



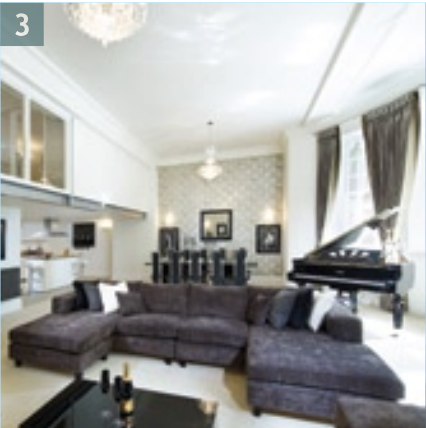
A passion for responsible regeneration



A Passion for Responsible Regeneration

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- 1 Water feature at Norfolk Waterside, The Hamptons
- 2 Waterfront apartments and townhouses at Kew Riverside
- 3 An apartment at Kingsway Square
- 4 Concierge reception and Amazon Building at New River Village





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“In St James we have a company that skilfully and imaginatively addresses the issues that most pre-occupy today’s developers. The difference is, it started doing so long before most of the others. Now with the full force of the Berkeley Group behind it, it will undoubtedly continue to lead the way.”

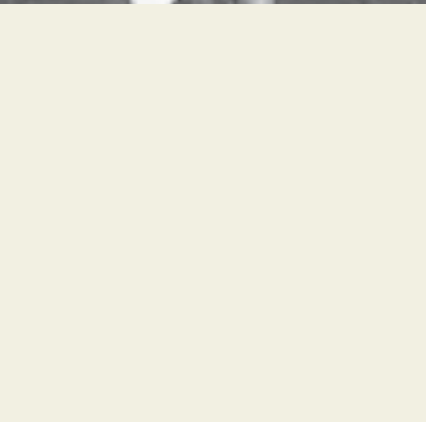
Tony Pidgley
Managing Director, Berkeley Group Plc

“We have learned many valuable lessons about responsible regeneration over the years and I believe that puts St James at the front of its field. In the communities we create, we aim to leave a lasting legacy - setting examples that we hope others can learn from in these challenging times.”

Chris Payne
Chairman, St James



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Tony Pidgley: I feel a tremendous sense of pride as I write my part of the foreword for St James’ latest Corporate Profile. As before, we will be showcasing some of the most cutting-edge projects currently being undertaken by this innovative developer. From these, it is clear to see the sheer skill and effort that St James is pouring into creating communities that will fulfil the diverse needs of residents both today and well into the future.

While many things remain the same about St James - its passion, its vision and ambition, its determination to overcome challenges others might fight shy of - there have been important changes to the company.

Berkeley Group first started trading back in 1976, but 15 years ago it decided to turn its full attention to predominantly urban regeneration schemes. As an on-going part of this commitment to sustainability, St James was created as a visionary and highly successful joint venture between Berkeley Group and Thames Water RWE in 1996.

St James embodies the principles that underpin the Berkeley Group as a whole: holistic development, exemplary design, and fanatical attention to detail. It was therefore a privilege for the Group to acquire the 50% of St James previously owned by Thames Water back in November 2006. Now it is one of our wholly owned subsidiaries, ideally positioned to take full advantage of our power and influence in shaping a more viable future for us all through its developments.

The 100% brownfield record of St James proves its passionate commitment to responsible regeneration. This as we move into an age where genuine social and environmental concerns are becoming more critical by the day. Therein lies the greatest challenge for St James’ future - one at which I am certain it will continue to excel.

Chris Payne: Since its inception in 1996, St James has won a respected name for itself as a developer of unusual creativity and dynamism. This has related to every aspect of operations from design to customer care to the thriving new communities we build.

However, along with the rest of the world, as urban regenerators we now face increasingly rigorous challenges. The days of thinking short-term are truly history. Instead we must plan for the things that will make life good for the years to come; because one day soon we will be living that very future. While our 100% brownfield track record has always made us a forerunner in this arena, we are now seeking to raise the bar still further.

With the might of the Berkeley Group now fully behind us, we intend to set a benchmark in regeneration and sustainability across all areas: land acquisition, planning and design, construction, procurement, waste, energy, water, transport and customer care.

By doing this, we firmly believe we can make a positive contribution to the quality of life at each of our new developments; one that starts in the present and will hold strong for generations to come.

Detailed in this Company Profile are plenty of excellent examples of how we have - and are - bringing our developments to life by thinking ahead to tomorrow. It is a complex contest, but a deeply rewarding one and something that every member of our talented team - be it employees, suppliers or stakeholders - is truly passionate about. For this, my thanks and respect goes to each and every one of them.



- 1 Riverside apartments at Grosvenor Waterside
- 2 The Gardens at Queen Mary's Place
- 3 Contemporary apartments at OneSE8
- 4 View of East, South and West terraces at Wycombe Square
- 5 Amazon and Blake Buildings at New River Village

A passion for creating truly sustainable solutions

It is the word on everyone’s lips these days: sustainability. While most are sincere in their wish to take on-board this crucial issue, what makes St James so different is our passion for backing words up with decisive action.

We deliver developments that treat lightly on the environment, communities where people are proud to belong, exceptional homes. And all on formerly redundant sites.

We have been at the vanguard of responsible regeneration for over a decade now and have gained great respect for our 100% brownfield track record. We have stayed out in front because we simply thrive on challenge. Where others may fear to tread, we will take on the risk and deliver what we promise through meticulous planning and unwavering determination to succeed. We have won a number of prestigious industry awards for our schemes (see page 36).

However, we never rest on our laurels. The past few years have seen a rapid change in the way society as a whole thinks about the consequences of what we all do. Government initiatives such as the Code for Sustainable Homes fuel the pressure to continually evolve and think laterally.

Keeping ahead of the game is without doubt one of our greatest tests, and we at St James welcome it wholeheartedly. This is what keeps us hungry to find ever more innovative ways of operating. This is what keeps us transforming disused urban areas into popular communities that are designed to survive and prosper.

This fervent commitment to creating and delivering a viable future goes far deeper than just putting up well-built properties. It permeates everything we do from the way we nurture our relationships with stakeholders and invest in our employees to the way we design our development infrastructures.

With full backing from the Berkeley Group we now look forward to achieving ever-greater excellence for our customers, our investors, our staff and everyone we deal with along the way. These are important times.

- 1 Community living at OneSE8
- 2 Landscaping at Kennet Island
- 3 Playground at The Hamptons
- 4 Photovoltaic roof tiles at Kennet Island
- 5 Ecology and Landscaping at Kew Riverside
- 6 Gymnasium at The Hamptons
- 7 Somerset Quarter at The Hamptons

“Working with St James on Kennet Island has shown that a combination of good planning policy, enthusiastic individuals, and developers committed to sustainability can produce high quality regeneration that is of major benefit to the area. The journey to sustainability is a long one, and as the challenges posed by climate change indicate, a difficult one too, but developments like this show that steps in the right direction are more than possible.”

Chris Thomas, Policy and Sustainability Manager, Reading Borough Council



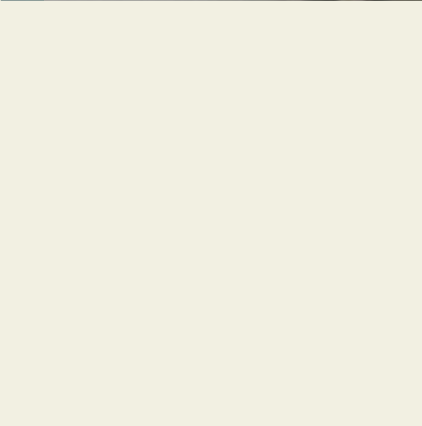
Actions speak louder

By its very nature ‘sustainability’ must underpin every aspect of a business to have real meaning. At St James, this is top priority. From our on-site policies to the way we recycle our waste, the same commitment applies.

