

WHITEBEAM COURT

WILLESDEN GREEN





At Prime Phenix, our vision for Whitebeam Court is to create a collection of homes that embody the timeless charm of London's heritage while embracing the rhythm of modern life. This is not just another development; it's a redefinition of what it means to live well in one of North West London's most characterful neighbourhoods.

Inspired by the architectural language of Edwardian mansion architecture and the leafy elegance of Willesden Green, Whitebeam Court balances the sophistication of design with a deep sense of belonging. Every detail, from the boutique-hotel-inspired interiors to the carefully curated communal spaces, has been crafted to create harmony between the energy of the city and the calm of home.

This is a place where modern architecture meets warm human design. Where craftsmanship, sustainability, and community are not separate ideas, but part of one vision: to build homes that feel as enduring as the neighbourhoods that inspired them. Whitebeam Court reflects our belief that the best developments do more than shape skylines; they shape lives.

WILLESDEN GREEN
ON THE RISE







Whitebeam Court sits at the heart of Willesden Green's exciting transformation into one of North West London's most connected and vibrant neighbourhoods. The development offers outstanding transport links while placing residents within easy reach of three major regeneration hubs: Cricklewood/Brent Cross, Old Oak Common, and Wembley.

These neighbouring developments are delivering serious long-term investment: Brent Cross Cricklewood alone is set to deliver up to 6,700 new homes, office space for 25,000 jobs, and new parks, shops and leisure facilities.
Old Oak Common, part of London's ambitious growth plans, is forecast to deliver up to 24,000 new homes and create more than 55,000 jobs across the area. Meanwhile, Wembley's growth plans point to 15,000+ new homes and around 10,000 new jobs as the area evolves into one of London's largest mixed-use communities.

All this investment in homes, jobs, infrastructure, transport, retail, and green spaces is reshaping the surrounding area, boosting long-term appeal, connectivity, and capital growth potential. Yet Whitebeam Court keeps its peaceful, community-focused character. Tree-lined streets, beloved cafés, boutique shops and the rich cultural heritage of Willesden Green continue to provide a sense of belonging and neighbourhood soul.









Whitebeam Court offers unmatched connectivity, with Willesden Green Underground Station just 65 metres from your front door. Whether commuting to the heart of the city, meeting friends for lunch, or exploring London's landmarks and shopping destinations, fast and direct journeys are always within easy reach. From West Hampstead to Bond Street, Westminster, or even Canary Wharf, life here combines the calm of a leafy North West London neighbourhood with the energy and opportunities of the capital just minutes away.

Willesden Green Station
1 min

GAIL's Bakery
2 mins

Willesden Library Centre
10 mins

Gladstone Park
14 mins

West Hampstead:
3 mins

Bond Street:
13 mins

Westminster:
17 mins

Wembley Stadium:
26 mins

Brent Cross Shopping Centre
18 mins

Notting Hill
20 mins

Holland Park
30 mins

London Designer Outlet
45 mins


Walm Lane
Underground Station
Sainsbury's Local
Gail's Bakery
Angie’s Bar
Axis Coffee

WHERE LIFE MEETS FLAVOUR

Willesden Green is a neighbourhood that knows how to enjoy life. From the aroma of freshly brewed coffee drifting from independent cafés to the inviting warmth of family-run restaurants, the area offers a rich tapestry of flavours and experiences.

Locals gather in cosy brunch spots, lively gastropubs, and global eateries that reflect the area's diverse cultural roots. Whether you're meeting friends for a leisurely Sunday breakfast, discovering new cuisines, or unwinding with an evening drink, every corner around Walm Lane celebrates connection, community, and the simple pleasures of good food and great company.





GAIL's Bakery
Coffee shop



Cavallino Italian Trattoria
Italian Restaurant



Sanzio Restaurant
Italian Restaurant



The North London Tavern
British Pub Restaurant



Angie's Bar
British Pub



Gencos
Mediterranean Restaurant

LEISURE ESCAPES

Life at Whitebeam Court places you within easy reach of some of North West London's most beautiful and historic green spaces. From morning jogs to peaceful weekend strolls, there's no shortage of ways to reconnect with nature.

