

CAMDEN GOODS YARD

LONDON NW1

INVESTOR GUIDE



St George
Designed for life

LIVE. WORK. SHOP. DINE.

Set within 8 acres,
Camden Goods Yard offers
a selection of beautifully
appointed homes with interiors
by world-renowned designer
Tara Bernerd & Partners.

This exceptional development seamlessly combines
the dynamic energy of Camden, the elegance of
Primrose Hill and the tranquillity of Regent's Park.

The result is an exciting new neighbourhood for
living, working and enjoying time out. With its striking
architecture, inviting public spaces and enhanced
connections to the local and wider area; Camden
Goods Yard is playing a major role in NW1's future.





Computer generated image is indicative only and subject to change.



Computer generated image is indicative only and subject to change.

THE FACTS

At St George, our dedication lies in creating captivating environments where people love to live, work and relax.

Our expertise lies in high quality mixed-use regeneration projects throughout the capital. As the first phase of this exciting zone 2 development, Primrose House presents a unique opportunity to invest early for maximum benefit.



441 luxury private homes



EXCLUSIVE FACILITIES:
Three screening rooms, a gym, swimming pool, sauna and steam room



8 ACRE SITE featuring landscaped public open space



178,000 SQ FT of space for shops, restaurants and cafés



MINIMUM 7,250 SQ FT of affordable work space



A new **48,000 SQ FT** Morrisons supermarket



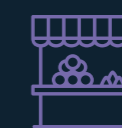
6 MINUTES walk to Chalk Farm Station*
9 MINUTES walk to Camden Town Station*
PRIME ZONE 2 LOCATION



Rooftop **FARM-TO-FORK** restaurant



Located just over **3KM FROM THE £3BN REGENERATION OF KING'S CROSS**



Just minutes from the world famous **CAMDEN MARKET**

*Travel times are approximate only. Source: Google Maps.

GET CONNECTED

There are three Northern Line stations close to Camden Goods Yard including Camden Town, Chalk Farm Road and Mornington Crescent. Additionally, Camden Road Overground service further enhances the areas connectivity.

Development at Euston will include the terminus for the new High Speed 2 rail link. King's Cross, St Pancras International and Euston stations provide excellent rail connections locally, nationally and internationally, as well as direct access to three of London's five airports.



TfL Annual Travelcard

ZONES 1-2 | ZONES 1-5
£1,628 | £2,784

SAVE IN ZONE 2
£1,156

ANNUAL SAVING ON TRAVEL
July 23

*Travel times are approximate only. Source: Google Maps and Citymapper.

Key

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



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

10 REASONS TO BUY

Strong market demand

Projected population growth of 12% in the next 10 years + limited availability of land for development = property value appreciation.



Source: Oxford Economics.

International appeal

Camden is home to the 2nd highest number of businesses in London, after Westminster, and is the 3rd highest in the UK.



Source: camden.gov.uk, 2023.

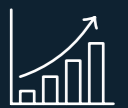
Cultural and lifestyle amenities

41 art venues
102 music venues
108 performing arts venues
387 social venues



Long term-investment

St George have a proven track record of delivering amazing places:



Price growth at Beaufort Park of 131% from 2007 to 2022.

Source: Benham and Reeves, 2022.

Capital appreciation

Average house prices in Camden are the 3rd highest in the country with an annual price growth of 3.6%.



Early investment offers the opportunity to tap into the area's growth potential without the urgency of rising prices.

Source: HM Land Registry, May 2023.

Stability and rule of law

Political stability
Strong legal system
Property rights protection



Transport infrastructure

Zone 2 location
3 mainline railway stations
7 underground stations
London cycle network



Rental income

Asking rent of £3,950pcm* in NW1 with rents up 19%** since March 2020 in Camden.



Source: *Savills using Rightmove, Q2 2023.
**Savills Prime Index, Q2 2023.

Educational institutions

Camden is home to the 3rd largest student population in London with nearly 30,000 higher education students.



