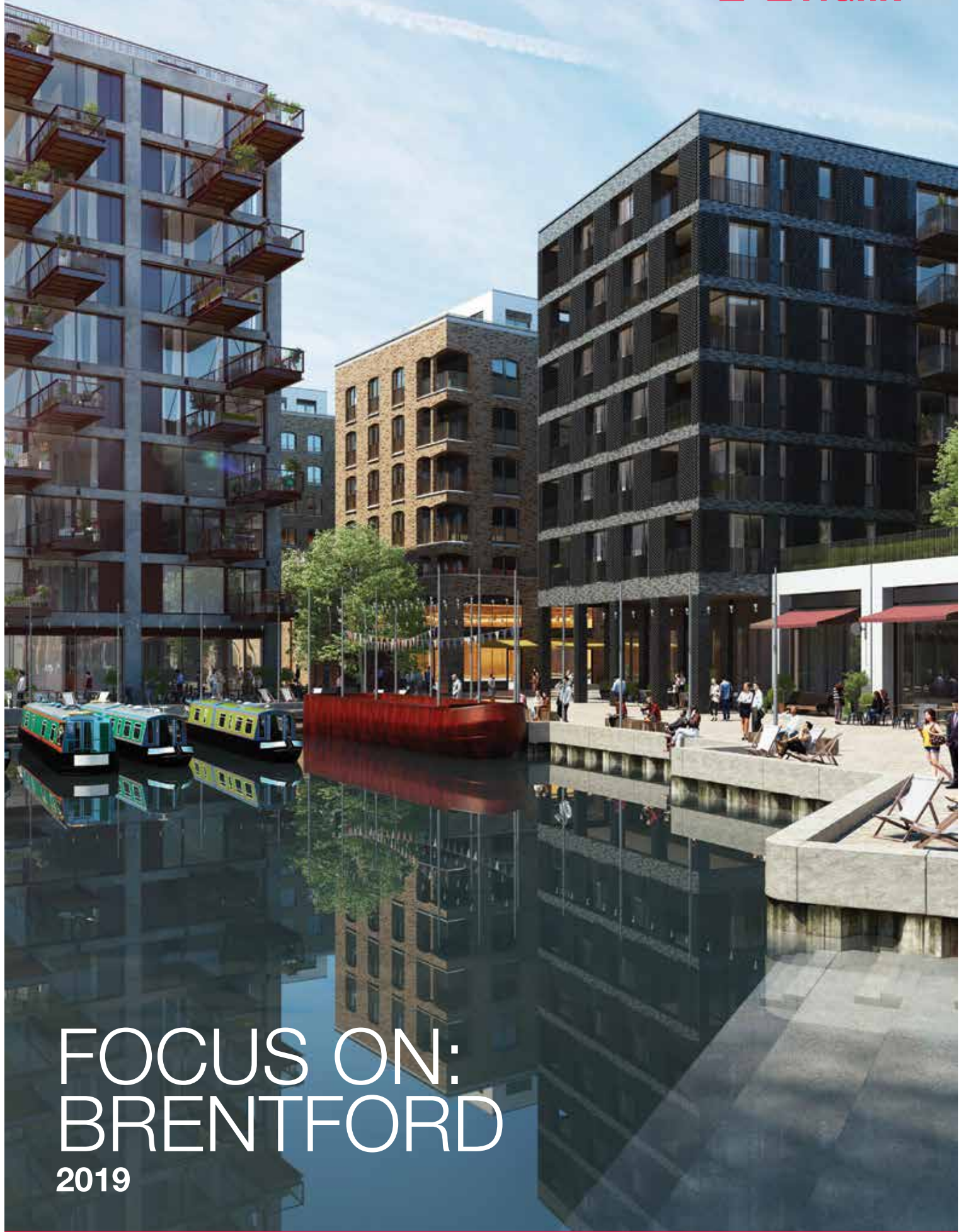


RESEARCH



FOCUS ON: BRENTFORD

2019

FOCUS ON: BRENTFORD

Brentford, a riverside former industrial area situated among London's expansive green spaces, is set to become one of the capital's largest waterside regeneration hubs.

