



LONDON SQUARE

WIMBLEDON BRIDGE HOUSE



WHY BUY WIMBLEDON



THE PERFECT OPPORTUNITY

Located opposite Wimbledon station and close to the expansive Common, Wimbledon Bridge House comprises 123 considered apartments, underpinned by excellent transport links, enduring local appeal and resident-led amenities.

Designed to perform, Wimbledon Bridge House offers an investment underpinned by sustained capital growth and a deep, affluent rental market. Wimbledon has outperformed Greater London with 11% growth over five years, while constrained supply and strong tenant demand continue to support rental values.



RISE IN VALUE OF PROPERTIES IN WIMBLEDON OVER THE LAST FIVE YEARS COMPARED TO JUST 6% ACROSS GREATER LONDON

Source: PriceHubble, Land Registry, based on flats only. Data to end August/September 2025



FORECAST GROWTH IN SALES PRICES IN LONDON 2025-2029

Source: Consensus across agents, forecasts were latest published at time of report

CAPITAL APPEAL

ENDURING APPEAL OF LONDON'S VILLAGE NEIGHBOURHOODS

London's village neighbourhoods are among the capital's most coveted, offering character, heritage and a strong community feel. They combine tranquillity with urban convenience, placing peaceful streets within easy reach of the city's cultural, retail and business hubs.

Their continued appeal has fuelled strong property price growth over the past decade, homes in many of London's villages outperforming the wider London market, even during periods of broader market slowdown, with Wimbledon rising by significantly more.

An **18.4% rise in capital values** is forecast by 2029, giving early buyers the opportunity to lock in significant savings at completion.



#1

Located on the #1 premium high street in the UK

Source: Knight Frank 2025, Wimbledon Village ranks 1st out of 150 high streets nationwide



>500K

visitors attracted annually for the world-renowned Wimbledon All England Lawn Tennis Championships

Source: wimbledon.com



667

shops within a 30-minute walk from Wimbledon Bridge House

Source: VOA

THRIVING COMMERCIAL HUB

42,920

SMALL BUSINESSES WITHIN
A 30-MINUTE WALK OF
WIMBLEDON BRIDGE HOUSE

Source: IDBR 2024, <50 employees



Wimbledon is home to a strong mix of high-profile employers across media, beauty, professional services and creative industries.

Notable occupiers include:



SEAMLESS CONNECTIONS

Wimbledon Bridge House offers exceptional access to central London and other business districts, with over three million jobs reachable within 45 minutes by public transport.

The area benefits from a strong concentration of high-value sectors, led by Professional, Scientific & Technical services (17.9%), followed by Information & Communication (11.2%) and Financial & Insurance (10.1%).

The area is also home to nearly 43,000 small businesses within a 30-minute walk, fuelling local innovation and creating diverse career opportunities.

Source: IDBR 2024, <50 employees



3.2M

JOBS WITHIN A 45-MINUTE
COMMUTE OF WIMBLEDON
BRIDGE HOUSE, 28% OF
WHICH ARE IN SCIENTIFIC,
TECHNICAL, FINANCIAL
OR PROFESSIONAL SECTORS

Source: BRES 2023 commute by public transport

CONNECTIVITY

72%

OF RENTERS RANKED COMMUTING TIME TO WORK IN THE TOP FOUR MOST IMPORTANT THINGS WHEN CHOOSING A NEIGHBOURHOOD TO LIVE IN

Source: Dataloft (PriceHubble), Property Academy 2024.

With a top-tier PTAL rating of 6b, Wimbledon Bridge House offers the highest level of connectivity through its outstanding access to public transport.

Rail, Thameslink and Tramlink services. Its well-connected position provides quick access to central London and beyond, supported by strong road links via the A3, M25 and M4.

PTAL RATING OF 6B - THE HIGHEST

Public Transport Accessibility Level (PTAL) is a rating system based on access to the London transport network and frequency of services and it ranges from 1a (the lowest) to 6b (the highest).

