

THE GREEN QUARTER

WEST LONDON



INVESTOR INSIGHT

WELCOME TO THE GREEN QUARTER

The Green Quarter is one of London's largest regeneration projects, located in **Southall, West London** and conveniently 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.**



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Computer generated image is indicative only.

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**UP TO
6%
rental yield
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£73bn
Makes West London's
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**EXCLUSIVE ON-SITE
RESIDENTS' CONCIERGE, GYM,
SCREENING ROOM AND LOUNGE**

REGENERATION: THE GREEN QUARTER ADVANTAGE

Southall, located in **Zone 4** of London, has been experiencing a remarkable wave of regeneration in recent years. This **transformation** has seen substantial investments in its infrastructure, public spaces and residential properties. With improved transport links and a **strategic location**, Southall is emerging as an **attractive destination** for property investors. As this area undergoes a significant revitalisation, seizing the **investment opportunities** it offers has never been more promising.



£14.5m

Investment to transform Southall town centre and train station
Source: GLA



9,000

New homes in Southall
Source: GLA



3,000

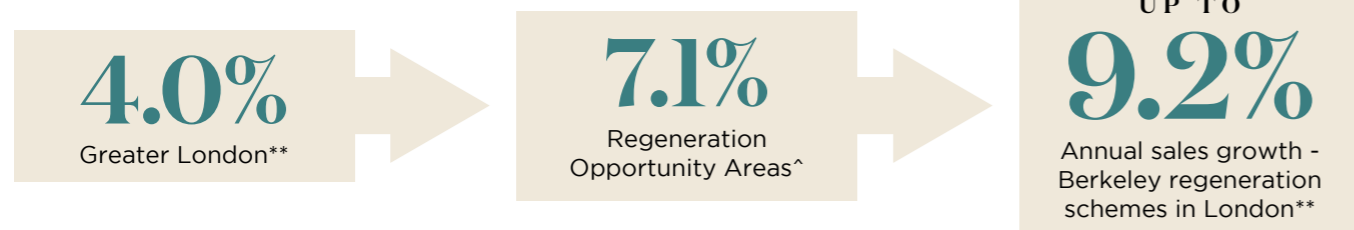
New jobs for Southall by 2041
Source: GLA

STRONG VALUE UPLIFT POTENTIAL IN WEST LONDON*



- 1 Southall
 - 2 Ealing
 - 3 Hayes
 - 4 West Ealing
 - 5 Acton
 - 6 Hanwell
 - 7 Park Royal
- Legend:
- Fully valued
 - Muted value uplift potential
 - Strong value uplift potential

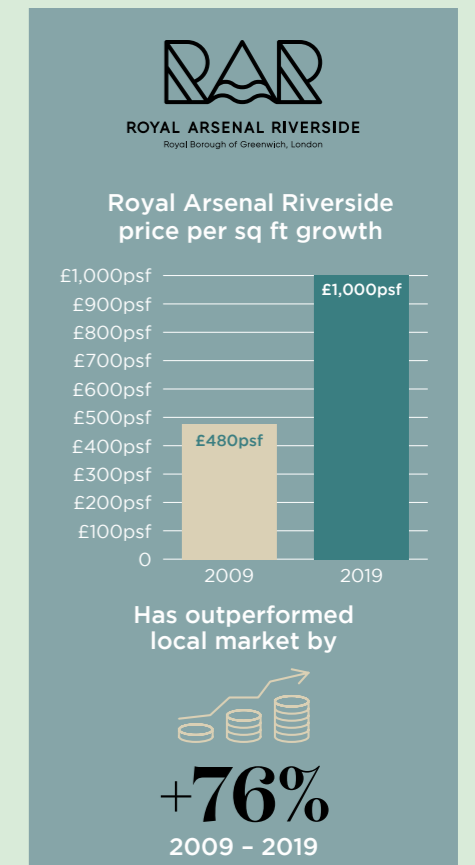
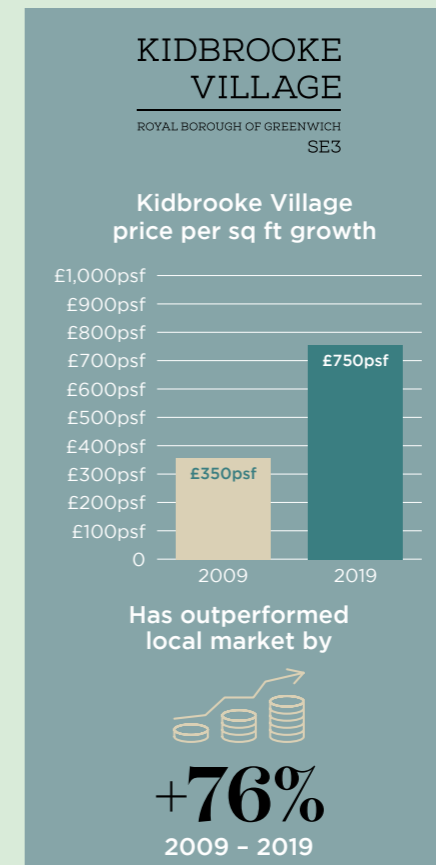
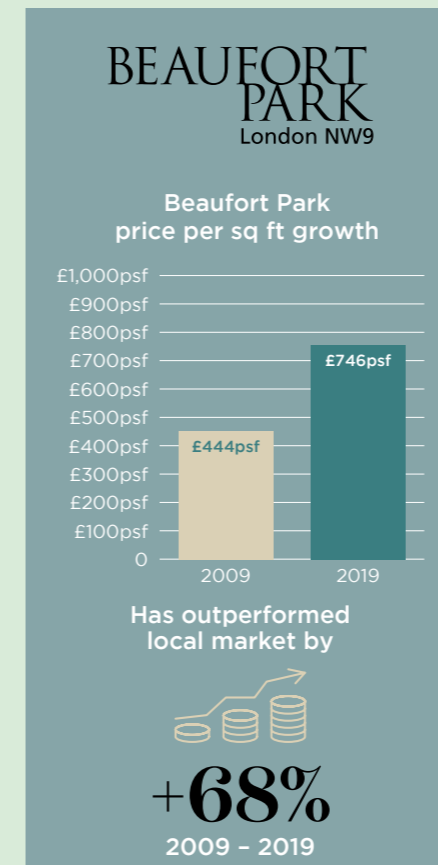
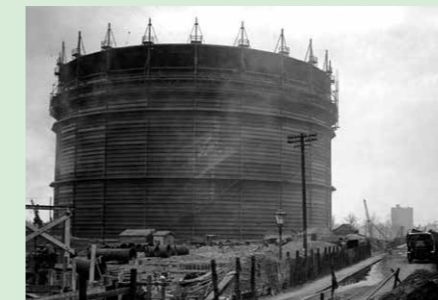
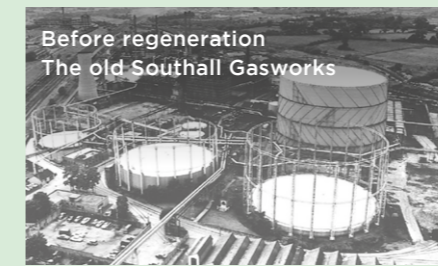
AVERAGE ANNUAL SALES GROWTH



