

# THE IVERY

—WEST HAMPSTEAD—





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—WEST HAMPSTEAD—

# Development

The Ivery is a stunning new development located within walking distance of West Hampstead's cafes, restaurants and shops. The nineteen individual residences at The Ivery, ranging in size from one to three bedrooms, have been carefully designed with style and elegance in mind and attention to detail throughout. With numerous green spaces nearby, The Ivery combines a village atmosphere with city-living, offering everything you need to live in one of the most vibrant capital cities in the world.



THE IVERY  
—WEST HAMPSTEAD—

Located in one of London's most desirable areas with fantastic amenities and excellent transport links, The Ivery - West Hampstead is the ideal place to live or to invest. Each luxury apartment has been thoughtfully designed, offering exceptional facilities, including two lifts and a communal roof terrace. Contemporary design is embraced throughout the development to maximise the use of space and provide a stimulating environment in which to live. Surrounded by the life and style of West Hampstead village as well as being just minutes away from the city, The Ivery allows residents to enjoy living in close contact to nature whilst being conveniently located near excellent lifestyle facilities.



“A thing of beauty  
is a joy forever”

**John Keats**  
Poet and Former Hampstead resident

# Amenities



## THE IVERY —WEST HAMPSTEAD—

Residents of The Ivery can take advantage of a full range of amenities including

- Lift access to all floors
- Centralised Satellite TV System
- Individual Mail Boxes
- Secure Cycle Parking Facility
- Door Entry System
- Security System with Cameras on all access points
- Private Balconies and Terraces
- Communal Roof Garden Terrace
- Underground, Train and Bus connections to Central London at your Doorstep

# Living Space

The Ivery presents a sophisticated and contemporary approach to comfort using interior space and natural light within a series of one, two and three bedroom apartments. Designer features range from LED lighting to unique bespoke worktops. It's the little touches of elegance and quality that help to create a truly stylish and modern living space within each and every private apartment.





Images are samples from other similar developments and are for indicative purposes only

# The Area

Located in North West London in the London Borough of Camden between Finchley Road and Kilburn, West Hampstead possesses a well-to-do reputation, with a village feel, dominated by the main high street West End Lane. West Hampstead is the quintessential London neighbourhood. For over a hundred years, a thriving colony of artists, designers, scientists and academics have chosen to live in the neighbourhood. In fact, West Hampstead has been home to famous past and present names such as John Keats, Lord Byron, Sigmund Freud, George Orwell and Stephen Fry. The Ivery sits very nicely in that frame, ideally suited to professionals and growing families who like the idea of settling in an area that has a strong sense of community, but who also want to enjoy a quality of life and a standard of living that a well-connected area such as West Hampstead can offer.



From opportunities to explore the nearby heath to dining in a range of superb restaurants and enjoying its vibrant nightlife, West Hampstead offers the best of country and city living. The shops, eateries and bars are primarily located on West End Lane, and to a lesser extent on Mill Lane and Broadhurst Gardens. West End Lane and Mill Lane are good places to hang out for a coffee, go for lunch or enjoy an evening meal. The Wet Fish Cafe, in a former fishmonger, is a local institution, both for its excellent food, popular music and arts events. The Kitchen Table is an independent café popular for its use of seasonal ingredients to prepare fresh dishes. West End Lane offers also a choice of chain restaurants, which include Nando's, Banana Tree and Gourmet Burger Kitchen. Popular bars and pubs include The Alice House, The Gallery, The Black Lion, and the late night bars Lower Ground Bar and Lately Night Club.



A Sainsbury's Local, Tesco Express and Little Waitrose are ideal for grocery shopping, and The Hampstead Butcher & Providore offers free-range meats, artisan deli goods, and a good range of wines. The Farmers' Market, running every Saturday at West Hampstead Thameslink station, offers organic meat and poultry, dairy, fruit and veg in season, all are grown and produced within 100 miles of London. There are numerous theatres and cinemas located nearby West Hampstead, such as the Tricycle Theatre in Kilburn, Hampstead Theatre in Swiss Cottage, two branches of the Everyman cinema in Hampstead and Belsize Park, and a Vue multiplex cinema at the O2 shopping centre in Finchley Road. For sport lovers, Cumberland Lawn Tennis Club and Hampstead Cricket Club are in Alvanley Gardens, a Virgin Active gym with swimming pool is located inside the O2, and a council swimming pool in Swiss Cottage.



West Hampstead boasts numerous green spaces where to relax, enjoy a picnic, or exercise. Kilburn Grange Park comprises a children's playground, three tennis courts and a floodlit games area. Queen's Park, just a mile away from The Ivery, is a well-loved and hugely popular city park with six tennis courts, a 9-hole pitch and putt course, a cafe and a small zoo. Hampstead Heath Park, which is just a short walk away, is an ideal location for long walks, and with its three natural ponds, very popular with locals, is the ideal place where to swim during hot summer days. Primrose Hill, with its extraordinary view on the city, and the popular Regent's Park are located nearby.

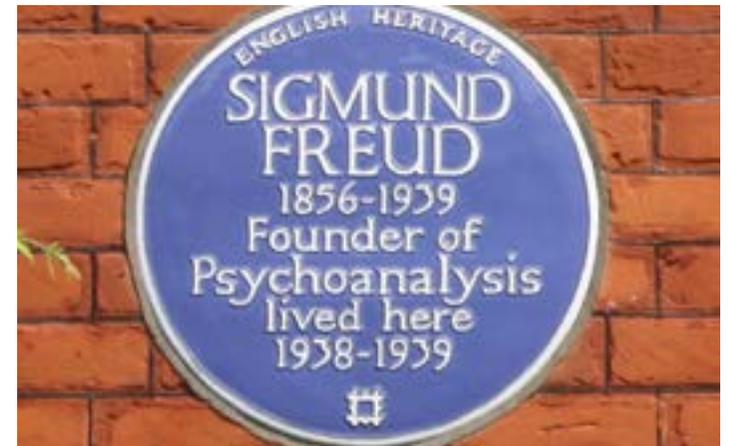


Among the poets, scientists and academics who have chosen to live in Hampstead in the past, the founder of psychoanalysis, Sigmund Freud, is one of the most noted. Freud's house, which became a popular museum, offers a staggering collection of antiques, including the original psychoanalytic couch once owned by Dr Freud himself. Another historical figure associated with Hampstead is the poet John Keats, who lived in Hampstead in the early 1800s and wrote his famous Ode to a Nightingale while relaxing under a plum tree in his garden. Keats House is a beautiful building and is still home to an informal poetry club that regularly meets here. A few hundred yards south, toward central London, West End Lane joins Abbey Road and its iconic music recording and mixing studio, home for The Beatles in the 60's.



