

Southmere

Thamesmead, London, SE2



SOUTHMERE

THAMESMEAD TM

 Peabody

Phase 2 will deliver a waterside community surrounded by abundant green space, whilst just minutes from central London.

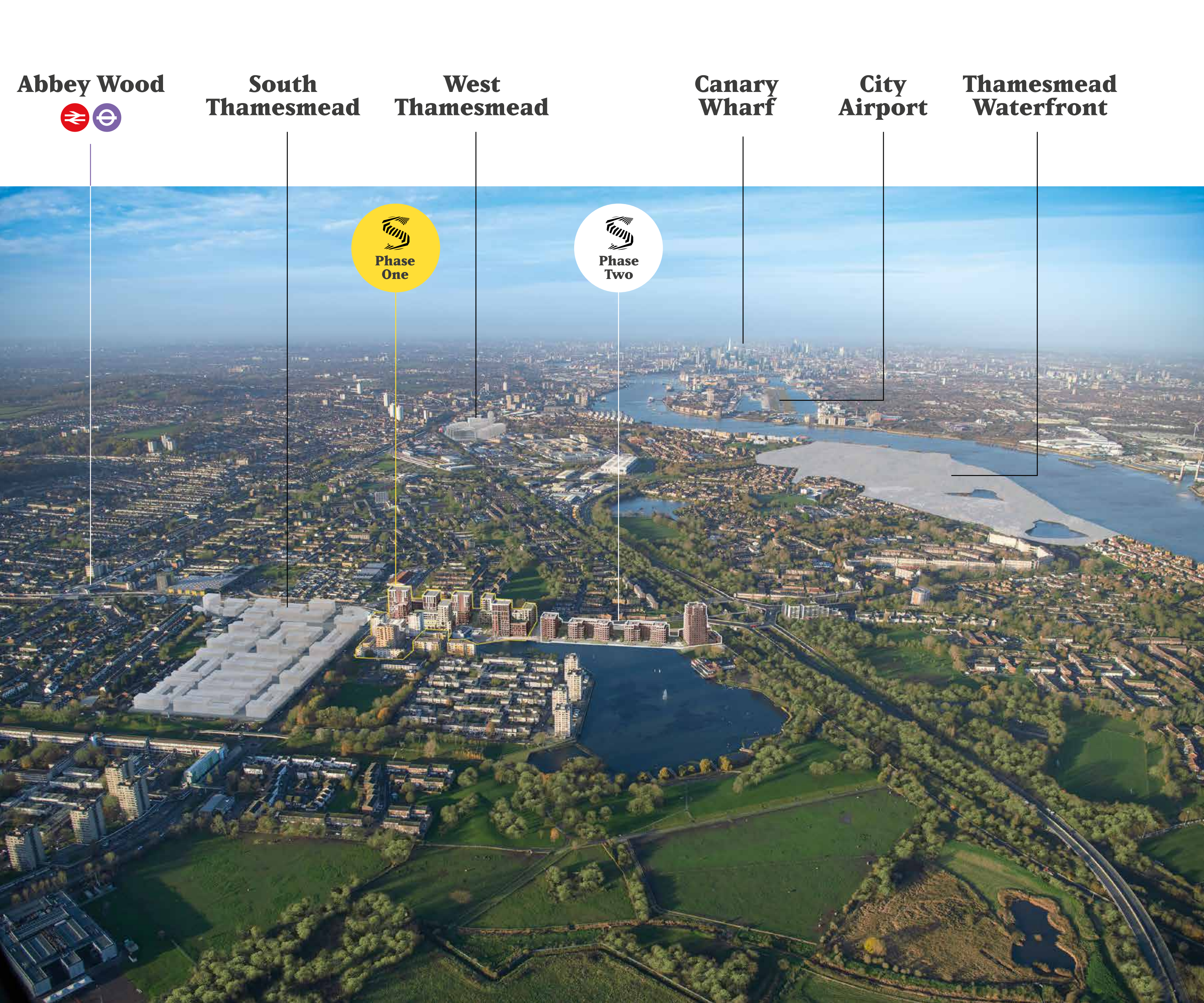
We have big plans for the future at South Thamesmead, the continuation of the first major new development in Thamesmead. Come join the journey with us.



SOUTHMEAD

PHASE 2





Abbey Wood
🚶 🚗

South Thamesmead

West Thamesmead

Canary Wharf

City Airport

Thamesmead Waterfront

Phase One

Phase Two

The Thamesmead Masterplan

30-year vision for Thamesmead to realise its full potential and become London's new town

240 hectares of park, 7km of canals, 5 lakes & 5km river frontage

South Thamesmead

Delivering up to 2,800 new homes

West Thamesmead

Development in partnership with Berkeley

Thamesmead Waterfront

100 hectare JV development with Lendlease

VISIT WEBSITE >



Southmere - Phase I

The story so far



Swift Court

47 Private Sale homes launched March 2021 and over **80% sold** by practical completion



Crane Court

107 Private Sale launched Feb 2022 and **90% sold** by practical completion



Starling Court

88 Private Sale homes launched Sept 2021 and **90% sold** by practical completion



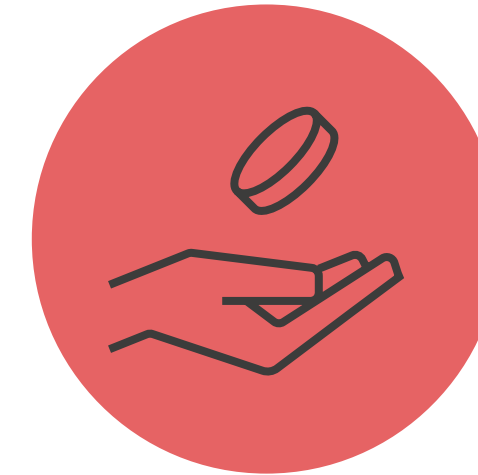
Phase One: £574 psf

Phase I delivered 242 private sale homes. The seven phase South Thamesmead masterplan will deliver up to 2,800 new homes close to the Elizabeth Line station at Abbey Wood.