*Source: 2022 Savills Research, Mapumental, MHCLG, Land Registry, Experian, CDRC. **Source: Land Registry, DataLoft. Annual growth rates of up to 9.2% at Woodberry Down. *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.

THE BERKELEY REGENERATION EFFECT

Berkeley Group is seen as one of the UK's **leading specialists** in regeneration schemes, putting **placemaking** at the centre of all developments. **Woodberry Down**, a Berkeley regeneration project located in Finsbury Park has achieved growth rates of up to **9.2% per year** over the past ten years.



RENTS ON THE RISE

The rental market is significantly larger and more established in London than elsewhere in the UK. Close to **30%** of households currently rent across the capital, predicted to rise to **39.5%** by **2025**, the equivalent of over **300,000** additional households*. Continuing investment into **Southall** is a pull factor for people wanting to relocate to **The Green Quarter**. The **Greater London Authority** forecast strong population growth in **Southall** of **21%** between **2021** and **2031**. The average for London is **7%**. This will bring a steady stream of new renters to the area.



*Source: PwC

AN ATTRACTIVE INVESTMENT

The average age of a renter in **The Green Quarter** is **28** and they earn **19%** more than in the wider Southall average. The average distance moved to rent here is **nine miles**, suggesting a **wide catchment for potential renters** seeking a combination of **good price value** and access to **Central London**.

