A FORCE FOR GOOD
Placemaking is a force for good in this country. Giving people a home. Creating strong communities. Generating jobs and growth. Making our society better in many different ways.

It is a driving force behind this nation’s wealth and prosperity.

Creating successful places transforms people’s lives, from the country to the suburbs and from council estates to the high street. It is good for the people who live and work in each community; and it benefits countless others who now enjoy fantastic public realm, playing in the parks and using the shops and facilities, as well as public transport and services funded by new development.

This story does not get told loudly enough.

Right across the country, councils and communities are working together with our industry, turning vacant and derelict sites into handsome places that contribute positively to life in Britain. There is a lot for everyone to be proud of.

As a business, Berkeley is always learning and listening hard to what people say. On our 40th anniversary, we also want to celebrate the communities we have built together and the importance of housebuilding to all our lives.

Tony Pidgley CBE, Chairman
Rob Perrins, Chief Executive
CHAPTER 01
The story of Berkeley

CHAPTER 02
Working together

CHAPTER 03
Spaces to enjoy

CHAPTER 04
Places for everyone

CHAPTER 05
Jobs and training

CHAPTER 06
Getting around

CHAPTER 07
Restoring our heritage

CHAPTER 08
Transforming lives

CHAPTER 09
It takes a team to deliver

CHAPTER 10
The future
1976

**Berkeley Homes** established in Weybridge, Surrey by Tony Pidgley and Jim Farrer

1980s

*Berkeley Homes* expands throughout the Home Counties and gains a reputation as a boutique housebuilder offering clients real choice, individual attention and bespoke design

1982

*St George* founded from a partnership with a commercial developer

1985

*Berkeley* fully listed on the London Stock Exchange, with a market capitalisation of £67 million

1988

*Berkeley* building over 600 homes a year

1991

Work starts on *Barnes Waterside*, building 321 homes around a nature and wetlands reserve

1996

*St James* established as a joint venture between Thames Water and Berkeley Group

1999

*Berkeley* start on site at Gunwharf Quays in Portsmouth
“Good housing starts with recognising that every house is someone’s home. It’s the place where you return at the end of each day, the place where you might have a family, where you find a community and feel like you belong.”
Berkeley began 40 years ago as a housebuilder, offering customers genuine choice, individual attention and bespoke design.
An early Berkeley Home

The story of Berkeley...
Today, those are still hallmarks of Berkeley and we create not just homes but communities. Places where people can live, work and play.
Woodberry Down outdoor cinema for Wimbledon Week
It’s all about people and partnerships. Good development is not a product of contracts or policy. It’s built around respect and relationships and depends on trust.
CHAPTER 02

Working together

In our experience, it is not usually policy but a partnership that unlocks delivery.

When a council, community and developer find a way to work together, you get better development. When they have a shared vision, shared goals and shared risks, you get more good homes.

These partnerships revolve around a site which might be delivered within five to ten years. On large, complex regeneration sites, it can often take fifteen to twenty. The challenge of maintaining a genuine partnership throughout that time is considerable. Only when you have sufficient trust can the relationship evolve and cope with changes in staffing, funding and the wider economy.

Victorian Britain was largely built through partnerships between developers and cities. Much of Newcastle was a partnership between Richard Grainger and the city council. Cuthbert Brodrick did the same for Leeds.

Housing London in the 21st century involves creating the same kind of relationships between a borough and all its development partners.
Before

After

Working together
Below: At Woodberry Down, Berkeley is working with the London Borough of Hackney to rebuild the community and replace 1,890 flats with 5,500 new homes. From the outset, there has been a close working relationship between the developer, the council, Genesis, the GLA, local residents and other stakeholders. Strong partnerships have emerged over time with the local resident association, the Woodberry Down Community Organisation, and the Manor House Development Trust.
Successful partnerships can deliver new homes, new schools and better infrastructure.

Above: As part of its contribution at London Dock, St George will deliver high quality affordable homes for the borough.

Left: The creation of Barns Green Primary School is a superb example of a successful collaboration between the local parish council, the school governors, West Sussex District Council and Berkeley. The end result is a state-of-the-art student-centric environment, designed and created by Berkeley Homes for the local community, which will benefit the children of the village and beyond for years to come.
On all developments, *we engage with the community* and all key stakeholders right from the outset. This includes the local authority, neighbours, local resident groups, and other key local stakeholders. We use a *wide range of forums* – from public meetings and exhibitions to workshops and interactive *community planning days*.
Above: Local residents developing ideas for the Brewery Wharf site at Twickenham with St James.

