

THE GREEN QUARTER

WEST LONDON



UNLOCK THE POTENTIAL OF WEST LONDON'S MOST EXCITING REGENERATION DEVELOPMENT

The Green Quarter is one of London's largest regeneration projects, located in Southall, west London and conveniently located on the Elizabeth Line giving access to Central London and beyond. New homes, green open space, commercial and retail opportunities create a vibrant community and provide the ideal place for investment.

37

Applicants per available property to let at **The Green Quarter**

Source: Benham & Reeves, 2023

UP TO **6%**

Rental yields achieved

Source: Benham & Reeves, 2023

90%

Of applicants **renew** their rental leases

Source: Benham & Reeves, 2023

£73bn

Makes West London's economy the **second largest in the UK**

Source: GLA

REMARKABLE REGENERATION

Southall has been experiencing a wave of regeneration that has seen substantial investments in its infrastructure, public spaces and residential properties.

15%

Increase in **Southall property prices** in the last 2 years

Source: Benham & Reeves from 2021

10.2%

Average **annual growth rate** - Property price growth for newer, high specification properties in **Southall over the last 10 years**

Source: Dataloft, Land Registry 2013-2022

67%

House price growth in the **Borough of Ealing** in the last decade

Source: Savills 2012-2022

CONVENIENTLY LOCATED



Ealing Broadway	3 mins
Heathrow Central	10 mins
Paddington	13 mins
Bond St	17 mins
Tottenham Court Rd	19 mins
Farringdon	22 mins
Liverpool St	24 mins
Whitechapel	27 mins
Canary Wharf	31 mins

Direct service on the Elizabeth Line to Central London



5,130 cycle spaces around the development



“Apartments in West London have increased in capital growth by 3% per year over the past 10 years, outperforming Central London by an average of 0.9% per year.”

Source: Savills Research Client and Applicant Surveys, Jun-21 & Nov-22

PROJECTED RENTAL ESTIMATES

With rental demand soaring and yields reaching up to 6%, The Green Quarter stands out in London’s property market. High tenant retention and a significant increase in renting households underline its strong investment potential.

HOME	PRICE (£)	GROSS RENTAL YIELDS	EST. RENTAL PER MONTH*	EST. RENTAL PER ANNUM†	SERVICE CHARGE‡
1 bedroom	£414,000	5%	£1,800	£21,600	£4.32 / sq ft
2 bedroom	£470,000	6%	£2,200	£26,400	£4.32 / sq ft
3 bedroom	£711,500	5%	£2,900	£34,800	£4.29 / sq ft

AN OPPORTUNITY AREA

Southall is a designated Opportunity Area, and part of the Heathrow Elizabeth Line West Growth Corridor. Investing early can pay dividends. Opportunity Areas in London, where regeneration is co-ordinated, have outperformed the average annual growth in London house prices by 3.1%. This reflects the attraction of living in areas with new homes, transport infrastructure and jobs.

AVERAGE ANNUAL SALES GROWTH

4% Greater London‡

7.1% Regeneration Opportunity Areas*

9.2% Annual sales growth – Berkeley regeneration schemes in London‡

THE HEATHROW EFFECT

Just **10 mins** from The Green Quarter is Heathrow Airport, Europe’s busiest airport and the UK’s largest employer with over 76,000 employees.

85 Countries accessed directly from Heathrow Airport

76,000 Jobs supported at Heathrow Airport

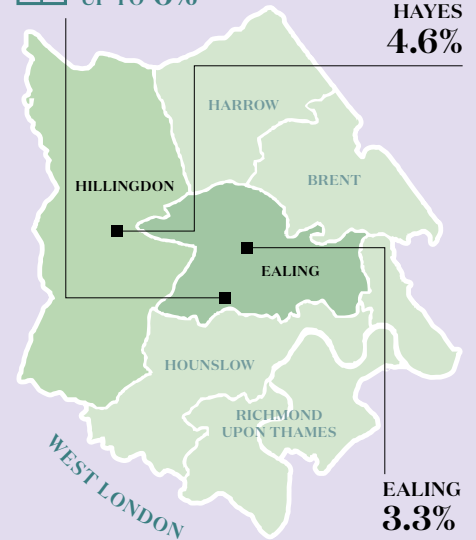
80+ million Passengers a year

28 Of the top 29 world cities ranked by GDP can be accessed directly by Heathrow Airport

Sources: Google, Heathrow Airport and capitalwestlondon.co.uk

AVERAGE RENTAL YIELDS

THE GREEN QUARTER UP TO 6%



Source: Benham & Reeves. Hayes average yield based on Hayes Village. Ealing average yield based on Filmworks. Map not to scale.

OUR VISION
2030
TRANSFORMING TOMORROW

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*Estimated figures – source Benham & Reeves. †Service charge is an estimate only and subject to change. ‡Source: Land Registry, Dataloft.
 *Based on 22 Opportunity Areas across London using the best 7-year period of sale price growth since regeneration started. Computer generated images are indicative only.
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