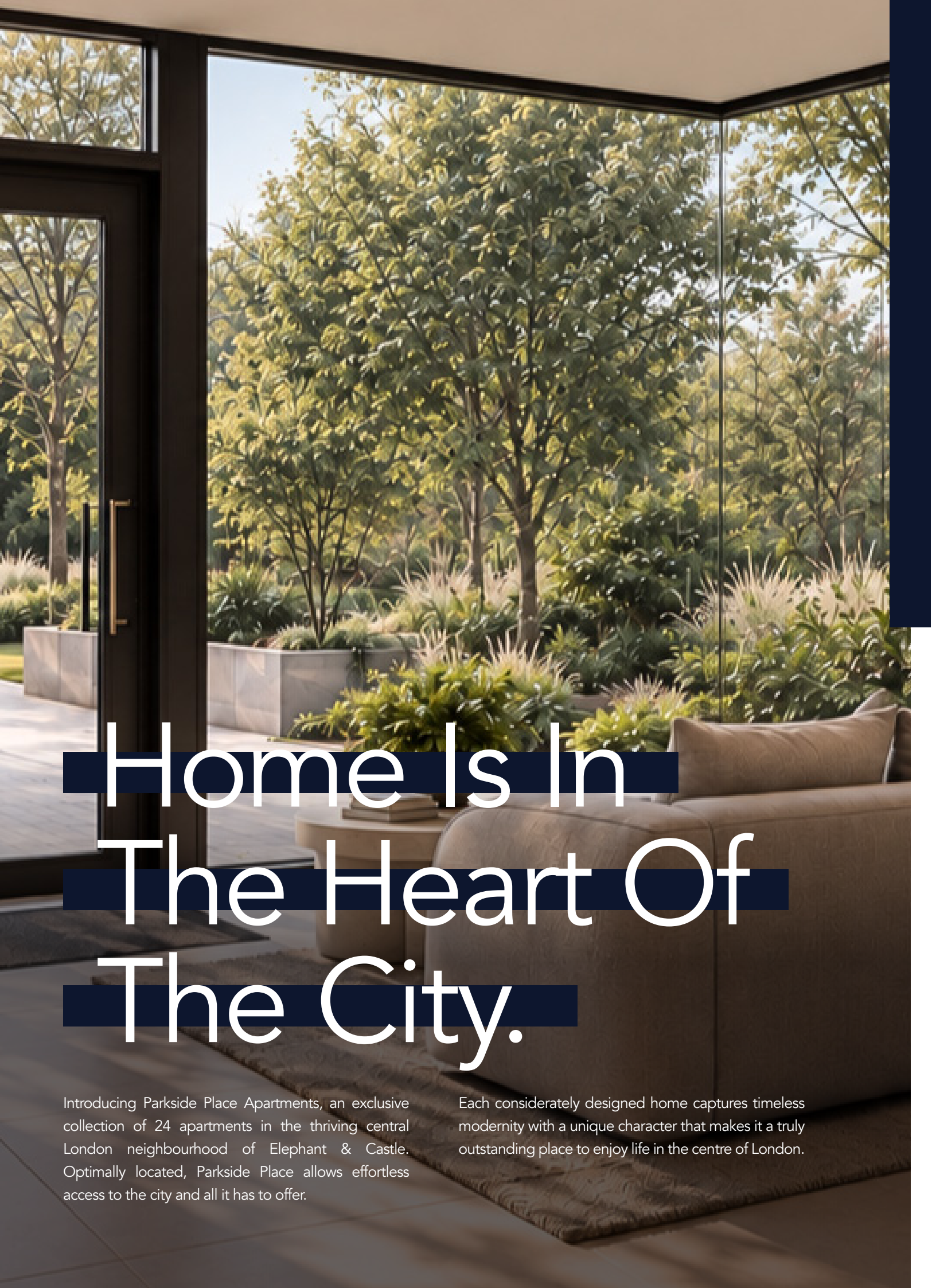


PARKSIDE PLACE
ELEPHANT & CASTLE

API
GLOBAL



Home Is In The Heart Of The City.

