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This prestigious high rise development forms part of the major regeneration of the Elephant and Castle area, offering magnificent views of the London skyline whilst being within a 15 minute walk of London Bridge.

The 41-storey skyscraper reaches to 131 metres at its highest point and required three tower cranes to manoeuvre significant quantities of key structural elements into position.

2018 National Housing Awards
 Best Marketing Campaign (Shared Ownership Development) - Finalist

TWO FIFTY ONE

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| Project value: | £22 million |
| Client: | Hyde Housing |
| Services: | Employer's Agent, Quality Control Inspector |
| Key partners: | SCM, Laing O'Rourke, Allies and Morrison |

Baily Garner was approached by Hyde Housing in 2014 to provide Employer's Agent and Clerk of Works services, under a Section 106 Agreement between Hyde and Developer SCM, for 65 units of shared ownership accommodation on floors 3-9 of the 41 storey tower.

We were involved in negotiation of the Section 106 Agreement, agreeing the content of the specification and ensuring value for money was achieved for our Client.

The project included many complexities at planning stage, particularly relating to the adjacent site owned by Peabody. The building is opposite the Ministry of Sound nightclub, which created specific challenges in relation to noise levels.

Two Fifty One is at the forefront of innovative construction, benefitting from Laing O'Rourke's industry-leading Design for Manufacture and Assembly construction process, where manufactured components are produced off-site under rigorous quality-controlled conditions at their UK manufacturing facility in the Midlands.

Components have included bathroom 'pods', pre-cast concrete cladding panels (inclusive of windows) and M&E riser modules.

Delivered daily on flatbed trailers, the components were craned in to position and assembled into the concrete structure and façade.

This process delivered a quicker construction programme, with greater consistency and quality and a safer working environment.

Underground excavation works spanning 18 months created a three level basement, with an integral car lift. A fibre optic feed and hard wired remote metering are also integrated within the development.

This prestigious high rise scheme has also seen significant investment in the Marketing Suite, with high quality brochures detailing high spec apartments and amenities for residents which include a luxury lounge with wifi connection, private residents' garden, an 11 seater cinema for private hire and fully equipped gymnasium.

Hyde New Homes' marketing excellence has been acknowledged in the 2018 National Housing Awards, with Two Fifty One shortlisted as a finalist for Best Marketing Campaign (Shared Ownership Development).