

# bulletin.

STORIES FROM THE BALLYMORE NEWSROOM

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## THE CAPSTON: THE PINNACLE OF EMBASSY GARDENS

Launching this autumn, The Capston is the final piece and crowning glory of Embassy Gardens in Nine Elms, offering 247 exquisitely crafted residences, with art, design and exceptional service at the core of every aspect of the building.

*Read the full story on pages 2 and 3.*





# The Capston: The pinnacle of Embassy Gardens

We're excited to give *bulletin* readers an exclusive first look at The Capston – the crowning glory of our Embassy Gardens neighbourhood in London's Nine Elms.

Ballymore pioneered the regeneration of Nine Elms, with a masterplan for Embassy Gardens that would create a new riverside cultural district – one which would feature the US Embassy at its core. Ballymore also collaborated with Wandsworth Council and then London Mayor Boris Johnson in conceiving what the latter hailed as “possibly the most important regeneration story in London and the UK over the next 20 years.”

The Capston is the crowning glory here. The passion and legacy project of Ballymore's founder, Chairman and CEO Sean Mulryan, the building sits in a prime riverside setting alongside the US Embassy. In keeping with the simple, yet beautiful aesthetic of the wider Embassy Gardens development, The Capston's architecture takes cues from Manhattan's Meatpacking District.

Set across two buildings, connected by a ground floor pavilion and Japanese-inspired gardens, The Capston residences range from suites to three-bedroom penthouses, offering views across central London and the River Thames. The elegantly eclectic and sophisticated interiors will set new standards for the London residential market.

Mulryan explained: “As a lasting legacy in Nine Elms, we wanted to create a building that will push Ballymore to new heights. The Capston will be the final and most coveted location at Embassy Gardens, destined to take its place among the historic addresses bordering the great River Thames.”



The impressive concierge area with its Cipollino marble

Art sits at the heart of every space at The Capston. Reflecting Mulryan's enduring commitment to championing both established and up-and-coming artists, The Capston will feature a carefully curated

collection of artwork, ranging from sculpture to figurative and abstract painting, photography and portraiture, created by an ensemble of visionary artists and exhibited in the building's internal and outside spaces.



The secret garden

*“The Capston will be the final and most coveted location at Embassy Gardens, destined to take its place among the historic addresses bordering the great River Thames.”*

“I have been enjoying and collecting art for the greater part of my life,” added Mulryan. “Over time it has proved to be a great source of inspiration and joy, and I have always wanted the residents at our developments to be able to readily experience the benefits that art brings. Now, at The Capston, we are proud to be placing today's leading artists, artisans and designers unreservedly centre stage.”

Art also flows through each of The Capston's unique amenity spaces. The artists' parlour, library and drawing room provide residents with spaces in which they can immerse themselves in the building's collection of artwork, whilst a private lounge and dining space features bespoke furniture and pieces created by specialist artisans and makers. The building will also offer a state-of-the-art wellness centre and 24-hour concierge, with an on-site porter house at the building's entrance. Service at The Capston will be paramount, with the expert team on-hand day and night to provide discreet and personalised service to all residents, whether it be making restaurant and spa bookings, organising private chefs and personal trainers or facilitating any housekeeping and couriering needs. The dedicated concierge team will be reliable, trusted advisors, a font of valuable contacts and local knowledge.

Residents of The Capston will have access to the wider amenity offering at Embassy Gardens, including its iconic Sky Pool, and will benefit from living within an established, stylish neighbourhood that Ballymore has curated over the past decade; now home to several celebrated, independently run restaurants, cafés and bars. Embassy Gardens also offers excellent connectivity with central London, with some of the city's best shopping and dining destinations on its doorstep, including Battersea Power Station and the nearby King's Road.

The Capston is due to complete in 2028, with prices ranging from £750,000 to £7,000,000.

*“...possibly the most important regeneration story in London and the UK over the next 20 years.”*



Exceptional interiors

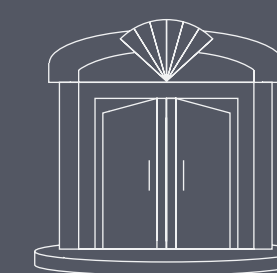
## Design highlights at The Capston



**247 residences**  
set across two magnificent stone towers, completing the Embassy Gardens masterplan with sculptural impact.

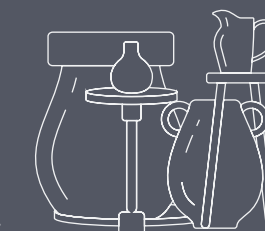
Channelling  
**1930s glamour**

with a modern edge, The Capston takes its inspiration from Art Deco design — from brass revolving doors to rich curves and tactile materials.



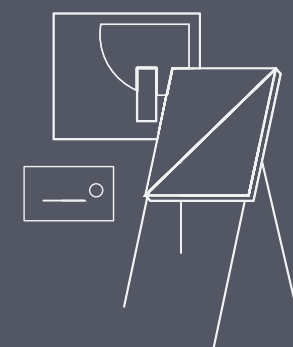
### Art sits at the heart of The Capston

From lobby to lounge, curated works by contemporary muralists, sculptors and ceramicists bring texture and wonder — including artist Fabienne L'Hostis's ceramic fireplace, which subtly shifts in tone throughout the day.



### Curated art and design

feature throughout, with bespoke commissions from Anna Gillespie, Guggi, and Vincenzo Muratore. A fresco-style frieze in the Drawing Room by Fine Art Mouldings draws on English garden flora, while custom stained-glass windows by Stuart Suckling (CWS Design) add sculptural colour and rhythm.



### Exclusive resident amenities

include The Pavilion's four elegant rooms (The Study, Library, Orangery and Garden Room); The Retreat, a serene wellness space with hydrotherapy pool, gym, sauna, steam room and treatment suites; The Hepworth, a dramatic entertaining suite with panoramic river views; and The Artist's Parlour, a cultural lounge celebrating quiet luxury.



Residents also enjoy full access to the wider Embassy Gardens amenities.



## Completions at Stonehaven

We have marked a major milestone at Stonehaven in Naas, with the completion of 133 homes across Phases 1A and 1B, and the opening of a brand-new public park and playground – just in time for one of the hottest weekends of the Irish summer.



It was a warm welcome for residents, as families gathered to enjoy the park and celebrate the start of life in this growing community: “Our vision has always been to create a neighbourhood for families – and it’s been wonderful to see families coming together, friendships forming, and a real sense of community already emerging at Stonehaven,” said Linda Mulryan, Deputy Managing Director, Ireland at Ballymore.

Stonehaven offers a beautifully designed mix of two, three, and four-bedroom homes, combining smart, contemporary design with generous living spaces and the high-quality craftsmanship Ballymore is known for.

The new playground, delivered as part of phase 1 includes a fully accessible playground, kick about lawn with basketball hoop, and a network of natural walkways framed by the site’s existing streams. Designed by Belfast-based Park Hood Landscape Architects, the park combines modern play elements with a strong focus on sustainability, using locally sourced materials and prioritising biodiversity throughout.

“The park is more than just a green space – it’s a place for connection,” added Mulryan. “It’s where our young residents can play safely, where neighbours can meet, and where nature can thrive. It reflects Ballymore’s commitment to placemaking: designing not just homes, but the spaces in between that make life richer.”

Next up is Stonehaven’s new neighbourhood centre that will include a shop, café, and crèche, set to open in the third quarter of 2026. Plans are also advancing for a new dog park, scheduled to open in the third quarter of 2026. Together, these amenities will add further momentum to Ballymore’s vision of a vibrant, walkable community with everything families need close to home.

Meanwhile, construction is already underway on phase 2, which will bring an additional 72 homes to the area. We anticipate completions in quarter four of 2026.



New homes are available now. For more information, scan the adjacent QR code or visit the Ballymore website.

*“The park is more than just a green space – it’s a place for connection.”*

## Green light for Edgware: £1.7bn regeneration gets the go-ahead

Ballymore and Places for London (Transport for London’s commercial property company) have secured outline planning permission from Barnet Council for one of London’s most ambitious regeneration projects – the £1.7 billion transformation of Edgware town centre.

Masterplanned by architect Howells, the scheme will deliver 3,365 new homes (including 1,150 affordable), 463 student units, 11.9 acres of green space and 460,000 sq ft of commercial, retail and leisure space – more than double what exists today.

The plans include a new bus interchange with improved accessibility between bus and Tube services, as well as over 3.5km of new walking and cycling routes. A new nature park, Deans Brook, will reconnect communities with nearly two hectares of previously inaccessible land.

