



SQP
LONDON E14

A dream investment

Analysis by  JLL

Berkeley
Designed for life

Canary Wharf



A RAPID GROWTH

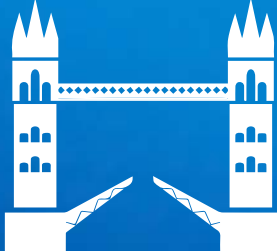
Conceived in the early

1980s

as a predominantly commercial district, the estate's residential offering has grown significantly over the last 40 years.

It is no coincidence that Tower Hamlet's economy has grown by almost four times the rate of the rest of London; in 2018, companies based at Canary Wharf accounted for

73%
of Tower Hamlets' total GVA.



The development of the Docklands began in **1981** with the setting up of the London Docklands Development Corporation (LDDC).



This hugely successful urban renewal programme saw the development of London City Airport,

the Excel Exhibition Centre, the Docklands Light Railway and, the jewel in the crown, Canary Wharf.



It is widely regarded as an exemplar for largescale regeneration.

Today Canary Wharf is a prime London location and sought-after place to live and work, with landmark skyscrapers, high-spec apartments.

A Growing Economy



62%

of Canary Wharf residents are aged under 35, compared to 49% across London



TOWER HAMLETS

30

is the median age of people living in Tower Hamlets - the youngest borough in London.



45%

of Canary Wharf households are privately renting

44%

of our tenants are aged 25-35 in the E14 postcode district.

Tower Hamlets

House Price Growth

Jun 2002

Jun 2012

Jun 2023



RISING House Prices

+ 3.8%

Annual growth in average prices in Tower Hamlets

+ 52.4%

10-year growth in average prices paid in E14

+ 51.2%

10-year change in the prices of flats in E14

+ 5.3%

10-year change in the prices of flats in E14

RENTAL GROWTH - CANARY WHARF

	All	Flats
1 Year	15.0%	15.1%
5 Year	36.9%	37.0%



£3,466

Average rent Canary Wharf (p/m)

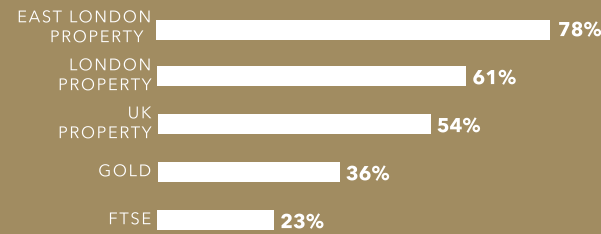
£2,145

Average rent London (p/m)

A new city in the east

East London outperforms other asset classes

East London Residential outperforms other asset classes over 10 years.



Dataloft, Land Registry, ukinvesting.com, LBMA



The rise of East London can be traced back to the London Docklands Development Corporation (LDDC), which oversaw the regeneration of an area covering 8.5 square miles. From London City Airport to the Excel Exhibition Centre, the Docklands Light Railway to the jewel in the crown, Canary Wharf, this program has been hailed as a model of largescale urban renewal.

Today, Canary Wharf is a prime location, and South Quay Plaza is proud to offer luxury apartments that fit perfectly into this iconic skyline. With its landmark skyscrapers and high-spec apartments, South Quay Plaza is the perfect choice for those seeking a modern, cosmopolitan lifestyle in one of London's most sought-after areas.

Over the last 25 years:



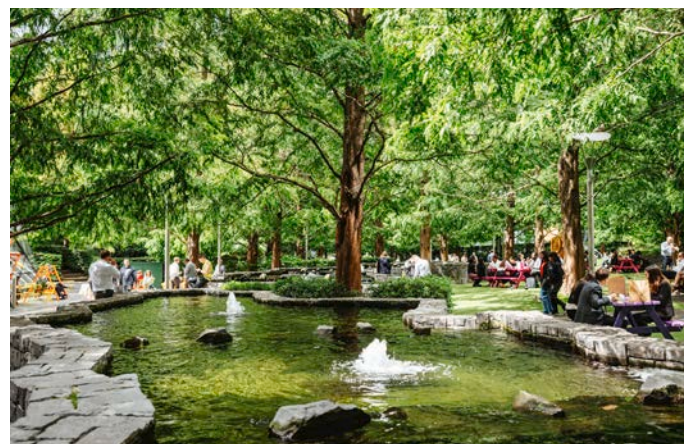
More than 15 million square feet of office space has been built.



