

CAMDEN
GOODS YARD

THE REGENT

LONDON NW1

A bright **INVESTMENT**

*The first phase of
NWI's exciting
new destination*

*10 minutes to
King's Cross*

*Inside London's
Knowledge
Quarter*

*Up to 5.7%
rental yields*



St George
Designed for life



WHY CAMDEN GOODS YARD?

Camden NW1 is a prime choice for renters, offering vibrant culture, ample green spaces, and fast links to central London. Nearby parks like Regent’s Park, Primrose Hill and Hampstead Heath bring a blend of city energy and outdoor leisure.

With stations like Chalk Farm and Kentish Town West minutes away, plus easy access to King’s Cross, Camden’s location provides excellent value. Its unique appeal makes it ideal for a diverse community of professionals, families, and student renters.



UP TO 5.7%
Anticipated Rental Yield
Source: Foxtons, 2024



19%
Rental growth increase since March 2020
Source: Savills, 2023



3.6%
Annual house growth increase, 3rd highest capital appreciation in the UK
Source: Savills, 2023



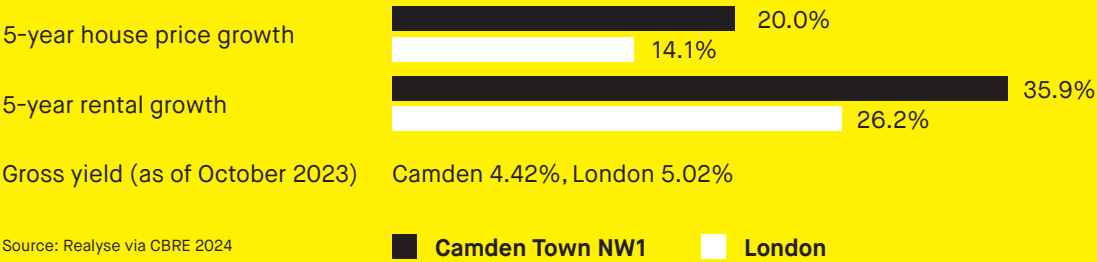
4%
Project population growth by 2028, 2nd highest amongst London boroughs
Source: Experian via CBRE’s Hot 100, 2024 (% growth rounded to one decimal place)



11.6%
Projected GDP growth between 2023-28, 3rd highest amongst London boroughs
Source: Oxford Economics via CBRE’s Hot 100, 2024

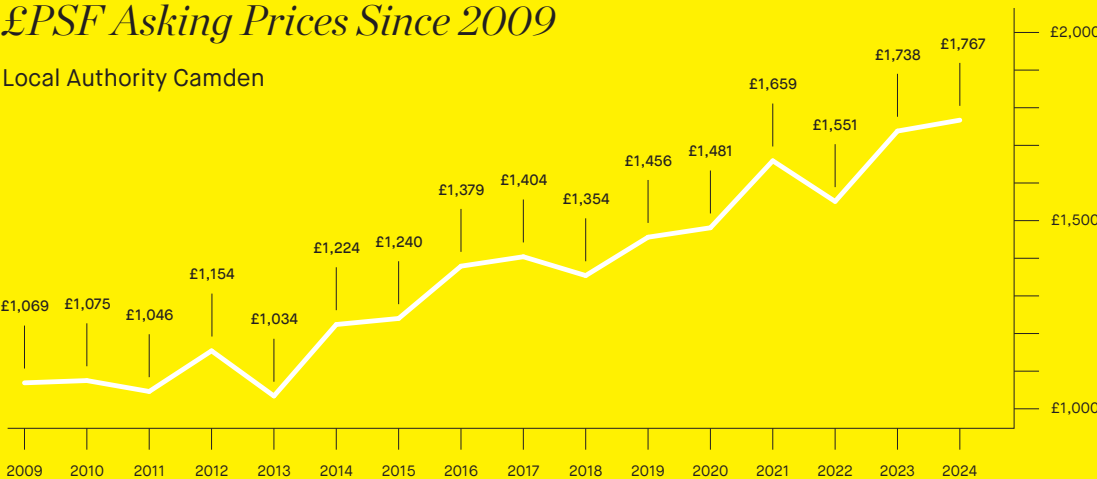
Over the last 5 years house prices in Camden have grown by 20%, this is greater than the 5 year average growth of London which was 14.1%, similarly rental growth has also been strong, increasing by 35% over the past 5 years.

Sales and Rental Market Performance



£PSF Asking Prices Since 2009

Local Authority Camden



Outer Prime London forecasts

Year	2023	2024	2025	2026	2027	5 Year Total
Forecasted Growth	-7.0%	0.0%	+3.5%	+6.0%	+4.0%	+6.1%

Source: Savills Research Savills house price forecasts apply to average prices in the second hand market. New build values may not move at the same rate. Forecasts as at November 2022 and are subject to change given recent economic instability.

