

The best in the show

Top of the class
The Canary Wharf skyline is home to some of Europe's most innovative and dynamic buildings. Ballymore Properties' latest addition is no exception.

ENTER A DIFFERENT WORLD AT PAN PENINSULA. A London's most exclusive residential residence that sets new standards of luxury for city living.

Ballymore Properties' latest addition to the city skyline makes the architectural landscape of Manhattan, Hong Kong and beyond, as one of Europe's latest residential developments. In the heart of the capital's most dynamic quarter, and just minutes' drive and with excellent transport links, it offers the style, comfort and quality of life that today's city-based professional demands.

Pan Peninsula stands for timeless values in a contemporary setting - the luxury lifestyle of a classic residence first reimagined by cutting-edge technology. To step into the urban lobby is to enter one of the most exclusive corners, with lobby parking and concierge to suit to your every need. Here is the service of five-star hotels for a place you can call home, with staff available night and day to take care of your every requirement, from dry cleaning to dinner parties. The business center supports work-related demands, while the sky lounge offers serene surroundings with refreshments and its own dedicated lounge service.

These one of the Pan Peninsula development is a go-anywhere luxury urban first-class facilities make it the perfect place to relax after a long day. Its prime location across the latest releases in comfort and style. The health club features a pool, sauna and fully staffed team of the set gym, and a holistic spa offers a range of complementary therapies and beauty treatments. The aquatic restaurant serves superb international cuisine, while the club floor cocktail bar boasts a unique and versatile 'live' panorama of one of the world's great cities. The landscaped podium, featuring boutique retail units, will make the project a valuable addition to the neighbourhood.

Properties are available to suit all lifestyles, from extraordinary penthouses occupying entire floors, to smaller units that make perfect pads for first-time professionals. Displays offer stunning views across the city, and there is a wide choice of one- and two-bedroom apartments. All are specified down to the smallest detail to ensure maximum comfort and style. From the elevators are programmed to suit residents' regular routines. Design and materials reflect quality and care - Pan Peninsula is renowned for its not-incomplete finishes. Floor-to-ceiling windows and air glass walls, maximizing natural light to the maximum by being the finest of the finest into the domestic domain.

The latest in a series of innovative Docklands developments by Ballymore Properties, Pan Peninsula confirms the company's position as a leading player in the area. Ballymore was founded in Ireland in 1976, and soon earned a reputation as one of the most progressive and dynamic property developers around. Ballymore has consistently sought city-centre locations with hidden potential, creating award-winning developments that combine technical excellence with a commitment to economic sustainability.

It currently has all projects underway across Britain, Ireland and Central Europe. Ballymore embarked on a series of increasingly ambitious projects around the City in the early Nineties, and in Docklands it has been a leading player in the regeneration of the waterfront, including leading high-spec construction at Docks Wharf and Millers Quay Harbour. Now Docklands Wharf and a multi-national construction team, which includes Canary Wharf Contractors, selected for their expertise in high-rise building construction.

Pan Peninsula is the result of an iterative process of innovation and experimentation. It is not just a beautiful building but a whole way of life. Each apartment has been meticulously designed to meet different lifestyles, and will be both stylish and functional. The larger apartments offer luxury and elegance, while the smaller ones make maximum use of space to provide comfortable and stylish products across all areas for emphasis in an cutting-edge design and construction techniques.

Pan Peninsula will help redefine the London skyline, and stand tall at Docklands' premier address - the place to live above all others. It

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is a groundbreaking mixed-use development, combining retail, commercial and leisure facilities. It was also the first Ballymore project designed by legendary architects Skidmore, Orange and Merrill, the master planners of Canary Wharf.

Pan Peninsula is the pinnacle of this generation's professional achievement, and has been inspired by the sophisticated interior designs of three of Europe's leading practices.

The place to live above all others.

Best Marketing Campaign of the Year – and Victor Ludorum ▲►

Presented by The Worshipful Company of Chartered Surveyors
Winner Totality UK **Project** Pan Peninsula
Client Ballymore Properties

A strong category, in which the quality of entries were of a very high standard. The judges agreed this was a clear winner. The quality speaks for itself, and set it high above the rest of the entries. A superb advertising concept that projected a message that was different and attractive to its target market

what does the deposit bond do?

