

SQP

CANARY WHARF
LONDON

TAKE YOUR INVESTMENT TO NEW HEIGHTS

YIELDS
UP TO
5.7%

>50K

finance and insurance
jobs within a 10-minute
walk of SQP

5.7%

10-year property
price growth in
East London

Berkeley average yield at SQP, Infinity Suite (1+1)

BRES 2022

Dataloft (PriceHubble), UK HPI

Analysis by



PriceHubble | dataloft

Berkeley
Designed for life

CONTENTS

- 03 ELEVATED LIFESTYLE
- 04 LIVE, WORK AND PLAY
- 05 EXCEPTIONAL CONNECTIVITY
- 06 REGENERATION
- 07 EMPLOYMENT EPICENTRE
- 08 RISING INVESTMENT POTENTIAL
- 09 RAPID RENTAL GROWTH AT SQP
- 10 SHIFT TO THE EAST



ELEVATED LIFESTYLE

Luxury living reaches new heights at SQP. World-class facilities are set in 2.6 acres of green landscaping in the heart of Canary Wharf, one of London's largest regeneration areas and an iconic employment hub. Residents at SQP enjoy the vibrant neighbourhood, excellent transport links and diverse leisure amenities.

WORLD'S BEST CITIES TO LIVE, WORK AND INVEST

01. LONDON

02. PARIS

03. NEW YORK

04. TOKYO

05. SINGAPORE

Resonance Consultancy 2024

WHAT IS IMPORTANT TO OWNERS AND RENTERS?

68%

say a shorter commute to work

53%

say space to work from home

50%

say a pet friendly home

20%

would pay an extra £60 a month for an onsite gym

Survey conducted summer 2023 by Dataloft (PriceHubble), Property Academy 2023, % important to buyers or renters

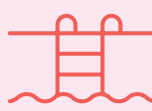
LUXURY LIVING

Sleekly designed apartments with exclusive access to The Quay Club offering an unrivalled range of hotel-style amenities, desirable for both renters and owners.

RESIDENTS-ONLY LUXURY HOTEL-STYLE FACILITIES



2.6 acres of landscaped gardens



20m swimming pool



Gym/Spa



Outdoor hot tubs



Screening room



Games room



Dining room



Karaoke room



Co-working space



56th floor bar



Rooftop terrace



24 hr concierge



LIVE, WORK AND PLAY

With luxurious shopping, an array of excellent restaurants, a vibrant art scene and a dynamic events calendar, there is something for everyone at Canary Wharf.

LIFESTYLE DESTINATION

Canary Wharf is rapidly expanding as a key lifestyle hub appealing to both renters and buyers.



67.2m
visitors to Canary Wharf
in 2023, a 25% increase
compared to 2022

Canary Wharf Group



>350
local amenities within a 15 minute
walk from SQP including 86
restaurants, and 33 cafés
VOA 2023



72%
of renters consider being
close to amenities an important
factor in choosing a property

Dataloft (PriceHubble), Property Academy 2023



32%
growth in the number
of amenities since 2018
VOA 2018 vs 2023, amenities within
a 15 minute walk of SQP¹



**5 SHOPPING
MALLS**
and over 320 retail outlets

RETAIL THERAPY

Indulge in wide array
of superb shopping on
your doorstep.



JO MALONE
LONDON

BOSS

lululemon



ROLEX

COS

EXCEPTIONAL DINING SCENE

Highlights include Burger & Lobster's indulgent burgers and wild Atlantic lobsters, ROKA's dramatic robatayaki cuisine, and Six By Nico's unique six-course tasting menus. Enjoy artisan wines at Humble Grape, classic dishes at The Ivy in the Park, and top-quality steaks at Hawksmoor.

