

POPLAR RIVERSIDE

E14



Smart Investment Heads East



26%

More space, better value

Apartments in Poplar Riverside are larger than the Zone 2 average

1,111 sqft Poplar Riverside
880 sqft Zone 2

Dataloft, Land Registry, DLUHC, St William, new build apartments sold January 2021 - September 2022.
Based on 3-bed apartments



41%

Growing community

Projected population growth in Poplar 2021-2031, compared to 7% across Greater London

Greater London Authority, 2020



7.1%

Price uplift

Average annual price growth in regeneration areas versus 4.0% across London

Dataloft, Land Registry, based on 22 identified Opportunity Areas



+3.1%

Average annual outperformance in Opportunity Areas

+7.1%

Regeneration Opportunity Areas London 4.0%

Dataloft, Land Registry
Poplar Riverside is an Opportunity Area, as outlined in the 2021 London Plan.

£2bn



GLA investment in Poplar

GLA 2020

41%



Population growth 2021-2031 (Poplar) Greater London 7%

GLA 2020

9.4%



£psf saving

Two-bed apartments in Poplar Riverside compared to Zone 2 new build average

Dataloft, Land Registry, Berkeley based on sales January 2021 - September 2022

BE PART of the excitement

Renters are attracted to the vibrancy and convenience of East London. Amenity and accessibility are at the heart of Poplar Riverside. Situated in East London, close to Canary Wharf, the development features restaurants, cafes, a pub, gym, creche and adjoining riverside park.

East London outperforms

With house price growth of 78% over the past ten years, East London has outperformed the wider London and the UK property market.

A GROWING ASSET: 10 YEAR PRICE GROWTH

54%

UK

61%

London

78%

East London¹

¹East London boroughs of Barking and Dagenham, Hackney, Havering, Newham, Redbridge, Tower Hamlets, Waltham Forest
Dataloft, Land Registry, based on sales August - October 2012 v 2022

Zone 2 advantage

Located in the sought-after London Underground Zone 2, apartments in Poplar Riverside offer extra space and value compared to average new build apartments in this zone.

£1,092

Annual saving on travel

Zones 1-2 £1,536

Zones 1-5 £2,628

Dataloft, TfL Annual Travelcard March 2022

Regeneration rewards


The Poplar Riverside Opportunity Area is due to deliver 9,000 new homes and 3,000 new jobs over the next 20 years. Investing early can pay dividends. London Opportunity Areas, where regeneration is co-ordinated, have outperformed the average annual growth in house prices by 3.1%, reflecting the attraction of living in areas with new homes, transport infrastructure and jobs.

POTENTIAL EXTRA ANNUAL PRICE GROWTH

Greater London
4.00%

Regeneration
Opportunity Areas
7.10%*

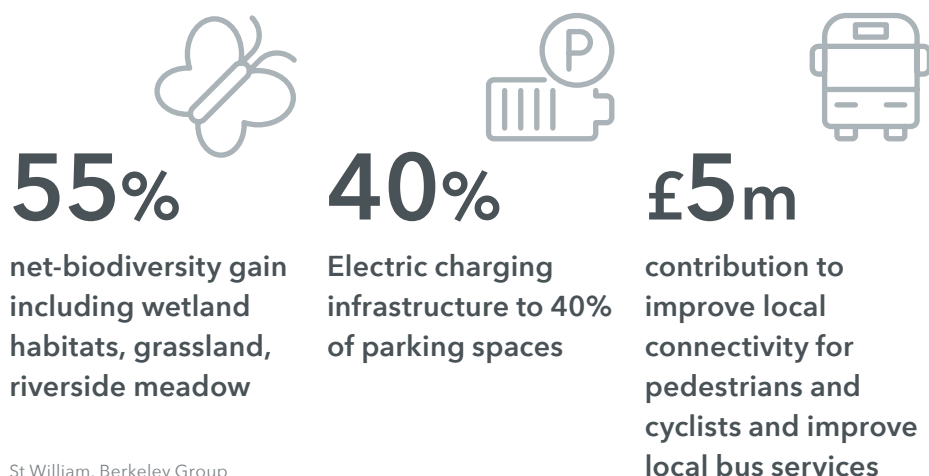
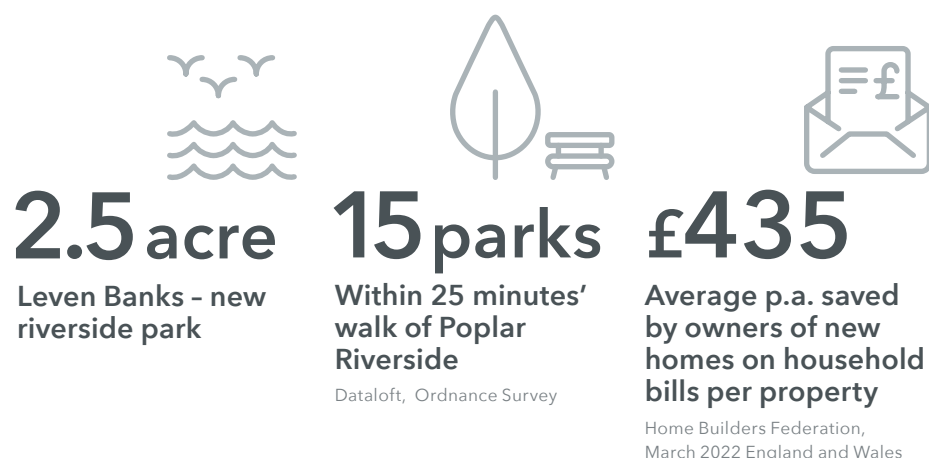
Dataloft, Land Registry. *Based on 22 Opportunity Areas across London using the best 7-year period of sale price growth since regeneration started





