ISSUE 01 | *2026*

An investor's guide to Camden Goods Yard and the creative forces shaping NW1

the CAMDEN REPORT

08 Why Camden, Why Now? ***18*** The King's Cross Effect ***34*** Camden's Creative Future





Computer generated imagery is indicative only and subject to change.

CAMDEN GOODS YARD

LONDON NW1

not your typical
LONDON ADDRESS

not your typical
LONDON INVESTMENT



A rare opportunity in

AN ESTABLISHED MARKET

WHY NOW?

The foundations of DEMAND



Computer generated imagery is indicative only and subject to change. Sources: 1. MHCLG, EPC Register, 2025 2. PriceHubble, 2025. 3. Foxtons, 2026.

Camden continues to attract a broad, high-earning rental audience, drawn by its connectivity, employment opportunities, universities and lifestyle appeal. Yet the delivery of new homes remains limited, with development constrained by scarce land availability, planning restrictions and extensive protected open green space.

It is because of this that Camden Goods Yard is so well placed within the borough. The development is one of the few significant new-build opportunities in the area, creating a rare opportunity to invest in a market characterised by strong demand and limited supply.

Limited availability homes with just

44

NEW HOMES

delivered locally in the past 5 years[1]

+46%

rental growth over the last 5 years[2]

UP TO **7%**

projected yields[3]

£7,000 PCM

on average achieved for a 3 bedroom home[3]

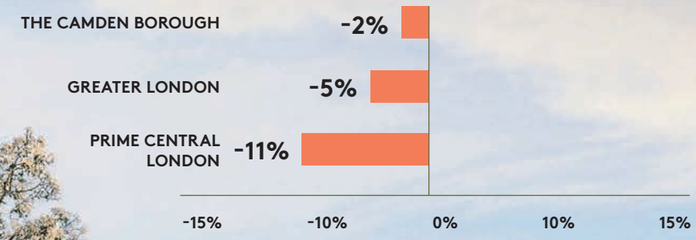
A track record of OUTPERFORMANCE

While over the past five years recorded property values have declined in many parts of London, yet the area surrounding Camden Goods Yard has continued to deliver positive growth, highlighting the enduring appeal of this part of NW1.

Supported by limited new supply and strong demand for high-quality, amenity-led developments, the local market has demonstrated a level of resilience and outperformance rarely seen across the wider capital.

+9% *growth in the immediate area over the last 5 years*[1]

5 YEAR PRICE GROWTH COMPARISON[1]



Computer generated imagery is indicative only and subject to change. Source 1: HM Land Registry, 2025.

10 Reasons

WHY CAMDEN



01
PRIME CENTRAL LONDON

Camden Goods Yard sits on the inner edge of Prime Central London, home to some of the capital's most exclusive and valuable residential markets. With Camden values around 60% below neighbouring prime postcodes, the area offers strong potential for future capital growth.[1]



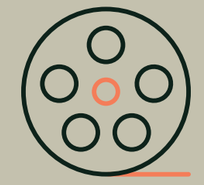
02
A NEW ROUTE SOUTH

A new pedestrian walkway from the development will create a direct connection to Regent's Park, bringing Marylebone, Fitzrovia and the West End even closer to Camden Goods Yard.



03
ACROSS THE CAPITAL

Camden benefits from Transport for London's highest Public Transport Accessibility Level (PTAL 6b), placing employment, education and cultural destinations across the capital within easy reach.[2]



04
CAMDEN'S CREATIVE FUTURE

Camden Film Quarter will bring a further £1.6bn investment in the area, introducing new studios, creative workspaces and businesses, further strengthening Camden's position as one of London's leading creative districts.[3]



05
RARE BY NATURE

In a neighbourhood where new homes are rarely delivered and prime local values have grown by 9% over the last five years, Camden Goods Yard offers a distinctly uncommon opportunity.



06
DEMAND THAT ENDURES

Strong demand from professionals, students and families continues to support projected yields of up to 7%.[4]



07
THE INNOVATION ECONOMY

King's Cross is home to Google, Meta, OpenAI and a growing cluster of technology businesses, supporting demand from highly skilled professionals.



08
THE KNOWLEDGE QUARTER

Europe's leading innovation district – The Knowledge Quarter, sits within easy reach, bringing together world-class universities, pioneering research institutions and global talent.



09
THE BEST OF BOTH WORLDS

The beautiful affluent haven of Regent's Park and Primrose Hill alongside Camden's renowned cultural scene combine to create a setting few London neighbourhoods can rival.



10
ONE OF LONDON'S MOST LOVED NEIGHBOURHOODS

Named London's Happiest Place To Live, Camden combines village character, cultural influence and outstanding access to Central London.[5]

Sources; 1. HM Land Registry / MHCLG, 2025. 2. Transport for London. 3. Yoo Capital, 2024. 4. Foxtons, 2026. 5. Rightmove, 2025.



A neighbourhood shaped by creativity,
CONNECTIVITY AND CHARACTER

WHY CAMDEN?