Over four years of consultation shaped the proposals, with thousands of local people engaged through events, meetings and surveys – their feedback helping shape the proposals at every stage of the design process. Our Group Managing Director, John Mulryan said: “Our shared vision for Edgware will breathe new life into the town centre – transforming it into a more vibrant, inclusive, and welcoming place for residents, businesses, and visitors alike.

“We are immensely proud of these proposals, which are the result of five years of local views and deeply value the input we’ve received throughout the process. We are excited by the masterplan that has emerged and look forward to continuing our work with the community and our partners to bring this vision to reality.”

Graeme Craig, Director and Chief Executive at Places for London, said: “This development is a clear example of the kind of bold, responsible action needed to address the housing shortage and ensure families have access to safe,

secure, and affordable places to live. We are proud to be part of the solution and to contribute to a renewed, more sustainable future for Edgware.”

While Tom Copley, the Deputy Mayor of London for Housing and Residential Development, concluded: “This impressive development not only supports our mission to deliver the homes that Londoners need and deserve by bringing close to 3,400 new, high-quality homes, 35% of which will be genuinely affordable, but it is representative of the scale of our ambition to unlock the full potential of towns across the capital.

“The new green and open space, upgrades to local transport and employment opportunities will have enormous benefits for local businesses and the wider community, helping to build a better, greener city for everyone.”



## A blueprint for Ireland’s first green city

A visionary new masterplan to transform Athlone into Ireland’s first fully green city has been unveiled by Sean Mulryan, setting out an ambitious model for sustainable urban living and population growth.

The plan proposes a new city of 100,000 residents by 2040, anchored in education, green technology, carbon neutrality, and climate resilience – and designed as a blueprint for how Ireland can meet its most urgent challenges.

Describing the initiative as “a once-in-a-generation opportunity,” Mulryan said: “This is more than just a housing plan. It’s a reimagining of what an Irish city can be – a place rooted in nature, powered by education and innovation, and shaped by people’s needs, not just planning permissions.”

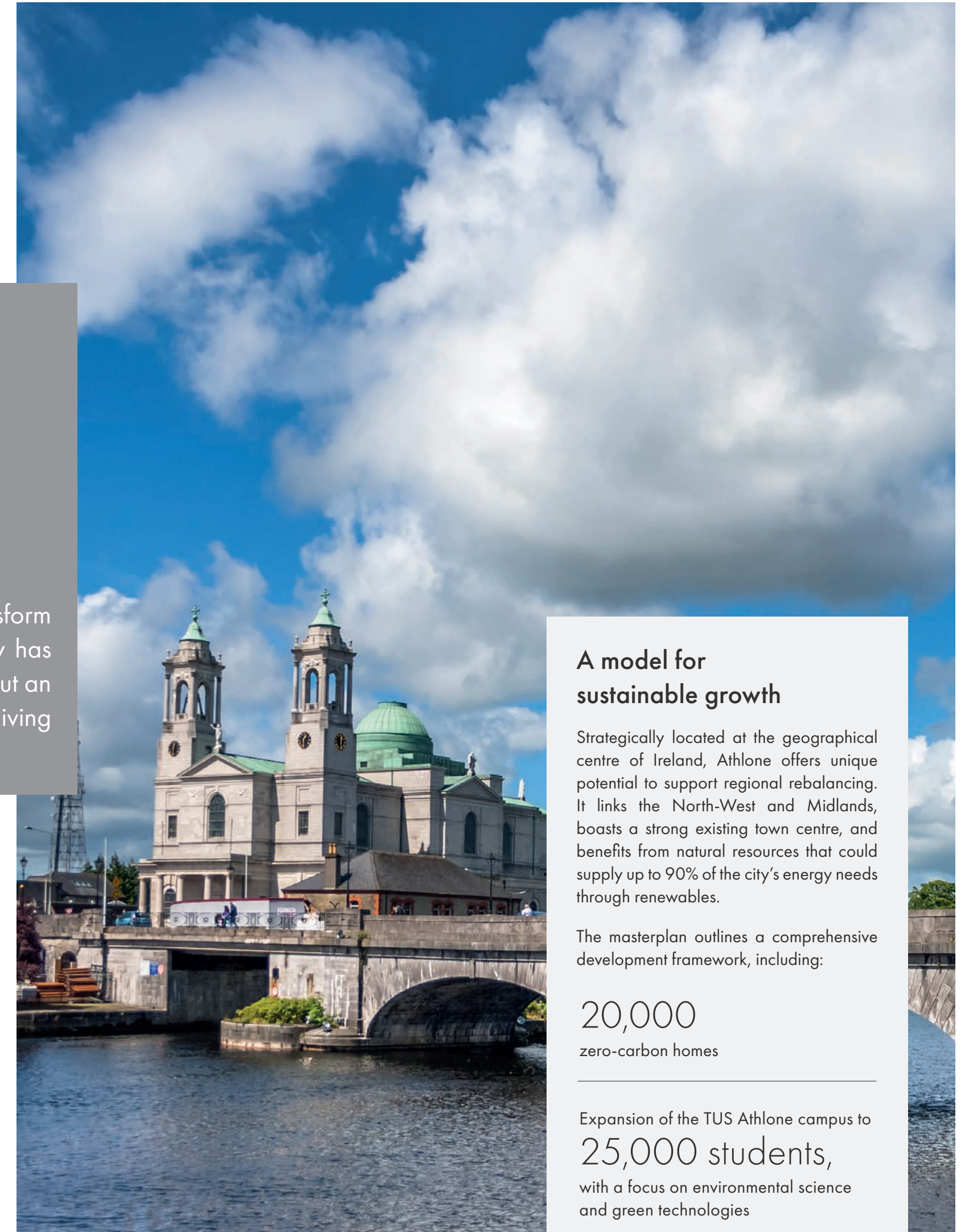
The Athlone project has already been shared with senior policymakers, business leaders, and local stakeholders across multiple sectors. A high-level steering group is now in place to guide engagement and delivery, comprising figures with a proven track record in transformative development.

### A city shaped by nature and innovation

The masterplan sets out a vision for Athlone as a “sponge city”, with infrastructure built to adapt to climate change. Rainwater will be recycled, natural flood protection restored, and green corridors integrated into the fabric of the city.

Mobility will be future-focused, with autonomous public transport and electric vehicles becoming the dominant mode of transport. Residents will live within 15 minutes of key amenities, in self-sustaining neighbourhoods designed around wellbeing, access, and community.

The restored river and wetlands will play a dual role: reducing environmental risk and providing a rich quality of life for residents. “Nature will not be on the margins of the city,” said Mulryan, “it will be at the very heart of it.”



### A model for sustainable growth

Strategically located at the geographical centre of Ireland, Athlone offers unique potential to support regional rebalancing. It links the North-West and Midlands, boasts a strong existing town centre, and benefits from natural resources that could supply up to 90% of the city’s energy needs through renewables.

The masterplan outlines a comprehensive development framework, including:

20,000  
zero-carbon homes

Expansion of the TUS Athlone campus to  
25,000 students,  
with a focus on environmental science  
and green technologies

5,000-bed  
student village, built to  
sustainable standards

A reimagined  
riverfront city centre, with new cultural,  
public and civic amenities

Active and electric  
mobility infrastructure, including  
autonomous buses, cycleways, EV  
networks and pedestrian-first streets

Investment  
in education, healthcare, sport  
and the arts

The rewilding of  
5,000 hectares  
of wetland and bogland to support  
biodiversity, carbon capture and have  
a focus on eco-tourism

### A strategic step for Ireland’s future

While the benefits to the Midlands are immediate, the wider national implications are clear. The plan offers a realistic and scalable response to pressures on the east coast, while directly supporting Ireland’s commitments on carbon reduction, regional development, and economic inclusion.

Athlone, with its expanded university, is envisioned not just as a green city, but as a European hub for environmental innovation, capable of attracting international students, researchers, and green-tech start-ups. The investment in education and research is expected to stimulate local enterprise and create high-quality, future-ready jobs.

“We have to think big to meet the scale of the challenge Ireland faces,” said Mulryan. “This is a credible plan, grounded in the realities of planning, delivery and policy. But it’s also rooted in ambition – and in belief that we can build a better, greener Ireland for the next generation.”

*“This is more than just a housing plan. It’s a reimagining of what an Irish city can be – a place rooted in nature, powered by education and innovation, and shaped by people’s needs, not just planning permissions.”*





# OPINION: Drumnigh Oaks points to a Passive House future

By Charlie Conlan, Head of Sustainability, Ballymore



A look inside Drumnigh Oaks

What kind of homes do we want to leave behind? It's a vital question for all of us in the industry. Our legacy can extend beyond buildings to homes where children can grow and families live in comfort. That's what we've created at Drumnigh Oaks.

