

# SQP

CANARY WHARF  
LONDON

## TAKE YOUR INVESTMENT TO NEW HEIGHTS

YIELDS  
UP TO  
5.7%

>50K

finance and insurance  
jobs within a 10-minute  
walk of SQP

5.7%

10-year property  
price growth in  
East London

*Berkeley average yield at SQP, Infinity Suite (1+1)*

*BRES 2022*

*Dataloft (PriceHubble), UK HPI*

Analysis by



PriceHubble | dataloft

**Berkeley**  
Designed for life



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## ELEVATED LIFESTYLE

Luxury living reaches new heights at SQP. World-class facilities are set in 2.6 acres of green landscaping in the heart of Canary Wharf, one of London's largest regeneration areas and an iconic employment hub. Residents at SQP enjoy the vibrant neighbourhood, excellent transport links and diverse leisure amenities.

### WORLD'S BEST CITIES TO LIVE, WORK AND INVEST

01. LONDON

02. PARIS

03. NEW YORK

04. TOKYO

05. SINGAPORE

Resonance Consultancy 2024

### WHAT IS IMPORTANT TO OWNERS AND RENTERS?

68%

say a shorter commute to work

53%

say space to work from home

50%

say a pet friendly home

20%

would pay an extra £60 a month for an onsite gym

Survey conducted summer 2023 by Dataloft (PriceHubble), Property Academy 2023, % important to buyers or renters

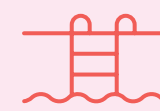
### LUXURY LIVING

Sleekly designed apartments with exclusive access to The Quay Club offering an unrivalled range of hotel-style amenities, desirable for both renters and owners.

### RESIDENTS-ONLY LUXURY HOTEL-STYLE FACILITIES



2.6 acres of landscaped gardens



20m swimming pool



Gym/Spa



Outdoor hot tubs



Screening room



Games room



Dining room



Karaoke room



Co-working space



56th floor bar



Rooftop terrace



24 hr concierge





# LIVE, WORK AND PLAY

With luxurious shopping, an array of excellent restaurants, a vibrant art scene and a dynamic events calendar, there is something for everyone at Canary Wharf.

## LIFESTYLE DESTINATION

Canary Wharf is rapidly expanding as a key lifestyle hub appealing to both renters and buyers.



**67.2m**

visitors to Canary Wharf in 2023, a 25% increase compared to 2022

Canary Wharf Group



**32%**

growth in the number of amenities since 2018

VOA 2018 vs 2023, amenities within a 15 minute walk of SQP<sup>1</sup>



**>350**

local amenities within a 15 minute walk from SQP including 86 restaurants, and 33 cafés

VOA 2023



**72%**

of renters consider being close to amenities an important factor in choosing a property

Dataloft (PriceHubble), Property Academy 2023



**5 SHOPPING MALLS**

and over 320 retail outlets

## EXCEPTIONAL DINING SCENE

Highlights include Burger & Lobster's indulgent burgers and wild Atlantic lobsters, ROKA's dramatic robatayaki cuisine, and Six By Nico's unique six-course tasting menus. Enjoy artisan wines at Humble Grape, classic dishes at The Ivy in the Park, and top-quality steaks at Hawksmoor.

## GOING GREEN

**2.6**

acres of landscaped gardens nestled within SQP

Berkeley

**7**

public park and gardens within a 20-minute walk from SQP

Ordnance Survey

**64%**

of renters say access to outside space would make them rent longer

Dataloft (PriceHubble), Property Academy 2023

## 24/7 PEACE OF MIND

Residents will have peace of mind, with a 24-hour security and concierge as well as 650+ Canary Wharf Management employees\*. Canary Wharf is London's first business district to adopt WalkSafe's Angel Beacons, making One Canada Square a designated safe space and enabling users to seek security and support via the app.

\*Canary Wharf Group

# EXCEPTIONAL CONNECTIVITY

Accessible by air, rail, and river, SQP offers unparalleled connectivity in London's dynamic landscape and beyond.

## CONNECTIVITY PREMIUM

PTAL is a rating system based on access to the London transport network and frequency of services and it ranges from 1a (the lowest) to 6b (the highest). People buying high quality properties within areas with 6b ratings are willing to pay an average 120% premium (compared to the London average of a 2 rating) to benefit from this highest level of connectivity. Only 4% of Londoners live in this top PTAL band.

