

LONDON
SQUARE

CROYDON

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London Square Intelligence Presents

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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

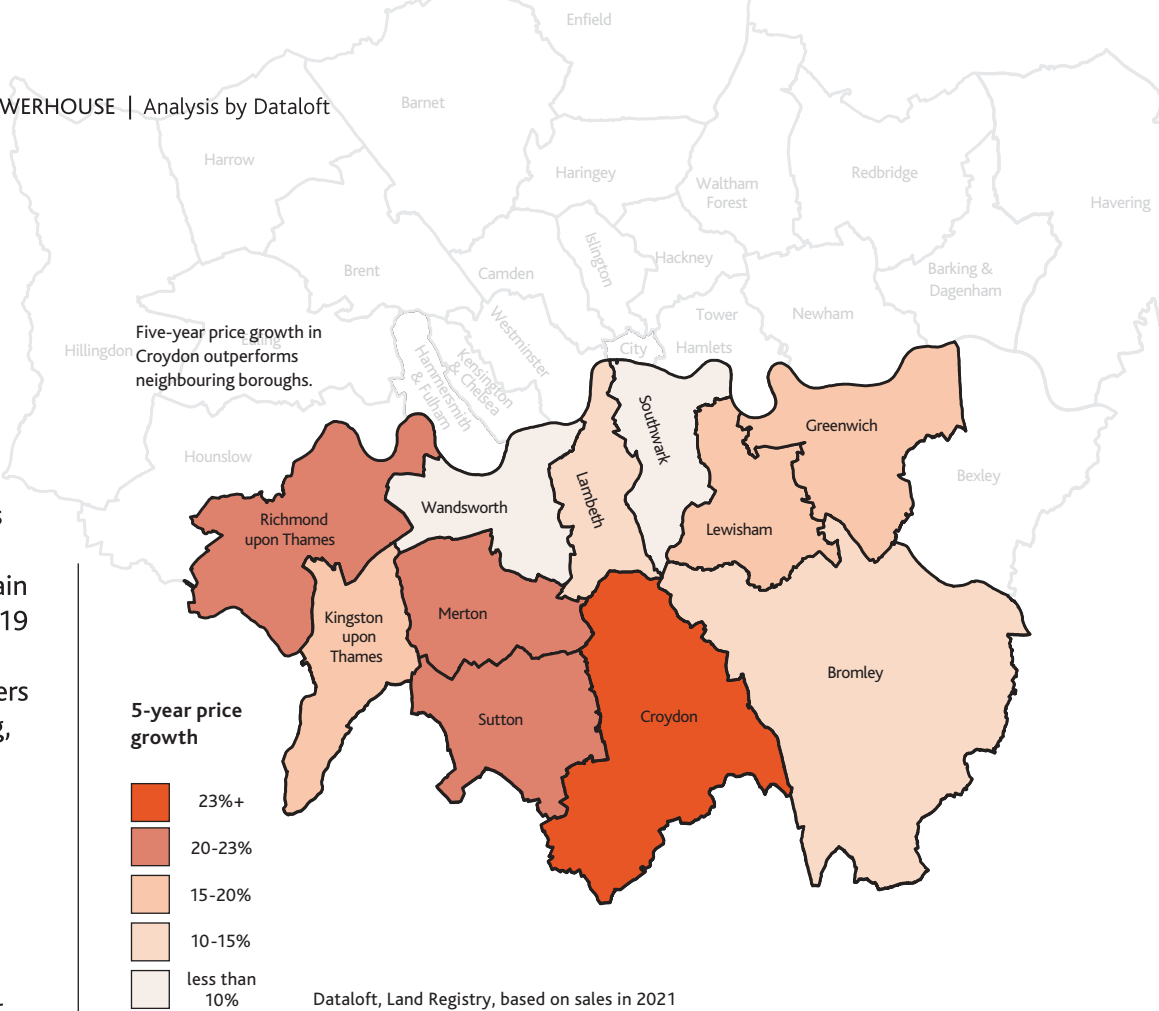
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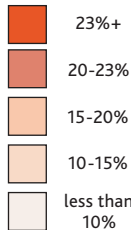
London's Southern Powerhouse

Just 15 minutes from central London and considered the UK's best-connected business hub, property prices in Croydon remain highly competitive. The COVID-19 pandemic has heightened the desire by renters and homeowners alike for modern suburban living, and as lifestyle and working cultures have adapted, Croydon is perfectly poised.

Over the past twenty 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.



5-year price growth



Dataloft, Land Registry, based on sales in 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.

