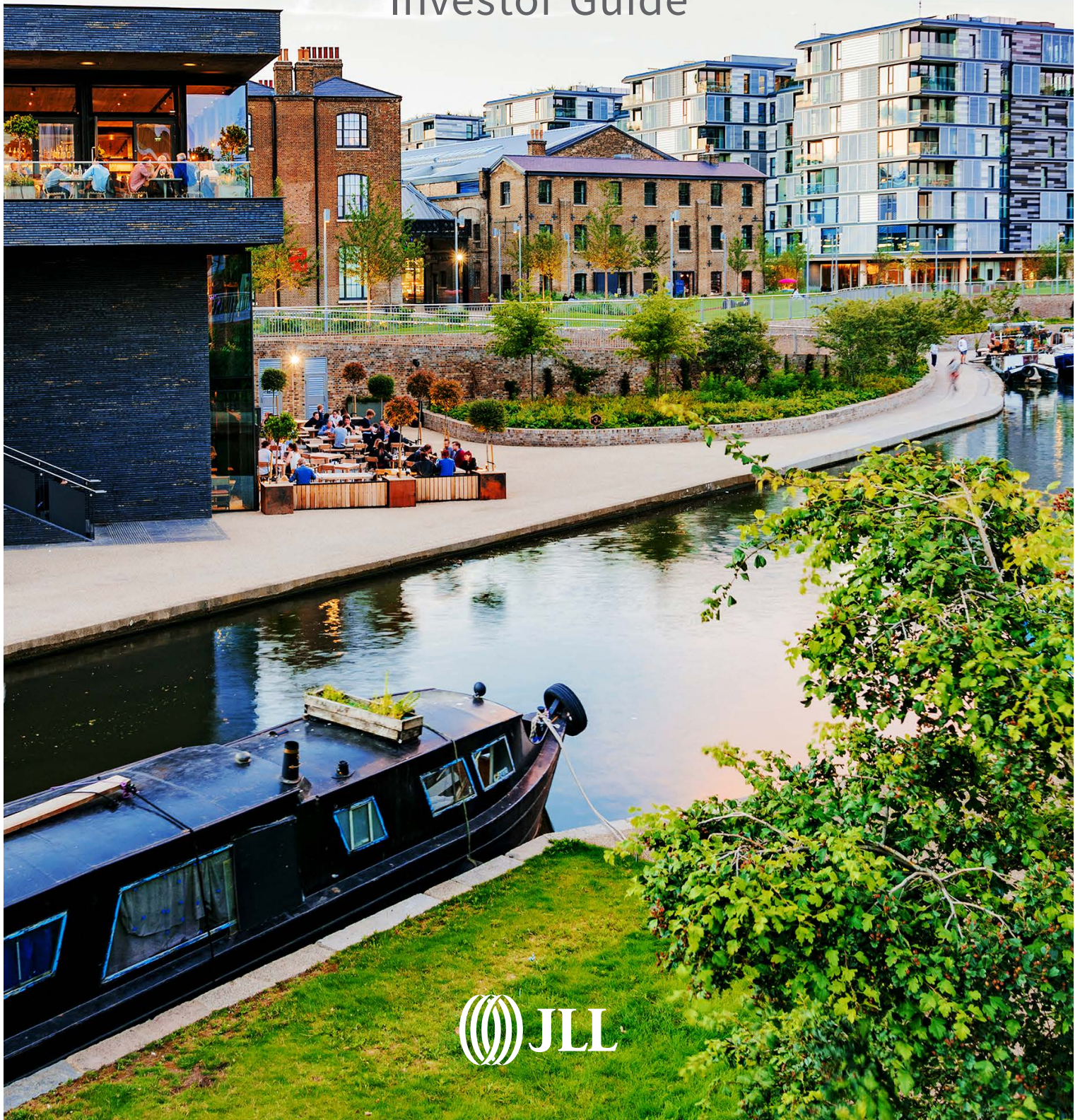


Camden

Primrose Hill & Chalk Farm

Investor Guide



About Chalk Farm

Chalk Farm is one of London's best-kept secrets. A small pocket of North West London within the borough of Camden.

Abounded by picturesque Primrose Hill and lively Camden as well as rubbing shoulders with some of the most established, and highly desirable areas in London including Belsize Park with its upmarket shops and restaurants.

Chalk Farm is considered one of the most ideal and convenient places to live. It's located on the doorstep of some of the liveliest parts of London, with Camden and Kentish Town just minutes away giving all the advantages with its vibrant pubs, live music venues and restaurants all within touching distance of all the amenities they have to offer.

Located in Zone 2, both commuters and university goers can access the City, Canary Wharf and London's educational landmarks including LSE, Kings etc.

Known locally for its great charm and character, as well as home to the site of The Roundhouse, a former circular railway engine shed which was subsequently converted for arts and performance use, with likes of Elton John going on stage.





