



WOODBERRY DOWN

# WHY INVEST IN WOODBERRY DOWN



By tube from Manor House station to nearest station

|     |   |            |   |
|-----|---|------------|---|
| ★ ★ | University College London<br>(London Euston)        | 5-10 MINS  | UAL: Central St Martins<br>(King's Cross)                     |
|     | UAL: London College of Fashion<br>(Oxford Circus)   | 10-15 MINS | School of Oriental & African Studies<br>(Russell Square)      |
| ★   | City University of London<br>(Angel)                | 10-15 MINS | London School of Economics and Political Science<br>(Holborn) |
|     | Royal Academy of Music<br>(Regent's Park)           | 10-15 MINS | Regent's University London<br>(Baker Street)                  |
|     | European School of Economics<br>(Bond Street)       | 10-15 MINS | University of Westminster<br>(Baker Street)                   |
|     | CUL: Bayes Business School<br>(Old Street)          | 15-20 MINS | London Business School<br>(Baker Street)                      |
|     | City of Westminster College<br>(Edgware Road)       | 15-20 MINS | Imperial College London<br>(South Kensington)                 |
| ★   | King's College London<br>(Covent Garden)            | 15-20 MINS | Queen Mary University of London<br>(Bethnal Green)            |
|     | London School of Business and Finance<br>(Moorgate) | 20-25 MINS | London South Bank University<br>(Elephant and Castle)         |

★ London University Ranking ★ Global University Ranking

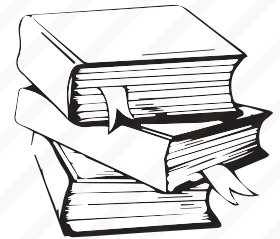
All times are approximate. Travel times stated are based on travelling at 7.30am on a weekday and exclude walking time from the station to the university. Source: TfL.gov.uk. Global University Ranking source: QS topuniversities.com 2022. London University Ranking source: www.timeshighereducation.com 2022

Located within the **London Borough of Hackney**, Woodberry Down is an innovative Regeneration Project, which once complete, will feature over **5,500 new homes** set within **64 acres** adjacent to the spectacular natural surroundings of **two existing reservoirs** and **Finsbury Park**.

We have now launched our Third Phase of Woodberry Down, The Editions Collection. Which features five instalments, **Emerald Quarter, Hawker House, Darter Apartments, Amber Apartments and Emperor Point**. Homes will be completing between Q3 2024 – Q4 2025, with one, two and three bedroom apartments on offer. For current availability and pricing, please contact a member of our sales team.

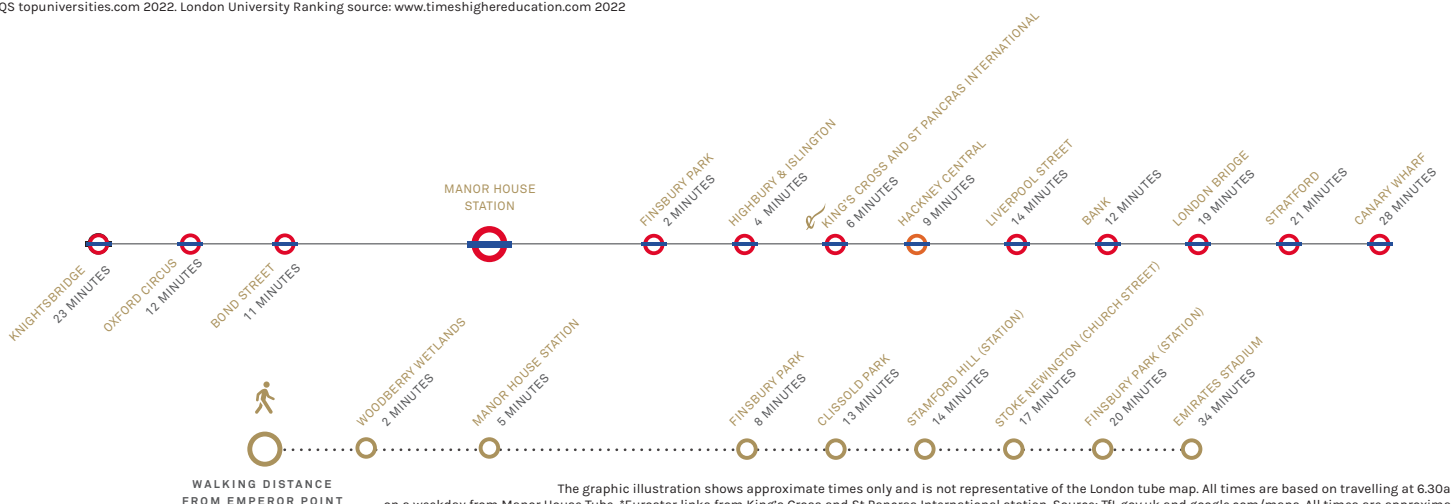
## Education

London has over 40 institutions of higher education. Some of the worlds highest ranking universities are within a 25 minute journey from Woodberry Down.



