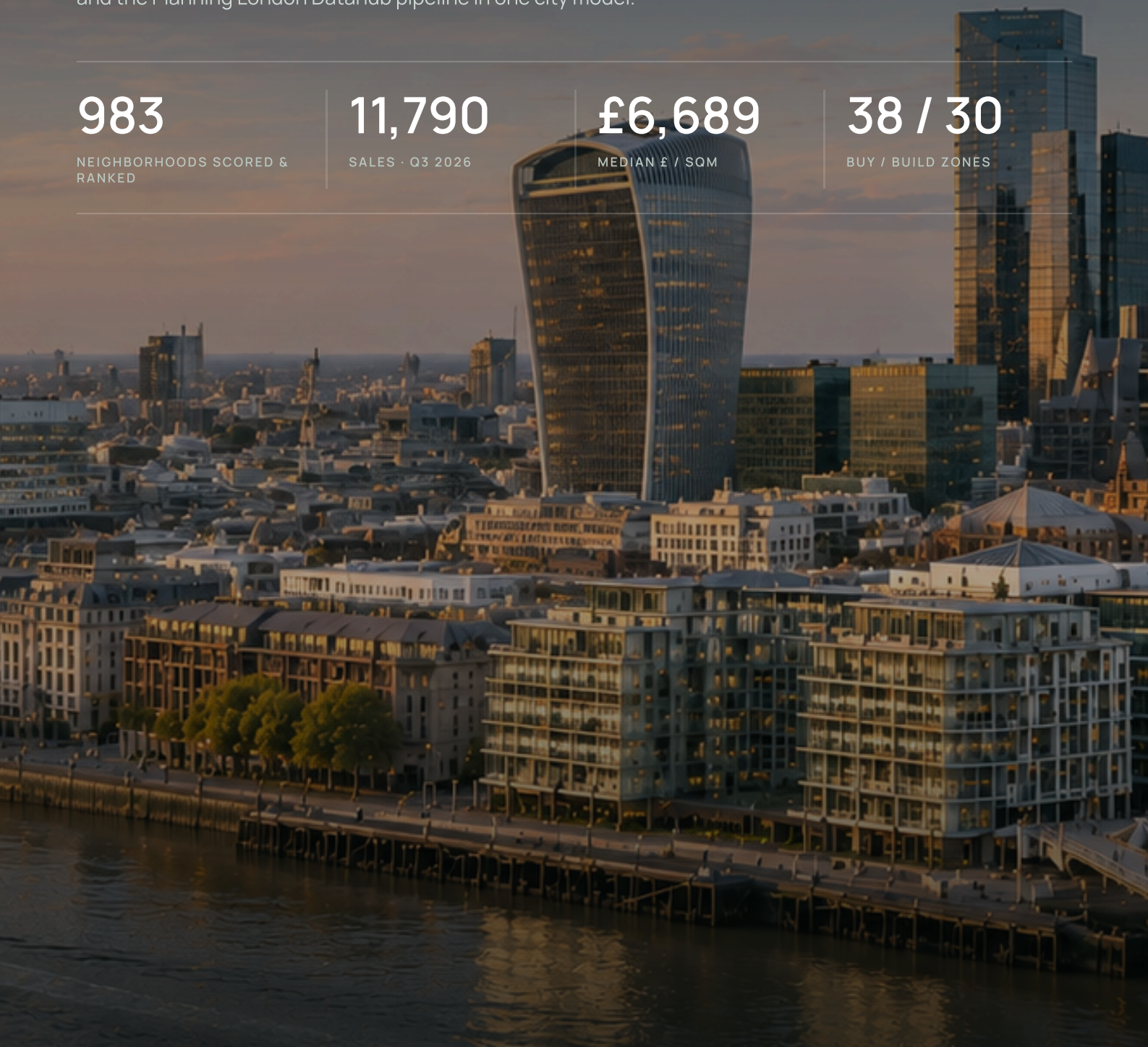
JULY — SEPTEMBER 2026

London *Q3 Report*

Real Estate Opportunity Score · 983 MSOAs (2021) · Land Registry sales, ONS/VOA rents and the Planning London Datahub pipeline in one city model.

983	11,790	£6,689	38 / 30
NEIGHBORHOODS SCORED & RANKED	SALES · Q3 2026	MEDIAN £ / SQM	BUY / BUILD ZONES



Q3 2026 · 11,790 SALES · MEDIAN RENT £1,860 / MO · 297,268 PIPELINE UNITS · SOURCE — REOS INTELLIGENCE ENGINE

REOS

DATA THROUGH 30 SEP 2026 · PUBLISHED OCT 2026

altctrl intelligence

LONDON · Q3 2026

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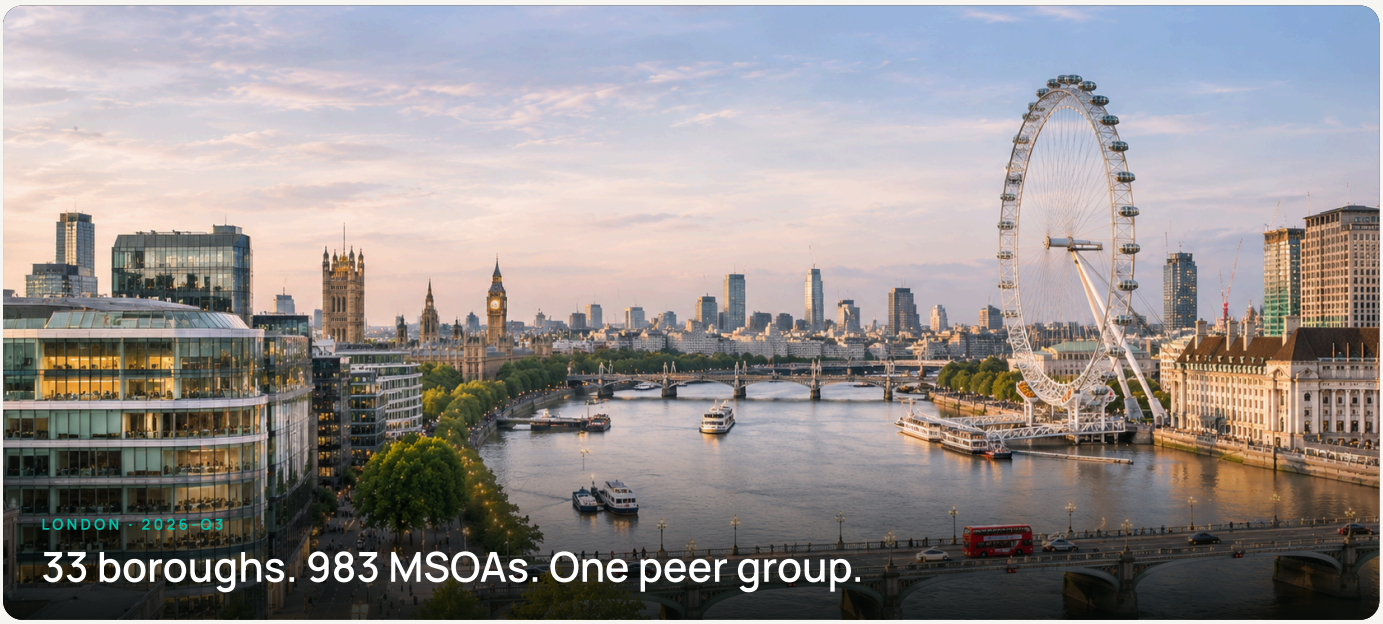
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HOW TO READ THIS REPORT

Every neighborhood (MSOA 2021) carries a **REOS score** (0–100) built from a Market and a Development pillar, and one action tag from the V8.0 West matrix:

BUY	38	Prices soft vs peers, calm growth, workable yield. Build a position.
BUILD	30	Supply-led window. Follow delivery and absorption.
HOLD	848	Solid today. No active entry or exit call.
WATCH	67	Thin data or overheated tape. Monitor only.



11,790	$6,689	£1,860	983	297,268	9,602
Q3 SALES DEALS	MEDIAN £ / SQM	MEDIAN RENT / MO	NEIGHBORHOODS (MSOA)	PIPELINE UNITS	ACTIVE PLD PROJECTS

01 · EXECUTIVE SUMMARY

Seven things that define Q3 2026

REOS reads London the same way it reads every scored city: one peer group, one methodology, one quarterly stamp. MSOA 2021 is the map; Models 1–8 and V8.0 West signals are the judgment.

