



Bollo Lane

W4, Chiswick

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City makers

Left: Mike, Pocket resident,
Marcon Place E8

Below: Pippa, Pocket
resident, Mountearl
Gardens SW16



City makers, we salute you

City makers are the backbone of London, the middle earners that contribute to the city's economy and cultural character. Building communities, learning or teaching new skills, working as hard as they play...in short, they're the people that make London tick.

At Pocket Living, we know that London wouldn't be the same without its city makers and nor would we. Our mission is to provide a solution for those who are looking to buy their first London home but are currently priced out of an increasingly unforgiving property market.

Pocket allows the
people who make
London tick get on the
property ladder

A developer with a difference

Specifically made to match the needs and budgets of London's city makers, our cleverly-designed one bedroom homes don't all look the same but they do have a few things in common. Measuring an average of 410 square feet, they're efficiently designed to maximise space, are equipped with good quality fittings, and have access to communal spaces that encourage a sense of community. No gimmicks, everything is just cleverly thought through.

Here's the best bit: Pocket homes are sold for at least 20 percent less than surrounding comparable open market homes to first time buyers who live or work locally and have an income below the Mayor's affordable housing salary cap.



Photography of show home



Right: Sanketa,
Pocket resident,
Marischal Road SE13

A sense of togetherness

Because all Pocket homes are owner-occupied by local first time buyers, residents know they are living among like-minded people. That reassuring sense of community is enhanced by numerous sociable spaces across the developments – from rooftop terraces to a residents' lounge – where residents can gather for events, or simply to catch up over a cup of tea or an after-work drink.

We believe the best cities are constantly evolving. They are places to put down roots, make new friends and build strong, vibrant communities. By redressing the balance of London's property market to ensure city makers are not forced to uproot and leave to buy their own home, we're protecting the very communities that make London thrive.



"It's a really nice neighbourhood feeling, with beautiful shared spaces we can enjoy together"

Cameron, Pocket resident,
Marischal Road SE13



Above: Kerry,
Pocket resident,
Marcon Place E8

The Pocket promise

With 20 existing schemes across London and 1000 new homes in the pipeline, we have gained a reputation as a trustworthy and forward-thinking developer with a social conscience.

Our mission is to redefine the property industry by opening up London's property market to city makers who were, until now, priced out. The 84 Pocket homes at Bollo Lane W4 are available only to local first time buyers who earn under the Mayor's affordable housing salary cap, enabling Ealing's hard-working city makers to get on the property ladder.

London needs its
city makers, and
we're here to help
them stay

Marc Vlessing,
Pocket Living CEO and Co-founder



Chiswick's newest neighbourhood

Bollo Lane W4 is a striking building in the heart of West London, home to meticulously-designed apartments set amongst generous communal spaces that are made for socialising. The two landscaped roof terraces are not only ideal for entertaining but have uninterrupted panoramic views across the city.

“The moment I walked through the front door, it felt like home”

Thomas, Pocket resident, Oak Grove NW2





Indicative computer-generated image

8th floor landscaped communal roof terrace and gardens

A quintessential London neighbourhood



They say it's all about location. We'd say it's a bit more than that, but either way, you can't beat Chiswick for a place to call home. This is among West London's prettiest spots, a busy riverside neighbourhood with acres of green space that buzzes with creative energy.

Its lovely looking High Street is lined with independently-owned cafés, boutiques and bistros, most of them housed in a mix of Victorian and Edwardian red-brick buildings. Winding through the area, the River Thames is a picturesque setting for al fresco drinks and morning jogs. Add fast-track links into central London to the mix and there you have it – Chiswick is a city maker's ideal place to call home.



Top left to right: Royal Trinity Hospice, Turnham Green, The Old Pack Horse
Bottom: Street art, High Road Brasserie

"There's a reason the locals are so happy to call W4 home"

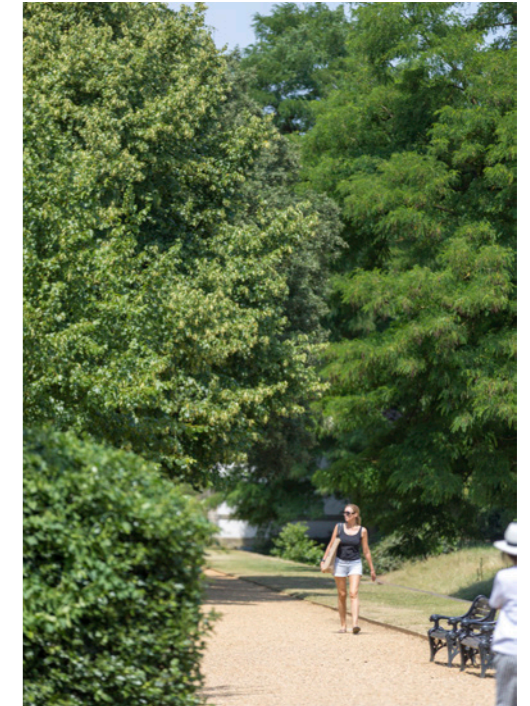
Time Out

Park life

Strolling down the leafy streets of Chiswick, it's hard to believe you're in one of the world's busiest cities. This West London neighbourhood balances just the right amount of urban energy with a comfortable feeling of calm, thanks to a cluster of green spaces and the River Thames that loops around it.

A three minute walk from Bollo Lane W4 is the Gunnersbury Triangle. With wooded footpaths and plenty of interesting wildlife, this popular nature reserve brings a taste of the British countryside to the city. Also within walking distance is Acton Park, where residents can kick a football about or practice their backhand on the flood-lit tennis courts.

Top left to right: Chiswick House Gardens, Temperate House - Kew Gardens, Gunnersbury Triangle
Bottom: Osterley House, Chiswick House Gardens



The borough has a total of 974 hectares of green space

In Gunnersbury Park, there are over 75 hectares of parkland to explore, as well as two Georgian mansions and the Gunnersbury Museum. In addition to the existing courts and pitches, there are plans in place to build a multi-use sports facility – perfect for milder months. Things really come to life here in the summer, when the roses are in bloom and locals can be seen picnicking in the wild flower meadow.

Perhaps best of all, you have Kew Gardens right on your doorstep. London's largest UNESCO World Heritage Site is home to the most diverse collection of living plants in the world, as well as a Victorian glasshouse, a lovely lake and a treetop walkway. A source of inspiration for Chiswick's creative residents, this world-famous attraction is pure botanic bliss.



#LoveChiswick

As you'd expect from this part of town, Chiswick offers a great selection of popular and well-established names, but open your eyes a little wider and you'll discover a fascinating world of boutiques and one-off shops, as well as welcoming cafés, bustling restaurants and markets.



