



An introduction to the UK Residential Property Market



Contents

Introduction to the UK Property Market	4
UK cities and regions	6
Manchester	8
Leeds	10
Bristol	12
Birmingham	14
Cambridge	16
Greater London	18
London property market overview	20
London	22
City of Westminster	24
Kensington and Chelsea	26
Wembley	28
Battersea and Nine Elms	30
Wimbledon	32
Canary Wharf	34
Why JLL	36

Introduction to the UK Property Market

For property investors looking for long-term, stable growth alongside the potential for strong annual rental income, the UK property market has an internationally recognised reputation.

Historically, the market has offered consistent and reliable growth for investors, with fewer fluctuations than you might expect from other asset classes or investment locations. This is thanks to a range of factors, from the UK's strong economic climate to its general political stability, while ongoing regeneration across many key parts of the country ensure plenty of opportunities for new property investment.

Projections for future growth point to continued stability and capital appreciation in the housing market. JLL's latest five-year forecast points to cumulative house price growth of 17.6% between 2024 and 2028, with certain parts of the country expected to outperform this figure. At the same time, the rental market continues to see extremely high demand, so investors looking to invest in a buy-to-let can expect a buoyant market.



UK cities and regions

South East

Home to many affluent towns and cities, the South East has some of the highest house prices in the country, and is a very desirable place to live. It stretches all the way from Oxfordshire and Buckinghamshire down to Dorset and the Isle of Wight.

South West

Devon and Cornwall in the South West are known as being popular holiday destinations, making this region a favourite among second home-owners and for holiday lets. This part of the country has the longest coastline of any English region, attractive to anyone looking for a sea view.

Midlands

Located right in the centre of the country, the Midlands tends to be separated into two parts: the West Midlands, containing cities like Birmingham and Coventry; and the East Midlands where you'll find Nottingham and Leicester. The region is known for its industrial heritage, and it is now a leading location for advanced manufacturing.

North East

The North East borders Scotland to the north, and has a rich cultural history. It is also home to some of the most affordable property in the UK, yet has also seen some of the steepest house price rises over the past few years than many other regions.

North West

Manchester and Liverpool are the major North West cities that have seen huge amounts of regeneration over the past couple of decades. While property here tends to be more affordable than the UK average, it is also forecast to see top capital growth in the coming years.

Yorkshire

This historic county in the North of England is known for its rolling countryside as well as its thriving and historic cities and towns. From the ancient city of York to the metropolitan city of Leeds, you'll find a wide range of investment options in Yorkshire.

Scotland

While Scotland is a country in the United Kingdom, it is independent legally, but has a political union with England. It therefore has its own rules and regulations regarding its housing market. Edinburgh and Glasgow are some of the most popular cities for property investors looking at Scotland.

Wales

Directly to the west of central England, Wales is a devolved country of the United Kingdom. Average house prices in Wales are much lower than the UK national average, but are expected to rise at a faster rate than in the UK as a whole over the coming years.

Northern Ireland

Separated by the Irish Sea, Northern Ireland is governed by a combination of devolved powers and the UK government. Property prices are lower here than the UK average, and property investors have grown in number in Northern Ireland over the past few years as the market has shown stability.



Manchester

Manchester is a city which has evolved from having a strong industrial heritage into an economic powerhouse. The Greater Manchester area is home to close to three million people. It is an economic, cultural and educational hub combining great universities and a creative workforce in key sectors that include media, digital innovation, finance, life sciences and advanced manufacturing.

Reasons to invest



Economy

Greater Manchester is the largest regional economy after London. Manchester is particularly strong in the digital and media industries, home to the second largest media business cluster in Europe anchored by MediaCityUK.



Education

Manchester is home to over 100,000 students, across four universities. There are over 25,000 overseas students in Manchester. The University of Manchester is ranked 8th in the UK and is part of the Russell Group.



Transport connections

It is one of the best-connected cities in the UK. Manchester Airport is one of the largest regional UK airports served by more than 50 airlines to more than 185 destinations including Singapore, Beijing and Dubai. Direct trains run to London every 20 minutes, with journey times of just over two hours. The city also boasts a growing tram network.



Lifestyle

The city offers residents ample choice in retail, restaurants and leisure, home to department stores including Harvey Nichols. The food and beverage scene offers a variety of cuisines, boasting the second largest Chinatown in the UK. For those in search of green, open spaces, Greater Manchester has many parks with the Peak District National Park a short drive or train ride for Manchester residents.



