

PRINCE OF WALES DRIVE

BATTERSEA · LONDON · SW11

Computer generated image, indicative only and subject to change.

INVESTMENT GUIDE

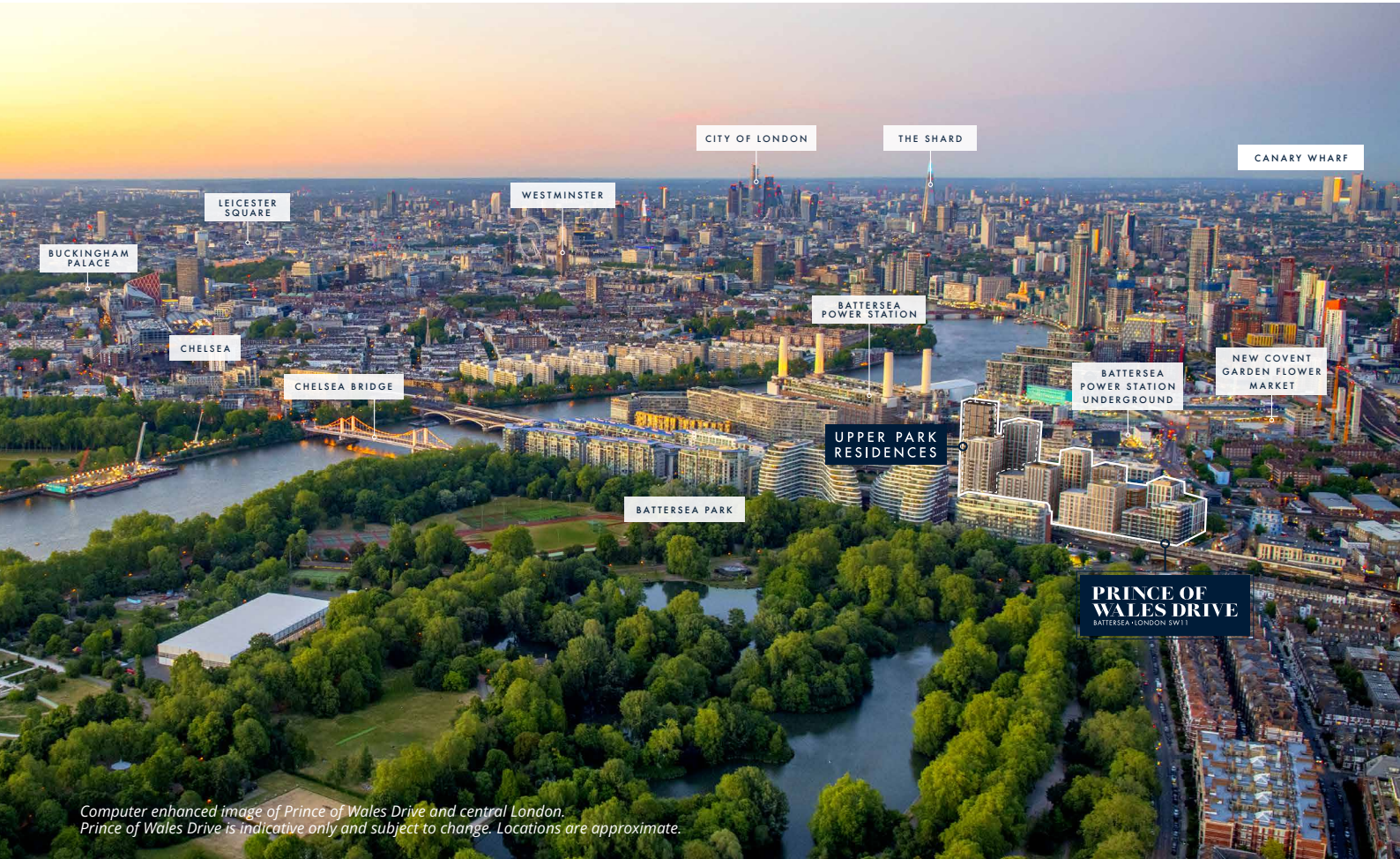
PRINCEOFWALESDRIVE.CO.UK

PROUD TO BE A MEMBER OF THE



St William
Designed for life

WHAT'S THE INVESTMENT STORY AT PRINCE OF WALES DRIVE?



