

IKON

CROYDON

Bellway

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PURLEY WAY PLAYING FIELD

CROYDON

DUPPAS HILL

CENTRALE SHOPPING CENTRE

WANDLE PARK

WEST CROYDON STATION

FROM ART AND CULTURE TO FASHION AND DINING,
CROYDON IS CHANGING

TRANSFORMATION



WADDON STATION

VUE CINEMA

VALLEY RETAIL PARK

IKEA

AMPERE WAY TRAM STATION

IKON

AN EXCITING, CONTEMPORARY NEW

DEVELOPMENT





Croydon is riding the crest of a multi-billion pound regeneration wave, and with IKON within close proximity to the borough's business, leisure and transport hotspots, you'll be at the centre of it all.



BIG INVESTMENT CREATES A BRAND NEW**VISION**

Known as South London's economic heartland, Croydon is undergoing a £5.25bn regeneration programme, making it the ideal time to snap up a new apartment at IKON.

The town is already home to more than 13,000 places of work, which collectively employ a total of 141,000 people. Croydon has been dubbed the Silicon Valley of South London thanks to the proliferation of technology companies here, while other sectors include financial services and engineering.



More than 20,000 further jobs are set to be created over the next few years, thanks to the redevelopment of the area which includes office accommodation, retail, restaurant and leisure space.

Croydon's redevelopment also includes major investment in its schools, with additional plans to partner with an international university to enhance its higher education presence.



I K O N

IT'S ALL ABOUT THE

LOCATION



LEISURE AND
RETAIL THERAPY

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You'll find an excellent selection of shops and leisure amenities at Purley Way. These include Ikea and John Lewis, along with a Vue Cinema and Oxygen Freejumping trampoline park.



TEMPT YOUR TASTEBUDS

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You can eat your way around the world in Croydon, thanks to its wonderful choice of restaurants. There's Baggati's for Italian cuisine, Indian fare at Indigo and Brasserie Vacherin for French delicacies.



A CULTURAL CAPITAL

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Croydon has a varied calendar of events taking place throughout the year, offering something for everyone. Don't miss the Ambition Festival, the Croydon Heritage Festival and the Croydon Food Festival.



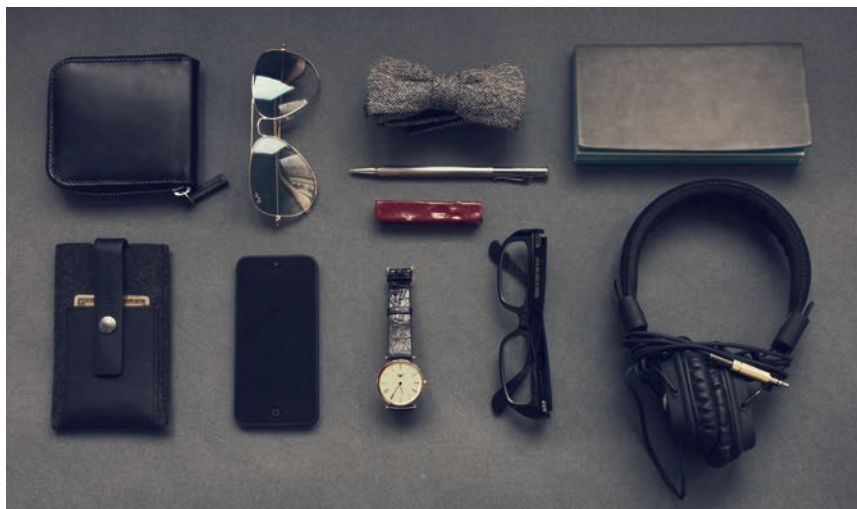
SHOREDITCH POPS UP IN CROYDON

Eating and drinking in Croydon was given a hip East London twist in autumn 2016 when Boxpark opened its pop-up doors in George Street. Created from 80 reclaimed shipping containers, this quirky mall features an eclectic collection of food and drink retailers including Cronx Brewery, The Breakfast Club and Dum Dums Donutterie.

So whether you're in the mood for fine dining or light bites, craft beers or cocktails, you are sure to find what you're looking for here, all in effortlessly cool surroundings.

