



BATTERSEA POWER STATION

INTRODUCTION

- Battersea Power Station is at the heart of Central London's most visionary and eagerly anticipated new development.
- Now, on the 80th anniversary of this iconic building coming into operation, work officially begins on the creation of the Rafael Viñoly designed master plan which will see this vast former industrial site become home to a community of homes, shops, cafes, offices and 18 acres of public space.
- The first phase of construction works has recently been awarded to British firm Carillion in a contract that could ultimately be worth up to £400 million and follows a January 2013 sales launch at which 75% of residences sold in the first week.
- Located on the southern banks of the River Thames, Battersea Power Station is just under a mile and a half from the Houses of Parliament, across from Chelsea and forming the cornerstone of the new Nine Elms quarter - central London's last regeneration opportunity of its sort and home to the new US Embassy.
- The vision for the site will bring together housing, jobs, services, shops, arts and leisure in a creative district defined by cultural activity and high quality public space.
- Battersea Power Station will have its own new underground station, served by an extension to the tube system's Northern Line. The underground station will be located at the foot of a new High Street and become part of a wider public transport hub including river taxi, bus and train connections.
- The Power Station is the iconic centrepiece of one of the largest redevelopment projects that London has seen and on Thursday 4th July, 2013, work officially began on turning this waterfront site into an exciting, authentic and attractive new destination.





