

THE BeCa

A DEVELOPMENT BY AVANTON

API
GLOBAL



A statement in a neighbourhood that speaks for itself.
170 New York styled studios, 1 & 2 bedroom loft apartments.

2

STUDIOS
From £440,000

65

ONE BEDS
From £460,000

103

TWO BEDS
From £610,000

THE BeCa

KEY FACTS

Developer:	Avanton
Address:	THE BeCa, 651, Old Kent Road, London, SE15 1JU
Estimated Completion:	Q4 2026
Number of units:	170
Expected Yield:	6%
Lease Length:	999 Years
Ground Rent:	Zero
Service Charges:	Service Charge Est £3 psf



PART OF A RUBY TRIANGLE, A TRANSFORMATIONAL DEVELOPMENT FOR SOUTHWARK.

THE BeCa is part of a 5-acre masterplan, a destination in itself that will feature over 1,400 new homes, private residents' amenities, a leisure facility, a fitness suite, an array of restaurants and cafes, and a green oasis all on the doorstep of the proposed Bakerloo Line extension.

THE DEVELOPER

AVANTON

Creating London's most innovative and inspiring places to live, work and enjoy life. Avanton is a progressive London property development company driven by an occupier led design approach. Focusing on placemaking, quality and community, Avanton builds homes and creates lived-in spaces in some of London's prime locations. With extensive experience across the sector in land, sales and development, Avanton leads with an entrepreneurial mindset to create long lasting locations built by people for people.

£2.15B

Total GDV

11

Total number of projects

3,885

Total Homes



CODA

LONDON

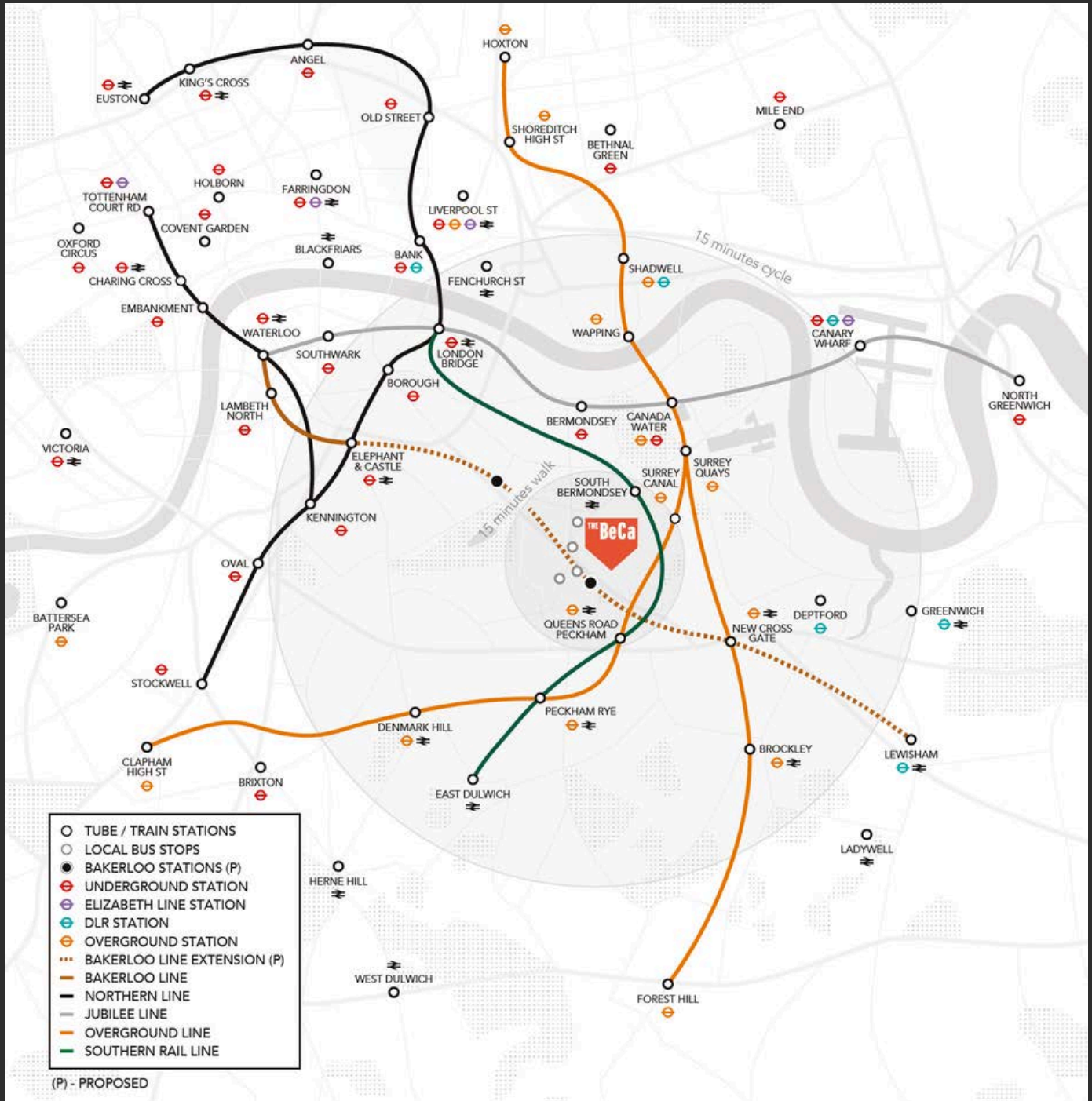
The project, designed by architect Patel Taylor has delivered 299 apartments, communal landscaped gardens and a state of the art world-class headquarters for the Royal Academy of Dance.



