

GRAND UNION

WHY INVEST IN WEMBLEY?



Say hello to Grand Union

Grand Union in Wembley is undergoing major transformation and is situated in one of the largest regeneration projects in Europe.

Offering great connectivity, 14 acres of green spaces, excellent residents' facilities, strong rental demand and located next to London's largest business centre, now is the perfect time to invest in this unique canalside neighbourhood.

Berkeley Regeneration



RESORT-STYLE
facilities attracting
HIGH EARNING
TENANTS



3,350 HOMES
to be delivered on 22 acre
development



MORE THAN 60%
dedicated to green spaces,
including a waterfall



45,000+ SQ FT
of commercial space
including nursery, gym and
affordable workspace



Moments away
from the iconic
WEMBLEY STADIUM

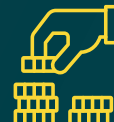
Strong Market Growth



YIELDS of
more than **6%**



18%+ RENTAL GROWTH
forecasted in the next 5 years



15% CAPITAL
GROWTH
over the next 5 years



Adjacent to Park Royal
Business Centre with
43,100+ EMPLOYEES
on your doorstep

Perfectly Located



ACCESS TO
2 STATIONS
(Alperton &
Stonebridge Park)



3 STOPS
to Imperial College
White City Campus
ranked number 2 in
the world*



CONVENIENT
for Harrow and Ealing
Schooling



ONE TRAIN EVERY
135 SECONDS
at peak times after
Piccadilly line
improvements



CYCLE AND
WALKING ROUTES
along the Grand Union
canal to Little Venice,
Paddington &
Regent's Park

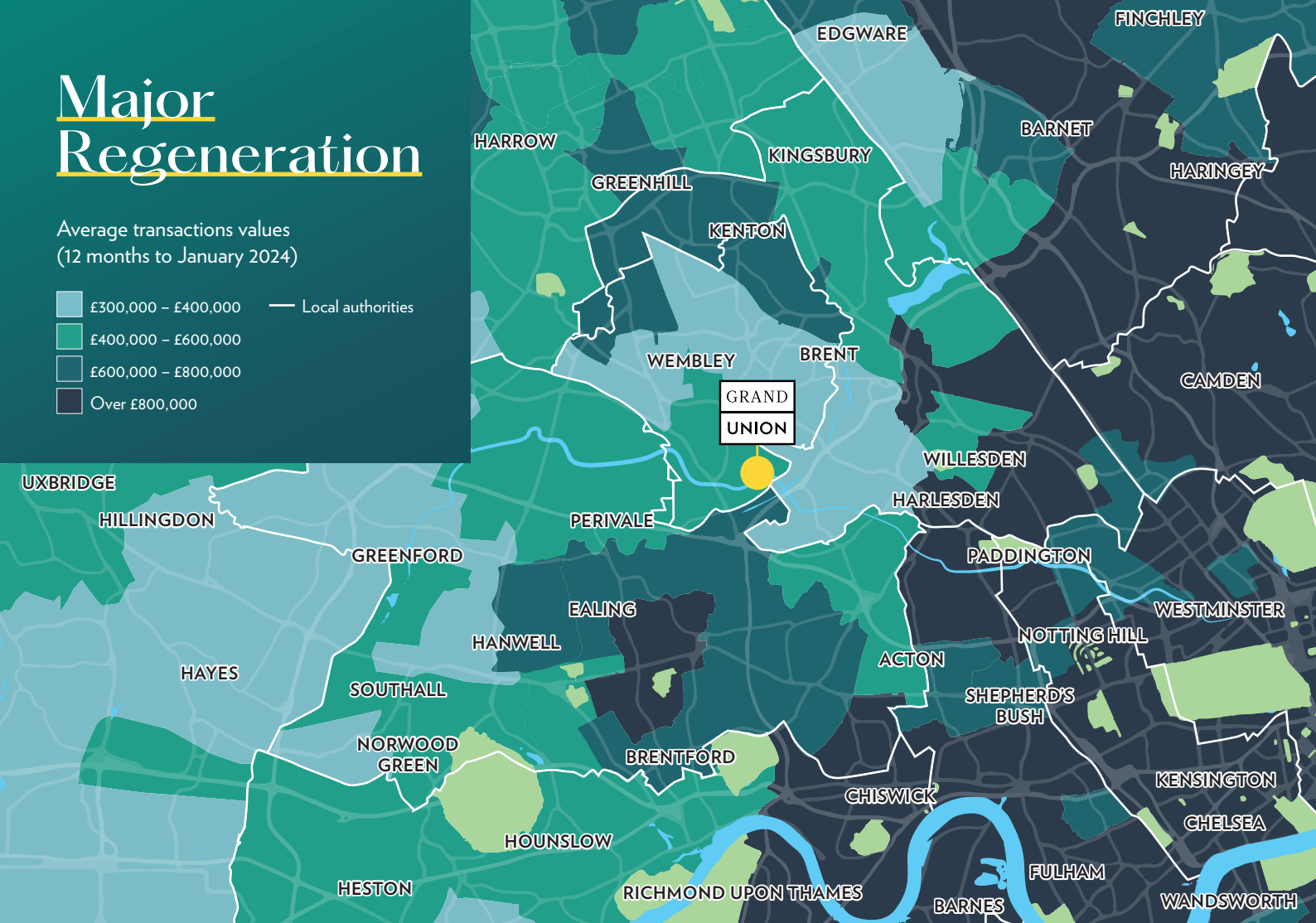
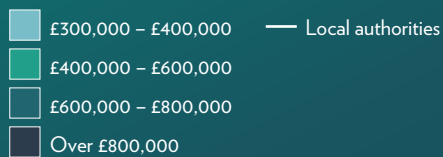


