

Strictly embargoed: 10.30am, Friday, 8 March 2019

Peabody to build over 1,000 homes on the former Holloway Prison site

Peabody has today successfully acquired the former Holloway Prison site from the Ministry of Justice. London Square will be working in partnership over the next few years with Peabody to deliver this long term project.

The 10-acre site provides a significant opportunity to deliver a high quality and inclusive new neighbourhood which will deliver 60% genuinely affordable housing, green spaces, places to play, local shops on Parkhurst Road and Camden Road and a Women's Centre in line with the planning guidance issued by Islington Council in 2018. The ambition is to deliver a Great Place to Live which will have a significant impact both locally and for London.

The sale of HMP Holloway is part of the Ministry of Justice's Prison Estate Transformation Programme. This aims to modernise prisons across the country, improve rehabilitation, while creating the best and safest environment for those working and serving time in prison.

Peabody is fully committed to an inclusive and wide-reaching community engagement programme as the design work progresses during 2019 and early 2020. Peabody with their architects, AHMM will work with a wide range of local resident and community groups to discuss how best to deliver an exceptional new place for Holloway. Ensuring this unique site provides the right type of homes, public spaces and community amenities for local people.

A dedicated website, hollowayprisonconsultation.co.uk, will host information about the project and a series of public exhibitions will be held on site to seek views and show how the plans are progressing.

Peabody would like, subject to planning consent, to commence building work in the Summer of 2020 with the first affordable homes ready in 2022.

Peabody will be working with local homeless charities to provide a suitable meanwhile use in the former visitor's centre on Camden Road.

Brendan Sarsfield, Chief Executive from Peabody said: "We are committed to working with LB Islington and the GLA to deliver an exceptional new housing scheme on this historic site. We are pleased to confirm we will deliver 60% level of genuinely-affordable homes integrating existing Islington communities with a new Peabody estate. As well as providing new homes we will also ensure social infrastructure and placemaking are at the heart of our proposals.

We are pleased to be working with London Square which is a continuation of our longer term relationship across a number of sites in London.

Adam Lawrence, Chief Executive from London Square, said: "We are honoured to be working with Peabody and the GLA to deliver this important new scheme for the capital. We have a strong track record of delivering high quality, sustainable and mixed communities in London and are delighted to be part of this high-quality team."

Prisons Minister Rory Stewart said:

“The sale of Holloway will help drive forward our commitment to replace ageing prisons with modern, purpose-built establishments - I am determined to see this money reinvested to improve rehabilitation and ultimately reduce reoffending.

“We have worked closely with the local authority and others to ensure the amount of affordable housing on the site meets local needs, and I am pleased we have achieved this aim while giving good value to taxpayers.”

For further information:

Peabody contact:

Notes:

About Holloway Prison:

First opened in 1852, the prison became women only in 1903. Rebuilt over 14 years in the 70s and 80s, all of the Victorian prison buildings were demolished, leaving nothing of any architectural merit or value.

Explanation of the Peabody and London Square relationship

I would suggest not- the press release says it all

About Peabody

Peabody has been creating opportunities for Londoners since 1862, when it was established by the American banker and philanthropist, George Peabody.

In July 2017, Peabody and Family Mosaic merged to create a new Peabody, more than doubling its capacity to provide new homes and services in London and the South-East. The organisation owns and manages more than 56,000 homes, providing affordable housing for around 111,000 people.

As well as bricks and mortar, Peabody provides a wide range of community programmes in their neighbourhoods, including help with employment and training, health and wellbeing projects, family support programmes and a dedicated care and support service.

The Peabody Community Foundation will invest more than £90 million supporting communities over the next 10 years. This year, it invested more than £7.3 million in programmes, helping 1,123 people into work and delivering over 58,000 hours of free-to-access community activities.

Peabody also runs a comprehensive programme of socio-economic investment in supporting residents into enterprise, employment, education and skills.

www.peabody.org.uk

About London Square

Founded in 2010, London Square takes its name from the ethos of London's famous squares, the legacy and sense of community they have created over the centuries. Respectful of the past and inspired by the future, London Square is committed to delivering exceptional homes in London and its surrounding areas that reflect and respect the aspirations of its customers, stimulate thriving communities and set a new benchmark for modern living in the capital.

Today, the company has an experienced team of over 140 staff working from its headquarters in West London, a £2billion development pipeline and award-winning first-class development sites in the capital. The range is impressive, from regeneration sites in Caledonian Road, with 40 per cent affordable housing, Spitalfields and Bermondsey, to the restoration and conversion of Grade II listed The Star and Garter building, a former home for injured servicemen and women overlooking the Thames in Richmond. London Square is renowned for tackling complex, dormant sites where others had failed, building homes and community facilities to transform derelict and neglected areas.