BATTERSEA POWER STATION

FACTS AND FIGURES

RESIDENTIAL

3,500 NEW HOMES

BUSINESS

15,000 NEW JOBS

TRANSPORT

NEW TUBE STATION

RESTORATION

OF GRADE II* LISTED POWER STATION

RIVERBUS PIER

LIBRARY

MEDICAL CENTRE

CHILDCARE FACILITIES

COMMUNITY & CULTURE

SIX ACRE RIVERSIDE PARK

£8 BILLION INVESTMENT VALUE



www.batterseapowerstation.co.uk



POWER STATION PARK

CIRCUS NORTH

FARADAY HOUSE

CIRCUS WEST

CIRCUS EAST

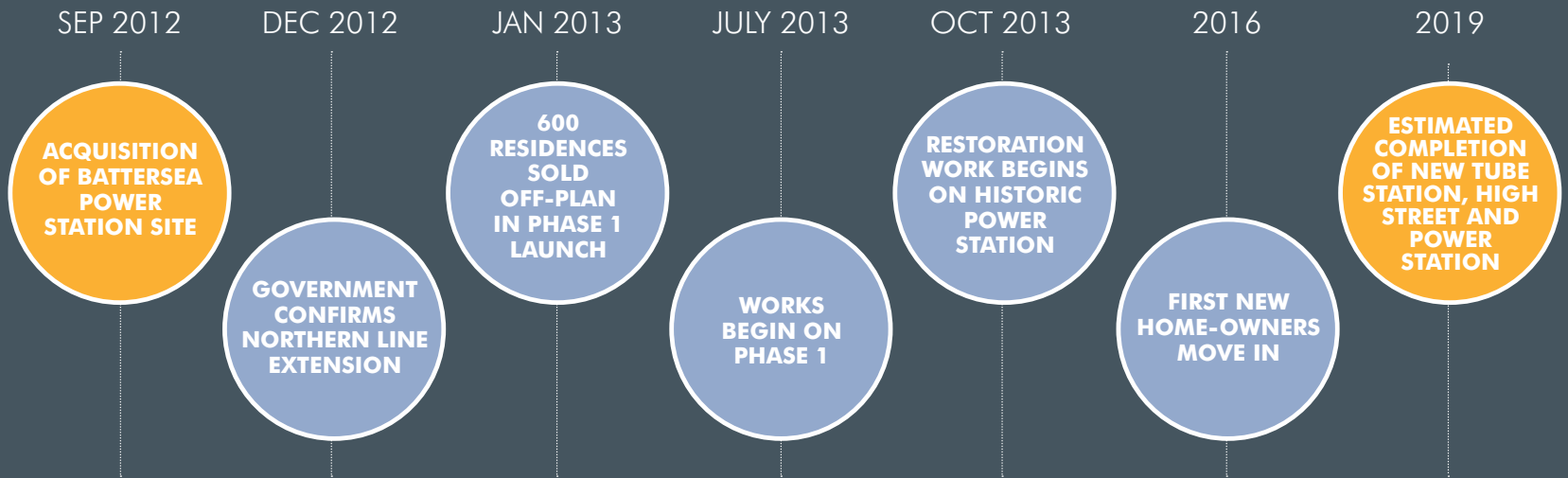
GILBERT SQUARE

THE PROSPECT

THE HIGH STREET

BATTERSEA POWER STATION

PROJECTED TIMELINE



- Battersea Power Station is one of the world's most famous buildings and is at the heart of Central London's most visionary and eagerly anticipated new development.
- The iconic Power Station, one of the finest surviving examples of art deco architecture, is within a few minutes' walking distance of the neighbourhoods of Chelsea and Westminster.
- The 39 acre, riverside site was purchased by a Malaysian consortium of S P Setia Berhad, Sime Darby Property and Employees' Provident Fund in September 2012.
- The scheme includes a new tube station, High Street, town square, hotels, cafés, restaurants and offices. Residences at Battersea Power Station range from studio apartments to townhouses and penthouses.





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PHASE ONE

- Circus West at Battersea Power Station is a mix of 866 1, 2 and 3 bedroom apartments, townhouses and penthouses as well as a blend of offices, shops, leisure and hospitality designed by Ian Simpson Architects and de Rijke Marsh Morgan (dRMM)
- Prices started from £335,000 for a studio, from £420,000 for a one-bedroom, from £610,000 for a two-bedroom and £890,000 for a three-bedroom apartment with first occupancy expected to be in 2016.
- Situated on the western side of the Power Station, Circus West will be a thriving new community where people come to live, work, socialise and spend their leisure time.
- As well as over 800 apartments, suites, townhouses and penthouses across 8 buildings, Circus West will have a range of amenities and services such as art galleries, independent coffee shops, a boutique theatre, creative business studios and meeting hub, a gym, indoor swimming pool and a health spa.
- All residents will have access to an elevated residents' garden, with most apartments having an enclosed 'Winter Garden' that will provide useable outside space all year around, whilst the penthouses will have private rooftop terraces.
- Circus West residents will also have access to a 5,000sq ft private Residents Club designed by David Linley – this club will have a bar, private dining space, library, business centre and a private screening room.
- Works commenced on July 4th 2013, and will be followed later in the year with the start of the renovation of the Grade II* listed Power Station, one of the largest brick buildings in Europe and one of the most significant surviving examples of Art Deco architecture.
- Completion of the first phase of the development is expected in 2016.
- The site will also provide large areas of public open space including a new six acre riverside park that will provide direct access to Battersea Park and Chelsea via a new riverside pathway adjoining the existing River Thames Walk.





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FAST FACTS

- Battersea Power Station is one of the largest brick buildings in Europe with a footprint of just over 6 acres. The Power Station was listed Grade II in 1980 and upgraded to II* in 2007.
- Construction of the steel frame commenced in 1929 with Battersea A completed in 1935 and Battersea B, despite the war, coming into service in 1944 with the fourth chimney completed in 1955.
- Sir Giles Gilbert Scott, architect of Bankside Power Station (now Tate Modern) and the red telephone box, was appointed architect of Battersea Power Station in 1930. The steel frame was enveloped in a brick skin and the chimneys pre-cast in concrete.
- The interior of Turbine Hall A is panelled with faience - a glazed terracotta, and, despite the war-time shortage, stainless steel was used for Battersea B Auxiliary Control Room.
- In 1940 RAF pilots used the plumes of white vapour from the chimneys to guide them home in the mist. The Luftwaffe also used the plumes for navigation, which explains why the Power Station avoided extensive bombing. With the prospect of invasion, it is said that the

Bank of England burnt large consignments of bank notes in the Power Station furnaces.

