

L7 LOMBARD SQUARE

AN URBAN REVIVAL

36%
rental growth over
the past 3 years in
the Plumstead -
Woolwich area
compared to the 25%
Greater London average

Dataloft Rental Market Analytics by PriceHubble,
local area is 1km around Woolwich town centre,
12 months to May 2025

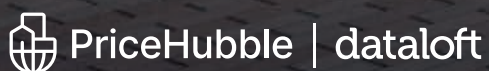
4.9%
average annual
Berkeley price growth
over ten years
compared to the
3.6% London average

Dataloft (PriceHubble), Land Registry,
2-bed apartments 2023

UP TO 28%
SAVINGS
on sale prices compared
to similar high-quality
developments in
East London

Dataloft (PriceHubble), Land Registry upper quartile prices
in the 12 months to May 2025, 3-bed apartment, Berkeley

Analysis by



Berkeley
Designed for life

SOUTH EAST LONDON'S RISING HOTSPOT

Lombard Square is a bold new chapter for Plumstead, a thoughtfully designed neighbourhood within the Royal Borough of Greenwich in one of South East London's fastest-growing areas, where regeneration and connectivity are unlocking long-term value.

In Transformation

Lombard Square is at the heart of some of London's most exciting destinations undergoing major regeneration.

>£5.2M

invested in transforming Plumstead High Street, Station, and redeveloping Plumstead Power Station into a vibrant cultural and commercial destination.

£45.6M

invested in Woolwich Works and over £25 million in the town centre, with Woolwich rapidly emerging as a cultural and creative hub.

£9BN

invested to transform Thamesmead into a vibrant, sustainable waterside community, London's largest regeneration project.

Department for Levelling Up, Housing and Communities' Future High Street Fund (FHSF) and Historic England's High Streets Heritage Action Zone (HSHAZ), Royal Borough of Greenwich, royalgreenwich.gov.uk, Peabody, CBRE

Strong growth

Over the past decade, major regeneration and transport upgrades have driven strong residential price growth in South East London, with the Plumstead - Woolwich area outperforming the wider London market.

10 year price growth

Plumstead - Woolwich area

61%

Greater London

34%

PriceHubble (Dataloft), Land Registry, Plumstead - Woolwich area is 1km around Woolwich Town Centre, data to end May 2025

Opportunity Area

Lombard Square is part of the Thamesmead and Abbey Wood Opportunity area. London Opportunity Areas are key zones for large-scale development, delivering new homes, transport links, and jobs, often driving price growth above the wider London average.

8,000 new homes



and

4,000 new jobs

planned by 2041



London Datasource, Thamesmead and Abbey Wood Opportunity Area

3.1% OUTPERFORMANCE

of London Opportunity Areas compared to average annual London house price growth

Land Registry, Dataloft (PriceHubble) *Based on 22 Opportunity Areas across London using the best 7-year period of sale price growth since regeneration started (time period of 2009 to present).

THE BERKELEY EFFECT

Berkeley developments are known for delivering lasting value, with a strong track record of long-term price growth.

4.1%*

AVERAGE
ANNUAL PRICE
GROWTH



at the neighbouring Berkeley Royal Arsenal Riverside development

Higher than the 3.0% London average

*based on individual tracked resale values

Source: Dataloft (PriceHubble), Land Registry, Greater London, compound annual growth rate in the 10 years to May 2025, all property types

On the rise

As demand grows, Greenwich is forecast to see population growth nearly double the London average, supported by major regeneration, new homes, and expanding job opportunities.



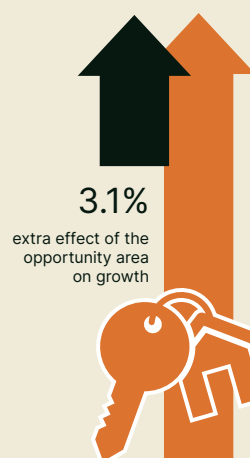
21%

population growth
forecast in Greenwich
2021 to 2041

Higher than the
12% London average

GLA population projections 2020

Price forecasts



3.1%

extra effect of the
opportunity area
on growth

19.3%
FORECAST
GROWTH

in sales prices
London 2025-2029

Consensus across agents, forecasts were latest published at time of report

SURGING RENTAL VALUES

Lombard Square is perfectly positioned in a rapidly evolving rental location. With projected monthly rents of £1,750 to £2,850*, and average yields of up to 6.2%***, the development offers potential and lasting investment appeal.

