

CAMDEN GOODS YARD

LONDON NW1

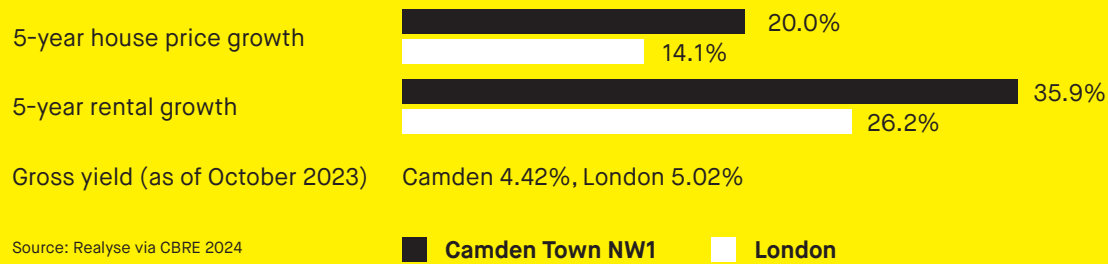
WHY CAMDEN
GOODS YARD?



St George
Designed for life

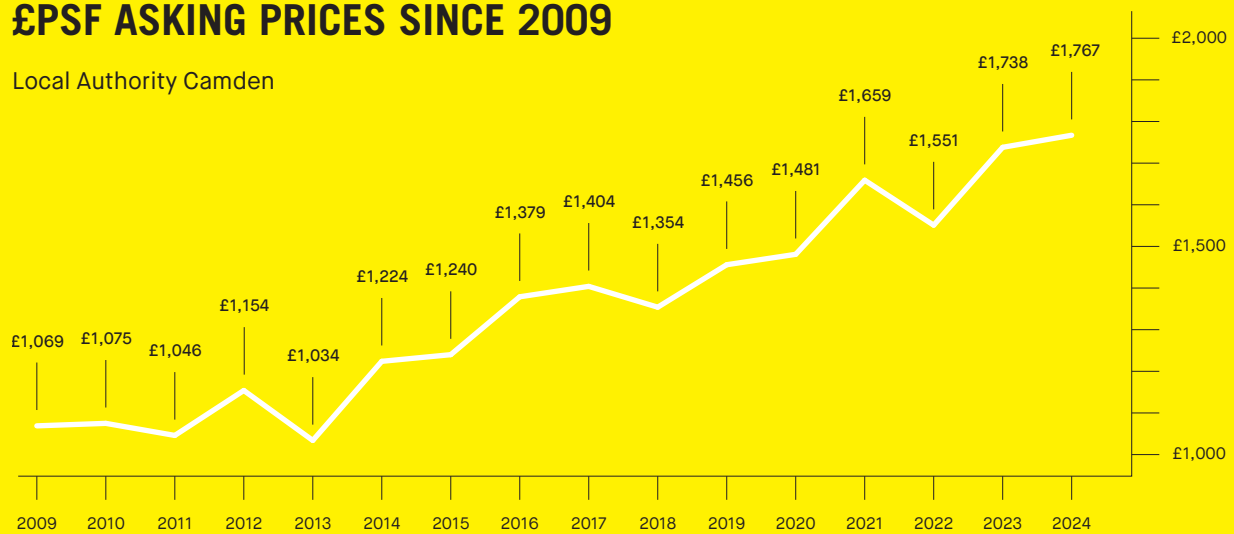
Over the past five years, house prices in Camden have increased by 20%, outperforming London's average growth of 14.1% during the same period. Similarly, rental prices have seen robust growth, rising by 35% over the past five years.

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.

Camden 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 5.8%
Anticipated Rental Yield

Source: Foxtons, 2025



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

A PLACE FOR BUSINESS

NW1 is rapidly becoming a top destination for businesses, from global giants like Google and Facebook to innovative startups. With thriving sectors in bio-medicine, tech, and creative industries, the area is home to leading institutions like the Francis Crick and Alan Turing Institutes, earning recognition as London's most dynamic and entrepreneurial borough.

10 MINUTES
to King's Cross
Business Centre



TFL zone 2



Map is not to scale and show approximate locations only.

EXCEPTIONAL EDUCATION

London's Knowledge and Innovation Quarter, located to the south of Camden Goods Yard, is renowned as the focal point of one of the world's most significant knowledge clusters. This small district, encompassing areas around King's Cross, the Euston Road, and Bloomsbury, is home to a vast concentration of academic, scientific, cultural, and educational institutions. Residents benefit from access to top-tier schools and are just a short distance from prestigious universities like UCL, King's College, and LSE.

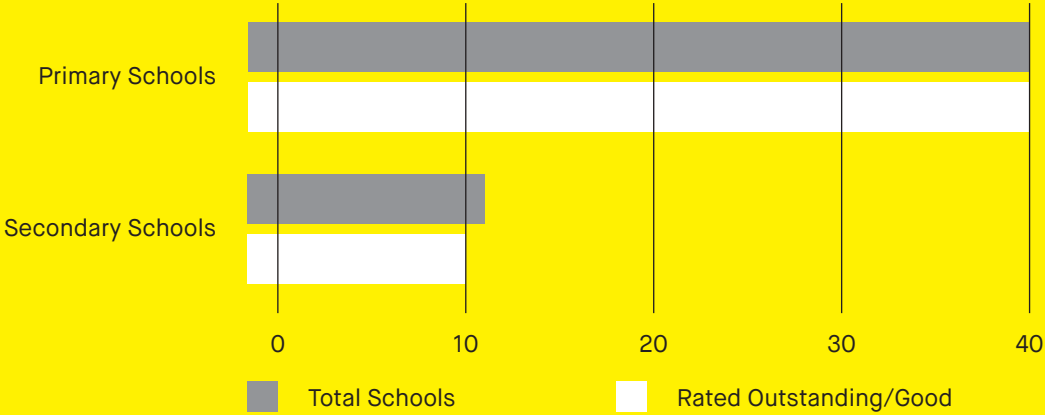
81 Schools **30** Independent schools

98% Of schools rated good or outstanding

TOP 10 NWI ranks within the top 10 boroughs for the highest number and proportion of primary schools rated "Outstanding" by Ofsted.