We acknowledge that climate change is one of the greatest challenges we currently face. Addressing the issues around it is the key to achieving real sustainability. Consequently, dealing with our impacts - both from our own operations and that of our product - is now a key strategic goal at the very heart of our business.

We have tackled climate change head-on by drawing up measurable objectives and precise policies in order to reduce our overall carbon emissions. We have committed to ensuring that all sites seeking planning permission after 1 January 2008 will undertake to certify all new homes to Level 3 of the Code for Sustainable Homes (with the exception of refurbishment projects).

This entails reducing the carbon emissions of the homes we build by 25% compared to 2006 Building Regulations, and reducing the water consumption of the homes we build to 105 litres per person/per day - a 30% reduction on average UK consumption.



- 1 Ecology lakes at The Hamptons
- 2 100% provision of cycle storage at Kennet Island
- 3 Energy consumption meter
- 4 British Gypsum plasterboard recycling scheme at Kingsway Square
- 5 The Envirohome at Kennet Island
- 6 The Car Club at Grosvenor Waterside
- 7 Cycling at The Hamptons

To achieve Level 3, we must also assess and deal with the central issues of energy, water, waste, transport and ecology on all of our sites. Here is how it is done.

Raising the bar

Low energy lightbulbs, energy meters and renewable energy tariffs now come as standard in our properties. Other measures we have used include solar hot water panels in roofs, proximity sensors, wind turbines, and ground source heat pumps.

Water-saving devices such as water butts, low flush toilets, aerated taps and flow restrictions also come as standard. Surface water run-off attenuation systems and specified low-maintenance planting are also used where appropriate. Recycling compartments are fitted in kitchen areas and composters to the rear gardens of houses.

We implement a number of structured policies such as site waste management plans, and a waste data tool to monitor waste streams on-site and set targets. We also re-use existing materials such as soil, stock and tiles wherever possible. In the majority of our developments, we have plasterboard recycling schemes where plasterboard cuts are stored in bags and then collected and recycled.

We are reducing the carbon footprint caused by transport use by residents and visitors to our developments by focusing on locations with excellent public transport connections, and promoting viable alternatives to the car. We incorporate cycleways and footpaths, car sharing clubs and additional public transport measures as appropriate to each site.

We commit to protecting and enhancing local biodiversity through the planting of new trees, the creation of new natural habitats, and mitigating facilities such as bat and bird boxes where needed.

Sharing our knowledge

Of course, leaving a livable legacy for the future depends very much on people taking individual responsibility too. Our customers are all provided with information about how to get the most environmental efficiency out of their new home.

At Kennet Island in Reading, we have gone even further by opening an Envirohome to showcase a range of eco-friendly features that could be incorporated into any home. The Envirohome produces most of its own energy needs, generating free heat and electricity. Our development in Enfield called qwaterside boasts five exemplar units, one of which concentrates on ultra-low water use. The target that has been set for this home is 30m³ water per bed-space per year - just 60% of the average UK consumption.

We also ensure our own house is in order. Staff undergo sustainability training within two months of joining, and we operate a Green Office Management Policy. Our Green Travel Policy seeks to reduce the environmental impact of our business travel and staff commuting.

All of these measures combine to produce successful regeneration schemes and considerate workplaces that significantly reduce potentially harmful impacts on the planet.

“We have been working for St James for over five years on its corporate approach to sustainability, in which time we have seen it develop its approach to ensure that it can address ever-changing challenges and opportunities. For St James, sustainability is not an ‘add-on’, it is a core part of its business strategy, and provides a demonstration that sustainability goes hand in hand with quality.”

Nina Jackson, Upstream Strategies - Sustainability Advisors

Design to meet the challenges of today

At St James we are completely aware that getting the little things right from the outset is vital to the success of the big things later on. We therefore place huge importance on design and detail at the very beginning of each new development’s life. That is when we can most influence sustainability.

Because good design cannot exist in a bubble, we consider each new development in both its component parts and as a living entity that will inevitably influence its wider surroundings and the people that live there. To this end, we choose to work alongside some of the finest talents in architecture: Ken Shuttleworth of Make at Grosvenor Waterside, John Thompson & Partners at The Hamptons, and Stock Woolstencroft at New River Village to name but a few.

Taking examples of other successful schemes, the striking Silkworks development in Lewisham not only captures the imagination with its daringly colourful external elevations and intelligently laid out interiors, it ticks many other important boxes too. Its ‘brown roof’ reduces heat loss in winter and helps keep the apartments cool in summer. A single central boiler system powers heating and hot water for all the apartments. All kitchen appliances are ‘A’ rated - the highest grade of energy efficiency.

We also take full account of people’s lifestyle needs when designing. A good illustration is that of our Live+ apartments at OneSE8 in South London. These provide extra space - most often for a home office, but just as easily for a little more room to simply spread out and breathe.

Of course, it is not all about the buildings themselves. The Hamptons in Surrey is a triumph of sensitive landscaping. Thirty acres of parkland include wildlife habitats and more gently landscaped parts, woodlands and greens, lakes, trails and views.

In Reading’s up and coming Southside area, our Kennet Island mixed-use development is not only set to provide an enviable lifestyle for its residents, it has brought huge benefits to the whole neighbourhood through the new communication links and infrastructure improvements that have been designed into it.

Also in Reading, we are proud to have been awarded a coveted Silver Building for Life Award for The Manor at Lower Earley. The judges stated, “The Manor breaks the mould for Reading, very bold, and a local quality benchmark.”

“In a world of lack-lustre designs and uninspiring developments, St James breaks the mould to bring a refreshing combination of vision and quality, high specification and customer service. There is no typical St James development - but they do share what can be an elusive quality - individuality - and a result that invariably enhances the skyline.”

Gwenda Brophy, freelance property journalist who writes regularly for the Daily Telegraph, the Financial Times and Your New Home



- 1 Entrance to New River Village
- 2 The Manor at Lower Earley
- 3 Enlightened design at The Light House
- 4 Streetscene at The Hamptons
- 5 Contemporary architecture at OneSE8
- 6 Live+ apartment at OneSE8
- 7 Interior of the penthouse at The pumpHouse

Preserving the past for tomorrow

Building only on brownfield land as we do, we often come across fascinating gems of historic architecture. Where this is the case, we seek to sensitively restore and preserve the wonders that we find so that not only residents, but all who come into contact with the development can enjoy its rich cultural heritage for years to come.

In London SW15, Queen Mary's Place, a residential development of 447 homes, is being painstakingly created on a site that includes the Grade I listed Roehampton House. A stately Palladian mansion originally built between 1710 and 1712, the house was designed by renowned baroque architect, Thomas Archer, and later extended by Sir Edwin Lutyens in 1915.

The art of restoration

Its central feature is formed by sweeping stone steps with wrought iron railings leading up to the main entrance at the front of the building. This is framed by Doric pilasters and entablature, with a curved pediment.

In the grounds, the sunken garden has been fully restored with flowerbeds and a seating area with a pool - just as it would have appeared in the late 19th Century. New gardens are designed to reflect the original grandeur of the site, but with a contemporary twist.

Another impressive example of the sensitive restoration of a listed property is that of Kingswood Chase in Chislehurst, Kent. Once the prestigious country residence of a highly successful Victorian importer, Emil Teichman, the house was designed in 1883 by distinguished local architect, Ernest Newton. It is now a charming development of 39 homes comprising a sensitive mix of refurbished and new-build apartments and houses in peaceful woodland.

Mixing old and new

In Hammersmith, we have transformed a former Thames Water pumping station into the pumpHouse. This outstanding Grade II listed landmark now made up of 43 elegant riverside apartments which combine modern features with imposing Victorian architecture.

The original red brick façade with its grand, arched windows has been retained so most apartments enjoy stunning views across the Thames. A wealth of unique vintage artefacts, including historical plaques, pressure valves and water pressure dials, have been carefully restored and incorporated into the communal areas of the development to create a striking juxtaposition between old and new.

