



SOUTHEND-ON-SEA

AN AREA AND MARKET GUIDE

You have arrived...

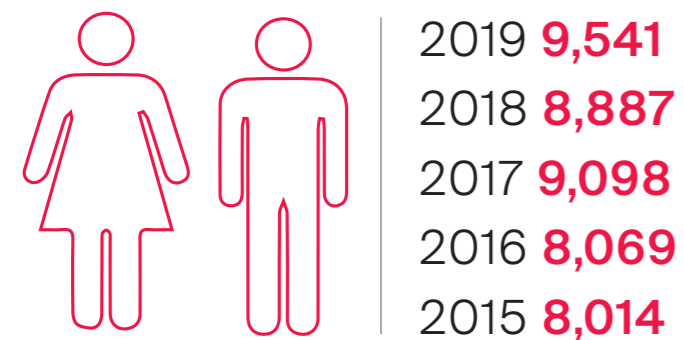
Southend-on-Sea is a place for all ages to live, work and grow – offering a new pace, vibrancy and ease many are eager to call home.

A newfound magnetism

In response to this growing popularity, Southend-on-Sea is currently receiving a series of investments to elevate its innate character. The town is undergoing an extensive, government-backed regeneration programme to key civic areas. Likewise, some of the UK's leading property developers, such as Weston Homes, are capitalising on the town's newfound potential, and have begun building state-of-the-art communities. These initiatives will only enable the town's economy to further flourish.

In fact, according to Experian, the area is already set to outperform most of its wider region (the East of England) over the next decade.

UK migration into Southend, Thousands of people



Source: ONS, Knight Frank Research

The number of people who moved to Southend increased from 8,014 for the 12-month period to June 2015 up to 9,541 for the same period up to June 2019.

This is an increase of 19%. Of these movers, 40% are aged between 20-34, including 16% aged 20-24.

The majority of new residents are coming from Essex (38%) and East London (22%).



Southend-on-Sea's Gross Value Added is set to rise 20% by 2030



ONS data shows the number of people moving from across the UK to Southend-on-Sea is up 19% over the past five years, with 40% of movers aged between 20-34



ONS data shows that median gross weekly earnings increased by 23% between 2015 and 2019, compared to 14% across the East of England region, 12% in London and 13% across the UK

Source: ONS, Knight Frank Research

Why Southend-On-Sea?

Renowned for its sandy beaches and quirky character, Southend-on-Sea is a coastal haven, widely regarded as one of the UK's best beachside resorts.

Home to more than 175,000 people, the Victorian town is a sizeable one. Of course, in light of its holiday-hotspot heritage, this number swells in the summer months. Every year, an estimated six million people visit the town and its **neighbouring gems** – Thorpe Bay, Westcliff-On-Sea and Leigh-on-Sea.



Migration within the UK to Southend-on-Sea has increased by 19% between 2015 and 2019



A place to make connections

Southend-on-Sea fits the mould as an in-demand commuter town. Quick connections to London via rail and major arterial roads, such as the A127, connect the town with the M25, and the surrounding rural countryside of Essex and Kent.

A primary station serving the coastal town is Southend Victoria, where direct services with Greater Anglia can connect you to London Liverpool Street in 58 minutes or Westfield, Stratford in 50 minutes.

Fenchurch Street is accessible in less than an hour courtesy of c2c Railways, and those travelling into the city can do so easily with connection to the DLR at Limehouse Station. Impressively, c2c's owning group, Trenitalia, won 'Rail Operator of the Year' in 2018 at the National Transport Awards – a testament to its excellent service and customer care, which many of Southend-on-Sea's commuters experience first-hand every day.

Liverpool Street can also be reached with ease from the coastal town with Greater Anglia running trains through Stratford from Southend Victoria. For additional connectivity, Southend Victoria Station also takes residents to Shenfield in just 35 minutes, where they can access Crossrail's high-frequency schedules connecting the east and west of London, making central London easily accessible with a journey time of 45 minutes from Shenfield to Bond Street station.

For frequent fliers, London Southend International Airport sits in the north of the town and can be reached by trains running into Southend Airport station. The airport operates scheduled chartered flights to various destinations across Europe, including Spain, France, Italy and Norway. London Stansted Airport, which has a greater number of pathways across the continent and beyond, is just a 50-minute journey by car.