Introducing Parkside Place Apartments, an exclusive collection of 24 apartments in the thriving central London neighbourhood of Elephant & Castle. Optimally located, Parkside Place allows effortless access to the city and all it has to offer.

Each considerably designed home captures timeless modernity with a unique character that makes it a truly outstanding place to enjoy life in the centre of London.

Parkside Place, Elephant & Castle

Modern, Urban-style Living in
the Centre of London



Developer:	Flagstone
Address:	Rodney Place, Elephant & Castle, SE17 1PP
Est. Completion:	Q1 2027 (April 2027 if needed)
Development:	24 Units
Est. Yields:	Circa 5.2%
Lease:	999 Years
Ground Rent:	Zero
Service Charge:	£3.46 psf

LDN
LONDON

Facilities:	Lobby, Postroom, Courtyard Garden And Cycle Storage
-------------	---

/ Parkside Place

Key Facts

**ONE
BEDROOM**
From £538,000
444 - 644 sqft

**TWO
BEDROOM**
From £797,510
742 - 893 sqft

**THREE BED
PENTHOUSE**
From £1,400,000
1,089 sqft

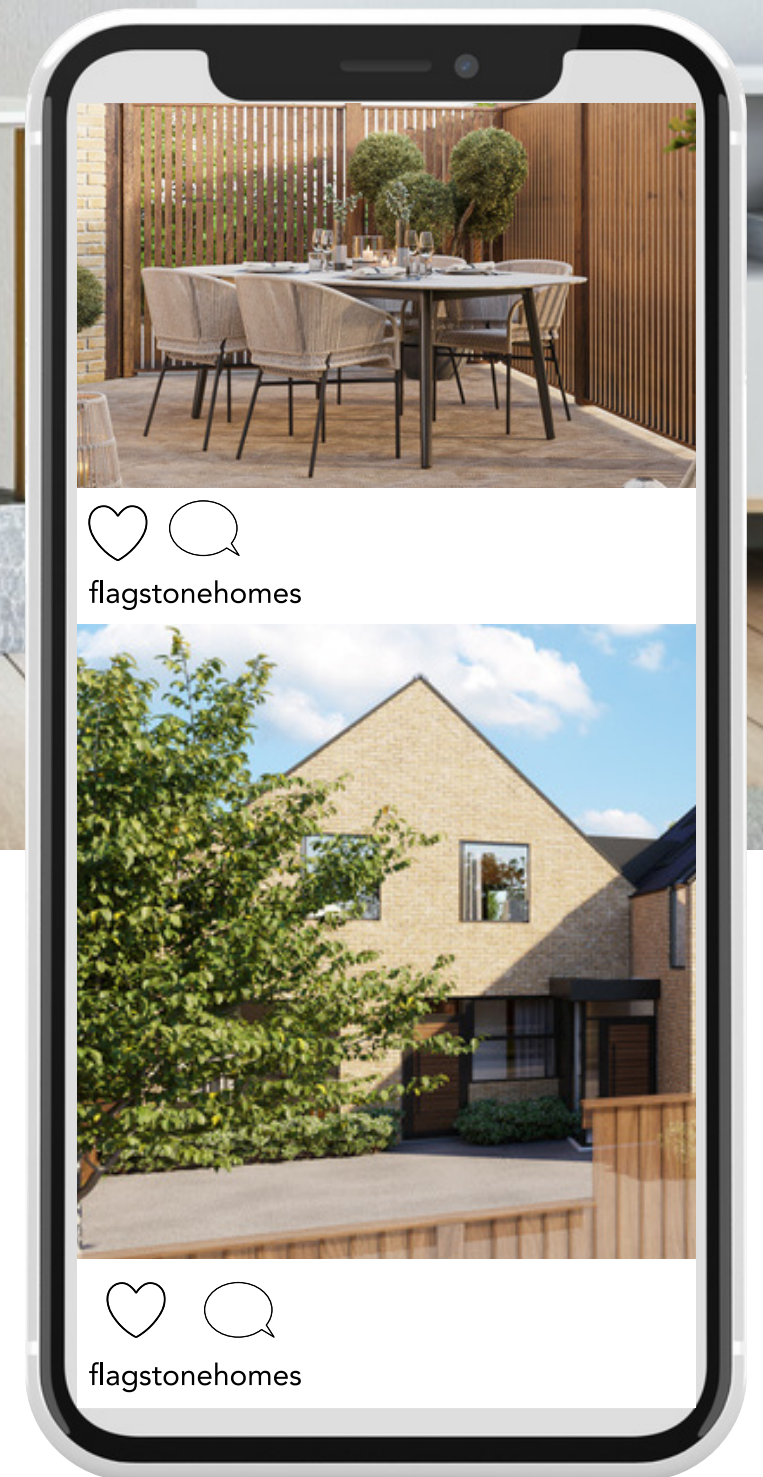
flagstone

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."



Why London?

£500Bn

Global Economic
Powerhouse with a
£500bn+ economy



9M+

Population with a
global demand base



+26%

Over 8 years for
One beds in
London



37%

UK international
financial services
workforce



11.9%

of the total of foreign
listed companies are
listed in London



500+

International bank
across London



11%

London's rents
