LONDON SQUARE

PEARSON BUILDING

LONDON SQUARE INTELLIGENCE PRESENTS

CROYDON

LONDON'S SOUTHERN POWERHOUSE

24%

FIVE-YEAR PROPERTY PRICE GROWTH

in central Croydon, compared to 13% in London

Dataloft, Land Registry

TOP 10

UK BUSINESS LOCATION

for Tech company start-ups

UHY Hacker Young, 2020

2.5M

EMPLOYMENT OPPORTUNITIES

within a 30-minute commute

Dataloft, ONS, BRES

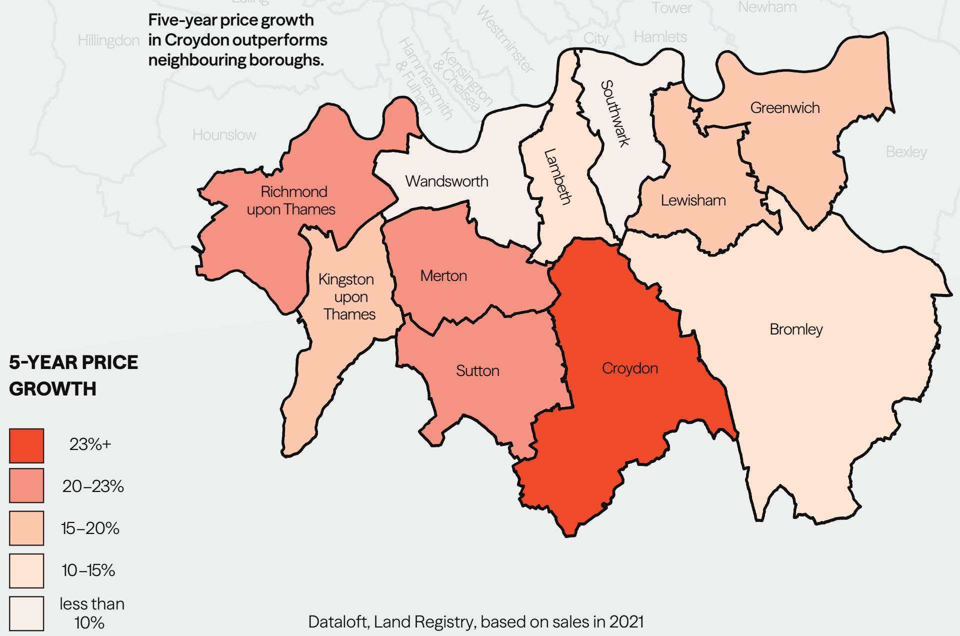
Analysis by dataloftconsult

CROYDON

LONDON'S SOUTHERN POWERHOUSE

Just 15 minutes from central London and considered the UK's best-connected business hub, property prices in Croydon remain highly competitive. Croydon is perfectly poised for changing lifestyle and working cultures, and increasing desire by both renters and homeowners for modern suburban living.

Over the past 20 years, London's heart has been pushed southwards. With an ongoing multi-million-pound investment programme, the potential for continued property price growth in Croydon is significant.



Dataloft, Land Registry, based on sales in 2021

+12,000

ADDITIONAL HOUSEHOLDS IN PRIVATE RENTED SECTOR, 47% INCREASE IN THE PAST 5 YEARS

Dataloft, ONS

40%

LOWER £PSF IN CROYDON COMPARED TO NEIGHBOURING LAMBETH

Dataloft, Land Registry, DLUHC

+3.6%

ADDITIONAL PRICE GROWTH IN AREAS OF TRANSFORMATIONAL CHANGE

CBRE 2019

GROWTH AND GREENERY

Croydon is in the top 10% of all London town centres for both current population growth[1] and "green" space[2]. An increasing number of younger professionals are set to call it 'home' in the future. Croydon is greener than surrounding locations, including Wimbledon and Bexleyheath. Homes with gardens and private outside space have risen up buyer and renter priorities.

+17,000

PROJECTED INCREASE IN POPULATION ACROSS CROYDON BOROUGH 2022–2042

Dataloft, ONS

20/209

TOP 10% OF LONDON TOWN CENTRES FOR 'GREEN' SPACE

Dataloft, Ordnance Survey[2]

61%

HOME MOVERS IN 2021 STATED A 'GARDEN' WAS MORE IMPORTANT IN THEIR NEXT PROPERTY VERSUS 35% IN 2020

Dataloft, Property Academy, 2021

[1]0.4% increase in population 2020–2022 Dataloft, ONS, based on ward-level housing-led population projections (GLA). [2] Area covered by Public Parks and Gardens (Dataloft, Ordnance Survey)

BUSINESS MAGNET

With premium grade office space and co-worker space at a fraction of the cost of central London, Croydon is well placed to benefit from the changing business environment. The town is a magnet for company headquarters and earns the accolade 'Silicon Valley of South London'. Croydon's Tech City is one of London's fastest expanding, and the 2-year business survival rates are higher here than the London average. Croydon's smart city ambitions are driving forward digital connectivity: 77.3% of premises have access to ultra-fast broadband (+300 mbps) and there is an ambitious programme of IoT (Internet of Things).

[1]Dataloft Inform, Ofcom

£37.50 PSF

PRIME OFFICE SPACE IN CROYDON, COMPARED TO £110 IN THE WEST END

Dataloft, Knight Frank (2021)

GROWING RENTAL MARKET

The number of households in Croydon renting in the private rented sector has risen 47% over the past five years (Dataloft, ONS, 2021). The average age of a first-time buyer across London is 34 and in central Croydon, 78% of tenants are aged 20–39. Rents are significantly more affordable here than in other parts of London, yet connectivity means there are over 2.5 million employment opportunities within a 30-minute commute. As hybrid working patterns become the norm, affordability, access to green areas, a sense of local community, space to work from home and broadband speed are all important to renters and homeowners alike.

