

HEALTHY HOMES

Keeping in shape is a priority for purchasers in the capital, discovers Cheryl Markosky



Rather than location, location, location, many house-buyers today demand fitness, fitness, fitness when hunting for a place to live.

Increasingly, “mindful movers” want more than property. They also desire what will make them feel happy in their homes, according to Foxtons’ *How London Lives* report.

With seven out of 10 Londoners exercising at least once a week, and nearly a fifth every day, developers are looking beyond basic gyms to make sure properties suit active lifestyles that people want to lead.

Louis Aldred, director of sales and marketing for Berkeley Homes South East London, has seen a notable lifestyle shift over the past decade, putting wellness at the forefront of our minds.

“It’s infiltrated every part of our daily lives, from Instagram accounts of wellness experts, to a wider range of exercise classes,” he explains. “Consequently, buyers are enquiring what facilities are on offer when purchasing new homes.”

Louis believes it’s better opting for a new development with everything to hand. “Most people don’t want to travel far from home after a long day in the office, so on-site facilities are attractive to buyers.”

At Berkeley’s South Quay Plaza, homeowners can visit the gym that features a resistance training circuit, core training zone, and studio for groups or personal trainers.

Neither the gym nor the pool are relegated to



SOUTH QUAY PLAZA, DOCKLANDS E14 FROM £820,000

Residents can use the swimming and vitality pools, thermal suite, sauna and steam rooms, and relaxation lounge at this Berkeley Homes scheme.

www.southquayplaza.london



FULHAM REACH, FULHAM W6 FROM £800,000

Wellness wonders at this riverside development include golf simulator, pool, Jacuzzi, gym, steam room, and the scheme’s own boat club.

www.fulhamreach.co.uk

a dingy basement, Louis adds. “They’ve been elevated so residents get views of the dock and Canary Wharf.” And outside, an exercise area’s being created alongside a cycling route and running path.

Having world-class, residents-only amenities guarantees that last-minute massage or space in a popular fitness class – which isn’t always the case in busy public gyms, points out Brian De’ath at Canary Wharf Residential.

He feels, however, that developers need to satisfy their target audiences. “If they’re looking to attract families, they need to invest in swimming pools, rather than blow-dry bars and other adult-oriented spaces.”

Expectations are high, reports Bernard Cully, investment sales director at JLL, whose clients buy into a lifestyle – and not just a flat. “They’re looking for apartments offering wellness facilities as part of a five-star hotel package.”

St George’s One Blackfriars on the South Bank presents a luxurious approach to staying hale and hearty. After lengths in a 20-metre pool, homeowners can use the spin studio, golf stimulator, thermal suite with sauna, and water massage shower.

Bernard says St George has gone one step

further, with “the gym overlooking the Zen Garden, providing a calm oasis for yoga and relaxation to unwind from hectic London living”.

Wellbeing is not only about getting your heart rate up during an aerobic workout or stretching your muscles while in downward dog. Savills’ Nina Coulter suggests that developing connections is equally important to happiness.

“The traditional workspace is rapidly changing. Lots of people enjoy working flexibly from home, and they want to be around others and feel part of the community.”

That’s why maximising amenity space to bring residents together is de rigueur. Nina cites Television Centre’s Soho House Gym’s 17-metre pool, steam room, sauna, fitness and yoga studios, and spa with beauty treatments.

“People want to live in a scheme like this where they can meet and interact with other people,” she says.

After House Gym’s signature high-intensity interval training class or a session of Vinyasa yoga, owners can eat pizza at Homeslice, enjoy a late-night cocktail at The Allis, or tuck into a Mumbai-inspired meal from Cricket without leaving the premises.

And yet, buyers need to beware of developers ticking boxes without knowing what services will be used, cautions Nicholas Finn of Garrington Property Finders. He observes that a few owners really use health facilities, while the rest don’t.

