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HOMES
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Visage, Swiss Cottage, London NW3 – Ground-breaking partnership scheme provides new homes plus sports and community facilities

This award-winning £95 million regeneration scheme is a public-private partnership between Barratt, commercial partner Dawnay Day and Camden Council.

It features a stunning 16-storey glass apartment building, including both luxury apartments and family homes for local tenants, managed by Ujima and Acton Housing Associations. In addition to 166 new homes, a new 76,000 sq ft sports and leisure centre has also been provided – at no cost to the public purse – as well as a new community centre and a doctors’ surgery.

As the Government calls for more homes, more urban regeneration, more social housing, and more innovation to create zero carbon homes, Barratt is making progress and delivering on all these fronts.

From Aberdeen to Exeter we’re hard at work on all kinds of schemes, ranging from small infill sites to entire town centre developments. These are bringing life back to run-down areas and creating homes where they are most needed with benefits for local communities and the environment.

The Visage forms a key part of the London Borough of

Camden’s cultural quarter at Swiss Cottage which includes the restoration of a 1960s library and the construction of the new, state-of-the-art Hampstead.

The creation of affordable housing was a key priority for Camden Council which stipulated that 25% of the housing on the site should be affordable via a mixture of council transfers and homeless families taking up accommodation.

This part of the development provides 100% general needs rented homes with full nominations from the council. It is known as ‘The Street in the Sky’ because the apartments have been created above the community centre and new doctors’ surgery in The Visage itself. With a wide paved ‘street’, large planters, bench seating and bright external paintwork it ranks among London’s most attractive affordable housing developments.

The leisure centre built by Barratt offers state-of-the-art facilities including a 25 metre eight-lane pool, training pool, a huge floodlit climbing wall, all weather football pitch, a well-equipped gymnasium including squash courts, a crèche, a soft play area and a café.



Acton HA is part of the Dominion Housing Group, whose Chair, Susan Price, said: “We are pleased to be providing affordable living in such a prestigious venue – this fits in with our aim of building mixed communities with affordable housing integrated into a wider scheme with other types of tenure.”

One of the Winchester Mews residents, Mrs Valdete Suhodolli pays £95/week rent for her 3-bedroom home, plus £9.11 service charge. She added: “I liked the development from the first moment I saw the homes. I was very lucky to be awarded a home here.”



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Camden Council’s Executive Member for Culture, Cllr Phil Turner, said at the opening: “With its completion, Camden Council’s vision of regenerating Swiss Cottage with high-quality community, cultural and leisure facilities, has been realised. I am particularly proud that these facilities have been delivered at good value for taxpayers.”

- 1. Visage includes both luxury apartments and family homes for local tenants.
- 2. The development contains a range of community amenities.
- 3. The view over London from a penthouse apartment.