



OV
AL
VILLAGE
CENTRAL LONDON

The Regeneration of Oval

A historical legacy & a prime investment opportunity

34%

**rental growth
over 2 years**

Growth has outperformed
Battersea & Nine Elms
and Zone 1

Dataloft Rental Market Analytics (PriceHubble), SE11 5

6b

**Highest Grade
Connectivity**

on Transport for London's
connectivity index

Transport for London

**Up to
19%**

premium for homes
within 500m of a
heritage sporting venue.

Dataloft, Land Registry (apartments Epsf 2023)
comparing <500m v 500m-1000m

Analysis by

 PriceHubble | dataloft

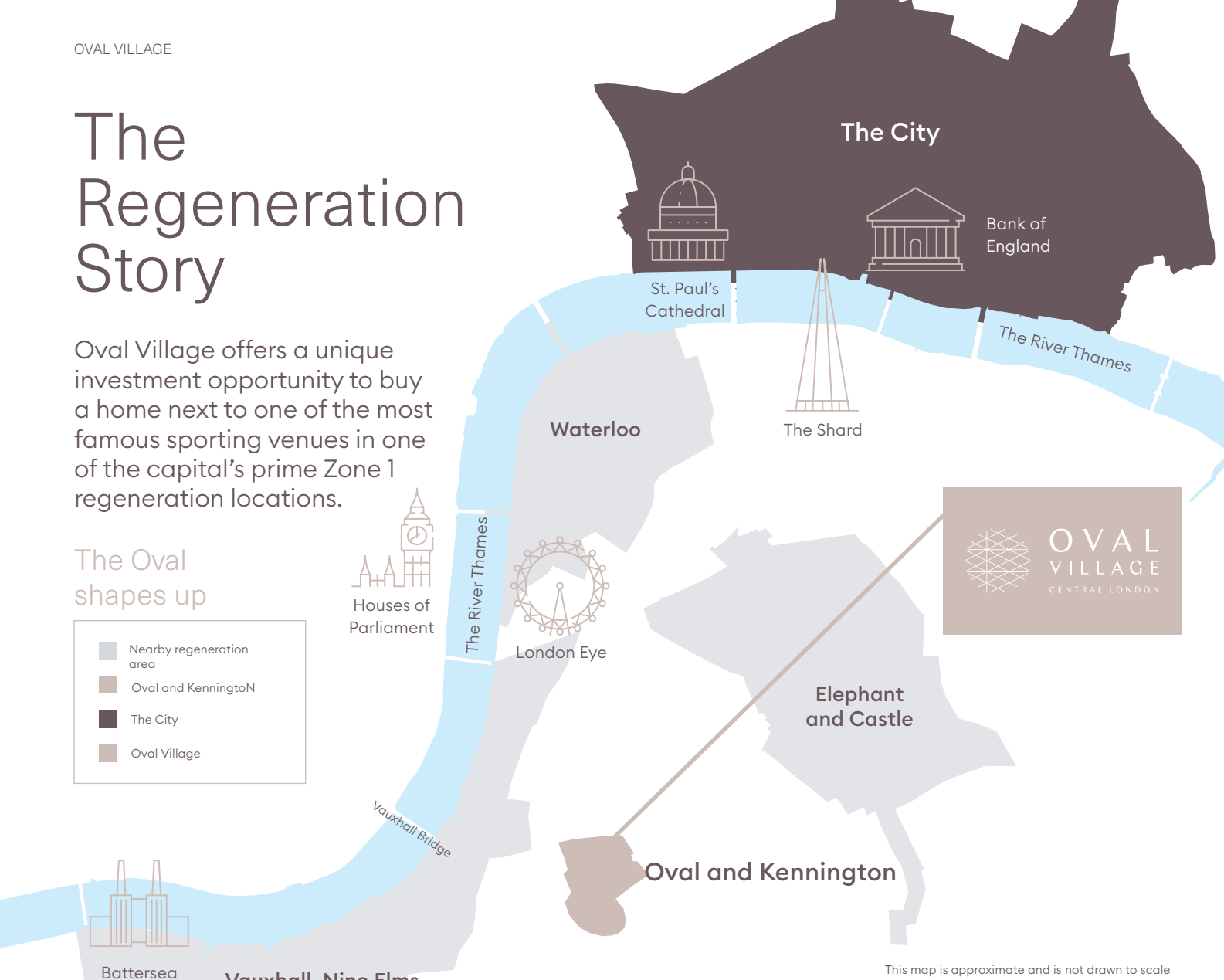
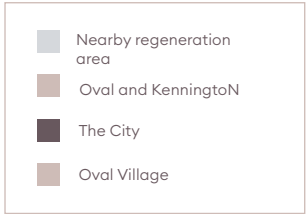
Berkeley
Designed for life

Draft Computer Generated Image is indicative only.

