LONDON SQUARE

An Aldar Company

WOOLWICH

SE18

An independent report

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INTRODUCTION

Situated along the River Thames, Woolwich boasts a rich heritage and is experiencing significant ongoing investment and regeneration.

London Square Woolwich features a selection of one and two-bedroom apartments, offering excellent connectivity to the capital and beyond via the Docklands Light Railway and the Elizabeth Line. Enjoy savings compared to other new developments with similar travel times to key hubs.

CONNECTIVITY AND PRICING

72% of renters

Ranked commuting time to work in the top 4 most important things when choosing a neighbourhood to live in.

Source: Dataloft (PriceHubble), Property Academy 2024

Travel times to major commuter hubs

The area is well-connected with the Elizabeth Line, DLR, and Thames Clipper, providing swift access to Canary Wharf and central London. Woolwich station on the Elizabeth Line is just 400 meters from the site, while Royal Arsenal station on the DLR is only 150 meters away.

5 minutes to London City Airport

8 minutes to Canary Wharf

13 minutes to Greenwich

14 minutes to Liverpool Street

21 minutes to London Bridge

22 minutes to Bond Street

Source: Google Maps

Up to 21% average price savings

vs new-builds with a similar travel time to Liverpool Street

Pricing compared to new-builds with a similar travel time to Liverpool Street and Canary Wharf

% savings	Liverpool Street	Canary Wharf
1-bed apartment	21%	15%
2-bed apartment	11%	16%

Source: London Square guide starting price, Dataloft (PriceHubble), LandRegistry, average new-build prices (sold in the last 3 years) a similar travel time from Liverpool Street, Canary Wharf and Bank

PTAL rating of 6b- the highest

PTAL is a rating system based on access to the London transport network and frequency of services and it ranges from 1a (the lowest) to 6b (the highest). People buying high quality properties within areas with 6b ratings are willing to pay an average 120% premium (compared to the London average of a 2 rating) to benefit from this highest level of connectivity. Only 4% of Londoners live in this top PTAL band.

Source: Transport for London, Dataloft, Land Registry 2023, apartments

Source: 1-bed apartment, London Square guide starting price, Dataloft (PriceHubble), LandRegistry, average new-build prices (sold in the last 3 years) a similar travel time from Liverpool Street, Canary Wharf and Bank

EMPLOYMENT

Major employers in Canary Wharf and in the City

Deloitte, Goldman Sachs, KPMG, Revolut, Morgan Stanley, Barclays, HSBC, Deutche Bank, Cognizant, Tata Consultancy, Bank of America, NHS, Capgemini, TikTok

£80,114

Average earnings of renters working in Canary Wharf and the City of London in 2024

Source: Dataloft Rental Market Analytics

Over 1.4 million professional, IT, scientific or financial jobs jobs are accessible with a 45-minute commute of London Square Woolwich.

Source: Source: BRES 2023, commute by public transport

Finance and insurance epicentre

London ranks No.1 in the number of financial and insurance jobs in the United Kingdom with **over 380,000** jobs in that sector – almost 18 times as many as the No.2 ranked Birmingham.

Canary Wharf and the City employment

171,770 jobs in Canary Wharf, including **63,815** finance and insurance jobs **(37% of all jobs)**

660,670 jobs in the City, including **218,050** finance and insurance jobs **(33% of all jobs)**

Source: BRES 2023, commute by public transport

£118mn in funding to support Canary Wharf's diversification into a life-sciences hub.

Source: Financial Times

International reach

London City Airport is just 5 minutes away, offering flights to over 30 European destinations, including Amsterdam, Zurich, Brussels, Barcelona, Berlin, and Rome. Serving both business and leisure travellers, it provides access to Europe's broader job market. In recent years, the airport has seen a notable rise in leisure travel, with more passengers using it for weekend getaways and short trips.

3,569,871 passengers at LCY in 2024 (LondonCityAirport.com)

Leisure travellers constitute approximately 50% of the airport's passenger base, up from one-third in 2015 (Financial times, as of October 2024)





London Square Woolwich is just 510m from the River Thames

Source: Ordnance Survey 2024, Googlemaps

16 public parks or gardens within a 30-minute walk of London Square Woolwich, total size 397 acres

Source: Ordnance Survey 2024

Abundant local open green space

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Within a short walk are 16 public parks or gardens, including Woolwich Common, a haven for wildlife and nature lovers.