GOING GREEN

2.6
acres of landscaped gardens
nestled within SQP

Berkeley

7
public park and gardens within
a 20-minute walk from SQP

Ordnance Survey

64%
of renters say access to outside
space would make them rent longer

Dataloft (PriceHubble), Property Academy 2023

24/7 PEACE OF MIND

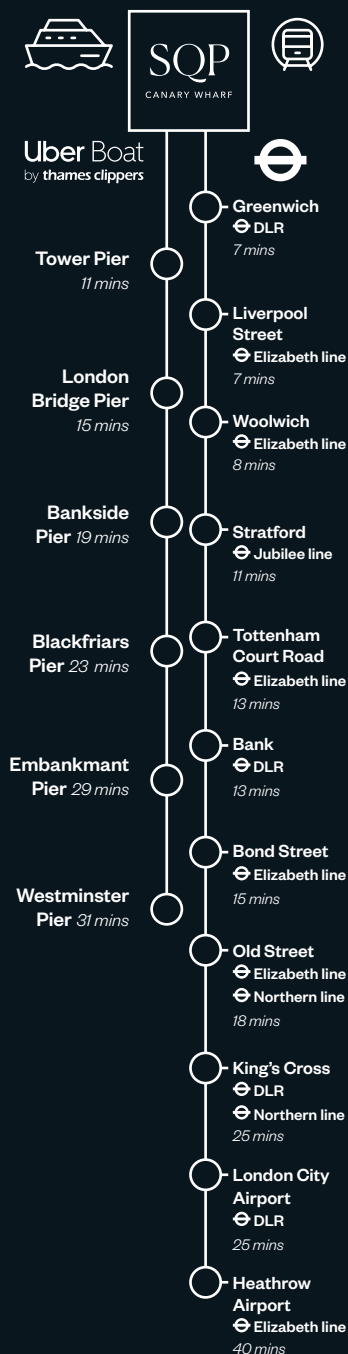
Residents will have peace of mind, with a 24-hour security and concierge as well as 650+ Canary Wharf Management employees*. Canary Wharf is London's first business district to adopt WalkSafe's Angel Beacons, making One Canada Square a designated safe space and enabling users to seek security and support via the app.

*Canary Wharf Group

¹Includes restaurants, cafes, day nurseries, gyms, hotels (4* and above) and hairdressers/ beauty salons

EXCEPTIONAL CONNECTIVITY

WELL-CONNECTED



Dataloft (PriceHubble), Berkeley, TfL, from either South Quay DLR, Canary Wharf station or Canary Wharf Pier

Accessible by air, rail, and river, SQP offers unparalleled connectivity in London's dynamic landscape and beyond.

CONNECTIVITY PREMIUM

PTAL is a rating system based on access to the London transport network and frequency of services and it ranges from 1a (the lowest) to 6b (the highest). People buying high quality properties within areas with 6b ratings are willing to pay an average 120% premium (compared to the London average of a 2 rating) to benefit from this highest level of connectivity. Only 4% of Londoners live in this top PTAL band.

Transport for London, Dataloft, Land Registry 2023, apartments

<10 MINUTES

from Canary Wharf station, rated as PTAL 6b- the highest



EDUCATION WITHIN EASY REACH

27 Independent Schools
within 3 miles



27 day nurseries
within 1 mile



15 primary schools*
within 1 mile

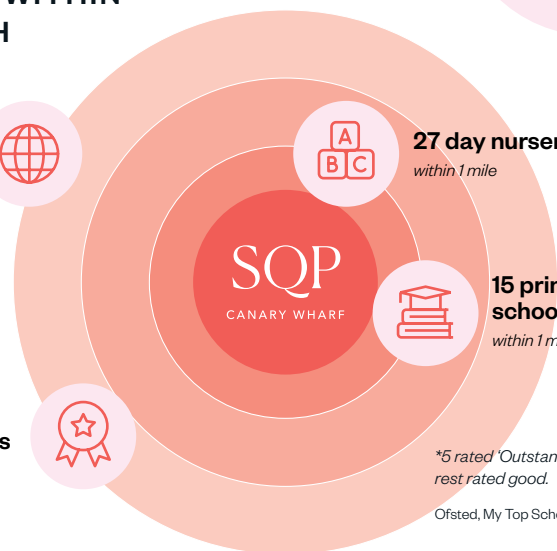


2 'Outstanding' secondary schools
within 2 miles



*5 rated 'Outstanding' with the rest rated good.

