



LONDON SQUARE  
**WOOLWICH**



**WHY BUY  
WOOLWICH**



# THE PERFECT OPPORTUNITY

Woolwich connects city and culture, combining fast links into central London with a thriving arts and lifestyle scene. The area is undergoing an exciting £25 million transformation, bringing new energy through improved public spaces, independent shops, cafés, restaurants and vibrant community amenities.

With this wave of investment and the launch of a new collection of homes by London Square, now is the perfect moment to invest in a neighbourhood rapidly evolving into one of London's most exciting places to live.



## 16 PUBLIC PARKS

within a 30-minute walk of London Square Woolwich, totalling 397 acres

Source: Ordnance Survey 2024



## NO. 1

happiest borough in South East London

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



## 669 SHOPS

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

Source: VOA 2024



## OPPORTUNITY AREA

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.

## 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).

## 19.4%

capital growth forecast in London between 2025–2029

Source: JLL, Savills, November 2024



# PROFESSIONAL POSSIBILITIES

# £80,114

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

Source: DataLoft Rental Market Analytics

Conveniently located near Woolwich and Woolwich Arsenal stations, London Square Woolwich sits in an ideal commuter area.

Canary Wharf, just eight minutes away via the Elizabeth Line, is a key part of London's central business district. For those seeking exciting career opportunities, it's home to many major employers, including:



# MINUTES FROM A GLOBAL FINANCIAL DISTRICT

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.

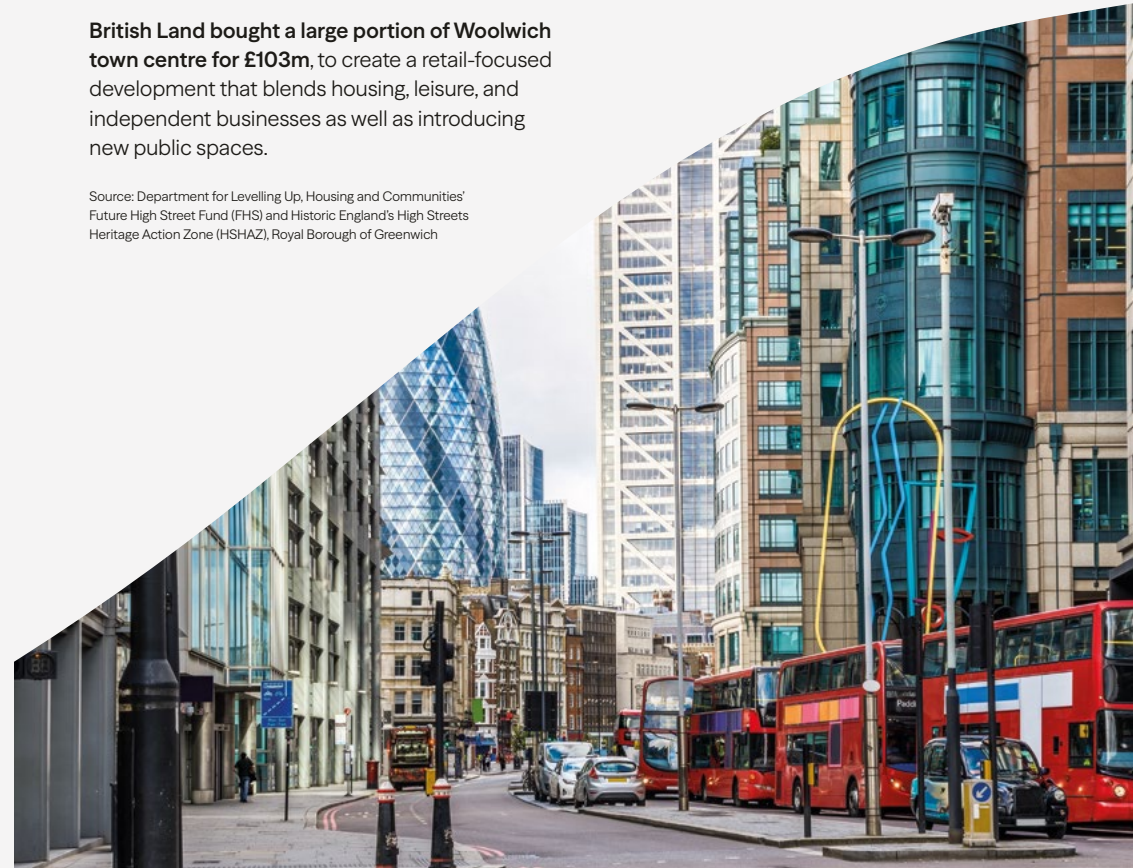
Source: Department for Levelling Up, Housing and Communities' Future High Street Fund (FHS) and Historic England's High Streets Heritage Action Zone (HSHAZ), Royal Borough of Greenwich

# 171,770 JOBS

boasted by Canary Wharf, making it an attractive destination for professionals – especially those in financial sectors.

There are over 14 million professional IT, scientific or financial jobs within a 45-minute commute of London Square Woolwich. 660,670 of these positions are located in the City of London alone.