This highly sought-after address provides easy access to the very best the city has to offer. Wimbledon Bridge House is ideally located, right next to Wimbledon station, offering seamless access to the District line, National

4%

OF LONDONERS LIVE IN THIS TOP PTAL BAND

15

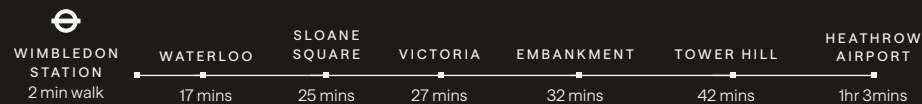
DISTRICT LINE TRAINS RUN PER HOUR AT PEAK TIMES (APPROX.)

DIRECTLY OPPOSITE WIMBLEDON STATION

Multi-modal access:

-  District line
-  Thameslink
-  National Rail
-  Tramlink

TRAVEL TIMES



Source: Google Maps, travel times are approximate only, Tube times are from Wimbledon station

GATEWAY TO UNIVERSITIES

26 universities are all within a 45-minute commute of Wimbledon Bridge House. This represents 295,795 total students, of which a high proportion have been international (38%).

TOP UNIVERSITIES NEARBY

- **St George's, University of London**
1.47 miles
- **Imperial College London**
5.55 miles
- **King's College School**
1.60 miles
- **Royal College of Music**
5.67 miles
- **Roehampton University**
2.96 miles
- **St Mary's University, Twickenham**
5.67 miles
- **Kingston University**
4.46 miles
- **Royal College of Art**
5.74 miles
- **The Institute of Cancer Research**
5.00 miles
- **King's College London**
9.20 miles

26

WITHIN A 45-MINUTE COMMUTE OF WIMBLEDON BRIDGE HOUSE

295,795

TOTAL STUDENTS AND 112,805 INTERNATIONAL STUDENTS

Source: PriceHubble, HESA 2022/23

EXCEPTIONAL UNIVERSITIES EASILY REACHED VIA THE DISTRICT LINE



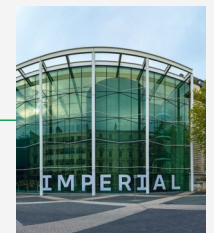
ROYAL COLLEGE OF MUSIC

Ranked global #1 for Performing Arts in the QS World University Rankings by Subject 2025.



ROYAL COLLEGE OF ART

Ranked global #1 for Art & Design in the QS World University Rankings by Subject 2025.



IMPERIAL COLLEGE LONDON

Ranked global #9 in the Times Higher Education World University Rankings 2025, recognised for excellence in research, innovation, and teaching.

RENTAL GROWTH

Average rental values in Wimbledon have climbed 30% in five years, driven by consistently strong demand for homes in this highly desirable area.

Looking ahead, Greater London rents are projected to grow by 16.7% to 2029.

Source: Dataloft Rental Market Analytics, average growth in apartment prices in the 12 months to end October 2025

30%
5-YEAR RENTAL GROWTH IN WIMBLEDON

Source: Dataloft Rental Market Analytics, average growth in apartment prices in the 12 months to end October 2025

RENTAL GROWTH:

	3-Year	5-Year
Wimbledon	14%	30%
Prime Central London	14%	37%
TFL 1-3	14.5%	32.5%
Greater London	18%	35%
Borough of Merton	15%	30%
South London	17%	37%

RENTAL POTENTIAL

WIMBLEDON YIELDS HIGHER THAN PRIME CENTRAL LONDON AND MANY OTHER LONDON VILLAGES

Wimbledon has higher average gross apartment yields than prime central London, Hampstead, Holland Park, Barnes, Notting Hill and Chiswick, highlighting the area's ongoing investment appeal.