“There is a difference between public consultation and community engagement. Consultation generally involves asking for permission to deliver plans you have already made. Engagement means having a debate, conceding some power, and creating a shared vision for the kind of place you want to create”.
In Southwark, the Berkeley Group has begun to deliver five major sites over the past decade: Empire Square, One Tower Bridge, Tempus Wharf, One Blackfriars and Chambers Wharf. Together, these sites are generating 1,617 new homes, 8,302 jobs, and £165.6 million in tax. They reflect an effective working relationship which benefits everyone.

Above: One Tower Bridge is to be home to The London Theatre Company. The flagship 900-seat theatre will create a new cultural riverside destination in Southwark – complemented by restaurants, cafés and shops. Berkeley worked with the new owners and Southwark to make the site viable and ensure delivery of one of only a handful of new theatres of this scale in London for 100 years.

Right: At One Tower Bridge, the development creates new routes and vistas for the public. The private and affordable homes are also tenure blind. The image opposite shows the private (on the left) and the affordable (on the right) sitting comfortably side by side treating every resident with equal respect.
375 Kensington High Street – one of the first sites developed by St Edward, Berkeley’s joint venture with the Prudential.
St George has worked in partnership with the London Borough of Hammersmith and Fulham for 18 years, contributing to numerous community improvement projects such as the public river walkway, boat club and pontoon at Fulham Reach. The development itself provides 558 homes, including 186 for discount market sale.
St William is a new joint venture between National Grid and the Berkeley Group. The partnership brings a large portfolio of brownfield land owned by National Grid together with the design, build and placemaking skills of the Berkeley Group. St William is starting to develop a portfolio of 32 sites that will deliver over 17,000 homes, four schools and five city parks. The first phase of 12 sites alone will deliver 89 acres of developable land, 6.9 million square foot of development, and 20 acres of open space.
Housebuilding is not just about providing people with shelter. It’s about creating fantastic places which transform people’s quality of life.
CHAPTER 03

Spaces to enjoy

New development has to consider both the social and the physical fabric of a community.

As well as handsome architecture and great streets, residents want a good social life; they want links with neighbours, somewhere to meet, and somewhere to relax and play.

The Berkeley Group is currently creating 212 acres of public open space in London alone.
Development involves creating communities. *It’s about people*, identity, amenity and atmosphere.
Spaces for people to enjoy
Above: The Leman Street Tavern at Goodman’s Fields provides a great place to enjoy a drink, or meal with friends, without having to leave the area.

Left: The Central Square at Goodman’s Fields with its new equine sculptures, water features, café and restaurant is fast becoming a place to play, to linger and spend time in the Capital.

Right: The fantastic ‘Pastry Parlour’ has been on site at Goodman’s Fields for the past three years and offers visitors and residents great coffee and delicious food.
The transformation of the former Ferrier Estate into Kidbrooke Village has created a place where families feel safe and can enjoy their lives.

The regeneration programme has reclaimed 14.2 hectares of brownfield land and created 20 hectares of parkland and public open space.
Today, Kidbrooke has play space, open space and One Space – a community hub actively supporting young people and local families so they can lead positive, purposeful lives.
“I love it here at the London Wetlands Centre. It’s one of my favourite places in the country”

Chris Packham, BBC Springwatch Presenter

Above & right: Berkeley delivered the London Wetlands Centre as part of its Barnes Village development in the early 1990s. It was one of our early lessons in placemaking – working alongside the local community to enhance the neighbourhood and create a destination which people would want to come and enjoy. Twenty years on, Sir David Attenborough is opening the new Wetlands at Woodberry Down. This beautifully restores the old Victorian reservoir as part of the wider regeneration of the estate.
“It’s rammed, it’s busy, it’s vibrant. It’s just lovely. *To see this building brought back to life* and a busy market is *fantastic and very exciting* for local residents.”
At the Royal Arsenal in Woolwich, Berkeley directly employs a team to help deliver events on-site for the residents and the community. From fireworks parties, music events, and farmers markets to Christmas fairs, this active approach is helping to integrate the community and create a destination which people visit for pleasure.
Queens Acre, Beaconsfield - an award-winning St James development

Spaces to enjoy
Spaces for people to enjoy
The spaces between the buildings are where people meet and talk. It’s where you create a community. Berkeley invests as much time and funds into the landscape and the public realm as it does the internal designs of the homes and buildings.

