

Investment Guide

Fulham & Chelsea

October 2022

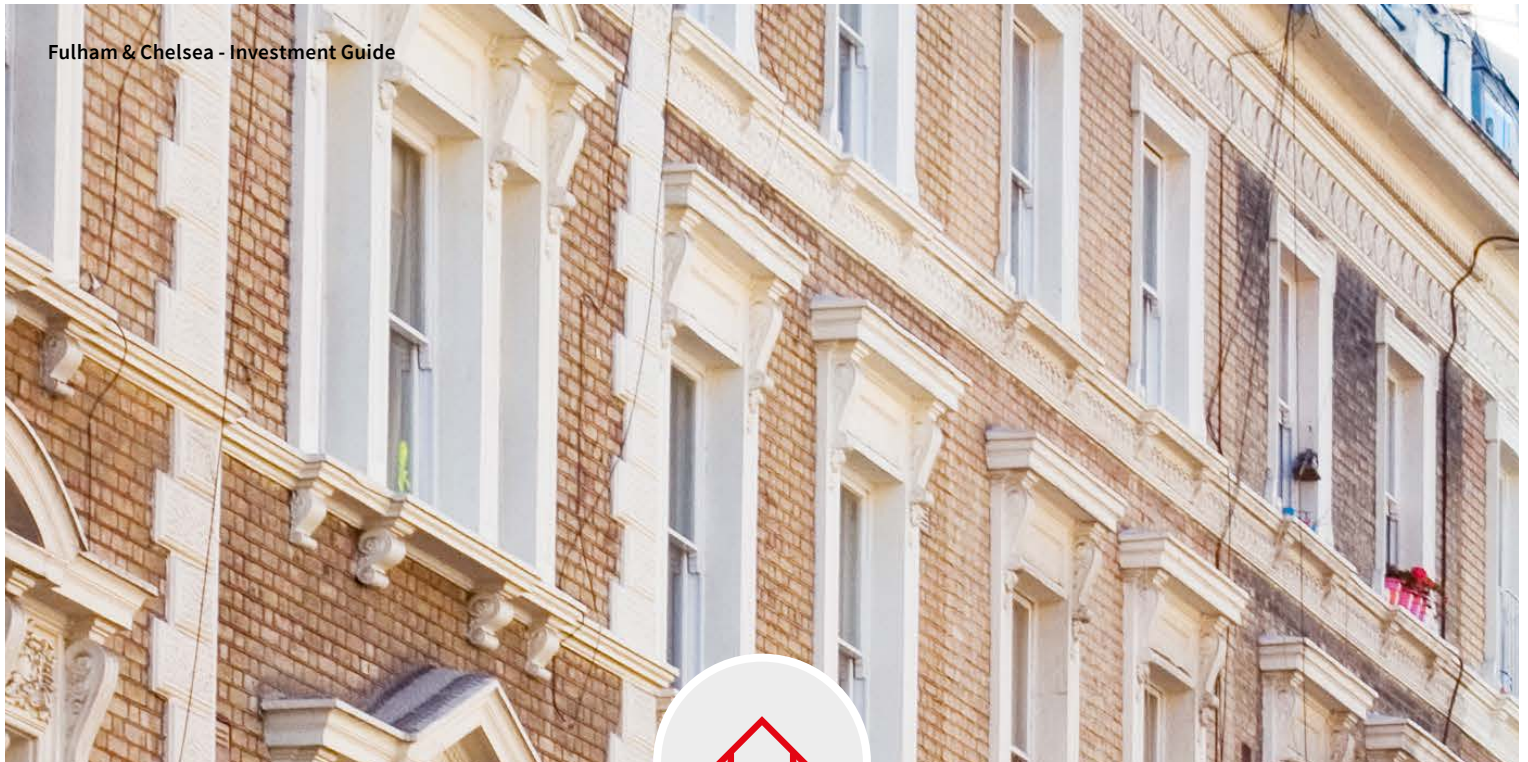




An overview of Fulham

Perfectly located on the River Thames, nestled between Chelsea and Hammersmith, Fulham has become a popular choice for many. With its brilliant choice of schools, close proximity to central London and an abundance of shops, bars and restaurants, the area attracts families, young couples and city professionals.





History of Homes in Fulham

Historically, Fulham Palace, which was previously known as Fulham Manor House, was the only building that existed in the area. The property was bought by the Bishop of London in approximately 700AD and was used as a summer house for over eight centuries by him and his successors.

As with many areas of London, the introduction of the local railway in the 19th century redefined Fulham as a commuter area. At this time a lot of construction took place, and Fulham is now known for its Victorian and Edwardian townhouses and tree lined roads.

Over more recent years there has been a lot of development near Imperial Wharf, with many upmarket flats and apartments popping up along the river.







