

B O W G R E E N
L O N D O N E 3



St James
Designed for life





BOW GREEN
LONDON E3

Where the City and nature blend together.

Perfectly positioned between the City, Canary Wharf and Stratford, yet enveloped in rich landscape, Bow Green blends the best of both worlds.

Created by St James, part of the Berkeley Group, 1,450 new homes seamlessly integrate with nature. Alongside award-winning designers and architects with a shared vision to create a thriving new neighbourhood, greenery knits together dining experiences, work spaces, and parkland. At the heart of this landscape an impressive earth sculpture forms a central focal piece and a new destination for all to enjoy.

With three Underground and DLR stations within easy walking distance, commuting to work, leisure activities and London's renowned universities becomes effortlessly convenient.

Beyond the development, attractive Georgian street scenes, popular East London parks and canal walks are a delight to explore on foot or by bike. And when the comfort of home calls, you have everything right here, including a restaurant, a convenience store and exclusive residents' facilities.

Living here, you can have both the energy of the city and the tranquility of nature. It's the perfect balance.



TO THE CITY
3 MILES FROM BOW GREEN


DEVONS ROAD
STATION


BOW ROAD
STATION


MILE END
STATION

O2

GREENWICH

GREENWICH
PARK

CANARY
WHARF


BOW GREEN

ACKROYD DRIVE
GREENLINK
LINK TO
MILE END PARK

TOWER
HAMLETS
CEMETERY
PARK

REGENT'S
CANAL

MILE END
PARK
LINK TO
VICTORIA PARK

RIVER
THAMES

QUEEN MARY
UNIVERSITY

WELCOME

PAGE 7



**BOW VIEW
APARTMENTS**

Computer generated image is indicative only.



Bow Green proudly celebrates its heritage by restoring original features and cultivating historic character throughout.

THE VISION

Computer generated image is indicative only.



A regeneration bringing together new and heritage buildings.

St James has restored a truly unique part of London's green heritage at Bow Green, where the old and new exist in harmony. As you enter, you'll be greeted by the impressive 120 Bow, a newly restored heritage building. Al fresco restaurant seating spills out onto the retained cobbles of Bow Yard, while fountains, benches and steps create new spaces to pause and relax.

Bow Green will become a natural extension of the surrounding established green parks and spaces. A place where people and nature live together, not just next to each other.



"Inspired by local parks and green spaces, the sculpted Bow Green Park will provide a new haven for people to enjoy and for nature to flourish."

Murdoch Wickham, Landscape Architect.





Garden Room



Bow Park



Botanical Garden



Green Open Space



Botanical Garden



Bow Park



Maple Mews

In a world of green

Located right in the middle of East London's green corridor, Bow Green is a perfect place for you to relax right on the edge of the city. Opposite the development is Tower Hamlets Cemetery Park, the neighbouring 170-year-old woodland. There, nature has taken over, spectacularly blending with man-made structures to create something new and unexpected.

With Bow Green re-instating the park and green space in the area, we are the connecting piece of greenery making the Greenlink to Ackroyd Drive that bridges to the 36 hectare Mile End Park. The vision has always been to create a place where people and nature thrive.

Residents sit under a tree canopy in The Canopy restaurant, relax in the reading corner overlooking the gardens, and bird-watch from their balcony. Nature is integral to Bow Green, a green community space weaving its rich history into the fabric.



- 01 Bow Park
- 02 120 Bow Sales & Marketing Suite*
- 03 Bow Yard
- 04 The Canopy Restaurant
- 05 Residents' Botanical Garden
- 06 Maple Mews
- 07 Outdoor Serenity Pool
- 08 Convenience Store
- 09 The Bow Club entrance to:
 - Indoor Swimming Pool
 - Outdoor Serenity Pool
 - Garden Room
 - Reading Corner
 - IMAX Cinema
 - Lounge
 - Gym
 - Sauna
 - Steam Room
 - Treatment Room

— Phase 1

BOW GREEN MASTERPLAN

Site map not to scale, indicative only and subject to change. * Future potential restaurant.



Computer generated image is indicative only.