As well as its tempting food and drink offering, Boxpark stages around 200 events at the venue every year. These range from photography exhibitions and live sports screenings to poetry readings and cookery classes. It's a venue that's all things to all people.





CROYDON AS AN EXCITING SHOPPING

DESTINATION

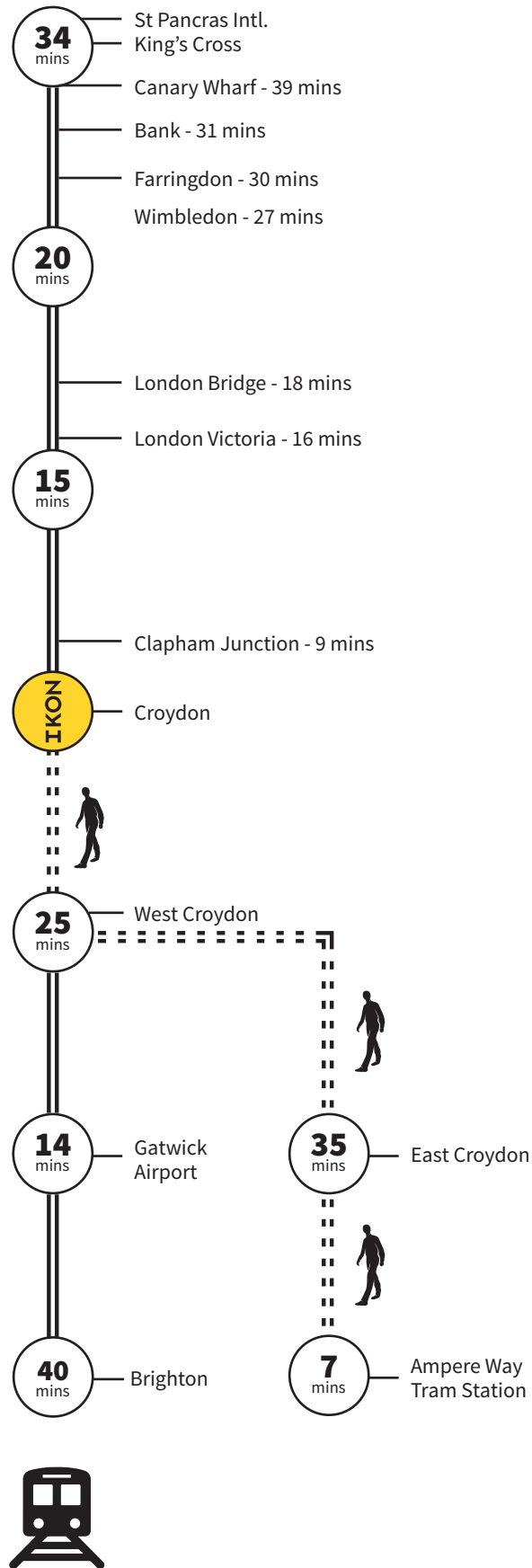
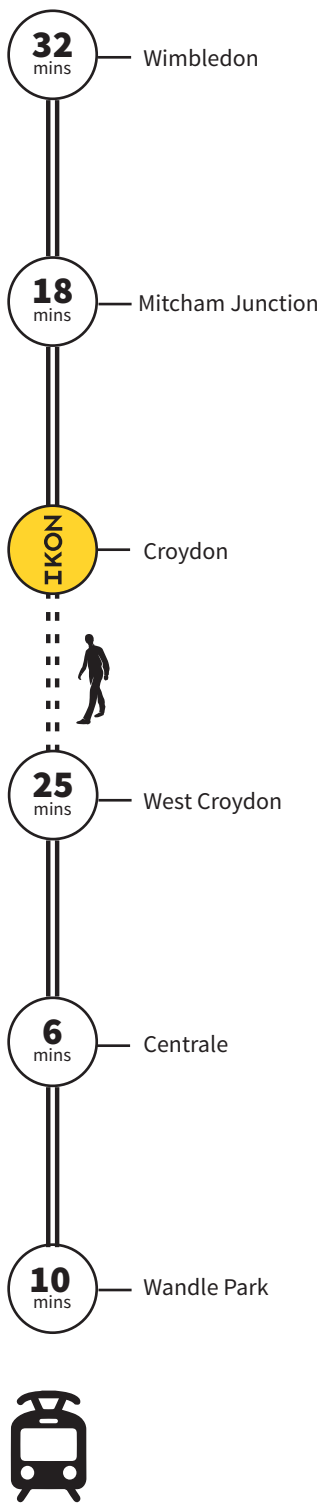
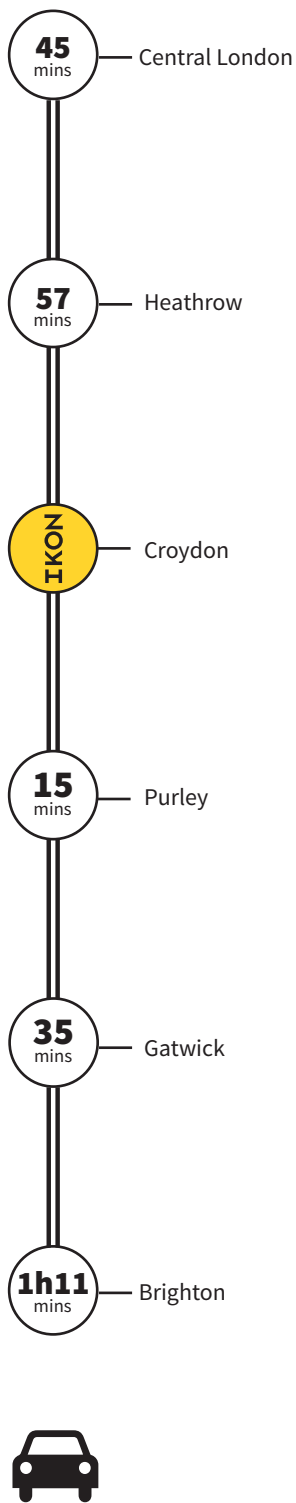
Croydon will become a destination for serious retail therapy in 2019 when London's newest Westfield mall is launched in the town. The redevelopment of the former Centrale and Whitgift shopping centre will house more than 300 stores as well as restaurants, a multi-screen cinema and a bowling alley.