N

REGENT STREET

BOND STREET

OXFORD CIRCUS

MAYFAIR

MARBLE ARCH

HYDE PARK

BAKER STREET

MARYLEBONE

PADDINGTON

BLOOMSBURY

REGENT'S PARK

EUSTON

PRIMROSE HILL

CAMDEN GOODS YARD
LONDON NW1

CAMDEN TOWN STATION

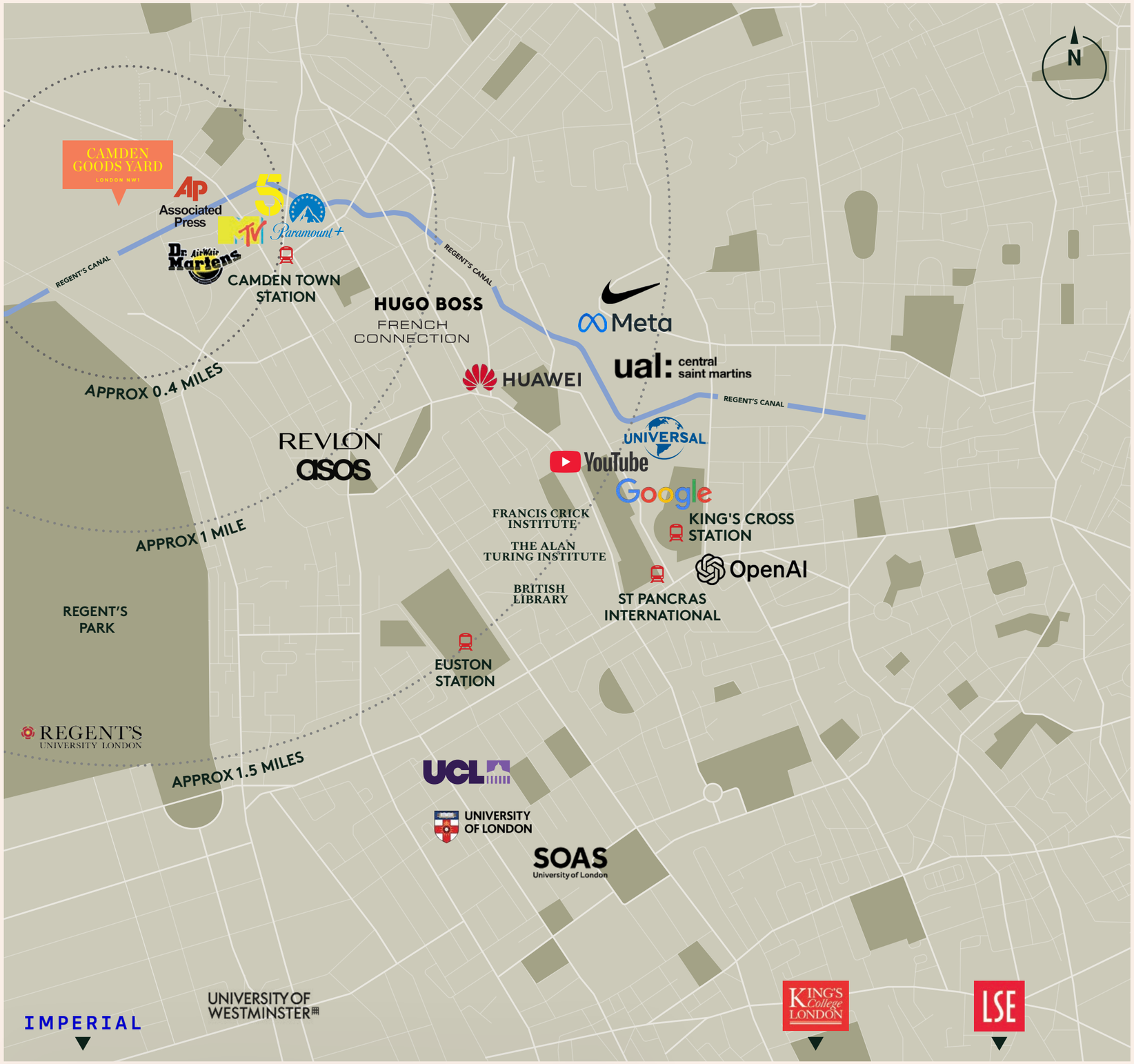
CHALK FARM STATION

KENTISH TOWN WEST STATION

Connected to the BEST OF LONDON

- 6 MINUTES TO CHALK FARM STATION
- 10 MINUTES TO KENTISH TOWN WEST STATION
- 11 MINUTES TO CAMDEN TOWN STATION

Map is for illustrative purposes only and not to scale. Computer generated imagery is indicative only and subject to change. Travel times are approximate only. Source: Google Maps.



Travel times are approximate only. Source: Google Maps. Map is for illustrative purposes only and not to scale. Source: 1. 1-3.HESA 2022/23.

Inside the KNOWLEDGE QUARTER

The Knowledge Quarter is Europe's leading innovation district, bringing together globally recognised universities, pioneering research institutions and some of the world's most influential businesses within a closely connected area.

For Camden Goods Yard, this creates access to a diverse population of students, researchers, academics and professionals, supporting long-term demand for high-quality homes close to where people study, collaborate and work.

210,820

students at nearby universities[1]

18	*41%*
universities accessible within 7 minutes[1]	*of these students are international*[1]

A global EDUCATION *hub*

With international students and postgraduates often seeking quality accommodation, security and proximity to their institutions, Camden Goods Yard is well placed to capture sustained demand for high-quality rental homes in the area.

