



Staines - upon - Thames

A Growing Investment Hub on London's Doorstep



>2.4 million
jobs within a
60-minute commute
from Staines train station

BRES 2022



39%
10-year property
price growth
Eden Grove local area
27% London

Dataloft (PriceHubble), UK HPI December 2024,
all property types, local area is Spelthorne



57%
of residents
have moved
from London

ONS 2021, Spelthorne

Analysis by

 PriceHubble | 

Berkeley
Designed for life



Why invest in Staines-upon-Thames?

Strong investment appeal in London's commuter zone

As the capital grows, its population continues to spill outwards and waves of regeneration are transforming well-connected surrounding areas into desirable neighbourhoods with high quality job opportunities and an excellent lifestyle.

Strong growth forecast:

property prices in the South East are expected to rise by **17.6%** by 2029. **Meanwhile, entry prices in Staines-upon-Thames remain affordable:** average properties in the local area are still 21% cheaper than in London.*

*ONS, December 2024, local area is Spelthorne



Forecast growth

2025-2029

17.6% South East



17.1% London

Savills, November 2024

11% Forecast growth in population 25-29 to 2036



ONS 2021 to 2036 Spelthorne

9,057 new homes



needed to meet housing need 2020-2035

Spelthorne Borough Council 2021

39%

10-year property price growth Eden Grove local area

27% London

Dataloft (PriceHubble), UK HPI December 2024, all property types, local area is Spelthorne

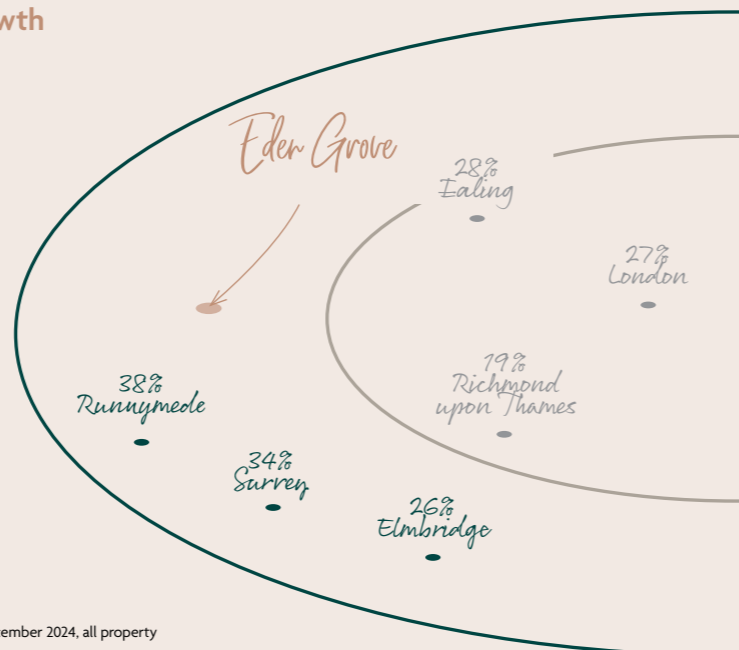
Superior price growth

Regeneration and placemaking have driven almost **40% price growth** in the Eden Grove local area in 10-years, faster than London and many surrounding areas.

10-year price growth

39%

Eden Grove local area



Dataloft (PriceHubble), UK HPI December 2024, all property types, local area is Spelthorne LA

Connected Living

Just 17 miles from London, Staines-upon-Thames is a top commuter hotspot-perfect for living or investing. Eden Grove is connected by the A30, M25, M3, and M4, with Heathrow just 9 minutes away for international travel. Staines rail station, a short 9-minute walk, offers direct trains to key business hubs like London and Reading.

National Rail, Citymapper

Elevated Living, Exceptional Value

Alongside an exceptional wealth of facilities, Eden Grove offers up to **28% savings** per square foot and **35% more space** than the Greater London average, therefore it's no surprise that **57% of residents** who live in the area have migrated from London.