Connectivity

Overground Rail

The closest station to Chelsea Riverview, less than a 7 minute walk away is Imperial Wharf. Imperial Wharf is on the London Overground and is also served by Southern Rail.



Bike

Many locals choose to cycle, from Chelsea Riverview your morning commute could now be a short ride along the edge of the River Thames.



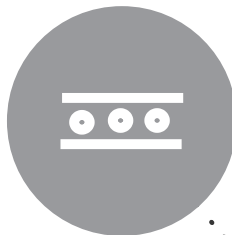
Boat

If you fancy a more scenic commute, Chelsea Harbour Pier is just a 10 minute walk away from Chelsea Riverview, and the Thames Clipper can get you to Embankment in under 30 minutes and to London Bridge in under 40 minutes.



Underground

In addition to having Imperial Wharf station on your doorstep, there is also easy access to the London Underground, either at Parsons Green or Fulham Broadway, both serviced by the District Line.



Road

With the M4 close by Fulham residents have easy access to the West of England.





Education

A big draw to Fulham for many young families is the choice of schools in the local area. There is a fantastic variety of both state and independent schools for families to choose from.



Ofsted Outstanding Schools

1	Lady Margaret School	<i>girls</i>	<i>secondary</i>
2	Langford Primary School	<i>mixed</i>	<i>primary</i>
3	Chelsea Academy	<i>mixed</i>	<i>secondary</i>
4	The London Oratory School	<i>boys</i>	<i>all</i>
5	Ashburnham Community School	<i>mixed</i>	<i>primary</i>

Ofsted Good Schools

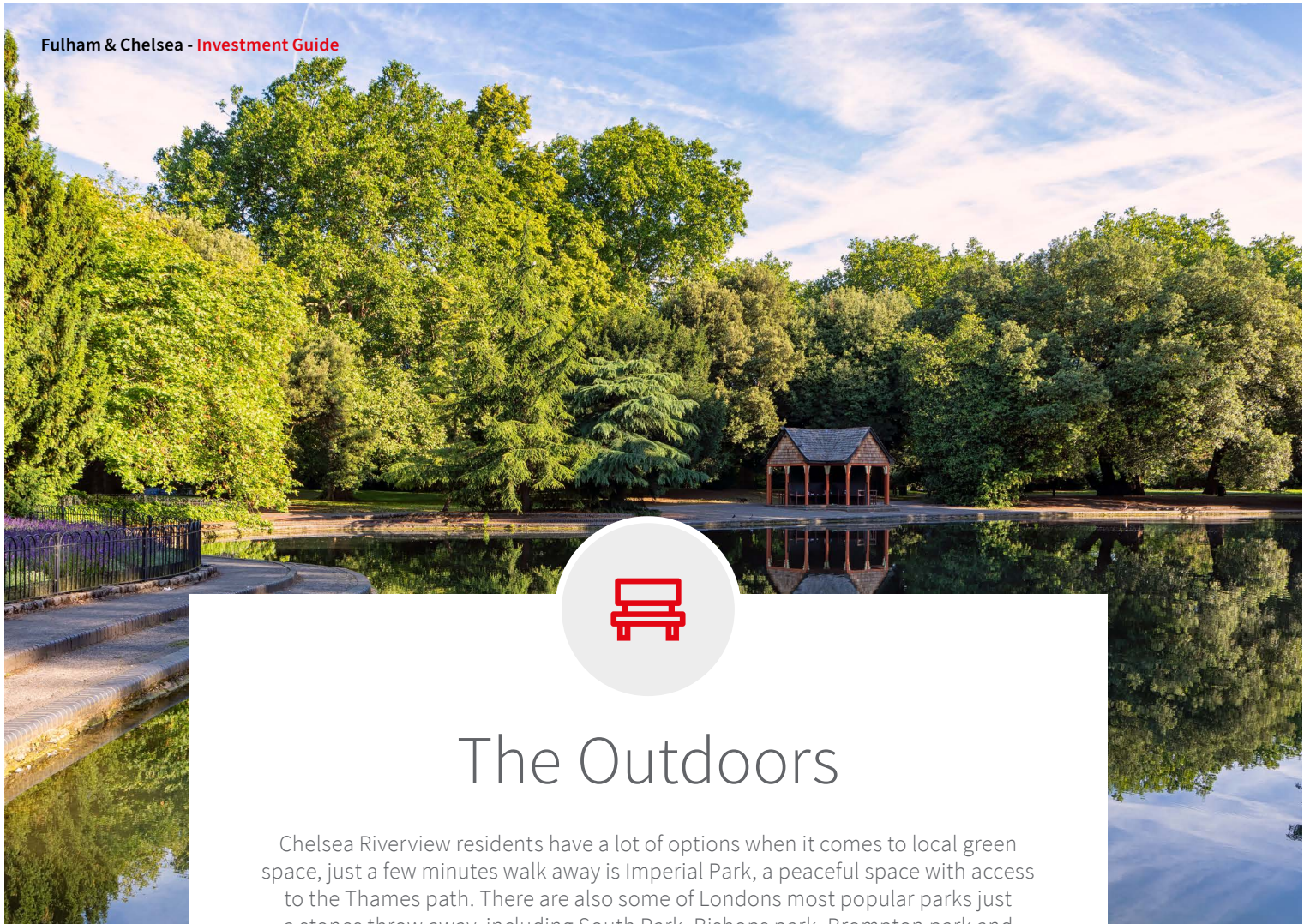
6	The Hurlingham Academy	<i>mixed</i>	<i>secondary</i>
7	The Fulham Boys School	<i>boys</i>	<i>secondary</i>
8	St John Bosco College	<i>mixed</i>	<i>secondary</i>
9	Sullivan Primary School	<i>mixed</i>	<i>primary</i>



