combining impressive architecture and serene landscaped gardens, this is a new urban quarter unlike any other.

The sitemap is indicative only and subject to change. In line with our policy of continuous improvement we reserve the right to alter layout, building style, landscaping and specification at any time without notice.





# SAPPHIRE

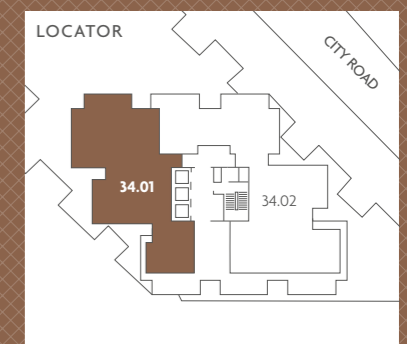
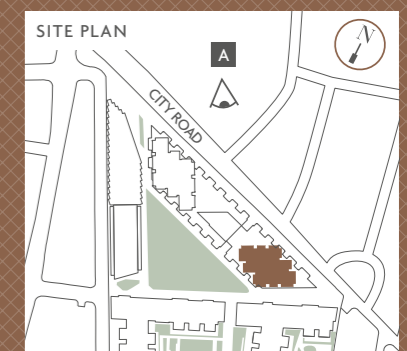
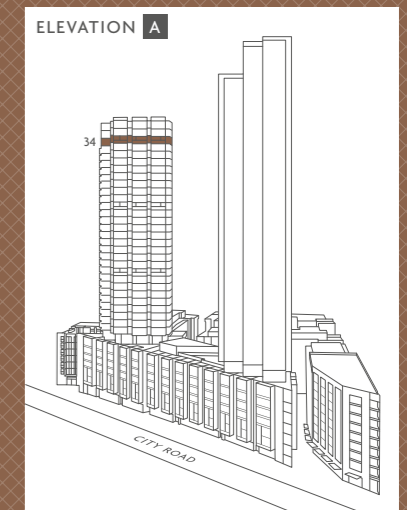
## 2 BEDROOM APARTMENT

APARTMENT NUMBER

34.01

LEVEL

34



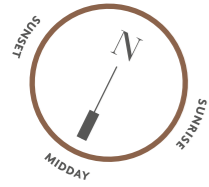
AREA 150 SQ.M 1,615 SQ.FT

LEVEL 34

Balcony Area	9 sq.m	97.4 sq.ft
Terrace Area	26.9 sq.m	289.5 sq.ft
Kitchen	4.53m x 2.78m	14'10" x 9'1"
Living Area	6.18m x 4.96m	20'3" x 16'3"
Dining Area	5.48m x 2.13m	17'11" x 6'11"
Master Bedroom	4.20m x 3.69m	13'9" x 12'1"
Walk-in Wardrobe	3.76m x 2.84m	12'4" x 9'3"
Bedroom 2	4.06m x 3.20m	13'3" x 10'5"

KEY ◀▶ Depicts Measurement Points C Cloak/Storage U Utility Cupboard W Wardrobe WM Washing Machine

\* Opening window. Floorplans shown for 250 City Road are for approximate measurements only. Exact layouts, finishes and sizes may vary. All measurements may vary within a tolerance of 5%. The dimensions are not intended to be used for carpet sizes, appliance sizes or items of furniture. Subject to Planning.

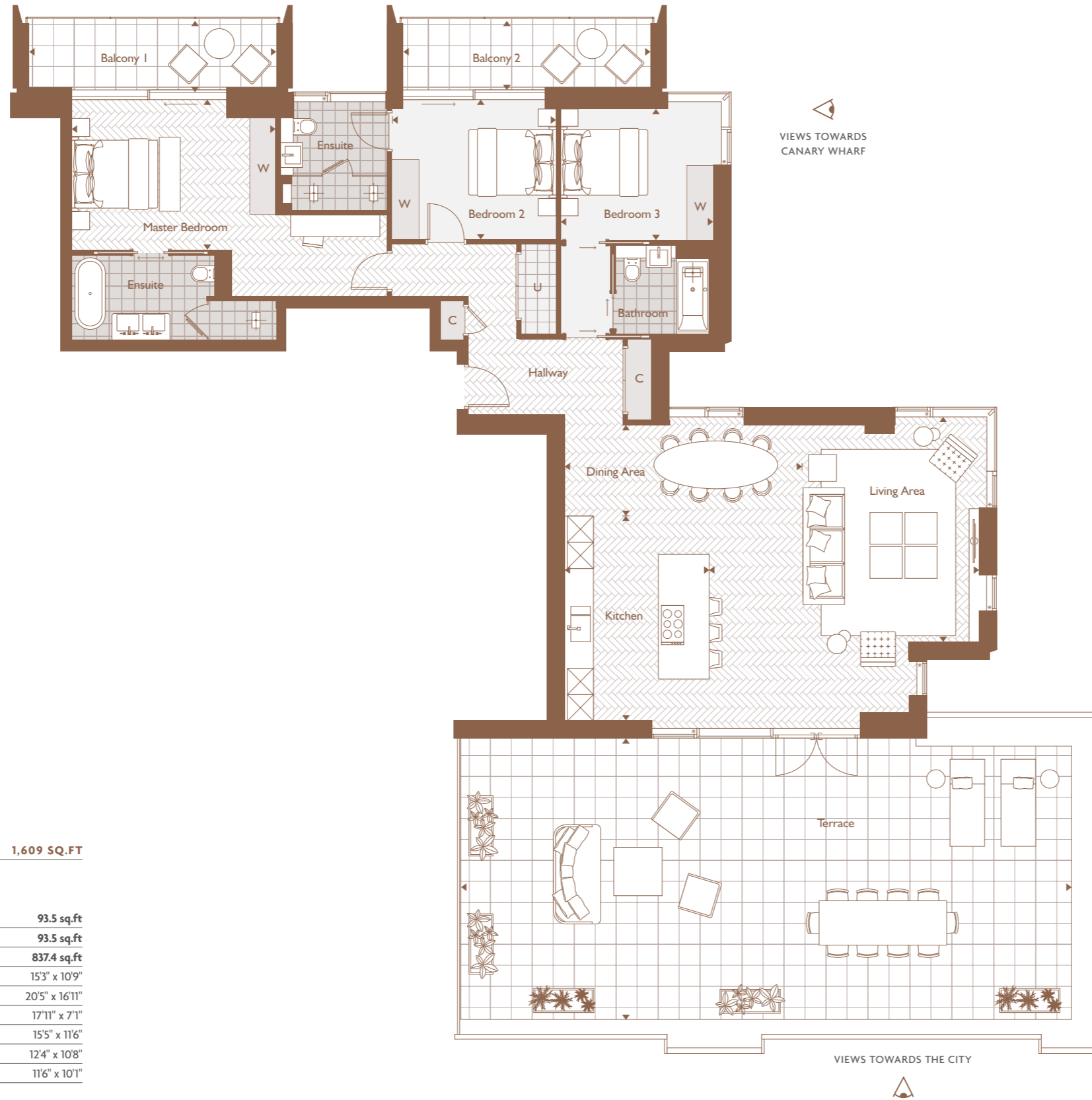


32  
X

VIEWS TOWARDS REGENT'S CANAL

33  
X

THE PENTHOUSE COLLECTION



AREA 149 SQ.M 1,609 SQ.FT

LEVEL 34

Balcony 1 Area	9 sq.m	93.5 sq.ft
Balcony 2 Area	9 sq.m	93.5 sq.ft
Terrace Area	77.8 sq.m	837.4 sq.ft
Kitchen	4.67m x 3.30m	15'3" x 10'9"
Living Area	6.23m x 5.17m	20'5" x 16'11"
Dining Area	5.48m x 2.16m	17'11" x 7'1"
Master Bedroom	4.70m x 3.51m	15'5" x 11'6"
Bedroom 2	3.76m x 3.26m	12'4" x 10'8"
Bedroom 3	3.53m x 3.09m	11'6" x 10'1"