Southmere is an award-winning development - including Best Regeneration Project and Best Large Development (London Evening Standard Awards)



Evening
Standard
NEW HOMES
AWARDS 2023
WINNER



**Value for
money**



**11 mins to
Canary Wharf**



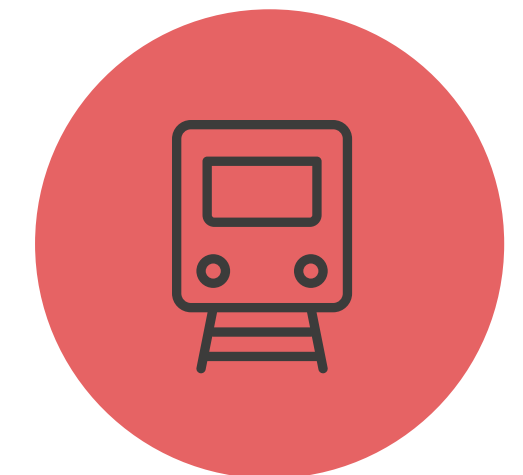
**Potential
future
growth**



**Appeal to
overseas
purchasers**



**Regeneration
with generous
green space**



**Elizabeth Line
(Crossrail)
connectivity**

Phase One Overview



SOUTHMERE

Phase One Overview



534 homes



**New Peabody
community
building,
The Nest,**

including a new
Thamesmead library



**New public
space:
Cygnet
Square**



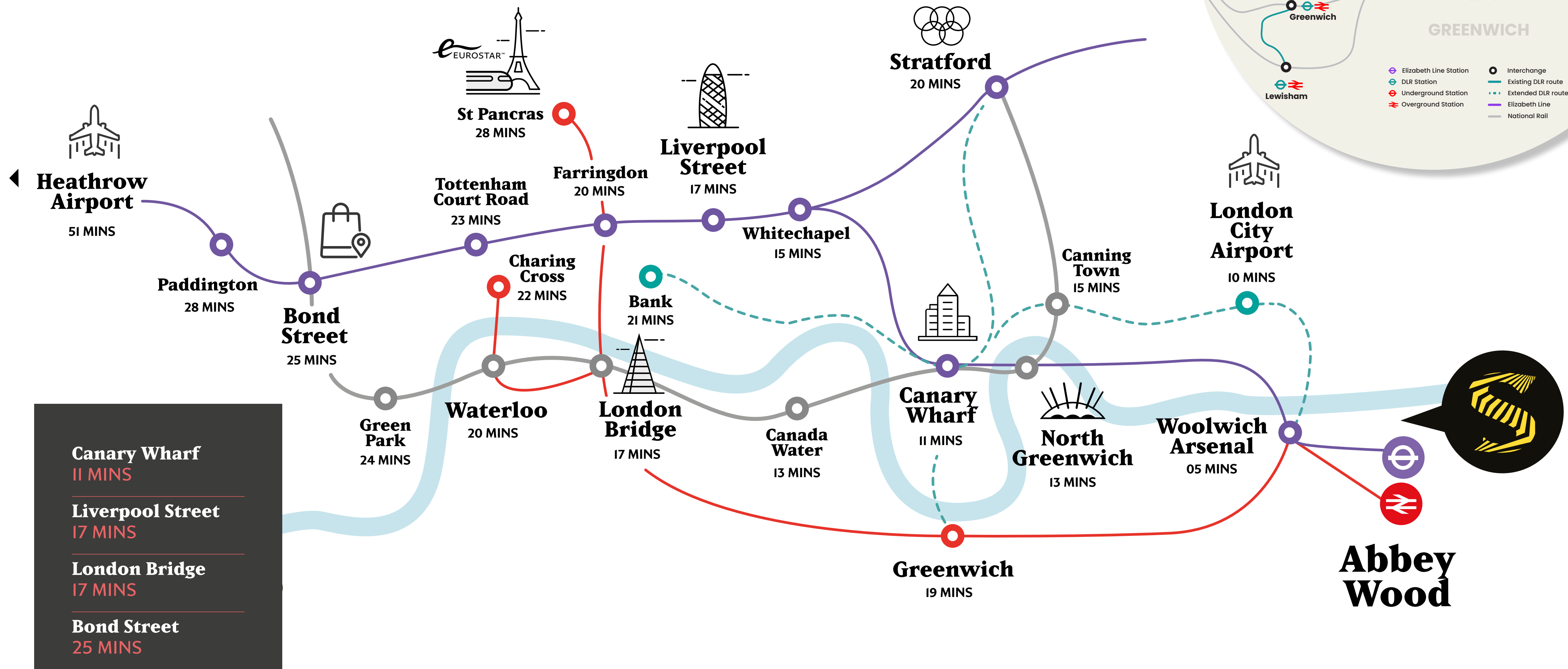
**Significant
improvements
to Southmere
Lake**



