

WEMBLEY

INVESTOR GUIDE | February 2024



Wembley is one of London's biggest regeneration success stories. Famous around the world for its iconic stadium, which hosted the World Cup the year England won in 1966 and two Olympic Games, it has become a cultural, retail and business centre.

The area now boasts a choice of new homes alongside 500,000 sq. ft. of retail and leisure, with London's first designer outlet comprising of around 85 shops, restaurants, cafes, and a nine-screen cinema.

New offices are home to occupier from major global corporations. A new seven-acre public park is being built. It is also home to the OVO Arena Wembley London's second largest indoor arena used for music, entertainment, and sports. As well as easy access into London's West End, theatre goers also have the 2,000-seater Troubadour Wembley Park Theatre on their doorstep.

It has truly become the quintessential 15-minute neighbourhood to be enjoyed 365 days a year.



WEMBLEY



WHO LIVES IN WEMBLEY

—
73%

OF TENANTS IN
WEMBLEY ARE UNDER
34 YEARS OLD

Source: Dataloft

—
14.5%

OF OVER 16S ARE FULL TIME
STUDENTS IN WEMBLEY VS.
7.2% IN LONDON

Source: Census 2021

—
47%

OF ALL HOUSEHOLDS IN
WEMBLEY ARE PRIVATELY
RENTING VS. 30% IN LONDON

Source: Census 2021

—
31%

OF RESIDENTS IN THE BOROUGH
ARE MANAGERS, DIRECTORS,
SENIOR OFFICIALS AND IN
PROFESSIONAL OCCUPATIONS

Source: Census 2021

REGENERATION

RETAIL AND TRANSPORT DRIVE GROWTH

New retail and transport hubs appeal to more than just visiting shoppers, residents too are keen to live in well-connected locations with great shopping, food, and leisure on their doorstep.

Across London house prices tend to outperform in areas where we see significant neighbourhood improvements. JLL are forecasting growth in prices in Wembley over the next five years will exceed the London average.

Wembley has great transport connections. As part of the regeneration of Wembley Park and the redevelopment of Wembley Stadium in the early 2000s Wembley Park station was rebuilt with 70% more capacity.

Wembley is now a destination for shoppers too, home to the London Designer Outlet with total retail floor area of 350,000 sq. ft., more than 85 stores attracting seven-million visitors a year. In 2018 Boxpark Wembley was launched, a world class destination for food, drink and entertainment which includes a 2,500 person events space.



We have seen other areas of the city see a price uplift following new retail and improved transport. Examples include:

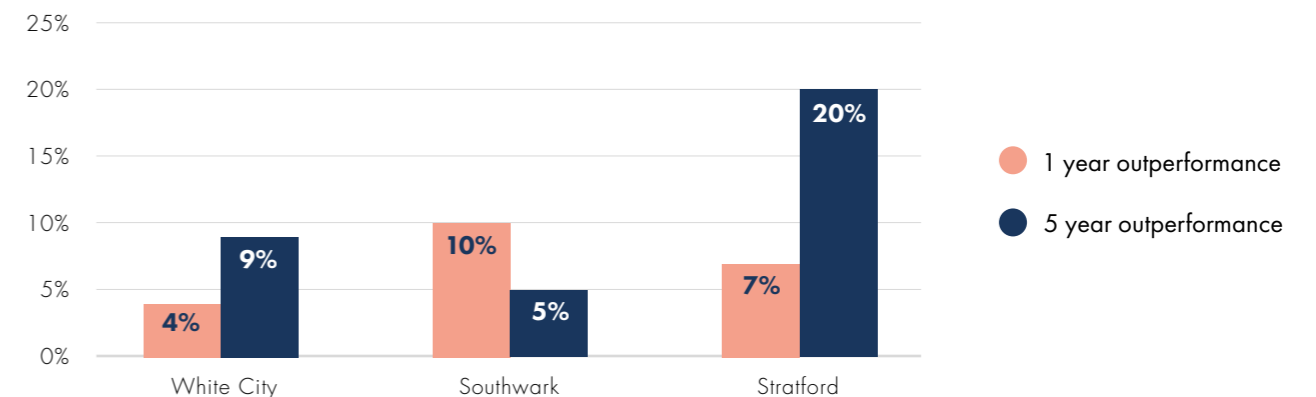
White City – Westfield White City opened in October 2008. House prices in the area a year after the opening outperformed the regional average by 3.5 percentage points. five years after the opening of the White City Westfield mall the gap had increased further, White City house prices had increased by 30%, 9 percentage points higher than London at 21%.

