

Canary Wharf The Bellamy

JLL Residential Research Report | October 2023



The Canary Wharf Story

Beginning in the 1980s

Canary Wharf has become one of the UK's largest financial hubs and contributed to the iconic London skyline. Conceived in the early 80s as a predominantly commercial district, the estate's residential offering has grown rapidly over the last 40 years. It's no coincidence that Tower Hamlet's economy has grown by almost four times the rate of the rest of London; in 2018, companies based at Canary Wharf accounted for 73% of Tower Hamlets' total GVA.

A New City in the East

The development of the Docklands began in 1981 with the setting up of the London Docklands Development Corporation (LDDC), a quango with sweeping powers and the responsibility for regenerating an area of 8.5 square miles. This hugely successful urban renewal programme

saw the development of London City Airport, the Excel Exhibition Centre, the Docklands Light Railway and, the jewel in the crown, Canary Wharf. It is widely regarded as an exemplar for large-scale regeneration.

Today Canary Wharf is a prime London location and sought-after

place to live and work, with landmark skyscrapers, high-spec apartments and world-class amenities.

The Bellamy is the perfect choice for those looking for a high specification apartment with unparalleled views of the London city skyline.

A Great Place to Work

Canary Wharf is the second largest financial district in the UK second only to the City of London. Canary Wharf also has a diversified employment mix with major tenants in the areas of law, telecom, media, energy and technology.

Canary Wharf is home to 15.1 million sq. ft of office and over 300 shops, bars and restaurants, attracting daily workers, with a further development

pipeline of 5 million sq. ft of office space planned.

As businesses office requirements change, Canary Wharf has been quick to adapt. Canary Wharf is positioning itself at the centre of the Life Sciences revolution. Life Sciences businesses are considered more resilient to changes in tenant demand and hybrid working as the work often cannot be carried out outside of a laboratory.

Canary Wharf Group is planning to build an 823,000 square foot 23 floor tower, which will contain laboratories and workspaces. This is set to be the largest and most advanced life sciences facility in Europe. Canary Wharf is also home to many med tech start-ups located in its Level 39 tech hub and cutting-edge life science businesses such as Genomics England which has relocated its headquarters to One Canada Square.