Transport for London, Dataloft, Land Registry 2023, apartments

## <10 MINUTES

from Canary Wharf station, rated as PTAL 6b- the highest



## EDUCATION WITHIN EASY REACH

**27 Independent Schools**  
within 3 miles



**27 day nurseries**  
within 1 mile



**15 primary schools\***  
within 1 mile



**2 'Outstanding' secondary schools**  
within 2 miles



\*5 rated 'Outstanding' with the rest rated good.  
Ofsted, My Top Schools, VOA 2023

## HIGHER EDUCATION

With Central London accessible in as little as 13 minutes, students have great access to 23 Central London universities including:

**#2 in World** Imperial College

**#40 in World** King's College London

**#9 in World** University College London

**#50 in World** London School of Economics

QS Top Universities 2025

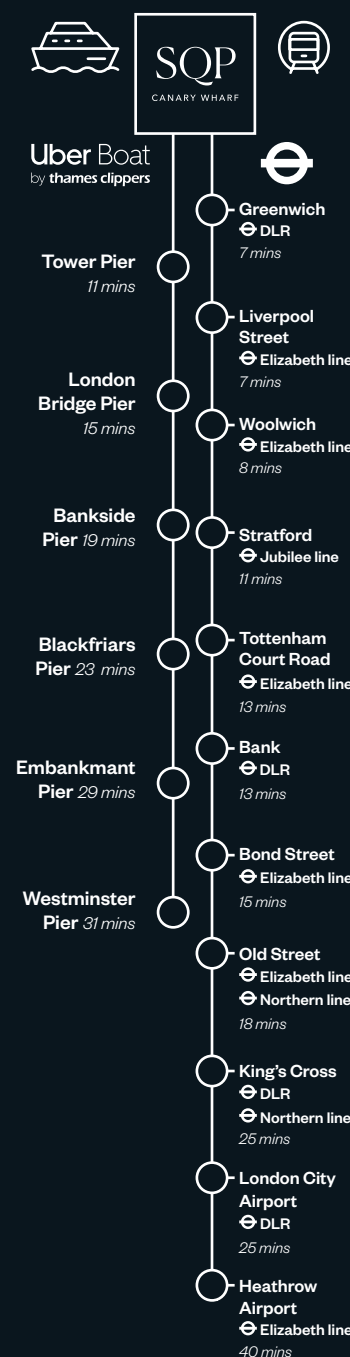
SQP's excellent connectivity makes it a viable home location for over 250,000 students including over 100,000 international students.

## RETAIL THERAPY

Indulge in wide array of superb shopping on your doorstep.



## WELL-CONNECTED



Dataloft (PriceHubble), Berkeley, TfL, from either South Quay DLR, Canary Wharf station or Canary Wharf Pier





# REGENERATION

## THE BERKELEY EFFECT

Berkeley has a proven track record of delivering strong long-term price growth in their developments.

### REGENERATION

Canary Wharf is the fastest growing sub-region in the London office market

Canary Wharf Group

£400m

being invested into Canary Wharf group to boost growth plans

Canary Wharf Group

There are several major construction projects in the pipeline that will benefit SQP residents including the enhancement of public spaces and new retail, leisure, community and life science employment opportunities.

4.9%

average annual Berkeley price growth over ten years whilst the London average is 3.6%

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

### FAST GROWING

With ever-increasing demand, Canary Wharf is in the top 5% fastest growing areas of London, with the population forecast to grow by 31% over the next decade, far exceeding the London and East London averages.

7.5% East London  
4.6% London

31%  
forecast population growth in Canary Wharf over the next decade

GLA 2021

### PIPELINE

As part of one of London's largest regeneration areas, over 29,000 homes are planned at Canary Wharf along with 110,000 new jobs to be delivered by 2041. Over the next 17 years, regeneration is planned to continue with the area growing in population and importance to London's economy.

Tower Hamlets Council 2023



# EMPLOYMENT EPICENTRE

One of London's leading financial districts, Canary Wharf connects seamlessly to major employers attracting high earners.

### EMPLOYMENT HOTSPOT

At the heart of London's dynamic business cluster.

>50k

finance and insurance jobs within a 10 minute walk of SQP  
13% of all London jobs in that sector.

BRES 2022

>327k

finance and insurance jobs accessible within a 30 minute commute of SQP.

BRES 2022

7mins

to the city on the Elizabeth line and 11 minutes on the DLR, offering 260,000 jobs within a short commute.