Gladstone Park, with its sweeping views across London, tree-lined avenues, and walled gardens, is a true local gem, just moments away. Roundwood Park and Queen's Park offer beautifully landscaped gardens, children's play areas, and cafés perfect for a relaxed afternoon. For those who love wide open spaces, Hampstead Heath provides 800 acres of natural woodland, ponds, and walking trails- an escape that feels worlds away from the city.





Roundwood Park



Gladstone Park



Hampstead Heath Park



Queen's Park



Tiverton Green
Golf Club



King Edward VII Park

SHOPPING & DAILY LIFE MADE EASY

At Whitebeam Court, everyday convenience meets the best of local and premium retail. For daily essentials, Sainsbury's Local, Tesco Express, and Little Waitrose & Partners make shopping effortless. Hilal Food Centre offers a wide range of international groceries, while The Hampstead Butcher & Provider brings artisanal quality to your kitchen.

For leisurely browsing, West End Lane Books is a haven for readers and a touch of local charm. When it's time for a bigger shopping excursion, Brent Cross Shopping Centre and London Designer Outlet are just a short journey away, offering high-street favourites, designer labels, and a variety of dining and entertainment options.





Sainsbury's Local



Little Waitrose & Partners



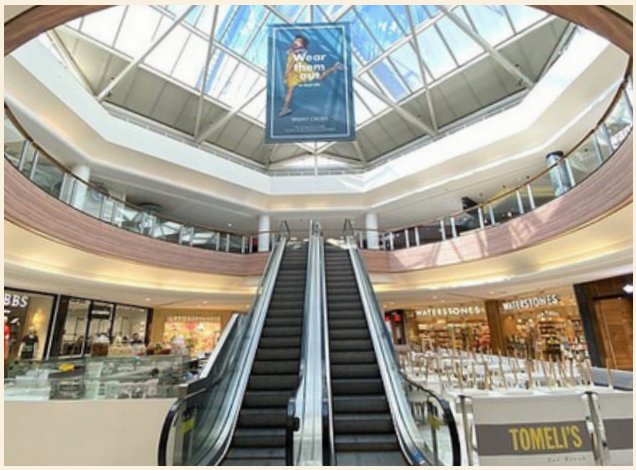
The Hampstead Butcher
& Provider



Hilal Food Centre



