

B O W G R E E N
L O N D O N E 3



DISCOVER A NEW SIDE TO EAST LONDON

A VALUE HOTSPOT

44%

average growth in sales value since 2019 in hotspots within the Golden Triangle

Dataloft, Land Registry

6.6%

up to 6.6% gross yields at Bow Green

Foxtons, St James

21.3%

forecast rental growth in London 2024-2028

Knight Frank, Savills and JLL

Analysis by

dataloft
A PriceHubble company

St James

EAST LONDON'S GOLDEN TRIANGLE

Bow Green is an exciting investment opportunity in a currently undervalued, popular part of East London. A central park with extensive open green space and residents' facilities including a restaurant, convenience store, indoor and outdoor swimming pool, gym and cinema. Residents will be able to enjoy these from first occupations in Phase 1 planned for 2026.

PERFECT LOCATION

Located between the City, Canary Wharf and Stratford, and just a 10-minute walk from the Central line, Bow Green is ideally positioned for work and leisure.

44%

Average growth in sales value since 2019 in hotspots within the Golden Triangle

Dataloft, Land Registry

REGENERATION REWARDS

Bow Green sits within an Opportunity Area. Price growth in such areas has been found to outperform the London average by 3.1% (Dataloft).

19.8%

Forecast house price growth 2024-28 in London and 6.3% in Greater London

JLL

THE BERKELEY EFFECT

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

4.9%

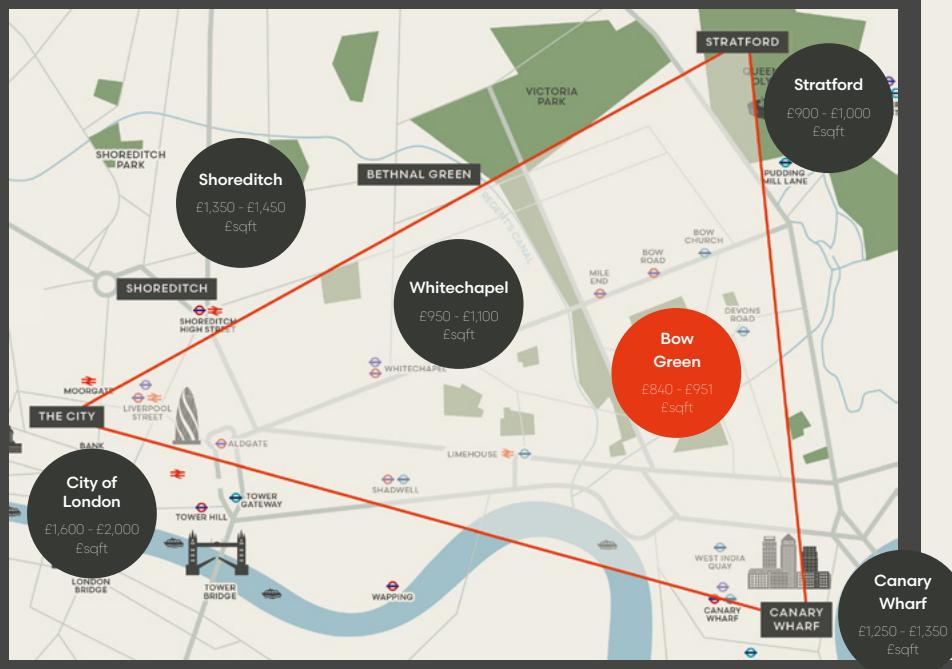
Average annual Berkeley growth over 10 years, higher than the 3.6% London average*

Dataloft, Land Registry *2-bed apartments

A SALES HOTSPOT

Since 2019, residential developments have created the Golden Triangle. Per square foot values of over £1,000 were achieved in 2022/2023.