KEY ◀▶ Depicts Measurement Points C Cloak/Storage U Utility Cupboard W Wardrobe

# TOPAZ

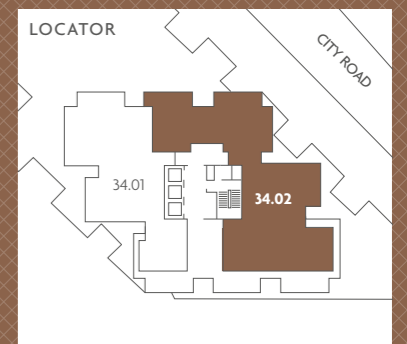
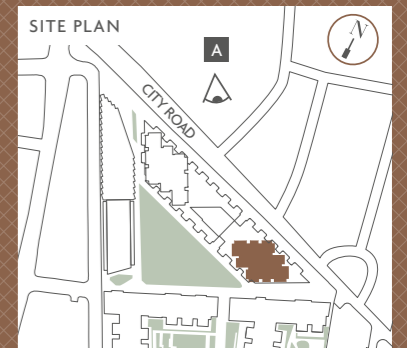
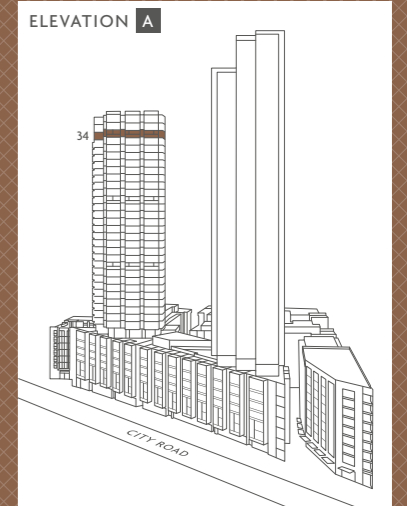
## 3 BEDROOM APARTMENT

APARTMENT NUMBER

34.02

LEVEL

34



\* Opening window. Floorplans shown for 250 City Road are for approximate measurements only. Exact layouts, finishes and sizes may vary. All measurements may vary within a tolerance of 5%. The dimensions are not intended to be used for carpet sizes, appliance sizes or items of furniture. Subject to Planning.



LEVEL 35

VIEWS TOWARDS REGENT'S CANAL

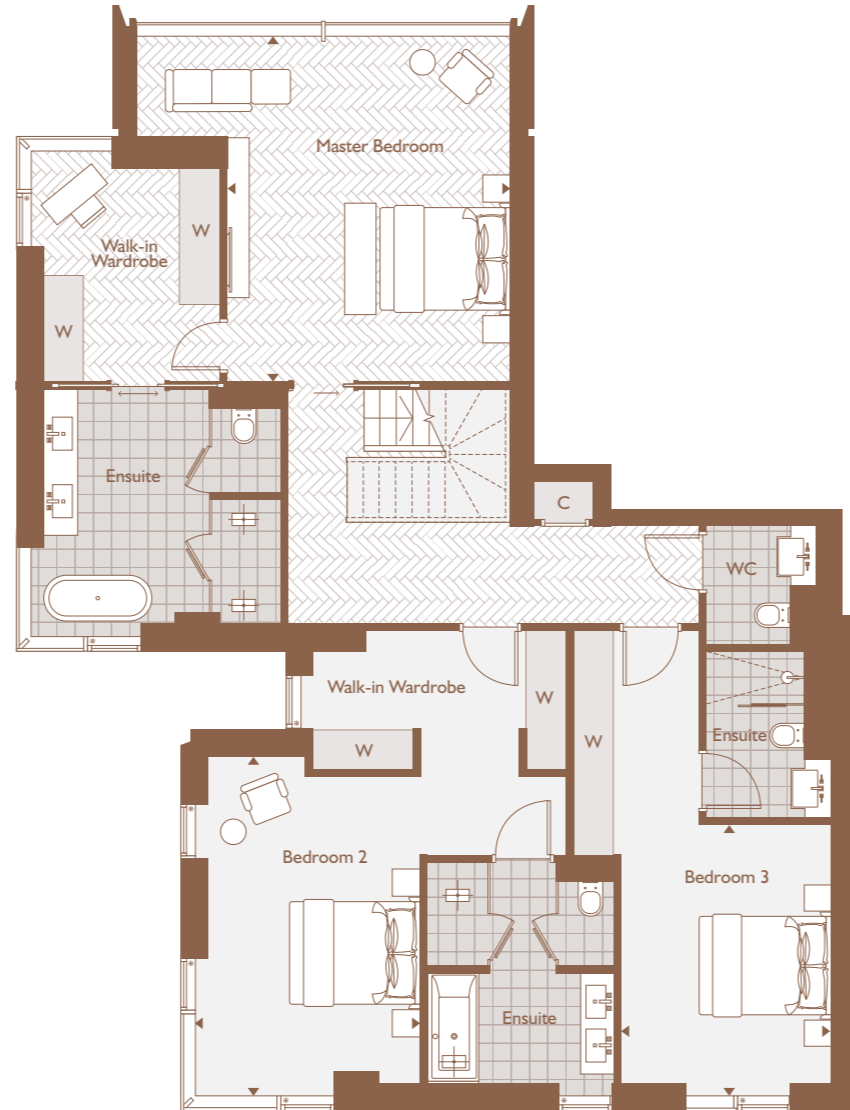


VIEWS TOWARDS  
CENTRAL LONDON

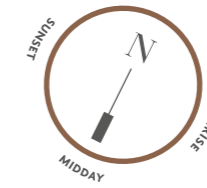
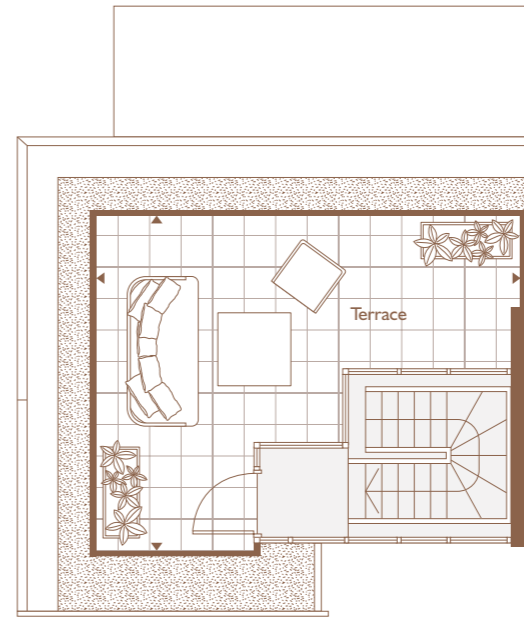
VIEWS TOWARDS THE CITY



LEVEL 36



LEVEL 37



THE PENTHOUSE COLLECTION

RUBY

3 BEDROOM  
APARTMENT

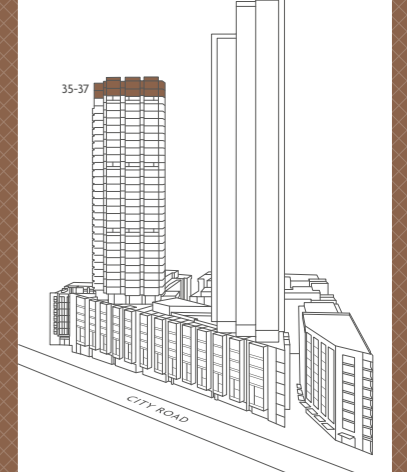
APARTMENT NUMBER

35.01

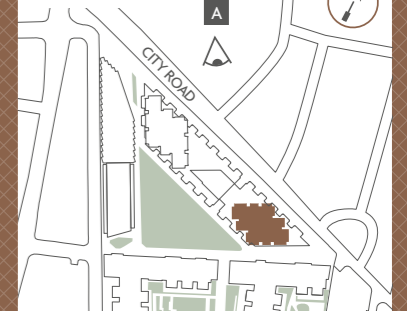
LEVEL

35-37

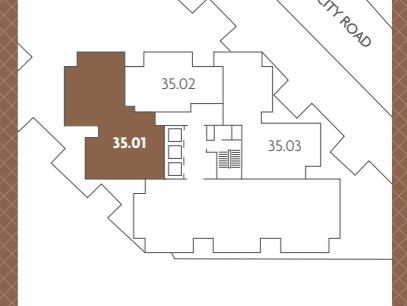
ELEVATION A



SITE PLAN



LOCATOR



AREA 274 SQ.M 2,950 SQ.FT

LEVEL 35

Kitchen	6.95m x 3.04m	22'9" x 9'11"
Living Area	6.68m x 5.00m	21'10" x 16'4"
Dining Area	5.23m x 2.94m	17'1" x 9'7"
Breakfast / Dining Area	5.66m x 3.29m	18'6" x 10'9"

