Thamesmead: A Strategic Opportunity
Thamesmead: Original Masterplan
Peabody Group Ownership
Emerging Vision
Why a Housing Zone?

Housing stock & deprivation
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Housing stock & deprivation

Sense of place

Facilities

Perceptions
Why a Housing Zone?

Housing stock & deprivation

Sense of place

Facilities

Perceptions

Low values

High costs

Private sales values (new developments) per sqft

Source: Molior London Quarterly Analysis (Sales), October 2014

Housing Zone total development costs per Sq Ft (NIA)
Why Thamesmead & Plumstead?

- Public funds make development more viable
- Committed and aligned boroughs
- Development partner with long-term vision
- Land mostly in partners’ ownership
- Strategic infrastructure largely in place
- Levers significant additional investment to create over 2,800 homes (2,100 additional)
- Unlocks 10,000-14000 new homes for London
The numbers (Greenwich and Bexley)...

<table>
<thead>
<tr>
<th>Number of sites in Housing Zone</th>
<th>13</th>
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<tbody>
<tr>
<td>Homes within Housing Zone</td>
<td>2,826</td>
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<tr>
<td>Affordable homes within Housing Zone</td>
<td>1,271 (45%)</td>
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<tr>
<td>GLA investment</td>
<td>£82,530,000</td>
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<td>Peabody investment</td>
<td>£625,000,000</td>
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<td>Complementary investments:</td>
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<tr>
<td>• Two linear parks</td>
<td></td>
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<tr>
<td>• New high street</td>
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<tr>
<td>• Station public realm</td>
<td></td>
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<tr>
<td>• Library</td>
<td></td>
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<tr>
<td>• School places</td>
<td></td>
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</tbody>
</table>
The areas of focus (Greenwich and Bexley)...
Crossrail @ Abbey Wood