

API
GLOBAL

PARKS DE PLACE

ELEPHANT & CASTLE

HOME IS IN THE
HEART OF THE CITY

LONDON, SE17

WHY LONDON

£618Bn+ **6.4M**

London Economy

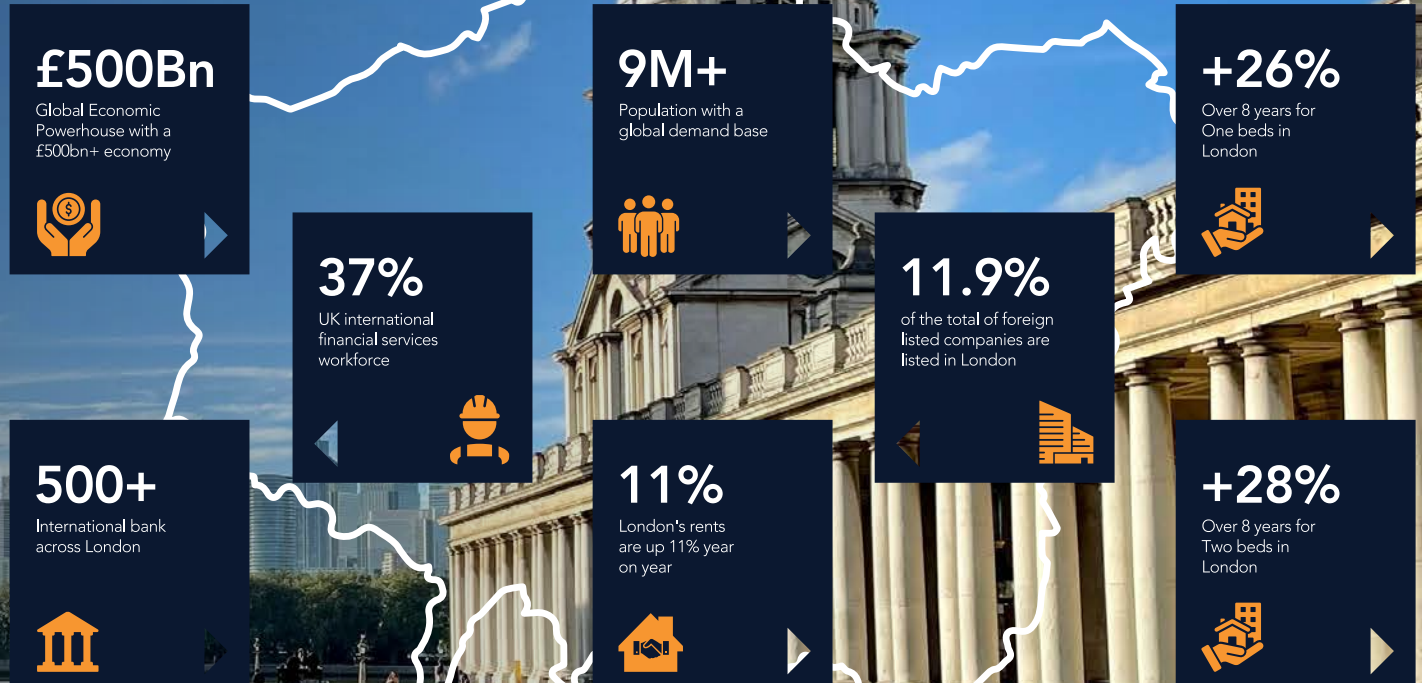
Jobs Across London

> GLOBAL FINANCIAL & BUSINESS HUB

> £11.7BN AFFORDABLE HOUSING INVESTMENT

> SEVERE HOUSING SUPPLY SHORTAGE

> MAJOR REGENERATION & INFRASTRUCTURE PIPELINE



9M+

population



7.4%

unemployment rate



4,761

people per sqkm



6

international airports



600+

train / tube stations



40%

under 30



21.1%

rental growth by 2028

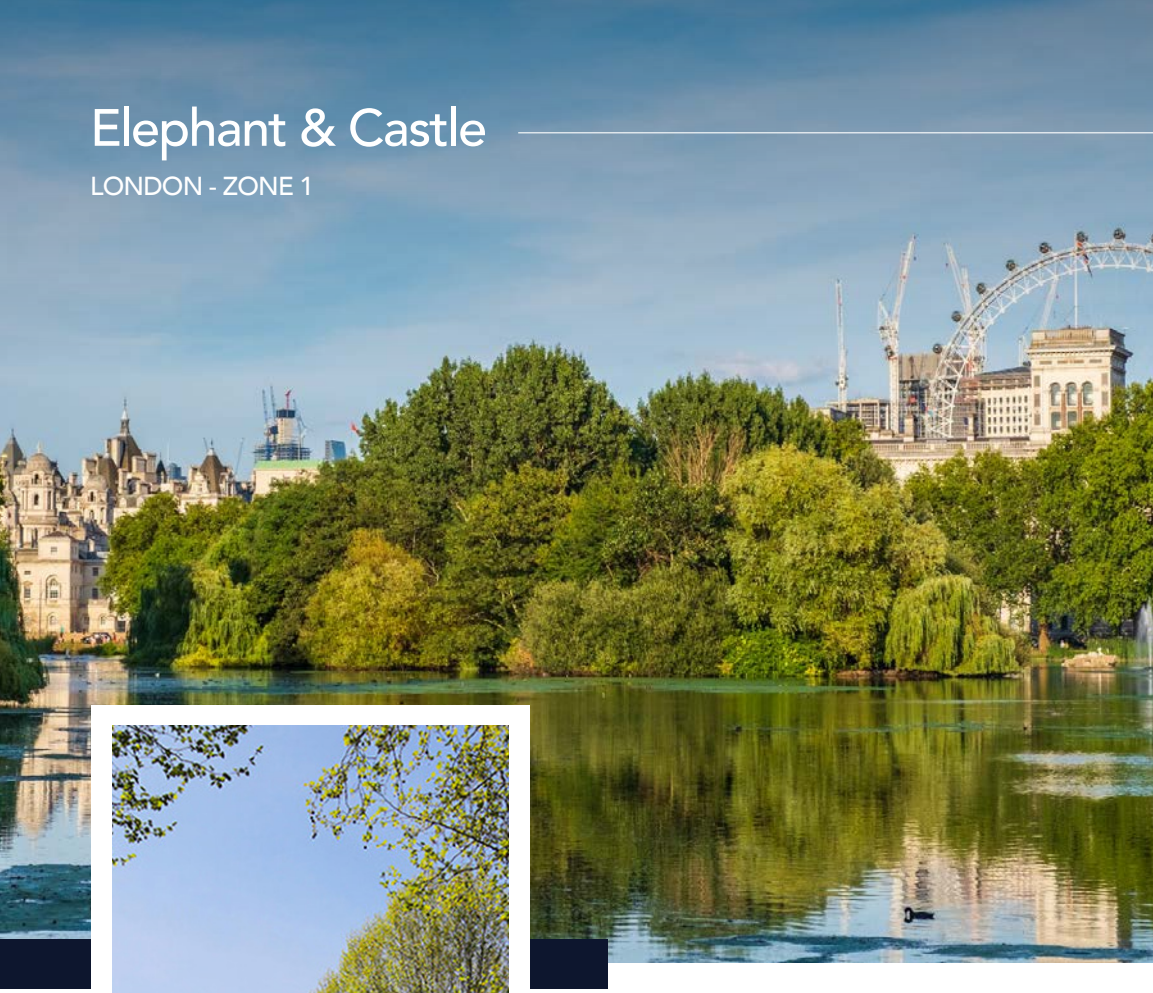


4.7%

average rental yield

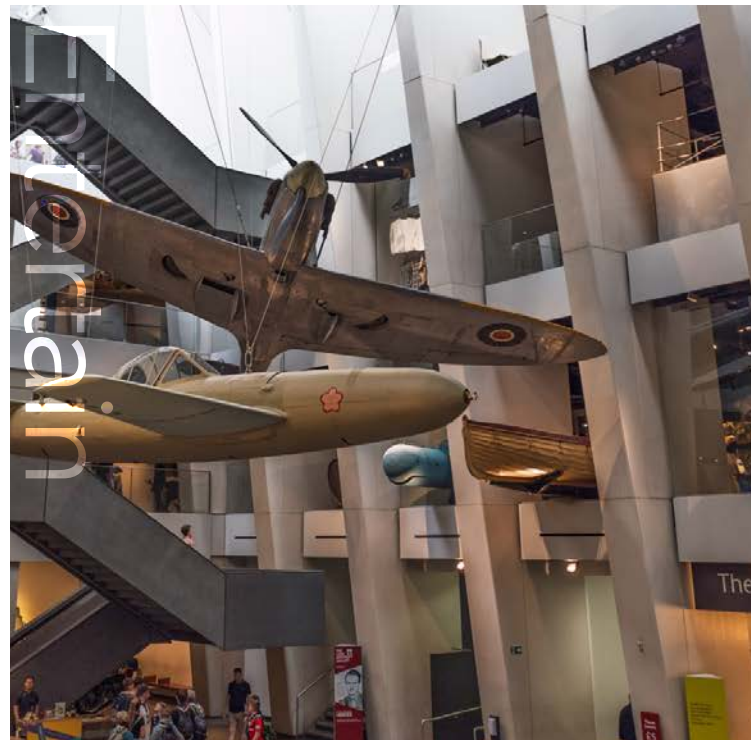
Elephant & Castle

LONDON - ZONE 1



The City At Your Fingertips.

