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Overview

London has a history dating back over 2,000 years; originally established in AD 40 by the Romans as a civilian town, Londinium occupied a relatively small area, roughly equivalent to the size of Hyde Park. It has subsequently grown to an area over 600 square miles.

Over its history it has experienced plague, devastating fire, civil war, aerial bombardment, and terrorist attacks. But despite this London has grown to become one of the most significant financial and cultural capitals of the world. The City of London is London’s historic core and today is the primary financial district. However, it now represents just a tiny part of the wider metropolis of Greater London.

With over 8 million residents, 37% of whom were born overseas, London has a diverse range of peoples and cultures, and more than 300 languages are spoken here. London is well known as a leading financial centre, but it also has strengths in the arts, commerce, education, entertainment, fashion, healthcare, media, professional services, research and development, and tourism. London’s 43 universities form the largest concentration of higher education institutes in Europe. All of this contributes to making London the vibrant and cosmopolitan city that it is and ensures it continues to attract workers from the the rest of the UK and the world over. All of whom need somewhere to live.

London has 33 very distinct boroughs, each with its own individual character, which attract a range of residents. In this, the third annual Borough by Borough report, we provide an overview of these boroughs from a housing market perspective. We look at a range of metrics that are of interest to those living, or thinking of living in the area and offer a brief overview or highlight of the borough.

Jennet Siebrits
Head of Residential Research
CBRE
London was dominated by the EU referendum. The uncertainty this caused fed through to the housing market. This, coupled with tax changes for investment buyers, meant a volatile year for the market and sales in the mainstream market remain muted in the first half of 2017. However, the new build market remained comparatively robust, with the level of sales on a par with 2015 and 58% of all units under construction in 2016 were sold; well above the long-term average of under 50%. And, there has been more positive news from the new build market this year. 5,800 units sold during Q2 2017, which is up 4% on Q1 and up 12% on the quarterly average of 5,200 in 2016.

According to Molior, the average asking price for new build stock across London was £909psf in Q2 2017. This is up 2.9% on 2016 when the average price was £883psf. The Inner London figure is higher at £1,090psf while outer London recorded an average of £695psf.

Regardless of the ongoing political upheaval, London remains an attractive place to buy a property. London’s success is down to a variety of factors, including: language, time zone, location, fiscal policy and a strong business environment. As a result, London has a variety of world leading business clusters including finance and technology; estimates suggest there are around 387,000 people employed in financial services, 448,000 in technical and creative industries and a further 270,000 in life sciences.

However, the level of home building is just not keeping up with demand. We estimate London needs an additional 52,000 new homes to be built each year to keep up with demand, yet we are only building around half that.

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Barking and Dagenham

Currently undergoing a much needed facelift, Barking and Dagenham is one of our top picks for first time buyers wishing to get their first step on the housing ladder. It is one of London’s more affordable boroughs and residents will benefit from its regeneration and the potential price growth this offers.

Large-scale regeneration is completely transforming this outer London borough. For example, Barking Riverside, one of the largest regeneration sites in the UK, will create a new waterfront town in East London, providing a total of 10,800 new homes. In addition, there will be a new school (the largest free school in the country), 700,000 sq ft of commercial space and a new train station - the London Overground service will be extended to Barking Riverside as part of a £70 million investment programme into the route. The new service will open in 2020, cutting travel times to the City to just over 20 minutes.

Our research indicates that regeneration can result in a house price growth premium of 4.7% per annum over and above standard inflation.

You should also know:
- The Elizabeth Line (Crossrail) will dissect the north of the borough with a station at Chadwell Heath.
- Barking Town centre has been rejuvenated over the last decade. In addition, plans to redevelop Vicarage Field shopping centre have recently been approved - this will create a state of the art shopping, dining and leisure destination.
- Barking has the highest expected population growth of 15% over the next decade.
- Barking Power Station provides over a third of London’s annual energy consumption and has one of the best environmental records for similar buildings in Europe.
- The Becontree estate was built in 1921 to reward the families of soldiers who had served in the First World War. It was the largest council housing estate in the world at the time.

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Barnet

Located on the outskirts of northern London and is surrounded by rolling countryside. This feeling of space combined with affordable prices and good underground and national rail connections make Barnet very popular with commuters and families.

You should also know:
- Barnet was formed in 1965 from parts of Middlesex and Hertfordshire; it is the largest London borough by population and the fourth largest by area (33 sq mi).
- It borders Hertfordshire to the north and five other London boroughs: Harrow and Brent to the west, Camden and Haringey to the south-east and Enfield to the east.
- Barnet was the site of one of the most important battles in the War of the Roses – the Battle of Barnet on 13 April, 1471.
- The oldest tree in London, a yew dating back 2,000 years to Anglo Saxon times, can be found in St Andrew’s churchyard in Totteridge.

Barnet is projected to be the most populated of all London Boroughs by 2024. As such, it has a regeneration and growth programme that is aiming to deliver 27,000 new homes and approximately 30,000 jobs: the most of any outer London borough.

The borough also contains one of the largest regeneration projects in Europe at Brent Cross Cricklewood. The £4.5 billion project covers 800 acres and aims to provide up to 10,000 homes and create 20,000 jobs.

It will provide a new town centre for Barnet and north London. The project also includes the redevelopment of Brent Cross shopping centre, the creation of over 4 million sq ft of new office space, new and improved parks totalling 65 acres and new schools, healthcare and leisure facilities. It will also see the construction of a new Thameslink mainline station. This is due to open in 2022 and will reduce travel times to Kings Cross to just 15 minutes.

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Bexley

As one of the most affordable places to live in London, Bexley is an attractive option for first time buyers and families. This suburban gem is surrounded by nature, and gives its residents the opportunity to have one foot in the city and the other in the countryside.

Having only been part of Greater London for the last 50 years, Bexley has remained relatively isolated from the rest of the city. It is one of only three boroughs that doesn’t have an underground station.

However, this is about to change with the Elizabeth Line (Crossrail) station at Abbey Wood, which lies on the border with its neighbouring borough of Greenwich. The arrival of the Elizabeth Line has also been the catalyst for the regeneration of Abbey Wood which is receiving £1bn of investment and will completely transform the area.

Bexley is one of the greenest boroughs in London with over 200 parks and open spaces. It also has a five mile frontage onto the River Thames.

You should also know:
- Home to Crossness Nature reserve which is, according to Thames Water, home to 155 species of moth, of which 18 are rare or notable. It is one of the last remaining areas of grazing marsh in Greater London.
- Within the nature reserve is the Grade I listed Crossness Pumping Station – a ‘masterpiece of engineering and a cathedral of ironwork’ – which was key to the development of Joseph Bazalgette’s sanitation revolution in London.
- It is the most affordable borough to rent in. Average asking rents for two bed apartments are just over £1,000 per month. This is 40% below the average for London overall.
- Bexley is mentioned in the Domesday Book of 1086, where it is described as a village with 12 ploughs and a mill.

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## Brent

**Home to the iconic Wembley Stadium, which with 90,000 seats, is the largest covered football stadium in the world. But there is more to Brent than just football: it has excellent transport links, green spaces and is now home to the largest Build to Rent scheme in the UK.**

The number of private renters in London has increased dramatically over the past decade and there are now around 1.8 million. Although they are dispersed around the capital, Brent is quickly becoming a borough of choice for London’s renters. Over a third of its households are privately rented, one of the highest proportions in London. It now accommodates the largest Build to Rent scheme in the UK, with Quintain delivering 5,000 rental units at Wembley Park.