West End Lane Books

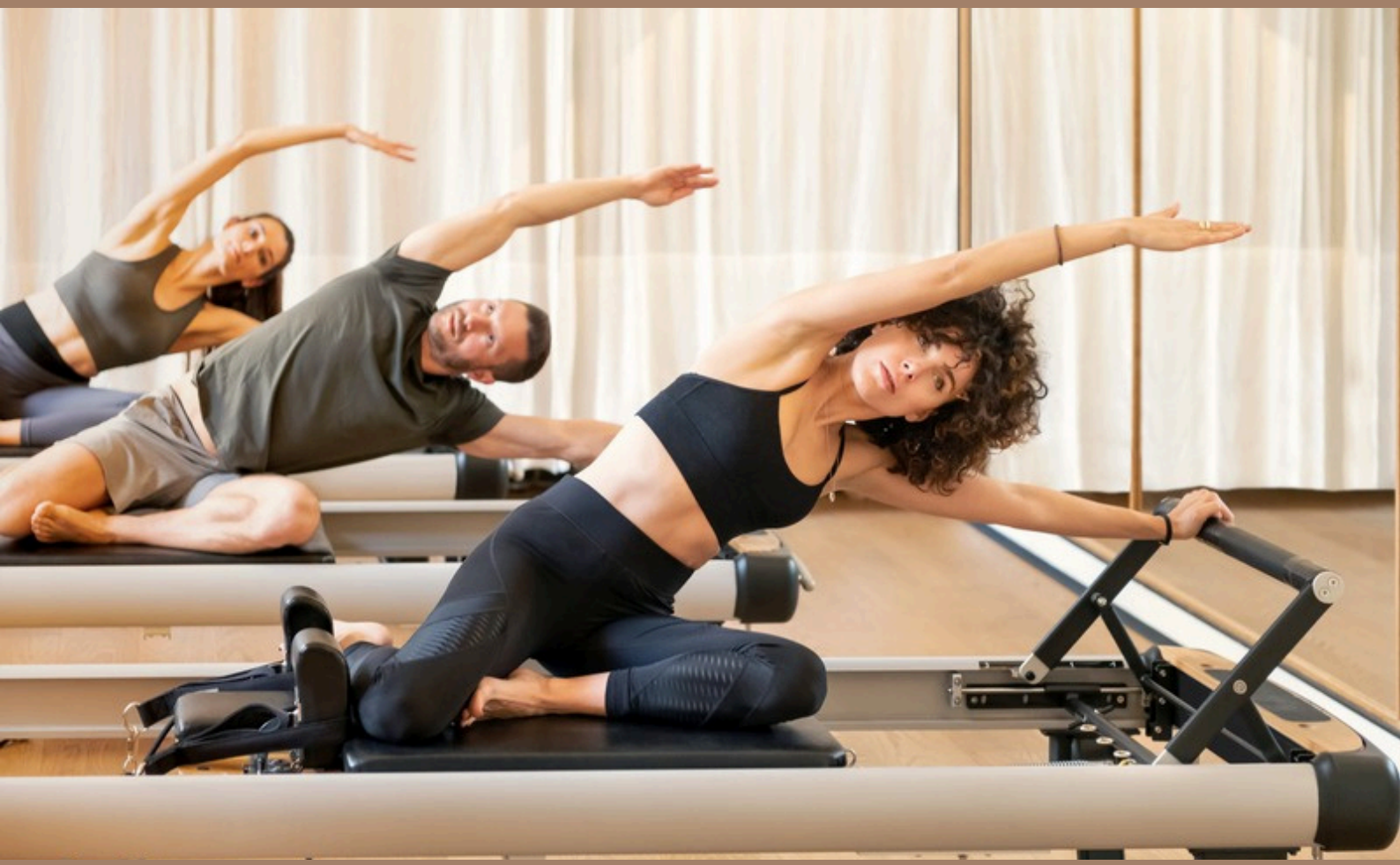


Brent Cross Shopping Centre

ENERGY FOR EVERY DAY

Whitebeam Court residents enjoy access to a diverse range of health and fitness options, making it easy to maintain an active and balanced lifestyle. Nuffield Health Brondesbury Park Fitness & Wellbeing Gym offers a full suite of facilities, from state-of-the-art equipment to wellness programs.

For high-energy workouts, Energie Fitness in Cricklewood and HIIT West Hampstead provide dynamic group classes, while DropGym's West Hampstead and Queen's Park locations cater to functional and strength training. Fitness First in Queen's Park rounds out the options with modern gym facilities and a welcoming community environment





Nuffield Health Brondesbury Park
Fitness & Wellbeing Gym



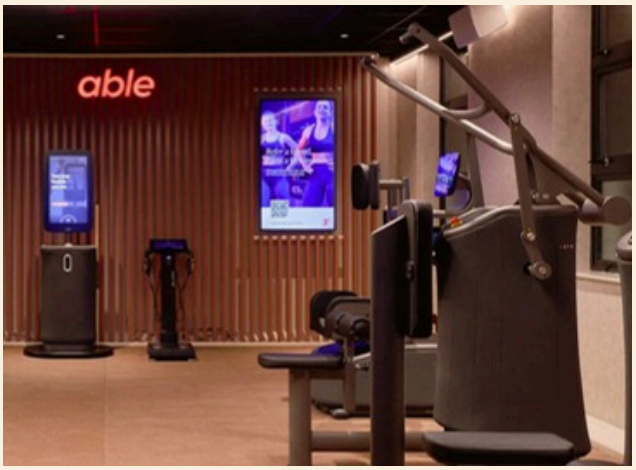
Energie Fitness Cricklewood



Gladstone Park Tennis Courts



DropGym - West Hampstead



Fitness First Queen's Park



Brent Valley Golf Course
& Fitness Centre




Prime
Phenix



REIMAGINING CLASSIC LONDON LIVING

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INTERIORS THAT HARMONISE WITH EVERY ROOM





At Whitebeam Court, every home has been designed with a focus on balance, elegance, and enduring quality. The interiors reflect a sophisticated, contemporary London style while retaining a warmth and intimacy that make each apartment feel like home.

