

A guide for  
independent  
spirits

# NEW NEIGHBOURHOOD ACRES: NEW

The home for  
independents in  
the heart of  
Wandsworth

**A new neighbourhood is  
coming to Wandsworth.  
Blurring the lines  
between work and play,  
culture and community,  
craft and commerce,  
New Acres is more  
than a place to live,  
eat and shop.  
It is a place to grow.**

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# WELCOME

The shape of Wandsworth is changing. New Acres is a unique neighbourhood growing at its heart, bringing new homes, leafy oases, bustling lanes and tranquil enclaves in which to linger, discover and refuel. With it comes a fresh community of professionals and creatives, families and co-workers. What it's not is a world apart from the Wandsworth we know and love; it remains rooted in the area's past and present. What it represents is an opportunity to expand and grow the number of activities that support and enhance contemporary urban life and bring people together. Innovative retail with more kicks than a click can give. Fresh local produce alongside tantalising bites to walk away with or sit down to. Drinks for the sober, revellers and music-lovers alike. Spaces where knotted minds and bodies can recalibrate. Chances to make and learn. More than a place to eat, sleep and shop, New Acres sets out to blend the boundaries between commerce and community and become your everything.

A place where life,  
work and play come  
into balance



# WANDS- WORTH TOWN

*A thriving neighbourhood  
that celebrates the old,  
the new, and the different.*



## Wandsworth Town has a character of its own. We look at some of the places and people bringing life and community to its streets

Close to the city, but distinct in its historic and topographical makeup, Wandsworth Town has an independent spirit built on diversity, innovation and community. The remnants of industry rub alongside some of London's finest parks; riverside paths and old railways abut fresh infrastructure; the quirks of the Tonsleys cottages offset the rigour of new architecture; and generations-old businesses sit alongside young independent boutiques. Grit and greenery; old bricks and new; longtime locals and newcomers: all combine to make Wandsworth a unique London neighbourhood.







# CHRIS BRUMBY

## Co-founder, Lockdown Bakehouse

In four short years, the Lockdown Bakehouse and its friendly elbow-bumping logo have become part of the fabric of the Ferrier Street community. Steered by the charismatic Chris Brumby and life/work partner, Dawn, what began as an emergency move to serve the local Wandsworth population with bread and pastries during the pandemic is now an 80-strong bakery business. It supplies its signature sourdough and a selection of baked goods wholesale to 150 outlets across London, alongside its eponymous café-bakeries in Barnes, Clapham, and on its forecourt in Ferrier Street.

“I’m not trained classically, so anything goes,” says Chris. Landing in London from his native Tasmania in 2006 he had intended to round out four years of cheffing apprenticeships with some Michelin-flecked pastry experience. He ended up skipping the formal training and got straight down to business heading up kitchens across the capital. In 2014 he and Dawn founded Mypie, a business making British pies with an Australian twist, served from a fleet of Airstream trailers.

Without classic pastry training, Chris enjoys creative freedom. It’s led to innovative practices such as using a handheld cement mixer to blend the sourdough starter, and what he doesn’t know he sets about learning. He taught himself, for example, to make croissants – a French butter and now also a plant-based version. With the input of a young and engaged team, the collection constantly evolves and every now and then a lesser-known sweet treat from Chris’s antipodean childhood may slip into the offer.



