

CHELSEA CREEK

An Intelligent Investment



Investor Guide



St George
Designed for life

London's fashionable neighbourhood

Welcome to Chelsea Creek, one of London's exclusive neighbourhoods, just moments from the famous King's Road and River Thames.



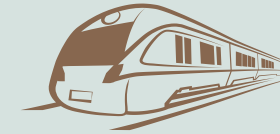
Reasons to buy at Chelsea Creek



CONTINUED
CAPITAL GROWTH

SW6

CENTRAL LONDON POSTCODE
ATTRACTIVE TO HIGH
EARNING TENANTS



2M PASSENGERS USE IMPERIAL
WHARF STATION EACH YEAR



HIGH RENTAL DEMAND, AND
WILLINGNESS TO PAY FOR WATERSIDE
HOMES IN URBAN LOCATIONS

Location

Located in the desirable neighbourhood, close to the shops, bars, restaurants and cultural institutions famous to the King's Road.

- Neighbouring Imperial Wharf, which is known for its 10-acre park, riverside walk and selection of shops, stylish bars and restaurants
- Close to many Royal London parks, sports grounds and leisure facilities including Hyde Park, St James's Park, Chelsea Football Club, Fulham Football Club and The Hurlingham Club
- Walking distance from King's Road and Sloane Square
- Conveniently located for high end shopping in the West End, including Harrods, Selfridges, Liberty's and Harvey Nichols
- Next door to Chelsea Harbour and Chelsea Design Centre
- On-site retail facilities currently include Harris & Hoole coffee shop, weekly food market and multiple interior design showrooms

Connection

- Only a stone's throw away from Imperial Wharf station (Zone 2), which provides direct trains to West Brompton for the underground, to Clapham Junction and to Shepherd's Bush for Westfield White City
- A short walk to Fulham Broadway underground station (District Line)
- River taxi from nearby Chelsea Harbour that runs from Putney to Blackfriars, giving access to the City
- Taxi rank outside Imperial Wharf Station

Development

- Manhattan, 1 and 2 bedroom apartments
- Over 50% of new homes will have water views
- Balcony or terrace to all homes
- Technogym fitness centre
- Swimming pool and spa, including sauna, steam room, rain shower and treatment rooms
- 24-hour concierge and security
- Private cinema
- Residents' only business lounge and meeting room
- Secure underground parking
- Residents' only rooftop terrace on Level 31



Why Chelsea

From world-famous shopping and Michelin-starred dining, to must-see art exhibitions and peaceful havens in the neighbourhood's many gardens and parks, Chelsea is a fashionable and desirable neighbourhood.

