

The Rushgroves
Perfectly positioned
Thoughtfully designed
Positively developed



THE RUSHGROVES
LONDON NW9



Welcome to The Rushgroves, a collection of just 387 homes from leading residential developer, L&Q. The plan's restrained scale and architectural attention to design gives homes here an unmistakable quality built to last.

These homes are rooted in an established area with a rich history. Together with advantageous transport links and the £6 billion in local private investment pouring into the area, this makes The Rushgroves a clever investment for any homebuyer thinking of the future.



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The Rushgroves: free-flowing and open, designed with excellence and developed in a way that enhances the local area—and the lives of its residents.

The Rushgroves is perfectly positioned in a part of London that's characterful, accessible — and seeing investment in its future like never before.

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Historic past

Happening future

This is an area with roots, and all the benefits that come with that. Enviably transport links and settled communities have made it popular for generations. Now unprecedented levels of investment means the area is starting to bloom; it's time to become a part of it.

The Hyde, where The Rushgroves is located, dates back to the mid-16th century, later forming part of the historic suburb of Hendon. Hendon's early connection with the railways in the 1860s made it one of London's original suburbs — and it became one of its best-connected satellite areas with the introduction of the Northern line in the 1920s. Such early establishment means that while Hendon is located close to the city centre, it has settled communities and ingrained identity.

These leafy streets of Hendon are home to families and people from wildly different backgrounds, bound to the place by its unique sense of sanctuary from the city.

Not since the arrival of the railways and underground has this part of London experienced such radical change. The local area is seeing a massive £6 billion in private investment. Regeneration across Barnet is being channelled to deliver positive change for everyone living in the borough. That means new jobs, new homes, new green spaces, new schools and colleges, new community hubs, a new mainline station and bus interchange at Brent Cross — and the demolition of inadequate housing across the area. On top of this, there are plans for the £1.4 billion redevelopment of Brent Cross London, transforming the centre into a world-class shopping and leisure destination.

This is the right place, at the right time.

The Brent Cross redevelopment and refurbishment will introduce up to 150 new retail stores, 50 restaurants, a cinema complex and hotel accommodation.