10 reasons to buy in Verdica



1 **Excellent transport links**
Chalk Farm Underground Station, on the Northern Line, only 3 minutes walk from Belmont Street. There are also plenty of bus routes servicing the area, and with Kings Cross St Pancras only 7 minutes by tube, there is direct rail routes North as well as the Eurostar.



2 **Access to London's top universities**
You are within easy reach of the Capital's top universities including UCL Central St. Martins, Kings College, LSE Imperial and Queen Mary.



3 **Affluent areas**
Residents of Verdica will be within walking distance to Belsize Park, Primrose Hill and Regents Park. Prices in the area for a Townhouse can fetch up to £185m.

4 **Location, location, location**
At Verdica, you are on the doorstep of the iconic cultural hotspot of Camden, famous for its markets, its picturesque canal and foods from around the world.



Rental demand

8

Camden is attracting many young professionals and students, with almost 80% of our tenants in Camden under the age of 25. It's proving to be extremely popular amongst overseas tenants, with 64% of JLL's tenants being international.

There was a 14.5% rise in rents in Camden in 2022 YTD (Oct 22) vs 2021, from JLL data.

Positive outlook

9

Between 2022-2026, JLL Research are forecasting a 24.6% sales price growth and 17.6% rental growth for the area.

Our Research team anticipate Chalk Farm is to outperform the UK and Prime Central during 2022-2026, forecasting 24.6% sales price growth and 17.6% rental growth.

Vistry

10

By buying in to Verdica, you will be working with one of the UK's largest, and most respected developers. Vistry Ventures, part of the FTSE 250, is one of the largest top five housebuilders in the UK. Renowned for creating great places to live, which is reflected in their 5 star HBF rating for customer satisfaction, we foresee the project is set to deliver a new standard of homes for the local area.

Local amenities

5

Camden and Chalk Farm are renowned in the Capital for its great independent restaurants at Stables Market, its pubs and independent music venues.

Limited stock in the area

6

With stock levels for rental properties significantly down compared with last year, the shortage of good quality rental properties should prove to be beneficial to Landlords purchasing in Verdica.