Ofsted, My Top Schools, VOA 2023



HIGHER EDUCATION

With Central London accessible in as little as 13 minutes, students have great access to 23 Central London universities including:

#2
in World

Imperial College

#40
in World

King's College London

#9
in World

University College London

#50
in World

London School of Economics

QS Top Universities 2025

SQP's excellent connectivity makes it a viable home location for over 250,000 students including over 100,000 international students.



REGENERATION

THE BERKELEY EFFECT

Berkeley has a proven track record of delivering strong long-term price growth in their developments.

REGENERATION

Canary Wharf
is the fastest growing
sub-region in the
London office
market

Canary Wharf Group

£400m

being invested into
Canary Wharf group
to boost growth plans

Canary Wharf Group

There are several major construction projects in the pipeline that will benefit SQP residents including the enhancement of public spaces and new retail, leisure, community and life science employment opportunities.

4.9%

average annual Berkeley price
growth over ten years whilst
the London average is 3.6%

Dataloft (PriceHubble), Land Registry,
2-bed apartments

FAST GROWING

With ever-increasing demand, Canary Wharf is in the top 5% fastest growing areas of London, with the population forecast to grow by 31% over the next decade, far exceeding the London and East London averages.

7.5% East London
4.6% London

31%

forecast population growth
in Canary Wharf over the
next decade

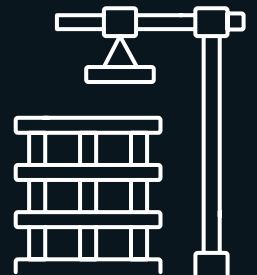
GLA 2021



PIPELINE

As part of one of London's largest regeneration areas, over 29,000 homes are planned at Canary Wharf along with 110,000 new jobs to be delivered by 2041. Over the next 17 years, regeneration is planned to continue with the area growing in population and importance to London's economy.

Tower Hamlets Council 2023



EMPLOYMENT EPICENTRE

One of London's leading financial districts, Canary Wharf connects seamlessly to major employers attracting high earners.

EMPLOYMENT HOTSPOT

At the heart of London's dynamic business cluster.

>50k

finance and insurance jobs within a 10 minute walk of SQP
13% of all London jobs in that sector.

BRES 2022



>327k

finance and insurance jobs accessible within a 30 minute commute of SQP.

BRES 2022



7mins

to the city on the Elizabeth line and 11 minutes on the DLR, offering 260,000 jobs within a short commute.

BRES 2022



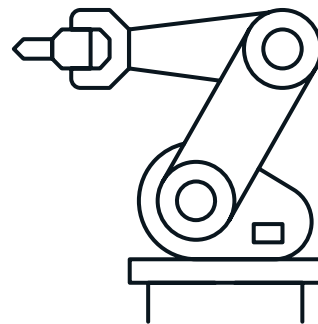
EASY REACH

Within a short commute are the tech and innovation hubs of Kings Cross and Shoreditch, London Tech city, home to tech giants such as Meta and Google.

almost
150,000

hi-tech job opportunities within a 15 minute commute of SQP

BRES 2022



68%

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

Dataloft (PriceHubble), Property Academy 2023



ONGOING APPEAL

The commitment of major financial firms demonstrates Canary Wharf's enduring appeal. Revolut has secured a 113,000 sq ft office space, and Morgan Stanley has extended its lease until 2038. Canary Wharf is receiving over £100 million in funding to support its transformation into a life sciences hub.

MAJOR EMPLOYERS

JPMORGAN
CHASE & CO.