WHY IS DEMAND HIGH IN NW1?



*World-Class
Education*



A Place for Business



A Cultural Hotspot



*Green Spaces and
Connectivity*



*Regeneration and
Investment*

FOR THE KNOWLEDGE SEEKERS

NW1 residents enjoy access to excellent education, including a high number of outstanding primary and secondary schools. Additionally, world-renowned institutions like UCL, King’s College London, and the London School of Economics are easily accessible and all consistently ranking among the top universities globally.



81

Schools

30

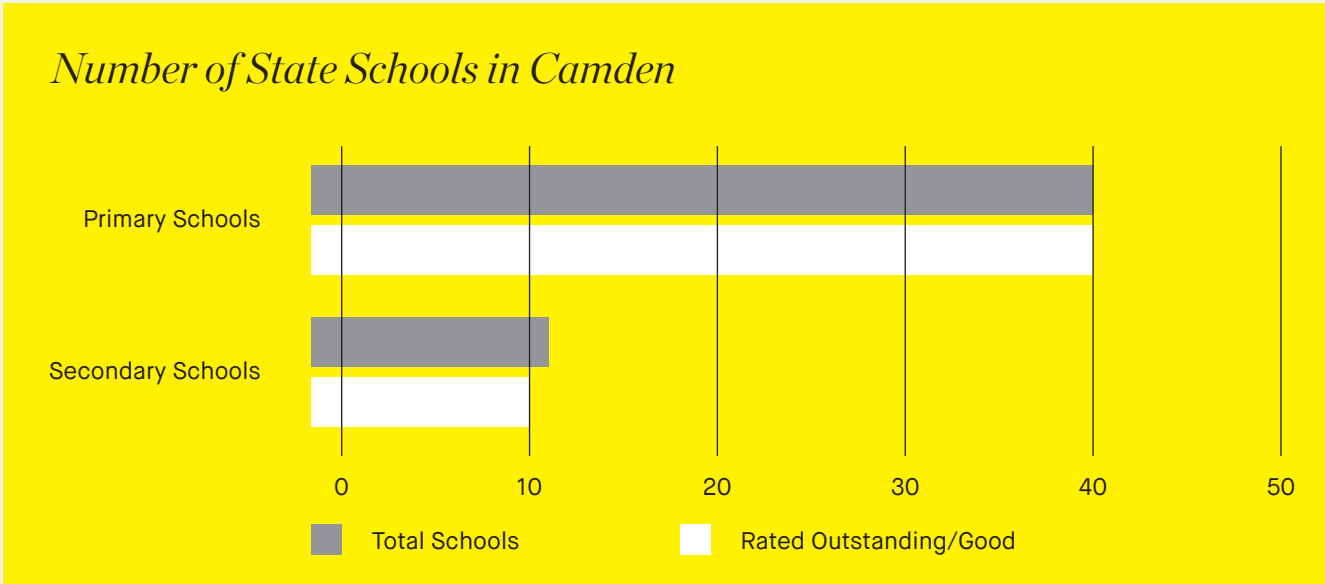
Independent schools

98%

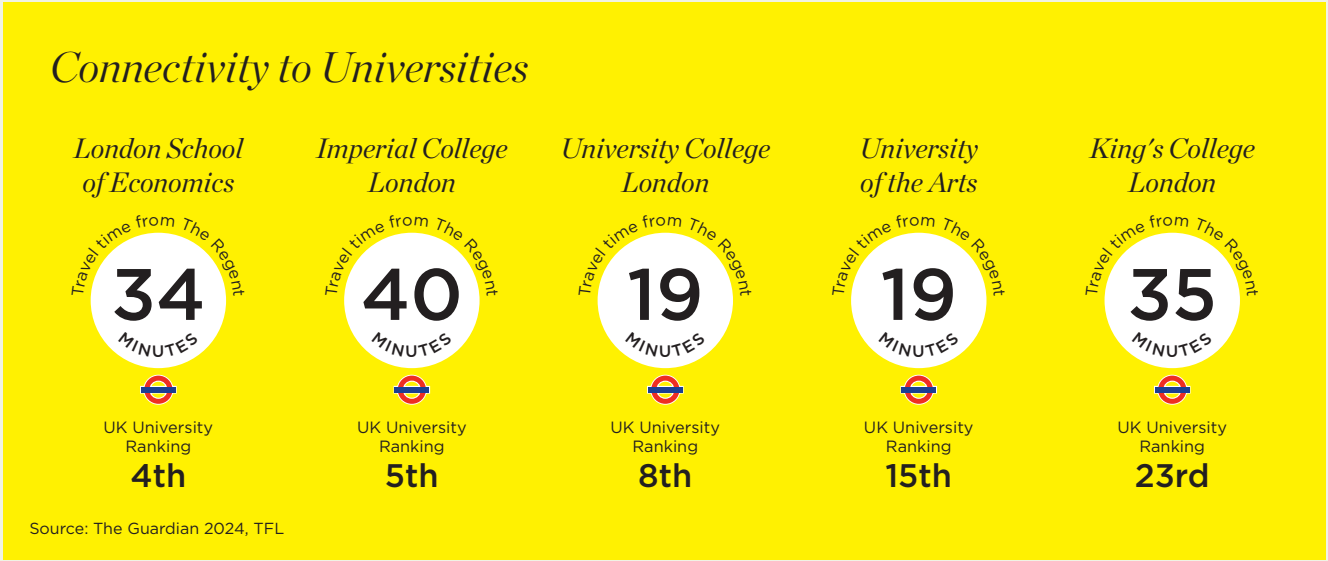
Of schools rated good or outstanding

TOP 10

NW1 ranks within the top 10 boroughs for the highest number and proportion of primary schools rated “Outstanding” by Ofsted.