Current commercial offer

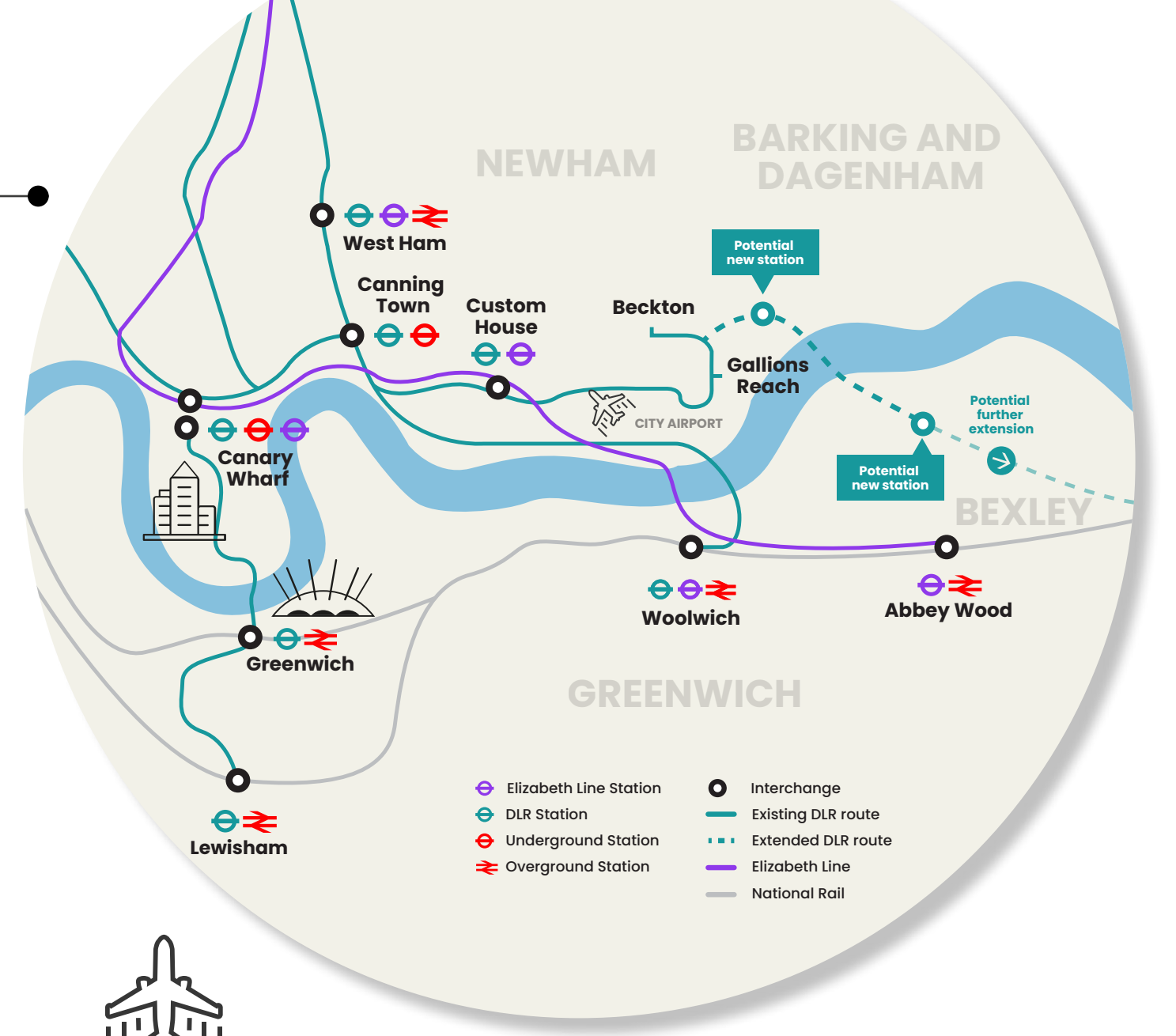


Connected to The City



- Canary Wharf
11 MINS
- Liverpool Street
17 MINS
- London Bridge
17 MINS
- Bond Street
25 MINS

Proposed DLR extension



Phase One Private Sales



Phase One launched from the onsite marketing suite in March 2021, with overseas exhibitions in Hong Kong, Shanghai, Beijing and Shenzhen



78 sales were overseas purchasers and sourced either through the overseas exhibitions or the UK China team

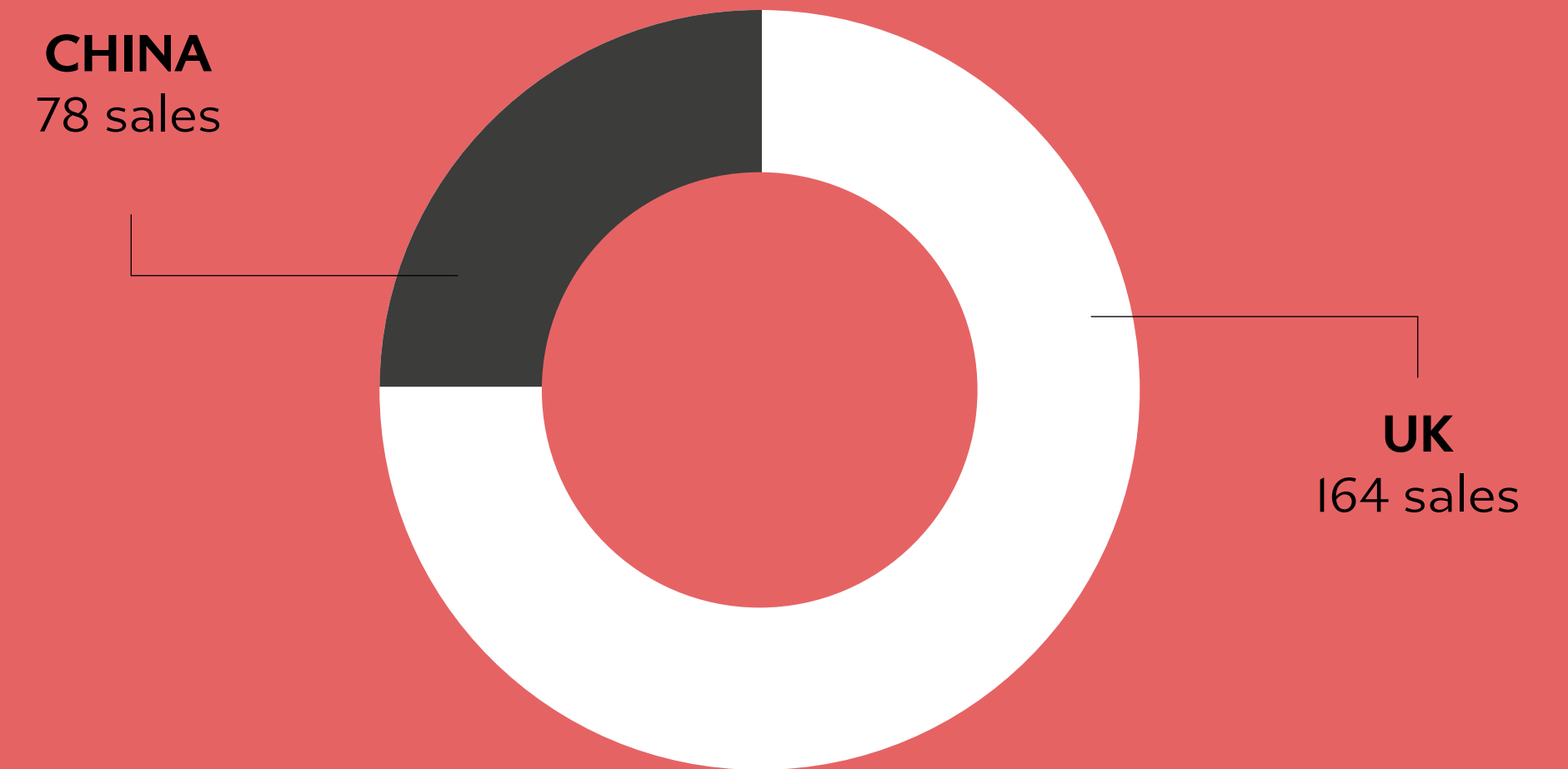


1-beds were particularly popular with overseas buyers in Phase One. There will be 84 x 1b2p apartments in Phase 2

