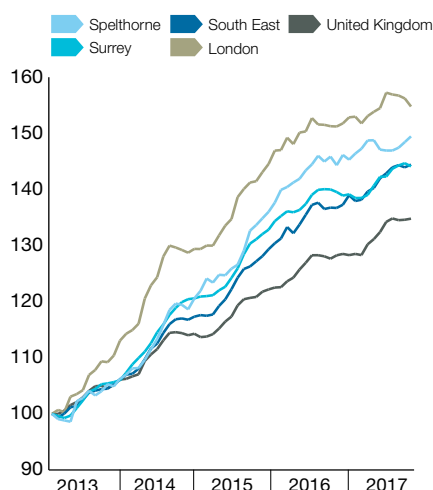


# FOCUS ON: STAINES-UPON- THAMES

2018



FIGURE 1  
**Price growth in Spelthorne, Surrey, South East, London and UK**  
 Prices indexed 100 = Jan 2013



Source: Knight Frank Research, Land Registry, Macrobond

## ALL IN THE NAME

Over the last 10 years Staines has been rejuvenated, culminating in a name change to Staines-upon-Thames in 2012.

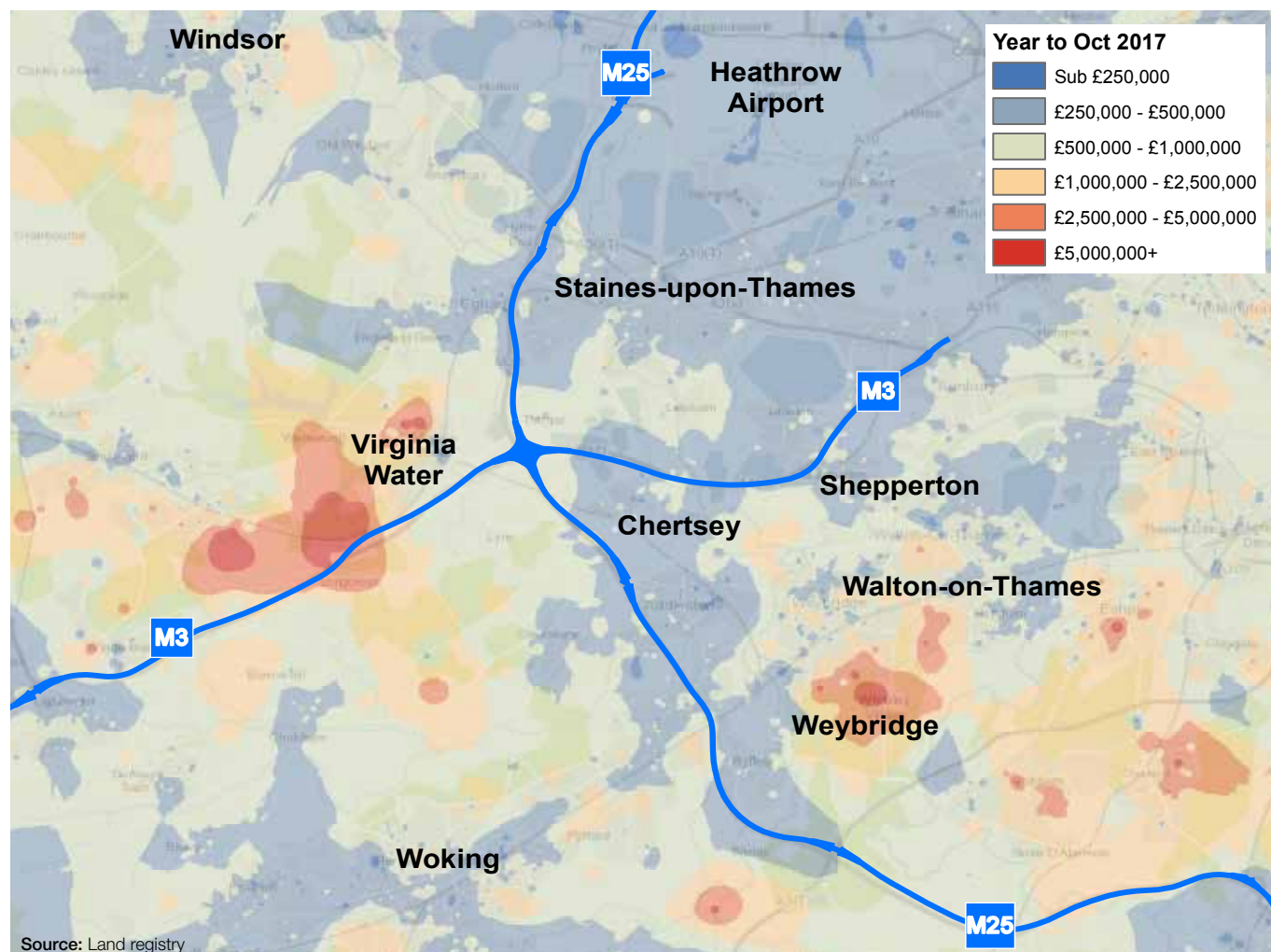
Situated in the borough of Spelthorne in Surrey, in close proximity to Heathrow Airport, the M25 and the M4 Corridor, Staines-upon-Thames forms part of the Enterprise M3 Local Economic Partnership, the UK's digital economy hub employing over 50,000 workers.

