

## **Yoo Capital acquires additional land to further boost Camden Film Quarter**

- *Additional land totalling 3.8 acres acquired on Regis Road, NW5*
- *Camden Film Quarter to boost UK creative industries & attract world-class talent to London*

**LONDON, 15 March 2024:** [Yoo Capital](#), the real estate investment firm known for its work with cultural landmarks and communities, announces that it has acquired additional land in North London as part of its proposed Camden Film Quarter development. The land, totalling almost 3.8 acres, is located on Regis Road NW5 and has been purchased from the Regis and MacCarthy Families.

In April 2023, Yoo Capital announced plans for one of the firm's most ambitious and visionary developments to date: Camden Film Quarter. Working with Camden Council, and consulting with local residents, local businesses and community groups at every stage of the project, Yoo Capital's vision is to build on the success of the British creative industries by providing vital space for the sector to grow in central London and by attracting world-class creative talent to the capital.

The land to the west of Kentish Town, which also includes the Holmes Road Depot and the Regis Road Recycling Centre, will deliver a 'Creative Quarter' and a hub for film, creative and cultural industries, providing hundreds of new homes and thousands of jobs. This acquisition signals a continued momentum towards bringing the Camden Film Quarter vision to life and strengthening the presence of the creative industry in London.

Yoo Capital has built a reputation for a collaborative approach to creating transformational communities and destinations. The firm has formally committed to leading ongoing discussions and forums with local landowners and the wider community of Kentish Town and Camden regarding a masterplan vision that will ensure Camden Film Quarter is integrated and well-connected with surrounding neighbourhoods and delivers on the important local regeneration strategy of Camden.

Yoo Capital has particularly emphasised a vision for local residents, families and young people. The firm's vision will respond to the Kentish Town Planning Framework of securing comprehensive and coordinated redevelopment of the Regis Road Growth Area including a green public realm, a welcoming streetscape, affordable housing and infrastructure to support the local community, alongside employment and educational opportunities in the creative industries.

### **Lloyd Lee, Managing Partner, Yoo Capital, said:**

*"This investment represents another significant step on the path to realising a world-class destination for film, television, and digital content production in Camden, a move that would supercharge the UK's creative industry. At Yoo Capital we are looking forward to working closely and collaboratively with Camden Council, and consulting with local residents, local businesses and community groups to deliver Camden Film Quarter."*

### **Councillor Danny Beales, Cabinet Member for New Homes, Jobs and Community Investment said:**

*"We're pleased that Yoo Capital have secured this land, which is a key part of the Regis Road Growth Area, and will help move forward delivery of the Camden Film Quarter."*

*"It's great to see that Yoo Capital are soon to lead work on the masterplan vision for the area to bring local jobs, creative spaces, and much-needed homes to this area, and we look forward to them working with residents on the vision."*

The Regis and MacCarthy Families were advised by Matt Black at Selby Projects.

**Ends**

**Media enquiries**

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**About Yoo Capital**

Yoo Capital is a privately held real estate firm that has invested over £2.5 billion into Central London since its formation in 2010 by partners, John Hitchcox and Lloyd Lee, the duo behind some of London's most iconic transformations. By combining transformational creativity with institutional-quality investment discipline, the firm specialises in transformational investments that deliver both high social value and financial sustainability.

Yoo Capital is also responsible for bringing forward the development of Olympia; a £1.3bn investment to reinvigorate the iconic 137-year old exhibition halls into London's newest cultural hub which includes the rejuvenation of the iconic exhibition halls, a 4,400 capacity live music venue managed by AEG Presents; the largest new permanent theatre in 40 years managed by Trafalgar; a creative arts school, in partnership with Wetherby and The BRIT School, two globally renowned hotels, 20+ restaurants and bars, 550,000 sq ft of creative offices and studios, and 2.5 acres of gardens and public realm.

In April 2023 Yoo Capital announced bold plans to create a world-class destination for film, television, and digital content production in Camden, London, to supercharge the UK's creative industry. Their vision is to build on the success of the British creative industries by providing vital space for the sector to grow in central London and by attracting world-class creative talent to the capital.

Additional information can be found at [www.yoocapital.com](http://www.yoocapital.com)