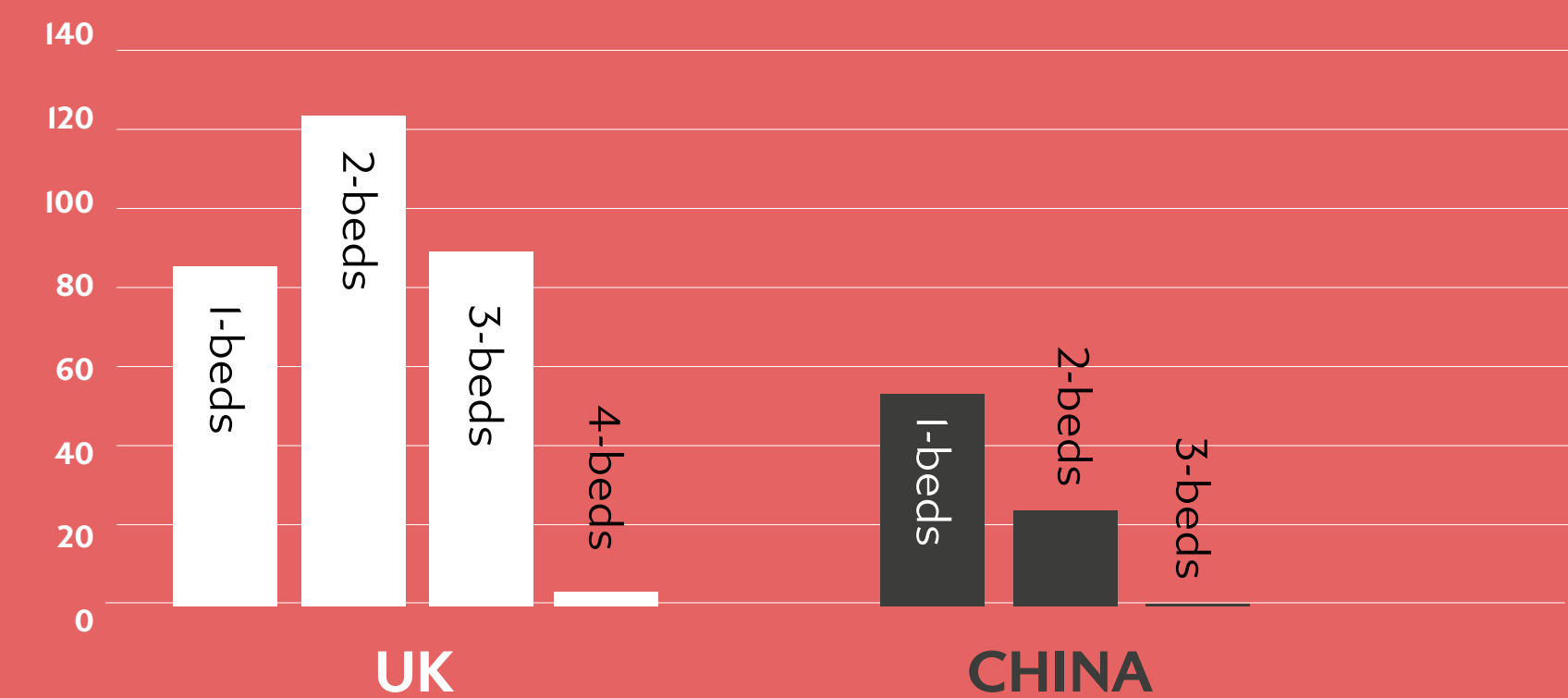


66% of purchasers in Phase One were aged between 25–34, with 15% aged between 35–44

Reservation by centre



Reservation unit type by tenure



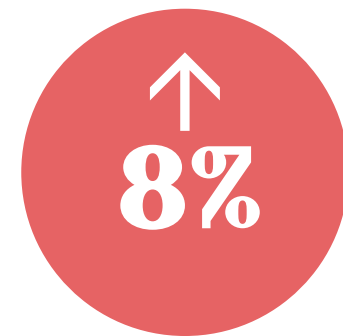
Phase One Private Sales

Between first and final releases:

1-Beds
increased
from £520psf
to **£592psf**



2-Beds
increased
from £527psf
to **£571psf**



3-Beds
increased
from £496psf
to **£552psf**



6.00%
rental yield for 1 beds

5.50%
rental yield for 2 & 3 beds*

Source: Realyse, 2022 – 2024*

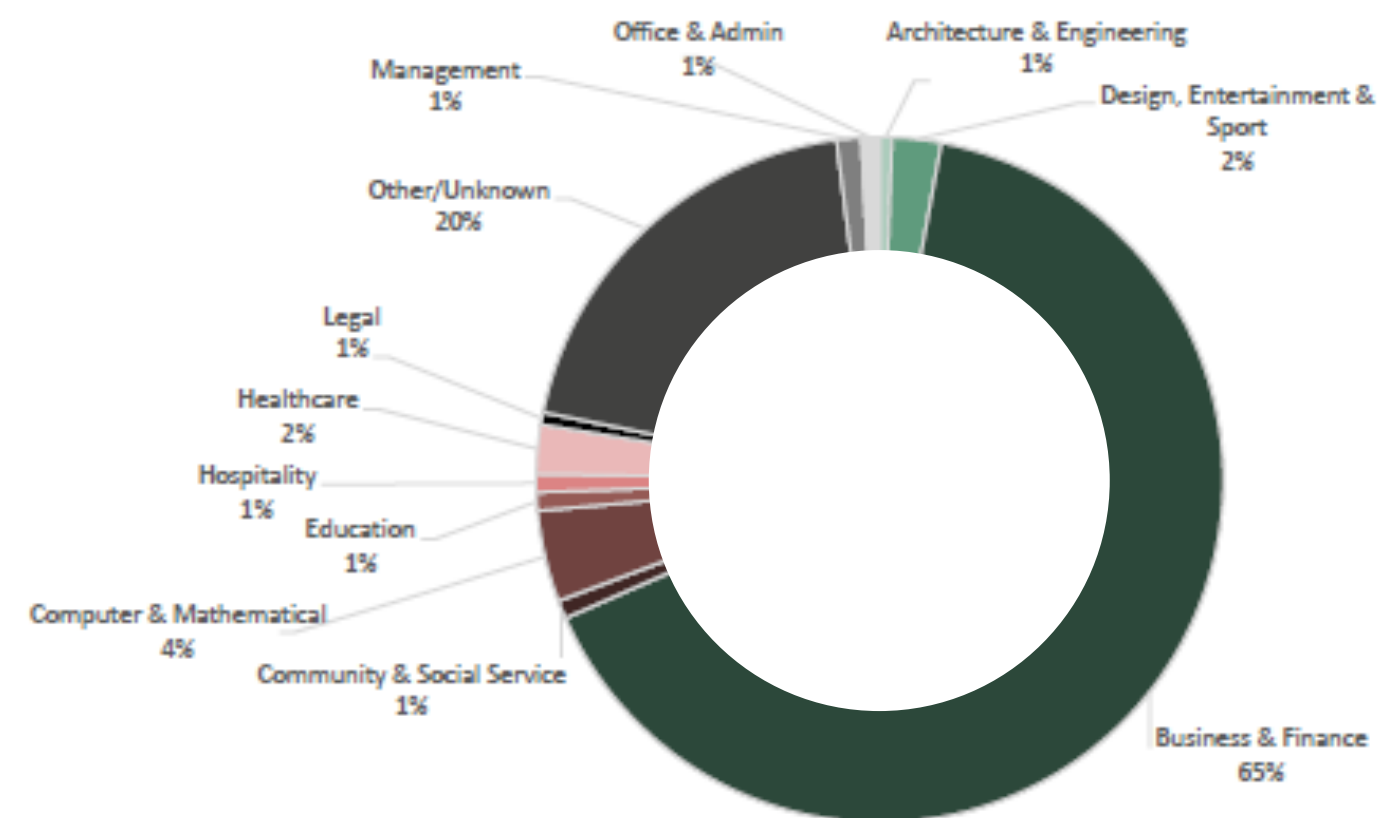
	Crane Court	Starling Court	Swift Court
Private units	112	88	47
Av. Size	706	733	750
Av. Achieved Value	£387,852	£389,519	£402,560
Av. Achieved £/psf	£550	£531	£537
Av. Asking Value	£399,813	£407,315	£413,167
Av. Asking £/psf	£567	£556	£551

Phase One Buyer Profile

Business and Finance was the most common employment sector for purchasers in Phase One. Many of the buyers who worked in this sector, were based in either Canary Wharf or the City and were attracted to the good transport links via the Elizabeth Line from Abbey Wood.

Those marked as 'other' largely account for categories where there was no consistent pattern or were buy-to-let purchasers.

- 65% Business & Finance
- 20% Other/Unknown
- 4% Computer & Mathematical
- 2% Design, Entertainment & Sport
- 1% Office & Admin
- 1% Architecture & Engineering
- 2% Healthcare
- 1% Community & Social Service
- 1% Education
- 1% Hospitality
- 1% Legal
- 1% Management
- 1% Office & Admin



“

I have seen Thamesmead develop with Southmere really transforming the area. It has become a fantastic place over the last few years and with the arrival of the Elizabeth Line it's a complete gamechanger

Conrad, Homeowner

Phase One Amenities



Meeting room



Cinema snug room



Concierge



Co-working space

Phase One Marketing Suite



Phase One Buyers



“

As an architect, I was immediately impressed by the design and layout of the apartments at Southmere. One of the biggest attractions for me was the large balcony, which is more than twice the size it would typically be.

Chris, Homeowner

“

The Elizabeth Line opening before we completed was just a bonus – I can get to the office in Canary Wharf even quicker than planned, and it's a direct journey

Natalie, Homeowner



Phase One Buyers



“

There's such a lovely mix of people here and we couldn't imagine living anywhere else
Bobby and Farideh Naderi and their two daughters

“

The lake has to be my favourite aspect of the home, I love being able to wake up in the morning and walk out onto our balcony with the view of the water
Valeria & Simone



Phase Two



SOUTHMERE

The future of Southmere: Phase Two

A total of 329 new build apartments, of which 58% will be for private sale, are being delivered in partnership with Lovell Homes

Total number of private sale units: 192

Range of apartment types: 1b2p, 2b3p, 2b4p, 3b5p & duplexes (2b4p & 3b5p)

Practical Completion:

The Tower - Block A: 114 private sales units - Jan 2027

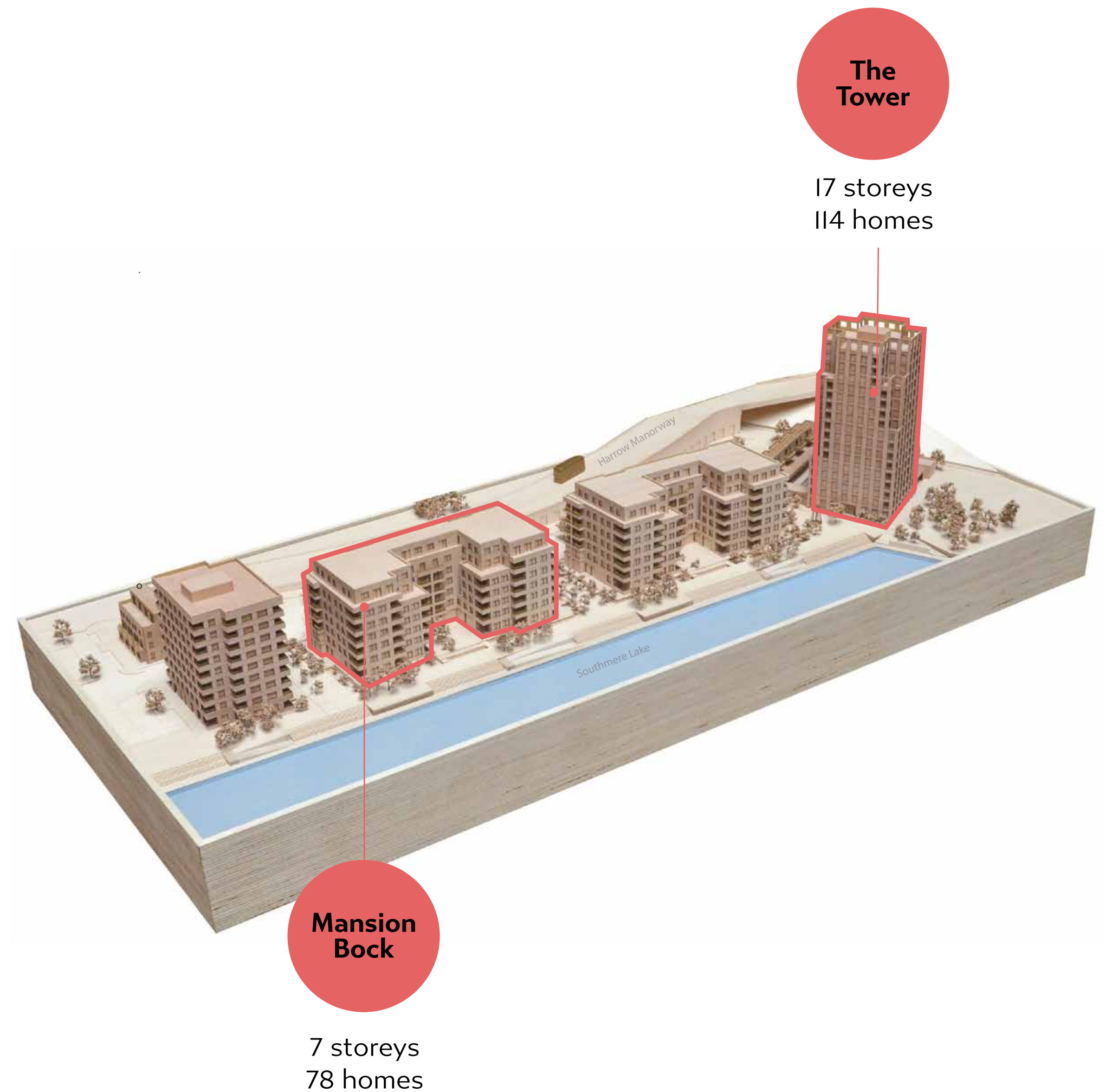
Mansion Block - Block C: 78 private sales units - June 2026

Amenities: 16-hour concierge service, lounge, snug cinema room, working and private meeting room. Commercial offering including gym, convenience store and café.

Public realm: Southmere lake has been regenerated with new public amenities, new public lakeside square with community play facilities, new library and flexible community facilities, cafés and approx. 33,000 square feet of commercial/retail floor-space across Southmere. Phase 2 will offer a lakeside promenade and green streets.

Developer: Peabody & Lovell Partnerships

Architects: Karakusevic Carson Architects

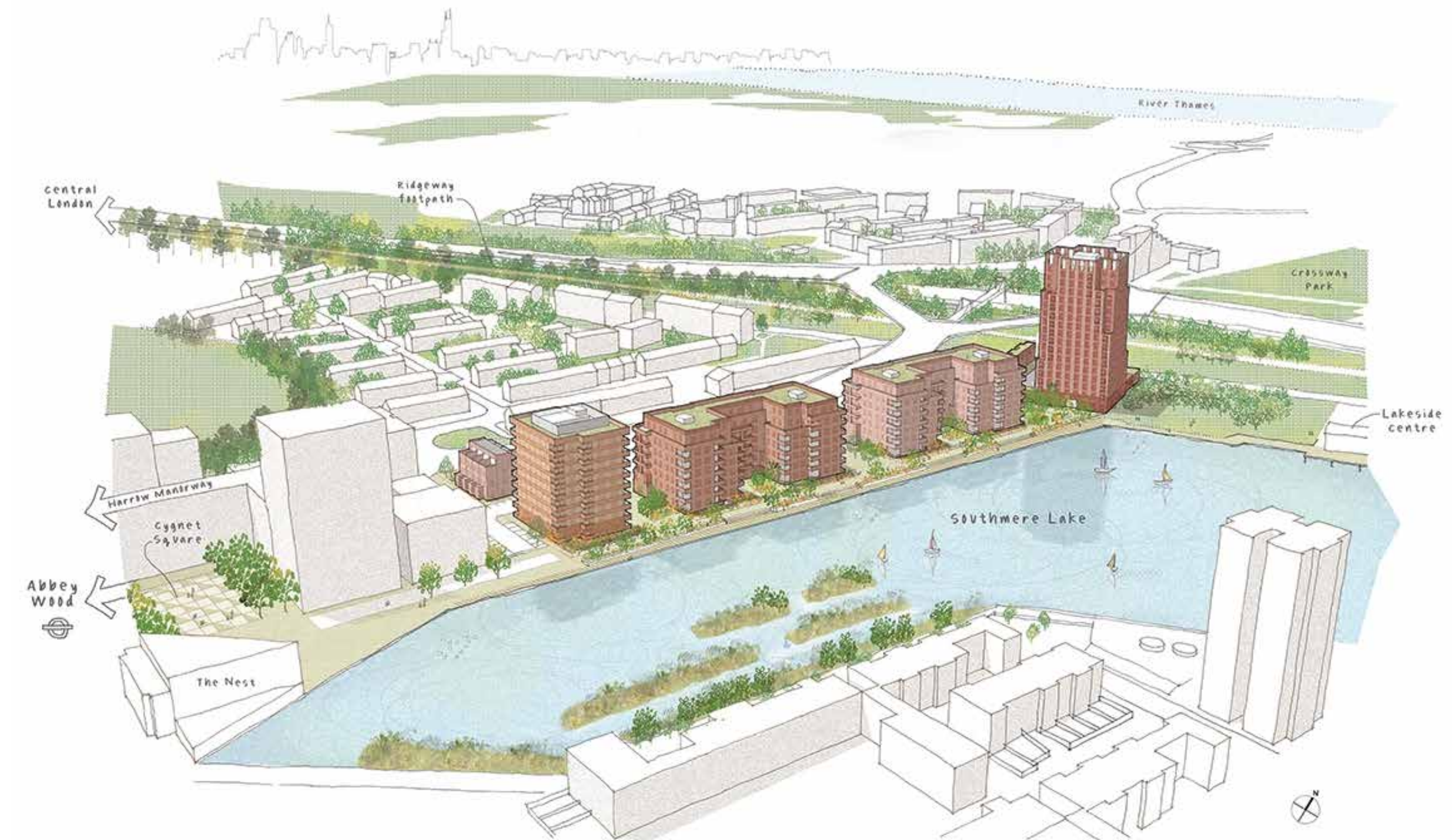


Southmere Phase Two



The private sale homes will be delivered over two phases with an assumed launch date of Spring 2025