BRES 2022

### EASY REACH

Within a short commute are the tech and innovation hubs of Kings Cross and Shoreditch, London Tech city, home to tech giants such as Meta and Google.

almost  
150,000

hi-tech job opportunities within a 15 minute commute of SQP

BRES 2022

68%

say a shorter commute to work is an important requirement in a property

Dataloft (PriceHubble), Property Academy 2023

### ONGOING APPEAL

The commitment of major financial firms demonstrates Canary Wharf's enduring appeal. Revolut has secured a 113,000 sq ft office space, and Morgan Stanley has extended its lease until 2038. Canary Wharf is receiving over £100 million in funding to support its transformation into a life sciences hub.

### MAJOR EMPLOYERS

JPMORGAN  
CHASE & CO.

Morgan Stanley

CREDIT SUISSE

Revolut





A GROWING ASSET

With strong forecast sales and rental growth, **London is an attractive long-term investment.**

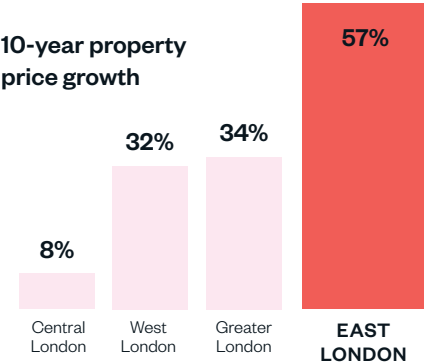
**20.7%**  
forecast rental growth  
2024-2028

**16.5%**  
forecast sales price growth  
2024-2028

Dataloft (PriceHubble), JLL, Savills, Knight Frank

GROWTH HEADS EAST

With house price growth of **57% over the past ten years**, East London has outperformed Central, West and Greater London.



Dataloft (PriceHubble), UK HPI

A growing hotspot, Canary Wharf is attracting huge investment and is set for rental and capital value growth. High earners are drawn to the thriving, flexible rental sector, fuelling strong rental growth. Strong yields and tenants staying longer make investing at SQP increasingly attractive.

LOCAL AREA GROWTH

5-year price growth in the local area around SQP has outperformed Central, West and Greater London.

Five-year apartment price growth



Dataloft (PriceHubble), Land Registry, SQP local area refers to E14 9

PRICE ADVANTAGE

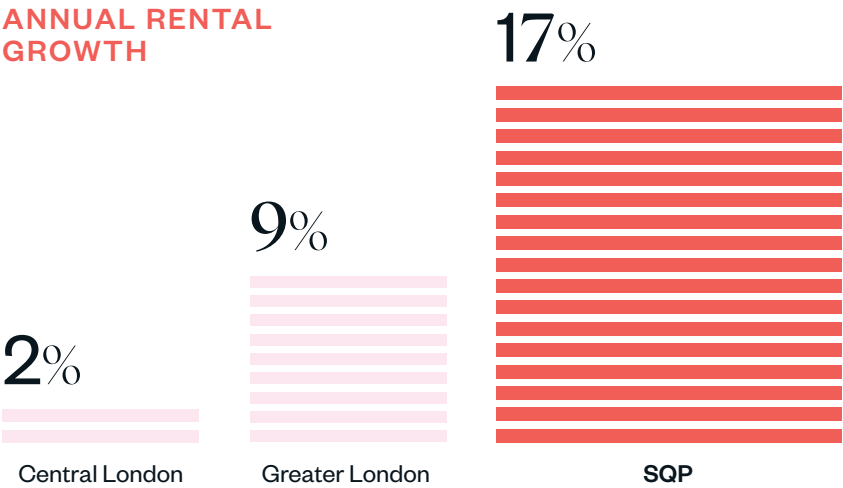
SQP offers a price advantage compared to new developments in Central London.

	SQP £sqft	Central London £sqft	SQP price advantage
1-bed apartment	£1,236	£1,841	33%
Infinity suite (1+1)	£1,288	£1,755	27%
2-bed apartment	£1,238	£1,474	16%
3-bed apartment	£1,409	£2,268	38%

Berkeley, Dataloft (PriceHubble), Land Registry, average of new (previous 5 years) developments sold in the last 12 months, Central London refers to TFL zone 1, 1+1 apartments are compared to 2-bed apartments with a size of 665 sqft or less

RAPID RENTAL GROWTH AT SQP

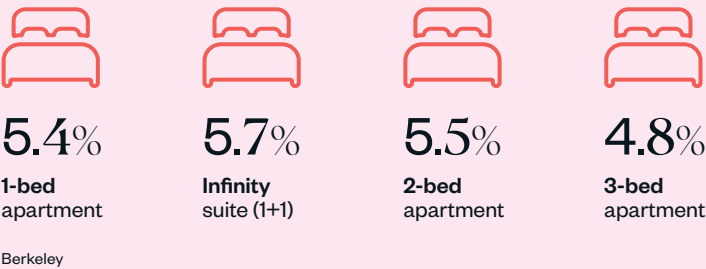
Rental values at SQP have grown an average 17% per year, outperforming the Central London average by 15% and Greater London by 8%.