Q3 SALES DEALS	MEDIAN £ / SQM	MEDIAN RENT / MO	BUY / BUILD
11,790	£6,689	£1,860	38 / 30
Sum of MSOA snapshots	Residential sale tape	ONS/VOA blended rent	of 983 MSOAs

KEY FINDINGS

01 **11,790 deeds** stamped across the MSOA universe in the reporting-quarter snapshot.

02 **Signal mix is HOLD-heavy (848).** London is selective, not indiscriminately cheap.

03 **38 BUY** and **30 BUILD** neighborhoods clear the V8 matrix this quarter.

04 **67 WATCH**: thin trading or an overheated growth/liquidity mix.

05 **Pipeline:** 297,268 disclosed units across 9,602 active PLD projects.

06 **Top REOS:** Hammersmith and Fulham 021 (81.5) leads the city index.

07 **33 boroughs, one peer group.** Percentiles are citywide, not borough-siloed.

SIGNAL MIX · 983 ZONES



HOLD	Solid today	848
WATCH	Thin data or overheated tape	67
BUY	Prices soft vs peers, calm growth, workable yield	38
BUILD	Supply-led window	30

TOP 10 NEIGHBORHOODS BY REOS SCORE

01	Hammersmith and Fulham 021 H...	HOLD	81.5
02	Westminster 020 Westminster	HOLD	80.6
03	Wandsworth 010 Wandsworth	HOLD	80.5
04	Kensington and Chelsea 008 Ken...	HOLD	80.3
05	Ealing 033 Ealing	HOLD	79.7
06	Richmond upon Thames 001 Rich...	HOLD	79.6
07	Wandsworth 025 Wandsworth	HOLD	79.1
08	Islington 020 Islington	HOLD	78.2
09	Wandsworth 021 Wandsworth	HOLD	78.0
10	Ealing 018 Ealing	HOLD	77.9

TOP 100 · LEADING BOROUGHS

Wandsworth	19
Barnet	7
Ealing	6
Hammersmith and Fulham	6
Westminster	6
Lewisham	5
Lambeth	5
Southwark	5

Boroughs with the most MSOAs inside the citywide top 100. Top score: Hammersmith and Fulham 021 (81.5). Full borough lens follows.

02 · HOW WE SCORE

Two pillars, one zone rating

Market Score and Development Score combine into REOS. Model 8 (supply) feeds the signal matrix. All norms are within the London peer group for the quarter.

M

Market Score

Activity · Liquidity · Price · Income · Growth · Stability. How healthy the tape is today.

D

Development Score

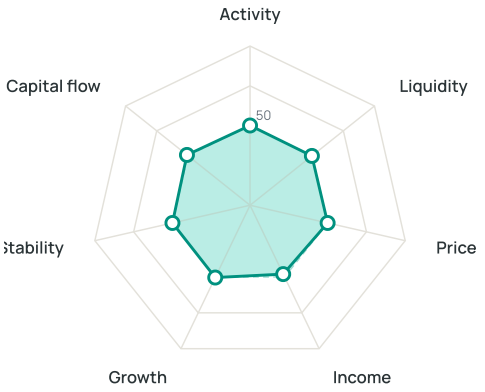
Growth · Capital flow · Activity · Liquidity · Price. Where momentum and capital are pointing.

R

REOS Score

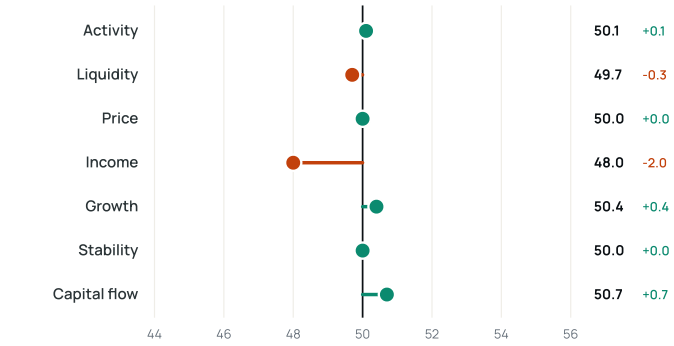
Blend of the two pillars (0–100). Used for ranking; tags use the V8 matrix, not REOS alone.

CITY RADAR · MEDIAN MODEL SCORES



961 of 983 MSOAs are scoreable. Medians are taken across scoreable zones.

MODELS 1–7 · DISTANCE FROM THE PEER MIDPOINT (50)



Left of the line = below the London midpoint; right = above it.

i **London rent note.** Rents use ONS/VOA Private Rental Market postcode-district statistics blended with ONS PIPR LA backbone — carried into each MSOA pack.

03 · TAG RULES

What each tag means

Four actions. One evaluation order. Tags are first-match, and scores are never recomputed in this report.

● BUY

38

Prices soft vs peers, calm growth, workable yield. Build a position.

Horizon 2–3 yr

● BUILD

30

Supply-led window. Follow delivery and absorption.

Horizon 9–15 mo

● HOLD

848

Solid today. No active entry or exit call.

Core of the city book

● WATCH

67

Thin data or overheated tape. Monitor only.

