

TAKE ON

SOUTHWERE

THE VIEW

Delivered in partnership

 Peabody **LOVELL**
HOMES

Analysis by

 PriceHubble | data loft

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

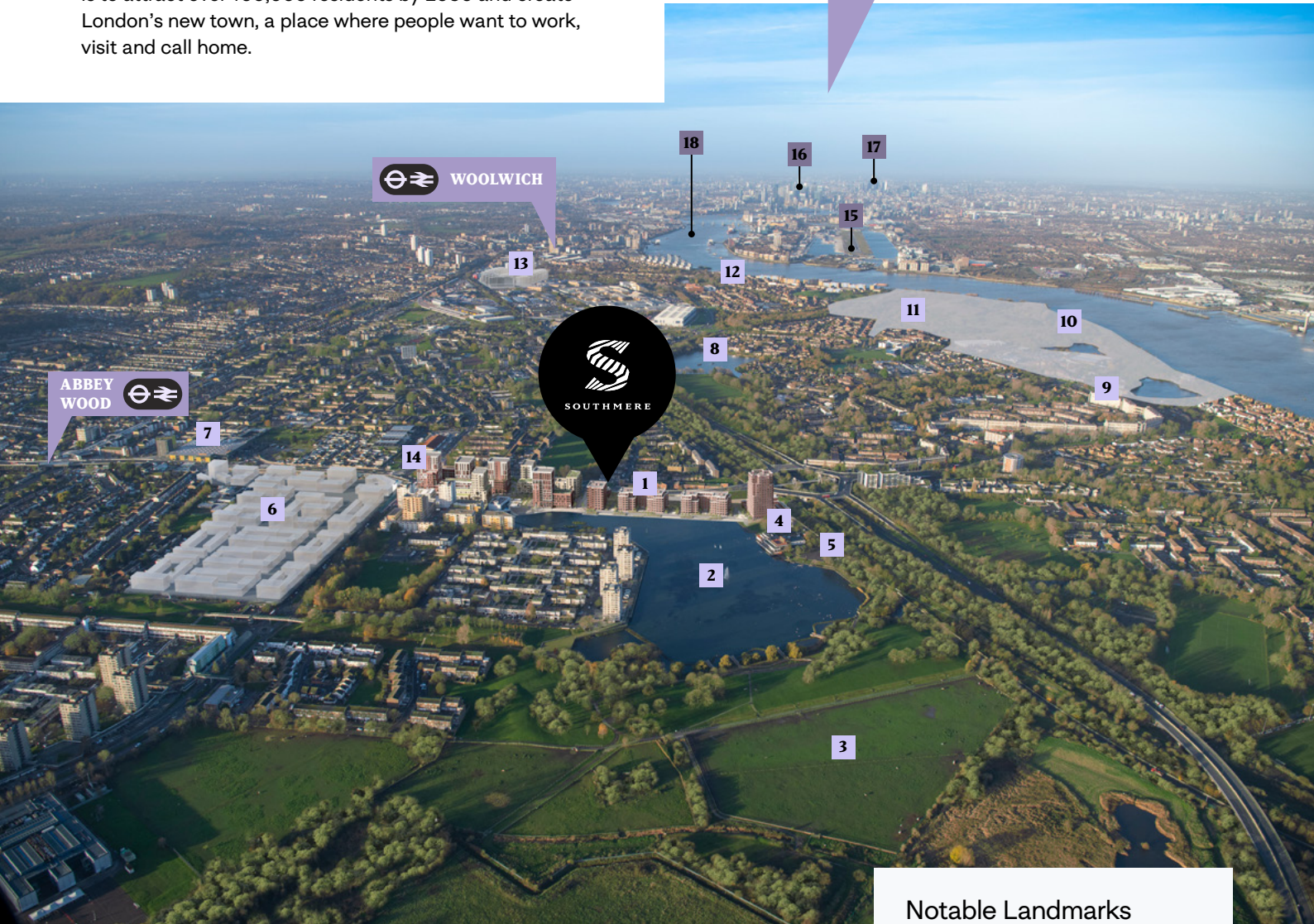


THAMESMEAD

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.



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

- 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

*café, creche and creative workspaces

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.

