THE EXCHANGE WATFORD

Investment moves to Watford

Ranked #2 in the UK as the Best Place to Live and Work

Marking four successive years of top-three placings.

LSH UK Vitality Index 2026

11.3% Growth

Over the last 2 years, annual rental growth has been strong in Watford at 11.3% for apartments

Dataloft Rental Market Analytics, Compound Annual Growth Rate

Watford Ranked in the Top 3 Destination for Renters

Watford is one of the most popular destinations for renters moving out of London but wishing to remain within an easy commute of central London*

Dataloft Rental Market Analytics 2021-24. 211 towns within 10 miles of the Greater London boundary

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Analysis by

PriceHubble | dataloft

Berkeley
Designed for life

The Regeneration of Watford

Watford is fast becoming one of the most exciting places to live on the edge of London. A collection of high profile regeneration projects over the next 10 years will create thousands of new jobs and homes, whilst significantly improving services, transport infrastructure and leisure facilities.

Watford Borough Council

The Next 10 Years...



1

Watford Junction

£180m regeneration project including new schools, retail and community provisions.

2

Town Hall Quarter and Watford Colosseum

Rejuvenating historic buildings to deliver a new museum and commercial spaces, creating a new cultural hub.

3

Watford Riverwell

70 acre, £450m development with new retail and leisure.

4

Watford Business Park

Employing 1,800 people; Watford's new £25m 4.3 acre 'eco-friendly' business park for film, TV and life sciences.

Watford Borough Council

Best Local Plan

Watford Borough Council were awarded 'Best Local Plan' by the Royal Town Planning Institute East of England Awards for Planning Excellence.

RTP, 2023

£16 million

Town centre grant announced Nov 2023 from the government's £4.8bn Levelling up fund.

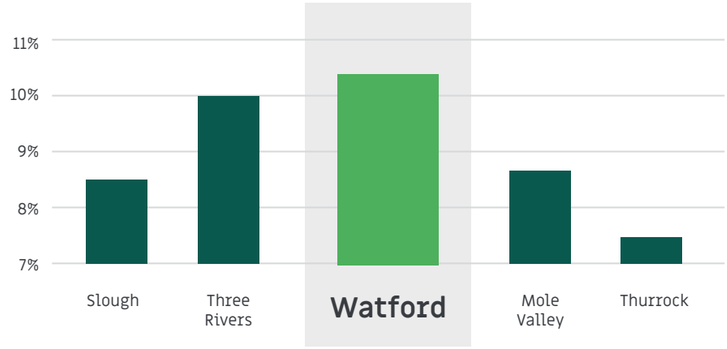
Watford Borough Council

A Strong Demand for Rentals

Watford offers strong investment potential: since 2020 rental values for new 2-bed apartments have grown at a rate of 10.3% per year, outperforming all other districts on the edge of London.

Dataloft Rental Market Analytics, Compound Annual Growth Rate 2020-2024, Total Monthly Rent, 2-bed apartments

Top 5 performing districts

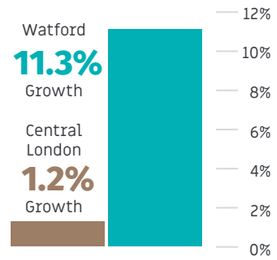


11.3% Growth

Over the last 2 years, annual rental growth has been strong in Watford at 11.3% for apartments.

In comparison, Central London has recorded only 1.2% annual growth for apartments.

Dataloft Rental Market Analytics, Compound Annual Growth Rate



Attractive Yields

Investors at The Exchange can expect strong yields up to:

Estimated Gross Rental Yields

6% Studio apartment

6.25% 1-bed apartment

6.6% 2-bed apartment

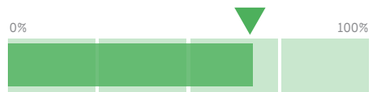
5.2% 3-bed apartment

Foxtons and Rolstons rental valuations, 2026

The Exchange meets the needs of renters



72%
consider being close to local amenities an important factor in choosing a property



68%
say a shorter commute to work is an important requirement in a property



64%
of renters say access to outside space would make them rent longer

Dataloft/Property Academy Survey 2023

Renters Staying Longer (minimising void periods)

4.4 yrs average tenancy length (up from 3.8 years a decade ago)

English Housing Survey

34 Year Old

Average age of renters in Watford is 34

Dataloft Rental Market Analytics

28% Renting

28% of homes are rented in Watford

Census 2021

Making the Move to Watford

Over the next 10 years the population of Watford is forecast to grow by 7%. Watford is forecast to be the 26th fastest growing local authority in England and Wales.