*Berkeley average projected monthly rents for a 1-bed and 3-bed apartment
** Berkeley, average gross yield for a 1-bed apartment



WHO RENTS IN THE LOCAL AREA?

£91,690
UPPER QUARTILE
INDIVIDUAL GROSS
INCOME

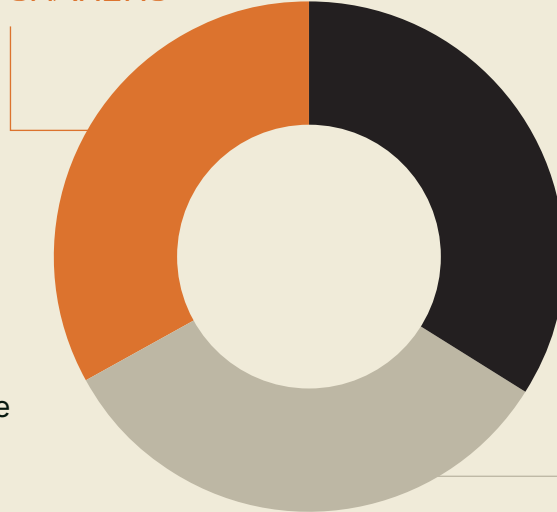


26%
moved from less
than one mile



30
average
age

33%
COUPLES/
SHARERS



34%
FAMILIES

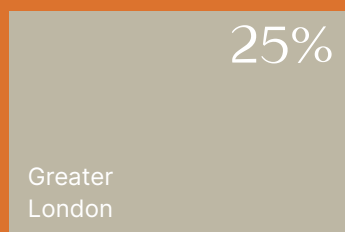
33%
SINGLES

Dataloft (PriceHubble), local area is 1km from Woolwich centre

OUTPERFORMANCE

With average local rents up 36% in three years, the area continues to benefit from sustained investment and transformation.

3 year rental growth



Greater
London

Plumstead -
Woolwich area

36%



15.3%
FORECAST
RENTAL
GROWTH

in London 2025-2029

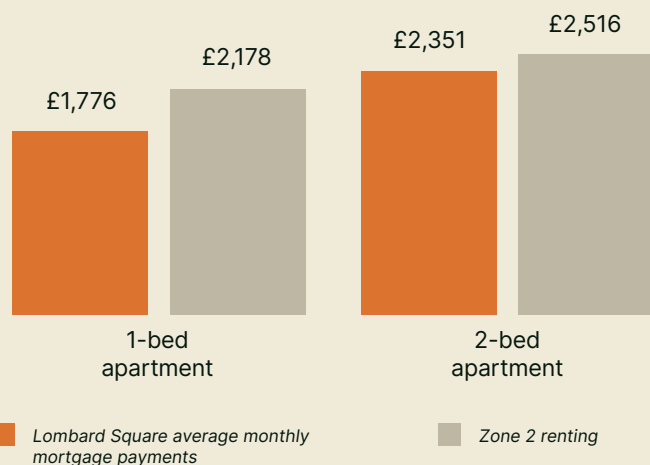
Dataloft Rental Market Analytics by PriceHubble, local area is 1km around Woolwich town centre, 12 months to May 2025

Consensus across agents, forecasts were latest published at time of report

RENTING VS BUYING

Buying at Lombard Square can be cheaper than renting in Zone 2*. Coupled with the potential for capital growth, this makes joining the community an excellent investment.

*Based on a 4.25% mortgage rate, 15% deposit and 25-year term



Dataloft Rental Market Analytics by PriceHubble. Based on 4.25% mortgage rate, 15% deposit and 25-year term vs average monthly rents May 2025, excludes costs involved in purchase. Lombard Square is located in Zone 4. Please note mortgage rates can vary.