BE MORE GREEN, *be more sustainable*

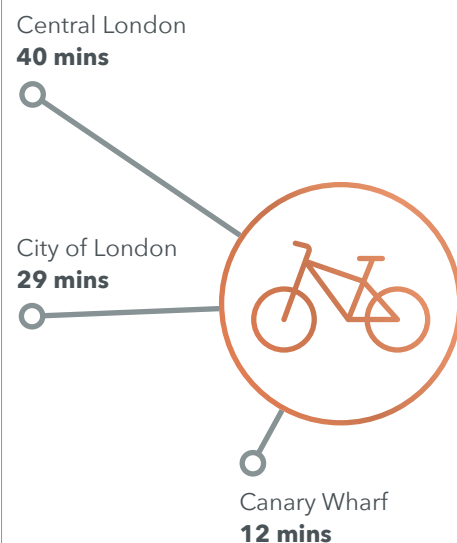
The vision is for Poplar Riverside to be East London's most progressive riverside community, inspiring sustainability and an appreciation of the surrounding area, including its very own 2.5 acre riverside park - Leven Banks.



St William, Berkeley Group

Low cost, low carbon

Cycling is a way of life and Poplar Riverside is close to Cycle Superhighway 3 at Limehouse Basin. The development of Poplar Riverside includes a £5 million contribution to improve local connectivity for pedestrians and cyclists as well as to improve local bus services.



Energy saving

£112m 

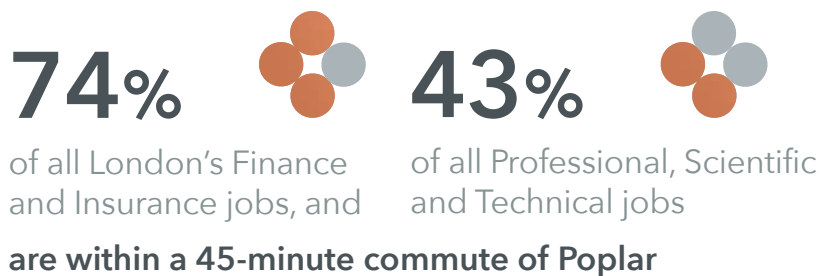
New build home buyers save a collective £112m a year and produce 576,000 fewer tonnes of carbon emissions than owners of older, less efficient properties

Home Builders Federation, March 2022 England and Wales



Enterprising employment

The number of jobs in London is expected to increase by an average of 49,000 jobs each year, reaching 6.9 million by 2041. Poplar Riverside is an easy commute from both Canary Wharf and the City, home to some of the world's biggest banks, financial institutions and tech companies.



Dataloft, TFL, BRES 2021



East London investment

The Royal Docks

The location for the Mayor of London's new office and London's only Enterprise Zone, regeneration is bringing £1.7 billion investment and 60,000 jobs to this area over the coming years.

£2bn

**Investment in Poplar
by the Greater London
Authority**

DLUHC, London Plan

Connectivity

Located in Zone 2, Poplar Riverside is within 15 minutes' walk of five TfL London stations. Canary Wharf (Zone 2) can be reached in 20 minutes door-to-door by public transport.

Price per minute analysis is a measure of value for money. Average sqft prices are divided by travel time to central London (Holborn).

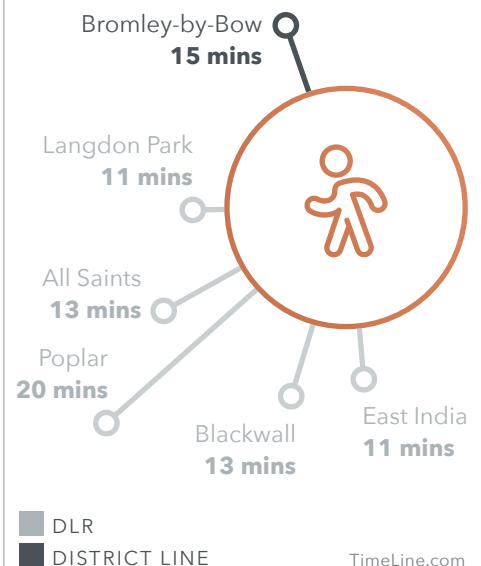
30% saving

Price per minute, sqft

£19 Poplar

£27 average new build for Zone 2

Dataloft, Land Registry, TfL. All calculations include walk time to tube station



Academic excellence



Named the World's Best Student City and home to UCL and Imperial, both in the top 10 of world universities, London is a destination of choice for domestic and international students.