Park Name	Area (Acres)
Woolwich Common	111.6
Plumstead Common	94.2
Shrewsbury Park	35.1
Charlton Park	34.7
Maryon Park	29.4
Hornfair Park	24.6
Charlton House Grounds	13.7
Royal Victoria Gardens	11.9

Source: Ordnance Survey 2024, within a 30 minute walk

People living within 300 meters of a 1ha (2.47 acres) green space have a statistically significant wellbeing boost

Source: Houlden, 2019 , University of Warwick

64% of renters say access to outside space would make them rent longer

Source: Dataloft (PriceHubble), Property Academy 2024



EDUCATION

Good quality schools can be found in abundance around London Square Woolwich

Name	Phase	Ofsted rating
Mulgrave Primary School	Primary	Good
St Margaret's Church of England Primary School	Primary	Good
Notre Dame Catholic Primary School	Primary	Good
South Rise Primary School	Primary	Good
Nightingale Primary School	Primary	Good
Cardwell Primary School	Primary	Outstanding
St Peter's Catholic Primary School	Primary	Outstanding
Foxfield Primary School	Primary	Outstanding
Saint Mary Magdalene Church of England All Through School	Secondary	Good
Royal Greenwich Trust School	Secondary	Good
Ark Greenwich Free School	Secondary	Outstanding

4 Independent Schools in Woolwich

Break Through Independent College is within a 45-minute walk, and Greenwich Engineering and Medical School, Pulse and Water College, Right Choice Independent Special School and Sumus Woolwich are all independent schools located in Woolwich.

Source: Ofsted 2022/3

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Owners at London Square Woolwich can benefit from the lucrative student market

8 of the top 10 London universities are all within a 45-minute commute of London Square Woolwich. Including UCL, Kings College, LSE. 185,185 total students (44% international).

Source: Dataloft (PriceHubble), HESA 2022/23, TfL

8 'Outstanding' or 'Good' rated primary schools within a 15-minute walk of London Square Woolwich

Source: Ofsted 2022/3

3 'good' rated secondary schools within a 30-minute walk of London Square Woolwich

Source: Ofsted 2022/3

LOCAL AREA



Woolwich

Undergoing a transformation with substantial ongoing investment, Woolwich, located on the banks of the River Thames, has a unique heritage. It is no surprise to locals that is has been announced as one of the **best places to live for 2023 by The Sunday Times.**

Woolwich was established as a Royal Dockyard by Henry VIII in early 1500s. The area flourished in late 1600s and in the 1700s as an important dockyard and the Royal Arsenal location.

Woolwich offers a unique mix of heritage and culture. The historic Royal Arsenal is a vibrant hub, featuring Woolwich Works, one of London's emerging destinations for live music, art, and comedy. The Greenwich Heritage Centre and the Firepower Museum showcase the area's military history. For shopping and dining, Woolwich Market and the newly developed Spray Street Quarter offer everything from artisan cafés to high-street brands.

No.1 happiest borough in South East London

10th happiest borough out of 33 boroughs (top 31%)

Source: ONS Wellbeing rankings, Greenwich. South East London defined as Southwark, Lewisham, Greenwich, Bexley and Bromley (The London Plan)

669 shops

68 restaurants, cafes, pubs or bars within a 30-minute walk of London Square Woolwich

Source: VOA 2024

69% of renters would rent longer if there was a sense of community in the local area

Source: Dataloft (PriceHubble), Property Academy 2024

REGENERATION - OPPORTUNITY AREA

Opportunity area

Woolwich is identified in the Mayor's London Plan as an Opportunity Area (OA) with potential for 5,000 new homes and 2,500 new jobs by 2041. The OA was designated in 2004 and is part of the Thames Estuary Growth Corridor. London opportunity areas are London's key locations with potential for large scale development, providing substantial new homes, transport infrastructure and jobs.

