



# DAGENHAM

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# GREEN Z

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# A NEW LANDMARK FOR DAGENHAM

Welcome to Dagenham Green, an inspiring new vision for the future of this vibrant and diverse East London community. Imagine a place with everything you need: gardens, a park and boardwalk, shops, a school, a social hub and cafés. Dagenham Green will offer just that – a whole neighbourhood for you to enjoy.

Set to provide a new community of over 3,500 new homes, Dagenham Green will also feature over 10 acres of new public open space. The first exciting phase comprises 1, 2 and 3 bedroom apartments. All have their own outdoor areas and are

arranged within three striking buildings that have been individually designed to maximise light and space. Flexible, sustainable and with a cool, contemporary finish, these homes are ready for you to start life's big adventures.



DAGENHAM GREEN  
LDN



Computer generated image is indicative only.

# URBAN LIVING NATURALLY

With rich natural landscaping and planting, this new destination will be a green oasis that is set to transform life in Dagenham. The regeneration of the area will create a wonderful place to live and fantastic opportunities for work, play and relaxation.



Computer generated image is indicative only.



PLAN PART OF A 45-ACRE REGENERATION

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DAGENHAM GREEN

# A BOLD VISION FOR THE FUTURE

Part of an ambitious masterplan to regenerate the 45-acre site that was once home to the Ford Motor Company's Stamping and Tooling Operations, this first phase of Dagenham Green sets the benchmark for what will follow.

The masterplan is not just about homes – there are plans for a brand new secondary school, further shops and amenities to serve local residents.

In addition, people who live here will also benefit from a convenient concierge service.

Dagenham Green will be an exciting new neighbourhood people will be proud to call their own, building on the heritage of this enterprising area.



Computer generated image is indicative only.



# VILLAGE COMMUNITY, CITY CONVENIENCE



With a range of amenities and green spaces on your doorstep, Dagenham Green has been designed to be like a London 'village', home to a Sainsbury's supermarket, café and local shops, with everything you need for day-to-day living within easy reach.

Beautiful parkland all around lets you embrace the great outdoors. Cafés and restaurants† just moments from home mean more spontaneous nights out or catch-ups with friends, while the Market Square will provide a natural place for the community to gather.

Getting around this new neighbourhood will be a breeze, with a network of footpaths and cycle ways, opening up the area and making it more accessible, as well as supporting a more active lifestyle.

There will also be cycle storage, a car club and electric vehicle charging points, while residents can take advantage of a convenient concierge service.\*

†Proposed café and restaurants. \*Service subject to change.

# RELAX REVIVE RE-ENERGISE



With parks, wetlands and leafy green spaces all around, you'll always be moments from nature when you live at Dagenham Green.

The five-acre Central Park will be beautifully landscaped with groves of trees, wildflower meadows, play areas and landscaped terraces, where you can exercise, play, socialise or simply relax in the great outdoors.

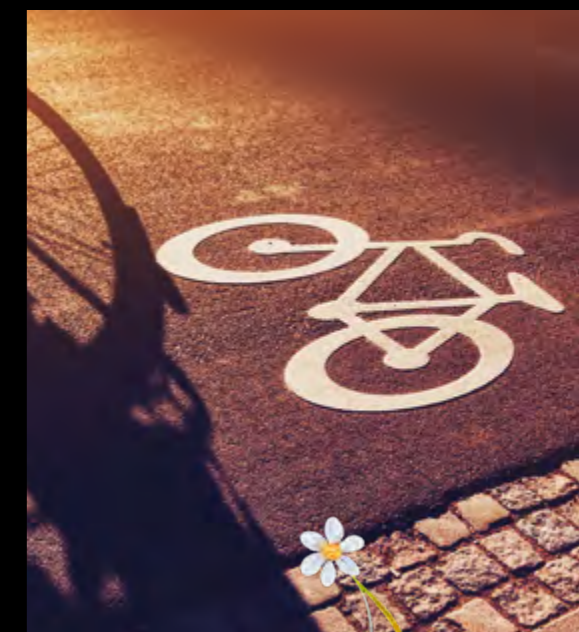
To the south of this incredible green space, next to Market Square, The Boardwalk will be a tranquil space of wetlands, a pond and reedbeds, inspired by how the area looked centuries ago. Changing throughout the seasons, it will be a wonderful backdrop to life here.