are up 11% year
on year



+28%

Over 8 years for
Two beds in
London



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



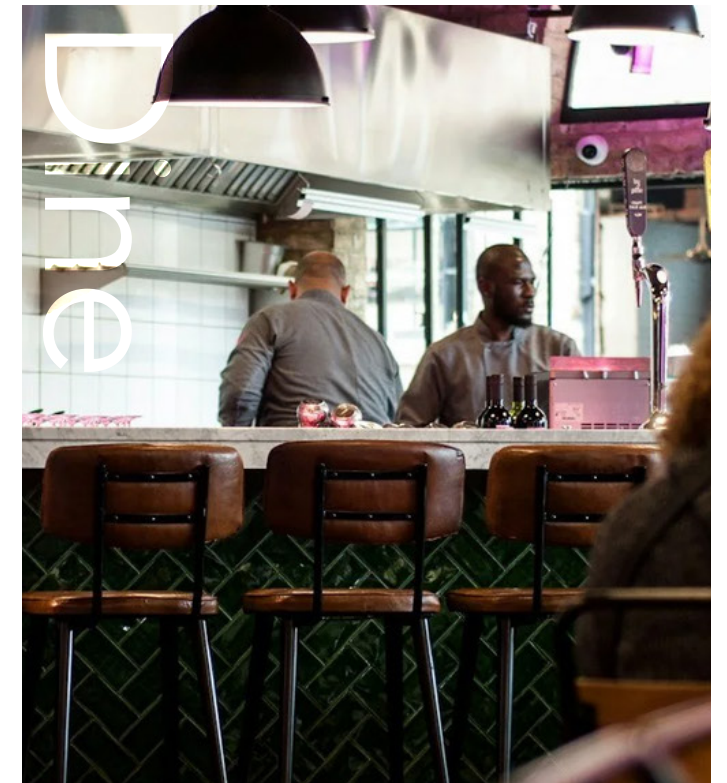
4.7%

average rental yield

Elephant & Castle

LONDON - ZONE 1

/ Parkside Place



Elephant & Castle is undergoing major regeneration, creating a vibrant new town centre with new retail and leisure spaces. In the meantime, Castle Square and Ash Avenue offer a mix of independent shops, restaurants and markets, while the historic East Street Market remains one of London's largest and busiest.

Elephant & Castle offers a diverse dining scene, from traditional pubs and international cuisine to popular street-food destination Mercato Metropolitano. Nearby favourites include Toulouse Lautrec, Kaieteur Kitchen and Four Hundred Rabbits, offering everything from French dining and Guyanese cuisine to sourdough pizza and craft beer.



Elephant & Castle offers plenty of entertainment, from workshops and quiz nights to museums, cinema and live theatre. Nearby highlights include the Imperial War Museum, Ministry of Sound, Cinema Museum, IMAX cinema and Southwark Playhouse.



Elephant & Castle offers excellent fitness and wellbeing options, from the fully equipped Gymbox and local yoga studios to relaxing green spaces. Nearby Elephant Park and the Tibetan Peace Garden provide peaceful settings to walk, unwind and enjoy the outdoors.

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.