This is not just about placing individual objects in a public space but changing the way people use an area and interact within it. It’s about creating a sense of identity and encouraging you to reflect, relax or have fun.
On every development, you put people first – and then work on the streets and the buildings. You start with a vision for the community.
CHAPTER 04

Places for everyone

Places that are enjoyable and liveable tend to have variety – different types of people doing different kinds of things.

That feeling and character comes from a mix of tenures and uses. The exact combination will change on every development, but a range of people and juxtaposition of alternative designs are core ingredients of most successful places.

Berkeley builds for everyone: from families to first-time buyers, students to older people, and luxury living to affordable housing.

We aim to design buildings that are genuinely tenure blind, embrace different cultures and create spaces where all the residents meet as equals and anyone can feel at home.
The regeneration of Woodberry Down will deliver 5,500 homes, with 41% affordable. We began on site in 2009 and completed the 1,000th home in 2015.
WOODBERRY DOWN

1000

REGENERATION
COMMUNITY
PEOPLE

WELCOME TO THE HANDOVER
OF THE 1000TH HOME AT
WOODBERRY DOWN
From country cottages to London living

Above & right: The Ashmiles at Barns Green is a collection of 69 homes, close to the 13th century market town of Horsham. It blends traditional craftsmanship with modern luxury in the heart of the Sussex countryside. A community orchard has been planted nearby.

Right: London Dock is steeped in maritime history. It was once the Capital’s commercial hub. Today, St George is building 1,800 homes, moments from the City, set within a series of landscaped public squares and gardens which anyone can enjoy.
Places for everyone

All images: At Chambers Wharf in Southwark, St James has built 182 shared ownership and social rented homes. They represent the first phase of a major regeneration project. Completed in less than two years through a pioneering partnership, the scheme provides a blueprint for delivering high quality affordable housing quickly in London.

St James delivered the entire affordable housing provision prior to the construction of any private homes, using £9m of forward funding from the GLA. The build programme commenced in May 2013 and was completed in March 2015.
Places for everyone

Edenbrook, Hampshire

Emerald Square in Roehampton, London
Berkeley is currently developing riverside apartments that will *redefine the London skyline*. Across the company new luxury apartments and penthouses are being *delivered in some of London’s most prestigious areas*. The revenue from these high-end apartments also helps to subsidise the provision of affordable housing.
Woodward Buildings provides probably the best new student accommodation in London. This flagship development in North Acton is the third in a partnership between Imperial College and Berkeley. *It marries high quality interiors with a focus on building community.* *Many of the facilities are open to the public to create a strong link with the local neighbourhood.*
Places for everyone
Berkeley supported a total of **26,000 jobs** in 2015. Every new home built by Berkeley **sustains more than 5 jobs**.
CHAPTER 05

Jobs and training

Good development generates growth and prosperity.

It creates jobs in construction on each site and opportunities for apprenticeships and training.

The total number of jobs supported by Berkeley has more than doubled over the last 5 years (up 130%) compared with a 7% growth in employment across London and the South East over the same period.

The benefits accrue to local people and the wider economy. There are jobs created in new retail and leisure facilities as well as opportunities for businesses to thrive in new premises with access to new customers.

Construction also provides a host of practical opportunities to help people who are not in education, employment or training find their feet in the labour market. We can make a real difference to their lives, while generating direct benefits for society and the economy.
Berkeley has over 1,000 young people in structured training, either directly through its graduate scheme, as construction apprentices, or working on GNVQ or equivalent qualifications.
We employ many people at the beginning of their careers and help them to convert academic learning into practical development skills.
The Berkeley Apprenticeship Scheme was launched in 2014 in conjunction with Greenwich Local Labour and Business and Greenwich Community College. It offers career opportunities to local young people, helping them learn life-long skills and increase the number of skilled construction workers within the Royal Borough.
Creating jobs, training a new generation

Above: The canteen at Goodman’s Fields where Berkeley employs three apprentices from Tower Hamlets College.

