

# GET LIVING SECURES CONSENT FOR ENHANCED EAST VILLAGE DESIGN

30 MAY 2017

**Get Living, the award-winning private rental operator, today announced that it has secured approval from the London Legacy Development Corporation (LLDC) for enhanced proposals for Plot N06, one of the remaining legacy development plots in the East Village neighbourhood, adjacent to Queen Elizabeth Olympic Park.**

The successful application makes substantial improvements to the design and layout of the development, including a landscaped private courtyard, outdoor terraces, 'Superlobby' and amenity space for all residents, with flexible areas for socialising, relaxing and a concierge service.

To further enliven the area, new retail space has been introduced on the ground floor - in keeping with the existing independent retail offer at East Village - and a children's play area will be created to add to the Village's already excellent provision.

The new development will provide 524 new homes in East Village. The unit mix of studio apartments to family homes has been revised from the original plans based on the unrivalled experience and understanding of the professionally managed rental market that Get Living has garnered since launching in 2013.

Approval for the N06 plans increase Get Living's London portfolio to nearly 4,000 units, comprising 2,100 homes currently under management and 482 units under construction. N06 will deliver 524, with a further 900 units with planning approved.

Get Living is backed by its investors; Delancey's flagship client fund, DV4; Qatari Diar Real Estate Investment Company; and Dutch pension fund asset manager, APG. Architects for the enhanced proposals are Hawkins\Brown.

Neil Young, CEO, Get Living London said; *"We are delighted that planning consent has been granted for the enhanced proposals. With initially 1,500 homes under our management since late 2013, Get Living has accumulated a keen understanding of the successful aspects of life in East Village. The Build to Rent market has developed parallels with the hospitality sector, with a focus on customer experience and amenity. The approved proposals respond to these learnings and trends, incorporating innovative designs to deliver an enhanced and additional offer at East Village.*

*"This positive latest news for East Village follows our ground-breaking move, announced last week, to scrap rental deposits for all new renters as well as existing residents."*



For further information, please contact:

**Olivia Gregory**  
Communications Manager  
Delancey  
Tel: +44(0)20 7448 1481

**Katharine Walsh**  
Head of Communications  
Delancey  
Tel: +44(0)20 7448 1461

**Tom Gough /  
Methuselah Tanyanyiwa**  
FTI Consulting  
Tel: +44(0)20 3727 1000

“

*This positive latest news for East Village follows our ground-breaking move, announced last week, to scrap rental deposits for all new renters as well as existing residents.*

”

**Neil Young,**  
CEO, Get Living London

**GET LIVING LONDON**

DELANCEY

## Notes to Editors

### About East Village/Get Living

Get Living continues to lead and champion the private rented sector, setting an unprecedented example for landlords. Its service-led rental offer developed through market research and finessed through 100 monthly resident interviews, puts the needs of residents first.

Managing 1,439 private rental homes at East Village E20, the company has developed a revolutionary model for rental housing, while transforming the former London 2012 Athletes' Village into an authentic neighbourhood. All homes are managed through Get Living's Welcome Office in East Village, open seven days a week; from 8am-8pm Monday to Friday and 9am-6pm at weekends.

Get Living doesn't charge fees, no longer requires a security deposit and offers longer three year tenancies, with resident-only break clauses, to give security combined with flexibility. Within tenancies, annual rent increases are set at CPI. From first viewing and throughout a resident's stay, Get Living is responsive, flexible and attentive.

Get Living continues to grow and has 500 further rental homes currently under construction at East Village, and will shortly be launching homes in its second location, Elephant & Castle.

Get Living was recognised as Private Landlord of the Year at both the 2016 and 2015 RESI Awards and scooped the Customer Service Award at the 2017 Rent Awards.

[www.getlivinglondon.com](http://www.getlivinglondon.com)



For further information,  
please contact:

**Olivia Gregory**  
Communications Manager  
Delancey  
Tel: +44(0)20 7448 1481

**Katharine Walsh**  
Head of Communications  
Delancey  
Tel: +44(0)20 7448 1461

**Tom Gough /  
Methuselah Tanyanyiwa**  
FTI Consulting  
Tel: +44(0)20 3727 1000

**GET | LIVING | LONDON**

DELANCEY



## Notes to Editors

### About Delancey

Delancey is a specialist real estate investment, development and advisory company with over 25 years' experience. Delancey has a diverse portfolio of retail, residential, office and corporate assets across London and the UK, including the Alpha Plus Group, Elephant & Castle Shopping Centre and 185 Park Street on the South Bank. Delancey is also a pioneer in the private rented sector and has spent much of the last few years bringing the legacy of the London 2012 Olympics to life; delivering over 3,000 homes for rent at East Village, the former London 2012 Athletes Village; and revealing the UK's leading creative and digital hub at Here East, the former Olympic Press and Broadcast Centre, which will provide over 4,500 jobs on-site and an expected additional 2,000 jobs in the local area.

Delancey's work is not simply restricted to bricks and mortar. Founder and CEO Jamie Ritblat and his team are conscious to ensure they have a positive impact on the environment, its local community and future generations. As well as contributing to relevant cultural and educational initiatives local to their developments, Delancey was awarded a Gold Medal at the 2013 Centenary Chelsea Flower Show with an 'East Village' garden - which was later re-located by the charity Groundwork London to a Children's play area in East London. Delancey also looks to support young, future stars as Principal Sponsor of British Ski and Snowboard, supporter of Disability Snowsport UK, charity partner to Snow-Camp and sponsor of the UK Schools Chess Challenge.

[www.delancey.com](http://www.delancey.com)

For further information,  
please contact:

**Olivia Gregory**  
Communications Manager  
Delancey  
Tel: +44(0)20 7448 1481

**Katharine Walsh**  
Head of Communications  
Delancey  
Tel: +44(0)20 7448 1461

**Tom Gough /  
Methuselah Tanyanyiwa**  
FTI Consulting  
Tel: +44(0)20 3727 1000

**GET | LIVING | LONDON**

## Notes to Editors

### About Qatari Diar

Qatari Diar is a global leader in sustainable real estate, building landmark projects of unrivalled scope and vision. We create vibrant communities dedicated to capturing the hearts and imaginations of the people we serve. These developments are conceived from our commitment to preserving and reflecting local characters and traditions and our visions have created places with a sense of identity and purpose, where people aspire to live, work and visit.

Qatari Diar's European operation is based in London, and boasts several key local projects, including a landmark residential development at the 12 acre Chelsea Barracks site in Belgravia; Southbank Place, a mixed-use joint venture between Qatari Diar and Canary Wharf Group situated in a prime central London location on the south bank of the River Thames; 30 Grosvenor Square, the current US Embassy in London which will become a luxury hotel, retail and event space; and East Village & Elephant Park, a joint venture with Delancey and APG, offering more than 4000 private residential apartments for rent.

Qatari Diar seeks to harness the world's greatest architectural and design talent in order to create sustainable communities that will stand the test of time.

[www.qataridiar.com](http://www.qataridiar.com)



For further information,  
please contact:

**Olivia Gregory**  
Communications Manager  
Delancey  
Tel: +44(0)20 7448 1481

**Katharine Walsh**  
Head of Communications  
Delancey  
Tel: +44(0)20 7448 1461

**Tom Gough /  
Methuselah Tanyanyiwa**  
FTI Consulting  
Tel: +44(0)20 3727 1000

**GET LIVING LONDON**

DELANCEY