

HOLLOWAY PARK

INVESTOR GUIDE



INTRODUCING HOLLOWAY PARK



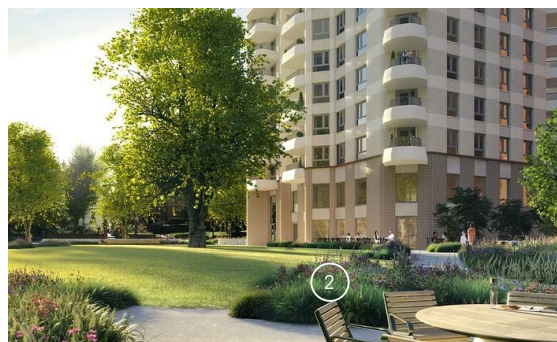
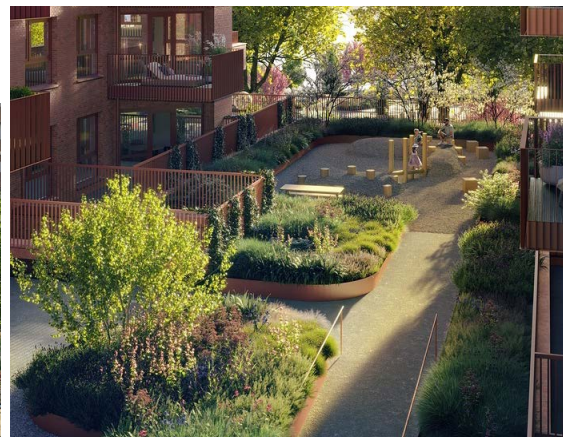
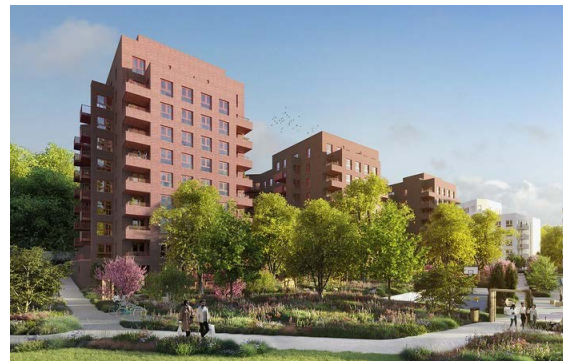
Holloway Park offers a collection of stylish 1, 2 & 3 bedroom apartments set within a vibrant new 10-acre neighbourhood in Islington. At its heart is a 1.4-acre public park and tranquil residents' gardens, connected by pedestrian pathways.

Right outside your door, enjoy a new parade of shops and easy access to King's Cross and Camden Town in under 20 minutes. With independent stores, destination dining, and year-round events, Holloway Park is the perfect place to Live Your London Story.

Holloway Park at a glance

- 985 apartments to be delivered across 3 phases
- 1.4-acre public park with Wi-Fi hotspots and multiple open spaces
- Over 13,000 sq ft of commercial and retail space planned
- Café*
- Supermarket**
- Enhanced pedestrian links for walking and cycling
- 364 new trees to be planted and 29 trees to be retained

*planned in Phase 1, **planned in Phase 3





GATEWAY TO LONDON AND BEYOND

With the Piccadilly Line just a 10-minute walk from your door, and King's Cross and Camden Town close by, Holloway Park is perfectly positioned for effortless access to Central London and beyond.