4

WORLD-LEADING UNIVERSITIES,
3 of which are Russell Group, within 12 minutes

UCL

ual: central saint martins

LSE

KING'S College LONDON





Lifestyle imagery is indicative only.
Travel times are approximate only. Source: Google Maps.

The KING'S CROSS *Effect*

King's Cross has evolved into one of London's most influential business districts, where global companies, research institutions and creative industries sit side by side. Google, Meta, OpenAI and Universal Music form part of a cluster that continues to attract exceptional talent from around the world.

For Camden Goods Yard, this places one of London's largest concentrations of highly skilled professionals within easy reach, supporting demand from tenants who want access to King's Cross while benefiting from the character, green space and lifestyle offered by Camden, Primrose Hill and Regent's Park.



London King's Cross Rail Station

7 minutes
to King's Cross

£3bn+
invested into the regeneration of King's Cross[1]

1.9m
jobs within a 30 minute commute[2]

Nearly 25%
of which are located within the Borough of Camden[3]

Computer generated imagery is indicative only and subject to change. Travel times are approximate only.
Travel time source: Google Maps. Sources: 1. Knight Frank; BRES, 2022; The Times, 2024. 2. BRES, 2023. 3. Camden Council, 2026.



Platform 37

A Global vote of CONFIDENCE

Google's new King's Cross headquarters reinforces the area's status as a global hub for innovation and investment. Opened in March 2026, as the first Google building to be wholly owned and designed by the company outside of the US, it reflects a long-term commitment to Camden and confidence in the borough's future growth.

Platform 37
Google's architectural landmark headquarters
almost as long as The Shard is tall

7,000+
employees
across Google's wider King's Cross campus



A new route to REGENT'S PARK

A new pedestrian walkway directly from the development will transform Camden Goods Yard's connection to Regent's Park and Primrose Hill, two of London's eight Royal Parks. Bringing 336 acres of parkland and gardens within a 10-minute walk,it creates a direct route towards Marylebone, Fitzrovia and the West End.

By drawing Regent's Park and its surrounding neighbourhoods closer to Camden Goods Yard, the new route strengthens access to one of London's most prestigious areas, while values remain significantly below comparable homes around the park itself.

48%

HIGHER

purchase prices around Regent's Park than at Camden Goods Yard[1]