Source: The London Plan

3.1% Outperformance of London Opportunity Areas compared to average annual London house price growth

Source: Land Registry, Dataloft *Based on 22 Opportunity Areas across London using the best 7-year period of sale price growth since regeneration started (time period of 2009 to present).



REGENERATION - WOOLWICH

The Elizabeth Line has accelerated regeneration and large-scale investment, serving as a catalyst for property development and transforming Woolwich into a major residential, cultural, and commercial hub. Development, which initially focused on the Thames and Woolwich town centre, is now expanding further south.

Woolwich town centre

Nearly £25 million of funding has been invested into Woolwich town centre, including town centre improvements, estate transformations, a new leisure centre, and enhanced public spaces.

Woolwich Works, a £45.6 million cultural hub that opened in September 2021, has transformed the historic Royal Arsenal buildings into an arts and entertainment venue. Dubbed “London’s best new culture spot” it features a 450-seat theatre, music venue, museum, and studios, earning the prestigious RIBA London and Conservation Awards 2023.

British Land bought a large portion of Woolwich town centre for £103m, to create a retail-focused development that blends housing, leisure, and independent businesses as well as introducing new public spaces.

Source: Department for Levelling Up, Housing and Communities’ Future High Street Fund (FHSF) and Historic England’s High Streets Heritage Action Zone (HSHAZ), Royal Borough of Greenwich

Elevated fitness

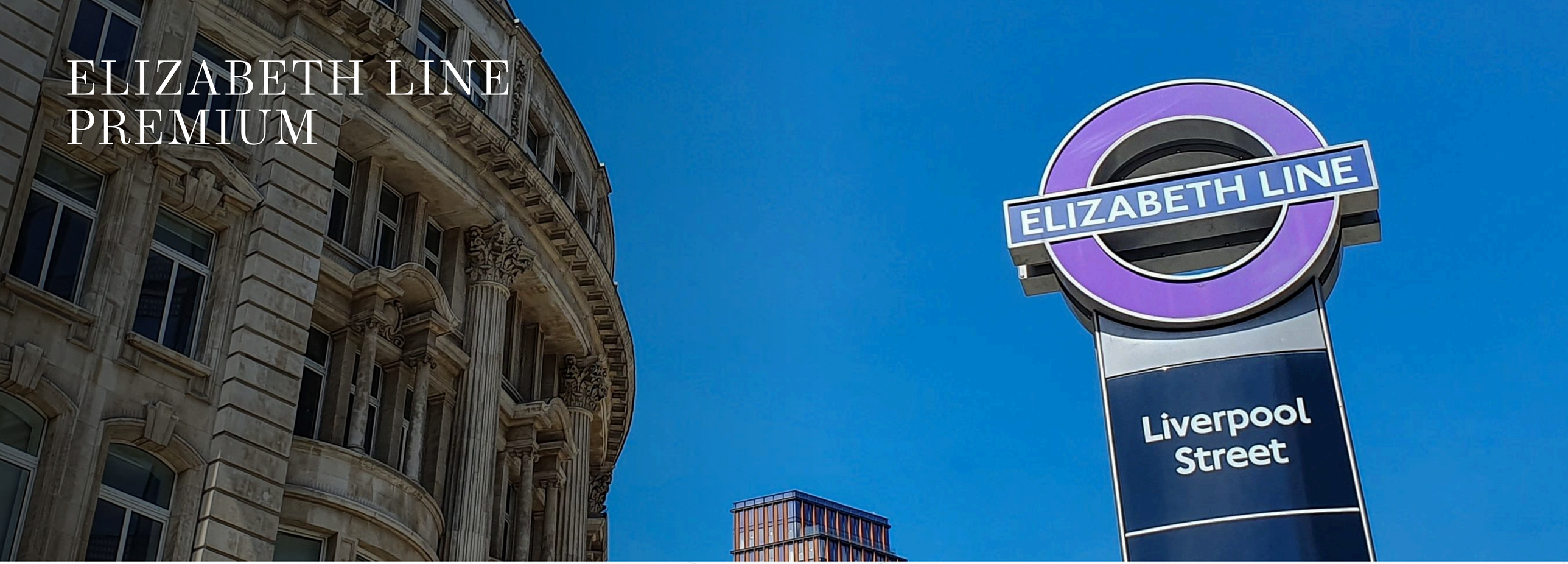
Opening summer 2025, one of the UK’s largest urban leisure centres is coming to the heart of Woolwich. Spanning three stories, its state-of-the-arts facilities include fitness suites, multiple pools, community spaces, sports halls, squash courts and a health spa.