5 MINS to
Bakerloo Line
5 MINS to
Overground Line
10 MINS to
Piccadilly Line



Major Regeneration

Average transactions values
(12 months to January 2024)



Wembley is undergoing **MAJOR REGENERATION** and is unlocking an area of West London surrounded by much higher value markets.

The ongoing regeneration of the area is demonstrating a key opportunity with wealth climbing outwards to **ZONE 3** and greater potential for capital value growth.

Between 2019 and 2023 Grand Union has **OUTPERFORMED** the local markets of Ealing and London in general, highlighting potential for greater capital appreciation.

A Thriving Location

Wembley is known for world-class entertainment as a leisure destination.

LONDON DESIGNER OUTLET offers over 70 stores, 20 restaurants and a Cineworld cinema. Find top brands such as BOSS, Tommy Hilfiger, Nike, Calvin Klein and many more.

BOXPARK at Wembley adds a further 20,000 sq ft of dedicated events space offering food, drink, mini-golf, virtual reality experience and their own 'PLAYBOX' area with games to be enjoyed by all.

OVO ARENA WEMBLEY has capacity for 12,500 people and welcomes around 1 million fans every year.

WEMBLEY STADIUM is the largest stadium in the UK and second largest in Europe, offering a range of events throughout the year including the FA cup, boxing and performances from Taylor Swift and Bruce Springsteen in 2024.



Wembley Stadium

Park Royal Business Centre

To the south of Grand Union is one of London's primary industrial areas and the largest area of Strategic Industrial Land (SIL) in the city.

Park Royal is one of **EUROPE'S LARGEST** and most thriving business centres and supports around **1,700 BUSINESSES** and **43,100 EMPLOYEES**.