The Regeneration Story

Oval Village offers a unique investment opportunity to buy a home next to one of the most famous sporting venues in one of the capital’s prime Zone 1 regeneration locations.

The Oval shapes up



This map is approximate and is not drawn to scale

Regeneration Benefits

Vauxhall, Nine Elms & Battersea

£1.1bn transport upgrade 18,500 new jobs by 2041 15% rental growth over 2 years

Oval Village is the largest residential development in Oval in the last

10 years

Dataloft, Land Registry



Oval & Kennington Regeneration Vision

Well planned regeneration brings huge benefits to communities and the local area including:

- 

1,360 new homes
- 

15,800 sqm of mixed use commercial space
- 

1,000 new jobs
- 

Oval Works
A flexible office and co-working space with 77,000 sq ft of commercial and retail
- 

10,900 sqm of new office space
- 

New Routes
pedestrian and cycle routes

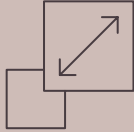
Lambeth Borough Council, June 2024



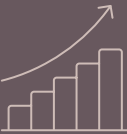
Oval area

Homes at Oval up to **27%** larger than neighbouring prime properties

Dataloft, June 2024



#1 for rental growth



Analysis of South London neighbourhoods within 10 minutes of the City, showed that Oval had experienced the fastest rental growth

Dataloft Rental Market Analytics, Oval Ward, 2021 vs 2024, £psqft flats

Growth and Value

Coordinated regeneration across Vauxhall, Nine Elms and Battersea over the last decade has resulted in property value hotspots emerging. Oval Village has been uncovered as a hidden gem in London.

Outsize Oval

Oval Village properties are up to 27% larger than many similar luxury apartments in nearby developments in the Nine Elms Regeneration Area.

	Oval Village	Prospect Place	DAMAC Tower	Legacy, Embassy Gardens
1-bed apartments	590 sqft	545 sqft (8% smaller)	541 sqft (9% smaller)	499 sqft (18% smaller)
2-bed apartments	791 sqft	658 sqft (20% smaller)	744 sqft (6% smaller)	623 sqft (27% smaller)
3-bed apartments	1,070 sqft	936 sqft (14% smaller)	935 sqft (14% smaller)	917 sqft (16.7% smaller)

Dataloft, Land Registry, Berkeley

Oval Outperforms

Over the last 2 years, £psf rental values for apartments in the postcode sector around Oval Village have grown by 34% - outperforming Zone 1, Greater London and the nearby popular Battersea and Nine Elms area.

34%

Oval rental growth, 2 years

(SE11 5)

Dataloft Rental Market Statistics, SE11 5 (Oval Village), SW11 5, 8 & 7 (Battersea and Nine Elms), 24 months to June 2024

Battersea and Nine Elms 15%

TfL Zone 1 9%

Greater London 15%

Oval Outpaces

Demand for the The Oval area is growing and high rents are already achieved in the local area.



1-bed apartments £3,043pcm

2-bed apartments £3,243pcm

3-bed apartments £4,358pcm

Dataloft Rental Market Analytics, SE11 5 (Oval Village), 12 months to June 2024 - top decile of rents

Arising from the Ashes

The Oval Effect

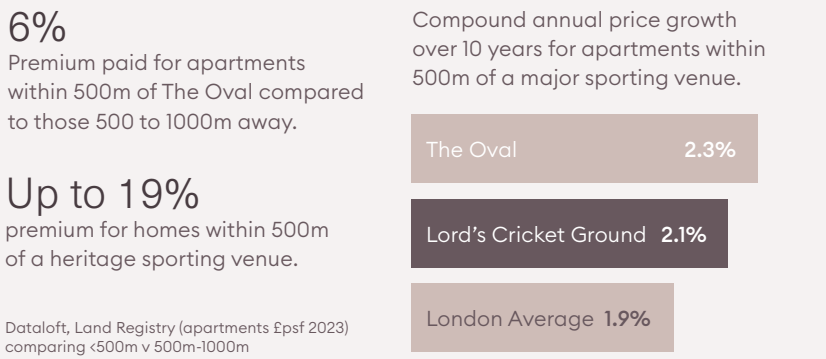
The Kia Oval is a major international sporting destination during the summer as well as the home ground of Surrey County Cricket Club. It attracts crowds of up to 20,000 for major international matches. On a typical year with international test matches, annual visitor counts can exceed 340,000.