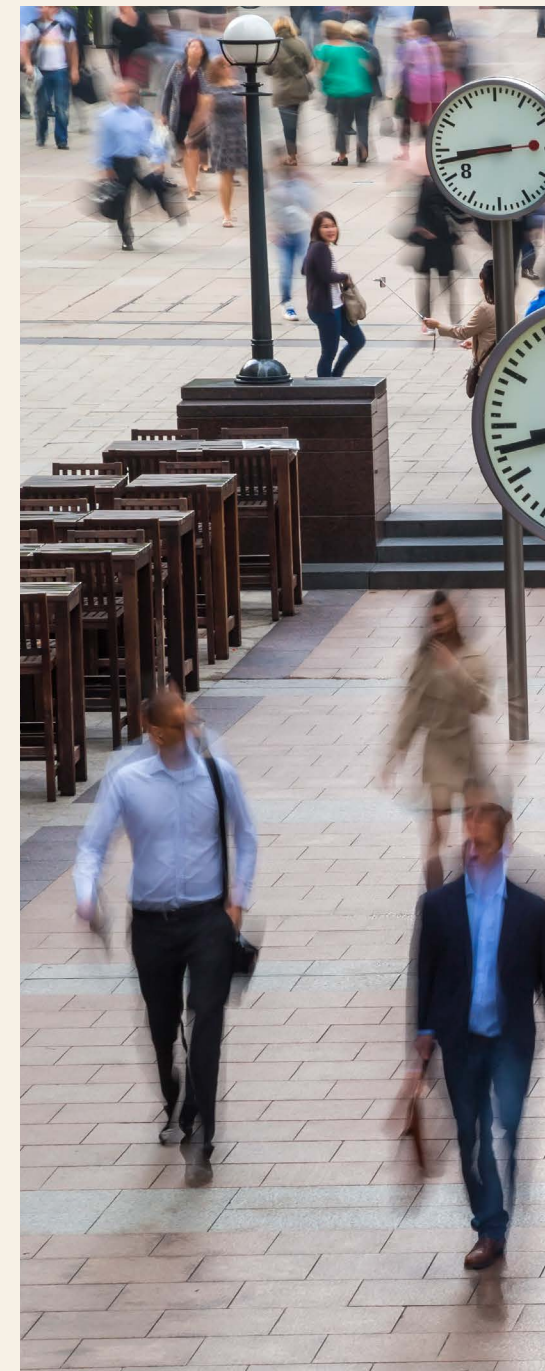


Over the last 25 years:

More than **15 million** square feet of office space has been built

Over 300 shops, bars, restaurants, services, and amenities have been developed (c.1m sq ft)

20 acres of parks, gardens, and squares have been created



Today there are over **150 office tenants** in Canary Wharf, including:

American Express

Barclays

BNP Paribas

BP

Deutsche Bank

J.P Morgan



Although most businesses are in the financial or fin-tech sectors, this is diversifying fast and the ratio of financial to non-financial tenants is currently 55:45, compared to 70:30 a decade ago.

Demand continues to fuel new development and attract new tenants, and the 23 acre Wood Wharf currently under construction will create 20,000 new tech and creative jobs representing GVA of £2bn.

Recent large office transactions include:

Year	Address	Area (sq ft)	Tenant
2022	40 Bank Street, E14	94,460	Citibank
2022	40 Bank Street, E14	94,174	Citibank
2022	Cargo, 25 North Colonnade, EH14	50,108	Boston Consulting Group Limited (The)
2021	1&5 Bank Street E14	66,665	Apple
2021	1&5 Bank Street E14	66,665	Apple
2020	Cargo, 25 North Colonnade, E14	202,000	BP Plc
2019	1&5 Bank Street E14	360,000	EBRD
2019	25 Churchill Place, E14	287,416	WeWork
2019	25 Cabot Square, E14	67,200	Spaces

And a Desirable Place to Live

Canary Wharf also continues to grow in popularity as a place to live, with new residents attracted by its mix of the old and the new, its unique riverside location, and its excellent

connections to the City and West End. This is a truly unique neighbourhood, with traditional terraces alongside gleaming towers, timeless riverside pubs and quirky new independent

businesses complementing the high-end and high street shops in the shopping mall, and over 20 acres of parks, gardens, and waterside promenades.



Some key facts:

The population of Tower Hamlets has risen by 22.1% over the past 10 years.

Since 2001 the number of households in Tower Hamlets has grown by 70% and the number of residential dwellings has grown by 61%.

Canary Wharf has become a more than just an office location and instead a lifestyle choice for residents, with 21% of commuters travelling into the City for work and an additional 15% head into the West End.



The New Elizabeth Line

Canary Wharf is on the new Elizabeth Line (formerly known as Crossrail). The opening of the Elizabeth line has significantly reduced journey times, with super-fast trains across the capital and to Heathrow Airport.

Key journey times are:

<i>7 minutes</i>	<i>9 minutes</i>	<i>12 minutes</i>	<i>18 minutes</i>	<i>39 minutes</i>
to Liverpool Street	to Farringdon	to Tottenham Court Road	to Paddington	to London Heathrow

With Great Transport Links

Connectivity is excellent, with a huge variety of public transport options, from overground and underground trains to bus and river bus services. Key transport links are:

- Elizabeth Line*
- Jubilee Line*
- Docklands Light Railway (DLR)*
- Uber boat (river bus) / Thames Clipper*

Canary Wharf is one of London's best connected neighbourhood's increasing its desire as a residential location. The introduction of the

Elizabeth Line has already seen property prices out-perform the rest of the capital. This out-performance is expected to continue as increasing

values and better connectivity attract owner-occupiers and tenants.



Pedestrian and Cycle Friendly

For those who prefer to travel under their own steam, there are numerous paths and cycle routes from Canary Wharf to the City and West End. Bikes are easy to hire, with numerous Santander cycle racks across the Canary Wharf estate.