GLA 2023, ONS



The highest proportions of renters moving to Watford come from:

Watford also appeals to owner occupiers

With excellent connectivity, great schools and more competitive pricing than Central London, Watford is a popular choice with:

- Central London Commuters
- Second Steppers
- Young Professionals

Dataloft/PriceHubble discussions with local agents

Watford Ranked in the Top 3

destinations for renters out of 211 towns

Alongside Guildford and St Albans, Watford is in the top 3 most popular destination for renters moving out of London but wishing to remain within an easy commute of central London*.

*211 towns within 10 miles of Greater London boundary.



5%

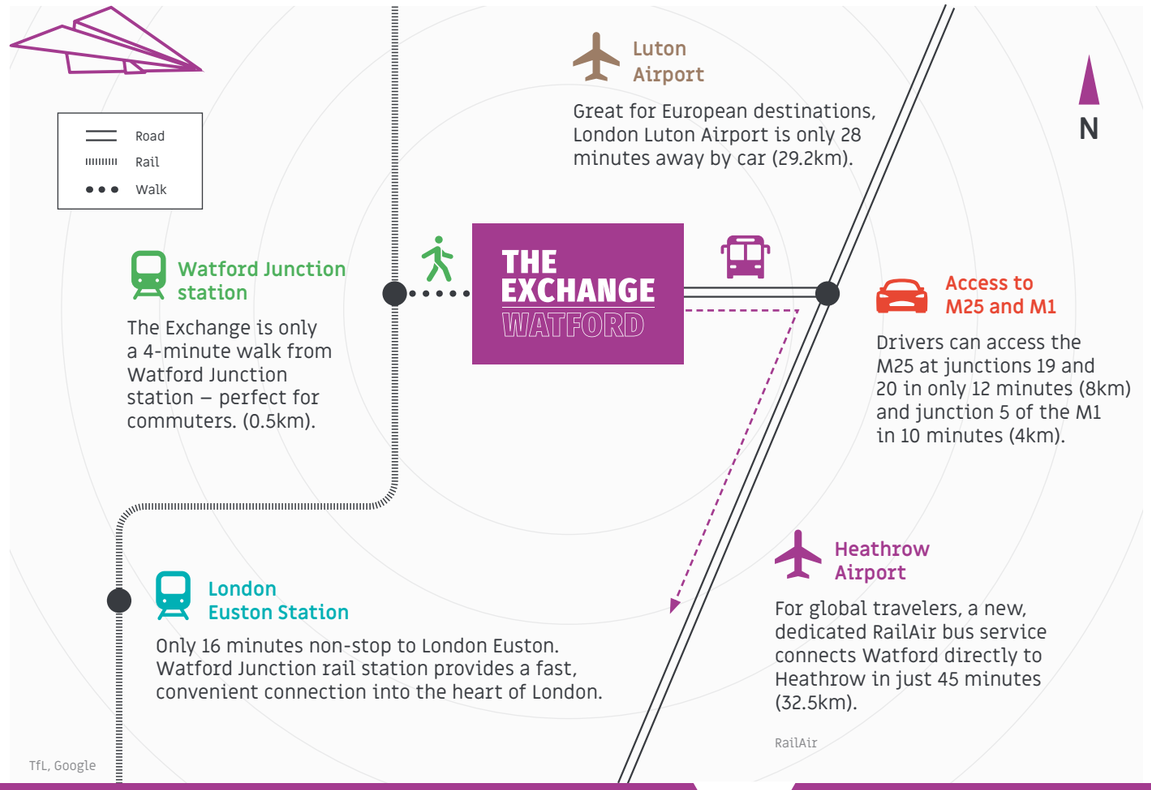
of all renters moving out of London choose Watford when then want to remain close.

Dataloft Rental Market Analytics 2021-24

Well Connected



Part of Watford's attraction is the excellent connectivity into London with fast, non-stop rail services and convenient onward connections to key employment locations.



