



Smart Investment Opportunity

35 | Up to
5.8%
Minute Train to London Waterloo | Rental Yields



Berkeley
Designed for life



HEATHROW AIRPORT

STAINES RESERVOIRS

TWO RIVERS SHOPPING CENTRE

BIRCH GREEN

CENTRAL LONDON

JUNCTION TO M3, M4 & M25

TWICKENHAM

ELMSLEIGH SHOPPING CENTRE

STAINES-UPON-THAMES HIGH STREET

STAINES TRAIN STATION

QUEEN MARY RESERVOIRS



Computer generated image is indicative only.

What's the
INVESTMENT
story at

Eden Grove



35

MINS

CONNECTIVITY

TRAIN TO LONDON WATERLOO



UP TO

5.8%

RENTAL YIELD



LOCAL
EDUCATION

ROYAL HOLLOWAY
ETON COLLEGE



HOME TO
GLOBAL
BUSINESSES



THE EDEN CLUB
EXCEPTIONAL FACILITIES
IN EDEN GROVE



REGENERATION OF
STAINES-UPON-THAMES
FIRST NEW BUILD DEVELOPMENT
OF THIS QUALITY AND SIZE IN
STAINES-UPON-THAMES WITH A
FURTHER 1,800 NEW HOMES IN
THE PIPELINE WHICH WILL
BENEFIT FROM THE
REGENERATION EFFECT



Travel times taken from [google.co.uk/maps](https://www.google.co.uk/maps).

TRAVEL TIMES *by train*



by train

FROM STAINES TRAIN STATION
0.3 MILES FROM EDEN GROVE

READING

ROYAL ASCOT

WINDSOR & ETON RIVERSIDE

VIRGINIA WATER



TWICKENHAM

RICHMOND

CLAPHAM JUNCTION

LONDON WATERLOO

48 MINS*

19 MINS*

17 MINS*

8 MINS*

11 MINS*

16 MINS*

24 MINS*

35 MINS*

DISTRICT LINE
LONDON OVERGROUND

LONDON OVERGROUND

WATERLOO & CITY
BAKERLOO
NORTHERN &
JUBILEE LINES



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.

Travel times taken from google.co.uk/maps.

Capital Growth & Rental Yield

Achievable Rental Yields



ONE BEDROOM
UP TO 5.8%



TWO BEDROOM
UP TO 5.5%



THREE BEDROOM
UP TO 5.1%

1 YEAR HOUSE
PRICE GROWTH

15.5%

STAINES-UPON-THAMES

6%

LONDON

20.3%+

Increase in rental
price over the
last year

Source: Dataloft, Land Registry, Jan 2022 - Jan 2023, Rightmove Rental Trends.
Computer generated image of Eden Grove is indicative only.

