

HOMES FOR HEROES

HELPING CRITICAL WORKERS TO
GET ON THE HOUSING LADDER

As a thank you for their commitment to keeping the country safe and functioning during the response to the COVID-19 pandemic, Homes for Heroes gives those critical workers a helping hand onto the property ladder in conjunction with Notting Hill Genesis and the Government-supported Shared Ownership* scheme.

ROYAL ALBERT WHARF ROYAL DOCKS, E16

2 & 3 bedroom apartments priced from **£108,125** for a 25% share and an overall monthly cost from just **£1,148***

DOCKSIDE AT MILLHARBOUR DOCKLANDS, E14

1 & 2 bedroom apartments priced from **£121,875** for a 25% share and an overall monthly cost from just **£1,164***



HOW IT WORKS

If you are a critical worker with a combined household income from £42,000 a year, Shared Ownership* through Homes for Heroes offers the chance to buy the maximum share you can afford in a brand new apartment – from between 25% and 75% of the full market value. You usually pay a mortgage on the part you own and pay a subsidised rent on the remainder.

HOW CAN YOU BENEFIT?

- ✓ As you are paying only a share of the full market value, your 10% deposit will be based on that share, meaning you don't have to save for as long to get on the property ladder.
- ✓ For critical workers we will charge you a discounted rent of 1.5%** on the part you don't own, demonstrating our support in reducing the overall monthly payments on your property.



DOCKSIDE AT MILLHARBOUR

Our homes offer high-quality specifications, including Smeg appliances and comfort cooling, with a wide choice of open-plan and traditional apartment layouts.

Each apartment has its own private balcony, with scenic skyline views, and is located just a 10-minute walk¹ from Canary Wharf which boasts an array of shops, restaurants and bars to suit all tastes.

COST BREAKDOWN ON A TYPICAL 1 BEDROOM APARTMENT AT DOCKSIDE

Full Market Value	£487,500
25% Share Purchased	£121,875
10% deposit based on 25% share	£12,188
Est. Monthly Mortgage Cost	£549
Est. Monthly Rent	£457
Est. Service Charge	£158
EST. TOTAL MONTHLY PAYMENT	£1,164

Based on 2001, Salvor Tower.
Total household income of **£41,951**

AM I ELIGIBLE?

The scheme is available to all critical workers within London who are first-time buyers. You must have been in continuous employment for a minimum of 3 months from at least 1st July 2021 within the following sectors;

- ✓ Health and Social Care
- ✓ Education and Childcare for Key Worker children
- ✓ Charities and their workers in the delivery of key frontline services
- ✓ Those involved in food production and other necessary goods
- ✓ Public safety and national security such as the police, armed forces and fire and rescue service personnel
- ✓ Those who keep the air, water, road and rail transport modes and utility, refuse and postal services operating now and through the coronavirus response period

For more information on who qualifies as a critical worker please visit the [Government website](https://www.gov.uk/coronavirus)

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For those who do not qualify for the Homes for Heroes scheme, please ask the Sales Team for more details on other ways we can get you moving with Shared Ownership.

ROYAL ALBERT WHARF

An iconic new development of beautiful apartments, set where space and style combine with a relaxing riverside location.

Enjoy stunning views across the River Thames, plus these homes are just a 7-minute walk¹ to Gallions Reach DLR. What's more, you'll enjoy a dedicated concierge service and fibre broadband to improve connectivity.

COST BREAKDOWN ON A TYPICAL 2 BEDROOM APARTMENT AT ROYAL ALBERT WHARF

Full Market Value	£432,500
25% Share Purchased	£108,125
10% deposit based on 25% share	£10,813
Est. Monthly Mortgage Cost	£514
Est. Monthly Rent	£405
Est. Service Charge	£229
EST. TOTAL MONTHLY PAYMENT	£1,148

Based on 13 Mare Apartments, 16 Cavendish Square.
Total household income of **£41,357**



Get in touch on **020 4502 8299** or visit nhgsales.com/heroes and speak to one of our experienced Sales Advisers to find out more.

**Notting Hill
Genesis**

HOME OWNERSHIP STARTS WITH US

Notting Hill Genesis terms and conditions apply. Images used for illustrative purposes only. Images include optional upgrades at additional cost. Prices correct at time of print. *Shared Ownership home purchases are subject to availability and any applicable affordability and eligibility criteria. Price illustrations are based on the share value, not the full market value of the homes advertised. Please see a Sales Executive for further details. **Homes for Heroes critical workers discounted rent of 1.5% – Terms and conditions apply. This offer is subject to status and is only available on selected developments and properties. It is not offered with any other promotion unless by special arrangement by us. Please see a Sales Executive for further details. ¹Walking times taken from google.co.uk/maps and are approximate only. October 2021.