In the kitchens, polished marble countertops and matching backsplashes meet expertly crafted wooden cabinetry. The subtle touch of framed cabinet doors adds a refined, timeless elegance, marrying classic craftsmanship with the clean lines of modern design. Every detail, from the choice of natural materials to the layout of storage and work surfaces, has been considered to enhance both functionality and aesthetic harmony



CGIs and specifications are indicative only and may vary from the final completed home.


THE
NORDIC
BAKING
BOOK



Bathrooms follow the same design philosophy, with luxurious-feeling tiles, warm wood accents, and high-quality fixtures creating a calming, spa-like retreat. Thoughtful touches, such as carefully proportioned vanities and integrated storage, ensure that beauty and practicality coexist effortlessly.

At Whitebeam Court, the communal garden has been designed as a peaceful retreat that balances natural beauty with everyday ease. Thoughtfully landscaped with seasonal planting, soft textures, and generous greenery, it offers residents a calm, private outdoor space just moments from their front door.



Whether enjoying a quiet morning coffee, reading in the afternoon sun, or simply stepping outside for fresh air, the garden creates a sense of tranquillity rarely found in such a well-connected London location.



SPECIFICATION



GENERAL

- Engineered laminate flooring
- 10 Year building and structural warranty
- Emergency power generator
- Private balconies with all apartments
- Advanced façade system, 25-year warranty
- Individual utility and storage space in each apartment



COMMUNAL & SECURITY

- Entrance lobby
- Secure resident bike and bin storage
- Secure fob access for all apartments
- Advanced video intercom system
- Secure by Design
- CCTV to communal areas
- Communal garden



FIRE SAFETY

- EVAC and firefighter lifts
- High-end sprinkler systems throughout
- Hard wired smoke/heat detectors
- Carbon monoxide alarms



HEATING & SUSTAINABILITY

- Smart energy consumption reporting system
- Efficient, zonal under-floor heating throughout
- Smart thermostat heating system / connected to devices
- Electric throughout
- Individual apartment heating systems
- Solar Panels
- Air source heat pumps
- MVHR system
- Air conditioning
- A or B EPC values
- Exceptionally energy efficient — 0.13 U-values
- Triple glazed windows



BATHROOM

- Heated towel rails
- Wall-hung toilets
- Environmentally friendly flush tanks
- Wall-integrated fixtures
- Shaver socket
- Alcove shower shelves with integrated lights
- Basin with integrated cabinet
- Mirror light
- Bath and/or walk-in shower with glass screen
- Hardwearing bathroom tiles throughout



KITCHEN

- Porcelain worktops
- Fitted kitchen
- Integrated bosch appliances (oven, hob, dishwasher, fridge/ freezer, microwave)
- Porcelain backsplash
- Recessed linear LED lighting
- Stainless steel mixer taps



WINDOWS & DOORS

- Bespoke, real wood finish doors
- Hard-wearing, fire-rated front and internal doors
- Complete with architraves
- Triple-glazed windows
- Brushed brass hinges and door hardware



AUDIO VISUAL

- TV points in master bedrooms/living rooms
- Fibre Optic available
- Smart video entry system/connection to personal devices
- Provision for AV/TV/SAT TV input to reception spaces and utility cupboard
- Provision for data connection to TV