THOSE WHO RENT IN THE LOCAL AREA ARE:

- 56% couples/sharers, 29% singles, 15% families
- Average age: 31
- £45,271 average gross individual income
- £70,378 upper quartile gross individual income
- 32% of renters are in technical, financial, scientific or professional occupations
- 53% of renters moved within five miles
- 60% of renters work between 5-10 miles away

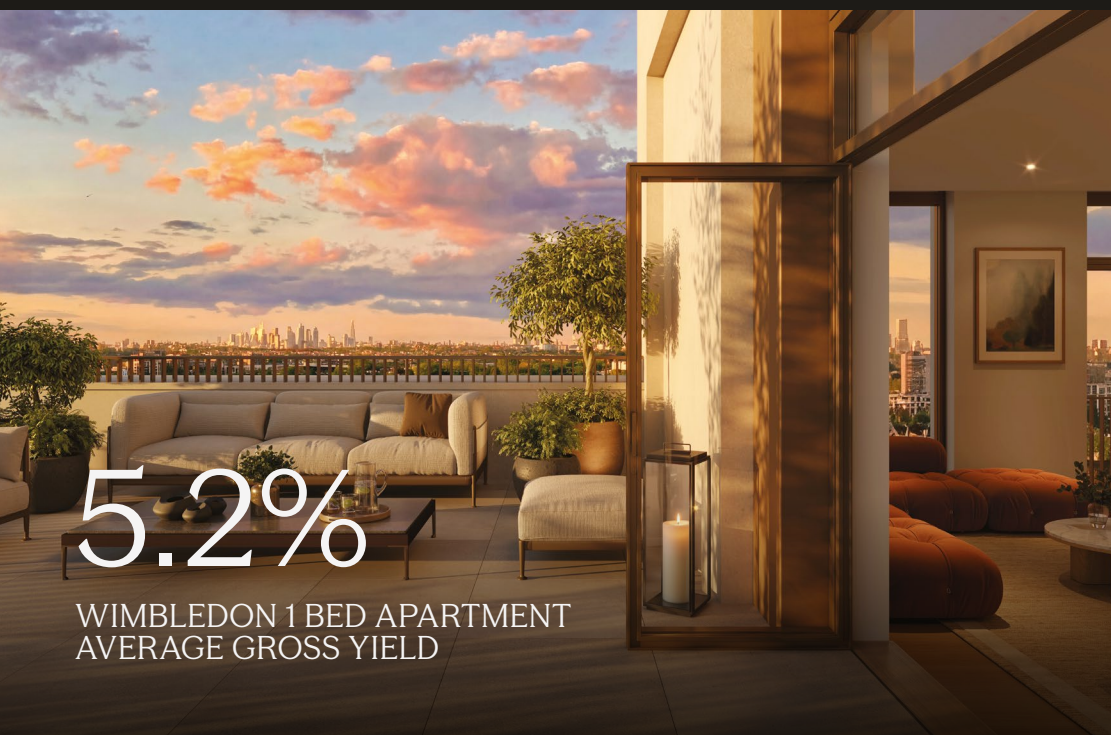
Source: Dataloft Rental Market Analytics (PriceHubble)

LONDON SQUARE AVERAGE RENT

BASED ON CURRENT MARKET VALUE:

Studio	1 bedroom	2 bedroom	3 bedroom
£1,900 pcm	£2,400 pcm	£3,250 pcm	£4,250 pcm

Source: Dataloft Rental Market Analytics (PriceHubble), average rents over the last 12 months of top 25% and 10% of lets in SE18 6



5.2%
WIMBLEDON 1 BED APARTMENT AVERAGE GROSS YIELD

WHY INVEST NOW?

Wimbledon Bridge House presents a compelling investment opportunity in one of South West London's most enduring postcodes.



5.72%

gross yield for a 1 bed apartment.



EXCEPTIONAL CONNECTIVITY

17 minutes to Waterloo, 25 minutes to Sloane Square and 1 hour, 3 minutes to Heathrow.



ENDURING APPEAL

Wimbledon outperformed the wider market with 11% growth in 5 years compared to across Greater London.



THRIVING RENTAL MARKET

Rental values in Wimbledon have risen 30% in five years, driven by strong demand from affluent professional renters.



LONDON VILLAGE LIVING

Wimbledon Village voted best neighbouring high street in the UK.





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WIMBLEDON
BRIDGE HOUSE

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