Morgan Stanley

CREDIT SUISSE



Revolut

RISING INVESTMENT POTENTIAL

A GROWING ASSET

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

20.7%

forecast rental growth
2024-2028

16.5%

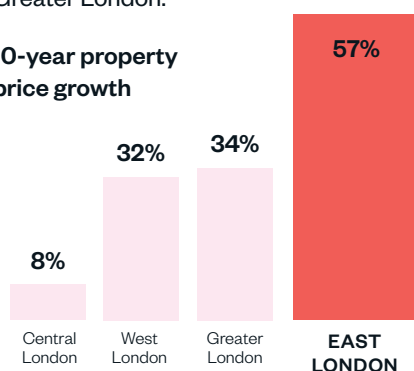
forecast sales price growth
2024-2028

Dataloft (PriceHubble), JLL, Savills, Knight Frank

GROWTH HEADS EAST

With house price growth of **57% over the past ten years**, East London has outperformed Central, West and Greater London.

10-year property
price growth



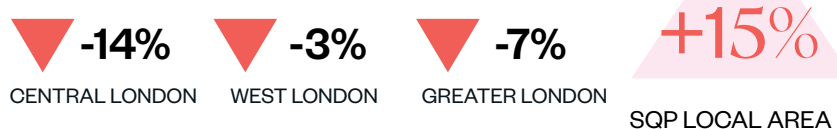
Dataloft (PriceHubble), UK HPI

A growing hotspot, Canary Wharf is attracting huge investment and is set for rental and capital value growth. High earners are drawn to the thriving, flexible rental sector, fuelling strong rental growth. Strong yields and tenants staying longer make investing at SQP increasingly attractive.

LOCAL AREA GROWTH

5-year price growth in the local area around SQP has outperformed Central, West and Greater London.

Five-year apartment price growth



Dataloft (PriceHubble), Land Registry, SQP local area refers to E14 9

PRICE ADVANTAGE

SQP offers a price advantage compared to new developments in Central London.

	SQP £sqft	Central London £sqft	SQP price advantage
1-bed apartment	£1,236	£1,841	33%
Infinity suite (1+1)	£1,288	£1,755	27%
2-bed apartment	£1,238	£1,474	16%
3-bed apartment	£1,409	£2,268	38%

Berkeley, Dataloft (PriceHubble), Land Registry, average of new (previous 5 years) developments sold in the last 12 months, Central London refers to TFL zone 1, 1+1 apartments are compared to 2-bed apartments with a size of 665 sqft or less

ENERGY EFFICIENT

The homes at SQP have been designed to promote sustainable high-rise living.



34%

say energy efficiency is an important requirement in a property

Dataloft (PriceHubble), Property Academy 2023



37%

said higher-energy efficient homes are holding their value in the current market

RICS

RAPID RENTAL GROWTH AT SQP

Rental values at SQP have grown an average 17% per year, outperforming the Central London average by 15% and Greater London by 8%.