A little to the east in Battersea, we are busy restoring a former Grade II listed college, now known as Kingsway Square. A separate case study can be found on pages 22 and 23.

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- 1 Roehampton House at Queen Mary's Place
- 2 Entrance hall at the Manor, Kingswood Chase
- 3 Imposing Victorian architecture at The pumpHouse
- 4 Kingsway Square cornice detailing
- 5 Clockface on The Coach House at Kingswood Chase

“Following extensive public consultation to gain feedback from local key stakeholders, including the Putney Society, St James has developed a creative scheme for Queen Mary's Place which restores the historic gardens, and secures the future of the Grade I listed building by means of a sensitive conversion. It will be significant contribution to the regeneration of Roehampton.”

John Ewing, Chairman of The Putney Society



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A place to call home

We are at our best when creating new communities which compliment and enhance the local quality of life. We have always known that people want, need and expect far more from where they live than four walls and a roof - however beautifully designed. In every way, our developments strive to satisfy the soul.

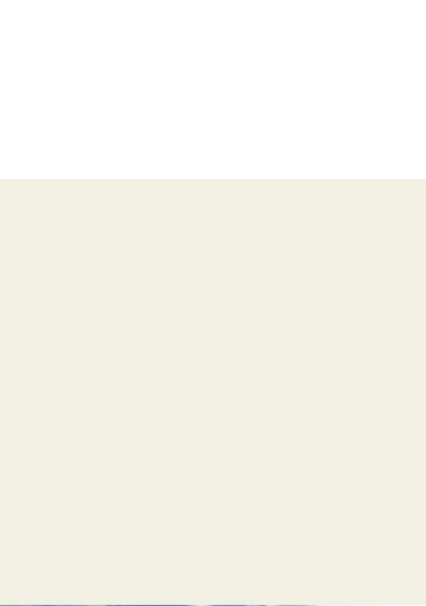
The way to achieve this is to foster productive relationships, such as those with local authorities and communities at every site where we develop. Active listening, lateral thinking and finding positive solutions are the hallmarks of all our consultations. For example, St James is currently spearheading the regeneration of Lewisham in conjunction with Lewisham Council on a project known as the Lewisham Gateway Development.

Leading the way

With extensive transport and infrastructure improvements planned, this area of South East London is set to become a buzzing new city hotspot. Along with all the new shops, bars, restaurants and leisure venues, people will need places to live in the thick of the activity.

At The Hamptons development in Worcester Park, Surrey, we have carefully planned the extensive parkland to meet the outdoor activity needs of the new and existing community there. An example is that of the new tennis courts which were officially opened in 2006 by none other than the legendary Pat Cash - former Wimbledon Champion and twice winner of the Davis Cup.

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At Kennet Island in Reading (Southside), we are creating an entire new urban village with a vibrant mix of over 1,000 apartments and houses, shops, a community space and a hotel. All this within easy reach of the centre of town with its diverse amenities and employment opportunities.

Creating a balance

We always try to incorporate features that facilitate or enhance people's lifestyles at our developments. These include residents' gyms, bars and restaurants, shops,concierge services, and children's amenities such as a unique brick maze at The Manor in Lower Earley, Reading.

An excellent example of the latter can be found at Grosvenor Waterside where one children's play area has already been created and a second is planned. There is also a large crèche which will cater for up to 60 children and has its own external play space.

Artful collaboration

We encourage a sense of place and belonging through our pioneering and highly-acclaimed Arts Strategy which aims to use culture and art as a catalyst for progressive regeneration.

One shining example of how well this alliance has worked is that of the Royal Academy's newest modern art gallery, which lies within a vast restored Victorian pump house at our New River Village scheme in Hornsey, North London. It is the first gallery to be opened by the Academy in over 200 years, and now has a resident artist in place. In addition, the winner of the St James Sculpture Bursary has created a colossal sculpture named Trajectory at the core of the development.

All things considered

We operate under the Considerate Constructors Scheme which sets out a clear Code of Practice centred around the environment, the workforce and the general public. Sticking to the Code not only encourages safe, well-organised sites, it fosters positive feeling from the existing community by keeping them fully in the loop and minimising any disruption to them during construction.

“Chelsea Futurespace is a unique cultural partnership between St James Urban Living, art consultant Futurecity and internationally renowned Chelsea College of Art and Design. Together we have designed a showcase exhibition space at Grosvenor Waterside for the art school alumni, creating a talking point for the residents and cultural cache for their property. A credible and exciting project, highly regarded by planners and architects as well as art connoisseurs.”

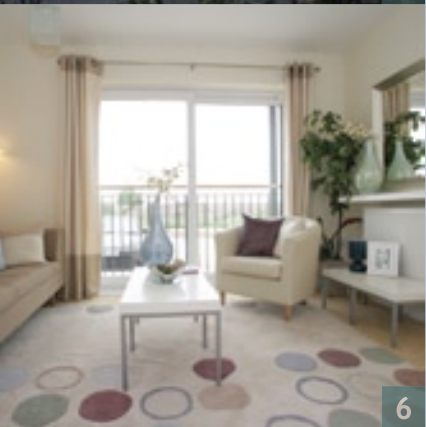
Donald Smith, Director of Exhibitions, Chelsea Futurespace

- 1 Maple Lodge Community Building at The Hamptons
- 2 Concierge at OneSE8, Lewisham
- 3 Sculpture at Wycombe Square
- 4 The Apex Leisure Centre at Kew Riverside
- 5 Creché at Grosvenor Waterside
- 6 Resident artist at New River Village
- 7 The Piazza at Kennet Island



“The basis of true partnership starts with mutual respect and professionalism and evolves with experience into trust and assurance. Over the years we have worked with St James we have seen our partnership flourish to deliver over 700 affordable homes often on difficult sites needing cutting edge design solutions. There is a real sense of openness and “can do” about the way we work together and importantly despite the commercial challenges in the current climate we both want to carry on successfully doing more together.”

Keith Holloway, Chief Executive, Thames Valley Housing Association



One for all...

At St James we fully recognise the importance of creating successful, positive places to live encompassing housing across the entire spectrum of affordability to achieve well balanced, integrated communities.

We offer help to people through quality rented social housing, key worker accommodation, and shared ownership schemes for those who cannot afford to buy outright.

We are proud of our record in working in partnership with the country’s leading affordable housing providers. These successful partnerships are based on a thorough understanding of each others’ aims and objectives to ensure the creation of communities that continue to thrive in the long term. This is, after all, central to truly sustainable development.

One such venture is that of The Roof Gardens on Garratt Lane in Earlsfield, South West London. The Roof Gardens comprises a mix of one and two-bedroom apartments and penthouses, all on a shared-ownership basis. Its most appealing feature is a large secret roof-garden for residents to enjoy. This is a rarity in London apartment schemes, and provides a real oasis in the day to day cut and thrust of city living.

In Reading, we won a Building for Life accolade for The Manor at Lower Earley. The judges specifically described it as “very bold, and a local quality benchmark”. Here, we have created a development where formal architecture, well mannered urban design and rich landscaping come together to create a parkland feeling.

The design picks up on the Berkshire vernacular, using the same multi-coloured stock and fenestration details for both market sale and affordable homes.

Such excellence in design, reflected in the numerous awards that our schemes have won, is a key principle for St James. We believe that it is crucial to create a sense of pride in the place where you live - regardless of the level of affordability - in order to promote and maintain a successful community. This principle also reflects in the internal specification where even the most affordable properties include smart fitted kitchens and contemporary bathrooms as standard.

“Partnership is perhaps an over-used word but it does aptly describe the relationship between Dominion and St James. St James recognises that affordable housing is integral to any scheme and we have worked successfully together on a number of mixed tenure developments where our specific requirements in terms of design, build quality and space standards have been fully met.”