Previously known as the 'Piccadilly Circus of South London', Elephant & Castle is highly regarded for its impressive connectivity to the rest of London. Bringing together the very best of what the city has to offer, this Zone 1 location is home to a host of independent shops, restaurants and places to socialise, along with recognisable high street names.





Regeneration & Growth Opportunities

Elephant & Castle and its surrounding Southwark neighbourhoods are at the heart of one of London's largest and most ambitious regeneration programmes. With over £3 billion of committed investment, the transformation of the area is creating thousands of new homes, jobs and world-class public spaces - making it one of the most exciting places to invest in the capital.

Investment:	New Homes	Investment:	New Jobs
£3Bn	16K	£1.5Bn	10K
Committed to Elephant & Castle regeneration	Planned across the wider E&C opportunity area	Elephant & Castle town centre masterplan	Targeted across the Old Kent Road Opportunity Area

(Travel times are approximate from Rodney Place, Elephant & Castle, SE17 to each regeneration zone.)



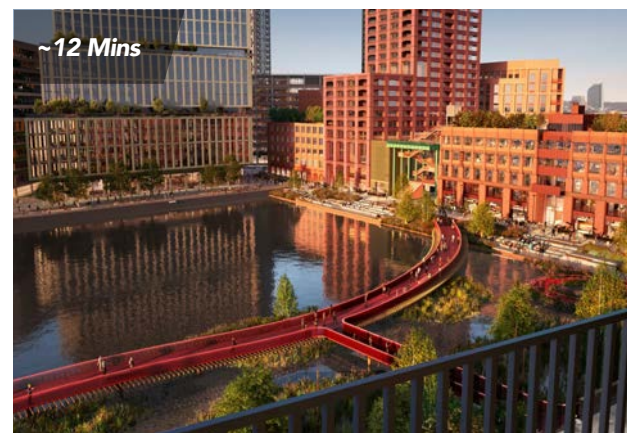
Elephant & Castle.

Elephant & Castle masterplan is transforming the area directly surrounding Parkside. New town centre, public squares, improved transport links and thousands of new homes are being delivered - placing residents at the epicentre of one of London's most exciting urban transformations.



Old Kent Road.

The Old Kent Road Opportunity Area - one of London's largest designated growth corridors - plans for 20,000 new homes and 10,000 new jobs over the coming decades. New Bakerloo line extension stations are earmarked along this corridor, dramatically improving connectivity.



Canada Water.