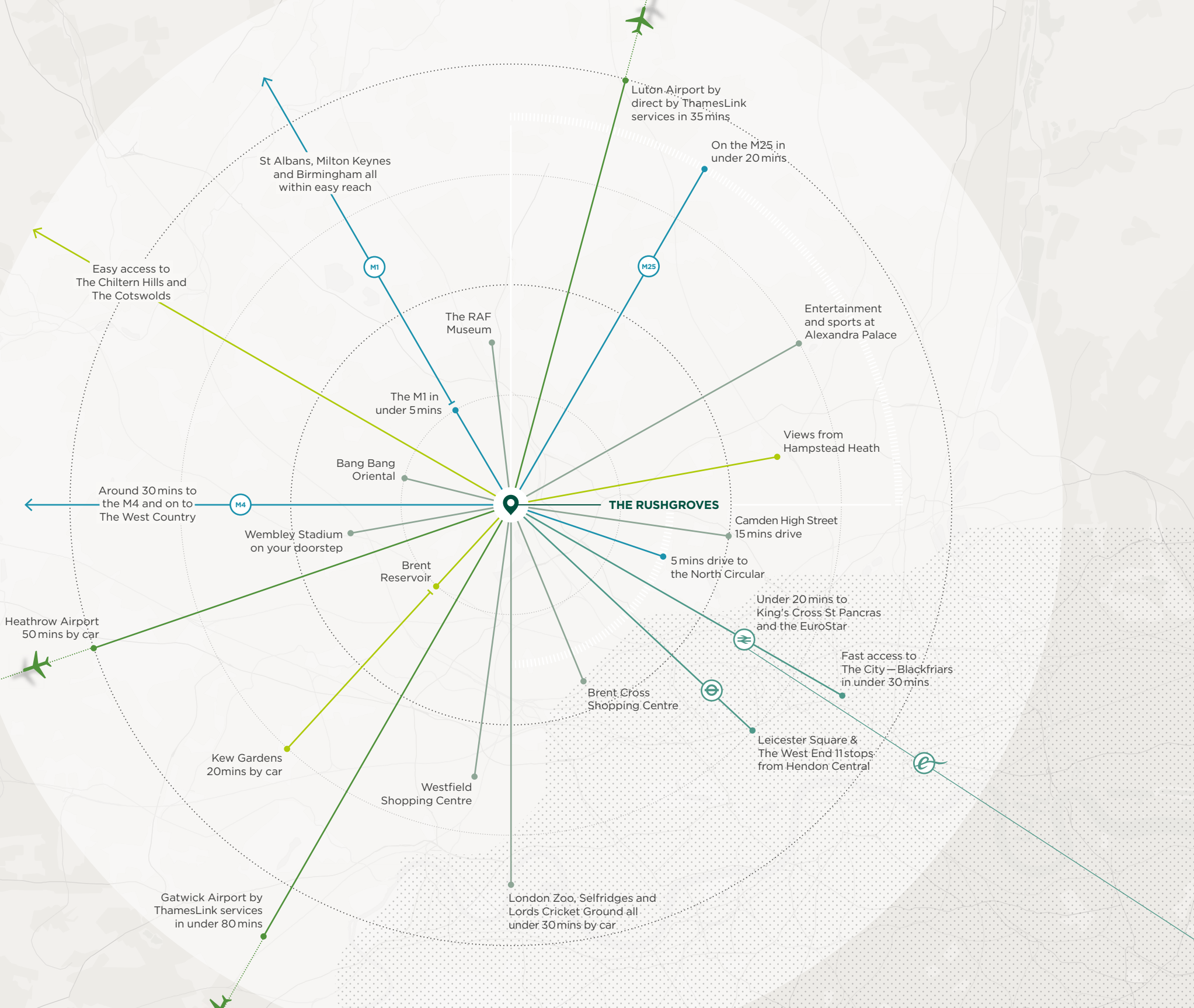


Regeneration across the area is focused on improving green spaces, with Barnet Council investing £20 million in new parks alone across the borough. Waterways are also getting big improvements as part of new green infrastructure policy.



The arrival of the railway in the 1860s and the Northern line in the 1920s led to Hendon becoming one of London's original suburbs — while remaining close to the city centre. Quiet streets and leafy parks are typical of the area.

Perfectly positioned for city dashes, business trips, overseas travel and local delights.



ACCESS ALL AREAS

The Rushgroves is ideally situated for travel to the city – and the rest of the UK. Plentiful and wide-reaching transport links enrich this area, while TfL and Barnet Council are committed to stepped-up investment in local infrastructure. Two Northern Line stations, Hendon Central and Colindale, are within walking distance, and are part of TfL's Night Tube – offering all-night services on Fridays and Saturdays. While nearby Hendon is a ThamesLink station, with speedy 24/7 services into Central London, as well as to Luton and Gatwick airports.

The Rushgroves also benefits from excellent road links, sitting close to the M1, the A41 and the North Circular, with easy access to the whole UK, whether for work or pleasure. With 318 secure underground car parking spaces – and one in five spaces fitted with electric car chargers – residents will find the length and breadth of the country easier to access than ever before.



Get to St Pancras from Hendon ThamesLink in 16 minutes. From there it's only 2 hours, 15 minutes to Paris, or on to Amsterdam.

Major UK business centres like Birmingham, Milton Keynes and Reading are all within convenient reach via rail and nearby roads like the M25 and M1.

The Rushgroves benefits from prime access to three major London airports: Luton, Gatwick and Heathrow.

London's galleries, theatres, museums and entertainment are all just a quick train or tube ride away.



Travel times are approximates based on information from tfl.gov.uk and Google maps. Map not to scale.

What it's like to live here



The Hendon Aerodrome was a key site in the history of flight. Today the RAF Museum uses the hangars of the original aerodrome to house its impressive collection of aircraft.

The Brent Reservoir (or Welsh Harp as it's known locally) offers opportunities for scenic walks, and a wide range of outdoor leisure activities.

Nearby education offers great options from first steps to adulthood. The Hyde School's 'Outstanding' primary is on your doorstep while nearby Middlesex University is a short bus ride away.



Transport links may be excellent, but there's plenty to do on your doorstep. Living in Hendon is not just about access to and from the city. The area's long-established suburban heritage means there are amenities and community assets you wouldn't get in Central London. A key attraction is the nearby 'Welsh Harp' or Brent Reservoir, providing facilities for sailing, canoeing and bird watching.

