# Watkin Jones launches Venti House to set new standard for sustainable student living in Stratford



Watkin Jones has unveiled the branding for its new purpose-built student accommodation (PBSA) scheme in Stratford, London, known as Venti House. Formerly referred to as Grove Crescent, this development is set to provide 397 high-quality student units, comprising a mix of studios and cluster flats, alongside a variety of amenity spaces focused on studying, wellbeing, and community engagement. The project, funded through a joint venture with Housing Growth Partnership (HGP), aims to be ready for the 2026/27 academic year, reflecting Watkin Jones’ commitment to meeting the rising demand for premium student accommodation in key UK cities.

Strategically located within one of London’s vital PBSA submarkets, Venti House offers excellent connectivity to several prominent universities, including UCL East, London College of Fashion, Birkbeck, and the University of East London’s Stratford campus. Its proximity to Stratford Station and Westfield Stratford City provides seamless access to central London and the wider region, enhancing its appeal to students. The development spans three blocks and features 241 en suite cluster bedrooms and 156 self-contained studio apartments, designed with both comfort and functionality in mind.

Beyond accommodation, Venti House boasts an extensive range of amenities aimed at enriching student life. These include landscaped roof terraces, a gym, group study areas, a games lounge, karaoke room, media room, tea points, social areas, dedicated podcast and social media rooms, and private dining facilities. Designed by Fresh, a company with extensive experience in student marketing, the branding and interior concept fuse Victorian, industrial, oriental, and modern design elements. This blend creates a culturally rich and contemporary environment that echoes London’s heritage while offering students a unique and aspirational living experience.

A key feature of the development is its strong environmental, social, and governance (ESG) credentials. Venti House targets a BREEAM ‘Excellent’ rating, underlining Watkin Jones’ leadership in sustainable development. The building incorporates an all-electric heating system to eliminate gas usage and an engineered facade designed to minimise heat loss, meeting the latest energy efficiency and insulation standards. The project also promotes sustainable transport options with ample cycle storage and limited on-site parking, primarily reserved to meet Disability Discrimination Act (DDA) requirements. Furthermore, the development introduces new outdoor spaces, green landscaping, and wildlife-friendly elements to enhance the local environment.

The initiative forms part of a broader £120 million investment in student housing on a one-acre brownfield site at Grove Crescent, which also includes around 2,000 square metres of commercial space to support a vibrant, student-focused community. The joint venture between Watkin Jones and HGP—backs by Lloyds Banking Group—reflects a strategic effort to address the chronic national shortage of rental accommodation for students in London and across the UK. HGP contributes 75% of the equity, with Watkin Jones providing the remainder, while Watkin Jones’ accommodation management business Fresh is responsible for the delivery and ongoing management of the scheme.

Reflecting on the project, George Dyer, Group Investment Director at Watkin Jones, said: “Venti House reflects our commitment to delivering thoughtfully designed, experience-led PBSA in key UK markets. The brand and interiors draw on London’s rich history and diverse culture to offer students something that feels both premium and personal. With construction well progressed, we’re excited to see Venti House launch next year and offer a great home for students studying in Stratford.”

