

A scenic view of a river with a bridge, trees, and a heron on a boat. The heron is standing on a small boat in the foreground, looking towards the right. In the background, there is a bridge with a lattice structure, lush green trees, and a building. The water is calm with some ripples.

KEW

RIVERSIDE LIVING

**AVERAGE PRICES
HAVE RISEN BY
4.5% THIS YEAR**

**AVERAGE RENTS
HAVE INCREASED
BY 15% IN 2021**

CHESTERTONS

AREA OVERVIEW

Running from Kew Gardens down to Chiswick Bridge, the riverside on the south bank of the Thames is popular with a wide range of buyers and renters wanting a safe, village type environment which also offers an easy commute to work into Central London. The area is home to a variety of period properties and three large residential developments, namely:

- **Kew Riverside**, set in 26 landscaped acres including a 100 metre pond, comprises over 500 apartments, terraced town houses and detached houses. Residents benefit from 24-hour concierge services and dedicated parking as well as a private leisure centre with a gym and swimming pool, for which there is a service charge based on the size of the property.
- **Kew Riverside Park** contains around 200 apartments in six blocks with landscaped communal gardens. There is a 24-hour concierge service and residents have use of a private gym which is included in the service charge. Most apartments have a dedicated parking space and there is also a small business suite.
- **Levett Square** (also known as Emerald Gardens) comprises 170 apartments within four blocks set around a landscaped communal courtyard garden. Residents benefit from underground car parking, a video entry phone system and secure bicycle storage. The service charge also includes a 24-hour concierge service.

In addition to the tranquil charms of the river and the nearby Royal Botanic Gardens (Kew Gardens), residents are within easy walking distance of shops at Kew Retail Park and Kew Village. The area is also home to the National Archives which houses important historical documents such as the Domesday Book.

Overground and underground (District Line) services operate from Kew Gardens station, with a journey time of 30 minutes to the West End and 40 minutes to the City, while the M4/A4 and A406 North Circular are 1.2 miles away across the river from Kew Gardens.

SALES MARKET

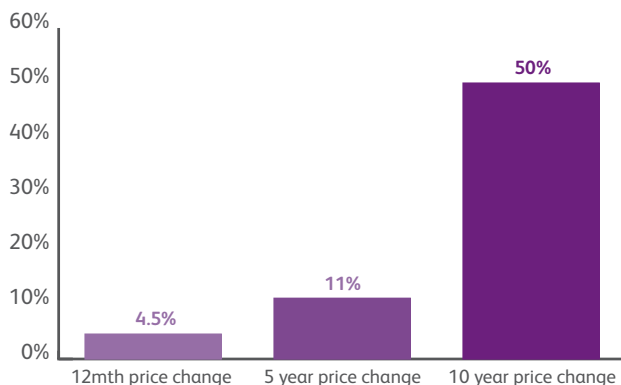
The sales market in Kew has enjoyed a very active 2021 with the Chestertons' local office recording a 155% increase in exchanges in the first nine months compared to the same period in 2020. The Stamp Duty holiday and low mortgage interest rates helped to boost buyer demand which has increasingly outpaced the number of homes available for sale as the year has progressed. At the end of September, buyers had 20% fewer properties to choose from than at the corresponding point in 2020.

The increase in homeworking has also generated very strong demand for large properties with gardens or access to communal outdoor areas, which the riverside developments offer. Kew Riverside and Kew Riverside Park additionally benefit from the security of being within a gated area.

The riverside properties in Kew attract a wide mix of buyers, ranging from professionals and young families to older downsizers who often want a "lock up and leave" property when they go travelling, while the smaller apartments are popular with first time buyers. With Heathrow Airport only around 30 minutes away by car, there is a high proportion of international buyers which gives the area a cosmopolitan feel.

Strong buyer demand, combined with a shortage of properties available for sale, has pushed prices up by around 4.5% over the past 12 months, with the best properties receiving multiple offers and sometimes exceeding the asking price. Despite this, average prices are still lower than in neighbouring Barnes and Richmond which is an added attraction for buyers.

Residential price growth in riverside Kew



Source: Land Registry

Riverside Kew guideline sale values on development properties

	From	To
1-bed apartment	£400,000	£525,000
2-bed apartment	£500,000	£800,000
3/4-bed apartment	£700,000	£1,500,000
4/6-bed house	£1,400,000	£2,000,000

RENTAL MARKET

The rental market in Kew has been exceptionally busy this year and the Chestertons' local office recorded a 28% increase in the number of properties let between January and September compared to the same period in 2020. The strength of demand is such that the number of properties available to rent at the end of September was two thirds lower than at the same point last year. This has resulted in a very fast moving market, with properties either letting without being advertised or within a few days of being advertised and even smaller apartments which were difficult to let in the first half of the year are now in demand.

The riverside area is especially popular and the mix of tenants ranges from young professionals and couples targeting one-and two-bed apartments to families seeking larger properties. We have also seen increased demand for properties which accept pets, a trend which grew considerably during the periods of lockdown. Although the proportion of international residents is lower than in the sales market, there has been an increase in the number of overseas corporate executives since the summer as London has re-opened for business.

The imbalance between demand and supply has resulted in a rapid rise in rents since the summer and most properties currently achieve or exceed the asking rent. Average rents are now around 15% higher than at the start of the year and above their pre-Coronavirus levels.

Riverside Kew guideline monthly rents on development properties

	From	To
1-bed apartment	£1,550	£1,750
2-bed apartment	£1,900	£2,600
3-bed apartment	£2,500	£4,200
3-bed house	£3,500	£4,500
4-bed house	£5,000	£7,500



OUTLOOK

Although buyer interest has slowed as we approach the end of autumn, enquiries are nonetheless running at higher than pre-Covid levels and the appeal of living close to the river remains constant. Assuming there is no further disruption from Government restrictions relating to the Coronavirus and the economy continues to recover, we expect demand to pick up again in 2022. If the supply of properties for sale continues to lag behind buyer demand we could see prices rise by a further 3%-5% next year.

With more staff returning to their offices in London, even if only for part of the week, demand for rental properties is likely to remain strong in the New Year. As many small landlords are looking to sell, it is likely that the shortage of properties available to rent will remain insufficient to match tenant demand which suggests that further rent increases are likely in 2022.

Riverside Kew property price growth forecasts

	2021	2022	2023
Sale prices	4.5%	4.0%	3.0%
Rental prices	15.0%	5.0%	4.0%

Source: Chestertons Research

If you are looking to sell or let your property and would like Chestertons to help you navigate the process, please don't hesitate to contact us.

OUR SERVICES

Chestertons provides a range of services to homeowners, landlords and investors. With more than 30 offices across London, Chestertons has one of the largest networks in the capital, as well as a strong international presence.

Our services include:

- **Sales:** We will manage the entire sales process, from giving an accurate and realistic valuation of the property, through to advising on the most effective marketing strategy and managing the legal process once an offer has been accepted.
- **Lettings:** Our highly qualified teams ensure we find the best quality tenants and achieve the best possible rents and terms, protecting landlords' investment and their tenants' well-being through our professional customer service and stringent compliance processes.
- **Property management:** We offer a full suite of services ranging from securing tenants and rent collection, through to full management of individual properties and portfolios.
- **Leasehold services:** We specialise in helping clients with the valuation and negotiation process involved in lease extensions, freehold purchases and collective enfranchisement.
- **Mortgage finance:** We specialise in arranging finance for properties at the mid to top end of the market through our partner Springtide Capital.

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Sources: *Land Registry

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