

News

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ECf hands over keys to Vermilion's first completed units

English Cities Fund (ECf), in partnership with the London Borough of Newham, has handed to Notting Hill Housing the keys to the first completed units at its Vermilion development in Rathbone Market, London E16.

The ceremony was attended by Sir Robin Wales, Mayor of Newham, and ECf's chairman Sir Michael Lyons as well as representatives from Notting Hill Housing.

Sir Michael (left in the photograph) said: "We are delighted to be handing over the keys for the first new homes at Vermilion to Notting Hill Housing. We are working closely with our partners in Canning Town, who include both Newham Council and Notting Hill Housing, to create a well-connected, vibrant and affordable place to live. Early success with sales suggests it will be very popular."

Notting Hill Housing's group development director, John Hughes, said: "We are delighted to be associated with Vermilion, one of the most exciting regeneration projects in London. This scheme cements our strategy to diversify our footprint into east London and provides high quality affordable homes in a striking landmark development."

Phase 1 of the Vermilion development will provide a total of 271 new homes, 103 of which will be managed by Notting Hill Housing – 28 homes will be for shared ownership, 40 for social rent and 35 for market rent. There will also be an attractive eco-garden and allotments for exclusive use by Vermilion's residents.

The Rathbone Market regeneration scheme will deliver around 650 new homes in total. Phase 1 will also include approximately 20,000 sq ft of new shops and cafes which will wrap around the ground floors of the development.

Sir Robin Wales said: "This is an important phase in the whole regeneration of Canning Town. The Vermilion building can be seen across Canning Town and further afield symbolising the significant economic investment in the E16 area.

"Existing residents are at the heart of this scheme and we have worked with Notting Hill Housing to ensure new homes are provided for them in this new building. The vision for Rathbone Market and the wider schemes in the area is to bring together social and physical regeneration to create a strong, prosperous and resilient community. This is an exciting time for Canning Town residents, both new and old, and demonstrates that Newham is at the centre of London's economic growth."

Later phases in Rathbone Market will include a new library, market square, offices and community facilities.

Rathbone Market will be delivered in three phases, with completion due in early 2016. A reserved matters planning application for Phase 2 was submitted in March 2012.

ECf was created by government to identify and break through the barriers to institutional investment and pave the way for higher levels of private investment in the re-shaping of our towns

and cities. The three partners are Muse Developments, Legal & General and the Homes & Communities Agency.