

# Wembley Park Residential



**Discount Market Rent Information Pack**





# Do you have an annual household income of less than £90,000?\*

## Then maybe it's time for you to discover Discount Market Rent?

### WHAT IS DISCOUNT MARKET RENT?

Discount Market Rent (DMR) offers housing for the rental market. It allows Build To Rent developers to offer eligible households apartments for rent at a discount to the market price. All the DMR apartments in Wembley Park are built to a high specification and benefit from a range of amenities.

### ELIGIBILITY TO RENT A DMR APARTMENT IS SPECIFIC WITH THE TWO MAIN CRITERIA:

- An annual household income of less than £90,000\*
- Demonstrate ability to pay the stated rent and provide a deposit in line with standard Assured Shorthold Tenancy rates.

NB – Priority will be given to Key Workers, as listed on page 30, and those who are currently living or work in the London Borough of Brent.

### WHERE IS THIS DMR OPPORTUNITY?

Wembley Park Residential, a subsidiary of

Quintain the developer transforming Wembley Park, are pleased to offer DMR apartments located in Wembley Park to applicants who are able to meet the required eligibility criteria.

Wembley Park is the residential, retail and leisure heart of North West London. It epitomises the dynamism of London today, as it's heady mix of vision, energy and great individuality combines to create a vibrant new community. The transformation is highly impressive, with an area that is already buzzing with activity, established shops, restaurants, entertainment and leisure facilities.

\*Robinson East one bedroom - earn less than £60,000



# Our DMR offering

## CANADA GARDENS



Canada Gardens offer a total of 303 well designed studio, one, two and three bedroom DMR homes which are set around a one acre podium garden and next to a four acre park.

Each individually designed building is constructed from a combination of traditional and modern materials and has been planned to maximise the sense of light and space. The homes benefit from a full range of services, from a concierge, resident social spaces to a high speed broadband.

### CANADA GARDENS – THE BUILDINGS

- F. Varley**  
32 one bedroom DMR apartments  
**Available now**

**E. Jackson**  
32 one bedroom DMR apartments  
**Available now**

**D. Seath**  
25 one bedroom and 9 two bedroom DMR apartments  
**Available now**

**A. Harris**  
11 one bedroom, 16 two bedroom and 23 three bedroom DMR apartments  
**Available now**
- G. Thompson**  
5 studio, 47 one bedroom and 2 two bedroom DMR apartments  
**Available now**

**B. Lismer**  
5 one bedroom, 37 two bedroom and 3 three bedroom DMR apartments  
**Available now**

**C. Collyer**  
7 studios, 20 one bedroom, 24 two bedroom and 4 three bedroom DMR apartments  
**Available now**



## ROBINSON



The Robinson offers 31 apartments across three buildings. The development is set around an acre of landscaped gardens with a multitude of resident social spaces inspired by British pop culture. This includes three roof terraces, podium garden with a BBQ area, kids play area and pet friendly dog zone. Resident lounge with London Skyline views, meeting rooms and various work from home spaces with free Wi-Fi. All apartments have their own private balcony.

### ROBINSON – THE BUILDINGS

- A. Robinson West**  
2 Two Bedroom DMR apartments
- B. Robinson South**  
19 Two Bedroom DMR apartments
- C. Robinson East**  
1 One Bedroom, 9 Two bedroom DMR apartments  
**Coming Soon**

## BETON



### BETON – THE BUILDINGS

- A. Beton**  
9 studio, 15 one bedroom, 11 two bedroom DMR Apartments  
**Available Now**

Beton offers a total of 35 spacious studio, 1 and 2 bedroom apartments finished to the highest specifications, with designer kitchens, bespoke bathrooms and generous living and storage space. All apartments have their own private outdoor space or a balcony with views towards Wembley Boulevard or Wembley Stadium.

## MADISON



### MADISON – THE BUILDINGS

- A. Madison West**  
40 studios, 15 one bedroom, 8 two bedroom DMR apartments  
**Available now**
- B. Madison East**  
34 studios, 5 one bedroom, 31 two bedroom DMR apartments  
**Available now**

Madison offers a total of 133 apartments across two buildings, Madison West and Madison East, located in the heart of Wembley Park. These well-designed studio, one- and two-bedroom apartments have been curated to meet the requirements of a wide range of renters and provide a high quality finish and thoughtfully laid out interiors.

Computer generated images, indicative only.

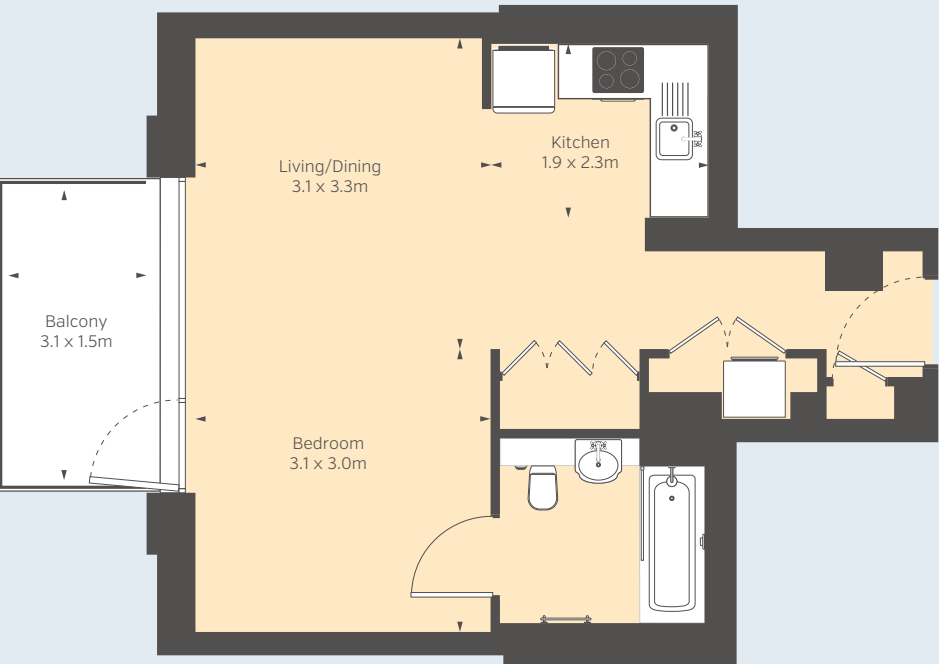


A photograph of the Canada Gardens residential complex, featuring several tall brick buildings with balconies surrounding a central green courtyard. The courtyard has a lawn, trees, and a wooden planter box. A small wooden shed is visible in the foreground on the right.