LEVEL 36

Master Bedroom	5.25m x 4.27m	17'2" x 14'0"
Bedroom 2	5.31m x 3.42m	17'5" x 11'2"
Bedroom 3	4.17m x 3.18m	13'8" x 10'5"
Walk-in Wardrobe	2.74m x 3.19m	8'11" x 10'5"

LEVEL 37

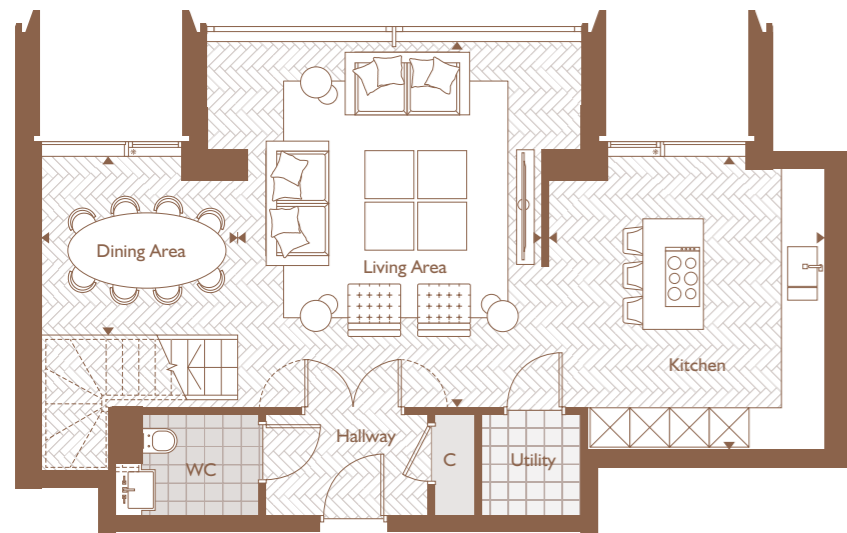
Terrace Area	23 sq.m	248 sq.ft
--------------	---------	-----------

KEY ◀▶ Depicts Measurement Points C Cloak/Storage U Utility Cupboard W Wardrobe

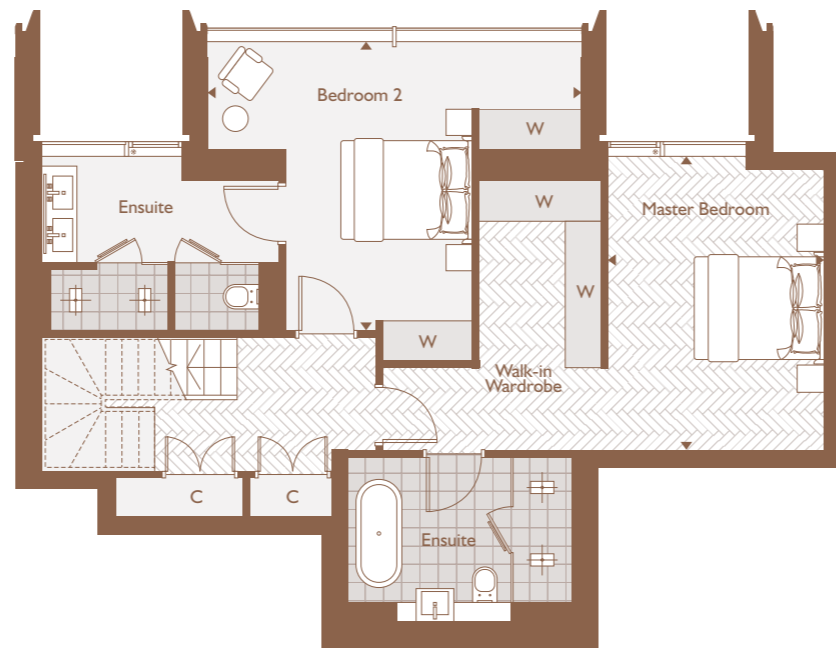
\* Opening window. Floorplans shown for 250 City Road are for approximate measurements only. Exact layouts, finishes and sizes may vary. All measurements may vary within a tolerance of 5%. The dimensions are not intended to be used for carpet sizes, appliance sizes or items of furniture. Subject to Planning.

VIEWERS TOWARDS REGENT'S CANAL

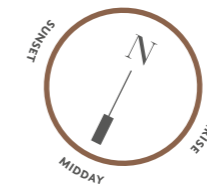
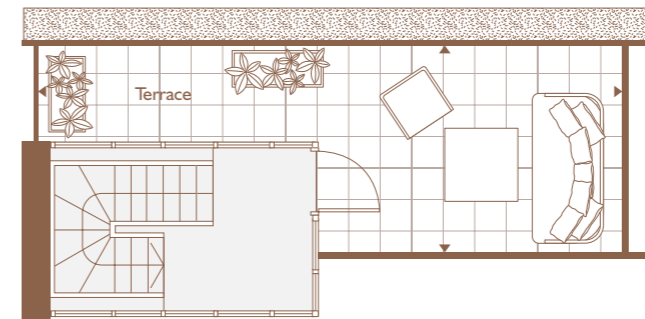
LEVEL 35



LEVEL 36



LEVEL 37



AREA 152 SQ.M 1,636 SQ.FT

LEVEL 35

Kitchen	4.58m x 4.43m	15'0" x 14'6"
Living Area	5.56m x 4.10m	18'2" x 13'5"
Dining Area	3.17m x 2.36m	10'4" x 7'8"

LEVEL 36

Master Bedroom	4.49m x 3.33m	14'8" x 10'11"
Bedroom 2	5.69m x 4.47m	18'8" x 14'7"

LEVEL 37

Terrace Area	21 sq.m	221 sq.ft
--------------	---------	-----------

KEY ◀▶ Depicts Measurement Points C Cloak/Storage U Utility Cupboard W Wardrobe

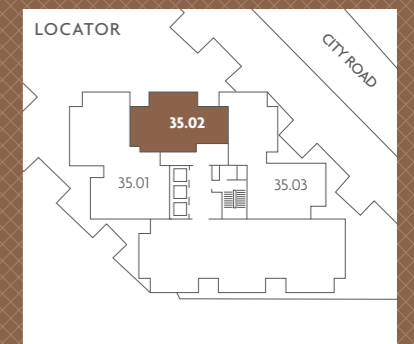
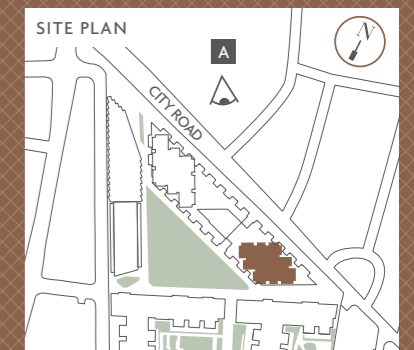
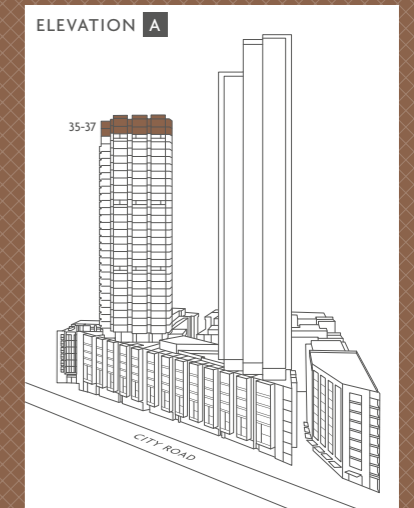
\* Opening window. Floorplans shown for 250 City Road are for approximate measurements only. Exact layouts, finishes and sizes may vary. All measurements may vary within a tolerance of 5%. The dimensions are not intended to be used for carpet sizes, appliance sizes or items of furniture. Subject to Planning.