Lifestyle images are indicative only. Travel times are approximate only. Source: Google Maps. Underground times calculated from Camden Town Station



11 HIGHER EDUCATION INSTITUTES

(Including UCL, UAL, Central St Martins and SOAS)

3RD LARGEST

Student population in London

29K+

Higher education students



CONNECTIVITY AND OPEN SPACE REMAIN KEY DRIVERS FOR BUYERS

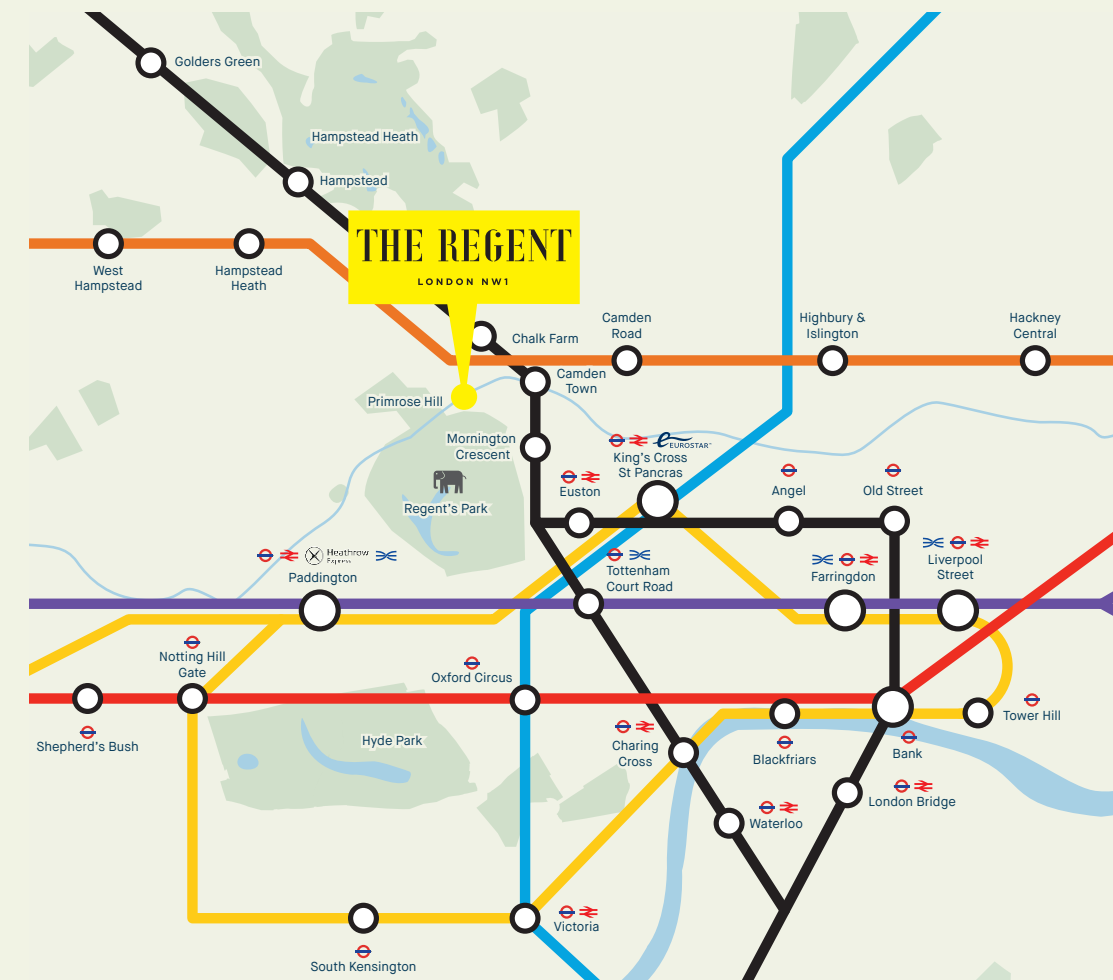
The Regent is ideally situated in Zone 2, just a 6-minute* walk from Chalk Farm underground station (Northern Line) and 8 minutes from Kentish Town West (Overground). Further south, the redevelopment of Euston station will establish the High-Speed Rail 2 terminus, offering direct connections to Birmingham, Manchester, and Leeds. Additionally, nearby King's Cross and St Pancras stations provide excellent international rail links.

