

TAKE ON

SOUTHWERE

THE VIEW

Delivered in partnership

 Peabody **LOVELL**
HOMES

Analysis by

 PriceHubble | dataLoft

SOUTHMERE



The next phase at Southmere will create a vibrant waterside community on the lakeside with views towards the City, whilst surrounded by abundant green space, just minutes from central London.

We have big plans for the future at South Thamesmead, the continuation of the first major award-winning new development in Thamesmead. Come join the journey with us.

LONDON'S NEW TOWN

Be part of the excitement at London's largest regeneration project.

Southmere

- New community and cultural buildings
- Gym
- Convenience store
- Cafes
- Library
- Water activities
- Art focused community centre
- £2.5mil improvements to Southmere Lake

Thamesmead

- £9bn of planned investment
- 20,000 new homes
- Over 100,000 residents*
- 240ha of parks*
- Lakeside promenade
- 30,000 trees
- 5 lakes
- 7km of canals
- 5 km of river frontage

Peabody, Thamesmead area. *projected/ planned by 2050



THAMESMEAD TM

THAMESMEAD

Thamesmead is located to the east of central London on the southern banks of the river Thames. The planned £9 billion of investment across 200 acres makes this town one of the biggest regeneration projects in the UK.

Peabody has over 160 years of experience and expertise in investing and managing property across London. Peabody want to leave a legacy of community, culture, environmental and economic wellbeing to Thamesmead. The 30 year plan is to attract over 100,000 residents by 2050 and create London's new town, a place where people want to work, visit and call home.

Thamesmead is the size of **Zone 1** on the tube map.



- 1 Southmere (Phase two)
- 2 Southmere Lake
- 3 Southmere Park
- 4 Lakeside Centre*
- 5 New boating and sailing club
- 6 Lesnes, South Thamesmead
- 7 Sainsbury's Superstore

- 8 Birchmere Lake & Birchmere Park
- 9 Retail Park/Town Centre
- 10 Thamesmead Waterfont
- 11 Gallions Hill
- 12 The Reach
- 13 Plumstead West Thamesmead
- 14 Lakeside Health Centre

Notable Landmarks

- 15 London City Airport
- 16 Canary Wharf
- 17 City of London
- 18 River Thames

*café, creche and creative workspaces

THAMESMEAD TM

QUALITY OF LIFE

The second phase of our 2,800 home masterplan benefits from being in the prime waterside location overlooking Southmere Lake surrounded by green open spaces. With a strong community spirit, Southmere straddles the historic and lively boroughs of Greenwich and Bexley.



+6%
waterside price premium in south east London¹

Green sanctuary



25%
of the local area is green/ blue space²
higher than the London average of 21%

11 public parks or gardens
within a 30-minute walk of Southmere³
Total size 48 ha

¹DataLoft by PriceHubble, Land Registry, apartments within 50m of a body of water (Excluding the river Thames) in 2024 in south east London (defined as Southwark, Lewisham, Greenwich, Bexley and Bromley as per The London Plan). ²Ordnance Survey, within a 30 minute walk. ³ Ordnance Survey 2024

Thriving local community

300+ culture and arts events held in Thamesmead
Peabody, Thamesmead

69% of surveyed renters would rent longer in areas where there was a sense of community
DataLoft by PriceHubble, Property Academy 2024

106 shops, restaurants, cafes, pubs or bars within a 30-minute walk of Southmere
VOA 2024