Independent Schools

10	L'Ecole des Petits School	<i>mixed</i>	<i>primary</i>
11	Thomas's Fulham	<i>mixed</i>	<i>primary</i>
12	Thomas's Battersea	<i>mixed</i>	<i>primary</i>
13	L'Ecole de Battersea	<i>mixed</i>	<i>primary</i>
14	Evergreen Primary School	<i>mixed</i>	<i>primary</i>
15	Parsons Green Prep	<i>mixed</i>	<i>primary</i>
16	The Fulham Prep School	<i>mixed</i>	<i>all</i>
17	Burlington House School	<i>mixed</i>	<i>all</i>





The Outdoors

Chelsea Riverview residents have a lot of options when it comes to local green space, just a few minutes walk away is Imperial Park, a peaceful space with access to the Thames path. There are also some of London's most popular parks just a stones throw away, including South Park, Bishops park, Brompton park and Battersea park.

With the River Thames on the doorstep, residents also have the luxury of many different walks along the river, whether you would rather go West towards Putney and Richmond, or East heading towards the centre of the Capital and the City, residents will be spoilt for choice when it comes to picturesque weekend walks.





Leisure

For those living in Fulham, it is easy to while away time without travelling too far, whether you are into sports or something more relaxing there is something for everyone.

Football fans will feel right at home at Chelsea Riverview, with Stamford Bridge, Chelsea FC stadium a short walk away, and Craven Cottage, Fulham FC stadium within easy reach as well.

If football isn't your thing there are plenty of other options for your weekends, the Kings Road is just a short walk away, so why not spend your Saturdays perusing the shops, or the Design Centre at Chelsea Harbour is also local, and has been labelled as 'the interior design world's Mecca'.



International buyers

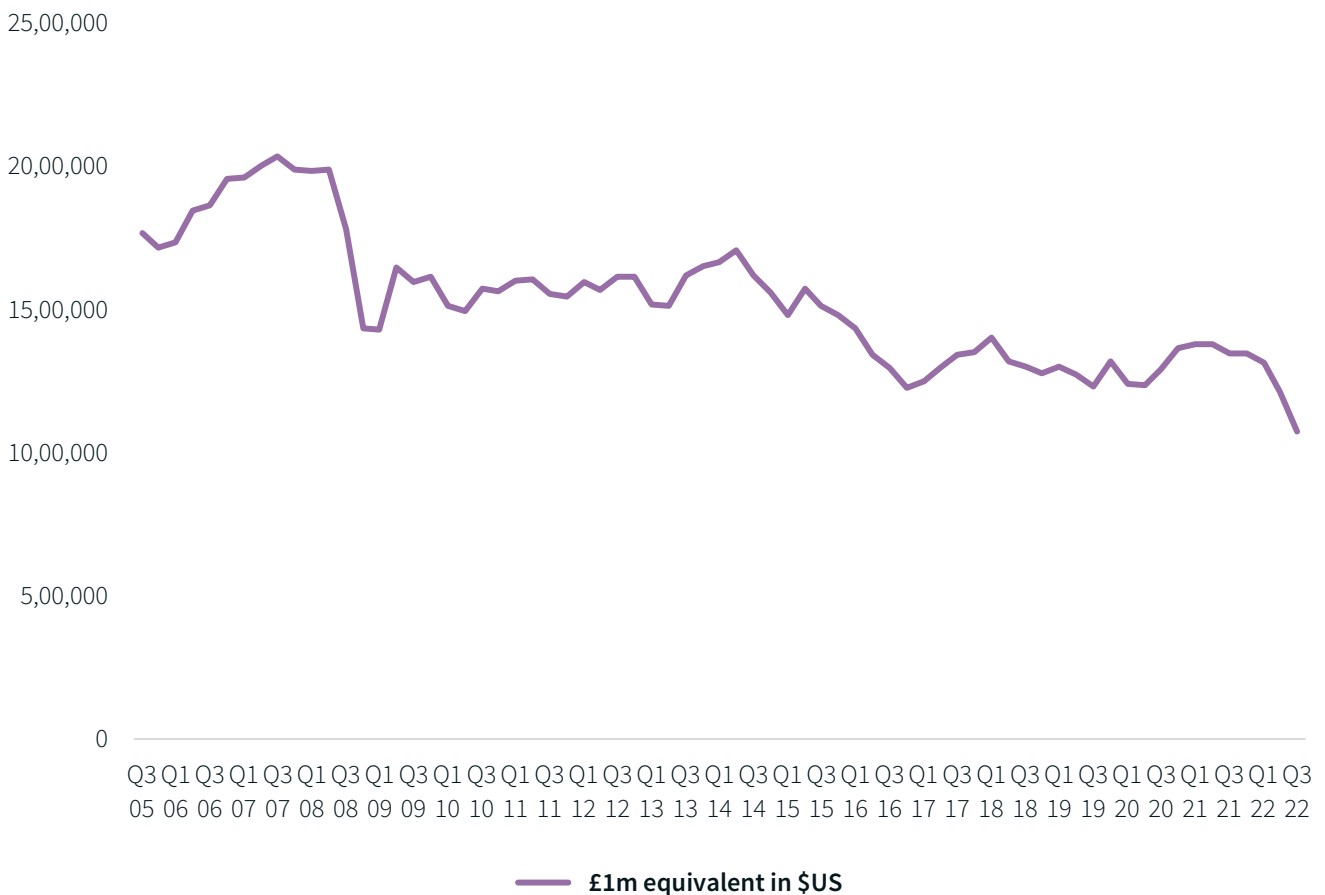
Weaker Sterling exchange rates continue to make London an attractive proposition for overseas buyers. With Sterling exchange rates providing an opportunity for purchasers to buy properties at a much lower comparative price than those purchasing in Sterling.

