



LONDON
SQUARE

EARLSFIELD

SW17



LONDON SQUARE INTELLIGENCE PRESENTS

EARLSFIELD

THE HEART OF SOUTH WEST LONDON

CGI IS INDICATIVE ONLY.

3.2%

PRICE GROWTH FOR
3+ BED HOUSES

The greatest price growth
performance in the local area
over a 10-year period

DATALOFT, LAND REGISTRY

18.2%

CUMULATIVE
RENTAL GROWTH

Forecasted for 2024-2028

SAVILLS MAINSTREAM RENTAL
FORECASTS NOVEMBER 2023

32%

OF ALL
LONDON JOBS

within a 30-minute
commute

BRES 2022

LONDON SQUARE

Earlsfield



CGI IS INDICATIVE ONLY.

A brand new development in the verdant suburb of Earlsfield in the new Springfield Village community.

145 new private homes are to be offered for sale with both 1, 2 and 3 bedroom apartments (117) and 3, 4 and 5 bedroom houses (28).

Just 30 minutes from Central London, you have an ease to explore the capital, a plethora of excellent educational opportunities, plenty of green space and amenities.

Bursting with growth and progress, Earlsfield is one of the best performing in the Wandsworth borough over the past ten years for its larger family homes. With a forecasted price growth this year, and voted one of the top 5 places to live by The Sunday Times, this is an ideal time to buy.

LOCAL Price Growth

3.2%
CAGR OVER THE PAST 10 YEARS

London Square Earlsfield is situated in a popular neighbourhood* and price growth here has outperformed the rest of Wandsworth Borough over the past 10 years.

In addition, 2 bedroom apartments have also outperformed the borough over the past 10 years, at 1.4% CAGR (0.6 percentage points faster).

Reflecting the demand for 3 or more bed houses, there has been a 3.2% compound annual growth rate (CAGR) over the past ten years.

	AVERAGE SALE PRICE 2023	UPPER QUANTILE VALUE 2023	10-YEAR CAGR – NEIGHBOURHOOD	10-YEAR CAGR – WANDSWORTH BOROUGH	DIFFERENCE
3+ BED HOUSE	£796,748	£1,048,000	3.2%	2.5%	0.7%
1 BED APARTMENT (EPSF)	£777	£1,022	1.3%	1.2%	0.2%
2 BED APARTMENT (EPSF)	£748	£962	1.4%	0.8%	0.6%
3+ BED APARTMENT (EPSF)	£695	£837	1.7%	1.3%	0.4%

Within the local area, postcode sectors SW18 4 and SW18 3 performed better than average at 3.6% and 3.3% CAGR respectively.

	10-YEAR CAGR (3+ BED HOUSES)
SW18 4	3.6%
SW18 3	3.3%
SW17 0	2.3%
SW12 8	2.2%
SW18 2	1.9%
SW11 6	1.7%
SW17 7	1.6%
SW17 8	0.5%



SOURCE: DATALOFT, LAND REGISTRY
*NEIGHBOURHOOD DEFINED AS THE AREA WALKABLE WITHIN 30 MINUTES OF EARLSFIELD

LOCAL Rents

Achieved monthly rents in the neighbourhood* around London Square Earlsfield start at an average of £1,430 for a studio apartment, rising to above £3,000 per month for larger 3+ bedroom houses.

Considering the build quality and nature of London Square developments, a comparison to the upper quartile level of rents in the

neighbourhood is appropriate. At an average £940psf sale price, this provides a potential gross yield of between 4.3% and 6.5% at current rental prices.

Savills' recent forecast expects rents to increase by 5.5% in 2024, slowing to 2.5% by 2028, with a cumulative growth of 18.2% between 2024 and 2028.

	ASSUMED SIZE (SQFT)	2026 FORECAST	2027 FORECAST	2028 FORECAST
1 BED APARTMENT	609	£2,355	£2,414	£2,474
2 BED APARTMENT	807	£2,839	£2,910	£2,983
3 BED APARTMENT	1,068	£3,917	£4,015	£4,115
3 BED HOUSE	1,547	£5,854	£6,000	£6,150
4 BED HOUSE	2,471	£9,350	£9,584	£9,823

POTENTIAL RENTS FOR LONDON SQUARE EARLSFIELD PROPERTIES (BASED ON UPPER QUARTILE LOCAL RENT VALUE + SAVILLS FORECAST)