“Beauty is truth, truth beauty”

John Keats  
Poet and Former Hampstead resident



A good choice of state primary schools is offered for residents in the West Hampstead area, some of them judged “outstanding” by Ofsted, such as the Emmanuel CofE, Kingsgate and St Eugene de Mazenod RC. Moreover, West Hampstead and nearby Hampstead offer many private schools as well. The most popular are the Maria Montessori at St Mary’s Church, Broadhurst, The Phoenix School and Mulberry House. The Ivery is also conveniently located within 30 minutes to the top London’s Universities, including Imperial College, King’s College, UCL and LSE.



# London

Presenting an innumerable choice of attractions and experiences, London is considered one of the most cosmopolitan cities and exciting cities in the world. Home to over 300 nationalities, its multicultural society results in a diverse and vibrant place to live and work. Known locally as 'the City', the capital is one of the world's most important business and financial centres, with a number of multi-national companies headquartered here. West Hampstead's excellent underground links make embracing London life a pleasure.

## Shopping

Just 24 minutes away by underground is the retail mecca of Westfield Shopping Centre - Shepherd's Bush, with over 372 retail outlets including the best-known designer labels. In addition, the most famous and historic store in the world, Harrods, is under 20 minutes away by underground, as well as Selfridges [9 minutes by underground] and Liberty [12 minutes by underground].



## Fine Dining

Featuring some of the world's finest fine dining restaurants, London is one of the culinary capitals of the world. From the Michelin starred to the simply exquisite, London's repertoire of fine dining restaurants is second to none. The Alain Ducasse at The Dorchester, a three Michelin stars restaurant in Mayfair, is only 4 miles away from West Hampstead, while the popular Gordon Ramsay's restaurant in Chelsea, is only 5 miles away.



## Art And Culture

London is one of the most culturally vibrant cities in the world. The capital boasts three of the top ten museums and galleries in the world [British Museum, The National Gallery, and Tate Modern] and more than 850 art galleries. Art, theatre and examples of London's magnificent heritage are all in generous supply around this north-west London. Hampstead Village, which is full of beautiful historic streets and lanes, is famous for its intellectual, liberal, artistic, musical and literary associations. The capital has recently voted Best City for Culture 2014 at the inaugural Leading Culture Destinations Awards.



## Iconic London

London is home to some of the most famous and iconic attractions in the world – from Big Ben and the red telephone box, to black cabs and Piccadilly Circus. The River Thames threads through the capital, linking landmarks such as Tower Bridge and The London Eye. London's many green spaces are also unique in their character, such as Hyde Park, St. James's Park and Regent's Park. London also comprise four UNESCO world heritage sites, the Tower of London, Maritime Greenwich, and Westminster Palace, which includes Westminster Abbey and Saint Margaret's Church as well as Kew's Royal Botanic Gardens. The Royal Albert Hall, the Royal Opera House, Covent Garden, the O2 Arena and the vibrant West End with its theatres, restaurants, bars and nightclubs ensure you can enjoy an exciting day or night out seven days a week.



# Connections

The extremely convenient location of The Ivery - West Hampstead allows its resident to get to Central London in just a few minutes. London's Jubilee Line, Overground and Thameslink networks are less than 5 minutes walking away, as well as plenty of buses, connecting the area with the centre of London 24 hours a day.

A journey from West Hampstead Tube station, on the Jubilee Line (Zone 2), to Bond Street takes just nine minutes. Overground trains regularly depart for Richmond, Stratford and Clapham Junction. Thameslink services from West Hampstead Rail Station run trains to St Pancras, South London and Brighton. There are also plenty of buses that travel south into the city, including the 139 (to Waterloo) and the 189 (to Oxford Circus), both of which are 24 hour services. The 328 (to Chelsea) and the C11 (to Archway) pass through West Hampstead.



Hampstead Heath  
10 minutes - 1.9 miles



O2 Finchley Road  
10 Minutes - 1 Mile



Camden Lock  
20 Minutes - 2.5 Miles



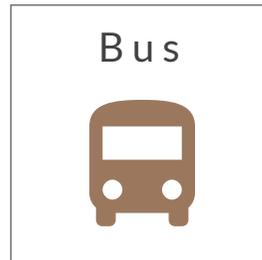
Wembley Stadium  
23 minutes - 6.5 miles



Oxford Circus  
20 minutes - 3.7miles



West Hampstead  
Thameslink



139  
189  
328  
C11



West Hampstead -  
Jubilee Line - Zone 2

West Hampstead -  
Overground - Zone 2



Hyde Park  
20 minutes - 3.9 miles



Piccadilly Circus  
23 minutes - 4.8 miles



King's Cross  
18 Minutes - 4.5 Miles



Canary Wharf  
29 Minutes - 10 Miles



Heathrow Airport  
45 Minutes - 16.4 Miles

# Site Plan

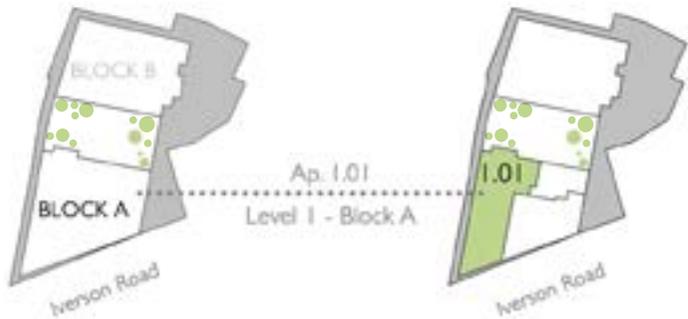


Any area, measurements or distances referred to are given as guide only and are not precise.