THIS NEW WALKWAY WILL REDUCE WALKING TIMES DOWN FROM

25 minutes

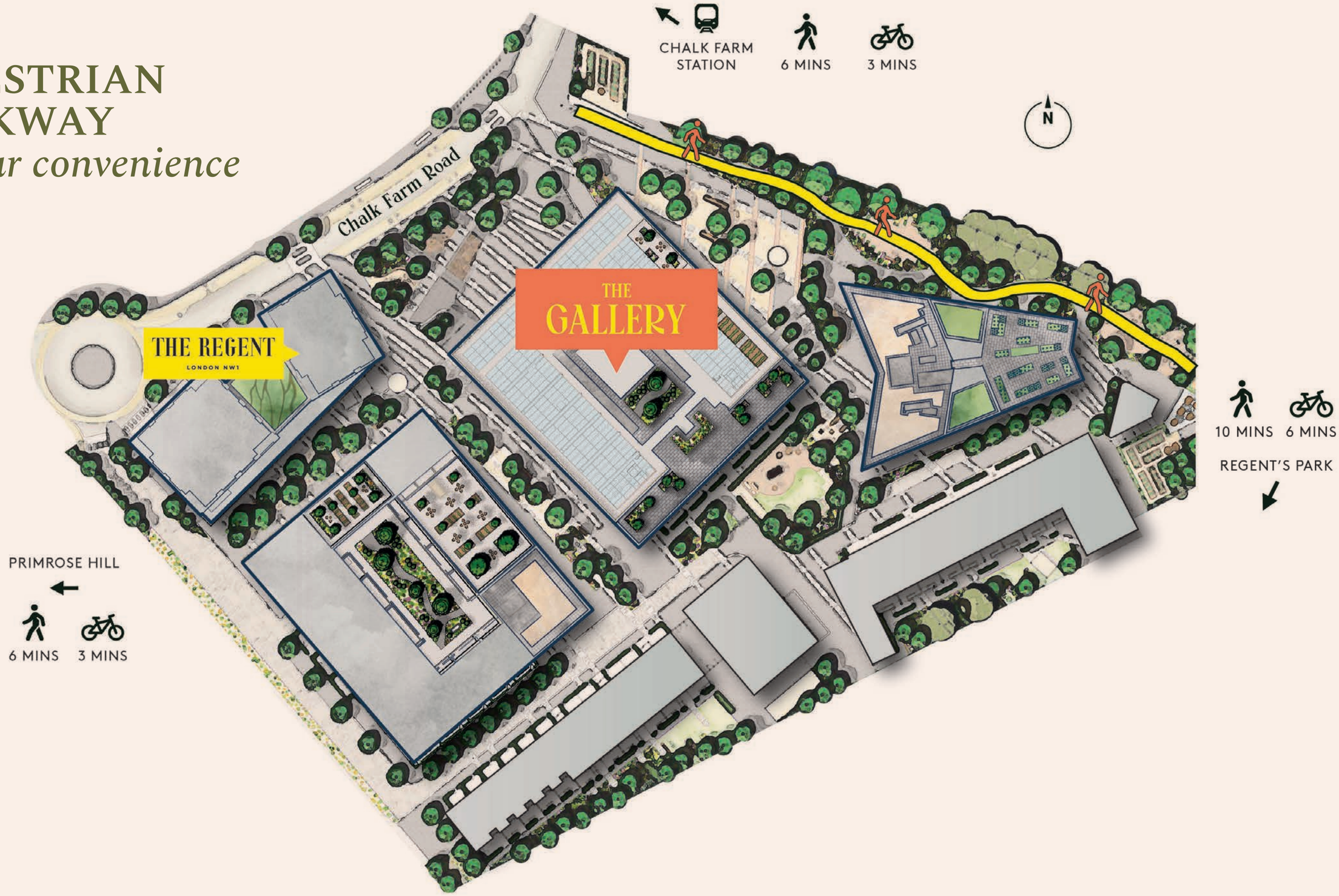
TO JUST

10 minutes

to Regent's Park

Travel times are approximate only. Sources: Google Maps.
1. PriceHubble, 2026.

A new PEDESTRIAN WALKWAY *for your convenience*



Map is for illustrative purposes only and not to scale.
Travel times are approximate only. Source: Google Maps.

Lifestyle imagery is indicative only. Travel times are approximate only. Source: Google Maps.

Effortlessly PRIMROSE HILL

Bordering Camden Goods Yard, Primrose Hill is one of London's most established and recognisable neighbourhoods. Known for its distinctive character, elegant streets and sought-after location between Regent's Park and Hampstead, it has long been regarded as one of the capital's most desirable places to live.

Its independent boutiques, acclaimed restaurants, elegant period homes and green open spaces have created enduring appeal among professionals, families and the creative community.

6 minutes

walk to Primrose Hill

Top 10

most desirable London neighbourhoods[1]

Sources: Google Maps. 1. Secret London, 2026.

Camden's value ADVANTAGE

Few developments offer Camden Goods Yard's combination of location, value and rental appeal, placing investors within one of London's most established residential markets at a meaningful discount to neighbouring prime postcodes.

PRIME CENTRAL LONDON VALUE GAP

Positioned on the inner edge of Prime Central London, Camden apartment values remain approximately 60% below the wider market.[1]



Map is for illustrative purposes only and not to scale. Sources: 1.HM Land Registry / MHCLG, Nov 2025. 2. PriceHubble, 2026. 3. Berkeley Group, 2026.

84%

OF PURCHASERS ARE OWNER-OCCUPIERS

offering investors access to a market defined by strong demand and limited rental availability[3]

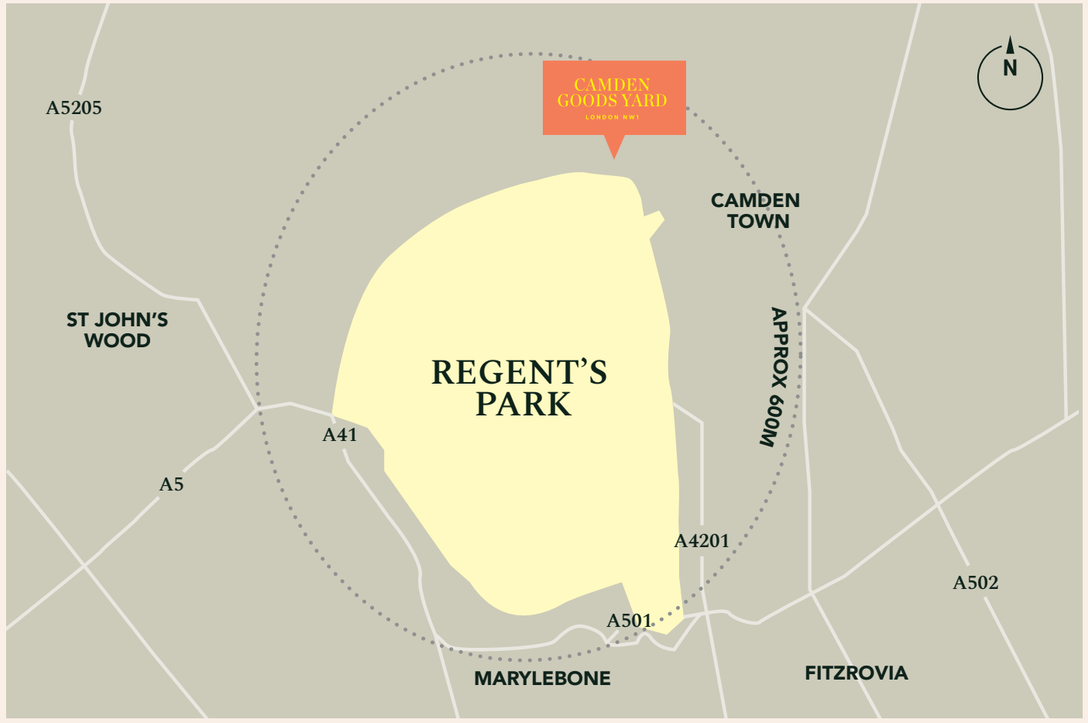
Top 3

BUYER OCCUPATIONS

Technology | Fashion | Film & Creative Industries[3]