Sports

The ultimate all-round sporting city, Manchester is home to two of the largest football clubs in the world: Manchester United and Manchester City. Old Trafford Cricket Ground is England's second oldest test venue and one of the most renowned with international tests held annually.



Economic and demographic indicators



Source: JLL Research, Oxford Economics, Census 2021, HESA.

Leeds

Leeds, known as the unofficial capital of Yorkshire, is the third largest city in the UK with a population of around 800,000 people. The wider Leeds City region has a population of approximately three million. The city has become renowned for its thriving arts and theatre scene, offering a vibrant and dynamic community with a rich cultural heritage.

Reasons to invest



Economy

Leeds is the largest financial and legal centre outside of London. The city is home to major employers including Burberry, Channel 4 and DLA Piper.



Education

Leeds boasts five prestigious universities, accommodating over 76,000 students, 14,790 of which are overseas students. The University of Leeds is ranked 17th in the UK and is part of the Russell Group.



Transport connections

Leeds Bradford Airport offers direct flights to 70 European destinations including Paris, Rome and Amsterdam. By train, residents can get to Manchester in less than 50 minutes and London in 2 hours and 15 minutes.



Lifestyle

Leeds provides the best of both worlds; a mix of retail, food and beverage options in the city, yet close to an abundance of open space. The Yorkshire Dales National Park is a 45-minute drive from the city.



Culture

The city boasts a thriving theatre and arts scene, celebrated annually at events like Leeds International Film Festival. Leeds is home to four major theatres: the iconic Leeds Playhouse, Leeds Grand Theatre, City Varieties Music Hall and Hyde Park Picture House. Artistic masterpieces by Francis Bacon can be found at Leeds City Art Gallery.



Economic and demographic indicators

+75%

10-year house price growth.

+19.4%

5-year rental growth.

+16%

10-year GVA growth.

+8.1%

10-year population growth.

+6.5%

10-year household growth.

36

Average age of residents.

Source: JLL Research, Oxford Economics, Census 2021, HESA.

Bristol

Bristol is located around 100 miles west of London and is the largest city in the South West of the United Kingdom, with a population of more than 460,000. The city has become popular with young professionals seeking job opportunities and a vibrant city lifestyle. The area also appeals to families, who are attracted to the excellent range of schools and neighbourhoods across the city.

Reasons to invest



Economy

Bristol is at the heart of the Silicon Gorge, one of the top five high tech and research clusters in Europe. The city has a strong economy, particularly in sectors such as aerospace, creative industries, and technology.



Education

The educational opportunities in Bristol are second to none. Home to two world-class universities – University of Bristol and the University of West England – the city hosts around 68,000 students. There are 46 outstanding rated primary and seconds schools across Bristol, and it is also home to renowned public schools Clifton High School and Badminton School.



Transport connections

Bristol Airport serves more than 100 destinations, with direct flights to European cities and daily connections to long-haul destinations including New York, Los Angeles and Dubai. By train, you can reach London in 1 hour and 30 minutes.



Lifestyle

Although the retail scene is impressive, living in Bristol offers far more. The River Avon offers residents a unique and picturesque lifestyle, with views over the iconic Clifton Suspension Bridge. The riverfront provides beautiful walks, cycle paths and opportunities for activities including kayaking and sailing. A selection of more than 400 shops, restaurants and leisure attractions can be found at Bristol Shopping Quarter.



Green space

A green city with more than 400 parks and gardens, Bristol was the first UK city to be awarded the European Green Capital in 2015. The city has a strong emphasis on eco-friendly and sustainable living, and the riverside location provides residents with a recreational lifestyle.



Economic and demographic indicators



Source: JLL Research, Oxford Economics, Census 2021, HESA.

Birmingham

Birmingham is the second largest city in the UK, situated in the West Midlands. The city has one of the highest graduate retention rates across the UK and is popular with young professionals who are attracted to the many large employers based here. Birmingham has an impressive reputation for its bar and restaurant scene, home to the largest number of Michelin starred restaurants outside of London.

Reasons to invest



Economy

Birmingham boasts the largest economy outside of London. The city provides headquarters for some of the UK's largest employers including Jaguar Land Rover, Deloitte, HSBC, KPMG and Barclays.



Education

The city is home to over 93,000 students, with almost 19,000 from overseas. There are five university choices, including the University of Birmingham, part of the elite Russell Group, where 37,000 students are enrolled from 150 different countries.