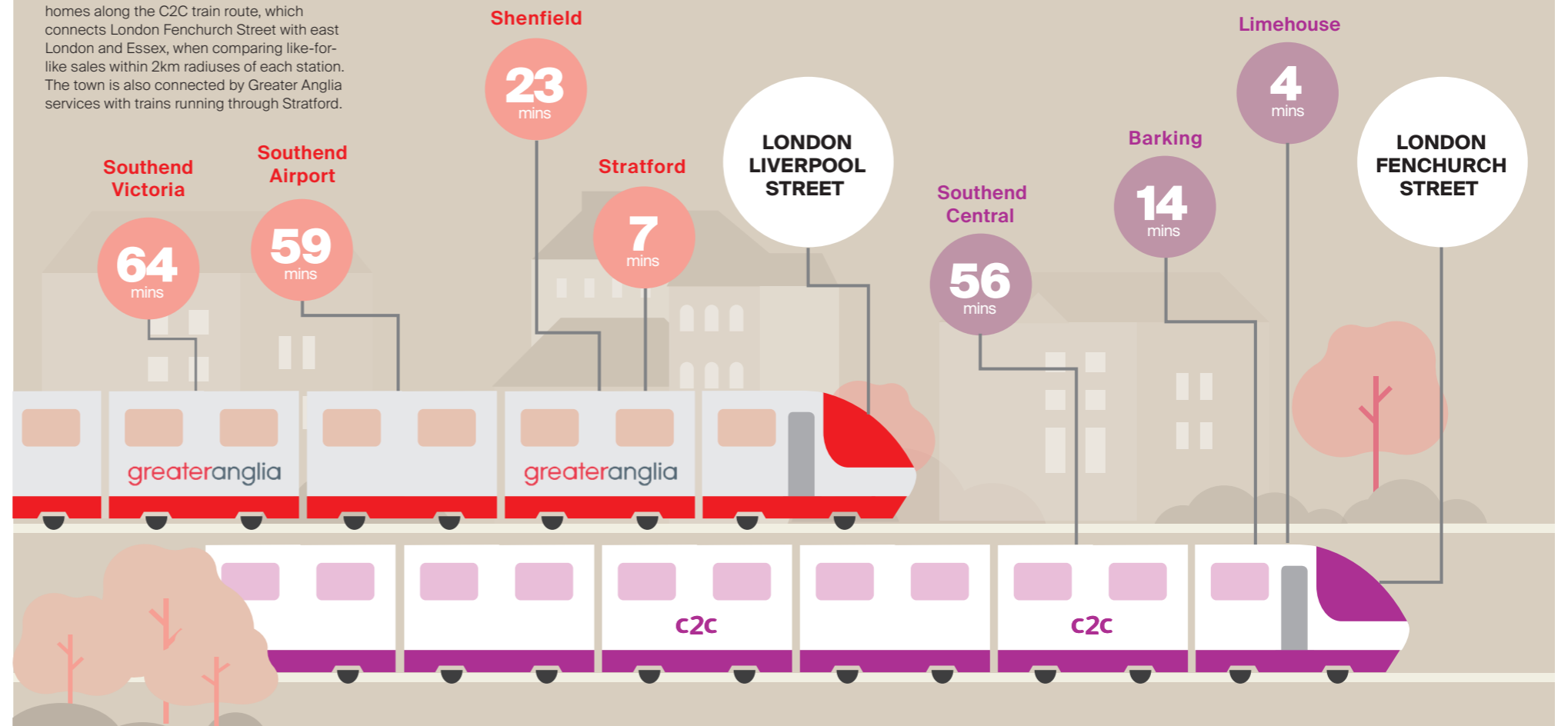


Direct trains run from Southend Central to Fenchurch Street courtesy of c2c Railways



Travel times to Fenchurch Street and Liverpool Street

Southend offers some of the most affordable homes along the C2C train route, which connects London Fenchurch Street with east London and Essex, when comparing like-for-like sales within 2km radiuses of each station. The town is also connected by Greater Anglia services with trains running through Stratford.