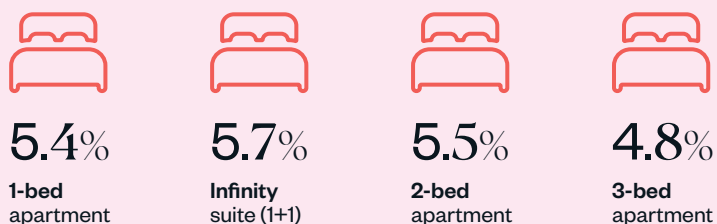
ANNUAL RENTAL GROWTH



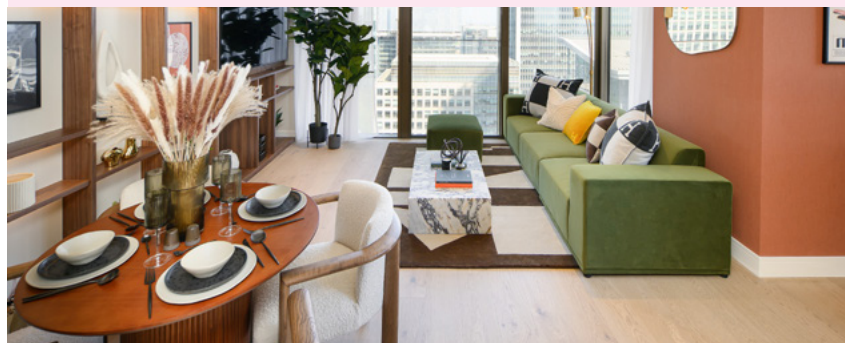
Dataloft Rental Market Analytics (PriceHubble), Compound Annual Growth Rate to June 2024 of apartments let in SQP

STRONG YIELDS

SQP average yields



Berkeley



RENTAL HOTSPOT

Rental growth in the local area around SQP has also exceeded Greater London, Central London and West London.

3-year rental growth

SQP LOCAL AREA

47%

42%

WEST
LONDON

GREATER
LONDON

39%

36%

CENTRAL
LONDON





Dataloft Rental Market Analytics (PriceHubble), rental growth in apartments, SQP local area defined as E14 9

SHIFT TO THE EAST

Growth and opportunity continue to spread east, attracting young, well-paid professionals who are staying longer and willing to pay high rents.

PROJECTED RENTAL VALUES

Projected rents per month at SQP in 2028

			
1-bed apartment	Infinity suite (1+1)	2-bed apartment	3-bed apartment
£4,023	£4,336	£5,713	£8,630

Dataloft (PriceHubble), Berkeley, assumes 20.7% rental growth to 2028 (Knight Frank, Savills, JLL)

WHO LIVES HERE?

Canary Wharf attracts high earners and a young, vibrant population, with banking and life sciences professionals choosing SQP.

56%

of people living in Canary Wharf are aged between 19-40 compared to the London average of 36%

Dataloft (PriceHubble), GLA

£105,330*

Average annual earnings for renters working at banks in Canary Wharf

Dataloft Rental Market Analytics

41%

of residents at SQP moved from outside of London

Dataloft (PriceHubble)

Almost 40%**

of renters living in SQP earn over £100k

Dataloft Rental Market Analytics (PriceHubble)

* average earnings for those working in Canary Wharf at Morgan Stanley, Barclays, HSBC and JP Morgan
** renters living in SQP over the last 12 months

RENTERS STAYING LONGER

Renters are increasingly staying longer, guaranteeing a more secure income for investors.

4.4 YEARS

average tenancy length up from 3.8 years a decade ago

English Housing Survey



EASTWARD EXPANSION

Canary Wharf is emerging as a hotspot for property price growth, outperforming the City of London financial district.