CROYDON LONDON

	Annual rental growth	Rental yield[1]
Croydon	8.9%	5.3%
London	4.3%	4.7%

Dataloft Rental Market Analytics, Land Registry, DLUHC
[1]Gross Yield based on average price of a 2-bed apartment sold/rented over past 12 months (to end January 2022)

CROYDON ATTRACTS TENANTS IN ALL HOUSEHOLD TYPES

28.9% COUPLES

28.9% FAMILIES

33.7% SINGLE

8.5% SHARERS

OVER HALF OF CROYDON TENANTS EMPLOYED IN 4 MAIN SECTORS

11% TECH

19% PUBLIC

18% FINANCIAL PROFESSIONAL SERVICES

6% MEDIA AND CREATIVE

Dataloft Rental Market Analytics, based on new tenancies started over past 12 months

TOP MARKS

A wealth of excellent schools and access to London's top universities make Croydon a prime location for education. Three of the UK's Top 5 universities[1], Imperial, UCL and LSE are within a 45-minute commute. UCL and Imperial are ranked in the Top 10 worldwide[2]. London South Bank University (LSBU) officially opened its £750 million campus in Croydon in October 2021.

19

INDEPENDENT SCHOOLS WITHIN 4 MILES OF CROYDON

London Square site, ISC

WITHIN 45 MINUTES OF CROYDON

14

UNIVERSITIES AND HIGHER EDUCATION COLLEGES

210,000

STUDENTS, OF WHICH 41% ARE FROM OVERSEAS AND 45% ARE POSTGRADUATE

Dataloft, HESA, 2022

25%

HOMES WITH AN OFSTED OUTSTANDING SCHOOL AS THEIR NEAREST

[1]Times Higher Education World University Rankings 2022, Imperial College London, University College London and the London School of Economics.[2] QS World University Rankings 2022

CROYDON CONNECTED

Croydon boasts superb connectivity via train, tube, tram and air. The redevelopment of West Croydon station is set to complete in 2023 and East Croydon is Outer London's second busiest station[1]. Gatwick, the UK's second busiest airport is easily accessible and Croydo is also home to the 39-stop Tramlink, London's only tram network.

82.6%

HOMES WITHIN A 200-METRE WALK

14 minutes	Gatwick Airport
14 minutes	London Bridge
15 minutes	West End, via Victoria
35 minutes	St Pancras, Eurostar

Dataloft, Department for Transport, Ordnance Survey
[1]6.7 million passenger entries and exits 2020/21 (ORR)

PROPERTY, A SAFE HAVEN ASSET

Property has long been considered a haven asset in times of economic and political volatility. Residential property values have outperformed other assets and yields remain attractive in the continuing low-interest-rate environment. The costs of buying, holding and selling a property in London remain globally competitive. Price growth of 17.1% is forecast for London's outer commuter belt between 2022–2026 (Savills, 2021).

RESIDENTIAL PROPERTY VALUES OUTPERFORM OTHER ASSETS

Annual return		10-year performance	
6.6% OUTER LONDON RESIDENTIAL PROPERTY (INCLUDES CROYDON)	**5.5%** LONDON RESIDENTIAL PROPERTY	**81%** OUTER LONDON RESIDENTIAL PROPERTY (INCLUDES CROYDON)	**78%** LONDON PROPERTY
1.68% US 5-YEAR GOVERNMENT BOND	**0.5%** BANK OF ENGLAND UK BASE RATE	**73%** INNER LONDON RESIDENTIAL PROPERTY	**35%** GOLD

Dataloft, [1]UKHPI (December 2021), Bloomberg, LBMA Gold Price (£ sterling)

LONDON SQUARE

WE ARE LONDON SQUARE

Founded in 2010, the company has already created a development pipeline worth over £2 billion. By focusing solely on the capital and its surrounding areas, we are specialists in developing homes that are worthy of this magnificent city and the demands of its residents.

We take our name from the ethos of London's famous squares and the sense of community and enduring legacy they have provided over the centuries. Respectful of the past and inspired by the future, we are committed to creating exceptional properties which reflect the aspirations of our residents, stimulate thriving communities and set a new benchmark for modern living in the capital.

LONDON SQUARE PEARSON BUILDING

London Square Pearson Building is an exciting contemporary development of 108 private one, two and three bedroom apartments, minutes from the shops, restaurants and transport hubs. Centrally located and positioned next to West Croydon station, it is set to become the place to live and socialise.

LONDON SQUARE PEARSON BUILDING
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- A new public square will provide a focus for ground floor shops, cafés and restaurants
- The landmark tower offers spectacular views over Croydon and towards London's famous skyline
- Stylish apartments with flexible, open-plan layouts incorporating work-from-home stations and private winter gardens
- A residents' lounge with WiFi, leading to one of three communal landscaped terraces
- 24hr Concierge
- 14 minutes by train to Gatwick Airport
- 14 minutes by train to central London

dataloftconsult

Dataloft is an established property market intelligence company with a long track record of analysing and reporting on the housing market. We are committed to stripping away the mystique of complex data analysis and adding value for clients through interpretation, insight and creativity.

dataloft.co.uk

Date of publication: July 2022
Analysis, editorial, design, graphics and charts by Dataloft.
Photography: London Square