



An investment opportunity

IN **STAINES-UPON-THAMES** FOR
RESIDENTS, BUSINESSES
AND INVESTORS



11%

Predicted increase in
population aged 25–29
over next 20 years.



58%

Migration into
Staines-upon-Thames is
from London Boroughs.



TOP 10%


Staines-upon-Thames
in the top 10% of all
UK areas for economic
growth potential.

Berkeley
Designed for life

Business & employment

NO. 1 New business start-ups

OVER  1,100 New businesses since 2010

87.6%  Access to ultra-fast broadband

dataloft, Hacker and Young (2016);
ONS (2019), Ofcom

Surrounded by the most expensive commuter real estate outside of London and resting on the banks of the River Thames, a decade of regeneration and rejuvenation has transformed Staines-upon-Thames. Boasting a vibrant economy and within easy access of London, Staines-upon-Thames is a destination of choice for residents, businesses and investors.

The value of regeneration

Regeneration and placemaking is often a driver for price growth in residential markets, leading to price growth premiums of between 5% and 10% (CBRE 2018) and Staines-upon-Thames is proving no different.

PRICES HERE HAVE RISEN BY 22% OVER THE PAST FIVE YEARS, compared to just 17% across Surrey and 20% in London.

Recently ranked in the top 10% of all UK authorities for long term growth potential and the top quarter for competitiveness (UKCI, 2019), a suite of new residential, retail and commercial development is creating an area of dynamic growth and opportunity.

A magnet for business

A lure for big name employers due to its enviable connectivity and links to the Heathrow economy, Staines-upon-Thames is ranked No.1 in the UK for new business start-ups. Over 1,100 new businesses have set up across the area since 2010. Part of a high growth cluster in the Enterprise M3 area, a globally competitive partnership based on the digital and design-based economy¹, levels of employment are high. Shepperton Studios, famed for Harry Potter and Star Wars and the new home of Netflix, is set for a £500m expansion, creating a further 2,000 permanent jobs and contributing £141 million a year to the UK economy.

For those working from home and communal workspaces, broadband speed is key. With an 87.6% access to ultra-fast broadband, central Staines-upon-Thames² is faster than the average of 54.5% across Spelthorne.


¹ includes high value sectors such as digital and cyber security; space and satellite; aerospace and defence; med-tec and 'createch' (creativity and technology). ² TW18 1-4

Home to international companies including:



Unrivalled connectivity

OVER 
3,500
Local residents
employed at
Heathrow airport¹

54% 
Proportion of
Heathrow employees
resident in the
local area²

dataloft, ¹Heathrow Employment
Assessment, Spelthorne, ²workforce within
the five adjoining local authority areas

61.5%
residents commute
less than 10km
(6.2 miles)

dataloft, Census


With Heathrow on the doorstep and the M25 offering easy access to the M3 and M4, Staines-upon-Thames boasts superb transport connectivity. London Waterloo is just a 35-minute commute by train, with three Crossrail stations in the vicinity set to reduce travel time to Bond Street from 38 minutes to just 26 minutes.

The Heathrow effect

Just 10 minutes away, Heathrow Airport is the busiest two runway airport in the world, handling 80.1 million passengers in 2018. It is also the country's largest airport in terms of goods traffic, with 1.7 million metric tonnes of cargo transported each year. The airport supports some 69,000 jobs generated by over 400 companies, with over half Heathrow employees resident in its local area^{1,2}. Discussions remain ongoing regarding the development of a direct rail link between Staines-upon-Thames and Heathrow Terminal 5.

Many people living in the borough of Spelthorne choose to work locally, with over 60% travelling less than 6.2 miles to work. Of the 18,000 residents that commute into London, over half travel to the neighbouring boroughs of Hounslow and Hillingdon (ONS). The high-tech hubs of Windsor, Slough and Reading are also within easy reach.