TfL, Google

RailAir

Fast onward connections to key employment locations

FROM EUSTON STATION	TRAVEL TIME	DISTANCE	TUBE LINE / WALK
King's Cross	2 mins	0.4 miles	Northern Line / Walk
Tottenham Court Road	3 mins	1.3 miles	Northern Line
Barbican	6 mins	2.5 miles	Metropolitan Line
Bank	11 mins	2.7 miles	Northern Line
Canary Wharf	16 mins	6 miles	Northern & Elizabeth Line

Google Maps. Travel times and distances are approximate from London Euston. Fastest journey times shown.

Every 15 minutes

Non-stop trains to London Euston from Watford Junction during peak times.

West Midlands Railway

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Employment Opportunities

With its growing number of business parks, Watford's economy has gone from strength to strength.

Over 615 businesses with turnover in excess of £1m

7%
Increase in last 2 years

The number of businesses in Watford with a turnover of over £1m has increased by 7% in the last 2 years to 615.

IDBR

34% Increase

The number of workplaces in Watford has grown 34% in the last 10 years. Three examples below:

105%
Construction

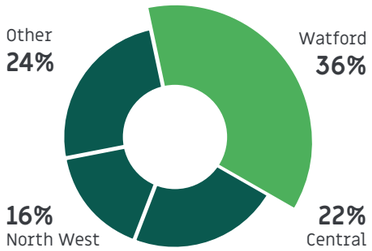
85%
Transport & Storage

68%
Real Estate

IDBR 2023

Key Employment Destinations

Analysis of rental data reveals the most common employment destinations for Watford residents:



Dataloft Rental Market Analytics

Over 1m jobs

within a 30 minute door-to-door commute via public transport.

BRES 2022

Major Local Employers

NHS West Hertfordshire Teaching Hospitals NHS Trust
pwc
Medtronic
WB
MEDIVET ALWAYS THERE
TJX EUROPE
KPMG
Imagination
WARNER BROS.

Warner Brothers Studios

Only 2 miles away is the 200 acre, state-of-the-art studio complex famous for films such as Harry Potter, Star Wars: Episode I – The Phantom Menace, Sleepy Hollow and GoldenEye (James Bond).

After planned expansion by 2027 there will be:

29 Sound Stages

50% Expansion of studio space

+4000 new jobs

£600m annual revenue

Warner Brothers

60%

60% of the 8,000 Warner Brothers employees live locally.

Warner Brothers

Outstanding Education



Secondary School Excellence

4 outstanding graded secondary schools within 2.5 miles of The Exchange.

13 local Independent schools

Including the highly regarded Merchant Taylors' School – ranked 6th in the region.

Top School Guide

13 local Primary schools

Including 3 outstanding graded primary schools within 1 mile of The Exchange.

Golden Triangle

Watford sits in the golden triangle for education, equidistant from Oxford, Cambridge and London universities.



An Exceptional Quality of Life

18 local parks totalling 444 acres

Including the 188 acre Cassiobury Park – only 15 minutes walk from The Exchange and featuring cafes, paddling pools, a bandstand, miniature railway and nature walks.

Ordnance Survey

Top 1% of Towns – Best Place to Live

Watford is ranked 15th out of 1,429 towns and cities in England and Wales as the best places to live in the Garrington Best Places to Live Index 2024.

Watford ranked particularly high in value, schools, employment and connectivity

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Marking four successive years of top-three placings.

LSH UK Vitality Index 2026

A Safe Place to Live

Recorded Crimes in Watford were 13% lower in Q2 2024 than in Q2 2023 and 16% lower than in Q2 2022.

police.uk

Family Friendly

35% of households in Watford have children.

Census 2021

THE EXCHANGE WATFORD

10 Reasons to choose The Exchange

1. Part of wider regeneration plans for Watford delivering £1.6B of investment[1]
2. Watford is in the top 1% of towns in the UK to live[2]
3. Rental yields of up to 6.6%[3]
4. Located in the golden triangle of Oxford, Cambridge and London universities
5. Walking distance to town centre with shops and restaurants
6. Residents' amenities including: 24 hr concierge, gym, screening room and business lounge
7. The Exchange has 15,000 sq.ft of commercial space
8. 18 parks in Watford totalling 444 acres
9. 4-minute walk to Watford Junction train station
10. 16-minute journey to London Euston

[1] Watford Borough Council [2] Garrington Best Places to Live Index 2024 [3] Foxtons rental valuations, 2024



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Published in September 2024
Analysis, editorial, design, graphics and charts by Dataloft by PriceHubble
Photography provided by Berkeley Homes