72% OF RENTERS

Ranked commuting time to work in the top 4 most important things when choosing a neighbourhood to live in

Dataloft (PriceHubble), Property Academy 2024

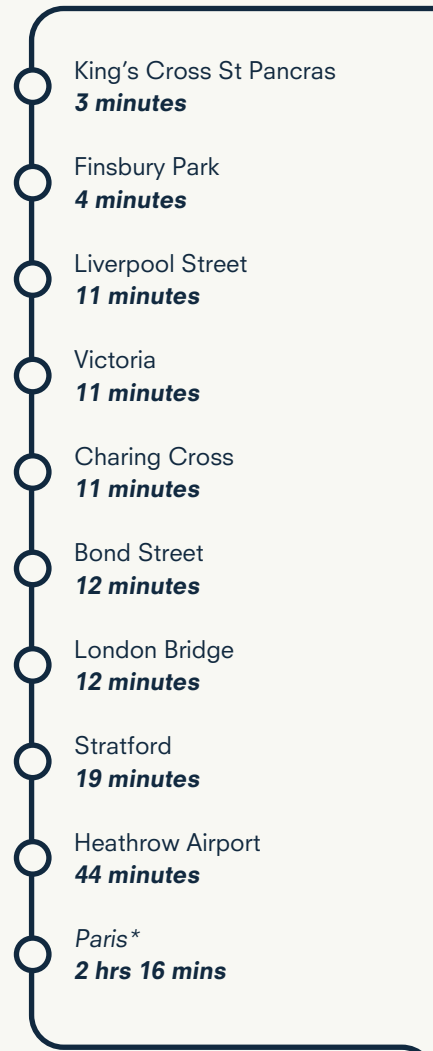
PARIS FOR LUNCH?

King's Cross is just minutes away, with direct Eurostar trains to Paris in just over two hours, and direct connections to Brussels, Amsterdam, and Rotterdam.

Hop on National Rail for seamless connections across the UK, making weekend escapes and day trips effortlessly easy.



TRAVEL TIMES



Peabody, Google Maps, tfl.gov.uk and Eurostar.com. Travel times are approximate only and are calculated from Caledonian Road or Holloway Road. *via Eurostar

REGENERATION



Holloway Park is a landmark regeneration of over 10 acres in Islington, creating one of London's newest destinations with more than 13,000 sq ft of commercial and retail space.

TRANSFORMATION

Beyond Holloway Park, the wider area is set for a wave of transformative regeneration and landmark transport upgrades.

The HS2 extension to Euston will unlock new homes, commercial space, and public spaces- positioning the wider area as a global centre for innovation and life sciences. Network Rail is also planning a life sciences-led redevelopment of Euston as part of a £15 billion investment pipeline.

**LOOKING BEYOND
HOLLOWAY TO THE EUSTON
REGENERATION**

34,000

NEW JOBS,

including 2,300 in life sciences

Camden Council, 2024

£4.2 BN

in public and private investment

NewmanFrancis

£41 BN

IN GVA

to the UK economy by 2053

(Camden Council, 2024, GVA (Gross Value Added) measures the value of goods and services produced in an area, industry, or sector of the economy)

200,000

SQ FT LIFE

SCIENCES AND

TECHNOLOGY HUB

planned at York Way, adjacent to King's Cross, featuring lab space, affordable workspaces, and public areas (KPF, 2023)



£2.9BN

INVESTMENT INTO THE PICCADILLY LINE

Transport for London are modernising the Piccadilly line to help the line run more reliably, faster, safely, inclusively and sustainably.

**Increased train fleet from 24 to 27 trains an hour.
Every 135 seconds - at the busiest times**



RENTAL RETURNS

Strong rental growth is forecast to continue, driven by a young, affluent rental base seeking excellent quality of life and quick links to London's employment hubs. Islington's local population aged between 20 and 35 years is expected to grow by 8% by 2041*.