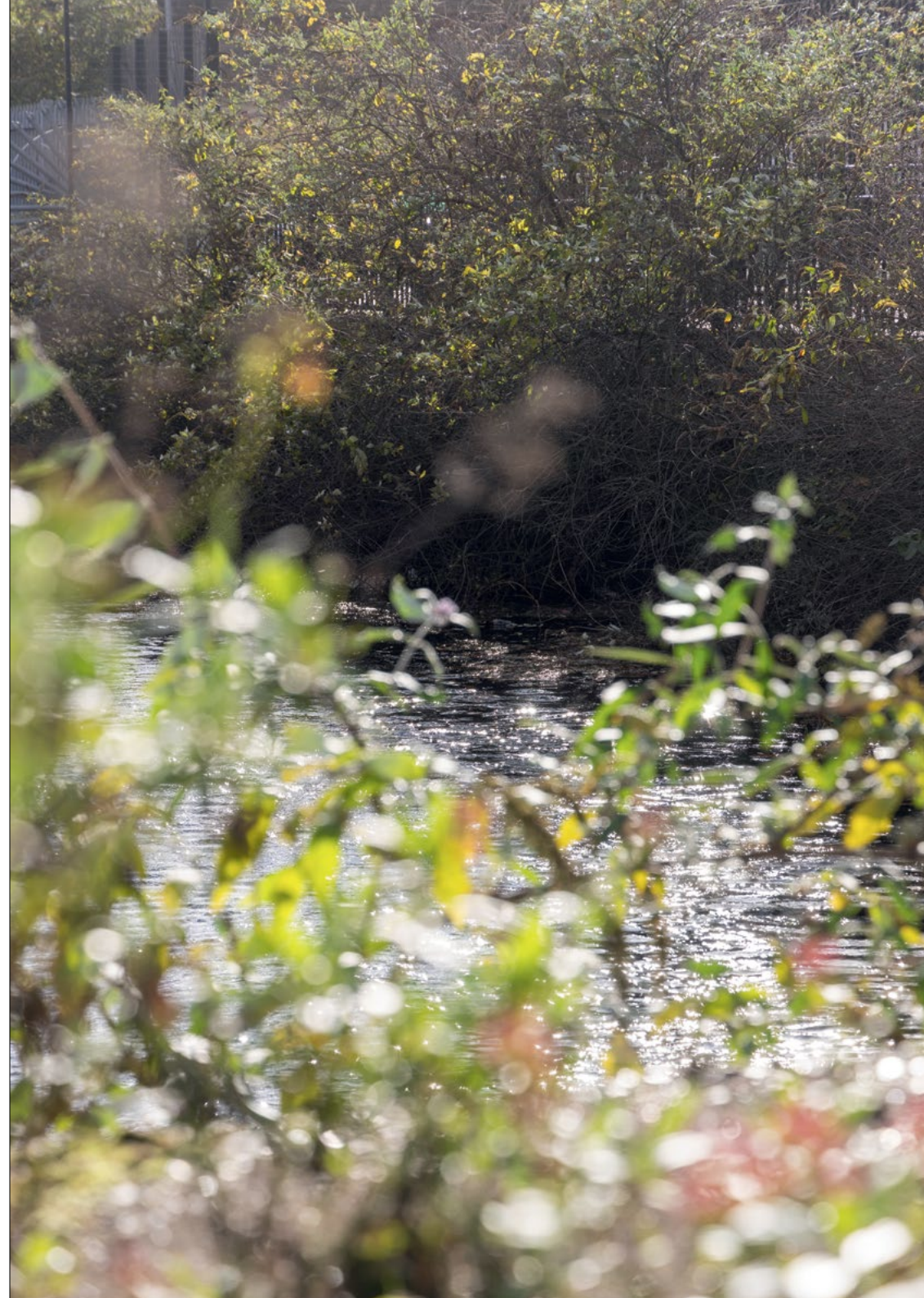
Wandsworth became the base of the family business pre-pandemic, when the challenging logistics of living in Clapham Junction and running the Mypie facility in Staines saw them relocate to Ferrier Street. Their journey into the hearts of the local workers and residents was cemented by their efforts to serve community needs in lockdown, and continues today.

“Sometimes the wait here for coffee is 20 mins – and yet people wait rather than go to the other sites,” says Chris. The strong passion locally for indie

‘Without the community, we don’t have anything. We exist because of these people — many of whom are now my friends.’

businesses compels him to keep giving back. “Without the community, we don’t have anything. We exist because of these people – many of whom are now my friends. We help them where we can, we socialise and go to the gym with them! We use our reach to spread the word of what others are doing.”