Above: Staff recognition at a Talent Management Programme run by St George.

Above: The canteen at Goodman’s Fields where Berkeley employs three apprentices from Tower Hamlets College.
With development comes jobs, during the construction period and on completion. Many of the new schemes are mixed-use and create retail opportunities for local people and businesses.
We have *13,805 people currently employed* in the business or working through contractors on our sites.
Jobs and training
Creating jobs, training a new generation
Above: Cllr Ravi Govindia presenting a certificate to graduate Daniel Harding of the Street Elite programme in Wandsworth.

Left: Michael Phiri and family receiving his Apprentice Graduation Certificate.
Transport policy does not exist in isolation. In many ways, it’s the great enabler of all other plans and targets including those for housebuilding.

Right now, London is the greatest city on earth. But you cannot stay successful without serious investment in transport. It makes everything else possible.
New development often leads to better infrastructure, which benefits the existing community as well as each new resident.

Keeping people moving and making it easy to get around opens up communities and creates better access to jobs and work.

Over the last 40 years, Berkeley has funded numerous road, rail and river projects as well as cycle routes, riverside paths and traffic improvement schemes across London and the South of England.

This investment in transport unlocks regeneration, stimulates the economy and improves people’s quality of life.
New bus routes, riverside piers and green travel plans are created on many of our developments.
2 million people a year now use the Imperial Wharf Station to get around the Capital.
Above: As part of a development of nearly 200 homes at Taplow in Berkshire, we are building a new pedestrian footbridge across the River Thames. This will open up large areas of green space and improve access to Ray Mill Island. The bridge will also link a new landscaped park being created by Berkeley to the popular Boulters Lock restaurant on the riverside.
Above: Through redevelopment of South Quay Plaza, Berkeley is contributing nearly £4m to support the delivery of projects including the new Foster + Partners designed Crossrail station due to open in 2018. This helps to ensure that London continues to be one of the most desirable places in the world to live, work and do business.

Left: We have a commitment that 100% of our developments will include cycle storage which will encourage residents to maintain their bikes and use them safely on the roads. At our City Road development, we will be supporting regular bike workshops, run locally for residents, and will have tricycle storage facilities for disabled residents.
The Crossrail station at the Royal Arsenal is the result of a 10 year public-private partnership. It will be operational from 2018, providing connections from Woolwich to Bond Street in just 20 mins. This is one of only two stations south of the River Thames and will support 15 million journeys annually.
The North Bersted Relief Road was funded by a new 750-home development, constructed by Berkeley Homes and Charles Church. This is only the second new road to be completed in West Sussex during the last 15 years. Both of them have been built by Berkeley. It is 1.8km long, cost £8m, and dramatically reduces traffic congestion and delays in the North Bersted area.
There are few places in the world with such a rich architectural heritage as Britain. *Preserving that heritage for future generations* is our collective responsibility. We should put heritage at *the heart of placemaking.*
CHAPTER 07

Restoring our heritage

Bringing buildings back to their former glory and breathing fresh life into old surroundings is a profoundly important role for development. These buildings often represent key aspects of our history and identity and can once again become a central part of Britain's story.

It is very demanding to preserve heritage assets in a sympathetic way and at the same time ensure their use evolves to meet the demands of modern life. Finding an economically viable long-term use is often arguably as important as the task of restoration itself.

Handled well, historic buildings can provide a focal point for vibrant new development at a range of different scales. Many Berkeley schemes have restored buildings to their former glory and found a long-term use within the context of a successful commercial development.

We believe they illustrate a conservation philosophy which can work for councils, communities and developers in today’s environment.

It takes teamwork, talent, knowledge and painstaking attention to detail; but the outcome can be a stunning mix of beautiful and unique places where people can live and work for years to come.
Roehampton House was designed by Thomas Archer in 1711 and extended by Sir Edwin Lutyens in the 1900s. Today this Grade I listed building forms the centrepiece of a beautiful new development.
Restoring our heritage
Above: Trent Park was a POW camp during World War II, housing German officers and staff. British officers devised a way to listen to their conversations, gaining valuable intelligence which helped win the war. Berkeley bought the site in 2015 and is working with the local community to create a bright new future for the Mansion House and the surrounding grounds.