10 MINUTES
to King's Cross



TFL zone 2

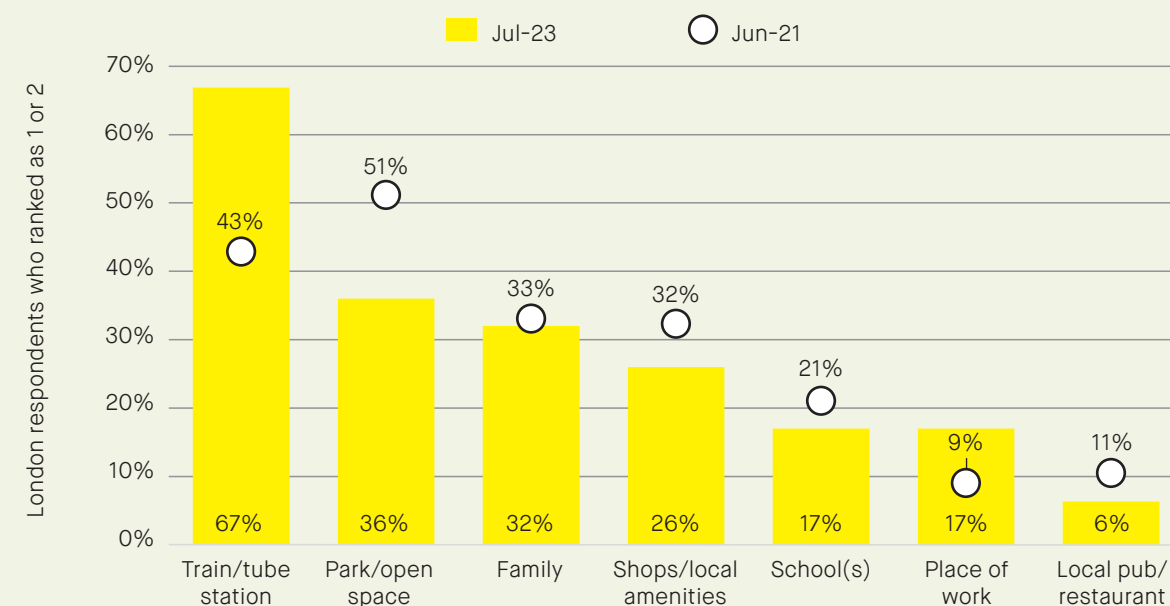
Lifestyle images are indicative only.
*Travel times are approximate only. Source: Google Maps.



Key

Northern Line Central Line Elizabeth Line
Victoria Line Circle Line London Overground

Map is for illustration purposes only and not to scale and not inclusive of all Transport for London underground lines.



Source: CBRE, 2024

A PLACE FOR BUSINESS

From global giants to small startups, NW1 is fast becoming the destination of choice for astute business owners.

Camden enjoys high growth industries in bio-medicine, tech, professional services, and the creative industries. World leading businesses such as Google, fashion powerhouse Asos, Facebook and Paramount Studios have made NW1 home to their UK HQs. The past few years have also seen the opening of several national tech and science organisations in the area, including the Francis Crick and Alan Turing Institutes.

The Federation of Small Businesses 2021 named the Borough 'the most entrepreneurial part of London and home to more new start-ups per capita between 2020 and 2021 than any other area'.

“

Camden is at the heart of driving what has been dubbed the 'fourth industrial revolution.'

CAMDEN.GOV.UK, 2019

Camden named London's startup capital as investor dubs it the 'new Palo Alto.'

”

EVENING STANDARD, 2021



Source: camden.gov.uk/invest-in-camden, 2024
Maps are not to scale and show approximate locations only

THE REBIRTH OF KING'S CROSS

The regeneration project is delivering:

400K SQ M of employment space

25K JOBS

7K GOOGLE'S NEW HEADQUARTERS will be welcoming 7000 new professionals to the area