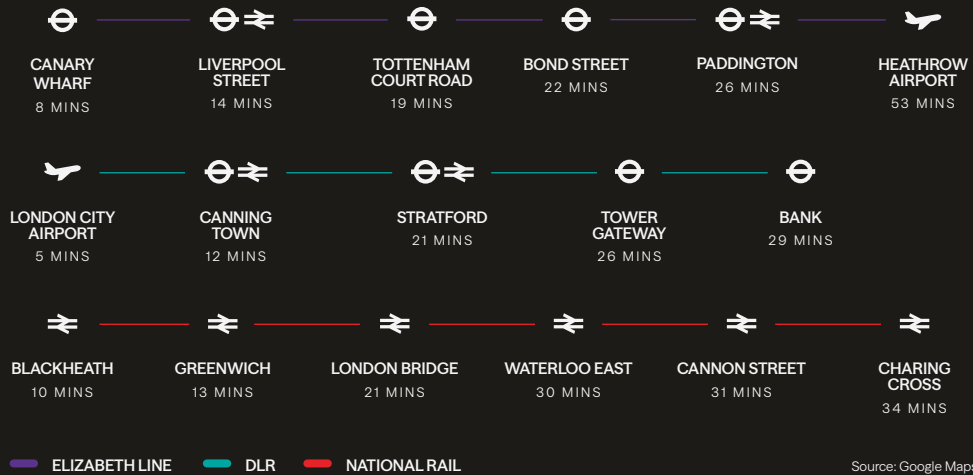
Source: BRES 2023 commute by public transport



# PERFECTLY CONNECTED

The area is well-connected with the Elizabeth Line, National Rail and the Thames Clipper, providing swift access to Canary Wharf and central London.

Woolwich station on the Elizabeth Line is just 400 metres (6 mins walk) from the site, while Woolwich Arsenal station is served by the DLR and National Rail, only 150 metres away (2 mins walk).



Source: Google Maps

# 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.

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

Source: DataLoft (PriceHubble), Land Registry, 2008–2024, 1km away from Woolwich station

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

Source: CBRE 2024

# TOP-TIER EDUCATION

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

There are 16 Ofsted-rated outstanding schools within 3 miles of London Square Woolwich, easily reached by foot, public transport or car.

## UNIVERSITIES

- |  |   |
|--|---|
| Queen Mary University of London<br>29 mins by train    | London School of Economics and Politics<br>43 mins by train |
| University College London<br>33 mins by train          | Goldsmiths University of London<br>45 mins by train         |
| King's College London Guy's Campus<br>35 mins by train | Imperial College London<br>51 mins by train                 |
| City University of London<br>35 mins by train          | King's College London Strand Campus<br>53 mins by train     |

Source: Citymapper

# 5

of London's top ten universities, including UCL and King's College London, can be reached in as little as 30 minutes from Woolwich station.



# 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.

Source: Dataloft Rental Market Analytics, average growth in £sqft in apartments, Q4 LS Woolwich local area defined as SE18 6. South East London defined as Bexley, Bromley, Greenwich, Lewisham, Southwark

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

**Greater London (46%)**

**Central London (40%)**

**West London (44%)**

**North London (42%)**

**East London (42%)**

**South London (45%)**

# 5%

average rental yields for London Square Woolwich

# RENTAL POTENTIAL

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



Those who rent in the local area are:

**Household:**  
51% couples/sharers  
38% singles  
11% families

**44% of renters are in management or professional occupations**

**Median age:**  
29 years old

**53% of renters moved within 5 miles**

**Average gross individual income:**  
£38,782 p/a

**27% work in the City, West End or Canary Wharf**

**Upper quartile gross individual income:**  
£59,651 p/a

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

**16.5%**  
forecast rental growth in London 2025–2029

Source: JLL, Savills, November 2024

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

Source: GLA population projections 2020

# LONDON SQUARE AVERAGE RENT

Based on current market value.

	1 bed apartment	2 bed apartment
<b>Average Phase 1 rental valuation</b>	£2,032 pcm	£2,359 pcm

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

# WHY INVEST NOW?



## MAJOR REGENERATION DRIVING LONG-TERM GROWTH

As one of London's Opportunity Areas, major town-centre investment is driving new homes and growth, with the population expected to double the London average between 2021 and 2041.



## EXCEPTIONAL CONNECTIVITY

Fast links to Canary Wharf (8 mins) and the City (14 mins) put these locations in effortless reach.



## STRONG CAPITAL GROWTH & ATTRACTIVE RENTAL YIELDS

With rental yields at **5%** and capital growth at **19.4%**, Woolwich outperforms other London zones as an investment opportunity.



## CULTURAL & LIFESTYLE TRANSFORMATION INCREASING DEMAND

Be part of an award-winning cultural district, home to Woolwich Works, one of London's emerging destinations for live music, art, and comedy.



## COMPETITIVE PRICING WITH HIGH UPSIDE POTENTIAL

Woolwich remains comparatively affordable versus neighbouring hotspots, yet demand is strong with renters willing to pay around 8% more to live on the Elizabeth line.





LONDON SQUARE  
**WOOLWICH**

Grand Depot Rd, London SE18 6SQ

[WOOLWICH@LONDONSQUARE.CO.UK](mailto:WOOLWICH@LONDONSQUARE.CO.UK)

0333 666 2636



PriceHubble | dataloft