### APARTMENT 1.01 - 3 Bedroom Flat / 5 Person

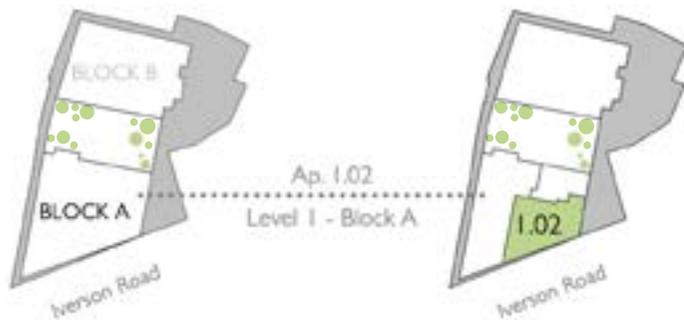
	SQ/M	SQ/FT
<b>TOTAL AREA</b>	<b>101.66</b>	<b>1094</b>
	M	FT
LIVING/KITCHEN	5.74*5.93	61.76*63.80
MASTER BEDROOM	4.69*4.48	50.46*48.20
BEDROOM 2	2.90*2.72	31.20*29.27
BEDROOM 3	3.90*3.05	41.96*32.82
TERRACE	1.69*2.23	18.18*23.99
TERRACE	6.15*3.62	66.17*38.95



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## APARTMENT 1.02 - 2 Bedroom Flat / 4 Person

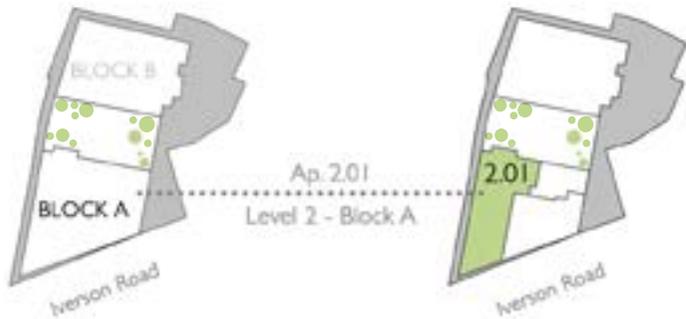
	SQ/M	SQ/FT
<b>TOTAL AREA</b>	<b>67.84</b>	<b>730</b>
	<b>M</b>	<b>FT</b>
LIVING/KITCHEN	3.49*7.03	37.55*75.64
MASTER BEDROOM	3.35*2.99	36.05*32.17
BEDROOM 2	2.99*3.42	32.17*36.80
TERRACE	5.89*3.31	63.37*35.61



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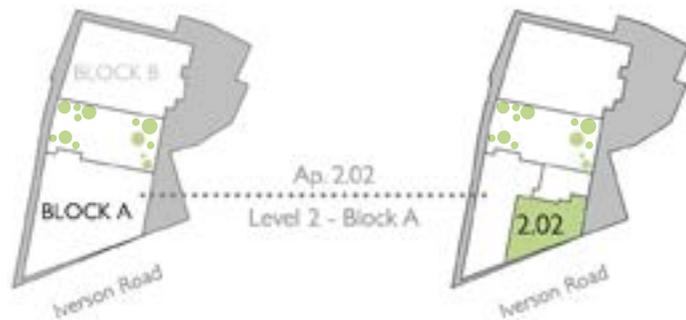
## APARTMENT 2.01 - 3 Bedroom Flat / 5 Person

	SQ/M	SQ/FT
<b>TOTAL AREA</b>	<b>101.26</b>	<b>1090</b>
	<b>M</b>	<b>FT</b>
LIVING/KITCHEN	5.74*5.93	61.76*63.80
MASTER BEDROOM	4.69*4.48	50.46*48.20
BEDROOM 2	2.90*2.72	31.20*29.27
BEDROOM 3	3.90*3.05	41.96*32.82
TERRACE	1.69*2.23	18.18*23.99
TERRACE	6.15*3.62	66.17*38.95



## APARTMENT 2.02 - 2 Bedroom Flat / 4 Person

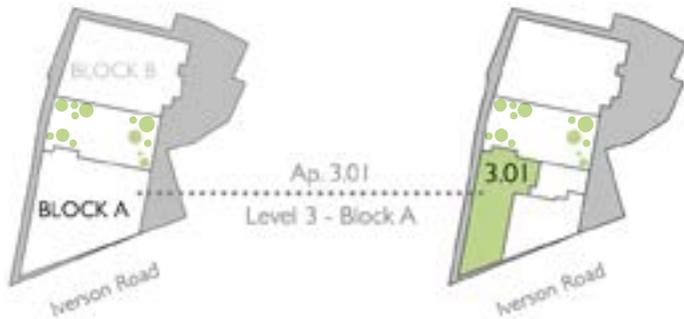
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<b>TOTAL AREA</b>	<b>68.03</b>	<b>732</b>
	<b>M</b>	<b>FT</b>
LIVING/KITCHEN	3.49*7.03	37.55*75.64
MASTER BEDROOM	3.35*2.99	36.05*32.17
BEDROOM 2	2.99*3.42	32.17*36.80
TERRACE	5.89*3.31	63.37*35.61