Source: camden.gov.uk, 2023.

Diversification of portfolio

Regeneration + Berkeley Group effect = increased growth and prices.

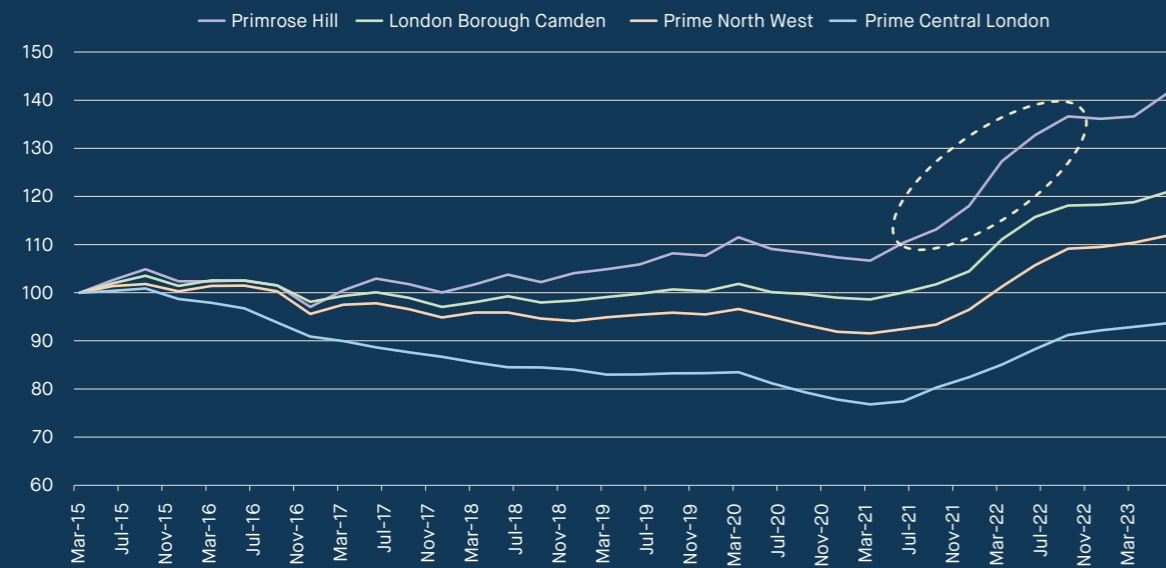


RENTAL GROWTH

At present, London is experiencing a surge in demand coupled with a decline in the availability of high-quality rental properties. Consequently, rental prices are on the rise.

As the number of affluent young renters seeking well-connected, premium homes continues to grow, Camden Goods Yard is well positioned to capitalise on the increasing demand.

Nearby area of Primrose Hill has seen rapid rental growth in the last 3 years



Source: Savills Prime Index, Q2 2023

Prime London Rental Forecasts (as at November 2022)

Year	Forecasted Growth
2023	+5%
2024	+3%
2025	+2%
2026	+1.5%
2027	+1.5%
5 Year Total	+13.6%

Source: Savills Research.

Note: These forecasts apply to average rental values in the second hand market. New build rental values may not move at the same rate.