## What kind of places should those be?

There was a meeting, just another Thursday, or so it seemed, where the Ballymore leadership team sat down to talk about sustainability. About where we were heading, and whether we were really doing enough. Because energy efficiency isn't just a noble cause anymore. It's economics; it's value; it's what buyers are starting to demand, and rightly so.

That conversation led us to ask what a true milestone in energy reduction would look like? We didn't know all the answers. Truth be told, we still don't. But we knew for certain that the old way wouldn't cut it anymore.

The climate is changing. Energy prices are rising. Air quality is slipping. And construction, our industry, bears a heavy share of the responsibility. If we're serious about building for the future, then we can't keep building like it's the past. So we did what we've always done at Ballymore. We asked, how do we build better?

## A different standard

Drumnigh Oaks became our answer. A development, yes. But more than that, a statement and our first Passive House-certified residential project.

"Passive House" might sound like a buzzword. But it's a revolution disguised as a housing estate. Passive House isn't trendy. It's airtight and a science with a spirit. It means no heat escaping through invisible gaps. It means fresh air without chills. It means homes that hold warmth the way they hold memories – quietly, comfortably, and intentionally.

And yes, it's hard. Passive House asks more from everyone. From the architect. From the contractor. From the smallest subbie on the site. It asks for precision, for patience, for humility in the face of science.

## The struggle to get it right

We partnered early with MosArt, a team well-versed in this standard who helped us translate the drawings into a digital simulation using the Passive House Planning Package – or PHPP.

Think of it like a mirror that doesn't flatter you. It shows where the heat escapes, where your junctions fail, where assumptions break down. And it doesn't care about tradition; and tradition, it turned out, wasn't going to help us much here.

In a standard build, you design, refine, and finesse until the first unit is standing. But with Passive House, you must complete the entire model upfront – meeting strict performance targets across the board before you can even break ground. It took time and iteration, but it worked. And more than that, it made us smarter.

Then came the human part. We had subcontractors with decades of experience who swore they understood airtightness. They nodded along in toolbox talks. They meant well, but understanding airtightness in theory is not the same as building it.

We found gaps and shortcuts, so checked every junction and seal. We redid work, logged reports and held more toolbox talks – one of which I had the awkward pleasure of giving to five men with over 100 years of combined experience, explaining how to

apply airtightness tape. Only to discover, a few weeks later, a new product that made the tape obsolete.

It was exhausting, but somewhere in all that chaos, something else emerged: understanding. Then accountability. Then pride.

## Lessons etched in brick

We didn't pretend it was easy. At project close-out, we held a full lessons-learned session – no sugarcoating, no corporate speak, just the honest truth.

We learned a lot throughout the process; about procurement timelines and how late orders mean missed targets; about drawing coordination and how even millimetres can make or break a seal – and about MVHR systems – those lifelines of fresh, filtered air that too often get overlooked.

But most importantly, we learned that Passive House isn't just a spec. It's a mindset. It's a refusal to settle for "good enough."

## Why it matters

Some will drive past Drumnigh Oaks and see just another row of new homes.

We see something different; we see the moment when we turned intention into action.

These homes are designed to use just 15 kWh per square metre per year for space heating. To put that in context, the average new Irish home uses 62 kWh/m<sup>2</sup>/yr – that's more than four times as much. That matters because residential buildings account for over 25% of electricity use in Ireland, and the grid is already stretched.

Lower demand doesn't just help the environment – it frees up national capacity, reduces energy poverty, and supports our 2030 climate goals. This isn't a niche idea. It's becoming mainstream.

The Land Development Agency in Ireland is already moving toward Passive House or equivalent performance in key developments, recognising both regulatory momentum and market expectation. And we welcome it because this challenge is bigger than any one developer.

At Ballymore, we've always built places for people. Now, we're learning to build places for the planet, too. We hope Drumnigh Oaks is just the beginning, because the truth is:

If this is the future of building – then the future looks pretty good.

*"Passive House isn't just a spec. It's a mindset. It's a refusal to settle for 'good enough.'"*

Find out more about Passive House homes by scanning the adjacent QR code.



# 1,400 new homes coming to east London: Ballymore confirmed as JV partner for Limmo Peninsula



## DATES FOR YOUR DIARY

There's plenty happening across our Ballymore neighbourhoods this autumn; here are a few highlights to add to your calendar:

### Monday 15 September

Wardian, London Open House, 10am and 1pm | Marsh Wall, London, E14 9TP  
Tour our Wardian residence as part of London's Open House Festival.

### Saturday 20 September

English National Ballet Open House, Mulryan Centre for Dance, 41 Hopewell Square, E14 0SY  
Free events all day including backstage tours, live rehearsals, extended reality dance performances and artist talks.

### Thursday 25 September

Thirsty Thursday – By the Dock, 6–9pm | Goodluck Hope, E14 0ZJ  
Live music, street food and cocktails at Goodluck Hope Dry Dock.

### Friday 26 September

Feel Good Fridays – Sunrise Yoga, 7am | Goodluck Hope, E14 0ZJ  
Morning yoga with panoramic London views at the Lantern Room, hosted by Hum Wellness.

### Wednesday 1 October

Workshop Wednesdays – Cake Decorating Masterclass, 4:30–5:30pm | Goodluck Hope, E14 0ZJ  
Get creative at Layers Bakery with expert pastry chef Faye Weatherburn.

### Saturday 4 October

Social Saturdays – Locktoberfest!, 12–11pm | Goodluck Hope, E14 0ZJ  
Bavarian beers, bratwursts and live oompah music at The Lockdown Room.

### Thursday 23 October

Thirsty Thursday – By the Dock, 6–9pm | Goodluck Hope, E14 0ZJ  
An evening of cocktails and live music as the sun sets over the Dock.

### Friday 24 October

Feel Good Fridays – Sunrise Yoga, 7am | Goodluck Hope, E14 0ZJ  
Morning yoga with stunning skyline views, designed to help you reset and recharge.

In a major milestone for the future of east London, Ballymore has been announced as the joint venture partner for the transformation of Limmo Peninsula – a five-hectare brownfield site near Canning Town – set to deliver around 1,400 new homes.

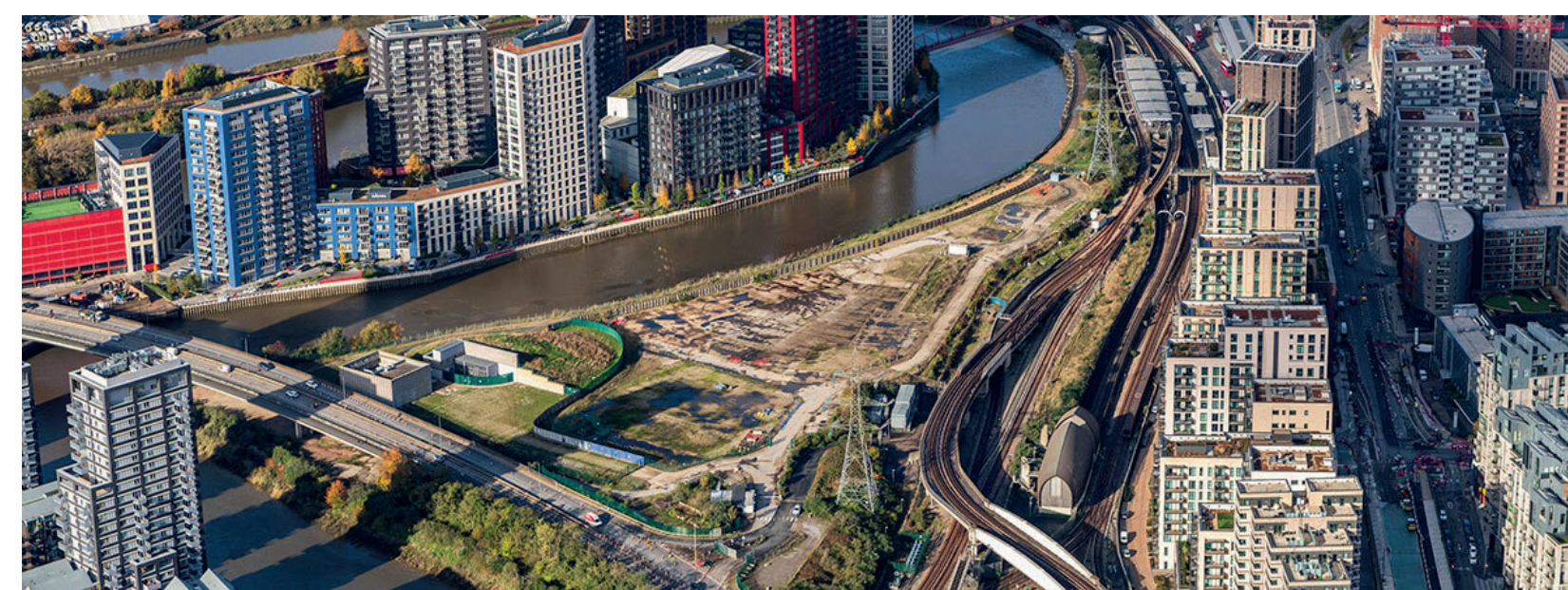
Selected by Places for London, the property arm of Transport for London (TfL), Ballymore will help shape this once-in-a-generation development. Of the 1,400 homes planned, 40% will be affordable – a vital step in tackling London's housing shortage.