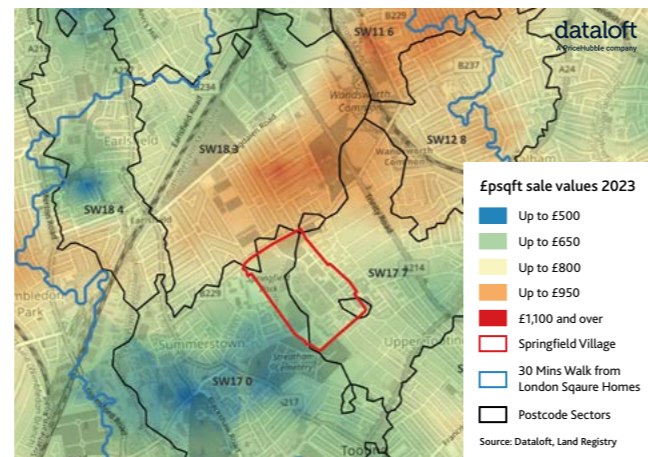
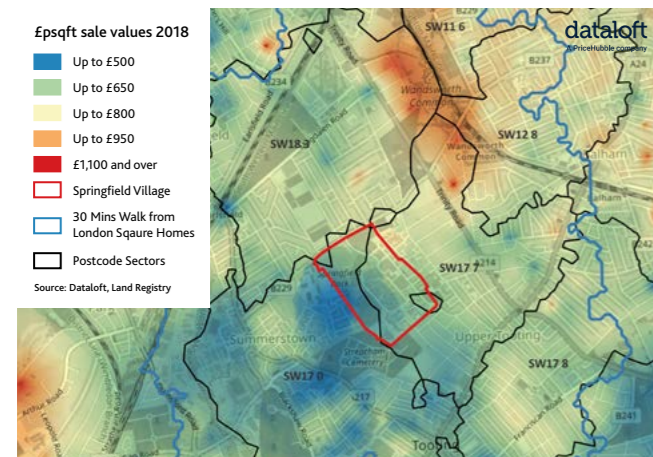
	1 BED APARTMENT	2 BED APARTMENT	3+ BED APARTMENT	3+ BED HOUSE
AVERAGE TOTAL MONTHLY RENT 2023	£1,704	£2,053	£2,587	£3,234
AVERAGE £PSF ANNUAL RENT 2023	£40	£36	£32	£30
AVERAGE TOTAL MONTHLY RENT 2023 (UPPER QUARTILE)	£2,094	£2,524	£3,482	£4,930
AVERAGE £PSF ANNUAL RENT 2023 (UPPER QUARTILE)	£49	£47	£44	£40
POTENTIAL GROSS RENTAL YIELD (BASED ON £940PSF)	5.2%	5.0%	4.7%	4.3%
AVERAGE £PSF UPPER QUARTILE ANNUAL RENT 2028 SAVILLS FORECAST (18.2% GROWTH)	£58	£55	£53	£48
POTENTIAL GROSS RENTAL YIELD IN 2028 (BASED ON £940PSF CURRENT SALE VALUES)	6.1%	5.9%	5.6%	5.1%

SOURCE: DATALOFT RENTAL MARKET ANALYTICS, SAVILLS MAINSTREAM RENTAL FORECASTS NOVEMBER 2023.

*NEIGHBOURHOOD DEFINED AS THE AREA WALKABLE WITHIN 30 MINUTES OF EARLSFIELD

SALE Hotspots

Sale price hotspots have traditionally centred around Wandsworth Common but since 2018 have shifted south west, closer to London Square Earlsfield.



SOURCE: DATALOFT, LAND REGISTRY

LOCAL Supply

CURRENT PIPELINE

Across Wandsworth, there are currently 8,562 net residential units in the planning pipeline that have commenced.

This is with apartments making up 94% of the planned stock, studio apartments making up 5% and houses only making up 1%.

Of this 1%, 34% are 1 bedroom properties, 45% are 2 bedroom properties, 17% are 3 bedroom properties and only 5% are 4+ bedroom properties. And at London Square Earlsfield, we are offering 4 and 5 bedroom houses, fulfilling that demand.

MAJOR RESIDENTIAL DEVELOPMENTS (COMMENCED):

- Battersea Power Station, SW8
- 101 Prince of Wales Drive, SW8
- The Ram Brewery Site, SW18
- B&Q Depot, SW18
- New Covent Garden Market, SW8
- Homebase, SW18
- Peabody Estate, SW11
- Market Towers, SW8
- 46 Ponton Road, SW8
- Booker & BMW Sites, SW8
- York Road Business Centre, SW11
- Burlington Road, KT3

LONDON SQUARE Premium

London Square properties are high quality and developments are carefully planned and located to create a cohesive community.

