

DAGENHAM GREEN

INVESTOR GUIDE



**AN INSPIRING NEW VISION
FOR THE FUTURE OF THIS VIBRANT
EAST LONDON COMMUNITY**

Delivered in partnership



INTRODUCING DAGENHAM GREEN

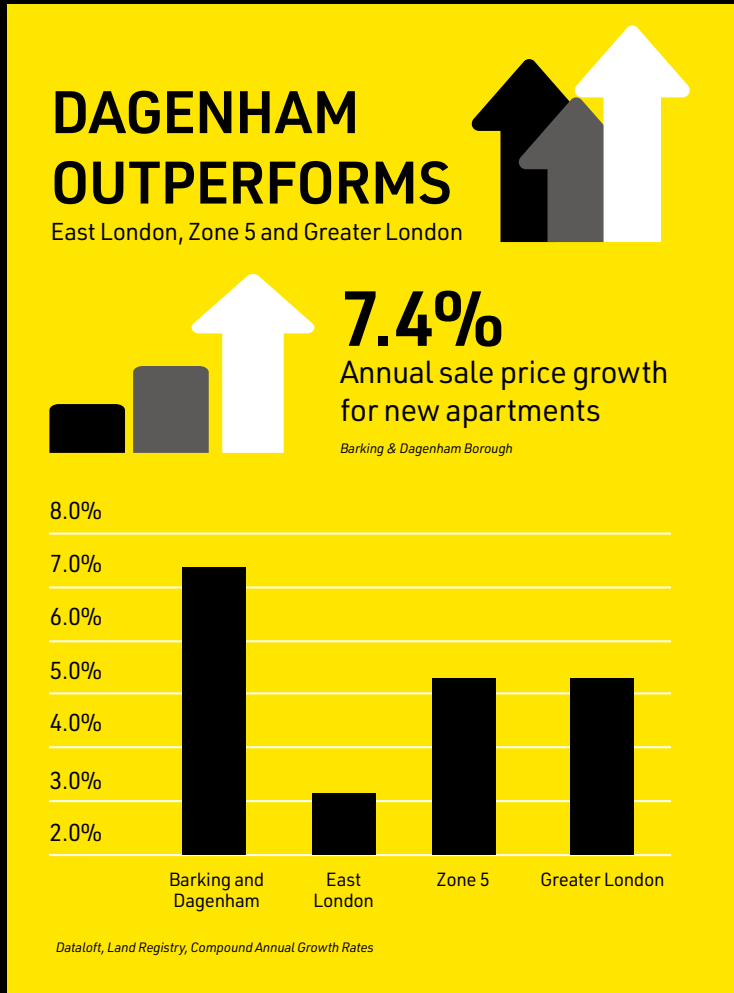
Dagenham Green is a new, 45 acre development of approximately 3,500 homes and delivered in partnership by award winning developers Peabody and Hill.

Situated in the London Borough of Barking and Dagenham, Dagenham Green is the centre of one of London’s largest planned regeneration areas, on a site steeped in London’s industrial and social heritage.

Demand has meant annual rental value growth in Dagenham has been stronger than East London, Zone 5 and Greater London over the last 5 years.

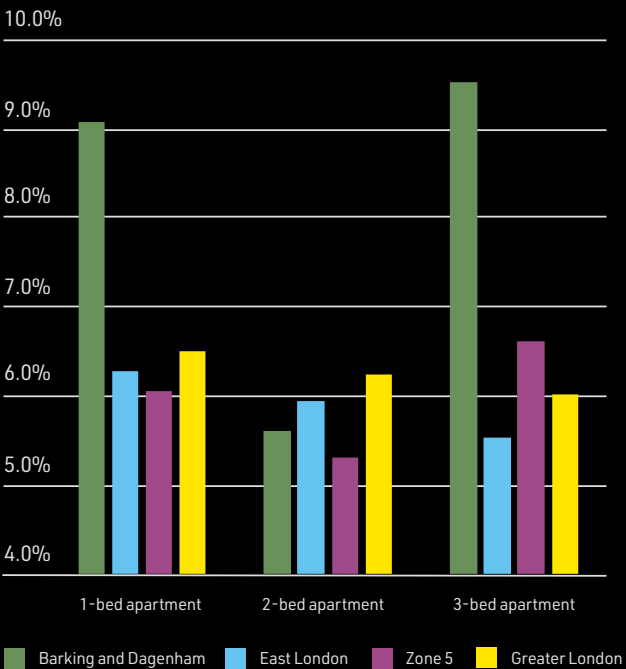
↑ **RENTERS HEAD EAST**
9.5% Annual Rental Value Growth