The vision goes beyond housing, with a masterplan that includes a new pedestrian bridge connecting the site to Canning Town, publicly accessible green spaces, a new riverside walkway, and active travel routes linking the Underground to the planned Thameside West. All just minutes from Cycleway 3, the Thames Path and major rail and Tube links, Limmo Peninsula is set to become a dynamic, well-connected new neighbourhood at the heart of the Royal Docks and Becketon Riverside Opportunity Area.

John Mulryan, our Group Managing Director, said: "We have deep roots in Newham and are truly delighted to be partnering once again with Places for London. This partnership is in line with our ambition to partner with landowners across London to deliver new neighbourhoods and communities at scale.

"Newham is a fast growing, diverse borough – and it's hugely important that the vision for this site reflects that character. Limmo Peninsula will be a dynamic neighbourhood – where its community can thrive. We're looking forward to collaborating closely with local residents and businesses to create opportunity, connections, and a thoughtfully designed, sustainable neighbourhood."

The Limmo Peninsula site shown above and below





# The first Irish property developer to support the 100 Million Trees Project

Earlier this year, Ballymore became the first Irish property developer to partner with the 100 Million Trees Project in planting a native Irish Tree mini-forest at Sea Gardens.

The 100 Million Trees Project, founded by brothers Richard and David Mulcahy and administered by their sister Tina, is a not-for-profit, community driven initiative dedicated to planting native trees throughout Ireland. In this article David Mulcahy, also a practising Consultant Cardiologist, shares his passion for trying to make a meaningful contribution towards increasing native afforestation in Ireland while also significantly increasing areas of biodiversity, and attempting to mitigate against climate change. He also reflects on the exciting new collaboration with Ballymore.

“I am a cardiologist and was lucky enough to start training at a time where there was an explosion in developments to treat heart disease, the leading cause of death in the western world. Over the past 40 years huge inroads have been made in the detection and treatment of heart disease, but in that time climate change has slowly but inexorably progressed and can now be very definitely considered a threat to human health. We in Ireland and indeed in the UK, have a very low rate of afforestation (11% and 13% respectively) compared to mainland Europe (35%), and one of the ways we can make our own small contribution to mitigating against climate change is to plant trees. It is possibly the best way to assist with carbon capture, while also returning some of the lost habitat for our birds, bees, and insects.

“I set up a small environmental group (Bugs, Bees, and (native) Trees) with some friends about a week before the pandemic hit in 2020, travelling round the country when it became possible to, planting copses of 5–6-year-old trees in schools, hospitals, and private lands. My brother Richard suggested that we should think bigger and aim to plant 100 million native trees over a 10-year period, and thus the project was born, with sister Tina becoming the organiser after retiring from the Council of Europe.

“In our trial season, in order to assess the feasibility of planted mini-forests (2,500 native trees in a quarter acre site), we trialled 18 sites using volunteers, and planting just over 20,000 native trees in densely packed mini-forests (something known as the Miyawaki method). In the 2023–24 season (Nov–Apr) we planted over 200,000 trees, and this season we plan to plant 550,000 trees (approx. 225 sites).

“This is only being made possible by people offering their land for the planting of these mini-forests, and is truly a community driven project. Ireland is fortunate in that the soil is mostly good, and



Local school children and Ballymore colleagues celebrate the end of a productive planting

trees tend to grow easily. There is also plenty of water, so drought is less of a problem than elsewhere, and thus management of these miniforests is less problematic.”

### Ballymore on board

“We were delighted when such a stellar national brand as Ballymore offered to take part in the project, creating a mini forest as part of the first phase of the Sea Gardens neighbourhood in Bray. Ballymore is leading the way as the first developer to support the project and their help in further spreading the word for us is just brilliant, as is their ongoing commitment to plant more trees.

“Trees planted in urban areas will have enormous benefits, not just for the birds and the bees, but in terms of cleaning the air, temperature control, noise reduction, and also generating a feeling of wellbeing within the areas.

“We planted a total of 1,500 native trees of 13 different varieties at Sea Gardens including cherry, bird cherry, blackthorn, Guelder Rose and more, all of which will grow to different heights, leaving a layering of the mini-forest, and a wonderful mini-ecosystem.

“Ballymore is eager to do more, and we can’t wait to work with their team again. But if anyone is interested in working with us, we would love to hear from you. We provide the trees, and plant them, and they are your trees! Hopefully together, we will achieve the 100 million trees planted within the 10 years. Hopefully also young people will get increasingly involved in ensuring maximum care for our wonderful world.”



## Two major award wins

We have received two major accolades already this year – Developer of the Year by The Business Post and Irish Housebuilder of the Year at the Irish Building and Design Awards.

The honours reflect our continued leadership in Irish residential development – through design excellence, sustainability, and a focus on building communities. They also follow a year of major progress across our Irish portfolio, from landmark urban regeneration to energy-efficient homes.

The Developer of the Year award was presented at the National Property Awards in Dublin, where Ballymore was recognised by a panel of industry leaders for its impact on real estate and planning.

Accepting the award, Pat Phelan, Managing Director for Ballymore in Ireland, said the company’s values remain rooted in creating vibrant, resilient places where innovation and community thrive. Recent highlights include Dublin Landings, River Walk in Ballymore Eustace, and Sea Gardens in Bray, along with Passive House-standard homes at Drumnigh Oaks in Portmarnock.

“These awards are a tribute to the creativity, passion and hard work of our entire team,” said Phelan. While our Deputy Managing Director in Ireland Linda Mulryan added: “Our focus is on delivering soulful, design-led homes where people can build their futures.”

These latest accolades build on further national recognition, including the Guaranteed Irish House Champion Award, cementing Ballymore’s place at the forefront of Irish housebuilding.



Ballymore colleagues collecting our awards

# Connecting with the community at Camley Street



Ballymore’s community engagement programme for Camley Street began in March, bringing residents and partners together through a series of events – culminating in a vibrant community festival.

This summer marked the start of Ballymore’s engagement programme for the regeneration of Camley Street in north London, Camden, with a number of community-focused events designed to bring people into the conversation about the area’s future. The programme culminated in The Camley Street Festival, held on 14 June – a joyful, creative celebration of local identity and connection.

The festival brought together live music, delicious food and drink, urban greening workshops, arts and crafts, face painting, and a range of family activities – all free for local people to enjoy. Camden’s talented makers were also on hand, offering everything from jewellery-making and tie-dyeing to artisan products available to purchase, creating a vibrant marketplace feel.

Visitors also had the chance to view the early outcomes of community collaboration already underway. A standout moment was the display of “Dream City in a Box”, a project developed

by pupils from the Frank Barnes School for Deaf Children, in partnership with deaf architect and campaigner Christopher Laing. Through the initiative, students explored their aspirations for future neighbourhoods, using art and model-making to reflect their views on how local development should take shape.

The festival followed a series of earlier public consultation events held in the spring, with many attendees continuing to share their feedback on early plans for the area’s transformation. The proposals – created in partnership with Camden Council and life sciences developer Lateral – include around 400 new homes, dedicated science and tech employment space, enhanced walking and cycling routes, new green public spaces, and a wide range of community amenities.

Speaking after the event, Steve Tennant, Ballymore’s project lead for Camley Street, said: “The whole team has been working incredibly hard on the finer detail of these proposals since we were appointed as the council’s development partner. The scheme is testament to the incredible working relationship we have rapidly formed and will create a thriving new community that also brings the benefits to existing residents.”

We look forward to building on our track record of creating successful places and delivering the high-quality homes, green

spaces and commercial uses that will make Camley Street a thriving community in the heart of Camden.”

Councillor Nasrine Djemai, Cabinet Member for New Homes and Community Investment, Camden Council, added: “We have been engaging with local residents and businesses for almost five years to create a shared vision for Camley Street. We are confident that the plans we have drawn up alongside our development partners address people’s priorities. This scheme delivers much-needed affordable homes, but also does so much more, creating a safe and healthy environment for residents, as well as establishing a range of opportunities including skills and training and the well-paid jobs our residents need.”

“...a thriving community in the heart of Camden.”