Dataloft Rental Market Analytics (PriceHubble), Compound Annual Growth Rate to June 2024 of apartments let in SQP

STRONG YIELDS

SQP average yields



Berkeley

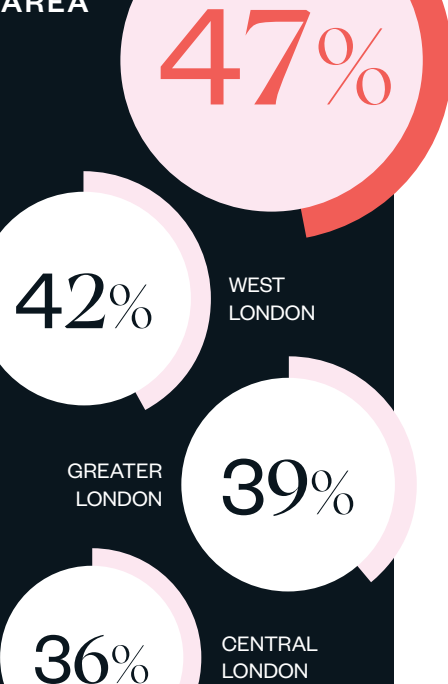


RENTAL HOTSPOT

Rental growth in the local area around SQP has also exceeded Greater London, Central London and West London.

3-year rental growth

SQP LOCAL AREA



Dataloft Rental Market Analytics (PriceHubble), rental growth in apartments, SQP local area defined as E14 9

ENERGY EFFICIENT

The homes at SQP have been designed to promote sustainable high-rise living.



**34%**  
say energy efficiency is an important requirement in a property

Dataloft (PriceHubble), Property Academy 2023



**37%**  
said higher-energy efficient homes are holding their value in the current market

RICS







# SHIFT TO THE EAST

Growth and opportunity continue to spread east, attracting young, well-paid professionals who are staying longer and willing to pay high rents.

## PROJECTED RENTAL VALUES

Projected rents per month at SQP in 2028

			
1-bed apartment	Infinity suite (1+1)	2-bed apartment	3-bed apartment
£4,023	£4,336	£5,713	£8,630

Dataloft (PriceHubble), Berkeley, assumes 20.7% rental growth to 2028 (Knight Frank, Savills, JLL)

## RENTERS STAYING LONGER

Renters are increasingly staying longer, guaranteeing a more secure income for investors.

# 4.4 YEARS

average tenancy length  
up from 3.8 years a decade ago

English Housing Survey



## EASTWARD EXPANSION

Canary Wharf is emerging as a hotspot for property price growth, outperforming the City of London financial district.



# 3.63%

average annual price growth,  
Canary Wharf financial district  
**2.44% City of London financial district**

Dataloft (PriceHubble), £sqft Compound Annual Growth Rate

## WHO LIVES HERE?

Canary Wharf attracts high earners and a young, vibrant population, with banking and life sciences professionals choosing SQP.

# 56%

of people living in Canary Wharf are aged between 19-40 compared to the London average of 36%

Dataloft (PriceHubble), GLA

# £105,330\*

Average annual earnings for renters working at banks in Canary Wharf

Dataloft Rental Market Analytics

# 41%

of residents at SQP moved from outside of London

Dataloft (PriceHubble)

# Almost 40%\*\*

of renters living in SQP earn over £100k

Dataloft Rental Market Analytics (PriceHubble)

