



FACT FILE

CAMDEN

Pocket

Incentive 20% discount to local market.

Prices Start at £150,000 for studio and £195,000 for one bed apartments.

Units Four studios and 18 x one bedroom flats with private terraces, built around a central courtyard.

Transport Ten minutes to Chalk Farm tube.

Contact www.pocketliving.com



Pocket the Difference

The perky people at Pocket help first time buyers own a home in London, and not just a share, but 100%. They do this by building superbly designed, space-saving homes and selling them at a discount of at least 20% to the local market. They're not a charity or a housing association but a private company working closely with local councils to regenerate small urban sites in central locations.

Pocket pads can be bought by people on household incomes up to £60,000 per year. They work in the public sector and the private sector. They're singles and couples. They're young and not so young. All are determined to pocket their own place.

Designed by award winning architects Burrell Foley Fischer, the development is a modern interpretation of a classic brick building. It's sensitively modelled to enhance the street and reflect the character of the area's existing Victorian homes.

Pocket's NW5 apartments are spread over four floors with wonderful views across East and West London. Their shared gardens provide secluded areas for owners to enjoy a moment of calm in this hectic city.

Close to Queens Crescent market, Pocket NW5 is at the hub of one of Camden's most trendy urban districts.

In return for a sizable discount on the selling price, the Pocket people have one simple requirement. When the time comes, they ask buyers to sell their home to another key person.

Pocket believe that access to public transport makes London living and working easier, so good local transport infrastructure is a feature of all Pocket developments.

They also work closely with car clubs to give their buyers access to a car at minimal cost to the driver and the environment. However, they also believe that the most sustainable way to travel around London is by foot or by bike, so provide bike parking at all Pocket developments.