This often results in house value growth that exceeds the local area average, reflecting the demand and highlighting the importance of buying early into a development.

Analysis of individual resales in London Square's Chigwell Village on the northern edge of London has revealed an average value growth rate of 8.7% per year between sales.

SOURCE: DATALOFT, LAND REGISTRY, KNIGHT FRANK, JANUARY 2024

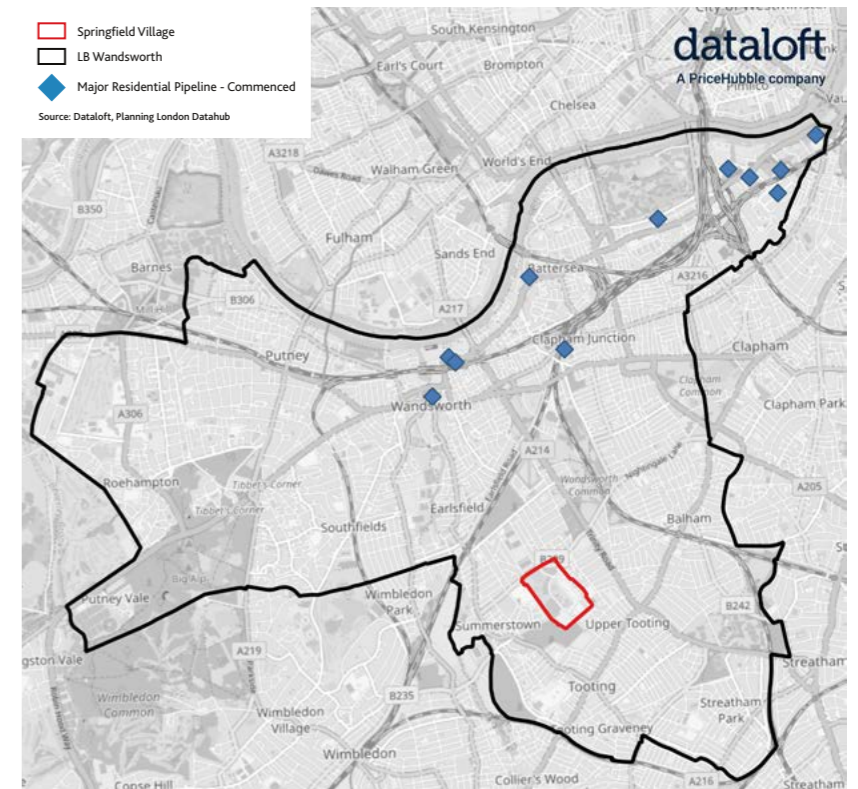
PAST COMPLETIONS

Between 2018 and 2023, Wandsworth did not meet completion targets for new homes. The target was 9,336 but only 8,586 were completed. To meet the demand for housing across London, the Mayor has set a target of 1,950 new homes per year in Wandsworth over the next five years.

SOURCE: GREATER LONDON AUTHORITY, PLANNING LONDON DATAHUB

In the neighbourhood around London Square Earlsfield, 42% of homes sold in 2023 were 3+ bed houses which is 11 percentage points higher than the Wandsworth Borough average of 31%. Viewed against the backdrop of a 3.2% CAGR over ten years and outperforming the borough, this is good indication that there is demand for larger family homes in this area.

Commenced residential developments in the supply pipeline across Wandsworth are almost entirely along the River Thames. London Square Earlsfield is a rare opportunity to invest in a large development in the London suburbs.



London Square's Putney development has seen similar strong growth in resale prices at 5.5% per year between sales per year.

PRICE GROWTH FORECAST

Recent interest rate reductions have resulted in a 2% growth forecast for London in 2024 and rising to 4% by 2027, with a cumulative growth of 15.9% by 2028.

