



**Press release**

**For immediate release**

**21 November 2008**

**One Housing Group wins bronze for Best Affordable Development  
at What House Awards 2008**

One Housing Group is delighted to announce that Tarling Heights and Watney Plaza was awarded bronze for Best Affordable Development at the What House? Awards 2008. The winners were announced at yesterday's award ceremony at the Grosvenor House Hotel in Park Lane.

Tarling Heights and Watney Plaza are two adjacent sites near Watney Market in Shadwell, Tower Hamlets. Completed earlier this year, the development comprises 280 high quality affordable homes, as well as commercial units and pleasant public spaces. Nearly half of the homes were reserved for shared ownership to support people into home ownership. Research was conducted into the demographics of people living in Tower Hamlets and neighbouring boroughs to ensure that properties at the development were as affordable as possible and attracted purchasers from nearby communities.

The New Build Homebuy scheme offered by One Housing Group supports key workers and those on lower incomes or who lack deposits into home ownership by allowing purchasers to buy a share of their property while paying rent on the remainder. This makes it a much more affordable option than buying on the open market. New Build HomeBuy properties at Tarling Heights and Watney Plaza proved extremely popular with 75% being sold off plan. The development attracted a high number of first time buyers, bringing young professionals and keys workers to the area and thus helping to create a greater economic balance.

One Housing Group is committed to creating diverse and sustainable communities and as such all new schemes look at the need for balanced communities. The size of Tarling Heights and Watney Plaza played a key role in creating a balanced community, as well as the range of housing options provided. The development features a mix of shared ownership, general needs, intermediate rent and private sale units. Much needed five and six bed terraced homes were provided alongside one and two bed apartments to encourage a good mix of families, single and dual occupants and couples.

OHG's Sales and Marketing team utilised a wide range of marketing mediums to promote New Build HomeBuy properties at the development in order to reach as wide an audience as possible. Whilst some initiatives and publications featuring on the marketing plan had wide ranging appeal, others were very specific and were used to target specific groups.

Gareth Crawford, Group Director of New Initiatives said: "As a Group we pride ourselves on providing affordable homes that deliver on price, quality and community. We are delighted to receive this award in recognition of the Group's achievements both in developing high quality affordable housing and the contribution that the development has made to the local community."

## **Ends**

**For further information please contact Fiona Crook at One Housing Group on telephone: 020 7428 4107 or email: [fcrook@onehousinggroup.co.uk](mailto:fcrook@onehousinggroup.co.uk)**

## **Notes to Editors**

One Housing Group currently manages over 12,000 homes in 26 local authorities across London and adjacent counties, with over 2,700 homes in the development pipeline. These include shared ownership schemes; intermediate rent homes for key workers, affordable rented homes and homes for outright sale.

Community Housing Association, Island Homes and Toynbee Housing Association joined to form One Housing Group in September 2007.

Visit [www.onehousinggroup.co.uk](http://www.onehousinggroup.co.uk) for further information.