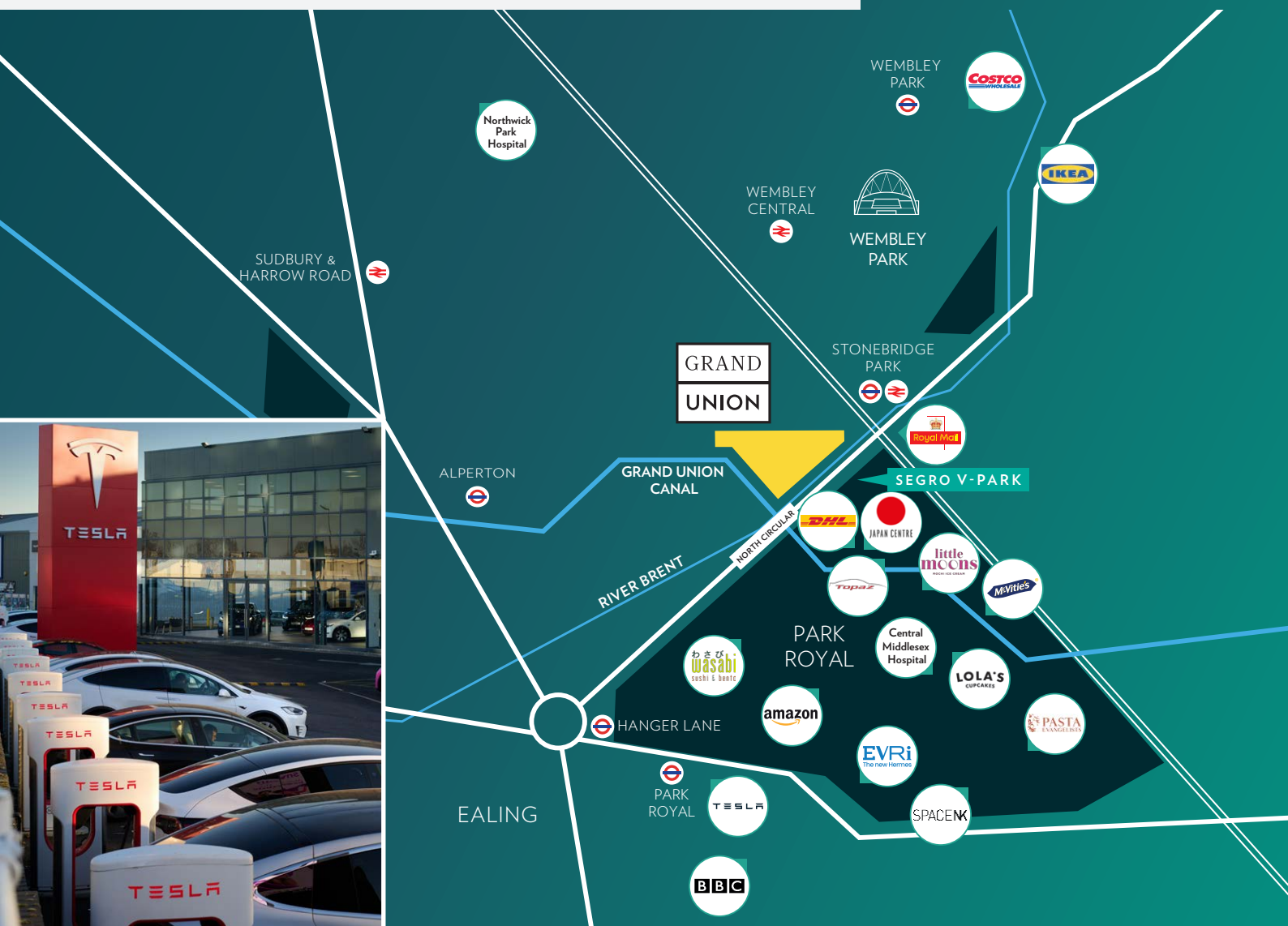
PLAYED A HISTORICAL ROLE in supplying London with everything from McVitie's digestive biscuits to Heinz soups.

LONGSTANDING HOST TO THE FILM AND MEDIA INDUSTRY due to its proximity to the BBC at White City and West London's many film studios.

SEGRO V-PARK GRAND UNION

On-site multi-storey industrial development brings 134,500 sq ft of workspace.

Expected to boost the economy by around **£7.65BN A YEAR**.



Rental Market

Grand Union has a strong rental market with demand from young professionals, students and graduates. **ON AVERAGE GRAND UNION LANDLORDS HAD 22 APPLICANTS PER PROPERTY.**