The deposit bond is a financial guarantee that ensures the completion of a project. It is a contract between the contractor and the client, which states that the contractor will complete the project within a specified time frame and budget. If the contractor fails to do so, the client can claim the bond amount from the surety company.

how does the process work?

The process starts with the contractor applying for a deposit bond from a surety company. The surety company will assess the contractor's financial strength and track record. If approved, the contractor will pay a fee to the surety company, which will then issue the bond to the contractor. The contractor can then use the bond to secure the project, and the surety company will ensure that the project is completed as planned.

what are the potential benefits to a purchaser?

- It provides a financial guarantee that the project will be completed.
- It protects the client from the risk of non-completion.
- It ensures that the contractor has the financial resources to complete the project.
- It provides a clear record of the project's progress and budget.
- It can be used as a marketing tool to attract clients.
- It can be used as a tool for dispute resolution.
- It can be used as a tool for risk management.
- It can be used as a tool for project control.
- It can be used as a tool for project financing.
- It can be used as a tool for project insurance.
- It can be used as a tool for project security.
- It can be used as a tool for project protection.
- It can be used as a tool for project safety.
- It can be used as a tool for project success.



Estates Gazette cover of the year ▼

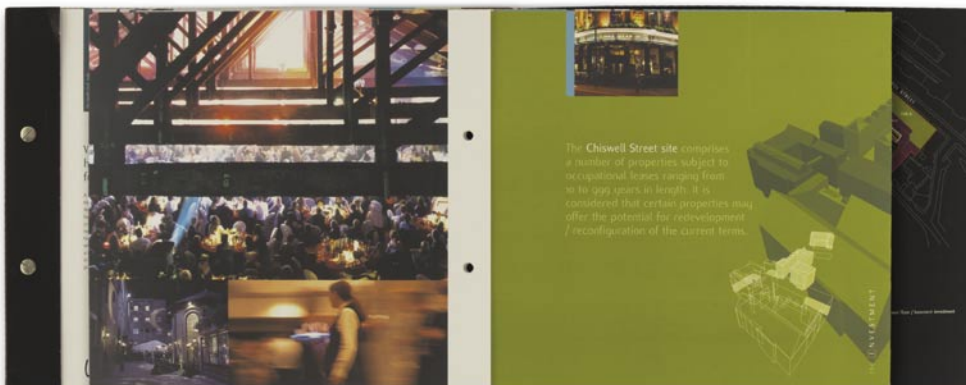
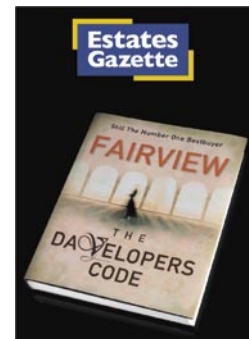
Winner Fairview New Homes
Cover The Developers' Code
Design CMS
Presented by Estates Gazette

Voted for by the readers of Estates Gazette. Readers commented on the clever take on the book. It was eye-catching, and very novel! As one reader put it: "this is an intelligent, amusing cover, which succinctly gets its message across"

Residential ▲

Winner Totality UK **Project** Pan Peninsula **Client** Ballymore Properties **Sponsor** Allsop

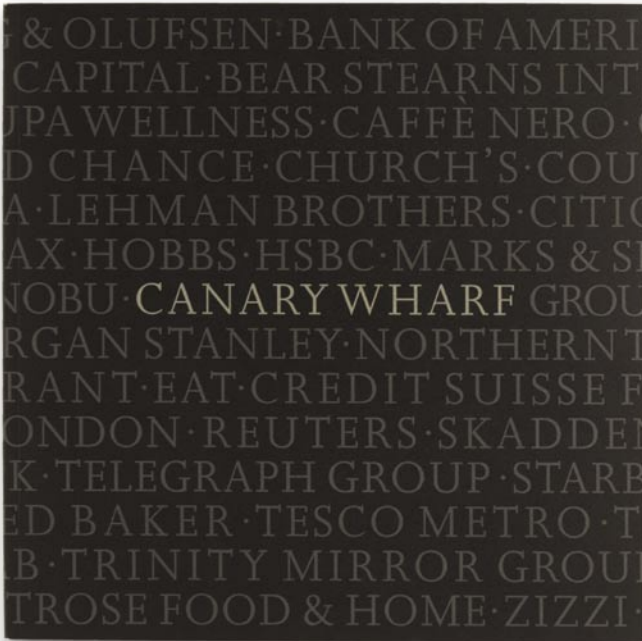
One of this year's best categories. The judges described this as a triumph of marketing. It deserves credit for its creative and innovative approach in building a luxury brand. Excellent photography and great use of typography supported this entry's success