The district occupies a key strategic position for businesses and residents due to its historic connectivity via water, road and rail.

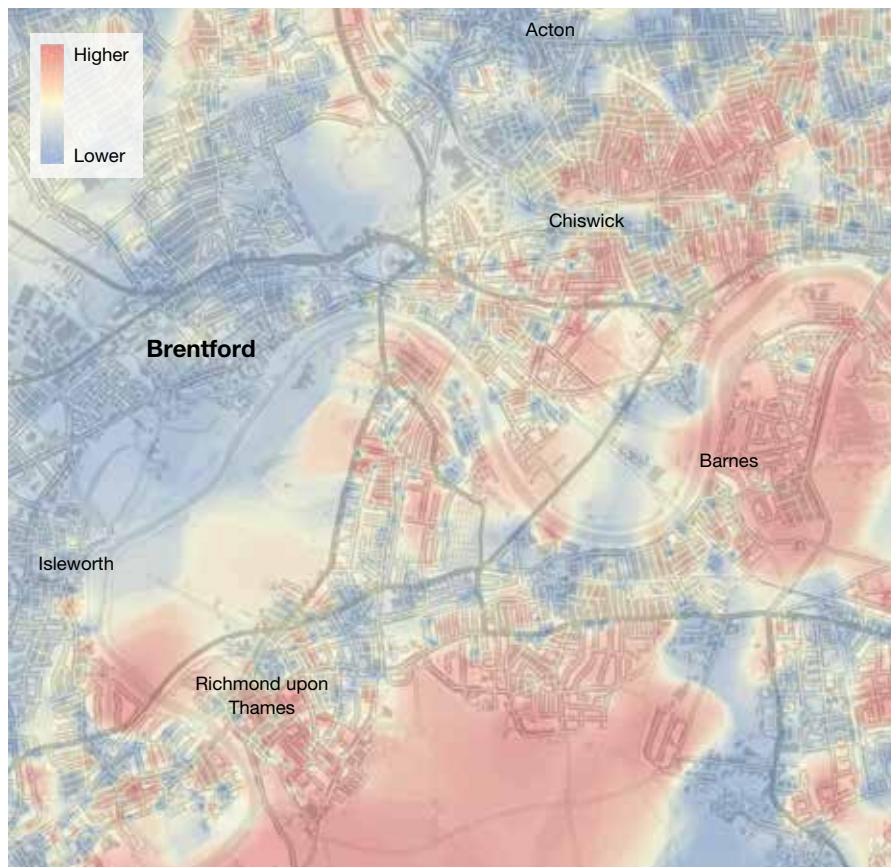
Brentford, TW8, was a key interchange joining the Grand Junction Canal to the River Thames during the late 1700s and early 1800s, and its connectivity expanded during the following two centuries,

culminating in the opening of the train line linking Brentford to Heathrow Airport and London's West End, and the 1965 opening of the elevated section of the M4 motorway.

As a result, company headquarters in TW8 and the surrounding postcodes proliferated over subsequent years. Now, Brentford is designated in the draft London Plan, the mayor's strategic document, as a key centre with high growth-potential in both commercial and residential property sectors.

FIGURE 1

Average homes in Brentford sell at lower capital values to neighbouring locations
Year to end Apr 2019



Source: Land Registry

ECONOMIC GROWTH

Brentford sits in the borough of Hounslow, where gross value added, a measure of economic growth, is forecast to grow more than 20% in the coming decade, while employment is forecast to rise 8%.

TW8 and its neighbouring postcodes are home to a variety of large company headquarters due to ease of access into central London and Heathrow. They are mostly positioned close to the M4, and at nearby Chiswick Business Park, which is home to a plethora of oil and gas, media and technology companies. The largest employers include pharmaceutical company GSK, oil and gas firms Tullow Oil and Worley Parsons, and Qatari media company Fadaat (fig 2). Other major local employers include telecommunications giant Sky and computer game developer Sega.