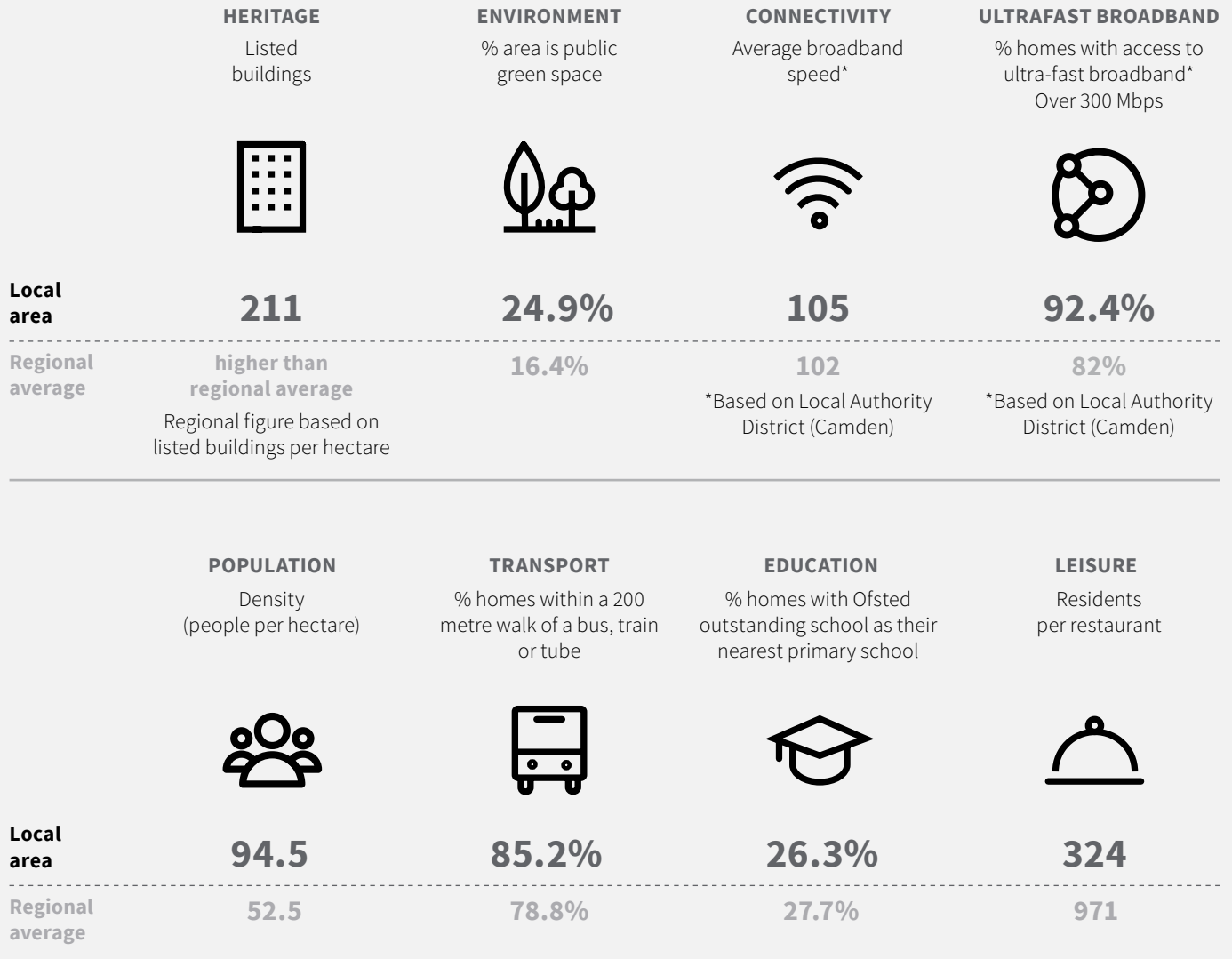
Future regeneration

7

With a magnitude of activity proposed and planned in the area from some of London's largest developers including Berkeley Homes, Regal London and Countryside, research shows being in early can prove beneficial from a capital value perspective.



Local profile



Housing stock and tenure

There are **99,330** dwellings within LB Camden. **85%** of properties are flats, with houses making up **15%** of housing stock. **33.9%** of households own their own homes while **32.1%** live in privately rented accommodation.

New development

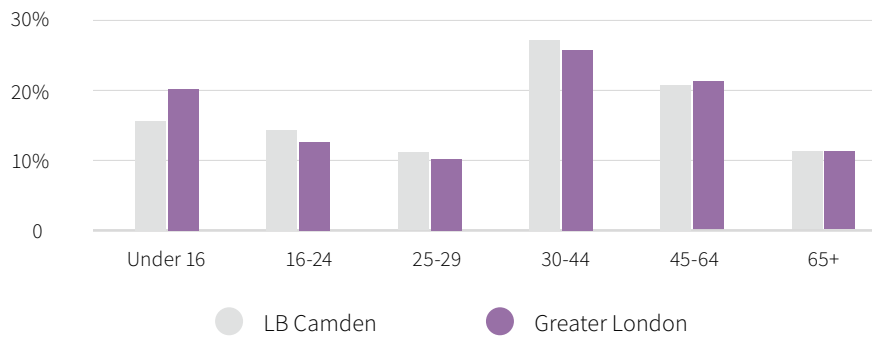
In the last five years there have been **3839** new homes built across LB Camden, an average of **768** per year.

Source: Dataloft/Valuation Office Agency, Office for National Statistics, Department of Education, Department for Transport, Ordnance Survey and Royal Mail, Historic England and data licensed by the Office of Communications, 2011 Census, DLUHC.

Population profile

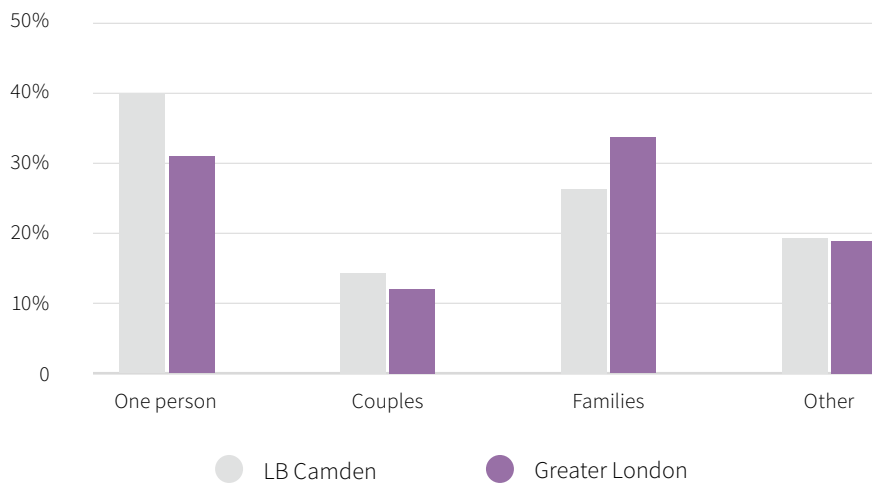
There were **281,760** people living in Camden by 2021. The overall population has grown by **28%** in the ten years between 2011 and 2021.

Age profile



27.2% of the population are aged between 30 and 44 which is above the regional average.

