

HAYES VILLAGE, WEST LONDON

CASE STUDY



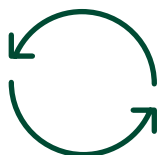
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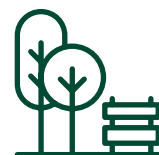


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Hayes Village, West London



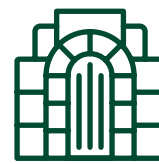
Heritage-led regeneration of the former Nestlé factory in Hayes



1,473 new homes, three hectares of public open space and 230,00 sf of employment space



On-site café, gym, running track, nursery, flexible workspaces and a **dedicated community hub**



Retained history including Art Deco façades and original factory features within the public realm



Our partnership with SEGRO

Barratt London, in partnership with SEGRO, is delivering a transformative mixed-use regeneration project at Hayes Village - breathing new life into the landmark 12-hectare site of the former Nestlé factory, which had been closed to the public for more than 100 years. A cornerstone of Hayes' heritage since 1913, the iconic site sits alongside the Grand Union Canal within a Conservation Area and one of London's 30 designated Housing Zones, with four listed buildings anchoring its historic character.

Set to complete in 2028, the scheme will offer over 1,300 new homes across a range of tenures, complemented by three hectares of green open space including landscaped podium gardens. A vibrant mix of community-focused amenities includes a café, gym, running track, nursery, flexible workspaces and a dedicated community hub.





Alongside this, 230,000 sq ft of modern light industrial space is being created, with the development set to unlock hundreds of permanent jobs and help meet London's pressing need for homes and employment space.

Sustainable travel is encouraged with 2,000 cycle spaces and electric vehicle charging points and its location is just a nine-minute walk to the Elizabeth Line.





A heritage-led approach

At its heart is a sensitive, heritage-led approach. Key architectural features of the factory - including the distinctive south façade, parts of the west and east elevations, and the original Art Deco entranceway - are being carefully retained and restored. Historic machinery and artefacts will be thoughtfully incorporated into the public realm, with plans to repurpose elements like the Art Deco staircase within new homes, creating a connection between past and present.

Hayes Village is a flagship example of how sensitive design, adaptive reuse and bold vision can build a more inclusive and vibrant future for local communities.

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