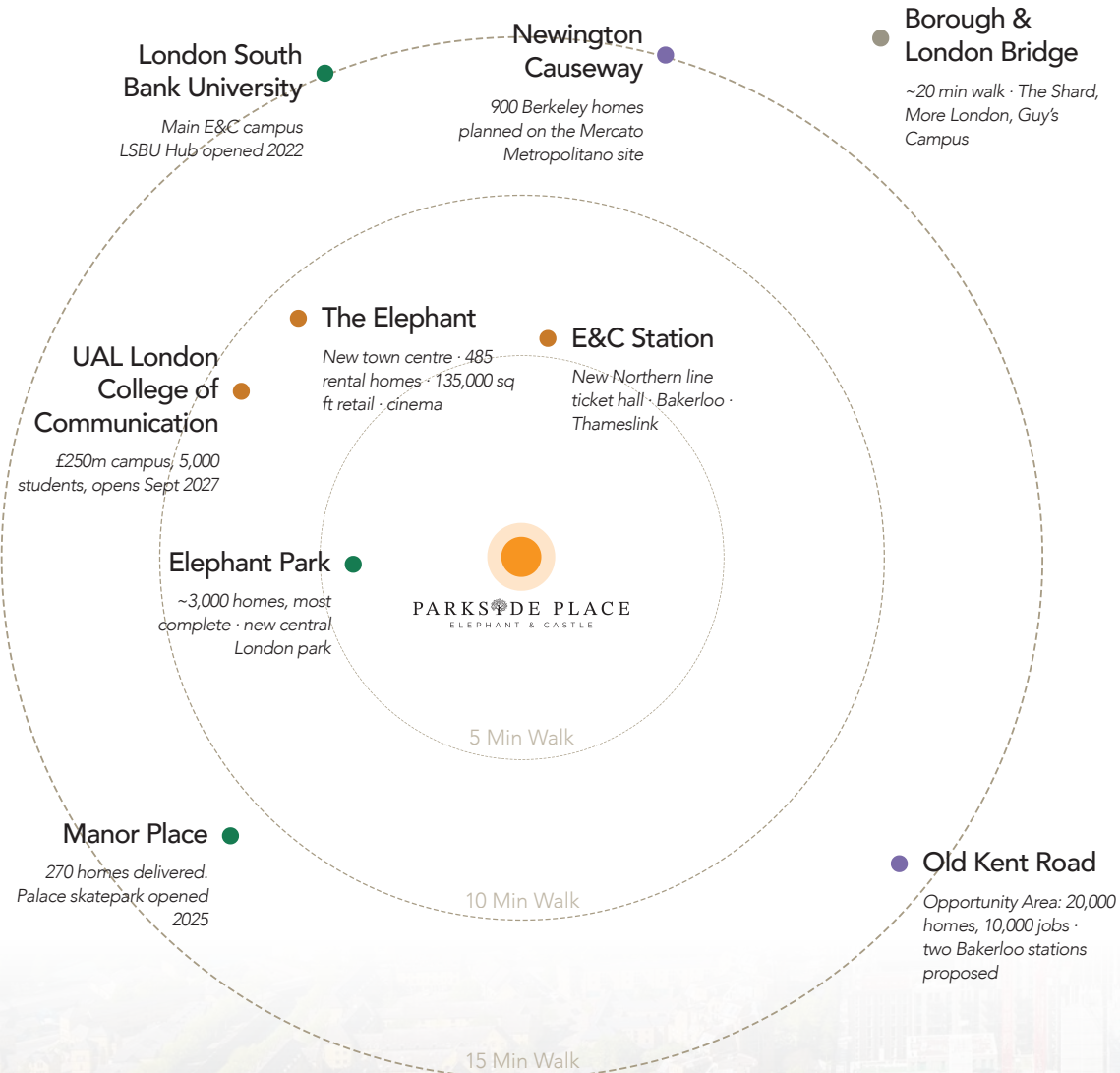
British Land's £3.5bn Canada Water masterplan is creating a new urban quarter for London - 3,000 new homes, 2m sq ft of workspace and a new high street. Adjacent Bermondsey continues its rapid transformation with new boutique retail, restaurants and creative workspaces driving sustained demand.



Nine Elms.

Nine Elms remains one of the UK's largest regeneration zones, anchored by the £9bn Battersea Power Station redevelopment. The Northern line extension has supercharged connectivity and values across the entire south London arc - directly benefiting Elephant & Castle investors.

THE MASTERPLAN



Inside the 15 Minute Ring of Every Major Scheme.

Rodney Place sits between Elephant Park and the new town centre - close enough to benefit from both, on a quiet residential street rather than on the junction itself. Walking times are approximate, measured from the development.

- Delivered and occupied
- Under construction, completing 2026-27
- Consented or in the pipeline

Of the schemes on this diagram, the institutional ones - The Elephant, Elephant Park's rental blocks - are build-to-rent. Parkside Place is one of the few in the immediate area available to buy.