Source: DataLoft

37

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

Source: Benham & Reeves

15.4%

Average rental increase in **Q1 2023**

90%

Of applicants have renewed their rental leases at **The Green Quarter**

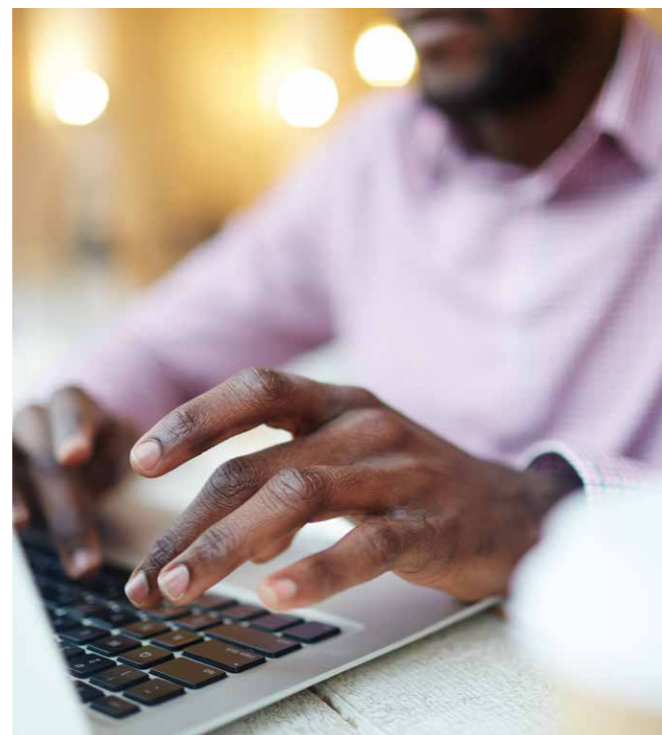
UP TO 6%

Rental yield achieved

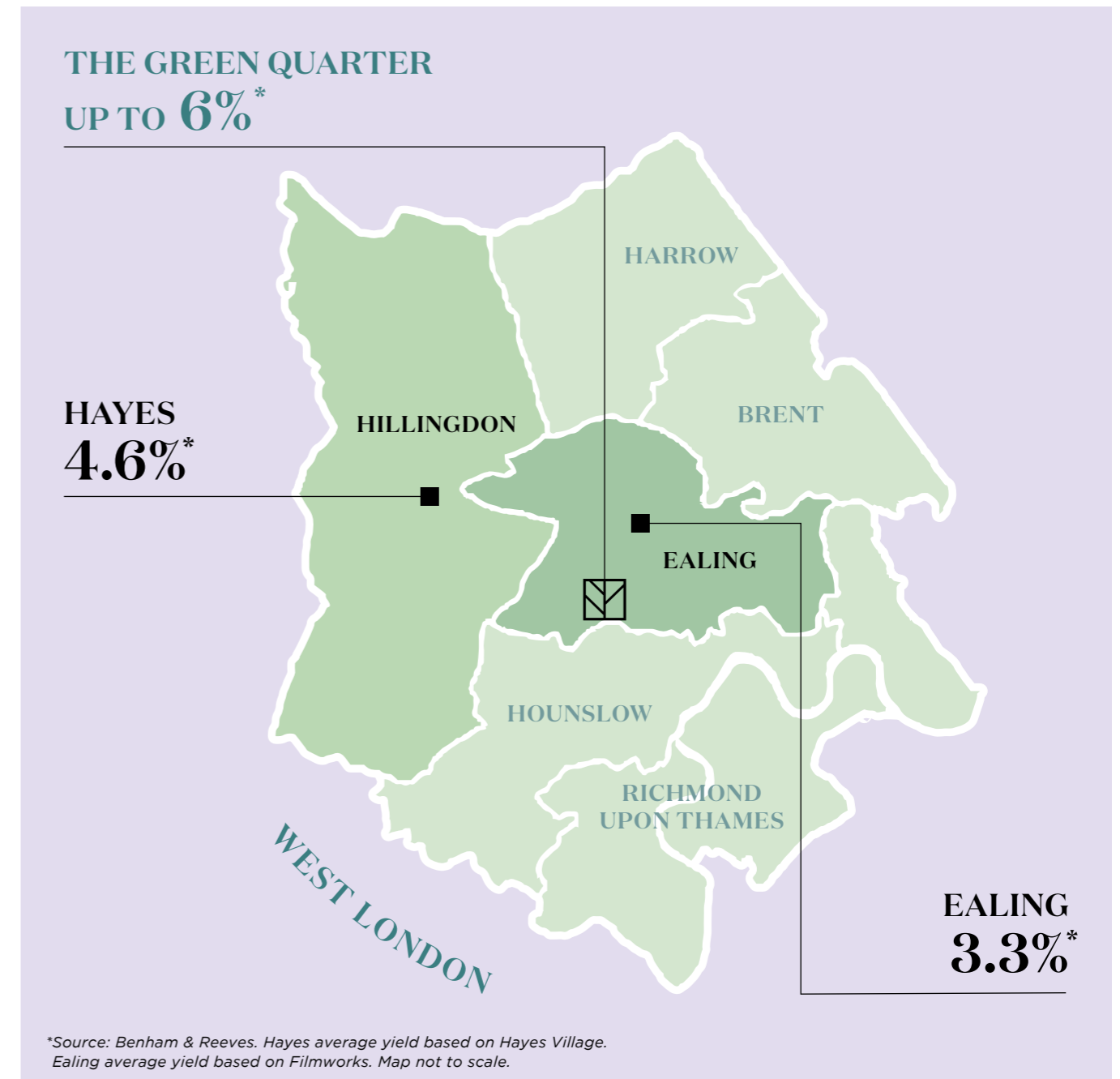
The Green Quarter has access to **37%** of all **information** and **communication jobs** within **London** and **31%** of all **professional, scientific** and **technical jobs**, within a **45 minute commute**.

Source: DataLoft

There is a **diverse tenant profile** at **The Green Quarter** with professionals from **IT, Media/Tech, Fintech, Insurance** and **Banking** being the most represented sectors.



Rental yields achieved



Projected rental estimates at The Green Quarter[^]



HIGH DEMAND ENSURES ABOVE AVERAGE RETURNS

STUDIOS	1 BEDROOM	2 BEDROOM	3 BEDROOM
£1,500	£1,800	£2,400	£2,900
PER MONTH	PER MONTH	PER MONTH	PER MONTH

These **strong rental yields** combined with the capital growth which can be achieved by investing early in a **regeneration area** makes **The Green Quarter** a **highly attractive investment proposition**.