Household profile

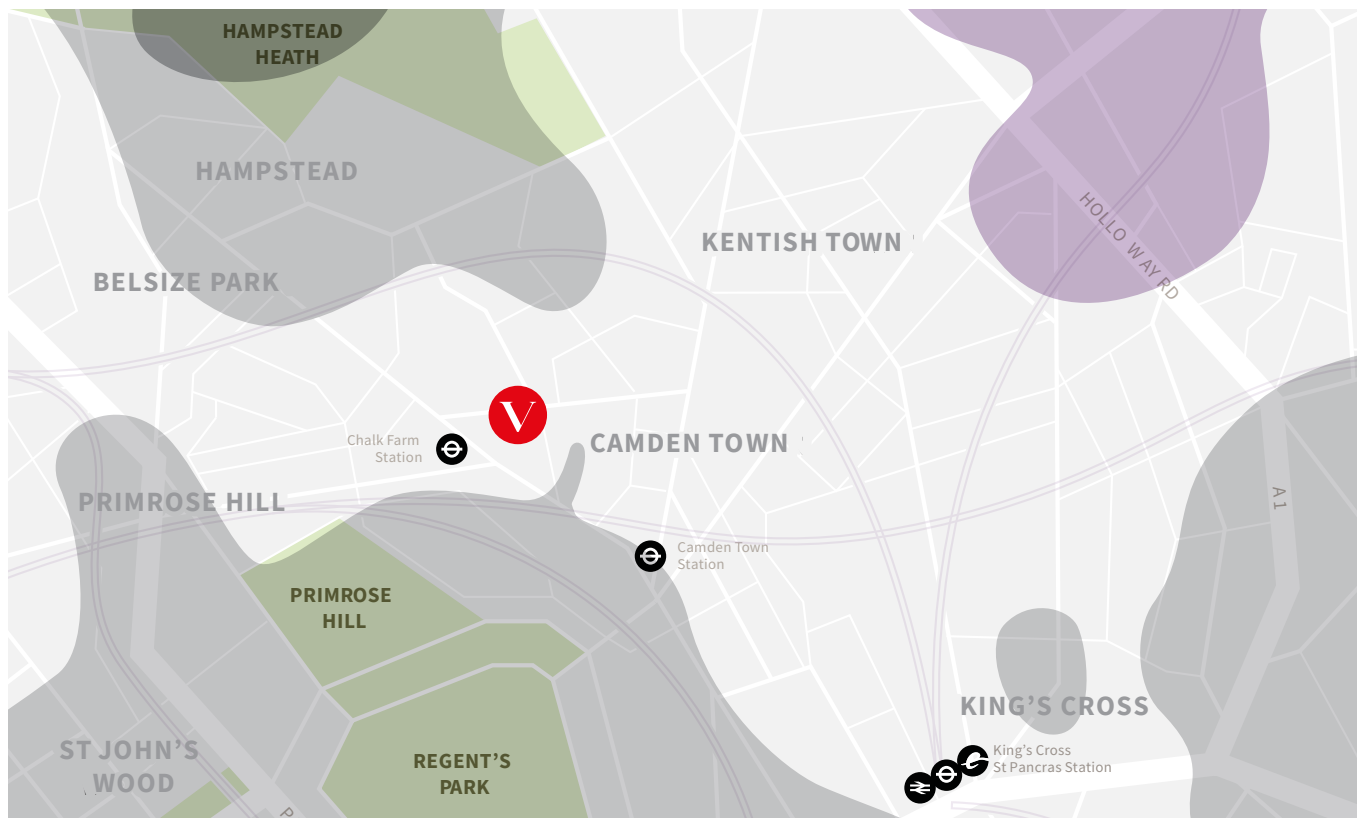


40.4% of households comprise just one person while **25.1%** of households include families with children.

The most predominant industry of employment is **Public admin, education & health** representing **23.9%** of the working age population. During the working day, the population increases by **77.4%**.

Sales market

Within close proximity of Regents Park, Primrose Hill and Belsize Park. Some of London’s most affluent residential areas which all command in excess of £1,500psf.