32%

OF HOUSEHOLDS
EARN ABOVE £60K

76%

OF THE LOCAL POPULATION
ARE YOUNG PROFESSIONALS

7%

INCREASE IN POPULATION
FORECAST BY 2028



13 WORLD CLASS GREEN SPACES
AND 600+ HECTARES OF OPEN SPACE
ACROSS NEIGHBOURING BOROUGHES



5-7% POPULATION GROWTH
OVER THE NEXT 10 YEARS



5 STOPS TO HARRODS
ON THE UNDERGROUND

790

RESTAURANTS
& CAFÉS



3,391
RETAIL SHOPS

Westfield

3 STOPS ON THE
OVERGROUND LINE

37

OUTSTANDING
PRIMARY SCHOOLS

7km

OF THE THAMES
RIVERSIDE FRONTAGE



HOME TO THE CHELSEA FLOWER SHOW,
THE MOST FAMOUS FLOWER & LANDSCAPE
GARDENS SHOW IN THE WORLD

£3B

IS GENERATED EACH YEAR
BY VISITORS TO THE RBKC MUSEUM QUARTER

35

MINUTES BY CAR
TO HEATHROW



2M PASSENGERS USE IMPERIAL WHARF
STATION EACH YEAR

2

PROFESSIONAL FOOTBALL CLUBS -
CHELSEA AND FULHAM

25%

AVERAGE PROPERTY PRICE
GROWTH OVER PAST 5 YEARS

13.5%

INTELLIGENT INVESTMENT OPPORTUNITY WITH
CONTINUED CAPITAL GROWTH EXPECTED TO
GROW AT 13.5% OVER THE NEXT 5 YEARS*



WATERSIDE LIVING OFFERING
TRANQUIL SETTING WITH
MEANDERING CANALS



COMPLETED HOMES
READY TO MOVE INTO

18.4%

STRONG RENTAL DEMAND WITH 18.4% RENTAL
GROWTH OVER THE NEXT 5 YEARS



SOPHISTICATED AND LUXURIOUS
INTERIOR DESIGN



EXCLUSIVE HALCYON CLUB
FACILITIES

SW6

MOMENTS FROM THE FASHIONABLE
KING'S ROAD IN CHELSEA



Area Regeneration

Chelsea Creek is the exciting transformation of a 7.8 acre brownfield site into a new development based around waterside living. Conveniently located in West London rich with amenities, culture and a lifestyle that draws many residents here.

- One of Europe's largest regeneration schemes in the area is set around a new station for the future HS2 railway station at Old Oak Common and Park Royal which will further enhance fantastic transport links at Chelsea Creek.
- Many parts of Hammersmith and Fulham have good cycling and walking access into Central London.
- Hammersmith and Fulham is home to many large national and multi-national companies and public organisations which provide many jobs and boost the demand for rented property.
- Hammersmith is a major hub for business activity for a wide-variety of sectors - Charing Cross Hospital, Hammersmith Apollo, Shepherd's Bush Empire music venues, Westfield Shopping Centre, London Olympia exhibition centre, major sporting clubs and venues such as Chelsea FC, Fulham FC and Queen's Park Rangers - are all in proximity to the development offering excellent investor focus.
- Hammersmith is a fast expanding media and tech hub - Cathay Pacific, L'Oréal, Sony, Virgin, Walt Disney, Coca Cola headquarters - offering great potential for high earning tenants as companies move towards encouraging staff to come back to their offices.
- Easy access into Heathrow Airport.
- Hammersmith Bridge restoration is a £8.9 million investment and will result in improved connections between Barnes and the surrounding areas.



SHEPHERD'S BUSH EMPIRE



GOOD CYCLING ACCESS INTO CENTRAL LONDON

25,800
NEW HOMES
TO BE CREATED
BY THE END
OF 2035

77.5%
EMPLOYMENT
RATE IN
HAMMERSMITH
AND FULHAM

400k
SQ FT OFFICE
SPACE WAS
TAKEN UP
IN 2017

14
LONDON
UNDERGROUND
STATIONS IN THE
BOROUGH



HEATHROW AIRPORT



WESTFIELD SHOPPING CENTRE



STAMFORD BRIDGE
STADIUM FOR CHELSEA FC



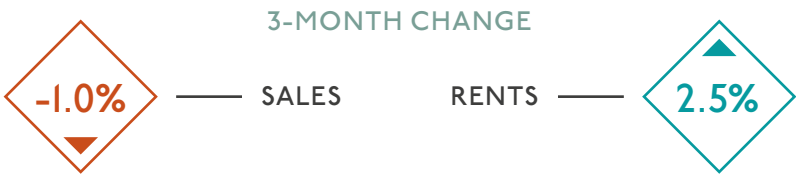
COCA COLA HEADQUARTERS



L'ORÉAL HEADQUARTERS

Prime Central London market overview

With London’s return to the office and international travel back on the agenda, Prime Central London market has seen **unprecedented growth in demand** for property market in the capital. Property sales and rental market are set to **continue growth** due to increasing number of people looking to move to London for work and studies. Key market trends are further strengthening investors’ confidence in Prime Central London property market.



LONDON’S BACK TO THE OFFICE CULTURE IS BOOMING

London is well and truly back on track with the getting back to the workplace with many business snapping up offices in London bringing the occupancy to nearly 50 percent.

