WOODBERRY DOWN

DATALOFT REPORT 2023

LONDONS HIDDEN GEM

Up to 5.7%

gross predicted yields.

Berkeley, JBrown

6 minutes

by tube to King's Cross from Manor House.
11 mins to Oxford Circus,
28 mins to Canary Wharf.

TfL, excluding platform change

9.2%

average annual price growth in homes at Woodberry Down over the last decade.

Dataloft, Land Registry

Analysis by

dataloft

A PriceHubble company

Berkeley

Designed for life

Capital Growth and Regeneration

Woodberry Down is one of Europe's largest single-site estate regeneration projects, delivering 5,500 high quality homes, together with a wildlife reserve, school and play facilities. Dataloft research shows that on average, there is a 3.1% uplift above average London price growth for homes in regeneration areas.

VALUE OF PLACEMAKING

Successful placemaking has helped Woodberry Down achieve superior growth over the last ten years.

	Royal Arsenal Riverside	Woodberry Down	Kidbrooke Village	Beaufort Park
Launch £/PSF	£480	£415	£350	£431
Current £/PSF	£1,091	£1,028	£850	£851
% Increase	127.9%	147.71%	142.86%	97.4%
Years Running	2001-2033	2009-2035	2009-2030	2006-2032

9.2%
Average annual price growth.

5.3% Berkeley London*

3.6% London**

*based on individual tracked sales over ten years
**two-bed apartments
Dataloft, Land Registry

CAPITAL GROWTH

Woodberry Down is located in the London Borough of Hackney. Residential prices in this borough have significantly outperformed not only London, but also England and Wales over the last ten and twenty years. Furthermore, Woodberry Down has achieved an average premium of 11% in the surrounding areas over the last three years.

Growth (%)	2003 - 2023	2013 - 2023	2018 - 2023
Hackney residential	224%	81%	20%
London residential	150%	63%	10%

Land Registry, data to end of May 2023

THE KEY TO SUCCESS

Woodberry Down benefits from all the components key to successful placemaking: first-class build quality, on-site facilities and access to local amenities.

Rental **Investment**

The benefits of regeneration are already being reaped in terms of capital growth, increased rents and improving yields. As the master plan progresses towards completion, these benefits are likely to continue.

RENTAL PRICES AND YIELDS

Strong, consistent rents and yields have been recorded at Woodberry Down, increasing significantly in recent years.

Average monthly achieved rents

1 Bed apartment

2021	£1,546	
2022	£1,775	
2023	£2,100 - £2,350	
	Predicted average monthly rents	Predicted rental yield
2024/2025	£2,300-£2,600	Up to 5.6%

2 Bed apartment

2021	£1,960	
2022	£2,374	
2023	£2,900 - £3,200	
	Predicted average monthly rents	Predicted rental yield
2024/2025	£3,000-£3,400	Up to 5.7%

3 Bed apartment

2021	£2,320	
2022	£3,035	
2023	£3,800 - £4,000	
	Predicted average monthly rents	Predicted rental yield
2024/2025	£3,500-£4,000	Up to 4.1%

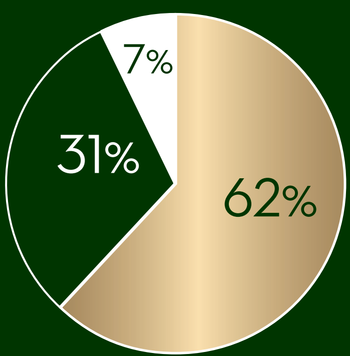
Dataloft, Land Registry

Average of JLL, JBrown and Foxtons predictions (agents for the development)

WHO RENTS IN WOODBERRY DOWN?

Popular with renters attracted by amenities and a central location, the average tenancy length at Woodberry Down is 16.1 months, 1.2 months longer than the Greater London average.

AGE OF RENTERS



20-29 years old

30-39 years old

Other

Dataloft Rental Market Analytics (2022-23)

LONGER TENANCIES

16.1 months

Renters in Woodberry Down stay, on average, for 1.2 months longer than the Greater London average.