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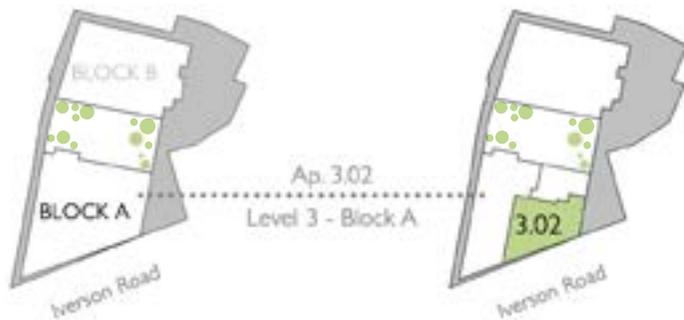
## APARTMENT 3.01 - 3 Bedroom Flat / 5 Person

	SQ/M	SQ/FT
<b>TOTAL AREA</b>	<b>100.09</b>	<b>1077</b>
	<b>M</b>	<b>FT</b>
LIVING/KITCHEN	5.74*5.93	61.76*63.80
MASTER BEDROOM	4.69*4.48	50.46*48.20
BEDROOM 2	2.90*2.72	31.20*29.27
BEDROOM 3	3.90*3.05	41.96*32.82
TERRACE	1.69*2.23	18.18*23.99
TERRACE	6.15*3.62	66.17*38.95



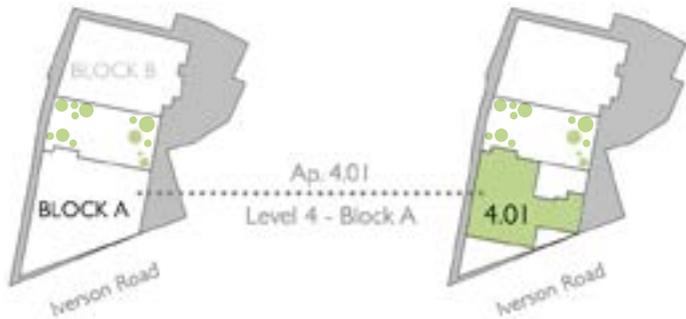
## APARTMENT 3.02 - 2 Bedroom Flat / 4 Person

	SQ/M	SQ/FT
<b>TOTAL AREA</b>	<b>67.56</b>	<b>727</b>
	<b>M</b>	<b>FT</b>
LIVING/KITCHEN	3.49*7.03	37.55*75.64
MASTER BEDROOM	3.35*2.99	36.05*32.17
BEDROOM 2	2.99*3.42	32.17*36.80
TERRACE	5.89*3.31	63.37*35.61



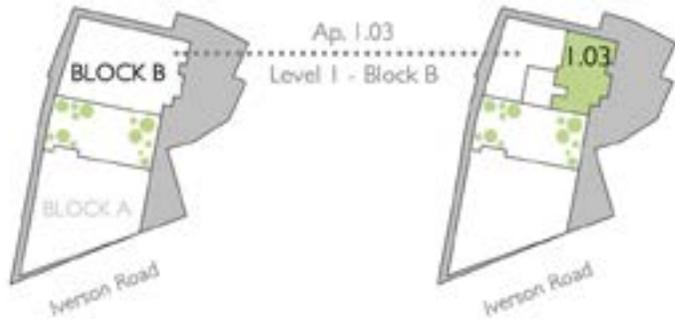
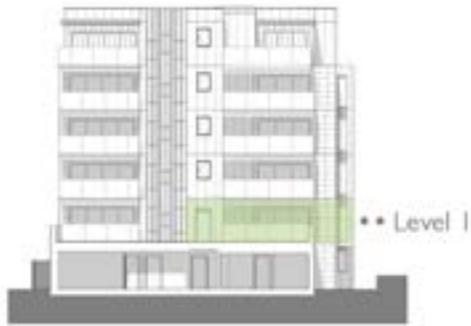
## APARTMENT 4.01 - 3 Bedroom Flat / 5 Person

	SQ/M	SQ/FT
<b>TOTAL AREA</b>	<b>106.86</b>	<b>1150</b>
	<b>M</b>	<b>FT</b>
LIVING/KITCHEN	10.51*2.91	113.09*31.31
MASTER BEDROOM	3.13*6.03	33.69*64.88
BEDROOM 2	3.43*4.86	36.90*52.29
BEDROOM 3	3.03*2.80	32.60*30.13
BALCONY	1.00*6.15	10.76*66.17
TERRACE	10.66*4.78	114.70*51.43



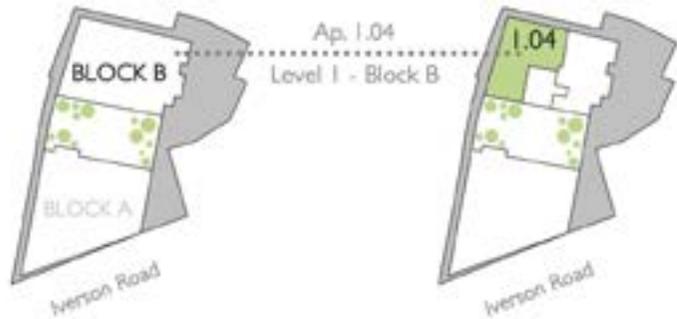
### APARTMENT 1.03 - 2 Bedroom Flat / 3 Person

	SQ/M	SQ/FT
<b>TOTAL AREA</b>	<b>70.09</b>	<b>754</b>
	M	FT
LIVING/KITCHEN	4.37*4.93	47.02*53.05
MASTER BEDROOM	4.87*3.14	52.40*33.78
BEDROOM 2	3.74*2.64	40.24*28.40
TERRACE	5.85*1.68	62.95*18.08