Wembley Park covers a total area of 86 acres surrounding Wembley Stadium. When it is complete, which is estimated to be in 2024, it will have delivered 7,000 new homes, one million sq ft of Grade A office space, a new primary school and 42 acres of public realm including a new seven acre park.

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### You should also know:

- Wembley is one of the UK’s largest regeneration projects accommodating 11,500 new homes and 11,000 jobs.

- The borough also hosts part of the Park Royal opportunity area which will provide 15,000 new homes and create 10,000 jobs.

- Neasden Temple, the first and largest traditional Hindu Mandir outside India, is made of 2,000 tonnes of Italian marble and 3,000 tonnes of Bulgarian limestone which were carved by Indian craftsmen and shipped to London.

- Brent borders seven other London boroughs: Harrow to the north-west, Barnet to the north-east, Camden to the east and Ealing, Hammersmith and Fulham, and Kensington and Chelsea to the south, and Westminster to the south-east.

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## Facts and Figures

- **Current population**: 332,100
- **Population growth over next decade**: 9%
- **Average salary**: £30,530
- **Employment**: 67.5%

### House Price Growth

- **Average house price**: £489,402
- **Average value of new build (£psf)**: £707
- **Units under construction**: 3,524
- **Proportion of PRS Households**: 35%
- **Growth of the PRS (2008–2014)**: 31%
- **‘Outstanding’ primary schools**: 17
- **Share of London office space**: 1.1%
- **Number of restaurants and cafés**: 255
- **Number of shops**: 1,459
- **Underground/Overground stations**: 23
- **Railway stations**: 2
- **DLR/Tramlink stations**: 0
Located in London’s south east, Bromley is the largest borough in the capital covering 15,000 hectares. While the North is largely built up and urban, the South consists of a large swathe of green belt land; 60% of Bromley is designated as greenspace. As a result, it is London’s most sparsely populated with only 22 people per hectare. This compares with the most densely populated borough of Islington, where 160 people are squeezed into the same area.

Not only are families attracted by the green space, but it also has a relatively high share of outstanding primary schools. It benefits from strong connectivity with 23 train stations, three London overground stations and five Tramlink stops.

It is a relatively affluent borough, with above average earnings and a high employment rate.

The borough has less than 1,000 residential units under construction.

The amphitheatre at Church House Gardens has recently been upgraded, and locals can arrange to use it to stage concerts, plays or book readings.

Crystal Palace Park, a 200 acre English Heritage Grade II listed facility, is undergoing significant regeneration, as part of a five year action plan

Biggin Hill aerodrome, built in the early 1930s, was the main aerodrome for RAF fighter pilots during the Battle of Britain.

You should also know:

– St Mark’s Square, in the south of Bromley Town is one of Bromley’s main developments. It will create a new destination and the mixed-use scheme includes a landscaped public plaza, a new cinema, 25,000 sqft of retail space and 200 homes.

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Camden

Known internationally for its thriving music scene and outdoor market, Camden also sports another side: affluence. With the fourth highest average house price in London and significant regeneration underway, this already strong market is expected to only grow stronger.

Camden is hugely popular with students. But, not just as a place to go out, also as a place to live; 22,000 students live in Camden, the highest number in any one borough. This is perhaps unsurprising given that University College London, the UK’s 4th best university, is located here. Camden has a number of other universities within its borders, including The School of Oriental and African Studies, which has a high share of overseas students. In 2015/16 approximately 50% of students living in Camden were from overseas.

Despite having a high share of students, it is a diverse borough attracting families and downsizers. Hampstead Manor is being developed by Mount Anvil with the diversity of the area in mind.

Camden will also benefit significantly from the opening of the Tottenham Court Road Elizabeth line (Crossrail) station, currently scheduled for 2018. The £1 billion investment programme at Tottenham Court Road is the biggest transport investment in the West End for decades. It constitutes the most extensive over-site development across the entire Crossrail network and includes 500,000 sq ft of prime retail development. The pinnacle of this regeneration will be the redevelopment of Centre Point. This iconic 1960s tower has been restored into 82 new luxury apartments. Our research indicates that the properties surrounding the new Elizabeth line station will increase in value by 3.8% per annum above wider house price growth.

You should also know:

- The redevelopment of Kings Cross, which began in 2008, continues to transform and rejuvenate the area. The regeneration covers 67 acres and will deliver 90 new buildings, 1,300 homes, 3.4 million sq ft of office space and 26 acres of public open space.
- Camden is the most creative borough according to CBRE’s creative London ranking, with 42,000 people employed in the sector (11% of the borough’s workforce).
- Euston Station will be the London terminus of the new High Speed Two (HS2) rail line. This is the catalyst for the wide scale regeneration of the station and its surrounding area.
- Camden has 39 conservation areas which cover half the borough, including several parks such as Regent’s Park, Primrose Hill and Hampstead Heath.
- The borough is home to London Zoo, the world’s oldest scientific zoo which opened in 1828.
City of London

Once dominated by its financial core, the City is now opening up as a highly sought after residential location. The growing desire of city workers to live close to work now being matched by an increase in the borough’s high quality residential offerings.

The City is one of London’s prime business hubs. It has traditionally accommodated companies across the financial services, accounting and insurance sectors, but now also attracts numerous creative and tech companies. It currently hosts 360,000 workers, but this is estimated to grow by a further 50,000 by 2026.

Once considered only a place of work, the City is now more diverse and a desirable residential location; almost 1,000 new homes have been completed since 2009 and there are a further 740 currently under construction.

The ability to live close to work is being realised as the quality of residential offering now matches the aspiration of City workers. As a result, the City is becoming a firm part London’s prime residential property market. Over the last five years average prices have increased by 33%, and new build prices are, at £1,750psf, the third highest in London.

On the boundary of the City, Alloy MTD is developing One Crown Place. This mixed use development is set to deliver a total of 246 private apartments, a boutique hotel, 165,000 sq ft of premium office space, retail units totalling 7,000 sq ft, and a historic Georgian terrace that will be fully restored as part of the scheme.

You should also know:

- Administratively, the City forms one of the 33 local authority districts of Greater London; however, the City of London is not actually a London borough.
- Colloquially known as the Square Mile, the City is 1.12 square miles in area. It is also the smallest district by population with just under 9,000 people living there.
- St Paul’s Cathedral is the most popular visitor spot in the city.
- London’s first public drinking fountain was unveiled on 21 April 1859, at the boundary wall of St. Sepulchre’s church, Snow Hill.
## Croydon

Previously somewhat maligned and overlooked, Croydon is currently undergoing a major face-lift. A cluster of residential towers and significant council-led regeneration has seen prices in the borough increase by 68% over the past five years.

Despite being only 20 minutes by train from central London, Croydon has historically suffered from a poor reputation. However, as London’s population continues to expand, and the edges of its epicentre move outwards, areas such as Croydon are being given new life. This is being boosted by a large scale, council-led regeneration of the area; £1 billion has been committed to transforming the economy and rejuvenating the town centre.

Croydon’s favourable transport links and extensive retail provision already draws shoppers from a wide area of south London. But the pool of shoppers will increase in line with the proposed future residential and retail development.

Boxpark Croydon, a temporary installation created in conjunction with Croydon Council, Schroders and Stanhope, has opened in the Ruskin Square development. The £33m scheme houses a range of 80 independent food & beverage retailers in shipping containers. It has proved a popular addition to the retail mix and enlivened the night-time economy.