NUMBER OF STATE SCHOOLS IN CAMDEN



CONNECTIVITY TO UNIVERSITIES

London School of Economics



UK University Ranking
4th

Imperial College London



UK University Ranking
5th

University College London



UK University Ranking
8th

University of the Arts



UK University Ranking
15th

King's College London



UK University Ranking
23rd

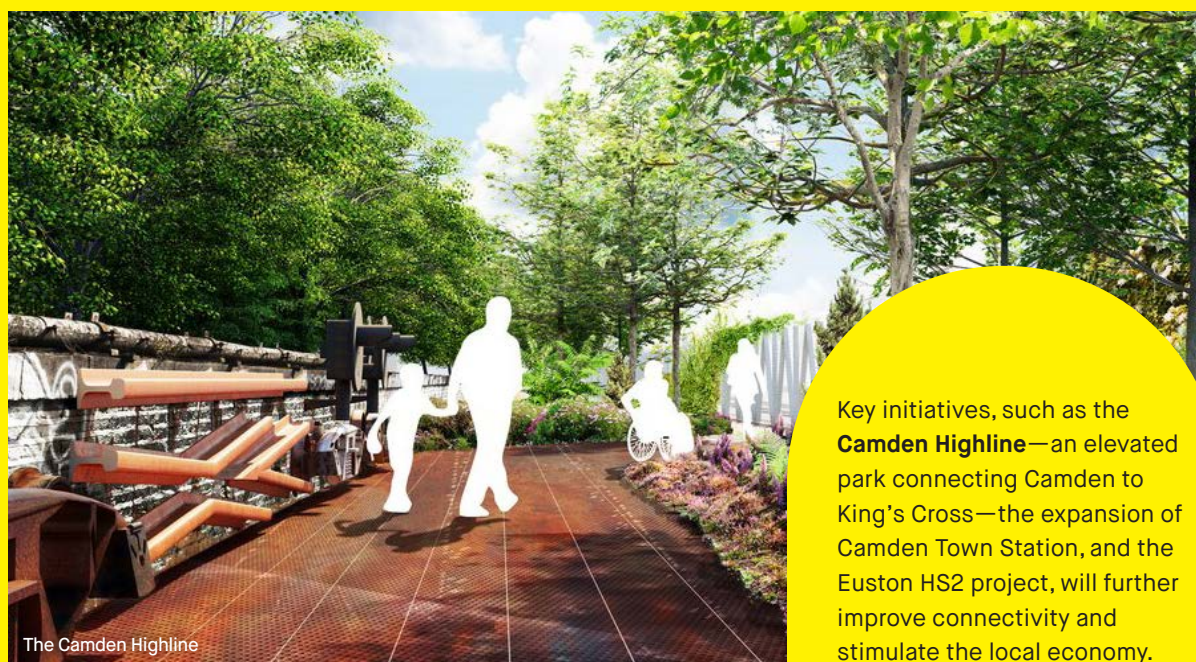
Source: The Guardian 2024, TFL

Lifestyle images are indicative only. Travel times are approximate only. Source: Google Maps. Travel time from Chalk Farm Station.

CAMDEN'S BRIGHT FUTURE:

Why Now is the Perfect Time to Invest

Investing in Camden presents exceptional opportunities, driven by its dynamic regeneration plans. The **pedestrianisation of the High Street** and the exciting **Camden Film Quarter** project will significantly enhance Camden's cultural and creative appeal, attracting both businesses and talent to the areas.



Key initiatives, such as the **Camden Highline**—an elevated park connecting Camden to King's Cross—the expansion of Camden Town Station, and the Euston HS2 project, will further improve connectivity and stimulate the local economy.

Plus, to the south of the borough, a new life sciences hub at **Royal College Place** will strengthen the NW1 Knowledge and Innovation quarter, attracting students and creating thousands of jobs. With many transformative projects either planned or in motion, Camden is set for sustained economic and cultural growth.



REGENERATION LIFTS NEIGHBOURHOODS AND ALSO CAPITAL VALUES

Regeneration can completely transform an area, introducing new residential opportunities, upgraded amenities, and an influx of desirable facilities, services, and attractions. This can significantly impact property values, offering strong potential for long-term investment returns.

- 01 Camden Film Quarter
- 02 Camden Goods Yard
- 03 Camden High Street
- 04 The Camden Highline
- 05 Camden Stables Market / Camden Observation Wheel
- 06 Camden Town Station
- 07 Euston Station (HS2)
- 08 Juniper Crescent
- 09 Royal College Place



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Computer generated image is indicative only and subject to change.

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The information in this document is indicative and is intended to act as a guide only, please seek independent professional advice before making a purchase decision. Planning permission number: 2020/3116/P. Borough/council issuing permission: Camden Council. Acquiring interest: 999 year leasehold interest from 2023. Date of issue: 26.09.25