To find out more about the Camley Street proposals and upcoming community activities, scan the adjacent QR code.



Visitors find out more about Camley Street plans

## What is Camley Street?

Camley Street will create a new community that stitches into the surrounding estates, with a green route through the site, and parks and play spaces for existing and future residents. Walking and cycling will be prioritised to improve air quality, and terraces and roofs will enable local growing initiatives for better ecological value and biodiversity.

Across the site, around 400 homes will be delivered in five buildings, with a mixture of private sale and affordable housing at both social and intermediate rents. A combination of family homes, apartments and studios are proposed to meet a range of local needs. And there will be a mix of commercial spaces – responding to the established creative sector of Camden Town and growing Knowledge Quarter around King’s Cross.

A science and technology building will house purpose-built facilities that support groundbreaking work in fields like life sciences, advanced manufacturing, and digital innovation, creating opportunities for jobs and training for local people. A host of community uses will be provided across the site, with the ground floors of the buildings being dedicated to uses including affordable workspace for entrepreneurs and makers to support Camden’s thriving culture of creative businesses. A ‘mixer space’ in the science and technology building will allow the public to see, participate in and be inspired by some of the ground-breaking activity of the tenants.





The vibrant Brentford Canal Festival

## A summer of fun in London

Summer brought sunshine, celebration and connection to Ballymore's London neighbourhoods, with a packed calendar of events that lit up our communities from Brentford to the Royal Docks and London City Island. From waterside paddleboarding and floating markets to rooftop wellness talks and riverside music, it was a season that brought people together in the spirit of creativity, culture and community.

### Waterside fun at The Brentford Project

At The Brentford Project, summer kicked off in May with our first Sunset Sessions of the year. An exclusive evening for residents, the event blended relaxed conversation and live music, with a special appearance by influencer Amelia Gregorian, whose charm and lively engagement made the night extra special.

In June, the neighbourhood came alive again for the Brentford Canal Festival – a joyful celebration of the area's canal heritage. The day featured free paddleboarding and kayaking, live international music, street food, floating markets and towpath performances, drawing thousands of attendees. As Hounslow's largest free festival, it was a vibrant reflection of Brentford's creative and collaborative energy – and Ballymore was proud to play a part as a sponsor.

The spirit of summer continued with Music on the Dock – Live in Brentford, launched by our friends at Sam's Waterside. The free weekly series brought an eclectic mix of soul, jazz, rock, and blues to the dockside, cementing Brentford's growing reputation as a local cultural hub.

### Community energy at the Royal Docks

At Riverscape in the Royal Docks, residents came together in June for the annual Royal Wharf Summer Fête – a full day of waterfront fun that drew in hundreds for live music, fitness classes, children's workshops and a lively craft market.

With sunshine and great food in abundance, the fête had something for every age and interest and created memorable moments of togetherness between neighbours.



It followed the Spring to Summer 'At Home' event series, which concluded in June with a rooftop wellness session in the residents' Sky Lounge. Led by Daniel Bull, founder of Supershakes, and Emilie Lavinia, Fitness & Wellbeing Editor at The Independent, the evening explored modern wellbeing trends, sustainable energy, and how to live well in today's fast-paced world.

Residents also enjoyed the launch of Treasure Trails at Riverscape – a self-guided, two-mile walking trail and treasure hunt that offered playful exploration for all ages throughout the summer.

### A creative summer at Goodluck Hope

At Goodluck Hope, the return of the Islander Festival marked another high point in the Ballymore summer calendar – delivering a dynamic programme of wellness, music, cultural events, and family fun running from late spring through to early autumn.

Each day began with morning yoga in The Lantern Room, hosted by hum wellness, while evenings saw residents and guests enjoying drinks and live music at Taylor's of Goodluck Hope on the Orchard Dry Dock.

Families had the chance to get hands-on at baking masterclasses with Layers Bakery, and festive monthly highlights like Cinco de Mayo and Locktoberfest brought global flavours, colour and energy to the dockside.

As we head into autumn, we're reflecting on a truly unforgettable season across our London neighbourhoods – a summer of sunshine, creativity and community connection.

For more stories, photos and news from our London summer, check out the 'Dates for the Diary' section in this issue of your bulletin.



The Royal Wharf Summer Fete



The Islander Festival was enjoyed by all ages



Owner of the Belleville Fashion House

## Backing Edgware: Ballymore's ongoing commitment to community and local enterprise

Ballymore has renewed its support for the Edgware community with two major initiatives that showcase its long-term commitment to social value – from grassroots charities and youth programmes to sustainable start-ups and new local businesses.

### Supporting the changemakers

Now in its second year, the Edgware Town Centre Community Fund will distribute £26,665 in grants to nine local charities and organisations making a tangible difference in people's lives.

Each organisation will receive up to £3,000 to deliver projects that support health and wellbeing, youth empowerment, social inclusion and improvements to the local environment. Initiatives range from yoga and boxing to reading support and food education – all designed to bring people together and enrich daily life in Edgware.

Among this year's recipients are:

- **Kisharon Langdon:** Delivering nutritionist-led sessions to help disadvantaged residents live healthier lives.
- **Give. Help. Share.:** Providing food education in local schools.
- **Unitas Youth Zone ABC:** Expanding its amateur boxing programme for young people across Barnet.
- **Read Easy Barnet:** Doubling the number of adults supported through one-to-one literacy coaching.

Robin Moss, CEO of Unitas Youth Zone, said: "The Community Fund grant will help provide a safe, supportive space for young people to increase confidence, improve fitness, and develop positive peer relationships."

Paul Margree of Read Easy Barnet added: "We'll be able to support more people and invest in specialised materials – all of which will help us continue transforming lives."

This year's fund builds on the success of 2024's £26,000 round, which supported 12 organisations. The programme is part of Ballymore's wider social value framework, supporting Edgware residents while laying foundations for a more connected, resilient town centre.

### Championing local enterprise: Start-up winner announced

Ballymore's commitment to Edgware extends to the high street. In partnership with SaveTheHighStreet.org, Ballymore recently launched the Edgware Startup Competition – offering one entrepreneur the chance to open a retail business at The Broadwalk Shopping Centre with three months' free rent and business support.

The winner, Belleville Fashion House, is a sustainable fashion label by local designer Marta Egervari. Her timeless, eco-conscious collections impressed judges with their blend of ethical practice and community values.

"Opening Belleville Fashion House at The Broadwalk is a dream come true," said Marta. "I believe fashion can be both expressive and responsible – and I'm incredibly grateful to Ballymore and SaveTheHighStreet.org for this opportunity."



Inside the Belleville Fashion House

Alex Schlagman, CEO of SaveTheHighStreet.org, added: "Belleville Fashion House is exactly the kind of inspiring, community-focused business we hoped to support."

*"The Community Fund grant will help provide a safe, supportive space for young people to increase confidence, improve fitness, and develop positive peer relationships."*

### Long-term vision

Both initiatives reflect the spirit of Ballymore's wider regeneration plans for the town. Working in partnership with Places for London, Ballymore's £1.7 billion Edgware masterplan will deliver over 3,300 homes – including up to 1,150 affordable homes – alongside new shops, jobs, student housing and public green spaces. A new Deans Brook Nature Park will reconnect residents with nature, unlocking land that has been inaccessible for nearly a century.

Simon Ryan, Development Director at Ballymore, said: "It is a joy to announce the second round of community fund recipients and the winner of the start-up competition. These initiatives benefit a diverse range of Edgware residents and reflect our deep, long-term commitment to the area. We are proud to continue supporting local people and projects as Edgware evolves."



To stay updated on Ballymore's plans for Edgware and new opportunities to get involved, scan the adjacent QR code.



Children enjoying their equine therapy



## Music, horses and hope: Ballymore renews its support for autism education at Scoil Oilibhéir

Since 2023, Ballymore has supported Scoil Oilibhéir, a 262-student Gaelscoil in Dublin 15, helping to establish a dedicated autism support class and fund life-changing therapies. This year, we renewed our support to further enhance provision, backing initiatives such as music therapy and reverse integration that are building confidence, communication, and inclusion



New classes are now underway



Music classes in action

At Scoil Oilibhéir in Dublin 15, music is doing more than creating joy – it's helping autistic students build confidence, express themselves, and develop key life skills.

The school's autism support class, Rang na Réaltai ("Class of Stars"), was created to offer a structured and nurturing environment for children with more complex needs. Ballymore has supported the initiative since its launch, and this year expanded its support allowing the school to introduce more therapies like music and equine therapy – each of which have had a transformational effect.

"Ballymore has allowed us to do so much," says Headteacher Antóin Ó Cléirigh. "Their support gave us momentum, enabling us to explore internationally recognised therapies that we otherwise wouldn't have had access to."