A new future



£2.5m regeneration programme underway for the town centre, which include plans to remodel its public and green spaces



Southend-on-Sea to become one of the first “Gigabit Cities” in the UK



Investment into Southend-on-Sea is set to further shape the town into a modern residential hub, well-served by a wide array of amenities, cultural experiences and local employment opportunities.

A £2.5m regeneration programme is underway for the town centre, which includes plans to remodel its public and green spaces, improve signage and upgrade cycling facilities. The high street is set to benefit, too, with a 0%-loan scheme being offered to businesses keen to revitalise their shop fronts.

The town is also set to become one of the first ‘Gigabit Cities’ outside of London in the UK, where broadband speeds average one gigabits per second. The scheme, a collaboration between CityFibre and Vodafone UK, is set to be completed by 2022, with some homes set to be connected to the network by the end of 2020. Given the rise of homeworking, and the growing need for businesses to digitise their offerings, Southend-on-Sea is well-placed to accommodate technological advancements.



Image Credit: Weston Homes

An enduring destination

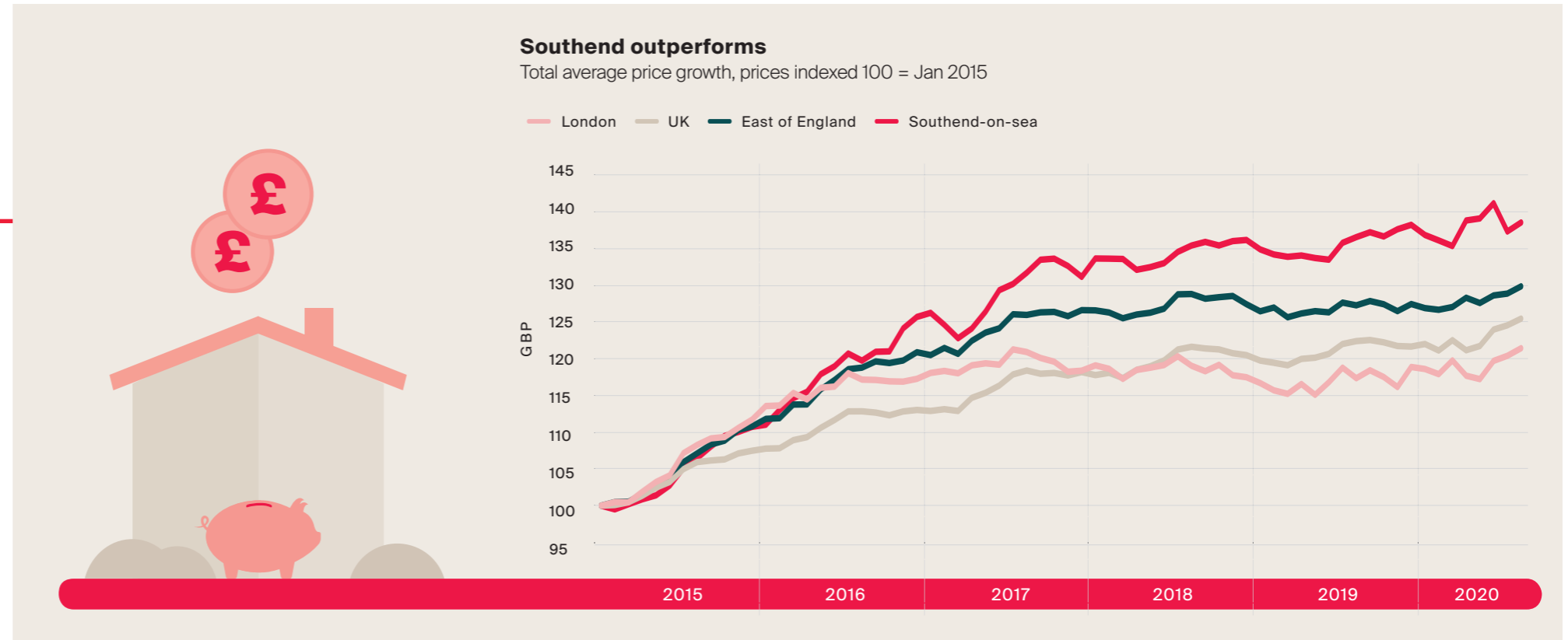
A traditional Victorian seaside resort, much of the housing within Southend-on-Sea is in a late 19th century style, with the most typical stock being terraced town houses. Regeneration schemes and interest from well-known developers, such as Weston Homes, are set to improve the town's fortunes – and the potential for future investments.

