THE

WATERSIDE

E3



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Life by *the river*

Welcome to The Waterside, a stylish collection of 86 one & two-bedroom apartments and 6 three-bedroom townhouses, offering buyers canalside living with city convenience.

Perfectly placed between the creative energy of Hackney Wick, the iconic retail and cultural destinations of Stratford, and the neighbourhood charm of Bow, this is East London at its most connected. Whether discovering eclectic cafés and galleries in Hackney, brunching in Bow, or spending a slow morning strolling along the River Lea, living here offers both city buzz and canalside tranquillity.

Located in Zone 2, just moments from Bromley-by-Bow station with access to the District, Hammersmith and City lines, and Devons Road DLR station close by, getting around London is fast and effortless – with Canary Wharf just a 14-minute journey away.

*24** *Private Sale*

68 *Shared Ownership*

The Waterside forms the third and final stage of the already well-established Leaside Lock development that has created a vibrant new quarter in Bromley-by-Bow, complete with local communal spaces, a Simply Fresh store and a Gym Group on your doorstep. It's a place to begin your story in a home that complements the way you live.

CGI indicative only

*Subject to change.

Shaped by *the tides*

Canalside East London Living – the perfect destination to make a new start and call home.

THE PAST

With origins recorded as far back as 1086, the mills have powered the capital for centuries, grinding flour for London's bread supply, producing gunpowder during periods of conflict, and later distilling gin for the city's lively public houses.

Over the years, the island has been shaped by industry, craftsmanship and ingenuity, its riverside setting becoming a vital part of East London's working landscape. Today, that legacy continues at 3 Mills Studios, where globally recognised film, TV, theatre and music productions are created in the same historic surroundings, a modern evolution of the area's long-standing creative spirit.