Southwark - A year after Southwark saw the opening of a new tube station part of the Jubilee Line extension in 1999, house prices in the area had risen by 29%. This was 10 percentage points higher than London where house prices rose by 19%. Five years after the opening of the new station Southwark house prices had increased by 92%, again outperforming London.

Stratford – Stratford like Nine Elms combined transport and retail improvements. In 2016 Stratford stations were rezoned from Zone 3 to Zone 2. A year after prices had risen by 15%, a seven-percentage point outperformance over London growth. Five years on Stratford house prices had risen by 40% compared to 21% London wide.

Stratford saw the opening of the largest shopping centre in Europe “Westfield Stratford” in 2011. Five years after the opening house prices had increased by 60%, close to 20 percentage points higher than London house prices at 41%.

PRICE GROWTH PREMIUMS FOLLOWING RETAIL AND TRANSPORT IMPROVEMENTS



Source: JLL Research, HM Land Registry



TRANSPORT

TRANSPORT AND TUBE DATA

Wembley has excellent transport links including tube, rail, bus and easy access to motorways including the M40, M4 and the M1. Central London is easily accessible in less than 15 minutes by train with a 14-minute journey to Marylebone. The City and Canary Wharf are both accessible in half an hour. Heathrow, the UK's biggest airport serving hundreds of international destinations is three quarters of an hour away.

CENTRAL LONDON IS EASILY ACCESSIBLE IN **LESS THAN 15 MINUTES BY TRAIN** WITH A 14-MINUTE JOURNEY TO MARYLEBONE

THE CITY AND CANARY WHARF ARE BOTH ACCESSIBLE IN **HALF AN HOUR**

HEATHROW, THE UK'S BIGGEST AIRPORT IS **THREE QUARTERS OF AN HOUR AWAY**

TRANSPORT LINKS

WEMBLEY ARENA

Buses

WEMBLEY CENTRAL

Overground

Bakerloo Line

Southern Rail

West Midlands Trains

WEMBLEY PARK

Jubilee Line

Metropolitan Line

WEMBLEY STADIUM

Chiltern Railways

Baker Street	13 mins
Marylebone	14 mins
Bond Street	16 mins
Oxford Circus	17 mins
Piccadilly Circus	19 mins
King's Cross	21 mins
Victoria	23 mins
Paddington	24 mins
Waterloo	24 mins
Liverpool Street	25 mins
Canary Wharf	29 mins
London Bridge	31 mins
Heathrow Airport	47 mins

World class universities
easily accessible with the London underground:

UCL	20 mins
Kings College	32 mins
Imperial College	40 mins

COMMERCIAL HUB

Wembley has become a cultural, retail and business centre anchored by the iconic Wembley Stadium.

London's first fashion outlet, the London Designer Outlet opened in 2013, with more than 80 outlet shops, restaurants and a 9-screen Cineworld. In December 2018 the food and retail park Boxpark Wembley added even more food options to the area.