The Bellamy	Sir John Mcdougall Gardens	Canary Wharf Underground Station	Canary Wharf Shopping Centre	Canary Wharf Elizabeth Line
	○	○	○	○
Walking	7 Mins	8 Mins	11 Mins	14 Mins
The Bellamy	Cutty Sark	Southwark Park	Victoria Park	Greenwich Park
	○	○	○	○
Cycling	16 Mins	17 Mins	18 Mins	20 Mins
Canary Wharf Pier	Tower Pier	London Bridge City Pier	Blackfriars Pier	Westminster
	○	○	○	○
River Bus	11 Mins	15 Mins	23 Mins	34 Mins
Canary Wharf	Liverpool Street	Farringdon	Tottenham Court Road	Paddington
	○	○	○	○
The Elizabeth Line	7 Mins	9 Mins	12 Mins	18 Mins
Canary Wharf	London Bridge	Waterloo	Stratford	Bond Street
	○	○	○	○
Jubilee Line	6 Mins	9 Mins	10 Mins	15 Mins
South Quay	Canary Wharf	Greenwich	Bank	London City Airport
	○	○	○	○
DLR	3 Mins	7 Mins	14 Mins	23 Mins

And Easy Access to Airports

London City Airport, just 3 miles east of Canary Wharf is very popular with business and leisure travellers, with flights to 50 destinations worldwide. City Airport is accessible by DLR in just 23 mins.

London Heathrow is reachable in 39 minutes from Canary Wharf Elizabeth line station. Alternatively, the National Express Dot2Dot service, provides luxury mini-coach transfers between Heathrow airport and homes, businesses and hotels in the E14 postcode.

Gatwick Airport is 45 minutes away via London Thameslink trains.





A Healthy Market for Property Sales

Canary Wharf remains a popular hunting ground for property investors. The number of new homes reserved in H1 2023 was 33% higher compared to 2019. The average size of properties sold by JLL in Canary Wharf is also increasing, up to 724 sq ft so far this year, from 695 sq ft in 2019.

Purchasers of new homes are spending more: the average £psf of new homes reserved across Canary Wharf in the first half of 2023 has risen 5.3% compared to H1 2022.

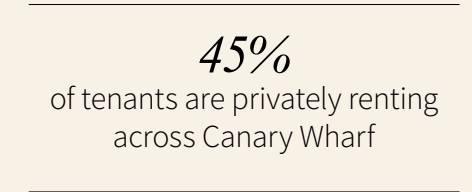
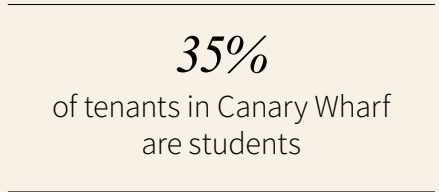
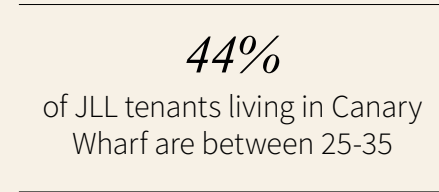
And an Attractive Place to Rent

Canary Wharf remains popular with renters, and increased demand is fuelling growth in rents, with average rents achieving £2,268 per calendar month over the last 12 months. Rental demand for homes in Canary Wharf is consistently rising and **applicants from tenants have risen by 9% in the last 3 months alone.**

In the last 12 months, compared to the first half of 2021:



The demographic is relatively young:



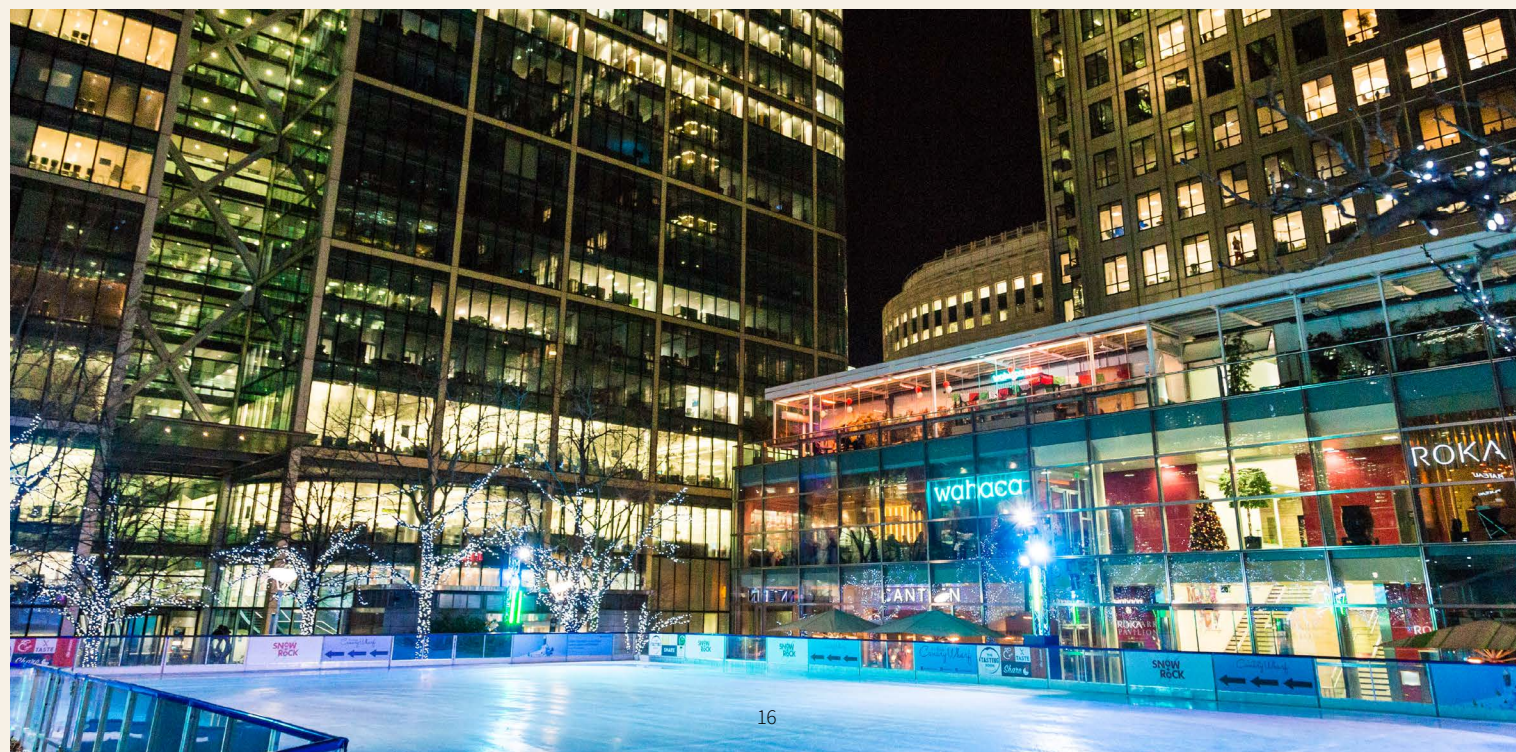
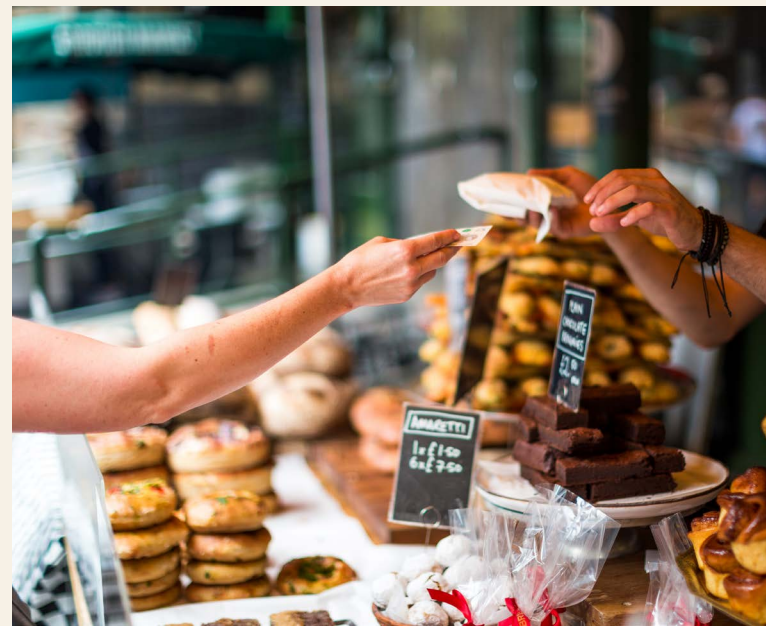
Destination Canary Wharf