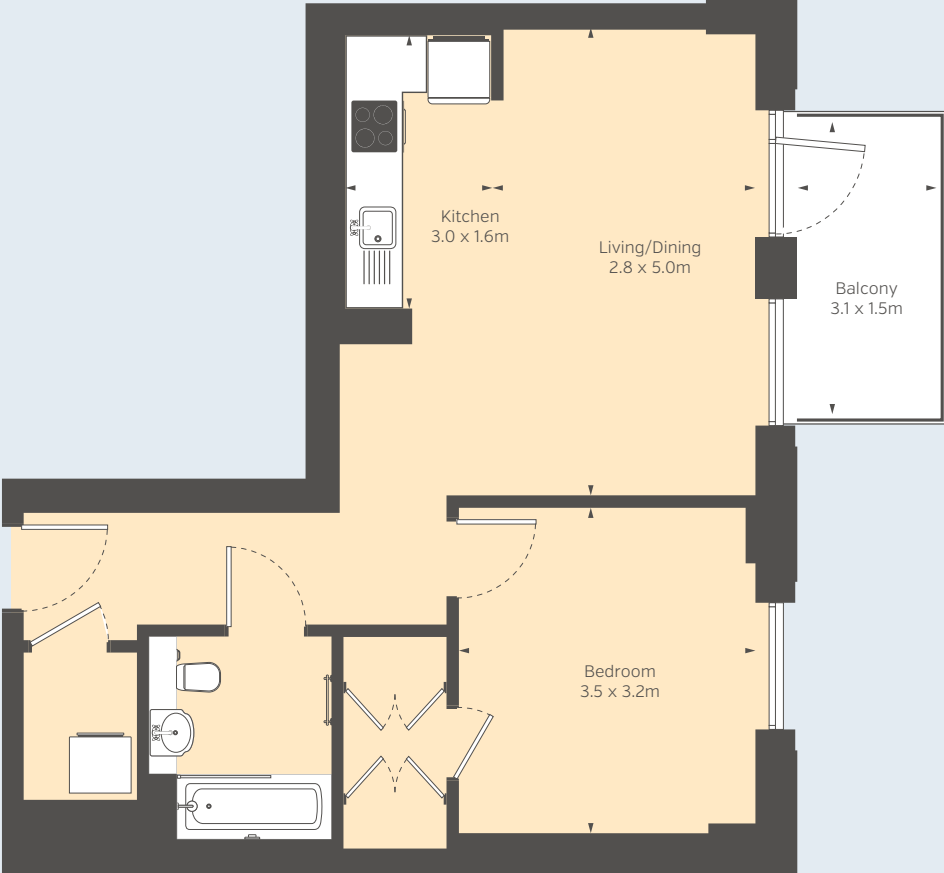
# Canada Gardens



# Example apartment floorplans



Studio  
apartment  
417.6 sq ft  
38.8 sq m



1 bedroom  
apartment  
538.2 sq ft  
50.0 sq m



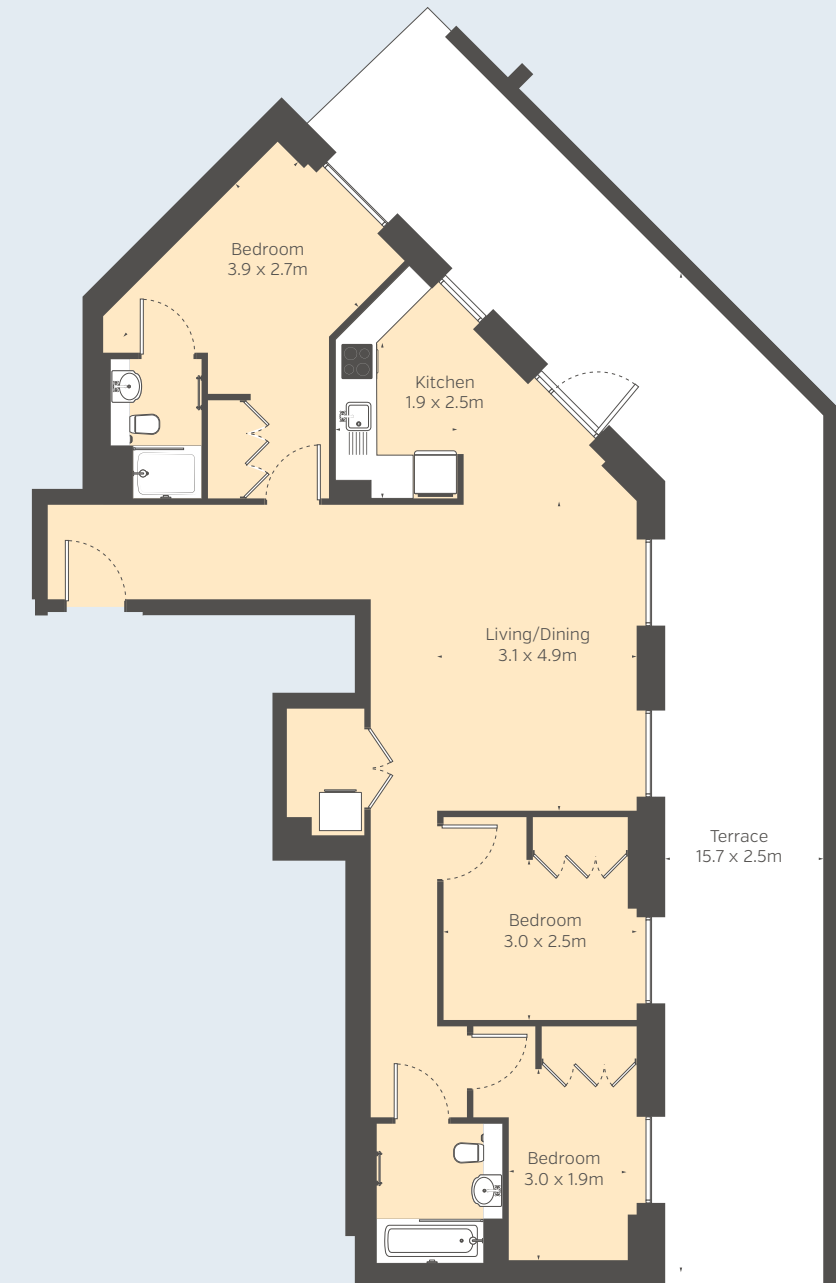
1 bedroom  
apartment  
671.6 sq ft  
62.4 sq m

Not to scale, for indicative purposes only.

## Example apartment floorplans



2 bedroom  
apartment  
681.3 sq ft  
63.3 sq m



3 bedroom  
apartment  
948.2 sq ft  
88.1 sq m



### THE ROOFTOP →

- Lounge
- Incredible 360° views

Sitting on the pinnacle of Thomson's 26 level tower, the rooftop includes a social lounge\* and 360° views that include Wembley Stadium and stretch to Harrow on the Hill and the City of London.



**DMR Residents will have access to a variety of social space, amenities & gardens throughout the development.**



## Canada Gardens

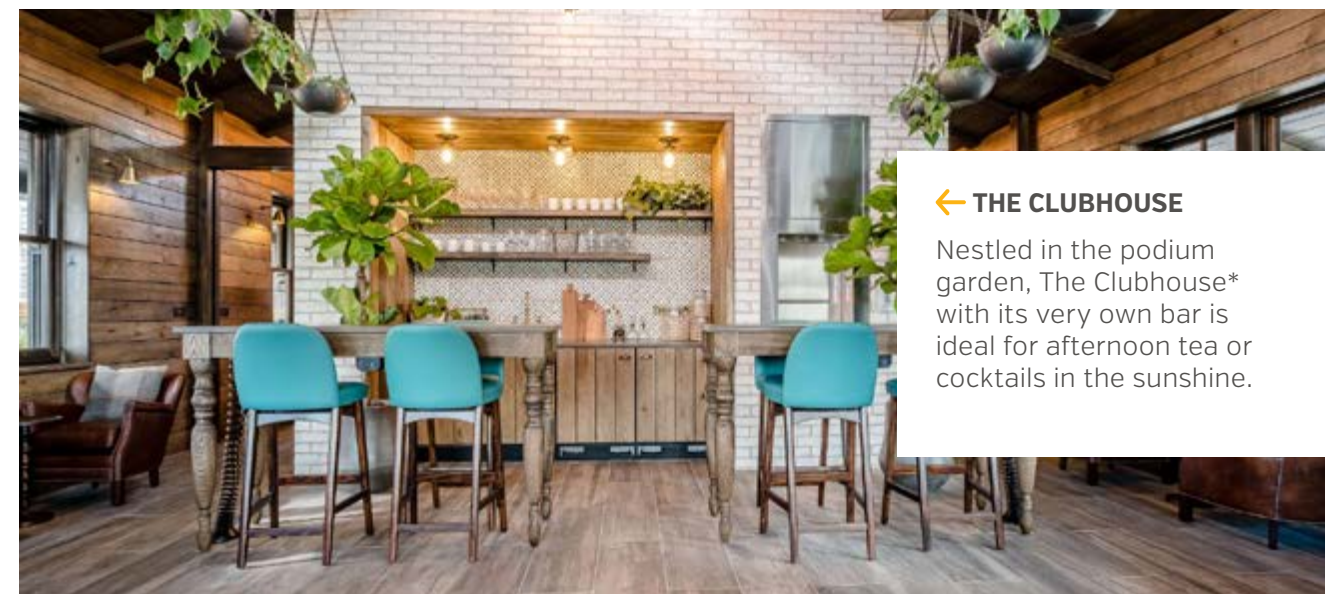
### THE LOBBY

- Library
- Lounge
- Boardroom

A calm place with a library, soft seating and a separate boardroom\* with meeting table. Relax, work or finally find the time to read a book.

### THE POST ROOM →

Wembley Park's quirkiest post room with giant multifaceted post boxes in pillar box red. Collect your mail in style.



### ← THE CLUBHOUSE

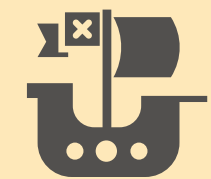
Nestled in the podium garden, The Clubhouse\* with its very own bar is ideal for afternoon tea or cocktails in the sunshine.

### ← PODIUM GARDEN

- Work from home cabins
- Allotments
- Green spaces

An expansive green oasis just for residents. In this secret garden you can find work from home cabins\* as well as resident allotments, BBQ areas and quiet places to relax on the grass.

\*Available for private hire. Speak to your concierge about costs or to find out more.



### PIRATE SHIP

The ultimate in kids climbing frames, this is a full on pirate ship for the little ones to scale and explore.

### THE PLAY ROOM

A multi-activity play room\* where kids can learn, create and play as well as use the cosy reading area.