Among them is music therapy, led by specialist John McLoughlin. Each session offers a safe, familiar structure with a 'hello song', instrument play, and a 'goodbye song' to close. "The kids adore music," says Special

Needs Assistant Ciara Uí Shúilleabháin. "It's incredible for communication, especially for pre-verbal children, as it gives them a way to connect with their peers."

*"What began with fear has become a weekly adventure."*

Deputy Head Lára Ní Riain agrees: "Some children who struggle to attend school find comfort in music, while others gain confidence through shared sessions. They let go, they're free, and they're content."

Equine therapy, another programme supported by Ballymore, brings students to a nearby farm for 10 weekly sessions, helping with

physical, emotional and sensory development. "What began with fear has become a weekly adventure," says Class Teacher Micheál Mac Cormaic. "It gives children the motivation to engage across the curriculum – through writing, art, science, and discussion."

The school is also promoting inclusion across its student body through reverse integration – bringing mainstream pupils into autism support settings to build empathy and awareness.

Looking ahead, the team hopes to expand provision further, including a sensory-friendly kitchen to teach life skills such as food preparation and hygiene. "It would help promote a successful transition to adulthood," says Micheál.

For Ballymore, supporting Scoil Oilibhéir aligns with its commitment to communities and inclusion. As Ó Cléirigh concludes: "For the parents and the kids, it means everything."

## Two striking new sculptures unveiled at The Brentford Project



Two captivating new public sculptures have been unveiled at The Brentford Project, the landmark regeneration scheme by Ballymore in Brentford town centre.

The artworks, created by internationally acclaimed artist Colin Spofforth, were revealed at a special event attended by Sean Mulryan, Chairman and Group Chief Executive of Ballymore, Councillor Tom Bruce, Deputy Leader of Hounslow Council, and the artist himself.

Located on either side of Workhouse Dock, the sculptures – titled *Guest of a Lady* and *The Mirror Man* – mark a major milestone in Ballymore's vision to integrate art, history, and community into the very fabric of Brentford's evolving identity, as the ongoing regeneration continues at pace.

### Guest of a Lady

This evocative bronze sculpture features a seated female figure in period attire, inspired by Brentford's industrial nineteenth-century past. Positioned to invite interaction, the figure gazes out across the landscape, evoking an era when the Grand Union Canal and the Great Western Railway brought prosperity and bustling activity to the town. Her open posture encourages viewers to sit beside her, reflect, and immerse themselves in the narrative of Brentford's heritage.

### The Mirror Man

Boldly interactive and thought-provoking, *The Mirror Man* explores themes of self-perception and reflection. Cast in bronze, the sculpture features a man in work clothes, leaning against a towering, Victorian-industrial-style stainless steel mirror. Transfixed by his own reflection, he sticks out his tongue – an act of defiance against perceived imperfections. The convex mirror surface distorts his image, making it appear to float, while the reverse side features two more mirrors – one concave and one convex – producing a kaleidoscope of conflicting reflections. Upside-down images and fisheye distortions challenge viewers to consider how they see themselves and how others perceive them.

Mulryan said: "At Ballymore we have always believed that art has the power to transform a space into a magical place. These sculptures provide two new cultural points of interest for the public to engage with and enjoy. Importantly, they take inspiration from Brentford's past, ensuring that this spirit is continued as part of our ongoing regeneration of The Brentford Project."

Spofforth added: "Public art has the power to spark conversation, inspire imagination, and change the way people see their surroundings. Both pieces are deeply rooted in Brentford's character – past, present, and future. I hope they prompt people to stop, think, and smile."

Bruce commented: "At Hounslow Council, we believe in creating meaningful places – not just buildings – and the unveiling of these beautiful sculptures show that Ballymore and the Brentford Project share in that vision. These works of art speak to Brentford's rich history and heritage, while affirming that creativity, art, culture and community have a strong role to play in its future. I hope they will provide inspiration and enjoyment for many years to come."

The Brentford Project is a transformative waterfront regeneration scheme delivering new homes, independent retailers, vibrant public spaces and community-driven cultural events, breathing new life into the town.

*"Public art has the power to spark conversation, inspire imagination, and change the way people see their surroundings. Both pieces are deeply rooted in Brentford's character – past, present, and future. I hope they prompt people to stop, think, and smile."*



Sean Mulryan with one of the sculptures



## OUR PEOPLE

Welcome to your brand-new People page, a roundup of all the great progress and initiatives that support our Ballymore colleagues across the UK and Ireland.

## Ballymore leads the way with first-of-its-kind €100,000 apprenticeship pledge

Ballymore has pledged €100,000 per year for the next five years to help grow construction apprenticeships in Roscommon, with potential plans to extend the initiative into Galway.

The commitment, delivered in partnership with GRETB (Galway and Roscommon Education and Training Board), is known as the Roscommon Construction Apprenticeship Bursary – and is being led by Ballymore colleagues Hayleigh O’Farrell and Charlie Conlan.

The programme is the first of its kind and will provide financial support to apprentices entering trades such as plumbing, carpentry, electrical, stonecutting, plastering, and painting and decorating. As Hayleigh O’Farrell explained: “Ballymore is proud to be the first company to launch a bursary of this kind – one designed to ease the financial pressure that can often be a barrier to starting an apprenticeship. The bursary will support the cost of tools, equipment, travel, accommodation, and off-the-job training, making it easier for more people to pursue careers in construction.”



Among the Women of Ballymore are Sue Whittin left and Shauna Walsh right

*“The property and construction sectors are changing fast – and we want strong female voices helping to lead that change.”*

We have welcomed a new cohort of representatives to our Employee Committees, including (left to right) Fergus Lawrie, Henrietta Owusu and Luke Butters



## Nurturing early careers through our graduate programme

Alongside our growing apprenticeship programme, Ballymore is proud to support early careers through our dedicated Graduate Programme – designed to give talented individuals a well-rounded introduction to the property and construction sectors.

We’ve expanded our existing cohort this month, welcoming five new graduates to the UK team on a two-year rotational scheme that will give them experience across a range of departments. Three graduates join our development teams – Nicole Plant, Ellia Houghton and Ayrton Joshi – while two others, Owen Morton and Lewis Murrell, will begin their journey with our construction teams.

As our graduate programme evolves, we’re excited to be expanding it into Ireland in 2026 too, with recruitment opening this month ahead of careers fairs at TU Dublin and TUS this October. Our colleague Alice Stephens, People Director for the UK and Ireland, said: “Supporting early careers is a core part of Ballymore’s long-term people strategy. Our graduate and apprenticeship programmes offer real, hands-on experience and development opportunities – and we’re proud to be investing in the future of our industry by helping people build meaningful, lasting careers.”

## Celebrating the women of Ballymore

We’re proud to have launched our Women of Ballymore initiative earlier this year – a movement designed to support and empower women across the business, while helping shape a more inclusive future for the property and construction industries.

This initiative coincided with the launch of our female leadership development programmes in the UK and Ireland, created in partnership with The Circle Partnership – an organisation committed to transforming the culture and composition of the built environment by promoting gender equity.

As part of this collaboration, Ballymore has sponsored five UK-based employees to take part in The Circle Academy: Anika Perez, Lydia Obute, Laura Jeffery, Lauren Kehoe and In Hae Chung. In Ireland, we worked with The Circle Partnership to create a bespoke coaching and development programme, aimed at supporting participants to overcome key societal, cultural, and personal barriers to progression. We sponsored six places on the programme, taken up by Hayleigh O’Farrell, Maggie Conway Halligan, Shauna Walsh, Susan Whitton, Donna Somers and Aisling Curley.

And now, we’re calling on women across Ballymore – and beyond – to join our growing network of mentors as Alice Stephens explained: “We’re looking for brilliant women to inspire and support those learning and growing within the built environment. We already have incredible female talent across our business, and I’d encourage those who feel ready to step forward as mentors. Equally, we know there are

exceptional women in our wider network whose experience could be invaluable. The property and construction sectors are changing fast – and we want strong female voices helping to lead that change.”

The Women of Ballymore network is just one of several colleague-led groups we’re proud to support. We also continue to strengthen employee voice through our Employee Committees – forums where employees can raise ideas, share feedback, and help shape how we work.

Every employee has a representative who speaks on their behalf at committee level and, following a recent re-election process, we’re pleased to welcome a new cohort of employee representatives. In BDML (Planning, Development & Business Support), Henrietta Owusu and Lauren Kehoe will serve as representatives, while in BDML (Product, Sales & Completions), Laura Jeffery and Salvatore Cusimano will take on the roles.