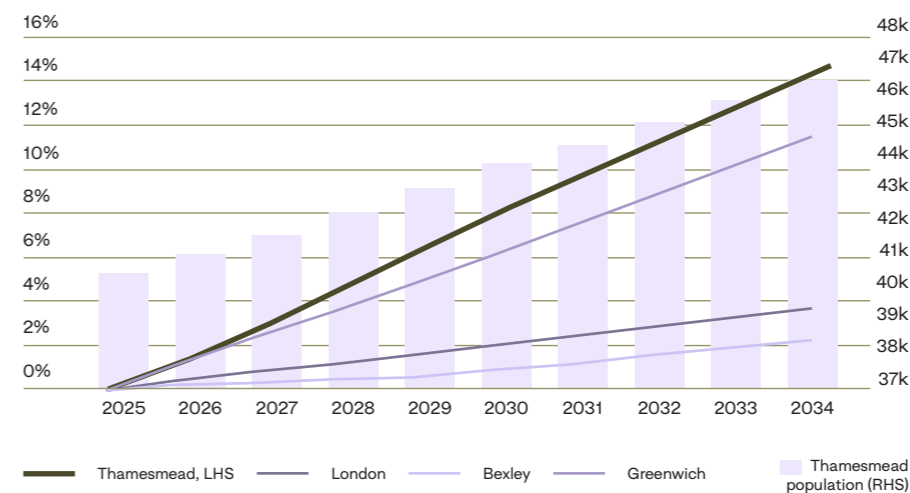
REGENERATION & GROWTH OPPORTUNITY

Over the past decade, major planned regeneration and transport upgrades have driven substantial property value growth in south east London, outperforming other regions of the city. Solid price growth is forecast for London over next five years.

Population growth goes hand in hand with major regeneration and infrastructure projects. Thamesmead is set to see the local population grow by 26% by 2045.

DataLoft by PriceHubble, Land Registry, average £sqft growth in apartments *TFL zone 4, south east London defined as Southwark, Lewisham, Greenwich, Bexley and Bromley as per The London Plan

Population growth index and actual population growth of Thamesmead 2025-2034



GLA population projections 2022, Thamesmead defined as the wards of Thamesmead East, West Thamesmead and Thamesmead Moorings

+19.4%

forecast growth in sales prices in London 2025-2029

JLL, Savills, November 2024

+26%

forecast growth in the Thamesmead population 2025 to 2045

GLA population projections 2022, Thamesmead defined as Thamesmead East, West Thamesmead and Thamesmead Moorings

+4.3%

Additional annual sale price performance for properties in regeneration areas

DataLoft by PriceHubble research into average price performance in Opportunity Areas across London

Who rents in the local area?

40%* earn over £50k
DataLoft by PriceHubble, local area defined as SE2 9, SE28 8, DA18 4, last 12 months
*average earnings of renters living in the local area working in the City, West End or Canary Wharf