Darrell Mercer, Chief Executive of Dominion Housing Group



St James develop exclusively on brownfield sites and has regeneration schemes concentrated in London and the Home Counties. The sites are complex and vary in size from 40 up to 1,200 homes.

At St James we have built a reputation for an open, honest and straightforward approach to our negotiations to acquire and develop complex and challenging sites. We are selective in the opportunities we pursue and this is testament to our success rate.

This approach means we are able to be very focused and enables us to research each opportunity extremely carefully. Our detailed evaluation together with short lines of communication, means we can offer landowners the assurance that our proposals have our full commitment.

This combination of pace and detail means that we are a reliable partner that can add value to regenerate extremely complex, large mixed use urban schemes.

We have the skills and experience together with the financial strength to undertake a wide range of projects including refurbishment, conversion and new build, incorporating product from studios to large detached houses across London and the South East, with prices from £150,000 to £15 million.

We use our expertise to manage risk and can structure our approach to an opportunity to suit the needs of the land owner. This flexibility means we can acquire a site outright without the benefit of planning, conditionally subject to achieving planning or enter into joint ventures.

Indeed St James itself, was originally established as a joint venture with Thames Water, developing redundant sewage treatment works, reservoirs and pumping stations, some of the most challenging brownfield sites in London and the South East. This partnership lasted over ten years and although St James is now a wholly owned subsidiary of the Berkeley Group, we understand better than most, the ingredients for a successful joint venture.

All of this has built us a reputation to be able to perform, in short, to do what we say we are going to do. We are extremely proud that this is demonstrated through our continued repeat business with land owners and their advisors.



- 1 Aerial view of The Hamptons
- 2 Mayoral visit to Queen Mary's Place
- 3 A public exhibition to inform the local community
- 4 Our team are focused on solving complex legal, planning and technical issues

“As the markets are currently in something of a transitional period, we look to clients like St James to present robust bids and joint venture proposals which our clients may rely upon. In uncertain times our clients will be looking for certainty - something which St James delivers.”

Simon Hodson, Partner - Mixed Use Development & Land, King Sturge LLP

Grosvenor Waterside, London, SW1

The Grosvenor Waterside development in London SW1 is a triumph of contemporary architecture in a superb metropolitan location. Intended as a new cultural destination for Chelsea, it represents a unique fusion of art, history and urban architecture in the heart of the Capital.

The overall redevelopment of this site will comprise seven distinctive apartment buildings set around one of the historic basins of the old Grosvenor Dock. Originally built in 1823, it was here that Thomas Cubitt once had his building yard, facilitating the development of Belgravia and Pimlico. Today, we have restored many of the historic artefacts including the lock and the swing bridge.

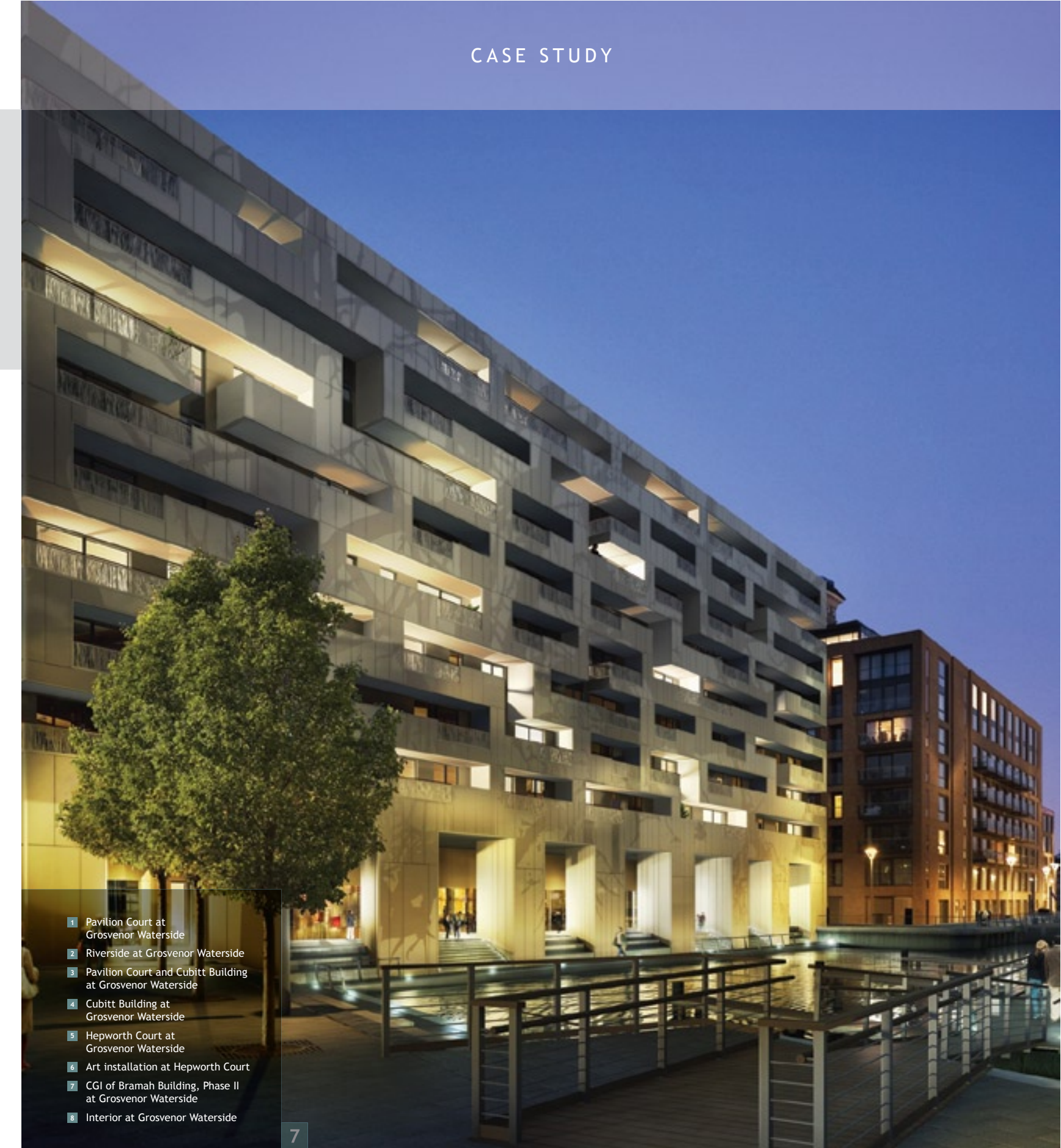
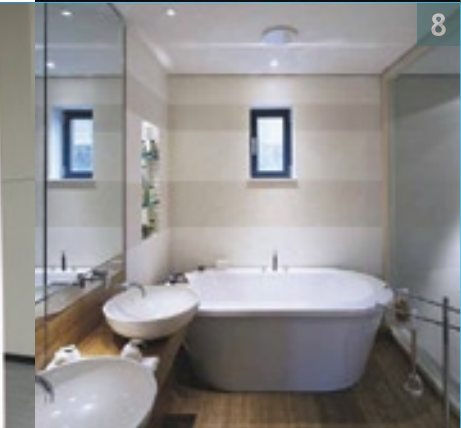
When complete, Grosvenor Waterside will comprise 917 dwellings, 267 of which will be affordable housing of mixed tenure. These will be complemented by 30,500 sq ft of retail, dining and leisure facilities. Provision is also included for a health and fitness suite and spa, two children’s play areas and a children’s resource centre, all of which will be available to both residents and those living locally.

The latest phase - Phase two - at Grosvenor Waterside will total 622 units. An on-site biomass boiler will deliver 10% renewable energy which represents a reduction in carbon emissions of 59% or 395 tonnes - which effectively means 144 carbon neutral apartments.