EMPLOYMENT HUB

Wembley is a thriving employment hub with many offices with key international companies as tenants:

- Brent
- Air France
- EE
- The FA
- Xcel Concepts
- Velocity1
- Network Homes
- Three
- UCFB
- Quintain
- Programme Master
- Royal Philharmonic Orchestra
- Casio

LONDON'S BEST ENTERTAINMENT ON YOUR DOORSTEP

SSE Arena, previous called the Wembley Arena, is one of the most iconic venues in the UK, having hosted some of the biggest entertainment acts and musicians since its 1934 opening. It is the second-largest indoor arena in London after the O2 Arena with a seating capacity of 12,500 people. It has hosted major sporting events such as the 1948 and 2012 Olympic Games. It has been used as a filming location for the Slumdog Millionaire, The X Factor, Doctor Who, Top Gear and many more. The Beatles, Queen, Michael Jackson, Madonna, Beyonce and Coldplay are among a long list of notable musicians who have performed in the arena.

Wembley Stadium is considered by many to be the home of football. The original stadium was first built in 1923, and rebuilt in 2007, increasing its seating

capacity to 90,000. The Wembley Stadium hosts all types of events. It has hosted many key sports events such as the Men's World Cup Final in 1966 and the Women's Euro final in 2022, it has also hosted American football games. There have been so many unforgettable musical acts such as Live Aid or Ed Sheeran who performed to a record attendance of 100,000 fans in June 2022.

Troubadour Wembley Park Theatre: Brand new 1,000 to 2,000 seated theatre with state-of-the-art audio and visual technology designed to host concerts, comedy shows, theatre performances and other events.

The Yellow and the Brent Civic Centre are other venues that can host between 200 and 800 guests respectively.



FOOD, DRINKS AND LEISURE

The neighbourhood is home to more than 20 eateries. Boxpark Wembley added even more food options to the area. It is a 20,000 square foot dedicated events space that offers a diverse selection of food and drinks venues and a collection of leisure activities such as table tennis, table football and virtual reality experiences.

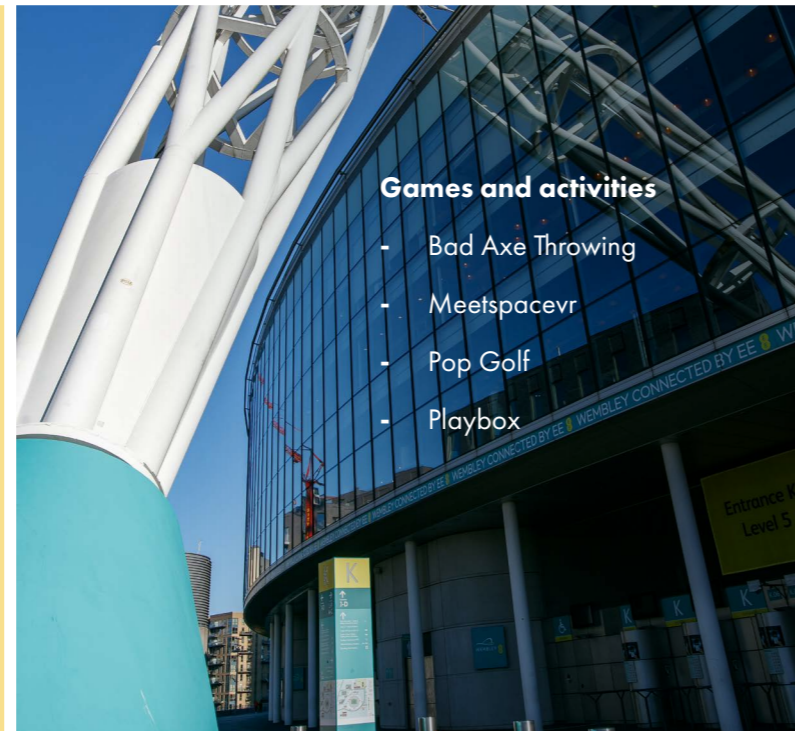
Restaurants

From fine dining to street food, there is something for everyone:

- Masalchi by twice Michelin-Starred chef Jamshedpur in India
- The Association Restaurant
- Bobby Moore Room – with views of Wembley’s pitch
- Studio Five Restaurant
- Pasta Remoli
- Wagamama
- Itsu
- Nandos
- Ipanema Barbecue
- Las Iguanas

Drinks

- The White Horse
- Sky Bar 9
- Beatbox Bar
- T4
- Boki Coffee



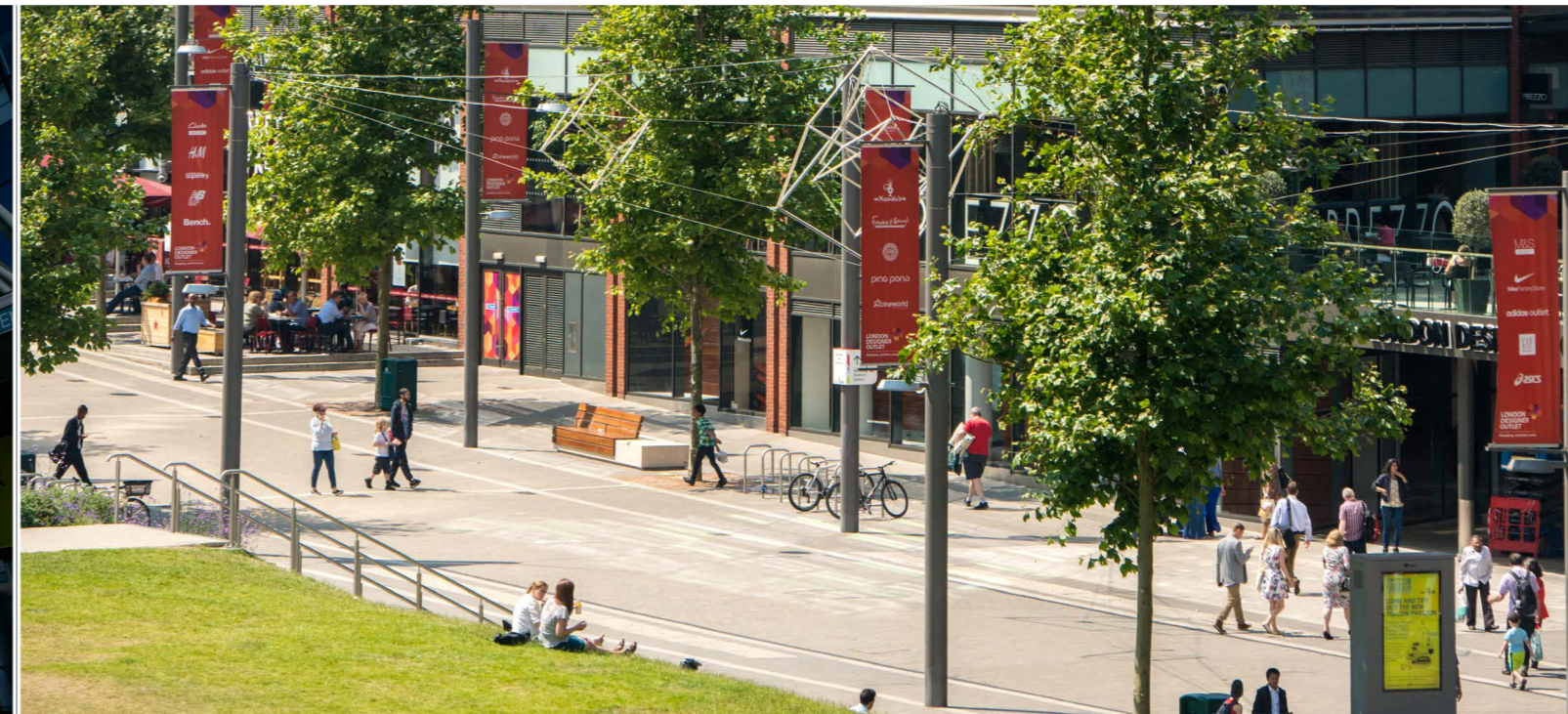
Games and activities

- Bad Axe Throwing
- Meetspacevr
- Pop Golf
- Playbox



PROXIMITY TO OPEN SPACE

- Elvin Gardens
- Hampstead Heath, Union Park
- Union Park
- Fryent Country Park
- Welsh Harp Reservoir
- Chilterns Area of Outstanding Natural Beauty (AONB) only a 30-minute direct train ride from Wembley Park