Computer enhanced image of Prince of Wales Drive and central London. Prince of Wales Drive is indicative only and subject to change. Locations are approximate.



01 ZONE 1 UNDERGROUND STATION

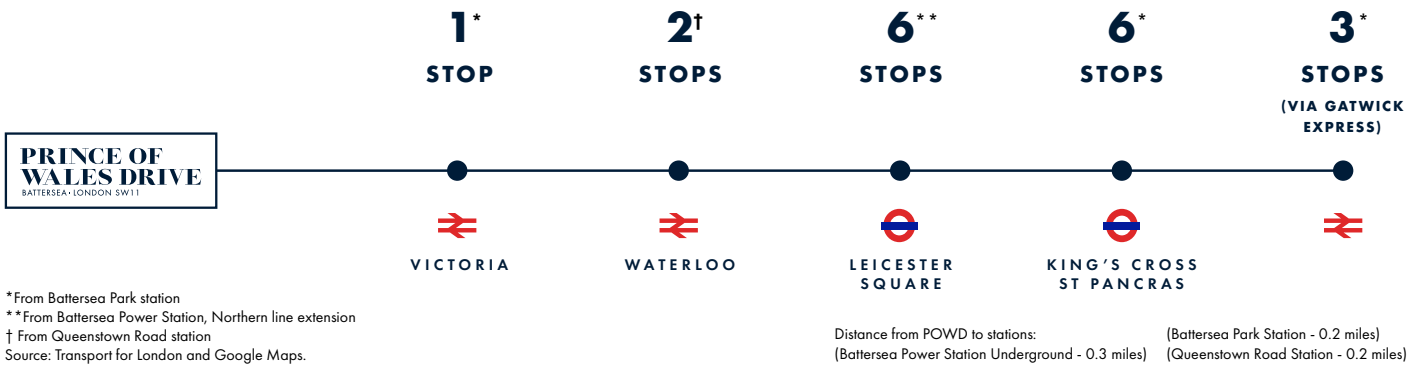
Battersea Power Station Northern Line extension is only minutes away from Prince of Wales Drive and rapidly accelerate into central London and the City, reaching Leicester Square in just 11 minutes. Prince of Wales Drive is the ideal commuter hotspot.

02 THE ZONE 1 EFFECT

With Prince of Wales Drive based in Zone 1 London, both rental yields and sales prices are uplifted by being within the Battersea area.