Exchange Rates: US Dollar

Buyers looking to purchase a £1 million property in US\$ back in Q3 2007 would have paid the equivalent of \$2.03million.

Spending the equivalent of £1million now would cost \$1.08 million, with the cost in dollars having almost halved.

£1m equivalent in \$US

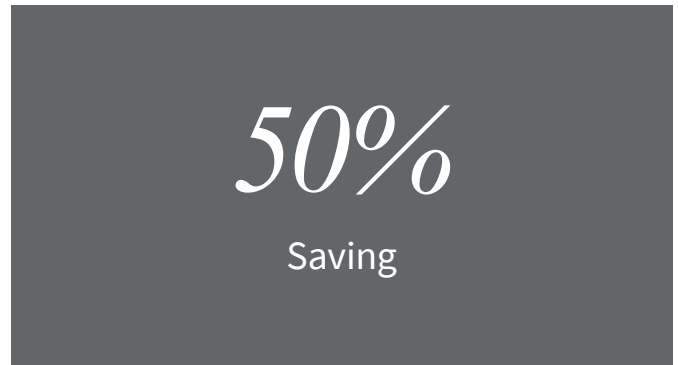
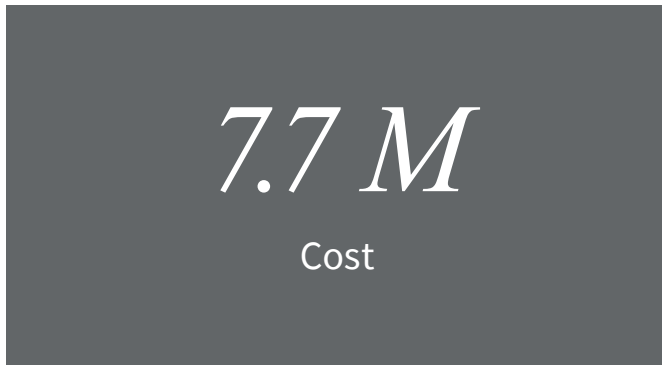


