Staines-upon-Thames

An investment opportunity

TOP 10%

Staines-upon-Thames in the top 10% of all UK areas for economic growth potential.
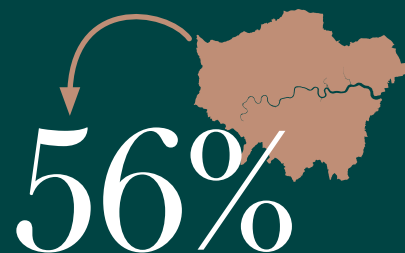
Dataloft, UKCI, 2021, excluding London

11%

Predicted increase in population aged 25–29 over next 15 years.
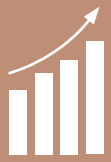
Dataloft, ONS, 2020

56%

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

Dataloft, ONS, 2021

WINTER 2022/2023

Analysis by **dataloft**consult

Berkeley
Designed for life

Business & employment

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.

NO. 1
For 1-year business survival rates in Surrey

OVER 620
New business start-ups each year average

97.2%
Superfast broadband availability

The value of regeneration

Regeneration and placemaking is a driver for price growth in residential markets, leading to price growth premiums of between 5% and 10% (CBRE 2018).

PRICES HERE HAVE RISEN BY 16% OVER THE PAST FIVE YEARS, compared to just 13.5% in London.

Ranked in the top 10% of UK authorities outside of London for competitiveness and in the top 12% for long-term growth (UKCI 2021), 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, there are over 5,000 active businesses in and around Staines-upon-Thames. Part of a high growth cluster in the Enterprise M3 area, a globally competitive partnership based on the digital and design-based economy[1], levels of employment are high. Shepperton Studios, famed for Harry Potter and Star Wars, is the new home of Netflix and the UK base for Amazon Prime Video. Its £500m expansion is set to create a further 2,800 permanent jobs, contributing an extra £141 million a year to the UK economy.

For those working from home and communal workspaces, broadband speed is key. Virtually all premises across Staines-upon-Thames have access to superfast broadband, with download speeds higher than the South East average.

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

Home to international companies including:

SAMSUNG · dnata · bp · Bupa · wood. · British Gas · Heathrow · Gartner · Cummins · SHEPPERTON · Novuna · Kingston

Unrivalled connectivity

With Heathrow on the doorstep and the M25 offering easy access to the M3 and M4, Staines-upon-Thames has superb transport connectivity. London Waterloo is just a 34-minute commute by train and three new Elizabeth line stations* in the vicinity mean journey time to Bond Street is now only 26 minutes.

182
Trains per day
Staines to
London Waterloo

Dataloft, trainline.com

48% ←→ 10 miles
Renters commute
over 10 miles to work

Dataloft, Dataloft Rental Market Analysis (DRMA), based on new tenancies started over the past 12 months

OVER 3,500
Local residents
employed at
Heathrow airport[1]

Dataloft, [1]Heathrow Employment Assessment, Spelthorne, [2]workforce within the five adjoining local authority areas

The Heathrow effect

Just 10 minutes away, Heathrow Airport is the busiest two-runway airport in the world, with passenger numbers back to 85% of their pre-pandemic average. It is also the country's largest airport in terms of goods traffic, with 1.4 million metric tonnes of cargo transported in the past year. The airport supports some 76,000 jobs generated by over 400 companies, with over half Heathrow employees resident in its local area[1,2].