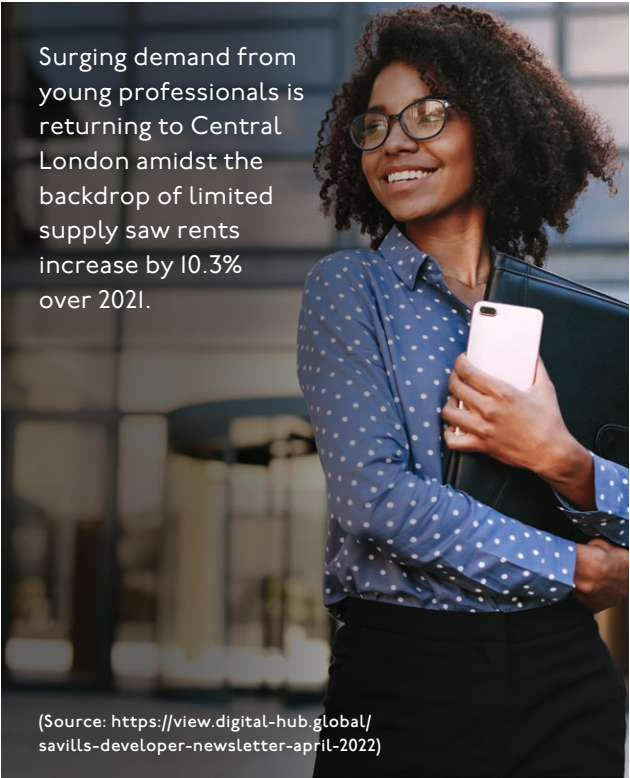
Source: Knight Frank (UK)

CENTRAL LONDON CONTINUES TO OUTPERFORM

Central London’s performance has been robust during 2022, both in terms of pricing and transactions.

With many challenging factors affecting 2023 with UK expected to suffer similar pressures as the rest of the world. However, longer term growth will be underpinned by the value on offer, a lack of supply compounded by fewer new build alternatives, and falling levels of inflation and interest rates.

This will help with the longer term value, with market forecasting average prime central London values to increase by 13.5% by the end of 2027.



FORECAST PRIME LONDON RESIDENTIAL VALUES

	2023	2024	2025	2026	2027	Five-year compound growth
Prime central London	-2.0%	2.0%	5.0%	4.0%	4.0%	13.5%
Outer prime London	-7.0%	0.0%	3.5%	6.0%	4.0%	6.1%

Source https://www.savills.co.uk/research_articles/229130/338178-0 Savills UK | Prime London house prices – Q4 2022

Certain trends established during the pandemic are here to stay and homes that offer green and open spaces and waterside living have seen steady demand to buy and rent. Homes offering easy access into Central London are particularly sought-after as importance of being close to work and study ranks high on the list of priorities for buyers and renters.

(Source: <https://view.digital-hub.global/savills-developer-newsletter-april-2022>)

London’s smaller properties have also seen meaningful price growth. Prices for prime flats increased by 1.4% during the three months ending March, the highest quarterly growth since the first lockdown in 2020. This is a clear sign of back-to-work thinking.

This has led to the strongest annual growth in locations such as Holland Park (5.3%), Notting Hill (4.7%) and Chelsea (4.6%).

(Sources: Savills Developer Newsletter January 2022 ([digital-hub.global](https://view.digital-hub.global)) Price growth accelerates in prime London markets ([knightfrank.com](https://www.knightfrank.com))



RISING STUDENT NUMBERS AND INVESTMENT

Prime Central London market has seen record investment into the student market where new student accommodation is not keeping pace with the student numbers.

High participation rates of both home and overseas students, combined with a growing cohort of UK 18-year-olds has seen very positive rental growth prospects. The rental growth for the 2023/2024 academic cycle is expected to exceed 5% on average across the UK.

Lifestyle images are indicative only.

Tenant insights and trends - Prime Central London and Chelsea Creek

The Prime Central London market is showing a decade-high growth in London recovery with more and more tenants looking to return to the city, resulting in rents recovering to pre-pandemic levels. The prime London rental values as a whole are at its highest since 2020. The enviable location of Chelsea Creek and the facilities on offer strike a perfect balance for all the key trends that tenants look for.