All the homes are designed to Ecohomes 2006 standard ‘Very Good’, Lifetime Homes standards, and Secured by Design standards. Some 19,910 sq ft of balconies and terraces form part of this phase, together with over 8,255 sq ft of brown and green roofs to encourage biodiversity. There will be a 60% underground car parking provision, 100% secure cycle provision, and Victoria train and tube station is just a ten minute walk away.

By its very nature, a waterside setting has its own particular set of ecological demands. We have introduced fresh gravel, beach and reed beds, king fisher pipes and bat boxes. We have also agreed a Covenant with Westminster City Council to manage and retain flora and fauna in the site’s natural habitats.

As part of Phase two, an ultra-modern collaboration between artist Clare Woods and Ken Shuttleworth’s MAKE Architects is to be created on the façades of the Bramah House and Woods House. The artwork will be visible to passengers using nearby Victoria station and will be one of the largest art and architecture collaborations in Europe.



- 1 Pavilion Court at Grosvenor Waterside
- 2 Riverside at Grosvenor Waterside
- 3 Pavilion Court and Cubitt Building at Grosvenor Waterside
- 4 Cubitt Building at Grosvenor Waterside
- 5 Hepworth Court at Grosvenor Waterside
- 6 Art installation at Hepworth Court
- 7 CGI of Bramah Building, Phase II at Grosvenor Waterside
- 8 Interior at Grosvenor Waterside

“Working with St James on the Grosvenor Waterside project has been a very positive experience. The company has the practical experience that helps us, as architects, to realise our designs, and it is dedicated to ensuring quality and pursuing excellence. The strong working relationship we have developed over the course of this project has produced a building we can all be proud of.”

Ken Shuttleworth, MAKE Architects

Kingsway Square, Battersea Park, SW11

Here, classic heritage and contemporary creativity meet. We are conserving and creating new life for a number of listed buildings and adding sympathetically designed new apartments - with stunning results.

St James acquired this building unconditionally without the benefit of planning consent from Kingsway College when it vacated the property in June 2005. This 2.26 acre site comprises over 190,000 sq ft of Grade II listed buildings which were designed by E W Mountford, a prominent architect of the late 19th Century who is also renowned for designing The Old Bailey.

St James embarked upon a wide ranging consultation exercise with all of the key stakeholders including, English Heritage, officers from LB Wandsworth and local residents. This work commenced in September 2004 prior to the acquisition and culminated in a detailed and listed building planning applications being submitted in September 2005, with consent being granted just 12 weeks later. Works commenced in January 2006 with first occupation, achieved to programme, in January 2008.

When complete the site will comprise 204 new and refurbished apartments and penthouses, set around three landscaped courtyards. 51 of the new apartments will be developed in conjunction with Dominion Housing to provide shared equity housing for first time buyers and keyworkers.

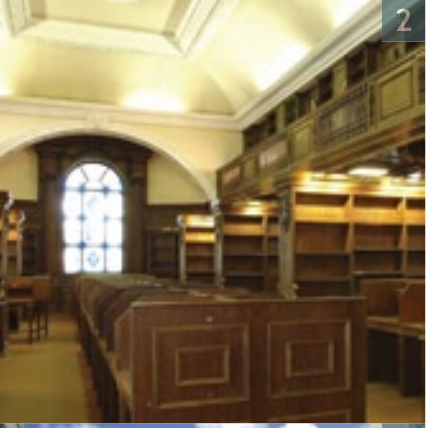
One of the greatest challenges was the construction of the basement car park which accommodates 134 spaces over 4 levels. The perimeter of the car park is formed by the external walls of the retained listed buildings, which together with the adjoining street, had to be supported to excavate some 8m below ground level. Above the car park we have constructed a contemporary 7 storey block of new build apartments which co-joins the retained listed buildings, forming 3 new landscaped courtyards.

The scheme also includes the conversion of the former Tate Library, which it is proposed will form a bar and restaurant, enabling patrons to enjoy one of the most impressive parts of the building which includes oak book cases and galleries, lit with large stained glass windows.

Clearly re-using existing buildings is one of the most sustainable forms of providing new homes, however, St James has sought to embrace sustainability throughout the development of this extremely challenging scheme. Some 10,000 bricks; 70% of roof tiles; 1,000 cubic metres of concrete were recycled in the redevelopment of the site.



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- 1 Construction of the basement car park
- 2 The Tate Library at Kingsway College
- 3 CGI of main courtyard at Kingsway Square
- 4 Main residence entrance at Kingsway College
- 5 Aerial CGI of completed scheme
- 6 External renovated front elevation
- 7 Light and spacious interior at Kingsway Square

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“St James are a company that take great care in researching their proposals and addressing the concerns of key stakeholders. They have worked closely with English Heritage and the council’s conservation team to ensure that buildings are restored sensitively and with great care and attention to detail.”

Ravi Govindia, Executive Member for Communications and Strategic Planning Co-ordination, LB Wandsworth

New River Village, Hornsey, London

Set in landscaped parkland along the New River, New River Village in Hornsey, London N8 brings together everything we have learned about modern city living to create an exceptional lifestyle in a remarkable setting.

It has been said that what makes a home distinctive and influential is all about how modern international style is domesticated and scaled to the benefit of those that live within its walls. When we designed New River Village, it is this philosophy that ran through all that we did.

Leading regeneration architects, stock|woolstencroft created the right external look for New River Village's eight low-rise blocks within a landscaped urban park setting. In all, 622 homes were created, 157 of which were for rent and shared ownership in conjunction with local housing associations. A powerful visual impact is created by full height windows, areas of planar glazing, adjustable metal louvres, roof decks, and neutral coloured elevations with bright colour accents in red, green and yellow.

Inside, interior designers, Johnson Naylor went 'space-age' by designing the main entrance lobby to Amazon Building as a modern version of a 'village square' with a sophisticated electronic community noticeboard which providing information about the local area from a touch screen called the 'urban brain'.

Residents at New River Village are served by a whole host of services on site - things that most of us only get to dream of. These include a Total Solutions hotel-style concierge service, a steam room, sauna and a fully equipped gym.

Also on site, housed within a vast restored Victorian pump house, is the Royal Academy's newest modern art gallery - the first it has opened in over 200 years. The gallery is now home to a resident artist. At the heart of the development lies a towering sculpture called Trajectory, designed by Ed Goolden - winner of the St James Sculpture Bursary.

Residents can also enjoy 14 landscaped outside spaces, including a stunning stretch of river frontage. In the distance lies Alexandra Palace, creating an intriguing juxtaposition of Victorian grandeur against New River Village's futuristic looks.

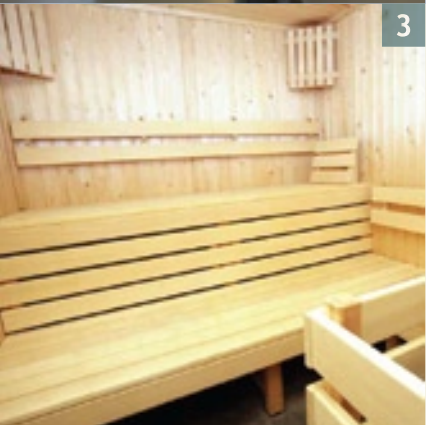
This highly successful development has since attained the coveted Building for Life standard from CABE for its "strong, articulate approach to a mixed housing development".



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- 1 'Trajectory' by British Sculptor, Ed Goolden
- 2 Gymnasium at New River Village
- 3 Sauna at New River Village
- 4 The pumpHouse restaurant and bar at New River Village
- 5 Interior of restaurant at New River Village
- 6 Reception area at New River Village
- 7 Dramatic architecture at New River Village
- 8 Contemporary interior at New River Village

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" At New River Village St James has demonstrated its commitment to high quality, innovative design and has seen through the rich, multi-layered façade treatment on site with great care and attention to detail. St James has also made significant commitments beyond the housing development itself, such as environmental improvements to Hornsey Station, Tottenham Lane and Hornsey High Street, and support for local community facilities. "

Derek Jay, Partner, stock|woolstencroft Architects

The Hamptons, Worcester Park, Surrey

With its open parkland, public art, community facilities and picturesque architectural styles, The Hamptons is rapidly gaining a solid sense of self. In addition, it has greatly enhanced the wider existing community facilities.