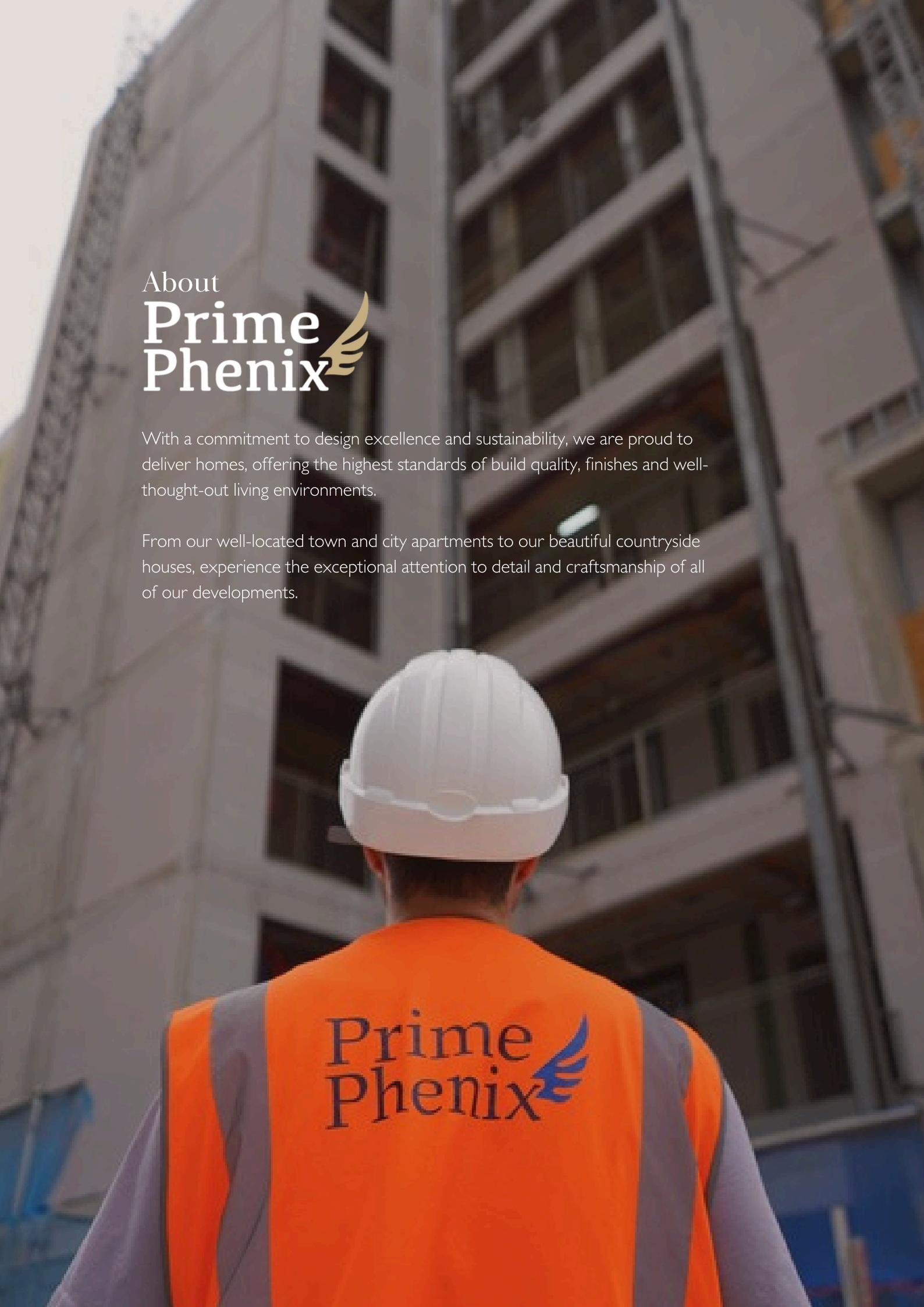
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SUSTAINABILITY

At Whitebeam Court, every detail is designed with smart, sustainable living in mind. Key benefits for residents include:

- **Lower Energy Bills**: Triple-glazed windows, enhanced insulation, air-source heat pumps, and solar panels reduce energy consumption year-round.
- **Comfortable Living**: Homes stay cooler in summer and warmer in winter thanks to high-performance insulation and efficient heating/cooling systems.
- **Cleaner Indoor Air**: Mechanical ventilation with heat recovery and NO_x filters ensures fresher, healthier air.
- **Healthier, Quieter Home**: Sustainable features also reduce noise and improve overall living conditions.
- **High Environmental Standards**: Anticipated EPC rating at the top of Band B makes Stirling Gardens one of London's most energy-efficient developments.



About Prime Phenix

With a commitment to design excellence and sustainability, we are proud to deliver homes, offering the highest standards of build quality, finishes and well-thought-out living environments.

From our well-located town and city apartments to our beautiful countryside houses, experience the exceptional attention to detail and craftsmanship of all of our developments.





OUR ETHOS IS SIMPLE

A Prime Phenix home goes beyond four walls, we help families and professionals own homes they can be proud of. Without compromise, Prime Phenix goes the extra mile by focusing on:

- Functional design and practical living
- Reducing your energy bills
- Generous storage
- Outdoor amenity spaces
- Superior build quality
- Customer service and aftercare



Prime Phenix

Creating exceptional homes that harmonise with practical living

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Prime Phenix

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