60%

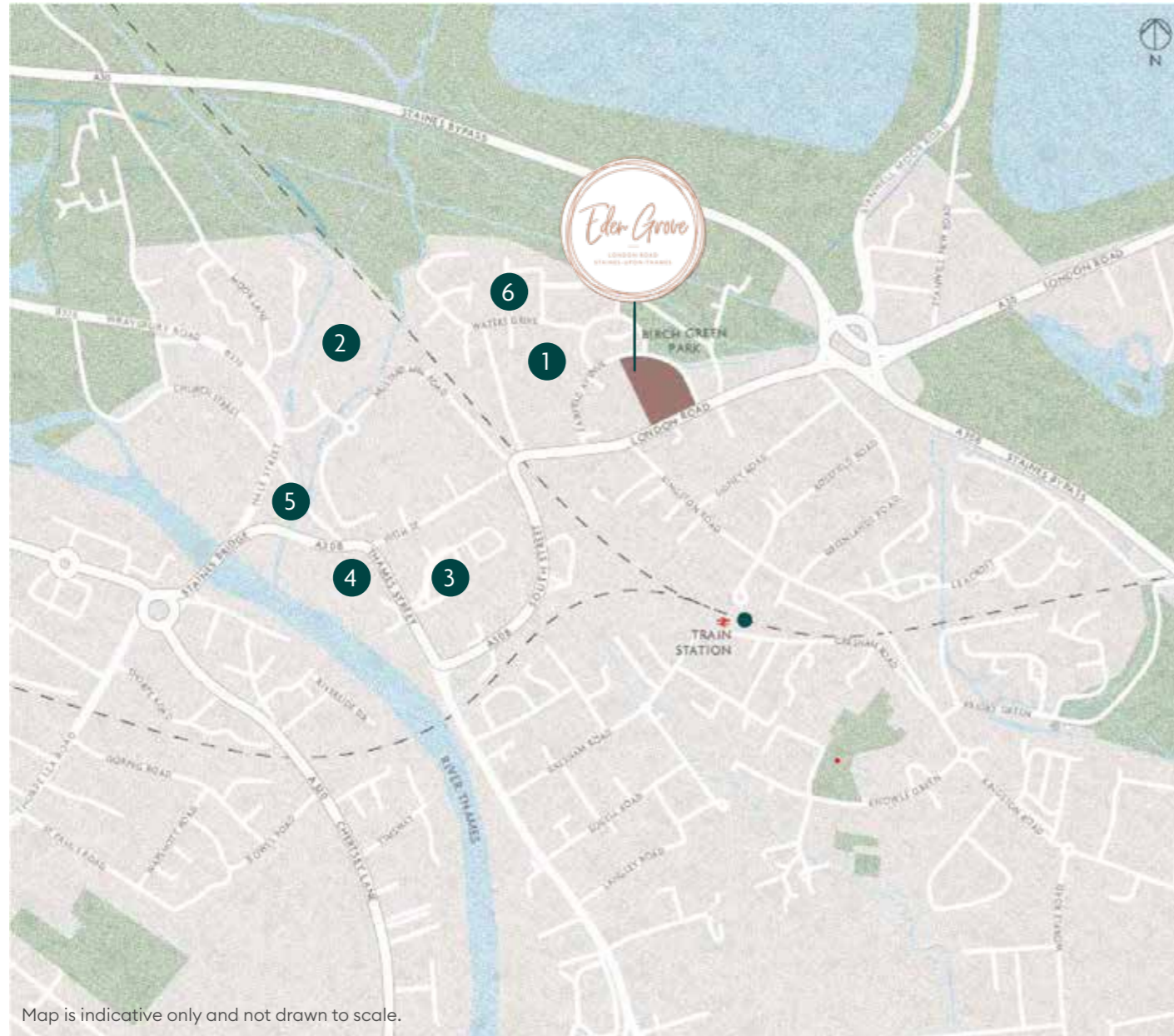
PRICE INCREASE
OVER THE LAST
10 YEARS

34%

OF STAINES-
UPON-THAMES IS
MADE UP OF OPEN
GREEN SPACE,
GREATER THAN
THE LONDON
AVERAGE OF 25%

Regeneration of Staines-upon-Thames

OVER 1,800 NEW HOMES IN THE PIPELINE



Map is indicative only and not drawn to scale.

- 1 CHARTER SQUARE BY LONDON SQUARE
260 NEW HOMES
COMPLETED 2019
- 2 TWO RIVERS RETAIL PARK
850 NEW HOMES
UPCOMING
New riverside plaza and leisure
- 3 THE OLD TELEPHONE EXCHANGE
206 NEW HOMES
UPCOMING
New hotel
- 4 FORMER DEBENHAMS STORE
220 NEW HOMES
UPCOMING
- 5 BRIDGE STREET CAR PARK
200 NEW HOMES
UPCOMING
New hotel, spa and leisure centre
- 6 RENSHAW'S YARD
391 NEW HOMES
BUILD COMMENCING SOON

Regeneration Effect

Kingston-upon-Thames has witnessed remarkable capital appreciation post-regeneration, with values surging from circa £650 per sq. ft. to over £1000+ per sq. ft.

Staines-upon-Thames boasts comparable travel times to central London and is currently undergoing regeneration but yet to experience the regeneration effect, offering an ideal investment opportunity.