Monitor

STEP 1 WATCH if not scoreable

STEP 2 BUILD if supply-led

STEP 3 BUY if cheap · calm · yield

STEP 4 WATCH if overheated

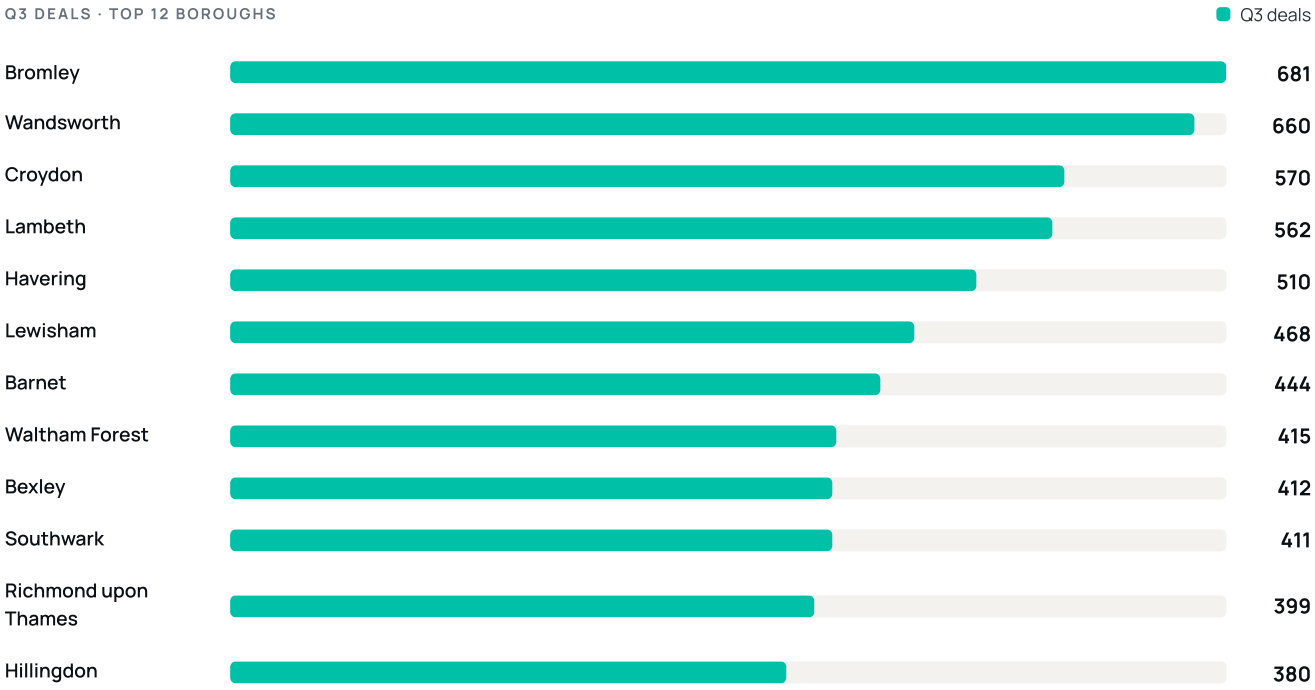
STEP 5 Otherwise HOLD

04 · BOROUGH LENS

33 boroughs, one peer group

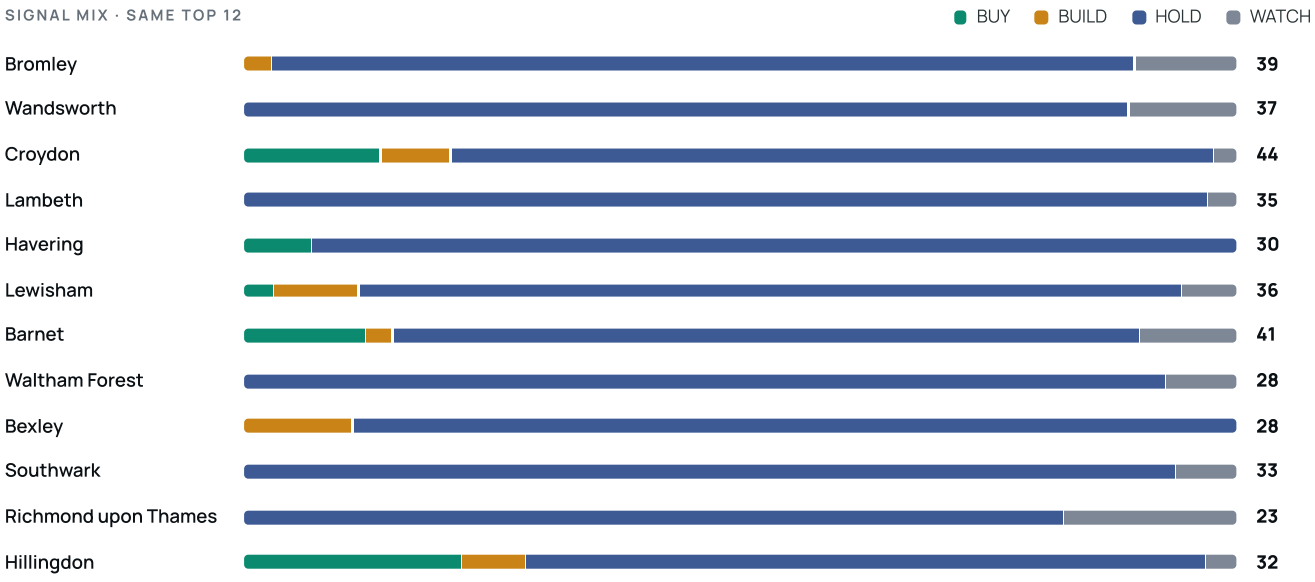
Percentiles are citywide across Greater London, not borough-siloed. Borough cuts show where the tape and the tags concentrate.

Q3 DEALS · TOP 12 BOROUGHS



33 London boroughs in the peer set; chart shows the busiest 12 by Q3 sales.

SIGNAL MIX · SAME TOP 12



04 · BOROUGH LENS · CONTINUED

Borough profiles 1–11

Each borough sits inside one London peer group. REOS leaders are the highest-scoring MSOA in that borough.

	Q3 DEALS	BUY	BUILD	WATCH	HOLD	REOS LEADER	
CRO · 44 MSOAS Croydon	570	6	3	1	34	Croydon 038	65.9
BAR · 41 MSOAS Barnet	444	5	1	4	31	Barnet 001	76.1
BRO · 39 MSOAS Bromley	681	0	1	4	34	Bromley 012	74.9
EAL · 39 MSOAS Ealing	367	2	3	2	32	Ealing 033	79.7
NEW · 37 MSOAS Newham	259	4	1	3	29	Newham 030	54.8
WAN · 37 MSOAS Wandsworth	660	0	0	4	33	Wandsworth 010	80.5
ENF · 36 MSOAS Enfield	356	0	4	1	31	Enfield 022	61.1
HAR · 36 MSOAS Haringey	321	1	0	6	29	Haringey 014	74.5
LEW · 36 MSOAS Lewisham	468	1	3	2	30	Lewisham 039	76.7
LAM · 35 MSOAS Lambeth	562	0	0	1	34	Lambeth 019	76.7
BRE · 34 MSOAS Brent	295	2	2	2	28	Brent 032	73.9

04 · BOROUGH LENS · CONTINUED

Borough profiles 12–22

	Q3 deals	Buy	Build	Watch	Hold	REOS leader	
GRE · 33 MSOAS Greenwich	373	2	0	3	28	Greenwich 038	74.9
SOU · 33 MSOAS Southwark	411	0	0	2	31	Southwark 001	75.8
HIL · 32 MSOAS Hillingdon	380	7	2	1	22	Hillingdon 007	68.6
TH · 32 MSOAS Tower Hamlets	356	1	2	1	28	Tower Hamlets 004	72.5
RED · 31 MSOAS Redbridge	303	0	0	4	27	Redbridge 014	73.7
HAR · 30 MSOAS Harrow	243	0	1	2	27	Harrow 001	60.4
HAV · 30 MSOAS Havering	510	2	0	0	28	Havering 024	69.1
BEX · 28 MSOAS Bexley	412	0	3	0	25	Bexley 026	71.7
CAM · 28 MSOAS Camden	245	0	0	2	26	Camden 028	74.3
HAC · 28 MSOAS Hackney	259	0	0	5	23	Hackney 023	73.9
HOU · 28 MSOAS Hounslow	282	0	1	1	26	Hounslow 006	76.2

04 · BOROUGH LENS · CONTINUED

Borough profiles 23–33

	Q3 DEALS	BUY	BUILD	WATCH	HOLD	REOS LEADER	
WF · 28 MSOAS Waltham Forest	415	0	0	2	26	Waltham Forest 028	71.7
HF · 25 MSOAS Hammersmith and Fulham	287	0	0	1	24	Hammersmith and Fulham 021	81.5
MER · 25 MSOAS Merton	342	1	1	2	21	Merton 009	76.2
SUT · 24 MSOAS Sutton	365	3	0	1	20	Sutton 025	66.0
WES · 24 MSOAS Westminster	287	0	0	0	24	Westminster 020	80.6
ISL · 23 MSOAS Islington	259	0	0	4	19	Islington 020	78.2
RUT · 23 MSOAS Richmond upon Thames	399	0	0	4	19	Richmond upon Thames 001	79.6
BD · 22 MSOAS Barking and Dagenham	191	1	0	0	21	Barking and Dagenham 019	68.8
KC · 21 MSOAS Kensington and Chelsea	179	0	0	0	21	Kensington and Chelsea 008	80.3
KUT · 20 MSOAS Kingston upon Thames	287	0	2	2	16	Kingston upon Thames 005	75.8
CL · 1 MSOAS City of London	22	0	0	0	1	City of London 001	77.0