6K Tech focused experts will take residence at Facebook's new HQ

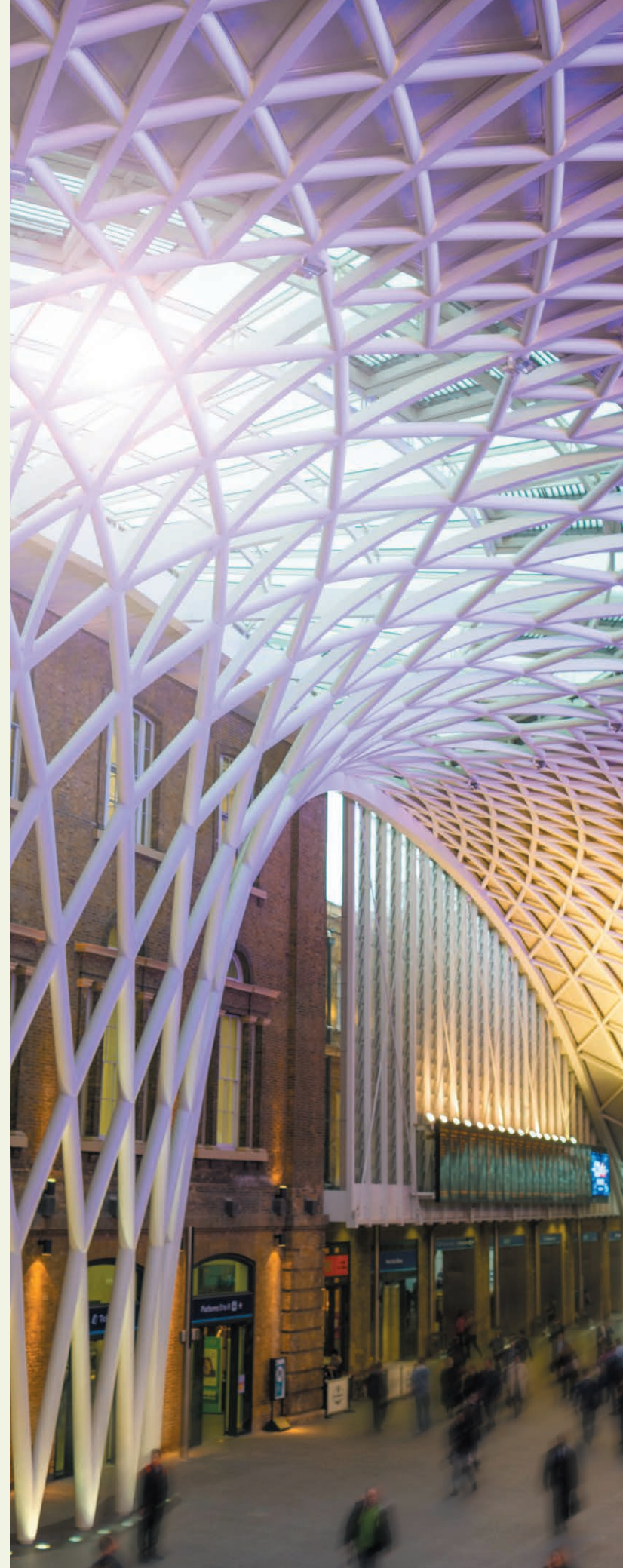
30K On completion 30,000 people are expected to be working in King's Cross

60 RETAILERS

COAL DROPS YARD, a new social and shopping hub within King's Cross will provide **45 LUXURY STORES AND 15 RESTAURANTS AND CAFÉS**

Also located here are **UNIVERSAL MUSIC, YOUTUBE** and world fashion icon **LOUIS VUITTON**. **HUAWEI** has opened a new research and development employing computer vision engineers

Source: kingscross.co.uk 2024








A Cultural POWERHOUSE

Camden is recognised by many for its high concentration of music, arts and performance venues. With over 50% of people saying that easy access to amenities and leisure facilities was important when buying a home; Camden is proving to be a truly exciting place to live.

CULTURE

Be inspired by London’s many cultural attractions including world famous museums, galleries, libraries and concert halls.









The British Library	11 mins	
Camden Arts Centre	15 mins	
Wellcome Collection	16 mins	
Lisson Gallery	18 mins	
British Museum	21 mins	

EATING OUT

From fine dining to casual brunches, quiet and elegant to lively and musical; the local eateries cater for every occasion, serving food from many countries and cuisines.







Arvo	9 mins	
Greenbery Café	9 mins	
Lemonia	9 mins	
Michael Nadra	9 mins*	
The Queen’s	9 mins	
Feng Shang Princess	10 mins*	

*Estimated timing on completion of the new pedestrian walkway.

ENTERTAINMENT

What’s on in the area? Drama, jazz, soul, spoken word and stand-up comedy all feature in Camden’s lively entertainment scene.







Roundhouse	3 mins	
Boxpark	4 mins	
The Jazz Café	10 mins	
Koko	18 mins	

SHOPPING


You’ll find numerous shopping destinations just a short walk or tube ride away. Camden Town is famous for its lively markets, while Primrose Hill boasts a delightful selection of fashion boutiques, charming coffee shops and convenience stores.