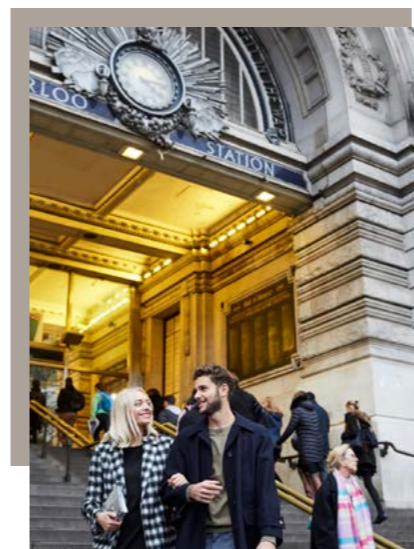


Studio apartments, ONS 2021, Berkeley, Dataloft (PriceHubble), LandRegistry, Greater London averages 2024 vs Eden Grove averages

Comparisons with Greater London: property type

| | £sqft savings at Eden Grove | Extra space at Eden Grove |
|------------------|-----------------------------|---------------------------|
| Studio apartment | 28% | 35% |
| 1-bed apartment | 10% | 1% |
| 2-bed apartment | 7% | 10% |
| 3-bed apartment | 23% | 15% |

Berkeley, Dataloft (PriceHubble), LandRegistry, Greater London averages 2024 vs Eden Grove averages



35 minutes to London Waterloo

Citymapper



57% of residents have moved from London

ONS 2021, Spelthorne

Up to 28%

£soft savings Eden Grove vs Greater London



Studio apartments, ONS 2021, Berkeley, Dataloft (PriceHubble), LandRegistry, Greater London averages 2024 vs Eden Grove averages

Up to 35% more space

Eden Grove vs Greater London

Studio apartments, ONS 2021, Berkeley, Dataloft (PriceHubble), LandRegistry, Greater London averages 2024 vs Eden Grove averages

Dynamic job market

A Leading Tech Powerhouse in the UK

Benefitting from its strategic location just south of Heathrow and adjacent to the economically buoyant area to the west of London, Staines-upon-Thames boasts outstanding communication infrastructure, a strong business network, and a resilient economy. Positioned within the M3 local enterprise corridor and adjacent to the M4 tech corridor, the area forms part of one of the UK's strongest technology hubs, with particular strengths in AI, Internet of Things, and cyber-security.

With an easy commute, **13%** of renters living in the local area work in Central London*.

*Dataloft Rental Market Analytics (PriceHubble), local area is defined as TW18



Heathrow-the UK's global hub

Eden Grove is a 9 minute drive from Heathrow, the largest single-site employer in the UK, employing over 76,000 people and supporting 114,000 local jobs, driving strong housing demand from a well-paid rental market. With expansion plans underway, this demand is set to grow.



The planned expansion of Heathrow

The planned expansion of Heathrow is expected to deliver up to £61bn in economic benefits and 77,000 local jobs by 2030.

Department for Transport, Government Decision on New Runway at Heathrow



2.4 million+ jobs within a **60-minute** commute from Staines train station

BRES 2022, The Business Magazine Thames Valley 250, 2023

86% of homes have access to **ultra-fast broadband** significantly higher than 71% for the South East

Dataloft (PriceHubble), TW18, Office of Communications

Top 18% of local authorities for competitiveness

UKCI 2023, based on Spelthorne

1st in South East for being small business friendly

FSB 2023, based on Spelthorne

£49,320 average annual earnings for renters working in and around Heathrow airport

Financial Times, Dataloft Rental Market Analytics (PriceHubble), Heathrow.com

Strong

investment opportunity

Rental growth is booming around Eden Grove

having risen 58% over the last 5 years, outperforming the South East and Greater London. With more space, more affordable properties and great transport links many Londoners are moving to Staines, whilst commuting to work in the capital.

Rent levels to benefit from further growth

Average monthly rents* at Eden Grove are forecast to reach:



£1,803 for a 1-bed, **£2,626** for a 2-bed and **£3,505** for a 3-bed apartment by 2029*

*Berkeley, Estimated Rental Values (ERV) have been calculated using comparable rental values achieved within similar developments and individual properties. 2029 rental projections assuming 18% rental growth as forecast by Savills, November 2024

Rental Growth Hotspot

5-year rental growth:

| | |
|-----------------------|-----|
| Eden Grove local area | 58% |
| South East | 37% |
| Surrey | 32% |
| Greater London | 28% |

Dataloft Rental Market Analytics (PriceHubble), average £sqft growth in Q1, all property types, local area is TW18

Average gross yields 2025

An attractive proposition

Strong yields of up to **6.2%** are estimated at Eden Grove, with local area yields outperforming the South East and Greater London.

Dataloft Rental Market Analytics (PriceHubble), Land Registry, average gross yields as of March 2025, all property types, local area is TW18



Forecast rental growth

2025-2029

UK **18%**
London **14%**

Savills, November 2024

36% growth in the number of privately renting households since 2011. 25% London

Census 2021, TW18

Who rents in the local area?