*GLA population projections 2020

YOUNG DEMOGRAPHIC

% aged 20–35



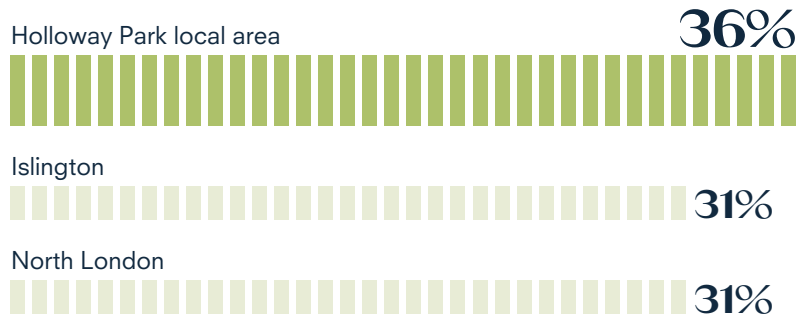
GLA population projections 2020



RENTS ON THE RISE

Rents* in the local area have grown 36% over the last 3 years, outperforming the wider borough and North London average.

3-year rental growth



*Dataloft Rental Market Analytics, average growth in the top 25% of apartment lets, equivalent to high quality rental at Holloway Park, local area is N7, April 2024

INVESTOR RETURNS

Holloway Park has strong estimated rental yields of up to 4.9%, making it an excellent choice for investors.

Unit type	1-Bed (2 person)	2-Bed (3 person)	2-Bed (4 person)	3-Bed (5 person)
Expected gross yield (up to)	4.5%	4.2%	4.9%	4.4%

Peabody



WHO RENTS IN THE LOCAL AREA?

57%

couples/ sharers,
41% singles



27

median age



41%

of renters earn over 50k



1 IN 4

work in the City,
West End or
King's Cross



£70,240

average annual earnings



60%

of renters are in
management/professional
occupations



Dataloft Rental Market Analytics (PriceHubble), local area defined as N7



GROWTH OPPORTUNITY

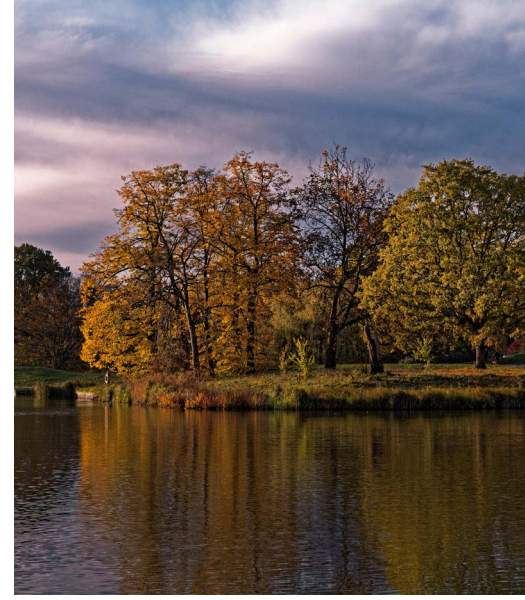
Price growth in edge-of-prime locations continues to be strong, with £/sqft values here rising 44% over the past 10 years, surpassing both the North London and Central London averages.

STRONG GROWTH

10-year £sqft growth



Dataloft (PriceHubble), Land Registry, average price growth in apartments 2024 v 2014, local area is N7 0



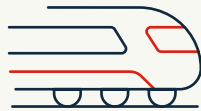
18.2%
FORECAST
GROWTH
in sales prices in
London 2025-2029

Knight Frank, May 2025

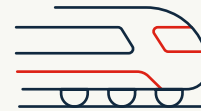
GOOD VALUE FOR MONEY AT THE EDGE OF PRIME

Holloway Park offers excellent access to Central London, yet with more favourable pricing, delivering significantly greater value at the edge of prime.