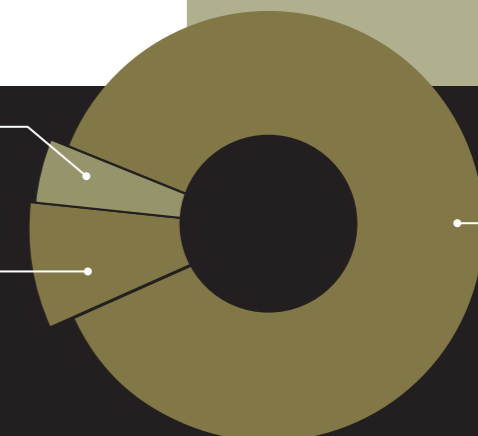
33 Median age

37% moved from less than 1 mile

20% Families

39% Singles

41% Couples/Sharers



CONNECTED TO THE CITY

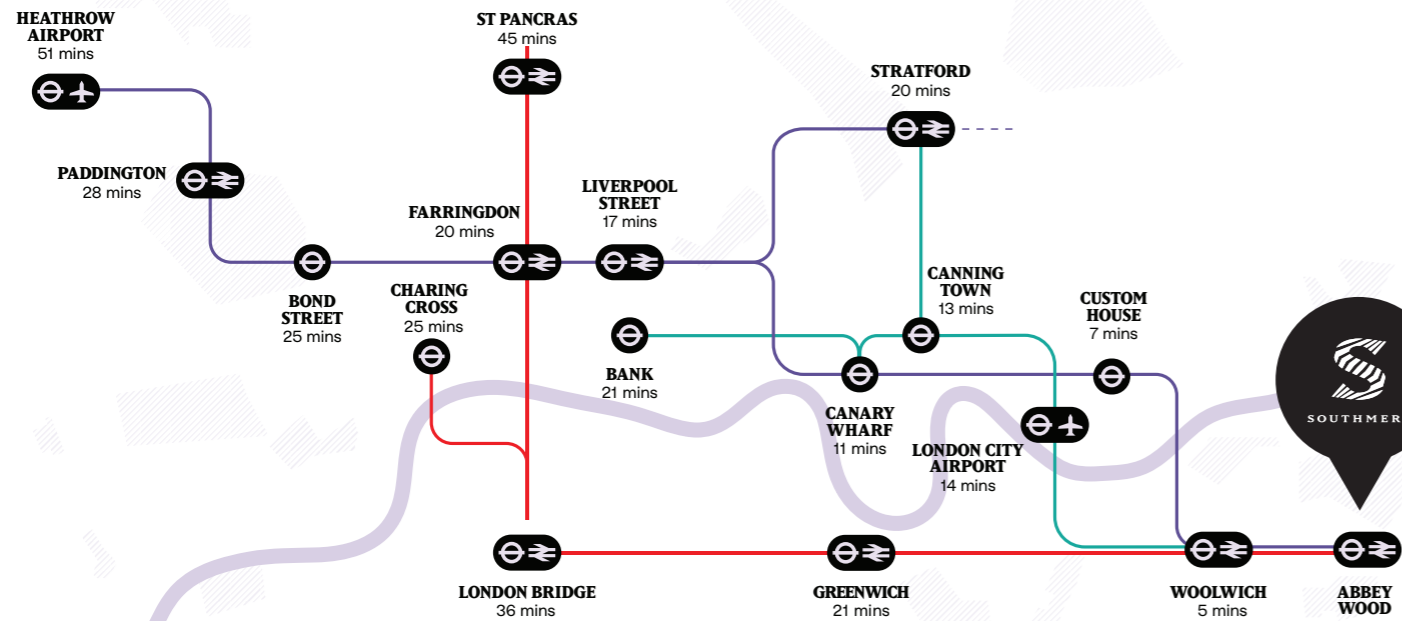


ELIZABETH LINE HOTSPOT

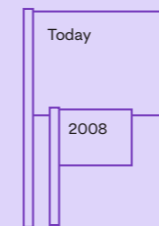
With the opening of the Elizabeth line at Abbey Wood, journey times into Central London have halved, making Southmere one of the best connected developments in South East London.



Southmere has easy access to the very best London has to offer and beyond. Canary Wharf is just 11 minutes away, while Liverpool Street can be reached in only 17 minutes from Abbey Wood station.



Peabody, Citymapper, travel times are approximate only, travel times are from Abbey Wood station



112% increase in average property prices around Abbey Wood station since the Elizabeth Line was confirmed in 2008



8% Rental premium for homes near Elizabeth Line stations in 2023 compared to the broader boroughs



86% Greater London **86%** Southall **84%** Hayes

Dataloft by PriceHubble, LandRegistry, 2008-2024, Abbey Wood area SE2 9, all property types, Hayes and Southall as 1km from the stations

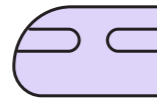
CBRE 2024



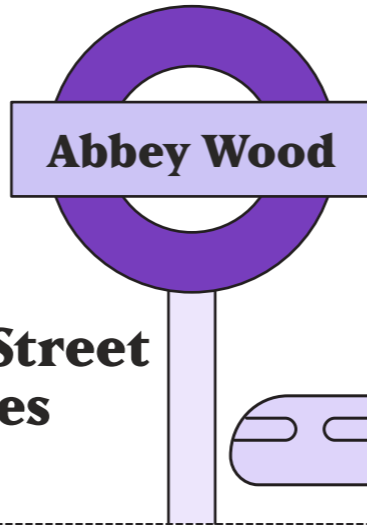
MORE FOR YOUR MONEY

Southmere has excellent access to Central London but with more favourable pricing you can get considerably more for your money.