The Grade II listed gasholder at Oval Village has graced cricket games at the Oval for over 150 years. The decorative wrought iron structure is a constant reminder of the Oval’s rich sporting history and industrial heritage. It has formed the backdrop to dramatic test match victories and is beloved by spectators and sporting heroes alike.



Sporting Venue Premium

There is plenty of evidence to show that living close to sporting venues has a particular appeal. An analysis of sales data found that prices paid and price growth for apartments within 500m of The Kia Oval have both outpaced neighbouring properties by some margin. For this reason, sporting venues are often placed at the heart of a wider regeneration plan.



Heritage Appeal

Gasholder Premium

Historic gasholder structures are loved by architects due to their ornate wrought iron designs and link to London’s heritage. At Oval Village, architects were given a rare opportunity to incorporate this into luxury living spaces.

The popular ‘Gasholders’ apartments at King’s Cross were also built within the giant wrought iron framework of listed gasholders. Analysis of prices paid compared to other new prestige properties at King’s Cross, suggested that buyers were willing to pay up to 79% more for the opportunity to own a home inside one of these iconic structures.

Analysis on prices paid at Kings Cross Gasholders, Dataloft



Green Boost

Oval Village has 2.5 acres of public realm and green space including landscaped gardens and roof terraces. There are 9 parks within a 15 minute walk offering 64 acres of accessible green space proven to enhance wellbeing.



Academic study links green space with wellbeing

Research conducted by the University of Warwick found that people living within 300m of a 1ha (2.47 acres) green space, have a statistically significant wellbeing boost.

They also found that the wellbeing boost increased for every additional hectare of green space within 300 metres.

‘A spatial analysis of proximate greenspace and mental wellbeing in London’, Houlden, Albuquerque, Weich and Jarvis, 2019 – University of Warwick

Oval Village residents will live within 300m of 18ha of green space - boosting their well-being significantly.



The River Thames is a
 10 minutes
 walk away



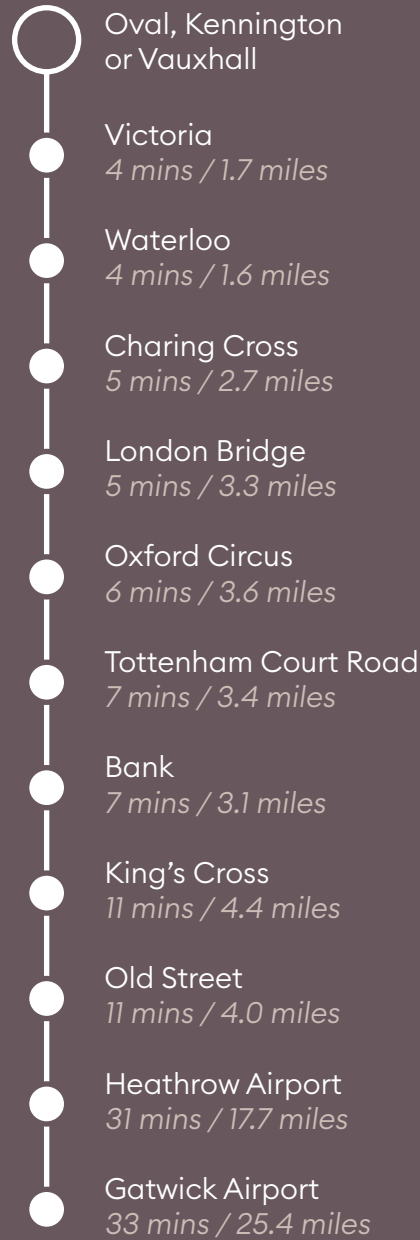
Kennington Park is
 38 acres
 in size

The largest of the parks within a 15 minute walk, Kennington Park, dates back to the Victorian-era. It is characterised by winding paths and mature trees and today, it is also a Site of Importance for Nature Conservation.



Travel times

Best travel times from Oval, Kennington or Vauxhall stations.



Transport for London, Google

5 minutes

by underground to the West End with its world class retail, cultural attractions, fine dining and night life.

6 minutes

by underground to Battersea Power Station, with 140 shops, bars restaurants and riverside venues.



PTAL 6b

Oval area has highest connectivity score possible

Well-connected

Located in Zone 1 and with 3 stations nearby, Oval Village attains the highest possible score in Transport for London's connectivity ratings – a PTAL of 6b.

The PTAL score is calculated by measuring access to the transport network and frequency of services. The London average PTAL is just 2 - and only one in 25 Londoners are lucky enough to live in an area with a PTAL of 6b.

Transport for London, Dataloft, Land Registry 2023, apartments



Up to 120%

price premium paid for homes in areas with PTAL 6b, over areas with the London average PTAL 2.