Fill weekends and evenings with trips to local entertainment venues and museums, or try out the vast array of exercises classes and running clubs. Whenever you're seeking an escape from the hustle and bustle, the newly developed Elephant Park is just outside your window...





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.

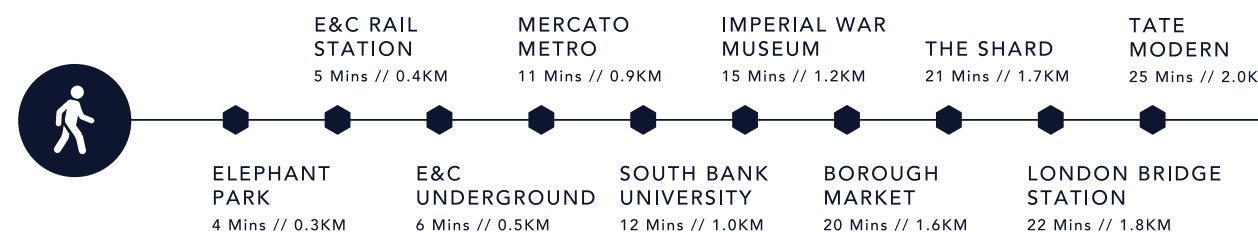
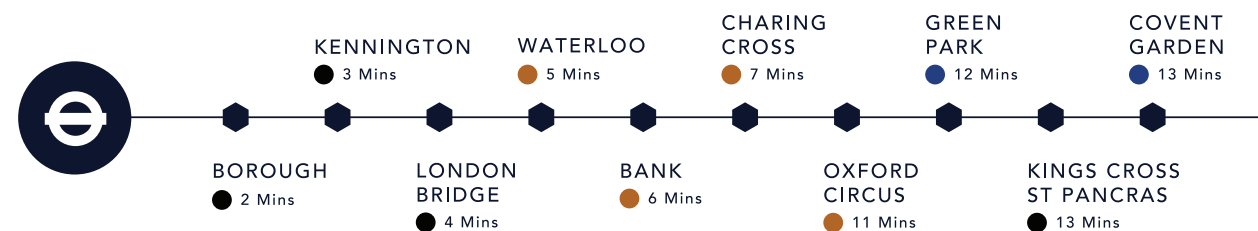


Schematic only — not geographically to scale. Journey times are approximate and can vary with waiting/interchange time.
Elephant & Castle Underground serves the Bakerloo and Northern lines; Elephant & Castle rail station provides National Rail services.

/ Parkside Place

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

ual: university
of the arts
london

🚶 10 MINS

/ Parkside Place

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

KINGS 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

Regeneration & Growth Opportunities

Elephant & Castle and its surrounding Southwark boroughs 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.

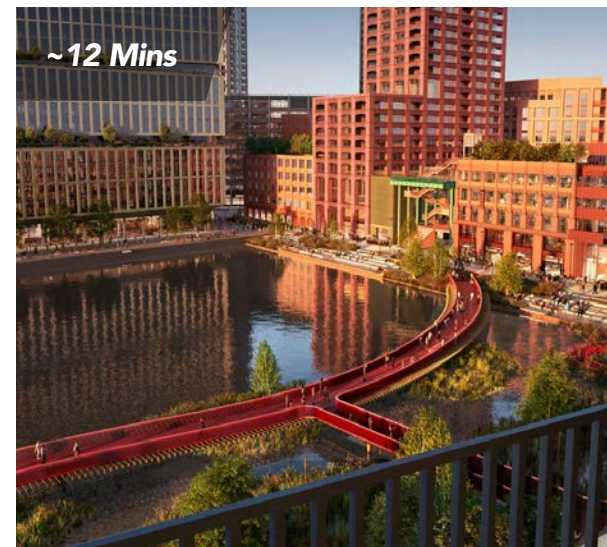
Investment:	New Homes	Investment:	New Jobs
£3Bn	16K	£1.5Bn	20K
Committed to Elephant & Castle regeneration	Planned across the wider E&C opportunity area	Elephant & Castle town centre masterplan	Targeted across the Old Kent Road Opportunity Area

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



Elephant & Castle.

The 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.