[^]Projected figures for 2025 - source Benham & Reeves

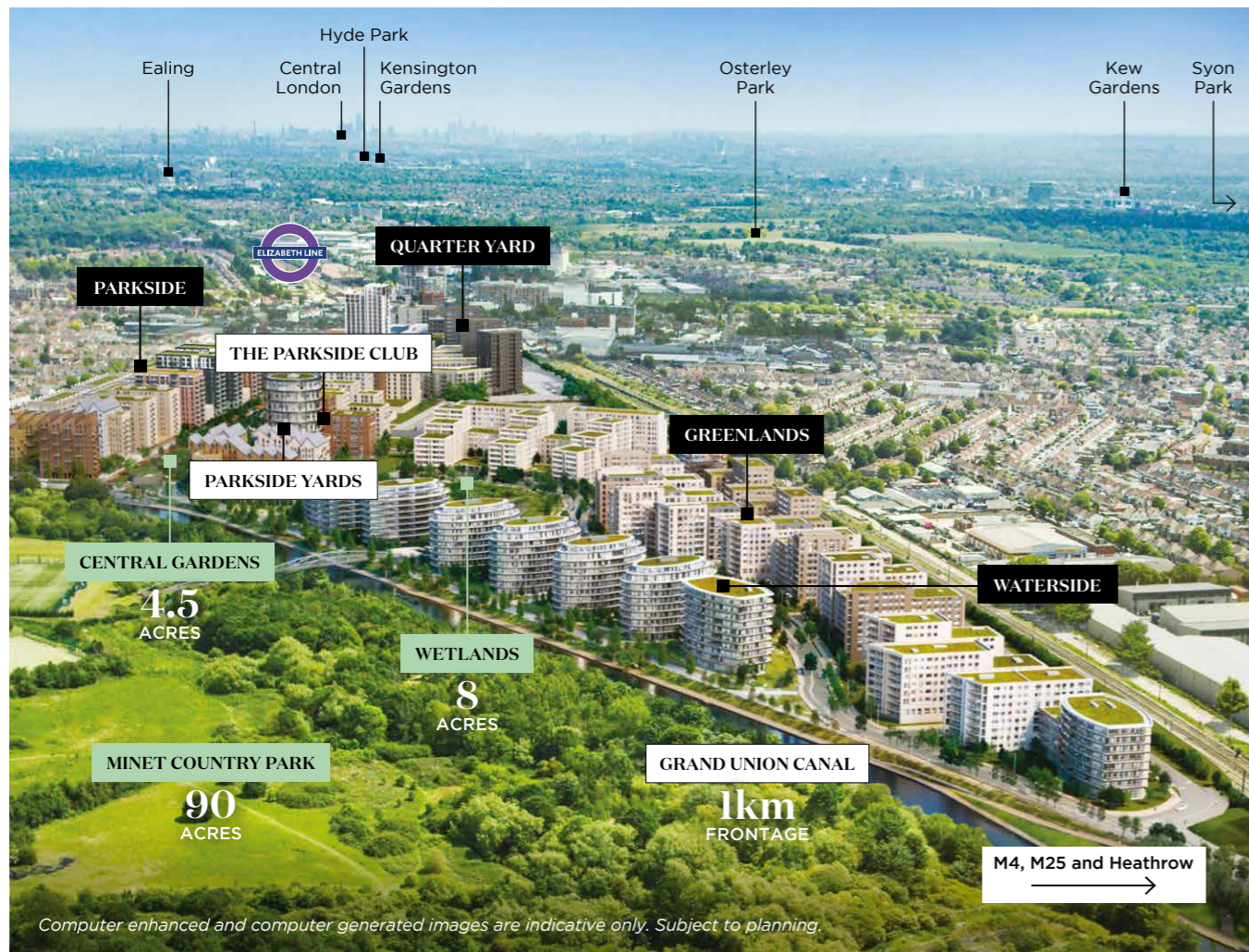
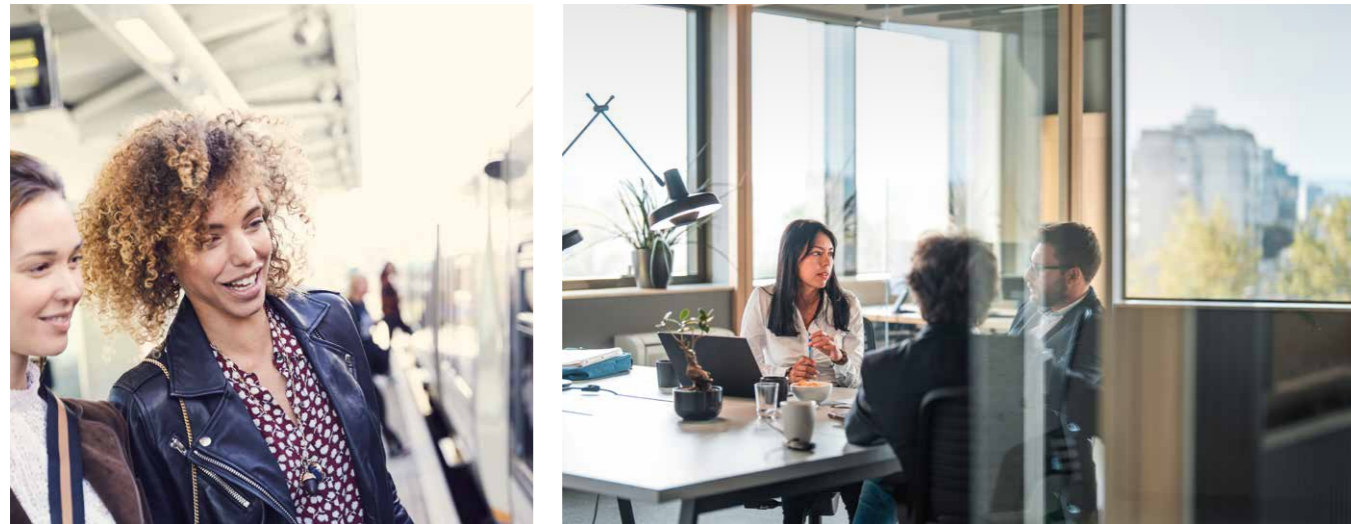
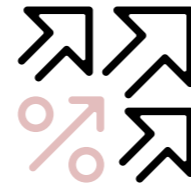
INVESTMENTS GROW FASTER

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%**, making areas with new homes, transport infrastructure and jobs most attractive.

Source: Dataloft



Computer enhanced and computer generated images are indicative only. Subject to planning.

WEST IS BEST

Apartments in **West London** have outperformed Central London over the **past ten years** in price growth by an average of **0.9%** per year.



A LOCATION THAT IS ALREADY GROWING

Investing in London's commuter zone presents long term rewards. Over the next 20 years an additional 1.2 million Londoners will need homes. With the perfect combination of location, regeneration, quality and connectivity, Southall is already proving its appeal for living - and as a **property investment hotspot**.



67%

House price growth in the **Borough of Ealing** in the last decade
Source: Savills 2012-2022

10.2%

Average **annual growth rate** - Property price growth for newer, higher specification properties in **Southall over the last 10 years**.
Source: Dataloft, Land Registry 2013-2022

15%

Increase in **Southall property prices** in the last 2 years
Source: Benham & Reeves from 2021

UNRIVALLED CONNECTIVITY

Residents at **The Green Quarter** benefit from exceptional transport connections, with the new Elizabeth Line on their doorstep, connecting to **Bond Street** in only **3 stops**, and **Heathrow Airport** in just **2 stops**. **Southall station** has also benefited from a **£6.8m upgrade**, with the **Elizabeth Line** significantly shortening journey times into **Central London** and beyond.

Excellent transport connections mean everything is just a short ride away. Surrounding roads connect to motorway transport links such as the **M4** and **M25**, making **The Green Quarter** easily connected to **Central London** and further afield including the heritage sites of **Royal Windsor**, **Royal Ascot** and world renowned **Kew Gardens**.