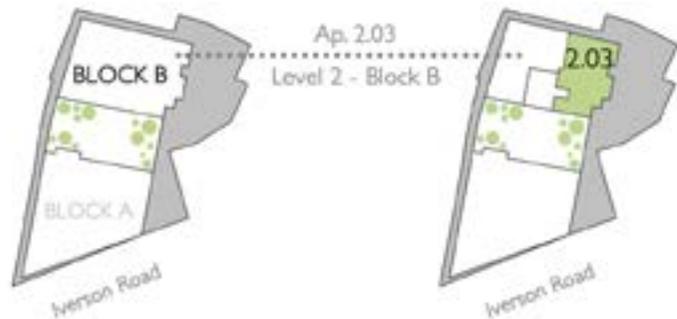
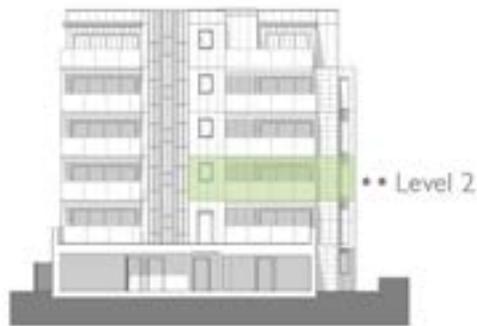
## APARTMENT 1.04 - 2 Bedroom flat / 4 person

	SQ/M	SQ/FT
<b>TOTAL AREA</b>	<b>76.88</b>	<b>827</b>
	M	FT
LIVING/KITCHEN	4.37*4.93	47.02*53.05
MASTER BEDROOM	4.87*3.14	52.40*33.78
BEDROOM 2	3.74*2.64	40.24*28.40
TERRACE	5.85*1.68	62.95*18.08



## APARTMENT 2.03 - 2 Bedroom Flat / 3 Person

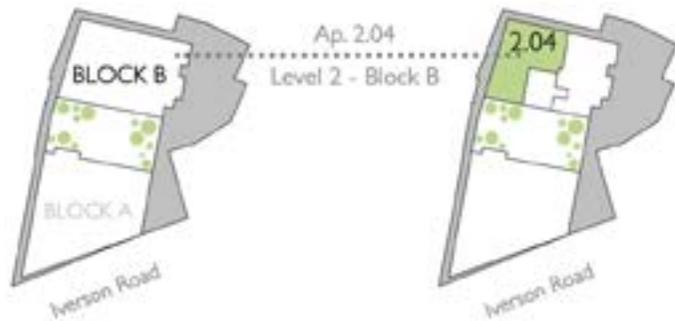
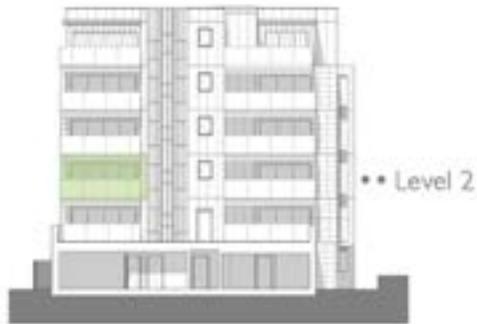
	SQ/M	SQ/FT
<b>TOTAL AREA</b>	<b>70.40</b>	<b>758</b>
	M	FT
LIVING/KITCHEN	4.37*4.93	47.02*53.05
MASTER BEDROOM	4.87*3.14	52.40*33.78
BEDROOM 2	3.74*2.64	40.24*28.40
TERRACE	5.85*1.68	62.95*18.08



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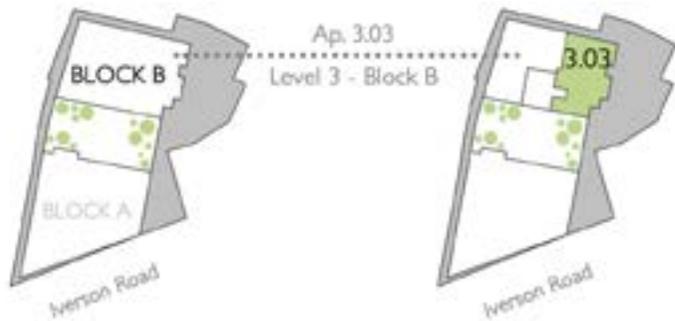
## APARTMENT 2.04 - 2 Bedroom Flat / 4 Person

	SQ/M	SQ/FT
<b>TOTAL AREA</b>	<b>76.98</b>	<b>828.6</b>
	<b>M</b>	<b>FT</b>
LIVING/KITCHEN	4.82*6.28	51.86*67.57
MASTER BEDROOM	4.10*3.99	44.12*42.93
BEDROOM 2	3.10*4.55	33.35*48.96
TERRACE	5.25*1.56	56.49*16.78



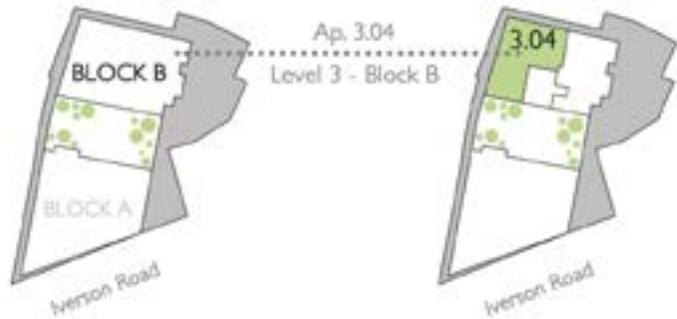
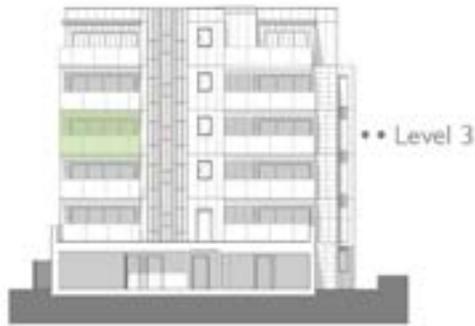
## APARTMENT 3.03 - 2 Bedroom Flat / 3 Person

	SQ/M	SQ/FT
<b>TOTAL AREA</b>	<b>70.40</b>	<b>758</b>
	M	FT
LIVING/KITCHEN	4.37*4.93	47.02*53.05
MASTER BEDROOM	4.87*3.14	52.40*33.78
BEDROOM 2	3.74*2.64	40.24*28.40
TERRACE	5.85*1.68	62.95*18.08