Southmere is just 11 minutes from Canary Wharf



Liverpool Street is 17 minutes away

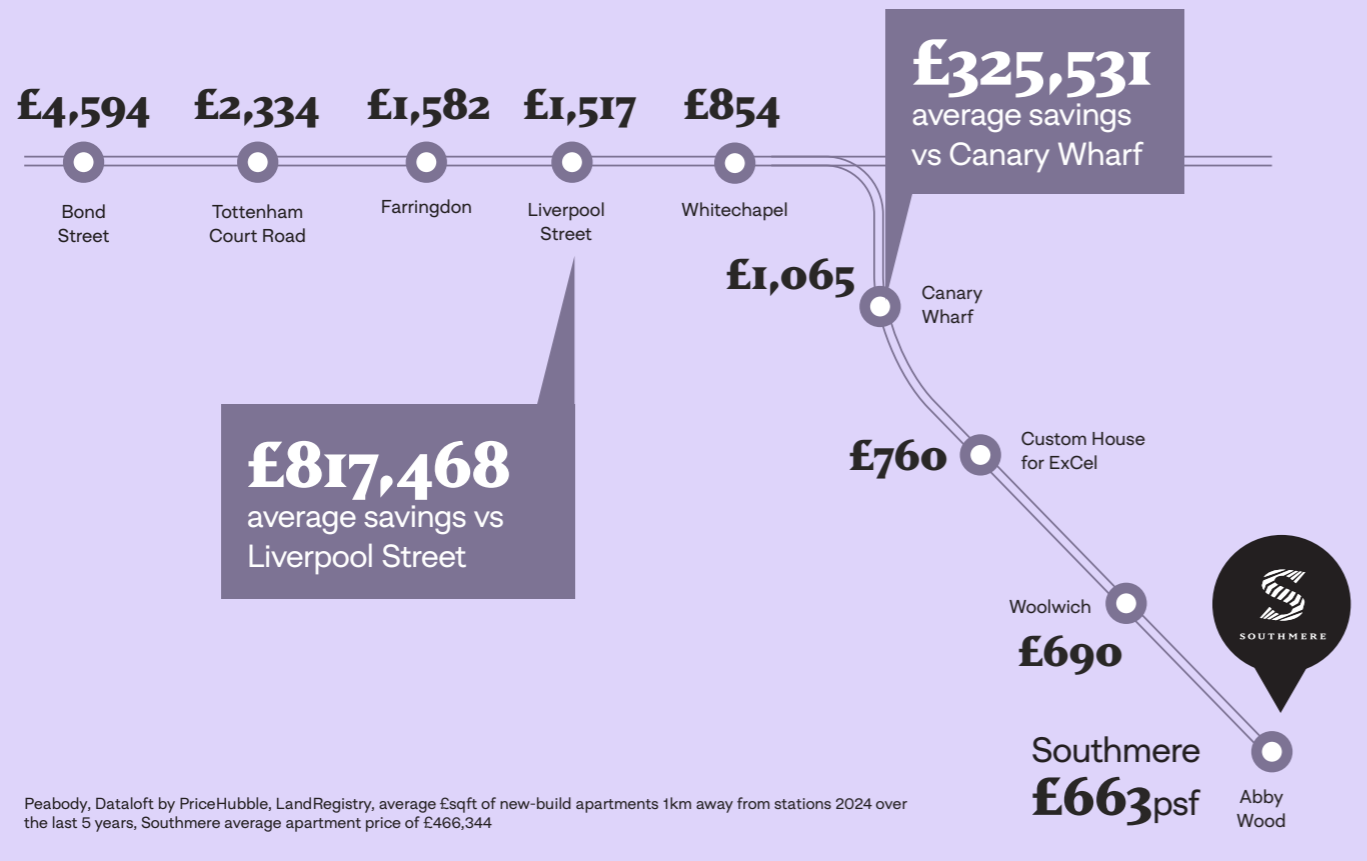


but average prices for new-build apartments are £325,531 less expensive, a saving of £29,594 per additional minute of commute time.*

but average new-build apartment prices at Southmere are £817,468 less expensive, a saving of £48,086 per additional minute of commute time.*

*Peabody, Dataloft (PriceHubble), LandRegistry, average new-build apartment prices, 1km from Canary Wharf and Liverpool Street stations over the last 5 years, Southmere average apartment price of £466,344