03 GREAT CONNECTIONS

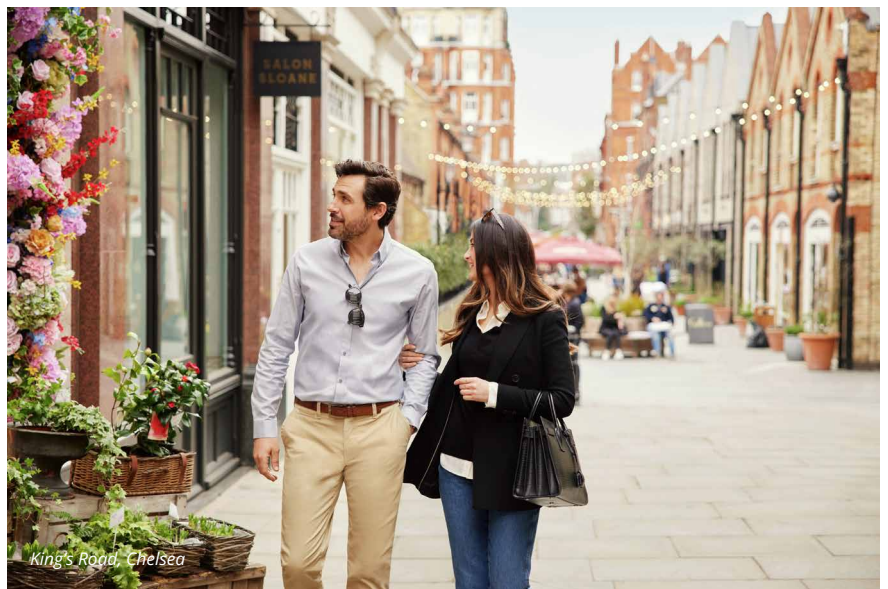
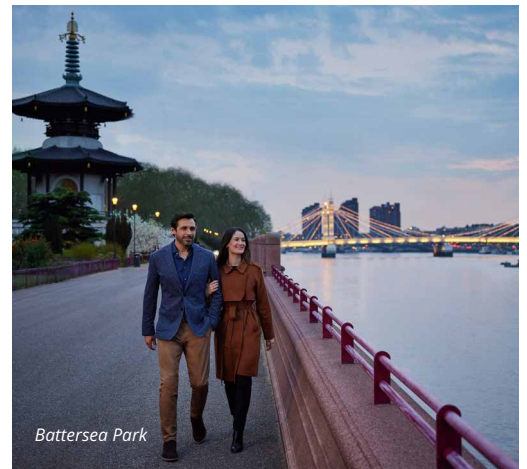
With remarkable access to transport connections, Prince of Wales Drive provides excellent navigation throughout London and beyond.



04 IT'S ALL ABOUT LIFESTYLE

Battersea Park and the River Thames are a short walk away, as well as Chelsea Bridge which provides access to King's Road and Sloane Square with an abundance of shops, restaurants and the popular Saatchi Gallery. The world-renowned department store Harrods is also a 9 minute* drive away.

*Source: Google Maps 2024





London's top schools within easy commute

05 EDUCATION, EDUCATION, EDUCATION

This part of London is home to some of its top private and state schools while there is easy access to a number of the country's leading world-class universities.

UNIVERSITY	ESTIMATED COMMUTE FROM BATTERSEA POWER STATION	STATION
King's College University	8 minutes	Embankment
London School of Economics	12 minutes	Tottenham Court Road
University College London	13 minutes	Goodge Street
King's College London, Guy's	12 minutes	London Bridge
Central Saint Martins	24 minutes	King's Cross St. Pancras
Northern Line		



06 BATTERSEA POWER STATION

Situated next door to one of London's most iconic landmarks, Battersea Power Station, with over 3 million sq. ft of commercial space.

CINEMA & HOTEL	RESTAURANTS & BARS
THEATRE	APPLE INC HEADQUARTERS
LONDON'S THIRD LARGEST SHOPPING CENTRE	
42 TOTAL ACRES OF REGENERATION	



Battersea Power Station

All above information provided on the Battersea Power Station website.

The UK housing market remains in good stead as we near the end of the year. The Bank of England has implemented two interest-rate cuts this year, lowering the rate from 5.25% to 4.75%, with expectations of more gradual rate cuts in 2025. These monetary policy adjustments have had a positive influence on both the economy and housing market.

Despite the disappearance of many sub-4% rates in recent weeks, mortgage approvals for home purchase across the UK rose to 72,652 in October, up from 65,000 a month prior and 48.5% higher than October 2023.

As we approach the year end, the housing market is anticipated to experience its seasonal slowdown. However, a notable exception to this trend is expected in the first-time buyer segment. We expect an uptick in activity among this group as they aim to complete property purchases before the Stamp Duty Land Tax (SDLT) threshold for first-time buyers reverts from its current level back to £300,000 on 1 April 2025.

The local market surrounding Prince of Wales Drive (Battersea and Nine Elms area) has benefitted from improved sentiment amongst buyers, with the average price of flats rising 25% over the past ten years. Meanwhile, the average rent for flats in the local area has increased by 34% over the past five years. Strong growth in both prices and rents demonstrates significant demand for homes in the local area, particularly from young professionals. The average age of renters in the local area is 29 years.