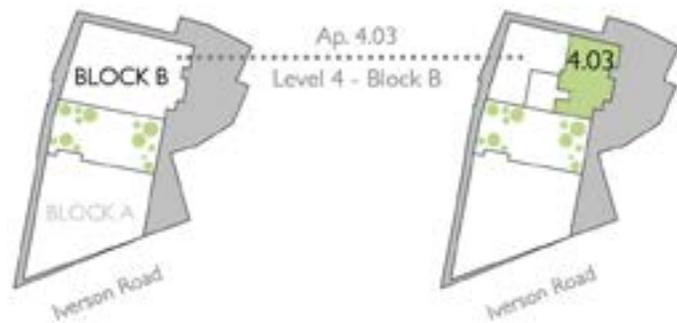
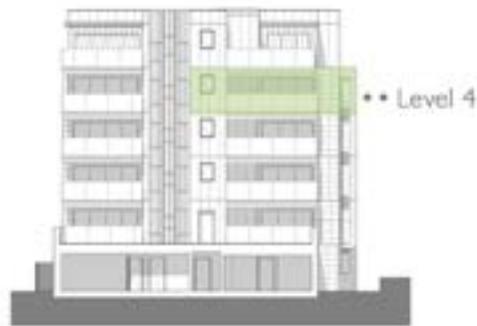
## APARTMENT 3.04 - 2 Bedroom Flat / 4 Person

	SQ/M	SQ/FT
<b>TOTAL AREA</b>	<b>76.51</b>	<b>823.5</b>
	M	FT
LIVING/KITCHEN	4.82*6.28	51.86*67.57
MASTER BEDROOM	4.10*3.99	44.12*42.93
BEDROOM 2	3.10*4.55	33.35*48.96
TERRACE	5.25*1.56	56.49*16.78



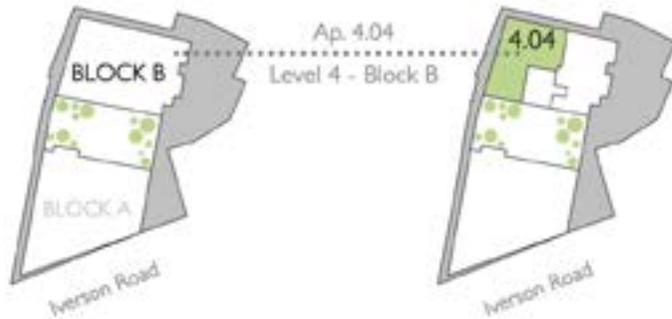
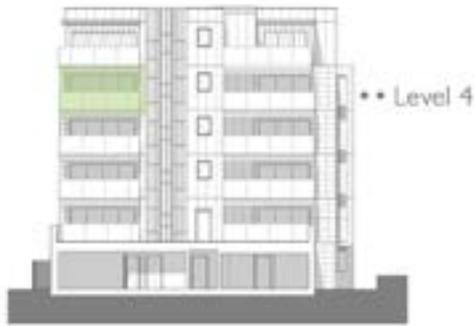
## APARTMENT 4.02 - 2 Bedroom Flat / 3 Person

	SQ/M	SQ/FT
<b>TOTAL AREA</b>	<b>70.35</b>	<b>757.2</b>
	<b>M</b>	<b>FT</b>
LIVING/KITCHEN	4.37*4.93	47.02*53.05
MASTER BEDROOM	4.87*3.14	52.40*33.78
BEDROOM 2	3.74*2.64	40.24*28.40
TERRACE	5.85*1.68	62.95*18.08



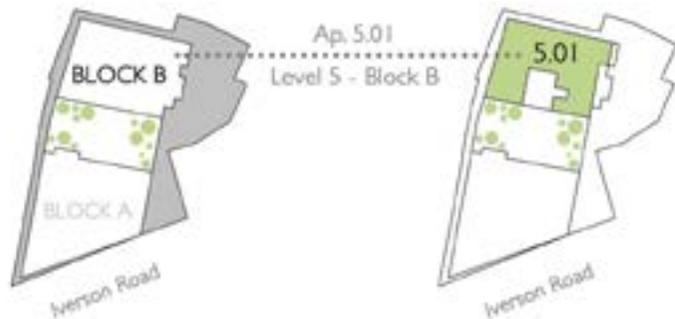
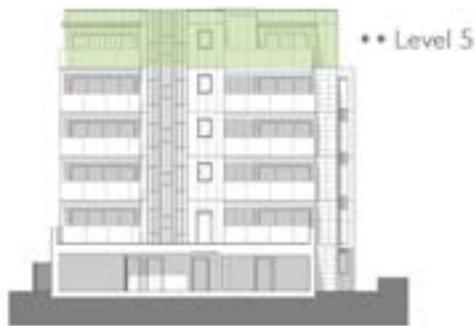
## APARTMENT 4.03 - 2 Bedroom Flat / 4 Person

	SQ/M	SQ/FT
<b>TOTAL AREA</b>	<b>76.51</b>	<b>823.5</b>
	<b>M</b>	<b>FT</b>
LIVING/KITCHEN	4.82*6.28	51.86*67.57
MASTER BEDROOM	4.10*3.99	44.12*42.93
BEDROOM 2	3.10*4.55	33.35*48.96
TERRACE	5.25*1.56	56.49*16.78



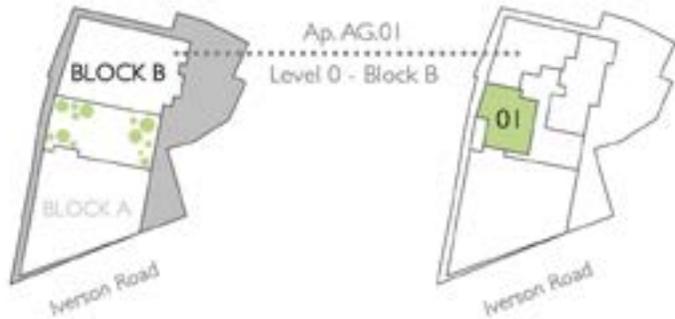
## APARTMENT 5.01 - 3 Bedroom Flat / 6 Person