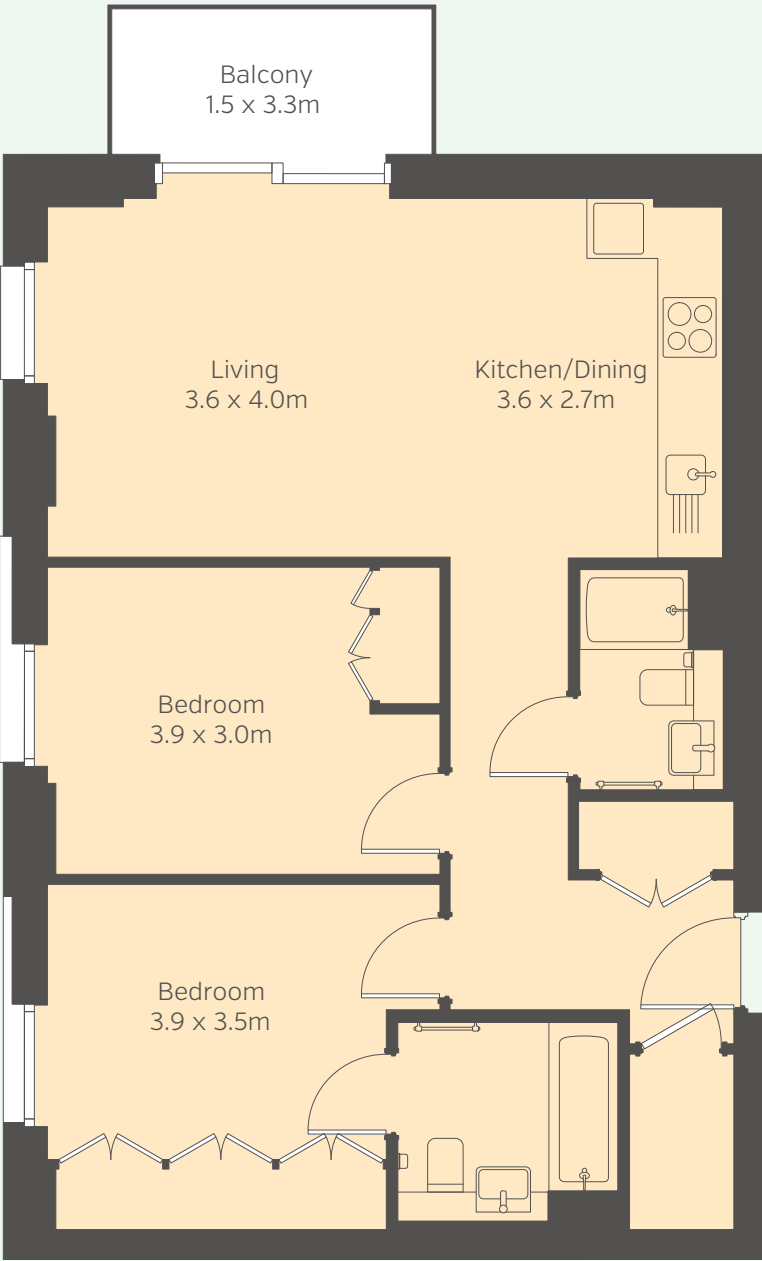
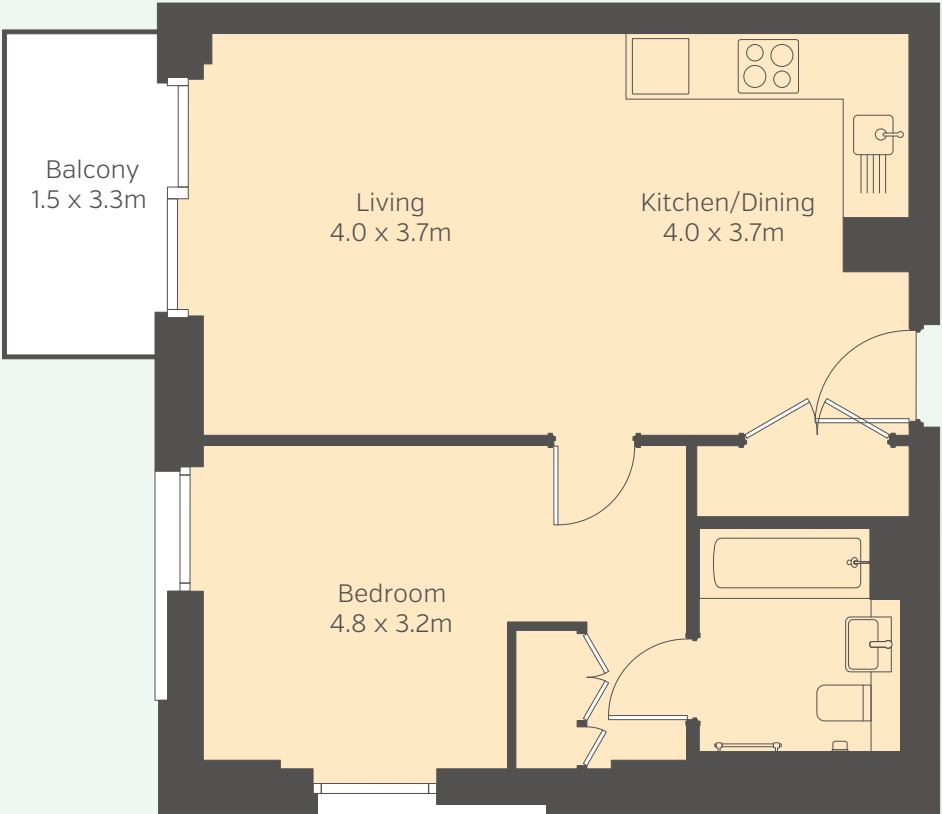
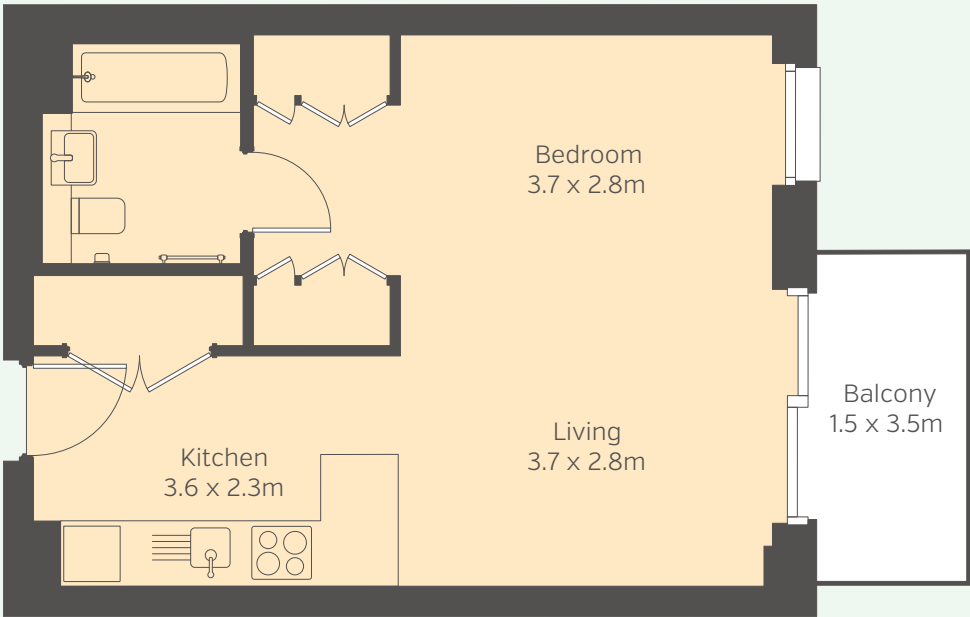


Beton



# Example apartment floorplans

Beton



Studio  
apartment  
436.3 sq ft  
40.5 sq m

1 bedroom  
apartment  
541.2 sq ft  
50.3 sq m

2 bedroom  
apartment  
757.7 sq ft  
70.4 sq m

Not to scale, for indicative purposes only.

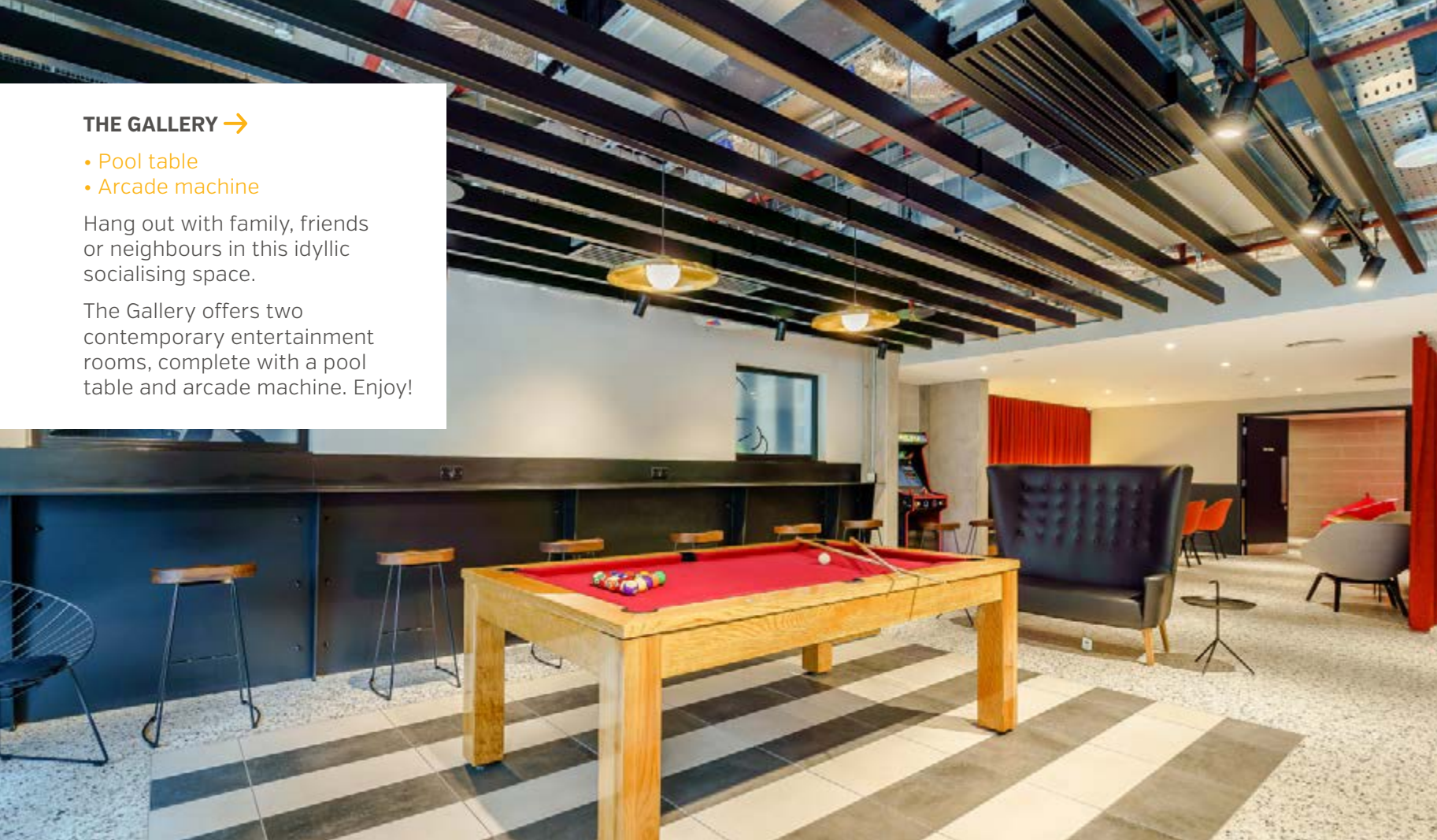


### THE GALLERY →

- Pool table
- Arcade machine

Hang out with family, friends or neighbours in this idyllic socialising space.

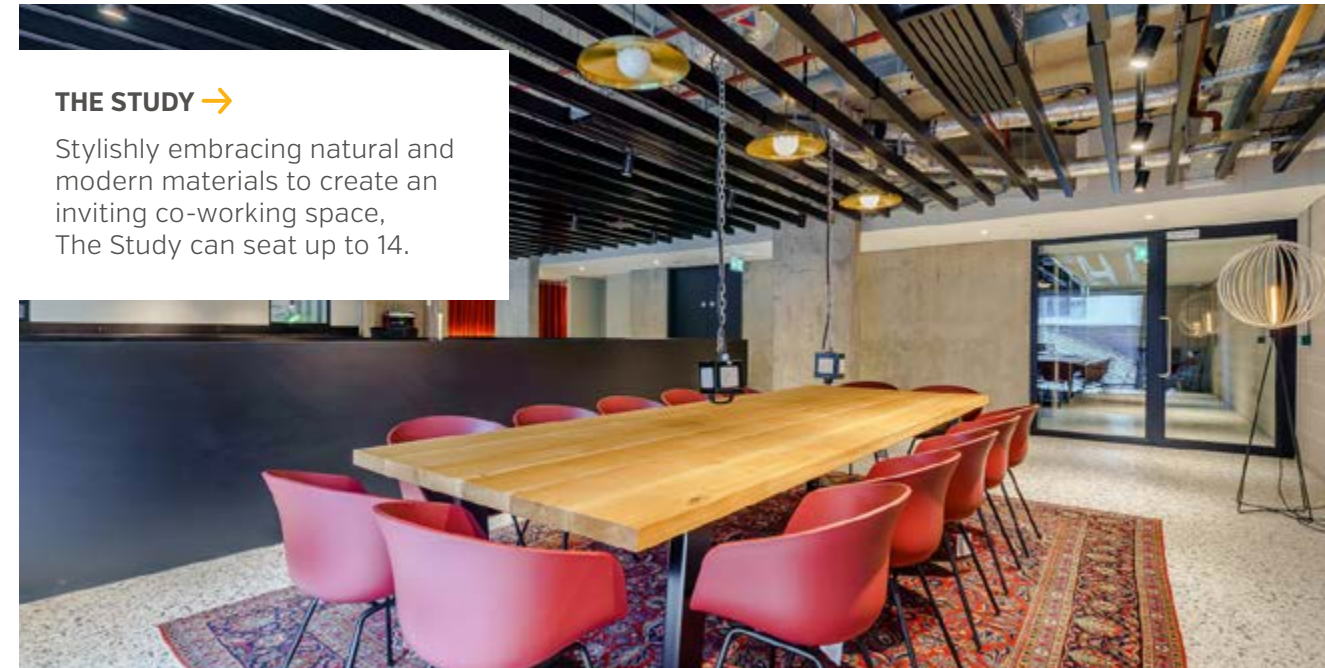
The Gallery offers two contemporary entertainment rooms, complete with a pool table and arcade machine. Enjoy!



