

## Press Release

**Release Number: 40  
For immediate release**

31 March 2014

### **Purchase complete for Bromley by Bow**

Southern Housing Group have today completed the purchase of sites at Bromley by Bow from their partner East Thames Group. The two housing associations jointly purchased their first site in the area in 2007 and went on to work in partnership to secure planning permission for a 740 home, mixed used development covering three sites, at Hancock Road, E3. The sites will now be 100% owned by Southern Housing Group who intend to progress the development as soon as possible, with a start on site anticipated in Summer this year.

Southern Housing Group, Development Director, Dale Meredith says: "We worked in a close partnership with East Thames to progress this opportunity and are delighted to be able to consolidate our investment in Bromley by Bow prior to starting construction."

Phase 1 of the project will deliver 219 homes and 10,000 sq ft of commercial space. Other benefits include improvements to the towpath on the neighbouring River Lea and environmental improvements to the river itself. Completion is expected late 2016. Phase 2 will follow soon after and includes 101 apartments, many with river views.

### **Notes to Editors**

- Over the last 110 years, Southern Housing Group has become one of the largest housing associations in the south of England, housing 66,000 residents, managing more than 25,500 homes, employing almost 800 people and working with more than 70 local authorities across the South East, including the Isle of Wight.
- Our mission of 'Unlocking the potential of people and places' unites the organisation behind a common set of qualities and objectives.
- Our activities focus on four key areas: the development of quality affordable housing; housing and neighbourhood management; a range of housing options for rent and home ownership; and social and economic regeneration.

- Our social and economic regeneration work is undertaken to improve the lives of residents in the communities and neighbourhoods where we build and manage homes. It provides tangible evidence of our commitment to building sustainable communities.
- Southern Housing Group is a member of the g15, which represents London's 15 largest housing associations. The g15 houses one in ten Londoners and builds a quarter of London's new homes. We are working to solve the housing crisis by delivering good quality, affordable homes of all types. To find out more about the g15's work please visit [www.g15.org.uk](http://www.g15.org.uk)

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