Block	PC date	1B2P	2B3P	2B4P	2B4P (Duplex)	3B5P	3B5P (Duplex)	TOTAL
Block C	June 2026	24	12	28	6	2	6	78
Block A	Jan 2027	60	34	20	-	-	-	114
Total		84	46	48	6	2	6	192



Southmere The Homes



Spec and interiors are indicative only.



100% of 2 & 3-bed homes are dual aspect

33% of 1-bed homes have a corner aspect

Peabody silver specification, including: Tarrkett flooring, Silestone worktops, underfloor heating, Roca bathrooms and Bosch appliances.



Thamesmead



Transforming Thamesmead

Peabody owns and manages:

65%
of land in
Thamesmead



5,600+
homes



107,000m²
of lettable
commercial/
industrial space



240ha
of green space
including
5 public parks



5
lakes



15
community
buildings



7km
of canals



53,000
trees



5km
of river
frontage



Transforming Thamesmead

PLAY FILM

Peabody's vision for Thamesmead is for it to be London's new town and that by 2050, Thamesmead will be a place that over 100,000 people call home. There will be range of different housing types to enable a mix of people to live in Thamesmead.

Thamesmead Today



45,000
residents



1 in 3
homes in Thamesmead owned
and managed by Peabody



20,000
new homes
multi £billion
planned investment



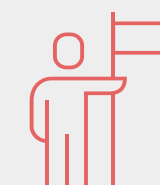
1,200
volunteer hours
spent improving
biodiversity



600
new
homes
built



£2.5m
invested in
Southmere Lake
improvements



300+
culture events
held in the town

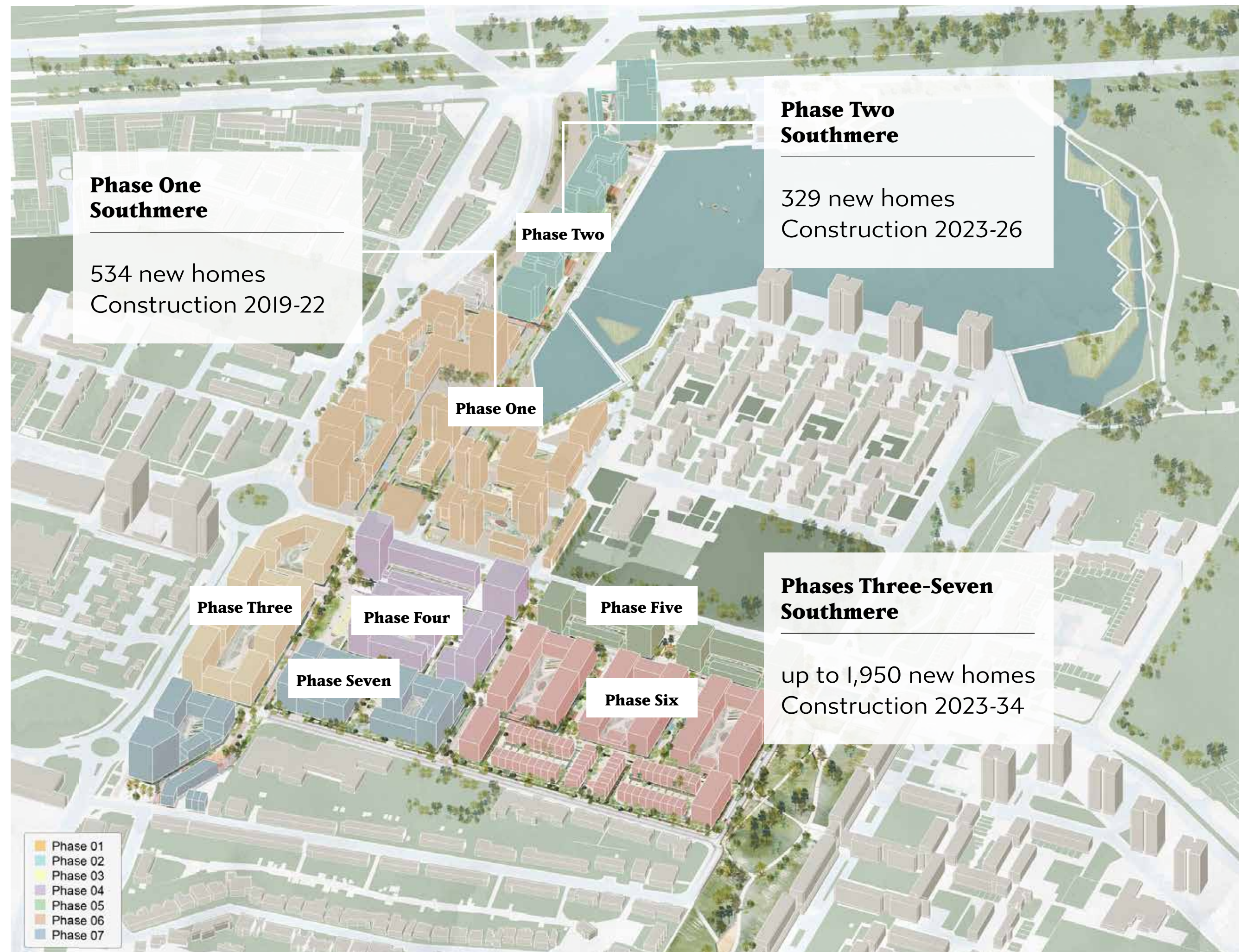


6
community and cultural
buildings created



8,000+
visitors to Thamesmead
Festival in 2023

Transforming South Thamesmead



Peabody will grow the town in a way that benefits the established community and newcomers to the area.