THE VALUE OF OUTSTANDING PUBLIC TRANSPORT

Lombard Square provides fast connections across the capital, with Plumstead Station and the Elizabeth Line at Woolwich just a short walk away.

Lombard Square holds a **PTAL rating of 6a**, placing it among the top-rated areas in London for public transport access.*

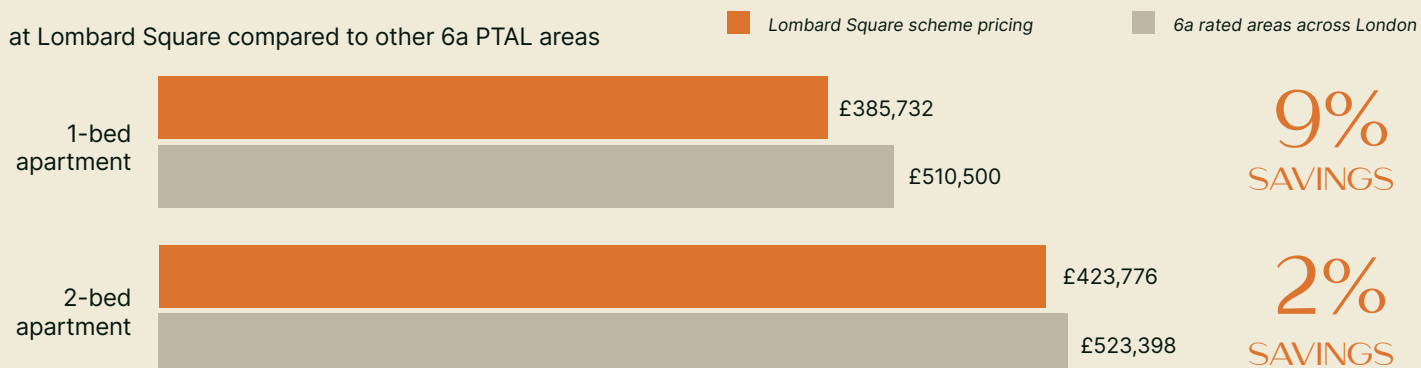
In a city where connectivity commands a premium, homes in high PTAL zones are especially desirable- reflecting the value of fast, frequent and flexible travel.

*PTAL (Public Transport Accessibility Level) ranks London locations from 0 (lowest) to 6b (highest) based on access and frequency of public transport.



Average house price savings

at Lombard Square compared to other 6a PTAL areas



Dataloft (PriceHubble), Land Registry, Transport for London, Berkeley Lombard Square 2025 prices

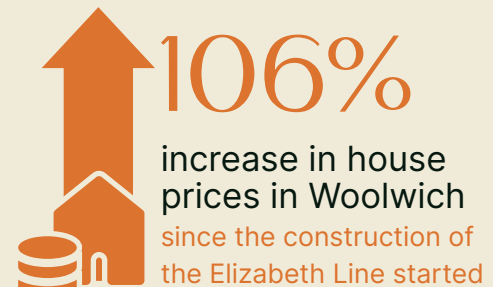
Examples of other 6a PTAL rated areas include North Greenwich, Whitechapel, Knightsbridge, Sloane Square, Stockwell and Clapham Common.

THE ELIZABETH LINE

EFFECT

The Elizabeth Line has transformed the local area into one of London's best-connected and most in-demand locations.

Homes with strong Elizabeth Line access are highly sought after, driving sharp increases in demand, with homes near the line commanding a premium.



Dataloft (PriceHubble), Land Registry, based on postcode sectors SE18 1, SE18 2, SE18 3, SE18 4, SE18 5, SE18 6, SE18 7, SE18 8 2009 vs 2025 ytd



CBRE 2024

LOCATED IN
ZONE 4
£696
annual savings

Annual travelcard savings zone 4 vs zone 6

TfL, Finder.com (based on the average cup of coffee in London costing £3.73), Lombard Square is in Zone 4



Equivalent to
187
cups of coffee



EFFORTLESS ACCESS TO EMPLOYMENT OPPORTUNITIES

With outstanding connectivity, leading employment hubs like Canary Wharf, London Bridge and Waterloo are all accessible within 45 minutes, giving residents access to over 2.7 million jobs across London.