Beton

### THE STUDY →

Stylishly embracing natural and modern materials to create an inviting co-working space, The Study can seat up to 14.



**DMR Residents will have access to a variety of social space, amenities & gardens throughout the development.**

### VUE ROOF TERRACE →

Located on level 12, Vue roof terrace is the perfect environment for a casual meeting, an evening drink, or just to soak up the 360° views that include Wembley Stadium.

This inspirational space comprises a mix of uses including lounge seating, a dining area, as well as outdoor games.

### BBQ ROOF TERRACE →

What better way to celebrate the warmer weather and show off your culinary skills than firing up the barbecue. Cook up a feast with family and friends on one of our two environmentally friendly electric BBQs.



### AMAZON FRESH →

No Checkouts. Just Walk Out. Packed with fresh food and your daily essentials, you'll find exactly what you need. In fact, the only thing you won't find is a checkout, because there aren't any. Located on the ground floor and open Mon-Sun, 7am-11pm.



### BRINGME LOCKERS →

Bringme is a virtual reception for all your smaller deliveries. It's secure, private and 24/7, complete with seamless communication.



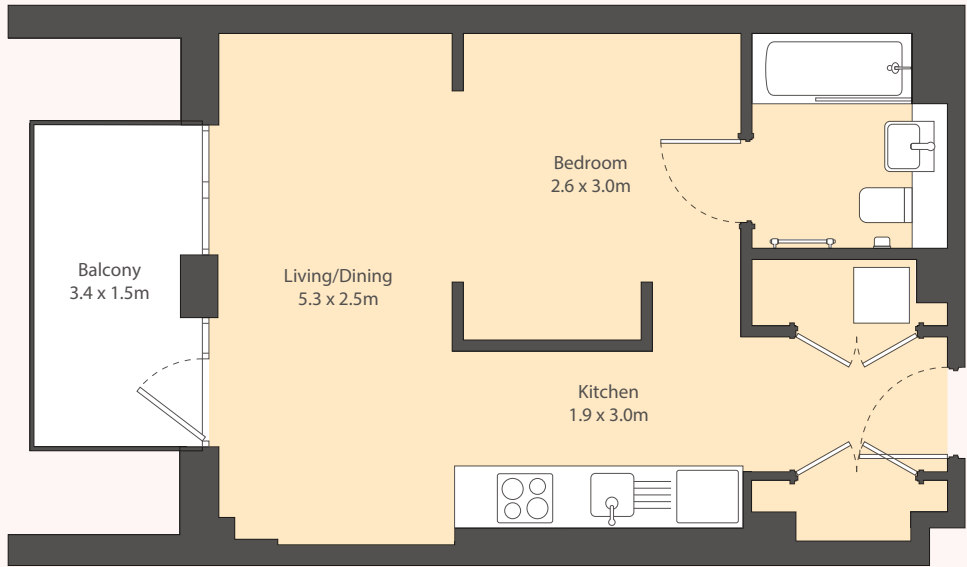




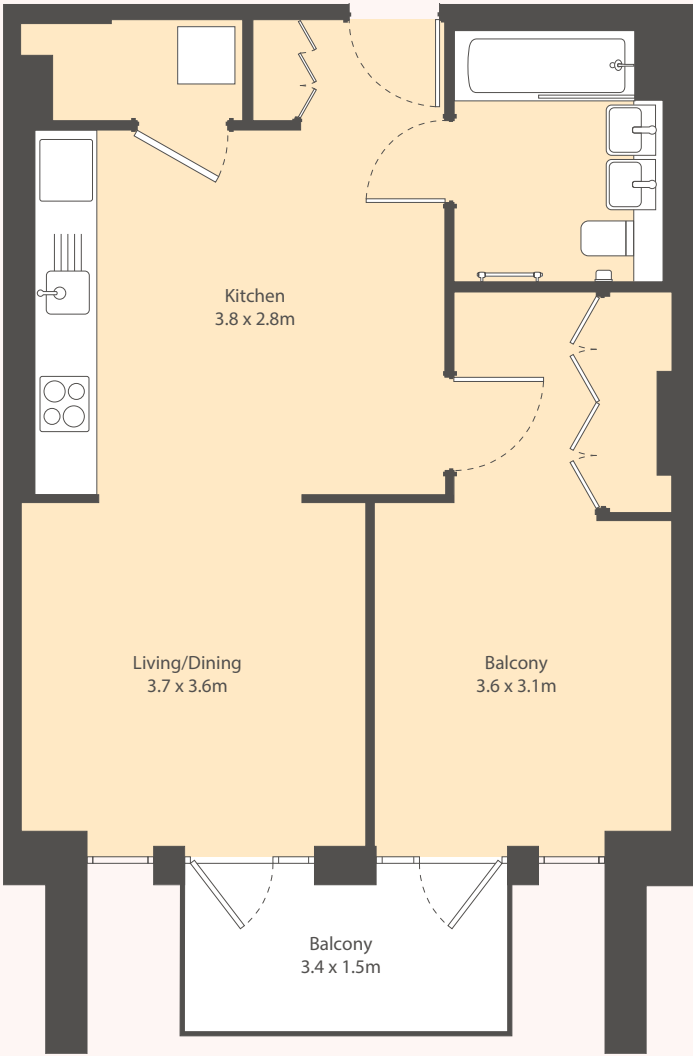
# Madison



# Example apartment floorplans



Studio  
apartment  
441.1 sq ft  
41.0 sq m



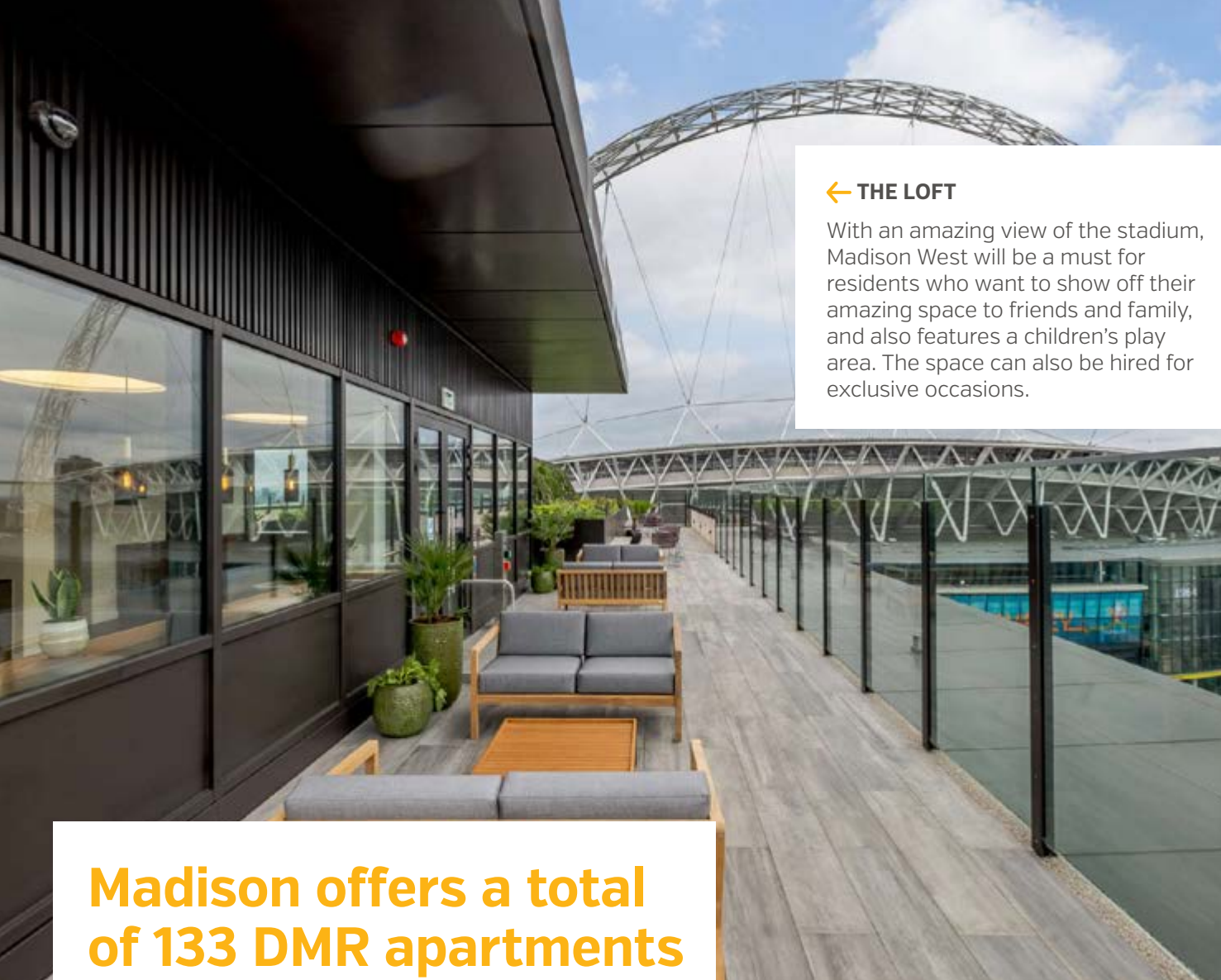
1 bedroom  
apartment  
632.0 sq ft  
58.7 sq m



2 bedroom  
apartment  
699.8 sq ft  
65.0 sq m

Not to scale, for indicative purposes only.