Across Dagenham Green, the planted areas, green gardens and trees will help to increase biodiversity, attracting all kinds of colourful birds, bees, insects and more. There are even plans in place for a potential wildlife corridor to the south of the development, providing a safe passage for wildlife between Goresbrook Park and Beam Parklands.



Computer generated image is indicative only.

DAGENHAM GREEN LD





# A CELEBRATED PAST

Running throughout Dagenham Green, on show for all who walk or cycle through it, artworks, play areas and planting act as permanent reminders of the site's history.

There are references to the marshy riverbank it was when the area was known as Daecca's Farm, which eventually evolved into the name Dagenham. The creation of Dagenham Breach is commemorated: Captain John Perry's spectacular feat of early civil engineering that solved the age-old problem of flooding along the north side of the River Thames. You'll also notice industrial elements, crediting the Victorian visionaries Sir John Rennie and Samuel Williams, who built jetties and docks and brought railways to the area.

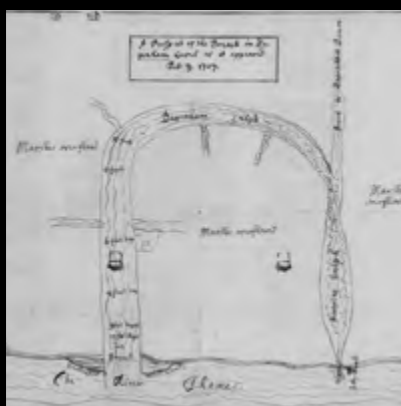


No celebration of Dagenham's past would be complete without mention of the Ford Motor Company, which selected the riverside location for the 500-acre motor plant, transferring all work in 1931. It was Europe's largest car plant, it defined Dagenham throughout the 20th century as a centre for industry and manufacturing.

The site on which Dagenham Green now stands has its own remarkable heritage: once home to the Ford Stamping and Tooling Plant, it was the setting for the Ford sewing machinists' strikes, when a group of women protested against the low-skilled grading of their work. Leading to the formation of the Equal Pay Act of 1970, it was a milestone in the United Kingdom's social history.

## 1719 DAGENHAM BREACH

In 1707 the River Thames broke through sea defences and flooded much of Dagenham Marshes. Repairs were finally completed in 1719, leaving behind a 55-acre lake known as Dagenham Breach.



## 1887 DAGENHAM DOCK

Developed on marshland, Dagenham Dock played an instrumental role in the town's industrialisation and was of strategic importance during the First and Second World Wars.



## 1931 FORD MOTOR COMPANY

Dagenham was the home of the 500-acre Ford Dagenham motor car plant, once the largest in Europe and employing over 40,000 people.



## 1948-1971 WINDRUSH GENERATION

Dagenham became home to some of the Caribbean migrants who moved to Britain after the Second World War, with many of them finding employment at the Ford Motor Company.



## 1968-1984 FORD SEWING MACHINISTS

A stitch that sparked change. Women workers at Ford took a stand - their fight against inequality led to the formation of the Equal Pay Act of 1970.