Proof of this engagement’s value is in the pudding; in a relatively short space of time customer and staff loyalty is high. “Lockdown is a big part of my youth,” says Scarlett, a young member of the Bakehouse team. “I couldn’t imagine it never having been here.”





For Diana Horsford, enthusiasm is the most important ingredient to running a successful cookery school. “I teach people how to cook, not how to read recipes,” she says with characteristic charm. “To look at ingredients and work out what to do with them.” Founder of the Avenue Cookery School in Wandsworth’s Enterprise Way, Diana’s approach has been a magnet to customers from as far afield as Thailand, some of whom have returned to their home countries to open restaurants on the back of their learning. It has also earned the school the top spot in London course listings.



# DIANA & RICHARD HORSFORD

**The Avenue  
Cookery School**

Opened in Putney, The Avenue moved to Enterprise Way in 2019. Now a family-run business, its success hangs equally on the enthusiasm of Diana’s son Richard (the chef-chemist), daughter Sophie (the business brains) and son-in-law Niv Shalgi (the book-keeper).

With no formal training, Diana learnt on the job. “I know how to taste food – that is the most important thing,” she says. Richard now fronts lots of the courses, which include Mexican Street Food, Bao, Beef Wellington, Sushi-making, Cocktails and Macarons. He is drawn to the chemistry of food which sees him marinating meats in various acidic mediums to ascertain the most tender result, or putting potatoes under molecular scrutiny to discover the optimum size for making mash.

Richard loves that Wandsworth has fewer airs and graces than nearby neighbourhoods and is equally at home boxing at Gravity Max as picking through produce at Bayley & Sage. Diana, however, believes something is missing. “I’d like a nice wine bar with good quality tapas. Somewhere you can get to know people in a good atmosphere.”



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with good quality tapas.  
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Emma Thomas chose Wandsworth as a place to live for its leafy ways, long before she set up her floristry business on Old York Road. Growing up in Kenya, she moved to Exeter to study and to London in 2012 to begin a career in banking. “I settled here because I’ve always liked the countryside and Wandsworth is green,” she explains.

Her path to floristry came when flower-farming friends from Kenya asked for her help in bringing their roses to market in the UK. She took stalls at local markets and then a stand at Barnes station, and when people started asking her to do weddings, she committed to teaching herself the art of floristry.

In 2016 she opened Bramble & Willow on Old York Road close to her home. “It’s like a village, everyone knows everyone – it doesn’t really feel like London.”

She has recently increased her square footage to make room for a creative space to host workshops and supper clubs. At the new site, on St John’s Hill, a long wooden table is a podium for floral displays by day and after hours, a hub for classes – including seasonal hand-tied bouquets, terrarium workshops and wedding tutorials. Her plan is to invite other creatives in to run classes in art, calligraphy, flower pressing, candle making, jewellery making, tablescaping alongside supper clubs with up-and-coming chefs.

# EMMA THOMAS

Founder,  
Bramble & Willow



The familiar and welcoming manager of Little Frenchies' coffee shop on Old York Road, Dev Shah has first-hand experience of this friendly, pedestrianised post-lockdown high street in the heart of Wandsworth. With cakes and pastries from the Lockdown Bakehouse, just around the corner, and tables and chairs that spill out into Old York Road's broad pavements, it's the epitome of a valued local asset. "I moved from Nottingham to Wandsworth 18 months ago," says Dev. "Frenchie was my first job when I moved to London. We have lots of regular customers and I feel the shop is definitely an asset of the community." Open seven days a week, the shop premises are also available to rent, and several pop-ups take place after hours. "We love the Wandsworth community and being a part of Old York Road," says Dev. "The locals are friendly and enable us to keep our doors open. Everyone on the street is always available to help each other out and it's such a lovely community to be part of. We're always available for a chat and to hand out doggy treats."

Manager,  
Little Frenchies

# DEVANG SHAH

'We love the Wandsworth community and being a part of Old York Road.'