EDUCATION

SCHOOLS

There are many great schools in Wembley such as St Christopher's Prep School in Wembley with seven Ofsted Outstanding Schools and seven rated Good. There is an additional 74 Ofsted Outstanding or Good schools in the wider borough of Brent.

Ofsted Outstanding

Ark Academy	Primary, Secondary and 16 to 18
Byron Court Primary School	Primary
East Lane Primary School	Primary
Michaela Community School	Secondary
Oakington Manor Primary School	Primary
St Joseph's Catholic Infant School	Primary
St Joseph's Catholic Junior School	Primary
Wembley High Technology College	Secondary and 16 to 18

Ofsted Good

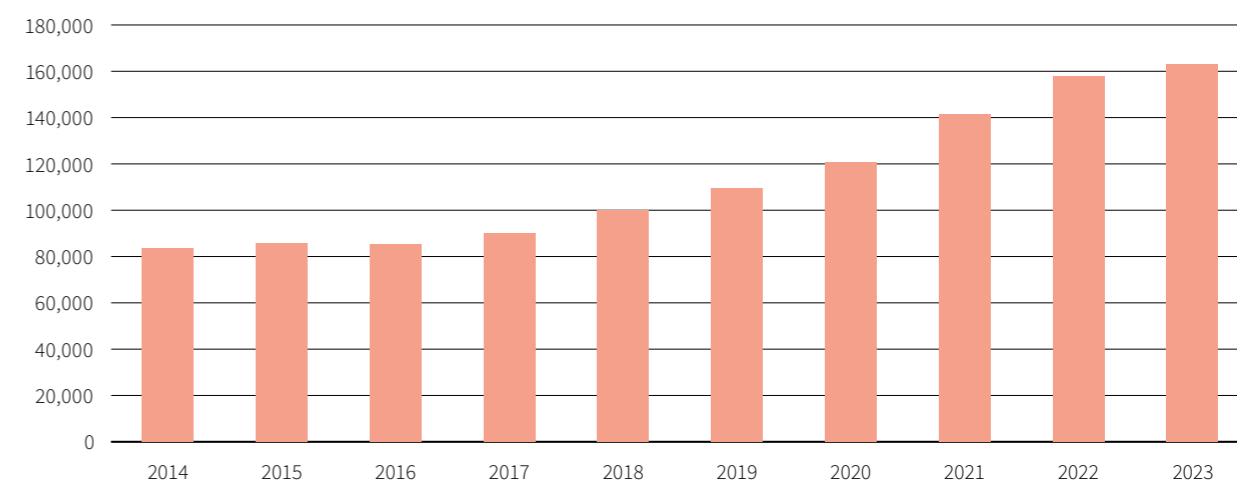
Alperton Community School	Secondary and 16 to 18
Barham Primary School	Primary
Chalkhill Primary School	Primary
Elsay Primary School	Primary
Park Lane Primary School	Primary
Preston Manor School	Primary, Secondary and 16 to 18
Preston Park Primary School	Primary

UNIVERSITIES

London has more highly rated universities than any other world city. The number of non-EU applications has risen by 49% since pre-covid and 95% over the past 10 years.