But like most provincial towns, the further out of the centre you go, the larger the properties become and the leafier the streets grow. This is especially true towards Leigh-on-Sea and Thorpe Bay. But the promise of government-funded regeneration programmes to local civic and municipal centres has also sparked developers to race towards transforming portions of the town's most under-loved areas.

As a result, the town's property market is outperforming competing seaside towns, house prices having gained 46% over the past five years, compared to a 44% increase seen in Kent's Margate, 30% in Clacton-on-Sea, and just 19% in Sussex's Brighton. Average sales prices within a 2km radius around Southend Central come in at £227,899, while those around Southend East station stand at £231,309. This means Southend offers some of the most affordable homes along the C2C train route, which connects London Fenchurch Street with east London and Essex, when comparing like-for-like sales within 2km radiuses of each station. Despite this, Southend Central and Southend East stations are both under a 60-minute commute into London Fenchurch Street (at 56 and 59 minutes respectively).

In contrast, house prices in other areas of a similar commute time, such as Chalkwell (54 minutes) and Westcliff-on-Sea are considerably higher. House prices within a 2km radius of Chalkwell station are 39% higher than around Southend Central. Similarly, prices close to Westcliff-on-Sea station are 16% higher.

A similar picture emerges when looking at the Greater Anglia train route via Southend Victoria into London Liverpool Street, a journey time of approximately 1 hour. Average house prices are all higher than those in Southend, ranging from £231,501 for houses within a 2km radius of Prittlewell station, also 1 hour away from London Liverpool Street, to £514,755 for prices near Shenfield station, a 35-minute journey.



Average sales prices within a two-kilometre radius of Southend Central station come in at £227,899, while those around Southend East station stand at £231,309. Compare this to neighbouring Chalkwell or Westcliff-on-Sea and you'll find that house prices are 39% and 16% higher, respectively.

With the average price for Southend-On-Sea at 49% below London's average, the seaside town gives budding first-time buyers an entry point. Help to Buy is an important part of the Southend-on-Sea residential property market, but there's room for growth in the area once new regeneration schemes and supply become available.