Key

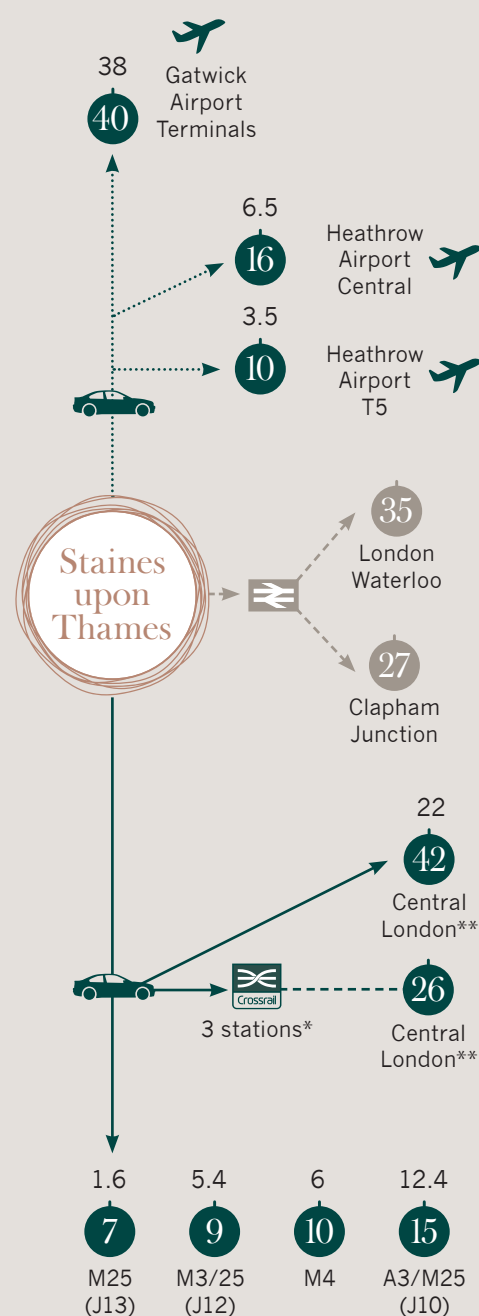
-➔ to AIRPORTS
- ➔ by RAIL
- ➔ by CAR
- 1.6 MILES
-  7 MINUTES (from)

dataloft, Spelthorne Business Forum,
Transport for London, Census,
heathrow.com

*Iver, West Drayton, Hayes & Harlington.
Opening date to be confirmed.

** Central London refers to Bond Street.

Well connected



Educational excellence

21 

Independent schools within 6 miles of Staines-upon-Thames

4 

London Universities in the UK top 10 within an hour's commute by train or within 25 miles drive

70% 

graduate retention in London

dataloft, Ofcom, QS World University Rankings 2020, Knight Frank (2019)

Education opportunities in the area around Staines-upon-Thames are outstanding. Students of all ages have access to some of the UK's top educational establishments. The heritage of Eton College and Royal Holloway University mixes with independent schools and a leading modern international school. The area is particularly attractive to overseas and mature students.



88%

Royal Holloway University student satisfaction level

23% Proportion of undergraduate students studying from overseas

40% Proportion postgraduate students studying from overseas

17% All students are mature students (age 25+)

dataloft, NSS, HESA

Aiming high

There are 21 independent schools within six miles of Staines-upon-Thames, including ACS Egham International School, the only school in the UK to offer all four International Baccalaureates. Eton College, where 19 of the UK's Prime Ministers were educated is just a 20 minute drive (11 miles) and is home to 1,300 students aged 11–19.

Royal Holloway University, a Top 20 UK University (The Times and Sunday Times Good University Guide, 2020), home to over 12,000 students and staff is less than ten minutes away. Levels of student satisfaction here are higher than the national average, with over a quarter of all students studying here from overseas and 17% mature students (age over 25). Opened by Queen Victoria in 1886, the campus is

situated in 135 acres of parkland in Egham, and includes one of the world's most spectacular University buildings, the Founder's Building. Royal Holloway also has a central London base at Bedford Square, Bloomsbury.

Staines-upon-Thames also offers easy access to London School of Economics, University College London, Imperial College and King's College London. Together over 105,000 students study at these Universities, of which 48% are students from overseas (HESA). Two of these, UCL and Imperial are in the world's Top 10 and research indicates 70% of students remain around London after their studies. Graduate retention is considerably higher here than any other regional city.

Property proposition

14.2%

Projected compound growth across South East England 2020–2024

24%

Projected increase in number of households in Staines-upon-Thames by 2039

500

New homes required per year to meet projected demand in Staines-upon-Thames

dataloft, average of independent forecasts, Knight Frank, ONS 2019

¹ refers to Local Authority district of Spelthorne

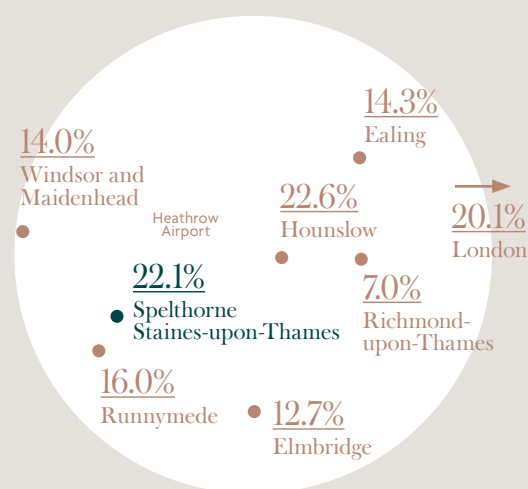
Property price growth in Staines-upon-Thames has outperformed its prestigious neighbouring commuter belt locations. Despite such growth Staines remains affordable. The average property is close to £100,000 less expensive than the capital and areas just a stone's throw away (ONS, UKHPI). Price growth looks set to continue on an upward trajectory in future years.