II

PART TWO

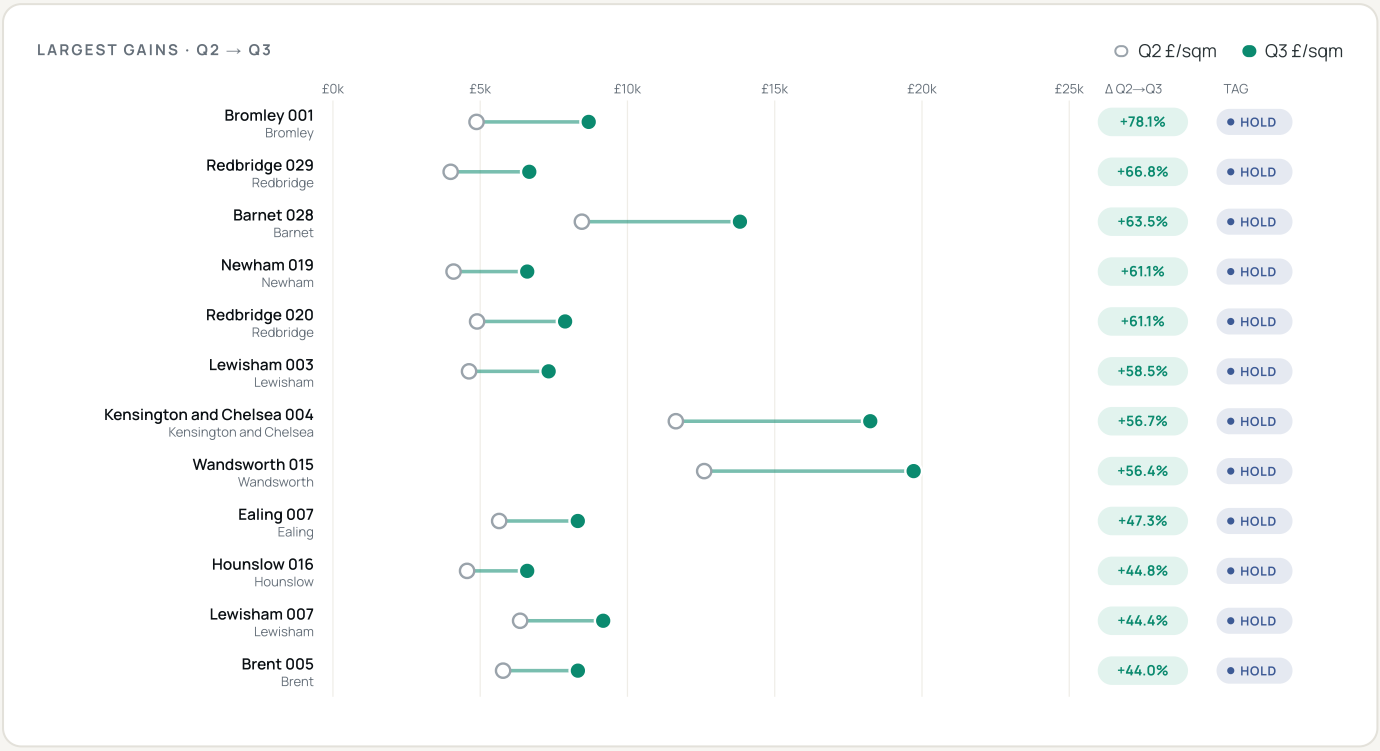
Zone Intelligence

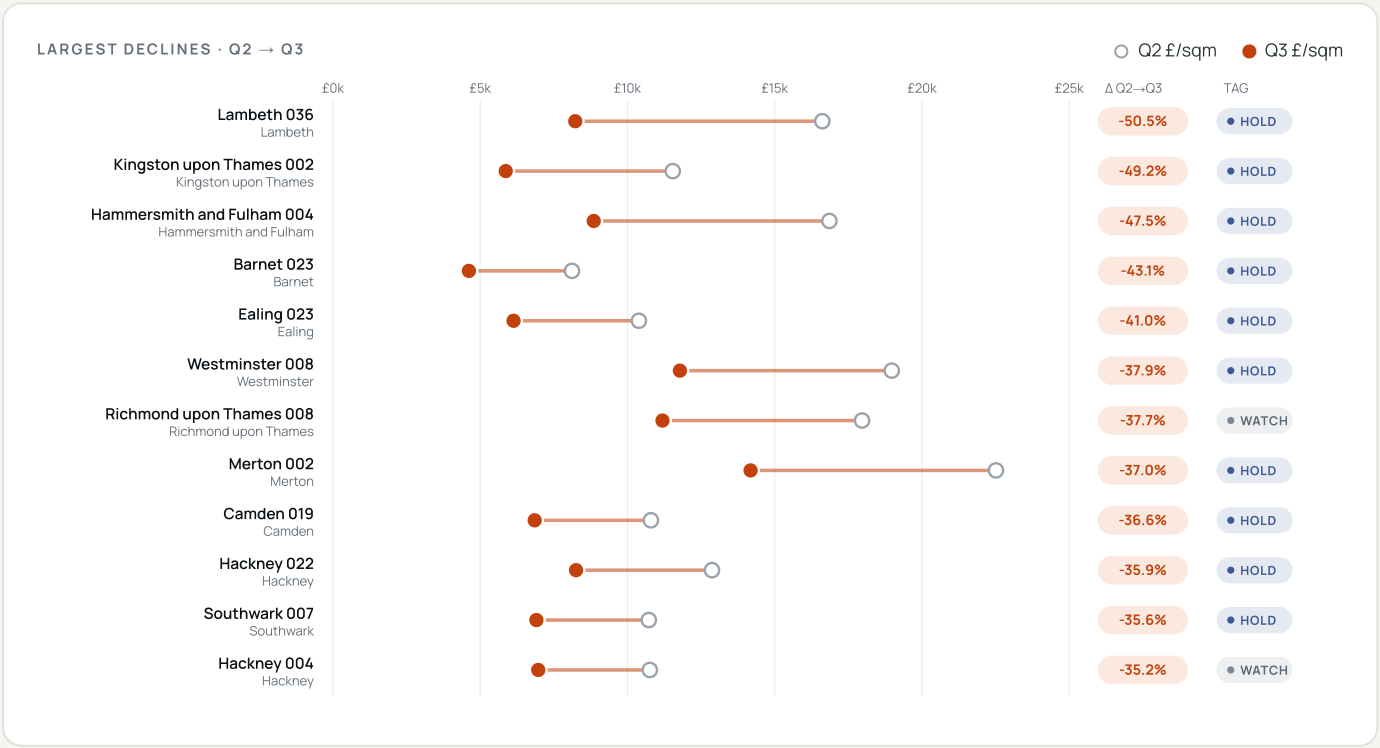
Price move, the BUY · BUILD · WATCH shortlists and the citywide ranked index of London neighborhoods.

05 · PRICE MOVE

Price move, Q2 → Q3

Residential GBP/sqm from validation history: a true quarterly recompute, not a copied stamp. Each line runs from the Q2 price to the Q3 price.



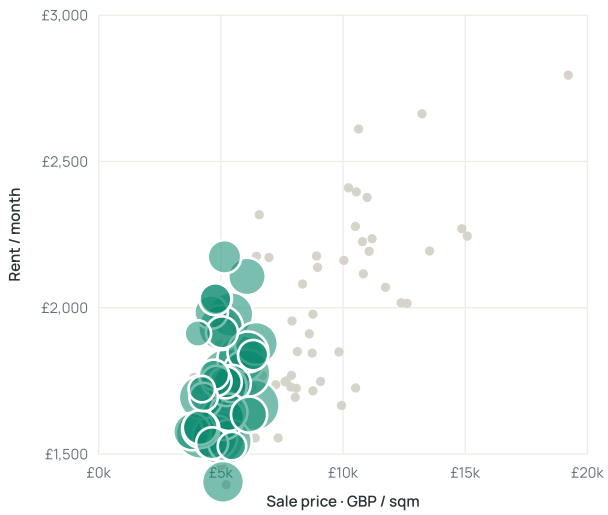


06 · WHERE TO ACT

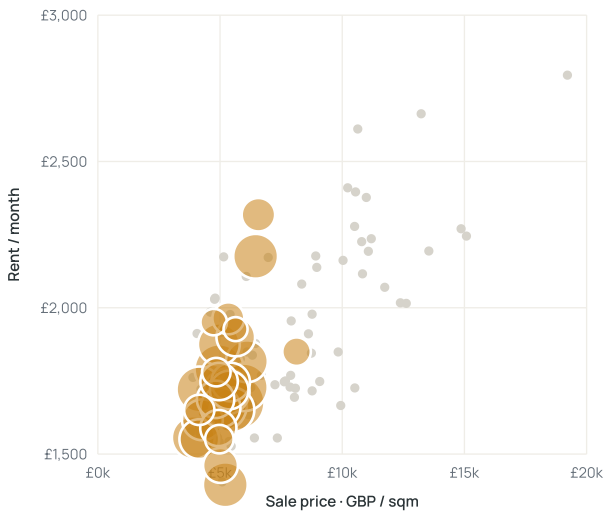
BUY and BUILD neighborhoods

MSOAs that clear the BUY matrix: soft price rank, calm growth, workable yield. BUY is a relative opportunity vs the London peer set, not a guarantee.

BUY · PRICE VS RENT · BUBBLE = Q3 DEALS



BUILD · PRICE VS RENT · BUBBLE = Q3 DEALS



Grey dots = the other signal lists, for context. BUILD: Supply-led windows: elevated Model 8 with room on price and growth. Track permissions → starts → completion; the edge is timing absorption against the disclosed book.

BUY 38 neighborhoods · sorted by REOS · 1–12

NEIGHBORHOOD	BOROUGH	REOS	£/SQM	RENT	DEALS	PIPE
Lewisham 017	Lewisham	67.9	£6,349	£1,667	25	28
Sutton 006	Sutton	62.5	£5,832	£1,825	20	527
Croydon 043	Croydon	60.5	£5,411	£1,977	17	17
Sutton 004	Sutton	59.1	£4,900	£1,556	26	868
Croydon 041	Croydon	58	£5,221	£1,775	23	201
Barking and Dagenham 021	Barking and Dagenham	57.6	£4,295	£1,695	4	1,432
Croydon 004	Croydon	57.3	£6,107	£1,849	13	10
Barnet 002	Barnet	56.7	£6,450	£1,878	15	461
Newham 030	Newham	54.8	£4,992	£1,932	17	46
Hillingdon 017	Hillingdon	54	£5,035	£1,643	18	13
Sutton 017	Sutton	54	£5,366	£1,543	16	80
Havering 013	Havering	54	£4,184	£1,569	23	1,095

06 · WHERE TO ACT · CONTINUED

BUY neighborhoods

BUY list continued — finishing all 38 zones.