Green sanctuary



25%

of the local area is green/ blue space¹

higher than the London average of 21%

11 public parks or gardens

within a 30-minute walk of Southmere¹

Total size 48 ha

¹within a 30 minute walk. 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



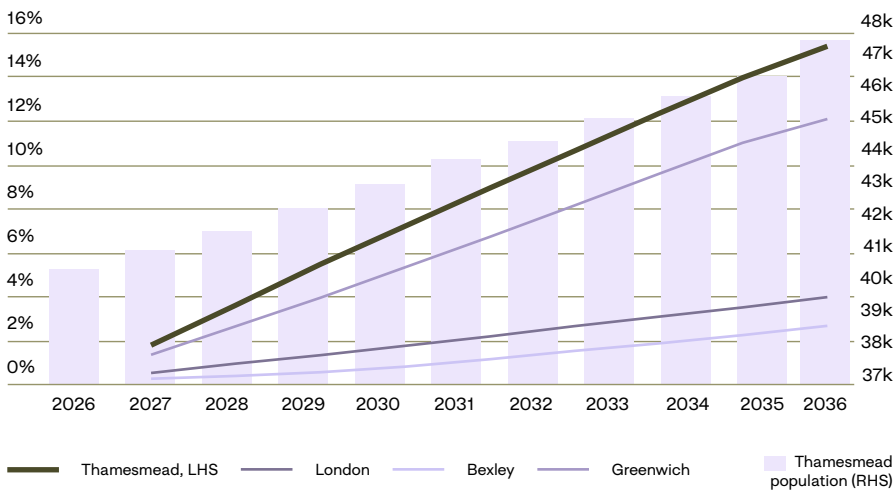
REGENERATION & GROWTH OPPORTUNITY

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 25% over the next 20 years.

Data from 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 2026-2035



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

+15.6%

forecast growth in sales prices in London 2026-2030

JLL, Savills, November 2025

+26%

forecast growth in the Thamesmead population 2026 to 2046

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

+2.9%

Additional annual sale price performance for properties in Opportunity Areas

Land Registry, PriceHubble, Based on 25 Opportunity Areas across London using the best 10-year period of sale price growth since regeneration started (time period of 2008 to 2025)

Who rents in the local area?