DEVELOPMENT VIEW



LOCATED IN LONDON



**SOUTH BERMONDSEY
→ LONDON BRIDGE**

1 STOP / 5 MINUTES

**LONDON BRIDGE
→ CANARY WHARF**

3 STOPS / 8 MINUTES

**LONDON BRIDGE
→ WATERLOO**

2 STOPS / 3 MINUTES

**LONDON BRIDGE
→ BOND STREET**

5 STOPS / 8 MINUTES

BAKERLOOP BUS ROUTE

CONNECTING FROM THE BECA TO ELEPHANT & CASTLE IN 6 MINUTES

LOCATED IN LONDON



**London
South Bank
University**

EST 1892

LONDON SOUTH BANK UNIVERSITY

🚊 23 MINS

**KING'S
College
LONDON**

KINGS COLLEGE LONDON

🚊🚇 45 MINS

Goldsmiths
UNIVERSITY OF LONDON

GOLDSMITHS UNIVERSITY LONDON

🚊 13 MINS



UNIVERSITY COLLEGE LONDON

🚊 50 MINS



THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE ■

LONDON SCHOOL OF ECONOMICS

🚊 37 MINS



**Ravensbourne
University London**

RAVENSBOURNE UNIVERSITY

🚇 39 MINS



**UNIVERSITY of
GREENWICH**

UNIVERSITY OF GREENWICH

🚊🚇 28 MINS

**ROYAL ACADEMY
OF MUSIC**

ROYAL ACADEMY OF MUSIC

🚊🚇 46 MINS



CO-WORKING SPACE



GAMES ROOM



GYMNASIUM

ABOVE THE CITY.
UNDER THE SUN.
GREEN ALL OVER.