Following its £1.4 billion refurbishment, Brent Cross Shopping Centre will soon provide a superior retail experience. While the nearby Wembley Stadium and Allianz Park play host to top-tier football, rugby union, gigs and events. There's local football too, with Hendon FC playing in Silver Jubilee Park, a 15-minute walk away.



The bustling streets of Hendon — rich with cafes, shops and restaurants to satisfy any Sunday morning — are only a few minutes walk away. For closer convenience there's a large Sainsbury's on your doorstep, too. Up the road towards Colindale are some excellent cafes and Asian restaurants, among them the pilgrimage site for East Asian street food, Bang Bang Oriental.



The heart of The Rushgroves will be a piazza of commercial units, creating a relaxed hub for eating, drinking and convenience shopping.

Some local flavour

Living in The Rushgroves gives you easy access to attractions in the city and beyond. But what about closer to home? Take a journey through some local highlights that give you a flavour of what you can do on your doorstep.



1 Broadway Bikes

Nestled among the hustle and bustle of The Hyde is Broadway Bikes, where owner Adrian provides for all two-wheeled needs — speedy expertise at good value.



3 RAF Museum

Fly back to bygone times at the former Hendon Aerodrome. The museum has just reopened after a £23 million refit and is looking better than ever.



2 Welsh Harp

Sailing, canoeing, windsurfing, allotments, walking and bird watching — the Welsh Harp has a lot going for it. The Sea Cadets is a local treasure for kids.

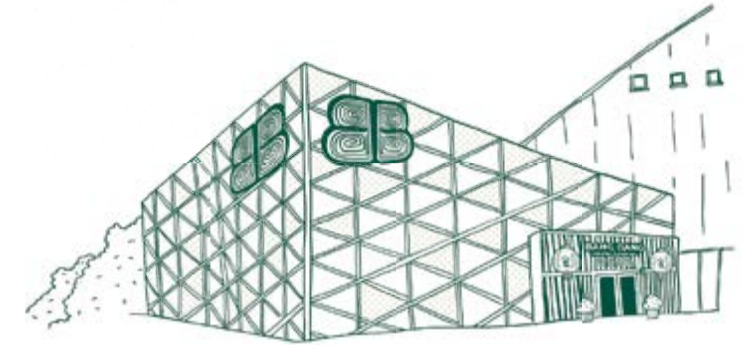
4 Vivian Avenue

A great nearby 'strip'. Try a bagel at Noshers, where they smoke their own salmon, then chase it up with a coffee at local favourite Carpe Diem.



9 The 'Neasden Temple'

BAPS Shri Swaminarayan Mandir is a sanctuary of Hindu worship worth visiting for the cultural, charitable and artistic events it plays host to — everybody is welcome.



10 Bang Bang Oriental

Described by The Observer's Jay Rayner as the 'Now That's What I Call Music! of Asian dining', Bang Bang Oriental is destination dining, a mere fifteen minutes' walk away.



8 Angels 'The Costumiers'

Angels in Hendon is also home to the largest collection of costume for film, theatre and television in the world — don't miss their 'Behind the Seams' tours.



7 Hendon FC

Playing in the Southern League Premier South, Hendon FC is owned by a supporters trust. Step back in time on their terraces ...



5 Barnet Community Garden

Home to the much sought after West Hendon Allotments (there is a waiting list), volunteers and visitors are welcome at this buzzing community garden.



6 Brent Cross Shopping Centre

Undergoing a £1.4 billion redevelopment, Brent Cross will soon have 200 more shops, 40 more restaurants, a cinema and an hotel.

The Rushgroves is thoughtfully designed to reflect the lives of its residents — meaning fewer homes, higher build quality and more responsive architecture.