REGENT'S PARK PROXIMITY

Located just 600m from Regent's Park, where purchase prices are 48% higher and rents are 47% above Camden Goods Yard.[2]





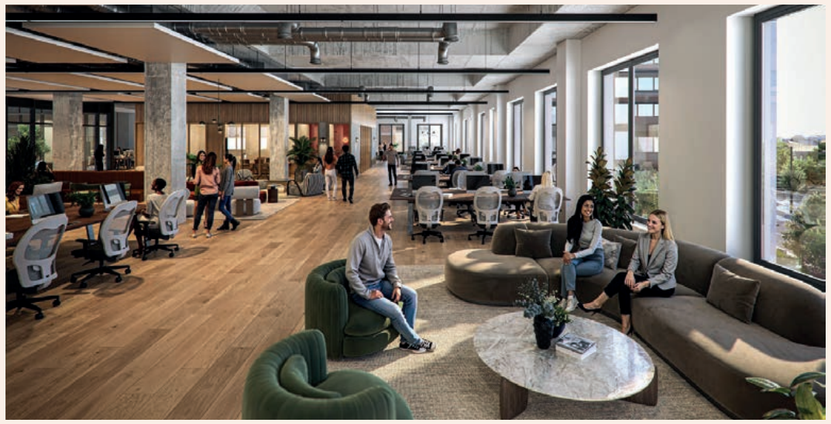
Camden's next chapter is
ALREADY TAKING SHAPE

CAMDEN'S NEXT CHAPTER

A destination in ITS OWN RIGHT

Camden Goods Yard is not simply benefiting from the investment taking place across the borough. Berkeley is helping to drive it, creating a new mixed-use destination with high-quality homes, workspace and retail including a 48,000 sq ft flagship Morrisons supermarket.

The commercial offering is designed to attract leading businesses and the professionals who work for them, bringing new jobs and daily activity directly to the development.



The Station at Camden Goods Yard



Local tenants working in professional, scientific and technical sectors[1]

48,000 **sq ft**
flagship Morrisons supermarket on-site

100,000 **sq ft**
of the highest specification, Grade A on-site commercial workspace

173,000 **sq ft**
of commercial space across Camden Goods Yard



Computer generated imagery is indicative only and subject to change. Source: 1. PriceHubble, 2026.

Yoo Capital EFFECT

Building on their track record at Olympia, Yoo Capital will be delivering the first purpose-built film studio campus in Central London in nearby Kentish Town, bringing new jobs, creative businesses and investment to the area, supporting demand from professionals seeking homes close to London's growing creative economy.