Dataloft Rental Market Analytics, Compound Annual Growth Rates



ANNUAL GROWTH RATE ACHIEVED

Rental values over the last 5 years in new apartments



STRONG GROWTH FORECAST FOR LONDON

FORECAST	2024-2028
Sales growth forecast	16.9%
Rental growth forecast	19.2%

Average of Savills, JLL and Knight Frank mainstream residential forecasts, September 2024, London

ESTIMATED RENTS AND YIELDS

	ESTIMATED MONTHLY RENT (UP TO)	ESTIMATED GROSS YIELD (UP TO)
B 1-Bed Apartment	£1,650	7.0%
B 2-Bed Apartment	£1,900	6.4%
B 3-Bed Apartment	£2,350	5.3%

Hill, Foxtons

REGENERATION

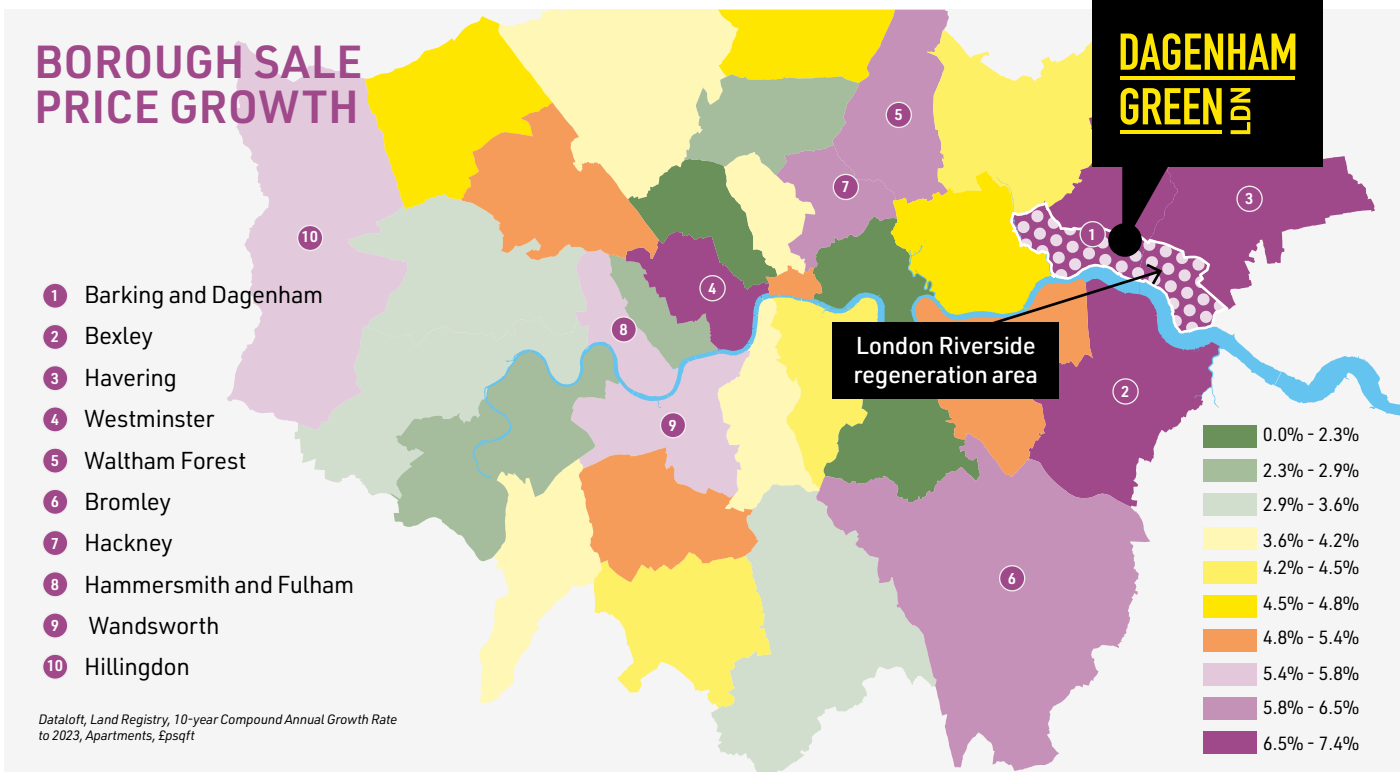
Dagenham Green is at the centre of an emerging new neighbourhood of over 7,000 new homes with approximately 3,000 homes planned at Beam Park to the east and capacity for over 700 homes just to the west.



