

# SILKSTREAM

LONDON NW9



## INVESTOR GUIDE.

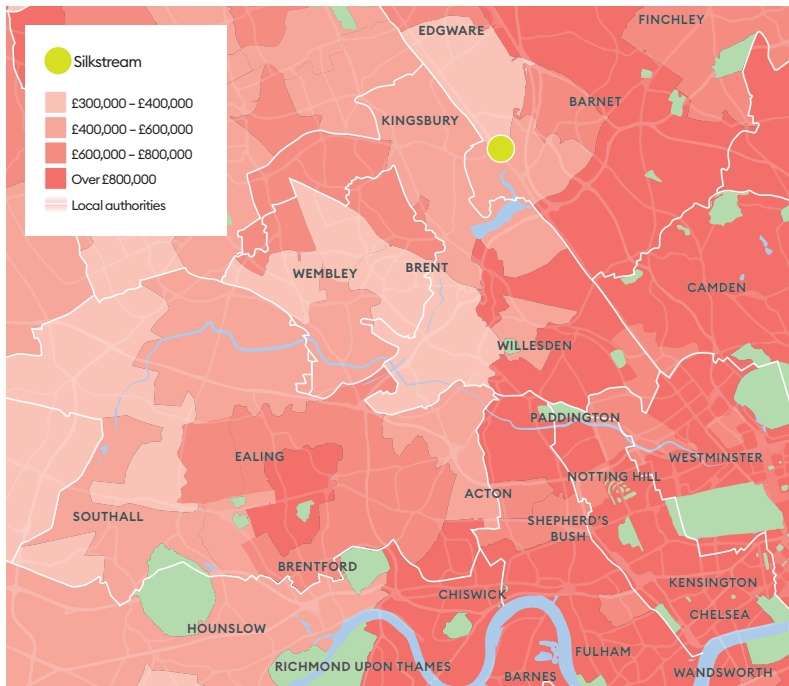
Silkstream is a landmark development in North London, set to redefine urban living. Final completion is anticipated for 2033 with the first residents welcomed to Silkstream in November of 2024.

This vibrant community has seamlessly blended luxury, sustainability and a strong sense of community. Strategically located on one of London's most iconic roads, Silkstream offers an exceptional investment opportunity, perfectly positioned between two of North London's key regeneration zones with quick links to Central London.





# DISTRICTS OF THE EDGWARE ROAD.



Average transactions values, 12 months to January 2024<sup>1</sup>

Situated on the iconic Edgware Road, Silkstream offers a unique opportunity in one of London's most storied locations, where tradition meets contemporary urban life.

9 miles from bustling Marble Arch in Westminster to the suburbs of Edgware in Barnet; the Edgware Road is lined with renowned shops, bars and sought-after residences from Paddington to Maida Vale.

Silkstream is nestled amidst the lush greenery of the Zone 3 section of the Edgware Road, offering a serene escape from the bustling city. This part of Edgware Road is undergoing extensive regeneration from Brent Cross to Colindale, unlocking the area's investment potential. Currently undervalued, this area offers a unique chance for savvy investors to enter a neighbourhood on the rise.

Minutes from Central London nestled in a pocket of affordability

## SHOPPING

Experience the world-famous shopping destinations of Oxford Street, home to iconic retailers like Selfridges, or Knightsbridge, where you'll find Harrods. All within easy reach.



## EMPLOYMENT

The technology hub of King's Cross is just 19 minutes away\*. Here you'll find many major business headquarters including Google, Meta and Huawei.

## EDUCATION

Silkstream is surrounded by outstanding primary and secondary schools such as Queen Elizabeth's, and benefits of quick access to the UK's top-ranked universities like UCL or Regent's University.



## LUCRATIVE OPPORTUNITIES

West Hendon is an excellent place to both live and invest in. Its fast connections and exceptional lifestyle attract a steady stream of young, well paid renters resulting in attractive yields and strong rental growth.

\*Travel times are approximate only. Source: Google Maps. 1 Benham & Reeves, 2024.