The timing of Venti House’s delivery coincides with a projected reduction in the supply of new-build PBSA, positioning the development to meet ongoing demand for high-quality student homes in London. Through thoughtful placemaking and sustainable design, Watkin Jones aims to ensure not only immediate student satisfaction but also the long-term operational excellence and contribution to the local community.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://pbsanews.co.uk/2025/07/15/watkin-jones-launches-venti-house-pbsa-scheme/), [[3]](https://watkinjonesplc.com/news-insights/2024/watkin-jones-plc-and-housing-group-partnership-form-joint-venture-to-deliver-120-million-397-bed-pbsa-development-in-stratford/), [[7]](https://benews.co.uk/watkin-jones-and-hgp-form-jv-to-deliver-120m-pbsa-scheme/)
* Paragraph 2 – [[1]](https://pbsanews.co.uk/2025/07/15/watkin-jones-launches-venti-house-pbsa-scheme/), [[2]](https://watkinjonesplc.com/news-insights/2025/watkin-jones-tops-out-pbsa-development-at-stratford/), [[4]](https://www.construction.co.uk/construction-news/316250/watkin-jones-reaches-significant-milestone-on-student-accommodation-development), [[5]](https://bdcmagazine.com/2025/02/watkin-jones-tops-out-stratford-pbsa/), [[6]](https://constructionmaguk.co.uk/watkin-jones-tops-out-pbsa-development-at-stratford/)
* Paragraph 3 – [[1]](https://pbsanews.co.uk/2025/07/15/watkin-jones-launches-venti-house-pbsa-scheme/), [[2]](https://watkinjonesplc.com/news-insights/2025/watkin-jones-tops-out-pbsa-development-at-stratford/), [[4]](https://www.construction.co.uk/construction-news/316250/watkin-jones-reaches-significant-milestone-on-student-accommodation-development), [[5]](https://bdcmagazine.com/2025/02/watkin-jones-tops-out-stratford-pbsa/), [[6]](https://constructionmaguk.co.uk/watkin-jones-tops-out-pbsa-development-at-stratford/)
* Paragraph 4 – [[1]](https://pbsanews.co.uk/2025/07/15/watkin-jones-launches-venti-house-pbsa-scheme/), [[3]](https://watkinjonesplc.com/news-insights/2024/watkin-jones-plc-and-housing-group-partnership-form-joint-venture-to-deliver-120-million-397-bed-pbsa-development-in-stratford/), [[4]](https://www.construction.co.uk/construction-news/316250/watkin-jones-reaches-significant-milestone-on-student-accommodation-development), [[5]](https://bdcmagazine.com/2025/02/watkin-jones-tops-out-stratford-pbsa/), [[6]](https://constructionmaguk.co.uk/watkin-jones-tops-out-pbsa-development-at-stratford/), [[7]](https://benews.co.uk/watkin-jones-and-hgp-form-jv-to-deliver-120m-pbsa-scheme/)
* Paragraph 5 – [[1]](https://pbsanews.co.uk/2025/07/15/watkin-jones-launches-venti-house-pbsa-scheme/), [[3]](https://watkinjonesplc.com/news-insights/2024/watkin-jones-plc-and-housing-group-partnership-form-joint-venture-to-deliver-120-million-397-bed-pbsa-development-in-stratford/), [[7]](https://benews.co.uk/watkin-jones-and-hgp-form-jv-to-deliver-120m-pbsa-scheme/)