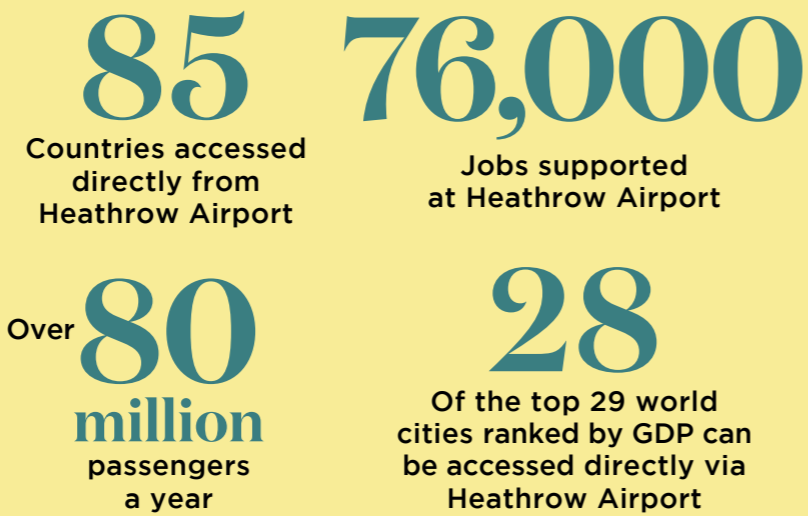
17
MINS
WESTFIELD WHITE CITY

3
MINS
EALING BROADWAY



THE HEATHROW EFFECT

The busiest airport in **Europe** and with connections across the globe, **Heathrow Airport** is just two stops and 10 minutes away on the **Elizabeth Line**. As the UK's largest single-site employer it employs **76,000 people** and supports thousands more jobs in the local area, and with over half of Heathrow employees residents in its local area.

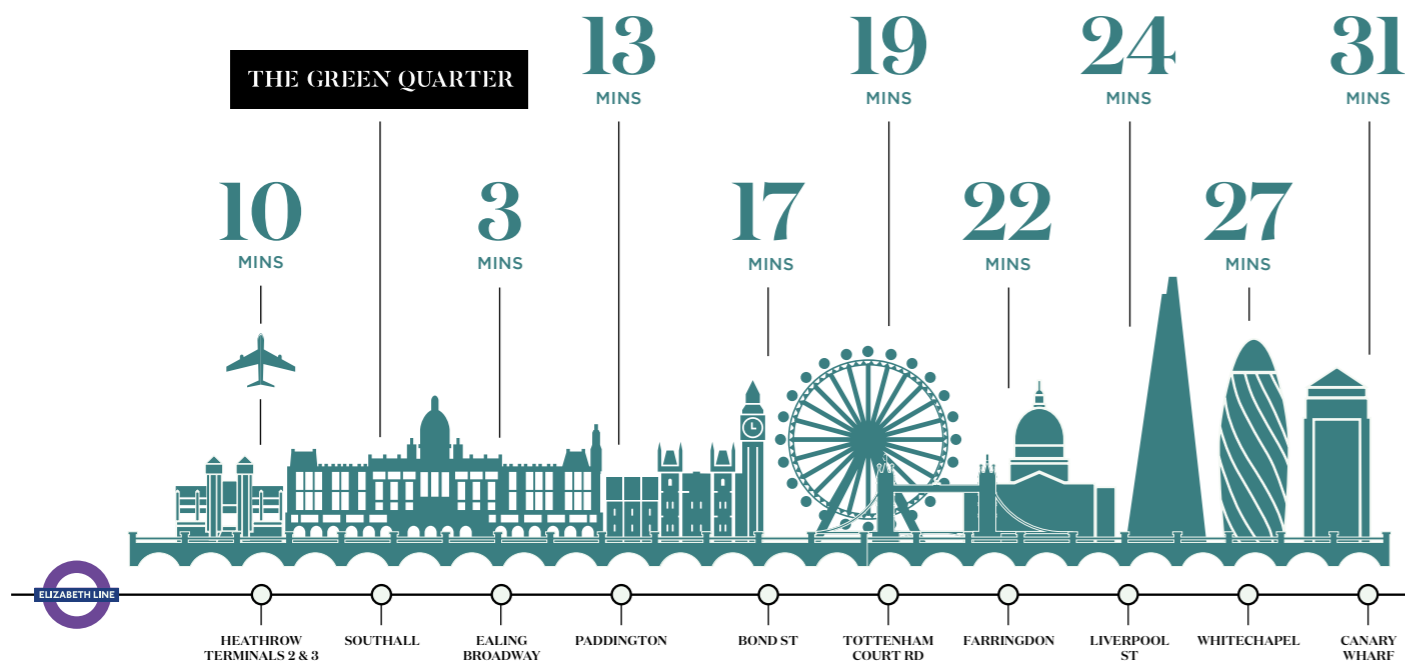


Sources: Google, Heathrow Airport and capitalwestlondon.co.uk



28
MINS
WINDSOR

CONVENIENTLY LOCATED



All travel distances shown are shortest travel distances as sourced from google.co.uk/maps.