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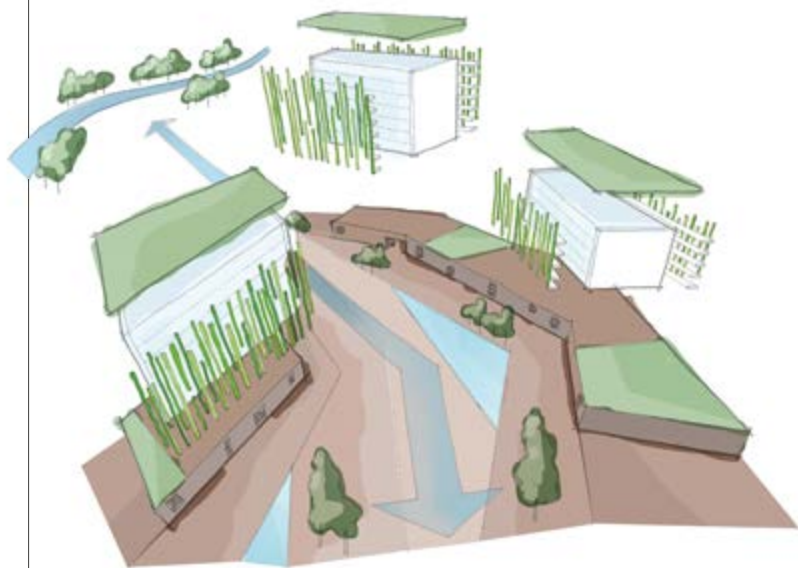
A responsive design vision

Built with a vision to complement the local area — as well as enhance residents' lives and foster social cohesion — life in The Rushgroves will be gently shaped by its responsive, people-focused architecture.

Designed by award-winning architects Rolfe Judd, this development has been conceived with you in mind: its environments have been carefully considered from every angle to make the most of the site for its residents.

Its size and population density has been specifically planned to integrate with the local area in as short a time as possible. While the development takes as its inspiration the local waterways of the area, the Silver Stream and the Welsh Harp, giving the scheme a unique flow and sense of fluidity.

Across The Rushgroves, from studios to four-bedroom apartments, and communal spaces in between, the development's design revolves around principles that are responsive to residents' needs, the surrounding environment and the demands of the future.



The development reflects local waterways. Lightweight building forms mimic the floating reed beds of the Welsh Harp, while the 'fins' that slide into place on the buildings' facades emulate the blades of the reeds.

Perfectly proportioned, the development's design works sympathetically with its surroundings and promotes a sense of community for its residents

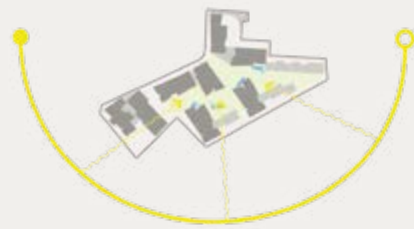


Made to be lived in

Great consideration has been given to making The Rushgroves an attractive place to live – and ensuring the local cityscape benefits from it's development. Central aspects of the development elevate views over the communal gardens and walkways while still allowing high-levels of sunlight into the area. This inward-looking focus is balanced with sympathetic attitude to the surrounding area, with building heights and style finely tuned for maximum integration.

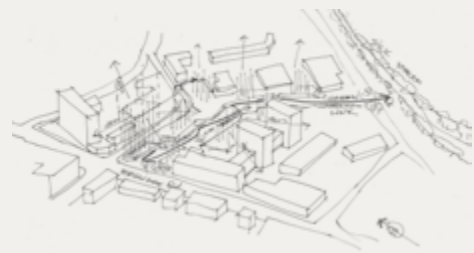
Its buildings have been planned to be individual, yet work together cohesively. While the modest 387 domestic homes don't just mean the development will feel on more of a human scale, they ensure that the development is a carefully considered imprint on the environment that will be completed all the quicker for it.

The Rushgroves' architecture fits the needs of people, not planners.



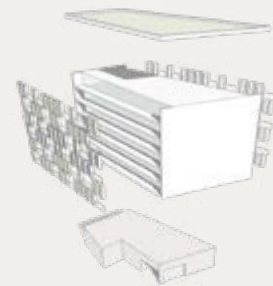
BRIGHTER DAYS

The buildings' plan allows for the maximum penetration of sunlight.



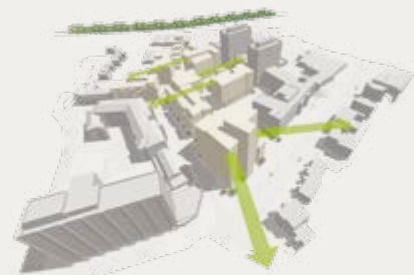
A FRIENDLIER DEVELOPMENT

The development is open to the surrounding area: this is not a gated community.



