

QUEENS CROSS

ROYAL DOCKS E16

◆ INVESTOR GUIDE

LOCATION, LOCATION, LOCATION.

Much of the regeneration of east London was kickstarted with the Olympics in 2012. Ten years on and the Olympic legacy is clear, with the price map of London which previously tilted west across London now showing higher pricing along the Thames eastwards. Steep rise in property prices in Newham have narrowed the gap against more established residential markets such as Kensington and Chelsea. With significant further regeneration still underway in the area there is further upside to come.

An analysis of average sale prices at intervals since 2012 shows this clear shift eastwards in higher pricing. Mount Anvil has consistently built homes in places that deliver growth. As a London-focused business, it has been able to find and develop in emerging locations and prices have outperformed other homes in the same postcodes.

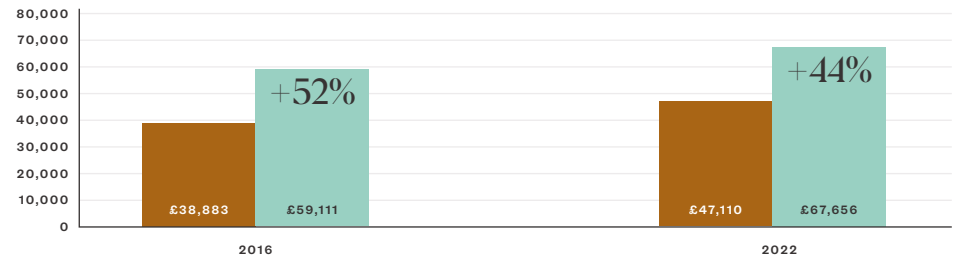
EXPECTED MONTHLY RENTAL FIGURES FOR QUEENS CROSS BY 2026¹

Studios	£1800 – £2000
One-Bedroom	£2000 – £2300
Two-Bedroom	£2500 – £2700
Three-Bedroom	£2900 – £3100

DEMOGRAPHICS OF LOCAL ROYAL DOCKS RESIDENTS ARE CATCHING UP WITH NEIGHBOURING MORE CENTRAL AREAS

The demographics of residents living in the area have been changing too. With new high-profile employers based in the Royal Docks together with easy access to a range of local employment hubs, earnings of residents have been rising. Steeper rises in earnings for the Royal Docks means the margin with other local areas has been decreasing. Looking back to 2016 the margin between residents earnings (based on tenants only) was 52% compared to Canary Wharf whereas on data for 2022 this margin has narrowed to 44%.

AVERAGE EARNINGS OF RESIDENTS *The Royal Docks* ♦ and *Canary Wharf* ♦²



ROYAL DOCKS PRICES HAVE OUTPERFORMED OVER LAST 3 YEARS

↑ 10%

ROYAL DOCKS

Price growth

↑ 6%

LONDON

Price growth

21%

NEWHAM

Population Growth by 2031, driving house demand³

20%

NEWHAM

Forecast House Price Growth, 2021-2025⁴

15%

NEWHAM

Forecast Rental Growth, 2021-2025⁴

3,280

NEW HOMES

The Mayor of London has suggested that Newham will need 3,280 new homes every year for a decade to meet demand.

¹These are expected rental values and are subject to a market appraisal upon completion

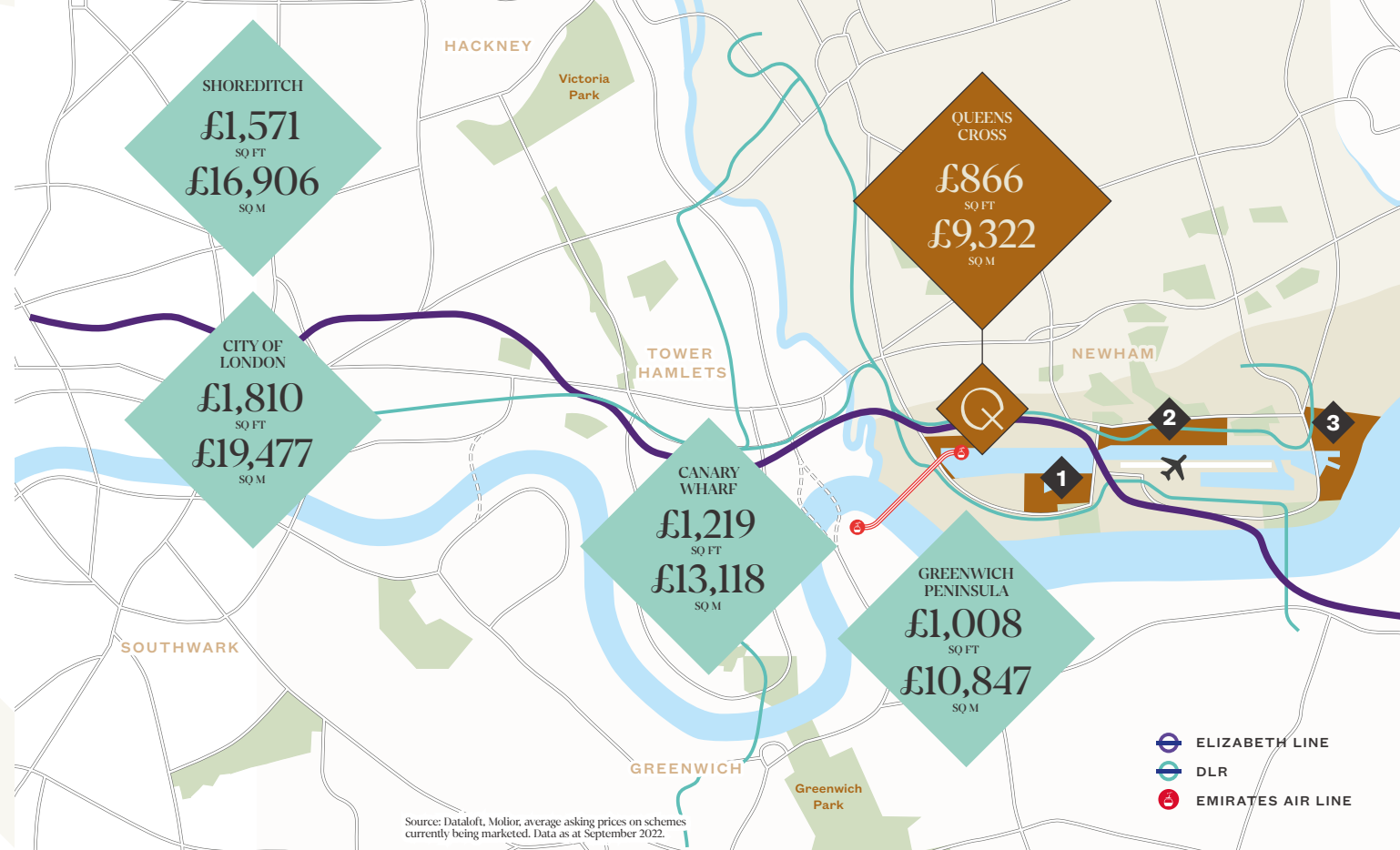
²Source: Dataloft, DRMA. ³Source: GLA, 2021. ⁴Source: CBRE, 2021