Croydon's retail offer will transform dramatically once Hammerson & Westfield's scheme completes. The state-of-the-art retail led destination will span 1.5 million sqft and also provide up to 1,000 new homes and 5,000 additional jobs. Construction is due to complete in 2021.

### You should also know:

- The borough is being transformed through a large scale regeneration programme, which will include eight new hotels, over two million sq ft of Grade A office space and 8,000 new homes.
- Croydon has had one of the highest rates of house price growth over the past 5 years; 68%.
- With 386,500 residents, the borough of Croydon has the second highest population in London. It is expected to grow by 10% over the next decade.
- The Croydon Aerodrome was built in 1915 as London’s first airport, but was replaced by Heathrow in 1959.

### CBRE Residential

London living 2017

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**Population growth over next decade**

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<thead>
<tr>
<th>Current population</th>
<th>Population growth over next decade</th>
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<tbody>
<tr>
<td>386,500</td>
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**Average salary**

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**Employment**

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<td>77.8%</td>
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**Average house price**

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**Average rent**

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**Last five years**

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<th>Last five years</th>
<th>Over last year</th>
<th>Five year forecast</th>
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<tbody>
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<td>68%</td>
<td>6%</td>
<td>19%</td>
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**Over last year**

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<th>Over last year</th>
<th>Five year forecast</th>
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**Five year forecast**

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<td>19%</td>
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**Units under construction**

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<td>1,987</td>
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**Average value of new build (£psf)**

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<th>Growth of the PRS (2008–2014)</th>
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**Proportion of PRS Households**

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<th>Proportion of PRS Households</th>
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<td>19%</td>
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**Number of restaurants and cafés**

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<td>285</td>
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**Number of shops**

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**‘Outstanding’ primary schools**

<table>
<thead>
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<th>‘Outstanding’ primary schools</th>
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<tbody>
<tr>
<td>26</td>
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**Share of London office space**

<table>
<thead>
<tr>
<th>Share of London office space</th>
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<tbody>
<tr>
<td>2.1%</td>
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**Number of railway stations**

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<th>Number of railway stations</th>
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<tr>
<td>15</td>
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**DLR/Tramlink stations**

<table>
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<th>DLR/Tramlink stations</th>
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<td>25</td>
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Ealing

Located in the West of London and cited as the birthplace of the Rolling Stones, Ealing has the third highest population of any borough. Substantial regeneration plans, together with the development of Crossrail promises to bolster the Ealing residential market, as residents benefit from shorter trips to work and improved neighbourhoods.

Ealing is the Crossrail borough (now called the Elizabeth line), hosting a total of five stations from Acton to Southall; the most of any borough that the route passes through. The new line has unlocked new development around the stations and other regeneration projects.

At Ealing Broadway, Berkeley Homes is building 700 new homes at its Dickens Yard development. This began construction in 2011 and is due to complete in 2019. The developer is also rejuvenating the wider area which includes new shops and restaurants, and the redevelopment of the old Empire Cinema. The new cinema, which will open in 2019, will remain the largest Picturehouse cinema outside the West End, with eight screens and 1,045 seats.

Southall in the west of the borough is another regeneration hotspot, which Berkeley is also leading. Its redevelopment of Southall Waterside will create a new community in the area. The scheme will deliver 3,500 new homes along with 500,000 sq ft of commercial space, a new primary school and health centre and extensive parkland and leisure space. The development will be completed in several phases spanning the next 25 years.

You should also know:

- Three universities are located in Ealing: the University of West London, the Met Film School, and London College of Music.
- Ealing Studios is the world’s oldest film studios still in production, dating back to 1902. The remake of St Trinian’s filmed scenes on location in Ealing and many episodes of Doctor Who were filmed there.
- Ealing is home to the biggest Sikh community in London and one of the biggest Polish communities in the capital.
Enfield

An Outer London borough with a growing population. Significant regeneration in the borough has boosted house prices and Enfield has had the sixth highest house price growth over the past five years. With Crossrail 2 on the horizon, Enfield will go from strength to strength.

Despite being one of London’s industrial and logistics hubs, Enfield lies within London’s Greenbelt; a third of the borough is designated as greenbelt land. It also incorporates the high-growth economic opportunity area known as the London-Stansted-Cambridge Corridor. This is something the borough is looking to take advantage of with major projects including the large-scale regeneration at Meridian Water.

The £6bn transformation will create 10,000 homes and 6,700 jobs. Alongside new public open spaces, shops and community facilities, the development will also include a new railway station which will open in 2019 and connect the area directly to Stratford and Liverpool Street.

Neighbouring Meridian Water is Edmonton, which is also set to receive £30 million of direct investment to revitalise the area and deliver 3,000 homes. Other key regeneration areas in the borough include Ponders End in the east, and New Southgate & Ladderswood in the south.

You should also know:
- Although not bordering the Thames, Enfield includes the longest length of river corridor in London, known as the New River Loop, which covers more than 27 miles.
- The borough’s Chickenshed theatre has a membership of around 800 people and is home to the largest youth theatre in Europe.
- The borough offers the second largest expanse of parks and open spaces in London, covering more than 900 hectares.
- Enfield is home to three campuses of Middlesex University, one of the most popular UK universities for international students.
Greenwich

Best known as the place by which the world sets its clock, Greenwich is also a popular tourist destination. With its historical sites drawing over 18 million visitors every year and with several massive redevelopments already underway, it looks set to attract many new residents too.

Transport and regeneration are the main stories associated with Greenwich. The north of the borough, fronting the river, has been heavily targeted for regeneration, hosting four of London’s opportunity areas. Collectively these encompass 3,000 acres and are targeting the delivery of over 40,000 new homes and 10,000 additional jobs.

Our previous research indicates that regeneration areas can benefit from a growth premium of 4.7% p.a. over and above standard house price inflation.

Perhaps the highest profile regeneration is that of Greenwich Peninsula, one of Europe’s largest regeneration projects. This is being delivered by Chinese developer Knight Dragon and is set to transform the area surrounding the O2 arena, which has now overtaken Madison Square Gardens in New York as the busiest entertainment venue in the world. With 15,000 new homes, the development will bring almost 30,000 new residents to the peninsula.

Greenwich has already benefitted from several transport infrastructure developments, including extensions of the Docklands Light Railway and Jubilee line which have vastly improved the borough’s links to the rest of London. It will now also host the new Elizabeth Line (previously Crossrail) with stations at Woolwich and Abbey Wood opening in 2018.

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You should also know:

- It has the lowest house price to earnings ratio of all London boroughs.
- Greenwich was formally granted Royal Borough status on 3rd February 2012, in recognition of hundreds of years association between the borough and the Monarchy.
- Greenwich is home to the world’s largest tea clipper, the Cutty Sark.
- The first golf club in England was set up in Blackheath in 1608.
- At eight miles, Greenwich has the longest embankment along the River Thames.

‘Outstanding’ primary schools 22
Share of London office space 0.6%
Number of restaurants and cafés 104
Number of shops 582

Underground/Overground stations 1
Railway stations 12
DLR/Tramlink stations 4
Hackney

Its transformation from rundown east London borough to trendy, up-and-coming hot spot, has seen its average prices increase by 71% over the last five years. Despite its regeneration, Hackney has managed to retain its edgy and eclectic reputation. This largely reflects the active community involvement, with residents keen to protect the intrinsic character of the borough that makes it so special.

