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NOTTING HILL LONDON MAKES ITS MARK NORTH, SOUTH, EAST AND WEST OF THE CITY

Notting Hill London the private sales division of Notting Hill Housing Group has recorded remarkable success since its launch in March 2007. In just under a year the company has already made its mark on the London property market with current and proposed developments spanning North, South, East and West London.

Notting Hill London focuses on developing design-led urban regeneration schemes in London and the South East, typically providing studio, one and two bedroom apartments priced from £210,000 up to £500,000.

At present Notting Hill London has a portfolio of some 350 homes in the development pipeline, either on site or in planning stages, across brownfield land sites throughout London, in locations including Ealing, Hackney, Camden, Streatham and Highbury & Islington. The company aims to build over 250 meticulously designed, value for money homes for everyday Londoners per year.

Notting Hill London currently has four schemes in the development stage, which span the compass points of London. Last March saw the first development launch of Whitechapel Depot in East London - a renovation project of the former Royal Mail depot into a collection of 51 newly built studio, one and two bedroom apartments. This was shortly followed a week later by the launch of 661 London Road, in West London's Isleworth. Formerly occupied by Wang Computers, 661 London Road has been demolished and regenerated to provide 62 newly built studio, one and two bedroom apartments designed by the award-winning architects Munkenbeck & Marshall into a striking cubist building.

In December New Barnet Green, a selection of 21 private two-bedroom apartments located on North London's leafy borders was launched. The scheme is set in a private gated development consisting of four buildings, with apartments expanding throughout the ground, first floor and second floor levels.

Next to launch in Spring 2008 will be a development in, Streatham Hill, South London. The scheme will provide approximately 81 private and affordable homes.

Richard Prynne, Development Director of Notting Hill London comments: "Since our first launch back in March we have shown significant growth and have become a recognised brand which offers stylish value for money homes. To date our developments have been extremely successful and have attracted significant interest, we hope to continue this success and add to our ever-expanding portfolio. We have a dedicated in-house team on the look out for land opportunities in desirable locations across London and the Southeast."

Notting Hill London has an affiliation with recognised brands in the industry. The company uses niche architectural practices to design striking contemporary style mixed-tenure projects. For interiors it has teamed up with Studioilse, the company owned by Ilse Crawford, founder of Elle Decoration, who is leading the interior design for all the company's schemes. The end result is a distinctive signature look that defines contemporary, yet practical, everyday living. By incorporating fresh creative design and furnishing ideas, Notting Hill London does not just create apartments, but thoughtful, stylish homes that are aspirational to live in.

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