Chalk Farm sales forecasts

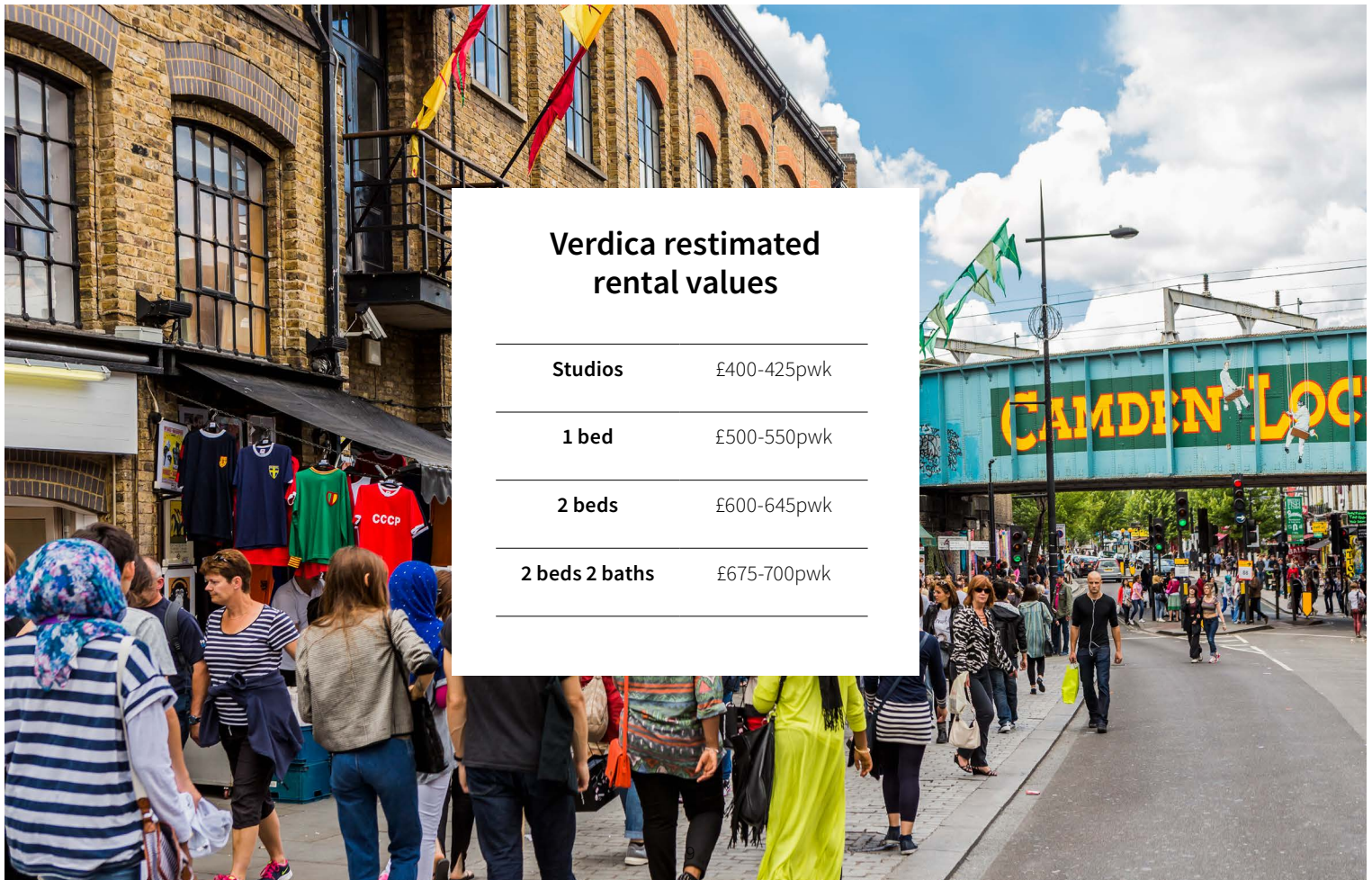
Sales prices growth (% pa)	2022	2023	2024	2025	2026	Total change 2022-2026	Average pa 2022-2026
UK	4.5	4.5	3.0	3.5	4.5	21.7	4.0
Prime Central London	7.5	5.0	2.5	3.0	3.0	22.7	4.2
Greater London	6.0	5.5	3.5	4.0	4.5	25.8	4.7
Chalk Farm	6.5	5.0	3.0	3.5	4.5	24.6	4.5

Lettings market

Tenant profiles are exceptionally diverse within Camden and the high demand amongst renters is positively impacting rents, with research suggesting a projected rental increase around Chalk Farm, of 17.6% between 2022 –2026

Chalk Farm rental forecasts

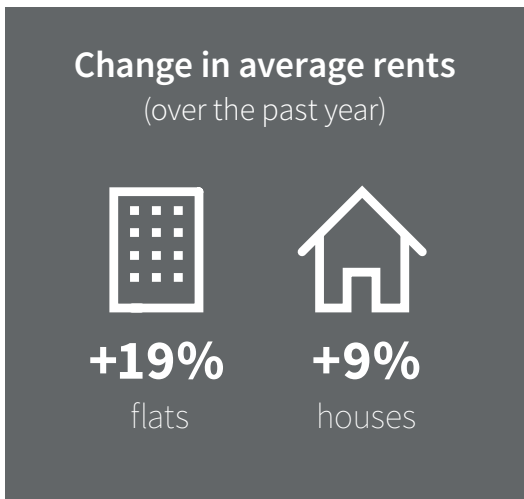
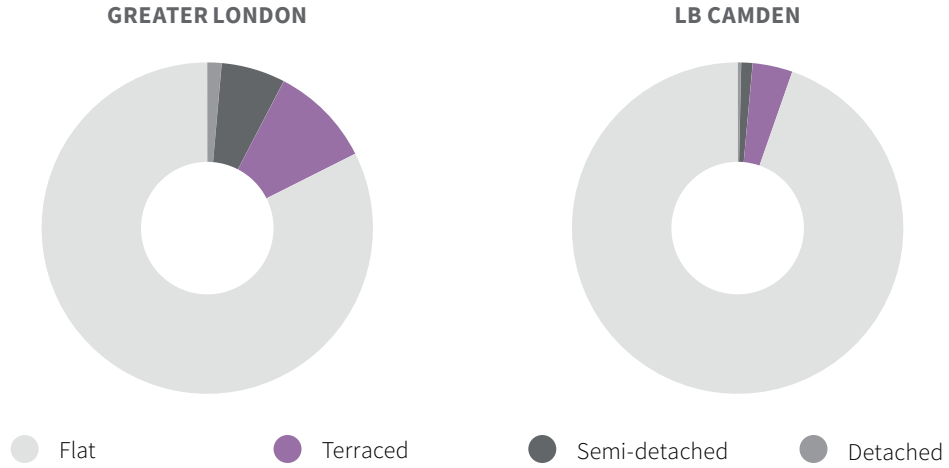
Sales prices growth (% pa)	2022	2023	2024	2025	2026	Total change 2022-2026	Average pa 2022-2026
UK	2.5	2.5	2.0	2.5	2.5	12.6	2.4
Prime Central London	6.0	3.5	2.0	2.0	2.5	17.0	3.2
Greater London	4.0	3.0	2.5	2.5	3.0	15.9	3.0
Chalk Farm	5.0	3.5	2.5	2.5	3.0	17.6	3.3