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.
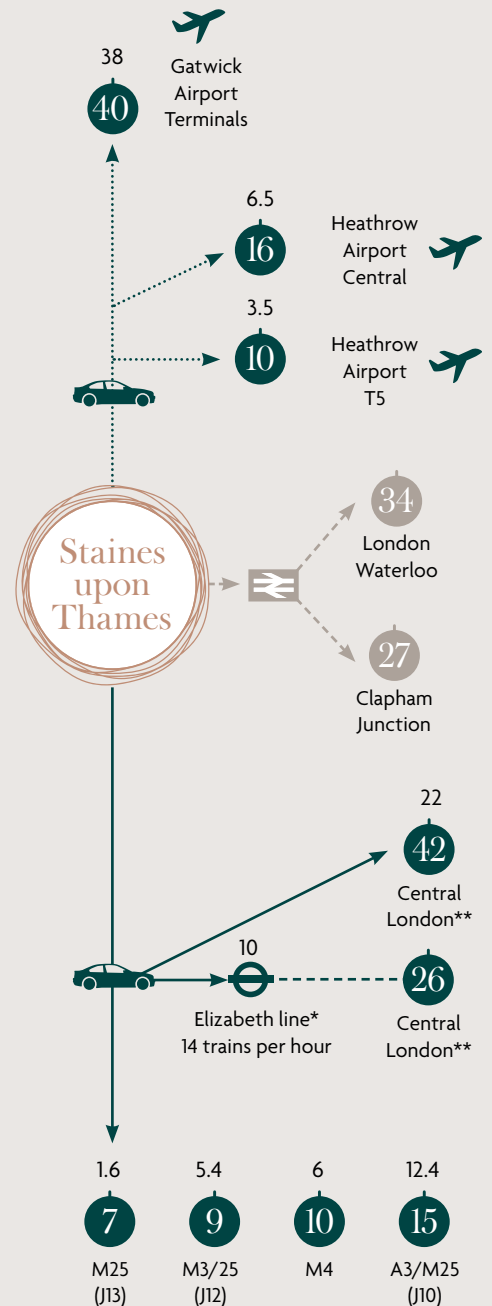
Key

- · · · · · ▶ to AIRPORTS
- – – – ▶ by RAIL
- ———▶ by CAR
- 1.6 MILES
- (7) MINUTES (from)

Dataloft, Spelthorne Business Forum, Transport for London, Census, heathrow.com, trainline.com

*Iver, West Drayton, Hayes & Harlington.

** Central London refers to Bond Street.

Well connected

38 / 40 — Gatwick Airport Terminals

6.5 / 16 — Heathrow Airport Central

3.5 / 10 — Heathrow Airport T5

Staines upon Thames

34 — London Waterloo

27 — Clapham Junction

22 / 42 — Central London**

10 — Elizabeth line* 14 trains per hour

26 — Central London**

1.6 / 7 — M25 (J13)

5.4 / 9 — M3/25 (J12)

6 / 10 — M4

12.4 / 15 — A3/M25 (J10)

Educational excellence

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.

21
Independent schools within 6 miles of Staines-upon-Thames

TOP 15
University for Research in the UK, Royal Holloway

67%
Graduate retention in London

4 out of the top 10
UK universities within a 1-hour commute by train

50% Proportion of undergraduate students studying from overseas

51% Proportion of postgraduate students studying from overseas

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 20 of the UK's Prime Ministers were educated, is just a 20-minute drive (11 miles) and is home to 1,900 students aged 11–19.

Royal Holloway University, a top 15 UK University for research (THE, 2022 based on REF 2021), and home to over 12,000 students and staff is less than ten minutes away. Levels of student satisfaction are higher than the national average. Over 20% of all students studying here are from overseas and 17% are mature students. 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 close to 120,000 students study at these universities, of which half are students from overseas (HESA, 2022). Two of these, UCL and Imperial are in the world's Top 10. Research indicates that 67% of students remain around London after their studies, with graduate retention considerably higher here than any other regional city.
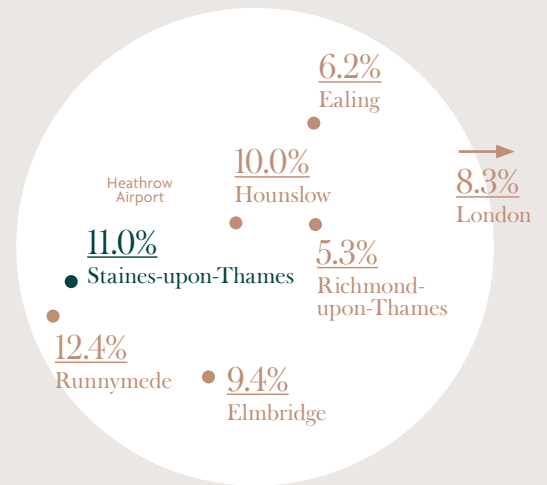
Property proposition

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, UK HPI). Price growth looks set to continue on an upward trajectory in future years.