 **35**
MINS

STAINES-UPON-THAMES
TO LONDON WATERLOO

 **670**
PER SQ FT

CURRENTLY SELLING AT
CIRCA £670 PER SQ FT
BEFORE REGENERATION

 **32**
MINS

KINGSTON-UPON-THAMES
TO LONDON WATERLOO

 **1,000+**
PER SQ FT

NOW SELLING AT CIRCA
£1,000+ PER SQ FT AFTER
REGENERATION

Travel times taken from google.co.uk/maps. Lifestyle photography is indicative only.

3,500
LOCAL RESIDENTS'
EMPLOYED AT
HEATHROW AIRPORT

OVER
1,100
NEW BUSINESSES
SINCE 2010

87.6%
ACCESS TO ULTRA-FAST
BROADBAND

RANKED IN THE TOP
10%
IN ALL OF UK
FOR LONG TERM
BUSINESS GROWTH

SOURCE: UKCI, 2019.

54%
PROPORTION OF
HEATHROW EMPLOYEES
RESIDENT IN THE
LOCAL AREA

SOURCE: DATALOFT.

61.5%
RESIDENTS COMMUTE
LESS THAN 10KM
(6.2 MILES)

SOURCE: DATALOFT.



PRICES HAVE RISEN

22%
OVER THE PAST 5
YEARS COMPARED TO
17% ACROSS SURREY
AND 20% IN LONDON

35 MINS

COMMUTE BY TRAIN TO
LONDON WATERLOO

SOURCE: TFL.

Home to Global Businesses



SHEPPERTON TO BE WORLD'S SECOND LARGEST
FILM STUDIO WITH £500 MILLION EXPANSION AND
4,500 HIGH QUALITY JOBS

Once construction is
completed in 2023,
Shepperton Studios
will comprise 31 purpose-
built stages, making it the
second-biggest studio in
the world.

- Both streaming giants **Netflix** and **Amazon Prime Video** have both committed to leasing Shepperton's studio space for their future creative projects.
- Expansion includes a further 17 stages and deliver about 1.2 million square feet
- The UK film industry is expected to create around 10,000 new jobs over the next five years and the expansion of Shepperton Studios will be a key contributor securing a number of job opportunities of 4,500 at the Studios upon its completion.



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 economy, 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.



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 2. Discussions remain ongoing regarding the development of a direct rail link between Staines-upon-Thames and Heathrow Terminal 5.



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% and Staines-upon-Thames is proving no different. Home to international companies including: 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.







SLOUGH
9.1 MILES

ETON
7 MILES

WINDSOR
6.7 MILES

centrica















CHOBHAM
8.7 MILES



 LONDON ROAD
 STAINES-UPON-THAMES

EGHAM
2.2 MILES

CHERTSEY
4.4 MILES



WEYBRIDGE
6.2 MILES






















HEATHROW
4.5 MILES



SUNBURY
ON-THAMES
6.2 MILES






WOKING
9.9 MILES



 FORMULA 1 TEAM

Map is indicative only and not drawn to scale.



Image of Royal Holloway University.



Image of Eton College Rowing Team.

LOCAL EDUCATION

When it comes to education you're spoilt for choice. With 93% of the schools within a 5-mile radius of Eden Grove being Ofsted rated as 'Outstanding' or 'Good' demonstrating the quality of schooling in the local area.

LEARN WITH THE BEST

Eton College, 7 miles away, was founded 500 years ago, with its historic grounds in the neighbouring town of Windsor. The school's impressive alumni include many politicians, actors and business leaders.

ROYAL HOLLOWAY UNIVERSITY

Founded in 1886 and ranked one of the UK's top 20 Universities, Royal Holloway is 3.1 miles away, just 6 minutes by car. The historic campus is home to some of the world's most spectacular university buildings, including the Founder's Building housing Thomas Holloway's fine collection of Victorian paintings.