47%
graduate retention

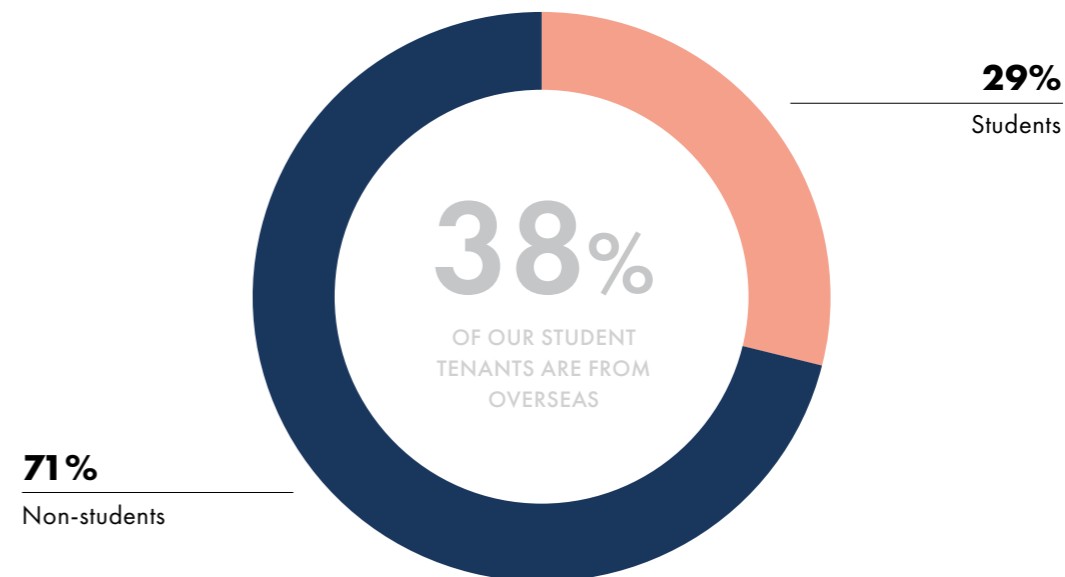
INTERNATIONAL APPLICATIONS TO LONDON UNIVERSITIES