11.0%
Annual property price growth Staines-upon-Thames
8.3% London

17.3%
Projected compound growth across South East England
13% London
2022–2026

+600
New homes required per year to meet projected demand
in Staines-upon-Thames

Dataloft, Savills 2022, MHCLG 2021, ONS 2021, UK HPI 2022, Knight Frank June 2022

In demand

Over 100,000 people call Staines-upon-Thames home. Reflecting the area's potential for economic growth, an estimated 3,200 new homes are needed in the next five years to meet demand (Spelthorne Borough Council, MHCLG, 2021). The number of residents aged 25–29 is forecast to increase by 11% over the next 15 years (ONS, 2021).

Half of those currently moving to the area are from adjacent boroughs, with 56% of all inmigration from the capital, dominated by West and South West London. Staines-upon-Thames offers a good price advantage when compared to these areas.
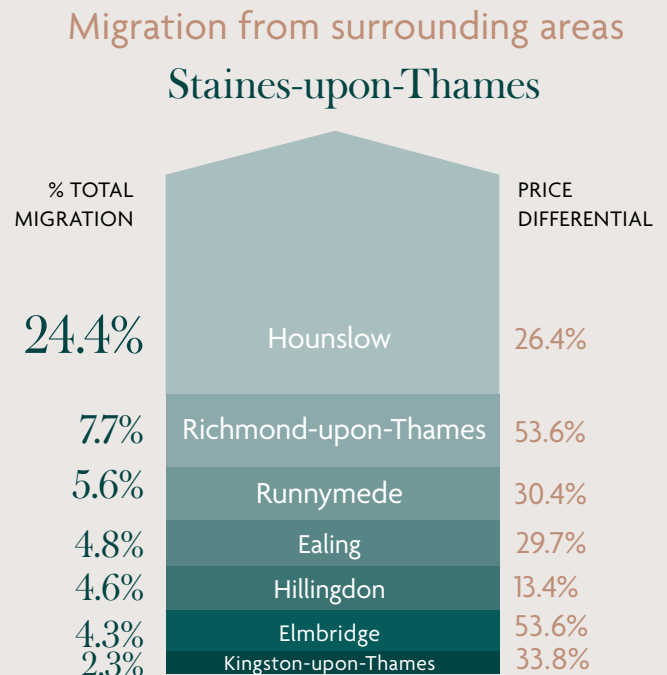
One-year house price growth

6.2% Ealing

10.0% Hounslow

8.3% London

Heathrow Airport

11.0% Staines-upon-Thames

5.3% Richmond-upon-Thames

12.4% Runnymede

9.4% Elmbridge

Dataloft, UK HPI

On the up

Over the past five years 650 new private dwellings have been completed across the area[1], lower than the 600 new homes required per year to meet levels of anticipated demand. On average, just one in every twelve sales each year is a new build, significantly lower than most adjacent boroughs. Over half of all purchasers would consider a new build property[2], two-thirds attracted by their energy efficiency and lack of maintenance.

[1]Dataloft, Land Registry
[2]Property Academy (2022)

Migration from surrounding areas
Staines-upon-Thames

% TOTAL MIGRATION		PRICE DIFFERENTIAL
24.4%	Hounslow	26.4%
7.7%	Richmond-upon-Thames	53.6%
5.6%	Runnymede	30.4%
4.8%	Ealing	29.7%
4.6%	Hillingdon	13.4%
4.3%	Elmbridge	53.6%
2.3%	Kingston-upon-Thames	33.8%

Dataloft, ONS, Land Registry, based on sales prices over past 12 months.

Staines-upon-Thames | Winter 2022/2023

Analysis by Dataloft Consult

The investor proposition

Investing in London's commuter zone is an attractive proposition. Over the next 20 years an additional 1.3 million people are predicted to live in London, whereas the population in Greater Manchester, for example, is anticipated to grow by just over 214,000. A shortage of housing supply across the capital will undoubtedly see overspill into the commuter belt and areas such as Staines-upon-Thames.
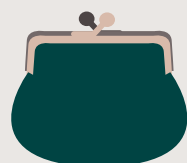
The lure of Staines-upon-Thames

Over the past decade, average prices have grown by 73.8% in Staines-upon-Thames, significantly more than other key regional cities. Staines-upon-Thames 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.