# AMBER

## 2 BEDROOM APARTMENT

APARTMENT NUMBER  
35.02

LEVEL  
35-37



LEVEL 35

VIEWS TOWARDS REGENT'S CANAL

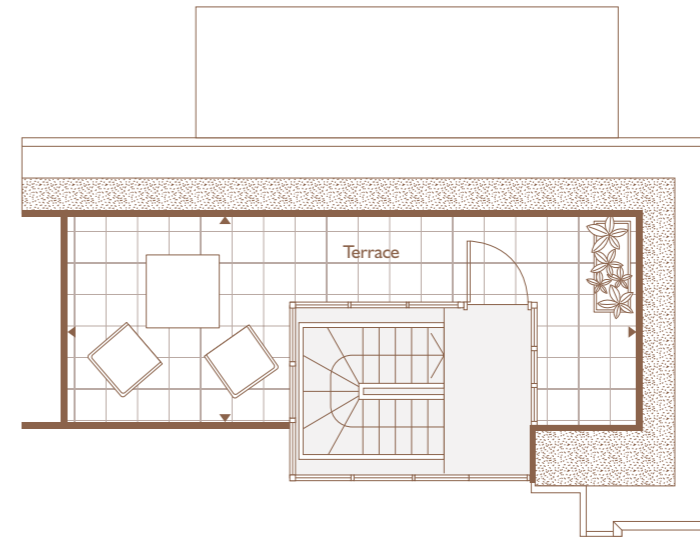


LEVEL 36

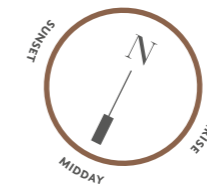
VIEWS TOWARDS CANARY WHARF



LEVEL 37



VIEWS TOWARDS THE CITY



AREA 235 SQ.M 2,530 SQ.FT

LEVEL 35

Kitchen	5.94m x 3.45m	19'5" x 11'3"
Living Area	7.00m x 6.64m	22'11" x 21'9"
Dining Area	5.18m x 3.03m	16'11" x 9'11"
Breakfast / Dining Area	5.69m x 1.56m	18'8" x 5'1"

LEVEL 36

Master Bedroom	4.14m x 3.10m	13'6" x 10'2"
Bedroom 2	3.60m x 2.75m	11'9" x 9'0"
Bedroom 3	6.11m x 4.30m	20'0" x 14'1"
Walk-in Wardrobe	4.00m x 2.59m	13'1" x 8'5"

LEVEL 37

Terrace Area	20 sq.m	220 sq.ft
--------------	---------	-----------

KEY ◀▶ Depicts Measurement Points C Cloak/Storage U Utility Cupboard W Wardrobe

\* Opening window. Floorplans shown for 250 City Road are for approximate measurements only. Exact layouts, finishes and sizes may vary. All measurements may vary within a tolerance of 5%. The dimensions are not intended to be used for carpet sizes, appliance sizes or items of furniture. Subject to Planning.

OPAL

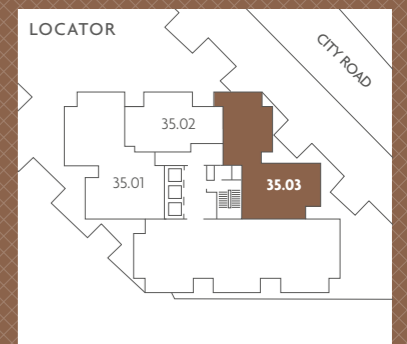
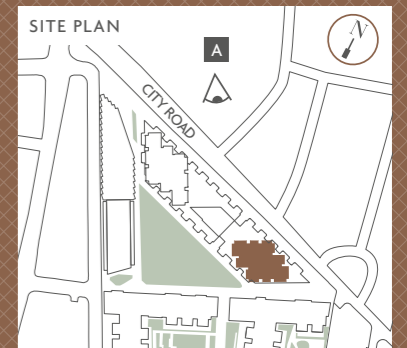
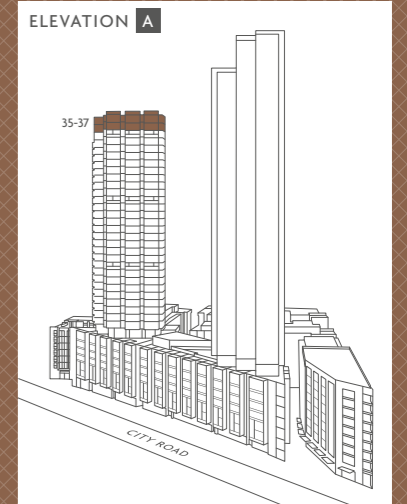
3 BEDROOM APARTMENT

APARTMENT NUMBER

35.03

LEVEL

35-37



250 CITY ROAD  
THE PENTHOUSE COLLECTION

*Fine materials, elegant details,  
quality fixtures and fittings: the  
highest standards throughout.*

# SPECIFICATION

Reaching extraordinary levels...

# Penthouse SPECIFICATION

## INTERIOR FINISHES

- Timber flooring to hallway, living, dining, kitchen and master bedroom
- Timber front door
- Feature timber internal doors
- Skirting in satin finish
- Smooth painted ceilings
- Double glazed doors onto terraces and balconies
- Brass finish door fittings throughout

## KITCHEN

- High quality kitchen cabinets
- Glass and veneer finish to cabinets
- Stone worktops and splashbacks
- One and a half bowl sink
- Hot tap
- Two Miele ovens
- Miele combination oven
- Miele steam combination oven
- Miele induction hob
- Miele fridge and freezer
- Miele integrated dishwasher
- Miele free-standing washer/ dryer in utility cupboard
- Wine cooler
- Compartmentalised waste storage

## BEDROOMS

- High quality bespoke fitted wardrobes with low level drawers to all bedrooms
- Integrated sensor lights in fitted wardrobes

## BATHROOMS/SHOWER ROOMS

- White stone composite free-standing baths
- Wash hand basin with wall mounted brass finish tap and stone his & hers vanity top (where applicable)
- Glass shower enclosure/screen with tiled floor
- Overhead shower and handshower set in all showers
- Wall mounted WC with soft close seat and dual flush control
- Mirrored toiletries cabinet with integral lighting
- Featured heated brass finish towel bars/rail
- Large format wall and floor tiles with feature wall

## HEATING

- Zoned underfloor heating throughout
- Comfort cooling provided to all penthouses
- Centrally provided heating and hot water, individually metered to each penthouse

## LIGHTING/ ELECTRICAL FITTINGS

- Energy efficient LED downlights to all areas
- Illuminated coffer detailing with LED strip lighting to living and master bedroom
- Feature under cabinet lighting to wall units in kitchen
- Automatic lighting to wardrobes and storage cupboards
- Brass finish light switches throughout
- Brass finish steel socket outlets
- Shaver sockets to bathrooms/shower rooms
- Master light switch to hallway

## TELECOMMUNICATIONS

- Telephone points fitted in all bedrooms and living areas
- TV/FM/Satellite/Sky+ HD/Hotbird enabled
- Wired for Sky multi-room to all habitable rooms
- High speed broadband connectivity for all units
- Audio system installed to all rooms

## SECURITY AND PEACE OF MIND

- Mains powered smoke/ heat detectors with battery backup to apartments and communal areas
- 24-hour CCTV coverage to whole estate with regular security patrols
- Video entry phone system connected to concierge
- Fitted security alarm
- 10-year warranty (NHBC, Premier Guarantee or similar) and 2-year Berkeley warranty

## COMMUNAL AREAS

- Carpeting to all corridors
- Tiled and carpeted entrance lobbies
- Lifts serving all floors

Architecturally designed hard and soft landscaping featuring courtyard and rooftop garden areas

## CAR PARKING

- Secure underground parking available by negotiation. Some include car charging points
- Secure basement cycle stores
- On street parking in disabled bays only: In accordance with local planning requirements (Section 106 agreement) the owner of any of the apartments within the development is required to covenant not to apply for (unless the occupant is the holder of a disabled person's badge issued pursuant to section 21 of the Chronically Sick and Disabled Persons Act 1970) a permit to park a vehicle in a place designated in an order made under section 45(2) of the Road Traffic Regulation Act 1984 for the use of residents or businesses in the locality of the land (this does not relate to the private car park)
- A Car Club will be available to residents who can join for an annual or monthly premium, subject to complying with the terms and conditions

250  
CITY ROAD

250 CITY ROAD  
THE PENTHOUSE COLLECTION

*Exclusive facilities for the  
complete urban lifestyle.*



The hotel proves this is a...