Top left to right: Cassius
& Coco, Pot Pourri Florists
Bottom: Neptune Wheelers



“Finding the perfect snap is made easy by living in an area with an abundance of not-so-hidden treasures”

Jenny Walker, @w4photography



Above: Chiswick Park

Adjacent to Bollo Lane W4 is Chiswick Park, a landscaped business complex home to offices of award-winning companies, among them Mitsubishi, Swarovski and Walt Disney.

Its on-site amenities are open to the public, meaning residents of Bollo Lane W4 can enjoy the benefits of having stores, restaurants and a huge Virgin Active gym right on their doorstep.

“The key feature is the spectacular parkland forming the heart of the site”

Rogers Stirk Harbour + Partners Architects,
Architects of Chiswick Park

A local way of life



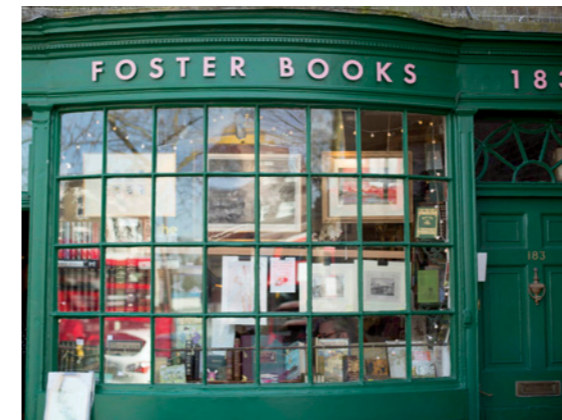
Ask any Chiswick resident what they love most about their neighbourhood and it's very likely they'll mention the strong sense of community.

What sets Chiswick apart from other nearby areas is its genuine village-like feel – a rare attribute in a cosmopolitan capital. Perhaps it's because most local businesses are independently owned, or maybe it's the vast green spaces that inspire such harmony among residents, but one thing's for sure: once you move to Chiswick, you tend to stay for a while.

Living here means being on first name terms with the greengrocers or the barista at your local café. It means getting to know your neighbours.

“There is a real sense of community, I'm on first name terms with most of my customers”

Dominic, Pot Pourri Florists

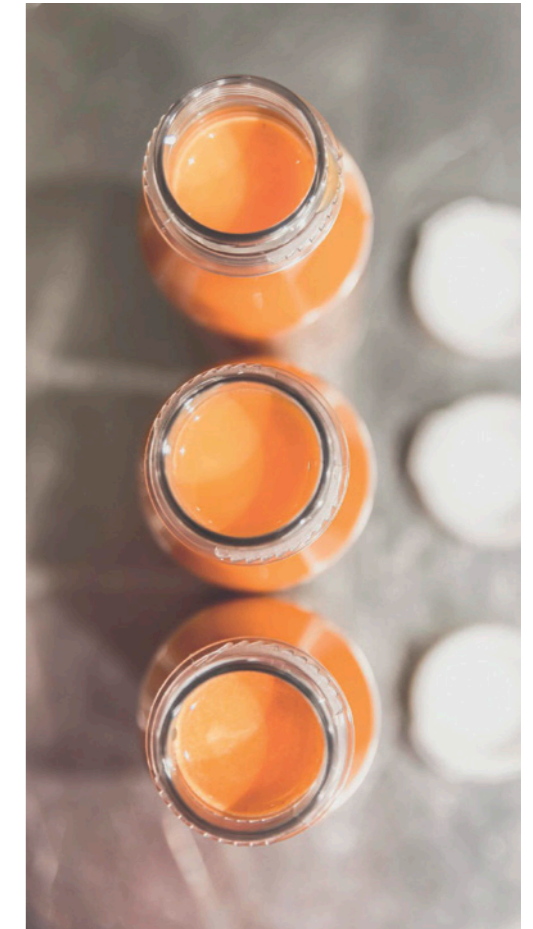


“We like to think of ourselves as a proper local, a friendly neighbourhood hub offering great food and drink”

Carre Ann, The Bollo House

Top left to right:
The Bollo,
Wheeler's Florist,
Store Bakery,
Chief Coffee
Bottom: Foster Books

Food lovers, rejoice!



Every Sunday at Duke's Meadow, Chiswick's popular farmers' market sets the foodie scene for the week ahead. Here's where reputable producers sell their homemade wares – such as crumbly cheeses (Big Wheel Cheeses), organic produce (Ted's Veg) and even freshly-prepared sushi rolls (Aki Maki) – to loyal locals who appreciate the familiar atmosphere.

Eating out is also an intrinsic part of Chiswick's charm. Choose from gastropubs with sun-drenched beer gardens, cosy cafés serving ground-roasted coffee, or trendy bistros with contemporary interiors. But Chiswick does fine dining just as well as it does relaxed local eats: Michelin-starred La Trompette and Hedone are two of many top-end eateries that have put Chiswick on London's gastronomic map.

Top left: Macken Brothers Butchers
Middle and right: Wild Bunch
Bottom left: Crosstown Doughnuts
Bottom middle: No197 Chiswick Fire Station

Al fresco dining

On balmy days, most of Chiswick's eateries throw open their terrace doors and spill out onto the streets, giving off that irresistible holiday feel. Locals love Soho House-owned High Road House Brasserie for its art deco interior and stylish terrace – perfect for decadent Sunday brunches or Friday night cocktails.

On the weekend, grab an outdoor table at Brooklyn-style Brew café and pick from a list of mouth-watering breakfasts: how about syrup-drenched buttermilk pancakes or chorizo folded eggs on sourdough toast? Chiswick Fire Station is another trend-setting favourite, while the longstanding Roebuck draws in the crowds with its hearty Sunday roasts, craft beers and al fresco seating. Temptation lies on every corner – the tough part is choosing where to go.