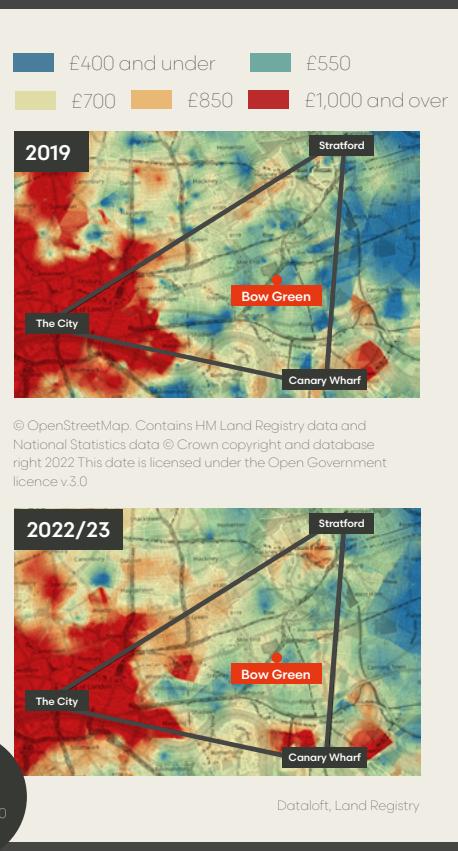
The hotspots that have emerged since 2019 have grown in value, on average, by around 44%. Bow Green is a well-planned, high specification development. Therefore we expect to see similar strong price growth at Bow Green.



St James, JLL

INCREASE IN SALES PRICES 2019–2022/2023

Average £sqft Sale Prices (Newer Apartments)



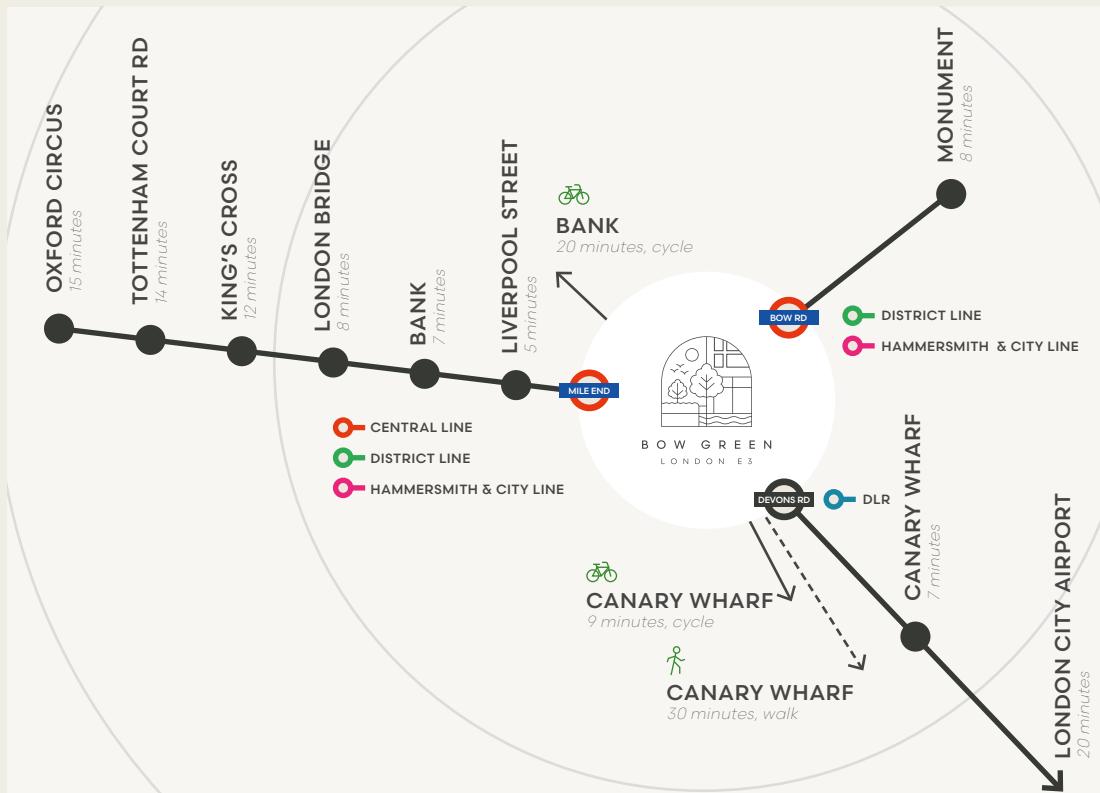
LIVE, STUDY, WORK AND PLAY

Located in Zone 2 with three stations within 10 minutes' walk means that Bow Green residents can work in Canary Wharf or the City, shop in Oxford Street and access night life and entertainment in just 15 minutes from the station.