“I don’t think go-faster extras necessarily add a premium to the value of your property,” he remarks. “You pay for fancy gyms and pools via your service charges – and if they’re too high, this can be a hindrance when it’s time to sell your home.”

You might be better off simply installing wellness amenities – “such as cross-fit training in a garden studio, or attaching equipment to your bike so you can climb any mountain in the world” – in a resale home, suggests Nicholas.

And if privacy’s a big factor, a home, virtual driving range with cameras to help your swing might be preferable to a grander set-up in a large development where you’re more likely to be observed.

Nicholas also notes that younger and cooler employers provide gym memberships for staff. “They say, ‘Tell us which gym you want to join and we’ll subsidise it to make you a healthier human being’.”

Whichever route you decide to go down – a new scheme with all the bells and whistles, exercise kit in a resale home, or living close to superb leisure facilities – you’ll be a fitter and happier resident. 🏠



THE RIVER GARDENS, GREENWICH SE10

FROM £445,000

Open-plan kitchen, living/dining area opening onto a balcony, and exclusive access to a pool and gym.

www.therivergardens.com



ONE BLACKFRIARS, SOUTH BANK SE1

FROM £1,000,000

All the toys for fitness fanatics at this high-end scheme: gym, pool, luxe thermal suite, snow cabin, ice fountain, spin studio and golf simulator.

www.jll.co.uk/residential

ONE PARK DRIVE, CANARY WHARF E14

FROM £825,000

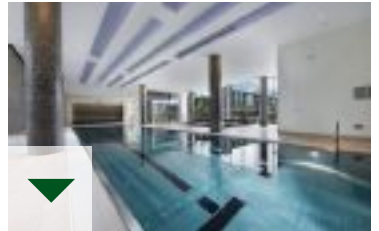
Kickstart your beneficial life with the residents’ health club and gym, lounge, and wraparound terraces at this Herzog & de Meuron-designed project.

www.residential.canarywharf.com



WELLNESS WISH LIST

- ‘Swim against the current’ endless pools
- Boxcercise
- Mindful Chef’s nutritious meal boxes (www.tipi.london/wembley-park)
- Parkour
- Sky pool stretching across two buildings (www.embassygardens.com)
- Parkrun (www.parkrun.org.uk)
- Tai chi
- Dancercise
- Run to the Beat
- Communal roof garden for meditation or a well-deserved drink



PAN PENINSULA SQUARE, CANARY WHARF E14

£500,000

You’ll be in the pink in a studio flat with balcony, and access to a pool, gym, spa and sky bar.

www.harrisons.co.uk



TIPI, WEMBLEY PARK HA9

FROM £1,775 A MONTH

Renters at this cutting-edge new development enjoy the on-site gym, parkour, rowing, pool, free running club, and yoga on the roof terrace.

www.tipi.london



TELEVISION CENTRE, WHITE CITY W12

FROM £675,000

Iconic building with 25,000 sq ft Soho House Gym, private cinema, lounge, lobby and landscaped garden.

www.savills.com



CANALETTO TOWER, CITY ROAD EC1

£1,095,000

Two-bed resale flat with access to pool, Jacuzzi, steam room, gym, leisure lounge, and Club Canaletto on 24th floor with City views.

www.savills.com

CYCLE OF LIFE

Wanting more space and less maintenance, Grant Emery, 36, and Krissy Bond, 28, bought a new, two-bedroom apartment at Greenland’s Ram Quarter in Wandsworth.

A keen cyclist, Grant’s pleased he can stow his bike securely in a storeroom without hassle. “Where I lived before, I had to carry my bike up and down stairs, and even into the house to keep it safe.”

Grant likes the fact that he can easily get to nearby Richmond Park – it’s just over two miles away – to cycle.

The couple can also enjoy shops, restaurants and cafes on the site of the converted brewery, wander along the banks of the Wandle River, and be in the heart of Wandsworth’s town centre within four minutes.

Grant sums up: “We really have the best of everything here – town and countryside, open spaces and amenities, and the old with the new.”

www.theramquarter.com