HOUSEHOLD TYPE % OF TENANCIES

76% sharers/couple

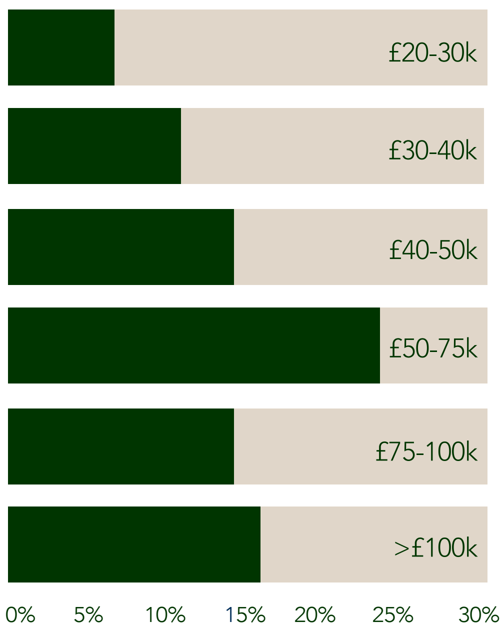
24% singles

COMPARABLE AREAS

Rents achieved at Woodberry Down are comparable to those paid in popular locations across Zones 1 and 2:

- Aldgate East
- Battersea
- Canary Wharf
- Elephant & Castle
- Nine Elms
- Waterloo

RENTER INCOMES



Dataloft Rental Market Analytics for Woodberry Down (2022-23)
Note: the above are individual salaries. Some homes will have multiple occupants resulting in higher combined household salaries.

Connectivity

WORKPLACE

69%
of renters work within a 2-5 mile radius.

Top workplace locations of renters in Woodberry Down include:

- **The City**
- **Euston**
- **King's Cross**
- **London Bridge**

OCCUPATION

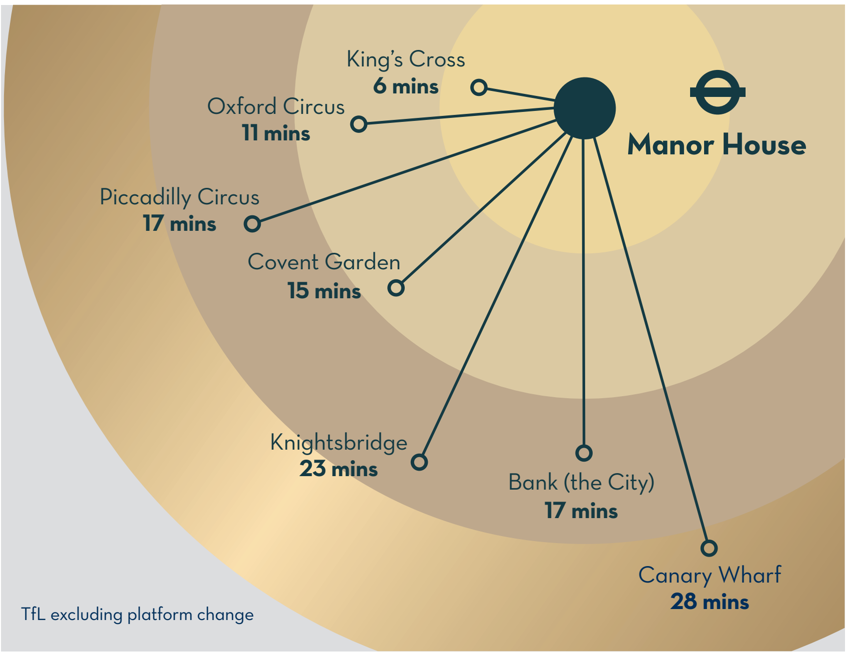
Main occupational categories of Woodberry Down residents.

32%	Professional*
18%	Associate professional & technical
14%	Managers, directors & senior officials

*Fully qualified/chartered: Doctors, Architects, Lawyers, Accountants, Surveyors etc

Manor House tube station is just a five-minute walk from Woodberry Down. Located in Zones 2, all major leisure and work destinations are within easy reach.

JOURNEY TIME FROM MANOR HOUSE



PUBLIC TRANSPORT EXCELLENCE

Public Transport Accessibility (PTAL) is a measure used to rate locations by distance from frequent public transport services.

The average PTAL score for Woodberry Down is 5, with western parts of the development scoring 6a.

