

# alexandra gate

LDN • N8



## Gateway to smart investing

**25%**

**£sqft price saving at Alexandra Gate** compared to the average within a 30 minute commute from Central London\*

Studio apartments, Dataloft (PriceHubble), Berkeley average prices, Land Registry, Upper quartile, equating to new build  
\*Bank station

**29%**

**rental growth in North East London over the past 3 years**

Dataloft Rental Market Analytics (PriceHubble), North East London defined as Haringey, Enfield, Barnet  
Dataloft (PriceHubble)

**10**

**minutes travel time to King's Cross tech hub – home to Google and Facebook**

Dataloft (PriceHubble), TfL

**16.1%**

**forecast sales growth 2024-2028**

Dataloft (PriceHubble), JLL, Savills, Knight Frank

Analysis by



PriceHubble | dataloft

**Berkeley**  
Designed for life

# NORTH LONDON RENAISSANCE

## PERFECTLY POSITIONED

North London, a part of London known for its open green space and its excellent transport links within the capital and internationally, is undergoing a renaissance. At the heart of this is the 12-acre Alexandra Gate development, set within landscaped gardens and leisure, retail and community facilities.

## WHY INVEST IN NORTH LONDON PROPERTY?

### HOUSE PRICE AND RENTAL GROWTH

A lack of stock and strong demand are key drivers of the performance seen in both the North London sales and lettings markets.



Dataloft (PriceHubble), UK HPI

Dataloft Rental Market Analytics (PriceHubble), North East London defined as Haringey, Enfield, Barnet

Dataloft (PriceHubble), LandRegistry, based on price change of the upper quartile of EPC A and B rated (equates to new-build) apartments in N8 0

### OUTPERFORMANCE

Successful placemaking has helped Berkeley developments achieve superior growth over the last 10 years.

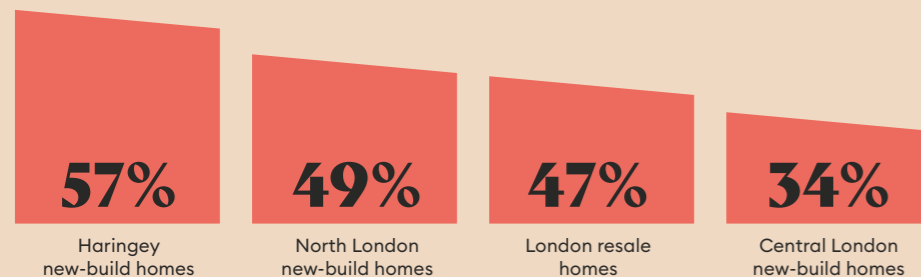
<sup>1</sup>based on individual tracked sales over ten years <sup>2</sup>two-bed apartments. Dataloft (PriceHubble), Land Registry



### HARINGEY PRICE GROWTH

New-build residential homes in Haringey have outperformed London homes over the past 10 years.

### 10-YEAR GROWTH



Dataloft (PriceHubble), UK HPI, North London defined as the boroughs of Barnet, Camden, Enfield, Hackney, Haringey, Islington and Westminster, Central London defined as the boroughs of Camden, Islington, Kensington and Chelsea, Lambeth, Southwark, Westminster and the City of London.

### WHY LONDON?

London has a global reputation for its dynamic, resilient economy and world-class museums, art galleries and theatres.

**No. 1** World's Best City to live, work and invest



Resonance 2024

**No. 1 City** for global real estate investment



JLL, Opportunity London 2024

**Best Student City 2024**



QS World University Rankings 2024

**Top 5** World's most sustainable cities



Corporate Knights Sustainable Cities Index 2023



## WHY INVEST IN ALEXANDRA GATE?

- Zone 3 location
- 10 minutes to King's Cross\*
- Up to 26% more space than the average in Central London

\*from Alexandra Palace rail station. Dataloft (PriceHubble), Berkeley average studio apartment prices, Land Registry, Upper quartile prices equating to new build within a 30 min commute from Bank underground station