3 Mills Studios



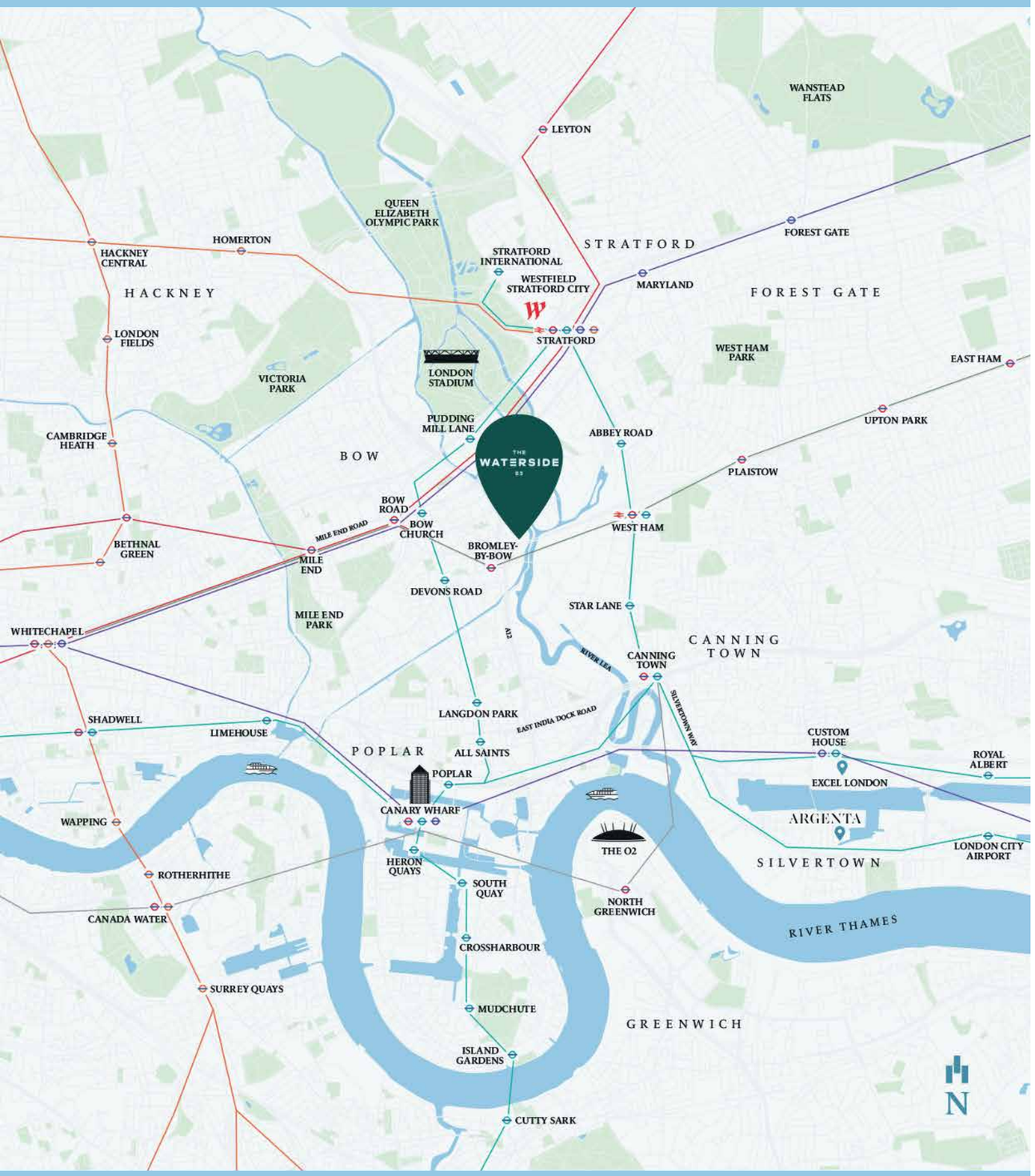
Barge East

THE FUTURE

Building on this vivid past, The Waterside draws direct inspiration from the character of Bromley-by-Bow. Designed by award-winning architects, Assael Architecture, the warm clay of the façades echo the industrial red brick buildings that once lined the waterways. At the development's heart, a tree-lined public square offers a focal point, where neighbours can come together, bringing new energy to an area defined by centuries of industry, creativity and community.







New *horizons*

A new home can upgrade more than your address.

It can open new possibilities in how you live, where you spend your time and what you can discover.

At The Waterside, life opens up, with the calm of the river on your doorstep and the energy of East London all around you. From weekend walks along the Lea to spontaneous evenings in Hackney Wick, every day brings something new within reach. And with excellent connections across London, your next chapter is never far away.

The Waterside is your space to grow, to settle, and to look ahead.





London's *launchpad*

With Bromley-by-Bow station providing direct Hammersmith & City and District Line access and the DLR just moments away at Devons Road, plus multiple bus routes nearby – The Waterside is your launchpad across London.



Spitalfields Market

The Waterside offers excellent connectivity throughout London; whether you're commuting to Canary Wharf, heading to Stratford for a day's shopping, or exploring the hidden gems of East London, there's a route for everyone.

As well as providing easy access to the East End's hottest restaurants, bars and entertainment venues, The Waterside has quick links to London's leading universities and colleges – the **London College of Fashion** and **Queen Mary University of London** are both approximately 20 minutes away on the tube, with **UCL** and **LSE** taking around 30 minutes to travel to.

Residents can enjoy effortless cycling via the Cycle Superhighway or along the canal towpath, offering a scenic, traffic-free route directly to Canary Wharf. With **City Airport** nearby, both commuting and travel further afield are easily within reach.