NATURAL INSPIRATION

Lightweight building forms mimic the floating reed beds of the Welsh Harp.



OUTWARD ASPECTS

Outward-facing apartments are designed to make the most of views beyond the development.



A CLEAR FOCAL POINT

Arber House acts as an anchor building and gives The Rushgroves a presence on the Edgware Road.



PLACES FOR PEOPLE

The Rushgroves' inward-facing scheme looks onto communal gardens and walkways.



Building for the future

Forward-thinking practice has been central to how The Rushgroves has been planned and developed. From energy to transport – even to how the apartments are insulated – one eye has always been kept on the future, allowing the development to be as green, efficient and flexible as it can be.



SOCIAL LANDSCAPING

The communal gardens are being put together by landscape designers Fabrik, and are made to support wellbeing among residents, creating places for social interaction and reflection.



TRAVEL INCENTIVES

With The Rushgroves' travel plan incentive, residents are entitled to membership to the on-site car club, along with either a £150 voucher towards the scheme or a £150 cycle voucher.



COMBINED HEAT AND POWER

The CHP plant in the basement will simultaneously produce heat and power, cutting carbon emissions by up to 30%.



SECURE CAR PARKING

The car park will provide secure space for 318 vehicles, with controlled access from Rookery Way.



INSULATED TURF ROOFS

Turf will be installed on many of the roofs in line with sustainable insulation best practice.



ELECTRIC CAR CHARGING

One in five car parking spaces (over 60) will be fitted with electric car charging modules.



BIKE STORAGE

The Rushgroves provides secure storage spaces for 455 bicycles across the 11 blocks, making owning a bike easier than ever before.



NOISE REDUCTION

Every apartment is built with high sound reduction systems, meaning that residents will have their own privacy, peace and quiet.



CONSUMPTION MONITORING

A sophisticated energy monitoring system will maximise the development's efficiency by reporting back on energy consumption and emissions.



The apartments



LIVING

The centre of any home, the living and dining spaces in apartments at The Rushgroves are free-flowing social spaces for entertainment and relaxation. The interiors are generous and airy, with windows and full-height glass doors allowing light to fill the space.



OUTDOORS

Every apartment at The Rushgroves comes with an outdoor area. On summer nights, when the evenings are warm, you can open the sliding doors and let the outside in.



The apartments



KITCHEN

Stylish, open plan kitchens finished to a clean contemporary aesthetic, provide the perfect sociable space for cooking and entertaining.



BATHROOM

The invigorating start or calming finish to any day, bathrooms at The Rushgroves are both stylish and relaxing, with chrome metal fittings and a tiled finish floor.

EXTRA STORAGE

All apartments come with generous in-built storage, including a utility cupboard.



The apartments



BEDROOM

Bedrooms are move-ready and large enough to accommodate king-size beds, as well as providing the wall space for residents to make their own mark with furniture and decoration; master bedrooms also have the benefit of generous built-in storage.



ENSUITE

Master bedrooms in 2/3/4 bedroom apartments come with an ensuite bathroom, with walk-in glass-panelled shower.

The Rushgroves is positively developed by people who have a responsibility to build and maintain quality homes for everyone to live in; it's that simple.

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Founded in 1963, we are a residential developer born from the belief that homes matter for everyone.

Today we are also a leading provider of private sale apartments, combining our social purpose with commercial drive to create homes and neighbourhoods everyone can be proud of.

L&Q houses around 250,000 people in more than 92,000 homes, primarily across London and the South East.

Our vision is for everyone to have a quality home they can afford. It's a vision shaped by our people, our partners — but most of all by our residents.

Communal courtyards in The Rushgroves' connected by walkways; L&Q has a track record of working with architects and planners that produce developments that work for their residents.



Development for people

What our residents need and want from their future homes has been front and centre of The Rushgroves' planning and design.

Extensive cycle parking and car club spaces reflect growing transport trends, while best-practice sustainability plays back a growing interest among our residents in improving their green credentials.

Above all, L&Q acknowledges that as a developer we have a responsibility to make The Rushgroves work as a 'place'. This has meant working with local people to ensure it is as integrated into the locale as can be — architecturally and socially.