£3,950pcm
NW1 overall upper quartile asking rent

Source: Savills using Rightmove, Q2 2023

Rental growth in Camden
UP 19%
since March 2020

Source: Savills Prime Index Q2 2023

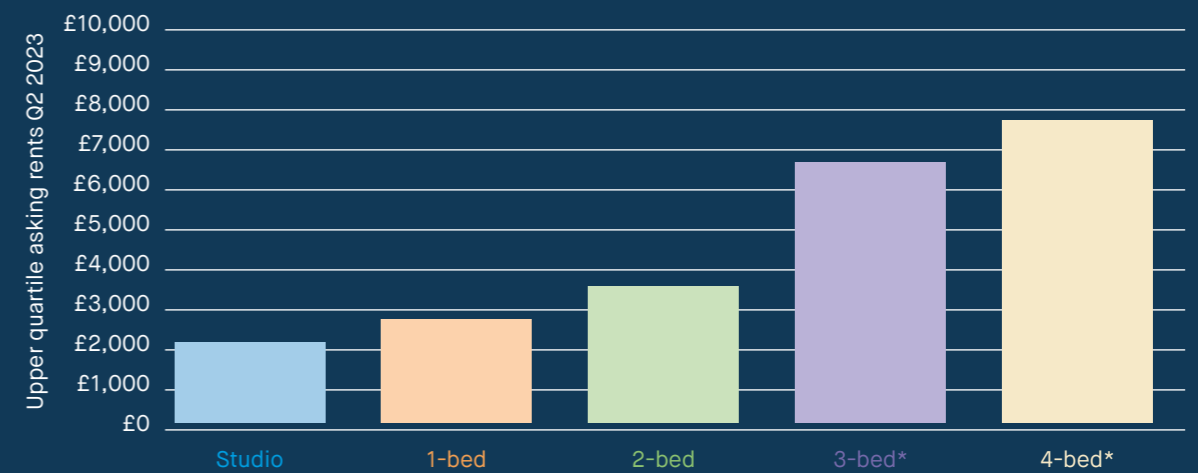
1 & 2 bedroom rental listing are down
29%
compared to Q2 2019

Source: Savills using Rightmove Q2 2023

Primrose Hill rents
UP 27%
since March 2020

Source: Savills Prime Index Q2 2023

Upper Quartile Asking Rents in NW1

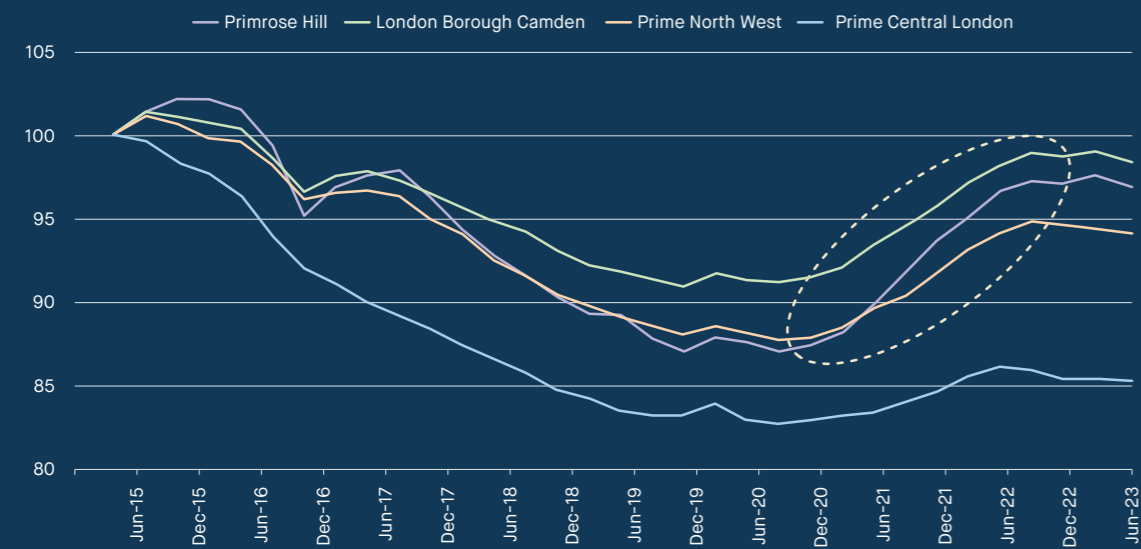


*Source: Savills Research using Rightmove Q2 2023

CAPITAL VALUES

In the face of economic difficulties that have influenced the world in the aftermath of the pandemic, property values in North West London, where Camden Goods Yard is situated, have demonstrated resilience. By examining the property market in the nearby Primrose Hill, a price increase of 12% becomes evident between September 2020 and September 2022. This surge can be attributed to a growing demand for properties offering access to outdoor spaces.