Source: JLL Research/ Bank of England

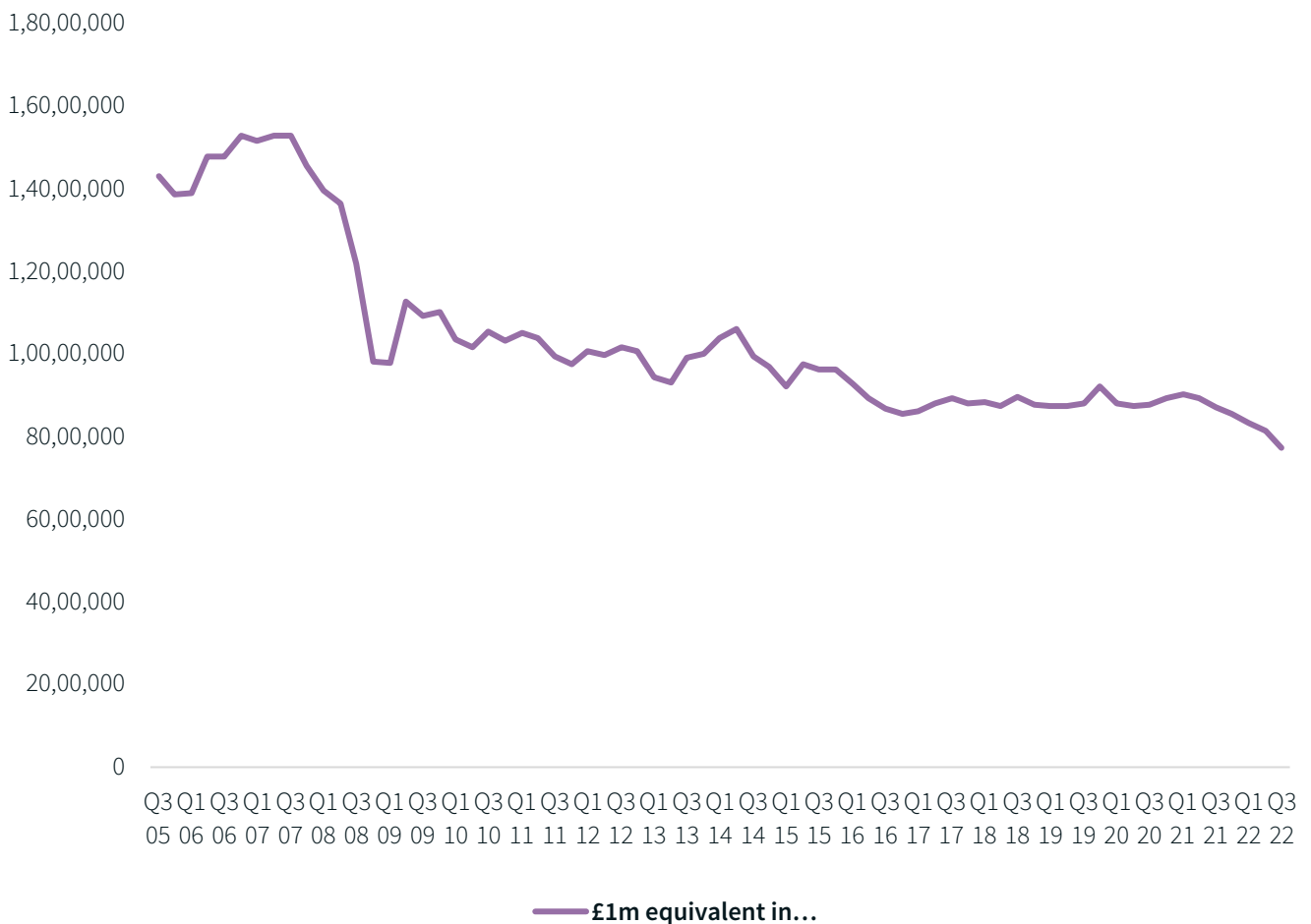
Chinese Renminbi

Buying £1 million property in Q3 2007 would have paid the equivalent of 15.3 million Chinese Renminbi.

Spending the equivalent of £1million now would:



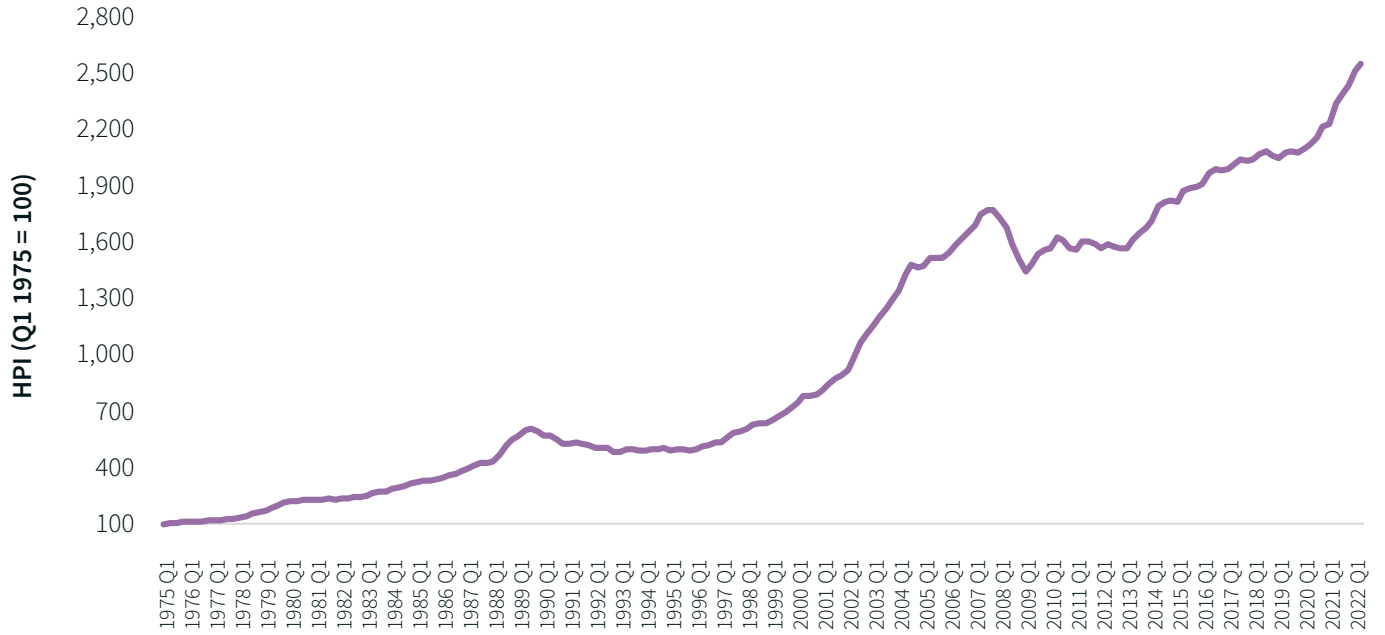
£1m equivalent in Chinese Renminbi



Source: JLL Research/ Bank of England

UK house prices have seen sustained growth over the past 50 years...

50 Year House Price Growth, UK



Source: JLL Research, Land Registry



Forecasts



Looking ahead the UK housing market does face some challenges. With interest rates rising and energy costs putting pressure on household budgets.

But we expect that London will be better placed than some other UK markets. JLL are forecasting prices will outperform all other UK regions over the next five years. Rents are expected to rise by more than the regional and national benchmarks too.

Sales Prices Growth (% pa)	2022	2023	2024	2025	2026	Total Change (2022-2026)
Greater London	6	5.5	3.5	4	4.5	25.8
Prime Central London	7.5	5	2.5	3	3	22.7
UK	4.5	4.5	3	3.5	4.5	21.7

Rental growth (% pa)	2022	2023	2024	2025	2026	Total change (2022-26)
Greater London	4	3	2.5	2.5	3	15.9
Prime Central London	6	3.5	2	2	2.5	17.0
UK	2.5	2.5	2	2.5	2.5	12.6

1

Sales Market

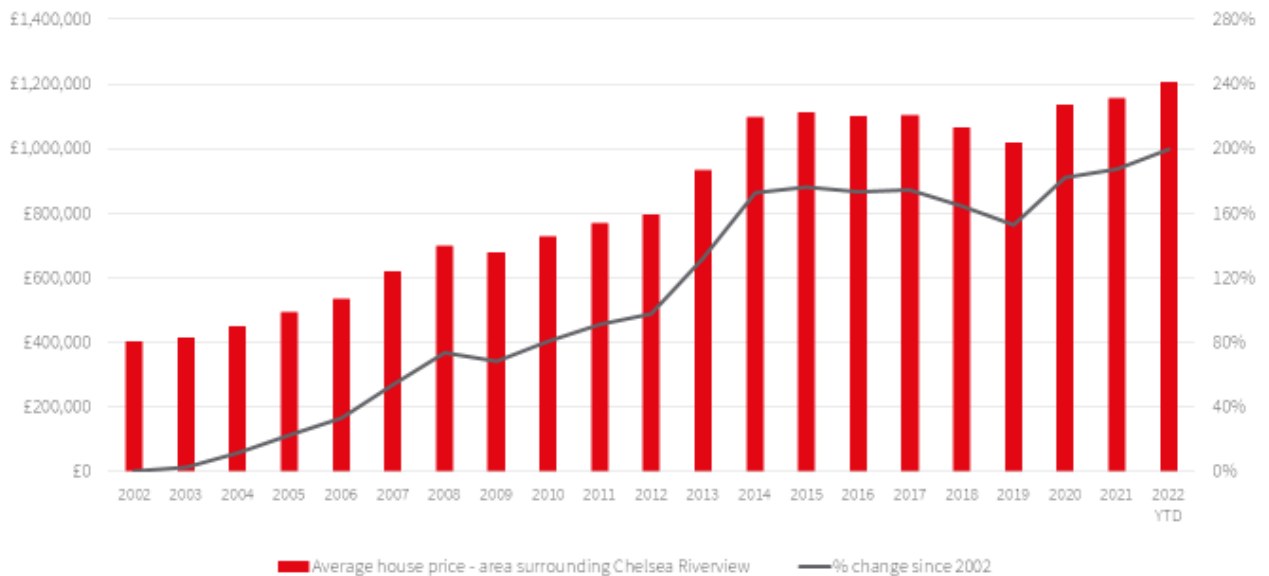
The housing market surrounding Chelsea Riverview has a wide range of homes on offer. 57% of sales in the last 12 months were flats, a combination of new developments, mansion blocks and period conversions. The other 43% mostly period terraced and semi-detached houses.