Transport connections

Birmingham Airport is the largest outside of London, providing more than 140 direct flights, including direct links to Dubai, Delhi and Dohar. 90% of the UK is accessible in less than four hours from Birmingham, with direct trains to London, Manchester and Liverpool in less than two hours.



Lifestyle

With the largest number of Michelin starred restaurants outside of London, residents are spoilt with dining options. The cultural calendar for the city is packed with 50+ events each year from swing dance to spoken word, comedy, local gigs and sell-out concerts at the NEC. The city has six major theatres including the Birmingham Hippodrome, the main venue for Birmingham Royal Ballet. The city has 40 art galleries to explore.



Retail and leisure

Birmingham is one of the largest retail centres in the UK outside London. The Bullring is at the centre of the city's retail core, while stores including Harvey Nichols and Selfridges also occupy space in the city.



Economic and demographic indicators

+72%

10-year house price growth.

+28.2%

5-year rental growth.

+12%

10-year GVA growth.

+6.7%

10-year population growth.

+3.1%

10-year household growth.

34

Average age of residents.

Source: JLL Research, Oxford Economics, Census 2021, HESA.

Cambridge

Cambridge is an iconic and historic city, home to one of the world's best universities. The city is a centre of academic excellence and innovation, while also boasting great cultural and lifestyle attractions. For residents, Cambridge is a city steeped in history but also benefits from a vibrant retail, bar and restaurant scene.

Reasons to invest



Economy

A strong local economy supported by the life sciences and medical sectors. Silicon Fen/ Cambridge Cluster is Europe's largest life science centre, offering a hotbed of technology-led innovation across the region's science parks.



Education

The city is home to 58,000 students, 14,450 of which originate from overseas. The University of Cambridge consistently ranks in the top two universities in the UK and top five in the world. There are more Nobel Prize winners associated with Cambridge University than any other institute of higher learning in Europe.



Transport connections

Cambridge is well connected with direct trains to London Kings Cross in 50 minutes, and London Stansted Airport in 30 minutes. Stansted provides direct routes to key destinations including twice daily flights to Dubai, weekly flights to Mumbai and daily flights to European cities.



Lifestyle

Living in Cambridge is a unique experience. The city offers historic architecture and picturesque views of the River Cam, as well as the opportunity for an active lifestyle with stunning countryside on the doorstep. This is complemented by Cambridge's vibrant nightlife, including dining at Michelin starred restaurants Midsummer House and Restaurant Twenty Two.



Culture

The iconic university quads and grounds are home to 40 acres of botanical gardens boasting more than 8,000 plant species. The Fitzwilliam Museum has a collection of more than half a million works of art, while Cambridge Arts theatre hosts new shows every week.



Economic and demographic indicators

+58%

10-year house price growth.

+3.1%

5-year rental growth.

+14%

10-year GVA growth.

+17.6%

10-year population growth.

+12.2%

10-year household growth.

31

Average age of residents.

Source: JLL Research, Oxford Economics, Census 2021, HESA.



Greater London

Prime Central London

The most prestigious and luxurious part of the capital, Prime Central London is made up of Mayfair, Marylebone, Knightsbridge, Chelsea, Kensington and Westminster. Overseas investors are particularly drawn to this part of the city thanks to its excellent performance in both the sales and the lettings markets, along with its world-renowned educational institutions, strong employment prospects and excellent connectivity.

Greater London

With an estimated population of 8.9 million, Greater London contains all 32 London boroughs. Due to its vastness, the range of property types and options is wide and varied, meaning there is something to suit most tastes and budgets. Historically, London has always been one of the most popular places to invest in the UK as the financial, economic and cultural capital of the country.

East London

Known for its trendy vibe, unique nightlife and eclectic range of places to eat, East London is an extremely popular place to live. From the buzzing Hoxton and Shoreditch areas to places like Stratford and the Queen Elizabeth Olympic Park, each area across this part of London has its own style, with a huge range of property types to choose from.

West London

Commonly known for its affluence and elegance, West London has plenty to offer any property investor. It stretches right from Central London through the likes of Kensington and Chelsea, Notting Hill and Shepherd's Bush, all the way to the more suburban areas around leafy Chiswick, Acton and Ealing.



London property market overview

Investing in the London property market means you'll be part of one of the world's most exciting, vibrant and economically successful cities. Thanks to the constant level of regeneration and investment taking place across the city, investors can easily find the next up-and-coming area to maximise their long-term returns, or opt for one of the tried-and-tested parts of town that demonstrate timeless popularity. London also has a huge population of private tenants, who swarm to the city to take advantage of its excellent employment prospects and way of life, so investors looking to rent out property in London will enjoy strong tenant demand.