Southwark has delivered a 15-Year Regeneration Programme

A major 15-year regeneration programme launched in 2010, transforming the wider Southwark area through significant investment in new homes, infrastructure, public spaces and amenities. With major milestones already delivered, the regeneration provides a strong foundation for continued growth across the area.

15Yrs

Regen Timeline



Invest In The Growth Curve

In major regeneration projects across London, properties consistently outperform the citywide average. Over an 8-year period, properties within these schemes have seen significant value increases, with one-bedroom units appreciating by 26% and two-bedroom units by 28%.

| London Regeneration Area vs Overall London Average (2015-2023)

	REGEN SCHEMES		LONDON	
	ONE BED	TWO BED	ONE BED	TWO BED
2015	£616	£562	£704	£660
2016	£695	£639	£743	£695
2017	£736	£669	£771	£714
2018	£766	£683	£763	£715
2019	£748	£673	£759	£703
2020	£755	£691	£755	£700
2021	£763	£697	£761	£702
2022	£765	£704	£760	£713
2023	£776	£722	£756	£720
£PSF UPLIFT	£159	£160	£52	£60
% CHANGE	26%	28%	7%	9%

Sources: Countrywide Surveying *Includes mortgage valuations, new mortgage purchases and remortgages.

92%

Strata, the first development in the Elephant & Castle regeneration, completed in 2010. Resale profits have since risen by up to 92%, showing the value of being first.



Strata: An Average Selection of 1 and 2 Bed Flats

	AREA	TOTAL SQFT	DATE OF PURCHASE	DATE OF SALE	CAPITAL APPRECIATION
APARTMENT 1206	SE1 6EG	495	08/09/2010	11/01/2024	90%
APARTMENT 1108	SE1 6EG	807	16/08/2010	11/07/2022	92%



The Water Tower: An Average Selection of 1 and 2 Bed Flats

	AREA	TOTAL SQFT	DATE OF PURCHASE	DATE OF SALE	CAPITAL APPRECIATION
FLAT 2	SE11 4BS	570	31/01/2011	03/05/2022	87%
FLAT 22	SE11 4BG	915	22/01/2010	16/09/2022	114%



Trafalgar Place: An Average Selection of 1 and 2 Bed Flats

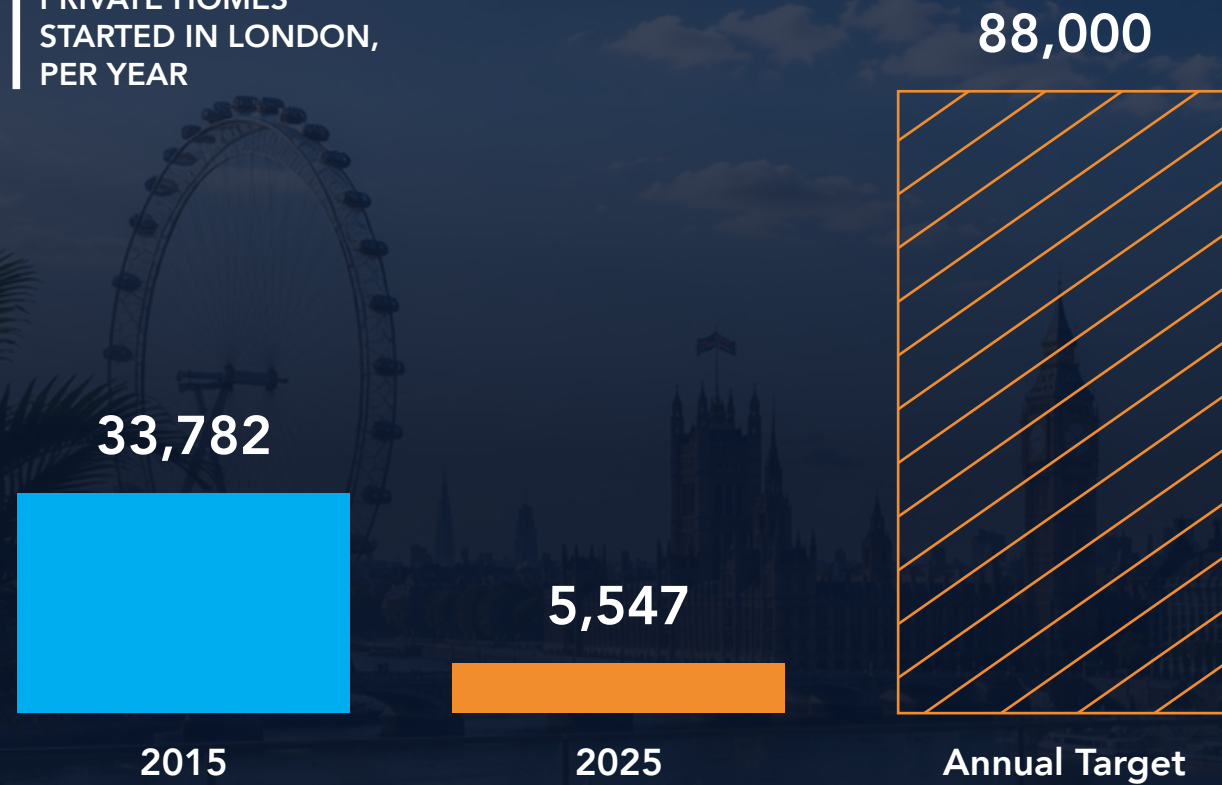
	AREA	TOTAL SQFT	DATE OF PURCHASE	DATE OF SALE	CAPITAL APPRECIATION
FLAT 304	SE17 1AX	538	27/05/2015	12/10/2022	53%
FLAT 102	SE17 1AS	797	01/06/2015	08/02/2023	67%