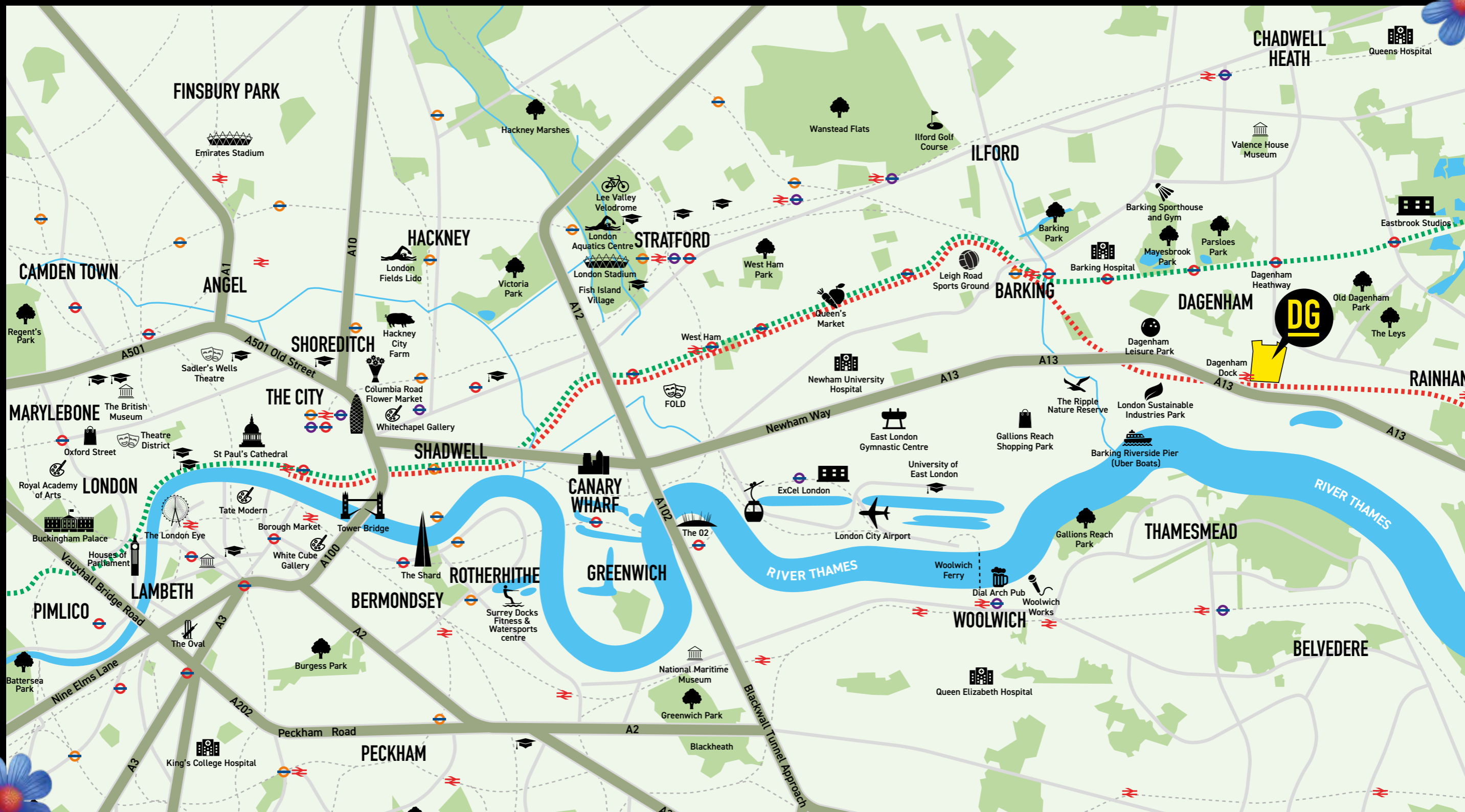


## DAGENHAM TODAY

This East London town is now home to a proud and diverse community that reflects the industrious and pioneering spirit of its heritage.



# CENTRAL LONDON WITHIN EASY REACH



# EXPLORE THE LOCAL SCENE

Take advantage of this bustling location on the edge of the city. Shopping, eating out, culture, leisure and education are all easily available, with connections to central London just two minutes' walk away.