The area appeals to a range of buyers, from young professionals through to families who are looking to take advantage of the access to the river, greenspace, and proximity to central London.

High demand means prices achieved in the area have been rising. In the last 12 months achieved prices rose 11.4% with 47% of properties sold achieving £1 million or more.

Homes sold so far this year have achieved an average of £1.205 million. This is 56% higher than prices a decade ago in 2011 and 200% higher than in 2002.

Average prices and change since 2002



Source: JLL Research/HM Land Registry

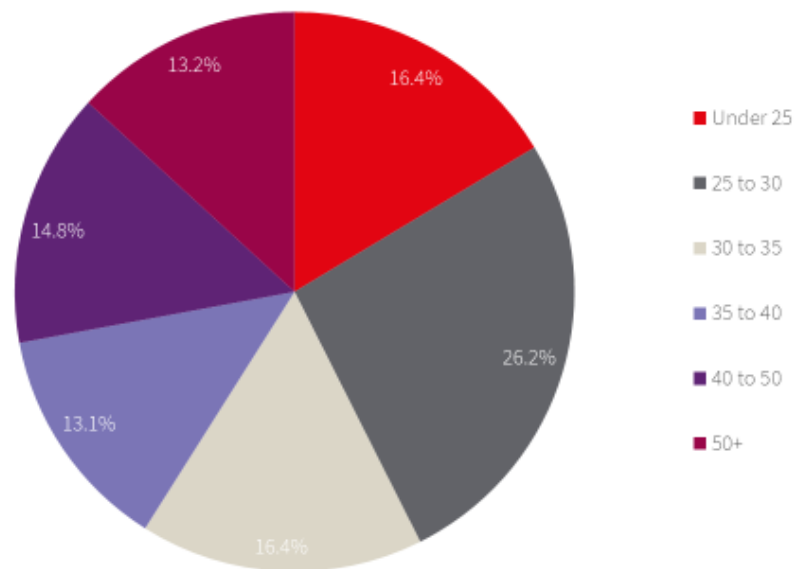
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2 Rental Market

Demand for rental properties continues to outstrip supply across central London, with the rental market surrounding Chelsea Riverview recording significant annual increase in achieved rents. In the six months to September rents in the area rose 19% compared with the same period in 2019. This does of course follow some falls in rents over the course of the pandemic, however comparing achieved rents with 2019 values shows rents now are 8% higher than they were pre-pandemic.

The area attracts a diverse group of tenants. Some of our JLL office areas have almost three quarters of tenants under 30 years of age, whereas in the areas surrounding Chelsea Riverview it was 43%, with 28% of tenants aged 40 or over.