## UP TO 25%

price saving at Alexandra Gate compared to the average within a 30 minute commute from Central London\*



Studio apartments, Dataloft (PriceHubble), Berkeley average prices, Land Registry, Upper quartile, equating to new build \*Bank station



## 30-MINUTE COMMUTE FROM CENTRAL LONDON<sup>1</sup>

	MORE VALUE			MORE SPACE		
	Average £psf Alexandra Gate	Average £psf	The Alexandra Gate advantage	Average sqft Alexandra Gate	Average sqft	The Alexandra Gate advantage
<b>STUDIO</b>	£960	£1,277	<b>25%</b>	431	341	<b>26%</b>
<b>1-BED APARTMENT</b>	£856	£1,028	<b>17%</b>	560	508	<b>10%</b>
<b>2-BED APARTMENT</b>	£875	£896	<b>2%</b>	725	700	<b>4%</b>

Dataloft (PriceHubble), Berkeley average prices, Land Registry, Upper quartile, equating to new build <sup>1</sup>Bank Underground station

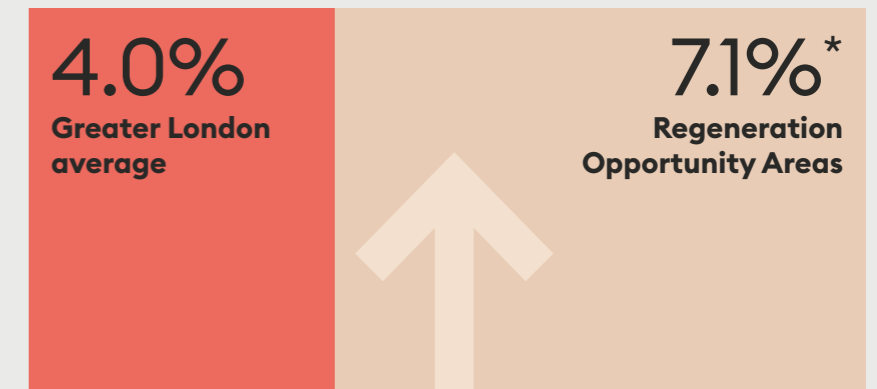
### REGENERATION REWARDS

Alexandra Gate is a major part of the local regeneration area. Research shows developments in regeneration areas outperform elsewhere by 3.1 percentage points.

Significant investment into the local area is underway, and Haringey will become the London Borough of Culture in 2027.

The London Plan, Wood Green/ Haringey Heartlands

### AVERAGE ANNUAL SALES PRICE GROWTH



Land Registry, Dataloft (PriceHubble) \*Study of 22 regeneration areas in Greater London, using the best 7-year period of sale price growth since the regeneration started