36%
earn over
£50k

30
Median
age

40%
moved from
less than 2 miles

12%
Families

36%
Singles

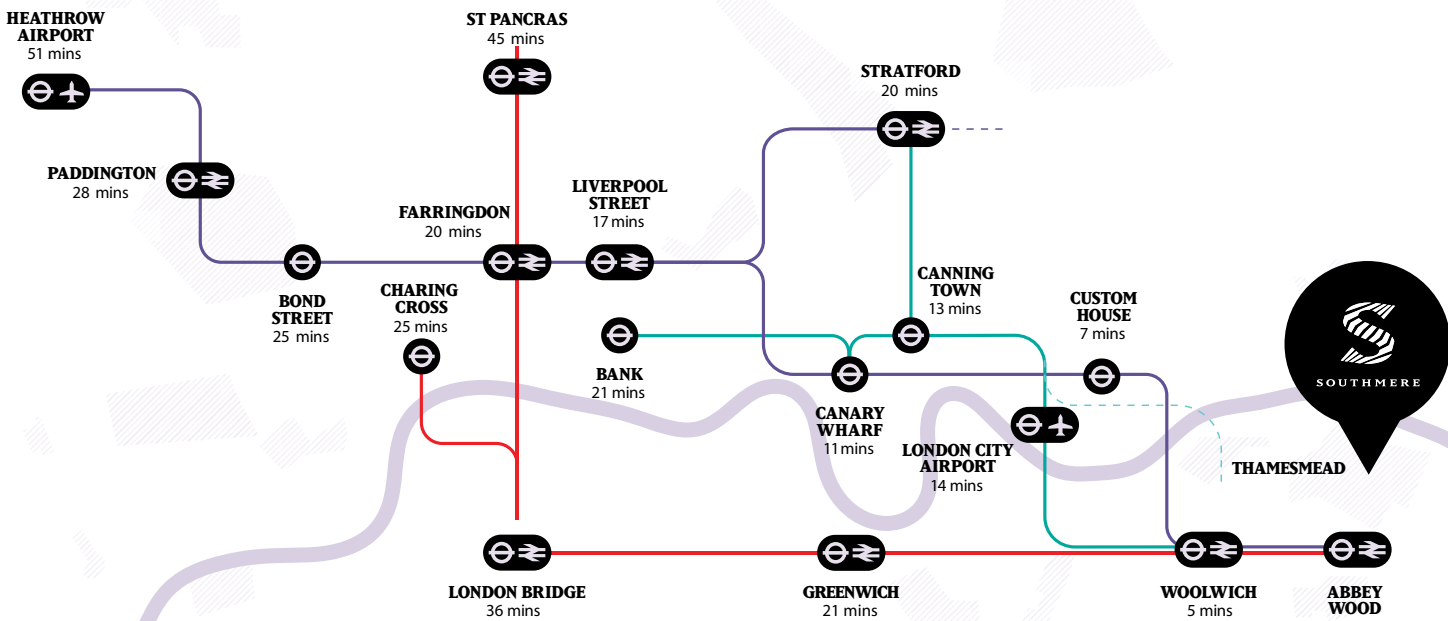
52%
Couples/
Sharers

PriceHubble, local area defined as SE2 9, SE28 8, DA18 4, last 12 months

CONNECTED TO THE CITY



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, with the forthcoming Docklands Light Railway (DLR) extension set to further enhance connectivity.



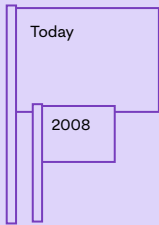
Peabody, Citymapper, travel times are approximate only, travel times are from Abbey Wood station

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.



ELIZABETH LINE



105%

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

79%

Greater London

88%

Southall

99%

Hayes

PriceHubble, LandRegistry, year to end November 2025 vs the same period in 2008, Abbey Wood area SE2 9, all property types, Hayes and Southall as 1km from the stations

8%

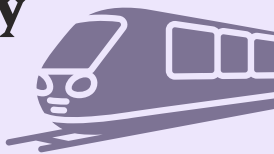


Rental premium for homes near Elizabeth Line stations in 2023 compared to the broader boroughs

CBRE 2024

Transformational DLR Connectivity

The Government has confirmed **the £1.7bn** Docklands Light Railway (DLR) extension to Thamesmead, significantly enhancing local connectivity.



The City in **35 minutes**

The extension will reduce journey times to the City to 35 minutes, unlock land for 25,000 new homes, support up to 10,000 new jobs, and drive almost £18bn of private investment into the area.

gov.uk

New homes at Southmere are

47% more affordable

than other new-build apartments within a 35-minute commute of Bank.

PriceHubble, LandRegistry, average new build apartment price 2025 within a 35 minute travel time from Bank, Peabody, Southmere average price is £464,568

Value Uplift

This vital transport link will unlock housing growth and drive long-term economic value.

Past projects, such as the 2009 DLR extension to Woolwich, have delivered clear uplifts in property values relative to the wider area.

8.6%



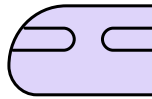
price outperformance for homes near the Woolwich DLR extension relative to the wider Borough in the three years post-opening.

PriceHubble, HM Land Registry, average £sqft in 2011 vs 2008 for properties within 1.5 km of Woolwich DLR and the wider Borough of Greenwich; Woolwich DLR opened January 2009

MORE FOR YOUR MONEY

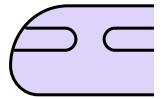
Southmere has excellent access to Central London but with more favourable pricing you can get considerably more for your money.

Southmere is just 11 minutes from Canary Wharf

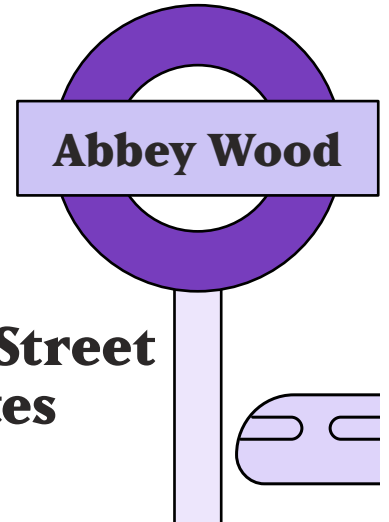


but average prices for new-build apartments are £371,241 less expensive, a saving of £33,749 per additional minute of commute time.*