Source: JLL, UCAS, HESA, Liberty Living

● UCAS applications from outside EU

JLL LONDON TENANTS – 2023



Source: JLL Research, UCAS

LONDON HAS

18

TOP CLASS UNIVERSITIES

THEY HOST CLOSE TO

340,000

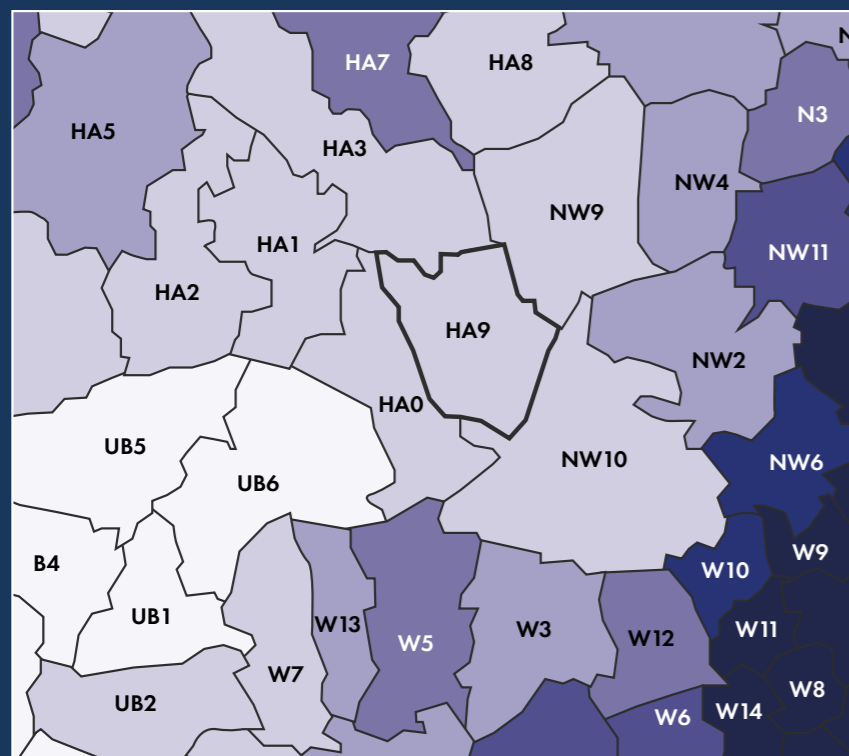
STUDENTS

Universities and schools	No. students
University College London	46,830
King's College London	41,490
The University of Greenwich	26,610
Queen Mary University of London	26,045
University of the Arts, London	22,455
Imperial College of Science, Technology and Medicine	21,470
The University of Westminster	20,915
City, University of London	20,685
The University of East London	19,550
Middlesex University	19,225
London South Bank University	19,185
London Metropolitan University	13,435
London School of Economics and Political Science	12,975
Birkbeck College	10,660
Goldsmiths College	9,880
SOAS University of London	6,295
London Business School	2,390
Guildhall School of Music and Drama	1,105

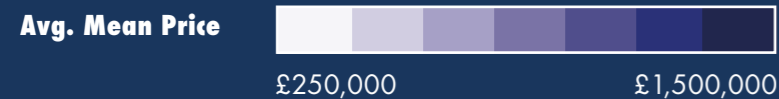




SALES



The Wembley Park regeneration started twenty years ago. Prices have risen sharply since, climbing 120% in the last 20 years. Despite this impressive rise the neighbourhood is a third cheaper than the Greater London average. Which will, we expect, support further growth going forward, especially considering Wembley Park is only 12 minutes away from Central London by tube.



120%

WEMBLEY 20-YEAR PRICE GROWTH
Source: Dataloft, Land Registry

21%

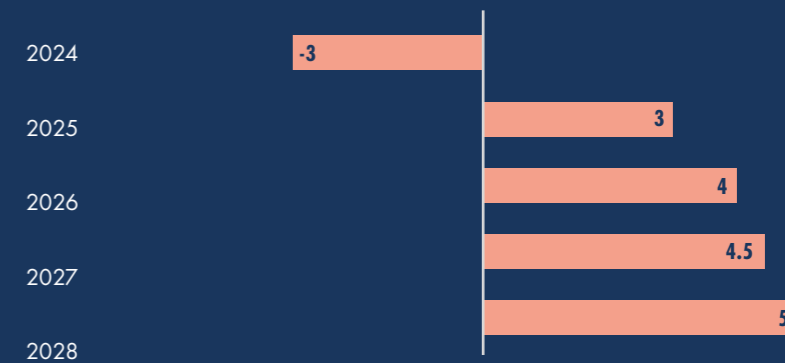
DISCOUNT TO GREATER LONDON PRICES
Source: Dataloft, Land Registry

60%

WEMBLEY 10-YEAR PRICE GROWTH
Source: Dataloft, Land Registry

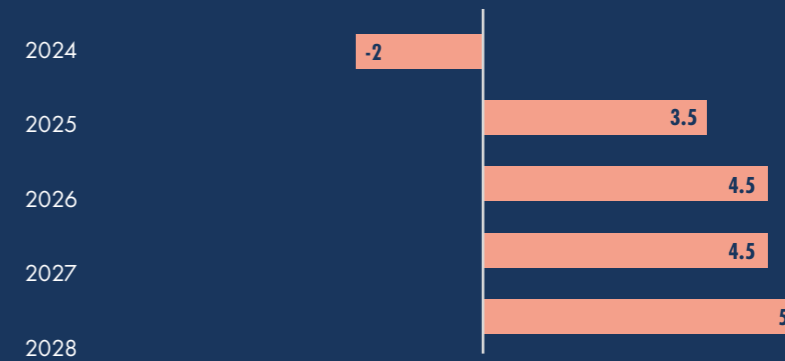
SALES FORECAST

UK SALES PRICE GROWTH (%PA)



Cumulative growth	14%
Average pa 2024-28	2.7%

GREATER LONDON SALES PRICE GROWTH (%PA)



Cumulative growth	16.3%
Average pa 2024-28	3.1%



RENTAL

Rents in the area have risen rapidly with 10.2% growth in achieved rents in the last 12 months, slightly higher than the London average of 10% over the same period. In the last five-years Wembley rents have risen rapidly as well by more than 20%.