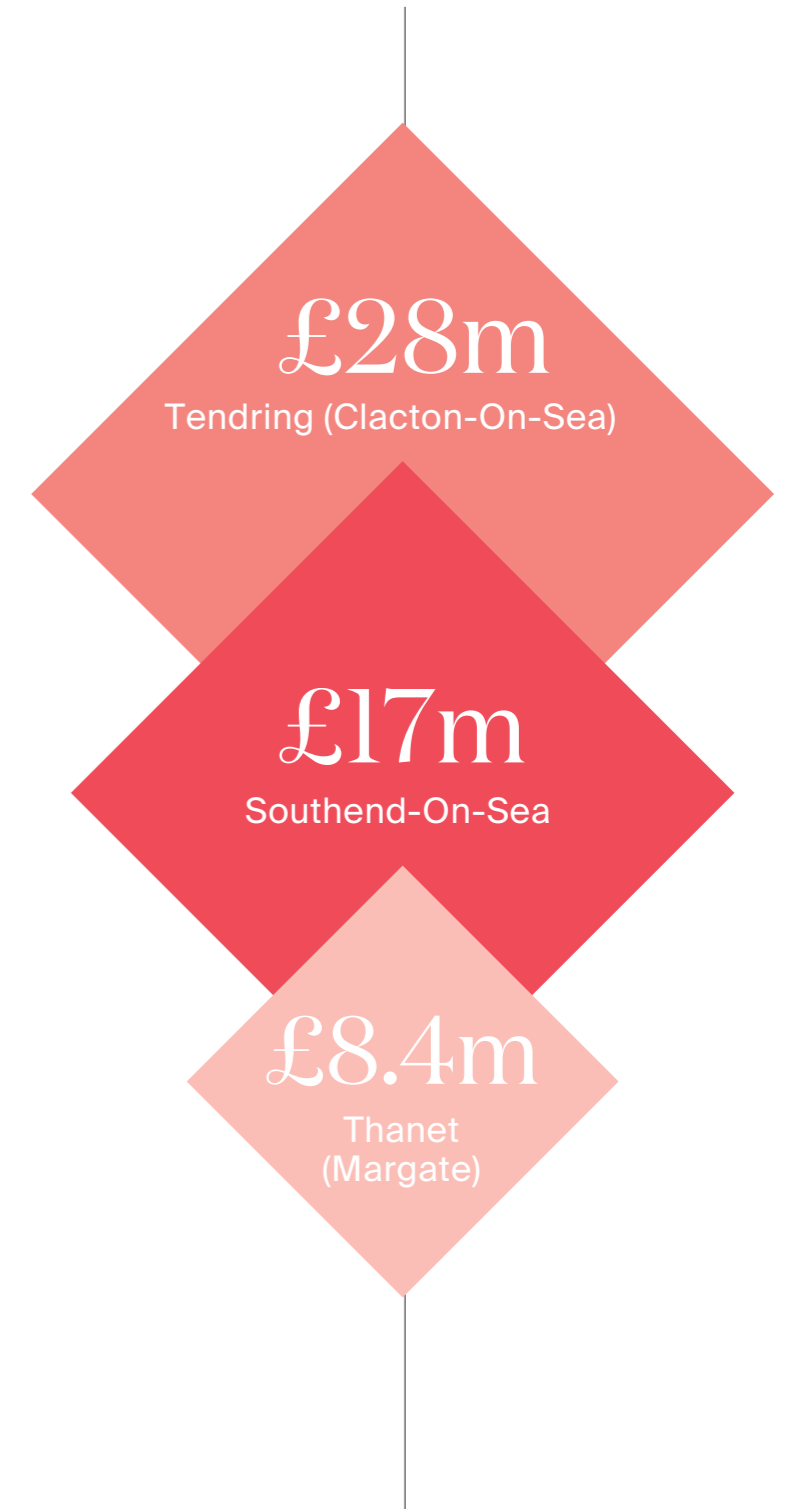
Between July 2015 and July 2020, the average house price in Southend-on-Sea climbed from £209,060 to £287,173



Image Credit: Weston Homes

The value of Help to Buy equity loans agreed Q2 2013-Q1 2020

Southend-On-Sea compared to Clacton-On-Sea and Margate council districts



£16.9m

The value of HTB equity loans agreed in Southend since the start of the Help to Buy scheme, representing 331 deals in total

Things to see and do

Though day-trippers delight in Southend-on-Sea's seaside bliss, its residents are able to enjoy the benefits all-year-round. The waterfront town's hidden gems and plentiful attractions shape a life of luxury and joy.

Particularly pertinent in today's climate, Southend-on-Sea could present the perfect opportunity to those wanting green space and sea air in equal measure. Knight Frank's Global Buyer Survey 2020 certainly indicates this intention, highlighting that home movers will be prioritising space – and more active lifestyles as a result – when they next move.

66% of respondents said a home with more garden or close-by outdoor space is a priority for their next move, with 40% eager for their next home to be on a waterfront. A place well-catered for is important to Knight Frank buyers, too, with 61% of respondents believing they'll be working from home more in the future, and as a result, will need better access to local amenities, as well as space.

Southend-on-Sea is perfectly placed to meet these new demands. It rests against a seven-mile stretch of coastline, sweeping estuary views and numerous scenic walks alongside the marshes of the Thames Estuary. Nearby, you'll find Shoebury East Beach, Thorpe Bay, and

Three Shells Beach, the latter two of which hold a Blue Flag award – one of the most recognised accolades for beaches that meet and maintain stringent environmental, educational, safety, and accessibility criteria.

There are natural pursuits aplenty to suit those looking to connect with nature, slow down and unwind from life's pressures.

The town itself is also well-served by numerous leisure, sports and fitness facilities. These include the family-favourites of the Sealife Adventure centre and Adventure Island; the Southend Leisure & Tennis Facility at Garon Park; several football, rugby, athletics and tennis clubs, including Southend United FC; and three golf courses all within or on the outskirts of town.

