



LONDON SQUARE

# PEARSON BUILDING



**WHERE  
MEETS**

**VISION  
*VIBRANCY***

**INVESTOR DOCUMENT**

# THE SOUTHERN POWERHOUSE OPPORTUNITY

Croydon is one of London's most significant regeneration stories: the capital's fourth-largest commercial centre, a Creative Enterprise Zone and a designated focus of the London Mayor's Growth Plan.

Just 14 minutes from London Bridge and 15 minutes to Gatwick, it combines the connectivity of inner London with the affordability and pace of growth of an emerging hub. With The Croydon Project now under early-phase delivery, this is the moment to invest ahead of the curve. Long known as Greater London's southern gateway,

Croydon has reinvented itself as a hub for tech, creative industries and advanced manufacturing. Home to corporate HQs, the iconic BRIT School and a thriving Tech City, Croydon today is the only London borough designated a Creative Enterprise Zone in this part of the capital, a status singled out in the Mayor's Growth Plan.

## 24%

**FIVE-YEAR PROPERTY PRICE GROWTH**

in central Croydon, compared to 13% in London

Dataloft, Land Registry

## £1.2BN

**TOTAL ECONOMIC OUTPUT FORECAST**

for Croydon by 2045 from The Croydon Project

[thecroydonproject.co.uk](http://thecroydonproject.co.uk)

## +17,000

**PROJECTED POPULATION INCREASE ACROSS**

Croydon Borough 2022–2042

Dataloft, ONS

## 16,000

**ENTERPRISES LOCATED IN CROYDON**

[developcroydon.com](http://developcroydon.com)



# WHERE INDUSTRY POWERS GROWTH

Croydon is the fourth most significant commercial office hub in Greater London, home to several major corporate HQs and over 16,000 enterprises.

With premium office space at a third of the cost of the West End, and 2.5 million employment opportunities within a 30-minute commute, it has become a magnet for businesses and the professional renters who follow them.



## PROFESSIONAL & FINANCIAL SERVICES

Croydon ranks as Greater London's 4th largest commercial office hub, home to multiple corporate HQs.



## CREATIVE INDUSTRIES

A designated Creative Enterprise Zone, singled out in the London Mayor's Growth Plan; birthplace of some of the UK's most influential music.



## VISITOR ECONOMY

Rated by the London Mayor as the 4th top future visitor destination in Greater London.



## DIGITAL & TECH

'Tech City of South London'; the South East's leader in Extended Reality (XR) tech and a recognised gaming heritage.



## ADVANCED MANUFACTURING

Directly connected to the South East's MedTech, advanced manufacturing and quantum tech corridors. 1.2 million of industrial real estate available.



## 2.5M EMPLOYMENT OPPORTUNITIES WITHIN A 30-MINUTE COMMUTE

Dataloft, ONS, BRES

- Top 10 UK business location for tech start-ups (UHY Hacker Young)
- Prime office space, vs £110 in the West End (Knight Frank, 2021)
- 16,000 enterprises located in the borough (developcroydon.com)
- 1.2 million of industrial real estate (developcroydon.com)



### ST PANCRAS STATION

28 mins by train

Browse the British Library, spend an afternoon at Coal Drops Yard, then board the Eurostar for dinner in Paris, Brussels or Amsterdam.



### VICTORIA

17 mins by train

Soak up the Saatchi Gallery, amble through St James's Park, work your way down Kensington High Street, and settle by the river at Chelsea Embankment.



### LONDON BRIDGE

14 mins by train

Graze your way through Borough Market, take the lift up The Shard, wander the South Bank to Tate Modern, and finish with a play at Shakespeare's Globe.



### GATWICK AIRPORT

15 mins by train

Long weekends in Barcelona, ski trips to Geneva, winter sun in the Canaries, or long haul to New York. Over 200 direct destinations, fourteen minutes from your front door.

LONDON SQUARE

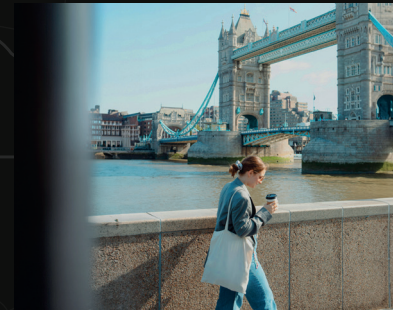
## PEARSON BUILDING



# A WORLD WITHIN REACH

Croydon is the UK's best-connected business hub outside Zone 1 — served by two mainline stations, the London Overground, the only tram network in London, and direct trains to Gatwick in 15 minutes.

Pearson Building sits between West Croydon and East Croydon, Greater London's second busiest station, placing residents minutes from London Bridge, Victoria and the south coast.



## 82.6% OF OUR HOMES

within a 200-metre walk (of station)

Dataloft, DfT, Ordnance Survey

## WEST CROYDON

### 2 MINUTES' WALK

from the development

## EAST CROYDON

### 12 MINUTES' WALK

from Greater London's second busiest station

## TRAMLINK

### LONDON'S ONLY TRAM NETWORK

Connecting you to Wimbledon, Beckenham, Elmers End, and New Addington

Distances are approximate and sourced from Google Maps

# STEP OUT



Croydon gives you both sides of a full life, the buzz of the shops and the calm of green space, all within easy reach.

