

# DEPTFORD

AREA GUIDE





# ABOUT DEPTFORD

Located alongside the River Thames, Deptford has a rich history. Between the 16th and 19th centuries it was home to Deptford Dockyard, renowned for shipbuilding and international trade, and was the first of the Royal Dockyards.

Deptford is now an established residential neighbourhood with a thriving art scene and a strong local community.

The heart of Deptford, Deptford High Street, was named London's coolest street and the 17th coolest street in the World by Time Out magazine in 2022. The area perfectly mixes the industrial architecture from the maritime era, with a more modern touch from today's fashions. With the area forever evolving, Deptford's character is constant, never losing its cool and authentic feel. It is filled with bars, restaurants, shops and market stalls all offering something different but quintessentially Deptford. This is the dream spot for creatives, artisans and entrepreneurs to call home.

Contrasting the urban neighbourhood that is Deptford, there are plenty of places to enjoy nature nearby. Deptford is enviably located close to the River Thames and the Creek, both minutes away, and in the area there are many wonderful green spaces like Greenwich Park and Blackheath – perfect spots to relax and unwind.

Another key to Deptford's location is the fact that it has superb transport links. Located only 8 minutes from London Bridge, 11 minutes from Canary Wharf, 20 mins from the City of London and accessible to London City Airport within 30 minutes.

Deptford's location makes it an ideal location for young professionals, with access to a range of Ofsted rated outstanding or good schools also attracting families to the area. With the University of Greenwich and Goldsmiths College close by, there are also an increasing number of students making Deptford their home.



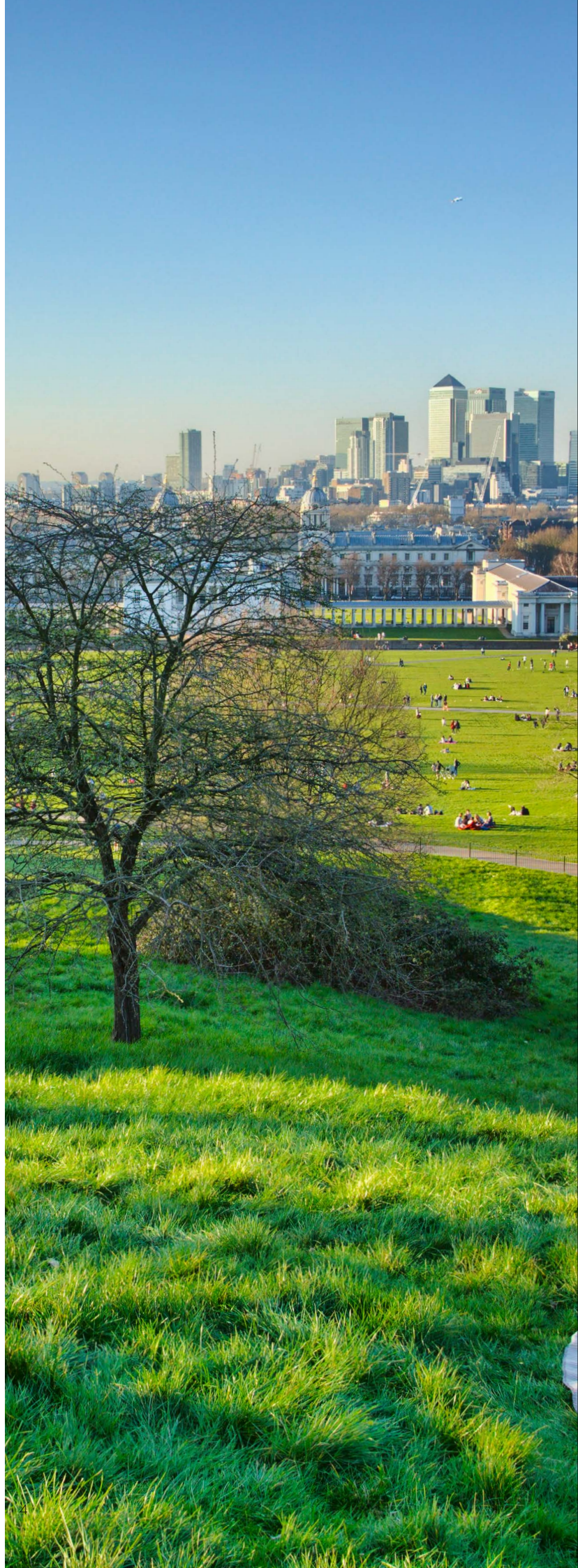


# WHO LIVES IN DEPTFORD

**Deptford has a young population. Over half (54%) of the residents in the area are aged 34 and under, while 43% are aged 25–44, consisting mainly of young professionals and young families.**