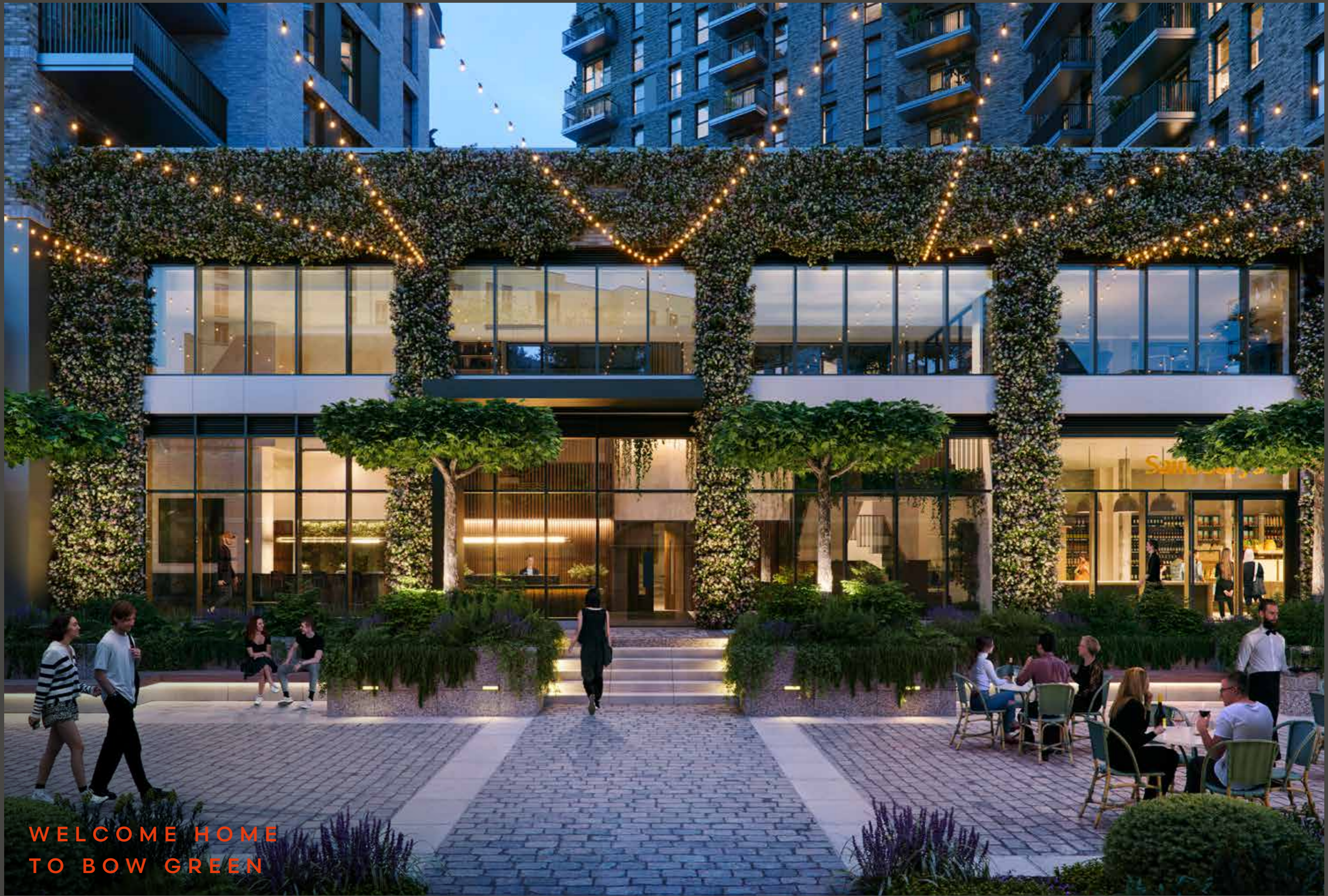


Time slows down.
The outside world drifts away.
Senses awaken.

As a Bow Green resident, you gain access to an array of exclusive amenities. Whether you're relaxing in the outdoor serenity pool surrounded by lush planting, or looking out onto the gardens as you run on the treadmill. The Bow Club puts you at one with nature. It's just the place to relax your body and mind.

You also have everyday conveniences on your doorstep, including a store, restaurant and 24-hour concierge.





WELCOME HOME
TO BOW GREEN



CONCIERGE

Enter into the 24-hour Bow Green concierge for a grand sense of arrival where you are seamlessly connected to all your amenities.



THE LOUNGE

The lounge is your space for all occasions. By day, get some work done in the booth or take a call in the meeting room. When you need to refuel, you're just steps away from the restaurant. As your day is drawing to an end, you can meet friends over a few drinks accompanied by the lounge DJ. From early mornings to fun-filled nights, the lounge always feels just right.

"Weaving nature and planting into the interiors was an inspiration taken from the green around the scheme. We wanted it to be there from the very beginning, so it's embedded in the place; it's not an afterthought."

Fiona Naylor, Interior Designer
and Co-founder at Johnson Naylor



THE CANOPY
RESTAURANT



AL FRESCO DINING AT THE CANOPY

In Bow Green's signature style, the restaurant organically blends indoors and outdoors. Plants hang from the ceilings like verdant chandeliers, a tree canopy shades the tables and your plate is garnished with seasonal herbs from our

Botanical Garden. Seamlessly connected to your residents' facilities, this is an all-day destination that serves as a café by day and transforms into a restaurant and bar in the evening.



BOW YARD

Framed by a water feature at one end and the grand entrance metal arch on the other, Bow Yard will be a vibrant hub for the community. By day, browse the market stalls or pick up everyday essentials from the convenience store. By night, get together with friends and enjoy al fresco dining or walk under the lights of Bow Yard.

Bow Yard is strategically located at the front of Bow Green to easily separate the buzzing community spaces from the tranquility of homes and residents' spaces. Here, you get both excitement and peace whenever you need them.