Stables Market	3 mins	
Primrose Hill	9 mins	
Coal Drops Yard	10 mins	
King’s Cross	10 mins	
Marylebone Village	13 mins	
Oxford Circus	20 mins	

CAMDEN’S CULTURE IN NUMBERS


Camden has been ranked second in London’s top ten boroughs for culture.^




41
art venues



102
music venues



4
outdoor spaces



108 performing
arts venues

Lifestyle images are indicative only. Travel times are approximate only. Source: Google Maps. Underground times calculated from Camden Town Station.
^Source: Knight Frank, 2022.

THE FUTURE OF CAMDEN

REGENERATION PROPOSALS



Camden Highline

A proposal for a “Camden Highline,” inspired by NYC’s Highline, aims to transform a disused rail track into a vibrant, elevated park, enriching residents’ lives and boosting property values.



Pedestrianisation of the High Street

Camden Council has proposed an 18-month pilot program to pedestrianise a section of Camden High Street to create a safer, healthier, and more enjoyable high street.



Camden Town Station

To support the Mayor’s transport strategy, TfL proposes expanding Camden Town station, tripling its size with a new Buck Street entrance, improving convenience and accessibility for daily passengers.



Stables Market

Camden Lock will host a 40-metre observation wheel for five years, offering panoramic views, following approval by Camden Council. This is part of Labtech’s broader revitalisation plans.



Juniper Crescent

Juniper Crescent’s regeneration by One Housing and Countryside Partnerships aims to create 450-470 homes with private outdoor spaces, public areas, and community features, with construction planned for 2026.

While this is still a proposal, at Camden Goods Yard, we are excited about the potential positive impact these changes could have on the neighbourhood, adding value and promoting a stronger, more connected community for all.



Camden Film Quarter

A proposed development to transform an 8-acre plot into a world-class film and TV hub. Pending planning approval, construction could begin this year, with soundstages operational by 2027. The project aims to attract top filmmakers and nurture local talent.



Euston High Speed Rail

The UK government has committed fund to begin tunnelling work to bring HS2 to London Euston station which is in the south of the borough. The project will provide residents and visitors with high-speed access to Birmingham, Manchester and Leeds.

“This will catalyse private investment into the local area, delivering jobs and growth” UK Chancellor, Rachel Reeves.



Royal Collage Place

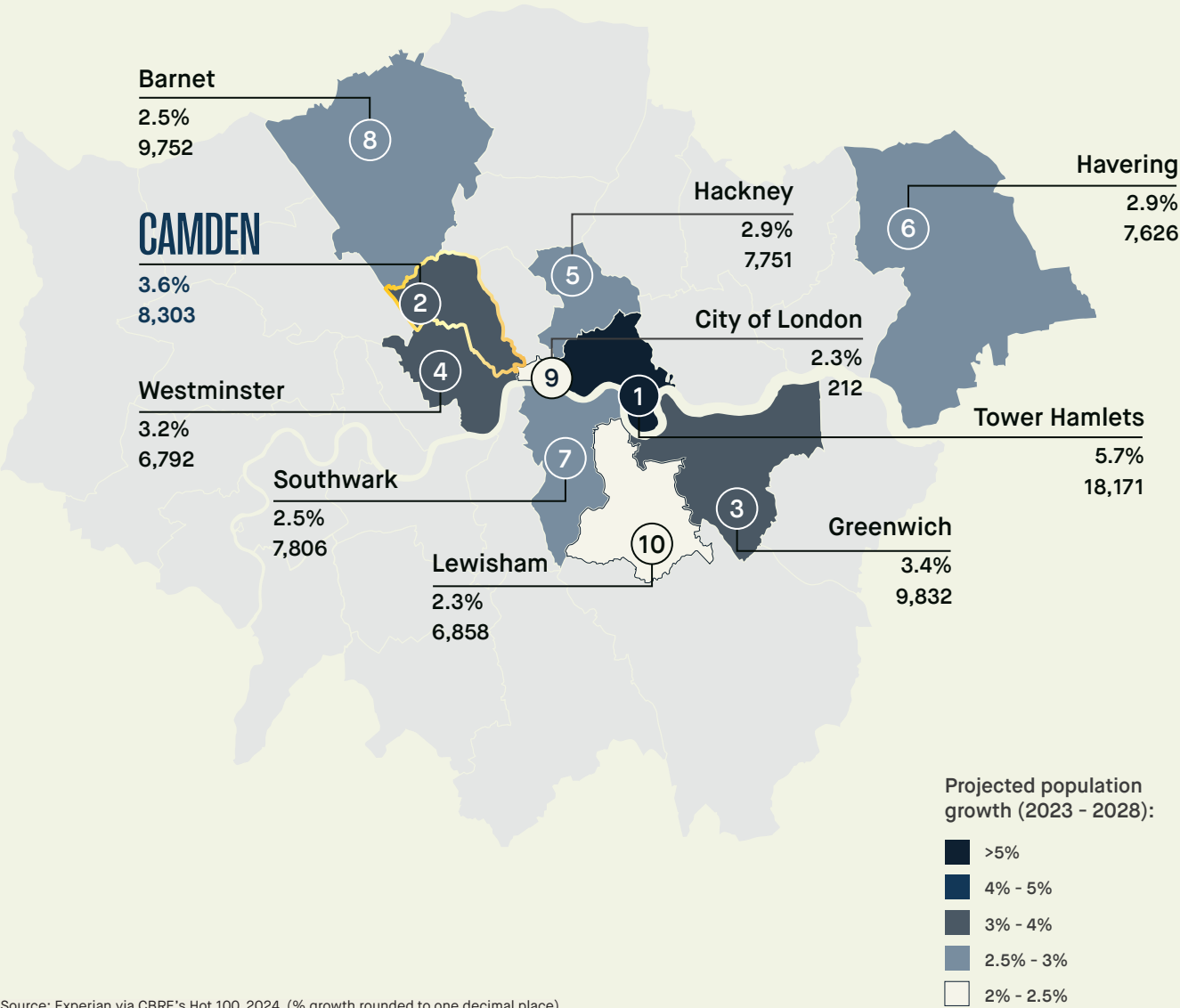
The Royal College Place regeneration project has the potential to establish a significant life sciences hub. Covering 3.7 acres, the development is anticipated to be a mixed-use project featuring both commercial and residential spaces. Located within the Knowledge Quarter, it could include 500,000 square feet of life sciences facilities and generate up to 4,000 new jobs.