# LIVE THE LONDON LIFE.

Silkstream residents enjoy the best of both worlds: the vibrant energy of London and the peaceful tranquility of urban living. Easy access to Central London by bus, tube and train, means you can unlock the city's endless opportunities – from world-class shopping and dining to cultural experiences and nightlife.

## Getting Around

### BUS (N32) FROM EDGWARE ROAD\*

1 min

- SILKSTREAM
- Maida Vale 18 mins
- Little Venice 19 mins
- Marble Arch 26 mins
- Hyde Park Corner 31 mins

### BUS (N5) FROM EDGWARE ROAD\*

1 min

- SILKSTREAM
- Hampstead 17 mins
- Camden 23 mins
- Euston 33 mins

### THAMESLINK FROM HENDON STATION\*

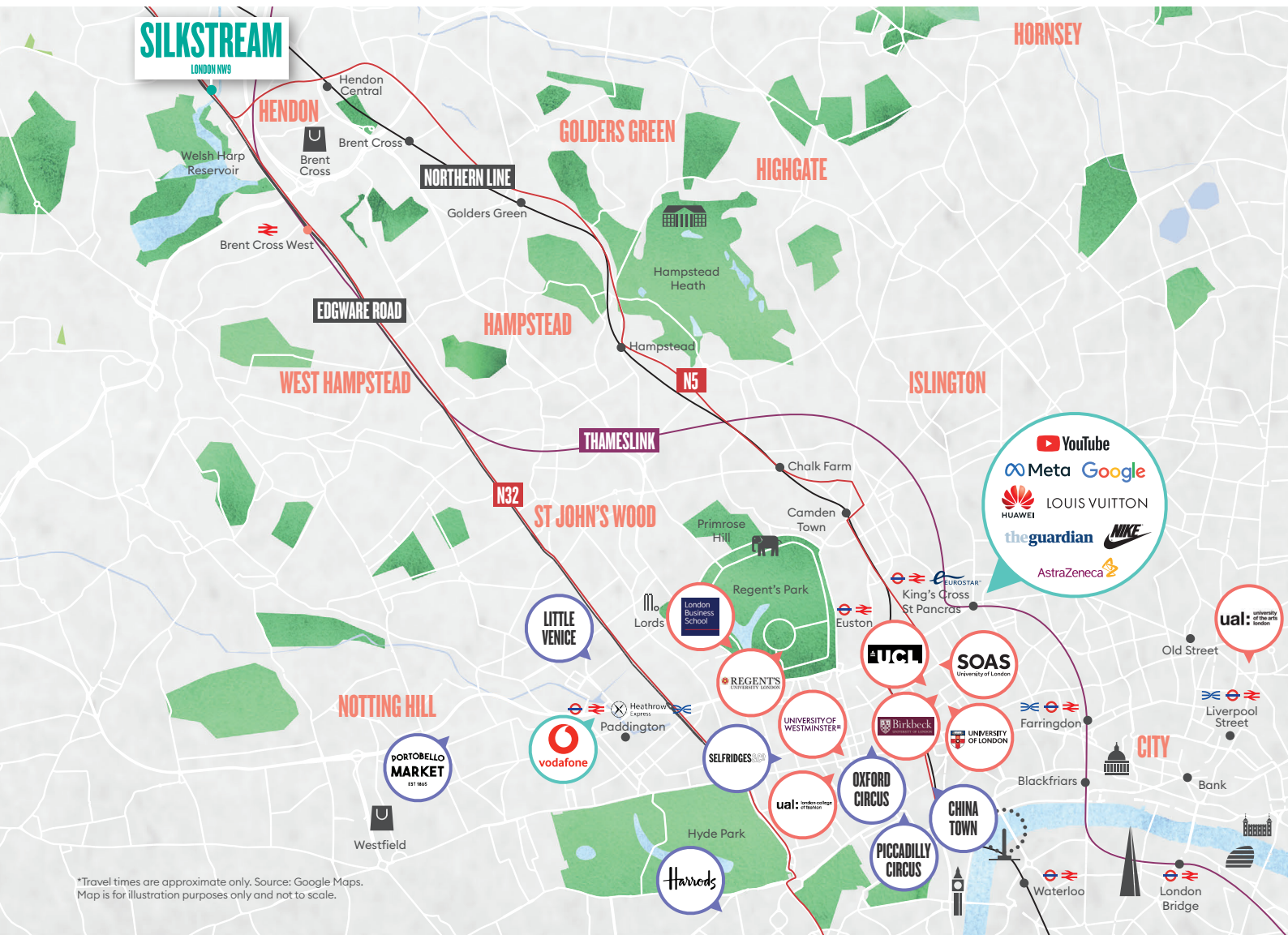
6 mins

- Luton Airport 27 mins
- St Albans 16 mins
- SILKSTREAM
- Brent Cross 3 mins

### NORTHERN LINE FROM HENDON CENTRAL STATION\*

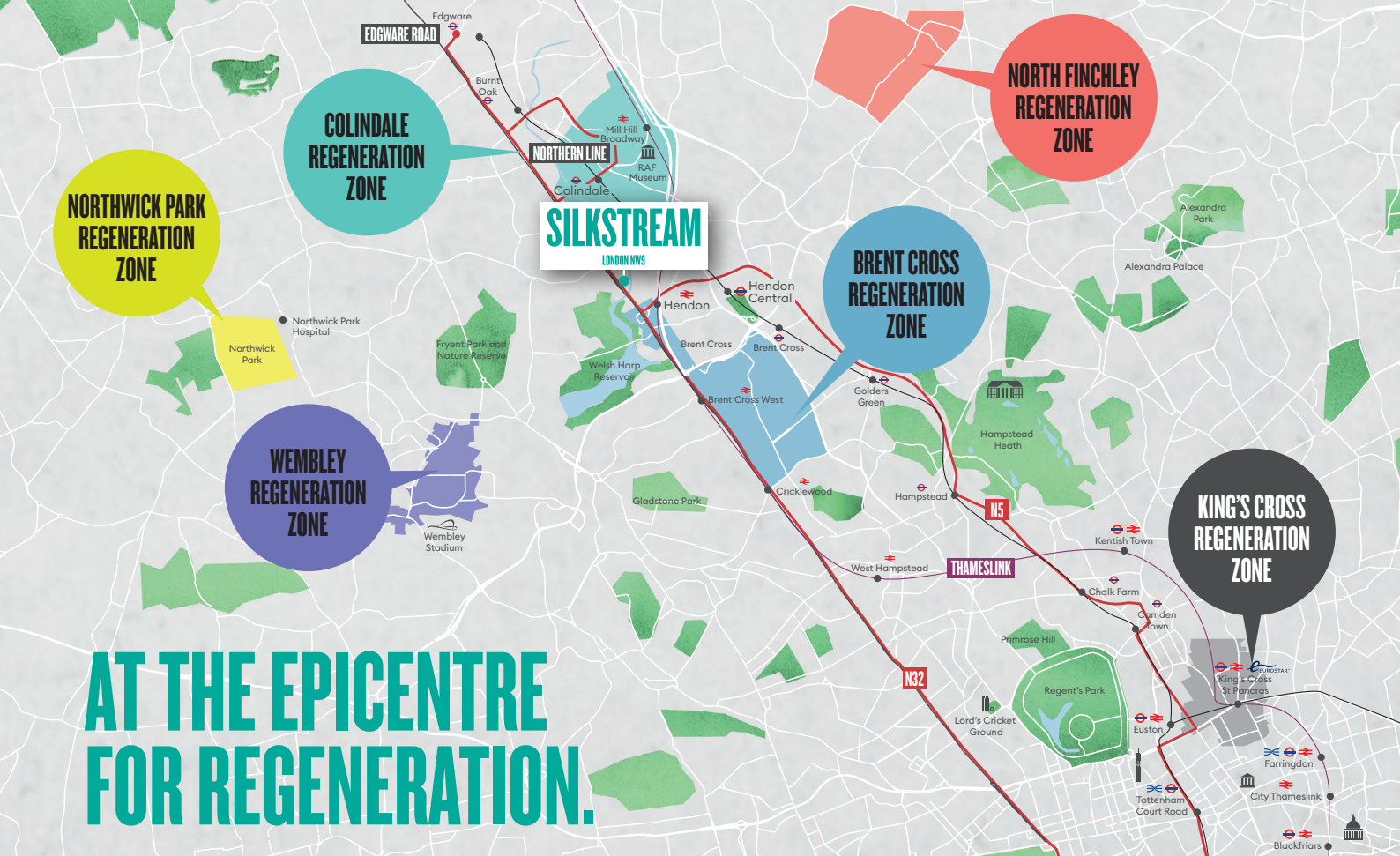
8 mins

- Colindale 3 mins
- SILKSTREAM
- Brent Cross 3 mins
- Hampstead 8 mins
- Camden Town 16 mins
- Oxford Circus 25 mins
- Leicester Square 27 mins