Capital values in Camden are outperforming other parts of the market



source: Savills Prime Index Q2 2023,

Outer Prime London forecasts

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



Nearby Primrose Hill has seen the **HIGHEST GROWTH** in the Prime North West Region since the pandemic

Source: Savills Prime Index Q2 2023

Flats made up **79%** of all sales in the year to April 2023

Source: Land Registry, EPCs

Annual growth of **3.6%** in the borough of Camden Year to May 2023

Source: HM Land Registry

Source: Savills Prime Index Q2 2023,

EDUCATION

The Epicentre of Knowledge

Local to Camden Goods Yard there are excellent education opportunities, including Ofsted rated 'Excellent' and 'Good' primary schools and also a variety of secondary schools.



Primary Schools

Hawley Primary School	8 mins	
The Cavendish School	11 mins	
Primrose Hill Primary	13 mins	
North Bridge House Prep School	15 mins	



Secondary Schools

Maria Fidelis Catholic School	13 mins	
Hampstead Fine Arts College	17 mins	
Camden School for Girls	20 mins	
Harrow School	55 mins	

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



UNIVERSITIES

Camden is home to 11 higher education institutions, including University College London (UCL), the School of Oriental and African Studies (SOAS), and the University of London**

Overseas student numbers have grown by **24%** since 2014/15*

4 of the UK's top 7 universities are based in London.

LONDON attracts and retains more students than any other UK city*

Source: *The Times, 2022. **Source: camden.gov.uk, 2023.

A CULTURAL POWERHOUSE

Camden has been ranked second in London's top ten boroughs for culture.[^]

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, concert halls and places of worship.



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.



Poppies	7 mins	
Odette's Restaurant	11 mins	
Michael Nadra Brasserie	11 mins	
York and Albany	16 mins	

ENTERTAINMENT

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



Camden Assembly	2 mins	
Roundhouse	3 mins	
The Jazz Café	10 mins	
Koko	18 mins	

SHOPPING

There are many places to shop both locally and further afield. Camden Town is known for its markets and Primrose Hill for it's for boutiques and coffee shops.



Stables Market	3 mins	
Primrose Hill	11 mins	
Camden High Street	11 mins	
Oxford Circus	20 mins	

CAMDEN'S CULTURE IN NUMBERS[^]

41 art venues

102 music venues

387 social venues

4 outdoor spaces

108 performing arts venues


640 locations

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

GREEN SPACES

Camden Goods Yards is perfectly located for Regents Park, Primrose Hill, Golder's Hill Park and Hampstead Heath. A home in Zone 2 offers a good balance between affordability (compared to more central locations) and accessibility, making it a popular choice for residents.