## Connectivity

Manor House Underground Station, located within Zone 2 London, provides quick links via the Piccadilly Line to Central London and the City and is conveniently located on site.



# INVESTING IN HACKNEY

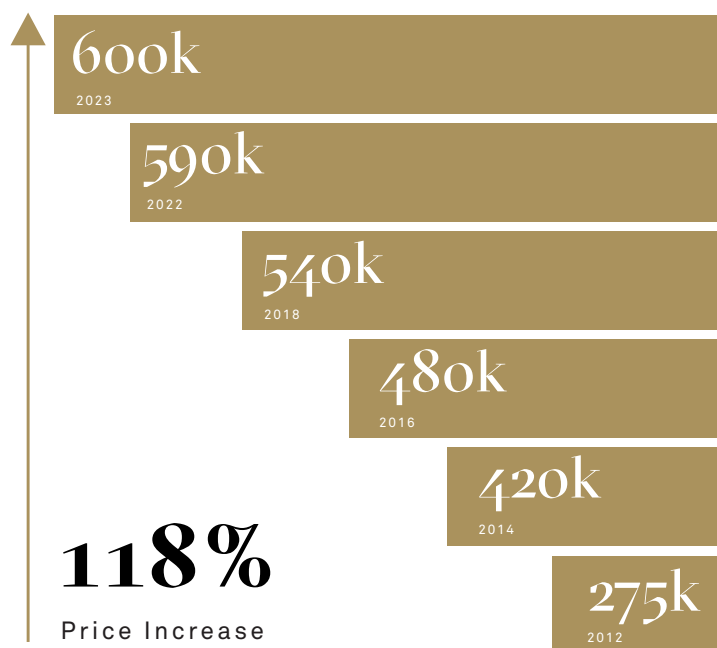
The London Borough of Hackney is a regeneration success story seeing a price growth of 17.6%\* in the last five years alone. A former industrial quarter, Hackney has now blossomed into a vibrant community of creatives, the foundation of the mass of cool coffee shops, vintage clothing stores and happening nightlife.

\* Land Registry 2022



- One of London's most significant regeneration projects
- £1 billion invested
- Active site – Phase 3 of 8 Phases
- 6 minutes by tube to the buzzing business hub of King's Cross

Average historic price growth for a 1 bedroom apartment in Woodberry Down



## The Berkeley Regeneration Effect

|                     | Royal Arsenal Riverside | Woodberry Down | Kidbrooke Village | Beaufort Park |
|---------------------|-------------------------|----------------|-------------------|---------------|
| Launch £/PSF        | £480                    | £415           | £350              | £456          |
| Current £/PSF       | £1,091                  | £1,028         | £850              | £851          |
| Percentage Increase | 127.29%                 | 147.71%        | 142.86%           | 86.62%        |
| Years Running       | 2001 - 2033             | 2009 - 2035    | 2009 - 2030       | 2006 - 2032   |

## Length of Tenancy

- Majority of contracts agreed for 2 years
- Minimal void periods
- On average apartments are rented within the first two weeks of going online

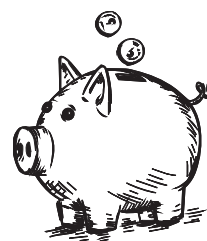


## Tenant Profile

25 to 35 year old professional couples, singles and sharers

## Terms of Payment

- Reservation fee: £2,000 or £5,000
- 10% on exchange of contracts (within 21 days)
- A further 10% payable 12 months after exchange
- A further 5% payable 18 months after exchange
- A balance of 75% is payable on completion
- Estimated service charge of £3.83/sqft - £4.14/sqft per annum



## Monthly rental price increase 2012 - 2023

|                     | 1 Bed           | 2 Bed           | 3 Bed           |
|---------------------|-----------------|-----------------|-----------------|
| 2012                | £1,150          | £1,450          | £1,950          |
| 2018                | £1,600          | £2,100          | £2,850          |
| 2020                | £1,650          | £2,100          | £2,600          |
| 2023                | £1,900 - £2,100 | £2,700 - £2,900 | £3,650 - £3,850 |
| Average Gross Yield | 4.2%            | 4%              | 3.5%            |

Source: JLL



## Exclusive Resident Facilities

Including a concierge, business lounge and screening room

OUR VISION  
**2030**  
TRANSFORMING TOMORROW

**Berkeley**  
Group  
Proud member of the Berkeley Group

**Investor in Customers**  
Gold 2022

**Berkeley**  
Designed for life

### DISCLAIMER

Please be aware that these details are intended to give a general indication of properties available and should be used as a guide only. The company reserves the right to alter these details at any time. The contents herein shall not form any part of any contract or be a representation including such contract. These properties are offered subject to availability. Applicants are advised to contact the sales office or the appointed agents to ascertain the availability of any particular type of property so as to avoid a fruitless journey. Computer generated images of Emperor Point are indicative only. Lifestyle images are indicative only.