Over 300 shops, bars, restaurants, services, and amenities have been developed (c.1m sq ft).



20 acres of parks, gardens, and squares have been created.



Employment



Canary Wharf is the second largest financial district in the UK second only to the City of London.



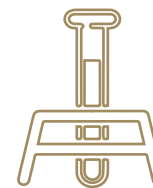
120,000 daily workers in Canary Wharf



The district is home to 16 million sq ft of office space and retail space, 30 office buildings, with a further 5 million sq ft office space planned.

The number of jobs in London is expected to increase by an average of

49,000 reaching 6.9 million by 2041



Canary Wharf is positioning itself at the centre of the Life Sciences revolution.

Canary Wharf Group is planning to build a 823,000 sq ft 23 floor tower, which will contain laboratories and workspaces. This is set to be the largest and most advanced life sciences facility in Europe.

Canary Wharf also has a diversified employment mix with major tenants in the areas of law, telecom, media, energy and technology, and is home to some of the world's biggest banks, financial institutions and tech companies.

HSBC

KPMG

BARCLAYS

citigroup

CREDIT SUISSE

S&P Global



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



Education



ACADEMIC EXCELLENCE

Named the World's Best Student City and home to UCL and Imperial, both in the 10 of world universities, London is a destination of choice for domestic, international students and has more highly rated universities than any other world city.

Within 31 minutes of South Quay Plaza:

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

Dataloft, HESA, QS World Rankings 2022

South Quay Plaza benefits from excellent transport links to these educational institutions:



☉ Angel – 19 mins



☉ South Kensington – 31 mins



☉ Temple – 19 mins



☉ Aldgate East – 15 mins



☉ Holborn – 18 mins



☉ Elephant & Castle – 19 mins



☉ Mile End – 21 mins



☉ Russell Square – 23 mins



☉ Holborn – 18 mins



☉ Euston Square – 23 mins



☉ Cutty Sark – 6 mins



☉ Goodge Street – 21 mins



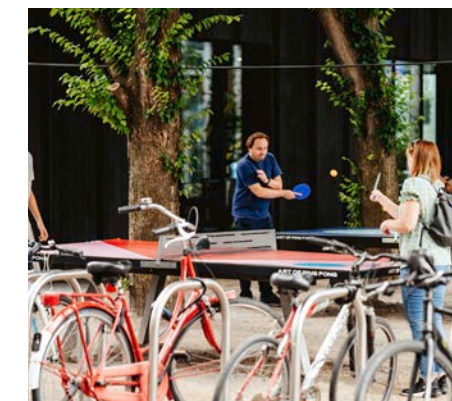
Lifestyle

East London has become increasingly popular with younger people and families over the past few years. Home to some of London's coolest areas, from the edgy streets of Shoreditch and Hackney to the more refined and polished Canary Wharf, there is an abundance of pop-up restaurants, street food stalls and bars, creating a vibrant nightlife. Improved affordability in comparison to other areas of London is also a major draw.

The lifestyle benefits of living at Canary Wharf attract a young demographic. Tower Hamlets is the youngest borough in London, with a median age of 30. Across the

Canary Wharf area, 62% of residents are aged under 35. More Londoners are moving east, with the fastest growing boroughs to the east of the city. Tower Hamlets has seen the largest population increase of any London borough over the past ten years of 22.1% (2011-2021). Combining Tower Hamlets with the neighbouring Newham shows growth in the number of residents of almost 100,000 (99,320), over the same ten-year period.

Almost half of residents across Canary Wharf are privately renting (45%), considerably higher than the Greater London average of 30%.



Who lives at SQP?