The resident-focused design approach to The Rushgroves reflects L&Q's values as a positive developer.



Buying and beyond

Becoming a Rushgroves resident is just the beginning of a relationship with L&Q that works for you. We know trusting your seller is essential to feeling safe and happy in your new home. Which is why we aim to be as clear as possible on things like maintenance, safety, responsiveness and future reinvestment.

The process can seem complex, but we'll help you through the different stages required to get you into your new home: reservation, arrangement of mortgage for most buyers, the appointment of solicitors who will arrange exchange of contracts and deposits and finally completion.

After legal completion your property benefits from a ten-year warranty; the first two years of which are covered by us. Your After Care Team will be on hand to assist with any issues that may arise. You will be contacted after you legally complete (normally around seven days after) to confirm that you are happy with your home. Your sales associate can provide you with more details on the L&Q Guarantee and the NHBC Buildmark cover.

Different ways to buy

There are three ways to buy your apartment at The Rushgroves. Whether it's private sale, Help to Buy or Shared Ownership, we'll be there to talk over your options, and guide you through the steps. Different blocks at The Rushgroves are available to different types of buyer.

Private sale

If you are able to raise the full deposit (usually 10%) for the apartment and arrange the rest through a mortgage, private sale is the option for you. It means that you'll own the flat and just be paying back on the mortgage.

Help to Buy

The Help to Buy scheme allows buyers to get on the housing ladder in new-build developments with a Government-backed equity loan. In Greater London the loan makes up 40% of the price, with the buyer providing a deposit of 5%, then the rest (55%) is covered by a mortgage. You'll pay back the mortgage and the loan, owning more and more of the property as you repay.

Shared Ownership

Shared Ownership allows you to purchase a share of your home — usually between 25% and 75%. You will pay a mortgage on the share you own, and a below-market-value rent on the remainder to L&Q. With time you can buy a larger stake in the home from L&Q. There is a maximum household income cap for Shared Ownership of £90,000 in Greater London.

Building the future

Our residents have always been at the heart of what we do. This goes right to the top of our management structure, with residents represented on the Group Board.

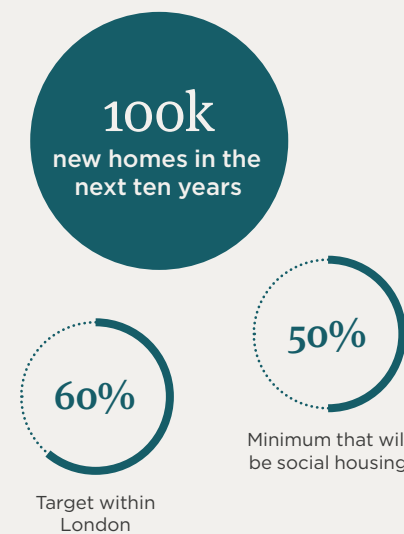
£250 million has been allocated to the L&Q Foundation and our new L&Q Academy that will go towards strengthening communities — providing opportunities and encouraging qualifications for our residents.

Our care and support branch, L&Q Living, will also provide increasing numbers of older and vulnerable people with the housing and support they need to live as independently as possible.

And we're doing our bit to tackle the housing crisis, building 100,000 new homes in the next ten years. At least 50% of these new homes will be for social housing, with a target of 60% in London.

We want to help our residents live independently and contribute towards successful communities.

That's what we mean by positively developed.



RESIDENT TESTIMONIAL

Easy process, quick turnaround

Name Jonathan Geoghegan
Age 29
Development Acton Gardens
Mode of purchase Shared Ownership
Share bought 45% of £467,500 (£210,375)
Mortgage £550 a month
Service charge £100 a year
Rent £600

Monthly bills £200
Total monthly costs £1,350
Deposit £48,000

Jonathan was looking for properties in his area available for buyers unable to buy through private purchase. He found Acton Gardens from L&Q and applied online; the rest is history.



It was a really easy process and such a quick turnaround; I looked around the show home on Saturday, chose which apartments I was interested in on Monday, and within under two weeks I'd heard that I had met the eligibility criteria and secured an apartment! The sales team were helpful — they explained the whole process and talked me through everything step by step. Now I'm living in my own home!"