Strong transport connections are more important than ever to residents. In JLL's 2024 Buyers and Tenants, 97% of buyers and 91% of tenants voted public transport as the most important aspect of the local area in which they live.

JLL 2024



Prince of Wales Drive showhome

07 STRONG RENTAL MARKET

Alongside Battersea Power Station itself and the immediate vicinity of Vauxhall Station, Prince of Wales Drive offers strong rental returns, whilst the price point remains competitive.

ESTIMATED RENTAL VALUES:



1 BED, 1 BATH (581.6 sq. ft)
£700 - £775 PW



2 BED, 2 BATH (899.3 sq. ft)
£850 - £1,000 PW



3 BED, 3 BATH (2040 sq. ft)
£1,500 - £2,000 PW



4 BED, 4 BATH (2212 sq. ft)
£2,200 - £2,500 PW



ESTIMATED GROSS YIELD
UP TO 4.5%

*Source: Battersea & Nine Elms Estates

08 SERVICE CHARGE

Prince of Wales Drive offers an extremely competitive service charge compared with other local developments.

£17.00



BOILER HOUSE

£12.16



DAMAC

£11.50



GEARY BUILDING

£9.80 to £10.22



EMBASSY GARDENS

£9.50



ONE THAMES CITY

£5.35



PRINCE OF WALES DRIVE

Data collected September 2024. Subject to change annually. Charge shown is per sq. ft an annum.

09 NINE ELMS

Rental Market Overview in Nine Elms

Nine Elms has rapidly established itself as one of London's most vibrant and sought-after rental markets. Positioned just moments from traditionally established central London areas such as Chelsea, Westminster and Battersea, Nine Elms has now come of age as a location that rivals prime central London in desirability and prestige. With world-class destination developments like the Battersea Power Station now complete, a dedicated London Underground station enhancing connectivity, and major employers like Apple and recently Foster & Partners office anchoring the area, Nine Elms offers an unbeatable blend of lifestyle and convenience which is attracting a high quality of professional tenants.

Demand for rental homes in Nine Elms is exceptionally strong, with minimal void periods as professionals, international students, diplomats, and long-term tenants are attracted to the area.

Tenants have become more demanding in their requirements to fulfil a better work / life balance, easy access to green spaces such as Battersea Park are important aspects of their decision making as are additional residential facilities such as workspaces, cinemas, lounges and swimming pools.

For Nine Elms we predict a continued rental growth year on year for the next 5 years, presenting landlords with a strong pool of quality tenants, extremely low void periods and consistent rental returns.

Ben Asdi
Battersea & Nine Elms Estates



BATTERSEA POWER STATION STATS :