- Tenants are looking for onsite gym facilities, separate workout studio rooms.
- Separate working space whilst working from home as flexible working continues to gain momentum.
- Cinema and entertainment still seen more as a luxury, but a big plus.
- Outside space is a key factor with balconies, terraces and communal gardens playing a vital role in decision-making process when renting and/or buying.
- Pet-friendly homes are increasingly in demand.
- The average income of residents in Kensington and Chelsea topped £100,000 for the first time.*
- The London Borough of Hammersmith and Fulham became the first area in the country with the average household income increased to more than six figures with the high percentage of High Net Worth demographic in the area, according to the latest Wealth Survey by Barclays.
- Home to many of the capital's hedge fund managers and private equity bankers, The Royal Borough presents an average household earnings of £101,600, an increase of 7% over the past year.*

* Source: savills.co.uk, knightfrank.co.uk, Chelsea Creek Sales Data

"Tenants are increasingly searching for properties with larger indoor and outdoor living and dining spaces. This is not only in response to the renewed love people have for at-home entertaining following Covid-19, but also because of the increase in working from home – a trend that is likely to continue post-pandemic."

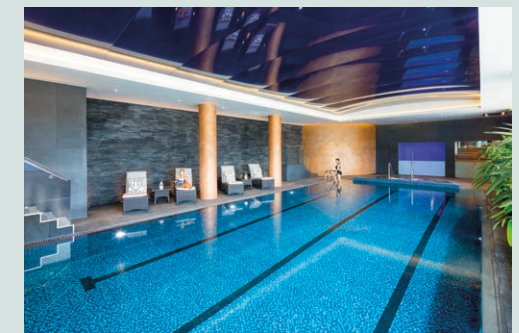
Jack Alisioglu, Partner at Knight Frank – Riverside Lettings



RESIDENTS' GYM



Computer generated image is indicative only.
VIEWS FROM THE PRIVATE TERRACE



RESIDENTS' POOL

"Chelsea Creek – with its generously-proportioned living spaces, terraces and waterside location – will be appealing for tenants looking for more space. In addition to larger living spaces, tenants are also on the lookout for on-site facilities, so with its private gym, spa, cinema (and much more), Chelsea Creek really is a tenants' dream."

Jack Alisioglu, Partner at Knight Frank – Riverside Lettings



GENEROUS PRIVATE BALCONIES AT CHELSEA CREEK

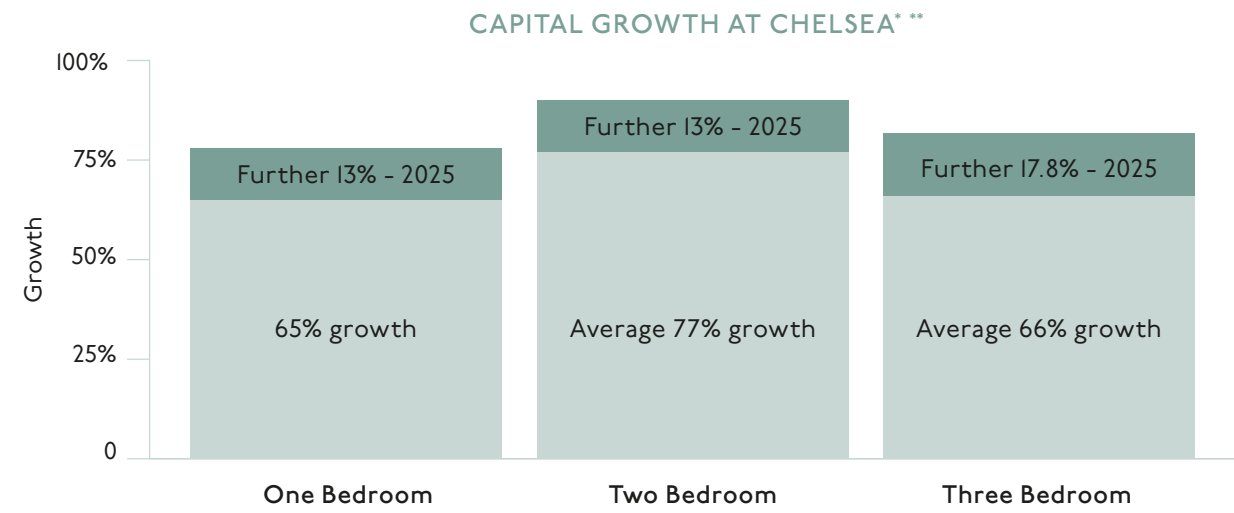


Computer generated image is indicative only.
31ST FLOOR LOUNGE & TERRACE



COMPUTER GENERATED IMAGE OF THE KING'S TOWER IS INDICATIVE ONLY.