New residents in Deptford are drawn to the area by superb transport links and proximity to green spaces like Greenwich Park, Blackheath and Southwark Park with the added benefit of the River Thames on the doorstep. There is also easy access to a host of leisure facilities, trendy art galleries, restaurants, bars and must-sees like Hop Burns and Black. All at more affordable price points than local neighbourhoods like Greenwich and Blackheath. Prices in Deptford are 13% lower than in Blackheath and 23% lower than in Greenwich.

Deptford residents enjoy ample public green space, which comprises 20.1% of the local area surrounding Frankham Walk, higher than the London average (16.4%). In addition, almost 85% of homes in Deptford are within a 200-metre-walk of a bus, train or underground station stop.





# LOOKING AHEAD

Investment in Deptford and the surrounding neighbourhoods continues to increase, with significant regeneration underway surrounding the Old Kent Road and to the north at Canada Water. Large-scale regeneration brings new homes, jobs and a greater choice of quality retail and leisure facilities. Significant investment in the area also increases the potential for growth in prices to outperform the wider market in the coming years.

There are over

**15,000**

new households forecast in Lewisham over the next ten years (2021-2031), equivalent to a

**12% growth**

in the number of households

Source: Oxford Economics





# 5 REASONS TO PURCHASE IN DEPTFORD

# 1

## PROXIMITY TO EMPLOYMENT HUBS

Deptford is easily accessible to the biggest employment hubs in London. It is only 7 mins away from London Bridge, 11 mins from Canary Wharf, 20 mins from the City of London, with easy access to the West End, too.

# 2

## CONNECTIVITY

It has great transport links with diverse transport modes:

**Land:** Four stations with access to DLR, Overground and National Rail provide easy access to the rest of the city and beyond.

**Water:** Uber Boat is available at Greenwich Pier.

**Air:** The London City Airport is 30 minutes away.

# 3

## DESIRABILITY

Deptford High Street was named London's coolest street and the 17th coolest street in the world in 2022 by *Time Out* magazine.