In demand

Just over 100,000 people currently call Staines-upon-Thames home. However, reflecting the area's potential for economic growth, the number of households in the area is expected to increase by 24% to 52,000 in 2039. This is an anticipated 8,400 more people, with a significant rise (11%) in residents aged 25–29 (ONS, 2019).

Over half (57%) of those currently moving to the area are from adjacent boroughs, with 58% of all immigration from the capital, dominated by West and South West London. Staines-upon-Thames offers a good price advantage when compared to these areas.

Five year house price growth

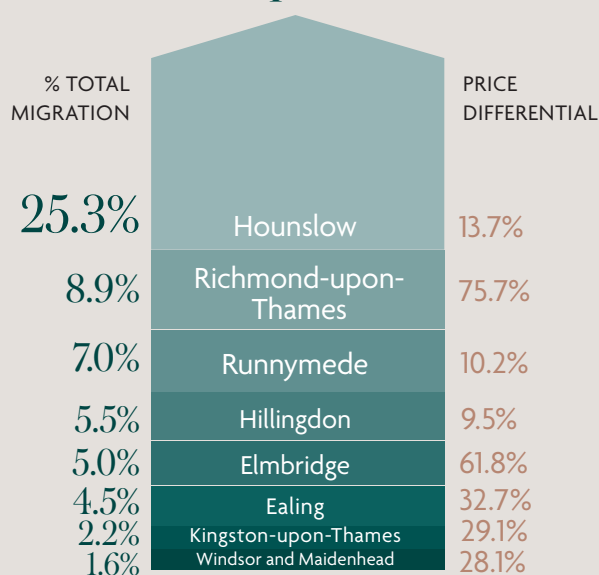


dataloft, UKHPI (November 2019 referring to September 2019, Staines-upon-Thames refers to the local authority district of Spelthorne)

On the up

Over the past five years 870 new private dwellings have been completed across the area¹, far lower than the 500 new homes required per year to meet levels of anticipated demand. Just one in every fourteen sales over the past 12 months has been a new build, significantly lower than all adjacent boroughs (Land Registry). Over 60% of purchasers under 34 would consider a new build property. The market dynamics of a shortage of supply and increased demand are liable to put upward pressure on prices over the coming years.

Migration from surrounding Staines-upon-Thames



dataloft, (ONS and UKHPI)

The investor proposition



1.2M

13.1% growth
in London's
population by 2039



8x

Size of the London
economy compared
to Birmingham

4x



Number of jobs in
London compared
to Birmingham

dataloft, UKHPI, ONS, PWC

Investing in London's commuter zone is an attractive proposition. Over the next 20 years an additional 1.2 million people are predicted to live in London, a similar growth rate to Birmingham whose population is anticipated to grow by just under 150,000. A shortage of housing supply across the capital will undoubtedly see overspill into the commuter belt and areas such as Staines-upon-Thames.

The lure of Staines-upon-Thames

Over the past decade, average prices have grown by 60% in Staines-upon-Thames, significantly more than other key regional cities. Staines-upon-Thames, also offers a more attractive environment in which to set up than other regional cities, with a far

higher proportion of its population living within the top 20% of the country in terms of education attainment, levels of crime safety, and income comfort. There are also over 3,400 hectares of historic open parks and gardens within an easy commute, offering a wealth of opportunities to enjoy the outdoors.

An attractive proposition

	ALL RESIDENTS		% OF RESIDENTS LIVING IN THE TOP 20% OF AREAS IN ENGLAND		
	Weekly wage (UKHPI) 	% of population available to work 	With higher levels of attainment and skills 	Where crime is least feared 	Experiencing least deprivation relating to low incomes
Staines-upon-Thames	£628	82%	35%	17%	25%
Birmingham	£533	65%	8%	1%	4%
Manchester	£493	67%	10%	1%	10%
Leeds	£540	74%	17%	1%	15%
Liverpool	£531	67%	9%	3%	6%

dataloft, UKHPI, ONS, IMD



18%

Higher average
weekly wage
Staines-upon-Thames
than Birmingham

Rents on the rise

28.8%



Average income spent on rent¹

33.4



Average age of tenant¹

2%

Rental growth 2020 up from 1% currently^{1 2}

¹ Dataloft Rental Market Analytics

² Based on tenancies started over the past 12 months, average independent forecasts, IPRHP