You should also know:

- There are 1,300 listed buildings in Hackney, including the iconic Grade II* Hackney Empire, Tudor Sutton House, and the Grade I medieval St Augustine’s Tower.
- The Borough contains 25 conservation areas including Clapton Square, and urban open-spaces including Clapton Common and Clissold Park. Conservation areas also protect large areas of Georgian and Victorian housing, and areas of industrial heritage.
- More people in Hackney cycle to work than in any other London borough and it has more green space than any other inner London borough, with 62 parks and open spaces.
- The Gunpowder Plot was uncovered in Hoxton on 26 October 1605, when an anonymous letter arrived at the home of local resident Lord Monteagle, warning him not to attend Parliament.
- Our forecasts suggest Hackney will have one of the highest rate of house price growth in London over the next five years.

Today, Shoreditch is the heart of Tech City, with Silicon Roundabout within its borders. Tech City has been supported at both a local and national government level since 2010. The area now hosts 3,200 tech firms per square kilometre, compared with the London average of 58. In recent years, the tech industry has been a major contributor of growth. Last year, creative and technology companies accounted for 34% of office take-up in the City fringe. This compares with only 12% ten years ago.

Shoreditch in Hackney is one of the most popular City fringe districts. Shoreditch’s transformation began in the 1980s when a pioneering artistic community moved in. This was then complimented by new restaurants, cafés, bars and shops that saw the opportunity to capitalise on this. The influx of a young creative demographic to Shoreditch made the area significantly more attractive and the young professionals started to move in.

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### Hammersmith and Fulham

This small borough in the south west of London, with its central location, river views, and stable local market is already a firm favourite for Londoners. Building on its reputation, a number of large high-quality developments are underway, ensuring it will continue to have a big future.

Hammersmith & Fulham has always been a popular residential choice for London, offering a village lifestyle, riverside parks and proximity to all the amenities and shops in neighbouring Kensington & Chelsea.

Regeneration is currently taking place in the north of the borough at White City. This began with the opening of Westfield shopping centre in 2008. This is now being followed up with the wide-scale redevelopment of the entire area. Covering almost 270 acres, White City is receiving £1bn of investment which will bring 6,000 new homes, 2 million sqft of office space and create 10,000 jobs. The current Westfield shopping centre will also undergo a £1bn extension and new educational institutions are joining the area, with the Royal College of Arts and Imperial College London both establishing new campuses at White City.

Specically, the new 25 acre Imperial College campus will establish a new life sciences hub at White City. It will include The Molecular Sciences Research Hub, the Michael Uren Biomedical Engineering Research Hub and the Translation and Innovation Hub (I-HUB). The I-HUB provides 185,000 sq ft of space for companies of all sizes to work alongside Imperial researchers and turn scientific and technological innovations into new products and services.

One scheme in particular will make a significant contribution to the overall regeneration. This is White City Living by Berkeley Homes. It will provide 1,400 new homes, eight acres of green space and a range of boutique shops, restaurants, cafes and bars. Other schemes nearing completion, that have made a notable contribution to the area, include Fulham Riverside (Barratt London) and Queen’s Wharf (Mount Anvil).

### Employment

<table>
<thead>
<tr>
<th>Current population</th>
<th>Population growth over next decade</th>
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<tbody>
<tr>
<td>185,300</td>
<td>7%</td>
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### Average Salary

<table>
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<tr>
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<tbody>
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### Average House Price

<table>
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<tbody>
<tr>
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### Average Rent

<table>
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<tr>
<td>£2,193 pcm</td>
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### House Price to Earnings

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### Average Value of new build (£psf)

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### Units under construction

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### Proportion of PRS Households

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<td>33%</td>
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### Growth of the PRS (2008–2014)

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<th>Growth of the PRS (2008–2014)</th>
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<td>42%</td>
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### You should also know:

- Hammersmith and Fulham is the third smallest borough by size and population.
- The 1908 Olympics were held at White City after the eruption of Mount Vesuvius caused the event to be relocated from Italy at short notice.
- The borough’s Westfield shopping centre took 13 million manhours to build and used enough concrete to fill 117 Olympic swimming pools.
Haringey

Haringey is a diverse borough, with the rural, village feel of Muswell Hill, juxtaposed against the more urban, yet well connected Tottenham. It benefits from a mix of cultures and economic backgrounds, it truly highlights the melting pot that is London.

Haringey is a borough of varied landscapes. Beautiful wooded high grounds around Highgate and Muswell Hill contrast with the low lying area of Tottenham in the east, which fronts the River Lea. This diversity is mirrored in its property markets. Prices in prime Muswell Hill are typically in excess of £1 million, whilst Tottenham’s are closer to £400,000.

Parts of the borough are set to undergo considerable regeneration. London’s largest Opportunity Area, Upper Lea Valley, runs through the east of the borough. At almost 10,000 acres, the area stretches across a further three boroughs and aims to deliver 20,000 new homes.

Along with its expanse of greenspace (which covers a quarter of the borough), perhaps the best thing about Haringey is its transport links. It is served by three underground lines (Victoria, Northern and Piccadilly) and an extensive Overground network. As a result, it is outer London’s best connected borough making it a popular residential location.

Haringey had one of the highest rates of house price growth last year. Despite this new build prices remain under £1,000 psf. Going forward, our forecasts suggest Haringey will have one of the highest rate of house price growth in London over the next five years.

You should also know:
- Haringey shares borders with six other London boroughs. Clockwise from the north, they are: Enfield, Waltham Forest, Hackney, Islington, Camden, and Barnet.
- Haringey had the highest electoral turnout in the 2017 elections, with 75% of registered voters doing so.
- Finsbury Park was Britain’s first public park, created by an Act of Parliament in 1857.
- Haringey is home to five ancient woods, including Coldfall Wood, Bluebell Wood and North Wood.
Harrow

The borough of Harrow lies in the north western outer ring of London and is one of the city’s outermost boroughs. It is one of the most ethnically diverse areas of London and thus offers a rich cultural diversity. Alongside this the borough boasts a strong heritage in the area surrounding Harrow School and village atmospheres in places like Pinner and Stanmore.

You should also know:
- The Harrow & Wealdstone Opportunity Area is designated in the London Plan.
- This comprehensive and coordinated regeneration activity will positively transform the Harrow & Wealdstone Area, delivering at least 2,800 net new homes and 3,000 additional new jobs.
- One fifth of the borough is composed of parkland and open spaces, creating a green belt equivalent to eight Hyde Parks.

Harrow is home to the famous boys school; Harrow School was founded in 1572 under a Royal Charter granted by Queen Elizabeth I and boasts Winston Churchill and Benedict Cumberbatch as part of its alumni. It is located in a leafy 300-acre estate, encompassing much of Harrow-on-the-Hill in the northwest London borough. Just as spectacular, however, is the high share of high achieving state schools within the borough. 30 out of the 78 primary schools (38%) have been granted an outstanding grade by Ofsted.

Numerous studies have shown that being near a good primary school can increase property prices. The latest such study, by the Department for Education (DfE), shows property prices near the best-performing primary schools are around 8% higher than they otherwise would be. This adds around £18,600 to the average price of a property.

