# Aitch Group advances St James PBSA with 35% affordable beds and £114m funding boost



Aitch Group is advancing the delivery of the St James purpose-built student accommodation (PBSA) scheme in Walthamstow, east London, on behalf of its sister company and PBSA operator, YourTRIBE. The company has recently progressed the groundworks phase in collaboration with Foundation Developments, marking a significant step forward in the project’s realisation. The development is designed to provide 437 student bedrooms, tailored to support students' wellbeing and diverse needs. Notably, 35% of the bed spaces will be dedicated as affordable housing, reflecting a commitment to accessibility within the student community.

The forthcoming development will include a range of amenities aimed at fostering a supportive and engaging living environment. These amenities encompass entrance breakout areas, a communal amenity space, varied recreational and social spaces such as a games room, creative working zones, and a laundry room. YourTRIBE’s approach seeks to create not just accommodation but a holistic student lifestyle experience. The scheme is situated on the redevelopment of 80, 85, and 86 Brunner Road and is tailored to accommodate the growing student population of the Waltham Forest borough.

The design process for the St James scheme has involved extensive consultation and collaboration. Carey Jones Chapman Tolcher (CJCT) led the design team, engaging in detailed dialogue with local planning officers from London Borough of Waltham Forest and the Design Review Panel to align the scheme with the council’s vision for the site. A significant element of the plans is a landscaped public square covering 477 square metres, featuring a mix of hard and soft landscaping, including trees, flowerbeds, cycle spaces, and footpaths. This outdoor space is intended for use by residents, neighbours, and visitors, emphasising the development’s integration with the wider community and public realm.

Financially, YourTRIBE secured two development loans amounting to £114 million from Maslow Capital earlier this year, which underpin the delivery of both the St James development and another PBSA project in Greenwich, Ravensbourne Wharf. The St James scheme is anticipated to be completed in time for the 2026 academic year. Maslow Capital’s funding represents significant confidence in the PBSA sector’s growth potential in London, supporting schemes that combine high-quality design with a sizeable affordable housing component.

The St James project forms part of a broader trend in Waltham Forest and across London, where developers are responding to increasing demand for student accommodation while enhancing local infrastructure and community facilities. The site redevelopment includes proposals to improve pedestrian and cycle routes and incorporate green transport facilities, reinforcing sustainability and connectivity within the neighbourhood. These features resonate with wider urban planning objectives aimed at creating liveable, accessible, and environmentally responsible urban spaces.

Aitch Group, established in 1995 by Henry Smith, is a well-regarded London-based property developer with over three decades of experience. The company has built a strong reputation for delivering high-quality, design-led residential and mixed-use developments, including notable projects such as the Bagel Factory and Empress Works. Their involvement in the St James scheme adds to their growing portfolio of significant urban regeneration projects across London, including recent land investments in several boroughs amounting to hundreds of millions in development value.

The St James project, managed by Aitch Construction, is scheduled to run through to December 2026. Alongside the commercial aspects, YourTRIBE’s development strategy also includes enhancements to social infrastructure, such as plans for a health centre within the development, further underscoring the project’s comprehensive approach to student life and community wellbeing.

Overall, the St James PBSA scheme exemplifies the evolving nature of student accommodation in London, where quality, affordability, and community integration are increasingly prioritised. The partnership between Aitch Group and YourTRIBE, supported by substantial finance from Maslow Capital, positions this development as a key contributor to Walthamstow’s urban landscape and its growing student population.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://pbsanews.co.uk/2025/07/17/aitch-progresses-on-yourtribes-st-james-pbsa/), [[3]](https://www.constructionmap.info/site/515997/st-james-street)
* Paragraph 2 – [[1]](https://pbsanews.co.uk/2025/07/17/aitch-progresses-on-yourtribes-st-james-pbsa/)
* Paragraph 3 – [[1]](https://pbsanews.co.uk/2025/07/17/aitch-progresses-on-yourtribes-st-james-pbsa/)
* Paragraph 4 – [[1]](https://pbsanews.co.uk/2025/07/17/aitch-progresses-on-yourtribes-st-james-pbsa/), [[6]](https://www.estatesgazette.co.uk/news/maslow-capital-provides-114m-loan-for-london-pbsa-schemes/)
* Paragraph 5 – [[2]](https://stjamesstreetwalthamstow.co.uk/)
* Paragraph 6 – [[5]](https://www.buildington.co.uk/companies/aitch-group/id/763), [[7]](https://www.built-environment-networking.com/news/300m-development-portfolio-aitch-group-diversify-in-challenging-market-with-new-land-sought/)
* Paragraph 7 – [[1]](https://pbsanews.co.uk/2025/07/17/aitch-progresses-on-yourtribes-st-james-pbsa/), [[2]](https://stjamesstreetwalthamstow.co.uk/), [[3]](https://www.constructionmap.info/site/515997/st-james-street)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://pbsanews.co.uk/2025/07/17/aitch-progresses-on-yourtribes-st-james-pbsa/> - Please view link - unable to able to access data
2. <https://stjamesstreetwalthamstow.co.uk/> - Tribe's proposals for redeveloping St James Street in Waltham Forest aim to deliver 188 new student homes, enhancing the local area with improved pedestrian and cycle routes, and green transport facilities. The design respects the character of the surrounding area, incorporating a new courtyard and walkways. The development is supported by the University of Portsmouth and the University of London, and includes plans for a new health centre within the development, projected to open in summer 2023.
3. <https://www.constructionmap.info/site/515997/st-james-street> - The St James Street construction site at 47 St. James, Walthamstow, London, E17 7NH, is managed by Aitch Construction (London) Ltd. The project, named St. James Street, is scheduled to run from 3 February 2025 to 23 December 2026. The client is Tribe St James Street Devco Limited, and the local authority is the London Borough of Waltham Forest.
4. <https://www.stockwool.co.uk/about-us/clients/> - Stockwool's client list includes Aitch Group, a London-based property developer known for delivering high-quality, design-led residential and mixed-use schemes. Aitch Group has been involved in various developments, including the Empress Works in Hackney, completed in 2021, and the Three Mills West project in Stratford, completed in 2021.
5. <https://www.buildington.co.uk/companies/aitch-group/id/763> - Aitch Group, founded in 1995 by Henry Smith, is a London-based property developer with over 30 years of experience. The company has established itself as a leading developer in London, delivering high-quality, design-led residential and mixed-use schemes. Notable developments include the Bagel Factory (2019), The Textile Building (2013), and Empress Works (2021).
6. <https://www.estatesgazette.co.uk/news/maslow-capital-provides-114m-loan-for-london-pbsa-schemes/> - Maslow Capital has provided two development loans totalling £114 million for two student accommodation projects in Walthamstow and Greenwich. The Walthamstow project, known as St James, is a 224-bedroom scheme with 5,300 sq ft of commercial space, set to reach practical completion in time for the 2026 academic intake. The Greenwich scheme is a 414-bedroom development with 5,352 sq ft of commercial space, expected to complete in 2027.
7. <https://www.built-environment-networking.com/news/300m-development-portfolio-aitch-group-diversify-in-challenging-market-with-new-land-sought/> - In 2022, Aitch Group expanded its development portfolio by £300 million (GDV) through a £70 million investment in land across four London boroughs, including Waltham Forest. The company is actively seeking new land for development, focusing on sites without planning permission with land values up to £30 million, predominantly in London and the South East.