Under 45



Works in Finance and Banking, IT/FinTech



Works in Central London and travels to work from Canary Wharf by tube or the Elizabeth line



The proportion of residents who are students study at:



ual: university of the arts london

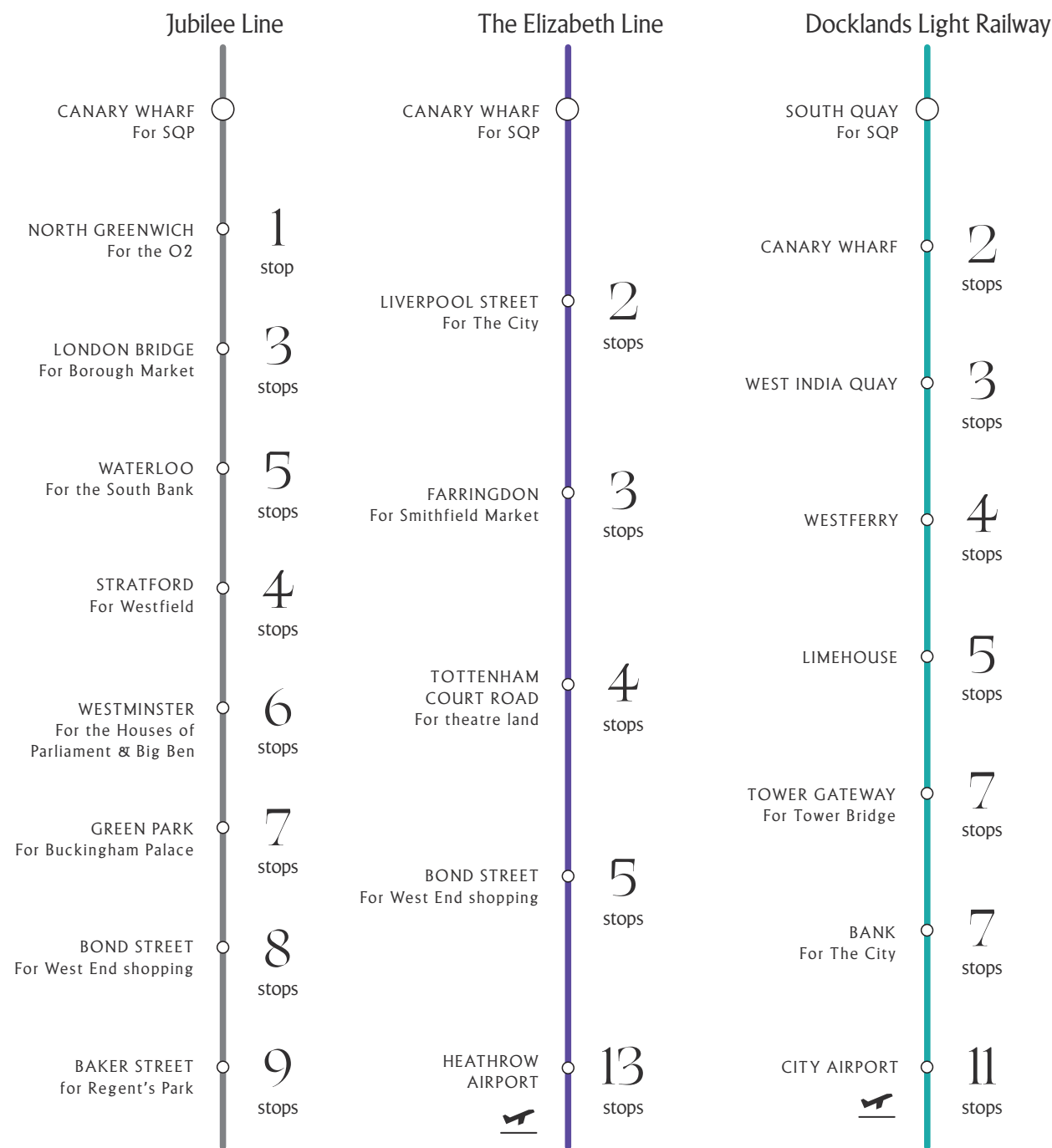
Transport

Canary Wharf is one of London's best-connected neighbourhoods. Canary Wharf boasts both Jubilee and Elizabeth line stations, the DLR, Uber boat and bus networks. Since the opening of the Elizabeth Line in April 2022 reduced journey times have added to the appeal of Canary Wharf as a residential location.

Areas with Elizabeth Line stations have already seen property prices outperform the rest of the capital, with the largest price growth premiums typically found along the eastern stretch of the line. This outperformance is

expected to continue, as increasing values and better connectivity attract owner-occupiers and tenants alike.