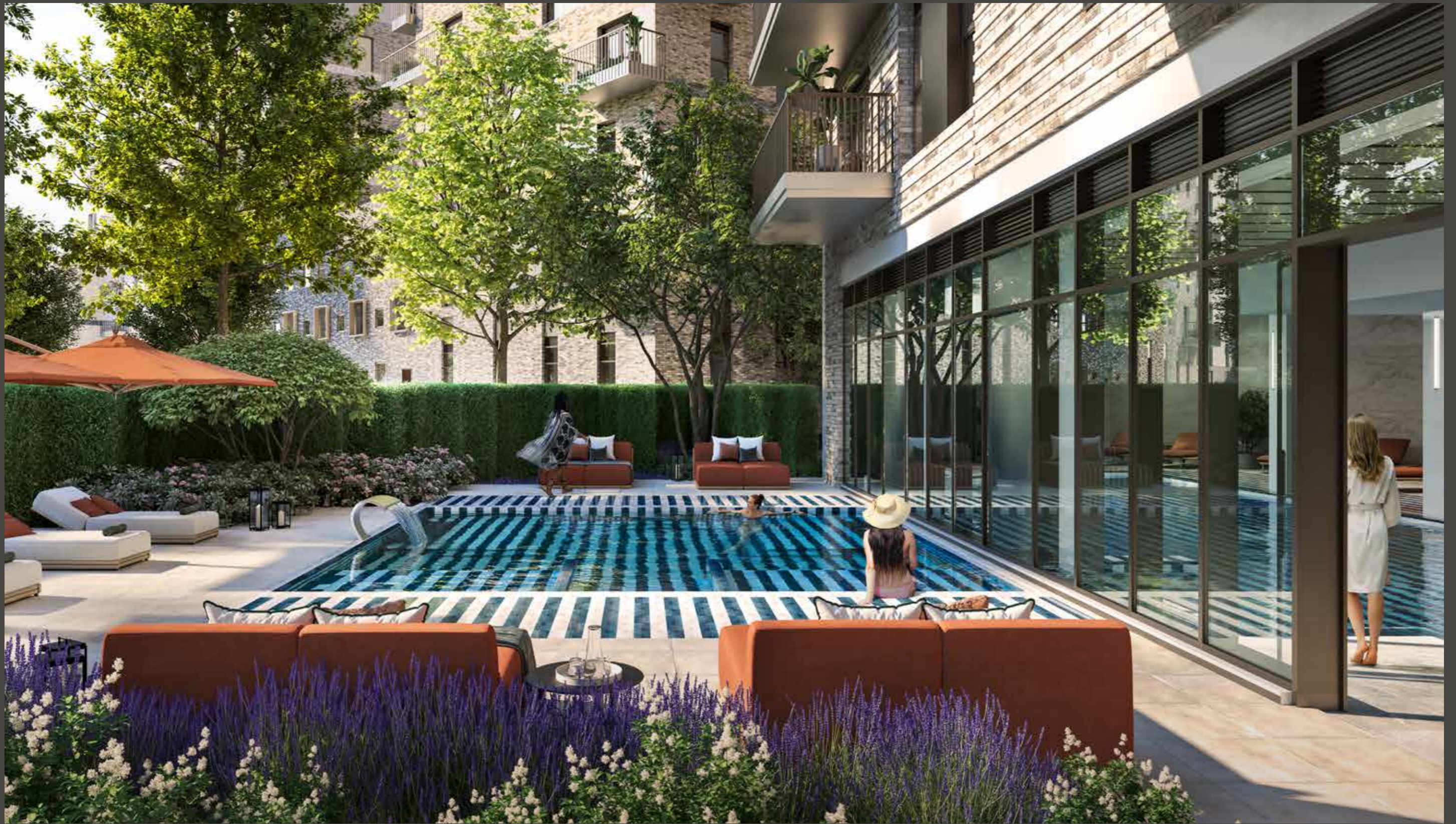




THE SPA AT BOW GREEN

Surrounded by nature, you can unwind in the sauna, steam room and treatment room or just relax on the sun lounger. Perfectly executed details spoil you with gorgeous interior design and lush planting. Swim up to the large windows to admire the outdoor serenity pool and nature filled views across Bow Park.





SERENITY POOL

Unwind in nature, right on your doorstep. The serenity pool is surrounded by greenery, making for a delightfully tranquil location.

GYM

The Bow Club state-of-the-art gym has all your fitness necessities such as treadmills, weights and also includes a boxing ring – a nod to East London’s long standing boxing heritage.

Enjoy a more varied workout routine in a light filled space with large windows overlooking the beautiful gardens of Bow Green.





THE READING CORNER

Grab a book from the Bow Club collection and have a moment of tranquillity in the Reading Corner. With views across the residents' Botanical Garden and down onto Bow Yard, it's also the perfect spot for people watching and soaking up the natural environment.

THE GARDEN ROOM & CINEMA

The Garden Room offers high-quality entertainment overlooking nature. Choices include two pool tables and table football, or simply relaxing in comfy seats, all the while taking in the lush surroundings. Meanwhile, the nearby 32-seat IMAX enhanced cinema features an impressive sound system, guaranteeing a truly cinematic experience.



BOTANICAL GARDEN

The residents' garden is a peaceful place to get your daily dose of nature. With seating set seamlessly amongst the landscaping creating spaces for leisure and recreation within this thriving environment.

We intend to create new habitats for rare butterfly species, which is one of the ways we will increase site biodiversity by 60%. This is just the kind of relationship with nature we want to cultivate at Bow Green.

The residents' garden will be filled with delicious fruit trees. We're also planting fragrant herbs like lavender, rosemary, sage, thyme, and mint. The varied species in the garden will provide fresh produce for The Canopy restaurant and create an ever-changing seasonal landscape to admire.



WHAT'S IN THE GARDEN

- Hazelnut
- Pear
- White Currant
- Quince
- Gooseberry
- Rosemary
- Fig
- Lavender
- Sage
- Apple
- Mint
- Thyme
- Plum
- Blackcurrant
- Cherry
- Redcurrant



BOW GREEN FACILITIES PLAN

Ground floor



LIFESTYLE

- 01 Boxing Ring
- 02 Gym
- 03 Outdoor Serenity Pool
- 04 Indoor Swimming Pool
- 05 Male Changing Room
- 06 Treatment Room
- 07 Female Changing Room
- 08 Sauna
- 09 Steam Room
- 10 IMAX Cinema
- 11 The Canopy Restaurant
- 12 Lounge
- 13 Concierge
- 14 120 Bow Sales & Marketing Suite



BOW GREEN FACILITIES PLAN

Mezzanine level and
Botanical Garden



LIFESTYLE

- 01 Residents' Botanical Garden
- 02 Reading Corner
- 03 Garden Room

BOW YARD

BOW COMMON LANE

ORCHARD WAY



Site map not to scale, indicative only.