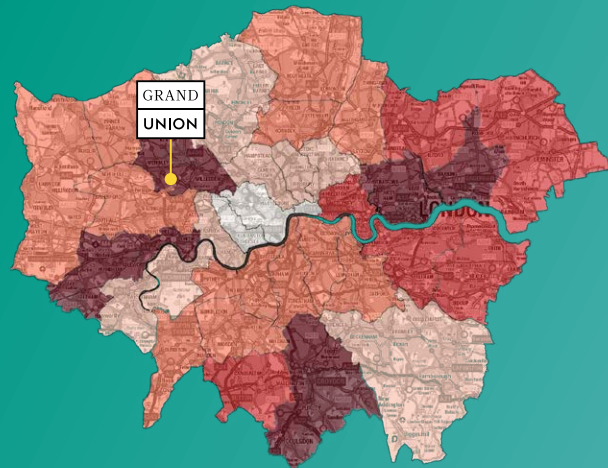
- Grand Union is located in the London Borough of Brent, where the **private rental sector is growing strongly**. Between 2011 and 2021 it grew by 24%.
- The local area is **attracting a more affluent demographic** than existing local residents. The median income for a mover household is c.£43,500 per annum, this is also 4% higher than the London average.
- Savills Research is showing an expected **rental growth of 18%+** between 2024 and 2028.
- Brent and Ealing have experienced very strong rental growth in the post-pandemic years. Since March 2020, they have witnessed **23.1% growth** in Brent and this is very similar to the 24.2% seen across London on average over the same time period.
- The **local market values high-quality amenities**. At Grand Union, residents can enjoy resort-style living with access to unique facilities including their own bowling alley, workspace, as well as a Co-op, nursery and Anytime Fitness Gym.
- Within a **1 mile radius** of Grand Union, there are **c.8,500 students**, making up on an average 9% of the total population, versus 4% across London.
- 44% of international students in the local area are from China or the wider APAC region with larger budgets. 27% of international students in Wembley attended the **University of Westminster** in 2021/22. A further 10% of international students attended **UCL**.

PROPORTION OF HOUSEHOLDS BY TENURE (2021)



GROSS BUY-TO-LET RENTAL YIELD

Up to 4.5% 4.5% – 5.0% 5.0% – 5.5% 5.5% – 6.0% Over 6%



Projected Rental Estimates

High demand ensures above average returns

Home	Building	Price	Gross Rental Yields	Est Rental Per Month*	Est Rental Per Annum*	Service Charge**	Completion
1 bed	Waterview House	£399,000	circa 6.1%	£1,975	£23,700	£3.66 /sq ft	Feb – May 2025
2 bed	Waterview House	£700,000	circa 4.4%	£2,550	£30,600	£3.66 /sq ft	Feb – May 2025
3 bed	Waterview House	£725,000	circa 4.8%	£2,900	£34,800	£3.66 /sq ft	Feb – May 2025

Bowling and e-darts room in 'The Lock' residents' facilities

Computer Generated Image. Indicative only.

Why Invest Now?

Recent Savills Research has shown:



MORE VALUE FOR MONEY

Grand Union homes provide better value for money than the average asking price point in London of £1,000 sq ft. Wembley is 21% and 37% more affordable than neighbouring Acton and Ealing.



REDUCED RATES

Interest rates are set to reduce in line with the Bank of England forecast with house prices rising and increased demand.



LIVING IN A WATERFRONT LOCATION ATTRACTS A PREMIUM

Homes at the River Thames found that buyers are willing to pay a 19.5% premium for second hand flats located within 100m of the river bank compared to those up to 1km away. Grand Union is next to the canal, River Brent and a 6m waterfall.



GRAND UNION TICKS BUYERS TOP PRIORITIES

Buyers have ranked outside space, connectivity and amenities as top priorities, all of which Grand Union offers with resort-style living.



BRENT'S POPULATION IS FORECASTED TO CONTINUE GROWING

The population of the London Borough of Brent is forecasted to grow from 335,000 in 2023 to 350,000 in 2033, an additional 15,000 people over the next 10 years.



83,000 NEW HOMES ARE NEEDED EACH YEAR IN LONDON

Based on projections of supply due to come forward by 2026, less than 50% of the new homes needed would be delivered, meaning high demand for new builds such as Grand Union.

CONTACT US:

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*Source: Benham & Reeves. **Service charge is an estimate only and subject to change. The estimate is dated 2024 and does not make allowances for increases due to RPI, inflation etc. from the date of preparation to legal completion. Terms of change that can affect the service charge include, but are not limited to, changes in industry or government legislation, unexpected cost and any other matter outside of the control of St George. The appointed Managing Agent may also charge additional fees, outside of the service charge, for items including, but not limited to, licences and consents, sub-letting, legal proceedings and re-selling / sales pack.