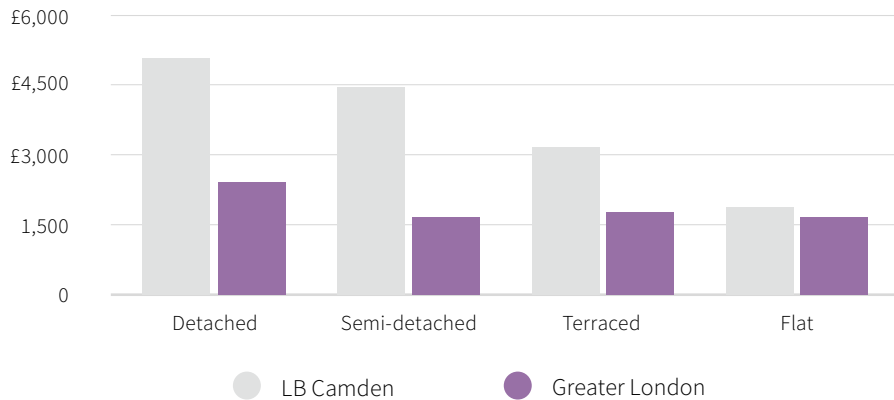
Verdica restimated rental values

Studios	£400-425pwk
1 bed	£500-550pwk
2 beds	£600-645pwk
2 beds 2 baths	£675-700pwk

Properties let by type (over the last 12 months)

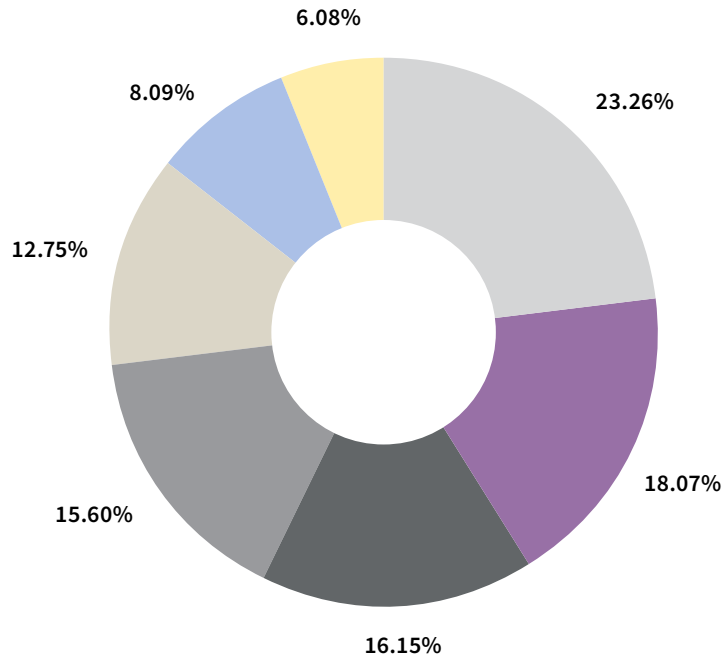


Average monthly rents by property type (over the last 12 months)



Source: ataloft Rental Market Analytics (rental data is based on achieved rents for approximately 20–35% market share, depending on location)