Within East London, Canary Wharf is a fantastic place to live, work, and play, as an increasing number of businesses, residents and visitors are discovering. Tower Hamlets is a young, fast-growing borough; over the next decade the population is expected to grow by 12% and the number of households by 21%. The area is

increasingly seen as a leisure and entertainment destination, with an increasing number of weekend visitors attracted by its many amenities, which include 125 different cafes, bars, and restaurants.

Canary Wharf is also known for its lively social calendar that offers a variety of events throughout the year,

including family-friendly activities such as food markets, movie nights, sports screenings, and boat races. In addition, the famous festival of lights, an award-winning immersive exhibition, brightens up Canary Wharf every January, making it a must-see event.



As Canary Wharf becomes ever more popular, the demand for homes to rent and to buy will continue to grow. The increase in new build rental stock in recent years means that more renters are now living in a purpose built apartment rather than a period conversion, and have come to appreciate the benefits of new

properties over older homes. These include better insulation (and lower energy bills), fewer costly maintenance worries, and better on-site amenities such as a concierge, gym, residents' lounge/cinema.

When these renters buy their first home they increasingly choose a new property. This trend was fuelled

by the Help to Buy scheme, which facilitated buying new homes with a lower deposit. With demand for high quality well-insulated properties with low maintenance likely to continue to grow as the cost of living rises, the popularity of new build developments will continue to grow.



Lifestyle and living priorities

Living priorities have shifted over the past couple of years. Residents are favouring areas offering a strong community feel. Close to public open green space, restaurants and pubs, without compromising on public transport options.

Energy efficiency is becoming ever more important to residents as energy bills rise and the cost-of-living crisis puts a squeeze on many household incomes. New homes offer improved energy efficiency compared to second-hand homes. Analysis of EPC