Wider regeneration

- TFL is redeveloping land around Woolwich Arsenal DLR station *(TBC)*
- The £400m Woolwich Exchange will deliver 801 homes, retail, a cinema, and green spaces
- £300m Woolwich Estates Regeneration
- £290m Lovell development will add 2,266 new homes



ELIZABETH LINE PREMIUM



The Elizabeth Line development at Woolwich has reduced journey times into many central London destinations and is acting as a catalyst for major regeneration, enhancements to transport infrastructure and a strong pipeline of new homes in the area.

Rents for homes near Elizabeth Line stations have a premium compared to their broader boroughs.

Source: CBRE 2024

91% increase in average property prices around Woolwich station since the Elizabeth Line was confirmed in 2008

Greater London average 85%

Source: Dataloft (PriceHubble), LandRegistry, 2008-2024, 1km away from Woolwich station

8% higher rent for homes near Elizabeth Line stations in 2023

Source: CBRE 2024

DEVELOPMENT PIPELINE

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Current pipeline

Across the Royal Borough of Greenwich, there are currently 9,402 net residential units in the planning pipeline that have commenced*, with apartments making up 97% of the planned stock. Between 2020 and 2025 there were 3,969 net units completed in Greenwich.

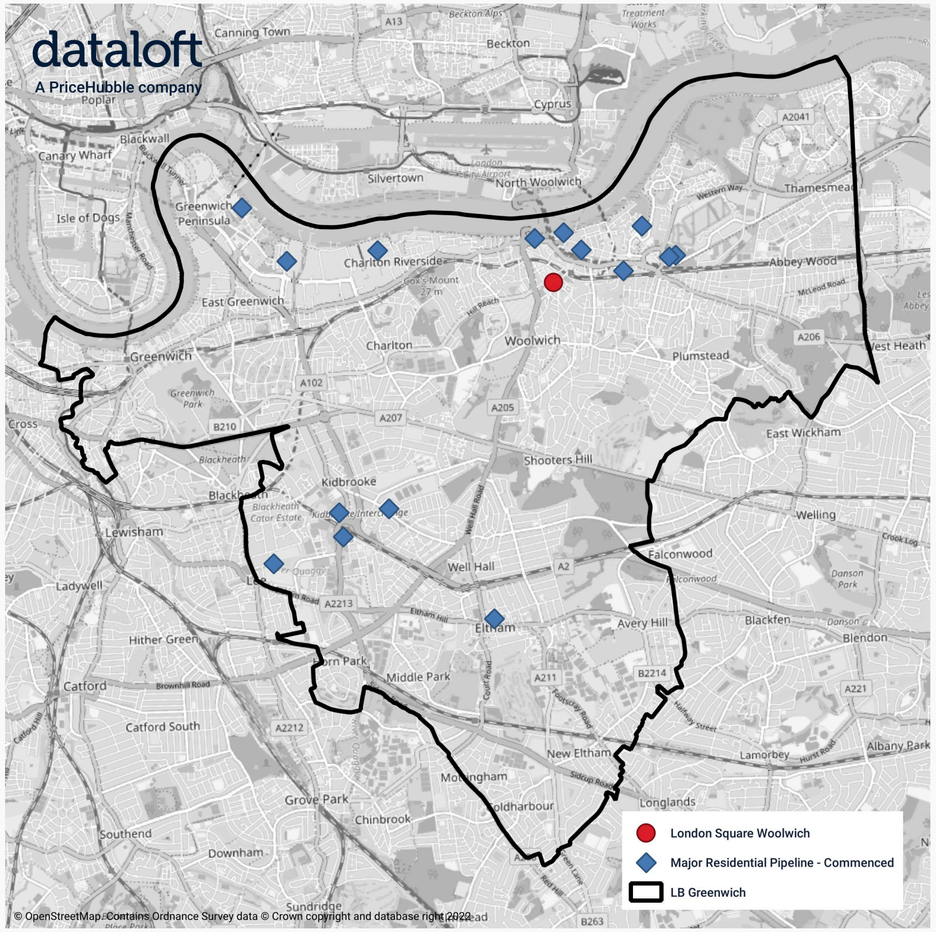
Commenced major residential developments in Greenwich are mostly along the River Thames. London Square has taken the opportunity to invest closer to Woolwich town centre.