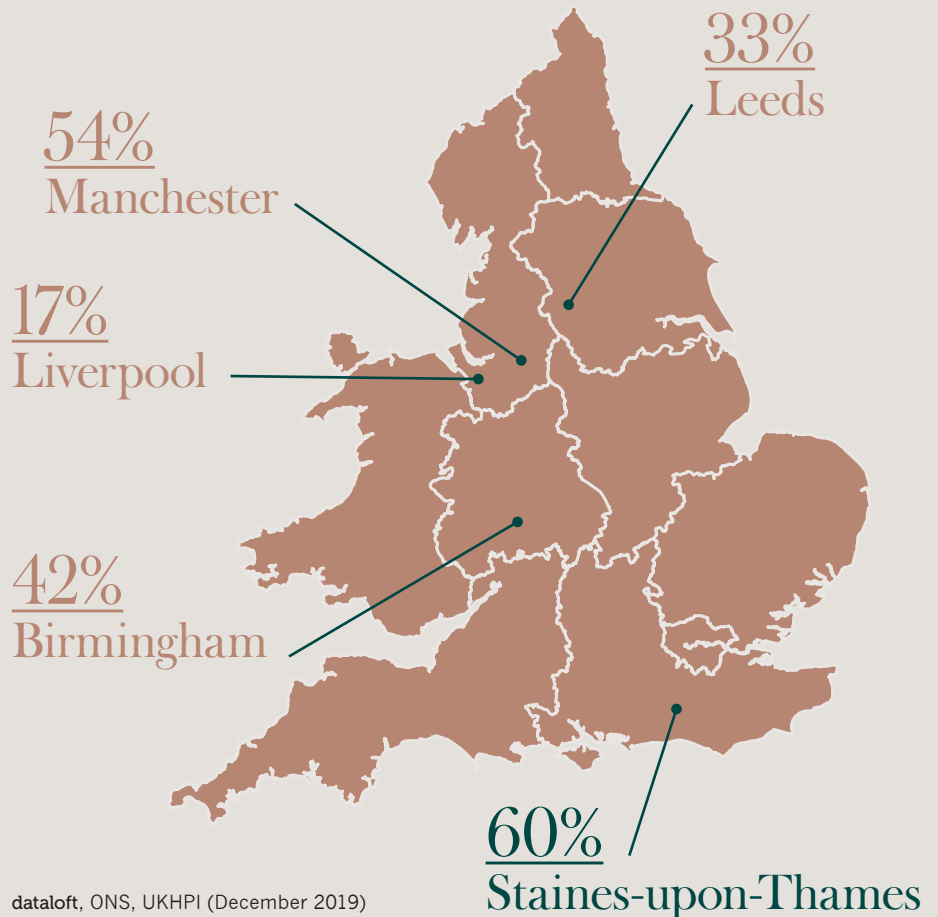
The rental market is significantly larger and more established in London than elsewhere in the UK. Close to 30% of households currently rent across the capital, predicted to rise to 39.5% by 2025 the equivalent of over 300,000 additional households (PwC). At present one in eight households privately rent across Staines-upon-Thames (12.8%), 70% of new tenancies agreed over the past 12 months for tenants aged between 20–39¹.

A rise in rental

After 2018, in which average rents across the capital remained largely static, rents across the capital have been on an upward trajectory throughout 2019, average prices currently 1% up on the previous year. An analysis of independent forecasts indicates

rental values are liable to grow by 2% over 2020, with compound growth of 12% across South East England by 2024 and 17.5% in London. It is likely that growth across Staines-upon-Thames will fall between these two, as a location that benefits from its close proximity to the commuter belt.

Ten year house price growth



Eden Grove

Local living London style

Situated in the lively town of Staines-upon-Thames, **Eden Grove** is a collection of stylish apartments ideally located within a short walk of the train station and town centre.

Features include:

- High quality build specification
- Excellent residents' facilities including gym, 24 hour concierge and cinema
- Co-working space ideal for residents who work from home
- Underground parking
- Integrated retail space
- Landscaped courtyard

The **Staines-upon-Thames** area is the **ideal location to invest in property**. In the past five years prices have risen faster here than many of the surrounding areas and at a higher rate than the London average. Rents are also increasing. This is perhaps not surprising given the rising population and buoyant local economy. Recently ranked No1 for start-ups and in the top 10% of all UK authorities for long term growth potential, the area is supported by high access rates to ultra-fast broadband. Staines-upon-Thames also boasts superior connectivity by road, rail and air.

Staines-upon-Thames refers to the Borough of Spelthorne, unless stated otherwise.

If you would like information regarding Eden Grove by Berkeley, please contact:

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Computer generated images depict Eden Grove and are indicative only. The information in this document is indicative and is intended to act as a guide only and is correct at time of print. 08CA/0421



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OUR VISION
2030
TRANSFORMING TOMORROW

Berkeley
Designed for life

dataloftconsult

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