Holloway Park is just
**15 minutes from
KING'S CROSS**

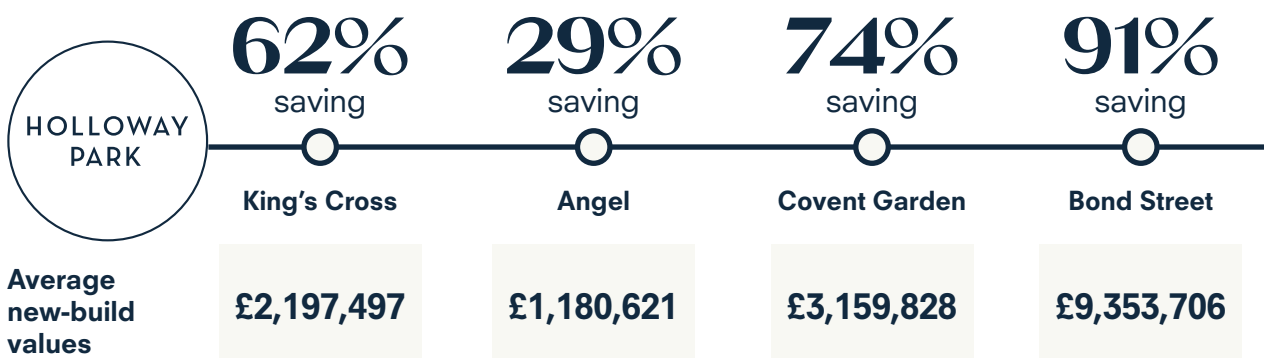


Holloway Park is just
**20 minutes from
COVENT GARDEN**



but prices for new-build apartments are 62% less expensive, £1,360,426 less on average, a saving of **£90,625 per additional minute of commute time.**

but prices for new-build apartments are 74% less expensive, £2,322,757 less on average, a saving of **£116,138 per additional minute of commute time.**



Peabody, Dataloft (PriceHubble), LandRegistry, average prices of new build 1km from stations 2021-2025, Holloway Park average apartment price of £837,071

GATEWAY TO OPPORTUNITY

With key London employment centres easily accessible, Holloway Park is an ideal location for workers. The local economy is also highly competitive and rapidly growing, ranked in the top 1% of local authorities in the UK for competitiveness*.

*UKCI 2023, Islington ranks 4th out of 362 local authorities

3.75 MILLION JOBS

1.1 million within financial, scientific, technical or professional sectors within a 45 minute commute

BRES 2023, commute by public transport

1 IN 4

local area renters work in the City, West End or King's Cross

Dataloft Rental Market Analytics (PriceHubble), local area defined as N7

TECH POWERHOUSES

Just a short commute away are some of the most powerful and well-respected digital clusters on the globe:

KING'S CROSS

Vs

OLD STREET

This fast-expanding tech and creative hub is home to a 970,000 sq ft Google office and a 610,000 sq ft Meta campus alongside innovative start-ups and the University of the Arts London, Central St Martins.

Knight Frank, The best office locations in London's tech hubs.

Known as the Silicone Roundabout, the area around Old Street has the highest concentration of tech companies in the city; with 50,000 tech employees and over 2000 startups located in the region.

£106,144 AVERAGE EARNINGS

of those working in King's Cross/ Old Street at top tech companies*

Dataloft Rental Market Analytics (PriceHubble)

*Google, Meta, Adobe

77% INCREASE

in the number of high tech jobs in King's Cross in the five years to 2022

BRES 2022

OVER £3BN

invested in King's Cross

TheTimes 2024

GLOBAL COMPANIES IN KING'S CROSS AND OLD STREET



HIGH EARNERS

Average earnings of renters at companies based in Islington, the City of London and Shoreditch

Blackrock	£107,832
Amazon	£107,166
Goldman Sachs	£105,014
Bloomberg	£83,183
Lloyds	£82,709
Adobe	£82,084

Dataloft Rental Market Analytics (PriceHubble), 12 months to October 2024 (average earnings of renters at companies based in Islington, the City of London and Shoreditch)

EDUCATIONAL EXCELLENCE

Holloway Park is in prime position for some of the most coveted universities in the world. World-renowned art and design college, Central St Martins, is close by at Granary Square in King's Cross and you can reach world-class learning institutions, like the London School of Economics or University College London, in under half an hour by public transport or under 20 minutes by bike.

Higher education

Perfectly placed near some of London's top universities, Holloway Park is an ideal location for students.