# Premium LOCATION

## LUXURY 4\* HOTEL BY NHOW

After finding a home in Marseille, Berlin, Santiago, Rotterdam and Milan, the nhow hotel finally arrives in the UK at the entrance of 250 City Road. Opening in Early 2020 with 190 bedrooms, a restaurant, bar and fitness suite, this 4\* hotel will blend international style with local cosmopolitan character, offering an unconventional and unique experience.



✦ Taking inspiration from the industrial past and technological future of the area, nhow presents 'Old London Reloaded' as the concept of this new destination and hotspot for visitors to The City.



**nhow**  
elevate your stay

*Taking its inspiration from the most avant-garde cities in the world and designed by the most creative minds of the moment, nhow is both a hotel and an explosion of inventiveness occupying one single space.*

*The brand's expressiveness knows no bounds. It stimulates, inspires, surprises.*

*nhow is alive...*

A development created for...

# Living with DISTINCTION

CONCIERGE

Available 24 hours a day, seven days a week, the concierge desk at 250 City Road is on hand to help you or your guests with any special requirements. From restaurant reservations to ordering taxis and taking deliveries, make your request any time of the day or night.

THE PENTHOUSE COLLECTION



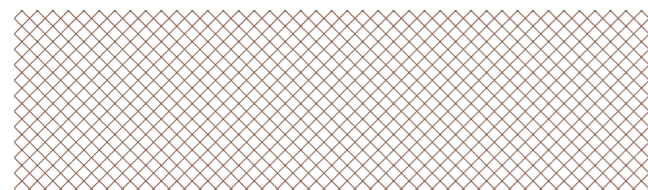
# iBasin

*London's most dynamic new office space*

Situated on floors 1-3, iBasin offers up to 75,000 sq ft of contemporary office space overlooking the City Road Basin. Situated at a pivotal point between Old Street, Angel and Clerkenwell, iBasin marks the next stage in City Road's transformation into one of London's most exciting new neighbourhoods in the heart of Tech City.



Photograph of iBasin reception area.



*Leisure facilities designed for...*

# Reflection & RELAXATION

Wind down after a busy day within the sanctuary of the spa at 250 City Road. Incorporating a 20-metre three-lane pool, Jacuzzi, shower experience, steam and sauna rooms, this is the perfect place for a little rest and relaxation.

SPA & POOL

*Take the lift down  
from penthouse level  
and dive in.*



Photograph of the residents' gymnasium at 250 City Road.

Maintain peak fitness in a...

## Rooftop SETTING

### GYM & TERRACE

*State-of-the-art exercise facilities at 250 City Road feature a yoga studio and 7th floor rooftop terrace for those serious about keeping in shape. This fully equipped private gym offers panoramic views over the canal basin.*



Photograph of the residents' yoga studio at 250 City Road.



Photography of the residents' lounge.

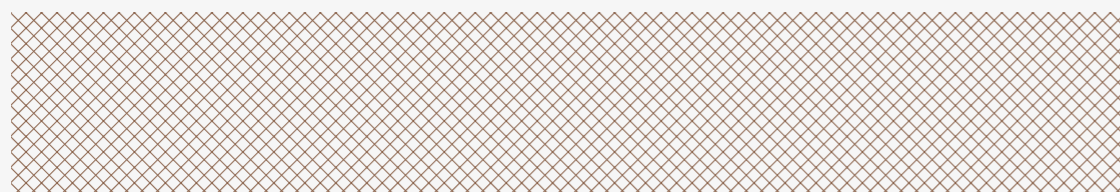
*Unwind in the elegant surroundings of the...*

# *Residents'* LOUNGE



RESIDENTS' LOUNGE

*A stylish and fully equipped space away from the hustle and bustle outside, your residents' lounge is ideal for catching up with work or simply relaxing with the papers.*



Meet with colleagues and business associates in the...

# Business LOUNGE

RESIDENTS' BUSINESS LOUNGE

*When you want to work outside the office, the business lounge at 250 City Road has everything you need. Hire rooms for meetings or functions and enjoy business services closer to home.*



THE PENTHOUSE COLLECTION

*Sit back and relax with friends and family in the residents' only...*

# Screening ROOM



SCREENING ROOM

*The screening room at 250 City Road, the perfect setting to immerse yourself in a good film. All while you relax and unwind in comfortable surroundings.*



*In the centre of London it is essential to have*

# Garden SPACE

The internal landscaped gardens feature 1.9 acres of Wi-Fi enabled public space. With its formal layout and shaded seating areas, it offers a peaceful space to relax and recharge. A true oasis in the City.

## GREEN SPACES

*Valencia Tower rises up beside a beautiful scene of landscaped open gardens filled with mature trees and flowers as well as specially commissioned public works of art.*



Computer generated images of 250 City Road, indicative only.

*The stunning plaza is...*

# *The centre* OF ATTENTION

Outside space takes on a whole new dimension at 250 City Road. A central plaza surrounds verdant parkland sculpted by award-winning landscape architects Murdoch Wickham, and potted with mature trees, water features and wildflower beds. Bustling cafés and restaurants will open out onto the

walkway that rings this ecologically diverse scenery complete with beautiful works of public art, by award-winning artist Ian Rank-Broadley.

## CENTRAL PLAZA

*Public art installations by artist Ian Rank-Broadley add intriguing visual landmarks, while carefully selected plants encourage colour biodiversity.*

*Living, working, studying, investing...*

# *It can only* BE LONDON

The area around 250 City Road has always been a leading technology and financial services centre. Every hour, a new tech business is established in London. In fact, over the last decade and outside of the United States, the Capital has become the focus of the tech and digital world. Right now, it is also fast becoming an elite global hub of fintechs and the world's number one destination for investment in fintech firms.

Aptly named Silicon Roundabout, its close proximity to 250 City Road, the Capital's financial Square Mile and tech giants like Facebook, Google, Amazon, YouTube and Huawei make this one of the most sought after and attractive global Capital locations for a new generation of influencers and inspirers.

## NEXT LEVEL LONDON

*Investment growth in UK technology outpaced the US and China in 2019*

Source: Bloomberg

THE PENHOUSE COLLECTION



Photograph of Old Street roundabout.



Shoreditch possesses one of London's most fashionable high streets, full of fabulously quirky shops with intriguing names. It is also home to the revolutionary Boxpark, the city's first pop-up shopping centre.



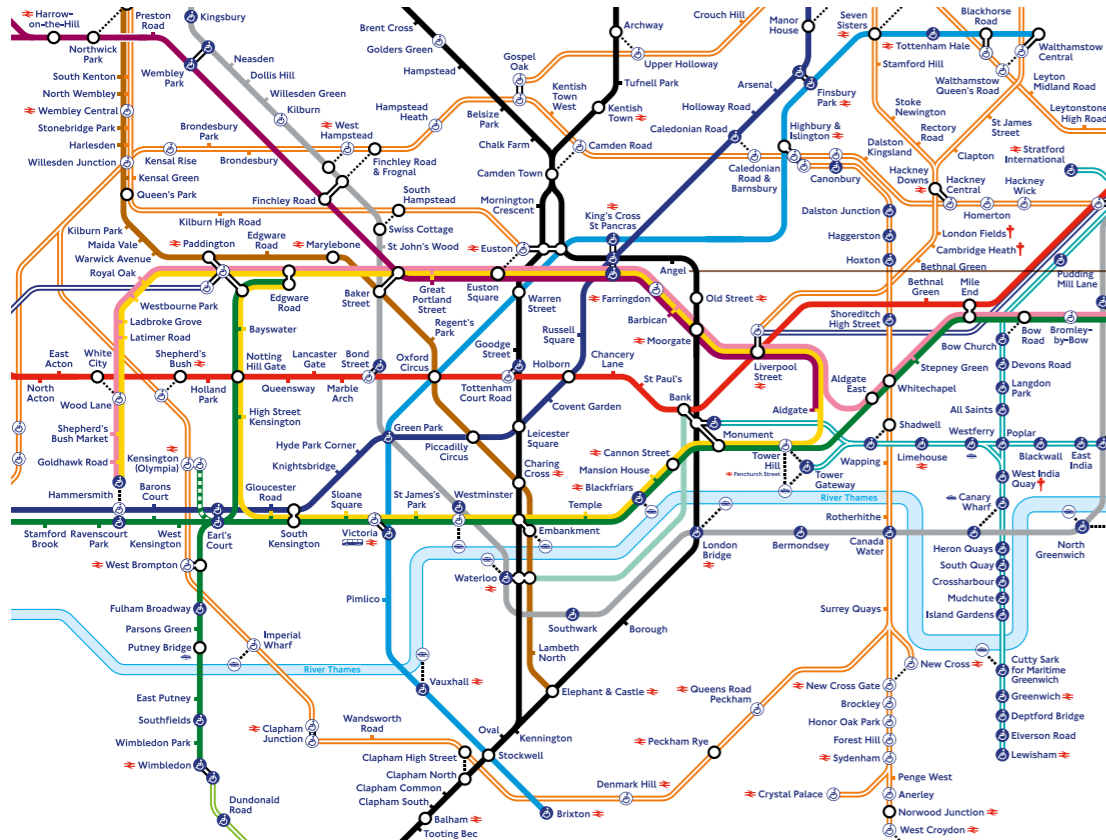
The area around 250 City Road is characterised by creative businesses, encompassing respected contemporary art galleries and restaurants run by passionately inventive chefs.