Liverpool Street is 17 minutes away

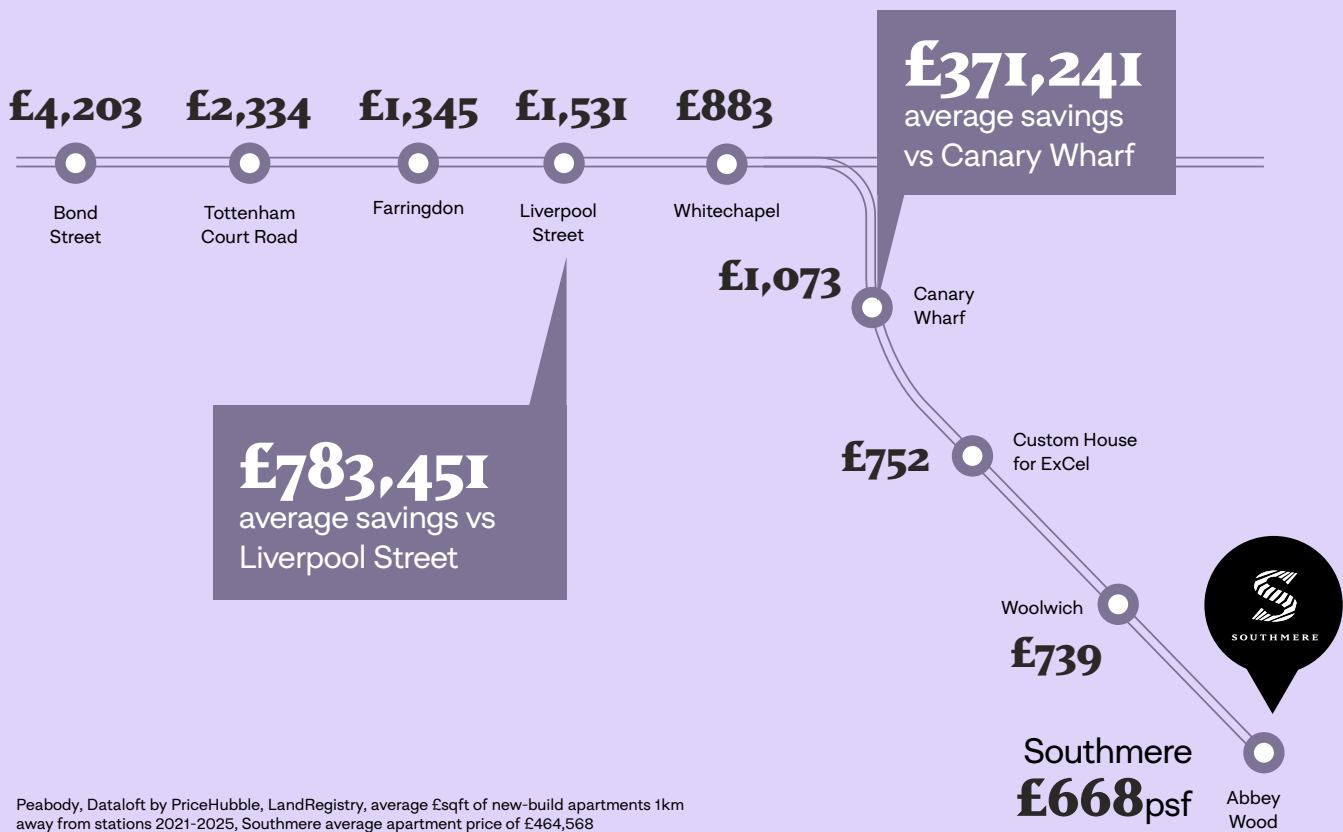


but average new-build apartment prices at Southmere are £783,451 less expensive, a saving of £46,085 per additional minute of commute time.*



*Peabody, Dataloft (PriceHubble), LandRegistry, average new-build apartment prices, 1km from Canary Wharf and Liverpool Street stations 2021-2025, Southmere average apartment price of £464,568

Average new-build £sqft



Peabody, Dataloft by PriceHubble, LandRegistry, average £sqft of new-build apartments 1km away from stations 2021-2025, Southmere average apartment price of £464,568