Leisure ▲

Winner Christie & Co **Project** The Brewery **Client** Whitbread **Sponsor** Colliers CRE

Not the strongest of categories this year. The winner was clearly sectionalised and well put together. An elegant piece, in keeping with the properties on offer



Retail ▲

Winner Canary Wharf Group **Project** Canary Wharf retail brochure
Client Canary Wharf Group **Sponsor** Chase & Partners

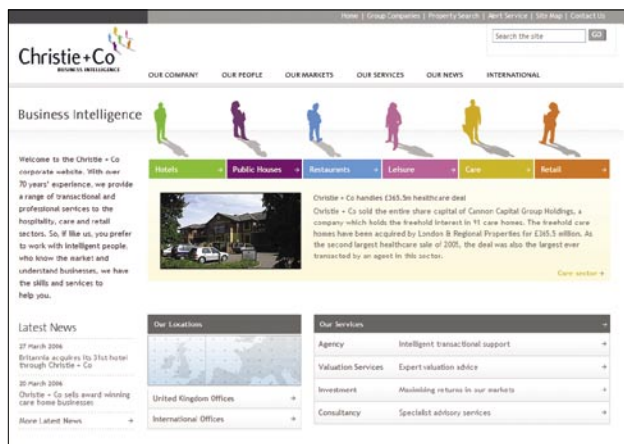
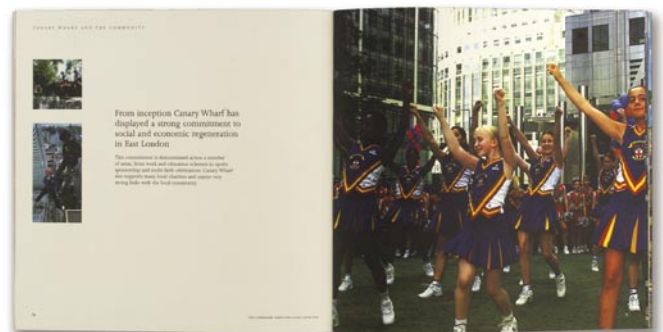


This category was not as strong as previous years. A stylish brochure that sells the quality of the retail outlets at Canary Wharf and reflects the buzz there

Best Corporate Marketing – Property Company ►

Winner Canary Wharf Group **Sponsor** Rogers Chapman
Project Canary Wharf Group retail brochure

Another very strong category this year. Another clear winner for Canary Wharf – a very stylish brochure that sells the quality of the retail outlets and reflects the buzz at Canary Wharf



Best Online Marketing – Property Adviser

Winner Christie & Co **Project** Christie & Co corporate website
Sponsor Teesland iOG

A clear winner in this category and no other entry came close. The site contained a lot of information that was clearly signposted and easy to find

Best Corporate Marketing – Property Adviser ▼ ►

Winner Gerald Eve **Sponsor** Slough Estates International

Project Big On Personality – review of the year 2005

This was a superb category that provided some interesting entries. A notable improvement over previous years' entries. The winner was a quirky but well-put-together brochure that blended fun, people and financial information to give a really good idea of the personality and culture of the firm