- London Bridge 33 mins



\*Travel times are approximate only. Source: Google Maps. Map is for illustration purposes only and not to scale.





# AT THE EPICENTRE FOR REGENERATION.

Silkstream is in the middle of two of North London's key regeneration zones with Brent Cross and Cricklewood to the South and Colindale and Burnt Oak to the North.

From creating new ways of living to introducing new facilities, services and attractions; regeneration can completely transform an area and have a positive impact on property values with prices increasing by 2.2% per annum over and above wider house price growth<sup>1</sup>.

## 10% increase in population





forecast over the next 10 years  
in NW9 (2024 - 2034)<sup>2</sup>

## Average annual house price growth of 7.1%

in regeneration areas compared  
to 4% in Greater London<sup>2</sup>





## Brent Cross<sup>3</sup>

The ambitious regeneration of Brent Cross in Barnet is backed by a multi-billion-pound investment.

-  Delivering 6,700 new homes
-  Creating 25,000 jobs
-  Building a new Thameslink station
-  Expansion of Brent Cross Shopping Centre

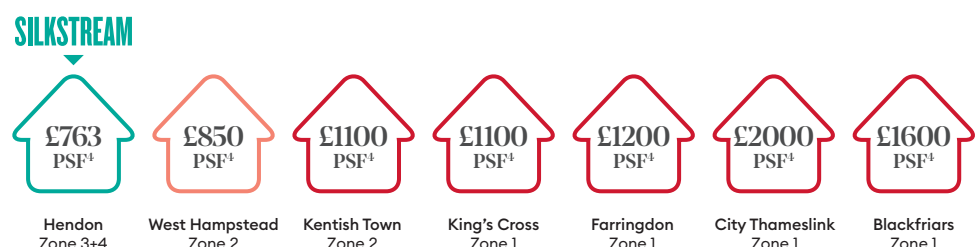
## Colindale<sup>3</sup>

Colindale's regeneration plan promises over 10,000 new homes, improved transport links and a new pedestrian/cycle bridge linking Montrose Park to key amenities.

-  Enhancing public transport
-  Opening of a Neighbourhood Hub
-  Improving education and healthcare facilities
-  Improved road networks

## VALUE FOR MONEY

The Thameslink line is emerging as a hotspot for property investment, offering a blend of affordability and future growth.



# THE RENTAL MARKET.

Silkstream is ideally positioned within a rapidly growing rental market, surrounded by established build-to-rent communities and exciting new developments. This dynamic neighborhood offers strong rental demand and investment potential.

As one of the latest additions to West Hendon, Silkstream sets itself apart with unparalleled design quality, redefining modern living in the area.