The next phase of redevelopment will be complete by 2028 with more homes and public spaces surrounding Southmere Lake.

The regeneration of phases three to seven will see up to 1,950 homes, new commercial premises and high-quality green spaces close to Abbey Wood Station.



Trusted partners

LOVELL

Lovell is a partnership housing expert and a leading provider of innovative and high quality residential construction and regeneration developments across the UK.

It is a trusted and reliable partner, with great people trusted to deliver great homes, developing long term partnerships with housing associations, local authorities, and other partners for over 50 years.

£610psf

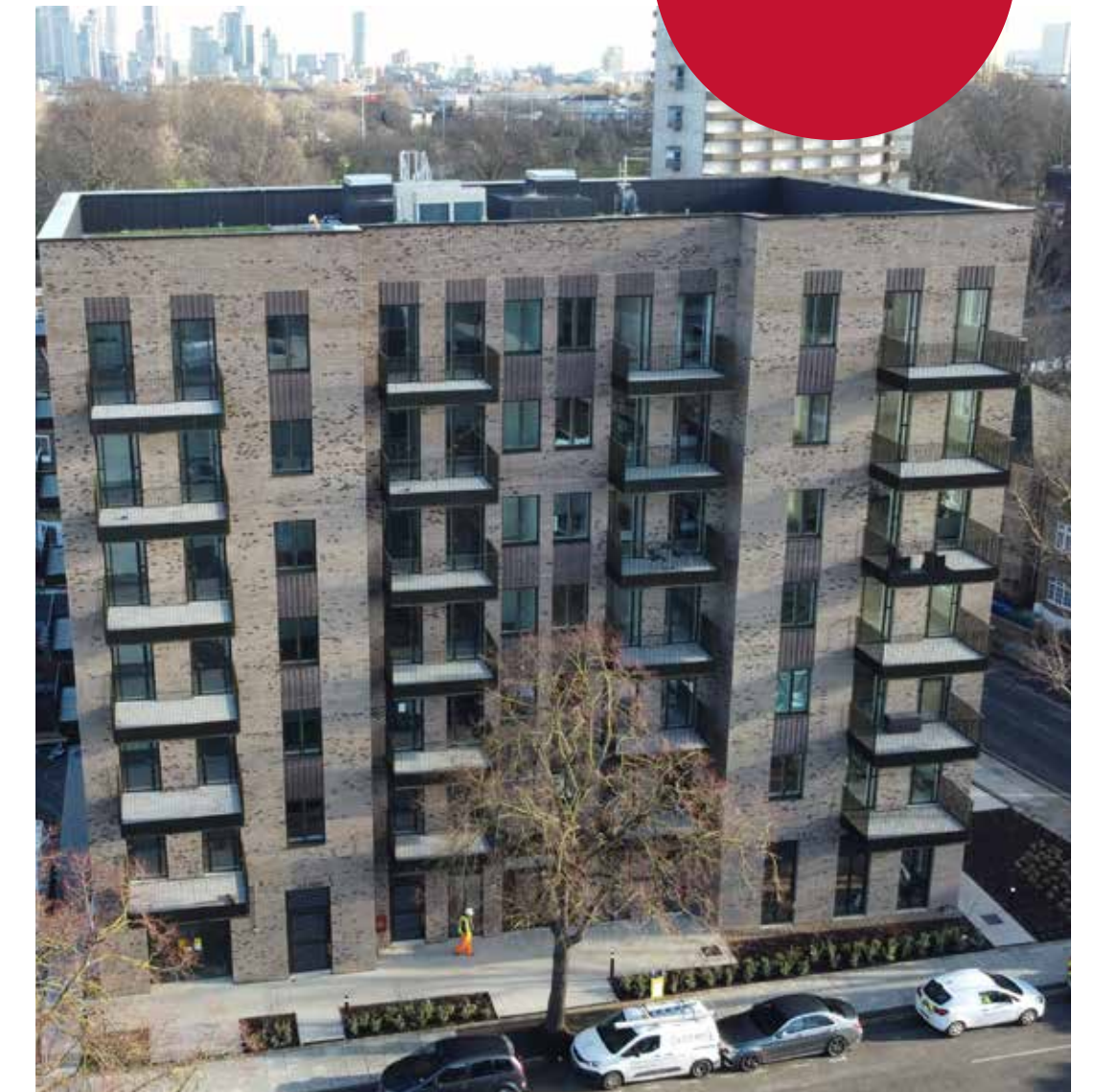


Trinity Walk, Woolwich
684 new homes



Trinity Rise & Park, Woolwich
338 new homes

£820psf



345 Park Place, Southwark
24 new homes

Trusted partners



160 years of placemaking history in London and the South-East

Peabody is responsible for over 107,000 homes, providing services to more than 220,000 residents

Peabody is the third largest housebuilder in London, behind only Berkeley and Barratt.*

Peabody has a track record of delivering exceptional homes across London and south east England, with strong price growth and customer satisfaction.



Arden, Lewisham

443 new homes



Portobello Square

1,000 new homes



Holloway Park, Islington

985 new homes



Peabody delivers long-term returns on investment with a strong balance sheet.



£12.7bn

ASSET BASE



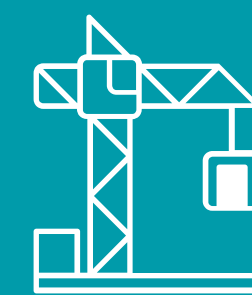
£257m

22/23 SURPLUS



£1.1bn

22/23 TURNOVER



£567m

INVESTED INTO BUILDING
NEW HOMES IN 22/23



85%

CUSTOMER
SATISFACTION



6,600

HOMES COMMITTED TO
DELIVER UNTIL 2029

Southmere

In summary



Thamesmead has the same footprint as central London, with an opportunity for **20,000 new homes**, thousands of new jobs, plus new leisure, cultural and commercial facilities, the time for Thamesmead has begun.

We have **big plans for the future** at South Thamesmead, the continuation of first major new development in Thamesmead. Come join the journey with us.

High quality development by trusted partners

Peabody is invested in the long-term future of Thamesmead with multi £billion programme over a 30-year period

Value for money with waterside living and great connectivity

Today, Tomorrow, Together



SOUTHMERE

THAMESMEAD TM

 Peabody