London Borough of Barking and Dagenham

SHIFTING VALUE HOTSPOTS

Over the last 10 years the property value hotspots around Dagenham have shifted dramatically. As a result of major planned regeneration along the Thames and transport upgrades, growth in London property value has shifted to East.



POPULATION BOOM

Dagenham Green is part of the vast London Riverside strategic regeneration area (see map) and will contribute to the plans to create a total of 44,000 new homes and 29,000 new jobs by 2041.

Over the next 10 years, the population of the neighbourhood around Dagenham Green is expected to grow by 66% to 90,000 people.

GLA. *neighbourhood defined as 30 mins walk around Dagenham Green



¹Dataloft, Land Registry, ²GLA

DAGENHAM'S INDUSTRIAL HERITAGE

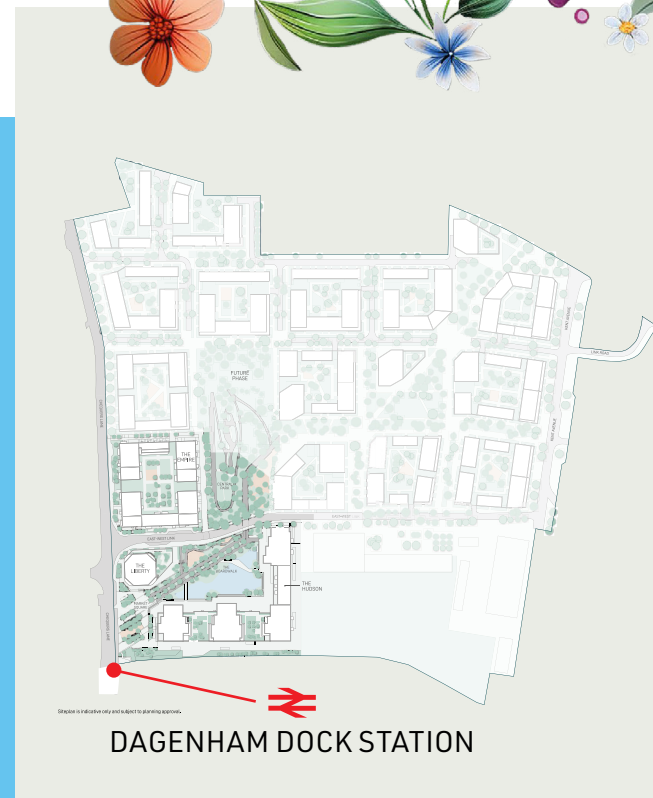
MADE IN DAGENHAM

Dagenham has a long association with the Ford company and the Dagenham Green site is where the stamping plant once stood and where over 10 million cars and 39 million engines were manufactured.

This was also the location of the 1968 Ford sewing machinists strike made famous by the 'Made in Dagenham' film. Women sewing machinists walked out during a pay dispute resulting in a halt to all car production at Dagenham. After three weeks, the women were awarded a pay equivalent to the men.

THE NEW NEIGHBOURHOOD

- 3,500 new homes
- 1,700 sqm retail and services space
- 47 acres of development
- 10 acres of public space
- 5-acre urban parkland
- Pocket gardens (compact, high impact urban garden)
- Water features
- Landscaping
- Market square
- Heritage square
- Play spaces
- New cycleways and footpaths
- Heritage trails



EASY ACCESS TO LONDON JOBS



58%

of all London's finance and insurance jobs easily commutable within 45 minutes

TIL, BRES 2022



1/4

A quarter of all renters in the local area who work in the City earn over 50k per year

Dataloft Rental Market Analytics



30%

of local renters work in the City, West End and Canary Wharf

Dataloft Rental Market Analytics



OVER 500,000

Jobs within 30 minutes

TIL, BRES 2022

With the major London financial districts accessible within approximately 20 minutes and the rest of Central London - including the West End - within 45 minutes, Dagenham Green is an ideal location for workers.

