

NORTH WEST LONDON

INVESTOR GUIDE





ABOUT NORTH WEST LONDON

In North West London, the four boroughs of Barnet, Brent, Harrow and Hillingdon are home to close to 1.3 million residents. There are excellent transport links, providing fast access to Central London, or for those looking to travel further afield Heathrow is easily accessible. The neighbourhoods of North West London are true London villages, many areas offering established local retail and leisure facilities alongside parks and greenspaces.

BARNET

With a population of 390,000 people, Barnet is home to parks like Monkey Hadley and Dollis Valley Greenwalk. It is home to the Royal Air Force Museum and offers a selection of restaurants, bars and independent shops.

BRENT

With a population of 340,000, Brent is well known for its stadium in Wembley, the spiritual home of Football. It is one of the most exciting areas of London, home to one of the capitals most ambitious regeneration projects.



HARROW

With a population of 260,000, Harrow is famous for being the home of one of the most prestigious schools in the World, having educated many notable alumni including seven former British Prime Ministers throughout its history. The Harrow Arts Centre is also one of the many cultural attractions the borough has to offer.

HILLINGDON

With a population of more than 300,000 residents, Hillingdon has many parks including Colne Valley and is the ideal location for those who need to travel the world with ease, home to the largest airport in the UK, Heathrow.



5 REASONS TO INVEST IN NORTH WEST LONDON

1

WORLD CLASS EDUCATION

Home to top schools, with 390 schools that are either Ofsted Outstanding or Good, including one of the oldest and most prestigious, Harrow.

2

GREEN SPACE

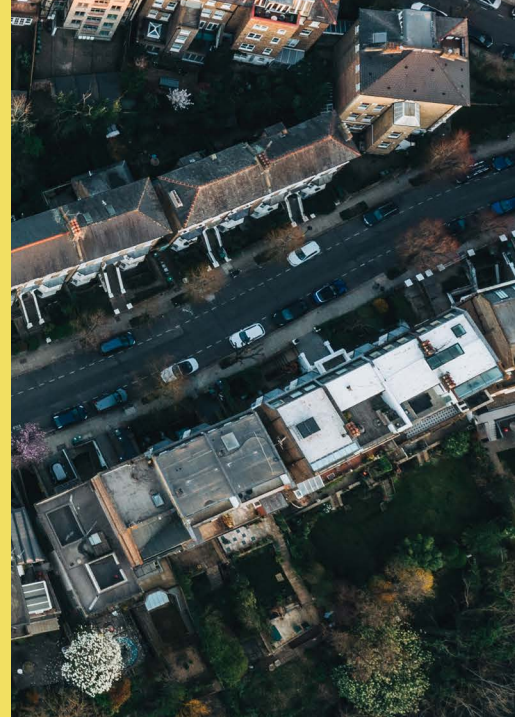
North West London is home to some of the greenest postcodes in the city. UB11 in Hillingdon is one of the top 10 Greenest postcodes in London, with 37% of the area given over to green space.

3

ENTERTAINMENT

There are many attractions to enjoy in the area with venues such as Wembley Stadium and Wembley Arena hosting some of the most prestigious sporting and music events.





4 5

GREAT CONNECTIVITY

Central London is easily accessible with North West London served by multiple tube lines, including the new Elizabeth Line. Home to Heathrow Airport, the busiest UK airport.

REGENERATION

There are multiple regeneration programmes underway and planned across North West London, these include the Brent Cross Cricklewood and Wembley regenerations, which will add more than 10,000 new homes and millions of sq. ft. of new commercial space.