#### ← THE LOFT

With an amazing view of the stadium, Madison West will be a must for residents who want to show off their amazing space to friends and family, and also features a children's play area. The space can also be hired for exclusive occasions.

**Madison offers a total of 133 DMR apartments across two buildings, Madison West and Madison East, located in the heart of Wembley Park.**

#### RESIDENT LOUNGE ↓

Madison offers the Main Lounge where residents can relax, work, entertain and socialise with their fellow neighbours. The space has a range of fixtures and furnishings including sofas, tables, chairs and an artificial fire to truly make the space feel like home.



#### ← BBQ'S

A truly beautiful environment to entertain friends whilst grilling a delicious meal. Three electric BBQ's located on the podium gardens between Madison West and Madison East, this space will also offer fantastic views of the soon to be built Wembley Park North and Stadium South.

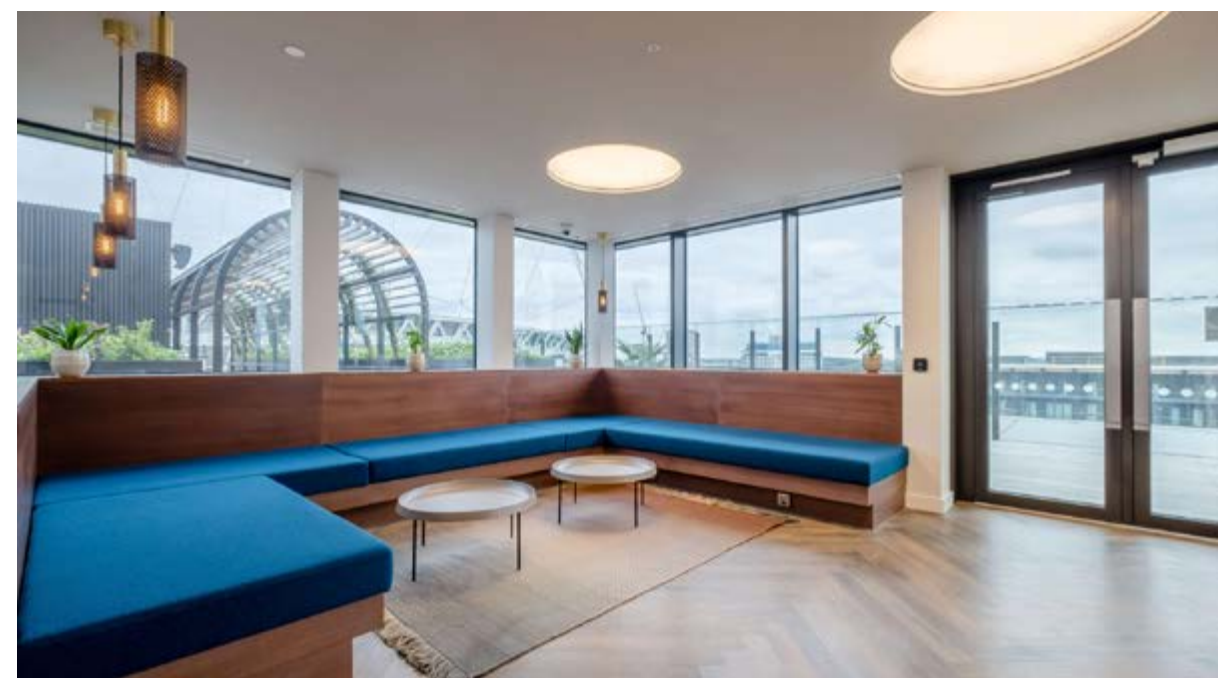


#### ← PLAY AREA

Madison is centred around wellbeing, so a children's play area is also hosted onsite to promote outdoor exercise. The space has a range of children's playground infrastructure including a slide, see-saws, a climbing frame and monkey bars. The area also has seating, so parents can put their feet up while the little ones play. (Max age 12)

#### ROOF TOP LOUNGE ↓

Residents can raise a glass underneath the stars for a fun and alfresco experience. The roof top lounge is included as part of the terrace hire and offers a kitchen area and quaint lounge space.