WHERE TO NEXT?

With Canary Wharf, Bank, Westfield Stratford and Oxford Circus all within easy reach you can set your own pace from park life to work life to night life – and everything in between.



THE EAST LONDON GOLDEN TRIANGLE

Bow Green is situated at the heart of a triangle formed by the City, Canary Wharf, and Stratford. It enjoys a prime location for both work and leisure in London. The area has experienced planned regeneration over the past five years, resulting in enhanced transportation and employment opportunities. There is also a strong demand for newer rental properties around Bow Green.

Welcome to the Golden Triangle

CANARY WHARF

London's renowned business and leisure hub, home to major corporations, waterfront shops, restaurants and parks.



5 shopping centres



20 acres of parks



Over 150 large corporate companies

STRATFORD

Discover the vibrant energy of Stratford, where a compelling blend of modernity, cultural richness, and technological innovation awaits.



Westfield Shopping Centre



6 Olympic venues



Award-winning gardens

THE CITY

The City of London, a historic and financial hub, which boasts iconic landmarks. With a rich history and culture centre, the blend of heritage and innovation makes the City of London a place to visit for everyone.



Financial hub



London skyline



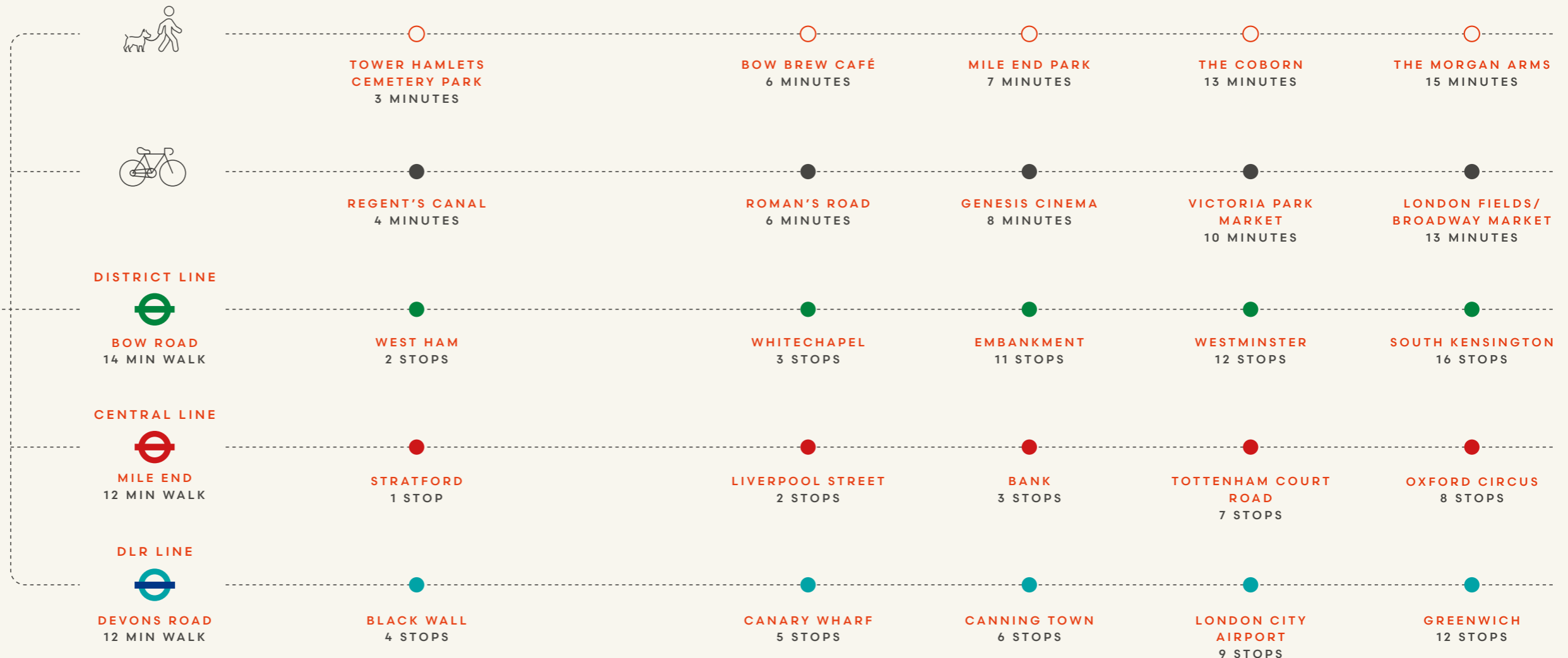
Historic landmarks

STRAIGHTFORWARD CONNECTIONS

Located in the hub for technology and close to Canary Wharf and Stratford, Bow Green puts you within reach of London's key locations. Enjoy excellent connectivity thanks to three tube stations within a 14 minute stroll away, with access to the Central Line, District, Hammersmith & City, and DLR.



BOW GREEN



Lifestyle photography is indicative only
 Journey times and distances are approximate only.
 Source: tfl.gov.uk and googlemaps.co.uk



AN EAST LONDON DAY OUT

At Bow Green, you're fully immersed in the East End: its vibrant atmosphere, artistic crowd, and abundance of green spaces. One moment you're sampling the city's newest restaurant obsession, the next you're at a legendary pub that's been drawing a crowd for decades. It's one of the few parts of London, where the best things to do are still off-the-beaten-path.