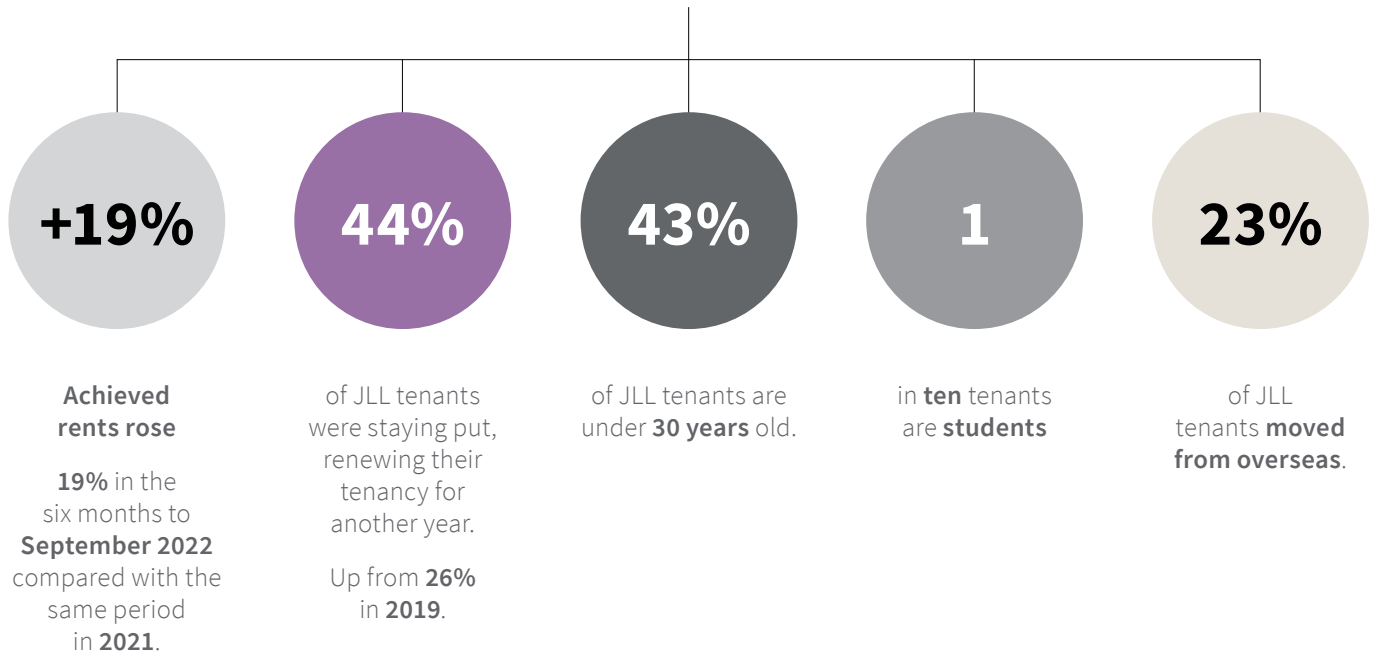
Tenants age bracket



Source: JLL Research

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Rental market statistics - 2022



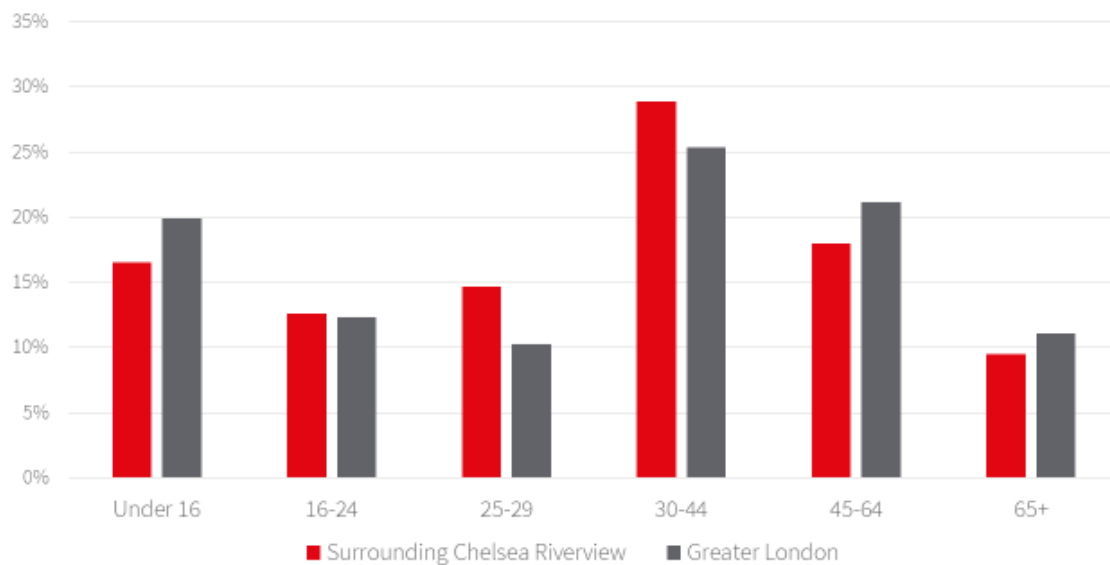
Source: JLL Research



Local residents

Compared with the London average there are a higher proportion of 25 to 44-year olds living in the area surrounding Chelsea Riverview. With demand from younger renters as well as those looking to buy or trade up in their twenties and thirties.

Residents by age bracket

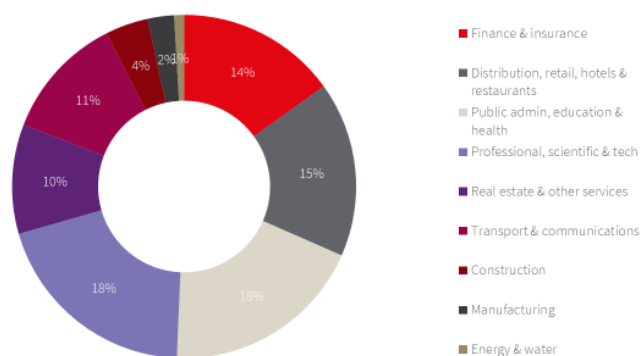


Source: JLL Research/Census

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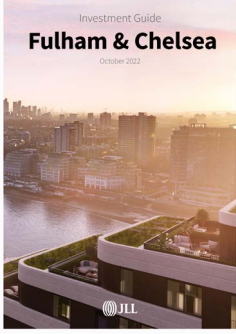
The proportion of residents in the area working in finance & insurance and professional, scientific and tech jobs is almost double the proportion across Greater London. Together accounting for almost a third of all working residents.

Employment profile



Source: JLL Research/Census

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