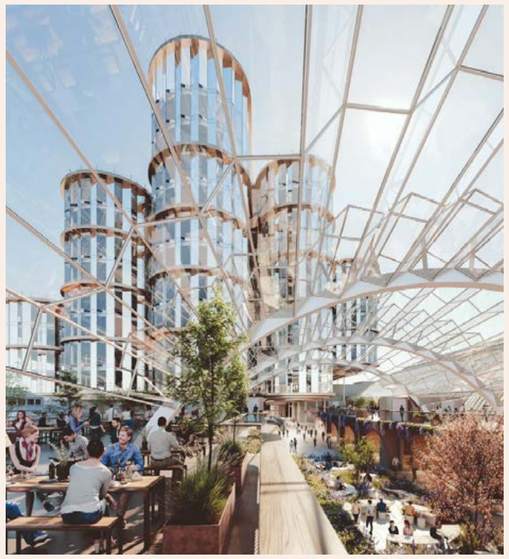


yoo CAPITAL

LLOYD LEE
Co-Founder & Managing Partner
Yoo Capital



The Saville Theatre, Shaftesbury Avenue

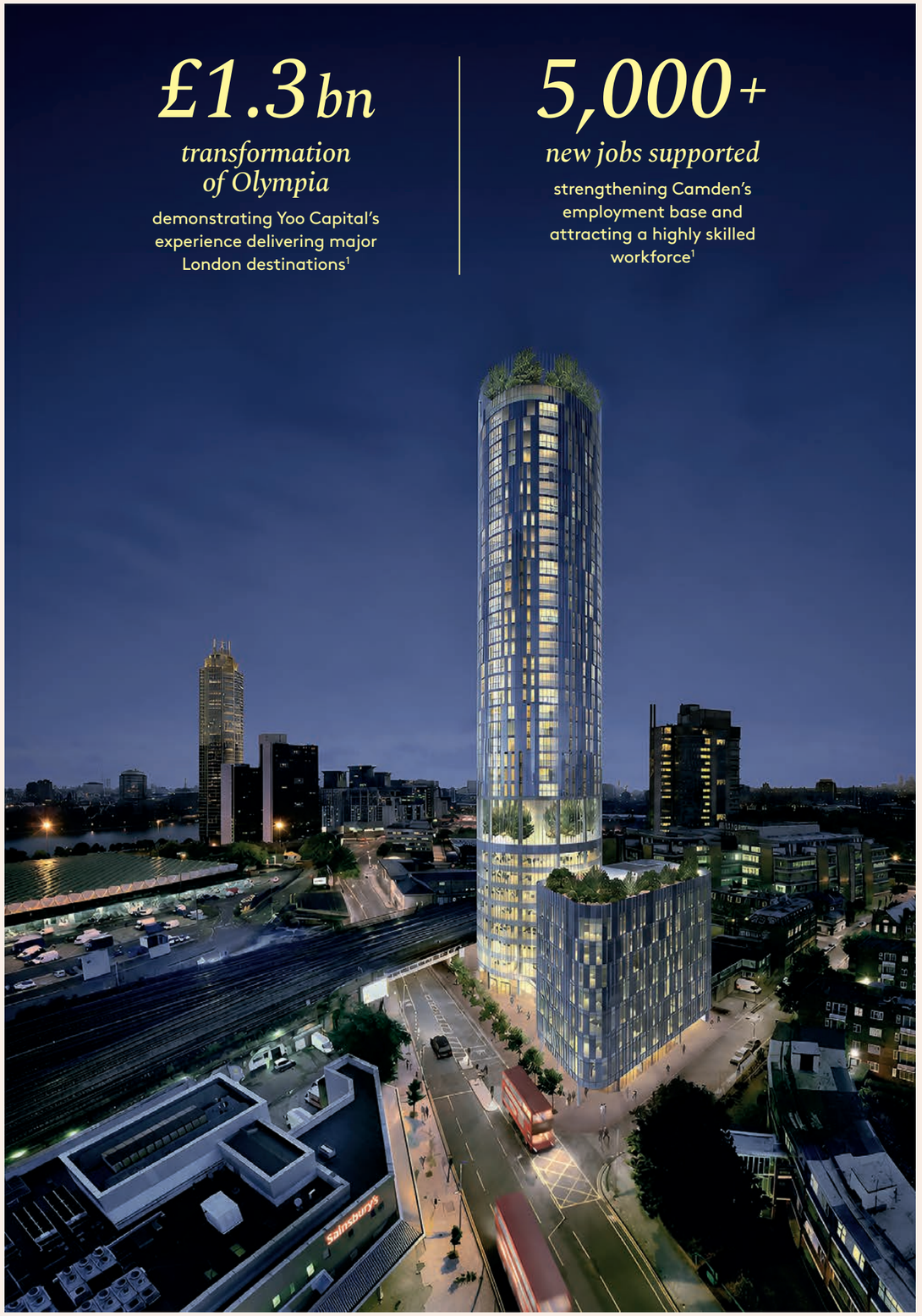


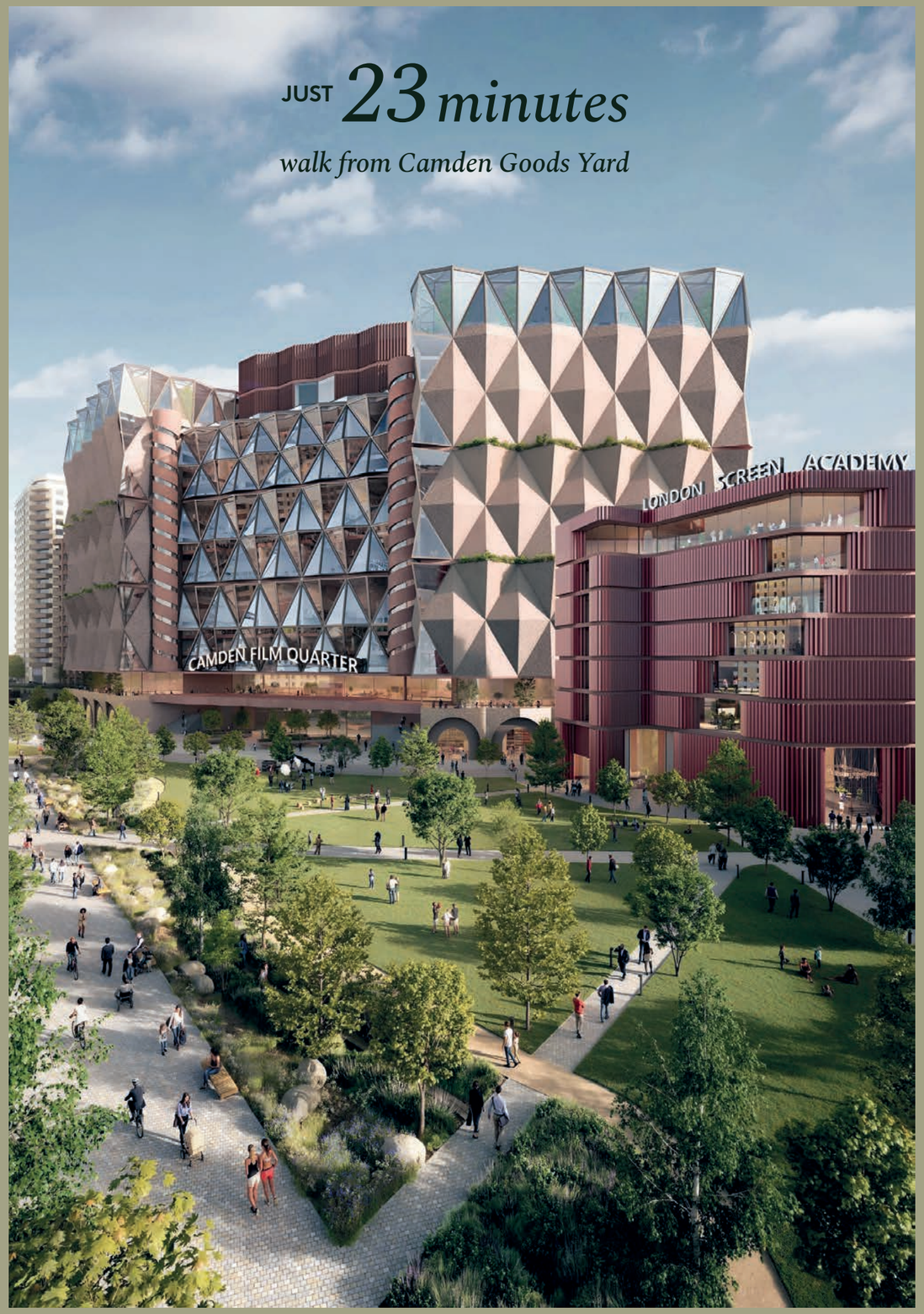
Olympia, Hammersmith

Computer generated imagery is indicative only and subject to change. Source: 1. Yoo Capital, 2024.

£1.3bn
transformation of Olympia
demonstrating Yoo Capital's experience delivering major London destinations[1]

5,000+
new jobs supported
strengthening Camden's employment base and attracting a highly skilled workforce[1]





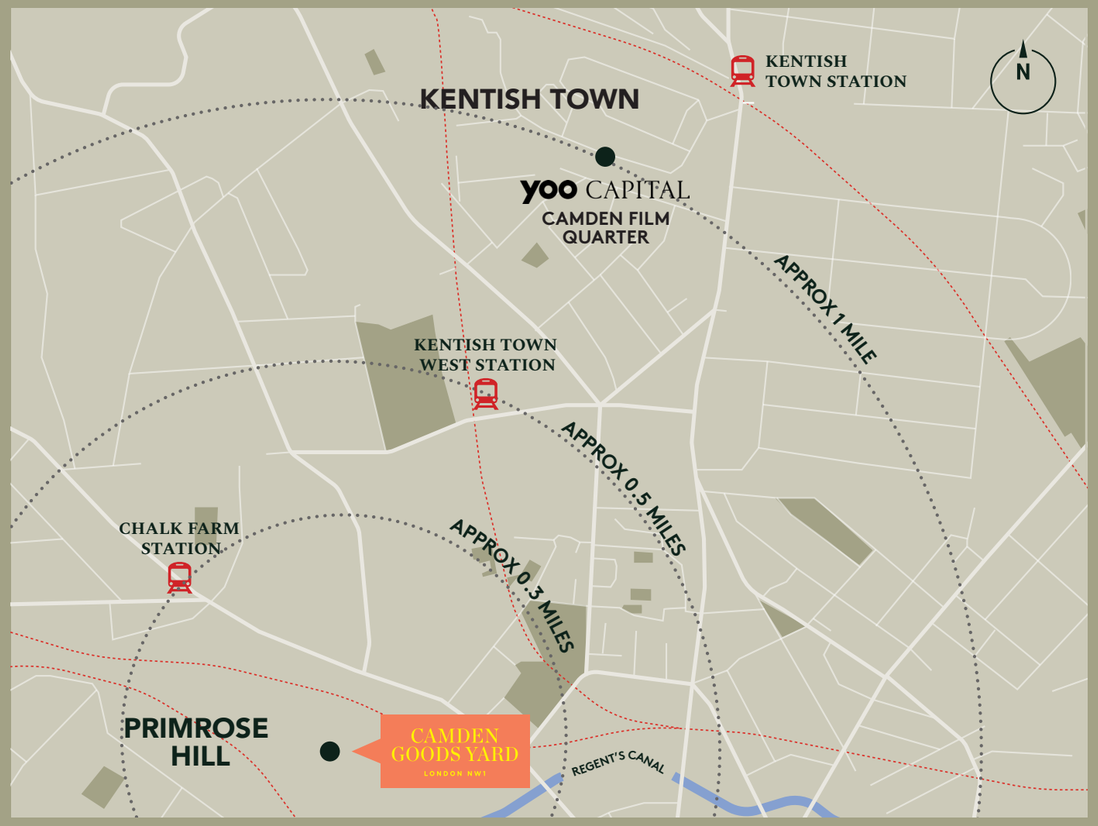
Camden's creative FUTURE

Yoo Capital is helping shape the next chapter of Camden through its plans for Camden Film Quarter, a new district centred on film, television, music and production.

£1.6bn
investment in Camden's creative future[1]

22 acres
of studios, workspaces, homes and public realm[1]

Operational by
2028



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Travel times are approximate only. Sources: Google Maps. 1. Yoo Capital, 2024.

Foxtons sees sustained demand from professionals, families and students, with Camden Goods Yard's combination of new-build quality, amenities and established surroundings setting it apart.