22
MINS
WEST END



BY CAR (From UB1 1FH)		BY BIKE (From UB1 1FH)		 Direct service on the Elizabeth Line to Central London
M4	2.0 km	Minet Country Park	2.2 km	
Ealing	6.2 km	Heathrow Airport	7.2 km	
M25	8.2 km	Uxbridge	8.3 km	
Heathrow Airport	8.6 km	Horsenden Hill	8.5 km	
Uxbridge	8.6 km	Denham	17.0 km	
Wembley Stadium	17.3 km	Windsor	19.9 km	
Westfield White City	17.8 km	Little Venice	19.9 km	
Richmond	18.1 km	Paddington Lock	21.0 km	
Harrods	22.8 km	Camden Lock	23.9 km	

Simply cross the road and arrive at **The Green Quarter**

CAREER OPPORTUNITIES

Southall boasts a **strategic geographical position** that places it in close proximity to a range of **key employers**, making it an appealing choice for those seeking to live close to work. The opening of the **Elizabeth Line** has significantly expanded access to major employment centres and the number of jobs available to residents of The Green Quarter, while a further **3,000 new local jobs** are to be created within **Southall** over the coming years. This diverse employment landscape not only fosters a **dynamic local economy** but also offers a wide array of **job opportunities** for residents.



A strong growing economy in West London

£73bn

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

24%

Of the capital's total population lives in **West London***

67%

Of West London's population is within the **working age of 16-64***

940k

Jobs in West London, helping to boost a **strong growing economy***

Analysis of jobs by sector from The Green Quarter

37%

Of all London **IT and Communication** sector jobs are within a **45 MINUTE** commute

31%

Of all London **Professional, Scientific and Technical** sector jobs are within a **45 MINUTE** commute

38%

Of all London **Transport and Logistics** sector jobs are within a **30 MINUTE** commute

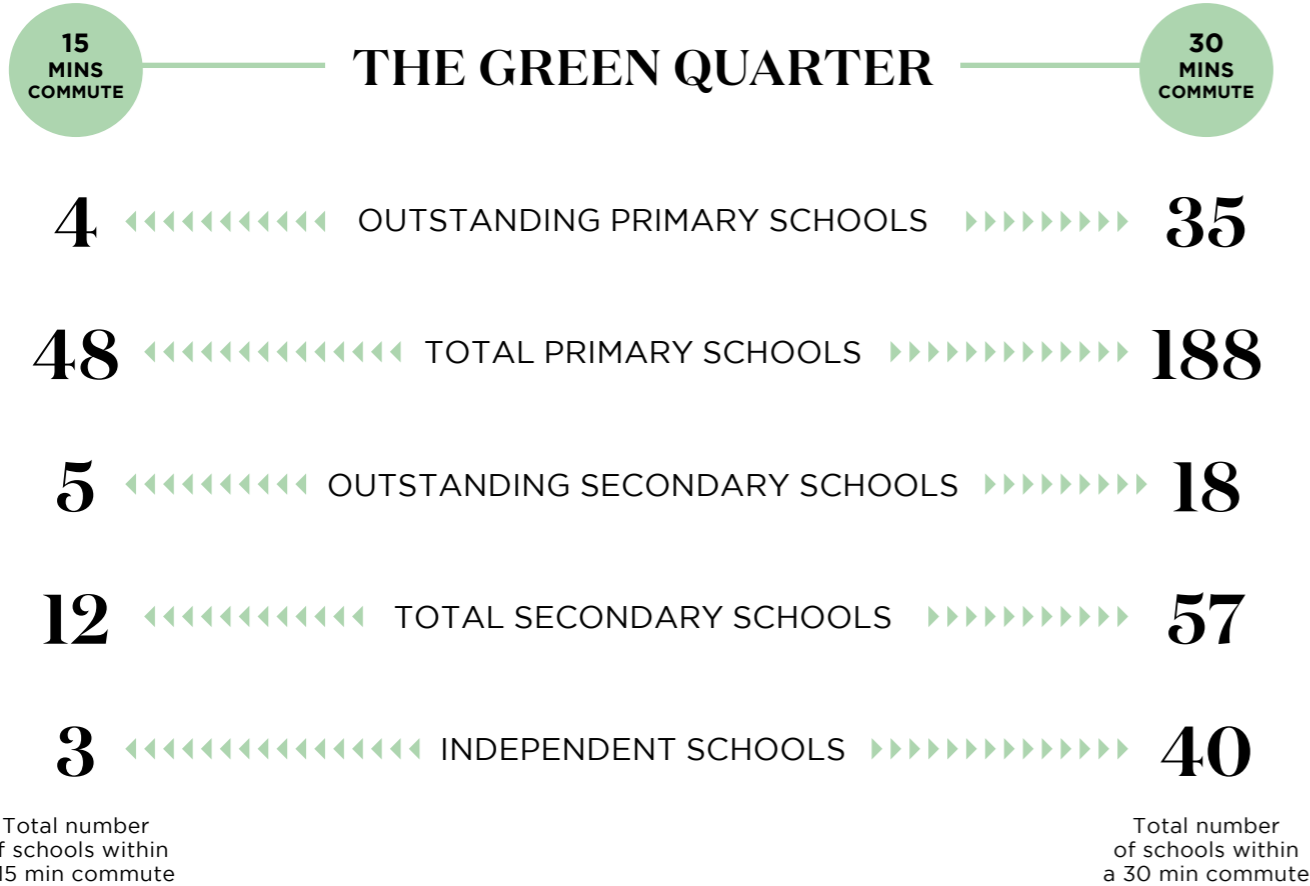
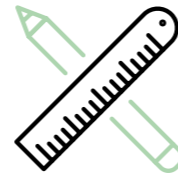
*Source: capitalwestlondon.co.uk. All travel distances shown are shortest travel distances as sourced from google.co.uk/maps. Map not to scale. **Source: Stockley Business Park.



TOP MARKS FOR EDUCATION

SCHOOLS

The Green Quarter provides access to educational facilities for every age. It not only attracts local families looking for good schools, it puts London's superb higher education facilities within reach. That ensures **rental demand from students, staff and researchers from around the world.**



4 nearby primary schools rated **OUTSTANDING**



5 nearby secondary schools rated **OUTSTANDING**

UNIVERSITIES

London has long been a hub for **international students** seeking the best universities in the world. There are over **19,000** international students registered at establishments within a **30-minute commute** of The Green Quarter.