Transport for London, Dataloft, Land Registry 2023, apartments

Only

4% of Londoners

live in areas with a PTAL of 6b.



View from Oval Village, Phoenix Court roof terrace

Oval – A Hub for Business

Central London is one of the world's most dynamic and powerful employment hubs, with almost 2 million jobs based in the area between Bond Street and Liverpool Street Station – all of which are within 10 minutes by train from the stations close to Oval Village. By bicycle, the journey time is around 15 minutes.

67%

of renters who currently pay the estimated rental values work within a 20-minute commute of Oval Village and have a median salary of £84,000.

Dataloft Rental Market Analytics 24 months to June 2024

High-paid Local Employment

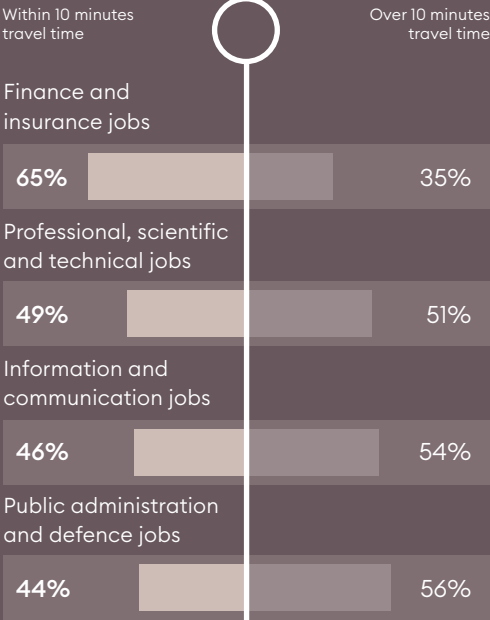
Some of the many high profile employers accessible from Oval Village.



Dataloft

Fast access to London jobs

Share of London employment within 10 minutes travel time of local stations



BRES 2022, Google

#1 UK Financial District

65% of all London's financial and insurance sector jobs are within a 10 minute travel time from the nearest station to Oval Village

BRES 2022, Google

68%

say a shorter commute to work is an important requirement in a property

Dataloft, Property Academy Home Moving Trends Survey 2023

16

London universities within a 20-minute commute from Oval Village.

Total students	215,000
Overseas students	84,000

Includes UCL, LSE and Kings College London.

HESA, QS Top Universities 2025.



Draft Computer Generated Image is indicative only.

29%

say space to work from home is an important requirement in a property

Dataloft, Property Academy Home Moving Trends Survey 2023



72%

consider being close to amenities an important factor in choosing a property

Dataloft, Property Academy Home Moving Trends Survey 2023



64%

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

Dataloft, Property Academy Home Moving Trends Survey 2023

10 reasons to buy at Oval Village

- 01 3 tube stations. Oval, Kennington and Vauxhall and overland all within a 10-minute walk
- 02 Attaining the highest score for connectivity in London, with fast access to the enormous employment markets of City of London and West End
- 03 Located next to the Kia Oval cricket ground
- 04 On site facilities include: 24-hour concierge; gymnasium; cinema; workspace; landscaped gardens and roof terraces
- 05 16 London universities within a 20-minute commute
- 06 8 local primary schools, 3 rated outstanding by Ofsted, within a 15-minute walk
- 07 Within a 10-minute walk of the River Thames
- 08 At the heart of the Oval regeneration area with an abundance of local shops, bars and restaurants on the doorstep
- 09 Nine local parks within a 15-minute walk providing an additional 64 acres of accessible green space
- 10 Oval Village is designed around historic Victorian gasholders. 199 homes will be in the structure itself

Contact Us

Oval Village,
Sales & Marketing Suite,
283 Kennington Lane,
London SE11 5QY

ovalvillagemarketingsuite@berkeleygroup.co.uk
ovalvillage.com +44 (0) 207 720 4000

Take a look
inside our
Show Apartment



Berkeley
Designed for life



PriceHubble is a European B2B company that builds innovative digital solutions for the financial and real estate industries based on property valuations and market insights. PriceHubble's digital solutions are designed to help all players across the entire real estate value chain (banks, asset managers, developers, property managers and real estate agents). PriceHubble is already active in Europe, Japan and the United States.

www.pricehubble.com/uk

Disclaimer: This report is produced for general information only. While every effort has been made to ensure the accuracy of this publication, Dataloft (PriceHubble) accepts no liability for any loss or damage of any nature arising from its use. At all times the content remains the property of Dataloft Ltd under copyright, and reproduction of all or part of it in any form is prohibited without written permission from Dataloft (PriceHubble).

Published in August 2024
Analysis, editorial, design, graphics and charts by Dataloft by PriceHubble
Photography provided by Berkeley Homes