On top of a burgeoning local economy, Staines-upon-Thames is surrounded by some of the most expensive real estate in the UK outside of London (figure 2). Towns such as Virginia Water, Walton-on-Thames, Windsor and Weybridge form part of London's prime

commuter belt. In comparison, it might be argued that Staines-upon-Thames is a relatively undervalued market given its geographical location.

However, there are signs that this is starting to change. During the twelve months to September 2017, house prices in Staines-upon-Thames increased by 6.6%, outpacing growth of 3% across Surrey. Despite this recent outperformance, average house prices in Staines-upon-Thames remain around 23% below the Surrey average.

FIGURE 2 **Average sale price in the last 12 months**



Source: Land registry

## Commuter belt affordability

Spelthorne also has a lower house price to household income ratio – a common measure of affordability – than the wider Surrey, South East and England markets. The average home costs 7.6 times Spelthorne's median annual income, according to analysis of Experian and Land Registry data, as shown in figure 3.

This may be one factor attracting greater numbers of Londoners to the town. Data from the Office for National Statistics (ONS) show 58% of residents moving to Spelthorne were from London in 2016, up from 51% in 2013.

The private rented sector is the fastest growing tenure type across the UK, and accounts for a fifth of the housing stock in Staines-upon-Thames (figure 6). Demand for rented accommodation comes mainly from young professionals and students at the Royal Holloway University in Egham, home to more than 9,000 students, Mosaic household analysis shows.

## A lack of new homes

As a whole, the UK has an undersupply of new homes and Spelthorne is no exception.

There were 347 net additional dwellings delivered in the borough during 2016-17, falling well short of estimated demand. Spelthorne needs 590 additional homes a year if it is to satisfy the needs of the growing local population, according to

the Ministry for Housing, Communities and Local Government (figure 5). The number of households in Spelthorne is forecast to climb 24% to 52,000 by 2039 according to official projections.

Staines-upon-Thames has 756 private units in the development pipeline, according to Glenigan. Two schemes exceed 200 units, and are located on the High Street and Bridge Street.

Demand for new homes in Spelthorne has been boosted by the Help to Buy Equity Loan scheme, which has accounted for 144 sales since its inception in April 2013. We expect this trend to continue in the new homes sales market.

## Connectivity

Heathrow Airport and the air freight sector are two of the largest local employers in Staines-upon-Thames, with over 6,000 employees of Heathrow Airport living in the borough of Spelthorne. Other large employers include BP, Shepperton Studios, British Gas and Wood Group Kenny. As such, a considerable proportion of working residents in Staines commute to neighbouring boroughs as opposed to central London. This is evidenced by commuting data from the ONS which shows that, of the 18,001 residents commuting to London boroughs, 54% work in Hounslow and Hillingdon. Around 10% commute into Westminster, the City of London and Tower Hamlets.