For a glorious day out, head towards Victoria Park, to the buzzing Broadway Market or charming Colombia Road Flower Market. Or take a long walk along the Regent's Canal (0.5 mile away), stopping by a waterside café or two. Finally, if you fancy shopping, head to the nearby Roman Road with its thrice-weekly market and independent cafés.





REGENT'S CANAL 12 min walk / 4 min cycle



GROUNDLED 17 min walk / 7 min cycle



QUEEN ELIZABETH OLYMPIC PARK 1 stop via the Central Line



TARGA GREEN CAFÉ 22 min walk / 9 min cycle



MEXICAN SEUL 23 min walk / 10 min cycle



THE LORD TREDEGAR 15 min walk / 6 min cycle



THE RUSTY BIKE 12 min walk / 4 min cycle



COFFEE + FRIPES 22 min walk / 9 min cycle



THE MORGAN ARMS 15 min walk / 6 min cycle



TOWER HAMLETS CEMETERY PARK 1 min walk



ROOT 25. COFFEE SHOP 19 min walk / 8 min cycle



BREADERY 22 min walk / 9 min cycle



THE ART PAVILION 17 min walk / 6 min cycle



SYMPOSIUM ITALIAN AND WINE BAR 22 min walk / 9 min cycle



BOW BREW CAFÉ 6 min walk / 2 min cycle



KARTING NATION 7 min walk / 3 min cycle



VICTORIA PARK 26 min walk / 10 min cycle

Lifestyle photography is indicative only. Journey times and distances are approximate only. Source: tf.gov.uk and googlemaps.co.uk



ZEALAND PASTA 22 min walk / 9 min cycle



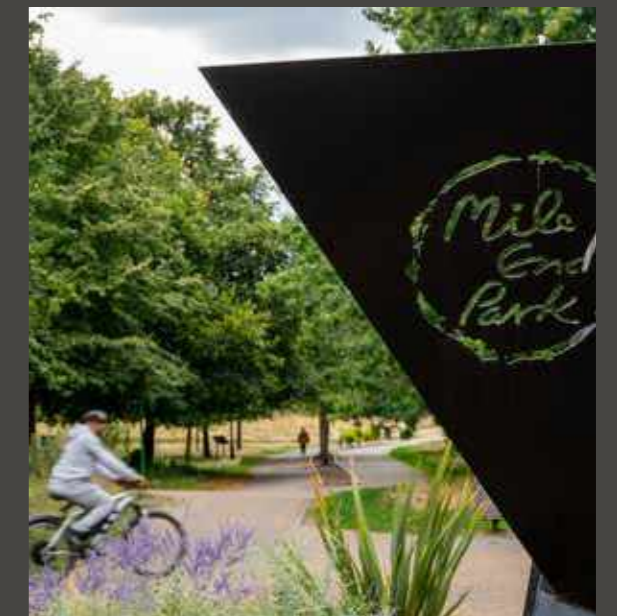
WESTFIELD STRATFORD 1 stop via the Central Line



EAST LONDON LIQUOR COMPANY 23 min walk / 10 min cycle



MAE + HARVEY 22min walk / 9min cycle



MILE END PARK 7 min walk / 4 min cycle



UCL



Queen Mary University of London



Imperial College London



London School of Economics



Queen Mary University of London

THE FUTURE LOOKS BRIGHT

Bow Green puts you within a short commute to the city's top universities. Queen Mary University is within walking distance, while University College London, King's College, the London School of Economics, and Imperial College can be conveniently reached on public transport.

Journey times and distances are approximate only. Source: tf.gov.uk, googlemaps.co.uk HESA, Census 2021 and QS World University Rankings.



UCL

Ranked 4th in the UK

9 Stops
via Hammersmith & City line

Imperial College London

IMPERIAL COLLEGE LONDON

South Kensington Campus

Ranked 3rd in the UK

15 Stops
via District line



LONDON SCHOOL OF ECONOMICS

Ranked 5th in the UK

6 Stops
via Central line



KINGS COLLEGE LONDON

Ranked 7th in the UK

9 Stops
via District line



QUEEN MARY UNIVERSITY OF LONDON

Ranked 14th in the UK

1 Stop via District line /
15 min walk from Bow Green



Showhome photography is indicative only.



Your home – designed to be the ultimate escape in the city.

With abundant natural light, effortlessly chic aesthetic, and selected apartments with views of Canary Wharf, these homes are nothing short of enchanting. We drew inspiration from the surroundings – both the greenery and the heritage 120 Bow building – to create a place that has a unique character and feels genuinely rooted in the area.





YOUR HOME

PAGE 65





Showhome photography is indicative only.





EVERY DETAIL CONSIDERED

Bow Green is made for beautiful lifestyles. The colours, materials and textures in your home are thoughtfully balanced to appeal to all senses. From high-performance Bosch appliances to clever storage, we have fine-tuned every detail.



Showhome photography is indicative only.