How has Chelsea Creek performed



(Source: Chelsea Creek Sales Statistics)
* Prices and Forecasts correct at the time of publishing, March 2023. ** Subject to market appraisal on completion.

SOLD PRICES FROM		
One bedroom	Two bedrooms	Three bedrooms
93.6%	79.2%	40.1%
AVERAGE: 70.97%		

Transport Links

Two train stations are a short walk away offering direct links to central London.



Journey times are approximate only and measured by fastest route source: tfl.gov.uk/fastest-route

Education

Chelsea Creek is within easy reach of many of the capital's distinguished universities and schools.

SCHOOLS	
Thomas's Fulham	6 mins
Riverside Nursery	8 mins
Kensington Prep School	9 mins
Thomas's Battersea	12 mins
St Paul's School	20 mins
Godolphin & Latymer School	22 mins
Eaton Square School	24 mins
Westminster Cathedral Choir School	27 mins
UNIVERSITIES	
Imperial College London	28 mins
King's College London	33 mins
London School of Economics	33 mins
University College London	38 mins

Driving times are approximate, and measured by fastest route source: google.co.uk

RENTAL VALUES AND YIELDS AT CHELSEA CREEK

	Rental value (Range)	Average Rental Yield
Manhattan	£600 per week	4%
One bedroom	£625 - £700 per week	4%
Two bedrooms	£925 - £1,150 per week	4%
Three bedrooms	£1,000 - £1,200 per week	3%

FORECAST RESIDENTIAL RENTAL VALUES

	2022	2023	2024	2025	2026	2027	2022-26 COMPOUNDED	2023-27 COMPOUNDED
UK	10.0%	6.5%	4.0%	2.0%	2.4%	2.3%	27.3%	18.3%
London	14.0%	5.5%	5.0%	2.0%	2.4%	2.3%	31.9%	18.4%

(Source: Savills.co.uk)

Based on Benham & Reeves UK Rental Market Forecast 2020-2024 research.

A Modern Residence

With quality designed homes and hotel-style wellness amenities and concierge services onsite, every detail at Chelsea Creek has been carefully considered to cater to your every lifestyle need.



Key Information

GROUND RENTS

For all reservations from 30th June 2022, in line with Government legislation, a Peppercorn Rent will be applicable to all apartments.

SERVICE CHARGE (PER SQ FT)

KING'S TOWER	£7.93
WESTWOOD HOUSE G1	£7.51
WESTWOOD HOUSE G2	£7.96
WESTWOOD HOUSE G3	£7.68

COMPLETION

Westwood House: Q4 2022
King's Tower: Q3 2023

TENURE

999 year Lease from 2010

BUILDING INSURANCE

10-year warranty

COUNCIL TAX

London Borough of Hammersmith & Fulham. Average (2 occupants) per annum in 2022/23

Band A	£818.37 pa
Band B	£954.76 pa
Band C	£1,091.16 pa
Band D	£1,227.55 pa
Band E	£1,500.34 pa
Band F	£1,773.13 pa
Band G	£2,045.92 pa
Band H	£2,455.10 pa

*Photography is indicative only. **Computer generated image, indicative only.
Source: www.lbhf.gov.uk. Prices correct at time of publishing.

Investment Potential

The London Borough of Hammersmith & Fulham has seen a 116% increase in properties going under offer over the past year. Out of all 32 London boroughs, Hammersmith & Fulham saw the second highest increase in properties going under offer during this period.*



CASH FLOW FORECAST***					
I BEDROOM (TYPICAL PRICE £889,000)	2021	2022	2023	2024	TOTAL
Deposit	£88,900	£88,900	£44,450	-	£222,250
75% Completion	-	-	-	£666,750	£666,750
Purchase Price	£889,000				
Growth Forecast	3%	6%	5%	4%	-
Capital Appreciation	£26,670	£54,940	£48,531	£40,766	£170,906
Equity	£115,570	£143,840	£92,981	£707,516	-

*Knight Frank Analysis of OnTheMarket.com data (2021) **Source: <https://www.knightfrank.com/research/article/2021-03-12-house-price-forecasts-revised-up-after-budget> (March 2021).
*** Prices and Forecasts correct at the time of publishing, November 2022. Subject to market appraisal on completion.