Average new-build £sqft



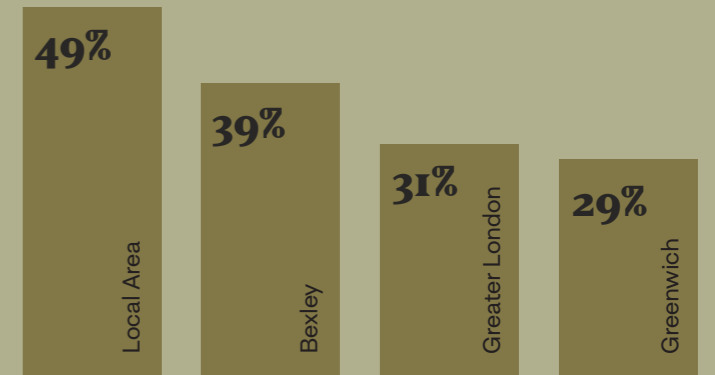
Peabody, Dataloft by PriceHubble, LandRegistry, average £sqft of new-build apartments 1km away from stations 2024 over the last 5 years, Southmere average apartment price of £466,344

RENTAL REWARDS

Strong rental growth

Rents in the local area have almost doubled in 5 years, outperforming the wider boroughs of Bexley and Greenwich as well as Greater London. Further rental growth is forecast for London over the next five years.

5-year rental growth



Dataloft Rental Market Analytics, average growth in £sqft in apartments, Q4. Local area defined as SE 2 9, SE28 8, DA18 4. Bexley and Greenwich refer to the boroughs.

+16.5%
forecast rental growth in London 2025-2029

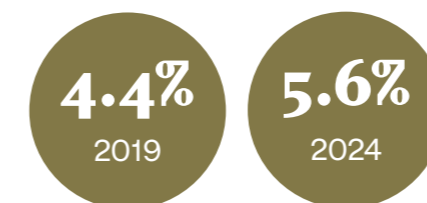
JLL, Savills, November 2024

Investor returns

Southmere has strong estimated rental yields of up to 6.3%.

Average yields have risen substantially in south east London over the last 5 years, with rental growth forecast to continue. The rental market in the local area is thriving and expanding, drawing in well-paid renters working in London's employment hubs.

Growing yields in South east London



Dataloft by PriceHubble, LandRegistry, average gross yield of apartments Q4, south east London defined as defined as Southwark, Lewisham, Greenwich, Bexley and Bromley as per The London Plan



Estimated rents and yields

Unit type	Estimated weekly rent (up to)	Expected gross yield (up to)
1-Bed (2 person)	£390	5.6%
2-Bed (3 person)	£545	5.9%
2-Bed (4 person)	£585	6.3%
3-Bed	£650	5.7%

Rents and yields provided by CBRE



ELEVATED LIFESTYLE

Experience luxury living at Southmere with lakeside views, spacious open plan layouts, and private balconies.

Resident amenities

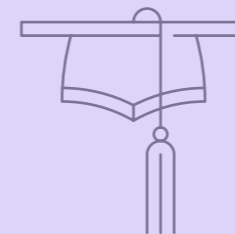
- Podium Gardens
- Concierge
- Co-working Spaces
- Entertainment Room
- Lakeside Promenade
- Residents Lounge
- Cinema Room
- Meeting Rooms
- Cycle Storage
- Parking