BUY 13–38 of 38 · sorted by REOS

NEIGHBORHOOD	BOROUGH	REOS	£/SQM	RENT	DEALS	PIPE
Hillingdon 010	Hillingdon	53.9	£6,053	£1,776	20	4
Croydon 028	Croydon	53.2	£4,751	£1,557	17	46
Hillingdon 015	Hillingdon	50.1	£5,055	£1,623	16	1,805
Barnet 006	Barnet	50.1	£6,072	£2,107	10	457
Havering 029	Havering	49.8	£4,178	£1,694	16	969
Brent 001	Brent	49.4	£5,461	£1,741	10	272
Ealing 016	Ealing	47.9	£6,155	£1,635	9	540
Barnet 036	Barnet	45.9	£5,241	£1,732	12	2,906
Hillingdon 021	Hillingdon	45	£5,088	£1,405	14	33
Hillingdon 030	Hillingdon	41.9	£5,321	£1,643	10	3,444
Barnet 039	Barnet	40.7	£6,323	£1,838	5	1,769
Croydon 019	Croydon	38.8	£3,820	£1,577	10	481
Greenwich 003	Greenwich	38.6	£4,178	£1,585	10	721
Greenwich 006	Greenwich	38.2	£5,202	£1,745	6	76
Tower Hamlets 018	Tower Hamlets	38.2	£5,149	£2,174	7	5,461
Ealing 026	Ealing	37.5	£4,800	£2,033	6	3,714
Newham 026	Newham	36.8	£4,818	£1,750	5	92
Hillingdon 025	Hillingdon	35.3	£4,642	£1,537	6	103
Brent 026	Brent	31.6	£4,602	£1,985	7	4,328
Merton 012	Merton	30.2	£4,776	£2,029	6	1,183
Hillingdon 026	Hillingdon	29.5	£5,456	£1,527	4	129
Haringey 006	Haringey	27.5	£4,717	£1,771	5	76
Croydon 010	Croydon	27.2	£4,157	£1,591	8	77
Barnet 024	Barnet	26.6	£4,220	£1,722	3	277
Newham 020	Newham	24.9	£4,059	£1,912	3	8
Newham 018	Newham	23.4	£5,047	£1,916	6	50

06 · WHERE TO ACT · BUILD

BUILD neighborhoods

Supply-led windows: elevated Model 8 with room on price and growth. Track permissions → starts → completion; the edge is timing absorption against the disclosed book.

BUILD 30 neighborhoods · sorted by REOS

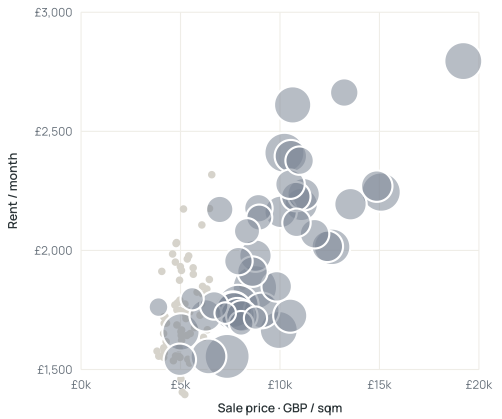
NEIGHBORHOOD	BOROUGH	REOS	£/SQM	RENT	DEALS	PIPE
Lewisham 039	Lewisham	76.7	£6,099	£1,817	14	668
Hillingdon 002	Hillingdon	67.3	£5,979	£1,728	20	139
Bromley 008	Bromley	60.7	£5,704	£1,676	29	150
Bexley 015	Bexley	57.9	£4,963	£1,791	22	85
Tower Hamlets 031	Tower Hamlets	55.7	£6,456	£2,176	17	10
Enfield 015	Enfield	55.3	£5,272	£1,714	18	60
Merton 025	Merton	52.8	£5,054	£1,666	24	25
Lewisham 020	Lewisham	52.6	£5,487	£1,651	17	27
Kingston upon Thames 019	Kingston upon Thames	50.5	£5,216	£1,395	17	11
Hounslow 019	Hounslow	50.4	£5,433	£1,746	11	5
Enfield 003	Enfield	48.8	£4,156	£1,721	18	35
Brent 014	Brent	47.9	£5,643	£1,900	11	907
Hillingdon 016	Hillingdon	47.6	£4,930	£1,589	9	289
Harrow 007	Harrow	46.5	£5,375	£1,719	11	5
Croydon 024	Croydon	46.1	£4,151	£1,551	12	70
Bexley 028	Bexley	45.2	£5,021	£1,659	12	99
Bexley 003	Bexley	44.9	£3,907	£1,556	15	130
Croydon 009	Croydon	42.8	£4,278	£1,617	13	7
Newham 025	Newham	42.1	£4,951	£1,875	14	12
Enfield 005	Enfield	39.6	£4,817	£1,687	10	10
Ealing 004	Ealing	39.5	£4,961	£1,748	10	18
Barnet 041	Barnet	36.6	£8,132	£1,850	4	34
Croydon 020	Croydon	36.1	£4,972	£1,551	4	145
Kingston upon Thames 018	Kingston upon Thames	35.4	£5,019	£1,461	8	67
Ealing 014	Ealing	33.3	£5,341	£1,964	6	11
Tower Hamlets 007	Tower Hamlets	32.4	£6,570	£2,318	7	119
Lewisham 026	Lewisham	26.1	£4,149	£1,651	5	2
Enfield 023	Enfield	26.1	£4,846	£1,780	4	33
Ealing 005	Ealing	24	£5,635	£1,927	2	22
Brent 016	Brent	18.4	£4,741	£1,951	3	17

06 · WHERE TO ACT

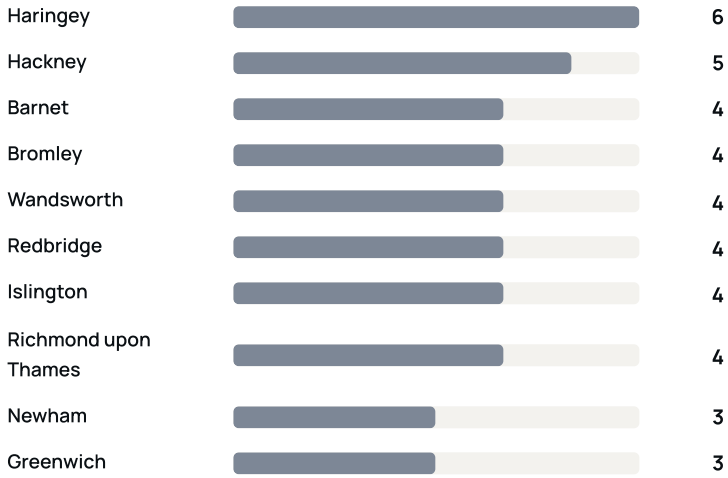
WATCH neighborhoods

Thin trading floors, or overheated growth/liquidity with weak yield. Monitor, don't force a call.

WATCH · PRICE VS RENT · BUBBLE = Q3 DEALS



WATCH BY BOROUGH · TOP 10



21 WATCH zones had no Q3 sales (£/sqm = 0) and are left off the chart: Barnet 030, Brent 017, Bromley 039, Camden 024, Camden 025, Croydon 027, Ealing 020, Ealing 037, Greenwich 004, Greenwich 036, Hackney 021, Hackney 027, Hounslow 003, Lewisham 012, Newham 013, Newham 037, Redbridge 019, Redbridge 030, Southwark 003, Tower Hamlets 028, Wandsworth 002. Grey dots = the other signal lists, for context.

● WATCH 67 neighborhoods · sorted by REOS · 1–10

NEIGHBORHOOD	BOROUGH	REOS	£/SQM	RENT	DEALS	PIPE
Hammersmith and Fulham 020	Hammersmith and Fulham	76.5	£19,215	£2,795	19	50
Barnet 001	Barnet	76.1	£8,738	£1,845	29	723
Kingston upon Thames 005	Kingston upon Thames	75.8	£7,630	£1,747	20	2,704
Wandsworth 024	Wandsworth	75.4	£10,636	£2,611	18	850
Bromley 012	Bromley	74.9	£7,344	£1,555	30	12
Haringey 014	Haringey	74.5	£12,621	£2,015	17	44
Lewisham 019	Lewisham	72.9	£7,890	£1,769	24	47
Wandsworth 016	Wandsworth	70.9	£11,069	£2,193	13	26
Wandsworth 027	Wandsworth	70.6	£10,223	£2,410	22	1,714
Richmond upon Thames 002	Richmond upon Thames	68	£15,083	£2,245	21	17

06 · WHERE TO ACT · CONTINUED

WATCH neighborhoods

WATCH list continued — 67 zones total.