Current population
252,300
Population growth over next decade
10%
Average salary
£32,913
Employment
73.5%
Average house price
£471,793
Average rent
£1,426 pcm

Last five years
Over last year
Five year forecast

55% 5% 21%

House price growth
Rent growth

55% 5% 21%

Proportion of PRS
Households
Growth of the PRS
(2008–2014)

25% 40%

‘Outstanding’
primary schools
Share of London
office space
Number of restaurants
and cafés
Number of shops

30 0.8% 148 802

Underground/ Overground stations
Railway stations
DLR/Tramlink stations

11 2 0
Havering

Situated on the eastern side of Outer London, Havering is the sort of place one chooses when looking to buy a home and raise a family. With the fourth highest house price growth over the past year, and the opening of three Crossrail stations in the borough in 2018, Havering may offer opportunities for savvy investors too.

The main focus of the borough is business growth, which has been supported by recent upgrades to the public realm at Upminster and Hornchurch.

Havering’s main urban area Romford, is also set to undergo significant investment, with plans for 3,500 new homes and the redevelopment of Romford market now progressing. Work is also set to start on a new £25 million retail and leisure development in Romford town centre.

There are also planned transport improvements with a new rail station at Beam Park and Elizabeth line stations at Romford, Gidea Park and Harold Wood.

Given all this investment and planned improvement, it is unsurprising that Havering had one of the highest rates of house price growth last year. Despite this, it remains one of London’s more affordable boroughs. It has both the second lowest house price to earnings ratio and average rents, at 10.1 and £1,130 pcm respectively.

You should also know:

- The name Havering is recorded in the 1086 Domesday Book as the ancient folk name of Haueringas, which means ‘the settlement of the family of a man called Hæfr’.
- The borough was formerly known as the Royal Liberty of Havering, to which Edward IV granted a charter in 1469.
- Romford has one of the highest concentrations of bars and nightclubs anywhere in London outside the West End.

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Hillingdon

Best known for Heathrow Airport, Hillingdon is London’s most westerly borough, and while partly industrial, it is also has plenty of countryside. Scattered with thriving localities and communities, it is exceptionally well connected to central London.

Hillingdon is one of outer London’s commercial hubs. It is home to Stockley Park, the UK’s original campus style business park, which remains popular with major multinationals. Today it hosts companies including GlaxoSmithKline, IBM, Mitsubishi and Marks & Spencer.

Uxbridge is also set to undergo significant expansion. Uxbridge Business Park, which is already home to major blue chip organisations, is being expanded with a further 105,000 sq ft of office space across two new buildings. The redevelopment of RAF Uxbridge will also deliver 1,300 new homes along with business and leisure space to create a new community in the area.

Hillingdon also connects London to the rest of the world with Heathrow Airport within its boundaries. The airport and surrounding area have been further highlighted as an Opportunity Area in the London plan with a target to deliver 9,000 new homes.

The borough will soon be served by the new Elizabeth line (previously Crossrail) with stations at Heathrow, West Drayton and Hayes & Harlington opening when the route becomes fully operational in 2019.

You should also know:

- Hillingdon is home to Brunel University.
- It is the second largest of the London boroughs by area.
- In October 2008, Hillingdon opened the country’s first playground designed specifically for disabled children.
- In December 2011, Ruislip Lido, which boasts one of London’s few beaches, celebrated its bicentenary. Surrounding the lido is the Ruislip Woods National Nature Reserve, which provided timber for the building of Windsor Castle.
Hounslow

With strong transport links to both central London and Heathrow Airport, the borough is home to several well-known multinational companies, offering both reliable linkages and good employment opportunities for those living and working in the area.

Bounded by the Thames to the south, the London Borough of Hounslow snakes from Chiswick out to the western edge of the city at Heathrow. Through it, acting as a backbone, is the Great West Road, the A4, as well as the early junctions of the M4. Historically it has therefore been the gateway to the Thames Valley and the West of England. The presence of these key roads has enabled the growth of specific office clusters along its length. The international nature of business in the borough is testament to the proximity to both Central London and Heathrow Airport.

At the east end of the borough is Chiswick Park, the award winning urban business park. Numerous business have their UK headquarters here in sectors including consumer brands (Pokémon, Swarovski, Starbucks), oil service companies (Tullow Oil, Aker) and media companies (Discovery, CBS News). Chiswick Park is also where the television shopping channel QVC broadcasts from 24/7. Head west and there are further clusters of office space. Osterley is home to Sky with its impressive new Sky Central headquarters building, from where the Sky News channel broadcasts. Nearby, in Brentford, the GlaxoSmithKline HQ is a prominent landmark seen from the M4 flyover. The borough extends as far as Feltham, to the south of Heathrow Airport and first of the business parks that are more prevalent in the counties to the west of London. A key park here is Bedfont Lakes, Cisco Systems have a large presence here, alongside consumer brands such as Birds Eye and Lindt & Sprungli.

You should also know:
- Hounslow Heath was once one of the most dangerous stretches of land in London, famous for highwaymen and robbers including Dick Turpin. Today, it is one of London’s largest nature reserves, home to 132 bird species and several rare insects and plants.
- The first English strawberry is said to have been cultivated in Isleworth in 1806.
- There are over 120 languages spoken in Hounslow.
As one of north London’s most desirable boroughs, Islington attracts high levels of residential investment. Islington has a diverse community and benefits from a vibrant nightlife with an array of bars, exceptional restaurants and cafes throughout. Although it has a traditional village feel, Islington is located just moments away from the City. The borough has 13 stations, and the ease of a commute will be further enhanced with Crossrail coming to the area in 2018. The area has been boosted by its proximity to ‘Tech City’ or Silicon Roundabout, which is a technology cluster around Old Street Roundabout. There are around 5,000 companies located in Tech City, which comprise a wide variety of start-ups, web and technology businesses. This has helped to boost the number and attractiveness of new residential developments in the area. There are currently 2,350 units under construction in Islington, including the Foster & Partners designed 250 City Road.

**You should also know:**
- Islington was formed in 1965 by merging the former metropolitan boroughs of Islington and Finsbury, but the merged entity remains the second smallest borough in London and the third smallest district in England.
- The King’s Head Theatre and Pub in Islington is the first pub theatre founded in England. It has been in existence since the days of Shakespeare.
- Islington has the fourth highest new build values in London.
- The private rental sector in Islington has one of the fastest growth rates in London.
Kensington and Chelsea

Despite being the smallest London borough, occupying less than 1% of the city’s total area, Kensington and Chelsea often grabs the headlines with news of its exclusive residents and multimillion pound mansions.

Kensington and Chelsea is an affluent borough, well known as London’s traditional prime location. It has the highest level of earnings and the highest house prices. Many of the new developments within the borough are high-end luxury developments, the average price in the borough is £1,500,000; prices in some developments have asking prices as high as £30,000,000. However, there are certain pockets in the borough which have been overlooked and the council is now focusing investment on regenerating these areas. This investment includes the strategic site at Kensal Gasworks which could provide up to 5,000 homes.

Several estates in the borough are undergoing regeneration, including the Silchester Estate, which is being completed in conjunction with the Housing Association Peabody. Catalyst Housing is also delivering 1,000 homes as part of its Portobello Square project at the Worlington Green Estate in the north of the borough.

Other future developments for Kensington and Chelsea may include Crossrail 2. The council is largely supportive of proposals for a station at the King’s Road in Chelsea, and continues to work with its residents and Transport for London to get the best result for the borough.

You should also know:
- The borough has the highest life expectancy for both men and women in London – 83.1 years and 87.2 years respectively.
- The borough is home to around 4,000 listed buildings, including the Natural History Museum, and the V&A museum.
- It has the second lowest level of new builds currently under construction.
- Kensington and Chelsea had the highest rate of house price growth last year.

