

L
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

 PriceHubble | dataloft

Berkeley
Designed for life

SOUTHEAST 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



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.



London Data source, 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

19.3%

FORECAST GROWTH



in sales prices London 2025-2029

3.1%
extra effect of the opportunity area on growth

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



15.3%
FORECAST
RENTAL
GROWTH
in London 2025-2029

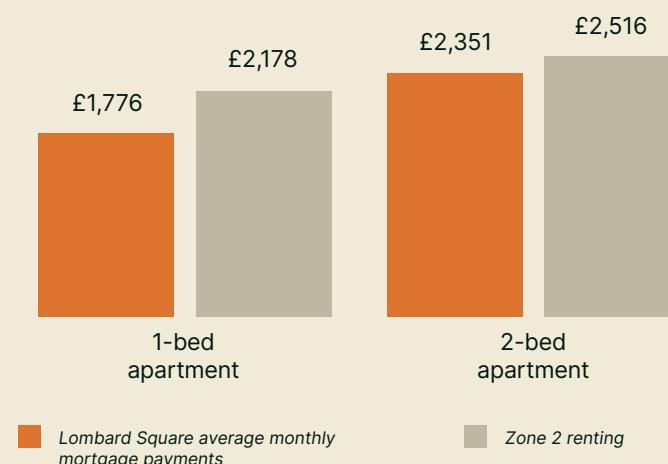
Dataloft Rental Market Analytics by PriceHubble, local area is 1km around Woolwich town centre,
12 months to May 2025

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.

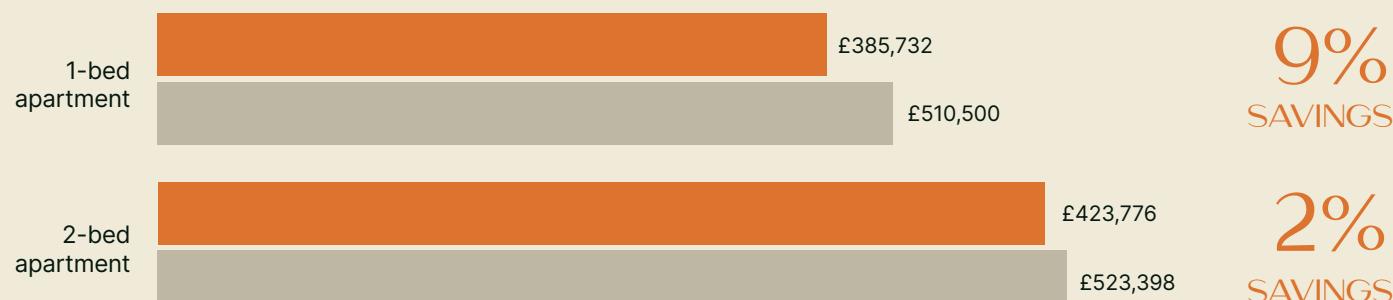


*PTAL (Public Transport Accessibility Level) ranks London locations from 0 (lowest) to 6b (highest) based on access and frequency of public transport.

Average house price savings

at Lombard Square compared to other 6a PTAL areas

■ Lombard Square scheme pricing ■ 6a rated areas across London



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

Examples of other 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.



TfL, travel times from Woolwich station. Travel times are approximate only.



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.