POPULATION DYNAMICS

London’s allure as a melting pot of cultures, opportunities, and experiences continues to draw individuals from far and wide. The city’s population, currently standing at 9.5 million, reflects its status as a magnet for professionals, students, and families alike.

Projected population growth estimates offer valuable insights into the evolving demographic landscape of London’s boroughs. Tower Hamlets leads the pack in this regard, with a projected increase of 6%, equivalent to 18,170 individuals, over the next five years.

However, it’s Camden that secures a prominent position in the ranks of population growth, claiming second place with a projected increase of 4%. This translates to an additional 18,135 individuals choosing to call Camden home by 2028.

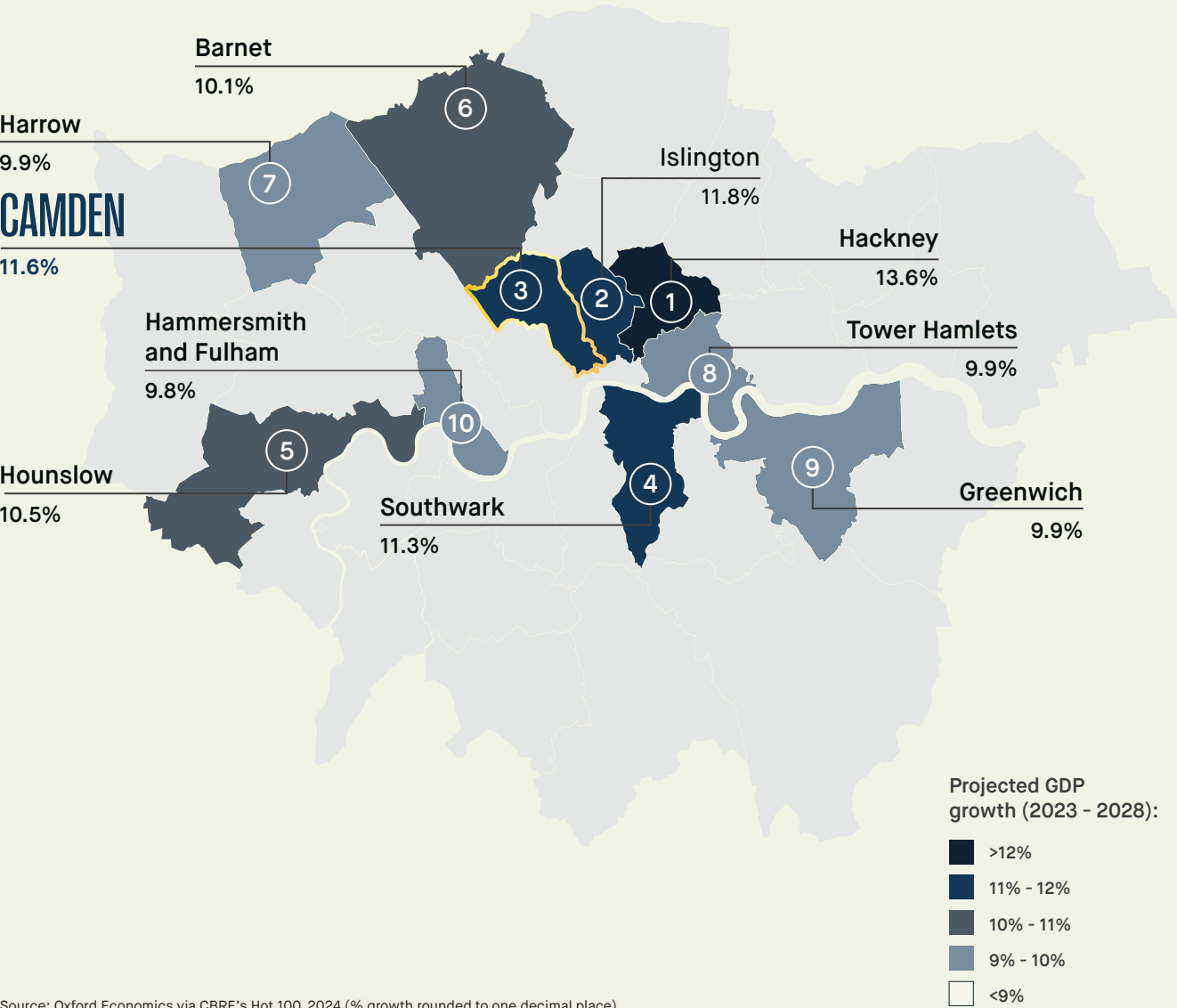


Source: Experian via CBRE’s Hot 100, 2024 (% growth rounded to one decimal place)

ECONOMIC GROWTH

London’s pivotal role in the UK’s economic landscape is indisputable, contributing a substantial 23% to the nation’s Gross Domestic Product (GDP) despite only having 13% of the population. CBRE’s analysis of Oxford Economics’ projections, highlights Camden’s prominence among boroughs poised for economic growth over the next five years. Alongside Hackney and Islington, Camden shines as a beacon of anticipated GDP growth, fuelled by its vibrant creative and tech industries.

This link between economic strength and the demand for good quality housing is intrinsic; as industries thrive and job opportunities grow, the need for housing escalates, creating a ripple effect across the property market. With Camden ranked amongst the top 3 boroughs leading the charge in economic expansion, a surge in housing demand is an inevitable result.



Source: Oxford Economics via CBRE’s Hot 100, 2024 (% growth rounded to one decimal place)

THE BERKELEY GROUP EFFECT