**BACK  
TO  
OUR**

**R  
O  
O  
T  
S**

*Celebrating  
a fertile past  
that feeds  
our future.*



Once there were fields of lavender, market gardens, and industry whirring along the Wandle. Wandsworth Town grew from the hard work and community spirit of its dynamic settlers, whose produce fed, scented, clothed and quenched London. New Acres is looking back to move forward and return this fertile patch of London to a place where people live, work, make, learn, shop, play, reboot and grow together.



## FLOWER POWER

A history of cultivating food and flowers is inspiring a new era of growing, gardening and scent-making in the area. We explore New Acres' fragrant past

It's not only the sunny slopes of Southern France and well-drained flats of Norfolk that have a legacy of lavender growing. Neat rows of the fragrant flower once cast a purple haze over swathes of the agricultural landscape south of the River Thames. It began to be cultivated here in the 18th century by the Huguenot settlers who turned the land between the hamlets of Vauxhall and Putney into a patchwork of plantations and market gardens growing fruits, herbs, vegetables and flowers. Lavender was prized for its medicinal properties then as it is today (it enjoys antiseptic, sleep-inducing, insect-repelling, antifungal, pain-relieving and skin-healing properties), and its fragrant distillation which

Lavender began to be cultivated here in the 18th century by the Huguenot settlers who turned the land between the hamlets of Vauxhall and Putney into a patchwork of plantations and market gardens growing fruits, herbs, vegetables and flowers.



was a staple ingredient of soap, cosmetics and fragrance. It was also made into posies, sold in the streets by gypsies or on the stalls of Covent Garden Market. Suited to higher ground such as the area around Battersea's Lavender Hill, it was also grown for herbal uses alongside mint on the banks of the Wandle around Mitcham.

By the beginning of the 19th century lavender and rose bushes were growing across the New Acres site. Covering 20 acres of terrain then known as Bridge Field, the plantation was the enterprise of a Mr David Rigge, perfumer to the Prince Regent (later George IV). Overseeing the process from seed to scent, Rigge distilled the flowers on site and from the distillations he created an astringent rose extract for strengthening hair, rose cream for faces and fragrance which he sold from his Bond Street base. "Imagine the most innocent and elegant composition which can possibly be formed of Almonds and Roses, capable of preserving the delicacy of the skin and improving the finest complexion, and a trial of the Rose Cream will realise the idea," read one of his newspaper advertisements. "Ladies using this Cream to wash with, will not, in the most inclement season, experience the inconvenience of chapped or rough hands and arms."

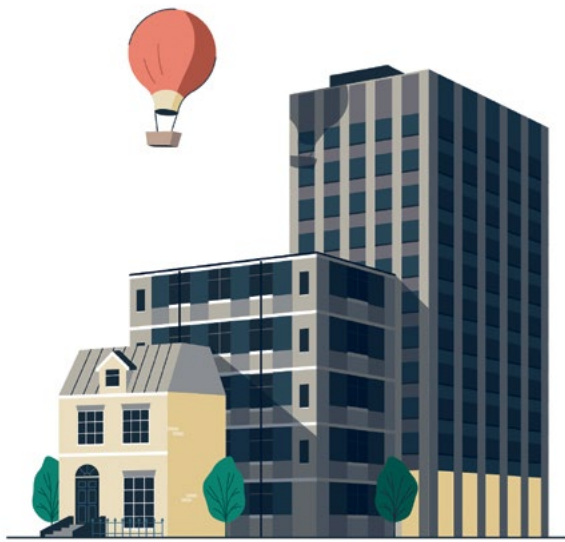
# MAKING HISTORY

The Wandle River was the backdrop to a vast range of industry and crafts that inspires fresh creativity today

Flour and frying pans, hats and leather goods, baskets and ale; Wandsworth has a long history of making, framed by the industry that grew around the River Wandle from the 11th century. The river's flow powered flour, oil and paper mills, copper and iron foundries, tanneries, and breweries. In the 17th century the Dutch brought pan-making skills which expanded to include the making of all manner of kitchen utensils. The Huguenots brought expertise in textile printing and dye-making to the river's banks, and a unique felting technique they used to make hats. Rushes growing in the estuary, meanwhile, were harvested to weave into baskets. The wharves, works, and warehouses have gone, but new doors are opening on crafts old and new.