Right: The Roebuck
Below: High Road Brasserie



Above left to right:
High Road Brasserie,
No197 Chiswick Fire Station
Left: Urban Pantry



Chiswick is buzzing
with a plethora of
outdoor eateries



Charming Chiswick

Food & Drink

- Hedone
- High Road House
- La Trompette
- One Over The Ait
- Sparrow Cafe
- Queens Head
- The Bollo House
- The Duke of Sussex
- The Pilot
- The Swan
- The Union Chiswick
- Wild Bunch Juicery

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Everyday life

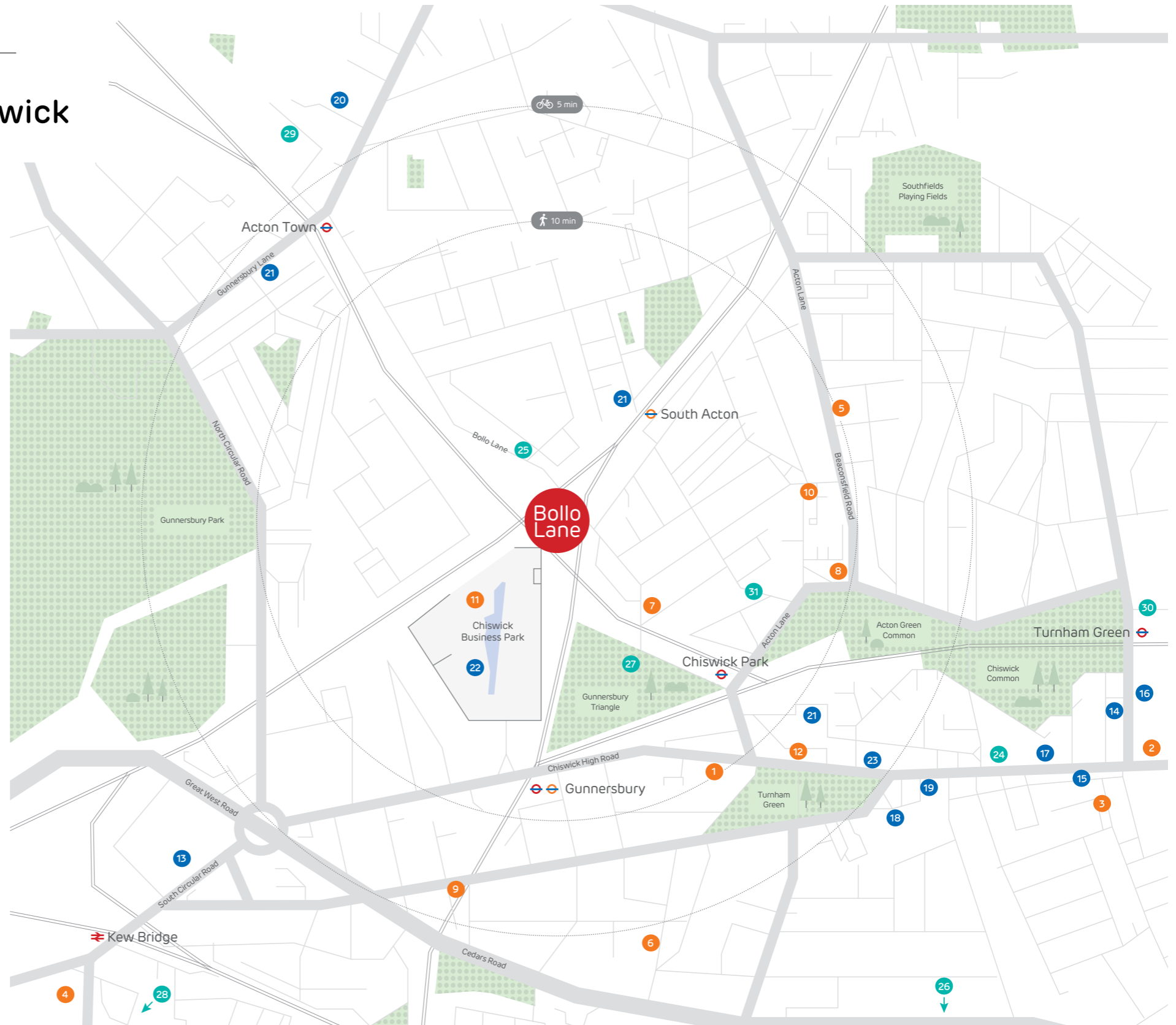
- Brentford Fountain Leisure Centre
- Covent Garden Fishmongers
- Foster Books
- Macken Brothers Butchers
- Marks & Spencer Simply Food
- Post Office
- Pot Pourri Flowers
- Reynolds Sports Centre
- Sainsbury's
- Virgin Active
- Waitrose

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Culture

- Bookcase London
- Chiswick Auctions
- Chiswick House and Gardens
- Gunnersbury Triangle Local Nature Reserve
- Kew Gardens
- London Transport Museum Depot
- Tabard Theatre
- The Treatment Rooms

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It's all about connections

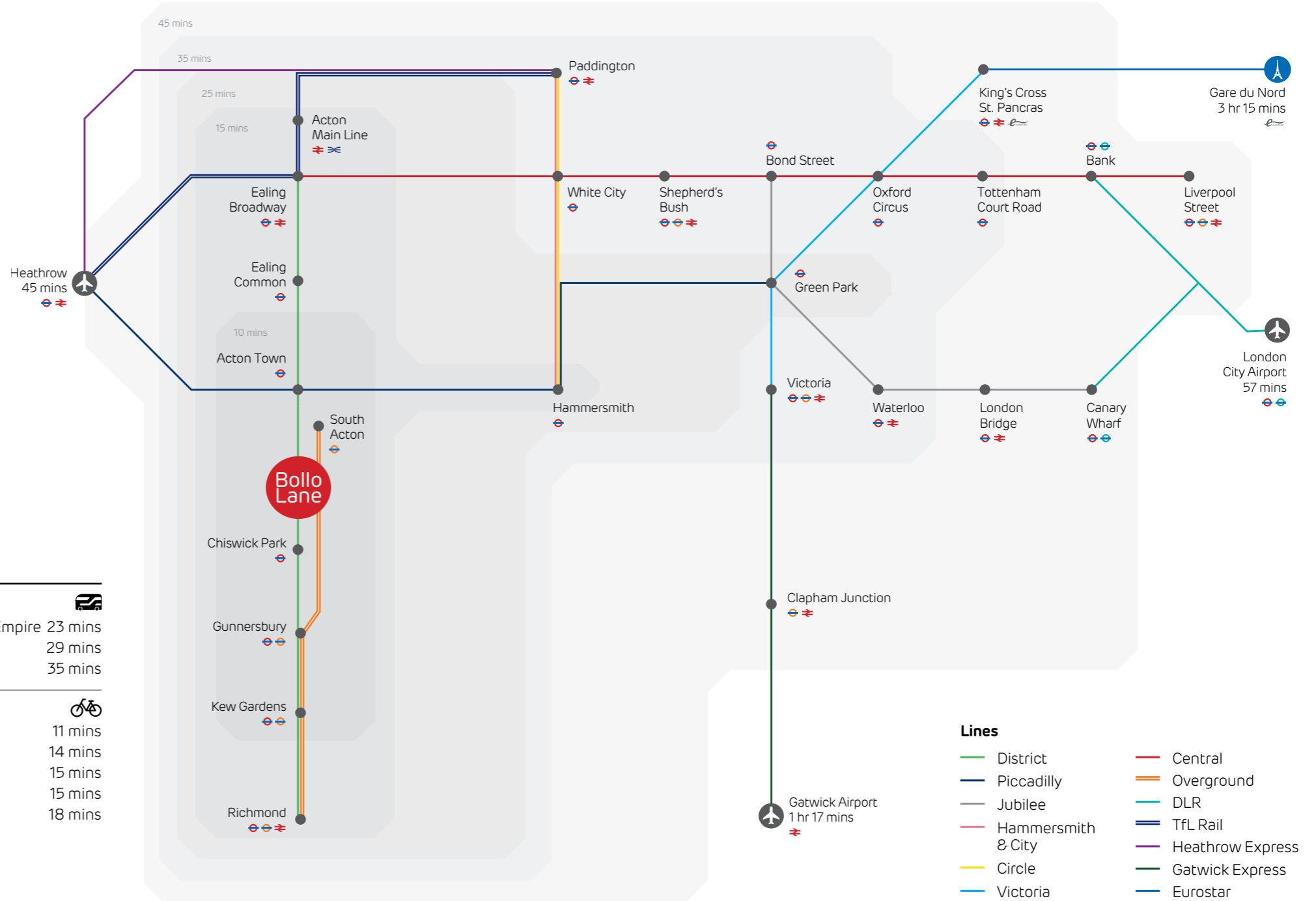
Bollo Lane W4's commuter-friendly location is mere minutes from a labyrinthine network of public transport links into central London. Serving both the District and Piccadilly tube lines are nearby Gunnersbury station and Chiswick Park station, the latter only a seven minute stroll away from these new homes.