WATCH 11–39 of 67 · sorted by REOS

NEIGHBORHOOD	BOROUGH	REOS	£/SQM	RENT	DEALS	PIPE
Southwark 033	Southwark	67.7	£10,515	£1,726	14	25
Haringey 035	Haringey	67.2	£14,864	£2,270	11	24
Islington 001	Islington	67.2	£10,796	£2,226	9	51
Waltham Forest 015	Waltham Forest	66.8	£9,079	£1,748	16	42
Merton 004	Merton	66.5	£13,544	£2,194	12	151
Merton 015	Merton	64.7	£10,033	£2,162	12	23
Richmond upon Thames 019	Richmond upon Thames	63.9	£9,939	£1,666	19	63
Waltham Forest 011	Waltham Forest	63.8	£7,678	£1,750	16	589
Kingston upon Thames 003	Kingston upon Thames	63.2	£9,834	£1,849	10	83
Lambeth 005	Lambeth	62	£10,545	£2,396	12	1,226
Islington 010	Islington	60.2	£10,506	£2,278	9	988
Islington 018	Islington	58	£13,230	£2,663	8	63
Enfield 028	Enfield	57.9	£11,739	£2,070	9	25
Richmond upon Thames 008	Richmond upon Thames	57.2	£11,189	£2,236	12	43
Bromley 041	Bromley	57	£6,407	£1,555	16	17
Hackney 010	Hackney	56.2	£10,985	£2,377	8	330
Richmond upon Thames 009	Richmond upon Thames	55.7	£12,380	£2,017	11	9
Haringey 019	Haringey	54	£8,618	£1,911	10	23
Barnet 014	Barnet	54	£7,865	£1,729	14	20
Newham 017	Newham	52.4	£8,084	£1,725	11	66
Greenwich 028	Greenwich	52.3	£5,022	£1,658	18	135
Barnet 030	Barnet	50	no trades	£1,949	0	0
Brent 017	Brent	50	no trades	£2,015	0	0
Bromley 039	Bromley	50	no trades	£1,686	0	7
Bromley 042	Bromley	50	£3,891	£1,762	2	19
Camden 024	Camden	50	no trades	£2,818	0	0
Camden 025	Camden	50	no trades	£2,818	0	0
Croydon 027	Croydon	50	no trades	£1,583	0	0
Ealing 020	Ealing	50	no trades	£2,107	0	0

06 · WHERE TO ACT · CONTINUED

WATCH neighborhoods

WATCH list finished on this page.

WATCH 40–67 of 67 · sorted by REOS

NEIGHBORHOOD	BOROUGH	REOS	£/SQM	RENT	DEALS	PIPE
Ealing 037	Ealing	50	no trades	£2,107	0	0
Greenwich 004	Greenwich	50	no trades	£1,991	0	0
Greenwich 036	Greenwich	50	no trades	£1,991	0	0
Hackney 021	Hackney	50	no trades	£2,656	0	0
Hackney 027	Hackney	50	no trades	£2,656	0	0
Hounslow 003	Hounslow	50	no trades	£1,953	0	0
Lewisham 012	Lewisham	50	no trades	£1,830	0	0
Newham 013	Newham	50	no trades	£1,929	0	0
Newham 037	Newham	50	no trades	£1,929	0	0
Redbridge 019	Redbridge	50	no trades	£1,728	0	0
Redbridge 030	Redbridge	50	no trades	£1,728	0	0
Southwark 003	Southwark	50	no trades	£2,474	0	0
Tower Hamlets 028	Tower Hamlets	50	no trades	£2,451	0	0
Wandsworth 002	Wandsworth	50	no trades	£2,631	0	0
Haringey 031	Haringey	48.5	£8,958	£2,138	6	16
Islington 003	Islington	47.7	£8,916	£2,177	8	15
Harrow 033	Harrow	47.1	£6,260	£1,727	12	60
Brent 023	Brent	44.6	£8,767	£1,978	12	62
Harrow 004	Harrow	44.1	£7,912	£1,955	8	4
Hillingdon 001	Hillingdon	42.2	£8,768	£1,716	4	26
Hackney 008	Hackney	40	£10,829	£2,116	8	11
Sutton 014	Sutton	40	£4,966	£1,541	12	11
Barnet 010	Barnet	39.6	£6,690	£1,769	8	89
Haringey 032	Haringey	35.9	£8,342	£2,081	6	81
Redbridge 018	Redbridge	32.9	£8,044	£1,694	5	28
Hackney 004	Hackney	31.2	£6,971	£2,172	7	13
Redbridge 026	Redbridge	22.9	£7,247	£1,737	3	21
Haringey 013	Haringey	21.3	£5,583	£1,797	4	306

07 · CITY INDEX

Neighborhoods, ranked cold

Top 100 of 983 scored MSOAs. Market (M) and Development (D) pillars are shown side by side.

#	NEIGHBORHOOD	BOROUGH	SIGNAL	REOS	M · D	£/SQM
01	Hammersmith and Fulham 021	Hammersmith and Fulham	HOLD	81.5	74.3 · 88.7	£15,837
02	Westminster 020	Westminster	HOLD	80.6	77.9 · 83.3	£15,060
03	Wandsworth 010	Wandsworth	HOLD	80.5	82.7 · 78.2	£9,683
04	Kensington and Chelsea 008	Kensington and Chelsea	HOLD	80.3	74.5 · 86.1	£17,099
05	Ealing 033	Ealing	HOLD	79.7	77.3 · 82.0	£9,655
06	Richmond upon Thames 001	Richmond upon Thames	HOLD	79.6	72.8 · 86.5	£18,824
07	Wandsworth 025	Wandsworth	HOLD	79.1	77.5 · 80.7	£11,833
08	Islington 020	Islington	HOLD	78.2	79.1 · 77.2	£12,305
09	Wandsworth 021	Wandsworth	HOLD	78.0	75.2 · 80.8	£9,821
10	Ealing 018	Ealing	HOLD	77.9	71.1 · 84.8	£10,534
11	Wandsworth 006	Wandsworth	HOLD	77.6	72.8 · 82.4	£13,596
12	Wandsworth 005	Wandsworth	HOLD	77.5	74.7 · 80.3	£9,357
13	Wandsworth 012	Wandsworth	HOLD	77.3	76.0 · 78.6	£11,032
14	City of London 001	City of London	HOLD	77.0	76.6 · 77.4	£14,741
15	Lambeth 019	Lambeth	HOLD	76.7	71.4 · 82.0	£12,597
16	Lewisham 039	Lewisham	BUILD	76.7	73.1 · 80.2	£6,099
17	Westminster 015	Westminster	HOLD	76.7	75.6 · 77.7	£16,180
18	Wandsworth 026	Wandsworth	HOLD	76.6	71.7 · 81.6	£11,065
19	Islington 014	Islington	HOLD	76.5	72.9 · 80.1	£12,601
20	Hammersmith and Fulham 020	Hammersmith and Fulham	WATCH	76.5	68.9 · 84.0	£19,215
21	Merton 009	Merton	HOLD	76.2	69.8 · 82.7	£9,060
22	Hounslow 006	Hounslow	HOLD	76.2	70.9 · 81.5	£8,656
23	Barnet 001	Barnet	WATCH	76.1	67.9 · 84.3	£8,738
24	Richmond upon Thames 003	Richmond upon Thames	HOLD	75.9	73.7 · 78.0	£12,452
25	Southwark 001	Southwark	HOLD	75.8	76.2 · 75.4	£8,374
26	Kingston upon Thames 005	Kingston upon Thames	WATCH	75.8	71.5 · 80.1	£7,630
27	Wandsworth 024	Wandsworth	WATCH	75.4	73.4 · 77.4	£10,636