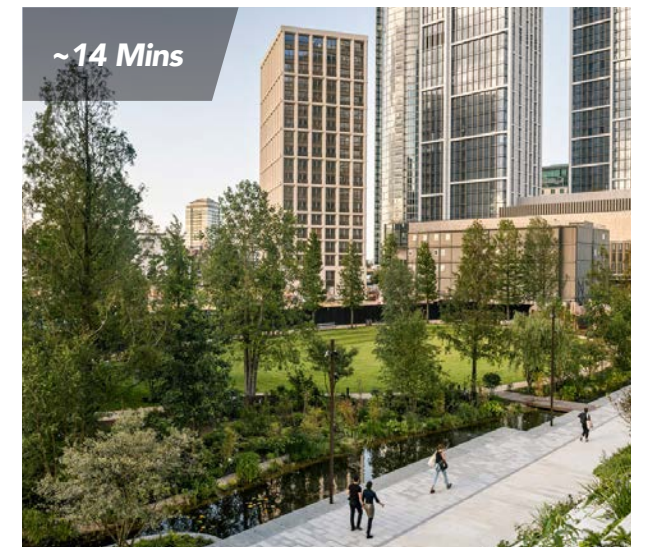
Canada Water.

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.



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.



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.



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)

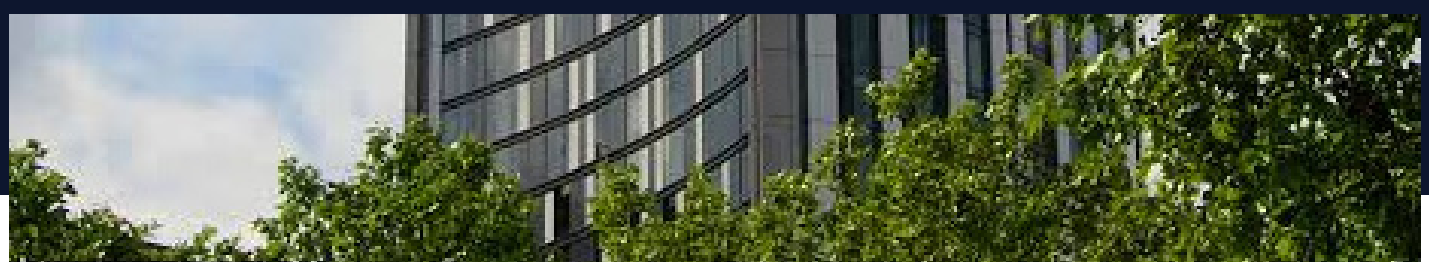
	REGEN SCHEMES		LONDON	
	ONE BED	TWO BED	ONE BED	TWO BED
2015	£616	£562	£704	£660
2016	£695	£639	£743	£695
2017	£736	£669	£771	£714
2018	£766	£683	£763	£715
2019	£748	£673	£759	£703
2020	£755	£691	£755	£700
2021	£763	£697	£761	£702
2022	£765	£704	£760	£713
2023	£776	£722	£756	£720
EPSF UPLIFT	£159	£160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

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

/ Parkside Place

92%

The regeneration of Elephant & Castle in 2015, Strata, the first development completed in 2010, saw resale profits soar by up to 92%. This underscores the value of being first. It goes to show, that being first in really pays off.



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%
FLAT102	SE17 1AS	797	01/06/2015	08/02/2023	67%

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



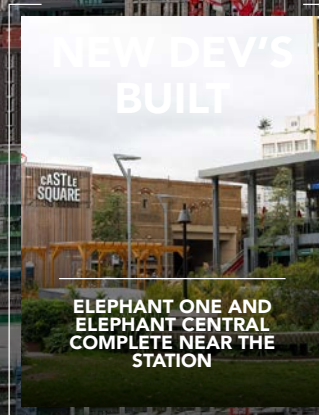
2010



2013-14



2016+



2018



2020



2021



2022



2025

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.