Foxtons

707
new applicants[1]

YET ONLY

35
new instructions[1]
July 2026

demonstrating strong demand and, limited supply

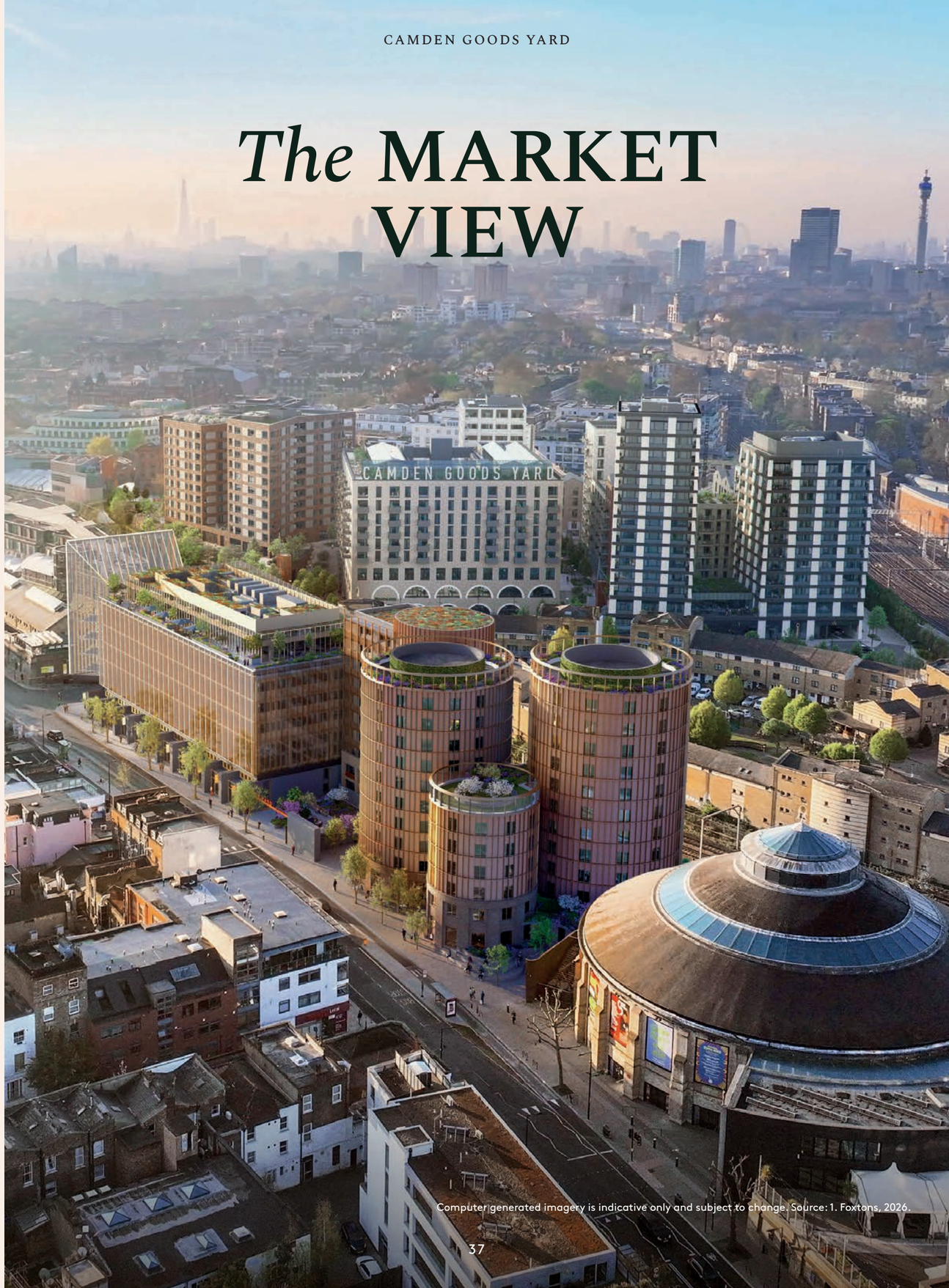
Strong
corporate rental demand

driven by Camden Goods Yard's proximity to major employment hubs

"One of Camden Goods Yard's greatest strengths is its position. In every direction sit some of London's most established and desirable neighbourhoods, including Primrose Hill, Camden Town and Hampstead. This gives residents the rare combination of a modern new-build development within a mature, amenity-rich London community.

Amit Masrani
Sales Director
Foxtons

The MARKET VIEW



Computer generated imagery is indicative only and subject to change. Source: 1. Foxtons, 2026.



Photography of Camden Goods Yard

THE BERKELEY EFFECT

A model for long-term GROWTH

Berkeley has spent decades transforming underutilised sites into thriving new neighbourhoods. An approach that has consistently delivered stronger long-term value growth than the wider market, demonstrating the impact of placemaking, infrastructure investment and long-term stewardship.

5%
ANNUAL OUTPERFORMANCE
by Berkeley developments in comparison to the wider local market[1]

13.8%
annual growth achieved by Berkeley developments[1]

8.8%
average local market growth[1]

1.5%
additional annual growth associated with regeneration zones[1]

At Camden Goods Yard, Berkeley is applying the same placemaking-led approach that has helped shape some of London's most successful neighbourhoods.



Computer generated imagery is indicative only and subject to change. Source 1: Savills, CBRE, Berkeley Annual Report 2020.

CAMDEN GOODS YARD

LONDON NW1

FOR FURTHER INFORMATION

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Berkeley
Designed for life