In the neighbourhood around London Square Woolwich, 95% of the homes sold were flats, compared to 51% across the wider borough. This is a good indication there is demand for flats in this area.

Targets

The New London Plan sets a target for delivery of 28,240 homes between 2019/20 to 2028/29, equivalent to 2,824 dwellings per annum. This is an increase from the previous target of 2,685 per annum. Greenwich has the third highest housing delivery target in London.

Source: Greater London Authority, Planning London Datahub, Royal Borough of Greenwich *between 2020 and 2025



Major residential developments (commenced):

- Kidbrooke Village, SE3
- 40-45 Herringham Road, SE7
- Parcel 4, Greenwich Millennium Village, SE10
- The Waterfront Masterplan, SE18
- Pettman Crescent, Nathan Way and Hadden Road, SE28
- Halsbrook Road, Highbrook Road, Rochester Way, SE3
- West of Kidbrooke Road, SE3
- 20 Orangery Lane, SE9
- London South East Colleges Greenwich, SE18
- Gallions View Nursing Home, SE28
- Building 10, Major Draper Street, SE18
- The Gables, SE3
- Plumstead West Thamesmead, SE28
- The Tidemill, SE10

PRICE GROWTH

19.4% sales growth forecast in London between 2025-2029

Source: JLL, Savills, November 2024

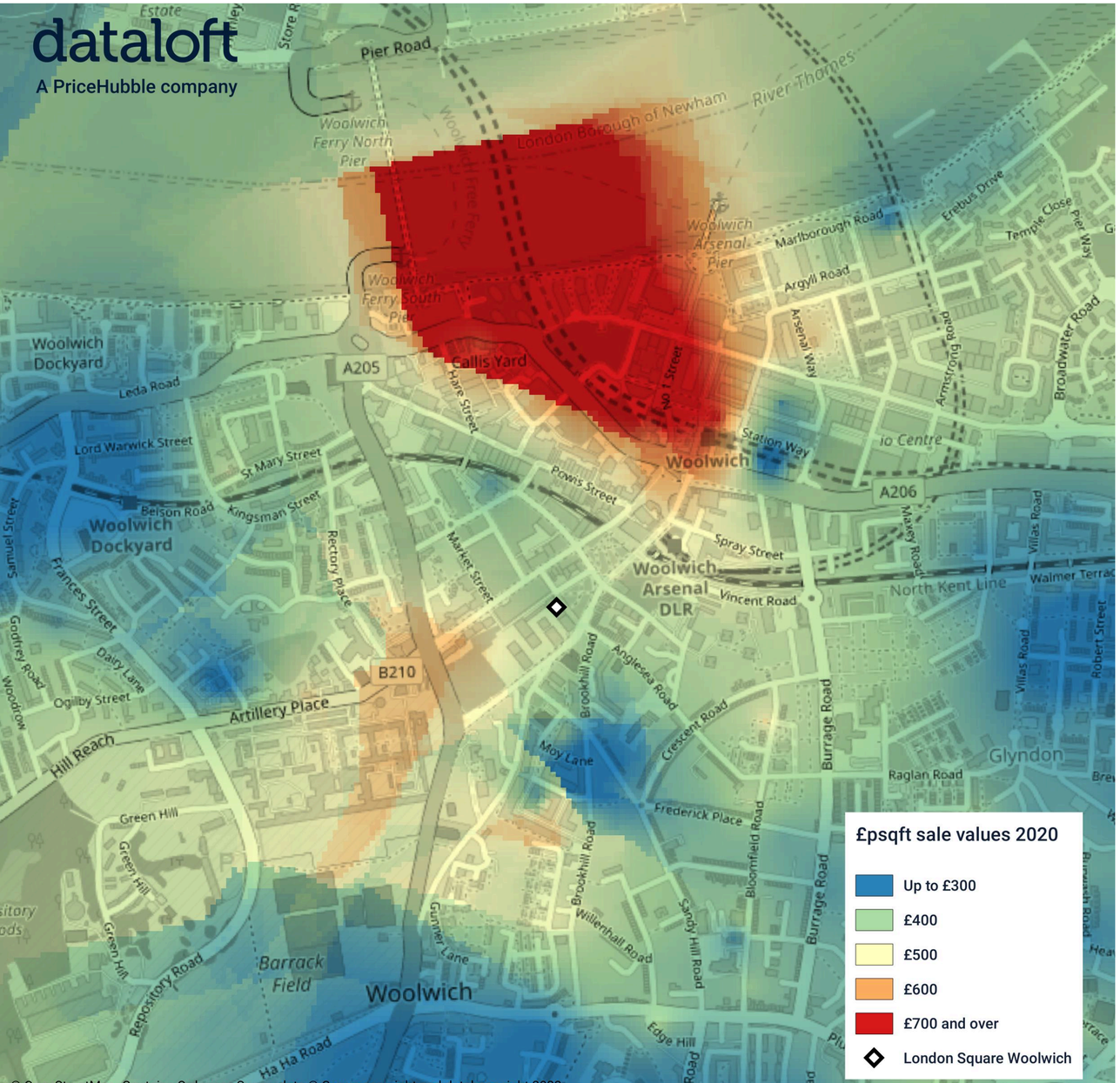
Growth Hotspot

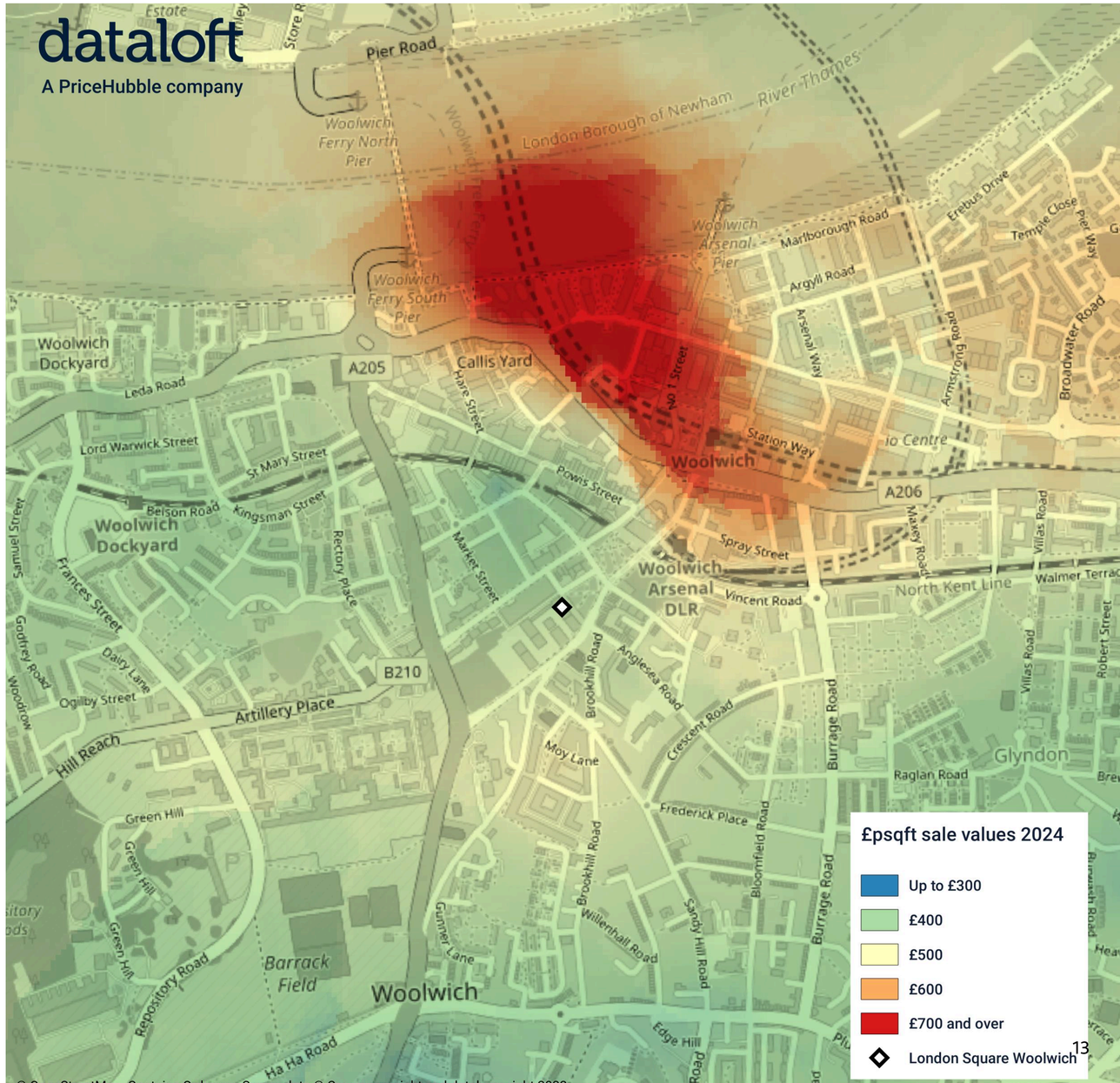
Average apartment values have grown 49% in 10 years in the local area, outperforming the wider and nearby boroughs, South East and Greater London.