GASTRONOMY AND REVELRY

*London's artistic and social high-life has shifted east. Neighbourhoods like Islington are alive with modern restaurants, clubs and galleries, all close to 250 City Road.*

Original and accessible, at 250 City Road you really are at the heart of everything London has to offer. With the delights of Upper Street or Silicon Roundabout a 10-minute walk away, this is the perfect destination to set out on foot to explore both the historical and the here-and-now.



250 CITY ROAD  
LONDON EC1

©Transport for London. Registered user number 20/S/3481/P



**WALK**

From 250 City Road to Tube and Overground stations

- Old Street  
8 mins
- Angel  
10 mins
- Shoreditch  
15 mins
- Farringdon  
16 mins
- Hoxton  
19 mins
- Moorgate  
23 mins
- Liverpool Street  
25 mins



**CYCLE**

From 250 City Road

- Angel  
5 mins
- Liverpool Street  
10 mins
- King's Cross/  
St Pancras  
11 mins
- Bond Street  
23 mins
- Canary Wharf  
33 mins
- Paddington  
38 mins



**UNDERGROUND**

From Old Street Station

- Moorgate  
1 min
- King's Cross/  
St Pancras  
5 mins
- London Bridge  
5 mins
- Euston  
6 mins
- Canary Wharf  
18 mins
- Bond Street  
20 mins
- Paddington  
26 mins



**TRAIN**

From Old Street Station

- Moorgate  
4 mins
- Highbury & Islington  
5 mins
- Finsbury Park  
14 mins
- Alexandra Palace  
19 mins



**AIRPORTS**

From Old Street Station

- London City  
30 mins
- London Luton  
51 mins
- London Gatwick  
58 mins
- London Heathrow (Terminals 2 & 3)  
59 mins
- London Heathrow (Terminal 4)  
1 hr 5 mins
- London Stansted  
1 hr 8 mins



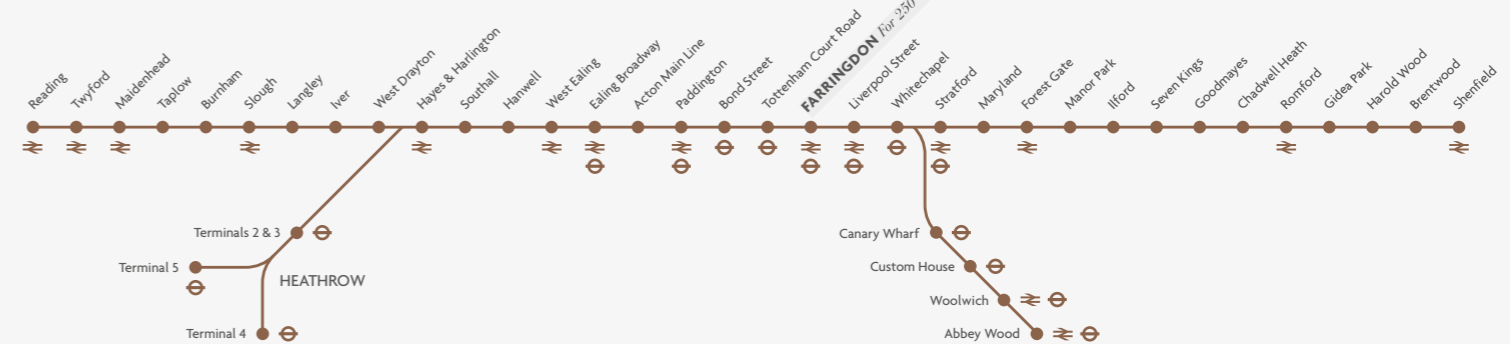
ON THE MOVE

Located a 16 minute walk away; Farringdon is the closest Crossrail station to 250 City Road and from there, journey times are just a few minutes to the West End and less than an hour to either end of the line.

CROSSRAIL TIMES FROM FARRINGDON STATION



CROSSRAIL

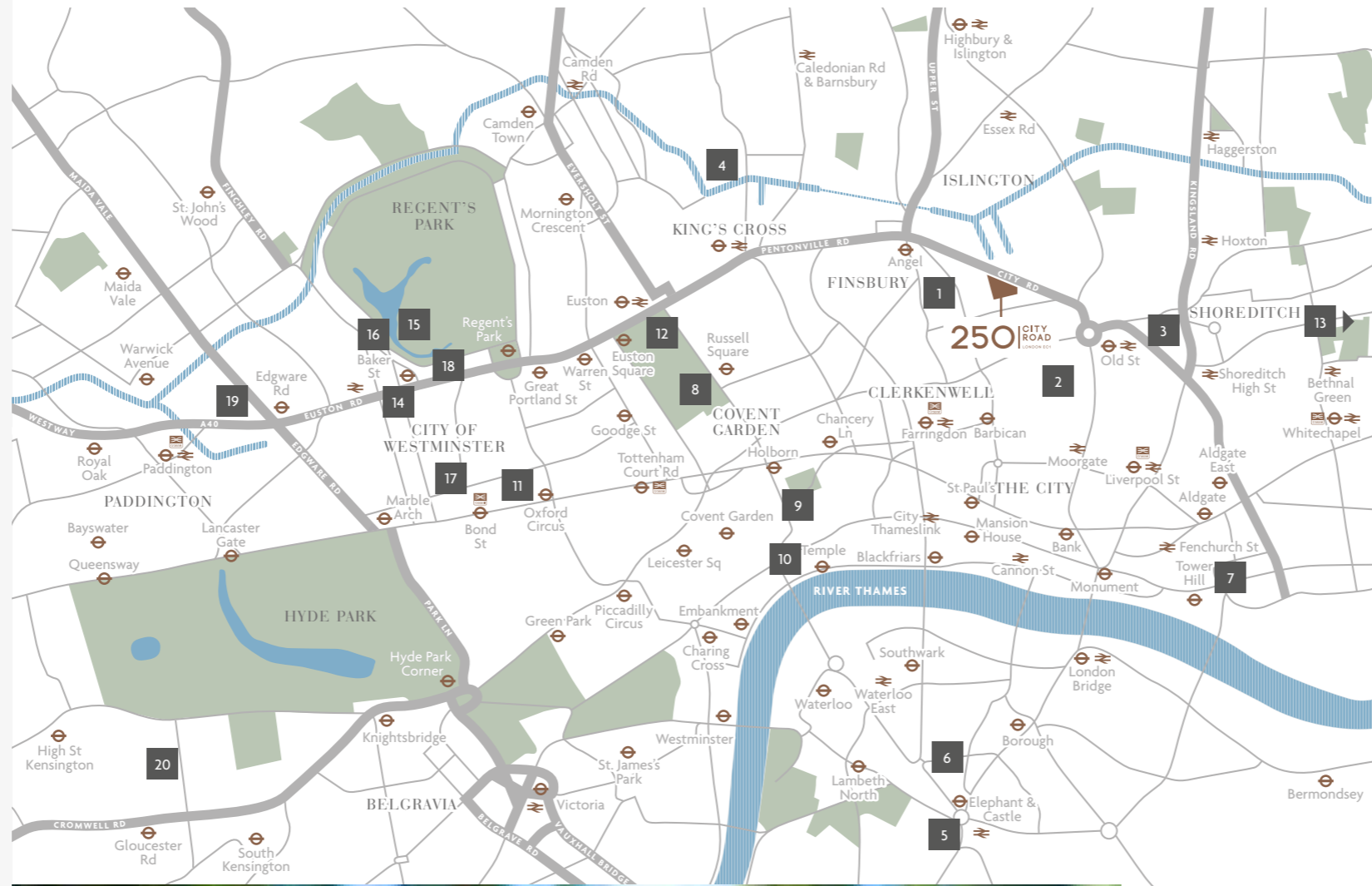


All times are based on travelling at 7.30am on a weekday. Crossrail from Farringdon is a 1 mile walk from 250 City Road. Source: TFL.gov.uk. All times are approximate.