## NURSERY SCHOOLS

- 1 ABC PreSchool
- 2 Castle Green Children's Nursery
- 3 LEYF Barking Riverside Nursery and PreSchool
- 4 LEYF Nursery Ford Road

## PRIMARY SCHOOLS

- 5 Marsh Green Primary School
- 6 St Peter's RC Primary School
- 7 William Ford Church of England Junior School

## SECONDARY SCHOOLS

- 8 Hopewell School
- 9 Dagenham Park Church of England School
- 10 Goresbrook School
- 11 Jo Richardson Community School

## SHOPPING

- 12 Merrilands Retail Park
- 13 ASDA Superstore
- 14 Westfield Stratford City
- 15 Lakeside Shopping Centre
- 16 Sainsbury's Local

## RESTAURANTS

- 17 22 Ventidue
- 18 Lara Grill
- 19 Kusadi Taverna
- 20 Curry Mahal Tandoori

## PARKS

- 21 Goresbrook Park
- 22 Old Dagenham Park
- 23 Beam Parklands Country Park
- 24 Ingrebourne Hill Country Park
- 25 Rainham Marshes Nature Reserve

## SPORT

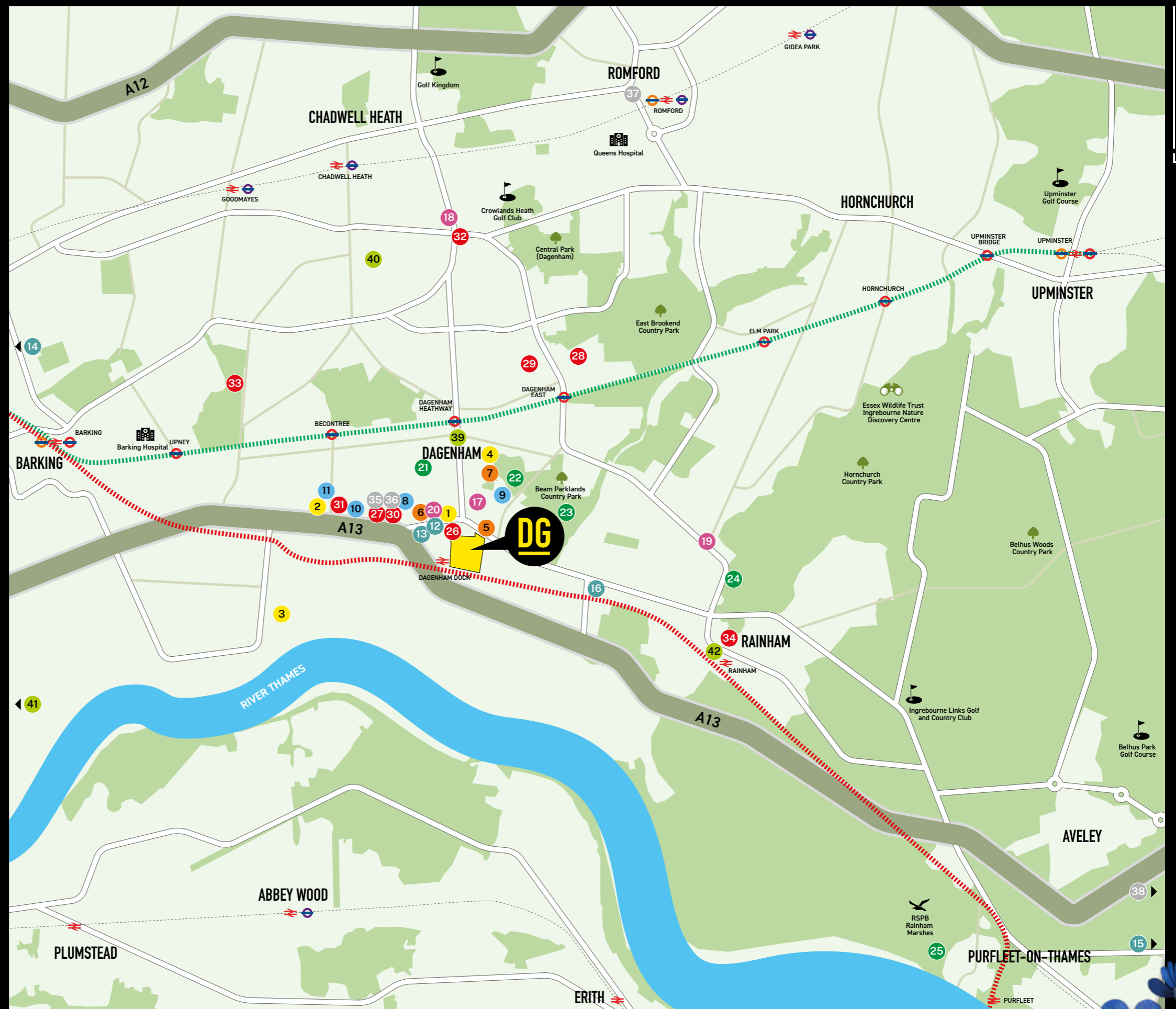
- 26 Pure Gym Dagenham
- 27 The Gym Group Dagenham
- 28 Goresbrook Cricket Club
- 29 Dagenham & Redbridge FC
- 30 Pro Football Academy
- 31 Barking Rugby Football Club
- 32 Becontree Heath Leisure Centre
- 33 Barking Sporthouse & Gym
- 34 Rainham Leisure Centre