TIL, BRES 2022



WHO RENTS IN THE LOCAL AREA?



30% work in the City, West End and Canary Wharf



Average age is 33 years old



52% Singles / 32% Families / 16% Couples/Sharers

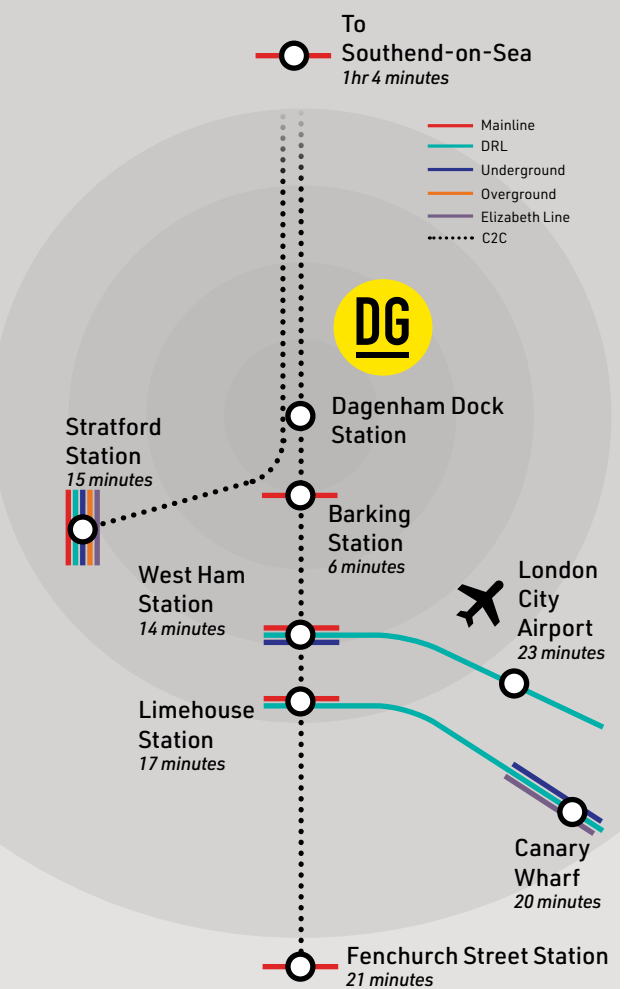


47% 1-bed apartments / 47% 2-bed apartments / 6% Other

Dataloft Rental Market Analytics

EASY ACCESS TO THE CITY

Travel Times from Dagenham Dock Station:



NEIGHBOURHOOD AMENITIES

Dagenham is a well-established town with all the day-to-day shops and facilities expected including:

- 288 shops
- 14 Surgeries, clinics or health centres
- 7 small food stores
- 6 day nurseries/play schools
- 6 Big Box retailers
- 4 pubs
- 4 libraries
- 3 large food stores

VOA 2024



4 LOCAL HIGHS STREETS

within a 30 minute walk

GLA

GREAT LOCAL EDUCATION

PRIMARY

NAME	DISTANCE ¹	OFSTED RATING
Marsh Green Primary School	0.2 miles	Good
St Peter's Catholic Primary School	0.3 miles	Good
Thomas Arnold Primary School, Rowdowns Road	0.6 miles	Good
Village Infants' School	0.7 miles	Good
William Ford CofE Junior School	0.7 miles	Outstanding
Godwin Primary School	0.7 miles	Good
Beam Primary School	0.7 miles	Good
The James Cambell Primary School	0.9 miles	Good
Parsloes Primary School	1 mile	Good
Newtons Primary School	1 mile	Good
The Leys Primary School	1 mile	Good

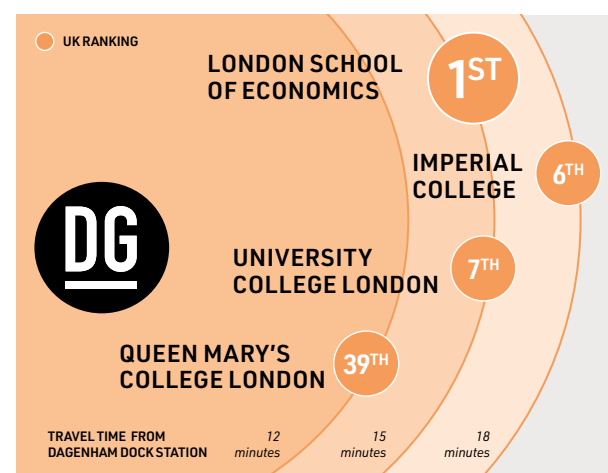
SECONDARY

NAME	DISTANCE ¹	OFSTED RATING
Dagenham Park CofE School	0.5 miles	Good
Goresbrook School	0.8 miles	Good
Jo Richardson Community School	1 mile	Outstanding