An education that is...  
**First CLASS**

EDUCATION

London's top universities are within easy reach of 250 City Road; with many so close you can go from your living room to classroom in less than half an hour.



**UNIVERSITIES on foot**

- 1. City University London **7 mins**
- 2. Cass Business School **14 mins**
- 3. London College of Fashion, Curtain Road Campus **21 mins**

**UNIVERSITIES from Old Street Underground**

- 4. University of the Arts London – Central St Martins (King's Cross St. Pancras) **5 mins**
- 5. London College of Communication (Elephant & Castle) **9 mins**
- 6. London South Bank University (Elephant & Castle) **9 mins**
- 7. London School of Business & Finance (Tower Hill) **10 mins**
- 8. School of Oriental & African Studies (Russell Square) **10 mins**
- 9. London School of Economics (Holborn) **12 mins**
- 10. King's College London (Temple) **14 mins**
- 11. London College of Fashion (Oxford Circus) **14 mins**
- 12. University College London (Euston Square) **16 mins**
- 13. Queen Mary University of London (Mile End) **17 mins**
- 14. University of Westminster (Baker Street) **20 mins**
- 15. Regent's University London (Baker Street) **20 mins**
- 16. London Business School (Baker Street) **20 mins**
- 17. European School of Economics (Bond Street) **20 mins**
- 18. Royal Academy of Music (Regent's Park) **20 mins**
- 19. City of Westminster College (Edgware Road) **23 mins**
- 20. Imperial College (South Kensington) **24 mins**

\*All times are based on travelling at 7.30am on a weekday from Old Street underground to nearest underground station. Source: TfL.gov.uk, all times are approximate. †King's College London have other campuses at Guy's Campus SE1 9RT, Waterloo Campus SE1 8WA, St Thomas' SE1 7EH and Denmark Hill Campus SE5 8AF.

# Customer RELATIONS

We want to ensure you are happy with every aspect of your new home, so we look after our customers at every stage with expert advice, attention to detail and continuous communication.

From exchange of contracts, your dedicated Berkeley Customer Service Representative will help with any questions you may have.

Here is what you can expect:

- From the day you reserve – until the day you complete – we'll update you regularly on progress
- You will be given your own log-in credentials at reservation to access your personal MyHome Plus account where you will be able to view the development, property, construction progress and buying process information
- Sustainability is high on any responsible builder's agenda. We promise to fully communicate the environmental features of our developments to all of our customers
- Our Customer Relations Manager will present a selection of designer-conceived colour palettes to help you find the interior finish that most suits your style
- We'll meet you on site to demonstrate all the functions and facilities of your new apartment
- We personally handover your key on completion day and make sure everything is to your satisfaction
- The 2-year warranty with 24-hour emergency service has a dedicated customer service telephone number and from the 3rd to the 10th year you'll have the added security protection of a 10-year warranty

Finally we'll contact you after 7 days, at 4 weeks and 7 months after you move in, to make sure everything continues smoothly.



“

You paid excellent attention to quality. The process made me feel special. The common areas are beautifully furnished, you haven't skimped on detail. Everything looks good and functions well. The customer service was super. You were very good at answering my questions and the people accompanying me to any site visits were very knowledgeable.

Berkeley Homes (North East London) Ltd. Purchaser

Putting people at the heart of placemaking and ...

# Giving back to the COMMUNITY

## REVIVE & REINVENT

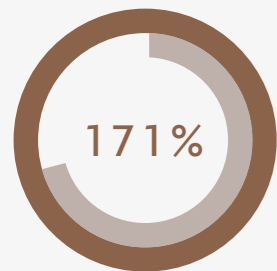
SUPPORTING LOCAL BUSINESSES AT THE HEART OF THE ECI COMMUNITY



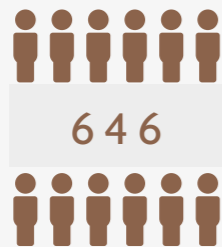
## REACH APPRENTICESHIP PROGRAMME

We are committed to encouraging the brightest and best young talent to become apprentices and develop their life skills and careers within the Berkeley Group and the wider construction industry.

At 250 City Road, we have taken on 250 exceptional young people from the local neighbourhoods to develop their technical, practical and interpersonal skills. Together, we are harnessing work-ready potential and making a real difference to lives in the community.



Increase in apprenticeships at Berkeley since August 2015



Number of apprentices currently on Berkeley Group sites



## CARE & RESPECT

### EDUCATION

We have teamed up with local schools and universities to provide career tips and advice, including CV presentation and interview skills. During Child Safety Week, we invited local residents, parents and children to visit the site. By involving the local community, we raised awareness of the potential hazards when living near a construction site and how they can be prevented.



## SUPPORTING THE COMMUNITY



We sponsor local charities and events, including The Islington Boat Club, The Angel Canal Festival, and the homeless charity Home Start.



A website provides details of the building application and allows the public to submit their feedback.



The 250 City Road newsletter is sent out every month to update residents and the community on progress and up and coming works.



*"If we keep the focus on people, then housing offers so much more than just shelter. It becomes a powerful force for good."*

Tony Pidgley CBE, Chairman



# Designed FOR LIFE

*Our customers are at the heart of all our decisions.*

*We aim to understand their needs and consistently meet or exceed their expectations. The service we provide is professional, efficient and helpful to make the home buying process as straightforward and enjoyable as possible. Our levels of customer service aim to be comparable to other top brands.*

## CUSTOMER SERVICE IS OUR PRIORITY

All our customers are provided with a commitment that when they buy a new home from Berkeley they can be safe in the knowledge that it is built to very high standards of design and quality, has low environmental impact and that they will enjoy an exceptional customer experience. Each customer receives tailored information relating to their purchase and has a dedicated point of contact throughout the customer journey.

## GREEN LIVING AND SUSTAINABLE DEVELOPMENT IS TOP OF OUR AGENDA

As a company, we are committed to reducing energy, water and waste on our construction sites, in our offices and in the homes that we build. Almost all of our developments are built on brownfield land and we always take care to protect and enhance biodiversity and natural habitats. Our homes include features to encourage sustainable living such as dual-flush WCs, recycling bins and energy efficient white goods.

## QUALITY IS AT THE HEART OF EVERYTHING WE DO

At Berkeley, quality takes precedence, from choosing the right location and style of home, to the construction processes we practice, the materials we use and the specifications we put into our homes. For extra peace of mind, in addition to the 10 year warranty all new homes receive, Berkeley operates a 2 year policy with dedicated Customer Service teams on hand 24 hours a day to deal with enquiries quickly and effectively.

## UNPARALLELED CHOICE OF HOMES IN THE MOST SOUGHT AFTER LOCATIONS

As one of the UK's leading house builders, we are able to offer our customers an unrivalled choice of property location, size and type. From city penthouses to country retreats, modern studio apartments to traditional family homes, you will find the perfect home to match your requirements. Our homes are also built in some of Britain's most desirable locations from market towns and rural villages to major towns and cities, and countryside to the coast – we build in the locations you want to live.