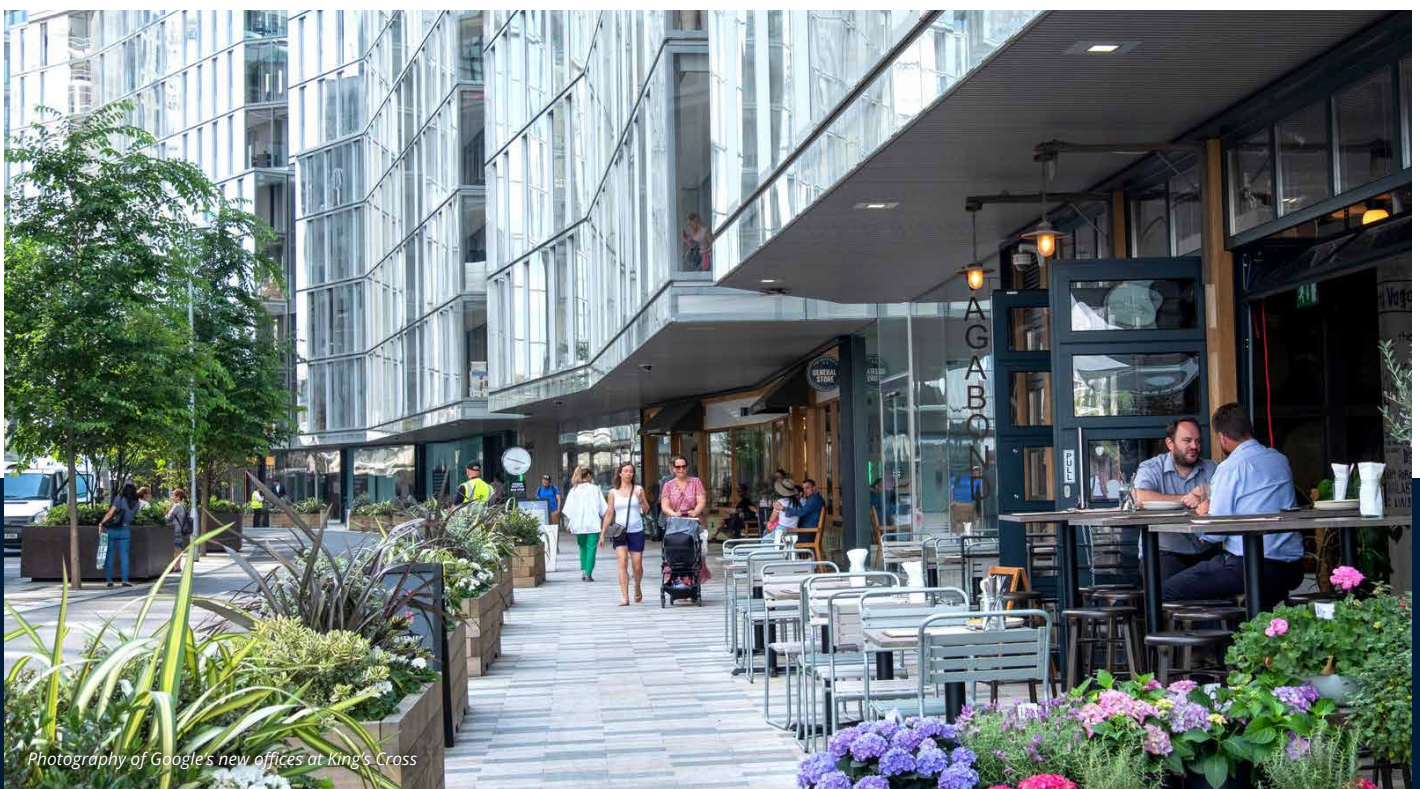
Battersea Power Station has created one of London's largest office, retail, leisure and cultural quarters with a total of 17,000 jobs following completion of the 42-acre project.



Across the 42-acre site is a new 24/7 community formed with over 250 shops, cafes and restaurants, theatre, hotel, medical centre and 19 acres of public space including 450 metres of river frontage and a six acre public park.



Battersea Power Station has created a new office district with over 3 million sq. ft of commercial space.





Apple's new headquarters in Battersea Power Station

APPLE HQ BATTERSEA

California-based technology giant Apple has established its new corporate offices at Battersea Power Station. The move came after the company originally announced its plans for a UK headquarters back in 2016, stating it would take up 46,450 sq m of space and merge all of its existing offices in London. The headquarters is expected to have the capacity to accommodate up to 3,000 staff.

The establishment of Apple's new corporate offices in the development is anticipated to provide a further stimulus to the local economy and create a heightened demand for housing in the surrounding areas. A recent report by consultancy GP Bulldog states that the UK has the largest concentration of ambitious tech entrepreneurs in Europe, with 102 tech start-ups approaching a billion-dollar valuation, indicating a bright future for post-Brexit Britain. The signing of the giant brand has had, and continues to have, a significant impact on sales and boosted confidence in the local area, according to JLL.



CGI of Google's new offices at King's Cross

GOOGLE OFFICE KING'S CROSS

Google has occupied 650,000 sq ft of a purpose-built 11-storey building. The new building has combined with two existing ones, and house 7,000 Google employees which has contributed to the growth of the Knowledge Quarter and King's Cross's knowledge-based economy.