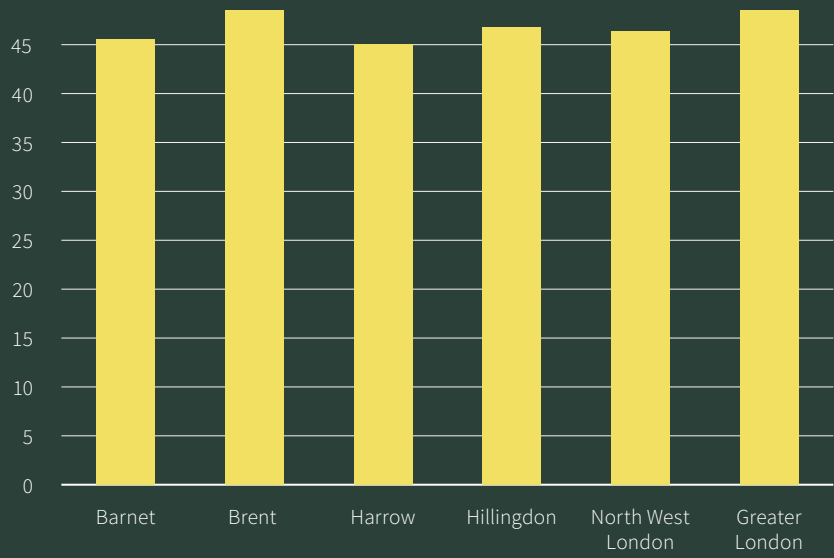


DEMOGRAPHICS

46.4%

of the population in North West London is under 34 years old (Census 2021) in line with Greater London at 48.5%.

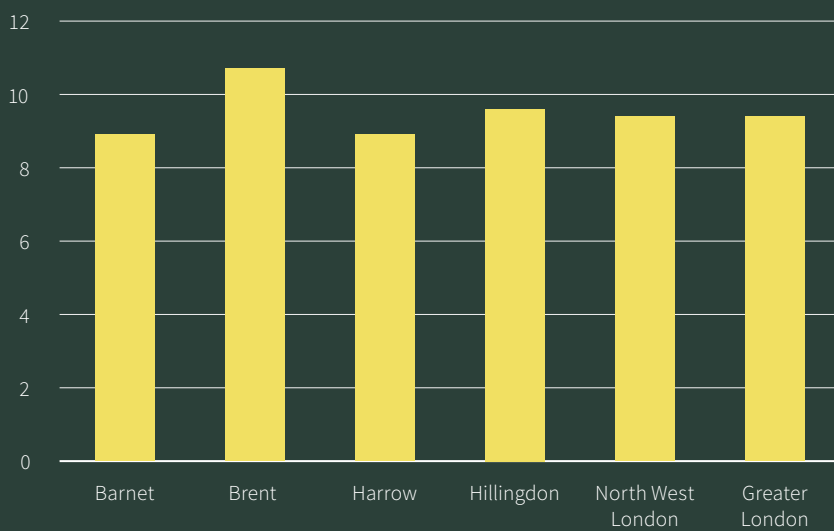
% OF THE POPULATION UNDER 34 YEARS OLD



9.4%

of over 16s are full time students, with Brent the highest at 10.7%. (Census 2021)

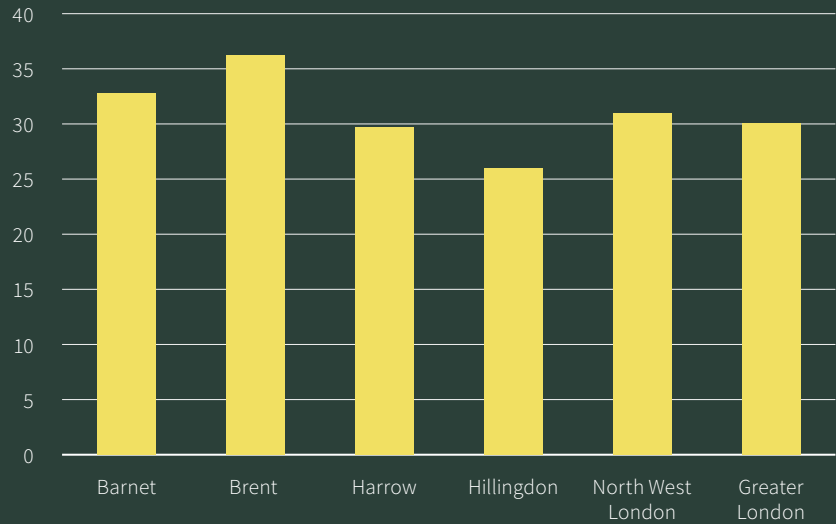
% OF OVER 16S ARE FULL TIME STUDENTS



31%

of all households are privately renting, marginally higher than the 30% across Greater London. Brent has the highest proportion of households in the private rented sector at 36%. (Census 2021)