Zones and main hubs

- West End
- City of London
- Canary Wharf
- King's Cross
- Battersea & Nine Elms

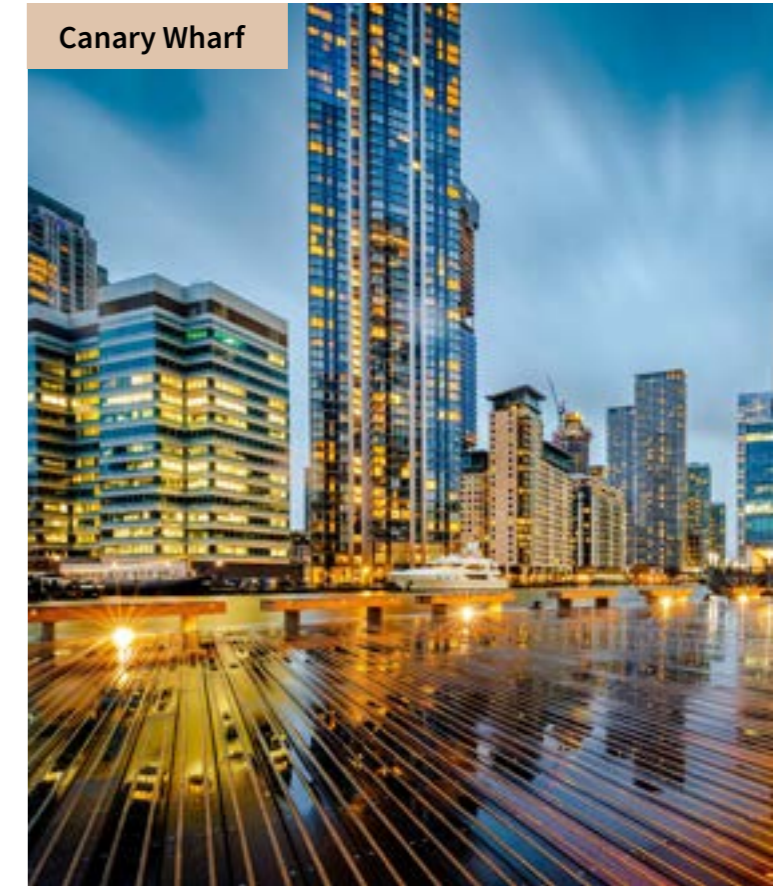
West End



City of London



Canary Wharf



Battersea & Nine Elms



King's Cross



London

London is the UK capital and largest city, home to a population approaching nine million. It is a major global financial hub cherished for its multiculturalism and rich history. From iconic landmarks like Big Ben and Buckingham Palace to multiple vibrant neighbourhoods, it attracts millions of tourists every year. Amidst the city's constant activity, London finds balance with its serene green spaces such as Hyde Park providing the perfect blend of urban excitement and natural respite.

Reasons to invest



Economy

London ranks second in the Z/Yen Global Financial Centres Index 2023 and is home to major growth industries such as science and technology. London's tech ecosystem was valued at just under \$1 trillion in 2022 according to Tech Nation, placing it third in the world; more than 17 times the value ten years ago.



Education

London has more highly rated universities than any other world city. The city hosts more than 507,000 students of which 179,000 are from overseas. Many choose to remain in the city after finishing their studies, with a graduate retention rate of 47%.



Transport connections

London has the busiest city airspace in the world with six airports including Heathrow, the second busiest airport in the world. The London Underground is the oldest and longest metro system in the world. London's transport infrastructure is well developed, with rail, buses, coaches, and trams providing easy access domestically and internationally. London to Paris takes just over two hours on the Eurostar.



Lifestyle

One of the most culturally diverse cities in the world, London boasts 71 Michelin starred restaurants, endless retail options, 1,049 museums and galleries and four UNESCO World Heritage sites. 300 languages are spoken across the city – more than any other city in the world. London is Europe's greenest city with 3,000 parks and green spaces, nudging out Berlin in second place with 2,500 parks and Vienna with 2,000.



Sports

London is the ultimate sports city. It has 17 professional football teams, with seven competing in the most popular football league in the world: the Premier League. Residents and visitors can enjoy cricket at Lord's and the Oval, or rugby with two London clubs competing in the Aviva Premiership. There are multiple tennis events over the year including the most iconic at Wimbledon. London is the only city that has hosted the Olympics three times.