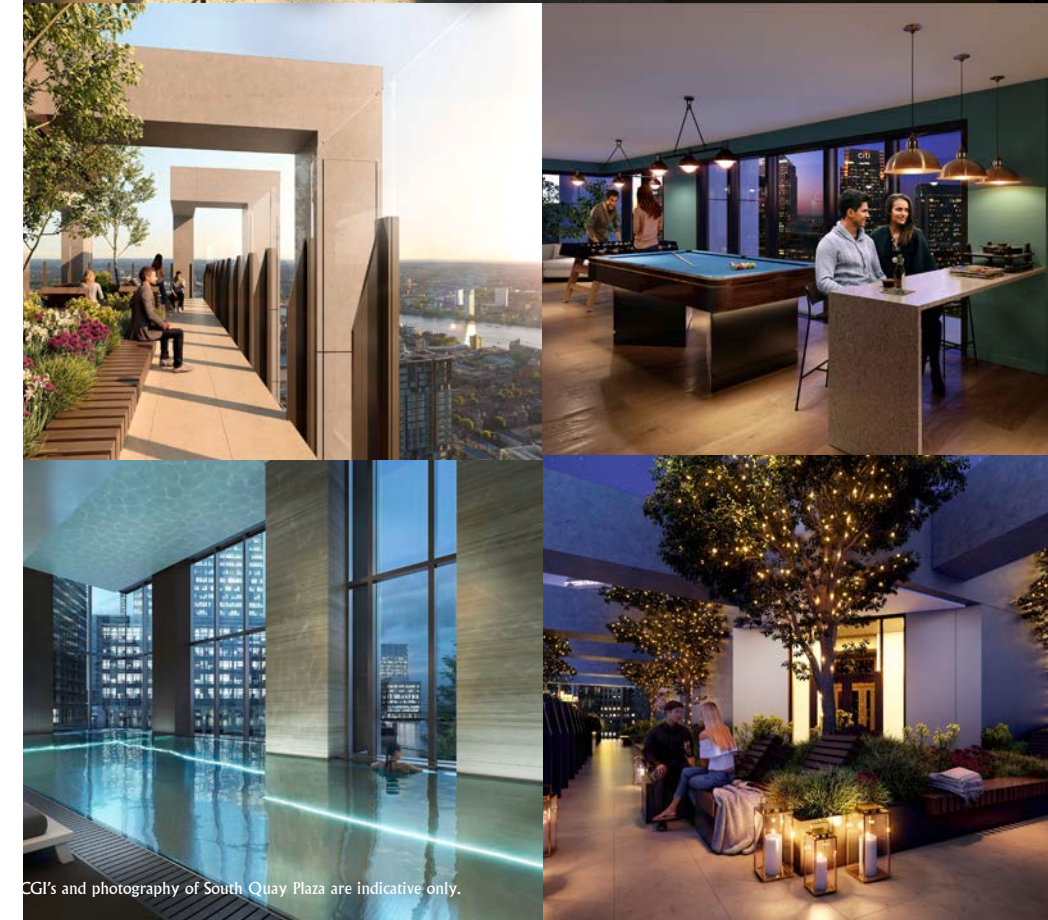
The Uber boat provides a picturesque alternative to travel across London, passing many of London's most iconic sights including the Houses of Parliament, London Eye and Battersea Power Station. From Canary Wharf, the boat runs every 10-20 minutes during the week, providing access to the City of London (Tower Bridge) in under 20 minutes and further west in around 30-40 minutes.



All times are approximate. Source: TFL



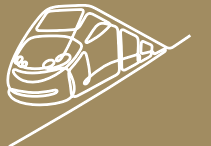
5 Reasons to Invest at South Quay Plaza



CGI's and photography of South Quay Plaza are indicative only.



Proven track record of continued Capital appreciation & Rental Growth



Transport, Canary wharf already well served by the Elizabeth, Jubilee & DLR lines enabling easy access across the City.



World class facilities



One of London's safest locations with 24 hr security on the Canary Wharf estate



Diversification of Canary Wharf, to a more retail & Leisure destination

Contact the sales team for more information

+44 (0) 203 675 4400

Southquayplaza@Berkeleygroup.co.uk

South Quay Plaza Sales & Marketing Suite, 75 Marsh Wall, London, E14 9WS

Opening Hours: 7 days a week from 10am until 6pm with a late night on Thursday until 7pm (Sunday 10am – 4pm)