% OF ALL HOUSEHOLDS ARE PRIVATELY RENTING



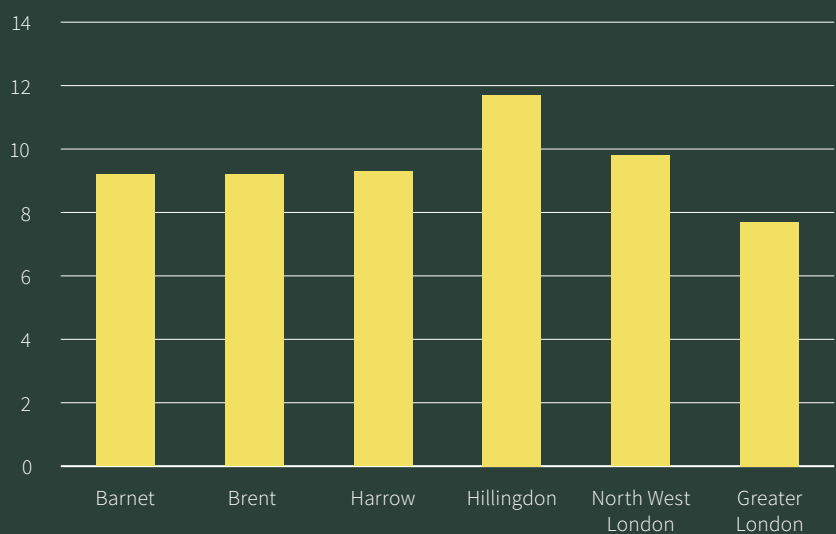
37.3%

of residents in the area are managers, directors, senior officials and in professional occupations. (Census 2021)

The top 3 industries where residents in North West London are employed are:

1. Wholesale and retail trade
2. Human health and social work activities
3. Construction

% POPULATION GROWTH (2011-2021)



North West London's population growth exceeds Greater London from 2011 to 2021, having risen by 9.8% compared with 7.7% across London. Hillingdon saw the highest ten year growth at 11.7%.

WORK AND PLAY IN NORTH LONDON



ENTERTAINMENT AND ACTIVITIES

- Wembley Stadium
- SSE Arena
- Arts Depot
- Harrow Arts Centre
- Royal Air Forces Museum

RETAIL

- Brent Cross Shopping Centre
- London Designer Outlet next to Wembley Stadium
- Harrow Town Centre with two shopping centres and a high street of shops and many dining options
- Uxbridge town centre in Hillingdon with shops, pubs and cafes
- The Chimes Shopping Centre Uxbridge

EMPLOYMENT

North West London has a thriving economy with many major employers:

- Diageo
- McDonalds UK HQ
- Kodak
- Ladbrokes
- British Airways



OPEN SPACE

North West London is one of the greenest areas of London with hundreds of parks and open spaces to relax, explore or play sports.

- Fryent Country Park, Brent
- Totteridge Fields, Barnet
- Colne Valley Regional Park, Hillingdon
- Hillingdon Court Park, Hillingdon
- Harrow Recreation Ground, Harrow



TRANSPORT

North West London has strong transport links, serviced by a number of London Underground stations.

BARNET

Barnet has a total of 13 stations all served by the Northern Line.

13
tube stations

HARROW

Harrow is well connected with rail options including National Rail, London Underground and Overground services. The Bakerloo, Jubilee, Metropolitan and the Piccadilly Lines all run through its 10 tube stations

10
tube stations

BRENT

Brent has a total of 21 tube stations which is the highest number of total stations for any London borough after Westminster. Residents in Brent having access to the Bakerloo, Jubilee, Metropolitan and Piccadilly Lines.

21
tube stations

15
tube stations

HILLINGDON

Hillingdon has a total of 15 tube stations served by the Central Line, the Metropolitan Line, the Piccadilly Line and the new Elizabeth Line.