Economic and demographic indicators



Source: JLL Research, Oxford Economics, Census 2021.

City of Westminster

Westminster is the seat of British government and home to the monarch's official residence, Buckingham Palace. The Central London borough is home to many of the city's most desirable neighbourhoods including Mayfair, Belgravia, parts of Knightsbridge, St James's, Marylebone, and the West End.

Reasons to invest



Economy

Many of the world's largest companies have their worldwide or regional headquarters in the area. Mayfair and St James is famous for their high concentration of asset management companies.



Education

Westminster is home to some of the best schools in the country, including Westminster School which has the highest national acceptance rate to Oxford and Cambridge. Some of the world's best universities are based in the borough: London Business School, London School of Economics, and Imperial College. The borough is home to 24,213 students including 8,845 from overseas.



Transport connections

Westminster is one of the best-connected boroughs in London, with 27 tube stations that are served by 10 of the 11 lines. There are four stations that provide national rail access.



Lifestyle

Westminster ticks every lifestyle box. There is Oxford Street, Europe's busiest shopping street anchored by Selfridges, and New Bond Street, often ranked as one of the top two European streets for luxury shopping. It is the local authority with the highest number of Michelin starred restaurants in the UK, home to 34. Westminster is also blessed with an abundance of green space, including four of the eight Royal Parks to relax or play sports.



Culture

Residents and visitors can enjoy shows in the West End's 39 theatres. They can also take in some of the world's best art and exhibits at the world's most visited museums and galleries, such as the Tate Britain and the National Gallery.



Economic and demographic indicators

+17%

10-year house price growth.

+25.1%

5-year rental growth.

+31%

10-year GVA growth.

-6.9%

10-year population growth.

-10.4%

10-year household growth.

35

Average age of residents.

Source: JLL Research, Oxford Economics, Census 2021.

Kensington and Chelsea

The Royal Borough of Kensington and Chelsea (RBKC) is home to some of the most affluent and well-known neighbourhoods in the world, including parts of Knightsbridge, Notting Hill, Holland Park, Chelsea, Kensington and South Kensington.

Reasons to invest



Economy

The borough is home to more than 18,000 businesses employing 120,000 people in key sectors such as business services, retail, hospitality, real estate and medical. It is the local authority with the highest gross disposable household income per head in the UK at c.£80,000 a year.



Education

RBKC has some of the best universities in the country including Imperial College London, Royal College of Art and Royal College of Music. 15,000 students including 4,500 overseas students live in the area. It has some of the best schools in the country including Hill House School where King Charles III studied.



Transport connections

There is great connectivity across the borough with 12 tube stations and five of the 11 London underground lines running in the area.



Lifestyle

RBKC offers some of the best shopping options, with the world-renowned Harrods department store. Other key shopping hubs include Harvey Nichols, the King's Road, Sloane Street and Portobello Road. There are many Michelin starred restaurants to enjoy in the area, include the three-star Restaurant Gordon Ramsay. The world-famous Chelsea Football club plays next door at Stamford Bridge Stadium.



Culture

The area is home to London's museum quarter with the Science Museum, V&A Museum, and the National History Museum. The Royal Albert Hall next to Kensington Gardens and Hyde Park hosts some of the most high-profile events in the UK. The borough is also famous for annual events like the Chelsea Flower Show, Notting Hill Carnival and the open-air opera in Holland Park.



Economic and demographic indicators

+21%

10-year house price growth.

+24.5%

5-year rental growth.

+16%

10-year GVA growth.

-9.6%

10-year population growth.

-14.8%

10-year household growth.

39

Average age of residents.

Source: JLL Research, Oxford Economics, Census 2021.

Wembley

Wembley is situated in the London borough of Brent. Initially famous for its iconic football stadium, it has evolved into a complete and vibrant neighbourhood boosted by a £2.5 billion multi-decade regeneration.

Reasons to invest



Economy

Wembley offers a thriving employment hub, with many offices housing key international companies such as Air France, EE, the FA, Three, Royal Philharmonic Orchestra, Quintain and Casio.



Education

There are many great schools in Wembley, and easy access to all the best universities in London. The wider borough of Brent is home to a large community of undergraduates, with 30,964 students including 5,390 from overseas.



Transport connections

This area benefits from great transport links, with Central London accessible in less than 12 minutes. The City and Canary Wharf can be reached in half an hour, while Heathrow Airport is less than 45 minutes away. There are many travel options: Bakerloo line, Southern Rail, West Midlands Trains, Jubilee Line, Metropolitan Line and Chiltern Railways.