Public transport access

Woodberry Down

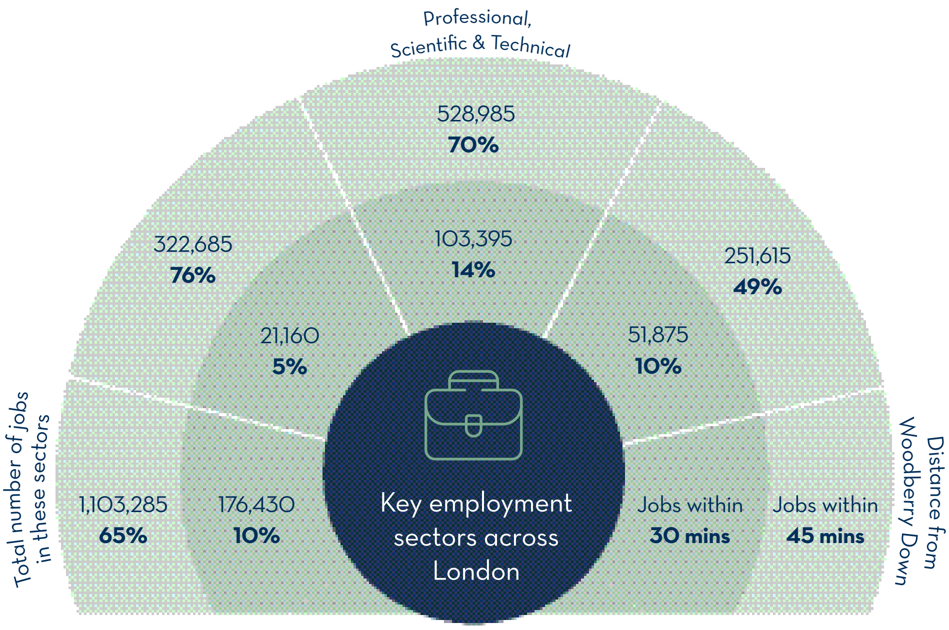
1a	1b	2	3	4	5	6a	6b

What is a good PTAL rating? Each location is scored a rating from 0 to 6b, with 0 representing the least accessible locations and 6b as an 'excellent' standard of accessibility. For example, if an area has a score of 0 it is likely that very limited public transport infrastructure is available.

Employment & Universities

Woodberry Down's excellent public transport provision means it is within 45 minutes' commute of 65% of all professional and finance jobs in London.

Dataloft, BRES 2021



BEST IN CLASS

The eighteen universities within a 30-minute public transport commute of Woodberry Down have over 318,000 students, of which over 104,000 are from overseas. University College London (ranked 4th in the UK) is less than ten minutes' journey on public transport and Imperial College (ranked 3rd in the UK) is less than twenty minutes'.

KEY UNIVERSITIES WITHIN A 20-MINUTE JOURNEY TIME BY PUBLIC TRANSPORT

	Total Students	Overseas students
University College London	46,830	24,145
School of Oriental & African Studies	24,145	2,130
London School of Economics and Political Science	12,975	8,520
City, University of London	20,685**	6,315**
Imperial College of Science, Technology & Medicine	21,470	11,320
Queen Mary University of London	26,045	8,935
King's College London	41,490	17,155

* Population for both UAL Central St Martin and London College of Fashion
** Population for both City, University of London and Bayes Business School
Source: HESA, QS Rankings, TfL excluding walking time

Environmental Credentials

SPACE FOR NATURE

Eco Steps is a new indicator of biodiversity potential, developed by Dataloft, which scores an area based on habitat connectivity and diversity.

The Woodberry Down local area has a mean score of 15.3 and includes areas as high as 29. The mean score for Greater London is 14.6. People living near water have a lower risk of premature death[1], a lower risk of obesity[2], and generally report better mental health and wellbeing[3].

[1]Brown, Werner, Smith et al. [2]Rossi, Correa, Neves et al. [3]Gascon, Zijlema, Vert et al.

SPACE TO BREATHE

The Woodberry Down population is forecast to grow by 12% between 2021 and 2041 (GLA). Other than areas alongside the Thames, the neighbourhood is ranked third for amount of parkland and water out of all central London neighbourhoods within ten minutes of King's Cross. Only Mayfair and Marylebone are ranked higher.

Ordnance Survey, TfL

3 mins

cycle to Cycle Superhighway 1.
From there it is a 24- minute cycle ride into the City of London (Bank Station).

TfL

8.3%

of N4 and N16 is public parks and gardens.

Ordnance Survey

12

public parks and gardens.
Including Finsbury Park (119 acres) and Clissold Park (57 acres).

Dataloft, Ordnance Survey

WOODBERRY DOWN

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