At the neighbouring Royal Arsenal Riverside, 21% of residents work in the City or Canary Wharf, typically commanding high salaries.

Dataloft Rental Market Analytics by PriceHubble, data is for those renting at Royal Arsenal Riverside in 2025

Just two stops to
Canary Wharf

one of Europe's most powerful financial districts, home to global names like Morgan Stanley, HSBC, and Barclays.

"CANARY WHARF IS THE FASTEST GROWING SUB-REGION IN THE LONDON OFFICE MARKET"

Canary Wharf Group

2.7 MILLION JOBS

1 in 3 of which are in Professional, Financial, Scientific & Technical sectors

accessible within 45 minutes

BRES 2023

£62,868



Average salaries of residents at Berkeley's Royal Arsenal Riverside

Dataloft Rental Market Analytics by PriceHubble, data is for those renting at Royal Arsenal Riverside in 2025

BUY SMART

Lombard Square offers strong value for money, with prices below premium benchmarks in both the wider borough and East London, giving buyers the opportunity to secure a home in a high-potential location at a relative discount.

With interest rates expected to ease gradually over the coming years, this will help market conditions become increasingly favourable for buyers.

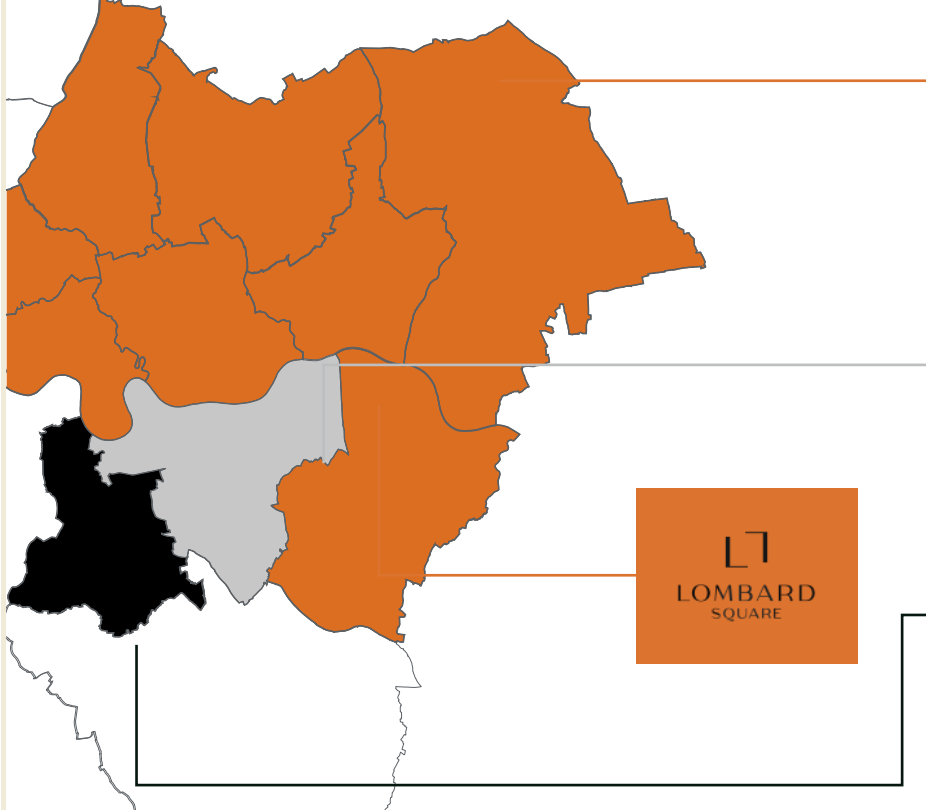
UP TO
28%



house price savings at Lombard Square compared to similar high-quality developments in East London

Dataloft (PriceHubble), Land Registry upper quartile prices in the 12 months to May 2025, 3-bed apartment, Berkeley