SUPPLY & DEMAND

London Stopped Building. Parkside Completes into the Gap.

Private housing starts in London have fallen 84% in a decade. The homes that complete in 2027 and 2028 were started years ago - and there are very few of them.

PRIVATE HOMES
STARTED IN LONDON,
PER YEAR



92%

projected shortfall against the government's two-year, 176,000-home London target: 14,053 completions expected across 2027 and 2028

11%

of London new homes sold off-plan in 2025, against more than half a decade earlier - pre-sales are what unlock the next wave of schemes

+£76K

rise in the cost of building a single home since 2020, around 40% of it from new taxes and regulation - a floor under the price of anything new

Only 39% of London's housing need was delivered in the year to Q1 2026 - a shortfall of over 51,000 homes, the worst of any English region.

Home to Leading Employers.

Parkside Place, Elephant & Castle sits at the intersection of London's key employment corridors - from the City of London financial district to the South Bank's creative and media industries. With direct tube and rail connections from Elephant & Castle station, residents enjoy outstanding access to major employers across the capital within minutes.

At Parkside Place, Elephant & Castle, you are ideally placed to benefit from world-class connectivity to the City, South Bank, Canary Wharf and beyond.

 SHELL SOUTH BANK 4,000+ STAFF ~14 MINS	 IBM SOUTH BANK 2,000+ STAFF ~14 MINS	 EY LONDON BRIDGE 8,000+ STAFF ~18 MINS	 PwC MORE LONDON 7,000+ STAFF ~18 MINS
 16,000 BUSINESSES SOUTH BANK / WATERLOO MEDIA · CREATIVE · ENERGY ~14 MINS	 15,845 BUSINESSES LONDON BRIDGE FINANCE · LAW · PROFESSIONAL SERVICES ~18 MINS	 22,500 BUSINESSES CITY OF LONDON GLOBAL FINANCIAL DISTRICT ~20 MINS	 55,675 BUSINESSES VICTORIA GOVERNMENT · CORPORATE ~20 MINS
 16,500 BUSINESSES CANARY WHARF BANKING · FINANCE · FINTECH ~25 MINS	 23,335 BUSINESSES FARRINGDON / CLERKENWELL TECHNOLOGY · CREATIVE · MEDIA ~25 MINS		