## ENTERTAINMENT

- 35 Vue Cinema
- 36 Hollywood Bowl
- 37 Namco Funscape
- 38 Lakeside Karting

## CULTURE

- 39 Dagenham Learning Centre
- 40 Valence House Museum
- 41 Museum of London Docklands
- 42 National Trust Rainham Hall



Map is not to scale and is indicative only.

# HOP ON AND HEAD OUT

Enjoy connected living with a train station on your doorstep and the nearest Tube station just over a mile away. Trains from Dagenham Dock reach central London in 21 minutes, while the District line runs through Dagenham Heathway and on to Dagenham East. Both rail and Tube converge in Barking, where there are even more options, and West Ham, which is a travel hub connecting five different transport lines.

Buses call at nearby stops from 6am through to 1am, with regular services to Dagenham town centre every 20 minutes. Cycle paths traverse Dagenham Green and secure cycle storage is provided, with National Cycle Network Route 13 just outside the development, linking central London with East Anglia.

By road, the A13 is less than a mile away, joining the M25 within 15 minutes and bringing Southend-on-Sea and the Essex coast within an hour's drive.

Travel times are approximate. Source: Google Maps and tfl.gov.uk





# A FEAST FOR THE SENSES

Whether it's a fragrant dish from a favourite restaurant, or designer fashion in the West End, everyone has their passions. Living at Dagenham Green means you get to indulge them all.



DAGENHAM GREEN



Westfield, Stratford.



Shoppers have a world of temptation around them: Lakeside Shopping Centre, just 16 minutes away by car, and the popular Bluewater, 24 minutes away, both combine retail therapy with family entertainment and eating out. Westfield Stratford City, home to more than 300 retailers, is a short walk from Stratford Station, just 22 minutes by train from Dagenham Dock. A little further and you're in central London, the ultimate destination for shopping, entertainment and fine dining.

There are supermarkets and local shopping centres for your day-to-day needs in Dagenham, including Merrielands Retail Park and the nearby ASDA Superstore – and of course, the Sainsbury's supermarket, shops and services right on your doorstep at Dagenham Green.

Try Italian from Ventidue, Turkish from Lara Grill or Indian from Curry Mahal Tandoori, to name but a few: if exploring global cuisines is your thing, you'll be in your element here in East London, with a wide range of restaurants in the area serving flavours from around the world.





Computer generated image is indicative only.



# LOVE EVERY MOMENT

As well as the five-acre Central Park on the doorstep at Dagenham Green, lovers of the great outdoors can enjoy the open spaces of Goresbrook Park and Old Dagenham Park, ideal for walking and running. Beam Valley Country Park and Ingrebourne Hill Country Park are larger, good for cycling and horse-riding. Rainham Marshes Nature Reserve is another natural favourite, while the National Trust Rainham Hall is well worth paying a visit. For some sea air, you can reach the coast in under an hour from Dagenham.



Golfers will be in their element with a choice of courses to play, and football fans need look no further than the Daggers – Dagenham & Redbridge FC – for a passionate team to cheer on. For more hands-on leisure activities, try the local bowling alley, or feel the burn at one of the many gyms within walking distance.