Closer still is South Acton station, just a four minute walk from Bollo Lane W4. From here, fast trains zoom into Richmond, Liverpool Street and everywhere in between.

Residents can be in the thick of it within minutes, but can effortlessly escape from it all too. With Heathrow being easily accessible, you can check in and be in holiday mode in less time than it takes most Londoners to get to work.



Crossrail is scheduled to open at Acton Main Line station from December 2019, further improving travel connections.



Did we mention the view?



“We often gather on the roof terrace for drinks, it's like the jewel on top of the crown”

Reya, Pocket resident, Sail Street SE11

Standing tall at 13 storeys, it's no surprise Bollo Lane W4 has stunning vistas. Unobstructed views stretch as far as Waterloo and Canary Wharf, with swathes of green in between including Chiswick Park and Gunnersbury Triangle.

Pocket homes have floor-to-ceiling windows and some have terraces, but by far the best – and most sociable – spot to take in London's unique cityscape is on either of the two spacious roof terraces. Here's where residents will regularly gather for impromptu after-work drinks as the sun sets over London's most iconic landmarks, although savouring these capital views over a morning coffee is just as special.



A genuine community feel

All Pocket residents are owner-occupiers, meaning that Bollo Lane W4 has a vibrant community of house-proud first time buyers.

Efficient design features – such as double-glazed windows – block out the city when quiet time is needed, yet the lobbies and rooftop terraces mean you can also socialise with your neighbours whenever you want.

“There’s a real sense of community, a really nice neighbourhood feeling”

Georgie, Pocket resident, Marcon Place E8



Indicative computer generated image

Ground floor entrance lobby

Room to breathe

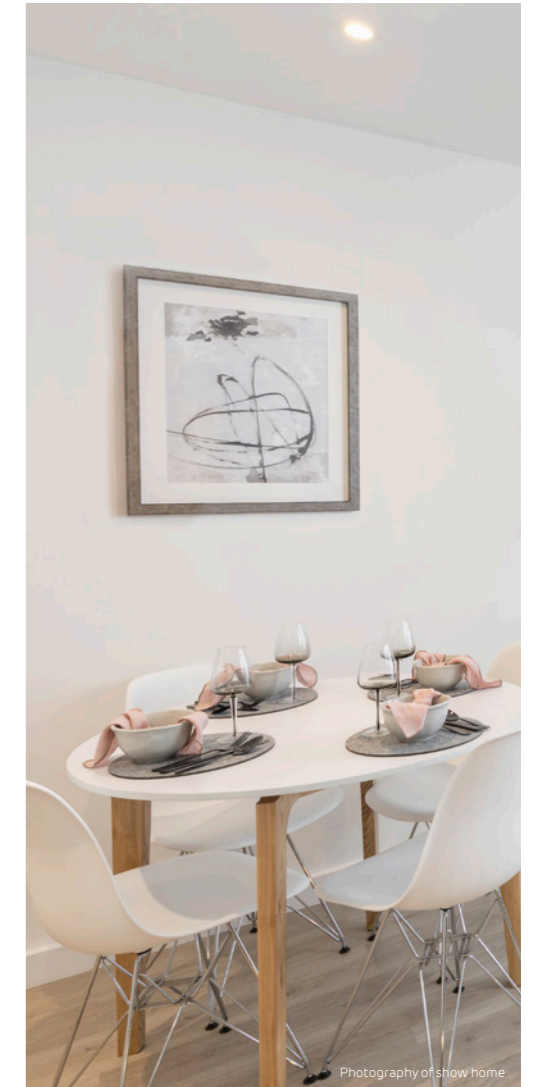


Pocket homes are specifically designed to match Londoners' busy lifestyles and Bollo Lane W4 is no exception. Efficiency and innovation are the ethos of our award-winning architects and you can see this philosophy come to life in each of the apartments.

Pocket's signature space-saving design ensures that every square metre is fully utilised. The result is a collection of meticulously-designed homes with modern interiors that feel light, bright and cleverly thought through.

"It's such great use
of the space and it's
just beautiful, so
new and modern"

Pippa, Pocket resident, Mountearl Gardens SW16







ART
is what
you can get
away with
- Andy Warhol

&

Designed for living



At Pocket Living, we don't just make our interiors look great, it is our attention to detail that ensures that they stand the test of time. That's why every fixture and fitting has been carefully selected on the basis that they will look and feel just as good as new in many years to come. No gadgets, no gimmicks, just carefully thought through.