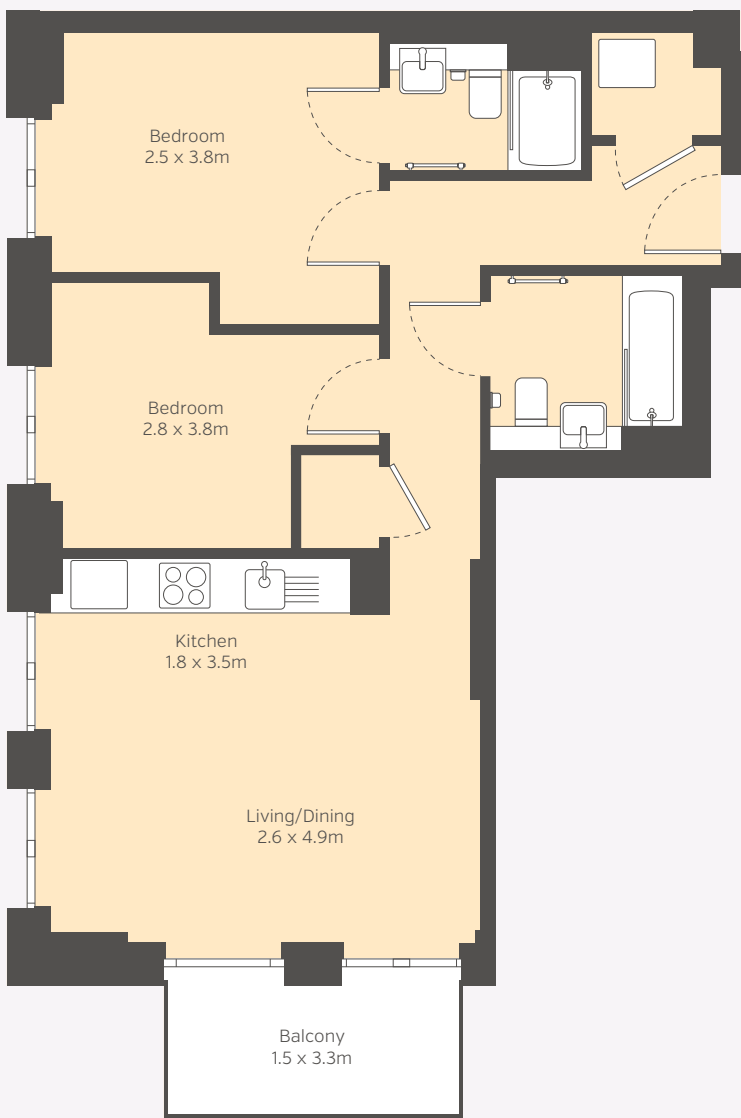
# Robinson



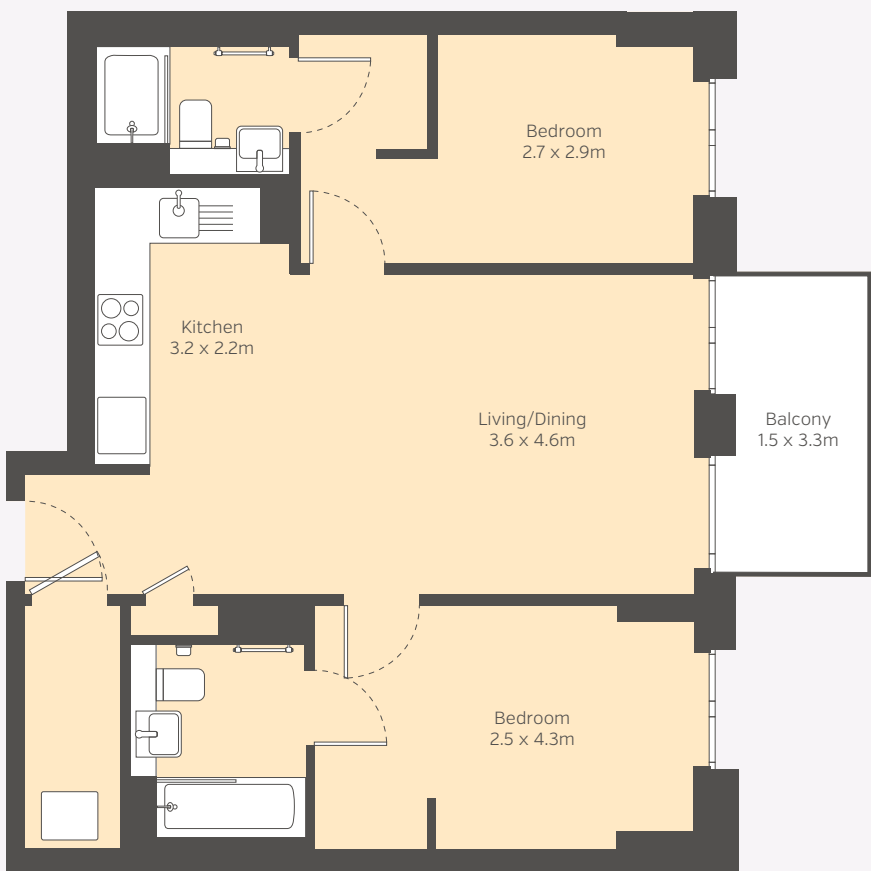
# Example apartment floorplans



Robinson West  
727.1 sq ft  
67.6 sq m



Robinson South  
683.6 sq ft  
63.5 sq m



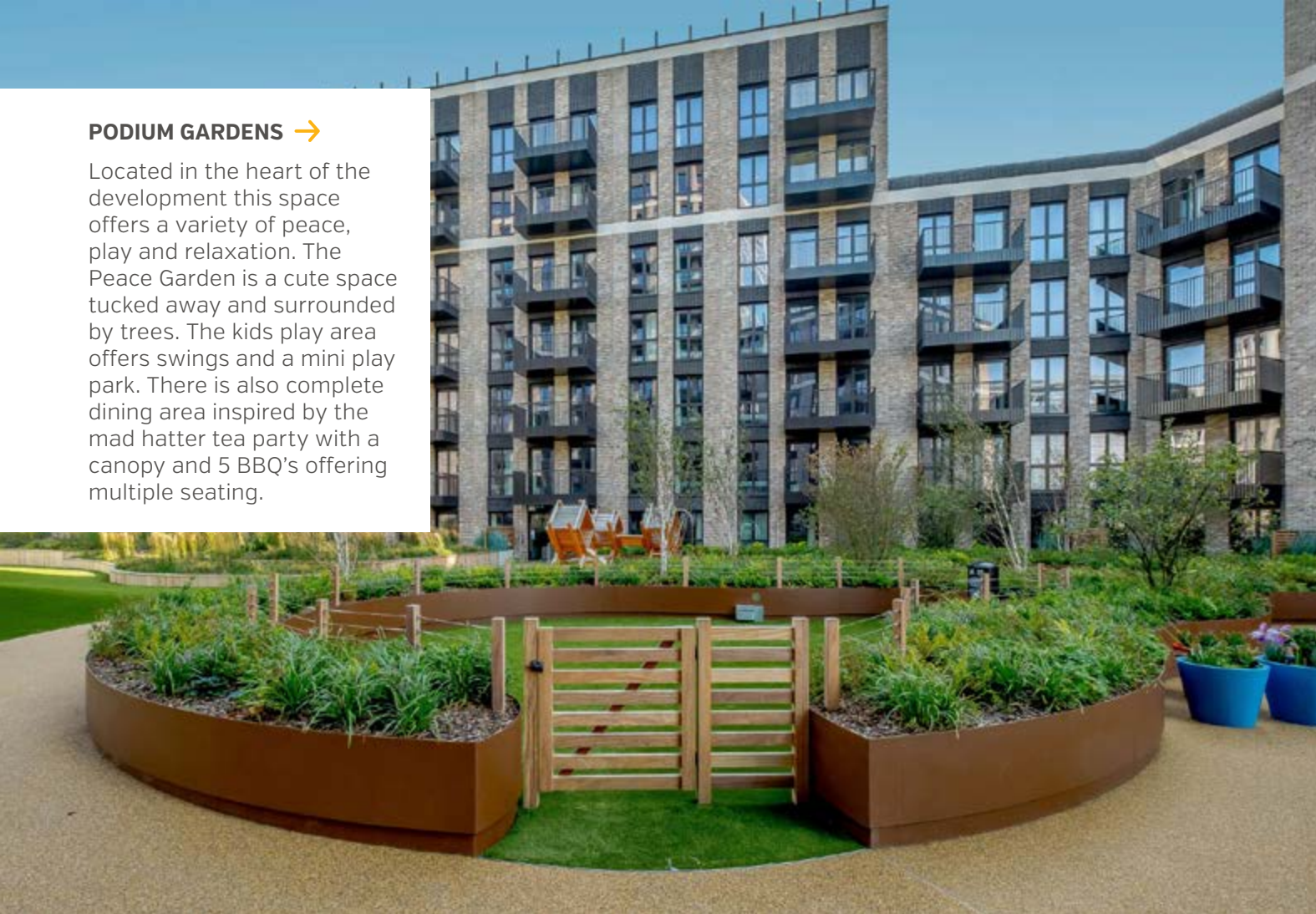
Robinson East  
767.6 sq ft  
71.3 sq m

Not to scale, for indicative purposes only.



### PODIUM GARDENS →

Located in the heart of the development this space offers a variety of peace, play and relaxation. The Peace Garden is a cute space tucked away and surrounded by trees. The kids play area offers swings and a mini play park. There is also complete dining area inspired by the mad hatter tea party with a canopy and 5 BBQ's offering multiple seating.



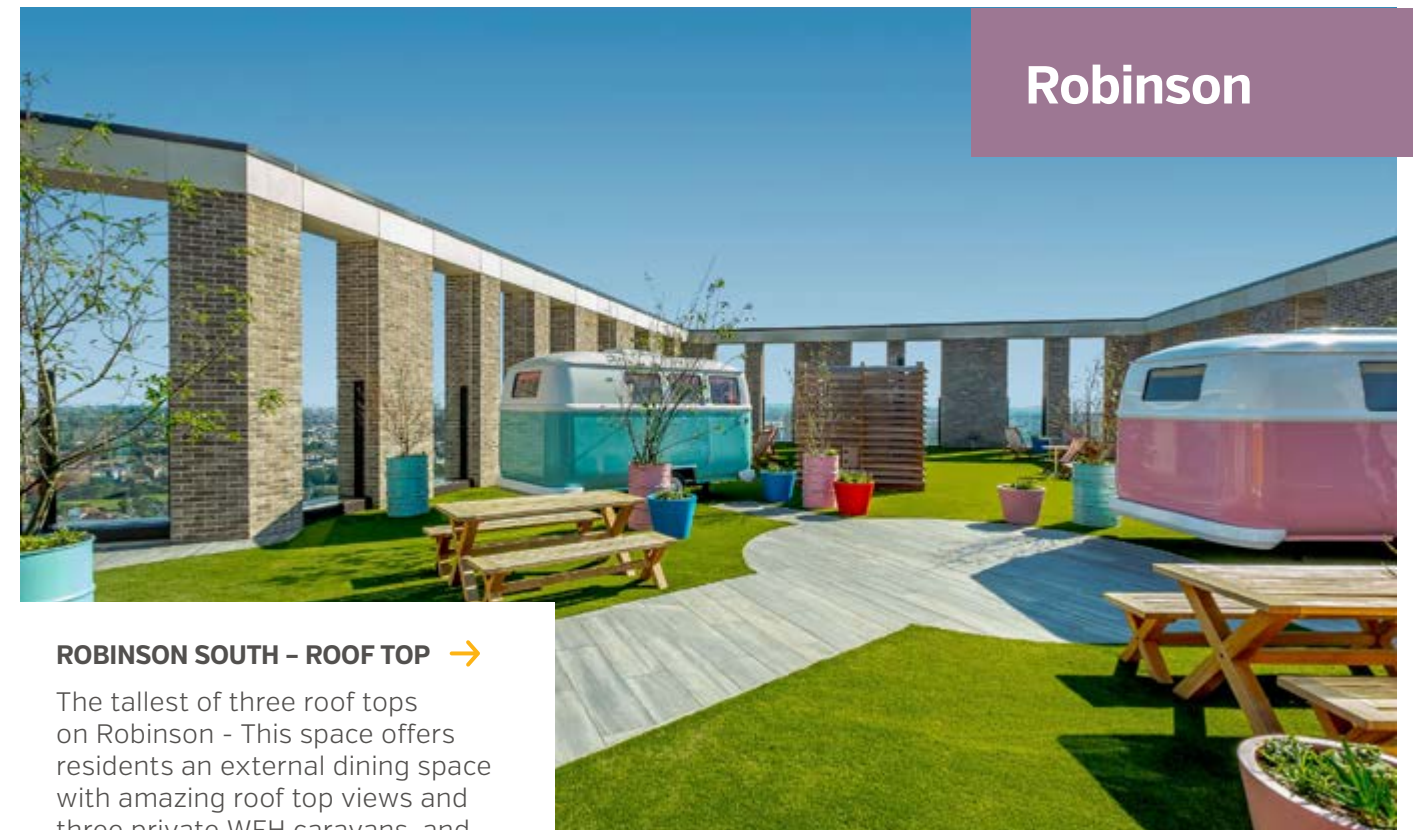
**The Robinson offers 31 apartments across three buildings. Set around an acre of landscaped gardens with a multitude of resident social spaces.**



### ← RESIDENT LOUNGE

The Resident's lounge is located on the 17th floor of the west block 'The Robinson West' and has a wide range of design features including a Taxi coffee station, a large seating lounge, multiple work pods and 2x meeting rooms. This truly is the ideal work from home space with 3 phone booths to allow for some privacy or quiet time.

## Robinson



### ROBINSON SOUTH - ROOF TOP →

The tallest of three roof tops on Robinson - This space offers residents an external dining space with amazing roof top views and three private WFH caravans, and one private caravan with a hot tub included. These will be available for an additional fee.

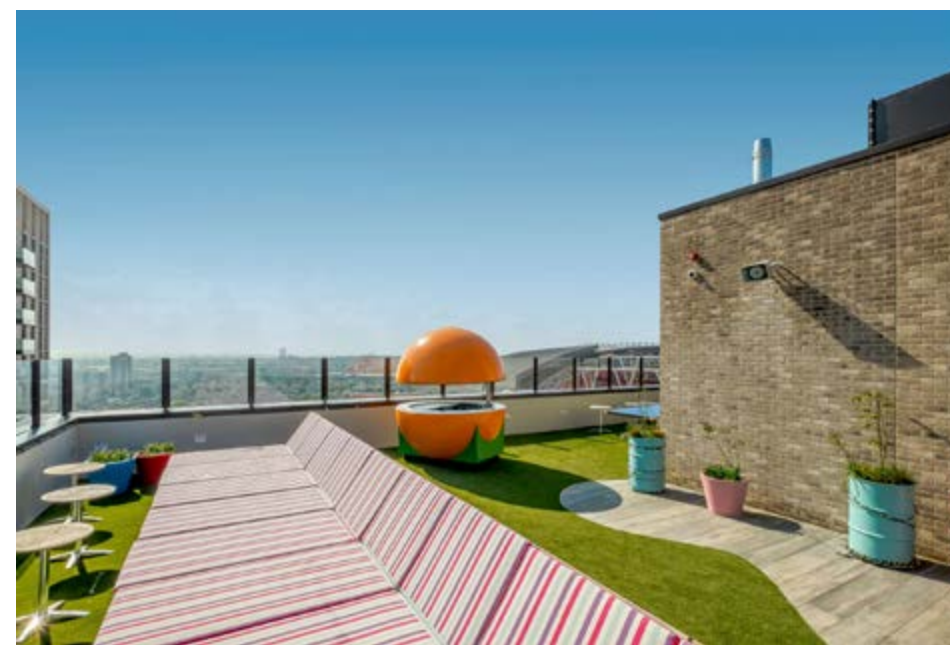
### ROBINSON EAST - ROOF TOP →

This roof top offers views of the city of London and will provide a great space for the green fingered members of our resident population with its allotment features. There is also a small individual lawn space with seating to relax after a hard day tending to the that roof top allotment.