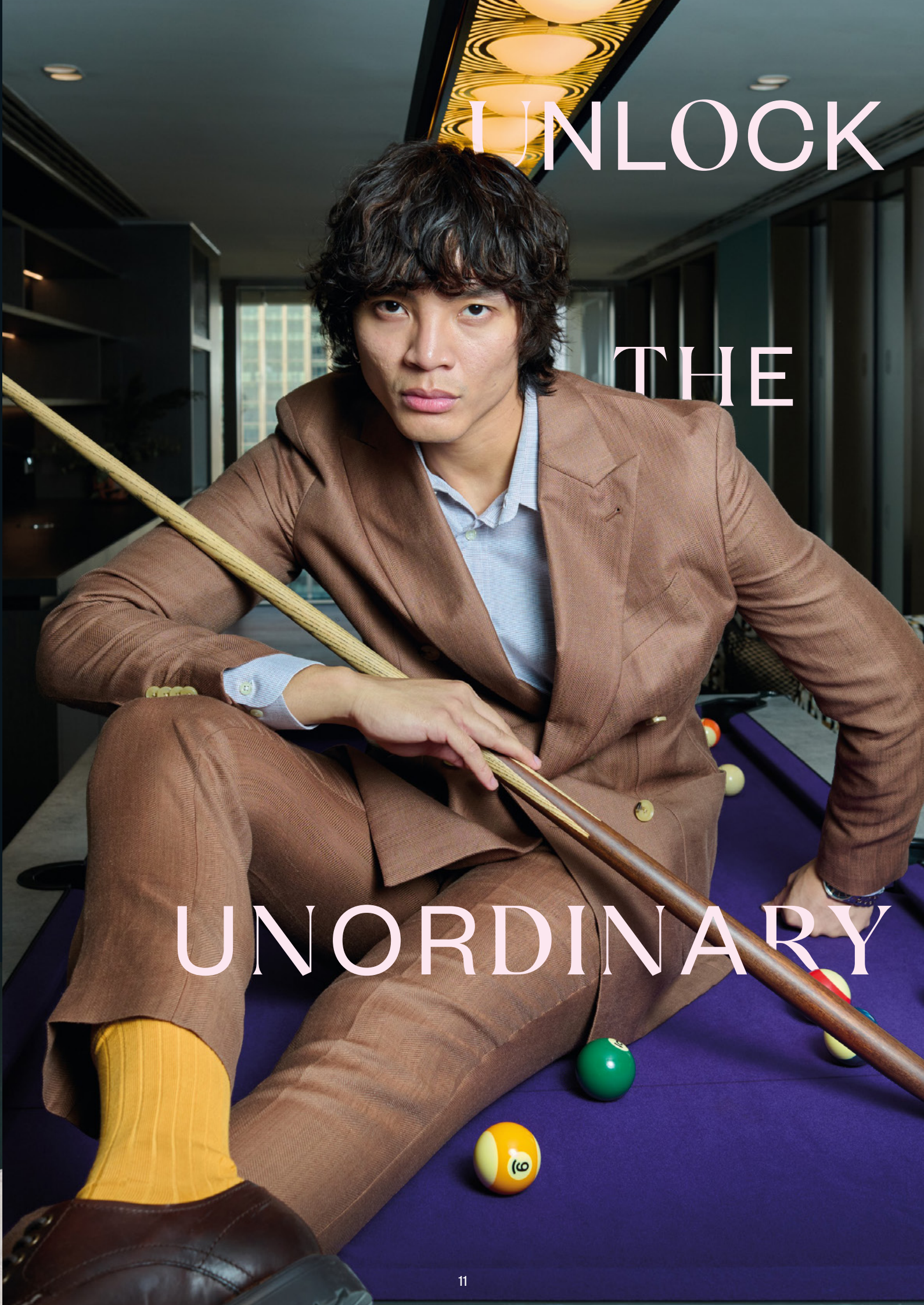
\* average earnings for those working in Canary Wharf at Morgan Stanley, Barclays, HSBC and JP Morgan  
\*\* renters living in SQP over the last 12 months



# UNLOCK

# THE

# UNORDINARY





# 5 REASONS TO INVEST

SQP  
CANARY WHARF  
LONDON

01

**15% five-year apartment price growth in the local area around SQP**

Dataloft (PriceHubble), Land Registry, SQP local area refers to E14 9

02

**Up to 38% £sqft savings at SQP compared to new developments in Central London**

Berkeley, Dataloft (PriceHubble), Land Registry, average of new (previous 5 years) developments sold in the last 12 months, Central London refers to TFL zone 1, 3-bed apartments

03

**17% average annual rental growth at SQP**

Dataloft Rental Market Analytics (PriceHubble), Compound Annual Growth Rate of apartments let in SQP

04

**Almost 150,000 hi-tech job opportunities within a 15 minute commute of SQP**

BRES 2022

05

**110,000 new jobs to be delivered in Canary Wharf by 2041**

Tower Hamlets Council



## CONTACT US

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**OPENING HOURS:** 7 days a week from 10am until 6pm  
Late night on Thursday until 7pm (Sunday 10am – 4pm)

Berkeley  
Designed for life



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