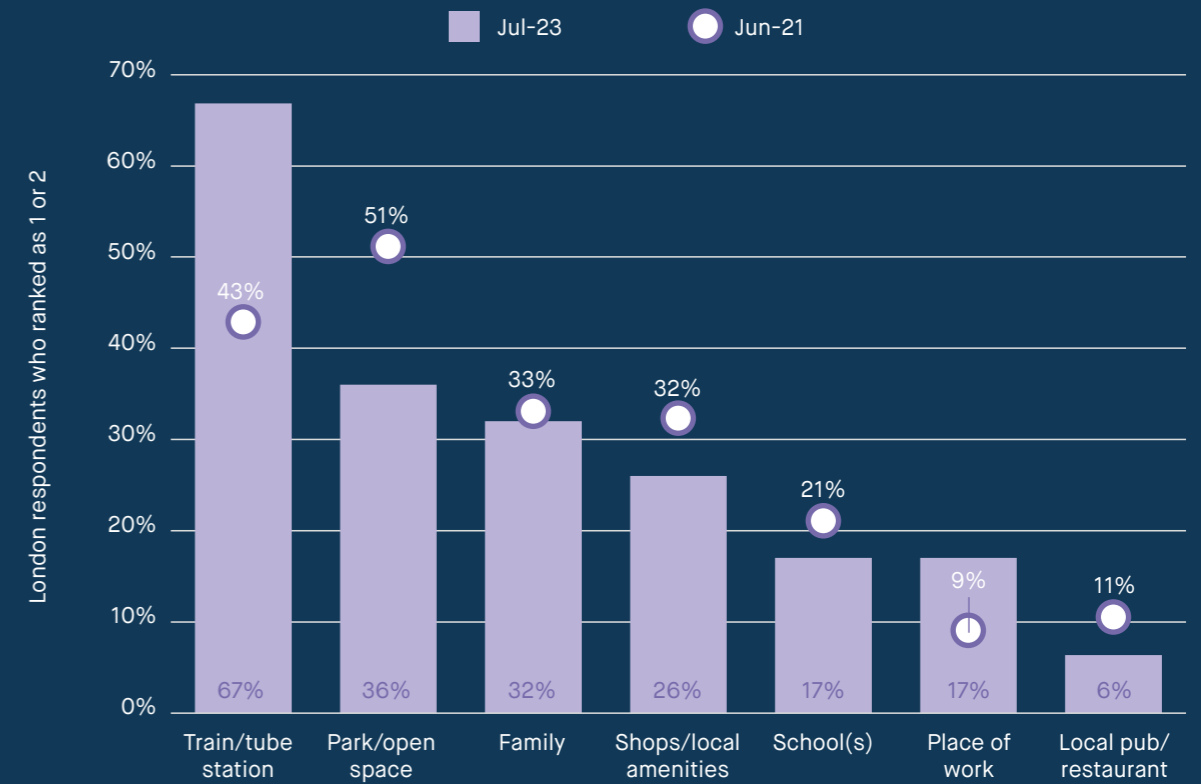


- Primrose Hill 10min 
- The Regent's Park 15 min 
- Hampstead Heath 20 min 

Source: Savills. Travel times are approximate only. Source: Google Maps.

Primrose Hill

Connectivity and open space remain key drivers for buyers



Proximity to a train/tube station is the TOP PRIORITY



London is one of the world's greenest capital cities with 47% of the city dedicated to green open spaces.

Source: www.gigl.org.uk

Source: Savills Research, savills Client and Applicant Surveys, Jun-21 & Jul-23



LIVE GREEN

Sustainable Travel

With the expansion of the London-wide cycle network and the increase in pedestrianised areas across the city, walking and cycling are the quickest and most sustainable forms of transport.

7

Underground stations in the borough

ZONE 2

Location

3

Mainline stations: St Pancras, King's Cross and Euston



Over 850 cycle parking spaces at Camden Goods Yard



6 minute walk to Chalk Farm Station
9 minute walk to Camden Town Station



2 Transport For London cycle hire points



Energy Efficient Homes

Our homes have been designed to prioritise energy efficiency, contributing to reduced carbon emissions and lower fuel bills compared to standard homes.

Each home will have an exhaust air heat pump that serves as standalone systems for heating, hot water, and ventilation. These innovative pumps harness and recycle the energy stored within the home, ensuring optimal energy use.

Moreover, we have carefully chosen energy-efficient lighting and kitchen appliances and high performance windows and doors to significantly reducing running costs.



New homes boast impressive energy savings of up to 63% and emit 55% fewer carbon dioxide emissions compared to existing homes*.

*Source: CBRE, 2022
Lifestyle Images are indicative only, Travel times are approximate only.
Source: Google Maps and Citymapper.

A DYNAMIC ECONOMY



96% RISE

in creative jobs in the last 5 years



30,000 BUSINESSES

in NW1 accounting for 2% of the UKs GDP



300 CREATIVE BUSINESSES

are based around King's Cross



55% RISE

in tech jobs in the last 5 years



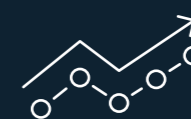
27% GROWTH

in jobs in the last 6 years



HOME TO 4

leading London hospitals, supporting 20k jobs



24% RISE

in Camden based startups



Francis Crick Institute

A PLACE FOR BUSINESS

From global giants to small startups and world class research institutes, NW1 is fast becoming the destination of choice for astute business owners, young professionals and students alike.