# 4 5

## REGENERATION

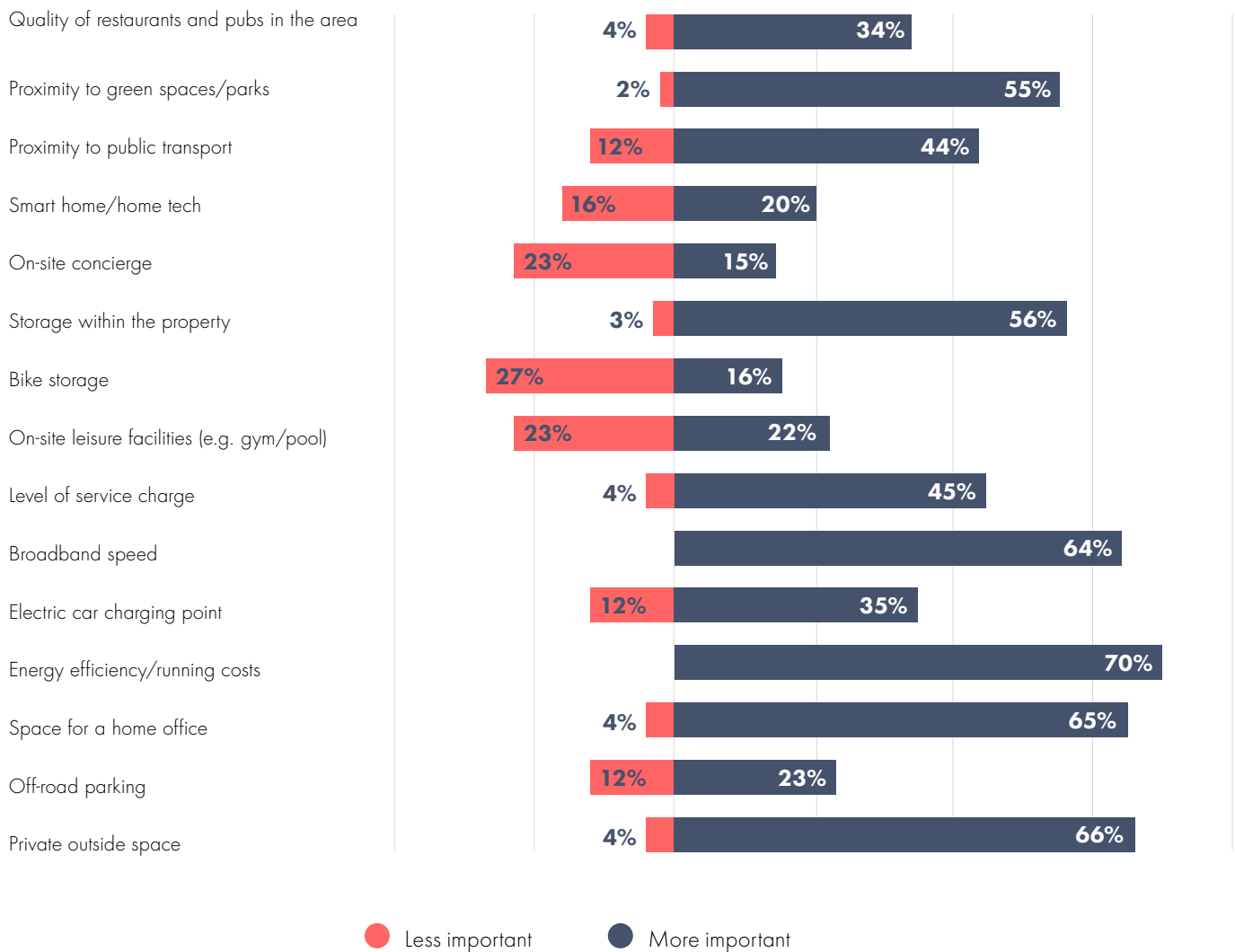
There are several large-scale projects coming for both new and existing residents such as the Convoys Wharf project. The development will add 3,500 homes, 33,700 sq m of public open space, 50,400 sq m of new leisure, cultural, hotel and retail, 15,500 sq m of new business space and other infrastructure.

## GREAT VALUE


Deptford allows easy access to all of the best that London has to offer (retail, entertainment, green spaces, transport links etc) and still provides good value for potential buyers. Today, Deptford offers a more affordable option than surrounding neighbourhoods and Greater London and as an average, Deptford prices sit at a circa 15% discount to Greater London, 13% discount to Blackheath and 23% discount to Greenwich. Both surrounding neighbourhoods.

LIVING PRIORITIES HAVE SHIFTED IN FAVOUR OF AREAS OFFERING A 'VILLAGE FEEL'

If you were looking to move home now, how important would you consider the following aspects for a home, versus pre-pandemic?







With many people now spending more time at home, residents are demanding more from their homes and local neighbourhood. The JLL Living Priorities Survey tracks changes in what residents are looking for from their homes and their local area. Good quality local retail, bars and restaurants scored highly. Residents at Frankham Walk are spoilt for choice, with countless options within a short walk. Deptford High Street was voted as London's coolest street by Time Out in 2022, the only street in the city to make it onto the 33 strong list of coolest streets globally.

The Deptford food and drink scene is constantly evolving, offering residents the option to sample cuisines from across the globe.

Want to eat Yakatori while playing a board game, you can in Deptford. Or a hankering for Caribbean, Vietnamese, vegan treat, or just pizza and a craft beer, you do not need to look far.

But it is not all about the vibrant bar and restaurant scene, residents also want access to greenspace, walks and water. Deptford has this covered too. Greenwich Park and the River Thames both within easy reach from Frankham Walk.