07 · CITY INDEX · CONTINUED

Ranks 28–54

#	NEIGHBORHOOD	BOROUGH	SIGNAL	REOS	M · D	£/SQM
28	Southwark 008	Southwark	HOLD	75.2	73.2 · 77.2	£8,215
29	Bromley 012	Bromley	WATCH	74.9	71.4 · 78.5	£7,344
30	Greenwich 038	Greenwich	HOLD	74.9	72.2 · 77.6	£9,706
31	Wandsworth 009	Wandsworth	HOLD	74.9	71.4 · 78.3	£14,964
32	Haringey 014	Haringey	WATCH	74.5	65.6 · 83.4	£12,621
33	Camden 028	Camden	HOLD	74.3	71.7 · 77.0	£7,813
34	Merton 001	Merton	HOLD	74.2	71.2 · 77.2	£11,322
35	Wandsworth 015	Wandsworth	HOLD	74.2	68.9 · 79.5	£19,717
36	Wandsworth 004	Wandsworth	HOLD	74.1	73.7 · 74.6	£10,835
37	Hackney 023	Hackney	HOLD	73.9	66.2 · 81.7	£11,633
38	Brent 032	Brent	HOLD	73.9	68.7 · 79.2	£13,250
39	Barnet 007	Barnet	HOLD	73.8	64.8 · 82.7	£9,776
40	Hammersmith and Fulham 011	Hammersmith and Fulham	HOLD	73.7	66.1 · 81.3	£12,294
41	Redbridge 014	Redbridge	HOLD	73.7	69.4 · 78.0	£8,638
42	Barnet 029	Barnet	HOLD	73.5	65.4 · 81.6	£10,788
43	Westminster 018	Westminster	HOLD	73.5	74.1 · 72.9	£17,408
44	Westminster 019	Westminster	HOLD	73.4	73.8 · 73.0	£25,126
45	Ealing 034	Ealing	HOLD	73.1	67.9 · 78.4	£13,406
46	Richmond upon Thames 005	Richmond upon Thames	HOLD	73.0	71.2 · 74.7	£10,931
47	Kensington and Chelsea 020	Kensington and Chelsea	HOLD	72.9	69.1 · 76.7	£14,498
48	Lewisham 019	Lewisham	WATCH	72.9	69.3 · 76.4	£7,890
49	Lambeth 012	Lambeth	HOLD	72.8	69.8 · 75.9	£10,831
50	Ealing 031	Ealing	HOLD	72.6	69.1 · 76.2	£9,912
51	Lambeth 023	Lambeth	HOLD	72.6	70.0 · 75.2	£10,777
52	Islington 009	Islington	HOLD	72.6	66.0 · 79.1	£11,407
53	Tower Hamlets 004	Tower Hamlets	HOLD	72.5	72.2 · 72.9	£7,230
54	Hammersmith and Fulham 019	Hammersmith and Fulham	HOLD	72.5	63.4 · 81.5	£14,113

07 · CITY INDEX · CONTINUED

Ranks 55–81

#	NEIGHBORHOOD	BOROUGH	SIGNAL	REOS	M · D	£/SQM
55	Kingston upon Thames 013	Kingston upon Thames	HOLD	72.4	67.2 · 77.5	£6,971
56	Lewisham 007	Lewisham	HOLD	72.4	66.1 · 78.7	£9,176
57	Barnet 033	Barnet	HOLD	72.1	67.5 · 76.8	£17,322
58	Westminster 014	Westminster	HOLD	72.1	69.2 · 75.1	£13,521
59	Hackney 025	Hackney	HOLD	72.1	71.0 · 73.1	£9,447
60	Southwark 030	Southwark	HOLD	72.0	70.3 · 73.7	£9,773
61	Lewisham 005	Lewisham	HOLD	72.0	66.9 · 77.0	£8,526
62	Bexley 026	Bexley	HOLD	71.7	67.8 · 75.7	£5,338
63	Waltham Forest 028	Waltham Forest	HOLD	71.7	67.2 · 76.1	£6,923
64	Wandsworth 019	Wandsworth	HOLD	71.7	75.6 · 67.7	£10,780
65	Greenwich 035	Greenwich	HOLD	71.6	69.1 · 74.1	£8,349
66	Hounslow 001	Hounslow	HOLD	71.5	66.5 · 76.4	£15,234
67	Kingston upon Thames 009	Kingston upon Thames	HOLD	71.2	67.2 · 75.2	£7,872
68	Barnet 019	Barnet	HOLD	71.1	68.0 · 74.2	£7,584
69	Wandsworth 016	Wandsworth	WATCH	70.9	64.2 · 77.7	£11,069
70	Wandsworth 027	Wandsworth	WATCH	70.6	69.5 · 71.7	£10,223
71	Hammersmith and Fulham 024	Hammersmith and Fulham	HOLD	70.5	65.3 · 75.8	£17,254
72	Wandsworth 008	Wandsworth	HOLD	70.3	73.4 · 67.2	£9,633
73	Wandsworth 031	Wandsworth	HOLD	70.2	67.6 · 72.7	£11,475
74	Lambeth 025	Lambeth	HOLD	69.8	60.6 · 79.1	£9,136
75	Hammersmith and Fulham 017	Hammersmith and Fulham	HOLD	69.8	70.2 · 69.3	£10,845
76	Bromley 020	Bromley	HOLD	69.7	66.3 · 73.2	£5,803
77	Tower Hamlets 003	Tower Hamlets	HOLD	69.7	69.4 · 69.9	£9,657
78	Ealing 032	Ealing	HOLD	69.7	65.9 · 73.4	£9,143
79	Richmond upon Thames 004	Richmond upon Thames	HOLD	69.6	68.5 · 70.8	£9,616
80	Bromley 011	Bromley	HOLD	69.5	65.9 · 73.1	£6,344
81	Barnet 017	Barnet	HOLD	69.2	64.2 · 74.3	£9,225

07 · CITY INDEX · CONTINUED

Ranks 82–100

#	NEIGHBORHOOD	BOROUGH	SIGNAL	REOS	M · D	£/SQM
82	Merton 011	Merton	HOLD	69.2	63.4 · 75.1	£8,692
83	Barnet 035	Barnet	HOLD	69.2	65.1 · 73.3	£9,383
84	Wandsworth 001	Wandsworth	HOLD	69.2	63.9 · 74.4	£10,954
85	Ealing 019	Ealing	HOLD	69.2	66.6 · 71.7	£9,236
86	Havering 024	Havering	HOLD	69.1	57.7 · 80.4	£7,556
87	Wandsworth 028	Wandsworth	HOLD	69.0	61.4 · 76.5	£8,744
88	Barking and Dagenham 019	Barking and Dagenham	HOLD	68.8	68.5 · 69.2	£4,686
89	Southwark 031	Southwark	HOLD	68.7	59.4 · 78.1	£17,407
90	Hillingdon 007	Hillingdon	HOLD	68.6	63.0 · 74.1	£6,933
91	Wandsworth 017	Wandsworth	HOLD	68.4	67.6 · 69.2	£15,945
92	Camden 002	Camden	HOLD	68.3	68.6 · 68.1	£13,332
93	Hackney 014	Hackney	HOLD	68.3	60.6 · 76.1	£11,040
94	Westminster 022	Westminster	HOLD	68.2	74.3 · 62.0	£11,595
95	Hounslow 014	Hounslow	HOLD	68.2	62.0 · 74.3	£6,410
96	Southwark 028	Southwark	HOLD	68.1	65.2 · 71.0	£9,842
97	Lambeth 014	Lambeth	HOLD	68.0	62.1 · 74.0	£10,539
98	Kingston upon Thames 016	Kingston upon Thames	HOLD	68.0	63.6 · 72.4	£7,687
99	Richmond upon Thames 002	Richmond upon Thames	WATCH	68.0	64.6 · 71.3	£15,083
100	Lewisham 017	Lewisham	BUY	67.9	65.5 · 70.4	£6,349

Showing 100 of 100 ranked neighborhoods (top 100 of 983 MSOAs). M = Market score, D = Development score.



III

PART THREE

Supply & Delivery

Where the next units are forming: the Planning London Datahub pipeline by neighborhood, the largest disclosed projects, and the method behind this report.