# COMMUNITY SPIRITS

Wandsworth's pioneering settlers paved the way for a future community that's innovative and self-supporting

Hard work, innovation and non-conformity; new communities have shaped and re-shaped the Wandsworth area, but these characteristics have consistently defined those drawn here. The Huguenots, expelled from France, brought invention to local industry from the late 17th century and manufacturing activities pulled in the Quakers, Baptists and Methodists. The settlers installed industry and infrastructure, including the pioneering horse-drawn Surrey

Iron Railway. Adventurers in aviation brought hot-air ballooning to the area in the 1800s, thanks to the affordability of gas created locally. The Traveller community also arrived in the late 1800s, offering flowers, cutlery grinding, boot repairing, sawdust dealing and making music, eventually putting down roots in Wardley Street. These communities all made their mark on the urban structure by living, working and worshipping in close proximity.

# ARTS & CULTURE

A literary and theatrical past lays the ground for explorations in ideas and poetry written, spoken and drawn

Art, music and dance dominate the cultural scene today, but it was masters of the written and spoken word who were drawn to Wandsworth historically. William Makepeace Thackeray, Mary Wollstonecraft Shelley, Voltaire, Daniel Defoe, and Thomas Hardy all lived in the borough.

Big ideas brewed locally too, with the Putney Debates of 1647 advancing democratic rights enjoyed today. It was the sort of exercise, however, satirised by certain theatrical performers, who in the 18th century staged "the Garratt Elections", mock mayoral polls that ridiculed the systems.

The theatrical scene long centred around pubs but the advent of the Victorian music hall saw venues such as The Grand Theatre in Clapham Junction open. A rich theatrical past has paved the way for a culture of amateur dramatics and live music here today. Not far away the Royal Academy of Dance and the Royal College of Art have also found their homes.



# A LIVING NEIGHBOUR- HOOD

At New Acres,  
Wandsworth's past  
and present come  
together to create  
a new community  
on the ground.  
Built on a culture  
of connected  
retail, gastronomy,  
creativity, wellbeing  
and nature, its  
leafy lanes are set  
to bustle with life  
morning, noon  
and night.

# A PLACE TO CONNECT

Where commerce, culture and community combine

“The need for deeper connection, to each other, place and to the planet, is increasingly evident,” says Lauren Grace Morris of Frame Insights. “Brands can support this by encouraging a prosocial mindset and facilitating human, place and human-planet connections.” At New Acres we see bonds

developing when brands bring something original to the table that resonates with today’s lifestyles, while linking to the location. Concepts for the urban gardener, seasonal produce and utensils for the keen cook, support for the city cyclist. Coffee that comes with culture, fitness with functional refreshments. Cocktail, scents and aromatic cures that are customised. Fashion that is sustainable, manicures that are toxin-free, design that is mindful and vinyl and literature that feeds today’s culture-seekers; delivered in an inviting, dynamically designed environment.

Nestling between Pilots Walk and New Acres Lane is our vibrant double-height hub where food, drink, commerce and community combine





Odyssey Way and Railway Walk host a bustling market selling flowers, seasonal produce, handmade goods and more



# A DESTINATION MORNING, NOON & NIGHT

At New Acres, adventures in food and drink frame life on the ground floor, accompanying activities through the day and into the night, all week long. With growing, milling and brewing so much a part of its past, Wandsworth is already home to gastronomic excellence, from the hero bakers at Lockdown Bakehouse, to inspirational chefs at The Avenue Cooking School, Peruvian street food at Arepa and brunch mastery at Megan's. But locals are hungry for more. New Acres is set to host everything from high-end delis to grill restaurants, brunch spots, a roastery and distillery, child-friendly cafes, cocktail bars, and flower shops. To celebrate all New Acre's agricultural heritage in one move, culinary pop-ups are set to combine with plants, to bring a vibrant new market to Odyssey Way. Food and flowers are the foundation of Wandsworth's past and the backdrop to its future.