Left: At the request of the RAF museum, St George restored and relocated the historic Grahame-White Watchtower building at RAF Hendon. This was completed with the support of the RAF, Historic England and the London Borough of Barnet. Restored to its former glory, the building was handed over to the RAF Museum in December 2010.
St James brought together a specialist team who had vast experience and knowledge of restoring historic buildings.
Restoring our heritage
Above: When converting St Joseph’s College for modern use, Berkeley took every opportunity to preserve and enhance its original features. Whether in communal areas or individual apartments, it is these aspects that make the development such a striking and original proposition.
Right: Ruskin House, formerly a prestigious girls’ school has been sympathetically refurbished. It now sits alongside beautiful communal gardens and a thriving tennis club.

Left: 75 Leman Street is the wonderful restoration of an Edwardian building in the heart of historic London.
The Manor House at Summers Place has been fully restored by Berkeley. Development brought people, life and investment back to the site and created a viable, long-term use for the estate.

Right: The Dial Arch was originally constructed between 1717 and 1720 and used as a turning, washing and engraving workshop. It has now been restored and extended to form a popular and successful pub at the heart of the Royal Arsenal Riverside.
Restoring our heritage
Over £7.5m has been committed by the Berkeley Foundation to over 75 charities since 2011, with more than £2.5m raised by Berkeley staff.
CHAPTER 08

Transforming lives

This year, the Berkeley Foundation is five years old. We launched it in 2011 to try and express something different about the Berkeley Group. We were looking for new ways to support people in local communities where we work and we recognised that business had to play a more proactive, more productive role in society after the recession.

It was an instinctive response. We wanted to help. We had the means to do so. We picked four charities, rolled up our sleeves and got on with it.

A lot has happened since. We have expanded dramatically and committed over £7.5 million to over 75 charities, focusing on four themes: helping people secure a home, develop their skills, find a job, and enable those with illness or a disability to live a fulfilling life.

The Foundation itself has become an independent registered charity, supported by the Berkeley Group.

Now we want to inspire every member of staff to support the Foundation at least once every year, in whatever way they choose. And we intend to make sure that the Berkeley Foundation has an enduring impact on individual lives, our partnered charities and the context in which we all live and work for many years to come.
We invest in three ways: through a small group of **Strategic Partners**, in local **Designated Charities** chosen by our staff, and through our **Community Investment Fund**.
Above: Our Job Creation Programme has supported more than 450 unemployed people into work in Berkeley sites and offices since 2013.

Right: We believe that care is at the heart of a decent community. Many of our strongest local partnerships are with children’s hospices and other caring organisations.
Partnerships like Creativity Works help young people to build the skills they need for work through training, mentoring and work experience.

Above: We support people facing or experiencing homelessness with housing advice, training and job opportunities. Shelter’s Hackney Family Service works on the front line with families at risk of losing their home.

Left: Partnerships like Creativity Works help young people to build the skills they need for work through training, mentoring and work experience.
Nearly 70% of all our staff do something every year to support the Foundation.
220 Berkeley staff raised more than £56,000 for Shelter at Vertical Rush 2016.
‘This is the first time I’ve worked for a company that encourages such involvement in helping others. It’s great to see and be part of.’

- Staff Survey 2015
Berkeley staff raised £75,100 at the Prudential Ride London 100 2015.
Creativity Works breakfast event.
‘The commitment from the staff has been great. It’s **brought the business together** – this kind of thing **builds a positive culture.**’
‘It makes me really proud to work somewhere that believes giving back is so important.’

- Staff Survey 2015
The Lord’s Taverners Disability Cricket Championship.

Rob Perrins kicks off a Gaelic football tournament to raise funds for the foundation.
Great development is delivered by bringing together a *team of talented people* from across different sectors with a *real passion* for creating a place that will grace its surroundings, deliver on its purpose and *stand the test of time*. 
It takes a team to deliver

Good development needs more than finance. It needs people.

If you get the people and the culture right, everything else will fall into place. If you put quality first, the numbers will generally follow.

You need people with a real passion for development who will work incredibly hard at the detail. You have to care about the choice of brick, the trees, the signage, the benches and the bin store, because these things matter.