15K

Active Businesses in Southwark Borough

155K

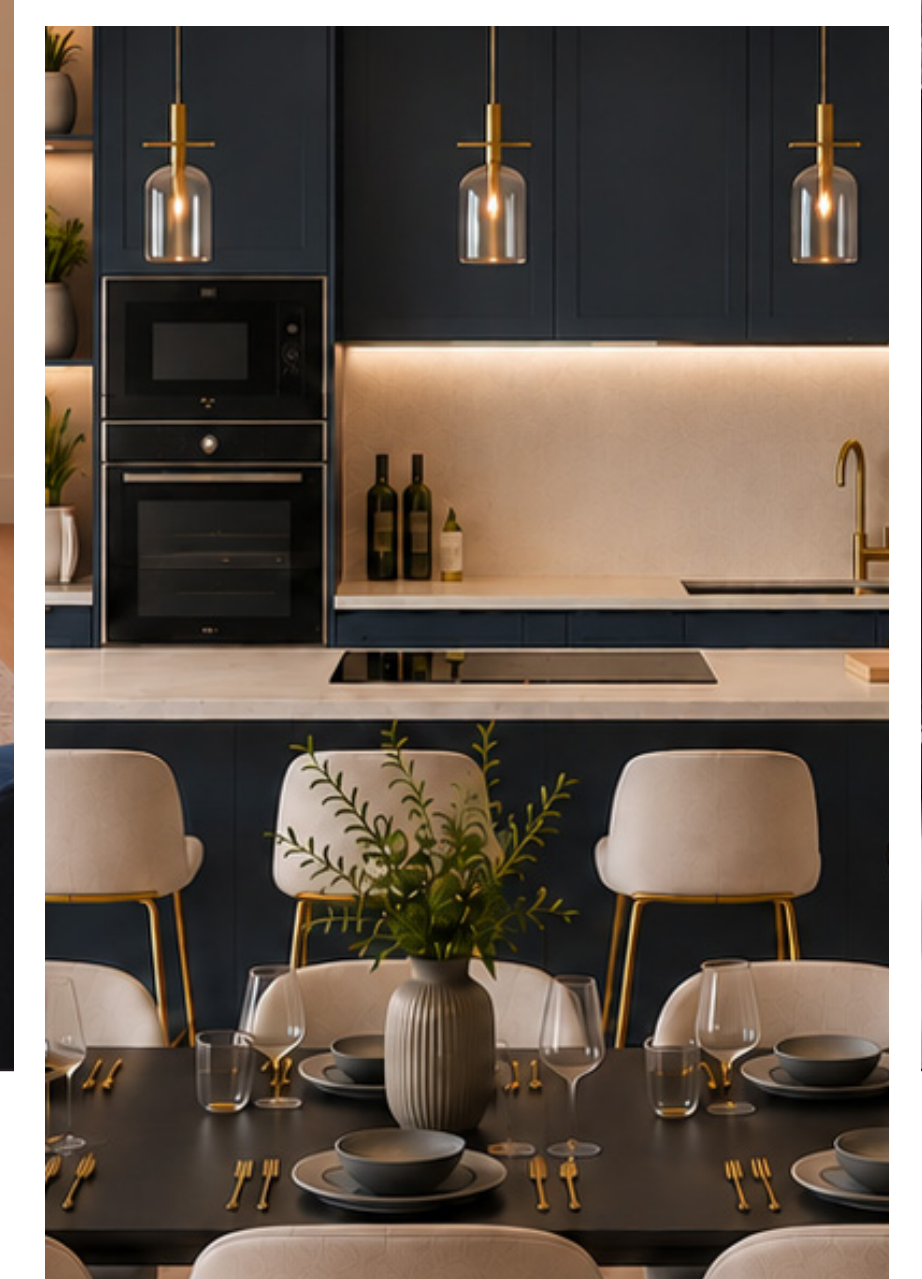
Employed Residents across Southwark & Lambeth