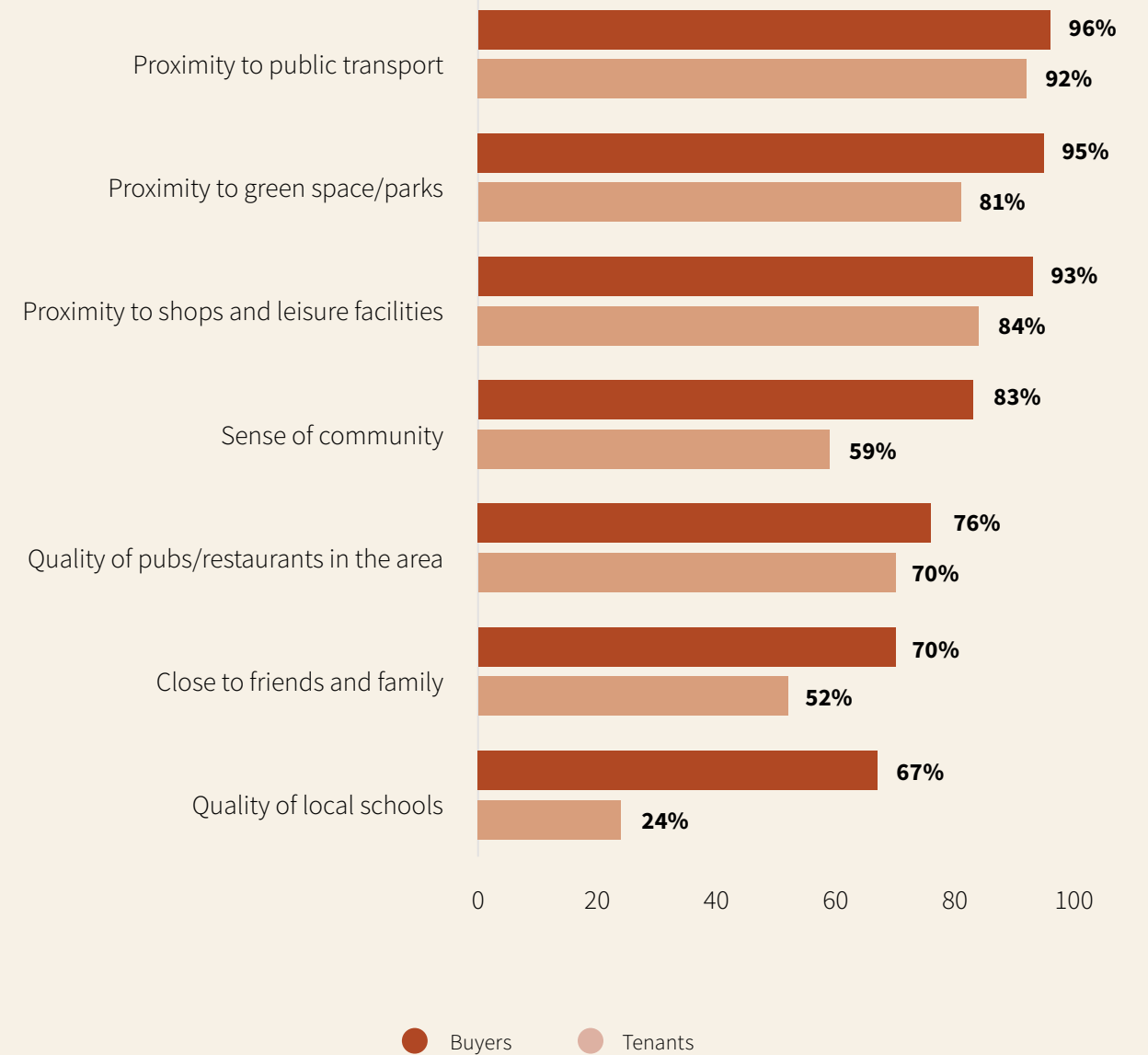
ratings for UK homes shows 83% of new build properties boast an EPC rating of A or B, versus just 3% for existing stock. The Bellamy has been designed with green living in mind. Energy systems independent from fossil fuel use, triple glazed windows and rainwater harvesting features are a few elements of which have been integrated.

Nestled within the hustle and bustle of the City are thoughtfully designed parks for residents and workers to enjoy. Jubilee Park and Canada

Square Park are green gems in the heart of Canary Wharf, the perfect place for a stroll at lunch or leisurely picnic in summer. Above the Elizabeth line station, residents and workers can step into a botanical wonderland at Crossrail Place Roof Garden, featuring an array of exotic plants and spectacular River Thames views. Outside of the Wharf, Mile End Park is less than 20 minutes walk and the Royal Greenwich Park can be accessed by DLR in just 15 minutes.

What about the local area is important to you?

voted as very important or important



UK house prices have seen sustained growth over the past 50 years. Even when prices have fallen, this has been relatively short lived and the market has tended to bounce back quickly. Over the last two years two years the market has been particularly resilient, with rental prices growing consistently year on year.

JLL Residential Forecasts 2023-2027

Est. Sales Price Growth	Cumulative 2023-2027	Average pa 2023-2027
Central London	19.3%	3.6%
Greater London	13.9%	2.6%

Est. Rental Value Growth	Cumulative 2023-2027	Average pa 2023-2027
Central London	19.9%	3.7%
Greater London	17.6%	3.3%

Forecasts are for average London/ Central London house prices across both new and existing properties.