For culture, there are icons aplenty in the Valence House Museum and at the Museum of London Docklands, and with cinemas, local festivals, gigs, workshops and theatre, there's always something to enjoy.



# OPENING MINDS



While a new secondary school is planned for Dagenham Green in the future, there are already plenty of highly rated nurseries, primary and secondary schools and colleges all just a short distance from home. Many are rated either Good or Outstanding by OFSTED, with caring staff, excellent facilities and stimulating extracurricular activities.

For older students, the combination of academic excellence, a rich artistic and cultural heritage and the fact that it is at the centre of global business means that London is ideally suited to offer an inspiring higher education experience. With over 40 universities and colleges to choose from, you're in one of the best places in the world to learn.

## NURSERY

ABC PreSchool  
2-4 years  
OFSTED: Good  
9 mins

Castle Green Children's Nursery  
3 months-4 years  
OFSTED: Good  
11 mins

LEYF Nursery Ford Road  
3 months-5 years  
OFSTED: Outstanding  
21 mins

LEYF Nursery and Preschool  
3 months-5 years  
OFSTED: Good  
22 mins

## PRIMARY

Marsh Green Primary School  
2-11 years  
OFSTED: Good  
11 mins

St Peter's RC Primary School  
3-11 years  
OFSTED: Good  
13 mins

William Ford  
Church of England Junior School  
7-11 years  
OFSTED: Outstanding  
22 mins

## SECONDARY

Dagenham Park  
Church of England School  
11-18 years  
OFSTED: Good  
17 mins

Hopewell School  
5-18 years  
OFSTED: Good  
20 mins

Goresbrook School  
4-18 years  
OFSTED: Good  
21 mins

Jo Richardson  
Community School  
11-18 years  
OFSTED: Outstanding  
21 mins

## UNIVERSITIES

University of East London  
28 mins

Queen Mary's University  
38 mins

University of Greenwich  
45 mins

King's College London  
45 mins

London School of Economics  
50 mins

University College London  
53 mins

Imperial College  
60 mins

Travel times are approximate from RM9 6PR.  
Source: Google Maps and tfl.gov.uk OFSTED ratings correct as of August 2024.



# ECONOMY AND OPPORTUNITY GROWING TOGETHER

Dagenham has always been renowned as a powerhouse of industrial production and enterprise. It looks like that is set to continue, with a number of very high profile business opportunities heading to the area.



  
**1,800**  
**NEW JOBS**  
IN THE FILM  
AND TV INDUSTRY

  
**£800m**  
**BOOST**  
TO THE  
LOCAL ECONOMY

Eastbrook Studios, London's largest, most technologically advanced film and television production campus, is now open for business just two miles away. Offering 12 purpose-built soundstages to major production houses, its easy access to the District Line at Dagenham East allows talent and crew to commute effortlessly. With this, and the opening of the new Wharf Studios in Barking, around 1,800 new jobs are expected to be created.

Meanwhile, University College London's unique world-class research facility PEARL (Person-Environment-Activity Research Laboratory) draws scientists and engineers from across the UK and beyond to explore the ways in which humans interact with their environment.



# WELCOME TO YOUR URBAN OASIS

Step away from the hustle and bustle of modern life and embrace your beautiful surroundings. Living here, it's hard to believe that central London is only 21 minutes away.

Computer generated image is indicative only.

Travel times are approximate from RM9 6PR. Source: tfl.gov.uk

# TAKE IN THE WHOLE PICTURE

Dagenham Green has been designed as a welcoming community where everyone can flourish, with visionary architecture, carefully considered public spaces and amenities, and homes that connect with greenery at every opportunity. It will see 45 acres transformed into a new East London destination, bringing nature and exciting modern design to this former industrial site.



Siteplan is indicative only and subject to planning approval.