Hounslow, already a hub for the creative industries, has been named as one of London's first Creative Enterprise Zones. This entitles the borough to receive Mayoral funding in order to foster growth across the creative sectors.

Significant levels of new office construction are underway across Chiswick, Hammersmith and Ealing to accommodate new businesses moving to the area. Now, more than one million square feet of new

office space is due to complete between 2019 and 2022, as developers anticipate growth in local employment, according to Knight Frank Research.

RESIDENTIAL DEVELOPMENT

With a large number of global office tenants nearby and high levels of connectivity with central London and Heathrow, TW8 is becoming a focal point for residential development.

Homes in Brentford typically sell at relatively lower capital values to the

neighbouring towns of Chiswick, Barnes and Richmond upon Thames (fig 1) and average sales prices in TW8 during the past 12 months were the lowest of any riverside postcode in west London.

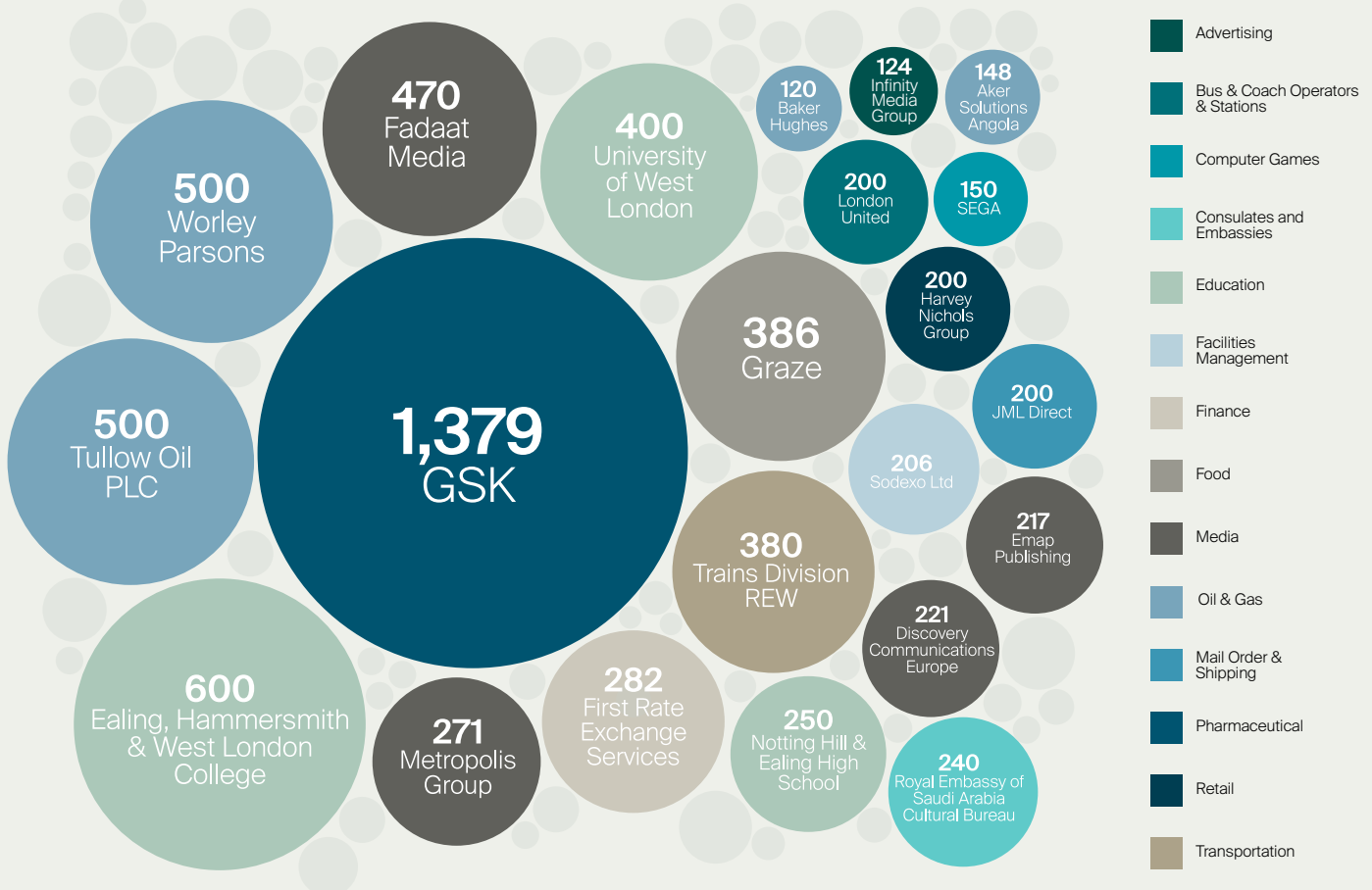
Total housing stock in Hounslow expanded by 991 units in 2017-18, according to official figures. Housebuilding in the borough needs to more than double if it is to meet the needs of the growing population, according to the draft London Plan. By 2029, the local population is forecast to grow by more than 25,000 to 307,000, a 9% rise, according to Experian.