Placemaking is a craft. It’s not a production line.

Above all, you need people who want to collaborate. Development involves people from a huge range of disciplines and all walks of life. From surveyors to bricklayers, architects to site managers, and ward councillors to landscape designers.

Everybody matters and everybody has to work together to deliver the kind of complex, long-term projects which will help us resolve the housing crisis.
It takes a team to deliver
It takes a team to deliver
To create an *amazing, successful place* we tap into the talent across the company. Every team provides a piece of the puzzle. From land to sustainability, marketing to finance, *it can’t be done without working together.*
It takes a team to deliver
It takes a team to deliver
It takes a team to deliver

Fresh ideas and forward thinking.

*A better quality of life for everyone.*
In the future, we should expect the pressure and demands on new development to increase. With less public funding and a growing population, the burden of providing many of the homes and facilities that communities need is falling on the shoulders of private development.

Can we rise to the challenge? Of course we can. There are many inspiring and intelligent schemes in the pipeline at every scale by many different developers and designers.

The final chapter of this book reveals six sites from across the Berkeley Group set to deliver fantastic new places in the years ahead and two examples of thought leadership and innovation that will help us better understand how to operate in the future.
The future
Tall buildings are not the only solution to London’s housing crisis but they represent an important part of the response. Our job is to make sure they are delivered to the very highest quality and for the greatest public good.
Right: White City
St James is working with the London Borough of Hammersmith & Fulham to transform a 10 acre brownfield site into a residential neighbourhood with a new 4-acre public park. The development will create commercial, office, community and leisure space, bringing £615m of investment, creating 620 jobs in construction, 350 permanent jobs on completion, and delivering just over 30% affordable housing on and off site.

Above: Southall Waterside
A new masterplan has been approved for the 85 acre Southall gas works site. Over a period of 13 years, this will deliver 3,750 new homes, along with 74,322 square metres of commercial space, a two form entry primary school and a health centre. There will be 15 acres of landscaped parkland, community gardens, box parks and allotments and a new civic square. Every home will lie within a 5 minute cycle of the new Crossrail station.
The future
One Blackfriars

St George is building a new landmark mixed-use development on the South Bank in London. At its centre is a 50-storey tower providing 274 homes, a 161-bedroom hotel, shops and a new public piazza. This is a stunning piece of architecture designed by SimpsonHaugh and Partners. Construction of the tower supports a host of local training and employment initiatives including pre-employability programmes, work placements and apprentice opportunities. On completion, One Blackfriars will create around 200 permanent new jobs.
Above: Woodhurst Park
This is a new community set within 65 acres of beautiful landscaped open space. It seeks to merge the convenience of 21st century living with traditional ideals in a natural setting. The 750 homes range from one to five bedrooms. Each area has a different character as you move along footpaths and cycle trails from the Village Green to the Orchard Park. A new primary school will contribute to the sense of community while a village pond and country park suggest easy ways to relax and escape.
Stephenson Street

Berkeley Homes and the Greater London Authority have joined forces to build 3,500 homes and a new community on the former Parcelforce depot in Newham. With over 1,100 private rental homes, this will become one of the largest new PRS developments in London. The mix of homes represents a deliberate strategy to create a community where people can live for the long-term.
The future
The Berkeley Group is the only private company in Britain providing grants targeted at *improving health and safety standards in the construction industry*. The Innovation Fund is part of Berkeley’s ambition to operate incident and injury free and have a positive health impact on all the people employed and affected by the company.
Left: ‘Innovation is how you gain a competitive advantage. It’s about the way your product is delivered. Not just what you do, but how you do it. Innovation feels different too. It’s about growth, creativity, responsiveness. People want to be part of that kind of culture, not endless cost cutting.’ Rob Perrins, speaking at the launch of Berkeley’s Innovation Fund.

Above: In April 2016, Berkeley and the Institute for Public Policy Research held an event at the Royal Arsenal which set out a plan to help the next Mayor make London a ‘Global Green City’.
Thank you for reading this book.

We challenge ourselves all the time, constantly searching for the best solution for each individual home and every unique site. Quality matters to us above everything else.

If you would like any further information on the Berkeley Group or our developments, please do not hesitate to contact us.

www.berkeleygroup.co.uk