Regeneration can completely transform an area; creating new ways of living, introducing new facilities, services and attractions. It can have a marked impact on property prices with prices in regeneration zones increasing by 1.5% per annum over and above wider house price growth.

Berkeley Group property values have grown by an annual average of 13.8%, compared with the local area average of 8.8%, meaning that each year Berkeley Group properties are outperforming the wider market by around 5%.

- Strong established developer with a proven track record of delivering high quality homes since 1976.
- Experienced in similar large regeneration projects such as Beaufort Park, Battersea Reach and Grand Union.

IT IS FAIR TO SAY WE HAVE SEEN:

Regeneration

+

The Berkeley Group effect

=

Increased growth and prices

REGENERATION LIFTS NEIGHBOURHOODS AND ALSO CAPITAL VALUES

Computer generated image is indicative only and subject to change.
Source: Savills, CBRE, Berkeley Annual Report 2020.

*Source: CBRE. 2020 Berkeley Annual Report.

WELCOME TO THE REGENT

A truly exciting place to live. The Regent is the first building to be released at Camden Goods Yard; choose from a superb range of Manhattan, one, two and three bedroom homes. Each designed to the exemplary standards of St George and have access to an incredible range of residents' facilities.



Computer generated image is indicative only and subject to change.



Residents' FACILITIES



18-metre indoor swimming pool



Wellness suite with sauna and steam room



State-of-the-art gym



24-hour concierge



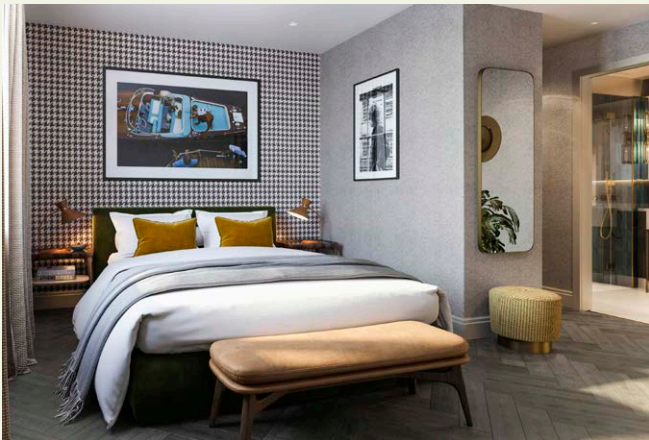
Three luxurious screening rooms



Contemporary foyer and lounge



Co-working area with ultra high speed Wi-Fi



Apartments

Type	Number	Average sq ft
Manhattan homes	18	451
1 bedroom homes	44	559
2 bedroom homes	26	885
3 bedroom homes	22	1,020

Computer generated images. Indicative only.

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