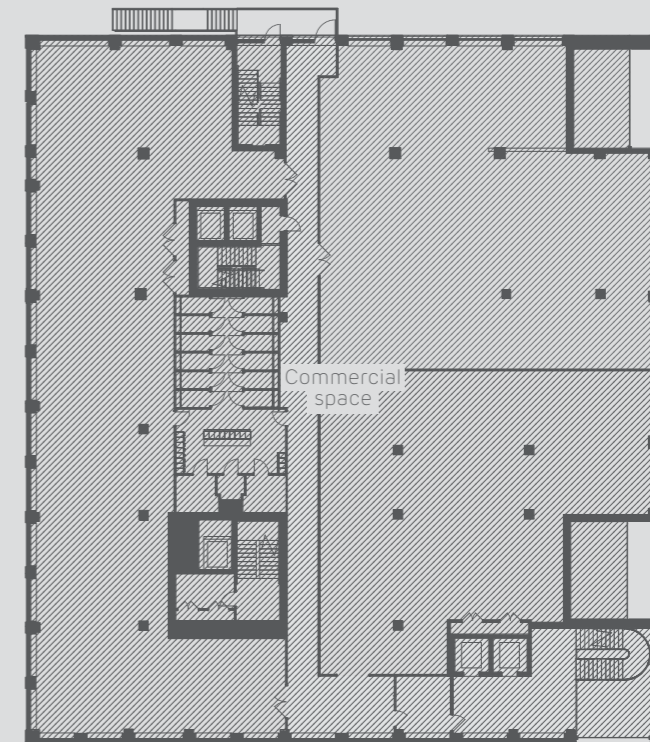
"We design our buildings from the inside out, combining craft with function"

Angharad Palmer, Head of Design, Pocket Living

Ground floor



Floors one & two



Key

Postboxes and
parcel store



Bike store



Residents' lounge



Residents' refuse



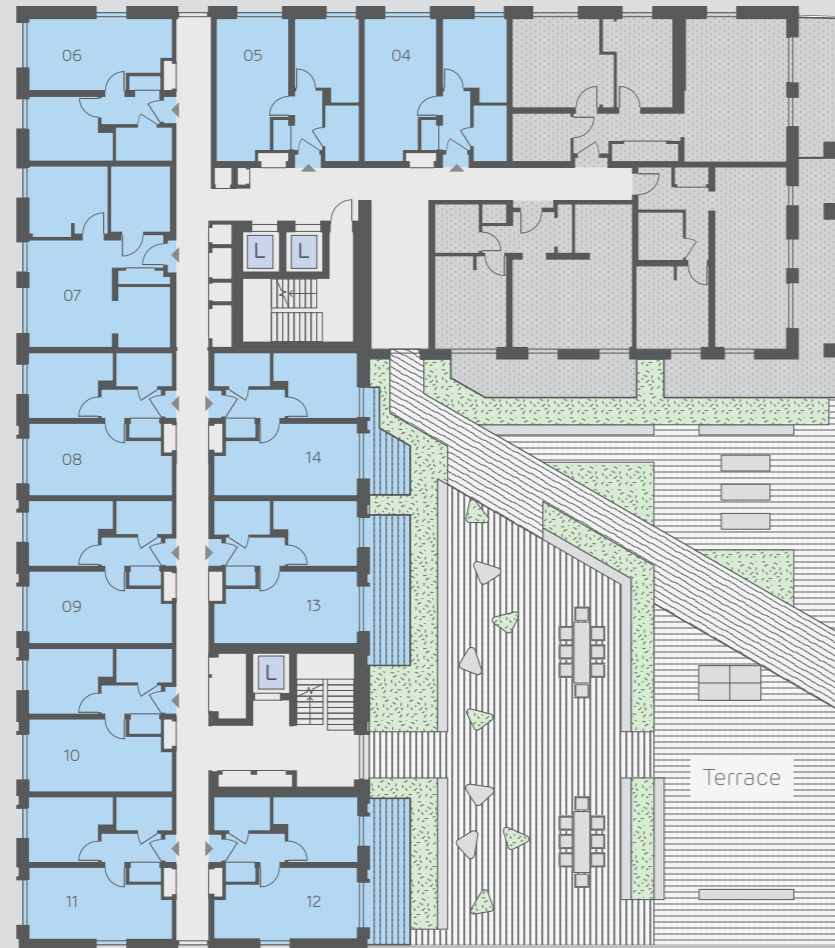
Lobby



Lifts



Floor three & communal terrace



Floors four to seven



Floor	Apartment
04	15, 18-28
05	29, 32-42
06	43, 46-56
07	57, 60-70

Key

Pocket apartments ■

Pocket Edition apartments



Floor eight & communal terrace





Floors nine to thirteen



Floor	Apartment
09	78, 81, 82, 83
10	85, 88, 89, 90
11	92, 95, 96, 97
12	99, 102, 103, 104
13	106, 109, 110, 111

Key

Pocket apartments 

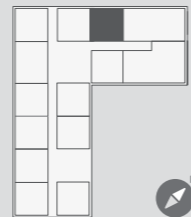
Pocket Edition apartments 



Type one



Floor	Apartment	Gross Internal Area
03	04, 05, 08, 09, 10	424 sq ft (39.4 sq m)
04	18, 19, 22, 23, 24, 27	
05	32, 33, 36, 37, 38, 41	Living/Dining/Kitchen
06	46, 47, 50, 51, 52, 55	10'7" x 21'5 1/2" (3.22m x 6.54m)
07	60, 61, 64, 65, 66, 69	
08	71, 74, 75,	Bedroom
09	78, 81, 82	9'5 1/2" x 12'11" (2.88m x 3.94m)
10	85, 88, 89	
11	92, 95, 96	
12	99, 102, 103	
13	106, 109, 110	



This position is where apartments 4, 18, 32, 46, 60, 74, 81, 88, 95, 102 and 109 are. Refer to pages 50–53 for the locations of every apartment. Windows face outwards from the building.

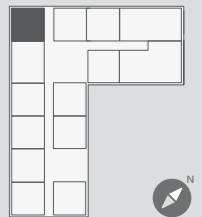
All kitchens assumed to be 650mm deep.

The kitchen, furniture layouts and dimensions on the following floor plans are for guidance only. Dimensions are not intended to be used for carpet sizes, appliance space or items of furniture. The sq m and sq ft are measured as gross internal areas using the RICS code to measuring. Apartment layouts shown here are for approximate measurements only. All measurements and areas may vary within a tolerance of 5%. Window arrangements may vary from floor to floor. Please speak to your Sales Consultant for details.

Type two



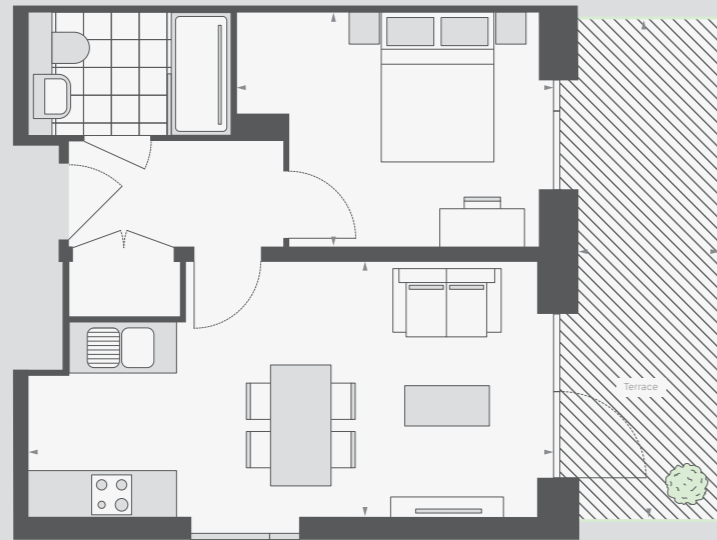
Floor	Apartment	Gross Internal Area
03	06	424 sq ft (39.4 sq m)
04	20	
05	34	Living/Dining/Kitchen
06	48	21'5 1/2" x 11'2" (6.54m x 3.4m)
07	62	
08	76	Bedroom
09	83	12'3" x 9'5 1/2" (3.73m x 2.88m)
10	90	
11	97	
12	104	
13	111	