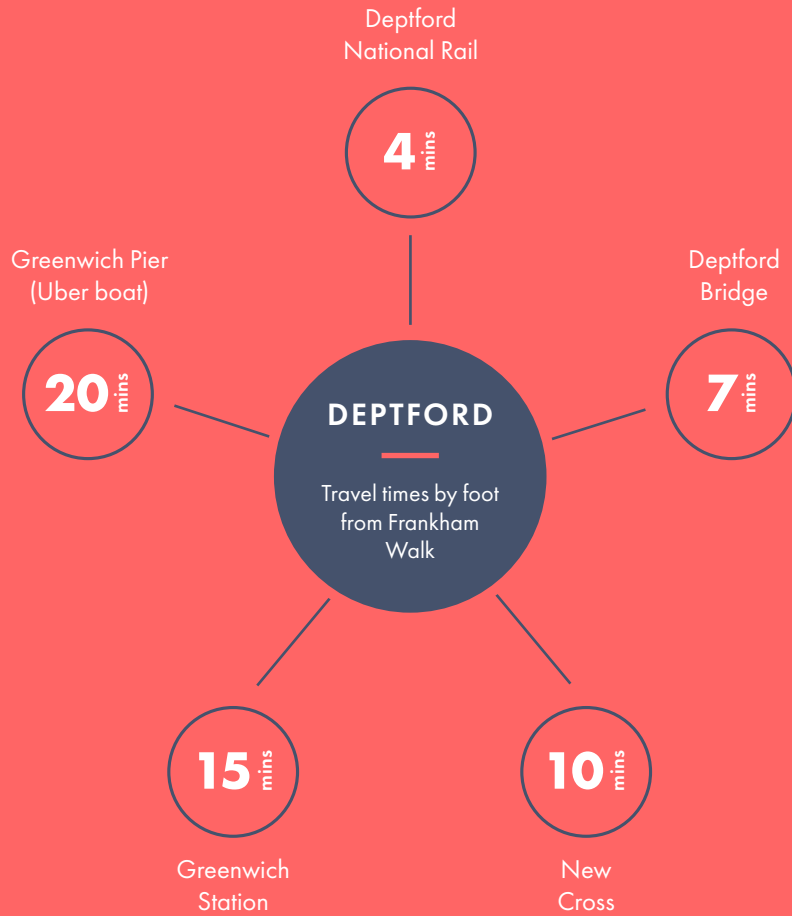
Despite the rise in hybrid working residents also demand good transport links for when they need to travel further afield. Those living at Franklin Wharf benefit from easy access to four stations, with access to all London's key employment centres.



# TRANSPORT

Deptford benefits from excellent connectivity. There are four stations within a 15-minute walk of Frankham Walk, connecting residents to the City of London within 20 minutes from New Cross Station. Residents can also travel by boat, with the Uber Boat calling at Greenwich Pier, a 20-minute walk away.

London City Airport, which offers flights to over 30 international destinations, can be accessed within 30 minutes by public transport or car. Heathrow Airport can be reached within an hour.

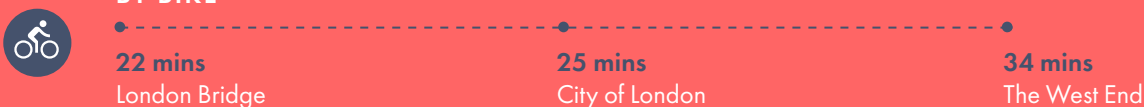


Travel times by public transport

## BY PUBLIC TRANSPORT



## BY BIKE





# EDUCATION

## SCHOOLS

There are many great schools in the borough, with 21 schools rated 'Outstanding' by Ofsted and a further 72 with a rating of 'Good'.

Ofsted outstanding and good schools a short walk away from Frankham walk.

School	Category	
Rachel McMillan Nursery School and Children's Centre	Nursery	 0.5 miles
		 11 mins
		 4 mins
St Joseph's Catholic Primary School	Primary	 0.2 miles
		 5 mins
		 2 mins
Addey and Stanhope School	Secondary	 0.3 miles
		 7 mins
		 5 mins
Deptford Green School	Secondary	 0.6 miles
		 13 mins
		 6 mins
Kings Kids Christian School	Independent	 0.8 miles
		 16 mins
		 7 mins

### KEY

-  Distance (miles)
-  By foot (mins)
-  By car (mins)





## UNIVERSITIES

London has more highly rated universities than any other world city. Accepted international applicants are now returning to pre-covid levels with the number of non-EU accepted applicants rising by 25% since pre-covid and 53% over the past 10 years.