**42% of the renters**  
in the local area work in the City and the West End with 38% in managerial, professional or technical occupations<sup>1</sup>



Renters are willing to pay a premium for properties with access to **high-quality amenities**



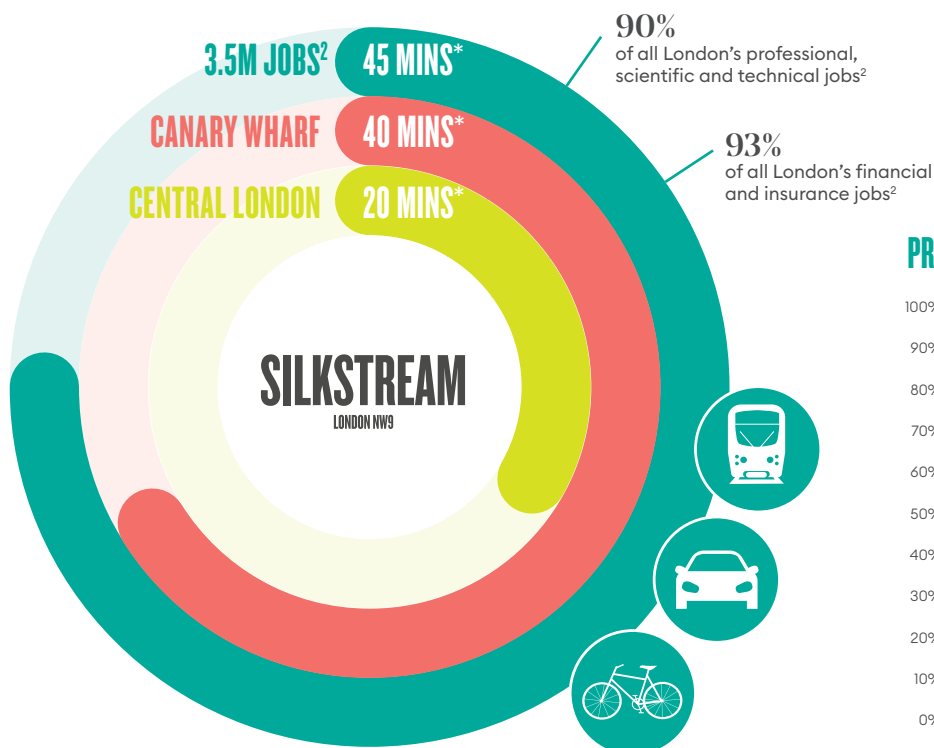
52% of the renters are **between 25 and 34**<sup>1</sup>



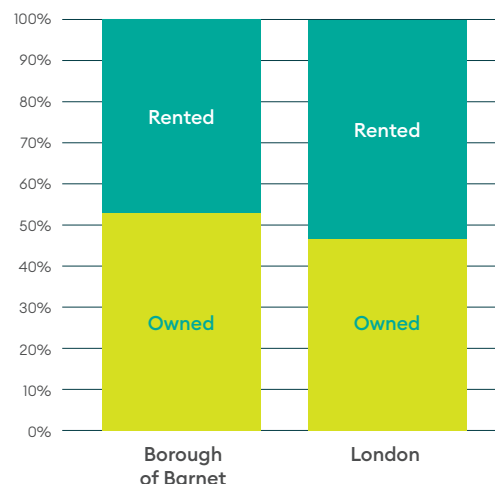
The area is experiencing **rapid rental growth** of 33% (5 year) and 24% (2 year), outperforming North London (21% and 12%) and Greater London (29% and 17%)<sup>1</sup>



**£40,200 average income per person**  
with 33% of renters earning over £50,000<sup>1</sup>



## PROPORTION OF HOUSEHOLDS BY TENURE (2021)<sup>3</sup>



## Projected Rental Estimates

High demand ensures above average returns

Home	Building	Price	Gross Rental Yields <sup>4</sup>	Est Rental Per Month <sup>4</sup>	Est Rental Per Annum <sup>4</sup>	Service Charge <sup>5</sup>	Completion
1 bed	Lindley House	£440,000**	5.5%	£2,000	£24,000	£4.32 /sq ft	April – May 2025
2 bed	Lindley House	£623,000**	4.8%	£2,500	£30,000	£4.32 /sq ft	April – May 2025
3 bed	Lindley House	£749,000**	5.0%	£3,100	£37,200	£4.32 /sq ft	April – May 2025