Lifestyle

The area boasts 500,000 sqft of retail and leisure offerings. The London Designer Outlet, with total retail floor area of 350,000 sq. ft. and more than 80 stores, attracts seven million visitors a year. It is also home to around 20 eateries and fine dining, such as Masalchi by twice Michelin starred chef Jamshedpur in India. Boxpark Wembley is a 20,000 sqft events space that offers a diverse selection of food and drinks venues. OVO Arena Wembley is London's second largest indoor arena for music, entertainment, and sports. Elvin Gardens and the new seven-acre public park are also perfect spaces to relax.



Sports

Wembley is the home of football. The iconic 90,000-capacity Wembley Stadium, which is the largest stadium in the UK and second largest in Europe, hosted the World cup the year England won in 1966. It has also hosted two Olympic Games, and it has now become a cultural, retail and business centre.



Economic and demographic indicators



Source: JLL Research, Oxford Economics, Census 2021.

Battersea and Nine Elms

Located in the borough of Wandsworth, this thriving part of London is home to the largest regeneration programme in Europe, covering an area larger in size than the principality of Monaco. Since the iconic Battersea Power Station was repurposed, the area has become one of London's most desirable locations, popular among investors and tenants alike.

Reasons to invest



Economy

The area is set to evolve into the next central business district in London after the City, Canary Wharf and the West End, anchored by Apple's new UK headquarters. The Local Authority has the highest median income in the UK.



Education

Battersea and Nine Elms are home to many excellent primary and secondary schools, with transport links making every London university easily accessible. Around 22,155 students live in the borough, including 3,685 overseas students.



Transport connections

Two zone one stations, the overground, and Uber Boat all provide easy access to every key part of London. Westminster, the City and the West End are all accessible in 15 minutes or less.



Lifestyle

Battersea Power Station has been transformed into one of London's most exciting new shopping and leisure destination with hundreds of shops, cafes, and restaurants. St John's Hill, Northcote Road, Clapham Old Town, Battersea Rise and Lavender Hill have much to offer, from Michelin starred restaurants to art galleries, shops, bars, and cafes.



Regeneration

The regeneration of Battersea and Nine Elms involves a £15 billion investment to provide 6.5 million sqft of commercial space, 20,000 new homes, 25,000 new jobs, new community and leisure facilities and new parks and open spaces.



Economic and demographic indicators

+43%

10-year house price growth.

+34.3%

5-year rental growth.

+4%

10-year GVA growth.

+6.7%

10-year population growth.

+5.3%

10-year household growth.

33

Average age of residents.

Source: JLL Research, Oxford Economics, Census 2021.

Wimbledon

Wimbledon is a popular suburb in the London Borough of Merton, just seven miles from Central London. The name resonates all over the world as the home of the most prestigious tennis tournament, but Wimbledon is also a charming town with beautiful Georgian architecture and leafy streets where residents love to live.

Reasons to invest



Demographics

The area attracts affluent residents; the wider borough is in the top 10 in gross disposable household income per head in the UK.



Education

Wimbledon has easy access to all of London's best universities, while the wider borough of Merton is home to 13,184 students including 1,480 overseas students.



Transport connections

The area benefits from strong transport links, with access to the tube on the District Line, as well as the Thameslink and South Western rail. Central London (Waterloo station) is accessible in 17 minutes.



Green space

Wimbledon is perfect for those who want access to nature. The area has plenty of open space including Wimbledon Park and Wimbledon Common. A significant portion of Wimbledon is in SW19 which is one of the top 10 greenest postcodes in London, with 41% of the area made up of green space.



Sports

Wimbledon is perfect for sports fans as it is the home of tennis. The Wimbledon Championships are held every summer, the oldest and most prestigious tennis tournament in the world.



Economic and demographic indicators

+70%

10-year house price growth.

+40.7%

5-year rental growth.

+13%

10-year GVA growth.

+7.8%

10-year population growth.

+3.7%

10-year household growth.

37

Average age of residents.

Source: JLL Research, Oxford Economics, Census 2021.

Canary Wharf

Canary Wharf is one of the fastest growing London neighbourhoods, located to the east of the city in the borough of Tower Hamlets. It has an iconic skyline, filled with buildings that house some of the most prestigious companies in the finance industry. As well as being an important centre for financial sector employment, Canary Wharf has also developed into a vibrant area with luxury residential buildings and great retail and shopping amenities.