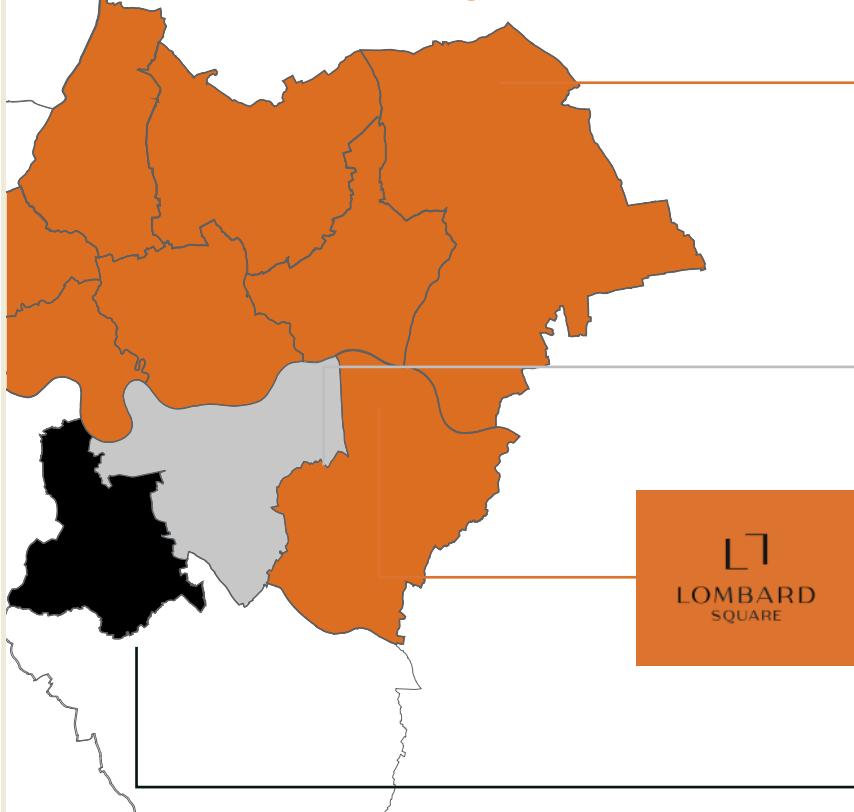
With interest rates expected to ease gradually over the coming years, this will help market conditions become increasingly favourable for buyers.

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

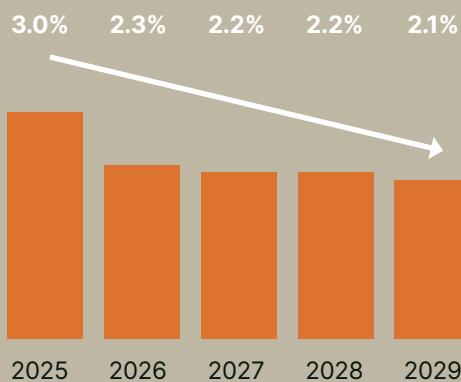
1-bed apartment	2-bed apartment	3-bed apartment
15.7%	8.5%	20%

Lombard Square savings vs the Borough of Lewisham

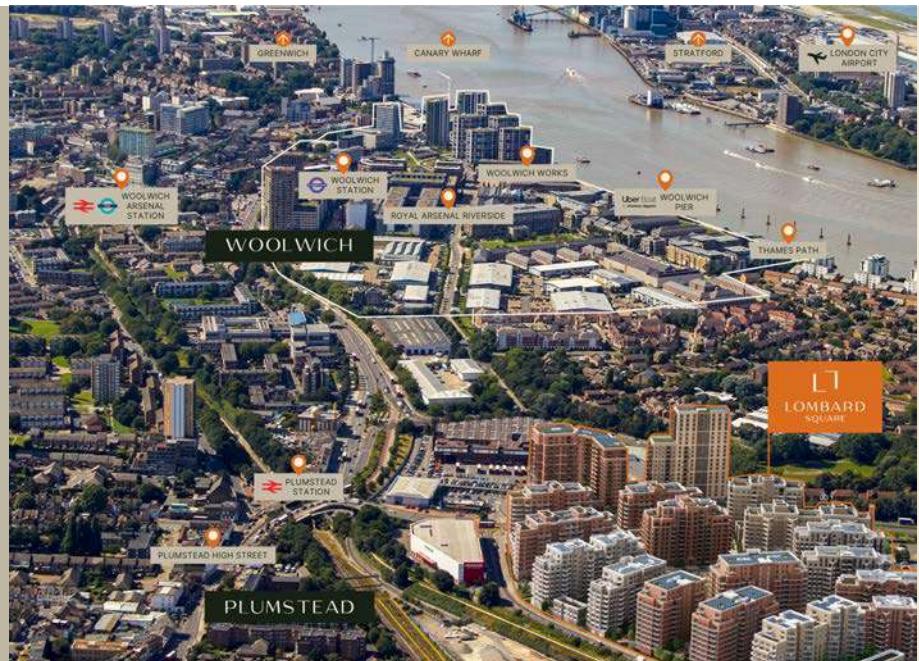
1-bed apartment	2-bed apartment	3-bed apartment
9.2%	1.6%	7.3%

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, Zijlstra, 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



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

Resident's only on-site facilities:

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



12-hour
concierge



Gym



EV
charging
points



Secure
bike
storage



On-site
café



Secure
parcel
storage



Pop-up
events

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

 **PriceHubble | dataloft**

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.