Picture vast expanses of green with towering watercolour skies above and you will find yourself at The Hamptons. At its inception, St James took the bold decision to dedicate half of this huge 60-acre site as public parkland. Originally in its place was a computer centre and sewage treatment works. The idea was that by providing future residents with wide, safe, attractively landscaped open space to walk, cycle and play in, they would develop a real sense of well-being. The parkland also links The Hamptons with the rest of Worcester Park as many people from the vicinity come to enjoy the great outdoors.

The design is based on communities where the countryside, natural materials and a sense of belonging shaped the homes people lived in. The first phase at The Hamptons is inspired by the pretty designs of New England, using clapboard, verandas, muted blues, greens and greys. Reverting to England, the Norfolk Waterside phase reflects the wild beauty of the Fens and the Broads while Somerset Quarter is rich with West Country warmth and colour.

Outdoor facilities on site include cycleways, paths, tennis courts and even a ‘trim trail’. Public art throughout the development, including an impressive outdoor amphitheatre, adds soul and conversation points. A white community building with its own fully equipped gym - Maple Lodge - now stands in its own courtyard flanked by four magnificent red oaks.

The Hamptons is sympathetic to the bigger ecological picture too. Water butts are being provided to individual houses, and to apartment blocks for communal use for maintaining landscaped grounds. Surface water run-off attenuation systems and specified low-maintenance planting are also used where appropriate. Recycling compartments are fitted in kitchen areas and composters to the rear gardens of houses. To minimise the impact of transport on site, there is 100% cycle storage provision, an on-site cycle club and a car sharing club.

On a broader scale, community consultation has been central to The Hamptons. We are also carrying out a programme of local improvements for Worcester Park including affordable housing, infrastructure works, enhancing the local bus service and provided funds to improve local education.



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- 1 Aerial view of The Hamptons
- 2 The Somerton at The Hamptons
- 3 The Lynton at The Hamptons
- 4 Maple Lodge Community Building at The Hamptons
- 5 Water feature at Norfolk Waterside, The Hamptons
- 6 Exterior styling of Norfolk Waterside, The Hamptons
- 7 New England style architecture at The Hamptons
- 8 Cycleway at The Hamptons

“Generally local areas of play are afterthoughts fitted somewhere within a scheme as a concession to planning requirements. At The Hamptons leisure space is what makes the place. There is so much of it you do not even get the usual tension between generations competing for fresh air in different ways. I saw mothers playing with their toddlers and groups of teens kicking a ball. The public spaces are generous enough to accommodate both in comfort.”

David Birkbeck, Chief Executive, Design For Homes

Kennet Island, Reading, Berkshire

With its variety of architecture styles, together with its piazzas, water features, open spaces and a wildlife area, Kennet Island represents a new urban village for Reading.

Once the site of a 60 acre sewage treatment plant, Kennet Island is now at the epicentre of the dramatic regeneration of Reading’s Southside area. A futuristic bridge will form the impressive new entrance to Kennet Island, where a brand new Hilton Hotel is being built.

The new urban village will eventually comprise over 1,100 new homes, 255 of which will be affordable housing in conjunction with Thames Valley Housing Association. Also planned for the site is a private hospital, 4 star hotel and other retail and community uses.

Road and transport improvements include a new mass rapid transit system, cycle routes, an on-site car club, a new bus route from Kennet Island straight into the heart of Reading, with a new station planned for nearby Green Park. These enhanced communication links make this iconic new community a truly connected and accessible one.

Kennet Island is characterised by tree-lined boulevards, urban parks, The Piazza surrounded by retail space - a perfect place to meet and watch the world go by. Architecture is contemporary, specification is excellent, and care for the environment high on the agenda.

To this end, we have created an Envirohome to show just how it can be done. Features include energy consumption meters, photovoltaics, solar heated water, grey water recycling and improved insulation.

The homes at Kennet Island exude design, innovation and excellence. The internal and external specifications alone set a standard that really places this development apart. Alongside, our environmental specification includes a number of ways for residents to save energy, water and money.

Consultations and communication to the neighbouring community is on-going, and approximately 60% of the labour being used on site is from the local workforce.

Kennet Island embodies all the principles of exemplary urban regeneration, heralding the start of a whole new community within the city of Reading.



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- 1 Streetscene at Kennet Island
- 2 Approach up to The Piazza
- 3 Freshwater Brook at Kennet Island
- 4 The variety of house types at Kennet Island
- 5 Envirohome
- 6 The Piazza

“St James has worked very closely with Reading Borough Council over many years concerning the redevelopment of the 24 hectare former Reading sewage works. We have found St James to be a very professional developer and their expertise, commitment and vision in creating Kennet Island as a sustainable mixed use community is to be congratulated and is being used as a benchmark for others to follow.”

Trish Haines, Chief Executive of Reading Borough Council

A promising future ahead

Here we take a brief look at four challenging new schemes as we embrace the future with confidence, ambition, and complete dedication to regeneration the way it *should* be done.



CGI of Silkworks

- Acquired November 2005
- Previous Use: Former Industrial Estate
- Site Area: 1.25 Acres
- Purchased from: Blakeley Electrics & Gilmex International

Silkworks, Lewisham

The site was acquired without the benefit of planning consent by St James in May 2006, and planning was obtained in November 2006 for an urban mixed-use scheme consisting of 5,500 sq ft of commercial space and 330 homes comprising a mix of studio, one and two-bedroom apartments.

Affordable housing has been allocated at 35%. Family social rented accommodation is being provided off-site in a surrogate site that was purchased separately. Two further parcels of land have been subsequently acquired from the adjacent supermarket site, leading to a total scheme size of over 500 homes.

At Silkworks, we have worked hard to achieve a significant 10% reduction of carbon emissions through the use of renewable energy sources as part of our overall drive towards meaningful sustainability.

“We found the whole land and planning team at St James to be highly proactive and professional in their acquisition of Connington Road, Lewisham - to the complete satisfaction of the land owners. As an agent, dealing with St James, you can have the confidence they will perform as agreed.”

Stephen Briegel FNAEA, Senior Director of Development, Investment, Land & New Homes at Hamptons International



CGI of Queen Mary's Place prior to construction

- Acquired April 2006
- Previous Use: Former Queen Mary's Hospital including Roehampton House - Grade I listed
- Site Area: 16 Acres
- Purchased from: Wandsworth Primary Care Trust

Queen Mary's Place, Roehampton

The site was acquired in 2006 with the benefit of planning permission for 216 homes. St James subsequently re-planned the scheme, applying for 359 homes. Planning was successfully secured within 12 weeks, and included the conversion of the Grade I listed building into 22 apartments and two houses.

We paid particular attention to historical detail, especially within the grounds, restoring the Sunken Gardens, recreating the Rose Garden and refurbishing the East Lawn. We are also creating a new water feature that had originally been designed, but never built, by Lutyens.

Wandsworth PCT was so pleased with our performance on the aquisition of the original site that we subsequently acquired the adjoining Woodmills site on a solus basis. This site was acquired with the benefit of planning permission for 45 homes and subsequently planning has been granted for 88 homes. Now, the total for entire site is 447 homes including 25% for affordable housing.

“From the outset it was evident that St James, more than any other interested party, had grasped the complexities of this disposal. Their land team approached the acquisition with a high degree of professionalism and commitment which reflected in the quality of the design approved scheme. I would happily recommend St James to any vendor.”