House price to earnings: 19.2
Average value of new build (£psf): £1,894
Units under construction: 343

House price growth:
Last five years: 36%
Over last year: 9%
Five year forecast: 17%

Rental growth:
Proportion of PRS Households: 33%
Growth of the PRS (2008–2014): 8%

‘Outstanding’ primary schools: 18
Share of London office space: 1.8%
Number of restaurants and cafes: 437
Number of shops: 1,805

Underground/Overground stations: 12
Railway stations: 0
DLR/Tramlink stations: 0

Average house price: £1,405,521
Average salary: £73,959
Average rent: £3,464 pcm
Population growth over next decade: 5%
Kingston upon Thames

Bordering Richmond and unsurprisingly as the name suggests, on the bank of the river, Kingston upon Thames is like a little English village, fully equipped with an ancient market under Royal Charter. While light years removed in style, it is just 12 miles from central London and only 25 minutes by train to Waterloo Station.

Kingston-upon-Thames is an affluent medieval town. Its short commute to London and its excellent motorway network means it attracts professionals with young families. Its unrivalled connectivity across the south west of London means Kingston dominates the retailing world in this part of London. It attracts shoppers from a range of destinations including Epsom and Richmond. With a shopping population of almost 500,000, it ranks 14th out of the 200 PMA’s retail centres. Kingston is also ranked 12th in terms of consumer spend, highlighting Kingston’s retail importance across an area with a high population density.

Kingston’s town centre is also witnessing three substantial renovations. The character filled Ancient Market Place renovation has recently completed, and maintains its market feel. Eden Walk is undergoing a £400m regeneration by British Land and pension fund managers USS. While the main attraction to the area, The Bentall Centre, will experience a renovation over the next 18 months providing a three storey H&M, a cinema and four new restaurants. The Bentall Centre has also seen an influx of new entrants such as ‘& Other Stories’ and quirky stationers Typo opening only their second UK Store.

You should also know:
- It is the oldest of the four Royal Boroughs in England.
- The oldest surviving bridge in London is the Clattern Bridge at Kingston, dating back to the 12th century.
- The Korean population in New Malden is estimated to be the largest in Europe.
- London Borough of Kingston upon Thames has a very low housing supply pipeline, with less than 500 units currently under construction.
- Kingston borough has the fastest upload speed (of 4.6 mbps)
Lambeth

Home to the National Theatre and the London Eye, Lambeth includes the popular residential neighbourhoods of Clapham, Brixton and Streatham. Part of the borough is benefitting from the Vauxhall, Nine Elms and Battersea (VNEB) regeneration area. The total regeneration will deliver 18,000 new homes and 25,000 jobs with Vauxhall responsible for 3,500 and 8,000 of these respectively. This regeneration also includes upgrading the Vauxhall transport interchange and extending the Northern line to provide a new station at Nine Elms.

Waterloo Station will also undergo an £80m redevelopment, and 1,900 new homes are planned for the surrounding area. Further investment is concentrated in Brixton and the areas of Clapham, Streatham and West Norwood.

You should also know:
- Along with Sutton, Lambeth had the largest growth in its private rental sector of all London boroughs.
- Lambeth has the second highest rate of employment across London.
- The Ritzy Cinema, Brixton, built in 1911 was one of England’s first purpose built cinemas.
- Built as part of the Festival of Britain in 1951, the Royal Festival Hall became a Grade I listed building in 1988, the first post-war building to do so.

### Current population
328,900

### Population growth over next decade
7%

### Average salary
£32,779

### Employment
81.9%

### Average house price
£529,546

### Average rent
£2,027 pcm

### House price growth

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<th>Last 5 years</th>
<th>Over last year</th>
<th>Five year forecast</th>
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<td>59%</td>
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<td>18%</td>
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### Rental growth

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<th>Five year forecast</th>
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<tr>
<td>-3%</td>
<td>22%</td>
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### Average value of new build (£psf)
£1,296

### Units under construction
3,400

### Proportion of PRS Households
34%

### Growth of the PRS (2008–2014)
104%

### Number of restaurants and cafés
325

### Number of shops
1,165

### Undergraduate/Overground stations
9

### Railway stations
12

### DLR/Tramlink stations
0

Lambeth’s already rich cultural offering was further enhanced in 2015, with the £80 million refurbishment of the National Theatre. In addition, major works are now underway at the Southbank Centre which will see several buildings undergo improvement works totalling a further £25 million.

Lambeth incorporates the Vauxhall segment of the Vauxhall, Nine Elms and Battersea (VNEB) regeneration area. The total regeneration will deliver 18,000 new homes and 25,000 jobs with Vauxhall responsible for 3,500 and 8,000 of these respectively. This regeneration also includes upgrading the Vauxhall transport interchange and extending the Northern line to provide a new station at Nine Elms.

Waterloo Station will also undergo an £80m redevelopment, and 1,900 new homes are planned for the surrounding area. Further investment is concentrated in Brixton and the areas of Clapham, Streatham and West Norwood.
Lewisham

Historically undervalued despite its close proximity to Canary Wharf, things are looking up for Lewisham. House prices in the borough have risen by 71% over the last five years, the fourth highest in London. Despite this new build prices remains reasonable at under £700 psf.

Lewisham benefits from its proximity to Canary Wharf, one of London’s main employment centres, which is just 20 minutes by Docklands Light Railway. It also has strong transport links to the and City and West End. However, despite this, and having one of the highest rates of house price growth over the past five years, it remains relatively affordable with average house prices of just over £400,000.

Much of the borough’s future growth will be focussed on the regeneration areas of Deptford, New Cross and the town centres of Lewisham and Catford.

Several projects are underway in Deptford and New Cross that will provide a significant number of new homes and jobs, along with major improvements to the local infrastructure and environment. In Lewisham’s town centre, Lewisham Gateway is the single largest development and on completion will include a range of new shops, restaurants, bars and cafes, leisure facilities, a new town square and up to 800 homes.

You should also know:

- The Prime Meridian (the line where longitude is defined to be 0°) passes through Lewisham.
- Lewisham is home to Europe’s largest police station.
- Lewisham contains the Horniman Museum in Forest Hill. Opened in 1901 and built in the style of the Arts and Craft movement, it is a collection of anthropology, natural history and musical instruments as well as the large display of taxidermy for which it is most famous.
- Blackheath, Goldsmiths, University of London and Millwall F.C. are located within the borough.

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Merton

Every year Merton plays host to Wimbledon Tennis Tournament, attracting over 500,000 people and putting an otherwise quiet residential borough on the international map. However, with a strong supply and demand imbalance looming in the boroughs near future, this Outer London borough may well be the site of big opportunities.

Merton is one of London’s typical suburban boroughs having developed largely in the 1930s with the arrival of Underground and Overground rail routes. It is also one of London’s greenest boroughs and home to large swathes of greenspace which includes Wimbledon Common.

Merton is due to benefit from plans to extend the tramlink network between South Wimbledon, Morden and Sutton and Crossrail 2 will be a catalyst for growth. A major interchange for the line is planned at Wimbledon which will help boost the town centre as an outer London office location.

Morden is the main focus for housing development in Merton. The area hosts one of London’s housing zones and will receive £42 million of investment to deliver 1,100 homes and a new commercial offer.