Reasons to invest



Economy

With the second largest financial district in the UK, Canary Wharf is home to 16 million sqft of office and retail space, 30 office buildings attracting 120,000 daily workers, with a further development pipeline of 5 million sq ft. Canary Wharf Group is planning to build an 823,000 sqft 23-storey tower which will contain laboratories and workspaces, and is set to be the largest and most advanced life sciences facility in Europe.



Education

Here you have access to all of London's best universities. University of Greenwich, Queen Mary University, University College London (UCL), Imperial College and King's College are all reachable in under half an hour. 34,292 students and 9,145 overseas students are residents in the wider borough of Tower Hamlets.



Transport connections

Canary Wharf has excellent connections, with a huge variety of public transport options, from overground and underground trains to bus and river bus services. Key transport links are: Elizabeth Line, Jubilee Line, DLR and Uber Boat. Access to the City (Liverpool Street) in seven minutes, the West End in 12 minutes and Heathrow airport in 39 minutes. London City Airport only three miles away.



Lifestyle

More than 300 shops, bars, restaurants, leisure services, and amenities have been developed (c. 1m sq ft) and 20 acres of parks, gardens, and squares have been created.



Demographics

Tower Hamlets is the fastest growing borough in London with population growth of 22.1% in the last ten years.



Economic and demographic indicators

+71%

10-year house price growth.

+32.7%

5-year rental growth.

+6%

10-year GVA growth.

+22.1%

10-year population growth.

+19%

10-year household growth.

30

Average age of residents.

Source: JLL Research, Oxford Economics, Census 2021.

Why JLL

JLL (Jones Lang LaSalle) was founded in 1783 and has been dedicated to providing real estate and investment management services for 240 years. Consistently ranked as one of the Fortune 500 companies for seven consecutive years, JLL is currently ranked 185th and has been a strategic partner of the World Economic Forum since 2013. As of March 31, 2022, the company's annual revenue is \$19.4 billion, with operations spanning over 80 countries and employing over 100,000 people worldwide. JLL is committed to creating opportunities, shaping ideal spaces, and delivering sustainable real estate solutions for our clients, employees, and communities. We are shaping the future of real estate to make the world a better place.

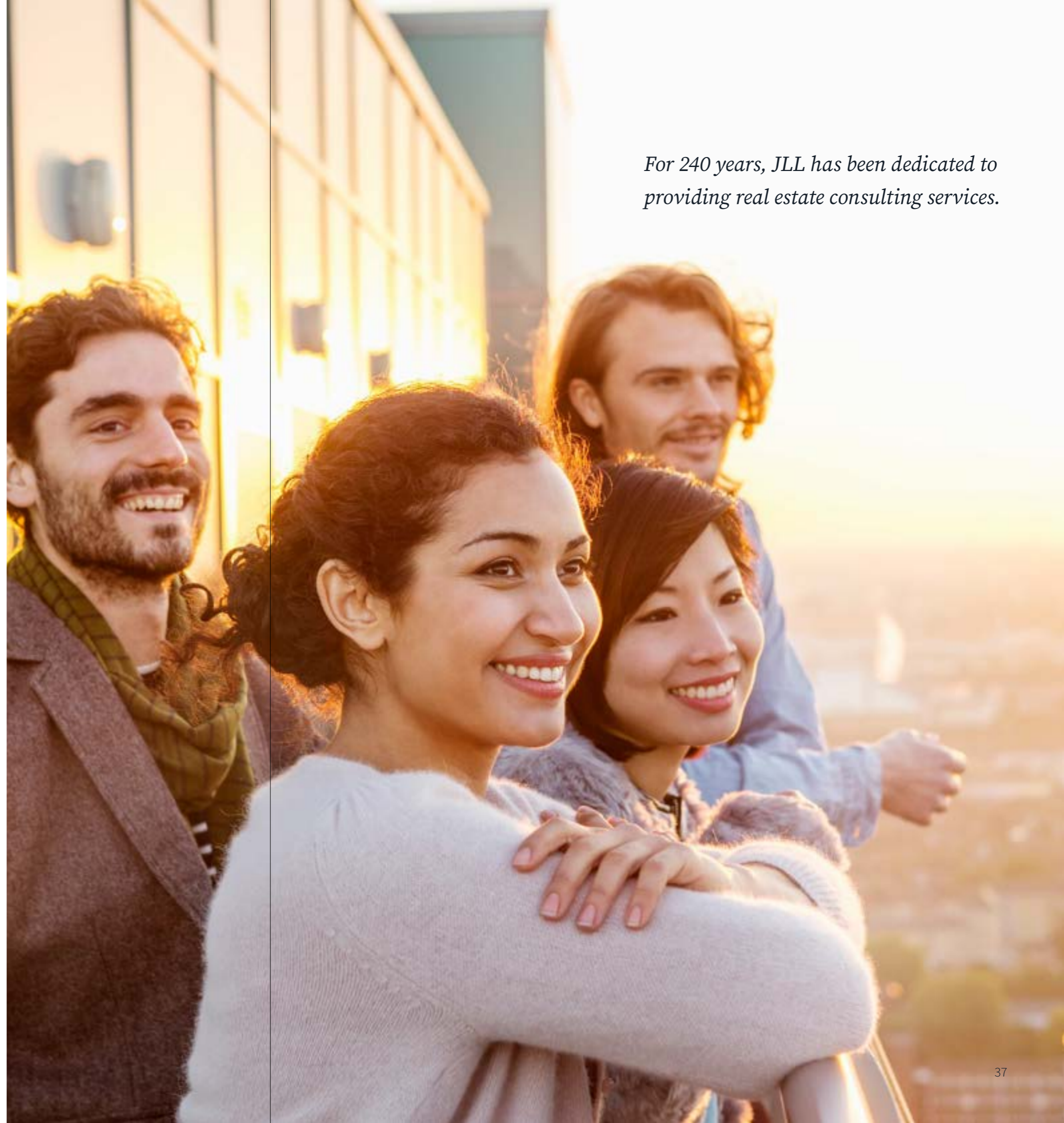
JLL is one of the Fortune Global 500 companies.