**SOLD TO DATE**

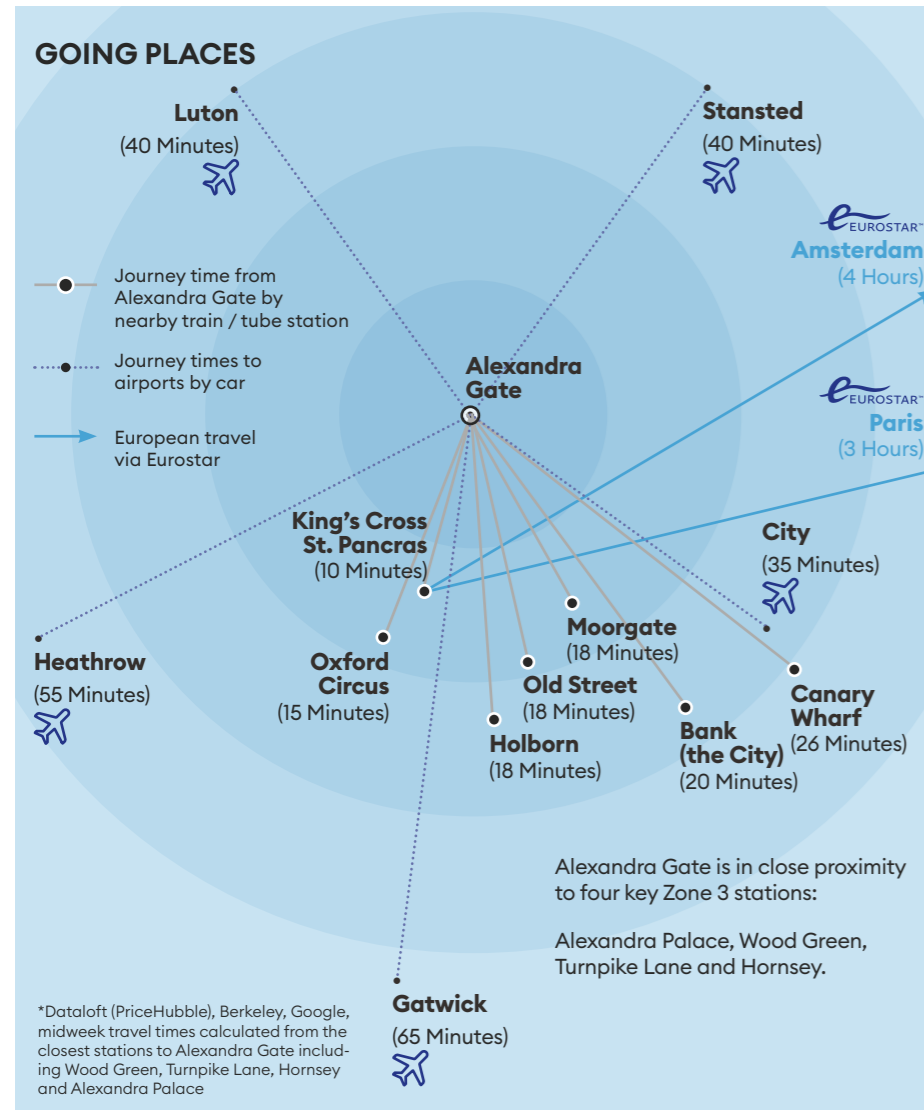
Total sold (Private, HA/SO)  
**853**

Total completed (Private, HA/SO)  
**763**

Total Remaining (Private, HA/SO)  
**930**

# WELL-CONNECTED WORLD-CLASS TRANSPORT

## MOVING AROUND



## OUTSTANDING EDUCATION

There are 22 local primary schools and 6 secondary schools within a mile of Alexandra Gate, rated as 'Outstanding' or 'Good' by Ofsted.

Primary schools rated 'Outstanding'	miles*	Secondary schools rated 'Outstanding' or 'Good'	miles*
Noel Park Primary School	0.5	St Thomas More Catholic School	0.9
Trinity Primary Academy	0.5	Alexandra Park School	1.2
St John Vianney RC Primary School	0.8	St Anne's Catholic High School for Girls	1.7
South Harringay Junior School	1.0	Gladesmore Community School	2.2
Bounds Green Infant School	1.1	The Compton School	2.3

\*Distance from Alexandra Gate, Ofsted

## SPOTLIGHT ON KING'S CROSS

Alexandra Gate offers substantial price savings as well as quick access into the rapidly expanding tech hubs of King's Cross and Old Street.

**10 minutes** to King's Cross  
**18 minutes** to Old Street

DataLoft (PriceHubble), Berkeley, Google

**77%**

increase in the number of high tech jobs in King's Cross in the five years to 2022

BRES 2022

**90,000 sqm** Google office, 11 stories, 7,000 workspaces  
**57,000 sqm** Meta office

**£106,144**

Average salary of those working at top tech companies in King's Cross or Old Street

DataLoft Rental Market Analytics (PriceHubble), average earnings for renters working at Google, Meta, Facebook or Adobe

## £SQFT SAVINGS AT ALEXANDRA GATE VS KING'S CROSS

**20%** Studio apartment  
**23%** 1-bed apartment  
**10%** 2-bed apartment

Berkeley, DataLoft (PriceHubble), Average £sqft savings at Alexandra Gate versus the upper quartile of apartments within 1km from King's Cross station.