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 Nike 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 Institute and the Alan Turing Institute.

The Federation of Small Businesses 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'*.

Lifestyle images are indicative only.
*Source: camden.gov.uk and Camden Business Board.

“Camden is a more diverse, multicultural environment than either of the world’s bigger tech areas, the Bay Area or Beijing. It’s one of the best places in the world to start a business.”

SAUL KLEIN | Founder, LocalGlobe Venture Capital Firm
Evening Standard, 2021

NW1 has the 2nd highest number of businesses in London including:



THE REBIRTH OF KING’S CROSS

The regeneration of the King’s Cross area is the largest inner-city development in Europe and being 3KM away from Camden Goods Yard it will continue to positively impact property values in the area.



Gasholders London

The Regeneration Project is Delivering

400,000 SQ M of employment space

25,000 jobs created

GOOGLE’S NEW HEADQUARTERS will welcome 7,000 new professionals to the area

6,000 tech focused experts will take residence at Facebook’s new HQ

On completion **30,000** people are expected to be working in King’s Cross

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. HUAWAI** has also opened a new research and development employing computer vision engineers.



Google Headquarters

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

*Source: CBRE, 2020 Berkeley Annual Report.

REGENERATION LIFTS NEIGHBOURHOODS AND ALSO CAPITAL VALUES

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

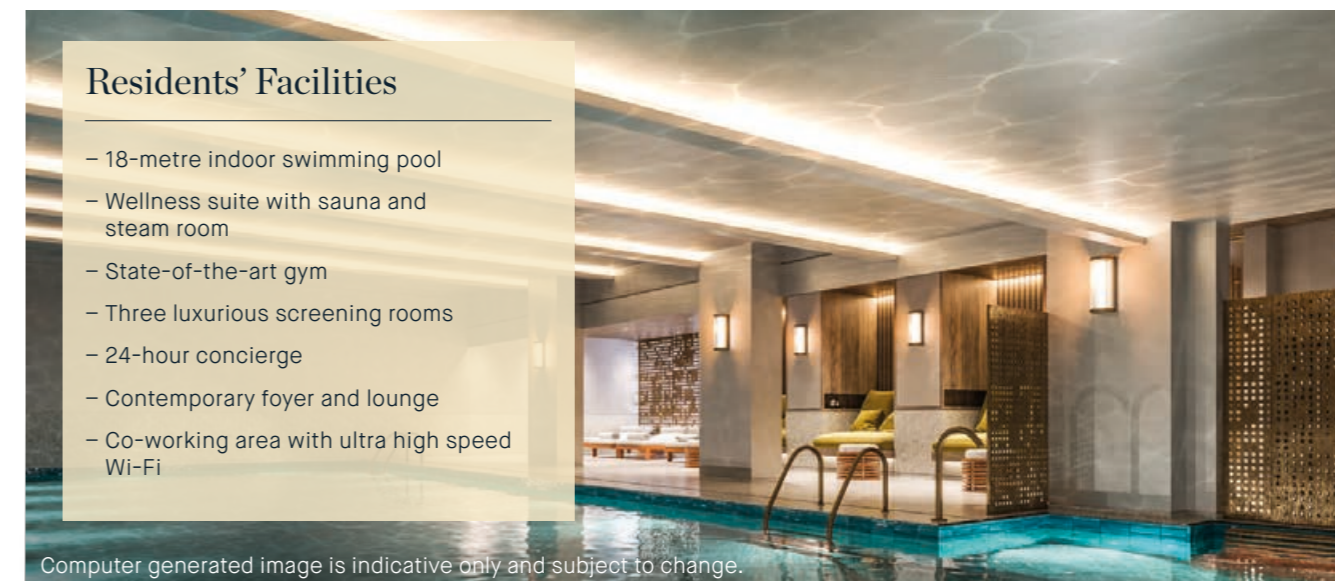


WELCOME TO PRIMROSE HOUSE

A truly exciting place to live. Primrose House 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
- Three luxurious screening rooms
- 24-hour concierge
- Contemporary foyer and lounge
- Co-working area with ultra high speed Wi-Fi

Computer generated image is indicative only and subject to change.