Andy Simpson, Partner, Douglas Duff



Aerial view of Kingswood Chase prior to construction

Kingswood Chase, Chislehurst

The Kingswood Chase development comprises 39 homes, including seven apartments within the manor house and its converted gatehouse and lodge house. The mix is of large apartments and predominantly five- and six-bedroom detached houses.

Another developer was already contracted to buy the site but got into difficulties with planning and withdrew their application. Stepping in where others could not succeed, St James subsequently acquired the site in just 14 days and submitted a planning application the following day, securing approval 12 weeks later.

Kingswood Chase was one of the first sites within Bromley Borough where the Council has sought provision of 10% reduction of energy with the use of renewable energy sources. St James has achieved this by employing a combination of ground source heat pumps and solar thermal panels providing hot water.

“St James acquired this site extremely quickly once another developer had walked away. Despite a very tight timetable to exchange, they performed and went on to secure planning consent within three months.”

Graeme Dowd, Director RPC



Kingswood Manor at Kingswood Chase prior to construction

- Acquired March 2006
- Previous Use: Former SIRA Institute - used for research and development
- Site Area: 5.9 Acres
- Purchased from: SIRA

Wye River Village, High Wycombe

The site of the former Wycombe sewage works, totalling 31 acres, was acquired without the benefit of planning permission. It took one year from acquisition to application, during which time St James worked intensively with the local authority, staging pre-application design workshops to overcome potential problems on site. The approved scheme now comprises 465 residential properties, 30% of which are allocated for affordable housing and approximately 5 acres of commercial B1 office space.

The site presented us with some tough challenges, particularly with regard to the primary access point to the site which was owned by a third party. This presented various issues over access that we negotiated our way through with great care in order to establish our position in this regard clearly. However, the main challenge was to create a pleasing environment to live in. While there were definite positives - two natural rivers running through the development and views of a wooded valley to the south - industrial units bordered one side and new build residential units another. We overcame this conundrum through meticulous attention to planning and design - with successful results to date.

“The design process followed on this site has been a model example for the development industry. St James has carried out timely community and stakeholder consultation, engaging in an extensive workshop-based design process with planning and highways officers and the Environment Agency, and finding solutions to all the planning issues raised.”

Chris Steuart, Major Applications Team Leader, Wycombe District Council



Artist's Impression of Wycombe Marsh

- Acquired September 2006
- Previous Use: Former Treatment Works
- Site Area: 31 Acres
- Purchased from: Thames Water

Going places together

It is fair to say that as a company, we at St James expect a lot from our employees. However, it is also undeniably true that in return for their commitment, flair and passion, we make sure they are properly nurtured.

Each is encouraged and supported to push the boundaries of their abilities through good communication and appropriate training. After all, you cannot create outstanding regeneration projects without a workforce that feels valued and enthused about achieving great things together.

One such channel of communication is that of staff surveys. The first annual survey in 2006 showed that our people wanted more information about the company as a whole. As a result, annual regional staff conferences are now held at which the relevant management team presents an overview of their region and the Chairman gives a company-wide view.

Also a result of the survey, a series of staff forums have been set up resulting in a host of new initiatives. These include a formal induction programme for new staff, the creation of training and annual appraisal programmes, regular Managing Director team briefings, visits to other regions and the implementation of a social committee.

In response to employees' expressed desire to understand and learn from the operations of other regions, an informative e-newsletter, 'St James Matters' is now circulated two to three times a year on the company intranet. The intranet also acts as a platform for other useful company-wide information such as directions to regional offices and sites. It also has a dedicated section on sustainability.

We have gained particular success in the HR field by gaining the coveted Investors in People accreditation in various parts of the business. The scheme consists of a three-stage programme that ensures everyone understands the part they play in providing unbeatable customer service. All staff have now achieved Bronze standard, with others moving on to Silver. We are also putting together training to achieve high levels of customer service.

We at St James feel we have a duty to help those less fortunate. Therefore, each year we try and fundraise for local and national charities. In 2007 we raised over £80,000 for Cancer Research UK and local charities by events such as Sponsored Sky Diving, Three Peaks Challenge and Charity Balls.



- 1 The team at Kennet Island receives Build Team of Quarter Award
- 2 St James Urban Living Charity Ball
- 3 Investors in People Award
- 4 Charity tandem skydive in aid of Cancer Research UK
- 5 St James presents a cheque to Cancer Research UK

The customers' verdict

We can talk all we like about how good we think our developments are, but the ultimate judges are our customers. Our on-going independent research shows that the things they rate us highly on include location, design, build quality, living environment, and the level of care they receive from our staff. In fact, consistently, over 80% of our customers would recommend St James to their best friend.

Here is what some of them have to say:

"I was impressed by the way in which the sales staff explained everything to me, they even told me about the future development in the area."

Mr Paul Kuljit Singh Bhandal, Kennet Island

"I think that the development is beautiful. When I drive into the courtyard it is very well lit and the design is good, with decking outside. It just feels lovely. Their service was very good. They showed me a computer generated image about how the development would look once it was finished. This was very helpful. I liked the way that they kept in contact with me throughout and how helpful they were when they helped me to choose the extras for my home. They made me feel that I was purchasing something from a developer who actually cared about their customers."

Mr Ahmed, The Pump House

"We have been very pleased. The staff in the marketing suite have been fantastic, everyone who we have dealt with has been very helpful. The building work had been carried out very considerably."

Mr & Mrs McLeod, The Hamptons

"The whole thing has been memorable; all in all I have been impressed and have had no problems. The sales people were especially attentive and helpful."

Mr Karl Schwarzkopf-Bowers, Kennet Island

"The people in the sales office were amazing. We had lots and lots of queries and they had a lot of patience. Nothing was a problem. They made it easy for us to understand the process of buying a new build for the first time. The concierge is also very welcoming."

Ms O'Brian, Kingsway Square

"They are a really good company, they provide and cover everything for their customers. When I had problems they came round straight away and checked if there was anything else that needed doing."

Mr Bradley, OneSE8

WHAT OUR PEOPLE SAY



Jaye Ruby,
Head of Operations

“What I do is about keeping the business side of things human, finding that balance between people’s expectations and what is realistically possible. It is very interesting and very challenging. People are fascinating, yet need support. That is our job - we try very hard to see things from each customer’s point of view.”



Toby Donald,
IT Technical Support

“We have a good laugh as well as working hard. With just three of us in the IT team, people from all levels just call you directly. That is a good thing, there is no real separation between who you are in the company and how high up someone else is. It is one big company and that is something I like.”



Nick Brasier,
Project Manager

“To achieve success at a development like The Hamptons, you have got to have that drive and passion and ambition. It is no 9-5 job and the hours are long, but I wake up in the morning and I actually want to come to work. It is great working for St James because I do think we are the market leaders in the development industry.”



Matthew Townend,
Head of Land and Planning

“We work very hard here so it is important that what you achieve at the end of it all is something you can be proud of. I really like our developments - there are properties which I would like to live in myself. I think you have to be genuinely enthusiastic to do well here and that comes through in the product.”

It is all down to teamwork

Our employees are the most valuable resource we have, and we are ardently committed to training, supporting, encouraging and praising them in their work. Without their entrepreneurial spirit, attention to detail, hard work and foresight, quite simply, St James would not be the great success it is today. But what do they think about working for us?



Ankur Amin,
Graduate Management
Trainee

“My training programme lasts for a year, rotating through the different groups and areas of operation. It is a tightly knit team here - everybody knows everyone and they are all very approachable. St James looks at neighbourhoods that others might not consider, but once they start building there, everyone else just seems to follow.”



Matthew Strong,
Quantity Surveyor

“St James is definitely very forward thinking as a developer. We are driven by ‘green’ measures that we know will be needed in future. We are taking the lead by actually introducing things now that we probably would not have to for another five years; but that is a good thing for everybody is it not?”