Coal Drops Yard

DISTRICT AND HAMMERSMITH & CITY LINE

London Liverpool Street, *13 min*

Queen Mary University Campus, *17 min*

Farringdon, *18 min*

Kings Cross St. Pancras, *25 min*

Travel times sourced from Google Maps. Accurate as of April 2026

DLR

Devons Road, *9 min walk*

Canary Wharf, *16 min*

Westfield Stratford City, *19 min*

Greenwich, *27 min*

Bank, *29 min*


Canary Wharf


Queen Elizabeth Olympic Park

CYCLING

Queen Elizabeth Olympic Park, *8 min*

Limehouse Cut, *8 min*

Victoria Park, *11 min*

Bethnal Green, *13 min*

Westfield, Stratford City, *13 min*

Canary Wharf, *17 min*



Barge East



Netil Market



Here East

Ride the *cultural currents*

East London's food and drink scene is among London's tastiest attractions, and living at The Waterside puts you at the heart of the action.

Along the canal at Hackney Wick, waterside socialising is very much a way of life. Start at **Barge East**, the award-winning restaurant housed on a century-old Dutch barge, where seasonal British-European dishes are served with views across the River Lea. Or stroll along the water's edge to **CRATE Brewery**, where sourdough pizza, craft beer and a warehouse atmosphere combine for an experience that feels quintessentially East London.

Over at Canalside at **Here East**, you'll find a vibrant campus of restaurants, bars and other independent businesses from **Bucks Barbers** to **Aura Organics Spa**. But if you're strictly seeking buzzing bars and exciting eateries, you'll find everything from popular stalwarts like **The Breakfast Club**, to local favourites such as **Randy's Wings**, and homemade pasta masters **Gotto**. Perfect for mid-week dinners and weekends with friends alike, **Here East** is a go-to spot for every occasion.

Venture towards Bow and Mile End, and the creative neighbourhood spirit continues. **Breadery** is a much-loved neighbourhood bakery, with bread and pastries freshly baked on-site every day alongside great coffee. Nearby, **The Widow's Son**, a Grade II listed pub from the 1800s, offers cosy, classic East London charm. And for brunch enthusiasts, **Burnt Umber Brasserie** Hackney Wick is a go-to for fresh dishes made with local ingredients.





Number 90 Bar

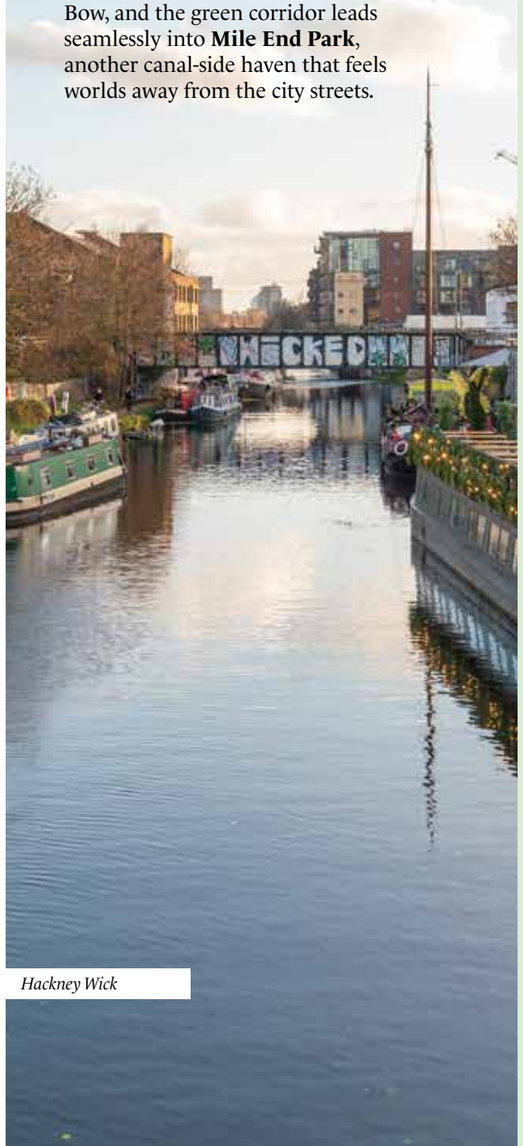
Riverside *flow*

River life defines everyday living at The Waterside – enjoy early morning strolls over distinctive bridges and past banks of willows, offering space to breathe before the day begins.