GROWTH HOTSPOT

Property value hotspots have spread south from the river closer to London Square Woolwich over the last 5 years.





RENTAL GROWTH

Rents for apartments in the local area have risen by 41% in 5 years, outperforming the wider borough, Tower Hamlets, the City of London and Greater London.

There has been a 51% 10-year rental growth in apartments, outperforming the below London areas:

46% Greater London
40% Central London
44% West London
42% North London
42% East London
45% South London

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Rental growth shifts south east

Rental growth in south east London has also outperformed central, east, north, south, west and greater London on a 10 year basis.

£sqft rental growth	Past 5 years	Past 10 years
LS Woolwich local area	**41%**	**57%**
Greenwich	29%	47%
Tower Hamlets	28%	31%
City of London	33%	49%
South east London	**31%**	**51%**
Central London	25%	40%
East London	29%	42%
North London	30%	42%
South London	31%	45%
West London	31%	44%
Greater London	31%	46%

Source: Dataloft Rental Market Analytics, average growth in £sqft in apartments, Q4. LS Woolwich local area defined asSE18 6. South east London defined as Bexley, Bromley, Greenwich, Lewisham, Southwark.



RENTAL POTENTIAL – LOOKING AHEAD

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Local area rents

	1-bed apartment	2-bed apartment
Top 25% of lets achieve the following pcm	£2,020	£2,461
Top 10% of lets achieve the following pcm	£2,069	£2,583

Source: Dataloft Rental Market Analytics (PriceHubble), average rents over the last 12 months of top 25% and 10% of lets in SE18 6

The rental market around London Square Woolwich is thriving and expanding, drawing in well-paid renters working in London's employment hubs.

Active rental market

- Almost half (45%) of homes are in the private rented sector (PRS) (30% London)
- 95% growth in the PRS since 2011 (25% London)

Source: Census, SE18 6

16.5% forecast rental growth in London 2025-2029

Source: JLL, Savills, November 2024

Who rents in the local area?

- **51% couples / sharers, 38% singles, 11% families**
- **Median age: 29**
- **£38,782 average gross individual income**
- **£59,651 upper quartile gross individual income**
- **44% of renters are in management / professional occupations**
- **53% of renters moved within 5 miles**
- **27% work in the City, West End or Canary Wharf**

Source: Dataloft Rental Market Analytics (PriceHubble), local area defined as SE18 6