Feeding the senses  
with delectable food  
and flowers



Along the southern edge of Swandon Way, creatives come to craft and convene in new maker spaces

Craft and innovation are woven through Wandsworth's past and are finding a place in its future. The world's number one art school, London's Royal College of Art, is on site with a new Creative Space managed in conjunction with the co-working space, Foundry. A programme of workshops, tutorials, talks and student residencies embrace the creative opportunities the nascent neighbourhood presents and offer students of art, architecture and design invaluable experience outside the academic environment.

With a focus on model making and material investigation employing construction waste from the site, it sets the tone for a culture of creativity and sustainability in the neighbourhood. New Acres is set to become a hub for designers, makers, remakers and repairers; a place for innovative new brands and fresh models of selling, showing and sharing space. The doors are open to artisanal workshops, independent boutiques, studios or all three combined.

# GROUNDSD FOR INNOVATION

Laying the  
foundations for  
a creative hub

# SPACE TO BREATHE

Balance and wellness  
worked into your everyday

Nobody is counting if you go to the gym seven days a week or never; if you conquer mountains at weekends or head off on silent retreat. Because wellness isn't an event anymore. It's something that integrates seamlessly and joyfully into life. It is moments spent in the shade of trees, connecting with nature, walking the dog, or enjoying a fresh juice while your children play in a dedicated space. It's effortlessly slotting into your day a workout, a dance class, a Kundalini yoga session, gong bath or acupuncture. It's reserving time to learn a new skill or take in a show. "The universe doesn't want you to try harder," says local yoga teacher and healer, Thimela Garcia. "It wants you to breathe."

New Acres aims to ease access to the places and activities that help us find balance. Imagine forward-leaning fitness and treatment offerings that combine with healthy retail and consumption; opportunities to connect with nature such as gardening and scent-making alongside services such as dog-grooming and a children's café to support time out.

Mind and body centring  
in leafy surrounds at  
the corner of Smugglers  
Way and Pilots Walk





# NEW ACRES IN NUMBERS

Stats, maps and other essential data  
for your future at New Acres.

## TODAY...

The figures that count in 2024

**1,034** NEW HOMES

NEW RESIDENTS **1,850**

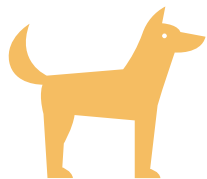
**5**  
**8**

percent of the local population  
WORK FROM HOME

**126**  
cycle spaces

**248**  
new trees

**150**  
dogs in residence



UP TO

**30**

NEW RETAIL UNITS welcoming  
cafés, restaurants,  
amenities, shops,  
makers and more