The Developer

St George North London

Location

Chalk Farm Road, London, NW1 8EH

Local Authority

London Borough of Camden

Tenure

999 year lease from 2023

Architects

Piercy and Company

Completion

From Q2/Q3 2025

Service Charge*

£7.80 per sq ft per annum

Reservation Terms

- 10% of purchase price on exchange
- 10% of purchase price payable 12 months after exchange of contracts
- 5% payable 18 months after exchange of contracts
- 75% on completion

Exchange

- 21 Days from reservation

Reservation Deposit

- £5,000 up to £999,999
- £10,000 for £1million+

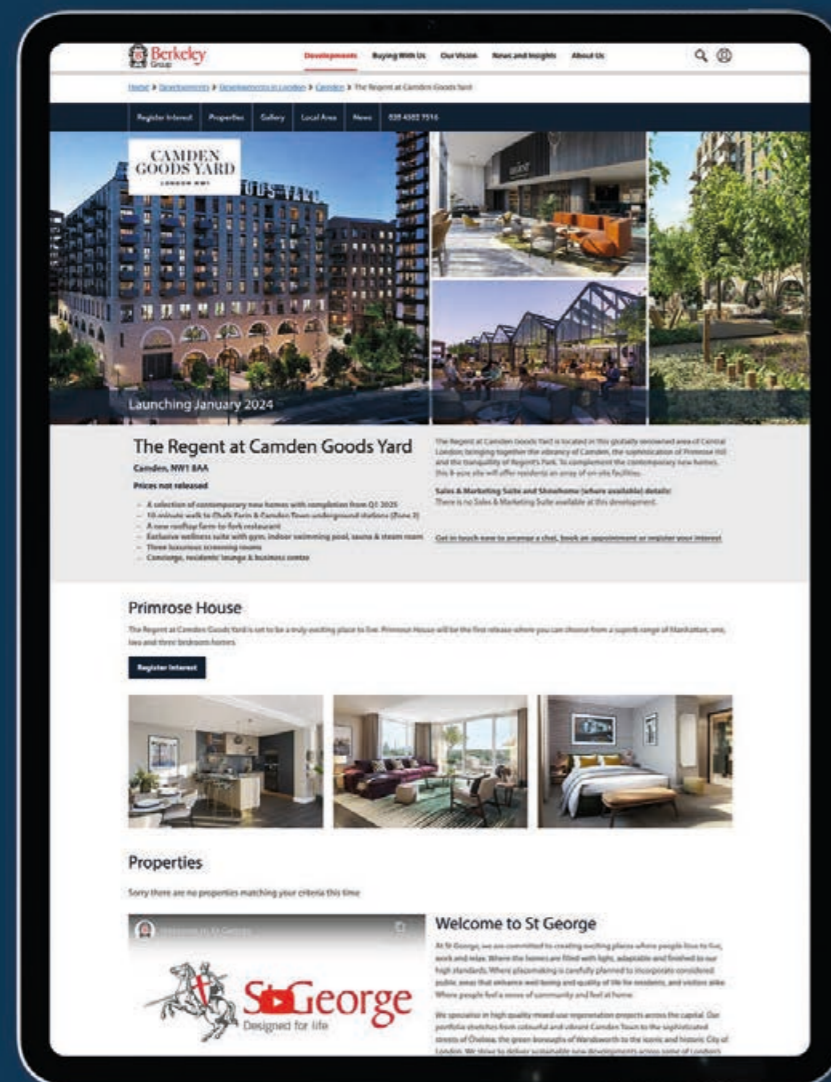


Apartments

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

*Estimated service charge is an estimate only and is subject to change. This estimated service charge does not include communal energy. The estimated service charge provides an indication of the anticipated expenditure for the first service charge year (which runs from 1 Jan – 31 December). The managing agents will issue you with a copy of the new service charge budget prior to the commencement of each forthcoming service charge year. The estimate is dated March 2022 and does not make allowances for increases due to RPI, inflation etc. from the date of preparation to legal completion. Terms of change that can affect the service charge include, but are not limited to, changes in industry or government legislation, unexpected cost and any other matter outside of the control of St George. The appointed managing agent may also charge additional fees, outside of the service charge, for items including, but not limited to, licences and consents, sub-letting, legal proceedings and re-selling / sales pack. Energy costs will be charged in addition to the estimated service charge. The energy charges will be based on the current market rates at the time of usage and will vary based on individual usage. Date of issue: 30.08.23

MYHOME PLUS



MyHome Plus is an online service that is designed to help you manage key aspects of your new home at any time from anywhere around the world.

This section provides you with an overview of MyHome Plus key features to enhance your customer journey.

1. Filing Cabinet

In the filing cabinet section you can access documentation relating to your new home immediately at your own convenience.

2. Meet the Team

This section provides an introduction to your dedicated Sales Consultant and Customer Service Manager. You will be able to view their contact details and to contact them directly from the platform.

3. Options & Choices Selection

When you buy a home with us, you will have the option to choose some of your home finishes. This will be subject to the development and property building stage but it's a chance to make it feel truly yours. You will be able to see the different options, the selection deadline date and submit your choice in this section of MyHome Plus. See the "next steps" section for further detail on this.