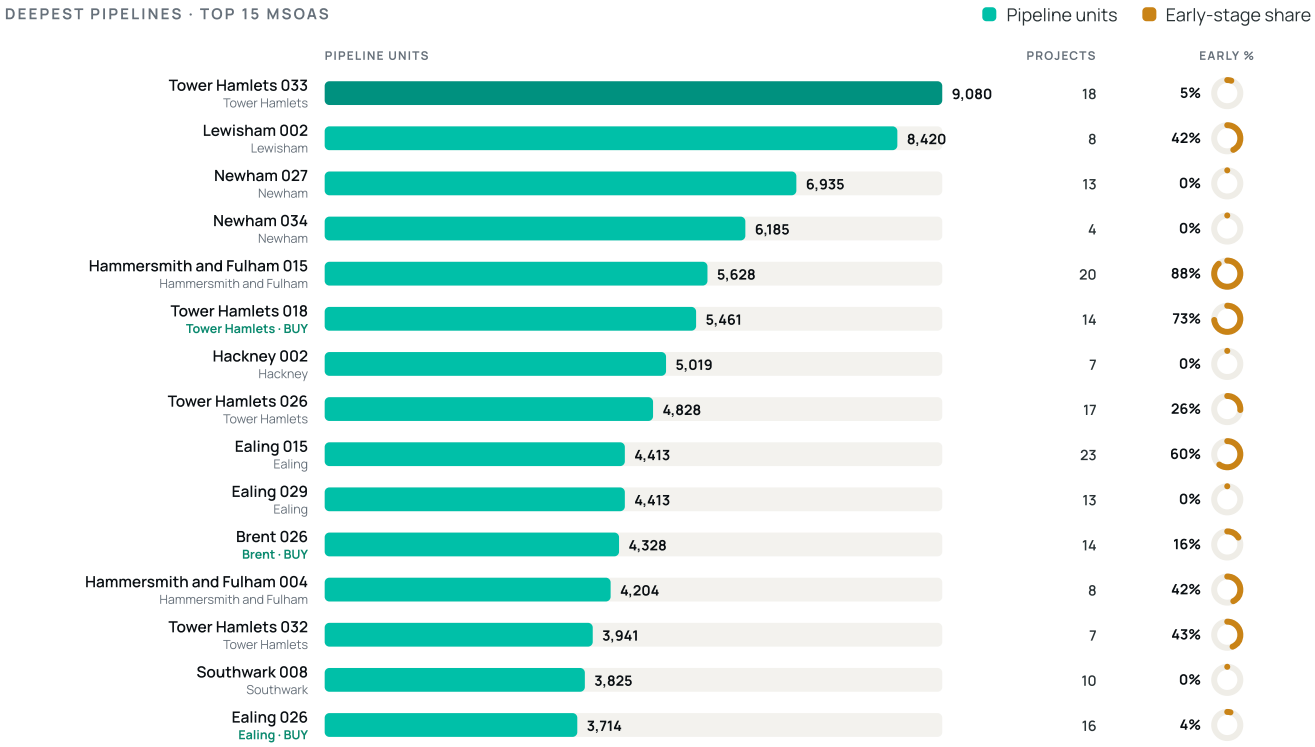
08 · SUPPLY PIPELINE

Where the next units are forming

Planning London Datahub permissions rolled up to MSOA. These are the Model 8 inputs. A high early share means more of the book is still ahead of delivery.

PIPELINE UNITS	ACTIVE PROJECTS	NTAS MAPPED	SHOWN HERE
297,268	9,602	951	15
PLD disclosed	City book	With pipeline	Deepest pipelines first

DEEPEST PIPELINES · TOP 15 MSOAS



TOP 15 CONCENTRATION

27.0%

80,394 of 297,268 disclosed units sit in these 15 MSOAs.

CENTRAL LONDON-LED BOOK

0 of 15

of the deepest pipelines are in Westminster / City / Camden; the rest are in Tower Hamlets and Lewisham and Newham and Hammersmith and Fulham and Hackney and Ealing and Brent and Southwark.

STILL AHEAD OF DELIVERY

27%

average early-stage share across the top 15; highest is Hammersmith and Fulham 015 at 88%.

08 · SUPPLY PIPELINE · CONTINUED

Pipeline under the action list

BUY and BUILD zones with the deepest disclosed books — sorted by pipeline units.



09 · PROJECTS & DELIVERY

Largest disclosed projects

Address-level PLD schemes with the most net units in the compiled MSOA project lists. Lists are compact samples per zone, not the full Datahub universe.

UNITS IN LIST	COMMENCED	APPROVED	RESIDENTIAL
50,022	14	4	18
18 largest disclosed jobs	On site / started	Permission granted	Scheme type

LARGEST DISCLOSED PROJECTS · BY UNITS

Commenced · Approved

LAND AT THAMESIDE WEST AND CARLSBERG TE…	Newham 034	5,000	Commenced	Residential
EARLS COURT 2, EXHIBITION CENTRE AND AD…	Hammersmith and Fulham 015	4,887	Approved	Residential
LAND BOUNDED BY	Southwark 008	3,762	Commenced	Residential
DEVELOPMENT SITE FOR TWELVETREES PARK	Newham 027	3,535	Commenced	Residential
CONVOYS WHARF	Lewisham 002	3,500	Commenced	Residential
LAND AT SURREY CANAL ROAD	Lewisham 002	3,500	Approved	Residential
FORMER NORTHFIELD INDUSTRIAL ESTATE & U…	Brent 026	3,030	Commenced	Residential
WOODBERRY DOWN ESTATE	Hackney 002	2,671	Commenced	Residential
WOODBERRY DOWN ESTATE PHASES 2 - 8	Hackney 002	2,323	Commenced	Residential
BROMLEY BY BOW GASWORKS	Newham 027	2,196	Commenced	Residential
CAMBRIDGE ROAD ESTATE REDEVELOPMENT SITE	Kingston upon Thames 005	2,170	Commenced	Residential
MIDDLESEX BUSINESS CENTRE	Ealing 029	2,083	Commenced	Residential
QUAYSIDE QUARTER	Ealing 029	1,997	Commenced	Residential
FORMER GLAXOSMITHKLINE SITE	Ealing 001	1,965	Commenced	Residential
TEVIOT ESTATE, LONDON, E14 6QU	Tower Hamlets 018	1,928	Approved	Residential
LAND BOUNDED BY PETTMAN CRESCENT, NATHA…	Greenwich 002	1,913	Commenced	Residential
THE HORNSBY CENTRE	Wandsworth 007	1,801	Commenced	Residential
LAND NORTH OF WESTFIELD SHOPPING CENTRE	Hammersmith and Fulham 004	1,761	Approved	Residential

10 · METHODOLOGY

Method & disclaimer

A standard REOS Q3 city report for London, built from the London MSOA zone-pack universe (V8.0 West). Sources: HM Land Registry / HPM sales, ONS/VOA rents, Planning London Datahub.

Engine

REOS Methodology V8.0 West · Models 1–8 · first-match signal matrix. This report never recomputes scores; it renders the stamped zone packs.

Sales

HM Land Registry Price Paid + UCL/GLA HPM £/sqm (EPC-linked). Residential-led scoring.

Rents

Blended ZORI × ACS B25064 + HUD SAFMR 2BR + Apartment List. Contracts = ACS B25003 renter stock (not lease deeds).

Supply

Planning London Datahub → MSOA pipeline + project summaries.

KNOWN GAPS

- ONS/VOA PRM postcode district + ONS PIPR LA blend used for rents
- PLUTO unit area preferred for all quarters (V8 single-source floor area)
- Queens / Bronx / Staten Island fall back to the citywide Apartment List series

Disclaimer. REOS is decision support, not investment advice. Tags describe relative conditions inside the London peer set for 2026-Q3. Past patterns do not guarantee future results.

THE RULES THIS EDITION FOLLOWS

RULE	HOW ENFORCED
Tags from engine only	Read from the zone-pack signal, never re-derived when the report is rendered
Scoreable gate	At least 5 sales in the last three quarters and 5 in the three before; otherwise the zone is WATCH (thin)
Rent-only zones	Zones that are not scoreable and had no reporting-quarter sales are capped at a REOS score of 15 (lower scores stay as-is)
Yield	Blended annual zone rent ÷ sale price per sqm; typical unit of 70 sqm for rent per sqm
Price move	Residential USD/sqm from validation history, each quarter independently scored
Supply (Model 8)	Planning London Datahub pipeline per NTA, reporting-quarter snapshot from the zone pack
Ranked index	Top 100 of 983 MSOAs printed (961 scoreable); percentiles are citywide, not borough-siloed

DATA SOURCES · AS STAMPED IN EVERY ZONE PACK

1. HM Land Registry Price Paid Data (pp-2016..pp-2026)
2. UCL/GLA House Price per Square Metre (HPM LA 2024 linked EPC)
3. ONS NSPL November 2025 (postcode→MSOA21)
4. ONS/VOA Private Rental Market in London (postcode district ad-hocs)
5. ONS PIPR UK monthly private rents (LA backbone + backfill)
6. Planning London Datahub guest API (residential permissions/starts)
7. GLA London Datastore MSOA house price names (983 MSOAs)
8. GLA LB_MSOA2021 boundaries (centroid→MSOA fallback)

REOS

LONDON · Q3 2026

The city is the product.

London is a city of distinct markets: 33 boroughs, 983 MSOAs and a deep development book, each moving on its own clock.

Across 983 MSOAs, REOS brings recorded Land Registry sales, ONS/VOA rents, the Planning London Datahub pipeline and deterministic market intelligence into one consistent view of how each neighborhood is behaving.

983 neighborhoods. One quarterly stamp. Act where the matrix is clear, and watch the rest without forcing a story.

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