**47%**

graduate retention

London is an academic hub with

**18**

top class universities

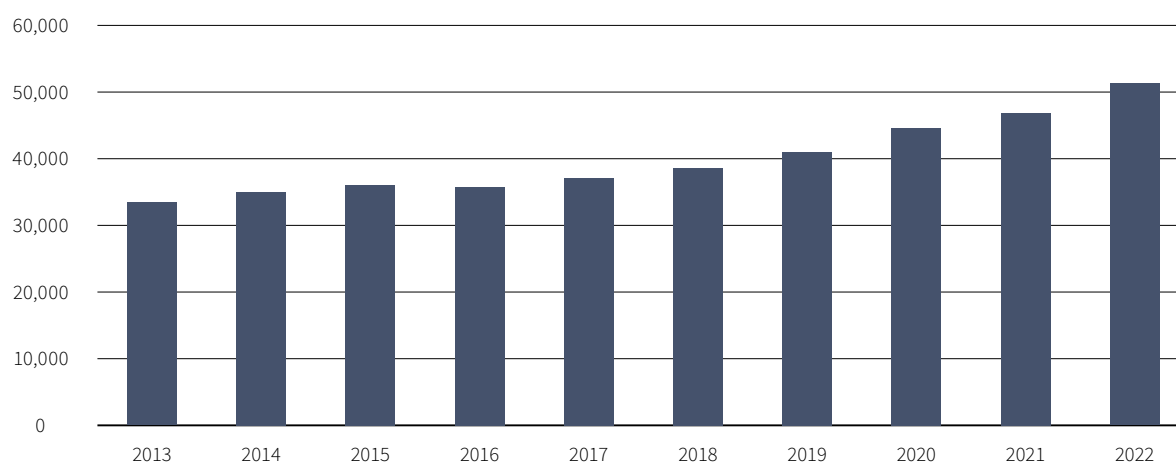
They host close to

**330,000**

students



## INTERNATIONAL APPLICATIONS, LONDON



Source: JLL, UCAS, HESA, Liberty Living

● UCAS applications from outside EU

Deptford's great transport links make every London university easily accessible.

### Universities and schools accessible in less than half an hour from Deptford

	No. students
The University of Greenwich	22,760
London South Bank University	18,545
Goldsmiths College	9,830
Guildhall School of Music and Drama	1,065