19,000
International Students



UNIVERSITY OF WEST LONDON

 **7.2 KM DRIVE**


 **1 STOP TO EALING BROADWAY**

JOURNEY TIME 20 MINS


TOTAL STUDENTS 18,965


INT. STUDENTS 3,990

With campuses in Ealing and Brentford, the University of West London has built an enviable reputation ranging from Business, Law and Computing to Film, Media and Design.



Brunel University London

 **7.5 KM DRIVE**

 **2 STOPS TO WEST DRAYTON**

JOURNEY TIME 30 MINS

TOTAL STUDENTS 18,655

INT. STUDENTS 7,010

Brunel University London has nearly 19,000 students from over 100 countries on its Uxbridge campus. Courses include Business, Arts and Social Sciences; Engineering and Medicine.



UCL

 **24.1 KM DRIVE**

 **4 STOPS TO TOTTENHAM COURT RD**

JOURNEY TIME 33 MINS

TOTAL STUDENTS 46,830

INT. STUDENTS 24,145

UCL, constantly ranked among the top 10 universities in the world, is a public research university known for academic excellence, breaking boundaries and making a positive impact on real world problems.

OTHER TOP UNIVERSITIES WITHIN CLOSE PROXIMITY OF THE GREEN QUARTER



Birkbeck
UNIVERSITY OF LONDON

JOURNEY TIME 31 MINS

TOTAL STUDENTS 10,660

INT. STUDENTS 1,410



CITY
UNIVERSITY OF LONDON
EST 1894

JOURNEY TIME 39 MINS

TOTAL STUDENTS 20,685

INT. STUDENTS 6,315




UNIVERSITY OF LONDON

JOURNEY TIME 37 MINS

TOTAL STUDENTS 4,290

INT. STUDENTS 505



Imperial College London

JOURNEY TIME 40 MINS

TOTAL STUDENTS 21,470

INT. STUDENTS 11,320

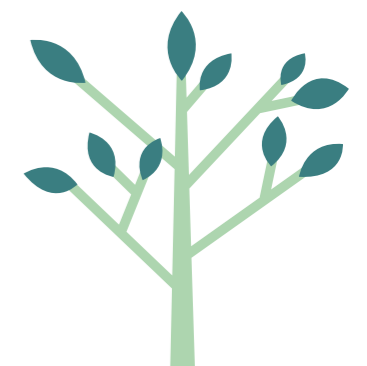


LSE THE LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE

JOURNEY TIME 37 MINS

TOTAL STUDENTS 12,975

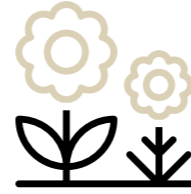
INT. STUDENTS 8,520



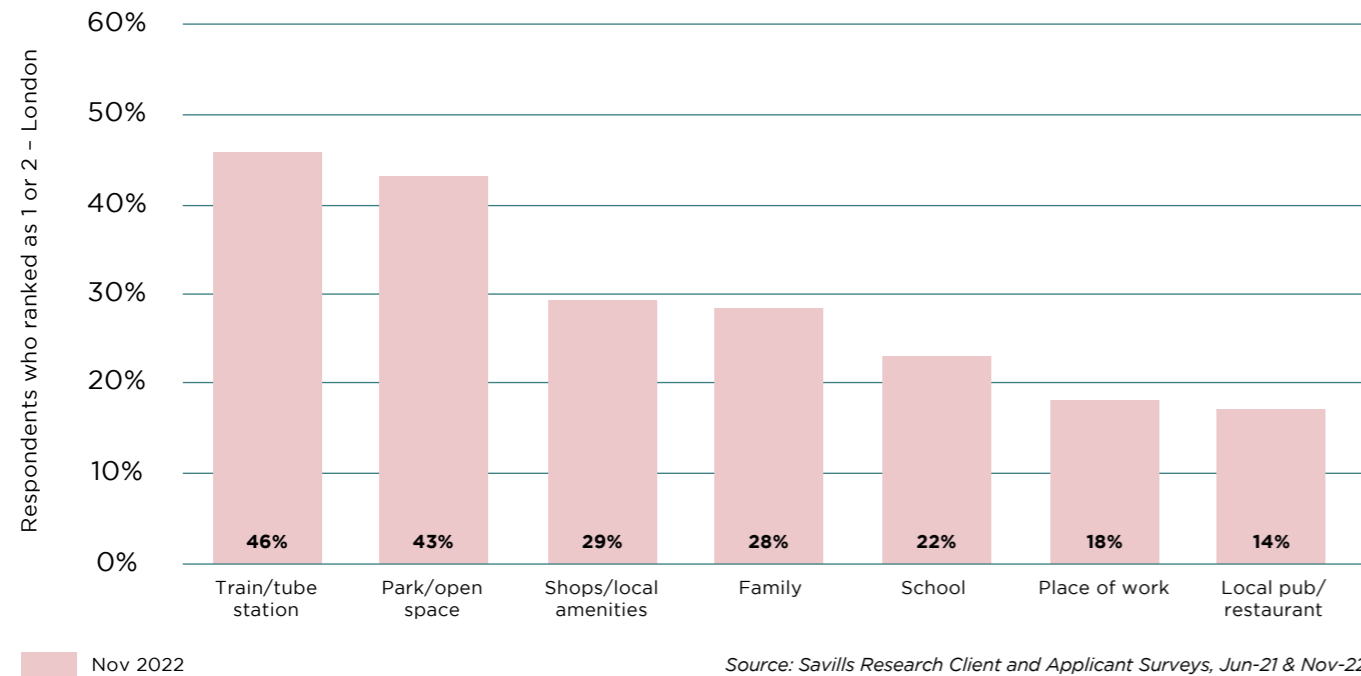
Source: HESA, Top Universities, QS World University Ranking. All travel distances shown are shortest travel distances as sourced from google.co.uk/maps.