KITCHEN

- Bespoke interior designed kitchens in matt finish with wood laminated wall units
- Polished composite stone worktop and splashback
- Handleless drawers and doors with soft close feature
- Pendant lights over kitchen island (see optional upgrades*)
- Integrated lighting below wall cabinets and shelf
- Feature shelf to splashback
- Kitchen tap in brushed stainless steel with undermount sink
- Integrated recycling bins to sink base unit
- Black Bosch appliances including integrated dishwasher, fridge/freezer, induction hob and built-in extractor
- Studios include microwave combi oven with air fryer function
- 1, 2 and 3 bedroom apartments include microwave and oven with air fryer function

BATHROOM

- Fully tiled walls and floor (with a variation of finishes depending on palette choice*)
- Composite stone countertop with feature tile splashback
- Wall-mounted WC with soft-close seat and dual-flush push button
- Mirrored vanity cabinet with concealed shaver socket, shelving, lined in timber laminate
- Brassware finished in stainless steel
- Stainless steel heated towel rail, robe hooks and recessed toilet roll holder
- Shower tray with glass sliding door, high-level shower head and hand-held hose to ensuite and shower rooms
- Bath with glass screen, high-level shower head and hand-held hose to bathrooms
- Feature lighting under bath and shelving on vanity wall

BEDROOMS

- Wardrobe with hinged laminate doors in soft grey finish, metal hanging rail and concealed linear LED lighting with door motion sensor
- Wardrobe included to bedroom 1 (option to upgrade*)
- Carpet to bedrooms (colour choice*)

UTILITY

- Bosch washer dryer
- Heating and hot water fed from the centralised energy centre

INTERNAL FINISHES

- Dark grey painted timber front entrance door with stainless steel handle and letterbox
- Walls and ceilings painted white
- Internal doors and skirting painted white
- Stainless steel ironmongery
- Coat cupboard with decorated interior, shelf, hanging rail and concealed LED lighting (subject to layout*)
- Roller blinds to all windows
- LVT timber-effect flooring to hallway, kitchen, living and dining rooms

HEATING AND COOLING

- Underfloor heating throughout
- Zoned heating controls
- Mechanical Ventilation and heat recovery (MVHR)

ELECTRICAL AND LIGHTING

- White LED downlights
- Light switch at bed positions within bedrooms
- White sockets and switch plates
- Double socket with USB-C charger port to kitchen and bedrooms
- Sky Q playback to all rooms
- Provision for fibre optic broadband via BT and Hyperoptic

SECURITY

- CCTV to entrance lobby areas and external areas
- Colour screen video/audio door entry system
- Entrance to apartment building via electronic access control
- Access to residents' facilities via fingerprint recognition
- 24-hour concierge service

EXTERNAL

- Non-combustible, high-performance composite, decking to balconies
- Paving to terraces

COMMUNAL AREAS

- Interior designed building entrance lobbies and corridors
- Tiled floor to main entrance lobbies
- Carpet to residential corridors
- Paint to residential corridor walls

CUSTOMER UPGRADE OPTIONS*

- Internal wardrobe drawers, shelving and lining in laminate
- Integrated wine cooler to kitchens for 3 bedroom apartments
- 3 design choices for pendant lighting over kitchen island
- Fitted wardrobes can be added to bedrooms 2 and 3 in apartments

* Speak with sales advisor for more information. Your attention is drawn to the fact that in rare circumstances it may not be possible to obtain the exact products or materials referred to in the specification. Bow Green reserves the right to alter, amend or update the specification, which may include changes in the colour, material and/or brand specified. In such cases, a similar alternative will be provided. Bow Green reserves the right to make these changes as required. A number of choices and options are available to personalise your home. Choices and options are subject to timeframes, availability and change.



WHITE CITY LIVING



DUMONT



THE CORNICHE



RIVERLIGHT



St James

We do things differently
to build the home
you deserve.

Our passion and purpose is to build quality homes, strengthen communities, and make a lasting positive difference to people's lives. Yes, the homes at Bow Green are stunning. But there's more. From cutting edge sustainable solutions and wildlife-friendly landscape to empowering new communities to thrive, we go the extra mile in every way.

DESIGNED FOR LIFE

At St James, we are committed to creating great places where people love to live, work and relax. Where the homes are light-filled, adaptable and finished to very high standards. Where carefully planned public areas enhance well-being and quality of life for residents and visitors. Where people feel a sense of community.

CUSTOMERS DRIVE ALL OUR DECISIONS

We achieve that by putting our customers at the heart of everything we do. First, we strive to understand what our customers want and need – well-built homes, in a pleasant and safe neighbourhood, with plenty of nature, amenities and good transport connections. Then we apply that understanding to all our planning and design decisions.

And for every new development, we challenge ourselves to go further, to improve and innovate, ensuring we satisfy the real needs of our customers in inspiring and sustainable ways.

CHOICE AND DIVERSITY

No two St James customers are the same, so we aim to offer a wide choice of property location, size and type. From central London to major towns and cities; from market towns to rural villages, countryside to the coast – we build in locations our customers love. And whatever home you are looking for, whether that's a city penthouse, a modern studio apartment or traditional family home, you will find the perfect fit for your lifestyle.

QUALITY FIRST TO LAST

Quality is the defining characteristic of St James developments, right down to the very last detail. We choose our locations, style of homes, construction practices, materials and specifications with great care. When you buy a new home from Berkeley you can be safe in the knowledge that it is built to high standards of design and quality, has low environmental impact and that you will receive a professional, efficient and helpful service from us. For extra peace of mind, all new properties come with a 10-year build warranty.

GREEN LIVING

We are committed to creating a better environment within our developments and in the areas that surround them. That's why we build on brownfield sites whenever we can, bringing new life to disused and unloved spaces. We take care to protect the natural environment and enhance biodiversity. All our homes are designed to reduce water and energy consumption, promote recycling and enable residents to choose sustainable transport options.