15 mins

All major London employment areas accessible within 15 minutes* from local stations

Dataloft, TfL *times exclude transfers



TfL, times are from the station and exclude any transfers



GREEN TRANSPORT

Greener, healthier and low cost: Canary Wharf is just 9 minutes by bike or 30 minutes on foot. Bupa research shows that walking has physical benefits, reduces stress, improves mood, memory and sleep.

Bupa Health care, 2023

CITY AIRPORT

can be reached in only 20 minutes from nearby Devons Road DLR station, with flights to over 30 European destinations.

ST PANCRAS

EUROSTAR TERMINAL with direct trains to Paris, Brussels and Amsterdam, is only 12 minutes' journey from Mile End station.

ZONE 2

TRAVEL SAVINGS

Bow Green stations are located in Zone 2. Homeowners and renters alike benefit from cost savings of up to £1,156 every year.

TOTAL SAVING ON ANNUAL TRAVELCARD

ZONE 2 vs ZONE 3

£288

ZONE 2 vs ZONE 4

£712

ZONE 2 vs ZONE 5

£1,156

TfL, March 2023 prices

CENTRAL LINE SAVINGS

BOW GREEN ADVANTAGE

Compared to areas around other Zone 2 stations, Bow Green pricing is very competitive.



AVERAGE SALE PRICES BOW GREEN VS ZONE 2 CENTRAL LINE*



1-BED APARTMENT



2-BED APARTMENT

BOW GREEN PRICES FROM	£435,000	£575,000
ZONE 2 CENTRAL LINE STATIONS**	£543,862	£722,500
BOW GREEN SAVING	20%	20%

*Upper quartile of apartments, synonymous with St James homes **Sales within a 10-minute walk of the station. Dataloft, Land Registry (newer properties: EPC A+B) 2023, Berkeley

EDUCATION AND JOBS

Bow Green is just a 20-minute walk from Queen Mary University which is ranked 5th in London and has over 26,000 enrolled students, of which almost 9,000 are from overseas. An area already popular with students, the one mile around Bow Green is home to over 14,000 students, making up 14% of the population. This is higher than the Greater London average of 10%.

From the Central line, just a 10-minute walk from Bow Green, the following high-ranking universities can be accessed:



HESA, Census 2021, QS World University Rankings

EMPLOYMENT HUBS

Bow Green's position within the Golden Triangle means there are 312,155 jobs within 30 minutes' door-to-door. This includes over 55,000 financial and insurance sector jobs within 30 minutes, making up 15% of all London jobs in that sector.



East London Tech City extends from Stratford (1.5 miles to the north east of Bow Green) and Old Street (2.5 miles to the west of Bow Green) has given birth to brands such as Tweetdeck. The King's Cross Tech Hub, the latest hub, is home to the Google UK and Meta UK headquarters and is only a 12-minute journey from nearby Mile End station.

Transport for London, BRES 2022

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universities via Central line within 45 minutes

Dataloft, TfL



312,155

jobs within 30 minutes door-to-door of Bow Green



15%

of all London financial & insurance sector jobs are within 30 minutes' commute

Dataloft, TfL, BRES 2022

RENTAL HOTSPOT

The Golden Triangle has a forecast population growth of 51,786 over the next ten years. Bow Green will create 1,450 new homes, but this, even with other planned developments is likely to fall short of demand. Easy access to central London and employment centres creates conditions for a rental hotspot.

RISING RENTAL VALUES

Higher rental values have also spread eastwards from central London, forming hotspots achieving annual rents of over £45 per square foot in 2023. Nearby new developments within the Golden Triangle have reported strong compound annual rental growth rates of up to 11.3%.