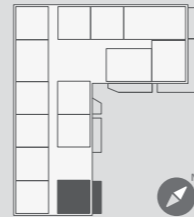
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Type three



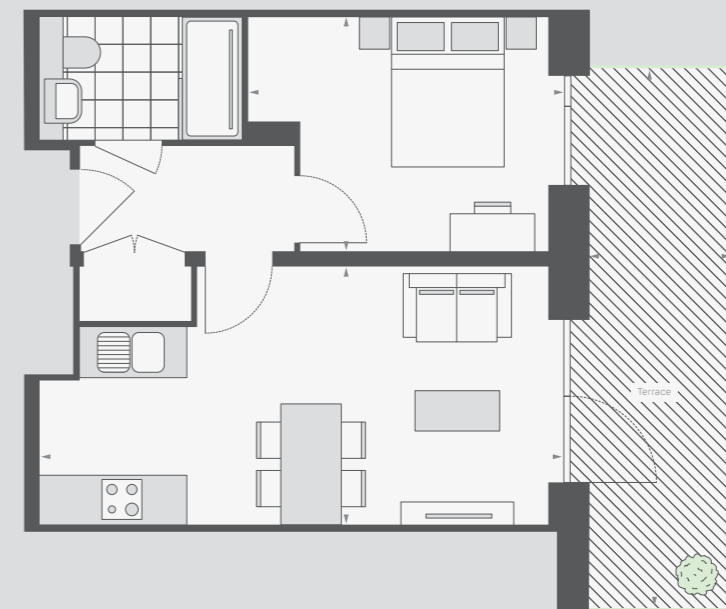
Floor 03	Apartment 12	Terrace Area 117 sq ft (10.9 sq m)	Bedroom 12'11 1/2" x 9'7" (3.95m x 2.92m)
Gross Internal Area 425 sq ft (39.5 sq m)	Living/Dining/Kitchen 21'6" x 10'5" (6.55m x 3.18m)	Terrace 5'11" x 20" (1.8m x 6.1m)	



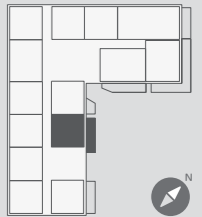
Residential terrace is enclosed by planters to give separation from the communal terrace, this is indicated by the green boundary line.
All kitchens assumed to be 650mm deep.

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Type four



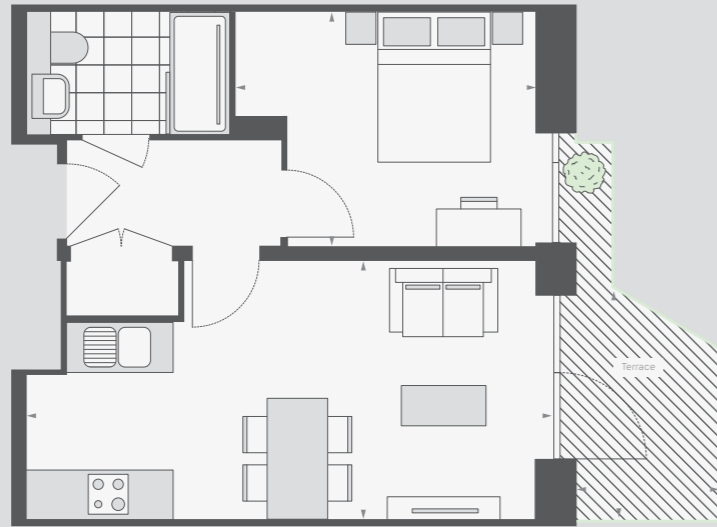
Floor 03	Apartment 13	Terrace Area 127 sq ft (11.8 sq m)	Bedroom 12'11 1/2" x 9'7" (3.95m x 2.92m)
Gross Internal Area 425 sq ft (39.5 sq m)	Living/Dining/Kitchen 21'6" x 10'7" (6.55m x 3.22m)	Terrace 5'11" x 21'8" (1.8m x 6.6m)	



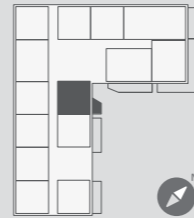
Residential terrace is enclosed by planters to give separation from the communal terrace, this is indicated by the green boundary line.
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Type five



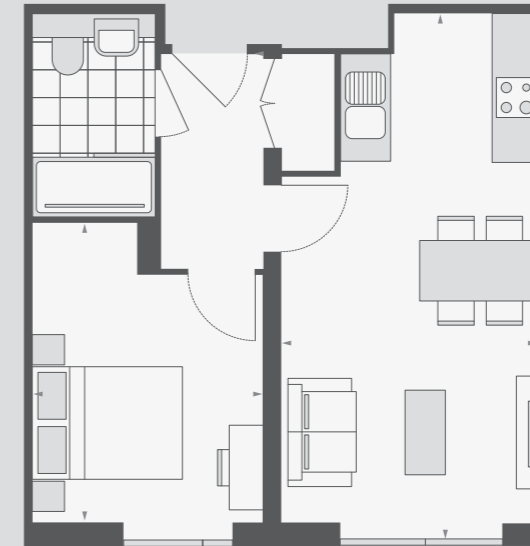
Floor 03	Apartment 14	Terrace Area 59 sq ft (5.5 sq m)	Bedroom 12'3" x 9'7" (3.74m x 2.92m)
Gross Internal Area 424 sq ft (39.4 sq m)	Living/Dining/Kitchen 21'6" x 10'7" (6.55m x 3.22m)	Terrace 5'11" x 9'6" (1.8m x 2.9m)	



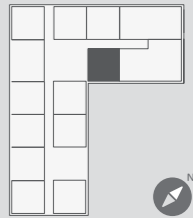
Residential terrace is enclosed by planters to give separation from the communal terrace, this is indicated by the green boundary line.
All kitchens assumed to be 650mm deep.