Paul Hopkins,
Managing Director

“As a Managing Director, my brief is to direct the ship on the right course. It is a stimulating, challenging role because St James is a design-led company - very innovative - and the job requires plenty of lateral thinking and projection beyond the normal realms of a standard developer. It is what makes us so different.”



Natalie Stoneman,
Regional Marketing Manager

“I started with St James as a temp sales administrator and worked my way up to Marketing Manager, which shows there is plenty of opportunity to progress. You have to be very dedicated and loyal, but people like working here. I find our designs very unique, we are always moving with the times and I think that is what makes us stand out, what makes St James, St James.”



Mo Clarke,
Project Sales Manager

“I know it might sound a bit clichéd but you do really feel part of a family at St James, you really do. You feel you are a person, not a number, and your say is valued and you are actually driving the company forward. I started as a sales negotiator and was groomed into project sales manager within only two years of joining.”



Victoria Hanley,
PA to MD/FD

“Last year I was involved with organising our Charity Ball. It was a challenge but enjoyable and great opportunity to meet everybody in St James including people I would only spoken to over the phone. We had really good feedback from that night and I am already beginning to plan this year’s which I am looking forward to.”



Clive Palmer,
Technical Director

“I have got a really good team working for me. The staff are key are they not? You can not just build on your own. At St James the passion filters down from the top down through the various levels of management. That enthuses everyone to produce a quality product.”



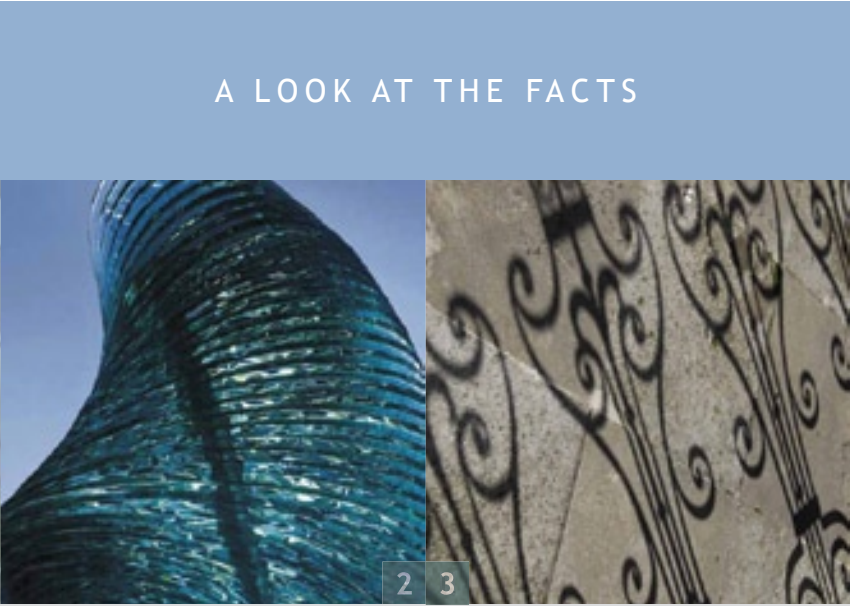
Samantha Stiff,
Payment Co-ordinator

“It is exactly like a family in our office. I and the others do get to go out on site and see the properties so we can really understand what the invoices we process actually go towards producing. It gives it all meaning, which is where people’s passion comes from.”



Bram Paton,
Project Director

“It is good to work on something which everyone likes. You tend to feel proud of what you have done, and in ten years’ time you can still look at it and think it is great. When you see a whole area coming up as we build - you see the shops opening and the area improving as a whole - it is a very satisfying feeling.”



Competition amongst housebuilders is fierce when it comes to awards, but time and time again St James has won attention and praise from the judges.

Part of the Berkeley Group Plc, St James is proud of its 100% brownfield record. With the solid financial backing of the Berkeley Group, we have been able to push the boundaries of sustainable urban regeneration.

What House? Award

- Best Apartment: Silver - Kingsway Square (2007)
- Best Medium Sized Developer: Gold Award (2006)
- Best Exterior Design: Silver Award - The Hamptons (2006)
- Best Interior Layout: Silver Award - OneSE8 (2006)

Pride in the Job 2008 NHBC Quality Award

- | | |
|--|--------------------------------------|
| ■ Winner - Kingsway Square (2008) | ■ Winner - Waterside (2008, 2006) |
| ■ Winner - Queen Mary's Place (2008) | ■ Winner - The Hamptons (2008, 2007) |
| ■ Winner and Seal of Excellence - The Hamptons (2006) | ■ Winner - Kennet Island (2008) |
| ■ Winner and Seal of Excellence - New River Village (2006) | |

Considerate Constructors Scheme

- | | |
|---|--|
| ■ Bronze Award: The Hamptons (2008, 2007) | ■ Silver Award: The Hamptons (2006) |
| ■ Bronze Award: Queen Mary's Place (2008) | ■ Bronze Award: New River Village (2006) |

Design for Life Award (Building for Life)

- | | |
|--------------------|--|
| ■ The Manor (2007) | ■ Silver Standard - New River Village (2006) |
|--------------------|--|

LDSA Built In Quality Awards 2008

- Highly Commended for Best Large Housing/Residential Project - Kingsway Square (2008)

Evening Standard - Homes & Property

- Winner - The best new conversion - Kingsway Square (2008)
- Best New Apartment: Highly Commended - Grosvenor Waterside (2006)

Mail on Sunday Awards

- Best Large Housing Development: Commended - OneSE8 (2006)
- Best Landscaping: Commended - Kew Riverside (2006)

Queen's Award

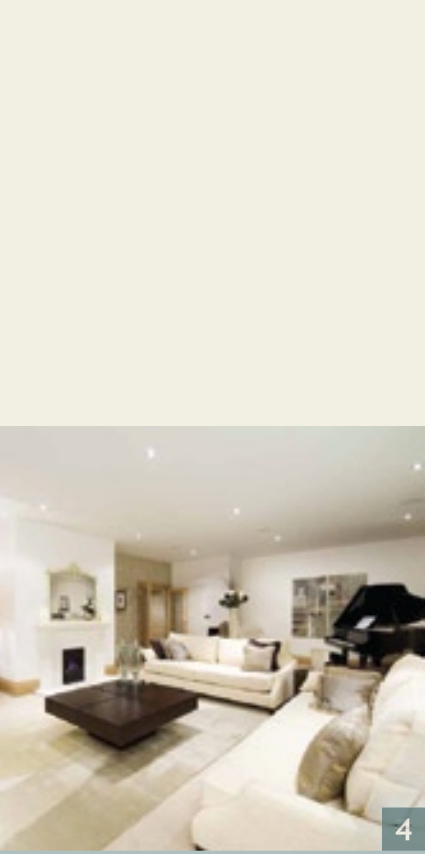
- Sustainable Development - The Berkeley Group (2008)

Our passionate approach to creating flourishing living environments has proved effective - the company has enjoyed steady growth and considerable success since its creation in 1997.

In the last year, St James has:

- Completed 1,057 homes of which 167 were for shared ownership and rent with our Housing Association Partners
- Had a turnover of £361 million with an average sales price of £341,000
- Has been active across 17 schemes
- Managed a secured land bank of approximately 4,543 secured plots with an estimated Gross Development Value in excess of £1.3 billion
- Raised over £80,000 for charity
- Acquired eight sites for £123m
- Sold 1,293 private units for £301 million

This has been achieved thanks to the dedication of our 200 or so employees and a team of external sub-contractors and consultants.



- 1 Impressive exterior of Kingsway College
- 2 New England Place at The Hamptons
- 3 Townhouses at Wycombe Square
- 4 Interior at Kingswood Chase

- 1 Modern design at OneSE8
- 2 Art Sculpture at Grosvenor Waterside
- 3 Queen Mary's Place gates
- 4 Thames Water Treatment Works at Kew prior to development

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