Furthermore, North West London is well served by multiple train stations in each borough. There is also easy access to major roads such as the A406, A40(M), the M1, M25 and M4.

North West London is home to Heathrow airport the UK and Europe's busiest airport.





EDUCATION

SCHOOLS

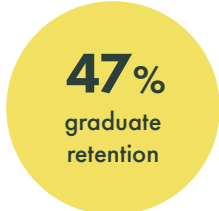
For families, North West London offers access to quality schooling. There are 92 Ofsted outstanding schools in the area and 298 Ofsted good schools.

Borough Ofsted Outstanding

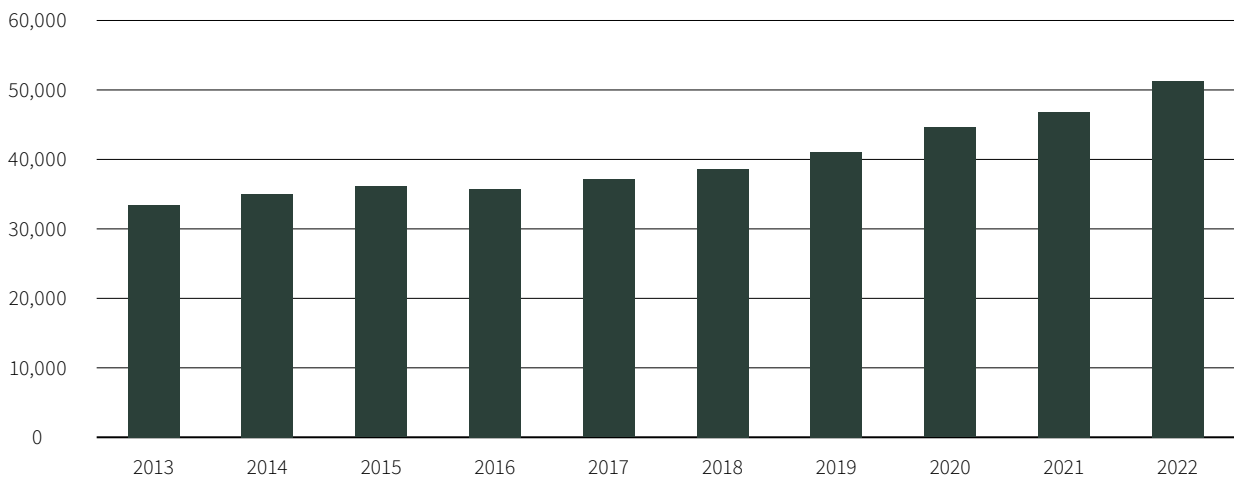
| | | | |
|-------------------|-----------------------------------|--------------------|---|
| BARNET | Ashmole Primary School | Primary | 43 Ofsted outstanding schools |
| | Ellern Mede School Limited | Independent School | |
| | Queen Elizabeth's School, Barnet | Secondary | |
| | Hampden Way Nursery School | Nursery | |
| | North London Grammar School | Independent School | |
| BRENT | Brondesbury College London | Independent School | 17 Ofsted outstanding schools |
| | Byron Court Primary School | Primary | |
| | Claremont High School | Secondary | |
| | College Green School and Services | Nursery | |
| | East Lane Primary School | Primary | |
| HARROW | Belmont School | Primary | 19 Ofsted outstanding schools |
| | Bentley Wood High School | Secondary | |
| | Gesher School | Independent School | |
| | West Lodge Primary School | Primary | |
| | Whitmore High School | Secondary | |
| HILLINGDON | John Locke Academy | Primary | 13 Ofsted outstanding schools |
| | McMillan Early Childhood Centre | Nursery | |
| | Northwood School | Secondary | |
| | The Hall School | Independent School | |
| | Vyners School | Secondary | |
| | | | 105 Ofsted good schools |
| | | | 70 Ofsted good schools |
| | | | 39 Ofsted good schools |
| | | | 84 Ofsted good schools |

UNIVERSITIES

London has more highly rated universities than any other world city. Accepted international applicants returning to pre-covid levels. The number of non-EU accepted applicants has risen by 25% since pre-covid and 53% over the past 10 years.