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Type six



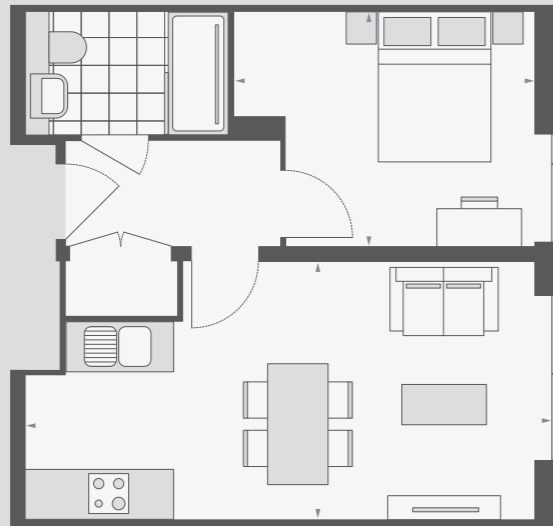
Floor 04	Apartment 15	Gross Internal Area 424 sq ft (39.4 sq m)	Bedroom 9'5 1/2" x 12'3" (2.88m x 3.73m)
05	29		
06	43	Living/Dining/Kitchen	
07	57	10'6" x 21'5 1/2" (3.2m x 6.54m)	



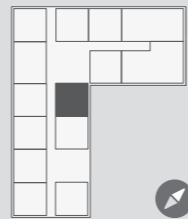
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Type seven



Floor	Apartment	Gross Internal Area	Bedroom
04	28	424 sq ft (39.4 sq m)	12'4" x 9'7" (3.76m x 2.92m)
05	42		
06	56	Living/Dining/Kitchen	
07	70	21'5 1/2" x 10'7" (6.54m x 3.22m)	



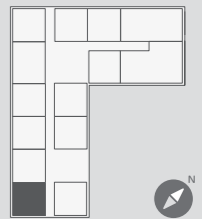
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Type eight



Floor	Apartment	Gross Internal Area	Bedroom
03	11	424 sq ft (39.4 sq m)	12'11" x 9'7" (3.94m x 2.92m)
04	25, 26		
05	39, 40	Living/Dining/Kitchen	
06	53, 54	21'6" x 11'1" (6.55m x 3.38m)	
07	67, 68		

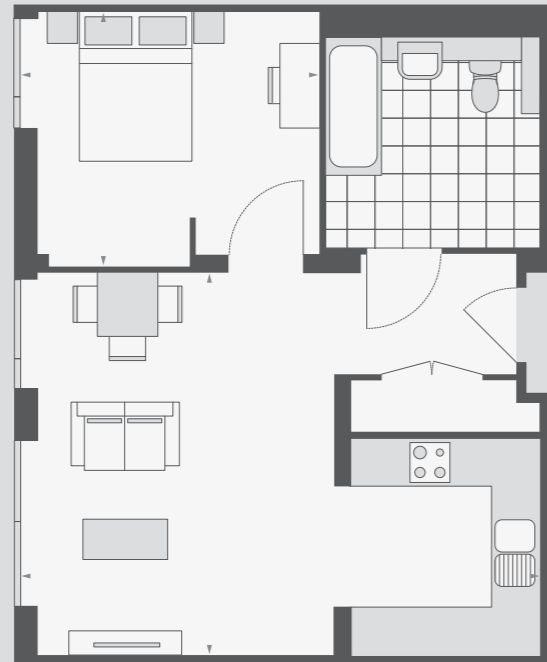


This position is where apartments 11, 25, 39, 53 and 67 are. Refer to pages 50–53 for the locations of every apartment.

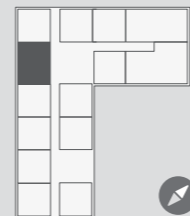
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Type nine Wheelchair adaptable



Floor	Apartment	Gross Internal Area
03	07	545 sq ft (50.7 sq m)
04	21	
05	35	Living/Dining/Kitchen
06	49	21'2 1/2" x 15'7 1/2" (6.46m x 4.76m)
07	63	
08	77	Bedroom 12'2" x 10'5" (3.71m x 3.17m)



Wheelchair use adaptable.

All kitchens assumed to be 650mm deep.

The kitchen, furniture layouts and dimensions on the following floor plans are for guidance only. Dimensions are not intended to be used for carpet sizes, appliance space or items of furniture. The sq m and sq ft are measured as gross internal areas using the RICS code to measuring. Apartment layouts shown here are for approximate measurements only. All measurements and areas may vary within a tolerance of 5%. Window arrangements may vary from floor to floor. Close coupled WC in these wheelchair adaptable homes. Please speak to your Sales Consultant for details.

Specification

Residents' facilities and communal areas

- Two lobbies with sculptural bench seating and hot desk areas
- Furnished residents' lounge adjacent to south lobby with Hyperoptic Wi-Fi access
- 3rd floor landscaped communal roof terrace and gardens with three seating areas and table tennis tables
- 8th floor landscaped communal roof terrace & gardens with three seating areas
- Two residential cores served by passenger lifts
- Residential fire alarm and sprinkler system
- Two bicycle stores with secure access
- Post boxes and parcel store

Electrical and heating

- Digital heating control
- Radiators
- Video entry system
- Wiring for Sky+HD (subscription required)
- Wiring for Hyperoptic fibre broadband and telephone (subscription required)

Security and peace of mind

- 10 year Premier Guarantee building warranty
- On-site CCTV
- 12 month defects warranty cover

Sustainable features

- Solar panels on the roof supply communal areas with power
- LED lighting

Apartments

- Laminate timber light oak wide board flooring in kitchen, living, bedroom & entrance areas
- Dimmable wall lights in living and bedroom

Kitchen

- Fully-fitted handleless kitchen
- Corian worktop with stainless steel undermounted sink and drainer grooves
- Chrome mixer tap
- Built-in Zanussi appliances:
 - Ceramic hob with stainless steel splashback
 - Fan oven
 - Undercounter fridge with freezer compartment
- Under-oven drawer
- Extractor hood
- Under-cabinet LED down lights
- Plumbing provided for dishwasher

Utility cupboard

- Plumbing and wiring for washing machine

Bathrooms

- Porcelain floor and wall tiles
- Mistral stone vanity worktop
- Walk-in shower enclosure with fixed glass shower screen*
- Wall-mounted Hansgrohe chrome hand shower and bar
- Wall-mounted Hansgrohe chrome mixer
- White wall-hung WC with soft-close seat**
- White basin with Hansgrohe chrome mixer tap
- Chrome heated towel rail

* Shower over bath in wheelchair adaptable homes

** Close coupled WC in wheelchair adaptable homes

What makes a Pocket home unique



- Pocket's uniqueness relates to its affordability.
- Pocket homes are sold at a discount to eligible people (those who live or work in the Borough, earn below the Mayor's affordable housing salary cap and do not own any other property).
- These criteria exist to make sure that Pocket homes are lived in by local people who couldn't otherwise afford to buy their own home. It's important that Pocket homes are always used for this purpose and are not used as buy-to-let investments.

