**Press release: FOR IMMEDIATE RELEASE**

**13 January 2020**

**Purfleet Centre Regeneration Limited given green light for 61 new high-quality family homes in Purfleet**

Planning permission was granted for 61 high-quality family homes close to the train station in Purfleet at Thursday night’s (9 January 2020) Planning Committee of Thurrock Council. These new homes mark the first phase the £1 billion regeneration of the town centre and will create a gateway to the wider masterplan, connecting existing Purfleet with the new development and ensuring the whole community benefits.

The project is being delivered by joint venture partners, Swan Housing Association and Urban Catalyst, which together form Purfleet Centre Regeneration Limited (PCRL).

Phase one, which will consist of a mix of spacious two, three and four bedroom homes, is close to the railway station, with access to both the town centre and wider community spaces. Up to 30% of the homes will be available to purchase under the Government’s Shared Ownership scheme, which aims to make getting on the housing ladder more affordable. Work on the 61 homes is due to commence in spring/summer 2020.

This phase will also include a children’s play area, orchard walk and reinstate public access to Hollow Woods, and will form part of the 2.36 hectare development which has been designed to enhance the green links to Purfleet’s Conservation Area.

A minimum of 94 parking spaces - equating to 1.5 spaces per household - will also be provided, while much of the existing woodland will be retained so residents can enjoy the green space with the aim of creating a healthier, more active community.

Architecture is also deliberately in keeping with the woodland setting, reflecting the style of homes in the surrounding Conservation Area by making use of timber effect and Flint Gabions.

These new homes form part of the £1 billion planned regeneration of the town centre that will see PCRL, with local partner Thurrock Council, create a vibrant centre with shops, community amenities including a new health centre, improved railways and transport facilities, housing and job opportunities.

PCRL’s ambitious regeneration plans also encompass a state-of-the-art media village and entertainment studios, with the vison for Purfleet, which is already home to the High House Production Park, to become an international creative hub within the Thames Gateway.

Outline planning permission for the £1billion masterplan was granted by Thurrock Council in April last year.

**Sir Tim Laurence, Chairman of PCRL, said:**

*“We are excited to commence this project, which will form part of the wider regeneration of Purfleet, creating a vibrant place for people to live, work, learn, socialise and invest, and which is in harmony with its natural surroundings.*

*“The first phase is an opportunity to demonstrate PCRL’s commitment to realising our ambitious plans and to repaying the trust that the local community have placed in us.*

*“We look forward to continuing to work closely with local residents - who have provided vital local knowledge and support in the development of our masterplan - to create a thriving Purfleet for everyone.”*

QUOTE FROM THURROCK COUNCIL

To find out more, visit [ourpurfleet.com](http://www.ourpurfleet.com)

Ends//

**Media contacts**

**Swan Housing Association**

Hilary Philpott, Head of Communications, Swan Housing Association

Telephone: 01277 314398 I Mobile: 07880 198470

E: [hphilpott@swan.org.uk](mailto:hphilpott@swan.org.uk)

**Urban Catalyst**

Tom Roberts, Director, Blackstock

Telephone: 020 3137 6361 | Mobile: 07722 440999

E: tom@blackstock.co.uk

**About PCRL:** Purfleet Centre Regeneration Limited (PCRL), chaired by Sir Tim Laurence, is a joint venture between Urban Catalyst, Swan Group Ltd., Keltbray and Sir Tim Laurence. They are working in partnership with Thurrock Council to deliver the Purfleet regeneration project. The Masterplan includes a film, TV and media studio facility. The Purfleet regeneration project represents a unique opportunity to deliver a transformational development within the Thames Gateway.

For more information about PCRL and the Purfleet regeneration project visit: [www.ourpurfleet.com](http://www.ourpurfleet.com)

**About Swan Housing Association:** Swan Housing Association was first formed in 1994. Swan celebrated its 25th Anniversary last year (2019) and continues to provide high-quality affordable homes to rent and buy. Every penny we make is reinvested in homes and services for our residents. Today, Swan operates in East London and Essex and locally manages over 11,000 homes, with a secured development pipeline of over 8,000 homes (which is broadly 50% affordable by tenure including social and shared ownership homes) to be delivered using both traditional and offsite construction by Swan’s in-house developer NU living. We have our own offsite modular housing factory which we are using to deliver high quality new homes including fully customisable homes. Swan is a strategic partner of both Homes England and the GLA.

For more information visit:  <https://www.swan.org.uk> and <https://www.nuliving.co.uk>

**About Urban Catalyst:** Urban Catalyst is a mixed-use real estate development firm, established in 1998, with a strong history of delivering public-private projects exemplified by high-quality design and the creation of sustainability urban communities where people want to live. The firm’s experience as a master developer coupled with our understanding of the public sector, means we can provide communities with flexible schemes that specifically meet their needs and provide wide socio-economic benefits. In many ways Urban Catalyst bridges the gap between the public and private sectors in urban regeneration.

For more information visit: <http://www.urbancatalyst.co.uk/>