4. Construction Progress

Under this section, regular updates on the construction of your new property will be provided, keeping you up to date on the progress on site and the local area. Your Customer Service Manager will issue regular newsletters and photographs to this section throughout your journey.

5. My Guides

View and download your buying and living guides to support you step-by-step through your journey with us.

Sign in by visiting
berkeleygroup.co.uk/my-home/sign-in

Next Steps

- (i) Your Sales Consultant will send you instructions to create and validate your MyHome account. Once your account is validated, your Sales Consultant will assign your property to your MyHome account and your account will be upgraded to a MyHome Plus account.
- (ii) Your Customer Service Manager will then be in touch to invite you in to our show apartment to view the interior selections available for the internal finishes that you have an option to select*.

*If you cannot make it to the appointment, the options can be discussed over the telephone and selected via MyHome Plus. Customer Service will need to receive your choices selection by the deadline date, which will be given in advance

CONTACT

Immersion Suite and Showhome

Our Marketing Suite will be located at London Dock until 2024. Come and immerse yourself in our experience centre.

By appointment only, at the London Dock Marketing Suite, 9 Arrival Square, Vaughan Way, London E1W 2AA.

sales@camdengoodsyard.co.uk
+44 (0)203 040 7000



Map is for illustration purposes only and not to scale.

OUR VISION
2030
TRANSFORMING TOMORROW



The information in this document is indicative and is intended to act as a guide only as to the finished product. Accordingly, due to St George's policy of continuous improvement, the finished product may vary from the information provided. These particulars should not be relied upon as statements of fact or representations and applicants must satisfy themselves by inspection or otherwise as to their correctness. This information does not constitute a contract or warranty. The dimensions given on plans are subject to minor variations and are not intended to be used for carpet sizes, appliance sizes or items of furniture. Primrose House, Camden Goods Yard is a marketing name and will not necessarily form part of the approved postal address. Planning Permission number 2020/3116/P. Granted by Camden Council. Purchasers are acquiring an apartment with a new 999-year leasehold from 2023. Like any investment, purchasing uncompleted properties situated outside Hong Kong is complicated and contains risk. You should review all relevant information and documents carefully before making a purchase decision. If in doubt, please seek independent professional advice before making a purchase decision. H054/05CA/0923.

CAMDENGOODSYARD.CO.UK