DEMOGRAPHICS

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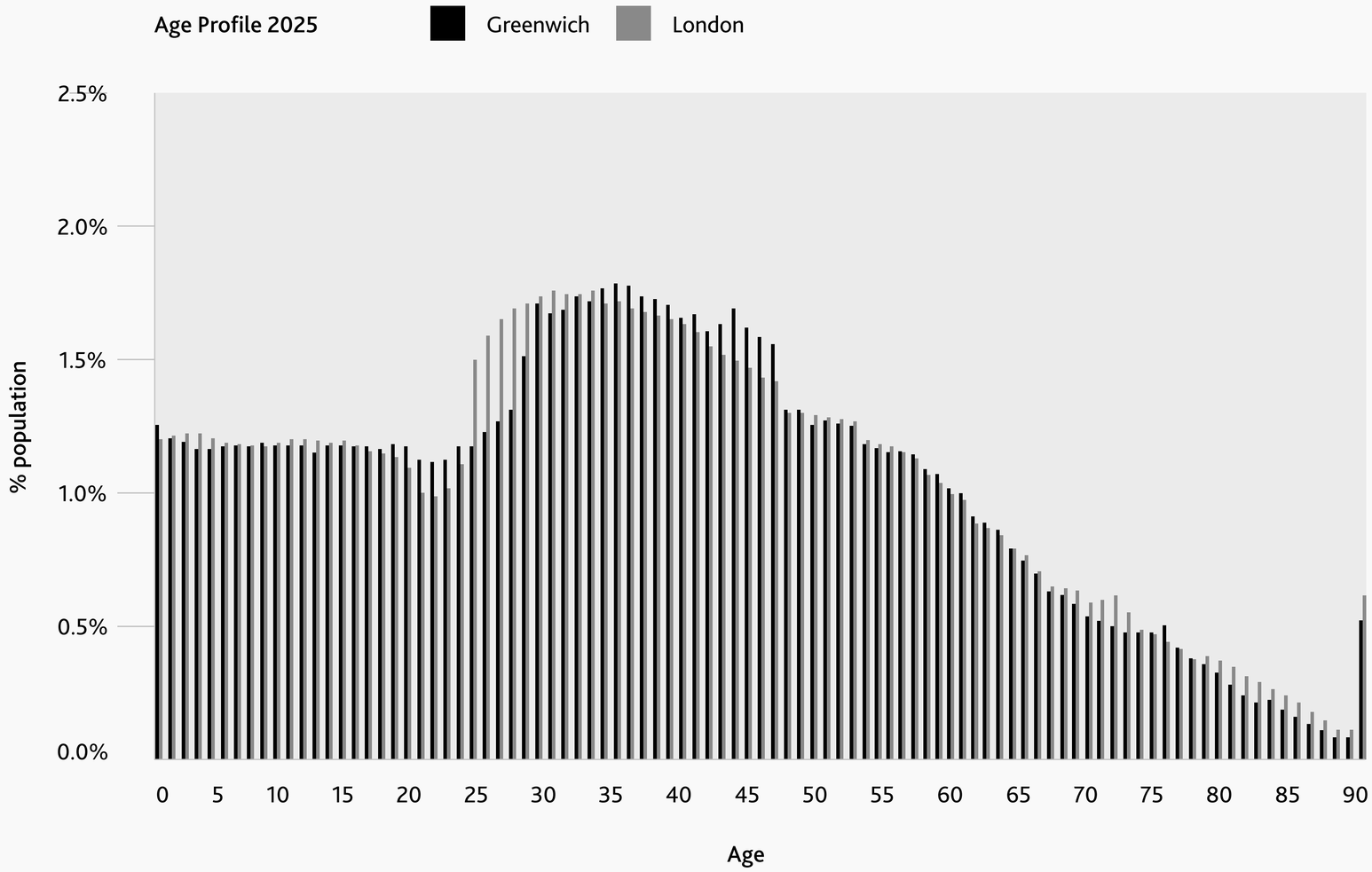
21% population growth forecast in the Royal Borough of Greenwich, 2021 to 2041 (12% London average)

Source: GLA population projections 2020

The local borough has a similar age profile to the London average. In the Royal Borough of Greenwich, a quarter (25%) of the population is aged between 20-35, the same as wider London. This creates a significant pool of young people looking to rent in the area.

The population is projected to grow at almost twice the London average. From 2021 to 2041, the borough's population is expected to increase by 21%, compared to 12% for London as a whole.

Source: GLA population projections 2020



Source: Dataloft, GLA

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