 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 FARRINGTON / CLERKENWELL TECHNOLOGY · CREATIVE · MEDIA ~25 MINS		

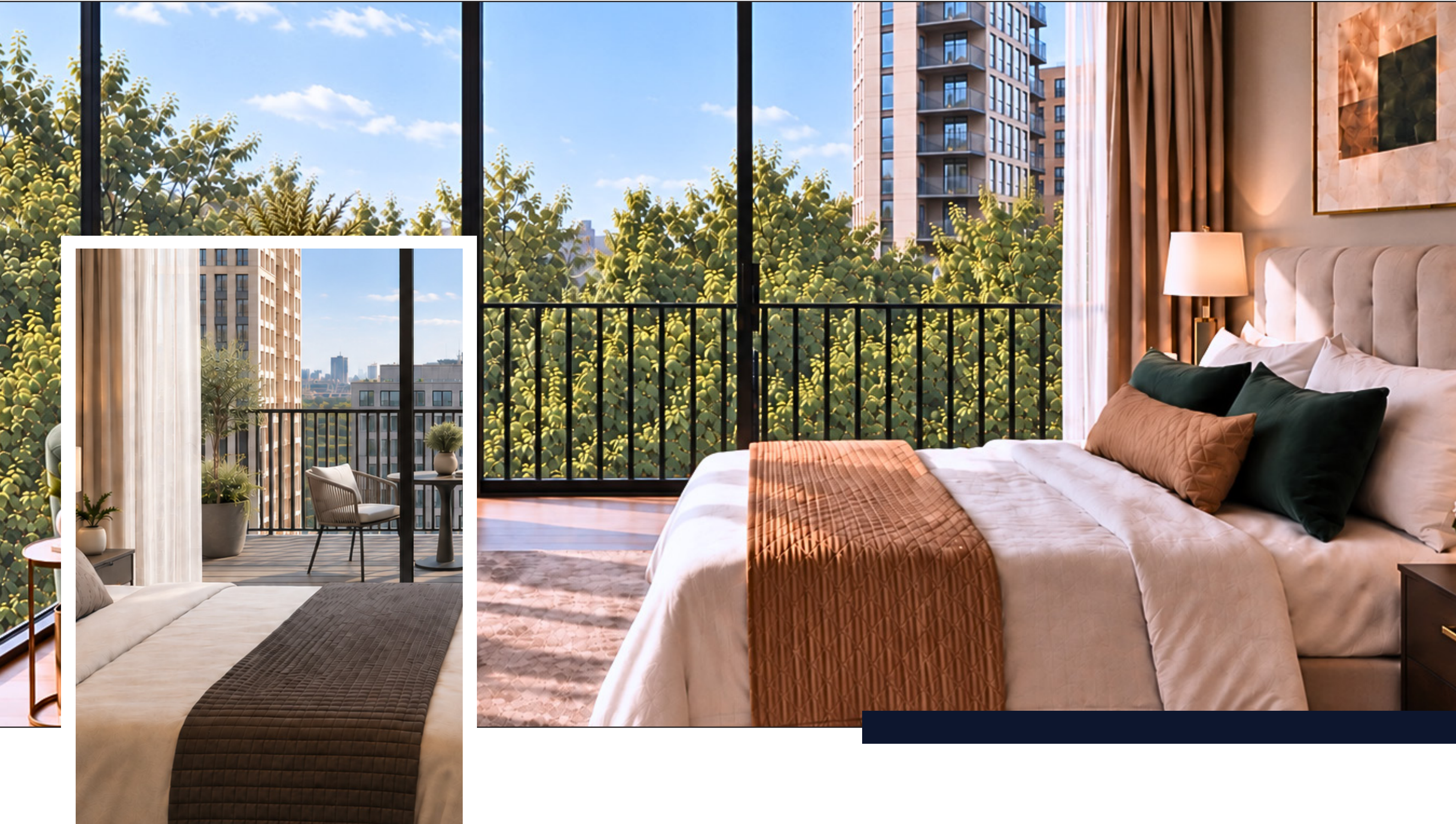
LEADING EMPLOYERS / SECTORS CLOSEBY



Parkside Place, Living Room



Parkside Place, Bedroom



London, Elephant & Castle

/ Parkside Place

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%

On Exchange

80%

On Completion

/ PARKSIDE PLACE

LEGAL INFORMATION

Buyers Recommended Solicitor
Davidsons Law

N: Emma McIntosh
T: +44 (0) 1902 946 581
E: E.McIntosh@davidsons.law

/ PARKSIDE PLACE