The new mall is part of a £1.5 billion redevelopment of the town centre which also includes the creation of 7,000 new jobs. London Mayor Sadiq Khan said: "This development will play a key role in unlocking the borough's potential and is set to deliver huge economic benefits to residents and businesses. I'm confident the benefits of this scheme will be felt for generations to come."

BRIDGING THE GAP TO LONDON WITH GREAT

CONNECTIONS

From your new home at IKON, you will enjoy outstanding transport connections, with West Croydon Railway Station around 20 minutes' walk from the development. From there, you can easily reach Canada Water, London Bridge and London Victoria. Travel by road is just as straightforward thanks to the nearby A23 and M25, while Gatwick Airport is 35 minutes by car.



SPECIFICATION

IKON offers the perfect mix of contemporary design and high quality build to ensure your new home ticks every box. Perfect for modern living, these well equipped apartments feature a high specification, integrated appliances and well planned living areas.



KITCHEN

Professionally designed kitchens featuring Zanussi integrated appliances, contemporary kitchen units with soft close doors complemented by matching worktops and upstands and a glass splashback to the rear of the hob offer the perfect backdrop to cook up a storm.



GENERAL

With a choice of numerous internal layouts there is sure to be an apartment for everyone at IKON. High quality flooring throughout, fitted wardrobes and essential storage space ensure the apartments are the utmost in convenience and style.



BATHROOM & EN SUITE

Elegantly finished with contemporary clean lined sanitary ware by Roca combined with a chrome heated towel rail, ceramic tiling and digital shower by Bristan.

A REPUTATION BUILT ON SOLID FOUNDATIONS

Bellway has been building exceptional quality new homes throughout the UK for over 70 years, creating outstanding properties in desirable locations.

During this time, Bellway has earned a strong reputation for high standards of design, build quality and customer service. From the location of the site, to the design of the home to the materials selected, we ensure that our impeccable attention to detail is at the forefront of our build process.

We create developments which foster strong communities and integrate seamlessly with the local area. Each year, Bellway commits to supporting education initiatives, providing transport and highways improvements, healthcare facilities and preserving - as well as creating - open spaces for everyone to enjoy.