FIGURE 3  
**House price to earnings ratio**  
House price to household income ratio

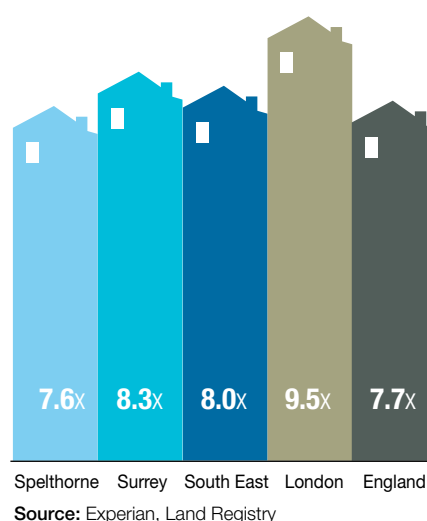


FIGURE 4  
**Housing stock by age**  
Staines-upon-Thames

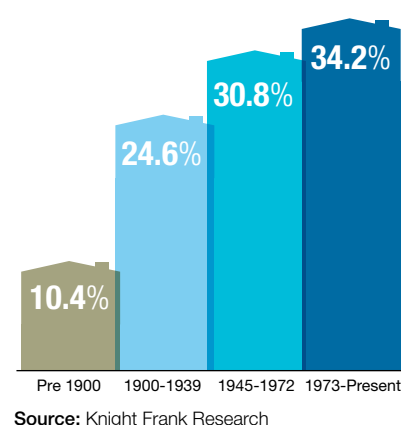
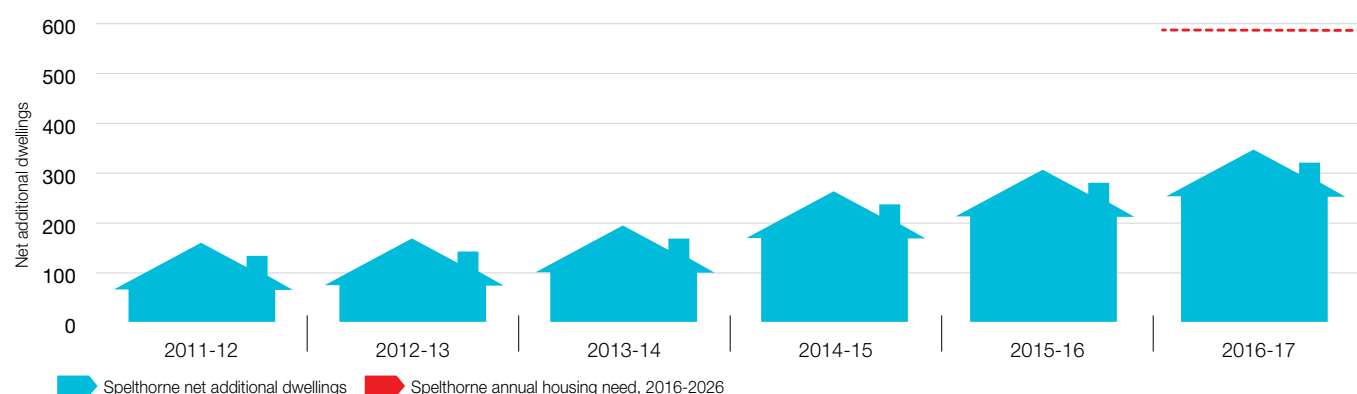


FIGURE 5  
**Housing supply vs housing need**





However, the fundamentals are in place for Staines-upon-Thames to establish itself as a commuter location for the capital. The fastest trains into London Waterloo take 35 minutes, a commute on a par with Weybridge and faster than nearby Windsor, Chertsey, Virginia Water and Egham, as shown in figure 7. Annual rail season ticket prices are also lower than prices for similar tickets from stations in the surrounding area.