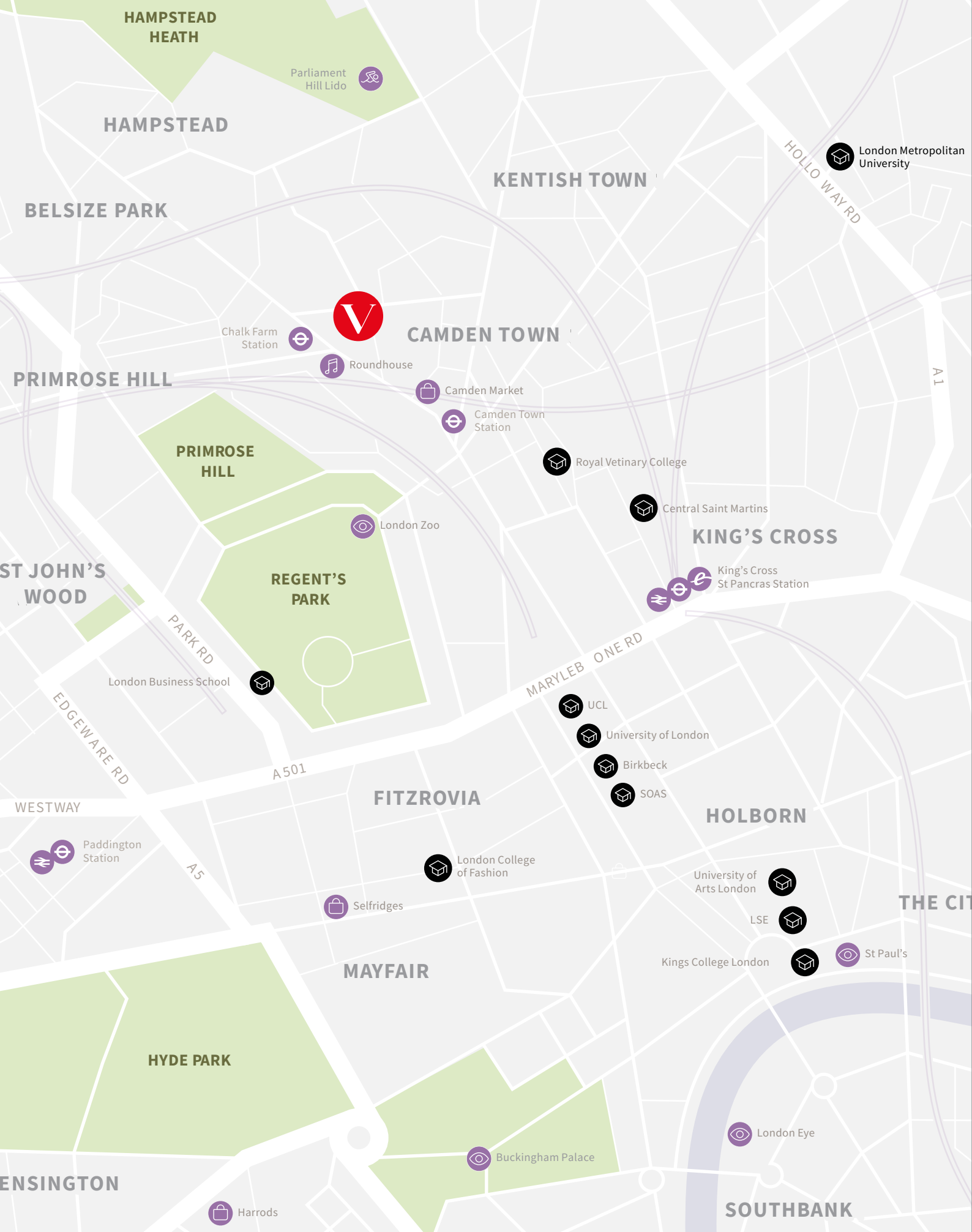
Tenant profile - Camden



- Public admin, education & health
- Professional, scientific & tech
- Distribution, retail, hotels & restaurants
- Other
- Transport & communication, education & health
- Finance & insurance
- Real estate & other services

Source: JLL Research / Dataloft Inform






























 **Verdica - Belmont Street, Camden NW1**

Transport connections

Chalk Farm has many public transport links that provide local residents with a short commute to central London.

Network Rail stations like Euston, King's Cross and St Pancras are very close by and offer direct links around the country. The architecturally stunning St Pancras International boasts the longest champagne bar in Europe, which is well worth a visit even if you are not planning to hop aboard the Eurostar for the 2 hour trip to Paris!

By underground	Airports	By foot
3 Chalk Farm minutes walk* 	43 London City Airport minutes*  	2 Roundhouse minutes walk*
7 King's Cross St Pancras minutes*   	45 Heathrow minutes*   	5 Camden Market minutes walk*
12 Bond Street minutes*  	51 Gatwick minutes*  	8 Primrose Hill minutes walk*
12 Tottenham Court Road minutes*  	57 Stansted minutes*  	12 Curzon Cinema minutes walk*
14 Bank minutes* 		16 London Zoo minutes walk*
16 London Bridge minutes*  	By bicycle	22 Hampstead Heath minutes walk*
23 Liverpool Street minutes*   	5 Regent's Park minutes*	22 Parliament Hill Lido minutes walk*
29 Canary Wharf minutes*  	12 King's Cross minutes*	28 Coal Drops Yard minutes walk*
	15 Marylebone minutes*	

Universities and education

Verdica is perfectly placed to enjoy easy access to these esteemed seats of learning. Central St Martins is just at King's Cross, south of there is Russell Square's cluster of SOAS, UCL and Birkbeck University.