A GREEN VISION

The **Green Quarter** is set to become one of the **most biodiverse** developments in the UK. Homes will be integrated into a sustainable, nature-rich destination where biodiversity and **open green space** support a **better quality of life**. Proximity to quality open space is known as a **key driver for buying or renting a home** in London. Those living in The Green Quarter will find that space on their doorsteps.



THE IMPORTANCE OF GOOD CONNECTIONS AND OPEN SPACES



The **London Borough of Ealing** has the 6th highest percentage of households with access to open space

(Source: Greenspace info for Greater London)

THE GREEN QUARTER IN NUMBERS

As **The Green Quarter** continues to grow, new parks and pathways will emerge that traverse the whole area. Apartments nestled among the trees feature balconies that give you **stunning views** across the landscaped gardens and waterways. Residents will also have access to **podium gardens**, with an assortment of deciduous and **evergreen trees**.



2,500

New trees being planted

1km

Of canal frontage at **The Green Quarter**

65%

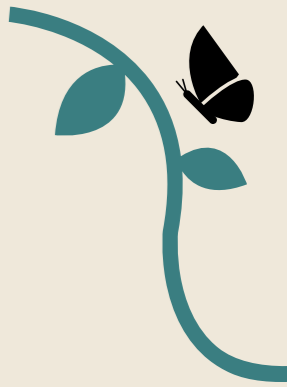
Of all homes will **overlook water or open space**

93%

Net biodiversity gain

SHAPING SPACES FOR THE FUTURE

At **The Green Quarter** we have included a variety of features to reduce environmental impact and make it easier to live a **healthy, sustainable** lifestyle. Including, **car charging points, cycle lanes** and **pedestrian walkways**. Built for an **'on demand'** lifestyle at every level.



50%

OPEN GREEN SPACE

The Green Quarter is well balanced with 50% of the land on the site comprised of beautiful open green space, set over parks and gardens.

Source: Berkeley



126

ACRES OF PARKS AND GARDENS

The Green Quarter is set within a wider area of generous open green space. Southall has 126 acres of public parks and gardens making up 4.2% of the land.

Source: Ordnance Survey



10

MILE CYCLE 'QUIETWAY'

The Green Quarter benefits from direct access to a dedicated tow path into North Kensington, allowing a one-hour journey into Central London.

Source: Canal & River Trust



Computer generated images are indicative only.



90

Acres of **Minet Country Park** linked to The Green Quarter via a new footbridge

13

Acres of **parkland**

17+

Acres of **podium gardens**

70%

Of irrigation water will be from **storm water**

COMMUNITY & AMENITIES

PARKSIDE YARDS

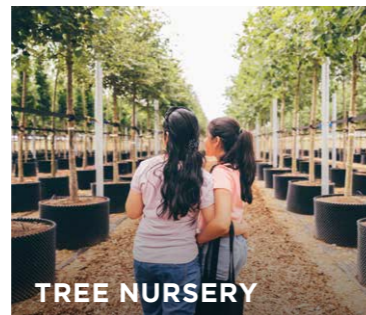
Parkside Yards at The Green Quarter has added a **new cultural space** and exciting **arts and wellness programme** to the community and features a ceramics studio, community centre, café, lifestyle store and an Airstream offering pizzas in the piazza. Parkside Yards also adds to the **expanding parkland** in the area with a pioneering tree nursery, woodland trail and children's play area with a jumping pillow.



PINSAFRESCO PIZZA



CAFÉ



TREE NURSERY



NATURE TRAIL AND CHILDREN'S PLAY AREAS



OPEN SOUTHALL

The Parkside Club



GYM



CONCIERGE



SCREENING ROOM



CO-WORKING LOUNGE

INVEST IN THE FUTURE, NOW

Why invest in The Green Quarter? There are many reasons why buying a home here offers a **better lifestyle** and **greater returns** on your investment.

Superb connections to Central London via the Elizabeth Line and increasing demand for the area ensure **strong rentals** and **capital growth**.

The location benefits from **regeneration initiatives**, an **excellent environment** and a **booming job market**. Plus of course, the **high quality** homes from **Berkeley**.

The Green Quarter will deliver **four new neighbourhoods**, each will be created by different architects and landscape designers. As the seasons change, walking between the increasing **variety of green spaces, outdoor areas** and **buildings** will feel like stepping into somewhere new every time.

There is the confidence of knowing that homes are built with the **future in mind**, with demand already established, offering **high returns, minimal voids** and **long-term potential**. Regeneration and placemaking can drive **price growth** in residential markets, especially when it is supported by the expertise of the **Berkeley Group**. Living here will be more enjoyable and practical. **Investing** here will be more **rewarding**.



Computer generated image is indicative only.

DEVELOPMENT OVERVIEW

THE DEVELOPER

Founded in 1976, Berkeley is a leading developer of outstanding homes, and has won numerous awards for quality, design and customer service. Berkeley builds beautiful successful places, blending homes and public realm with great facilities to create fantastic communities where people love to live.

THE DEVELOPMENT

88 acre site in Southall

A prime location overlooking both the 90 acre Minet Country Park and Grand Union Canal

13 acres of parkland over 3 parks - 50% of the site is open green space

£1 billion regeneration investment

4 neighbourhoods:

Parkside

Quarter Yard

Greenlands

Waterside

Each neighbourhood created by different architects and landscape designers

Regenerating and opening up a stretch of canal-side with attractive public realm for the wider community to enjoy

THE APARTMENTS

A selection of Manhattan, 1, 2 & 3 bedroom apartments and 3 bedroom townhouses

High-quality specification

Apartments feature generous living spaces, large windows and a balcony or terrace

Contemporary interior design takes inspiration from area's industrial heritage

2 interior colour palettes



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