Follow the reedy towpaths a little further and you'll reach **Limehouse Cut**, London's oldest canal, where floating walkways skim the water, and weekend adventurers drift by in kayaks, taking advantage of one of the city's easiest escapes into nature.

Just moments from your front door, **Three Mills Green** provides a wide-open expanse for morning runs, laid-back picnics or quiet afternoons stretched out on the grass. Continue further through Bow, and the green corridor leads seamlessly into **Mile End Park**, another canal-side haven that feels worlds away from the city streets.



Hackney Wick



Limehouse Cut

From **Mile End Park**, the landscape opens into the vast 200 acres of **Victoria Park**, one of London's most cherished green destinations. With lakes, cafés, sports facilities, playgrounds and a full calendar of in-demand events like **All Points East**, every visit offers a fresh perspective on life in the city. Further east, you'll find Stratford's 560-acre **Queen Elizabeth Olympic Park**, where you can enjoy legacy gardens, miles of running paths, superb sporting facilities and a variety of free art exhibitions.



Hertford Union Canal



Victoria Park

Dive into your *new neighbourhood*

Living at The Waterside puts you within easy reach of East London's most dynamic shopping, cultural and entertainment destinations.



V&A East Storehouse

Just a short ride away, **Stratford Westfield City** remains a go-to for everything from global fashion brands to rooftop dining and game nights – as well as a world-class programme of sport, live music and entertainment at the **London Stadium**.

For a slice of creativity and community spirit like no other, head to **Hackney Bridge**, where you'll find street-food traders, thrift shops, makers markets, communal events, DJs and open-air cinema nights at a one-stop neighbourhood. Here, you can grab pizza, sip craft beer, browse handmade goods or catch a late-night set all under one roof.



Columbia Road Flower Market



London Aquatics Centre

If you're in search of weekend ritual over retail therapy, wander over to **Bethnal Green** for **Columbia Road Flower Market**, a weekly Sunday event where the streets blossom with bright flowers among vintage finds, independent boutiques and cafés tucked between classic East End shopfronts. It's a colourful way to spend a Sunday morning, and ideal for picking up gifts, home comforts or just taking in the ambience of London's most famed markets.



Queen Elizabeth Olympic Park



ABBA voyage







On-site *amenities*

The development itself offers its own vibrant sense of community. A place where neighbours cross paths, shared spaces bring people together, and daily life feels naturally connected.

At the centre of the neighbourhood, you'll find a fully equipped **Gym Group** facility with high-quality cardio and strength equipment, spacious workout areas and everything you need to stay active without ever really leaving home.*

Everyday essentials are made effortless thanks to the neighbouring **Tesco** superstore, while within the development itself, you can grab your milk or that Friday night fizz at the on-site **Simply Fresh** store.

*Requires paid subscription and is open to the wider community





CGI indicative only



Site *plan*

Explore how The Waterside is arranged, from community green spaces to homes, and how everything connects across the wider neighbourhood.



CGI indicative only



Site plan subject to change.
Tenures and blocks may be amended.

CGI indicative only

Specification

There are two specifications at The Waterside, the first is Reed and the second is Willow. Refer to the Townhouse sales brochure for a dedicated specification.

Reed


CGI indicative only

KITCHEN / LIVING

- Contemporary handleless kitchen units by Symphony in Cashmere
- Polished Blanco Norte quartz worktops
- Integrated Indesit black glass & stainless-steel oven
- Integrated Indesit black glass & stainless-steel microwave
- Integrated Indesit frameless 4-zone induction hob
- Built-in Beko extractor fan with 3-way slider control
- Fully integrated Indesit fridge (189L) / freezer (79L)
- Fully integrated Hoover dishwasher
- Brushed stainless-steel sink with drainer
- Polished chrome kitchen tap
- Fully integrated Hoover washing machine