Education

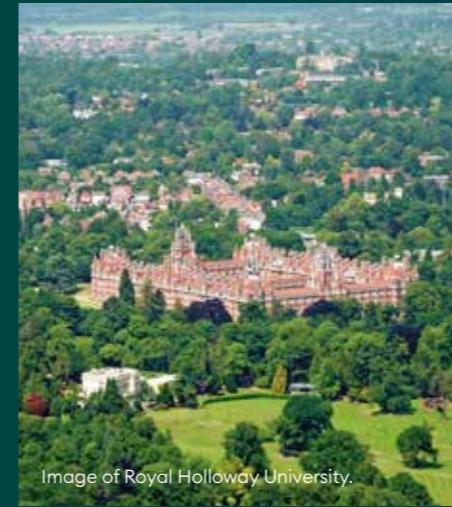


Image of Royal Holloway University.



UNIVERSITIES AND HIGHER EDUCATION

(by car)

Royal Holloway.
University of London
3.1 miles - 6 minutes

St Mary's University
9.0 miles - 26 minutes

University of Surrey
15.9 miles - 30 minutes

University College London
17.6 miles - 60 minutes

King's College London
18.1 miles - 75 minutes

London School of Economics
18.2 miles - 60 minutes

72%
GRADUATE RETENTION
IN LONDON

INDEPENDENT SCHOOLS
WITHIN 6 MILES OF
STAINES-UPON-THAMES **21**



SECONDARY AND FURTHER EDUCATION

(by car)

The Matthew Arnold School
1.5 miles - 7 minutes

The Magna Carta School
1.5 miles - 8 minutes

Thomas Knyvett College
1.9 miles - 7 minutes

TASIS - The American School in
England
3.7 miles - 13 minutes

Sir William Perkins's School
5.0 miles - 16 minutes

Eton College
7.6 miles - 18 minutes



PRIMARY AND PRE-SCHOOL

(by car)

Staines Preparatory School
0.7 miles - 4 minutes

Riverbridge Primary School
1.0 miles - 6 minutes

Hyth Community
Primary School
1.2 miles - 8 minutes

Burckland Primary School
1.6 miles - 7 minutes

Ashford Park Primary School
2.2 miles - 8 minutes

Bishopsgate School
5.2 miles - 8 minutes



Lifestyle

TIMELESS TRADITION

Explore the nearby towns and you'll find they're full of quintessentially British history and sporting traditions, some of which you can view from Eden Grove such as Windsor Castle. Back a winner at Ascot or the Royal Windsor Race Course, watch a colourful regatta on the Thames or head to the Guards Polo Club to enjoy the 'sport of kings'.



Photography of Windsor Castle. Lifestyle imagery is indicative only.



From the elegance of Windsor Castle to the beautiful Richmond Park or the excitement of a day at the races at Ascot, there is something for everyone close to a home at Eden Grove. Discover Staines-upon-Thames monthly farmers market, a day trip to Thorpe Park, sport at Twickenham, theatre, cinema, music and much more.

The Eden Club



“The most outstanding amenities within any development in the vicinity.”

Computer generated images of Eden Grove is indicative only.



Co-Working Space

The thoughtful and carefully curated design of the residents' lounge has created a beautiful space perfect for socialising, relaxing or working. The separate meeting room adjoining the lounge has views over landscaped gardens, creating the most exclusive of clubs.

Life's easier at Eden Grove, with stylish amenities all under one roof

Residents will have exclusive use of a fantastic range of amenities, including a concierge, co-working space, private gym and cinema room.