COMMITMENT TO THE FUTURE

When we plan a development, we take a long-term view of how the community we create can thrive in years to come. Our aim is to permanently enhance the neighbourhoods in which they are located, through intelligent design, quality landscaping, sympathetic architecture or restoration, and high standards of sustainability. We don't just build for today; we build for the future too.



Protection for new-build home buyers

TRANSFORMING TOMORROW

At St James our passion and purpose is to build quality homes, strengthen communities and improve people's lives. We are innovating, pushing boundaries and taking action to ensure we have a long-term, positive impact that is good for our customers, the communities we touch, our business and the world around us.

We transform underused sites into exceptional places and we're also transforming the way we work; embracing technology and raising standards, as we continue to deliver an outstanding customer experience and create high-quality homes that delight our customers. Our Vision 2030 is our ten year plan which sets out how we will achieve this.

TRANSFORMING NATURE

Creating beautiful places with habitats that help nature to thrive, meaning that every site is left with more nature than when we began.

TRANSFORMING FUTURES

Helping people to reach their potential through apprenticeships and training, and programmes supported by the Berkeley Foundation.

TRANSFORMING PLACES

Working with local people and partners we create welcoming and connected neighbourhoods where you can be proud to live.

TRANSFORMING LIFESTYLES

Taking action on climate change and giving you ways to live more sustainably. We're building efficient homes that use less energy over their lifetime, with sustainable travel choices on the doorstep.



Please scan this QR code for more information on how we are transforming tomorrow

SUSTAINABILITY

This is how we are ensuring sustainability at Bow Green.



PEOPLE, PLANET, PROSPERITY

Sustainability is fundamental to St James' ethos. In simple terms, we want to ensure the long-term health, wellbeing and prosperity of people and the planet. There are a range of ways we are managing and minimising the environmental impact of our operations and delivery of homes and communities. These are the initiatives we have implemented at Bow Green.

NATURE AND BIODIVERSITY

Parkland, trees, flowers, living roofs, hedges, gardens – these are the fundamentals of a thriving natural environment that can be enjoyed by everyone, even in the heart of the city. They are all part of our commitment to net biodiversity gain on our developments. Within and around Bow Green, we have created natural habitats that encourage wildlife to flourish. We are working with Temple (ecologist) and Murdoch Wickham (landscape architect) to engage residents in the natural landscapes that we have created.

WASTE AND RECYCLING

We actively encourage all residents to reduce their waste wherever possible. In addition to external recycling bins, we provide integrated recycling bins in kitchens to make it easier to separate and recycle waste.

WATER EFFICIENCY

Our homes are designed to high water efficiency standards and are fitted with dual flush WCs, and low-flow taps and showerheads which use less water without compromising convenience and comfort. We also suggest simple steps to reduce water consumption, such as not leaving taps running unnecessarily. Individual homes and apartment buildings also benefit from rainwater harvesting, which is used in gardens and landscaped areas.

ENERGY EFFICIENCY

Efficient use of electricity and gas helps lower fuel bills and reduces carbon emissions. Our homes have been designed to use less energy than a standard home. They have enhanced levels of thermal insulation and air-tightness, and have been fitted with mechanical ventilation units with heat recovery (MVHR). All lighting is low energy and kitchen appliances are selected to deliver high levels of energy efficiency.

SUSTAINABLE MATERIALS

We commit to sourcing the materials for the construction of our buildings in a sustainable and responsible way. All timber and wood-based products used to build your home should be certified to either the Forest Stewardship Council (FSC) or Programme for the Endorsement of Forest Certification (PEFC) scheme. This means it will have come from a responsibly managed forest. Our focus on materials doesn't just stop there – as a business we are committed to measuring and reducing the embodied carbon of our buildings, which where possible, includes sourcing low carbon materials, and those with high levels of recycled content.

NOISE REDUCTION

We can't eliminate noise, but we consider the impact of noise in the design of our homes. We consider external noise, such as from nearby roads, and internal noise including the transfer between rooms and floors. We incorporate measures to reduce the different types of noise wherever possible to create a quieter environment.

CLEAN AIR

It is hard to avoid polluted air, particularly in our cities. Throughout Bow Green we have planted trees, shrubs and flower beds to help create a cleaner air environment. Within our homes we also provide mechanical ventilation to filter the internal air.

SUSTAINABLE TRANSPORT

We also encourage the use of sustainable methods of transport, to help reduce air pollution around the development and the wider area. Promoting walking and cycling as methods of transport also help encourage healthier lifestyles.

STEWARDSHIP

Maintaining our communal open spaces and facilities in perpetuity is an important benefit to the whole community. We work with Encore and residents to ensure the development remains in pristine condition.

FUTURE-PROOF DESIGN

From the early stages of design, we assess how our homes will stand up to the future effects of climate change, such as how they will be affected by higher summer temperatures, periods of drought, or more extreme rainfall. We are constantly researching how we can ensure that our homes and developments are more resilient to these extremes to understand what new innovative technologies we should use in our future designs.



THE ST JAMES DIFFERENCE

At the St James we focus all our efforts on creating exceptional places to enjoy life.



EXCEPTIONAL CUSTOMER SERVICE

As a first-class business, we place the highest priority on customer service and will help and support you throughout the buying process and beyond. Our levels of customer service exceed that of other premium brands, recently receiving a Gold Award by Investor in Customers.



ATTENTION TO DETAIL

With 40 years of experience, our expertise shines through in everything we do. From bespoke mirrors in the bathrooms to selecting the style of the kitchen cabinets and handles, our attention to detail is where we make a difference.