The draft London Plan suggests 2,182 homes must be built in Hounslow every year over the coming decade in order to meet new demand and clear a backlog of undersupply (fig 3). Hounslow Borough Council's local plan suggests the current pipeline will result in the delivery of approximately 2,400 homes in 2019/20 and 2020/21, hitting its minimum target, before dropping back to 1,700 the following year and plateauing in that region until 2026/27, settling at around 80% of its target.

Much of the growth in future housing in the borough will take place within 1.5km

FIGURE 2

Largest employers in TW8 and surrounding postcodes* Number of employees working on site



Source: EGI *Includes W4, TW9, TW7, W7, W13, W5, W3, not exhaustive

of Brentford Station, where approximately 3,350 homes are either under construction, or have consent, and are likely to be delivered over the next five years or more. Average upper quartile asking rents for a two-bedroom flat in the prime market – defined as the top 25% by value – stood at £2,450 per calendar month during Q1 2019.

AMENITY

With new development often comes new amenity. Brentford high street is set to be overhauled, with 140,000 square feet of new retail and leisure space. This will include shops, bars and restaurants split across approximately 40 units. The new high street will add to the choice for shoppers that already includes nearby Richmond, Hounslow and Chiswick, which are respectively ranked 9th, 11th and 33rd in retail consultancy CACI's rankings of the nation's Metropolitan retail centres.

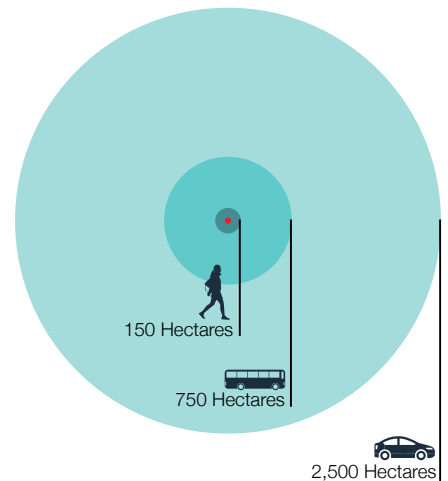
Brentford is also positioned among swathes of green space. Almost 150 hectares (370 acres) of open green space, including parks,

gardens and woodland lie within 20 minutes' walk of Brentford Station, and more than 750 hectares are accessible via 20 minutes on public transport, which takes in the historic Syon Park and the Royal Botanic Gardens, Kew. Almost 2,500 hectares are accessible in 20 minutes by car, which takes in London's Richmond Park – the largest of London's Royal Parks. The TW8 postcode also boasts 1.9 miles of river frontage.