¹Ofsted, 1 from Dagenham Green

TOP UK UNIVERSITIES

Access to 23 Central London universities including:



World Class Universities

London has some of the top universities in the World and a large student population and many are from overseas Dagenham Green's excellent connectivity makes it a viable home location for over 250,000 students including over 100,000 international students.

QS World University Rankings, HESA



17 INDEPENDENT SCHOOLS

are within a 5 mile radius of Dagenham Green catering for pupils from 2 to 16 years old.



DYNAMIC DAGENHAM



£350M

investment into the largest film and TV studio in London

Be First Regeneration



9,500 SQM

world class research facility

UCL

The borough council aims to shift from traditional manufacturing to be coming a regional or national hub for film, media, science, technology, and research, fostering economic growth, creating jobs and training, and offering facilities benefiting residents.

EASTBROOK STUDIOS

Adjacent to Dagenham East Station

- The largest film and TV studios in London at over half a million square feet
- £350m investment
- 1,800 jobs contributing £35 million to the local economy.

EASTBROOK STUDIOS LONDON

UCL PERSON ENVIRONMENT ACTIVITY RESEARCH LABORATORY

Adjacent to Dagenham East Station

- A University College London (ranked 9th in the World) 9,500 square metre world class transdisciplinary research facility
- £47 million investment into engineering, design, neurology, psychology, health and arts research.



REGENERATION BENEFITS

The ongoing regeneration in the area provides numerous additional benefits to residents such as jobs, homes, transport upgrades and landscaping.

12%

increase in jobs over the last 5 years

BRES 2022

29,000

New jobs

+4.3%

Additional annual sale price performance for properties in regeneration areas

Dataloft research into average price performance in Opportunity Areas across London.

GREEN DAGENHAM

Peabody and Hill have a reputation for delivering homes with well connected green space that boosts biodiversity and Dagenham Green is no exception:

New 5 acre public 'Urban Park'

for all residents with new cycleways and recreational/play spaces



Sympathetic landscaping that connects nature

Dagenham is known for its industrial heritage but it also has extensive local green space. There are 5 large local parks totalling 338 acres including Parsloes Park - a local nature reserve and Beam Valley Country Park - 2011 CIWEM Living Wetlands Award winner.

Ordnance Survey, Barking & Dagenham BC

REASONS TO BUY

Dagenham Green is a modern, high specification development that meets the needs of current buyers and renters.

9.5%

Annual rental value growth for apartments in Barking and Dagenham over the last 5 years

Dataloft Rental Market Analytics, Compound Annual Growth Rates, Epsqft

7.4%

Annual sale price growth for new apartments in Barking and Dagenham – outperforming East London, Zone 5 and Greater London

Dataloft (PriceHubble), Land Registry over 10 years, Compound Annual Growth Rate, Epsqft

16.9%

Forecast price growth to 2028

average of forecasts published by JLL, Knight Frank and Savills

19.2%

Forecast rental value growth to 2028

average of forecasts published by JLL, Knight Frank and Savills

21 MINUTES

To Fenchurch Street station

c2c Railways

1,700 SQM

New retail and services space including: Convenience store, small shops, concierge, café, GP surgery/Pharmacy.

66%

Population growth forecast over the next 10 years around Dagenham Green neighbourhood

GLA *30-minute walk time from Dagenham Green

10 ACRES

New public space including: 5-acre urban park, pocket parks (compact, high impact urban garden), ponds, market square, 'Heritage Square', play spaces, new cycleways and footpaths and heritage trails.

OVER 500,000 JOBS

Within a 30-minute commute from Dagenham Green

BRES, TfL

DAGENHAM GREEN

CONTACT US FOR MORE INFORMATION

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Delivered in partnership

 Peabody

 Hill
Created for Living

Analysis by

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