10-YEAR WARRANTY

For your peace of mind, our homes benefit from a 10-Year third party guarantee. This is complemented by a warranty from St James for the first two years and a dedicated Customer Service Team on hand.



HIGH SPECIFICATION

When you buy a new home from St James you can be safe in the knowledge that it is built to very high standards of design and quality and has low environmental impact. We meet specific space standards for new homes and aim to deliver a home which has fibre broadband infrastructure.



AWARD WINNING

With a richly deserved reputation, the St James has won a number of prestigious awards including the UK's highest accolade for business success – The Queen's Award for Enterprise for Sustainable Developments – and the WhatHouse? Award for Housebuilder of the Year 2023.



SUSTAINABILITY

Our homes are designed for the future and include features to encourage sustainable living such as dual-flush WCs, recycling bins and energy efficient white goods to create a more sustainable, eco-friendly way of life for you and the environment.

MYHOME PLUS

MyHome Plus is an online service that is designed to help you manage key aspects of your new home at any time from anywhere around the world.



Please scan to see more about MyHome Plus



This section provides you with an overview of MyHome Plus' Key features to enhance your customer journey.

01 FILING CABINET

In the filing cabinet section you can access documentation relating to your new home immediately at your own convenience.



02 MEET THE TEAM

This section provides an introduction to your dedicated Sales Consultant, Customer Relations Manager and Customer Service Manager. You will be able to view their contact details and to contact them directly from the platform.

03 OPTIONS & CHOICES

When you buy a home with us, you will have the option to choose some of your home finishes. This will be subject to the development and property building stage but it's a chance to make it feel truly yours. You will be able to see the different options, the selection deadline date and submit your choice in this section of MyHome Plus. See the "next steps" section for further detail on this.

04 CONSTRUCTION PROGRESS

Under this section, regular updates on the construction of your new property will be provided, keeping you up to date on the progress on site and the local area. Your Customer Relations Manager will issue regular newsletters and photographs to this section throughout your journey.

05 MY GUIDES

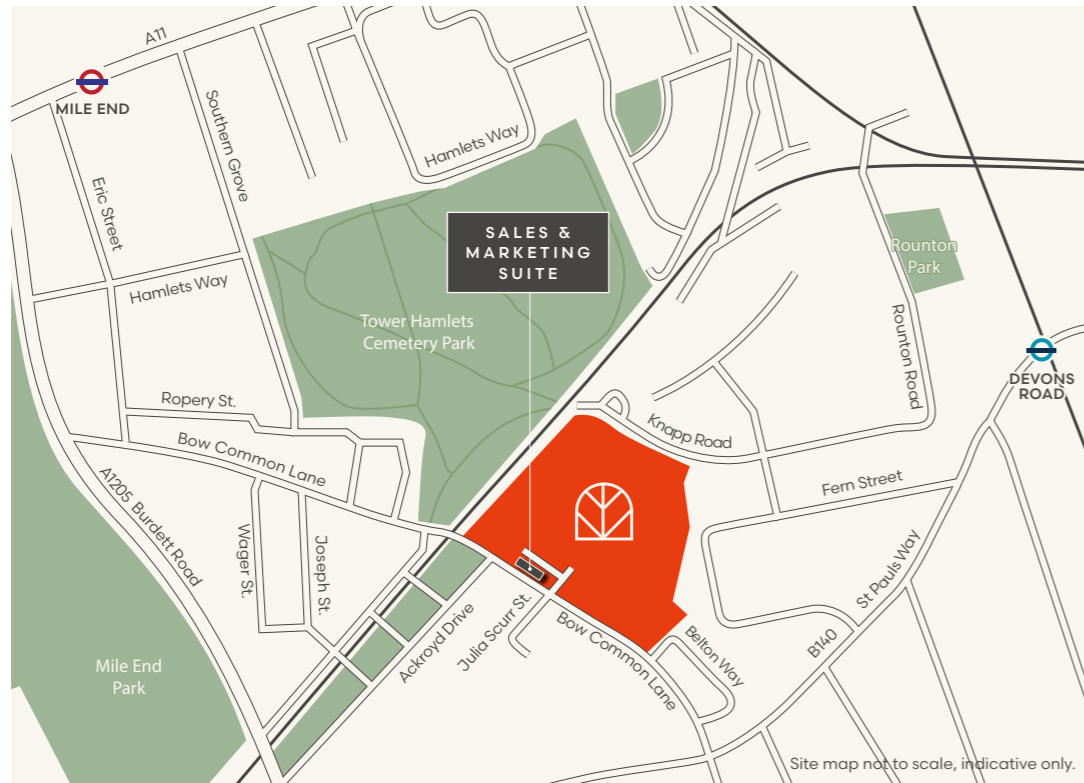
View and download your buying and living guides to support you step-by-step through your journey with us.

NEXT STEPS

01 Your Sales Consultant will send you instructions to create and validate your MyHome account. Once your account is validated, your Sales Consultant will assign your property to your MyHome account and your account will be upgraded to a MyHome Plus account.

02 Your Customer Relations Manager will then be in touch to invite you in to our Show Apartment to view the interior selections available for the internal finishes that you have an option to select.*

*If you cannot make it to the appointment, the options can be discussed over the telephone and selected via MyHome Plus. Customer Service will need to receive your choices selection by the deadline date, which will be given in advance.



COME VISIT US

120 Bow Common Lane, London E3 4BH

Opening Times
10am – 6pm Daily

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