London's top universities are all within an hour's journey of Brentford Station (fig 4 overleaf) and TW8 and its bordering postcodes have 13 primary schools and four secondary schools rated 'outstanding' by the education watchdog Ofsted.

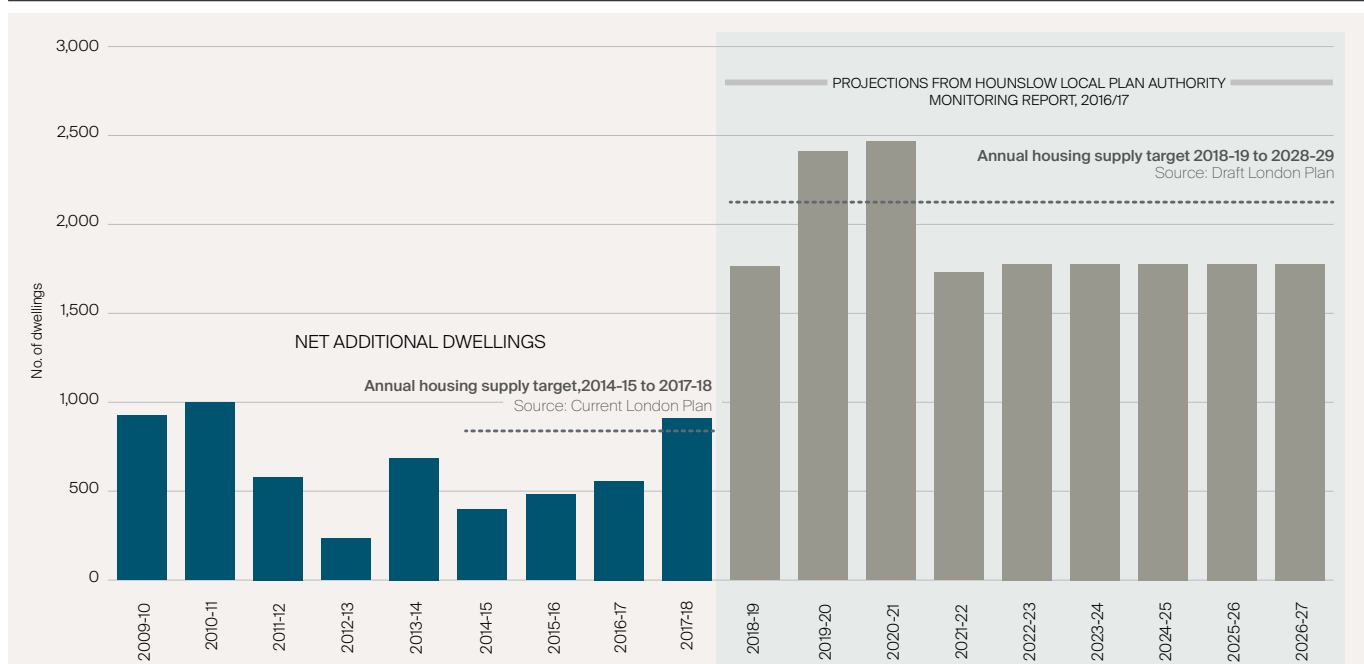
The Greater London Authority and Hounslow Council are also funding an overhaul of former barge sheds straddling the Grand Union Canal to celebrate the area's industrial heritage. Other areas of interest include the soon-to-be-completed Brentford Community Stadium, the 17,250 capacity home of Championship team Brentford Football Club.