## COMPANIES IN KING'S CROSS



## PRESTIGIOUS UNIVERSITIES

Eight of the top 10 London universities are within an hour of Alexandra Gate, including Imperial College, UCL, King's College and LSE.

DataLoft (PriceHubble), HESA, TfL

# GOOD LIVING

Renters and buyers are attracted to the generous green space, excellent transport connections and the vibrant local community.

**+5%**

House price outperformance in places with amenities compared to those with more limited amenities

DataLoft (PriceHubble)

**Six minute drive** from Crouch End, awarded the best place to live in London in 2023

The Sunday Times



**72%**

consider being close to amenities important when choosing a property



**68%**

say a shorter commute to work is important when choosing a property



Each apartment features a balcony, rated as important by **78%** of people

DataLoft (PriceHubble), Property Academy 2023



## GOING GREEN

The homes at Alexandra Gate homes have been designed with energy-efficiency in mind.

78% of renters say EPC rating is important when searching for a property to rent.

DataLoft (PriceHubble), Property Academy 2023

## KIND ON THE POCKET

New build v. older properties average annual savings

**£435**

on household bills

Home Builders Federation, March 2022

## AMENITIES WITHIN A 15 MINUTE WALK

38 Restaurants, 26 Pubs, 12 Cafés, 10 Banks, 6 Hairdressers, 4 Gyms

VOA 2023



## ALEXANDRA GATE (ONSITE)

Waterside café  
Central square  
Lounge  
Flexible co-working space  
16m swimming pool  
Spa and yoga  
Gym

Fitness classes  
Outdoor public communal square  
Nursery  
Supermarket  
Events  
One-acre park  
125,000 sqft commercial space



## GREEN OASIS

**64%**

of renters say access to outside space would make them rent longer

DataLoft (PriceHubble), Property Academy 2023

Generous on-site landscaping and park including 250 trees, green and brown roofs

**Net 71%**

biodiversity gain at Alexandra Gate

## 10-MINUTE WALK 3-MINUTE CYCLE TO ALEXANDRA PARK

**21 public parks and gardens,** 21 acres, within 1 mile of Alexandra Gate

Google, Ordnance Survey

# INVESTMENT OPPORTUNITY

## RENTAL PRICE GROWTH AND YIELDS

London's growing population and well-documented shortage of homes, both to rent and buy, continues to underpin growth in the sales and rental market.

### LONDON

#### RENTAL GROWTH

With strong forecast sales and rental growth, London is an attractive long-term investment.

**8.2%** annual rental growth

**20.7%** forecast rental growth 2024-2028

Dataloft (PriceHubble), HomeLet, JLL, Savills, Knight Frank

**RESIDENTIAL PROPERTY GROWTH**

**16.1%** forecast sales price growth 2024-2028




#### PREMIUM RENTS


Premium rents are expected to be achieved at Alexandra Gate, drawing in high-earning renters.

Current investment yield	
Studio apartment	5.1%
1-bed apartment	5.2%
2-bed apartment	5.1%

Estimated rental value	
Studio apartment	£1,900
1-bed apartment	£2,000 - £2,200
2-bed apartment	£2,650 - £2,850

Berkeley

**182,000** students



#### UNIVERSITY APPEAL

Investors at Alexandra Gate can benefit from the lucrative student rental market.

- Over 182,000 students study at the top universities within an hour of Alexandra Gate.
- 43% are from outside the UK, with overseas students favouring amenity-rich accommodation, including concierge facilities.