**8**

WEEKLY PARKRUN EVENTS  
within 4 miles

**92,750**  
people live within  
15 MINUTES  
WALKING DISTANCE

## TOMORROW...

Figures harvested from the minds of the vision-makers



**10,000**

DONUTS SOLD  
at our destination  
bakery

**4,000**

DOWNWARD DOGS  
in our community  
yoga studio

**2,500**

BOOKS READ  
in our tranquil  
public spaces

**500**

NEW FRIENDSHIPS  
brewed at our local  
coffee shops

NEW PIECES OF ART  
made from  
construction waste

**200**

**5**  
**0**  
**0**  
**0**

MILES RUN  
along our  
new  
pedestrian  
lanes



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# ON THE MAP

SOUTH PARK

THE HURLINGHAM CLUB

RIVER THAMES

PUTNEY

WANDSWORTH PARK

RIVERSIDE QUARTER

THE AVENUE COOKERY SCHOOL

THE SPIT

ARMORY WAY

WANDSWORTH HIGH STREET

NEW ACRES

SMUGGLERS WAY

SWANTON WAY

WANDSWORTH TOWN

EAST HILL

OLD YORK ROAD

CLAPHAM JUNCTION

YORK ROAD

CHelsea

WANDSWORTH BRIDGE

WANDSWORTH TOWN HALL

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# ON THE MAP

SOUTH PARK

THE HURLINGHAM CLUB

RIVER THAMES

PUTNEY

WANDSWORTH PARK

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THE AVENUE COOKERY SCHOOL

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CLAPHAM JUNCTION

YORK ROAD

CHelsea

WANDSWORTH BRIDGE

PUTNEY

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New Acres North

Bordered by Smugglers Way to the north and connected to the southern edge and station access by a new pedestrian crossing over Swandon Way, this zone features the residential amenities and Foundry co-working space. Dotted along the main arteries and new landscaped lanes are 10 units that can flex to become 17. Ready to house cafés, independent food stores, eateries, design, repair and wellness hubs, the count includes our double-height flagship space on Swandon Way, set back and forming the leafy axis of New Acres Lane and Pilots Walk.

New Acres South

Sitting between Swandon Way and the railway embankment, the southern edge of New Acres is characterised by broad leafy lanes, a plaza and a tranquil play area. Nine units, some facing the road, others facing in, are well-placed to accommodate maker spaces, independent retail, food and drink spots and a convenience store. Set to be accessed by a new station exit, the generous public realm along Odyssey Way and Railway Walk is the ideal place to host markets, installations and outdoor events.

THE UNITS

Whole Units

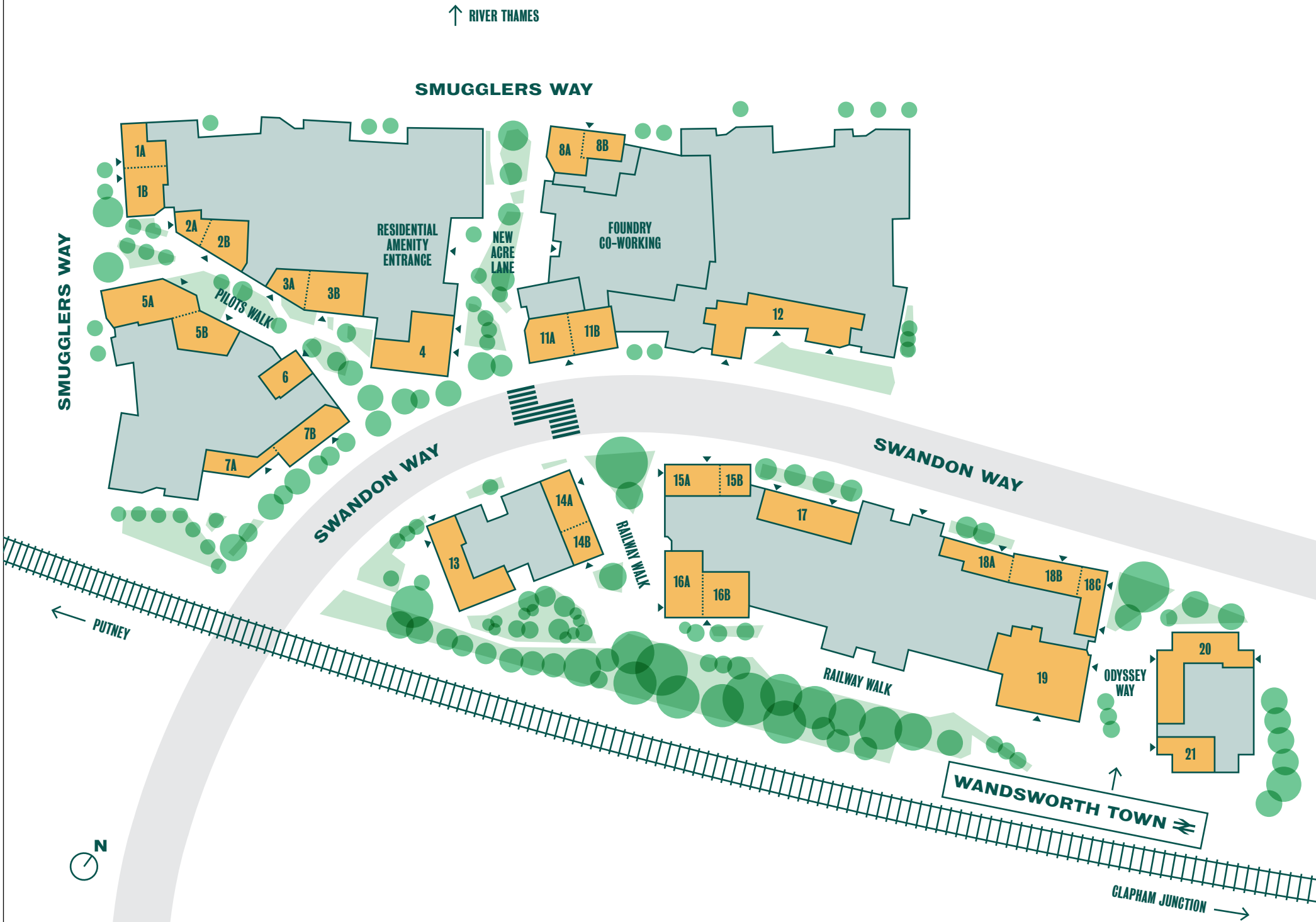
Unit	GIA Sq m	GIA Sq ft
1	163	1,755
2	132	1,421
3	183	1,970
4	183	1,970
5	279	3,003
6	67	721
7	168	1,808
8	133	1,432
11	188	2,024
12	284	3,057
13	154	1,658
14	138	1,485
15	127	1,367
16	195	2,099
17	178	1,916
18	255	2,745
19	352	3,789
20	191	2,056
21	80	861