### ← ROBINSON WEST - ROOF TOP

This roof top is 'pool party' inspired, boasting everything but the pool. It has a bar shaped like an Orange, a slide to go down to the resident lounge below. Also, a large dinning space with benches and a very spacious sun lounging area. This very popular space offers 360-degree view of London City and Wembley Stadium and includes outdoor table tennis and chess.





# Typical Specification

## INTERIOR FINISHES

- Amtico Spacia flooring to hallway and living areas
- Double-glazed windows throughout
- Double-glazed door to balcony or terrace

## KITCHENS

- Modern and contemporary kitchens
- Fitted silestone worktops
- Samsung integrated 4-ring induction hob
- Samsung integrated fan-assisted oven
- Samsung integrated dishwasher
- Samsung fridge / freezer
- Samsung washer / dryer [located in utility cupboard]

## BATHROOMS

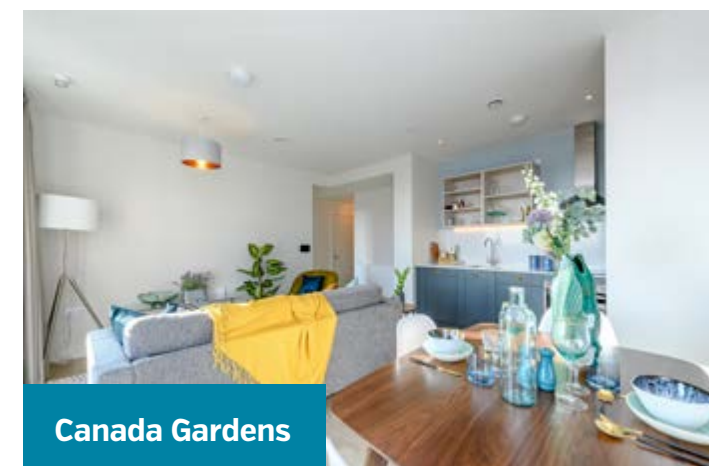
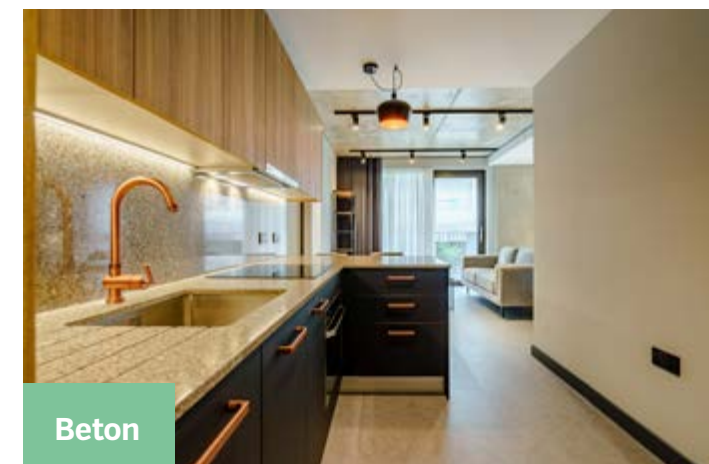
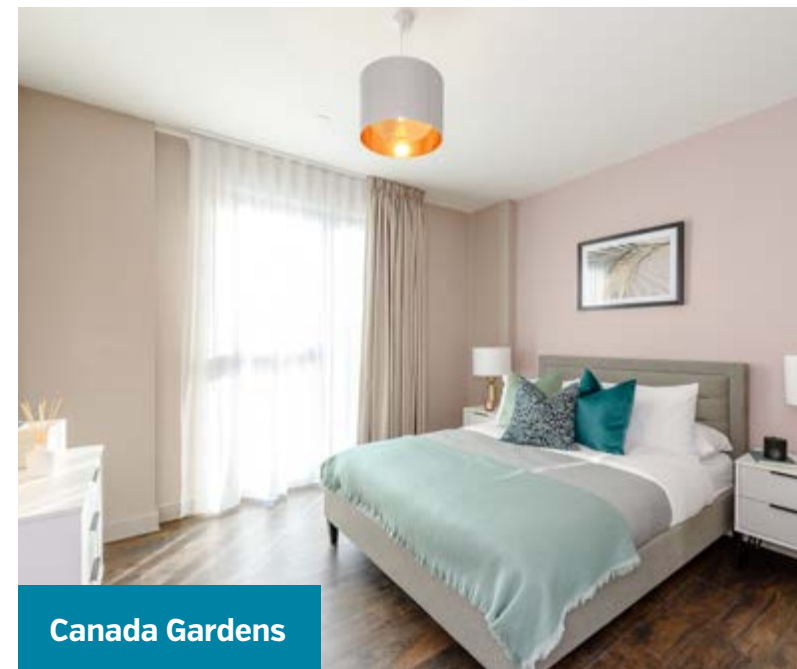
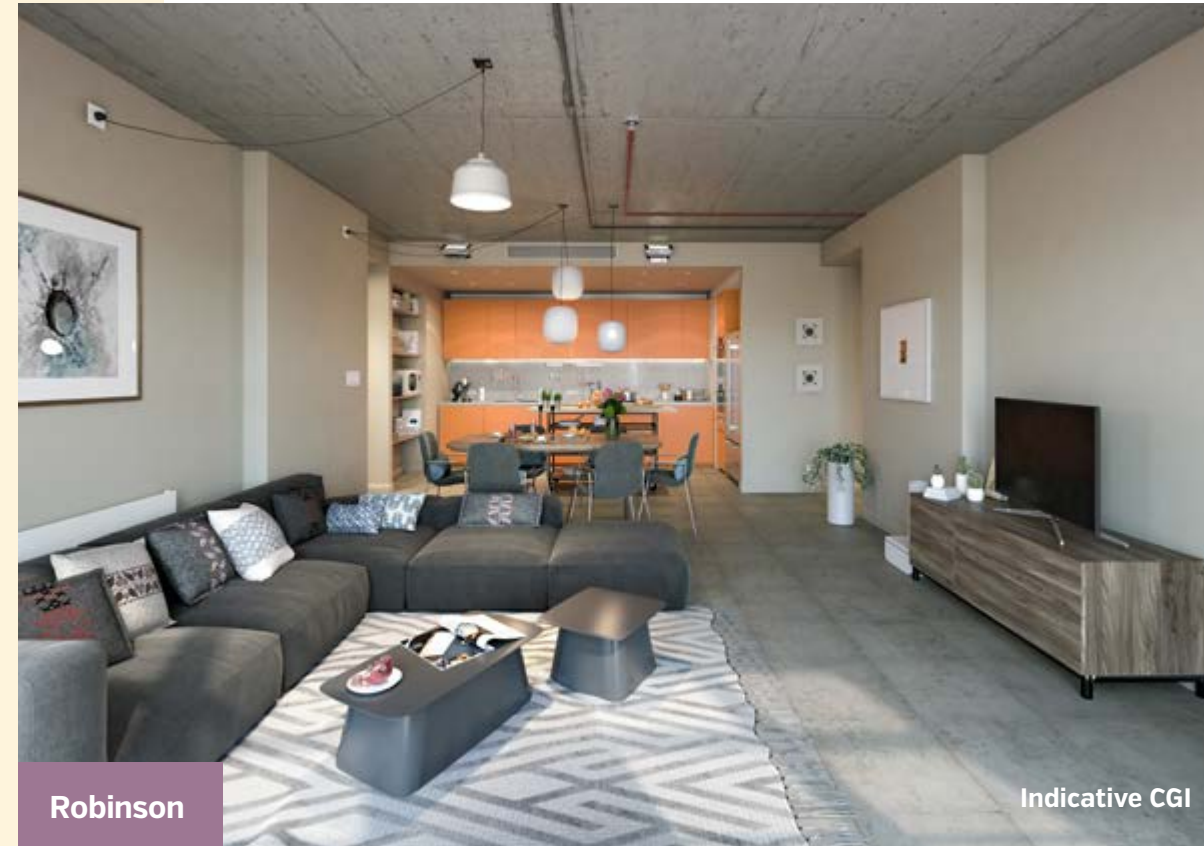
- Enamelled steel bath with adjustable showerhead and glass screen
- Ceramic flooring tiles
- Contemporary style basins and taps
- Featured wall tiles
- Soft close dual flush WC
- Shaver socket

## EN-SUITES

- Walk in glass shower enclosure
- Contemporary style basins and taps
- Soft close dual flush WC

## BEDROOMS

- Contemporary fully fitted wardrobes to master bedrooms





# Embrace the building as your home

**Free Wi-Fi**  
**Study Areas**  
**Socialise**  
**Lounge**  
**Games**  
**Terrace**

And we don't just create homes, we create spaces where people come together, fostering communities among our residents. Our buildings offer shared amenity spaces including lounges, cinema rooms, landscaped communal gardens and dining spaces.



## Services & Facilities

### ON-SITE CONCIERGE

Residents will have a 24-hour concierge team on site who can assist with parcel collection and any communal maintenance issues should they arise. Residents can also contact the concierge via the video entry phone from within the apartment.

### MANAGEMENT TEAM

A dedicated resident's team shall act, as the point of contact should any maintenance issues arise within the apartment. Residents can simply report maintenance requests online with the residents team.

### BROADBAND & WI-FI

Each apartment is fitted with ultra fast fibre optic broadband which is included within your monthly rent. There is also free Wifi for residents in the communal areas.





# Be part of Wembley Park

Wembley Park's 85 acres have evolved to create a brand new neighbourhood that brings people and experiences together. It's a place alive with possibilities. Vibrant, diverse, highly desirable and constantly changing.

Computer generated image, indicative only.



**12 minutes**

To Baker Street Station  
[Source: TfL]



**Up to 40MB/s**

Ultra fast broadband



**7 Acres**

A new seven acre\* public park and a new London square



**20+**

Restaurants, bars and cafés.



**Market**

Independent and established merchant, makers and doers



**50**

High Street stores at LDO



**Retail mix**

A mix of artisans and independent retailers



**Events**

Boxpark, The SSE Arena, Wembley Stadium\* and Troubadour Wembley Park Theatre



**9 screen**

Cinema



**Facilities**

Community spaces, sports facilities and a new public play park

\*On completion of scheme

\*Connected by EE



# The neighbourhood

Alive with culture, creativity, food, shopping, entertainment and amazing community vibes, Wembley Park is so much more than a place to watch football. It's a home, bursting with life, and full of residents who are happy to say they belong here.