Dataloft (PriceHubble), HESA, TfL



#### LOCAL AREA RENTAL METRICS

**12.2%** rental growth past year



**91%** of properties let are apartments



**38%** 1-bed apartments

**40%** 2-bed apartments

**57%** of renters aged between 20-29



**£60K** median household income of renters



**4.4 years** average tenancy length up from **3.8 years a decade previously**

Dataloft Rental Market Analytics (PriceHubble), Alexandra Gate postcode sector N8 0, English Housing Survey

## A HEALTHY RENTAL SECTOR

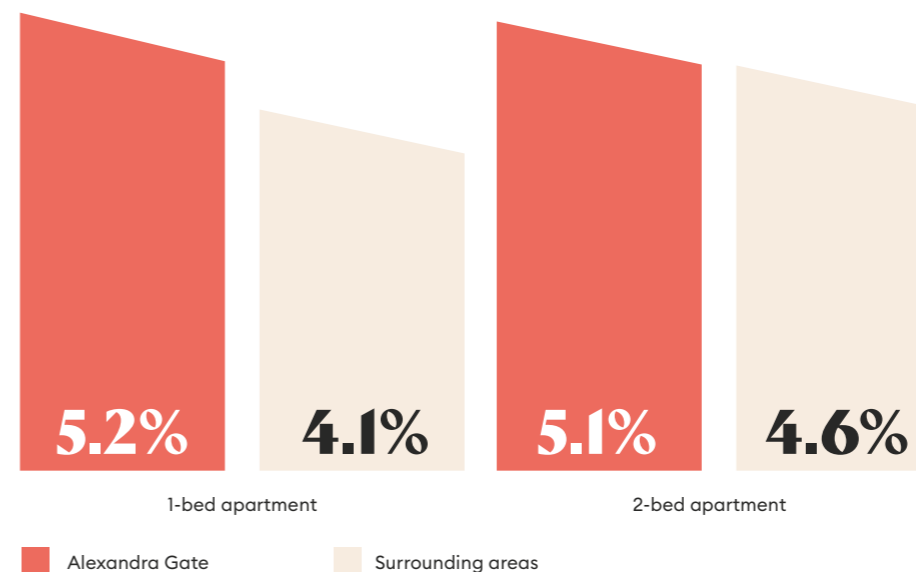
This is a popular area in which to rent a property. 91% of residents in and around Alexandra Gate are satisfied with their local area\*, with 61% of renters having moved less than 5 miles from their previous homes.

\*BMG Research for Haringey Council, Dataloft Rental Market Analytics (PriceHubble), N8 0

#### ATTRACTIVE YIELDS

Potential capital growth is accompanied by attractive yields. This premium development can offer yields in excess of those achieved locally.

#### AVERAGE YIELDS



Berkeley, Dataloft (PriceHubble), Land Registry 2023 (surrounding areas refer to the postcode of N8)

#### GROWING INVESTMENT POTENTIAL

With 20.7% rental growth forecast by 2028, a buyer today should benefit from strong rental growth at Alexandra Gate.

Forecast rental values in 2028

Studio apartment	£2,191
1-bed apartment	£2,250
2-bed apartment	£3,324

Dataloft (PriceHubble), Berkeley, assuming rental growth of 20.7% to 2028



# alexandra gate

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Berkeley's Alexandra Gate development is perfectly positioned to benefit from early investment in an Opportunity area.

Alexandra Gate offers more space and a competitive price when compared with other locations within a 30 minute commute. Over the past year, North London has seen an 9% increase in new-build sale prices and 20.7% forecast rental growth to 2028 makes investing at Alexandra Gate increasingly attractive.

## 5 REASONS TO BUY

# 20.7%

**forecast rental growth**  
2024-2028

Dataloft (PriceHubble), HomeLet, JLL, Savills, Knight Frank

# 8/10

**Top London universities** are within an hour of Alexandra Gate, including Imperial College, UCL, King's College and LSE.

Dataloft (PriceHubble), HESA, TfL

# 10

**minutes travel time** to King's Cross tech hub – home to Google and Facebook

Dataloft (PriceHubble), TfL

# 57%

**Haringey new-build homes**  
10-year growth

Dataloft (PriceHubble), UK HPI, North London defined as the boroughs of Barnet, Camden, Enfield, Hackney, Haringey, Islington and Westminster

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\*Bank station

## CONTACT DETAILS

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## OPENING HOURS

Monday to Saturday: 10am – 6pm  
Sunday and Bank Holidays: 10am – 4pm



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