You should also know:
- It has the fewest number of homes in the pipeline, with under 300 currently being constructed.
- Merton is famous for being the one-time residence of Lord Horatio Nelson.
- In 1798, Prime Minister William Pitt fought a duel against the MP for Southwark on Wimbledon Common.
Newham

Traditionally a relatively deprived borough, Newham has the lowest average salary and one of the lowest house prices in London. Within Newham, Stratford has hugely benefited from Olympics related regeneration and its legacy. Key is to leverage off this success and replicate the regeneration across the whole of the borough.

You should also know:
- Newham has one of the highest ethnic minority populations of all the districts in the country, with no particular ethnic group dominating.
- Our forecasts suggest Newham will have one of the highest rates of house price growth in London over the next five years.
- The borough’s motto, from its Coat of Arms, is ‘Progress with the People’. The Coat of Arms was derived from that of the County Borough of West Ham, while the motto is a translation of the County Borough of East Ham’s Latin ‘Progressio cum Populo’.
- Newham will have five Elizabeth Line (Crossrail) stations
- Newham has the only airport in inner London. City airport is three miles from Canary Wharf and six miles from the City of London.

The summer Olympics in 2012 placed Stratford firmly on the residential map. As a result of the games, Stratford has been transformed from derelict backwater into a top residential and leisure location. 2,800 homes were initially delivered through the conversion of Athletes’ Village, now known as East Village. This development, along with other schemes spread across the Queen Elizabeth Olympic Park will bring some 11,000 new homes in total to the area.

As part of this transformation, Olympic stadiums and arenas have been recycled to provide world class sporting facilities for the public such as the Aquatics Centre. At the new innovation hub ‘Here East’, new companies in the arts, education and tech industries are moving in, including UCL East who is setting up a new Life Sciences research centre at the heart of the Olympic Park.

Westfield Stratford City, one of the largest urban shopping centres in Europe, also makes Stratford a major retail and leisure location. And as if to cement its evolution, Stratford was re-zoned on London’s tube map, bringing it into Zone 2, and thereby more closely associated with central London.

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Current population

342,900

Population growth over next decade

12%

Average house price

£346,715

Average salary

£26,433

Employment

68.7%

Average rent

£1,584 pcm

Average house price to earnings

13.6

Average salary

£661

Units under construction

7,518

Proportion of PRS

42%

Growth of the PRS

(2008–2014)

63%

‘Outstanding’ primary schools

27

Share of London office space

0.8%

Number of restaurants and cafés

169

Number of shops

1,599

Underground/ Overground stations

9

Railway stations

5

DLR/Tramlink stations

14
Redbridge

Known for its swathes of green space with award winning parks and playgrounds, affordable house prices, 79 primary schools and 13 libraries, Redbridge is tailor-made for families with young children.

You should also know:
- The name ‘Redbridge’ is from a red brick bridge across the River Roding. The borough was named after this former landmark when it was created in 1965 from the municipal boroughs of Ilford and Wanstead and Woodford.
- The Roding Valley Way is a designated cycle and walking route between Woodford and Ilford.
- Redbridge has 14 conservation areas, parks and woodland areas.
- Millennials make up around 50% of the population of Redbridge.

Redbridge is home to a young and well-educated population, and at 50% it boasts the highest proportion of millennials in London.

The borough is also forecast to experience one of the highest rates of population growth over the next decade, which will be boosted by the arrival of the Elizabeth line (Crossrail). There will be four stations for the new line across the south of the borough at Ilford, Seven Kings, Goodmayes and Chadwell Heath.

As a result population growth in the south of Redbridge is expected to be particularly rapid. As such, the council has set out a plan to maximise the benefits of the Elizabeth line through development and regeneration across the new corridor it has created. Several other key areas across the borough have also been earmarked for investment including Gants Hill, Barkingside and South Woodford.

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Richmond upon Thames

An affluent, mature, beautiful borough in London’s far south west, Richmond offers its residents the best of both worlds: good proximity to central London and a village lifestyle.

Located in London’s south-west extremity, Richmond, offering a picturesque riverside and countryside lifestyle, has long been a London favourite. It is well known for Richmond Park: London’s largest Royal Park at over 2,000 acres and which accommodates 630 Red and Fallow deer that have roamed freely since 1529. It is also well connected, being approximately 30 minutes from Waterloo and Oxford Circus by train. These are some of the factors that have contributed to it being rated as London’s happiest borough in a recent survey.

Regeneration in Richmond is mainly focused on Twickenham town centre, with key sites including Twickenham Station and the former Royal Mail Sorting Office. The redevelopment of the Sorting Office, which was undertaken by Berkeley Homes, was completed in early 2017 and comprises 28 town houses and 82 apartments. It also encompasses two restaurants, a public piazza and a new cultural venue open to residents and the public.

You should also know:

- Richmond Park is the largest of all London’s royal parks and is three times the size of New York’s Central Park.
- The Royal Botanic Gardens, otherwise known as Kew Gardens, is located in Richmond and is London’s largest UNESCO World Heritage site. It is more than 260 years old and home to 30,000 living plant species. The centrepiece of Kew’s Palm House is an enormous Jurassic cycad – the world’s oldest pot plant.
- Richmond has the fastest download speed (of 50.8 mbps) of any London borough.
- Richmond is the only borough to be situated on both the north and south of the River Thames.

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Southwark

Traditionally undervalued given its relatively central location, this borough continues to undergo significant regeneration from the facelift at Surrey Quays and Canada Water to the regeneration of the Southbank, which is recreating the borough’s image.

Southwark, like neighbouring Lambeth, is a diverse borough with plenty to offer its residents. It has a rich cultural offering with Borough Market, Bankside and the Tate Modern all within its borders. There is also the business cluster around London Bridge, which includes the Shard and accommodates a range of companies including Al Jazeera Media Network, Duff & Phelps and Mathys & Squire.

Southwark also includes a range of vibrant neighbourhoods including Dulwich, Peckham, Camberwell and Bermondsey, some of which are undergoing rapid change. The borough also continues to undergo significant regeneration and areas including the Southbank, Elephant & Castle and Canada Water all continue to undergo significant transformations.

The borough could also benefit from an extension to the Bakerloo line. If the plans go forward, the line will be extended across the borough and will incorporate two new stations along the Old Kent Road. The road itself is already identified as an Opportunity Area in the London plan, which spans 700 acres and targets the delivery of 20,000 new homes.

You should also know:
- Southwark has, at 31, the largest number of outstanding primary schools.
- Southwark has a long tradition as a centre of entertainment and in 1599 Shakespeare’s Globe Theatre was built in the Bankside area. Although the original theatre burnt down in 1613, a modern replica has been built near the original site.
- London’s first crossing over the River Thames stretched from Southwark, the poorer side of the river, to the more prosperous City on the north bank.
Once made up of rural villages and associated with feudal and royal estates, Sutton is a picturesque borough in the south of London. It now constitutes several conservation areas to preserve its history and its neighbourhoods like Carshalton, Cheam and Belmont typify village life.

The borough is also benefitting from Opportunity Sutton, the investment programme launched in 2012 to provide a focus for economic development in the borough. To date it has attracted over £400 million worth of investment which has attracted a range of businesses to the borough. Sutton Town Centre is also being redeveloped with the masterplan outlining the provision of 5,000 homes, an enhanced cultural and dining offer and an improved employment location.

The main infrastructure development will be the extension of the Tramlink, which would run from the north to the south of the borough and could unlock significant growth potential. Sutton together with Transport for London is currently undertaking feasibility works for the proposals.