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## Bibliography

1. <https://pbsanews.co.uk/2025/07/15/watkin-jones-launches-venti-house-pbsa-scheme/> - Please view link - unable to able to access data
2. <https://watkinjonesplc.com/news-insights/2025/watkin-jones-tops-out-pbsa-development-at-stratford/> - Watkin Jones has topped out a 397-bed Purpose Built Student Accommodation (PBSA) development at Grove Crescent Road in Stratford, East London. The project, funded through a joint venture with Housing Growth Partnership (HGP), includes 241 en suite cluster bedrooms and 156 self-contained studio apartments across three blocks. Amenities feature landscaped roof terraces, a gym, group study spaces, a games lounge, a karaoke room, a media room, a tea point and social area, dedicated podcast and social media rooms, and private dining facilities. The development is strategically located near UCL East, London College of Fashion, Birkbeck, and the University of East London’s Stratford campus, with excellent transport links via Stratford Station and proximity to Westfield Stratford City. Sustainability is a key focus, with the project targeting a BREEAM 'Excellent' rating, featuring an all-electric heating system, an engineered facade to minimise heat loss, and ample cycle storage to promote sustainable transport.
3. <https://watkinjonesplc.com/news-insights/2024/watkin-jones-plc-and-housing-group-partnership-form-joint-venture-to-deliver-120-million-397-bed-pbsa-development-in-stratford/> - Watkin Jones has established a joint venture with Housing Growth Partnership (HGP), an equity investor backed by Lloyds Banking Group, to develop a 397-bed Purpose Built Student Accommodation (PBSA) in Stratford, East London. The project has a Gross Development Value of approximately £120 million and is located on a one-acre brownfield site on Grove Crescent. The development will also include around 2,000m² of commercial space. It is conveniently situated to cater to the approximately 14,000 students studying at UCL East and the University of the Arts London’s London College of Fashion campuses in the Queen Elizabeth Olympic Park, as well as the nearby Birkbeck College and University of East London’s University Square Stratford campus. HGP is investing 75% of the equity requirement, with Watkin Jones providing 25%. The completion of the PBSA element is targeted for the start of the 2026/27 academic year. The development aims to deliver essential student housing in response to the persistent national shortage of rental homes for students. Aligned with Watkin Jones and HGP’s strong ESG credentials, the project aims to achieve a 'BREEAM Excellent' rating and will provide new outdoor spaces and amenities, along with enhancements to the public realm, including additional wildlife-friendly landscaping and greenery to enhance the local surroundings. The development promotes a car-free environment, advocating sustainable transportation options like biking or walking. Watkin Jones and HGP will collaborate with local youth groups through various initiatives, including roof garden plantings, guided tours of the site, and educational programmes focused on sustainability and modern housing concepts.
4. <https://www.construction.co.uk/construction-news/316250/watkin-jones-reaches-significant-milestone-on-student-accommodation-development> - Watkin Jones has reached a significant milestone with the topping out of its 397-bed Purpose Built Student Accommodation (PBSA) development at Grove Crescent Road in Stratford, East London. The project, funded through a joint venture with Housing Growth Partnership (HGP), Lloyds Banking Group, and Homes England, will provide 241 en suite cluster bedrooms and 156 self-contained studio apartments across three blocks. Designed with student life in mind, the development will offer a range of high-quality amenities, including landscaped roof terraces, a gym, group study spaces, a games lounge, a karaoke room, a media room, a tea point and social area, as well as dedicated podcast and social media rooms. Private dining facilities will also be available to residents. Located in close proximity to several prestigious London universities, including UCL East, London College of Fashion, Birkbeck, and the University of East London’s Stratford campus, the development offers excellent transport links. Stratford Station provides direct connections to central London and the East of England, while Westfield Stratford City, just a short distance away, offers a wide variety of shops, restaurants, bars, and entertainment options. The development will also include 2,000 square meters of commercial space, contributing to the area’s growing student-friendly environment. Sustainability is a key focus of the Grove Crescent Road development, which is targeting a BREEAM 'Excellent' rating for energy efficiency and environmental performance. The development will feature an all-electric heating system, eliminating the use of gas, and an engineered facade designed to minimise heat loss. It will also meet the latest building regulations for insulation and energy efficiency. To encourage sustainable transport, the development will include dedicated cycle spaces for residents and visitors, while on-site parking will be limited to DDA use only.
5. <https://bdcmagazine.com/2025/02/watkin-jones-tops-out-stratford-pbsa/> - Watkin Jones has reached a significant milestone with the topping out of its 397-bed Purpose Built Student Accommodation (PBSA) development at Grove Crescent Road in Stratford, East London. The PBSA project, funded through a joint venture with Housing Growth Partnership (HGP), Lloyds Banking Group, and Homes England, will provide 241 en suite cluster bedrooms and 156 self-contained studio apartments across three blocks, all delivered by Watkin Jones. Designed with student life in mind, the development will offer a range of high-quality amenities, including landscaped roof terraces, a gym, group study spaces, a games lounge, a karaoke room, a media room, a tea point and social area, as well as dedicated podcast and social media rooms. Private dining facilities will also be available to residents. Located in close proximity to several prestigious London universities, including UCL East, London College of Fashion, Birkbeck, and the University of East London’s Stratford campus, the development offers excellent transport links. Stratford Station provides direct connections to central London and the East of England, while Westfield Stratford City, just a short distance away, offers a wide variety of shops, restaurants, bars, and entertainment options. The development will also include 2,000 square meters of commercial space, contributing to the area’s growing student-friendly environment. Sustainability is a key focus of the Grove Crescent Road development, which is targeting a BREEAM 'Excellent' rating for energy efficiency and environmental performance. The development will feature an all-electric heating system, eliminating the use of gas, and an engineered facade designed to minimise heat loss. It will also meet the latest building regulations for insulation and energy efficiency. To encourage sustainable transport, the development will include dedicated cycle spaces for residents and visitors, while on-site parking will be limited to DDA use only.
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7. <https://benews.co.uk/watkin-jones-and-hgp-form-jv-to-deliver-120m-pbsa-scheme/> - Watkin Jones has created a joint venture with Lloyds-backed equity investor Housing Growth Partnership (HGP) to develop a circa £120m GDV purpose-built student accommodation (PBSA) development in Stratford, East London. Located on a one-acre brownfield site on Grove Crescent, the development will comprise 397 beds and 2,000 sq m (circa 21,500 sq ft) of commercial space. HGP is investing 75% of the equity requirement and Watkin Jones is providing 25%. Watkin Jones’ accommodation management business Fresh will be responsible for the delivery of the scheme as well as ongoing management. It is anticipated the PBSA element of the scheme will be ready for the start of the 2026/27 academic year. George Dyer, group investment director at Watkin Jones, said: “We are delighted to partner with HGP on this joint