Other academic stalwarts, such as LSE, King's College, Imperial College and Queen Mary University are also readily accessible, thanks to Verdica's superb transport connections.

Universities

5
minutes*
Euston Station

7
minutes*
King's Cross Station

19
minutes*
Temple Station

19
minutes*
Temple Station

23
minutes*
South Kensington Station

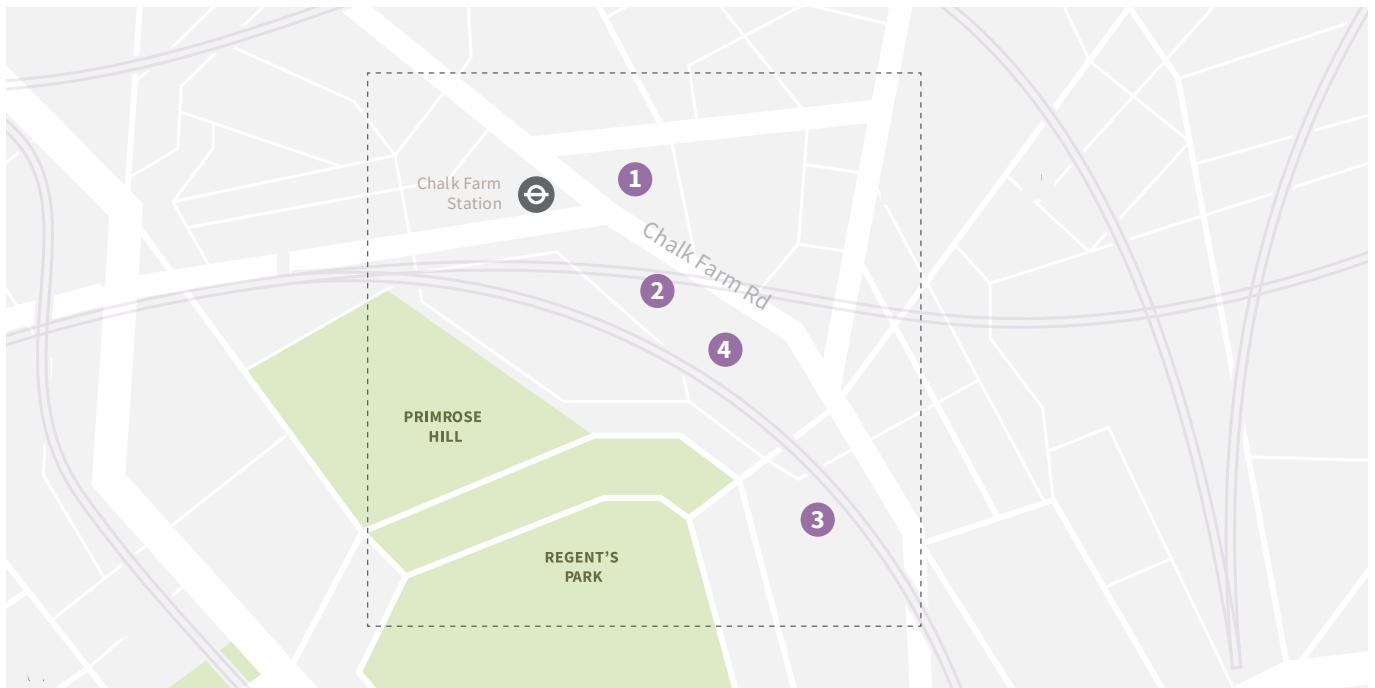
25
minutes*
Mile End Station

Regeneration in the area

Verdica is the first of a number of significant developments planned in the Chalk Farm station zone.

Berkeley Group have secured Camden Goods Yard which is a new 8 acre development, which is set to transform the local area. Located across the road from the Round House, the proposed scheme will provide in the region of 600 new homes with the facilities and amenity associated with such a sizable project. In addition, Regal Homes have secured a site adjacent to the Round House and a number of additional significant development projects are in the pipe line around the station.

Experience demonstrates the significant gains created from concentrated regeneration across numerous regions in the capital, ranging from land mark Nine Elms and Battersea through to Woodberry Down and Tottenham Hale. Verdica provides the perfect early opportunity for the next exciting region.



Key	Development	Comment
1	Vabel Haverstock	This 29 unit scheme that is rumoured to recently be sold as a bulk deal.
2	100 Chalk Farm Road	Regal London acquired this site July 2022 for c.£125m. The site previously had planning application approved for c.60 units.
3	Camden Goods Tard	441 unit development by Berkley expected to launch in June 2023 at c.£1,600 psf.
4	Juniper Crescent + Gilbeys Yard	Countryside (part of the wider Vistry Group) own a c.500 unit site.

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jll.co.uk/residential

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