AVERAGE HOUSE PRICE SAVINGS



Lombard Square savings vs East London

1-bed apartment	2-bed apartment	3-bed apartment
18.3%	13.3%	28.1%

Lombard Square savings vs the Borough of Greenwich

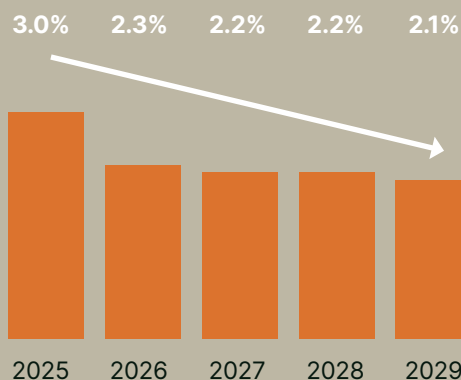
1-bed apartment	2-bed apartment	3-bed apartment
15.7%	8.5%	20%

Lombard Square savings vs the Borough of Lewisham

1-bed apartment	2-bed apartment	3-bed apartment
9.2%	1.6%	7.3%

Interest rate forecasts

Buyer conditions appear to be increasingly favourable, supported by forecasts of lowering interest rates.



HM Treasury, Average of Independent Forecasts, May 2025



A HIDDEN GARDEN



Green space is vital for urban biodiversity and community wellbeing, and Lombard Square delivers both in abundance.



1.8 acres
of green space



**community
orchards**



1,000 sqm
picturesque lake

Enjoy a rare slice of nature right on your doorstep

Living near water and green areas has been shown to improve physical and mental wellbeing. At Lombard Square, that's not just a benefit - it's built into the lifestyle.

Beyond the private green and blue spaces, residents are surrounded by the lush parks and gardens of Greenwich.

Brown, Werner, Smith et al., Rossi, Correa, Neves et al., Gascon, Zijlema, Vert et al.

4 PARKS

within one mile of
Lombard Square

Ordnance Survey

20% INCREASE

in local green space
at Lombard Square

Dataloft (PriceHubble), Berkeley, Ordnance Survey

Resident's only on-site facilities:

At Lombard Square, every detail is designed for elevated living.



**12-hour
concierge**



Gym



**EV
charging
points**



**Pop-up
events**



**Secure
bike
storage**



**On-site
café**



**Secure
parcel
storage**

DETAILS SPEAK VOLUMES

Designed with energy efficiency at its core, homes at Lombard Square use less energy, reduce utility bills, and help you live more sustainably, all without compromising comfort or style.

£780 AVERAGE SAVING



per year in energy bills for
new build properties compared
with existing properties

Home Builders Federation report 2024

58% OF RENTERS



say an A/B EPC rating
would make them rent longer

Dataloft (PriceHubble), Property Academy 2024

CLOSE TO THE ACTION

Set just south of the iconic River Thames, Plumstead is rich in history and brimming with potential. Now undergoing major regeneration, this district is fast becoming one of the capital's most exciting places to live.

New cafés, creative spaces and riverside walks are redefining the neighbourhood. From the Farmers' Market and the nearby Woolwich Works to Punchdrunk's immersive theatre, a lively cultural scene and year-round festivals bring a strong sense of community to this evolving district.



614
SHOPS

60 restaurants,
pubs and cafes

Within one mile of Lombard Square

VOA



69%
OF RENTERS

would rent longer if there
was a sense of community
in the local area

Dataloft (PriceHubble), Property Academy 2024



NEARLY
£25M

Invested into Woolwich
town centre

Department for Levelling Up, Housing and Communities' Future High Street Fund (FHSF) and Historic England's High Streets Heritage Action Zone (HSHAZ), Royal Borough of Greenwich



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.

Disclaimer: This report is produced for general information only. While every effort has been made to ensure the accuracy of this publication, Dataloft (PriceHubble) accepts no liability for any loss or damage of any nature arising from its use. At all times the content remains the property of Dataloft Ltd under copyright, and reproduction of all or part of it in any form is prohibited without written permission from Dataloft (PriceHubble). Published in July 2025 Analysis, editorial, design, graphics and charts by Dataloft by PriceHubble. Photography provided by Berkeley. Computer generated images are indicative only and subject to change.