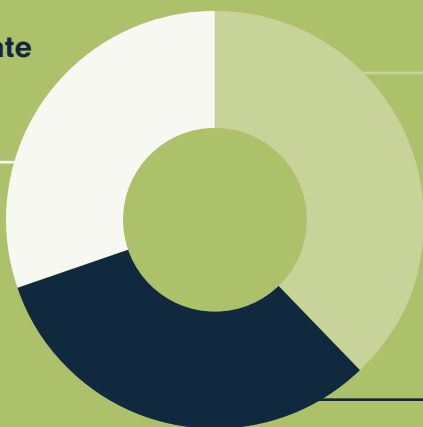
40% OF GRADUATES

stay in London after finishing university*, driving steady rental demand.

*London First & London Councils Report, 2022

New graduate earnings:

£34,475
Digital and IT



ISE (Institute of student employers) 2024

4 OF THE TOP 10

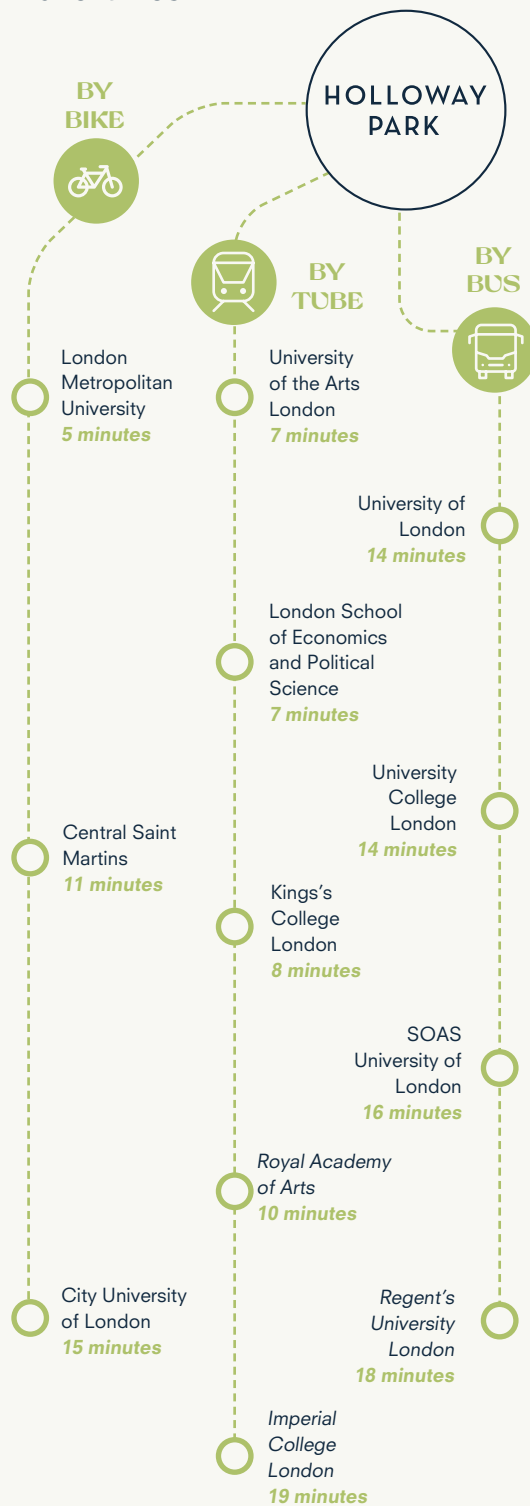
London universities



within a 30-minute commute of Holloway Park

DataLoft (PriceHubble), HESA 2022/23, TfL, The Complete University Guide

Travel times



Google Maps, All travel times are approximate only

Islington ranked

BEST AREA IN LONDON

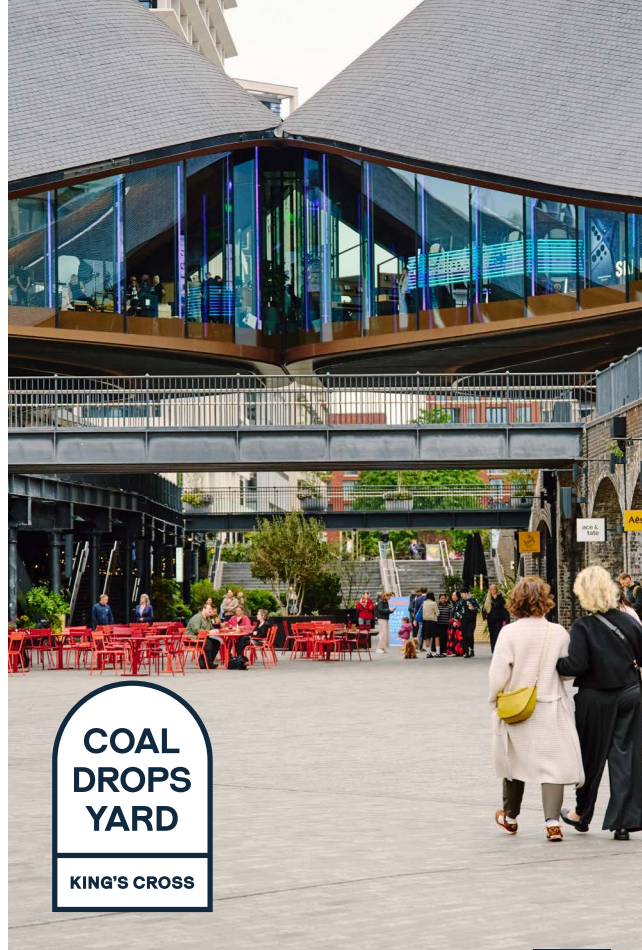
for students to live

MoveHub, 2024

LOCAL LIFE

Holloway Park has everything you need in just 20 minutes. From cosy cafés in Tufnell Park to nights out in Angel or quick hops to Soho, Holloway Park sits at the sweet spot between neighbourhood charm and global culture.

With great transport links and plenty to explore on foot, you'll always feel connected. Here, local living meets big city possibility.



69% OF RENTERS

would rent longer if there was a sense of community in the local area. With new homes, a public park, commercial and retail space being delivered, Holloway Park is bringing a new community to an established neighbourhood.

Dataloft (PriceHubble), Property Academy 2024

93

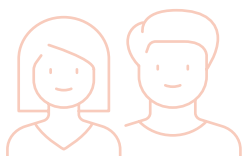