INCREASE IN RENTAL VALUES 2019–2022/2023

Average £^{PSQFT} Annual Rent (Apartments)



RENTAL GROWTH

Rental prices have surged in London over the last year and the Bow Green neighbourhood has proven to be a particular hotspot with rental growth outperforming the East London and Greater London averages.

AVERAGE ACHIEVED MONTHLY RENT 2023

	STUDIO	1-BED APARTMENT	2-BED APARTMENT
20 mins walk around Bow Green	£1,623 ▲ 14%	£1,746 ▲ 11%	£2,099 ▲ 13%
East London (E Postcodes)	£1,801 ▲ 13%	£2,032 ▲ 9%	£2,462 ▲ 10%
Greater London	£1,543 ▲ 7%	£1,989 ▲ 10%	£2,398 ▲ 10%

Dataloft Rental Market Analytics, EPC A+B properties

■ % increase on 2022

11.3%

Up to 11.3% annual rental growth (2023) within the Golden Triangle

Dataloft Rental Market Analytics

21.3%

Average forecast rental growth 2024-28 in London 5.5% 2024

Knight Frank Rental Market Forecast Jan 2024,
JLL Residential forecasts Nov 2023,
Savills Mainstream Rental Forecast Nov 2023

6.6%

Up to 6.6% gross yields at Bow Green

Foxtons, St James



BOW GREEN YIELDS

Due to the proximity of well-paid sectors such as Finance and Insurance, the London Borough of Tower Hamlets has the second highest workplace median annual income in London at £52,111*. This supports rental values and yields. Expected gross annual yields of up to 6.6% are forecast.

	STUDIO	1-BED APARTMENT	2-BED APARTMENT
Estimated Rent	£2,040	£2,271	£2,950–£3,150
Phase 1 prices from	£375,000	£435,000	£575,000
Average Gross Yield	6.5%	6.3%	6.2–6.6%

Foxtons, St James *Annual Survey of Hours and Earnings, 2022

GREEN SPACE AND WELLBEING

A commute to Canary Wharf or the City could be a walk, run or cycle through residential streets and green open spaces, over canals and rivers. 2.5 acres of onsite green space at Bow Green, the 2.7 acre Cemetery Park and a designated Local Nature Reserve create a peaceful and healthy environment.



23

public parks and gardens
Within a 20-minute walk
of Bow Green

Dataloft, Ordnance Survey



PARK LIFE

Within a 20-minute walk of Bow Green there are 23 public parks and gardens totalling 118 acres of open access space to enjoy. Healthy urban ecology depends on clusters of well-connected, diverse habitats. Green space at Bow Green has helped connect a network of habitats over a wide area.

BIODIVERSITY

Dataloft EcoSteps is an urban ecology measure reflecting biodiversity potential. Bow Green has an EcoSteps score of 24.8 – close to double the East London average of 13.4. A score of over 20 indicates an area within a clustered network of diverse habitats creating a high biodiversity potential.

WELLBEING

Research conducted by the University of Warwick has found that people living within 300m of a one-hectare green space have a statistically significant wellbeing boost. Furthermore, wellbeing was increased for every additional hectare of green space within 300m.

'A spatial analysis of proximate greenspace and mental wellbeing
London', Houlden, Albuquerque, Weich and Jarvis, 2019 – University of Warwick'

CGIs are for illustrative purposes only

Bow Green Sales & Marketing Suite
120 Bow Street
London
E3 4BH

bowgreen@stjames.co.uk

+44 203 814 8110

OPENING HOURS

Monday to Saturday: 10am – 6pm
Sunday: 10am – 5pm



BOW GREEN
LONDON E3

dataloft

A PriceHubble company

Dataloft provides data-driven analytics and insights on housing markets as part of PriceHubble, a global data and technology and business. Our team of analysts and data scientists produce the evidence needed by clients for marketing strategies, investment decisions and planning submissions.

dataloft.co.uk

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