LEADING EMPLOYERS / SECTORS CLOSE BY



15K

Active Businesses in Southwark Borough

155K

Employed Residents across Southwark & Lambeth

ual: university
of the arts
london

! 10 MINS

ual: university
of the arts
london

Surrounded
By First Class
Education

EST 1892 **LSBU** London South
Bank University

LONDON SOUTH BANK UNIVERSITY
! 15 MINS

KING'S
College
LONDON

KING'S COLLEGE LONDON
! 18 MINS

**UNIVERSITY OF
WESTMINSTER**

UNIVERSITY OF WESTMINSTER
! 24 MINS

LSE THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE

LONDON SCHOOL OF ECONOMICS
! 25 MINS

CITY
ST GEORGE'S
UNIVERSITY OF LONDON

CITY, UNIVERSITY OF LONDON
! 28 MINS

Goldsmiths
UNIVERSITY OF LONDON

GOLDSMITHS, UNIVERSITY OF LONDON
! 28 MINS

UCL

UNIVERSITY COLLEGE LONDON
! 32 MINS

Queen Mary
University of London

QUEEN MARY UNIVERSITY OF LONDON
! 32 MINS

**Imperial College
London**

IMPERIAL COLLEGE LONDON
! 34 MINS

Royal College of Art

ROYAL COLLEGE OF ART
! 35 MINS

ROYAL COLLEGE OF MUSIC
London

ROYAL COLLEGE OF MUSIC
! 36 MINS

TENANT DEMAND

20,000+ Students and a New Campus Opening Next Door



university
of the arts
london

5,000+
Students

UAL London College

An £250m, 11-storey campus for over 5,000 students and 500 staff, replacing the 1960s building across the road. LCC has been in Elephant & Castle since 1962; the new building keeps it here for the next generation.



EST 1892
London South
Bank University

18,000+
Students

London South Bank University

Founded 1892 and based on a single campus immediately north of the Elephant & Castle junction, drawing students from more than 130 countries. Its refurbished teaching hub opened in 2022.

Elephant & Castle already houses one university campus outright. From September 2027 it houses a second, purpose-built one - and its graduates are exactly the tenant profile a new-build one or two bed serves.

The West Site scheme adds purpose-built student accommodation alongside 507 homes, which absorbs first-year demand - leaving the graduate and young-professional market, where private one and two beds compete.

THE RENTAL MARKET AROUND IT

£2,432

average monthly private rent in Southwark, July 2026 - above the London average of £2,317

3.8%

annual rent growth in Southwark, ahead of London's 3.0% over the same period

-13%

fall in homes available to rent across inner London year on year, pushing rental growth back to 3-4%

5.3

enquiries per rental listing nationally, the highest level in almost two years

5.2%

expected gross yield at Parkside Place, against a £538,000 entry price

Also relevant: employed residents across Southwark and Lambeth number around 155,000, with roughly 15,000 active businesses in the borough - so the tenant pool is broad rather than dependent on one segment.

Sources: ONS Price Index of Private Rents, Southwark, July 2026; Zoopla Rental Market Report, Sept 2026; UAL / arts.ac.uk; Shepherd Gilmour; Get Living; London South Bank University. Parkside Place yield and pricing per the development's own particulars - projected, not guaranteed.