FORECASTED CUMULATIVE GROWTH OF
15.9%
BY 2028 FOR LONDON



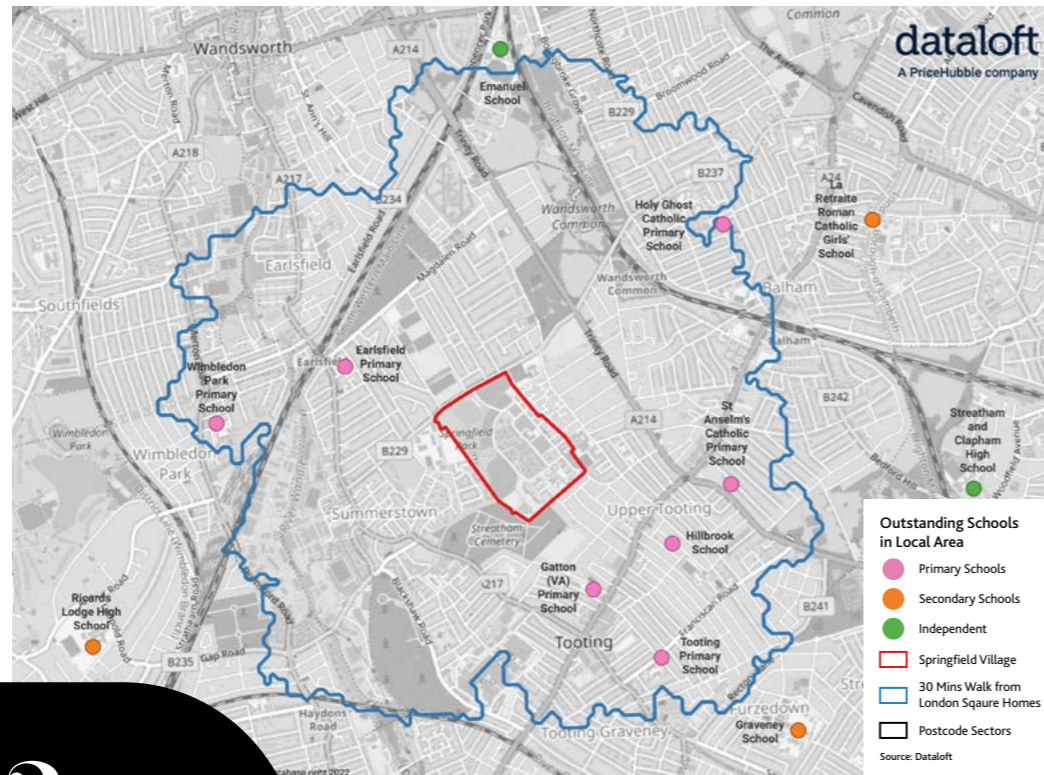
EMANUEL
SCHOOL RANKED
6th
NATIONALLY
IN 2023

EVERYTHING
Education

London Square Earlsfield has an impressive choice of nearby schools.

6 of the 21 primary schools and 3 of the 9 secondary schools in the local area are currently graded as 'Outstanding'. The majority of independent schools lie to the north east of London Square Earlsfield.

Just over a mile away is the well-respected co-ed Emanuel School, ranked 6th nationally in 2023 for full co-ed independent day schools (ages 10 to 18).



6

'OUTSTANDING'
PRIMARY
SCHOOLS

3

'OUTSTANDING'
SECONDARY
SCHOOLS

SOURCE: OFSTED, THE SUNDAY TIMES

LOCAL STATE SCHOOLS WITH AN OUTSTANDING OFSTED GRADE

STAGE	NAME	DISTANCE (MILES)
PRIMARY SCHOOL	EARLSFIELD PRIMARY SCHOOL	0.5
PRIMARY SCHOOL	WIMBLEDON PARK PRIMARY SCHOOL	0.9
PRIMARY SCHOOL	TOOTING PRIMARY SCHOOL	1.0
PRIMARY SCHOOL	GATTON (VA) PRIMARY SCHOOL	0.7
PRIMARY SCHOOL	HILLBROOK SCHOOL	0.8
PRIMARY SCHOOL	HOLY GHOST CATHOLIC PRIMARY SCHOOL	1.0
PRIMARY SCHOOL	ST ANSELM'S CATHOLIC PRIMARY SCHOOL	0.8
SECONDARY SCHOOL	GRAVENEY SCHOOL	1.5
SECONDARY SCHOOL	RICARDS LODGE HIGH SCHOOL	1.5
SECONDARY SCHOOL	LA RETRAITE ROMAN CATHOLIC GIRLS' SCHOOL	1.4

TOP RANKED INDEPENDENT SCHOOLS WITHIN 5 MILES

NAME	DISTANCE (MILES)
EMANUEL SCHOOL	1.3
STREATHAM AND CLAPHAM HIGH SCHOOL	1.6
WIMBLEDON HIGH SCHOOL	1.9
PUTNEY HIGH SCHOOL	2.3
KING'S COLLEGE SCHOOL	2.5
GODOLPHIN AND LATYMER REDCLIFFE GARDENS SCHOOL	3.3
IBSTOCK PLACE SCHOOL	3.6
FRANCIS HOLLAND SCHOOL, SLOANE SQUARE	3.8
DULWICH COLLEGE	3.9
QUEEN'S GATE SCHOOL	3.9
JAMES ALLEN'S GIRLS' SCHOOL	4.0
ALLEYN'S SCHOOL	4.1
HARRODIAN SCHOOL	4.3
ST PAUL'S SCHOOL	4.4
ST PAUL'S GIRLS' SCHOOL	4.4
WESTMINSTER SCHOOL	4.6
LATYMER UPPER SCHOOL AND LATYMER PREP SCHOOL	4.6
SYDENHAM HIGH SCHOOL	4.8