You should also know:
- Sutton is the third safest borough in London and crime is lower than it has been for a decade.
- Sutton has the highest employment rate of all London boroughs.
- Along with Lambeth, Sutton had the largest growth in its private rental sector.
- Sutton is one of the few London boroughs not to have a London Underground station within its boundaries.
- Sutton is recorded in the 1086 Domesday Book as Sudtone, which in Old English means ‘The south farm’.

**Sutton**

Recently described as the most ‘normal place in Britain’, 91% of its residents say it is a great place to live. With current low property prices, it provides good entry level housing for families.
Tower Hamlets

This is a borough of many contrasts, with severely deprived neighbourhoods cheek and jowl with more wealthy gentrified locations. Tower Hamlets has the highest level of residential development activity across London and is home to Canary Wharf, one of London’s most popular office markets.

Tower Hamlets is a diverse borough incorporating a variety of different neighbourhoods ranging from the financial hub of Canary Wharf, the city fringe districts of Wapping and Aldgate and the increasingly in-demand district of Poplar.

Tower Hamlets is constantly evolving and the majority of the borough is targeted for regeneration with several of London’s Opportunity Areas incorporated within its boundaries. Whitechapel is one of the key regeneration areas with development being unlocked due to the arrival of the Elizabeth line (Crossrail). A new masterplan anticipates £1 billion worth of investment to deliver 3,500 new homes and 5,000 new jobs.

The traditional financial district of Canary Wharf is also diversifying. Owners, Canary Wharf Group, is now focussing on residential development in neighbouring Wood Wharf to the east. Work has now started on the mixed-use regeneration which will include 3,600 new homes, 350,000 sq m of commercial space, retail and leisure uses and new parks and squares. The aim is to attract creative and technology businesses to the area.

London Dock will be a game changer for Wapping. It will create a new destination with 7.5 acres of open space including bars, restaurants and boutique shopping, all centered around Gauging Square with a spectacular water feature inspired by Le Miroir d’eau in Bordeaux. In addition, with approximately 1,800 homes being built, it will add around 30% to the local housing stock.

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Waltham Forest

Bordering Hackney and Newham and only 20 minutes from Oxford Street, Waltham Forest has experienced the highest average house price growth in London over the past five years.

The borough is aiming to deliver a significant number of new homes in the coming years. Specifically, the area in the south of the borough at Blackhorse Lane is earmarked for substantial investment. It will retain its original industrial character within a new mixed-use development. The area has capacity to deliver 2,600 new homes and 1,000 new jobs by 2025.

Lea Bridge and Leyton, located to the north of the Olympic Park, are also key development areas in Waltham Forest. The borough aims to deliver 4,000 new homes and 300,000 sq m of business space.

The borough is also investing in transport infrastructure and is part of the innovative ‘Mini Holland’ programme. This is being funded by Transport for London and aims to transform the borough’s streets to make them fit for pedestrians, cyclists and motorists alike.

Waltham Forest has one of the highest rates of house price growth last year and the strongest growth over the past five years. This reflects strong demand for housing in the area. In addition, the size of the private rented sector has doubled over the last five years.

You should also know:
- Waltham Forest was one of the six London boroughs that hosted the 2012 Summer Olympics.
- It had the strongest house price growth over the past five years.
- The first powered flight by a wholly British built and designed aircraft (the Roe I Triplane) took place at Walthamstow Marshes in 1909. The pilot and designer, AV Roe, would go on to found the AVRO aircraft company.
**Wandsworth**

The greenest borough in London, Wandsworth is one of three boroughs included in the VNEB regeneration along the Southbank which will create 18,000 new homes and 22,000 new jobs.

You should also know:
- Wandsworth is home to the world famous Battersea Dogs and Cats Home, which finds new homes for more than 5,000 animals each year.
- Clapham Junction, Britain’s busiest railway station, is really in Battersea, but when it opened in 1863 the railway company felt the name Clapham would attract more middle class passengers.
- In 2005, Tooting had a crater on Mars officially named after it by the International Astronomical Union.
- Wandsworth has one of the highest employment rates in London, with 80.3% people in work.

Wandsworth is one of the largest inner London boroughs and is also one of its most prosperous. It hosts many traditional residential neighbourhoods, most of which are preserved by the borough’s 45 conservation areas.

However, certain areas are also undergoing significant regeneration. The main one of these is VNEB but there is also a focus on Wandsworth town centre and Clapham Junction. In addition, the recent emergence of neighbourhoods like Tooting and Balham mean these areas are attracting increasing waves of investment.

The regeneration of VNEB continues at a fast pace, and the first pioneer residents have now moved into newly completed residential developments. The confirmation that a major US tech firm is relocating its headquarters to Battersea Power Station has further boosted the areas profile. Other high profile developments in the pipeline include One Nine Elms and Nine Elms Point.

The borough will also benefit from the Northern line extension to Battersea. The council recognises the need for further transport improvements and is supporting an upgrade to Clapham Junction station and also campaigning for Crossrail 2.

<table>
<thead>
<tr>
<th>Current population</th>
<th>321,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population growth over next decade</td>
<td>7%</td>
</tr>
<tr>
<td>Average house price</td>
<td>£626,973</td>
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<tr>
<td>Average salary</td>
<td>£52,152</td>
</tr>
<tr>
<td>Employment</td>
<td>80.3%</td>
</tr>
</tbody>
</table>

Average value of new build (£psf)
- Proportion of PRS Households (2008–2014)
- Growth of the PRS
- Last five years
- Five year forecast
- Average rent
- Average house price growth
- Rental growth

- 53% Over last year
- 0% Five year forecast
- 11.5
- 5,588
- 52,152
- 3%
- 34%
- 1,952 pcm
- 6%
- 22%
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Westminster

Westminster is well known as the heart of prime London. It is made up of affluent areas including Belgravia, Mayfair, and Knightsbridge and has one of the highest house prices in London. The area’s architecture, especially in places such as Soho and Covent Garden, make it particularly suited to boutique style residential development. Boutique developers specialise in a more individual approach to building, design and fit-out. Often starting with existing structures, from offices, to warehouses and schools, developers incorporate distinctive characteristics such as grade listed façades, ceiling beams and exposed brickwork into their developments.

For example, The Pathé Building in Soho has maintained the building’s original listed façade, with the apartments’ interiors reflective of the building’s history as former home of the famous Pathé Film Company. Similarly, Wardour Lofts, a warehouse conversion in Soho, has retained its exposed brickwork, 200 year old reclaimed oak flooring, original exposed ceiling beams and an array of other strong design statements. Demand for a more individual, personalised and bespoke product is being driven by an increasingly discerning consumer (and is also evident in the retail market and hotels).

Westminster is home to all that is quintessentially thought of as London: Big Ben, the Houses of Parliament, the West End Theatres, and the restaurants, bars and galleries of Soho and Covent Garden. As a result, it has one of the highest house prices in London and the UK.

You should also know:

- Westminster has 31 underground stations, the most of all London Boroughs.
- Westminster has nearly 6,000 retail outlets; the most in any London borough. It also has 40 public conveniences with an estimated 15 million users per year.
- It is estimated that more than 95% of visitors to London visit Westminster, representing approximately 28.5 million people per year.
- The City of Westminster contains over 11,000 listed buildings of special architectural and historic interest and 78% of the borough is included within a designated conservation area.
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