Jonathan rented in London for six years, but at 29 decided he was ready to buy a place of his own.



Key details

THE DEVELOPMENT

The Rushgroves
The Hyde, Edgware Road
Hendon, London
NW9 6SS

Masterplan architect
Rolfe Judd

The Rushgroves offers contemporary open-plan living and benefits from landscaped areas including communal gardens and a play area, as well as a piazza of mixed-use commercial and retail units.

Detailed design architect
Cullinan Studio

Landscaping architect
Fabrik UK

Building Insurance
10 year NHBC warranty from completion of construction

Anticipated completion
2020

Local Authority
London Borough of Barnet

Leasehold
250 years

Ground rent
One bedroom £250
Two bedroom £300

Car parking
£12,500

EDUCATION

Nursery & Pre-school
Little Explorers
littleexplorersworld.co.uk
Twisty Tails
twistytails.co.uk

Primary

The Hyde School
thehydeschool.co.uk
'Outstanding' Ofsted rating

Colindale Primary School
colindale.barnet.sch.uk

Secondary

North London Grammar School
northlondongrammar.com
'Outstanding' Ofsted rating

Further

Barnet & Southgate College
barnetsouthgate.ac.uk

Higher

Middlesex University
mdx.ac.uk

HEALTHCARE

GP
Wakemans Hill Surgery
wakemanshillsurgery.com
Jai Medical Centre
jaimedical.nhs.uk
Hendon Way Surgery
hendonwaysurgery.nhs.uk