Our high standards are reflected in our dedication to customer service and we believe that the process of buying and owning a Bellway home is a pleasurable and straight forward one. Having the knowledge, support and advice from a committed Bellway team member will ensure your home-buying experience is seamless and rewarding, at every step of the way.

Over
70
YEARS of QUALITY
SINCE 1946

CONSUMER
CODE FOR
HOME BUILDERS

www.consumercode.co.uk







WE'LL HELP TO SELL AND BUY

Express Mover is a great solution if you want to buy a new Bellway home but have not yet sold your own house.

A respected local estate agent will be used to market your home at an agreed price. You can trade up, down or sideways and can still use the scheme even if you do not live within the area. Bellway will work with the estate agent to promote the sale of your home as well as paying your estate agents' fees.

MAKING YOUR MOVE

EASIER



WE'LL BUY YOURS SO YOU CAN BUY OURS

Part Exchange allows you to sell your current property and buy a brand new Bellway home in one simple move. There are no estate agents' fees or advertising charges and a fair offer will be made on your existing home based upon an independent valuation.

Take the stress and uncertainty out of selling your home with Bellway Part Exchange and you can even remain in your current property until your brand new home is ready to move into.

PLEASE NOTE PART EXCHANGE IS NOT AVAILABLE WITH ANY OTHER OFFER AND IS SUBJECT TO THE TERMS AND CONDITIONS OF OUR PART EXCHANGE PACKAGE. PART EXCHANGE IS ONLY AVAILABLE ON SELECTED PROPERTIES, AND MAY NOT BE OFFERED AT THIS DEVELOPMENT.



CUSTOMER CARE

From the first day you visit one of our sales centres to the day you move in, we aim to provide a level of service and after-sales care that is second to none.

Each home is quality checked by our site managers and sales advisors, after which, we invite our customers to a pre-occupation visit. These personalised visits provide a valuable opportunity for homeowners to understand the various running aspects of their new home. On the move-in day our site and sales personnel will be there to ensure that the move-in is achieved as smoothly as possible.

Providing high levels of customer care and building quality homes is our main priority. However, we are aware that errors do sometimes occur and where this happens, it has always been our intention to minimise inconvenience and resolve any outstanding issues at the earliest opportunity.

In managing this process we have after sales support that is specifically tasked to respond to all customer enquiries.

We have a 24 hour emergency helpline and provide a comprehensive information pack that details the working aspects of a new home.