In BCSL (Construction & Commercial), Nick Holland and Luke Butters have been elected, with Shakirah Shahid and Ahmed Hussain representing BCSL (Business Support). For BPIL (Planning, Development & Business Support), Paula Clarke and Ronan O’Brien will serve as representatives, with Barry Ryan and Joanna Osowska taking on the role for BPIL (Construction & Commercial).

If you’re interested in becoming a mentor, or supporting the Women of Ballymore initiative, please contact your People team – or reach out directly to Alice Stephens at [astephens@ballymoregroup.com](mailto:astephens@ballymoregroup.com).

## STAFF INTERVIEW: Meet Simon Ryan



Simon is our Development Director and has been a solid part of the Ballymore team for 13 productive years. Since 2012 he’s progressed through various positions from Town Planning Manager to Senior Development Manager into his current role.

Simon shares why he’s dedicated much of his career to Ballymore, and the momentous challenge he and his team have faced securing the go ahead for our newest development at Cuba Street, in London.

### How is life at Ballymore?

As you’ve probably gathered by the fact that I’ve been here for 13 years, I love it here. I’m surrounded by a brilliant team and am fortunate that I have autonomy on how to do my job in the best way. Colleagues across the board – from sales and marketing through to aftercare all share the same ethos of working as a team and I think essentially, we’re all inspired by the fact that the projects we work on are highly aspirational and always individual.

### Tell me more about that Ballymore approach

I truly believe it’s where we stand out as a company and are worthy of being called market leaders. At the beginning of every project, we start from scratch with the surrounding context and the heritage of the site as our starting point. The range and quality of our projects is exemplary and that’s very inspiring to be around.

*“I truly believe it’s where we stand out as a company and are worthy of being called market leaders.”*

### Tell me about Cuba Street which I believe has been taking up a lot of your time

More than you might imagine... in fact, Cuba Street has been on my radar for 20 years! I was a case officer in the mid noughties for a previous applicant on the site so I’ve come full circle bringing it to life two decades later!

### Wow, how has it taken so long to come to fruition?

For a single building, Cuba Street is an incredibly complex site. It has a lot of heavy lifting to do in terms of townscape and needs to act as a transitional space that brings together two extremes in terms of surroundings – tall buildings on one side and low rise on the other – so it has to work very hard. We’ve worked closely with the authorities to design a scheme which is capable of delivering this niche set of needs.

The result is a single landmark tower and a 1,800 sq m public square. After a multitude of stop-starts, I can finally say work will begin on site in September – it’s been a big job to get us here in the midst of many economic challenges – from interest rates rapidly rising to construction inflation. Plus there have been changes of regulation following the Grenfell tragedy which has re-directed the focus of housing associations. These factors have all had an impact on how we proceed with Cuba Street – but we’re finally there and when complete in 2029 I think it’s going to have a transformational effect on its surroundings.

*“As you’ve probably gathered by the fact that I’ve been here for 13 years, I love it here.”*



*“After a multitude of stop-starts, I can finally say work will begin on site in September... when complete in 2029, I think it’s going to have a transformational effect on its surroundings.”*

### What do you like to do outside of work?

Family first – life is busy with my wife and I running around after our children and their many sports and hobbies. We have Onora (11) and Rapha (9). I also like to keep fit and go to the gym and I love to cycle. I cycle to and from work every day from South East London to our head office at Canary Wharf. I also like to do a few obstacle course challenges each year – and have recently introduced my children to the same muddy world! Whether they want to do it again though...



# CONSTRUCTION ROUNDUP:

## Ballymore sites in progress

We're pleased to share the latest updates from our live sites across the UK and Ireland, where significant progress is being made on several key developments. Read more about them below...

### LONDON

At Embassy Gardens in Nine Elms, London, anticipation is building ahead of the launch of The Capston – the final chapter in this landmark development that will deliver 247 new homes. In preparation for the launch, construction is underway on a brand-new marketing suite that will showcase what this latest phase has to offer.

Across the city at The Brentford Project, with the first phase now complete, we've begun piling works for phase two. This marks the next step in our long-term vision to create a vibrant new riverside town centre for Brentford. Piling is now complete for two blocks, J and E, and construction is progressing well with pile caps and ground beams almost fully complete. Set for completion in late 2027, these two plots, which comprise five separate cores, will provide 200 homes, ranging from studios to three-bedroom apartments.

At the same time, we are continuing restoration works to preserve the nationally listed elements of buildings on Brentford High Street. To allow works at Town Wharf to progress, boats moored there have begun moving to nearby Workhouse Dock.

Lastly, landlord works to cars-to-bars business Duke of London's premises at the multi-storey car park have completed and the company will be starting its fit-out very shortly. When complete, the full project will deliver 876 new homes and around

50 new premises for retailers, restaurants and local businesses.

Meanwhile, at Bridgewater Triangle in Stratford, major infrastructure works are progressing, with replacement bridge works now underway. This 2.4 ha (approximately 5.9-acre) brownfield site will ultimately be home to a mix of new homes, over half of which will be affordable. The neighbourhood is being thoughtfully designed with a range of typologies, from townhouses and duplexes to lateral apartments, to suit a diverse mix of future residents.

And at Ladbroke Grove, we're progressing discussions with the local authority on plans to rehouse charities from Canalside House into refurbished office space at Maxilla Bays – paving the way for a new park at the neighbourhood gateway. We've also finalised a collaboration agreement with Berkeley St William, including a minor land swap to align roads within the masterplan.



In Nine Elms we are gearing up for the launch of The Capston



An aerial view of Seapoint in Bray

### IRELAND

In Ireland, we are nearing completion of the first phase at Sea Gardens, in Bray, where all homes are now sold. Block C – an apartment building with ground-floor retail – and the Market Square are both on track for completion in November.

We have completed 133 homes and a public park and playground as part of the first phase of Stonehaven in Naas and have now begun work on 72 homes in phase two. The Neighbourhood Centre (crèche, grocery, coffee shop) and dog walk area will open in the third quarter of 2026. Construction has also commenced on several new Ballymore neighbourhoods – including Tower Green, in Newbridge. Work on 126 homes here began in the spring and the show complex structures are already in place ahead of a launch later this year.

At Ballinderry Gardens in Mullingar, we are delivering 117 new homes, offering a mix of

semi-detached houses, terraced homes, and duplexes. Timber frame installation is underway, and around 90% of foundations and substructures are now complete.

Work is also moving forward on the Seapoint Apartments in Bray, with site clearance and demolition fully complete – a significant milestone, particularly given the constraints of the confined coastal site. Substructure and groundworks are underway, while detailed design coordination for the superstructure has commenced with the subcontractors, supporting a smooth transition into the next phase of construction.



The proposed Royal Academy of Music building in London

## A new musical addition to London City Island

Ballymore is proud to welcome the Royal Academy of Music to London City Island, as the 200-year-old institution announces its plans to create a major new educational and rehearsal facility within the development.

The move marks a significant step in Ballymore's long-term ambition to establish a cultural quarter at London City Island, which is already home to English National Ballet's HQ. The Academy joins a growing list of world-renowned organisations including the BBC, V&A, and Sadler's Wells, who are expanding to east London.

As part of a 100-year peppercorn lease agreement, Ballymore and development partners EcoWorld are providing the Academy with an existing building on the Island to be transformed into more than 2,000 square metres of new rehearsal and teaching space. The facility will feature four large, acoustically isolated studios, 10 fully equipped teaching rooms, and cutting-edge recording infrastructure – all delivered to the highest sustainability standards.

*"The Royal Academy of Music's extraordinary cultural centre will not only be a place of musical excellence and learning, but will also strengthen the Academy's social impact – improving access to music education for all."*

*"Future talent will grow and thrive in a world-class facility, surrounded by a creative ecosystem of dance and the visual arts."*

John Mulryan, Group Managing Director, Ballymore, said: "The Royal Academy of Music's extraordinary cultural centre will not only be a place of musical excellence and learning, but will also strengthen the Academy's social impact – improving access to music education for all. Future talent will grow and thrive in a world-class facility, surrounded by a creative ecosystem of dance and the visual arts. Welcoming the Royal Academy of Music to our Islander community is a moment of real pride for all of us at Ballymore."

The new centre will provide essential overflow capacity for the Academy's primary Marylebone Road campus in central London, just 22 minutes away by tube. It will improve day-to-day facilities for students while also supporting the Academy's acclaimed Widening Participation programme, which reaches over 5,000 people each year – including young musicians from under-represented backgrounds, hospital patients, care home residents and SEND learners.

The scheme's architectural design, by the award-winning AOC Architecture, will prioritise sustainability and wellbeing. The retrofitted building will be designed to BREEAM 'Excellent' standard, maximising the reuse of existing structures and low-carbon materials.