LIVING ROOM



BEDROOM



KITCHEN

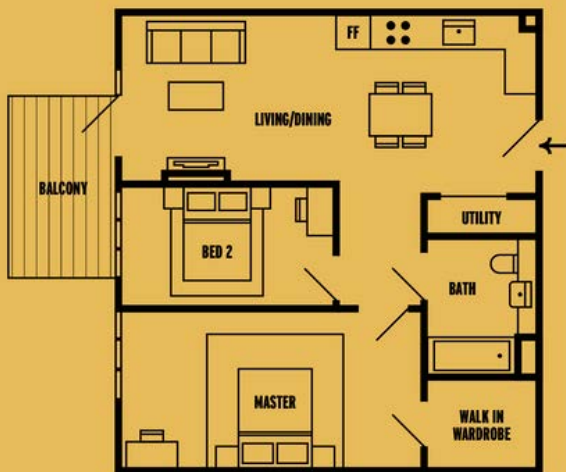


BATHROOM



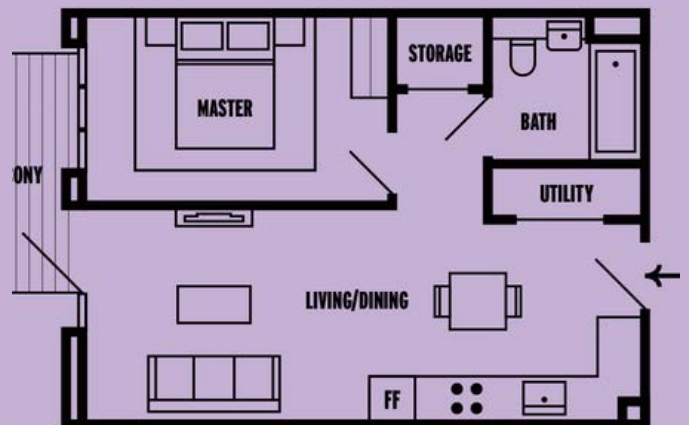


3A



Unit 3.1
2 Bed
829 Sqft
£610,000
5.46% Yield

9B



Unit 9.2
1 Bed
549 Sqft
£495,000
5.70% Yield

GREAT REASONS TO BUY



Capital Growth

Investing early in THE BeCa, the initial phase of The Ruby Masterplan, provides a strong market advantage with significant capital appreciation potential.



Value

London is not renowned for its affordability. THE BeCa makes inner-city Zone 2 living attainable with 1-beds from £460,000, and 2-beds from £610,000.



All-Included

For us, the City is home. With the vibrant cultural scenes of Borough, Bermondsey, and Elephant and Castle surrounding you, living here is about exploration. But if you choose to stay in, THE BeCa has it all—workspaces, roof terraces, and a games room, providing everything you need right at your doorstep



Rental Market

Renters are irresistibly drawn to areas where vibrant culture, dynamic energy, and the proximity of twelve universities come together. Add superb transport links, modern amenities, and more green space than you can shake a stick at, and you've got a rental magnet. With most Londoners seeking 1 or 2-bedroom units, the demand is guaranteed.



Education

Southwark combines academic excellence with vibrant living, offering close proximity to top London universities and easy access to academic resources and cultural events. It's the ideal place for students and young professionals to call home.



Iconic

A Manhattan building at a London address. Given its staying power, some would argue that Old Kent Road is already an icon. But drop the magnitude of NYC into the simmering pan of this new London energy and THE BeCa makes a statement that sets it apart and speaks for itself.

REGENERATION

Excitingly, THE BeCa offers the first chance to invest in the Old Kent Road Opportunity Area. This Zone 2 regeneration plan aims to bring 20,000 homes and 10,000 jobs to the area. With the proposed Bakerloo Line extension, Canada Water's £2 billion upgrade, and ample green space around Surrey Canal, the neighbourhood is poised to become the heart of South London's creative and cultural scene.



3 Potential
New Train Stations



20,000
New Homes



A New
Town Centre



2 New
Primary School



10,000
New Jobs

Additionally, South Bermondsey is set for a once-in-a-lifetime regeneration that will bring 3,500 homes to the area, a new London Overground station, and pave the way for Millwall FC's stadium to expand to 34,000 seats.

Be the first to Invest

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 AREAS VS OVERALL LONDON AVERAGES (2015-2023)

	REGEN SCHEMES		LONDON	
	ONE-BED FLAT	TWO-BED FLAT	ONE-BED FLAT	TWO-BED FLAT
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%

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

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 SQ FT	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 SQ FT	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 SQ FT	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%

RENTAL DEMOGRAPHICS

The primary demographic moving to the area consists of business professionals aged 20 to 30.

Due to their higher income levels, the anticipated rental prices at The BeCa are particularly appealing to this key group. The average annual salary is between £75,000-100,000 with 48% of the inhabitants working in professional, associate and technical occupations, significantly higher than the London average.

RESIDENTS BY OCCUPATION	SOUTHWARK	LONDON
PROFESSIONAL OCCUPATIONS	30.6%	25.8%
ASSOCIATE PROFESSIONAL AND TECHNICAL OCCUPATIONS	17.3%	5.3%
CARING, LEISURE AND OTHER SERVICE OCCUPATIONS	7.7%	7.7%
ELEMENTARY OCCUPATIONS	10.1%	9.2%

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

10%
exchange now

10%
6 months later

80%
on completion

LEGAL INFORMATION

Buyers Recommended Solicitor
Monarch Solicitors



N: Leah Whitehead

T: +44 (0) 161 820 8888

E: newbuild@monarchsolicitors.com