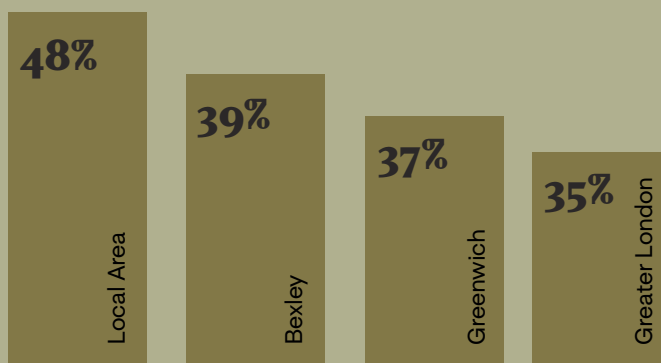
RENTAL REWARDS

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, all property types, 12 months to end December 2025. Local area defined as SE 2 9, SE28 8, DA18 4. Bexley and Greenwich refer to the boroughs.



+14.3%

forecast rental growth in London 2026-2030

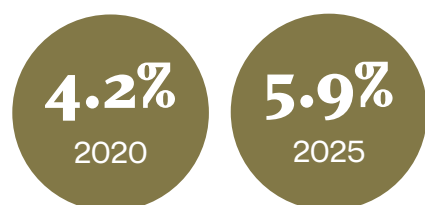
JLL, Savills, November 2025

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 2025 vs 2020, 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.

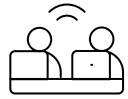
Resident amenities



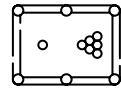
Podium Gardens



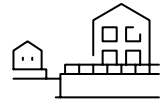
Concierge



Co-working Spaces



Entertainment Room



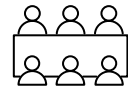
Lakeside Promenade



Residents Lounge



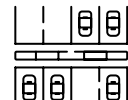
Cinema Room



Meeting Rooms



Cycle Storage



Parking

Evening Standard
NEW HOMES AWARDS 2022
WINNER

BEST

Regeneration Project and Best Large Development

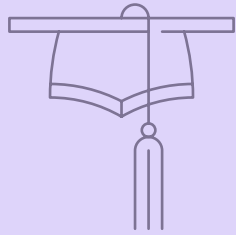
London Evening Standard
New Homes Awards

* 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.

Travel time to closest universities³

London Metropolitan University

15 mins

University of Greenwich

19 mins

University of the Arts London

20 mins

University College London

23 mins

4

'Good' rated secondary schools within a 45-minute walk²

12

'Outstanding' or 'Good' rated primary schools within a 30-minute walk²

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.

Goldman Sachs

Deloitte.

HSBC

TikTok

Morgan Stanley

Capgemini

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

1 in 5 renters

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

£70,000

Upper quartile earnings of renters working in Canary Wharf and the City of London 2025⁷

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 MORE FOR YOUR MONEY

£783,451 cheaper than
Liverpool Street

2 GREEN SANCTUARY

25% of local area is
green / blue space

7 RENTAL HOTSPOT

48% 5-year rental
growth in the local area

3 REGENERATION & GROWTH OPPORTUNITY

29% 10-year
price growth
south east London

8 RENTAL REWARDS

Yields up to 6.3%

4 CONNECTED TO THE CITY

11 minutes to Canary
Wharf, 17 minutes to
Liverpool Street

9 OUTSTANDING EDUCATION

All top 10 London
universities within
45 minute commute

5 ELIZABETH LINE HOTSPOT

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

10 GATEWAY TO EMPLOYMENT

3.9 million jobs within
a 45 minute commute
of Southmere

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

Contact us for more information

Southmere Marketing Suite;
1 Overton Road, London,
SE2 9SH

www.peabodynewhomes.co.uk

enquiries@peabodynewhomes.co.uk 020 3031 9900

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

Analysis by

 PriceHubble | dataloft

Delivered in partnership

 Peabody **LOVELL**
HOMES

THAMESMEAD 

 PriceHubble | dataloft

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 February 2025 Analysis, editorial, design, graphics and charts by Dataloft by PriceHubble. Photography provided by Peabody.