JLL has a strong and extensive range of capabilities.

We provide specific services in real estate across various asset classes, including investment, acquisition, construction, and leasing. Our expertise covers office buildings, retail properties, industrial facilities, logistics centers, residential properties, hotels, data centers, and senior living developments.

We collaborate with clients from various industries to create remarkable outcomes.

Our client base spans across banking, energy, healthcare, legal, life sciences, manufacturing, and technology sectors. Whether you are a global multinational corporation or a tech startup, choosing JLL is the starting point for breaking barriers and achieving success.



For 240 years, JLL has been dedicated to providing real estate consulting services.

An introduction to the UK Residential Property Market

PropertyConcierge@jll.com

UK: +44 20 7399 5015

HK: +852 3844 5830

© 2024 Jones Lang LaSalle IP, Inc. All rights reserved. This publication is the sole property of Jones Lang LaSalle IP, Inc. and must not be copied, reproduced or transmitted in any form or by any means, either in whole or in part, without the prior written consent of Jones Lang LaSalle IP, Inc. The information contained in this publication has been obtained from sources generally regarded to be reliable. However, no representation is made, or warranty given, in respect of the accuracy of this information. We would like to be informed of any inaccuracies so that we may correct them. Jones Lang LaSalle do not accept any liability in negligence or otherwise for any loss or damage suffered by any party resulting from reliance on this publication. This Investment Summary is provided for the sole purpose of allowing a prospective investor to evaluate whether there is interest in proceeding with further discussions regarding a possible purchase or investment in the Property. The prospective investor is urged to perform its own examination and inspection of the Property and information relating to same and shall rely solely on such examination and investigation and not on this document or any materials, statements or information contained herein or otherwise provided.

Neither the Vendor, Jones Lang LaSalle, nor any of its partners, directors, officers, employees and agents ("Agents"), make any representations or warranties, whether expressed or implied, by operation of law or otherwise, with respect to this document or any materials, statements (including financials statements and projections) or information contained herein or relating thereto, or as to the accuracy any responsibility with respect thereto. Such materials, statements and information have in many circumstances been obtained from outside sources and have not been tested or verified.

This Investment Summary is provided subject to errors, omissions, prior sale or lease, change of price or terms and other changes to the materials, statements and information contained herein or relating to the Property, and is subject to withdrawal, all without notice. The contents hereof are confidential and are not to be reproduced or distributed to any person or entity without the prior written consent of Agents or used for any purpose other than initial evaluation as indicated above.

The Vendor expressly reserves the right, at their sole discretion, to reject any or all expressions of interest or offers to purchase the Property and/or to terminate discussions with any entity at any time with or without notice. The Vendor shall have no legal commitment or obligation to any entity reviewing this brochure or making an offer to purchase the Property unless and until a written agreement satisfactory to the Vendor has been fully executed, delivered and approved by the Vendor and any conditions to Vendor obligations thereunder have been satisfied or waived.



September 2024