



HOUSING MINISTER UNVEILS ONE OF THE UK'S FIRST BUILD TO RENT HOUSING SCHEMES FUNDED BY INSTITUTIONAL INVESTMENT

- *Homes designed and built specifically for renters in North Acton*
- *Supports Mayor's vision for well-designed and managed rental homes*

LONDON, 26 February 2016 – Housing and Planning Minister Brandon Lewis will later today unveil a landmark 'Build to Rent' housing development in North Acton, West London. The £43.5 million scheme, which is being developed by mid-market specialist developers HUB, is owned and funded by M&G Real Estate, one of the UK's largest property investors.

Named 'The Rehearsal Rooms' as a nod to the area's historic ties to the BBC, the development will provide 152 one, two and three bedroom apartments for rent to be managed on site under a single corporate ownership. Occupiers will benefit from high quality accommodation and professional service standards in one of the first schemes designed specifically for rental purposes and funded by institutional investment.

Twenty of the apartments within the building will be available at discount market rent (DMR), a new form of affordable housing, priced at 80% of market rent.

One of the UK's first Build to Rent schemes, the development marks the emergence of a new type of housing designed to cater to Britain's fast growing private rental market. Having been built for rent rather than sale, occupiers will benefit from professional service standards, an array of on-site amenities, such as community function rooms and roof top allotments to encourage a sense of community.

Experts believe that around £90 billion of funding could be ready to invest in Build to Rent over the next few years, which could deliver a sizeable quantum of the prime minister's pledge to build 500,000 new homes by 2020.

Brandon Lewis, Housing and Planning Minister, says: "Millions of people use the flexible option of renting in the private sector. I want to ensure that tenants have a choice of high-quality homes, available to rent under reasonable terms.

"Increasing standards for private renters has been high on our priority list and by encouraging institutional investment we can raise standards and deliver more housing that communities want."



Steve Sanham, development director at HUB, adds:

“Our ambition was to bring a totally new type of housing product to the market that is functional, sustainable and which adds value to a fantastic part of West London.

“We are certainly seeing a shift in how this generation approaches housing. Without the bookshelves and record cabinets of baby boomers, millennials have less possessions and a greater focus on a hassle-free life. This is what we’re trying to cater to here by building homes solely for rent that will be professionally managed by a single corporate landlord.

“The Mayor’s housing strategy clearly articulates the need to cater for middle-income Londoners – and we were adamant that this should not mean cutting back on design or the quality of the homes being developed for long-term rent.”

Alex Greaves, Head of Residential Investment at M&G Real Estate, concludes:

“We’re thrilled to have our first Build to Rent project close to completion at a time where housing is at the top of the political agenda. The Rehearsal Rooms scheme is an example of what conscientious, design-led development can do for renters.”

“Renting is increasingly the tenure of choice for an upwardly mobile work force, which requires the flexibility of renting but, which also seeks high quality service. As a global real estate investor we are confident that Build to Rent offers long term growth potential with considerable diversification benefits for investors. There is huge potential to replicate the Rehearsal Rooms model of combining great purpose built rented housing and affordable subsidised units for key workers right across the UK.”

M&G is a part of Prudential plc, which has over £500 billion of assets under management and is one of the largest providers of long-term finance in the UK, including more than £50 billion invested in UK infrastructure and property across a range of sectors.

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For further information please contact:

Sophie Elliot or Drew McNeill, Redwood Consulting, (M&G Real Estate)

Tel: 020 7828 5553

Email: sophie@redwoodconsulting.co.uk/drew@redwoodconsulting.co.uk

Andrew Teacher, Blackstock Communication (Hub)

Tel: 0203 137 6361/ 07968 124545

Email: andrew@blackstockpr.com

Notes to Editors:

About The Rehearsal Rooms

- **The Rehearsal Rooms is a mixed-use scheme providing 152 one, two and three bedroom apartments, designed specifically around the needs of long-term renters.**
- **On-site facilities serve the residents and the surrounding community and include a local supermarket at ground level, additional retail and commercial uses, a local lettings office and a concierge area with an informal meeting space.**
- **A residents' function room has direct access to a roof terrace and roof top allotments.**
- **A ground level part-covered courtyard providing space for a limited number of disabled car spaces, car club parking and a safe delivery area away from main street entrances for frequent removals.**

About HUB

HUB is the specialist London mid-market residential developer incubated by the founders of Squarestone, Tim Barlow and Robert Sloss. It was formed with the single-minded aim for bringing quality new homes within reach of hard working Londoners. Current residential developments across London include The Old Vinyl Factory in Hayes, Hoola London in the Royal Victoria Docks, The Rehearsal Rooms in Acton and Chesterfield House in Wembley.

Squarestone has a strong track record as a serial real estate entrepreneur, incubating new property business focused on markets where there is a demand – supply disequilibrium. In the past 12 years, projects it has supported have included Squarestone Brasil – a retail development project business in Brazil, F15 – a large housing project of 640 homes in Suffolk and a London office investment portfolio.

About M&G Real Estate

M&G Real Estate is the real estate fund management arm of M&G and is one of the top 25 real estate fund managers in the world by assets under management, with over £22.5 billion invested in a broad spread of properties across Europe, North America and the Asia Pacific region (as of 30 September 2015). M&G Real Estate has a sector-leading approach to responsible property investment, and is committed to assessing and improving the sustainability performance of funds under management.

M&G is the investment arm of Prudential Plc in the UK, Europe and Asia. For more information please visit www.mandg.com/realestate

About M&G

M&G is an international active asset manager, investing on behalf of individuals and institutions for over 80 years. At 30 September 2015 the firm manages over £247.5 billion of assets through a wide range of investment strategies across equities, bonds, property and multi asset.

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