## LONDON DESIGNER OUTLET

With up to 50 stores at up to 70% off, London Designer Outlet is a shopper's paradise. Nike, Kurt Geiger, H&M, Guess and Superdry are here, just to name a few. On top of that, there are 20 places to eat and drink including Wagamama, Nando's and Pizza Express as well as a nine-screen Cineworld.

Find out more here:

[londondesigneroutlet.com](http://londondesigneroutlet.com)

## BOXPARK WEMBLEY

The largest of the revolutionary pop-up social dining and leisure destinations to date. Like its predecessors in Shoreditch and Croydon, Boxpark Wembley features some of the best independent and established food traders from across London and around the world. It also includes a major 2,000 capacity arena space for large-scale events, and a BoxBar, stocked with craft beers, fine wines and spirits, for smaller events.

## NEW THEATRE

A state-of-the-art theatre in Wembley Park with a capacity of up to 1,600 people. The new Troubadour Wembley Park Theatre is the former Fountain Studios, which hosted The X Factor and Britain's Got Talent. It includes a restaurant, bar and an open-air terrace.

## WEMBLEY STADIUM, CONNECTED BY EE, AND THE SSE ARENA, WEMBLEY

Wembley Stadium and the SSE Arena are right on your doorstep, offering world-class sports, live music and events.

Find out what's on here:

[wembleystadium.com](http://wembleystadium.com)  
[ssearena.co.uk](http://ssearena.co.uk)

## THE YELLOW

We like to call it the community centre with a twist. The Yellow is the epicentre of life in Wembley Park. Get fit, learn new skills or get creative at one of their classes or workshops. The social space at The Yellow is where Wembley Park residents come to meet new friends or have a natter with old ones.

## LIFE'S ESSENTIALS

Just like any neighbourhood, Wembley Park has schools, doctors, supermarkets, banks, nurseries and gyms. All the essentials that make it a proper place to live.

Find out more here:

[wembleypark.com/theyellow](http://wembleypark.com/theyellow)



Boxpark Wembley



War Horse at Troubadour Wembley Park Theatre



Kurt Geiger at LDO



Wembley Park Market



Bread Ahead

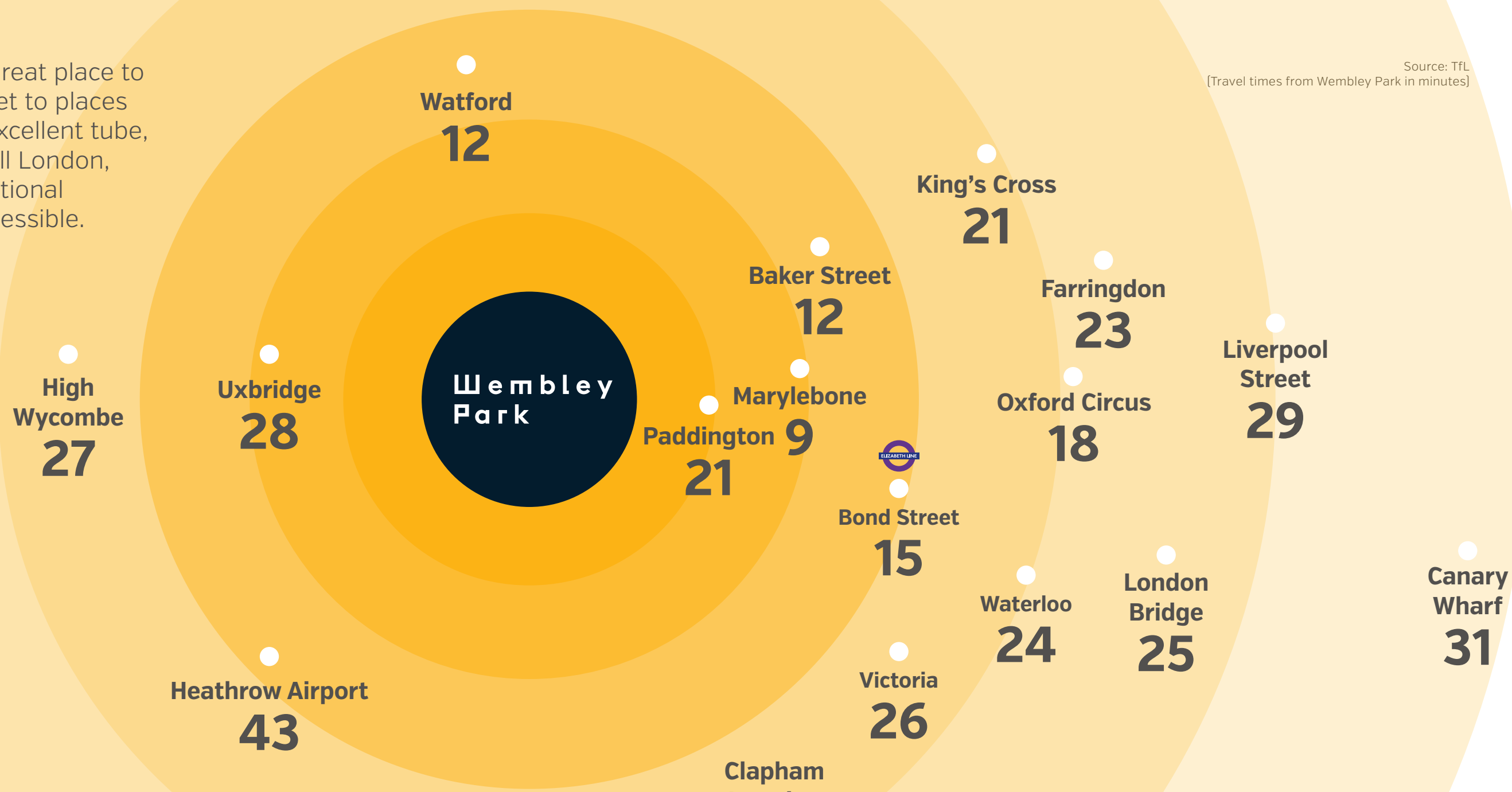


The Yellow



Wembley Park is a great place to live if you need to get to places fast. Thanks to its excellent tube, rail and road links, all London, national and international destinations are accessible.

Source: TfL  
[Travel times from Wembley Park in minutes]



# Well connected



from Wembley Park  
Night tube services on  
Fridays and Saturdays



from Wembley Park



from Wembley Central



from Wembley Stadium  
and Wembley Central

**Wembley Park Underground station**  
**Well under 12 mins walk from all buildings**  
  
**Catch a Metropolitan line train to the City**  
**12 minutes ride to Baker Street**  
**21 minutes to King's Cross**  
**29 minutes to Liverpool Street**

Wembley Stadium National Rail station is just as close, and is only one stop from London Marylebone and four from Oxford Circus, changing at Marylebone for the London Underground Bakerloo Line. Wembley Central station, on the Bakerloo Line and London Overground, expands your travel options further.

There are also fast bus routes and Heathrow airport close by, making this one of the best-connected areas of North West London.  
  
Wembley Park is also well placed for reaching the national road network. It's a 5 minute drive to the A406 North Circular, and then you're on your way to the M1, M40, M25 and all parts of the country.



# Easy Application Process



Applicants will need to complete an application form to determine that they meet the required criteria:

- ☒ Earn less than the income threshold of £90,000\* per household.
- ☒ Demonstrate the ability to pay the stated rent through referencing or being underwritten by a referenced person or insurance company.

## Who gets priority?

As part of our commitment to provide discounted market rent housing, Key Workers and those who are currently living and working in London Borough of Brent will receive priority where there is interest from more than one prospective applicant.

Key Workers are defined as follows:

- |  |   |
|--|---|
| <input type="checkbox"/> NHS staff   | <input type="checkbox"/> Council/Government Staff                 |
| <input type="checkbox"/> Teachers in schools, further education or sixth from colleges | <input type="checkbox"/> Fire Officers and Retained Fire Fighters |
| <input type="checkbox"/> Police Officers   | <input type="checkbox"/> Armed Forces                             |
| <input type="checkbox"/> Prison Service and Probation Service Staff                    | <input type="checkbox"/> Any other classifications approved by    |
| <input type="checkbox"/> Social Workers  |   |

[www.gov.uk/hmrc-internal-manuals/employmentincome-manual/eim21735r](http://www.gov.uk/hmrc-internal-manuals/employmentincome-manual/eim21735r)

## Simple checks

Once an applicant has demonstrated they are eligible they will be offered an Assured Shorthold Tenancy (AST) for a term of 12 months, 18 months or 24 months duration.

Applicants will be required to pay an initial holding deposit equivalent to 1 weeks rent to reserve the apartment.

Applicants will be required to complete an online referencing application via a 3rd party referencing agency to determine ability to pay. References checks shall include the following:

- 3 year address history check
- Credit Check
- Employer reference to confirm that household is earning the required threshold i.e. x30 the monthly rent per annum which proves ability to pay, and earn less than £90,000\* per annum
- Previous Landlord reference to confirm that applicant(s) have met the conditions of their current/previous tenancy agreement.

Upon receipt of satisfactory reference checks the applicant will be required to pay 1 months' rent and £1,000.00 deposit. The initial 1 weeks holding deposit shall be credited to the 1st months' rent.

\*Index linked from May 2016 and December 2017 for Robinson.

\*Robinson East one bedroom - earn less than £60,000



For all enquiries

## Wembley Park Residential

Forum House, Empire Way  
Wembley HA9 0AB

020 3151 3395  
[lettings@wembleypark.com](mailto:lettings@wembleypark.com)

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[wembleyparkresidential.co.uk/dmr](https://wembleyparkresidential.co.uk/dmr)

Disclaimer: All CGIs are for indicative purposes only.

Important notice: The developer and Wembley Park Residential gives notice that: 1. They assume no responsibility for any statement that may be made in these particulars. These particulars do not form part of any offer or contract and must not be relied upon as statements or representations of fact. 2. Any areas, measurements or distances are approximate. The text, photographs and plans are for guidance only and are not necessarily comprehensive. Applicants must satisfy themselves by inspection or otherwise. 3. These particulars were prepared from preliminary plans and specifications before the completion of the properties and are intended only as a guide. They may have been changed during construction and final finishes could vary. Prospective purchasers should not rely on this information but must carry out their own visual inspection prior to signing any reservation documents and contracts. Wembley Stadium, the Arch and the England team are all properties of The FA Group. October 2021.