Dentist

The Ivory Practice
theivorydentalpractice.com

Hendon Dental
hendondental.co.uk

Cornerhouse Dental Practice
dentistcolindale.com

Hospital

Edgware Community Hospital
royalfree.nhs.uk

BMI Hendon Hospital
bmihealthcare.co.uk

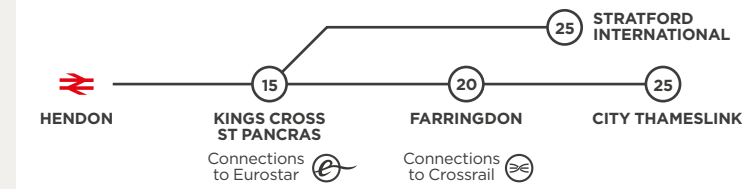
Northwick Park Hospital
inwh.nhs.uk

Travel connections

All travel times in minutes

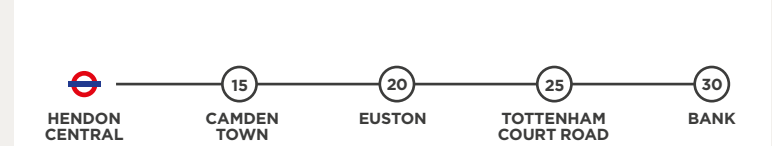
THAMESLINK ZONE 3/4

24-hour service, quarter-hourly trains throughout the day



NORTHERN LINE ZONE 3/4

24-hour service Friday and Saturday



LOCAL AIRPORTS

Easy access to international air travel



BY CAR

Excellent links to major roads



ON FOOT

Three stations to choose from



BUS CONNECTIONS

Every 7-11 minutes throughout the day

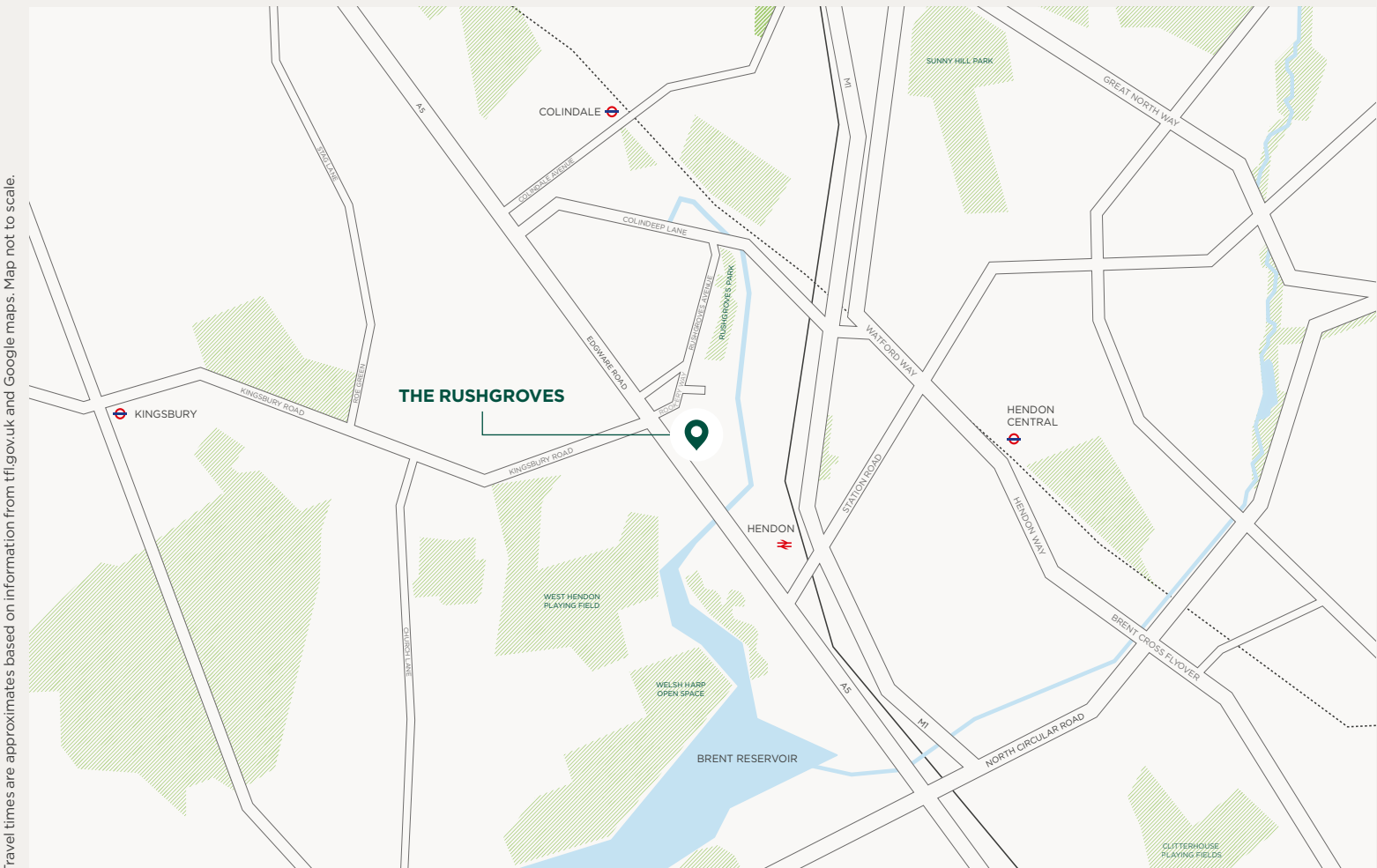


NIGHT BUS

Quarter-hourly service throughout the night



Travel times are approximates based on information from tfl.gov.uk and Google maps. Map not to scale.



Reservation Process

Payment terms — A non-refundable reservation fee is required to secure your home.

10% of the purchase price (less reservation fee) is payable on exchange of contracts within 28 days.

The balance of 90% is payable upon completion.

Should you wish to make a reservation, you will need to provide the following:

1. Photo ID — Passport or UK driving license.
2. Proof of address — Utility bill, council tax bill or bank/credit card statement dated within the last 3 months.
3. Source/proof of funds.
4. Debit/credit card — A fee is required to reserve a property.

We are unable to accept reservations without sighting originals of these documents. Further information may be required if you are not a UK citizen or are buying through a company.

For more information, contact your sales associate at the marketing suite

The Rushgroves
The Hyde, Edgware Road
Hendon, London NW9 6SS
0333 003 3610
therushgroves.co.uk

A SELECTION OF OTHER L&Q DEVELOPMENTS

The Gateway, Chiswick, W4
1, 2 & 3 bedroom apartments available
thegatewayw4.london

Bream Street, Hackney, E3
1 & 2 bedroom apartments available
breamstwharf.co.uk

Acton Gardens, Acton, W3
1, 2 & 3 bedroom apartments available
lqpricedin.co.uk/actongardens



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