CGI indicative only


CGI indicative only

BATHROOM

- White Acrylic bath with glass shower screen
- Chrome bath / shower mixer
- White WC with dual flush button
- White hand basin with chrome tap
- Heated towel rail and bathroom accessories
- Mirror cabinet
- White Acrylic stone-resin shower tray

FINISHES

- Contemporary oak effect flooring to hallway, living room and kitchen
- Neutral carpet to bedrooms
- Stone-effect porcelain tile in the bathrooms
- Pure brilliant white finish throughout
- Downlight to kitchens, bathrooms and en suites
- Pendant fittings to bedrooms
- Sliding door wardrobes in Cashmere
- Feature cold marble bathroom wall tiling
- Bathroom vanity tops by Velstone in Lunar Sand


CGI indicative only

Willow

KITCHEN / LIVING

- Contemporary handleless kitchen units by Symphony in Cashmere
- Natural sheen Silestone Coral Clay worktops
- Integrated Bosch black glass & stainless-steel microwave
- Integrated Bosch black glass & stainless-steel oven
- Integrated Bosch frameless induction hob
- Built-in Bosch extractor fan with 3-speed slider control in Anthracite
- Fully integrated Bosch fridge (200L) / freezer (70L)
- Fully integrated Bosch dishwasher
- Brushed steel kitchen sink
- Polished chrome kitchen tap
- Fully integrated Bosch washing machine

BATHROOM

- Mirror & vanity unit
- Whitewash hand basin with brushed nickel tap
- White bath with glass shower screen and bath handshower
- White WC with polished chrome dual flush button
- Shower enclosure to en suite
- Brushed nickel shower mixer
- Chrome towel rail and bathroom accessories
- Mirror cabinet

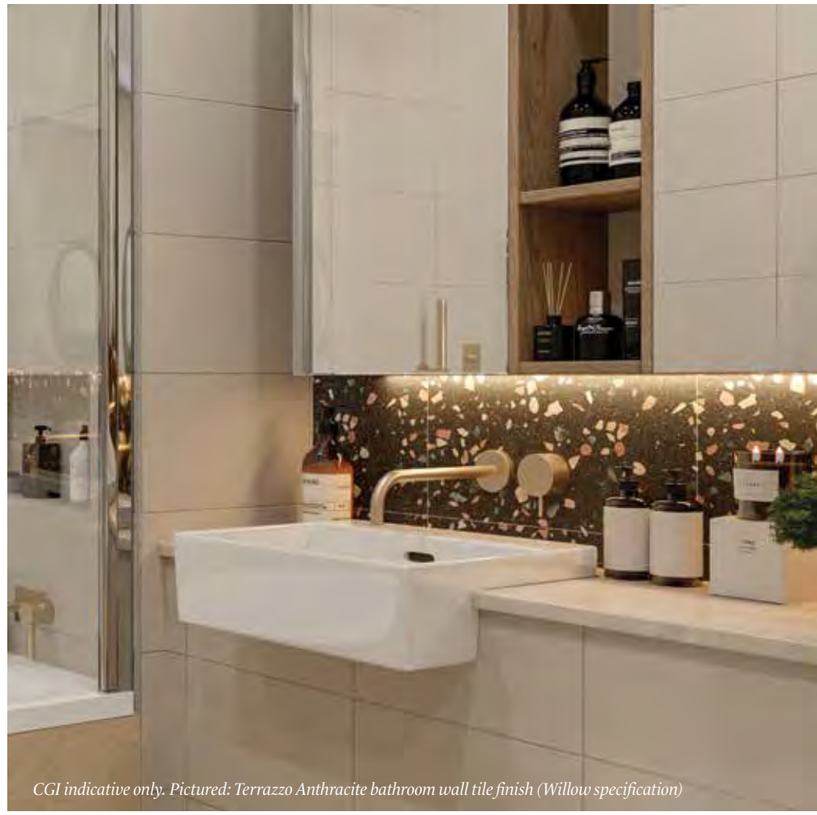




CGI indicative only

FINISHES

- Contemporary matt-lacquered European oak flooring to hallway, living room and kitchen
- Antique White carpet to bedrooms
- Stone-effect porcelain tile in the bathrooms
- Pure Brilliant White finish throughout
- Downlight to kitchens, bathrooms and en suites
- Pendant fittings to bedrooms
- Sliding door wardrobes in Stone Grey
- Terrazzo feature tiling around bathroom mirror (apartments)
- Velstone bathroom vanity tops in Virgin Frost