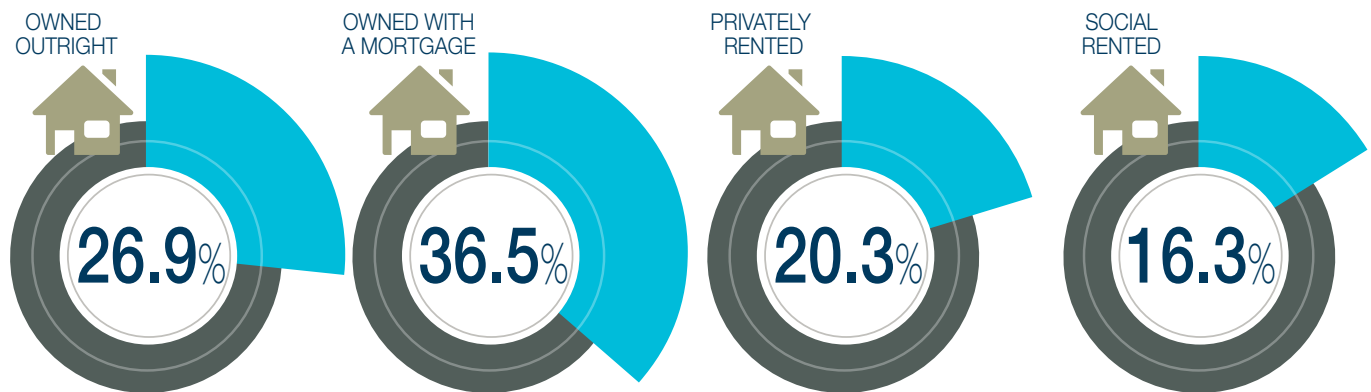
Meanwhile, from 2019, the Elizabeth Line (Crossrail) will run from Reading to Shenfield via central London, cutting journey times for millions of commuters. Those living in and around Staines-upon-Thames will be within a 15 to 20 minute drive of three Crossrail stations at Iver, West Drayton and Hayes and Harlington. Travel times to Bond Street will be reduced from 38 minutes to less than 26 minutes from the three stations, with Liverpool Street and Canary Wharf

less than 33 minutes and 40 minutes away respectively.

Further ahead, proposals for a second Crossrail line, running from South West London to North East London (Crossrail 2), include a regional branch from Raynes Park to Shepperton, which would provide Staines-upon-Thames with a fourth Crossrail station within a 20 minute drive of the town centre. However, it is worth noting that Crossrail