—
10.2%

1 YEAR RENT GROWTH IN WEMBLEY FOR FLATS VS.10% FOR LONDON

Source: Dataloft

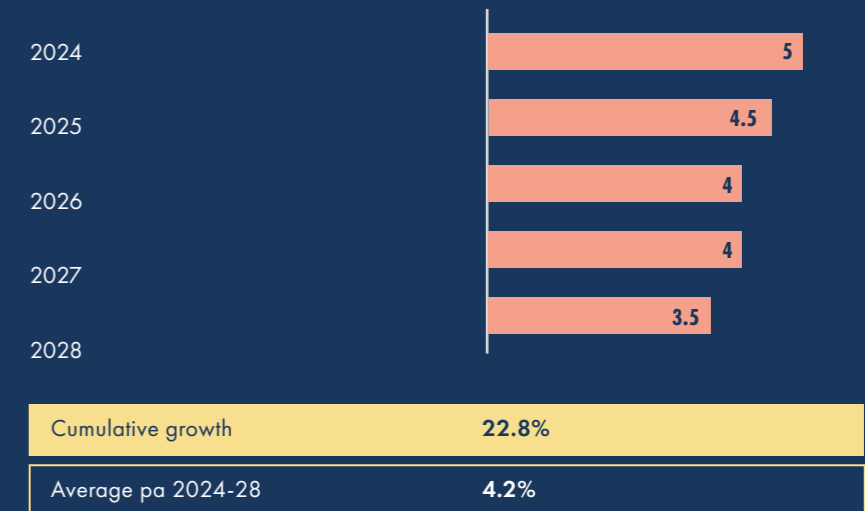
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15%

DISCOUNT TO GREATER LONDON RENTS

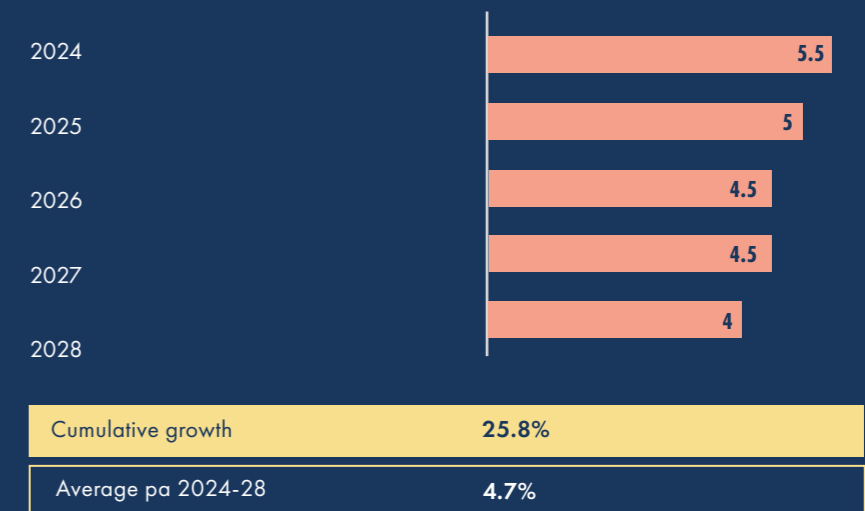
Source: Dataloft

RENTAL FORECAST

UK RENTAL VALUE GROWTH (%PA)



GREATER LONDON RENTAL VALUE GROWTH (%PA)





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