53% travel 5-25 miles to work

32 median age

49% of renters are in management/professional occupations

Dataloft Rental Market Analytics (PriceHubble), local area defined as TW18, last 12 months

Up to **6.2%** Gross yields at Eden Grove

Berkeley, 2-bed apartment

Haven for nature lovers

Outstanding natural beauty

Enjoy the stunning natural beauty of the Surrey countryside, an area celebrated for its rivers, lakes and reservoirs. Eden Grove is also adjacent the 3-acre Staines Moor country park, a Sites of Special Scientific Interest, for a peaceful escape into nature.

In addition to the parks and walks in the area, there are four local nature Reserves within five miles featuring protected reedbeds, ponds and Wildflower meadows:



Arthur Jacob Nature Reserve



Riverside Walk, Virginia Water



Bedfont Lakes



Chertsey Meads



9 public parks or gardens within a 30-minute walk
Total size 120 acres



Ordnance Survey 2024

7.4% Accessible Open Green Space within a 30-minute walk



Ordnance Survey 2024

People living within **300 meters** of a 1 hectare (2.5 acres) green space have a statistically significant wellbeing boost



Houlden, 2019, University of Warwick

38% rate their happiness as 'very good' ranked 11th out of 64 local authorities in the South East on this measure



ONS, Personal well-being estimates 2022/23, Spelthorne

A neighbourhood with it all

Staines-upon-Thames offers a high quality of life, with a vibrant community, green space, and scenic riverside walks. It also boasts excellent shopping at the Elmsleigh Centre, a fantastic selection of shops, waterside bars, fine-dining restaurants, and traditional countryside pubs.

Heritage on the doorstep

Eden Grove is just over five miles from Windsor Castle and the historic Windsor town centre, with over 40 Grade II listed buildings within a 15 minute walk*



The Five Swimmers sculpture, a cherished piece of local heritage, is on public view at Eden Grove. Commissioned in 1980, the sculpture depicts five leaping figures symbolising freedom, movement, and the joy of water- reflecting the town's riverside identity.

*Historic England

Educational excellence

With access to both top-rated independent and state schools, Eden Grove ensures families have a range of excellent choices for their children.



Higher education

Royal Holloway, University of London, has a rich history dating back over 170 years, founded by two Victorian social pioneers dedicated to making a difference in education. Recognised among the top 30 universities in the UK by The Times and Sunday Times Good University Guide 2024, it upholds a strong reputation for academic excellence.

Over **13,000 students** study at Royal Holloway University **22% of which were international students**

HESA 2022/3



270 small shops



26 restaurants, cafes, pubs or bars 2 theatres within a 30-minute walk of Eden Grove

VOA 2024

69% of renters would rent longer if there was a sense of community in the local area



Dataloft (PriceHubble), Property Academy 2024

6 'Good' rated primary schools within a 30-minute walk

1 'Good' rated secondary school within a 30-minute walk

2 Independent schools within a 45-minute walk

Ofsted 2022/3

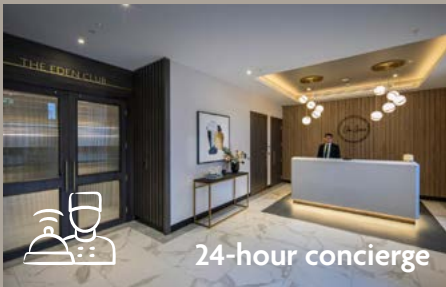
Wellbeing boost

It's perhaps no surprise that living in a more relaxed countryside setting boosts wellbeing. Recent ONS wellbeing estimates show that Surrey ranks higher than both London and the South East overall for happiness.



Luxury Living

As well as beautifully designed interiors, the Eden Club offers residents unrivalled hotel-style facilities, a rarity in the local area. All phases are ready to move in now.



24-hour concierge



Gym



Co-working space



Spin studio



Wellness garden



Private cinema room

Eden Grove is an inspiring new residential quarter set around an urban oasis of beautifully landscaped gardens, just a short walk from the train station, town centre and the River Thames.

With excellent connectivity, strong growth and significantly more lifestyle and space for your money than in London, it's the perfect place to live or invest.



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Berkeley
Designed for life



www.pricehubble.com/uk

PriceHubble is a European B2B company that builds innovative digital solutions for the financial and real estate industries based on property valuations and market insights. PriceHubble's digital solutions are designed to help all players across the entire real estate value chain (banks, asset managers, developers, property managers and real estate agents). PriceHubble is already active in Europe, Japan and the United States.

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