For shopping, the Centrale and Whitgift Centres bring designer brands, high street names and cafés under one roof, while Purley Way adds the larger stores, Ikea, John Lewis, Next and Natuzzi Italia among them. Surrey Street Market, London's oldest, adds fresh produce and craft stalls, alongside the town centre's independent butchers, bakeries and gift shops.

When you want to slow the pace, the green is just as close. Wandle Park sits a mile away, with its river, trim trail and gardens, and the 114-acre Lloyd Park is 10 minutes by bike in leafy South Croydon. For fitness, the David Lloyd Health Club in Purley has two pools, 17 tennis courts, a gym and a spa, with three 24-hour gyms 8 minutes' walk away.



**14**  
MINUTES' WALK  
TO CROYDON  
RESTAURANT QUARTER

**14**  
MINUTES' WALK  
TO BOXPARK  
CROYDON

**13**  
MINUTES' CYCLE  
TO LLOYD PARK

**2**  
MINUTES' CYCLE  
TO WANDLE PARK

# AND WANDER

# TOP-TIER EDUCATION

Three of the UK's Top 5 universities — Imperial, UCL and LSE — are within a 45-minute commute. London South Bank University opened its £750 million campus in Croydon and 19 independent schools sit within four miles of the development.

## COLLEGES AND UNIVERSITIES



9 MINUTES



9 MINUTES



22 MINUTES



25 MINUTES



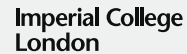
30 MINUTES



41 MINUTES



41 MINUTES



44 MINUTES



45 MINUTES



46 MINUTES



41 MINUTES



**19**  
INDEPENDENT  
SCHOOLS

within 4 miles  
London Square site, ISC

**25%**  
OF HOMES

have an Ofsted  
Outstanding school  
as their nearest

Dataloft Inform

**210,000**  
STUDENTS

across 14 universities and higher  
education colleges within 45  
minutes; 41% from overseas

Dataloft, HESA 2022

# RENTAL GROWTH

Croydon has established itself as one of London's most dynamic rental markets, underpinned by a large and growing base of working professionals.

Around 25–36% of households are privately rented — c. 40,000 households and 98,000+ residents — forming a deep, stable tenant base. Rents have risen 50% over the last decade and 3.9% in the past year alone.

There has been a 50% 10-year rental yield in Croydon, outperforming the London areas below:

- Greater London (46%)
- Central London (40%)
- South London (45%)

homenicom.co.uk



# 5.3%

**AVERAGE RENTAL YIELD (2-BED APARTMENTS, CENTRAL CROYDON)**

Dataloft Rental Market Analytics, Land Registry, DLUHC

# RENTAL POTENTIAL

Those who rent in the local area are:

## HOUSEHOLD MIX:

- 33.7% singles
- 28.9% couples
- 28.9% families
- 8.5% sharers

## MEDIAN AGE:

- 78% of central Croydon tenants aged 20–39

C. 40,000 private rented households / 98,000+ private renters

Geoglider; ONS

## TOP 60% RENTER SECTORS:

- Public Sector (19%)
- Financial & Professional Services (18%)
- Tech (11%)
- Media & Creative (6%)

# 16.5%

**FORECAST RENTAL GROWTH IN LONDON 2025–2029**

JLL, Savills, Nov 2024

# 3.9%

**CROYDON RENT RISE IN THE LAST YEAR**

ONS

# +12,000

**ADDITIONAL HOUSEHOLDS IN CROYDON'S PRS, +47% IN 5 YEARS**

Dataloft, ONS

## PEARSON BUILDING AVERAGE RENT

	1 bed apartment	2 bed apartment
Average rental income achieved at Pearson Building	£2,032 pcm	£2,359 pcm



# WHY INVEST?



## MAJOR REGENERATION DRIVING LONG-TERM GROWTH

The Croydon Project (formerly Westfield Croydon) is delivering 2,500–3,000 new homes, a new public square, revitalised Whitgift, Centrale and Allders, and a stronger retail, leisure and cultural offer. Early-phase delivery has begun: new shopfronts, lighting, digital screens and public realm upgrades across North End. Forecast £160m annual economic benefit and £1.2bn total output to 2045.



## STRONG CAPITAL GROWTH & ATTRACTIVE RENTAL YIELDS

24% five-year price growth in central Croydon (vs 13% London), 6.3% rental yields, +3.6% additional price growth in areas of transformational change.



## COMPETITIVE PRICING WITH HIGH UPSIDE

£/sqft in Croydon is c. 40% lower than neighbouring Lambeth, while connectivity and the Croydon Project pipeline support strong continued uplift.



## EXCEPTIONAL CONNECTIVITY

14 minutes to London Bridge and Gatwick, 15 minutes to the West End. East Croydon is Greater London's second busiest station.



## A DIVERSIFIED ECONOMIC ENGINE



16,000 enterprises, the 4th-largest London commercial hub, a Creative Enterprise Zone, and the South East's leader in XR tech — a genuine multi-sector tenant catchment.

**LONDON SQUARE PEARSON BUILDING**

6-44 STATION ROAD, CROYDON, CR0 2RB

+44(0) 333 666 0105

PEARSONBUILDING@LONDONSQUARE.CO.UK

  @LONDONSQUAREDEVELOPMENTS

**LONDON SQUARE HEAD OFFICE**

ONE YORK ROAD

UXBRIDGE

UB8 1RN

01895 627 300

LONDONSQUARE.CO.UK