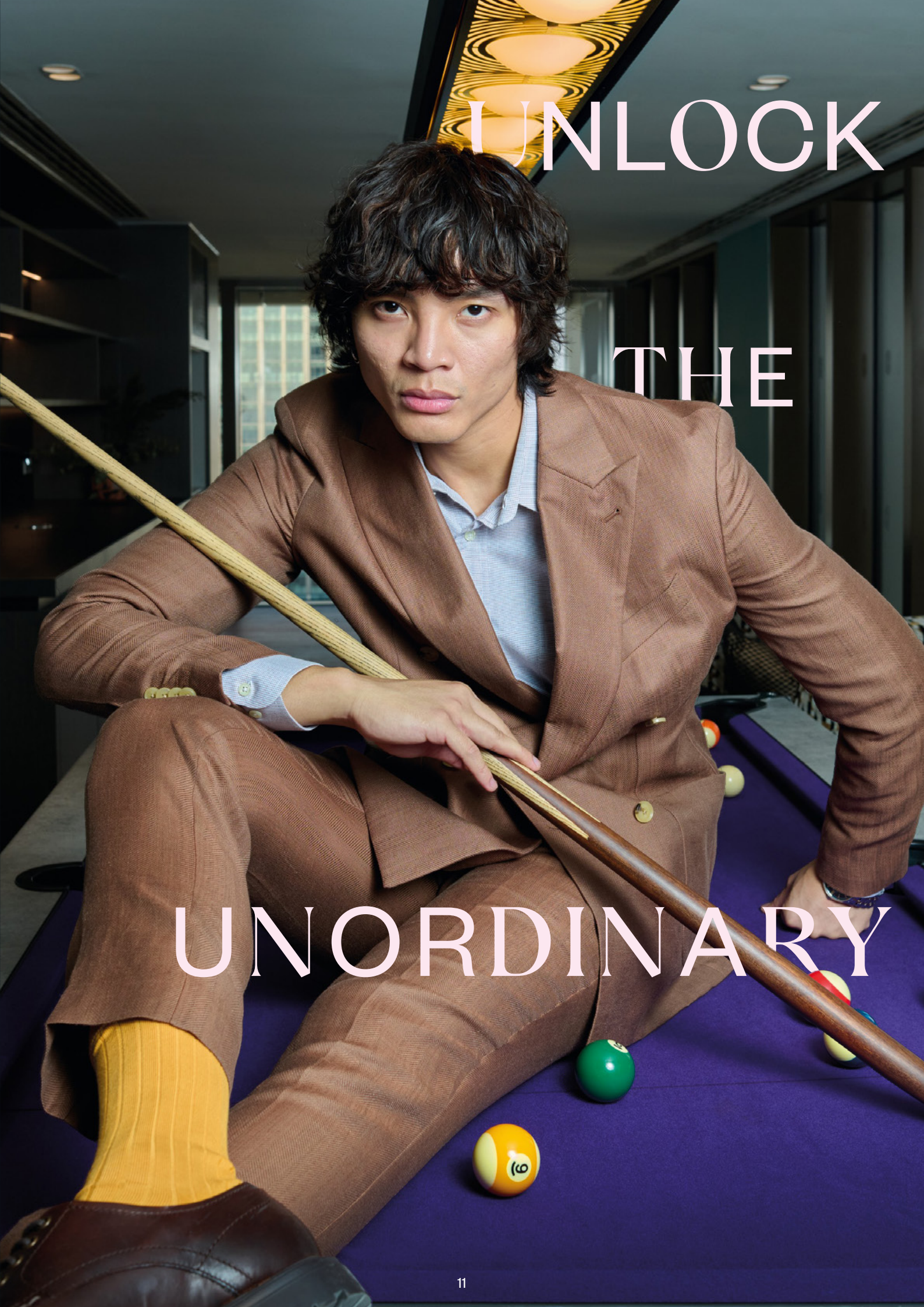


3.63%

average annual price growth, Canary Wharf financial district
2.44% City of London financial district

Dataloft (PriceHubble), £sqft Compound Annual Growth Rate





UNLOCK

THE

UNORDINARY

5 REASONS TO INVEST

SQP
CANARY WHARF
LONDON

01

15% five-year apartment price growth in the local area around SQP

Dataloft (PriceHubble), Land Registry, SQP local area refers to E14 9

02

Up to 38% £sqft savings at SQP compared to new developments in Central London

Berkeley, Dataloft (PriceHubble), Land Registry, average of new (previous 5 years) developments sold in the last 12 months, Central London refers to TFL zone 1, 3-bed apartments

03

17% average annual rental growth at SQP

Dataloft Rental Market Analytics (PriceHubble), Compound Annual Growth Rate of apartments let in SQP

04

Almost 150,000 hi-tech job opportunities within a 15 minute commute of SQP

BRES 2022

05

110,000 new jobs to be delivered in Canary Wharf by 2041

Tower Hamlets Council



CONTACT US

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OPENING HOURS: 7 days a week from 10am until 6pm
Late night on Thursday until 7pm (Sunday 10am – 4pm)

Berkeley
Designed for life



www.pricehubble.com/uk

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.

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