Green space accessible within 20 minutes of Brentford Station



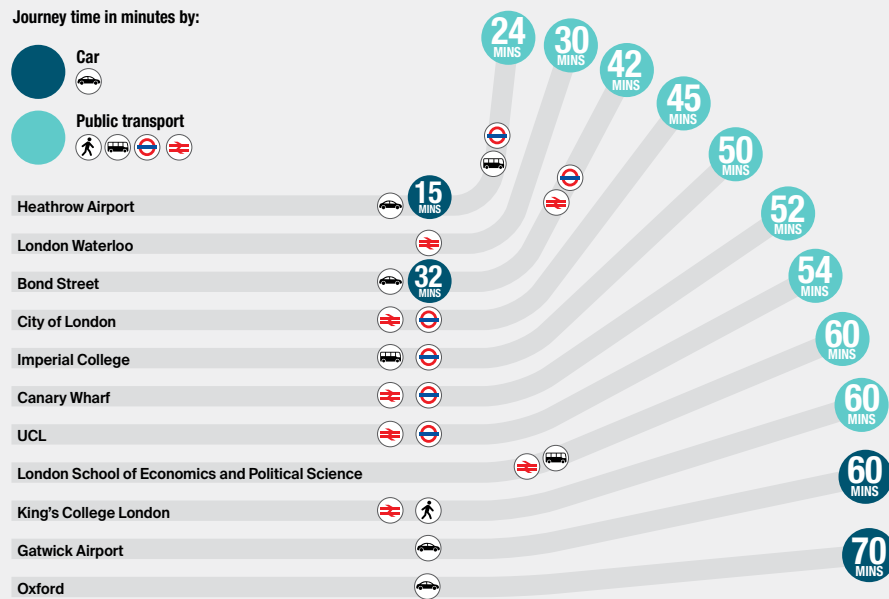
Source: Knight Frank Research

FIGURE 3
Housing supply, Hounslow
Historic delivery and projections



Source: MHCLG, London Borough of Hounslow

FIGURE 4

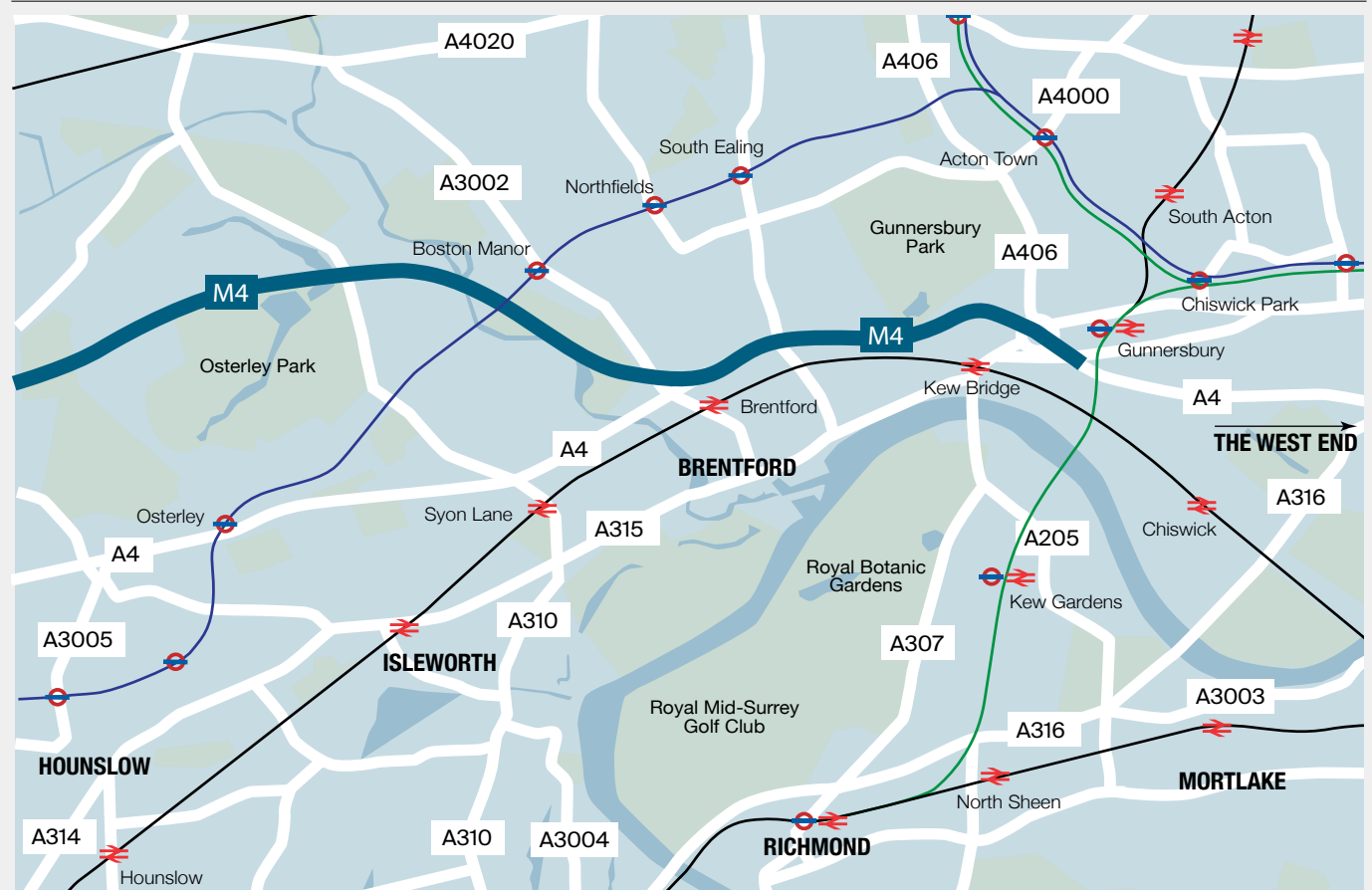
Travel times, Brentford Station to places of interest**CONNECTIVITY**