1.3M

14.3% growth in London's population by 2042

6x

Size of the London economy compared to Greater Manchester

4x

Number of jobs in London compared to Greater Manchester

Dataloft, UKHPI, ONS, PWC

An attractive proposition

	ALL RESIDENTS		% OF RESIDENTS LIVING IN THE TOP 20% OF AREAS IN ENGLAND		
	Weekly wage (UK HPI)	% of population available to work 16+	With higher levels of attainment and skills	Where crime is least feared	Experiencing least deprivation relating to low incomes
Staines-upon-Thames	£738	80%	35%	17%	25%
Birmingham	£564	71%	8%	1%	4%
Greater Manchester	£529	75%	10%	1%	10%
Leeds	£597	78%	17%	1%	15%
Liverpool	£590	77%	9%	3%	6%

Dataloft, UK HPI, ONS 2021, IMD 2019

40% Higher average weekly wage
Staines-upon-Thames than Greater Manchester

Rents on the rise

91%
Properties let are apartments

34.9
Average age of tenant

17.1%
Predicted cumulative rental growth UK
2023–2027

Dataloft Rental Market Analytics, based on tenancies started over the past 12 months, consensus of independent forecasts

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; a predicted rise to 39.5% by 2025 would mean an extra 300,000 households renting (PwC). At present one in eight households privately rent in Staines-upon-Thames (12.8%), 70% of new tenancies agreed over the past 12 months were for renters aged between 20 and 39.

In high demand

A shortage of supply and high demand has underpinned values in the rental market over the course of 2022, with a consensus of independent forecasters predicting rental values will continue on an upward trajectory in the short and medium term.

Renters are willing to pay a premium for additional facilities including parking, pet-friendly apartments and outside space. Such facilities would also encourage renters to rent quicker and rent for longer (Dataloft, HomeLet, 2022).
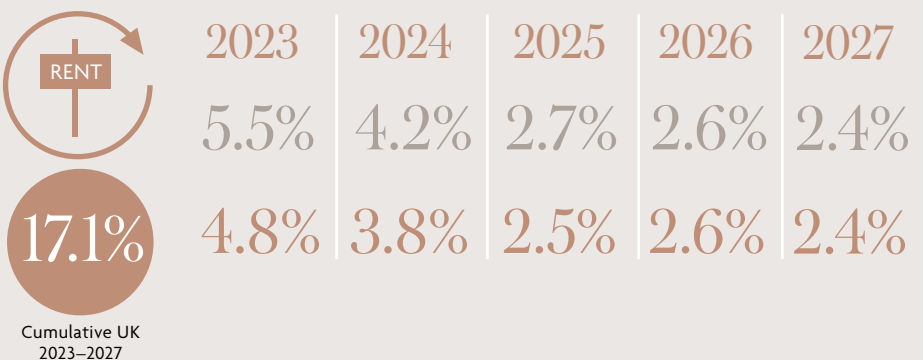
Strong rental growth

Demand has been building over the past five years and is forecast to continue. Given its proximity to the capital, rental growth in Staines-upon-Thames is anticipated to lie between the UK and London forecasts in future years.

PAST GROWTH STAINES-UPON-THAMES*

1 year	5 years
7.8%	17.0%

FORECAST GROWTH   ● UK   ● Greater London

	2023	2024	2025	2026	2027
	5.5%	4.2%	2.7%	2.6%	2.4%
17.1%	4.8%	3.8%	2.5%	2.6%	2.4%

Cumulative UK
2023–2027

Dataloft, Rental Market Analytics, consensus of independent forecasts, June 2022. *All properties

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Analysis by Dataloft Consult

Eden Grove

LONDON ROAD
STAINES-UPON-THAMES

Situated in the lively riverside 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

If you would like information on residential developments by Berkeley in Staines-upon-Thames, please contact:

sales@edengrove-londonroad.co.uk
edengrove-londonroad.co.uk

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 No. 1 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 or postcodes TW18 1–4 and TW18 9