CGI indicative only. Pictured: Terrazzo Anthracite bathroom wall tile finish (Willow specification)



CGI indicative only

The specification of the properties is correct at the date of print but may change as building works progress. Any images are indicative of the anticipated quality and style of the specification and may not represent the actual furnishings and fittings of the properties. Unless specifically incorporated in writing into the sales contract the specification is not intended to form part of any offer, contract, warranty or representation and should not be relied upon as a statement or representation of fact.

CGI indicative only

Life at the Lock
Hear from the 'lock locals'

We revisited Phase 1 purchasers, Tamara and Terence, to see where life at the Lock has taken the couple since first moving to the wider development.



Purchased in Phase 1

Meet Tamara and Terence

Three years after moving into their two-bedroom home, Tamara and Terence have watched their apartment grow alongside their family. Now shared with their two-year-old daughter, Martina, the home feels settled, welcoming and perfectly suited to family life.

"We really enjoy the location and everything it offers. The commute is still fantastic."

"We've put a lot of care into making our apartment feel cosy and welcoming – it genuinely feels like home. We love the views across Canary Wharf and the City, and the location makes life so easy. With everything close by and such a lovely community around us, we really hope to continue living here."

Shared Ownership
explained

Shared Ownership is simply another way to buy your home. You buy a share, pay rent on the rest and, most often, pay a service charge.

The housing provider, in the case of The Waterside, Guinness Homes, will own part of it – but you're living there, you decorate it and you decide when the time is right to sell. The share you buy is funded by a mortgage in the usual way.

Buying a share percentage typically means a smaller deposit and lower mortgage payments.

A smaller mortgage means smaller repayments, but it's important to note that besides a mortgage, with Shared Ownership you'll also need to pay each month: lower cost rent and a service charge.

Buying more shares *with staircasing*

As your finances allow, you can choose to buy a greater share in the property – this is known as 'staircasing'. Eventually you may be able to buy 100% of the home (by incrementally buying additional shares, sometimes up to 100%), your rent is recalculated and reduced proportionately.

Usually, you will buy further shares as and when you can afford to.

That could either be at the beginning or after you've moved in. It's important to understand that there are other charges involved in staircasing.

To find out more about staircasing contact 0300 456 0522 (Option 2).

To be eligible for Shared Ownership, you need to be: over the age of 18, a resident in the UK, don't currently own a property (unless selling), and unable to purchase on the open-market. Your maximum household annual income should be less than £90,000. If you are not sure if you are eligible, please contact 0300 456 0522 to discuss your situation at The Waterside.



CGI indicative only

Building for *the Future*

We're one of the biggest housing and care providers in the country, with over 70,000 homes across the UK and over 150,000 customers.

We're focused on improving people's lives by building new homes and improving services, and we've been doing it for 130 years.

We combine our deep heritage with our forward-thinking ambition and commitment to sustainability.

We recognise that the world around us is changing, and while our purpose will always remain the same, we're constantly evolving to make sure we're building energy-efficient homes that last for future generations.



CGI indicative only



guinness homes

All content within this document is indicative only. Guinness Homes reserves the right to change the tenure of all homes and change the scope of the build of the development. Please speak to a member of our Sales Team for up-to-date information when reserving your new home. This development is car-free, meaning residents cannot apply for parking permits or use street parking nearby unless they purchase a home with a designated blue badge parking space, and meet council eligibility. This policy complies with Local Authority planning conditions and cannot be changed by Guinness. Speak to a member of the sales team for more information. Information is correct at the time of going to print June 2026.

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