Brentford has a mainline station with direct trains to London Waterloo in 30 minutes. Piccadilly Line station Boston Manor sits on the fringe of TW8, with trains running direct to Knightsbridge, King's Cross St. Pancras and Heathrow. The M4 motorway runs through Brentford, and easily connects to the M40, a motorway linking London to Oxford and Birmingham, and the A40, a major trunk road connecting London to Wales and the West Country (fig 5).

The Mayor's transport strategy also includes proposals for a new passenger service between Hounslow Station and Old Oak Common, a key transport interchange on both the east to west Elizabeth Line and proposed High Speed 2 line to Birmingham, the East Midlands, Leeds and Manchester.

Source: TFL, Google

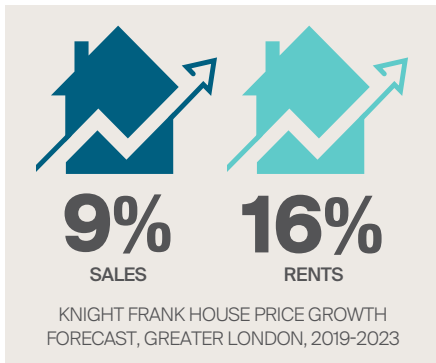
FIGURE 5

Connectivity: Brentford and surrounds

FORECASTS

Knight Frank forecasts house prices in Greater London will climb 9.2% between 2019 and 2023. Brentford, with its connectivity to central London and beyond, ample river frontage and green space,

is well placed to gain from the uplift in high-quality new residential and retail development slated for the next five years, which in turn is likely to attract further new amenity.



Sources: Knight Frank Research, Rightmove, Ofsted

*Prime is defined as the top 25% of homes by market value **Postcodes TW8, W4, TW9, TW7, W7, W13, W5, W3

“WITH A LARGE NUMBER OF GLOBAL OFFICE TENANTS NEARBY AND HIGH LEVELS OF CONNECTIVITY WITH CENTRAL LONDON AND HEATHROW, TW8 IS BECOMING A FOCAL POINT FOR RESIDENTIAL DEVELOPMENT.”

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If you would like further insight into residential markets please get in touch.

Cover image is a CGI of The Brentford Project, courtesy of Ballymore



London Residential Development H1 2019



Eastern Opportunities 2019



UK Res Dev Land Index Q1 2019



Prime London Sales Index - June 2019

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