Geoff Shearcroft, Director of AOC Architecture said: "The Royal Academy of Music's new building is conceived as a stacked village of studios that support new forms of collaboration and creativity. Diverse in scale and form, the family of distinct, acoustically tuned rooms provide the ideal conditions for practice and learning, integrating analogue and digital production. The designs maximise the reuse of the existing building and prioritise the use of natural and biogenic materials, minimising embodied carbon and creating a healthy, sensory environment that actively supports wellbeing."

Construction is due to begin in 2026 following completion of RIBA Stage 4 designs and a competitive tender process.

Jonathan Freeman-Attwood, Principal of the Royal Academy of Music, said: "This acquisition is a game-changer for the Royal Academy of Music and integral to our future as we take our already-world-class facilities to a new level and to a new place – a place in the east of London with endless possibilities, as we extend our reach across the city and beyond."

The project is being funded through philanthropic support, with an initial £5 million donation already secured.





## CULTURE CLUB:

“The boundless potential for collaboration is the core principle of East Bank”

Introducing the Culture Club, a feature in which we hear from leading figures in the arts world. In this issue of *bulletin* we meet Tamsin Ace, director of London’s East Bank.

In 2028, we’ll be welcoming residents into 1,200 new homes over two waterside neighbourhoods in the 560-acre Queen Elizabeth Olympic Park in London. Our residents will be able to benefit from the exemplary work carried out by the East Bank partners, an innovative alliance between world leading universities and cultural institutions which seeks to create an inspirational destination for everyone who visits, lives and works in east London.

The institutions include two world-leading universities: UAL’s London College of Fashion and UCL East (University College London), both of which opened their doors in 2023. Also at East Bank is Sadler’s Wells East, which opened in February to huge acclaim, showcasing their state of the art venue with *Our Mighty Groove*.

This summer saw the opening of the first of two new V&A East sites as part of East Bank. V&A East Storehouse offers visitors unprecedented access to the behind-the-scenes world of its busy working stores and its vast collection of over half a million creative works. The trailblazing *Order an Object* experience allows anyone to book online in advance to see any object they like, seven-days a week, paving the way for a new future of accessing national collections.

The David Bowie Centre at V&A East Storehouse will follow shortly after in September. Next spring, local residents can look forward to the opening of V&A East Museum, neighbouring the already-open London College of Fashion site. BBC Music Studios will open in late 2026/early 2027, and will feature pioneering facilities for performance, broadcast, and recording.

Director of East Bank, Tamsin Ace, has been leading the charge for 18 months, working with the four local authorities, the Greater London Authority (GLA) and all five institutions to consolidate the East Bank vision. “It is a huge collaborative and shared mission from our partners to pull all of their energy and resources together to create an authentic, harmonious and inspiring hive of activity” said Ace, “There is a huge emphasis on bringing people together, creating inclusive and innovative opportunities for all”.

*“There is a huge emphasis on bringing people together, creating inclusive and innovative opportunities for all.”*

The London Mayor’s investment in East Bank is the most significant in culture and education since the museums and universities which line Exhibition Road in South Kensington, built following the Great Exhibition in 1851. East Bank is estimated to generate £1.5 billion for the economy and has been working with local organisations for years prior to the buildings’ physical presence on the park.

As Ace explained, “The boundless potential for collaboration between the institutions is the core principle of East Bank. Above all, we want to pull together our world-class talent and resources to add value and benefit to everyone who visits, lives and works in east London.”

Ace and her team continue to work closely with the wider Queen Elizabeth Olympic Park community: “We want to make sure we’re authentically representing the needs of the community and not making any assumptions. We’ve been liaising with the Elevate Youth Board and community anchors from the four boroughs

who facilitate outreach programmes – their input has inspired Academy Breakin’ Convention – a school for study of hip hop theatre at Sadler’s Wells East. We want to immerse ourselves and create opportunities for all, and this informs all our decisions at East Bank.”

Ballymore in conjunction with London Legacy Development Corporation will be creating two new waterside neighbourhoods: 700 homes will be created at Bridgewater Triangle (50% affordable) and 600 homes, (35% affordable) will sit at Stratford Waterfront, adjacent to East Bank.



Tamsin Ace, Director of East Bank

## VIEW FROM THE OUTSIDE:

View from the Outside is a regular feature in which friends of Ballymore give their opinions on the industry. In this issue, we interview Brid O’Connell, CEO of Guaranteed Irish.



## Ballymore exemplifies the principles of Guaranteed Irish in action

Guaranteed Irish is a not-for-profit membership organisation that has championed businesses rooted in Ireland for 50 years. Representing more than 2,300 members nationwide, it’s a trusted national symbol of Irish provenance – with member companies employing over 150,000 people and contributing €14.2 billion annually to the Irish economy.

We’ve been proud to be a member over the past year, working with Guaranteed Irish to strengthen our local and reliable supply chain. Now, Brid tells us more about its impact.



Brid O’Connell

*“Guaranteed Irish reflects a modern Ireland – one that embraces innovation while honouring our heritage.”*

Guaranteed Irish has long been synonymous with high-quality Irish products. CEO Brid O’Connell recalls its iconic status during her youth but notes it had lost visibility in recent years. When she took on the role in 2016, she saw an opportunity to restore its relevance.

“We needed a feel good in Ireland at that time,” O’Connell explains. “The repercussions of the global financial crisis were severe in Ireland and continued into the mid 2010s; then there was Brexit too. It was clear we needed to ignite some energy and rebuild trust across the country”.

With what was then a small team, O’Connell set about restructuring the organisation, emphasising its core values: supporting jobs, communities, provenance and sustainability. The result? Membership grew from just 100 businesses to over 2,300, while her team itself grew from two to the 14 people working at Guaranteed Irish today.

The team acts as a marketing partner for its members, amplifying their messages and connecting them with opportunities. O’Connell continued: “Our members are proud to be based in Ireland and meet our criteria promoting sustainability, local jobs, and community impact.

“They are the heartbeat of this organisation, representing everything from small family-run businesses to global enterprises with Irish roots. Each member business shares a commitment to affecting positive change in communities while supporting enterprise in a sustainable manner. By working together, we are not only supporting the Irish economy but also fostering innovation, collaboration, and a sense of pride in what Ireland can offer to the world.”

### Delivering value

Membership with Guaranteed Irish delivers tangible benefits. For every €100 spent with a Guaranteed Irish business, €150 is generated for the Irish economy. Collectively, members contribute €59 million annually to social initiatives, from charity donations to sports sponsorships.

“Guaranteed Irish reflects a modern Ireland, one that embraces innovation while honouring our heritage,” O’Connell continued. “Ireland has transformed from a primarily agricultural nation to a global leader in tech, pharma, and services. Our members embody this evolution, combining traditional craftsmanship with cutting-edge innovation.”

### Welcoming Ballymore

Ballymore exemplifies the principles of Guaranteed Irish in action. Already a valued member, Ballymore deepened its relationship with Guaranteed Irish in autumn 2024 by launching the Guaranteed Irish House partnership. By sourcing 60% of its supply chain from businesses based in Ireland, Ballymore has set a benchmark for sustainability, local collaboration, and social impact in the construction sector.

“They’ve been true trailblazers,” said O’Connell. “Through the Guaranteed Irish House concept, Ballymore not only champions local suppliers but also creates opportunities for smaller businesses to collaborate with larger players. This initiative strengthens Ireland’s supply chain and allows buyers to support enterprise in their community, where the skills, resources, and materials of businesses are based.

The partnership reflects a growing global trend towards local sourcing, further emphasised by supply chain disruptions during COVID-19. As O’Connell acknowledged: “As we became increasingly globally dependent, the concept of using local suppliers was a fallback. The pandemic showed the vulnerability in that method, and as a nation we, quite rightly, turned our attention to products and services made or sourced in Ireland.

“What was once Plan B has become the first choice among consumers here, and this approach significantly bolsters the Irish economy, reduces reliance on external uncontrollable factors, and ensures sustainability remains at the heart of decision-making.”

### A blueprint for a green future

Looking ahead, Guaranteed Irish is committed to nurturing collaboration among its members and positioning Ireland as a destination for businesses prioritising positive change.

“In a fragmented world lacking trust and leadership, our role is to ensure Irish businesses stand out for their quality and integrity,” O’Connell concluded. “We want every consumer and business in Ireland to recognise and value the Guaranteed Irish mark as a symbol of trust.”

When she’s not championing Irish businesses, Brid enjoys running and spending time with her family in Malahide. For her, working with such a diverse range of members – be that small family businesses to tech and pharmaceutical giants, to Ballymore itself – is what makes the job exciting.

“The potential for Ireland is enormous,” she said. “We’ve only just scratched the surface of what we can achieve together.”





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