# IN MORE DETAIL

Located next to Central Park and The Boardwalk, the first phase of Dagenham Green enjoys nature on the doorstep, with uplifting views over the leafy landscapes from many of the homes. Even the simple act of meeting neighbours for a drink has been elevated out of the ordinary, with the podium-level courtyard gardens offering resident-only vantage points.



# DISCOVER YOUR NATURAL HABITAT

Whichever apartment size or style you choose, step inside and you will immediately feel welcome and at ease.

Every aspect of these homes maximises quality and convenience, from the large windows flooding the interiors with light to the ample storage provided. Kitchens are finished to a high specification and are equipped with appliances by leading brands, ensuring that both cooking for the family and entertaining friends is enjoyable.

Then there are the thoughtful details that make all the difference: the soft close doors on the cabinets, the underfloor heating throughout. And of course, your own private balcony or terrace is an uplifting connection with the outdoors, ideal for alfresco life whenever you want it. These are homes that you can take pride in, and where you can put down roots.

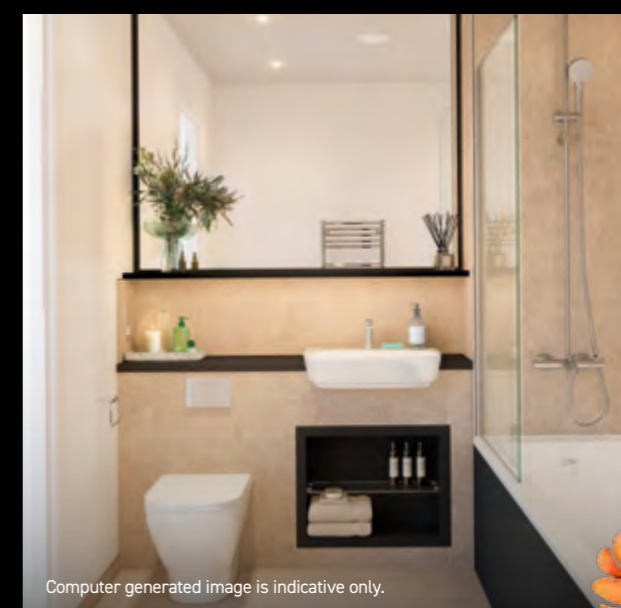


# YOUR ULTIMATE SANCTUARY

Spacious, practical, comfortable: bedrooms are your own retreat where you can recharge after a busy day.

Whether your home has one, two or three bedrooms, each has been individually planned, with thoughtful layouts to create harmonious settings for sleeping – and dreaming – in.

Similarly, bathrooms have been carefully considered to offer a luxurious, spa-like experience, with sleek fixtures and fittings and tactile surfaces encouraging you to unwind. Take as much time as you want...



Computer generated image is indicative only.





# SPECIFICATION

## Kitchen

- Matt finish handleless units with soft close to doors and drawers
- Caesarstone worktop with matching upstand and splashback behind hob
- Induction hob
- Integrated single oven
- Integrated microwave
- Integrated dishwasher
- Integrated fridge/freezer
- Integrated cooker hood
- Stainless steel undermounted sink with contemporary brushed steel mixer tap
- LED feature lighting to wall units
- Washer/dryer (freestanding in hallway cupboard)

Kitchen designs and layouts vary; please speak to our Sales Executives for further information.

## En-suites

- Low profile shower tray with glass shower door
- Framed feature mirror with shelf to match vanity tops
- Large format wall and floor tiles
- Heated chrome towel rail

## Bathroom

- Bath with shower and glass screen
- Feature framed mirror with shelf
- Bath panel to match vanity tops
- Large format wall and floor tiles
- Heated chrome towel rail



Computer generated image is indicative only.

## Decorative Finishes

- Front entrance door with multi-point locking system
- High efficiency double glazed aluminium/timber composite windows
- White painted flush internal doors with contemporary dual finish ironmongery
- Built in mirrored wardrobe with sliding doors to principal bedroom
- Square cut skirting and architrave
- Walls painted in white emulsion
- Smooth ceilings in white emulsion

## Floor Finishes

- Amtico flooring to entrance hall and kitchen/dining/living room
- Carpet to bedrooms
- Large format tiles to bathroom and en-suite

## Heating and Water

- Underfloor heating throughout each apartment
- Heated chrome towel rails to bathroom and en-suite
- Heating via site wide district heating generated by ASHPs



Computer generated image is indicative only.