RESTAURANTS, CAFES, PUBS OR BARS within a 20-minute walk

VOA 2024

SPOTLIGHT ON KING'S CROSS

King's Cross is one of London's newest and most vibrant destinations. Spanning 8 million sq ft of mixed-use development, it blends the traditional cobbled streets of Coal Drops Yard with parks and state-of-the-art performance venues including renowned Lafayette.

11.5
MILLION
visitors annually



KingsCross.co.uk

500,000+
sq ft of
retail space



100+
brands



50+
shops, cafés, bars
and restaurants



Overall top borough in the Healthy Streets Scorecard

ISLINGTON

achieving the highest scores in key categories including walking, cycling, traffic reduction, and air quality initiatives

Islington Council, July 2024





GREEN HAVEN

From residents' podium gardens to a new 1.4-acre landscaped public park, every outdoor space at Holloway Park is designed to inspire calm, connection, and wellbeing. With private outdoor spaces, WiFi hotspots in the park, an outdoor gym, play areas, and nearby al fresco cafés, outdoor living comes naturally.

49 PUBLIC PARKS OR GARDENS

1,354 acres total size within a 30-minute walk

Ordnance Survey 2024

SURROUNDED BY SOME OF NORTH LONDON'S MOST BELOVED PARKS

including Caledonian Park, Highbury Fields, and Hampstead Heath, Holloway Park offers a rare blend of city living and natural escape.