East London Tech City also known as Silicon Roundabout

SILICON ROUNDABOUT SHOREDITCH

The Silicon Roundabout, also known as East London Tech City, which encompasses the Shoreditch area with a bit of Hackney and Stratford was the first main tech hub to appear. The first tech start-ups arrived in 2008, later on it also became the home of Amazon, the fourth biggest tech company in the World moving into a 625,000 sq. ft office.

10 BEST IN CLASS

St William is part of the Berkeley Group, the UK's leading house builder which is consistently recognised for the quality and excellence of its developments. The 'Berkeley Effect' is known to increase capital growth and rental yields in the geographical areas where it works.

We recently won the following awards:



Outstanding Achievement for Customer Satisfaction



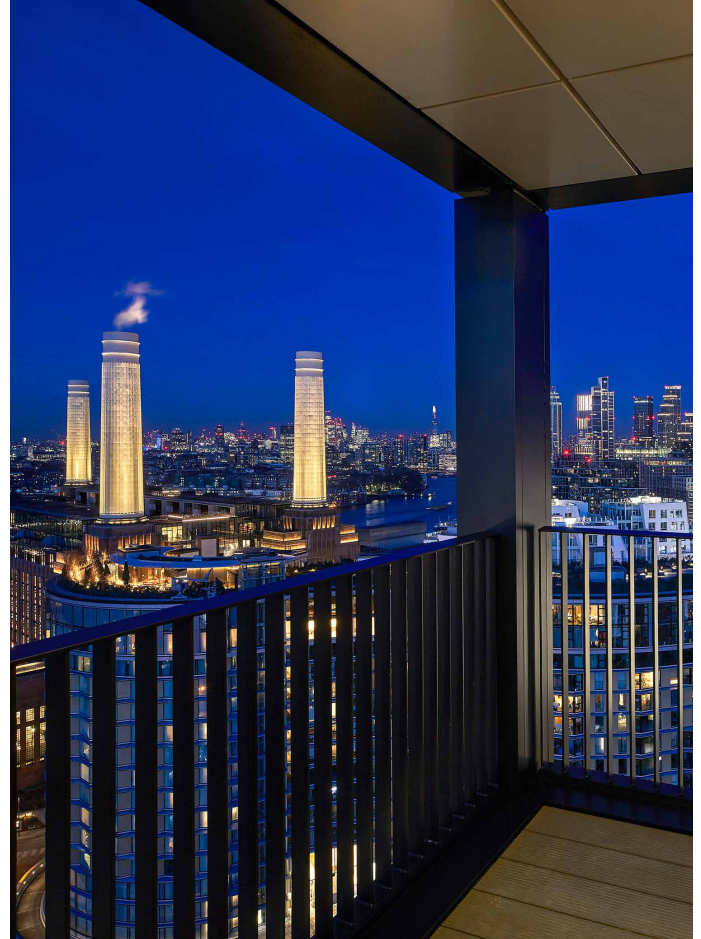
Gold Award for Customer Satisfaction



Best Interior Design Award 2019



Investor in Customers Gold Award 2022



Computer generated image of cinema room



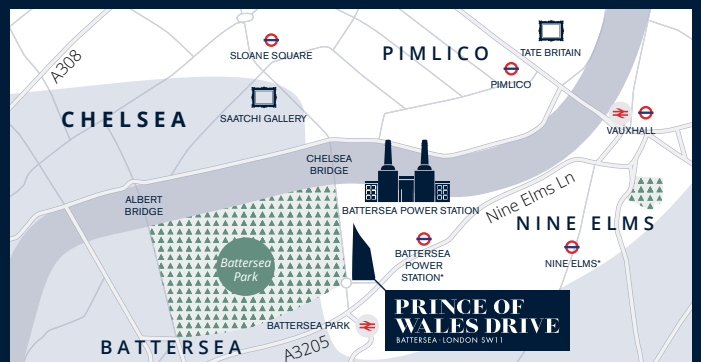
Computer generated image of music room

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