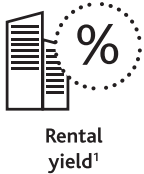
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Annual rental growth

8.9%

4.3%



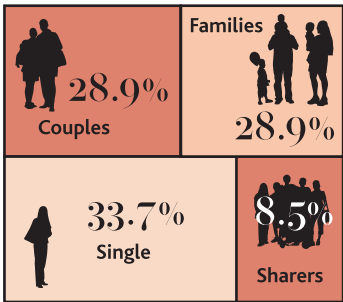
Rental yield¹

5.3%

4.7%

Dataloft Rental Market Analytics, Land Registry, DLUHC
¹Gross 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



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

Over half of Croydon tenants employed in 4 main sectors



11% 18% 19% 6%

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

GROWTH AND GREENERY

Croydon is in the top 10% of all London town centres for both current population growth¹ and "green" space². 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. As the COVID-19 pandemic forced many to re-evaluate their priorities, homes with gardens and private outside space have risen up buyer and renter priorities.



20/209

Top 10% of London town centres for 'green' space

Dataloft, Ordnance Survey²



+17,000

Protected increase in population across Croydon Borough 2022-2042

Dataloft ONS



61%

Home movers in 2021 stated a 'garden' was more important in their next property versus 35% in 2020

Dataloft, Property Academy, 2021

¹10.4% 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)

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 universities¹ – Imperial, UCL and LSE are within a 45-minute commute. UCL and Imperial are ranked in the Top 10 worldwide². London South Bank University (LSBU) officially opened its £750 million campus in Croydon in October 2021.

Within 45 minutes of Croydon



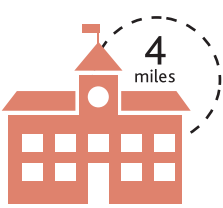
14 Universities and Higher Education Colleges

210,000

Students, of which 41% are from overseas and 45% are postgraduate

Dataloft, HESA, 2022

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



19

Independent schools within 4 miles of Croydon

London Square site, ISC



25%

Homes with an Ofsted Outstanding school as their nearest

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 in the wake of COVID-19. 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).

¹Dataloft Inform, Ofcom



£37.50 PSF

Prime office space Croydon, compared to £110 in the West End

Dataloft, Knight Frank (2021)



Top 5

Best place for a post-COVID satellite office

Knight Frank, 2021, based on London and the South East

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 station¹. Gatwick, the UK's second busiest airport is easily accessible and Croydon is also home to the 39-stop Tramlink, London's only tram network.

82.6%

Homes within a 200 metre walk



14 minutes
14 minutes
15 minutes
35 minutes



Gatwick Airport
London Bridge
West End, via Victoria
St Pancras, Eurostar

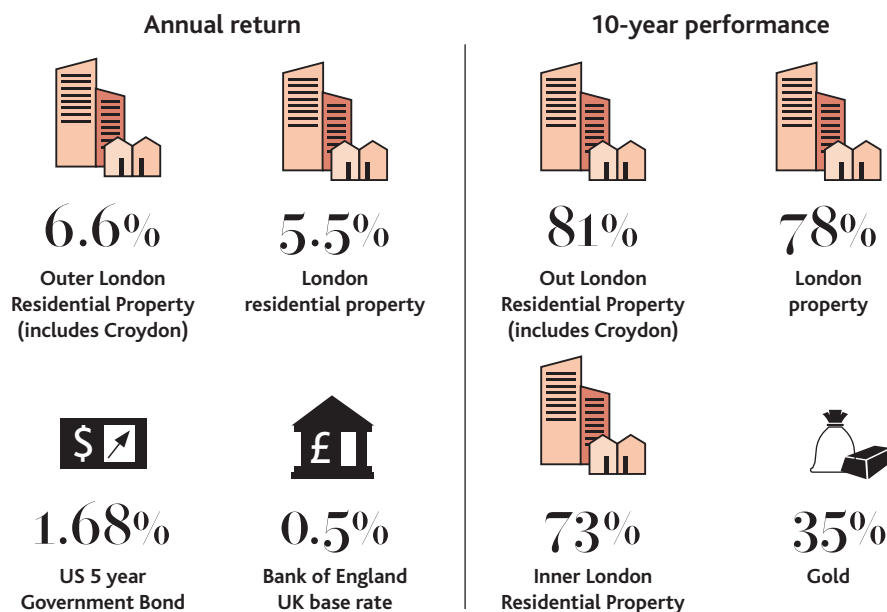


Dataloft, Department for Transport, Ordnance Survey
¹ 6.7 million passenger entries and exits 2020/21 (ORR)

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



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



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 CROYDON

London Square Croydon 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 CROYDON

6-44 STATION ROAD
CROYDON, CR0 2RB
+44 (0)333 666 0105

CROYDON@LONDONSQUARE.CO.UK

- 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 wi-fi, leading to one of three communal landscaped terraces
- 24hr Concierge
- 14 minutes by train to Gatwick Airport
- 14 minutes by train to central London

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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

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