

## Get Living launches Victory Plaza, East Village's newest homes to rent

- Build-to-rent innovator Get Living unveils Victory Plaza, its first new homes in the former London 2012 Athletes' Village since Games time
- 500 new homes to rent in Zone 2/3 starting at £1,500 a month available to view now
- Simple, hassle free renting with no deposits, no fees and three-year tenancies



The UK's leading build-to-rent landlord, [Get Living](#), has launched 500 brand-new homes for rent in East Village, the first since the former Athletes' Village homes opened in 2013. Setting the next living standard for inner city renting, Victory Plaza is available to view now.

In the heart of East Village, Victory Plaza offers 500 high-quality studio, one-, two-, three- and four-bedroom homes across a podium and two towers, complete with views across Queen Elizabeth Olympic Park towards London's iconic skyline.

The latest addition to the 67-acre East Village, designed by architects Lifschutz Davidson Sandilands, adds to the 3,000 homes and 63 buildings that already make up this connected, vibrant city neighbourhood.

The new stylish, modern homes have been designed to optimise space and offer choice with more than 50 different layouts and three interiors collections curated by leading Danish brand, [BoConcept](#).

All homes include Hyperoptic broadband and Google Home device as standard. Those moving in this summer will also have the choice of one of five free 'Get Extra' packages designed to enhance the living experience and include a home cinema set-up with a 50inch LG Smart TV, a Chef's Table at East Village restaurant [Darkhorse](#), delivery of fresh food boxes and unlimited fitness sessions.<sup>1</sup>

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<sup>1</sup> T&Cs apply

The benefits are not just inside the homes – Victory Plaza residents also enjoy a wide range of spaces to take and make time for relaxation and entertainment with five landscaped roof garden terraces offering stunning views towards the city. Other communal spaces in the buildings have been kitted out ready for the first residents to move in. Those who are green-fingered can make use of a potting room equipped with gardening tools and plant pots, while a painting studio provides canvases and paintbrushes for residents who want to get creative and produce their own artwork for their homes.

**What makes renting with Get Living special?**

- **No fees and deposit-free renting:** Get Living has never charged fees and for all those who pass referencing or have a guarantor doesn't charge security deposits.
- **Three-year tenancies:** To give security and flexibility, Get Living offers three-year tenancies as standard, with a residents-only break clause after the first six months.
- **The living experience:** Stylish homes, with the freedom to decorate, in active neighbourhoods which are also home to independent shops and host regular community events, combined with management and facilities designed to save time and create choice.
- **Customer-centric service:** Get Living isn't your typical landlord, nor are its team. They are focused on the customer experience – from simplifying the renting process to putting on 'Big Night In' resident socials so neighbours can get to know each other while doing something fun.
- **24/7 resident services:** From June 2019 residents can speak to a member of the Get Living relationship management team 24 hours a day, 7 days a week in addition to a 24/7 dedicated security team.

**Neil Young, CEO of Get Living, says:** "Our mission is to create brilliant resident experiences in big city neighbourhoods. It means listening to our resident's lifestyle needs, doing everything possible to meet them, raise expectations and set new market standards. Victory Plaza represents everything we know makes for great city living and we are delighted to see it open as part of East Village's thriving community.

"We look forward to welcoming new residents this summer, as well as independent retailers, especially those who are expanding to Victory Plaza from other spaces in East Village."

During the Olympics, East Village acted as the home away from home for 17,000 athletes from all over the world. Staying true to its international beginnings, East Village now has more than 80 nationalities living in its community. This sporting legacy also means residents are only steps away from world-class sporting venues in the Queen Elizabeth Olympic Park, including the London Aquatics Centre and Velopark.

Since London 2012, the Park has welcomed more than 26 million people and is established as a new place to live and work. Here East innovation centre and International Quarter London have attracted

BT Sport, TfL, FCA and Cancer Research and the emerging East Bank district is set to become a cultural hub with Sadler's Wells, BBC Music and the V&A all moving east.