CONCIERGE

TOILETS

CYCLING STUDIO

GYM

CINEMA ROOM

CO-WORKING SPACE

MEETING ROOM

Residents' Gym

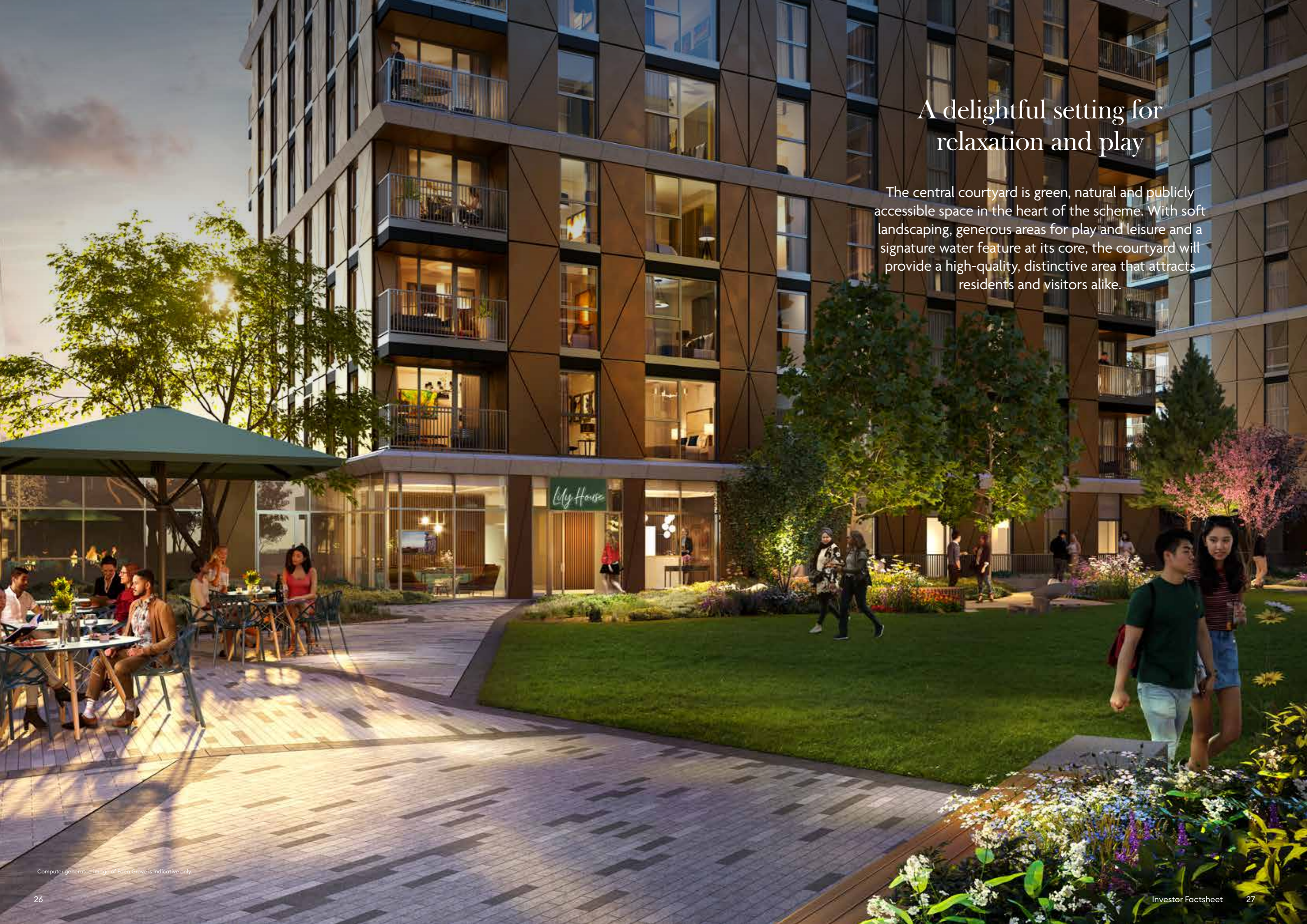
Enjoy a workout on the latest equipment in the luxury surroundings of the private 2,300 sq. ft. gymnasium with space for spin, yoga and free weights, whilst a separate studio space is available for a range of classes with personal trainers on hand to craft bespoke fitness programmes.





Residents' Cinema

Why not host an intimate screening or gather a wider group to take in the latest film or sporting event. The private 22-seat cinema room has everything you need for a night of entertainment.



A delightful setting for relaxation and play

The central courtyard is green, natural and publicly accessible space in the heart of the scheme. With soft landscaping, generous areas for play and leisure and a signature water feature at its core, the courtyard will provide a high-quality, distinctive area that attracts residents and visitors alike.

EDENGROVE-LONDONROAD.CO.UK

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Designed for life