- At its height the total generating capacity was 509MW. Battersea was producing a fifth of London's power (equivalent to half the output of a modern nuclear power plant) belching out 500 tonnes of CO2 per hour. The station pioneered a gas washing process to reduce sulphur emissions (at 14 tonnes per hour) and excess heat generated was ducted under the Thames in a district heating scheme for 1,600 homes to the Churchill Gardens Estate in Pimlico.
- The Power Station has been described as a London landmark to rival St Paul's Cathedral. The Daily Herald called it 'the flaming altar of the modern temple of power'.
- A fire at the power station on April 20, 1964 caused power failures throughout London and as a result delayed the launch of BBC2 until the following day.
- Battersea A ceased generation, after 42 years production, in 1975 with Battersea B ceasing operation in 1983, almost 30 years ago to the day.

- An image of the Power Station, with an inflatable pink pig flying overhead, famously appeared on the cover of the 1977 Pink Floyd Animals album. Chaos ensued when the pig broke free and flew into the Heathrow flight path.
- The Power Station also appeared in the sleeve notes of The Who's album Quadrophenia, which was recorded in the nearby Rampart Studios.
- The Power Station appeared in the 1964 Beatles' film Help!, in Sir Ian McKellen's film of Shakespeare's Richard III. More recently it was used in the Batman film The Dark Knight, Guy Ritchie's RockNRolla and academy award-winning blockbuster The King's Speech.





THE SHARD

THE GHERKIN

ST PAUL'S CATHEDRAL

LONDON EYE

HOUSES OF PARLIAMENT

WESTMINSTER ABBEY

TATE BRITAIN

VAUXHALL BRIDGE

US EMBASSY
(FUTURE SITE)

BATTERSEA
TUBE STATION
(FUTURE SITE)

BATTERSEA PARK

BATTERSEA
PARK STATION

BATTERSEA POWER STATION

OWNERSHIP AND MANAGEMENT

Builder of Distinction
Setia
S P SETIA BHD GROUP

S P Setia Berhad

Since its incorporation in 1974, S P Setia has been a household name in Malaysia's property development industry. The group is recognised as Malaysia's leading listed real estate player with a portfolio that encompasses new towns, eco sanctuaries, luxury enclaves, high-rise residences, integrated commercial and retail developments.

In 2012, S P Setia was ranked No.1 in The Edge Malaysia Top Property Developers Awards for the 7th time, the only developer to have achieved this feat since the inception of the awards. S P Setia is also the only Malaysian developer to be recognised five times by the International Real Estate Federation (FIABCI) for three Best Master Plan Developments, one Best Residential (Low-Rise) Development and a Best Purpose-Built/ Specialised Project award.

The Group's strength lies in its prowess in creating meaningful environments based on its development philosophy of Live Learn Work Play. Having built a solid base in Malaysia, S P Setia began spreading its wings overseas in the last five years and is now in Vietnam, Australia, Singapore, China, Indonesia and the United Kingdom.



Sime Darby Property

Sime Darby is a Malaysia-based, diversified multinational involved in key growth sectors, namely plantations, property, motors, industrial equipment, energy & utilities and healthcare. Founded in 1910, its business divisions seek to create positive benefits in the economy, environment and society where it has a presence. With a workforce of over 100,000 employees in over 20 countries, Sime Darby is committed to building a sustainable future for all its stakeholders.

Sime Darby Property, the property arm of Sime Darby, is an established integrated property group, focused on becoming the leading developer of sustainable communities, in line with Sime Darby's brand positioning of developing sustainable futures. The core businesses of the division are property development and property investment. Apart from Malaysia, it has a global reach that encompasses assets and operations in Australia, Singapore, United Kingdom and Vietnam.



Employees Provident Fund

Set up in 1951, the Employees Provident Fund (EPF) is a social security institution which provides retirement benefits for members through management of their savings in an efficient and reliable manner.

As a retirement fund, the EPF adopts a risk-based investment approach and is committed to maintaining a prudent and low risk investment policy to safeguard members' retirement funds.

Member's contributions are invested in a number of approved financial instruments to generate income. They include Malaysian Government Securities, Money Market Instruments, Loans & Bonds, Equity and Property. Investment decisions require the approval of the EPF Investment Panel whose members are appointed by the Minister of Finance.

The EPF is also directly involved in financing national infrastructure projects to provide facilities and amenities to the public such as highways and airports.

The EPF is Malaysia's premier retirement savings fund serving more than 13 million members and is ranked among the largest sovereign pension funds in the world.

As at June 2012 the EPF has a total of 13.35 million members.



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