As the area has flourished, so have East Village's 28 independent retailers which Victory Plaza will complement, bringing exciting new names to E20 over the summer. Village favourite, [Signorelli](#), is also expanding its bakery and moving to Victory Plaza.

Neil adds: "The launch of Victory Plaza marks a major milestone for East Village, which over the last five years has been hailed as the standard bearer for the build-to-rent sector. It was the first neighbourhood of its kind in the UK and we've shown that it can work. We've learnt a lot along the way, primarily shifting the focus in the private rental sector to a customer experience that is rewarding and hassle-free, so our residents have greater opportunity to live life in the city to full potential."

"This year Get Living will reach 8,000-homes in operation or development across five major city neighbourhoods. The wider build-to-rent sector is also gaining momentum and together we are delivering much needed homes across the UK. In recognition of the sector's successes the government is showing more support for quality, well-managed rental homes in the housing mix, with sector-led initiatives reflected in the Tenants Fee Bill. Our new homes at Victory Plaza, together with our new neighbourhood of 300 homes in Manchester, now mean there are more than 30,000 build to rent homes completed across the UK."

On Saturday 1 June, Get Living will welcome the world back to East Village for the Victory Plaza Opening Ceremony – more details to follow.

Homes for rent at Victory Plaza start from £1,500 per month for studios, £1,820 per month for one-beds, £2,120 per month for two-beds and £2,750 for three-beds. All pricing can be found at [www.getliving.com/victory-plaza](http://www.getliving.com/victory-plaza) or contact Get Living at [VictoryPlaza@getliving.com](mailto:VictoryPlaza@getliving.com) or 020 3714 8080.

ENDS

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**About Get Living**

The largest operator in the UK's build-to-rent sector, Get Living offers a hassle-free and more rewarding renting experience with no deposits, no fees and longer, secure tenancies.

Get Living creates big city neighbourhoods with independent retailers and hosts regular resident events designed to foster a sense of community.

Best known for East Village, the former London 2012 Athlete's Village, and with locations in Elephant and Castle and Manchester, Get Living manages 3,000 homes across the UK and is targeting 12,500 homes within the next five years.

### About East Village E20

East Village E20 is a thriving neighbourhood of more than 6,000 residents and 28 independent retailers, curated by Get Living, which play a crucial role in defining this new, vibrant community.

Positioned next to the world-class sporting venues of Queen Elizabeth Olympic Park, East Village residents have easy access to a further 560 acres of parkland, waterways, and nature trails connected by paths for jogging, cycling and walking.

Homes at East Village are available through two landlords: [Get Living](#) manage a variety of properties for market rent and [Triathlon Homes](#) for social rent, intermediate rent and shared ownership tenures.

Spanning 67 acres, East Village amenities include the OFSTED 'Outstanding' Chobham Academy, a state-of-the-art NHS health centre. In the neighbourhood:

#### Restaurants, cafes & bars

- [Firezza](#)
- [Santi](#)
- [Signorelli](#)
- [The Bread Shop by Signorelli](#)
- [Tina, We Salute You](#)
- [Darkhorse](#)
- [Fish House](#)
- [La Gelateria](#)
- [Neighbourhood](#)
- [Ginger and Mint](#)
- [Hand Café](#)

- [Appetite London](#)
- [Village Vanguard](#)
- [Mother Kelly's](#)

#### Health & beauty

- [Blue Tit](#)
- [Regency Beauty](#)
- [Better Gym East Village](#)
- [FitFam Studios](#)
- [FIX](#)
- [East Village Pharmacy](#)
- [East Village Dental](#)

#### Leisure

- [Star Command](#)
- [Trapped Escape Room](#)

#### Services

- [Starshine Dry Cleaners](#)
- [Mail Boxes Etc](#)
- [Guitar Tuition East Village](#)

#### Shops

- [Ted's Veg](#)
- [Sainsbury's Local](#)

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