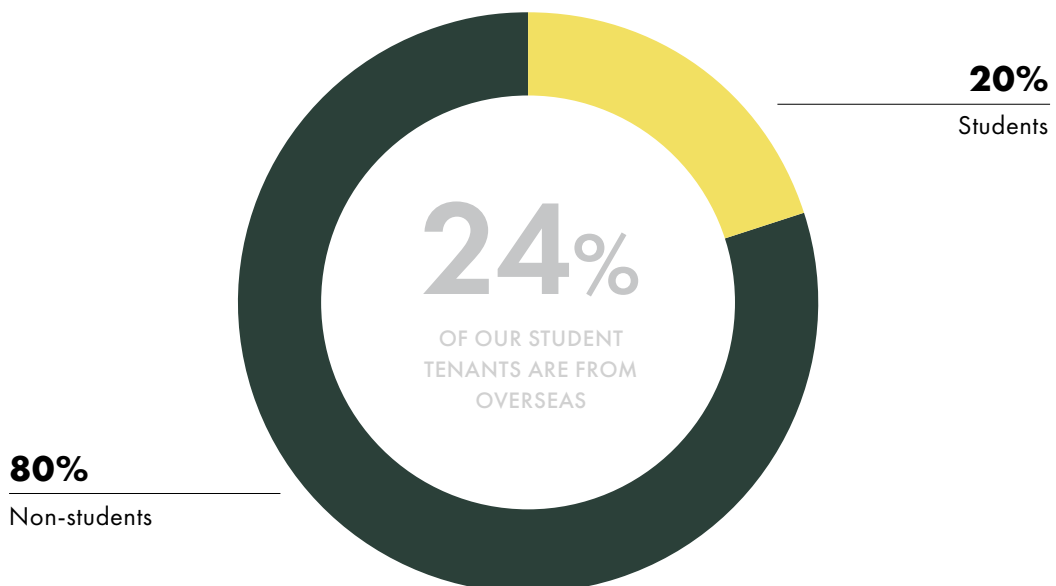
INTERNATIONAL APPLICATIONS, LONDON



Source: JLL, UCAS, HESA, Liberty Living

● UCAS applications from outside EU

JLL LONDON TENANTS – 2022



Source: JLL Research, UCAS

LONDON HAS

18

TOP CLASS UNIVERSITIES

THEY HOST CLOSE TO

330,000

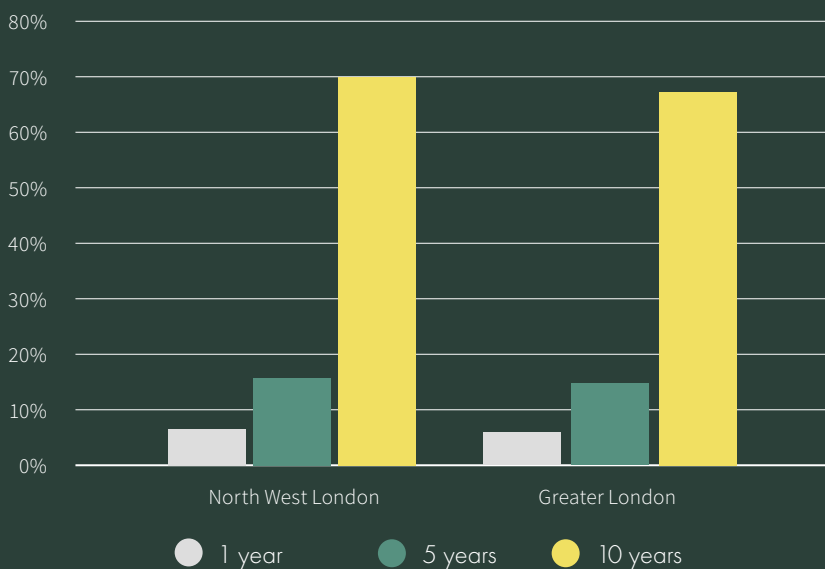
STUDENTS

| Universities and schools | No. students |
|--|---------------------|
| University College London | 45,715 |
| King's College London | 38,445 |
| Queen Mary University of London | 23,870 |
| City, University of London (including Bayes) | 21,325 |
| Middlesex University | 20,155 |
| The University of Westminster | 19,680 |
| University of the Arts, London | 21,105 |
| The University of Greenwich | 22,760 |
| Imperial College of Science, Technology and Medicine | 21,370 |
| London South Bank University | 18,545 |
| The University of East London | 17,395 |
| Birkbeck College | 12,070 |
| London School of Economics and Political Science | 13,455 |
| London Metropolitan University | 12,525 |
| Goldsmiths College | 9,830 |
| SOAS University of London | 5,865 |
| London Business School | 2,460 |
| Guildhall School of Music and Drama | 1,065 |

SALES MARKET

Over the last 12 months, sold prices in North West London averaged £544,364, similar (3% lower) than the £561,601 for Greater London as a whole. Price growth in North West London has outperformed Greater London in the last year, last five years and last 10 years with prices rising 6.5%, 15.7% and 70% respectively.

CHANGE IN AVERAGE SALE PRICES