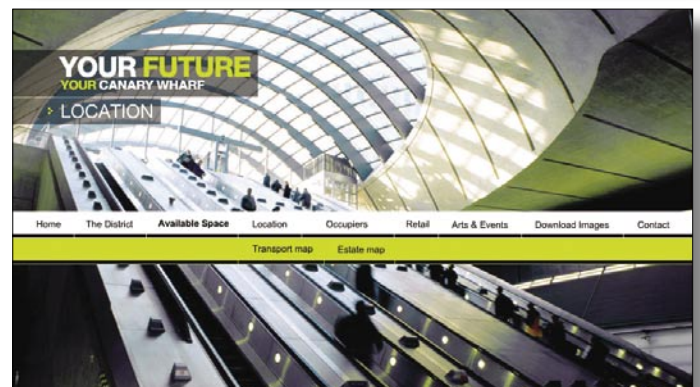


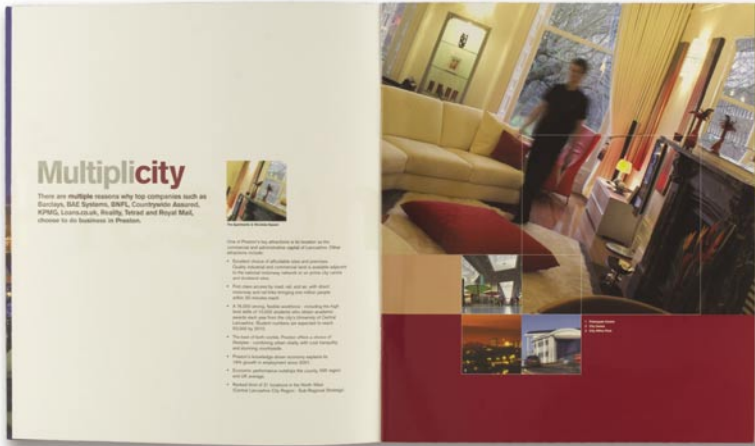
Best Online Marketing – Property Company ►

Winner Canary Wharf Group **Sponsor** Smart

Project Canary Wharf Group corporate website

A very strong category, with many of the entries demonstrating a good use of the media. The ease of navigation and clarity of the Canary Wharf corporate website made it a clear winner. Good, clear graphics, with all the relevant information easy to find





◀ **Public Sector**

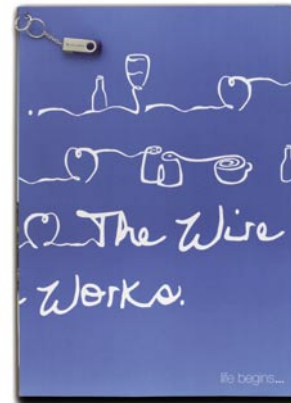
Winner Creative Lynx
Project Preston city campaign
Client Preston city council
Sponsor City of London

All the entries in this category were of an exceptionally high quality. A nicely crafted brochure. The winning entry was noted for its design and clarity and how it conveyed a real passion for the city

Mixed Use and Regeneration ▶

Winner DS Emotion **Project** The Wire Works
Client Modus **Sponsor** CB Richard Ellis

Not a vintage year for this category. The winner clearly stood out in terms of size, impact and simplicity. It succeeded in getting the message across in an effective and innovative way



Best Recruitment Marketing ▶

Winner Drivers Jonas
Project Drivers Jonas graduate recruitment campaign 2005
Sponsor Hudson

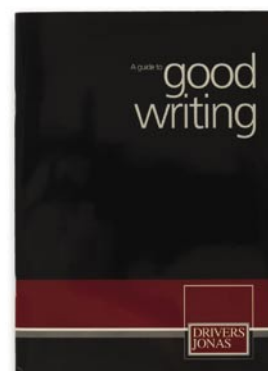


A solid category. The winning entry was a bold, colourful piece of work that conveyed the personality and work ethos of the firm in a straightforward professional manner

Best Marketing Team ▶

Winner Drivers Jonas **Sponsor** Donaldsons

The judges were impressed by the output and contribution that the nine-strong team made to the firm during the past 12 months. The team was responsible for a broad range of services that contributed to a 25% increase in new business for the company, a 68% increase in hits on its website and a ranking of 21 in *The Times*' Best 100 Companies to Work for – the highest-placed property consultancy



Offices ▶

Winner Sectorlight Sutton Young
Project Moorhouse
Client Hammerson & Henderson
Sponsor British Land

The winning entry succinctly portrays what is on offer. It had real personality and brought a smile to the judges' faces



Investment ▲

Winner Bostock & Pollitt
Project The Estate, Knightsbridge
Client BP Investment Management
Sponsor Development Securities

The winner clearly stood out in this category. The box is very tactile and contained very clear and high-quality comprehensive information

Industrial and Distribution ▼

Winner Reach Marketing Communications **Client** ProLogis
Project ProLogis Park, Crewe **Sponsor** The Rutland Group

This was a very strong category with some interesting pieces of work. Of the winner, the judges thought the fold-out map containing all the salient points was a most innovative and cost-effective approach and very relevant to its target audience