\*Travel times are approximate only. Source: Google Maps. \*\*Price is correct at time of broadcast/print. 1 DataLoft, 2024. 2 BRES, 2022. 3 Barnet Council, 2021. 4 Foxtons 2024. 5 Estimated service charge is an estimate only and is subject to change. This estimated service charge does not include communal energy. The estimated service charge provides an indication of the anticipated expenditure for the first service charge year (which runs from 1 January – 31 December). The Managing Agents will issue you with a copy of the new service charge budget prior to the commencement of each forthcoming service charge year. The estimate is dated February 2024 and does not make allowances for increases due to RPI, inflation etc. from the date of preparation to legal completion. Terms of change that can affect the service charge include, but are not limited to, changes in industry or government legislation, unexpected cost and any other matter outside of the control of St George. The appointed Managing Agent may also charge additional fees, outside of the service charge, for items including, but not limited to, licences and consents, sub-letting, legal proceedings and re-selling / sales pack. Energy costs will be charged in addition to the estimated service charge.



## REGENERATION AT SILKSTREAM

**1,309**  
homes

More than  
**38% public**  
open space

Located on the iconic  
**Edgware Road**

**Beautifully**  
designed  
apartments

Highly  
**energy efficient**  
homes

Surrounded by  
**green spaces**

Complementary membership  
to The Silk Club, an exclusive  
**suite of facilities**

**Cost-effective**  
service charge



## PERFECTLY LOCATED

**Zone 3**

**19 minutes**  
to Central London\*

**10 minutes**  
to the North Circular and M1 to  
spend weekends outside of London\*

**48 'Outstanding' schools**  
in the borough<sup>1</sup>

**Less than 30 minutes**  
to UCL, LSE and Imperial College\*



## STRONG MARKET GROWTH

**23% house price growth**  
forecast for Greater London over  
the next 5 years (2024 - 2028)<sup>6</sup>

**65% new build price growth**  
forecast in the borough over  
the next 10 years (2024 - 2034)<sup>2</sup>

**24% rental growth**  
in the local area  
over the past 2 years  
(2022 - 2024)

**Attractive yields**  
of up to 6.2%<sup>3</sup>



## UNLOCKING THE AREA

At the epicentre of two  
**regeneration zones**

Thriving local area with  
**rising property prices**

**£8 billion**  
being invested as part of the Brent  
Cross regeneration zone<sup>4</sup>

**27,000 jobs**  
to be created within Brent Cross  
regeneration zone over the  
project lifecycle<sup>4</sup>



## WHY INVEST NOW

**Priced competitively,**  
you can get more  
for your money

Silkstream ticks buyers  
**top priorities**

**Population forecast to grow**  
by 10% over the next 10 years,  
double that of Greater London  
(2024 - 2034)<sup>2</sup>

London anticipates a  
**shortfall of 61,000 new homes**  
in the next 3 years (2024 - 2027)<sup>5</sup>

## SILKSTREAM MARKETING SUITE

4 The Hyde, London, NW9 6FZ | T: 020 3728 8833 | E: sales@silkstreamlondon.co.uk | W: www.silkstreamnw9.co.uk

OUR VISION  
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\*Travel times are approximate only. Source: Google Maps. 1 Snobe, 2024. 2 Dataloft, 2024. 3 Foxtons, 2024. 4 Barnet Council, 2024. 5 Oxford Economics. 6 CBRE, 2024. Silkstream is a marketing name and will not necessarily form part of the approved postal address. Planning Permission number 19/4661/FUL. Granted by Barnet Council. Purchasers are acquiring an apartment with a new 996 year leasehold from May 2021. Like any investment, purchasing uncompleted properties situated outside Hong Kong is complicated and contains risk. You should review all relevant information and documents carefully before making a purchase decision. If in doubt, please seek independent professional advice before making a purchase decision. H061/41CA/0125.