## A COMMITMENT TO CREATING SUSTAINABLE COMMUNITIES

Berkeley's homes and developments are not just built for today. They are designed to enhance the neighbourhoods in which they are located permanently. We achieve this through our commitment to excellence in design, sensitive landscaping, sympathetic restoration, and impeccable standards of sustainability. We aim to address the needs not only of our customers but their neighbours and the broader community of which they are a part. It is a long-term view: we want to create exceptional places for people to live, work and relax in, and build communities that will thrive today and for years to come.



Proud to be a member of the Berkeley Group of companies



# A commitment TO THE FUTURE



Over the years, the Berkeley Group has won many prestigious awards for the quality, design and sustainability of its developments.

Our Vision is Berkeley's strategic plan for the business, designed to raise standards higher still. Our goal is to be a world-class business, defined by the quality of the places we create, generating long-term value and having a positive impact on society.

We take our responsibilities towards our customers, the environment, our workforce and the communities in which we work very seriously.

Our plan for the business has five areas of strategic focus: Customers, Homes, Places, Operations and Our People.

## Our Vision

To be a world-class business, defined by the quality of the places we create, generating long-term value and having a positive impact on society.

## Five Focus Areas

An Exceptional Customer Experience	High Quality Homes	Great Places	Efficient and Considerate Operations
We put customers at the heart of our decisions. Dedicated sales teams will provide exceptional service throughout the buying process, and teams will manage the customer relationship from exchange of contracts through to completion, delivery of the new home and after occupancy.	We aim to build high quality, well-designed homes with low environmental impact, where customers have the opportunity to achieve healthy, comfortable and sustainable lifestyles, now and in the future. Attention to detail in design is paramount to ensure our homes meet the needs of our customers.	We seek to create strong communities where people choose to live, work and spend their time and which directly encourage people's wellbeing and quality of life. These are places characterised by the quality of their design, external spaces, transport and access to jobs and amenities.	We reduce the impact of the construction process on the local community by registering all of our sites with the Considerate Constructors Scheme. We set targets to reduce water, energy and waste. We work with our supply chain to ensure high quality services and materials are consistently provided.

## A Commitment to People

The safety, health, wellbeing and development of our people is a high priority. We aim to have a positive impact on society through our support of the Berkeley Foundation.



The Berkeley Foundation is the independent grant-making foundation established by the Berkeley Group in March 2011.

It works in partnership with the voluntary sector and others to help young people in London, Birmingham and the South of England overcome barriers, improve their lives and build a fairer society. It does this primarily by funding high-quality frontline support for marginalised young people. Since its launch, the Foundation has committed over £18 million to more than 100 charities and worthy causes.

The Foundation's funds come from a variety of sources. To date, Berkeley Group employees have raised an amazing £5 million through fundraising events and Give As You Earn. External donations and support comes from Berkeley's supply chain and consultants. The Berkeley Group provides core funding and pays all the Foundation's overheads, which means that all money raised is spent on charitable activities.

In 2018/19, 65% of Berkeley staff got involved with the Foundation's work.

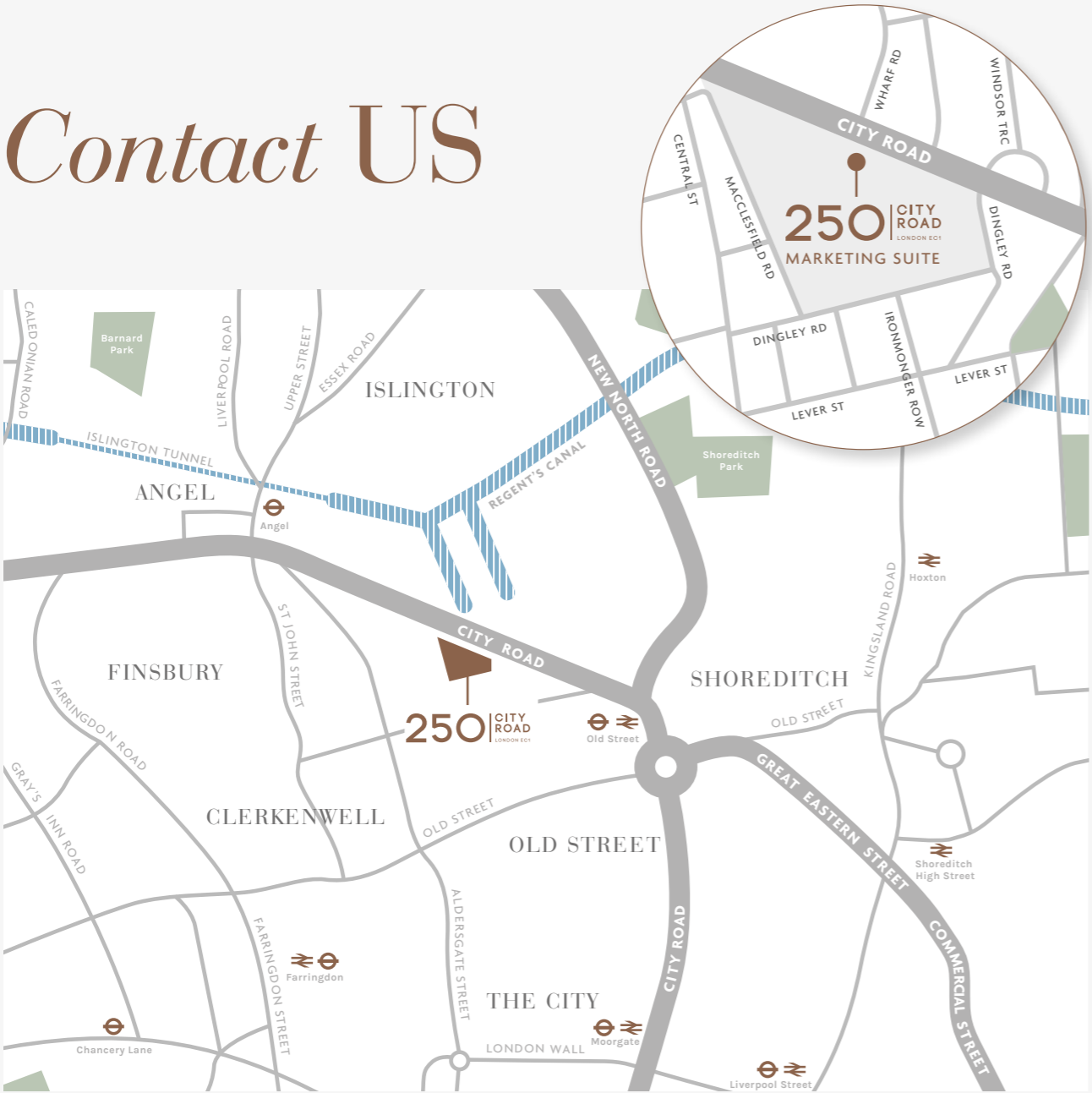
[www.berkeleyfoundation.org.uk](http://www.berkeleyfoundation.org.uk)

[www.berkeleygroup.co.uk](http://www.berkeleygroup.co.uk)



For further information please contact your sales negotiator or email: [sustainability@berkeleygroup.co.uk](mailto:sustainability@berkeleygroup.co.uk)

# Contact US



250 City Road Sales & Marketing Suite  
City Road  
London  
EC1V 2QQ

Call **+44 (0)203 040 6250**  
Email **250cityroad@berkeleygroup.co.uk**  
Or visit **www.250cityroad.co.uk**



The information in this document is indicative and is intended to act as a guide only as to the finished product. Accordingly, due to Berkeley Homes' policy of continuous improvement, the finished product may vary from the information provided. These particulars should not be relied upon as statements of fact or representations and applicants must satisfy themselves by inspection or otherwise as to their correctness. This information does not constitute a contract or warranty. The dimensions given on plans are subject to minor variations and are not intended to be used for carpet sizes, appliance sizes or items of furniture. 250 City Road and Valencia Tower are marketing names and will not necessarily form part of the approved postal address. Applicants are advised to contact Berkeley Homes to ascertain the availability of any particular property. All computer generated images are indicative only. Lifestyle photography images are indicative only. February 2020 E729/05CA/0220



**Berkeley**  
Designed for life