5 largest parks within a 30 minute walk:

Hampstead Heath
(782 acres)

Regent's Park
(336 acres)

Finsbury Park
(118 acres)

Highbury Fields
(24 acres)

Caledonian Park
(10 acres)

Ordnance Survey 2024, within a 30-minute walk of Holloway Park

64% OF RENTERS



say access to outside space would make them rent longer

Dataloft (PriceHubble), Property Academy 2024

People living within

300 METERS



of a 1ha (2.47 acres) green space have a statistically significant wellbeing boost

Houlden, 2019, University of Warwick

4th in London on the 'Outdoor Index'

ISLINGTON

Share To Buy 2021



EVERYDAY

Live effortlessly at Holloway Park with spaces that elevate your everyday.

Start the morning strong in the residents' fitness studio, catch up on work in beautifully crafted co-working areas, or simply take time to unwind.

The Holloway Club brings together wellness, focus, and connection – all a few steps from home.

54% OF RENTERS

say communal facilities would make them rent longer

Dataloft (PriceHubble), Property Academy 2024

RESIDENT AMENITIES



24-hour concierge



Fitness studio



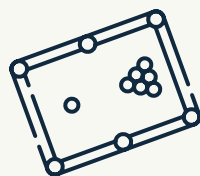
Residents' lounge



Self-serve coffee station



Work-from-home spaces



Games room



Private dining area



Outdoor gym

REASONS TO BUY AT HOLLOWAY PARK

1

£1,360,426 cheaper than
King's Cross new build apartments¹

6

3 mins to King's Cross
2 hrs 16 mins to Paris⁶

2

King's Cross At your fingertips
500,000+ sq ft of retail space,
50 + shops, café's, bars and restaurants²

7

The Holloway Club
24 hour concierge, fitness studio, residents' lounge,
work from home spaces a few steps from home

3

44% Ten year
house price growth³

8

3.75 million jobs
within a 45 minute commute⁷

4

Yields
up to 4.9%⁴

9

49 public parks or gardens
within a 30 minute walk⁸

5

London's top universities
within a 20 minute commute⁵

10

13,000 sq ft
of commercial and retail space

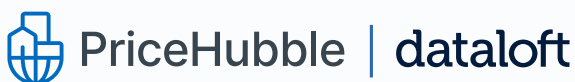
1 Peabody, Dataloft (PriceHubble), LandRegistry, Last 5 years (2021-2025), average prices of new build 1km from stations, Holloway Park average apartment price of £837,071, 2 KingsCross.co.uk, 3 Dataloft (PriceHubble), LandRegistry, average price growth in apartments 2024 v 2014, local area is N7 0, 4 Peabody, 5 GoogleMaps, travel times are approximate only 6 GoogleMaps, Eurostar.com, travel times are approximate only, 7 BRES 2023, commute by public transport, 8 Ordnance Survey 2024

**CONTACT US FOR
MORE INFORMATION**

www.peabodynewhomes.co.uk

www.hollowaypark.co.uk

**HOLLOWAY
PARK**



www.pricehubble.com/uk

PriceHubble is a European B2B company that builds innovative digital solutions for the financial and real estate industries based on property valuations and market insights. PriceHubble's digital solutions are designed to help all players across the entire real estate value chain (banks, asset managers, developers, property managers and real estate agents). PriceHubble is already active in Europe, Japan and the United States.

Disclaimer: This report is produced for general information only. While every effort has been made to ensure the accuracy of this publication, Dataloft (PriceHubble) accepts no liability for any loss or damage of any nature arising from its use. At all times the content remains the property of Dataloft Ltd under copyright, and reproduction of all or part of it in any form is prohibited without written permission from Dataloft (PriceHubble). Published in June 2025 Analysis, editorial, design, graphics and charts by Dataloft by PriceHubble. Photography provided by Peabody.