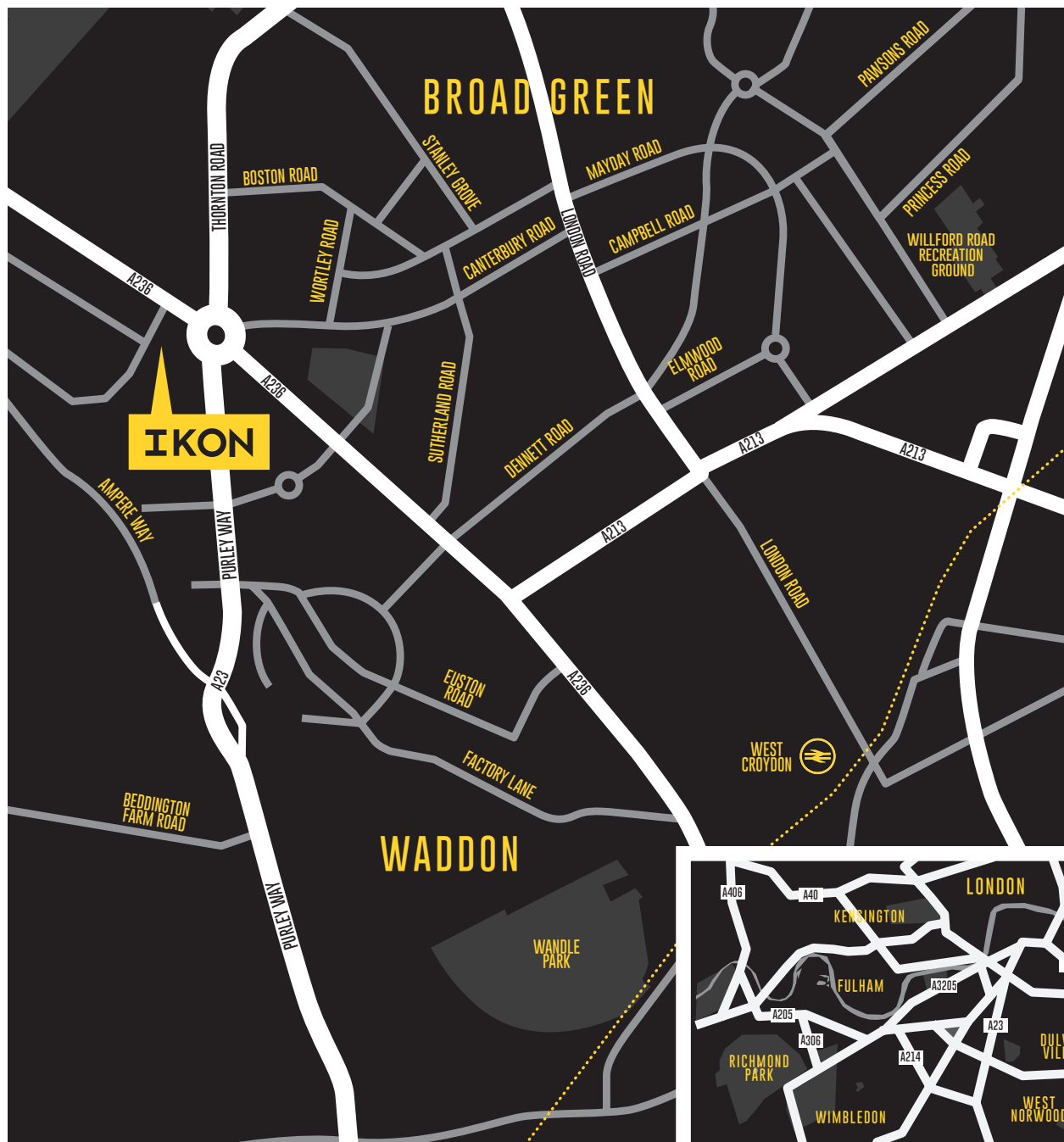
A 10 year NHBC warranty provides further peace of mind.

We are confident that our approach to building and selling new homes coupled with our Customer Care programme will provide you with many years of enjoyment in your new home.

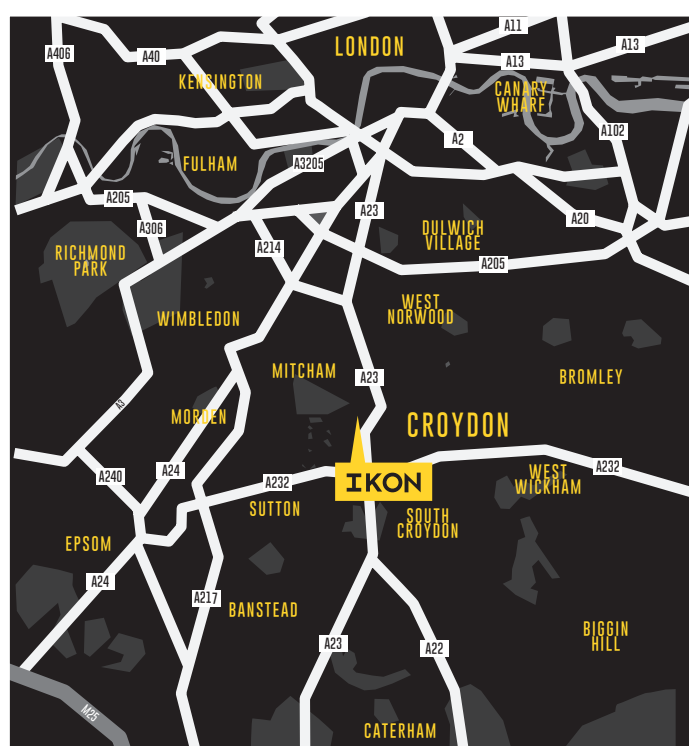
HOW TO FIND

IKON

LOCAL AREA MAP



2 Purley Way, Croydon CR0 3JP
0333 577 6535
ikon@bellway.co.uk
www.bellway.co.uk



WIDER AREA MAP

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