	SQ/M	SQ/FT
<b>TOTAL AREA</b>	<b>115.95</b>	<b>1248</b>
	M	FT
LIVING/KITCHEN	8.27*4.16	88.98*44.76
MASTER BEDROOM	4.09*3.22	44.00*34.65
BEDROOM 2	4.30*3.75	46.27*40.35
BEDROOM 3	4.50*2.62	48.42*28.19
TERRACE	5.27*3.56	56.70*38.30
TERRACE	3.50*3.45	37.66*37.12



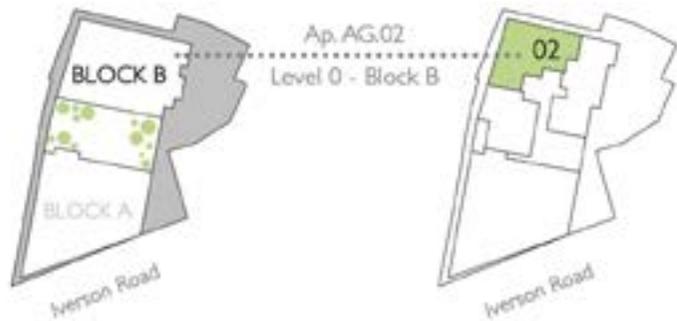
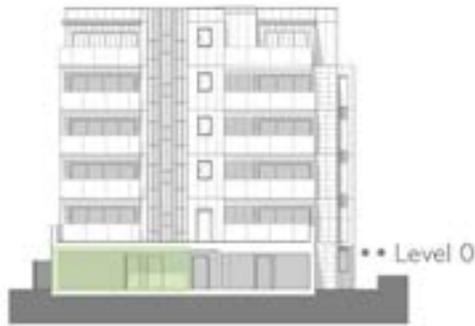
## APARTMENT AG.01 - 1 Bedroom Flat / 2 Person

	SQ/M	SQ/FT
<b>TOTAL AREA</b>	<b>59.64</b>	<b>827</b>
	<b>M</b>	<b>FT</b>
LIVING/KITCHEN	4.42*4.95	47.56*53.21
MASTER BEDROOM	4.20*3.93	45.19*42.29



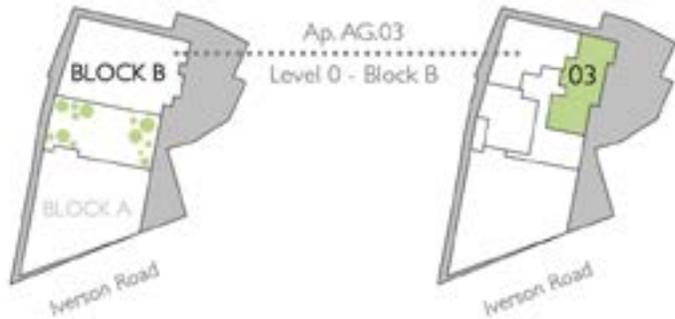
## APARTMENT AG.02 - 3 Bedroom Flat / 5 Person

	SQ/M	SQ/FT
<b>TOTAL AREA</b>	<b>86.43</b>	<b>930</b>
	<b>M</b>	<b>FT</b>
LIVING/KITCHEN	6.00*4.84	64.56*52.08
MASTER BEDROOM	4.10*3.91	44.11*42.07
BEDROOM 2	4.33*2.75	46.59*29.59
BEDROOM 3	3.66*2.59	39.38*27.87



## APARTMENT AG.03 - 2 Bedroom Flat / 3 Person

	SQ/M	SQ/FT
<b>TOTAL AREA</b>	<b>83.47</b>	<b>898</b>
	<b>M</b>	<b>FT</b>
LIVING/KITCHEN	4.95*5.60	53.26*60.25
MASTER BEDROOM	3.14*5.39	33.79*57.99
BEDROOM 2	3.58*2.45	38.52*26.36





The Computer Generated Images do not represent the exact look and feel of the development

# Apartment Specifications

Designed with great attention to detail, each apartment has been fitted with engineered oak flooring, wool carpet, and integrated appliances including hob, oven, fridge freezer, wine cooler, dishwasher, and washer dryer. All apartments benefit from a range of features designed to make life both stylish and comfortable.

## General

- Gas central heating system to panel radiators with concealed pipework
- Centralised Satellite TV system
- Cat 5 cabling to support distribution of data
- Door entry system
- Fire and smoke detection system
- Copper and stone styled cladding systems with high performance insulation in cavities
- Timber Pergolas
- Living wall
- Built-in insulated roofing system with single membrane outer skin. Photo Voltaic panels to power landlords supplies
- Reinforced concrete bored piles with reinforced concrete pilecaps, and an insitu concrete frame and two staircase to all levels
- Self-levelling sand and cement screed to all floors

## Internal Specifications

- Engineered oak flooring to lounge, diners and hallways
- Dry-lining system to provide internal walls with gyproc system ceilings
- Veneered solid core doors with painted frames
- MDF painted skirting's and architraves
- Paintwork Dulux Chiffon White 4 or similar
- Brushed steel sockets and switch plates to lounge and kitchen

## Bathroom

- Porcelain or stone tiled floor to bathrooms.
- Shower walls tiled to full height
- Large Mirrors and stone-engineered surface tops to cistern casings
- Heated towel rails
- White designer sanitary-ware with Grohe or similar taps
- Low energy recessed light fittings

## Kitchen

- White Gloss Italian Kitchens or similar
- Integrated appliances including:
  - » Hob and chimney hood
  - » AEG oven
  - » Built in AEG wall microwave
  - » Franke Kubus 1.5 Bowl undermount stainless steel sink with chrome tap
  - » Fully integrated 70/30 fridge freezer
  - » Wash drier
  - » Dishwasher
  - » Built under wine cooler
- Glasseco Engineered surface worktops
- Low Energy Recessed lighting