A SMART INVESTMENT

IMMEDIATELY EAST OF CANARY WHARF, THE ROYAL DOCKS IS EMERGING AS A NEW DISTRICT FOR BUSINESS AND CULTURE IN LONDON.

Over £8bn of investment is flowing into the area across the next 20 years. Improvements to transport, streets, and open spaces are underway, preparing for an estimated 21% population growth in the wider area. Backed by government investment and the infrastructure legacy of the 2012 Olympic Games, east London has seen the fastest rise in population in the UK. And with demand comes growth – house prices in the area have leapt up 79% over the last 10 years outstripping London wide growth of 58%*.

Affordability is a big driver for growth, and prices at Queens Cross are currently a margin below asking prices in neighbouring areas. Asking prices on new residential schemes currently being marketed show the Royal Docks pricing is 22% below Greenwich Peninsula and 35% below Canary Wharf. Such that at £866 per sq ft (£9,322 sq m), it offers significantly better value than neighbouring areas. Add to this the expectation that the population of Newham will grow over a quarter (21%) by 2031 as it continues to appeal to young professionals, students and graduates. This will inevitably drive up demand and put pressure on prices.



LONDON TOPS GLOBAL RANKINGS

Surveys continue to place London as a top global city which should continue attract residents and investors alike.

1st

QUALITY OF LIFE RANKINGS

London's quality of life makes it world's 'city of choice' London ranked 1st against 45 other cities¹

2nd

MOST IMPORTANT

GLOBAL FINANCIAL CENTRE²

A NEW BUSINESS DISTRICT FOR LONDON

The Royal Docks is London's only Enterprise Zone offering attractive tax breaks and business incentives. There are three focus areas:

1

SILVERTOWN QUAYS

- £3.5bn development value
- 7-million sq ft of residential and commercial space
- Supporting 6,000 new homes and 10,000 jobs

2

ROYAL ALBERT DOCK

- £1.7bn investment project
- New international commercial district
- 4.6-million sq ft total project size
- 460,000 sq ft office space across 21 buildings

3

ALBERT ISLAND

- £300m investment
- Original entrance to Royal Docks
- 25 acre site
- 100,000 sq m of commercial development, boatland and marina

Source: TfL, London.gov, Royal Docks Opportunity

¹Source: Boston Consulting Group, 2021. ²Source: Z/Yen Global Financial Centres Index, March 2022



£600m

OF TFL INVESTMENT
in the DLR bringing 43 new trains
with air conditioning and USB points



12

TRAINS TRAVELLING PER HOUR
Faster, more reliable trains slashing
journey times across London



£1bn

SILVERTOWN TUNNEL
improving journey times
across east London



£500m

UPGRADE TO LONDON CITY AIRPORT
creating more jobs and
business opportunities

YOU'RE CONNECTED:

HERE, THERE, AND EVERYWHERE.

The newly-opened Elizabeth line, a 3-minute walk from your new home, has made the Royal Docks one of the best-connected places in London.

New trains and improvements on the DLR, and the Silvertown Tunnel (opening 2025), will soon make it easier to get around nearer to home.

From 2025, London City Airport's £500 million upgrade will include a new terminal (and quieter planes) that will serve new destinations, as far flung as the Middle East and America's East Coast.



START:
ROYAL VICTORIA

- 2 MINS Canning Town
- 9 MINS Stratford
- 14 MINS London City Airport
- 16 MINS Tower Gateway (*Tower Bridge*)
- 19 MINS Bank
- 24 MINS Greenwich



START:
CUSTOM HOUSE (EXCEL)

- 3 MINS Canary Wharf
- 10 MINS Liverpool Street (*The City*)
- 15 MINS Tottenham Court Road
- 17 MINS Bond Street
- 21 MINS Paddington
- 43 MINS Heathrow Airport

Crafted by



Mount Anvil,
better London living