**Within 1 hour of
Poplar Riverside**

**8 of London's top 10 universities
+182,000 students
43% international students
46% postgraduates**

Dataloft, HESA, QS World Rankings 2022



The rental story

Renters are attracted to the vibrancy and convenience of East London. There is a young and dynamic rental market and Poplar Riverside has indicative yields which outperform the local area.

In the current climate of rising cost of living, new build apartments in central travel zones are particularly sought-after by renters as they offer both energy and travel savings.

9.3%

Rental growth
past year*

£2k

Average monthly
rent*

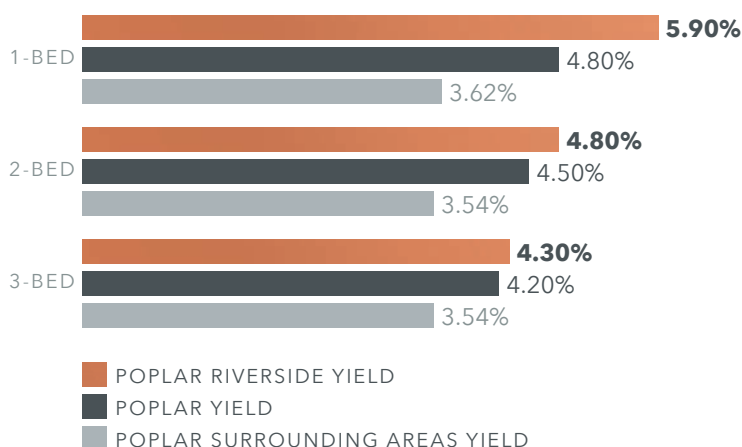
21%

Poplar
households in
private rented
sector

Dataloft DRMA, 2021 GLA Population Estimates (2020),
*Based on upper quartile (top 25%) apartment

Strong yields

Berkeley Poplar Riverside yields are consistently strong across all property sizes, and are predicted to outperform yields of surrounding areas.



Berkeley, CBRE, Dataloft, DRMA, Land Registry October 2021-2022

Why are 2-bed apartments in Poplar Riverside so attractive?

Two-bed apartments offer flexibility and attract a wide range of buyers and renters. They suit affluent couples, families, sharers and facilitate working from home.



Popular with renters:
Nearly **35% of new tenancies** in London during 2022 were 2-bed homes, the most popular size of property



2-bed Poplar Riverside apartments offer **23% more space** than the London minimum



2-bed rental values are rising faster than the local average for all properties - 13% versus 9.3% in the past year

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Why invest in POPLAR RIVERSIDE?

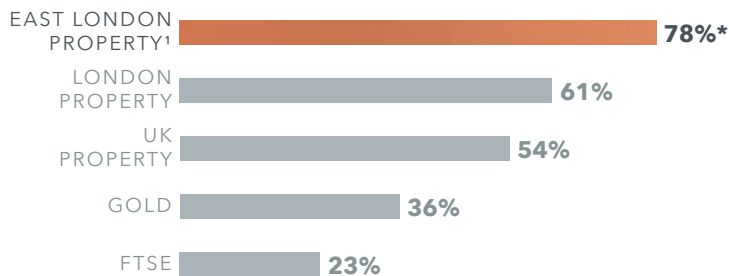
Poplar Riverside offers the best of East London living: quality jobs, entertainment and leisure, and local green space. Apartments here offer potential for both capital growth and favourable income yields.

Five reasons to buy now

1

East London outperforms other asset classes

East London Residential outperforms other asset classes over 10 years.



Dataloft, Land Registry, ukinvesting.com, LBMA

2

Bigger and better value

Apartments in Poplar Riverside are larger and offer better value £psf than the Zone 2 average.

Up to **21%** Lower cost
Up to **26%** More space

3

Rental growth

London's population is set to grow to around 9.96 million by 2041 and demand for rental property is already outstripping supply.

Upper quartile rents in Poplar rose by

9.3% in 2022

4

Regeneration pays

£2bn of GLA investment in Poplar and Opportunity Area status mean that price growth in the first phase is likely to exceed areas without regeneration. Historically, such areas have seen an average annual uplift of 3.1% above the London average.

AVERAGE ANNUAL PRICE GROWTH

Regeneration Opportunity Areas **7.10%***

Greater London **4.00%**

Dataloft, Land Registry, *Based on 22 Opportunity Areas across London using the best 7-year period of sale price growth since regeneration started

5

Location, location

From just 9 minutes on the tube to Canary Wharf and to Royal Docks, the new home for the Mayor of London. Poplar Riverside also offers excellent connectivity to London's top universities.

+60,000

New jobs Royal Docks

+215,000

New jobs in Canary Wharf by 2031

Knight Frank

**BE MORE
POPLAR**

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St William
Designed for life