## Electrical

- Downlights to entrance hall, kitchen/dining/living room, bathroom and en-suite
- Pendant fittings to all bedrooms
- LED feature lighting to wall units in kitchen
- Shaver sockets to bathroom and en-suite
- TV, BT and data points to selected locations
- BT & Hyperoptic fibre connection to all properties for customer's choice of broadband provider
- Pre-wired for customer's own Sky Q connection
- Video entry system to every apartment, linked to main entrance door, where accessed off communal area
- External lighting to balcony/terrace
- Hard-wired smoke and heat detectors
- Sprinkler system to all apartments
- Spur for customer's own installation of security alarm panel

## External Finishes

- Aluminium decking to balcony
- Paved terraces to ground floor apartments

## Communal Areas

- Fob controlled access system to entrance lobby
- Lift access to all floors
- Cycle and bin storage space
- Letterboxes provided for all apartments within communal entrance lobby (for apartments accessed off communal areas)

## Construction

- Steel reinforced concrete frame with outer brickwork, cavity filled with insulation
- Concrete floors
- Exterior treatments comprise a variety of facing bricks

## General

- 10 year NHBC warranty
- 999 year lease
- A service charge will be payable for the maintenance of the shared facilities and communal areas

A managing agent has been appointed to deliver the estate and block management services at Dagenham Green. All homeowners will be required to pay a contribution towards the maintenance of the development, which will be collected by the managing agent in the form of an annual service charge.

We are unable to accommodate any individual changes, additions or amendments to the specification, layout or plans to any individual home. Please note that it may not be possible to obtain the products as referred to in the specification; in such cases a similar alternative will be provided. Hill reserves the right to make these changes as required.



Computer generated image is based on Apartment 578 and is indicative only.



# SUSTAINABILITY FROM THE GROUND UP

Dagenham Green has been designed for the future – and that means more sustainable living.

Homes incorporate passive design measures such as effective insulation, maximising natural light and improved air-tightness, helping to reduce your energy use. The whole neighbourhood will be supplied with heat via a site-wide district heating network from a centralised energy centre generated by air source heat pumps, with individual Heat Interface Units supplying each home and further improving energy efficiency.

In addition, Modern Methods of Construction have been used to reduce emissions, including off-site construction. This has environmental benefits such as less waste, cleaner processes, reduced carbon footprint and increased recycling, while working in a controlled environment enables greater precision and improved quality.

Outside, the diverse tapestry of thoughtful planting schemes feature native species to increase biodiversity, boosting bird, bat and insect life. A wildlife corridor has also been planned along the southern boundary to enhance urban greening.



Computer generated image is indicative only.



Computer generated image is indicative only.



DAGENHAM GREEN LDN

# AN INSPIRING NEW VISION

FROM

 Peabody

 Hill  
*Created for Living*

The first phase of Dagenham Green is a proud collaboration between Peabody and Hill, bringing together our shared values and ambition for creating wonderful places to live.

It is a continuation of our flourishing partnership in East London, with award-winning Fish Island Village in Hackney Wick and Motion in Waltham Forest.

Together we are working to transform this part of Dagenham and deliver the new homes, facilities and green spaces that this vibrant community deserves. Dagenham Green will be part of the town's thriving future, giving people the space they need to flourish.

We have over 180 years' combined experience and a legacy of thoughtful, high quality homes and communities in places where people really want to live. Our standards are high – from initial design through to customer service, ensuring our customers' needs and expectations are met and regularly exceeded.





# HOW TO FIND US



Map is not to scale and is indicative only.

Kent Avenue, Dagenham, London RM9 6PE

020 3151 0358

hello@dagenhamgreen.co.uk

dagenhamgreen.co.uk



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AN INSPIRING NEW VISION FROM



# FLOORPLANS