1. Note all unit areas approximate GIAs based on architect’s base build plans.  
2. Split figures do not include allowance for any dividing walls/structure.  
3. All areas to be confirmed with site survey/NIA Area Measure.

Split Units

Unit	GIA Sq m	GIA Sq ft
1A	78	840
1B	85	915
2A	43	463
2B	89	958
3A	58	624
3B	125	1,346
5A	164	1,765
5B	115	1,238
7A	70	753
7B	98	1,055
8A	74	797
8B	59	635
11A	93	1,001
11B	95	1,023
14A	90	969
14B	48	517
15A	82	883
15B	45	484
16A	103	1,109
16B	92	990
18A	96	1,033
18B	84	904
18C	75	807

Important Notice: These particulars are believed to be correct, but their accuracy is not guaranteed, and they do not form part of any contract. All prices/ rents are quoted exclusive of any VAT which may be payable.







Life comes to Swandon Way,  
morning, noon and night

# JOIN THE MOVEMENT

Together we can rewrite the rules of retail. We know shopping is no longer simply a transaction at the till but the chance to be a part of something. It's buying the bread, fixing the bike, trimming the beard and much more. New Acres will be a place where community grows; where you can connect with the maker of your buy, or learn how to cook it, carve it, arrange it, nurture it or mend it. Bolstered by workshops and supper clubs, pop-ups, events and space for children to expand their horizons and play, the ground floor at New Acres puts

people front and centre; a place to meet, shop, refuel and share common ground.

The ground-floor retail units at New Acres are being offered with an innovative and flexible leasing structure. We believe in listening to the needs of occupiers, creating a flexible, creative framework that supports the tenant and their business. With attractive terms and integrated amenities, New Acres wants to reduce risk and promote growth, ensuring that tenants become an integral part of the retail community.

If you want to  
visit New Acres to  
find out more or  
request a sample  
Leasing Package,  
please contact us

**NEW  
ACRES  
WANDS  
WORTH**

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Printed by Pureprint



Shaping new communities