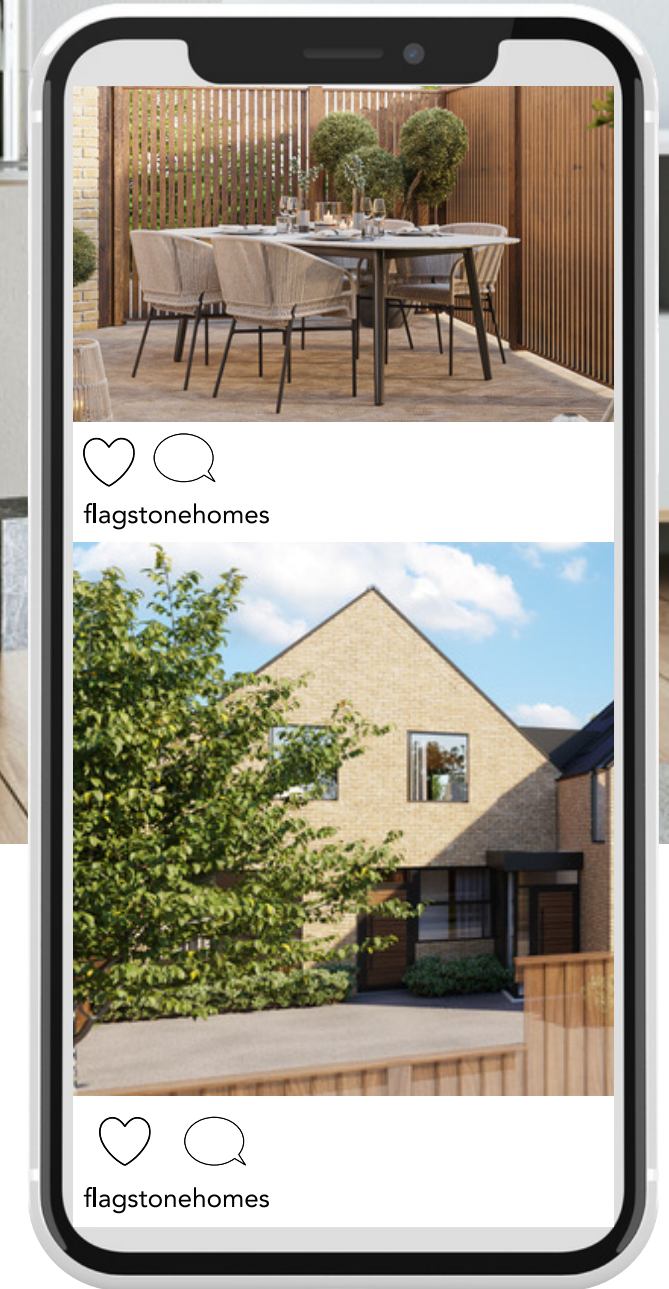
flagstone

Flagstone was founded by partners Daniel Fairburn and Dean Pooley. Combining their experience of making houses look great on the outside (Dean) and on the inside (Daniel), Flagstone put together a team of experts in both build and design to provide the depth of knowledge and experience to help fulfil their vision.

Their ambition was to build modern, spacious homes in outstanding locations with the style and sophistication one expects from city living.

www.flagstonehomes.co.uk

// Modern and sophisticated apartments created with an attention to detail that is evident from the inside out. Optimally located with excellent connectivity throughout the rest of London."





PARKS DE PLACE

ELEPHANT & CASTLE

STARTING FROM: £538,000 | INVEST FROM: £107,600

DEVELOPER: FLAGSTONE

ADDRESS: RODNEY PLACE, ELEPHANT & CASTLE, SE17 1PP

TOTAL DEVELOPMENT: 24 UNITS

ESTIMATED COMPLETION: Q1 2027

EXPECTED YIELD: 5.2%

TENURE: 999-YEAR LEASEHOLD

GROUND RENT: N/A

SERVICE CHARGE: ESTIMATED £3.46 PSQFT

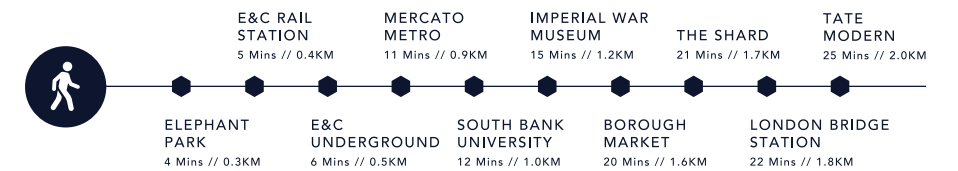
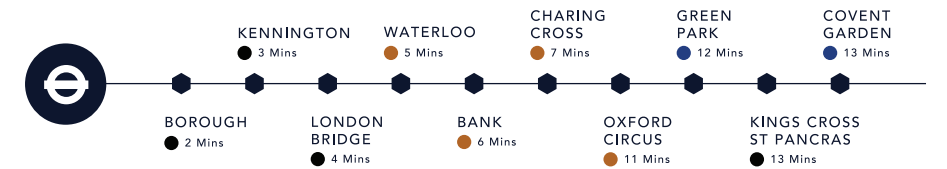


Take advantage of 28 bus routes that run through Elephant & Castle, connecting the area to the rest of London. Keen cyclists can make use of the Cycle Superhighway, which easily connects to King's Cross.



**ELEPHANT &
CASTLE**

KEY LONDON CONNECTIONS
APPROX. JOURNEY TIMES



05



 Minute Walk to Elephant & Castle Station

12



Minute Cycle to Bank
/ City of London

16



 Minute Walk + Tube to Oxford Circus

17



 Minute Walk + Tube
to Canary Wharf

22

 Minute Walk to London Bridge



RESERVATION PROCESS

Reservation **deposit £5,000 net** of fees to the bank account listed on the reservation form, alongside fully filled reservation form and KYC documents

20%

EXCHANGE
NOW

80%

ON
COMPLETION



API
GLOBAL