# SALES AND RENTAL MARKET

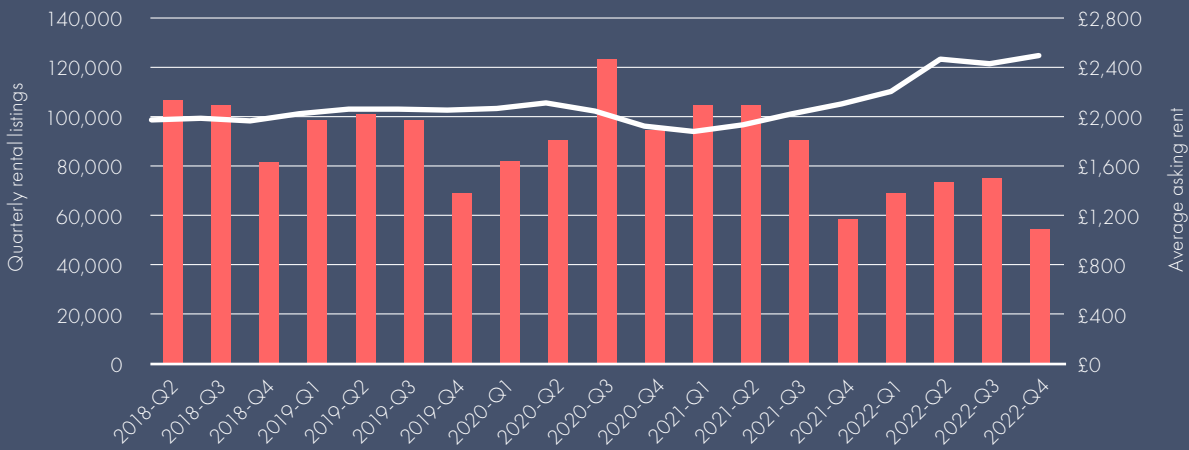
## SALES

Average sales prices for apartments in the SE8 postcode area continue to rise. Prices in the area rose by 4.1% in 2022 compared with 2021. On average, prices in Deptford are 74% higher than they were 10 years ago, outperforming Greater London where prices are 66% higher over the same period.

## RENTAL

Rising demand for rental properties in Deptford has seen average rents increase by 15.9% in the last 12 months.

### DEMAND FOR LONDON RENTAL PROPERTIES OUTPACES SUPPLY



Source: Rightmove / JLL

● Rental listings (LHS)      — Average asking rent (RHS)

While hybrid working means tenants are now demanding more from their neighbourhood, transport links remain high on their wish lists, too.

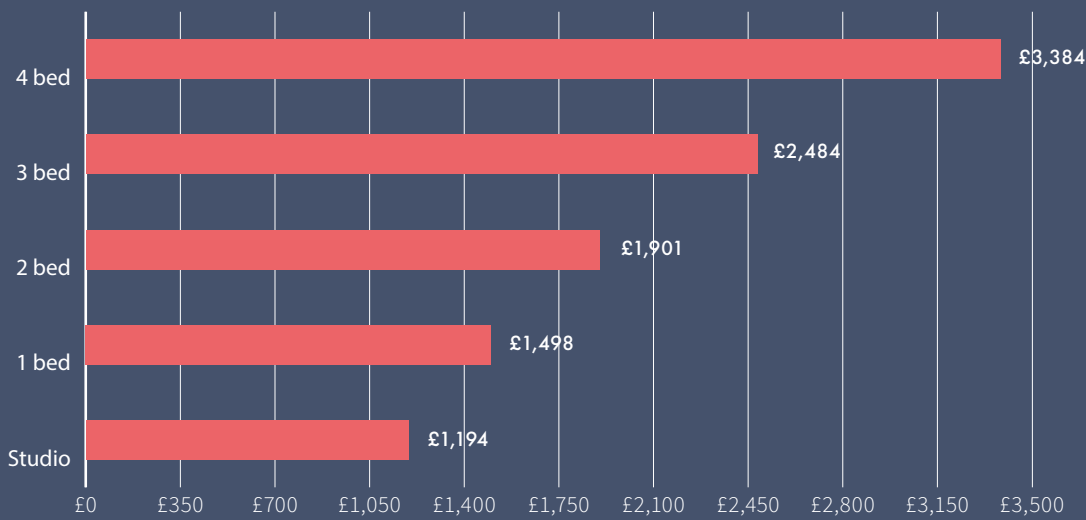
Deptford can offer both, with great local amenities and easy access to other areas of the city. Deptford has a diverse selection of bars, restaurants, independent shops and entertainment. Residents can live, work and socialise close to home. We expect that strong demand from prospective tenants and homebuyers will continue as a result.

**15.9%**  
annual increase in  
achieved rents

Source: JLL Research, DataIoft



### AVERAGE ASKING RENTS - 2023



Source: JLL Research, Rightmove

### FORECAST

Looking ahead, demand for homes in London – both those looking to buy and rent – looks set to remain high, with an imbalance between supply and demand underpinning growth in prices and rents.

JLL forecasts London house prices will rise by 13.9% in the five years between 2023 and 2027, outperforming the UK forecast of 8.9% over the same period.

In the short term, higher interest rates and increases in the cost of living will put pressure on prices but are expected to support strong demand for rental homes. JLL predicts London rents will rise by 17.6% between 2023 and 2027, again higher than the UK-wide forecast of 15.9%.

#### JLL FIVE-YEAR FORECASTS

**+13.9%**

London house price forecast 2023-2027

**+17.6%**

London rental growth forecast 2023-2027

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