Pocket homes are part of a legacy of affordable homeownership and this legacy needs to be maintained forever. For that reason, you cannot rent your flat to someone else (apart from in extenuating circumstances). When you come to sell, you must follow the six month marketing programme and in the first instance can only sell to an eligible person who meets the same criteria that you did when you bought your home.

We also check every year that you still live in your home, this is the Annual Verification Process (AVP). This process is how we ensure that all Pocket homes are lived in and not rented out. AVP is very simple, residents upload their proof of residency online. We ask residents to help by doing this in a timely fashion.

Next Steps

How to book a viewing

1 Set up a My Pocket account

Visit pocketliving.com and click Register to create your 'My Pocket' account

2 Activate

Activate your account – check your junk folder

3 Eligibility check

Check the information you've entered is correct, especially your postcodes, so we can let you know when we are selling a scheme that you are eligible for

4 Affordability check

Complete an affordability assessment with Censeo, our recommended Independent Mortgage Advisor, online to check you can afford a home at the development where you want to buy

Once you have passed your affordability assessment, you will be able to book a viewing in 'My Pocket'

pocketliving.com

How to buy

1

If you like what you see at your viewing, submit an Expression of Interest via 'My Pocket'

2

If you are offered a home you'll need to upload documentation, meet with a mortgage advisor such as Censeo, and choose a solicitor

3

If you're using Help to Buy, submit your Help to Buy application

4

Submit your mortgage application, your mortgage advisor will help.

5

Follow the process as outlined by your solicitor and exchange contracts

6

When the building is ready, pick up your keys and move in!

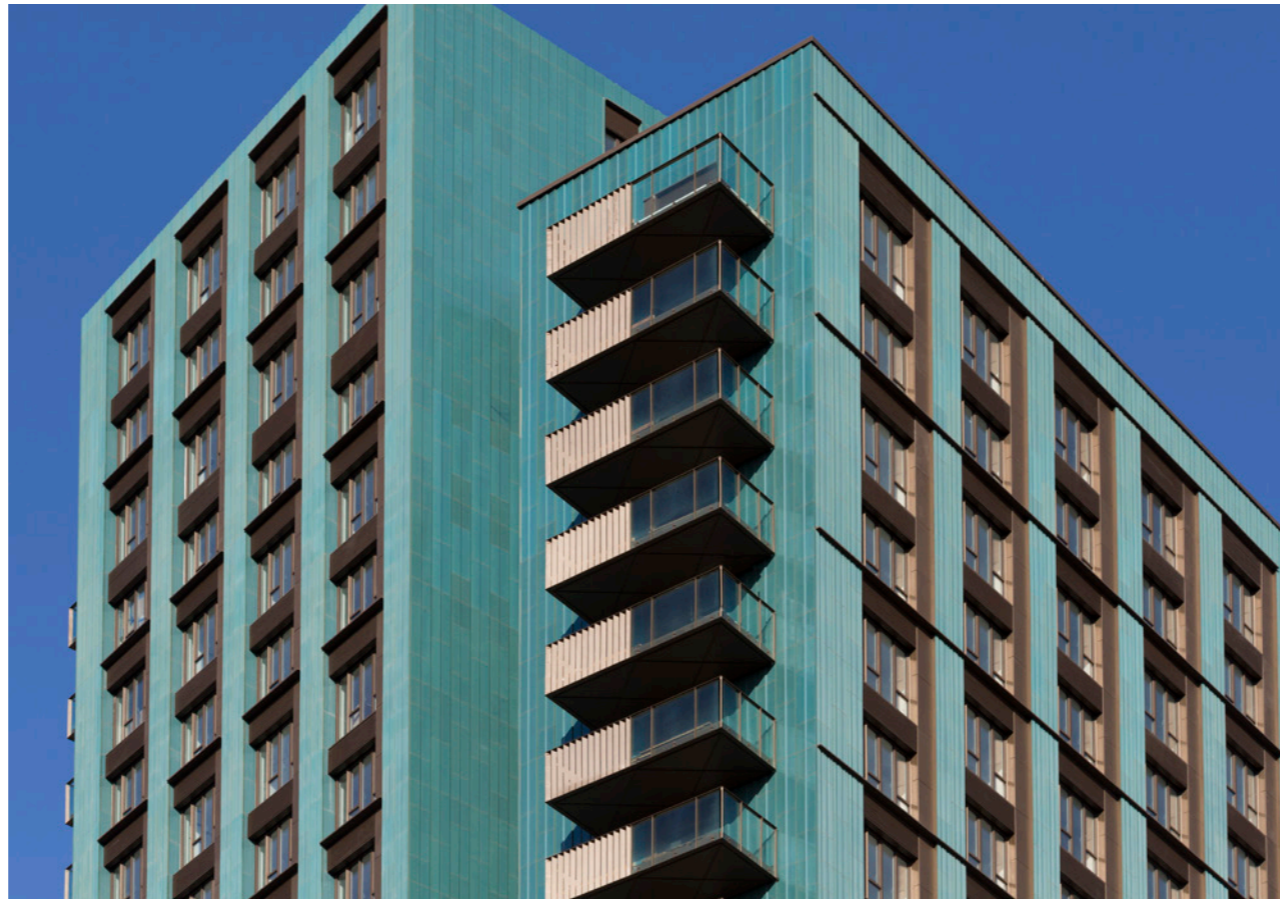
Pocket Living developments



Arklow Road SE14, Deptford

“For Arklow Road SE14 we added modern touches to find a design that’s rooted in the Deptford of today, while reflecting its fascinating past.”

Angharad Palmer, Head of Design, Pocket Living



Mapleton Crescent SW18, Wandsworth

“Award-winning Mapleton Crescent SW18 combines a modern architectural approach, with its soaring lines, large windows and pleated façade, with enduring craft-based traditional materials that have been used in London for centuries.”

Neil Deely, Architect, Metropolitan Workshop



Gainsford Road E17, Walthamstow

The Team

The Developer
Pocket Living

Pocket Living has been delivering homes for Londoners for over a decade and is widely recognised as a rare innovator in the housing industry.

A private developer with a vital difference, Pocket Living develops homes for the capital's city makers, the middle-earning Londoners who make the city tick, in buildings designed by award-winning architects.

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PRP

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This brochure includes photographs of the surrounding area for illustrative purposes only. Design elements and specification details may change without notice. The particulars do not obviate the need for a survey and all the appropriate enquiries. Accordingly, there shall be no liability as a result of any error or omission in the particulars or any information given. All information believed to be correct at time of print.

Design by Four Zero One