On top of this, local parks and nature reserves include Priory Park and Belfairs Wood, Park and Nature Reserve.

And, of course, enjoy Southend-on-Sea's prized pleasure: the priceless sea breeze.



66% of respondents said a home with more garden or close-by outdoor space is a priority for their next move

The rise of home working...

Where would you prefer to work once the pandemic subsides?



8%

WFH ALL THE TIME



79%

BLEND OF WFH AND OFFICE



12%

ALWAYS IN THE OFFICE

1%

OTHER



Research by the Institute of Directors indicates more than half of UK directors plan to cut back on office space as a result of the pandemic. Nearly three-quarters said they would encourage more staff to home work after the crisis and the results suggest a blended approach is emerging on a large scale, something that's also being reflected in some of our own online polls.

Everything on your doorstep

A glistening jewel in Essex's social crown, Southend-on-Sea has undergone many transformations over the years, but it's fair to say its current renaissance is confirming it as an enviable destination to work, live and play.

Shopping & Lifestyle

Packed with arts, culture and picturesque views, a dull day in Southend-on-Sea is never on the cards. For some good old-fashioned retail therapy, you'll be spoiled for choice. The Victoria Shopping Centre is packed with a vast array of shops and independent boutiques. By the coast, The Royals Shopping Centre holds household names such as H&M, Pandora and TK Maxx.

Nightlife-lovers have plenty of options on their doorsteps, with a bounty of bars and clubs to be found in areas such as Victoria Central or along Lucy Road. Similarly, Thorpe Esplanade on Thorpe Bay has a charming buzz, evoking a rich sense of nostalgia to anyone who has spent time holidaying on the beaches of an English seaside resort.

Thespians will delight in knowing Southend-on-Sea has several theatres, with The Cliffs Pavilion and The Palace Theatre famed for concerts, West End musicals, drama and comedy performances. And if you're feeling lucky, Genting Casino Westcliff and Grosvenor Casino will give you the chance to play your hand.

For a spot of awe-inspiring culture, Southend Central Museum and Planetarium opens up a world of archaeological treasures and exhibitions, while the Focal Point Gallery has plenty of modern art to delight. And for a spot of history, nestled in the manicured green of Priory Park is the Prittlewell Priory, an impressive 12th century Cluniac Monastery.

Close by, Leigh-on-Sea also offers a host of art galleries, as well as an annual regatta for boat lovers and a folk festival for music fans.



Dining

In Southend-on-Sea, all tastes, cravings and moods are well-catered for. Food lovers can choose to be wined and dined in a selection of 500 restaurants. Notable spots include the Roslin Beach Hotel, a two-rosette award-winning treat perfectly placed to people-watch against the azure-coloured waves, while Aurum Restaurant offers elaborate creations in a mellow ambience.

Those on the hunt for a more extravagant dining experience can journey to the renowned Food by John Lawson in Leigh-on-Sea, which creates masterpieces of passion from seasonal, local produce.

Southend Pier

And, of course, there is Southend Pier, the world's longest leisure pier at 1.3 miles (2,158 metres) in length.

Built in 1803, it attracts millions of visitors every year and is the foundation of the town's nationwide allure.

During WWII, it was requisitioned by the Ministry of Defence and renamed HMS Westcliff, serving as a military and navel garrison to more than 3,000 troops. The pier head can be reached on foot or by a small shuttle train, and has a museum, fish-and-chip shop and numerous other small souvenir stores. The real highlight, however, is the popular pier-end café which frequently makes an appearance on the television as the set of hit Channel 4 cooking show 'Jamie and Jimmy's Friday Night Feast'. Jamie Oliver and Jimmy Doherty have featured cooking alongside a host of famous faces over the years, such as Usain Bolt, Mary Berry and Gwyneth Paltrow, to name but a few.



Food lovers can choose to be wined and dined in a selection of 500 restaurants with all tastes well-catered for

GET IN TOUCH

If you'd like to find out any more about living in Southend-on-Sea, or what the potential opportunities are for buying there, do not hesitate to get in touch.

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