FIGURE 6

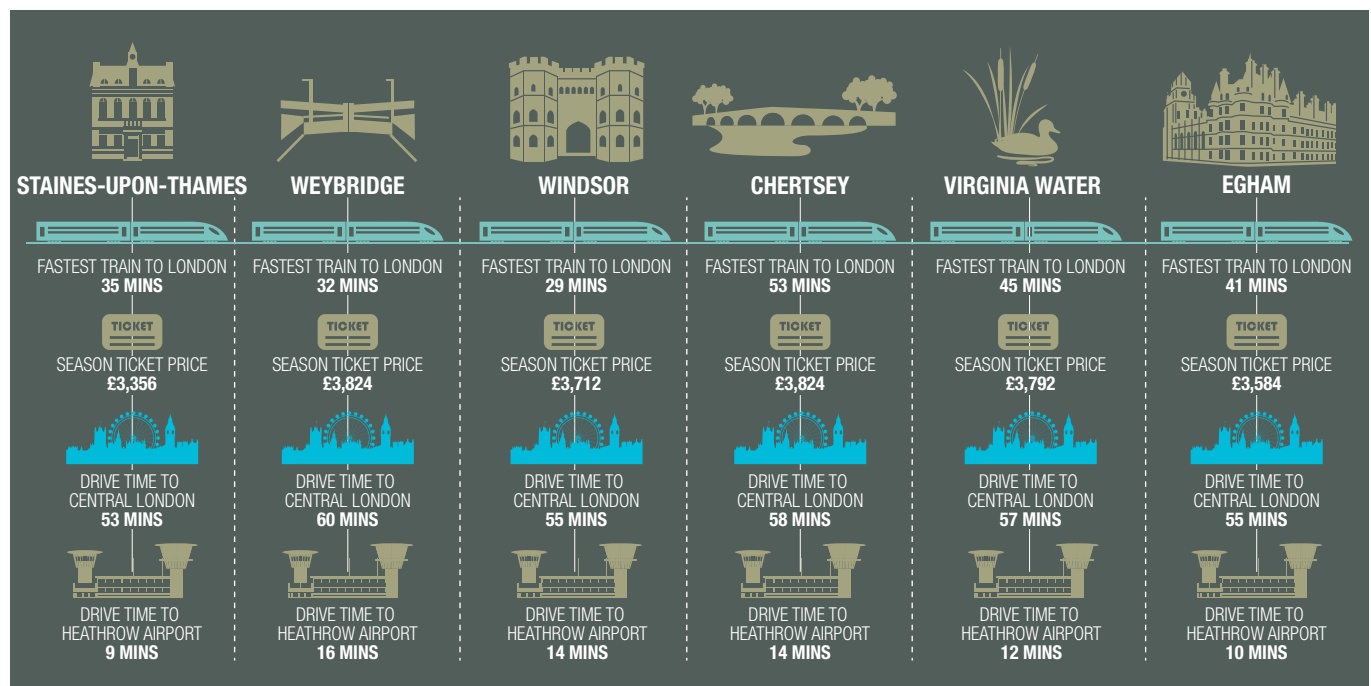
### Tenure in Staines-upon-Thames



Source: ONS

FIGURE 7

### Commute and travel time comparison



2 is not expected to be operational until at least 2030.

The Elizabeth Line will help to attract more businesses into the area, as will plans for the Windsor Link Railway, a privately funded £200 million project that would provide a direct rail link from Staines-upon-Thames to Heathrow Airport, as well as improving connectivity to Windsor, Slough and Reading. The line will potentially be in operation from 2022, subject to planning.

## A local retail hub

Staines-upon-Thames shares characteristics with surrounding towns that form London's prime commuter belt. Lining both banks of the River Thames, the town has almost four miles of river frontage with homes, pubs and restaurants overlooking the river, interspersed by rowing clubs. The town is on the edge of the Colne

Valley Regional Park, a popular location for walkers, runners and cyclists.

The local schools are also a draw. In the borough of Spelthorne there are 28 schools, of which 22 are rated 'good' or 'outstanding' by Ofsted. There are also a number of independents schools within a short drive of the town. Such a large provision of quality schooling may appeal to young families looking to move out of London in the search for more space.

## Outlook

The combination of affordability, a direct train link into London which takes less than 40 minutes, a bustling high street, almost four miles of river frontage, proximity to green spaces and Heathrow Airport will all continue to contribute towards Staines-upon-Thames becoming an increasingly popular location for buyers from London and further afield.

# 14.2%

forecast house price growth – South East England, 2018-2022

## KEY FACTS



Staines-upon-Thames development pipeline: **756 new homes**



**Proposed £200m WindsorLink Railway**, providing a direct rail link to Heathrow Airport from 2022



South East house price forecast 2018-2022: **14.2%**



Home-ownership: **63.4%**, in line with UK average



Average monthly rent, two bedroom flat: **£1,201**



Private Rented Sector Stock **20.3%**



Fastest train to London Waterloo: **35 minutes**



**3.82 miles** of river frontage in Staines-upon-Thames



**144 homes** have been purchased in Spelthorne since April 2013, via the Help to Buy Equity Loan scheme



**Best location in UK** to start a business in 2014



2 Schools in Staines-upon-Thames **rated outstanding**



**347 net additional dwellings** were built in Spelthorne during 2016-2017



**20 minute drive** to three Crossrail stations (from 2019)



**79% of schools** in Spelthorne rated good, very good or outstanding

Source: Knight Frank Residential Research



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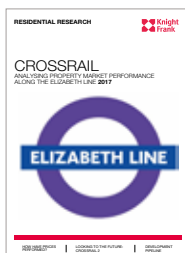
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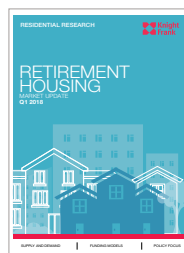
[The UK Tenant Survey 2017](#)



[London Development Design Study 2017](#)



[Crossrail 2017](#)



[UK Retirement Housing Market Update Q1 2018](#)

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