* available for residents in Skyline (Dunlin Point) from January 2027



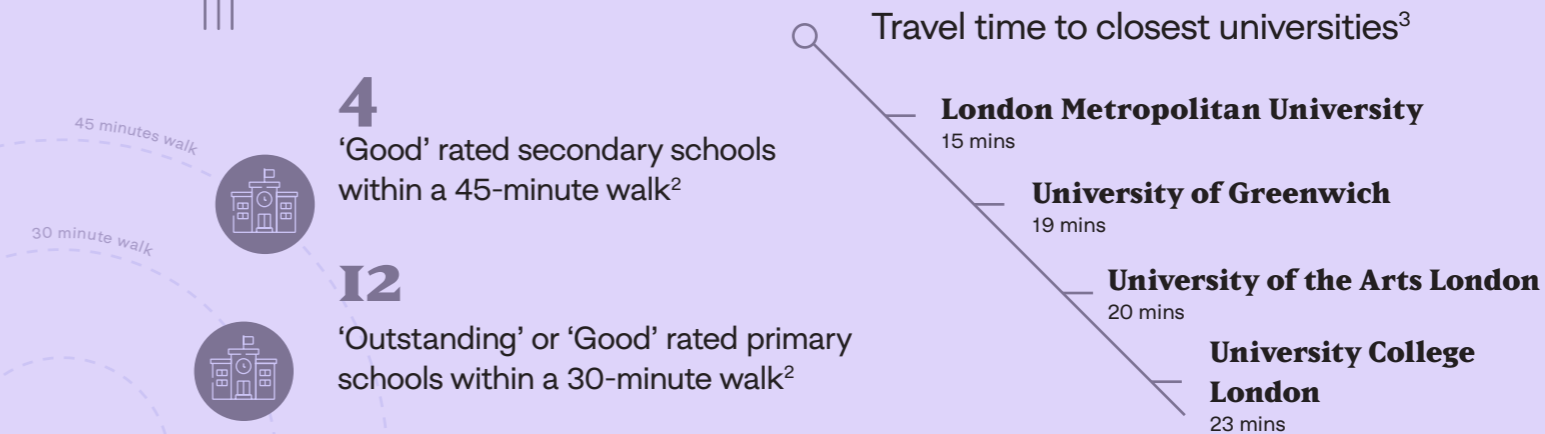
OUTSTANDING EDUCATION

Southmere is surrounded by an abundance of excellent schools and universities, offering exceptional educational opportunities at every stage of learning.



All of the top 10

London universities are all within a 45-minute commute¹



World Class Universities

Southmere's excellent connectivity means that all of the top 10 London universities are within a 45 minute commute, including UCL, Imperial, Kings College and LSE. This makes it a viable home location for over 225,300 students, 43% of which are international students.

GATEWAY TO EMPLOYMENT

Southmere is perfectly placed for easy access to London's leading employment centres, like Canary Wharf and the City. The area has a strong rental market, thanks to a steady demand from professionals with high average earnings.



3.9m jobs

within a 45-minute commute of Southmere⁴

832,440 jobs

in Canary Wharf and the City, including 281,865 finance and insurance jobs⁵

30% of renters

living in the local area work in the City, West End or Canary Wharf⁶

£80,114

Average earnings of renters working in Canary Wharf and the City of London 2024⁷

1 Dataloft by PriceHubble, HESA 2022/23, TFL, 2 Ofsted 2022/3, walk time from Southmere, 3 Peabody 4 BRES 2023, commute by public transport, 5 BRES 2023, 6 Dataloft by PriceHubble, local area defined as SE2 9, SE28 8, DA18 4, last 12 months, 7 Dataloft Rental Market Analytics

REASONS TO BUY AT SOUTHMERE



SOUTHMERE

1 LONDON'S NEW TOWN

£9bn of planned investment,
20,000 new homes and
100,000 new residents

6 ELIZABETH LINE HOTSPOT

8% higher rent for homes near
Elizabeth Line stations in 2023
than in the broader boroughs

2 GREEN SANCTUARY

25% of local area is
green / blue space

7 MORE FOR YOUR MONEY

£817,468 cheaper than
Liverpool Street

3 WATERSIDE PREMIUM

+6% waterside
price premium in
south east London

8 RENTAL REWARDS

Yields up to 6.3%

4 REGENERATION & GROWTH OPPORTUNITY

38% 10-year
price growth
south east London

9 OUTSTANDING EDUCATION

All top 10 London
universities within
45 minute commute

5 CONNECTED TO THE CITY

11 minutes to Canary
Wharf, 17 minutes to
Liverpool Street

10 GATEWAY TO EMPLOYMENT

3.9 million jobs within
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of Southmere

Peabody, Thamesmead, Ordnance Survey 2024, Dataloft by PriceHubble, Land Registry, Ofsted 2022/3, BRES 2023

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Opening hours Tuesday to Sunday
Tuesday & Wednesday: 10am to 6pm
Thursday: 11am to 7pm
Saturday & Sunday: 9am to 5pm

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 PriceHubble | dataloft

Delivered in partnership

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HOMES

THAMESMEAD 

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