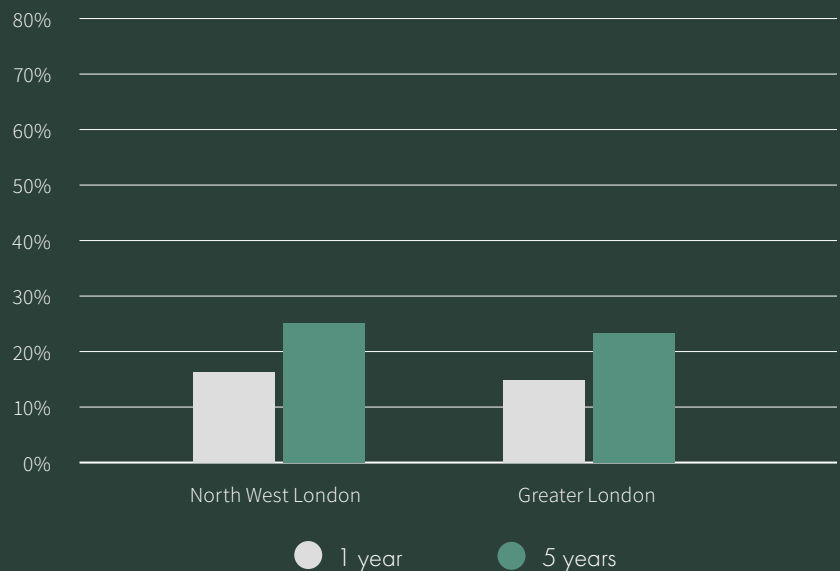
RENTAL MARKET

High demand for homes in North West London has meant greater competition for rental properties this year. Over the last 12 months, rents achieved for homes let in North West London averaged £1,558 per month. This is a +16% increase on the previous 12-month period.

The imbalance between supply and demand in the rental market has been evident London wide. Over the last 12 months, the average rent achieved for homes let in Greater London reached £1,846 per month. This is 15% higher than the previous 12-month period.

North West London rents have increased faster than Greater London in both the last year and the last 5 years, rising 16.3% and 25.2% respectively.

CHANGE IN AVERAGE RENTS



FORECAST

Looking ahead, demand for homes in London, both for purchase and to rent looks set to remain high. With an imbalance between supply and demand underpinning growth in prices and rents.

JLL Forecasts London house prices will rise by 13.9% in London in the five years between 2023 and 2027, outperforming the UK forecast of 8.9% over the same period.

In the short-term higher interest rates and increases in the cost of living will put pressure on prices but are expected to support strong demand for rental homes. JLL forecasts London rents will rise 17.6% between 2023 and 2027, again higher than the UK wide forecast of 15.9%.

JLL FIVE-YEAR FORECASTS

+13.9%

London house price forecast
2023-2027

+17.6%

London rental growth forecast
2023-2027







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