## Bedroom

- 80/20 Wool Carpet on heavy duty underlay

## Windows and Balconies

- Private balconies and terraces incorporating stainless steel and glazed balustrading or brickwork walls
- Timber Decking to all patios / terraces / balconies
- Aluminium windows with sliding or swing doors to balconies
- High performance glazing system
- Discreet external lighting

## Common Areas

- Stone and mirrored feature wall
- Quality signage
- Stone entrance foyer with hardwood skirting
- Security system with cameras on all access points
- Passenger lifts by Orona or similar
- Carpets with feature nosing to staircases
- Individual mail boxes
- Communal roof garden terrace
- Internal refuse and recycling area
- Secure cycle parking facility
- New external paving and streetscape

## Guarantees

- 10 Years BLP Latent Defects Guarantee

# Agent

greene & co  
[www.greene.co.uk](http://www.greene.co.uk)

New Homes  
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# Disclaimers

1. These particulars have been prepared in all good faith to give a fair overall view of the property. If any points are particularly relevant to your interest in the property please ask for further information/verification.

2. Nothing in these particulars shall be deemed to be a statement that the property is in good structural condition or otherwise nor that any services, appliances, equipment or facilities are in good working order. Purchasers should satisfy themselves on such matters prior to purchase.

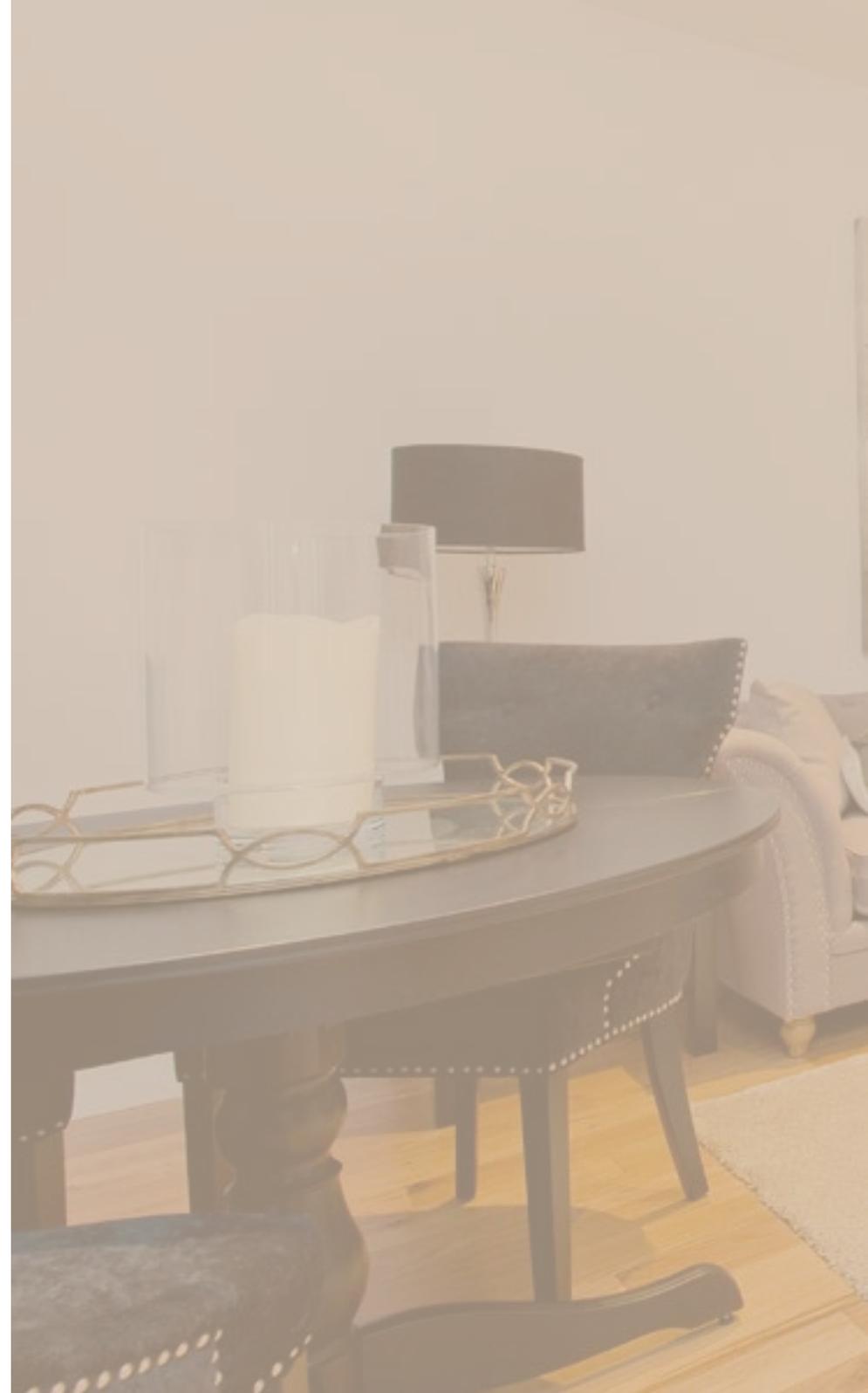
3. The photograph/s depict only certain parts of the property. It should not be assumed that any contents/furnishings/furniture etc. photographed are included in the sale. It should not be assumed that the property remains as displayed in the photograph/s. No assumptions should be made with regard to parts of the property that have not been photographed. Please

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4. Any areas, measurements or distances referred to are given as a guide only and are not precise. If such details are fundamental to a purchase, purchasers must rely on their own enquiries.

5. Where any reference is made to planning permissions or potential uses such information is given by the agents in good faith. Purchasers should however make their own enquiries into such matters prior to purchase.

6. Descriptions of the properties are subjective and are used in good faith as an opinion and not as a statement of fact. Please make further specific enquiries to ensure that our descriptions are likely to match any.





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— WEST HAMPSTEAD —

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