LOCAL Environment

97%

OF HOMES AT LONDON SQUARE EARLSFIELD

are within 300 metres of a large green space*

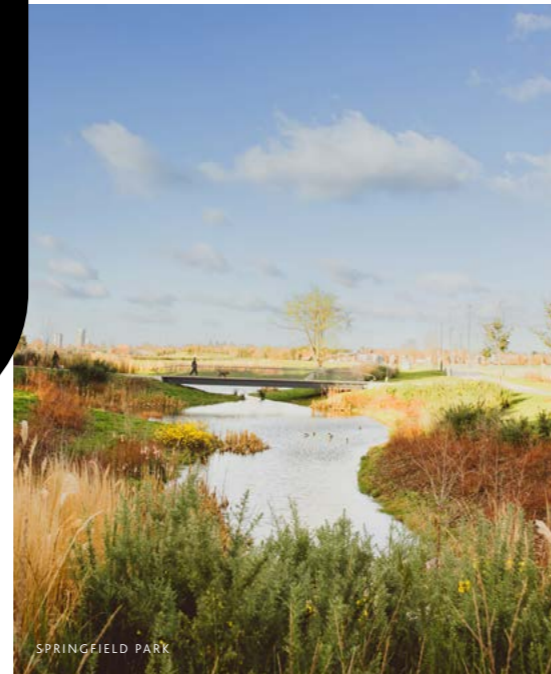
London Square Earlsfield is situated within 32-acres of traditionally landscaped parkland with open green space.

Research conducted by the University of Warwick has found that people living within 300 metres of a 1ha (2.47 acres) green space have a statistically significant wellbeing boost.

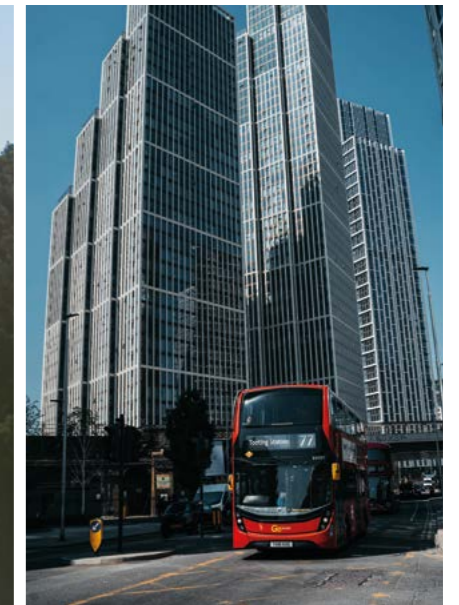
They also found that the wellbeing boost increased for every additional hectare of green space within 300 metres.

There is an active society that conducts mature walks and maintains an apiary supplying locally produced honey.

Within the local area you have 16 play areas, 7 public parks/gardens, 7 playing fields and the River Wandle. This chalk stream is a wonderful tributary of the River Thames that flows for 9 miles and features the popular walking route, The Wandle Trail.



ACCESS TO Central London



Earlsfield boasts superb connectivity via train and underground. Earlsfield Station is a 15-minute walk away to access the South Western Railway.

You also have Tooting Bec where you can jump on the London Underground Northern Line, just a 19-minute walk away.

London Square Earlsfield is approximately 20-30 minutes from Central London. This provides a good level of access into Central London but with more favourable pricing.

Homes closer to Central London are often more expensive reflecting the willingness to pay a premium for shorter journeys.

From Earlsfield, Wandsworth Common and Tooting Bec Stations, you can reach:

- WATERLOO 14 MINS
- LONDON BRIDGE 18 MINS
- BANK 19 MINS
- TOTTENHAM COURT ROAD 22 MINS
- KING'S CROSS ST PANCRAS 22 MINS
- CANARY WHARF 28 MINS
- LONDON GATWICK AIRPORT 30 MINS
- LONDON CITY AIRPORT 44 MINS
- LONDON HEATHROW AIRPORT 103 MINS

TIMES TAKEN FROM GOOGLE MAPS & CITYMAPPER.

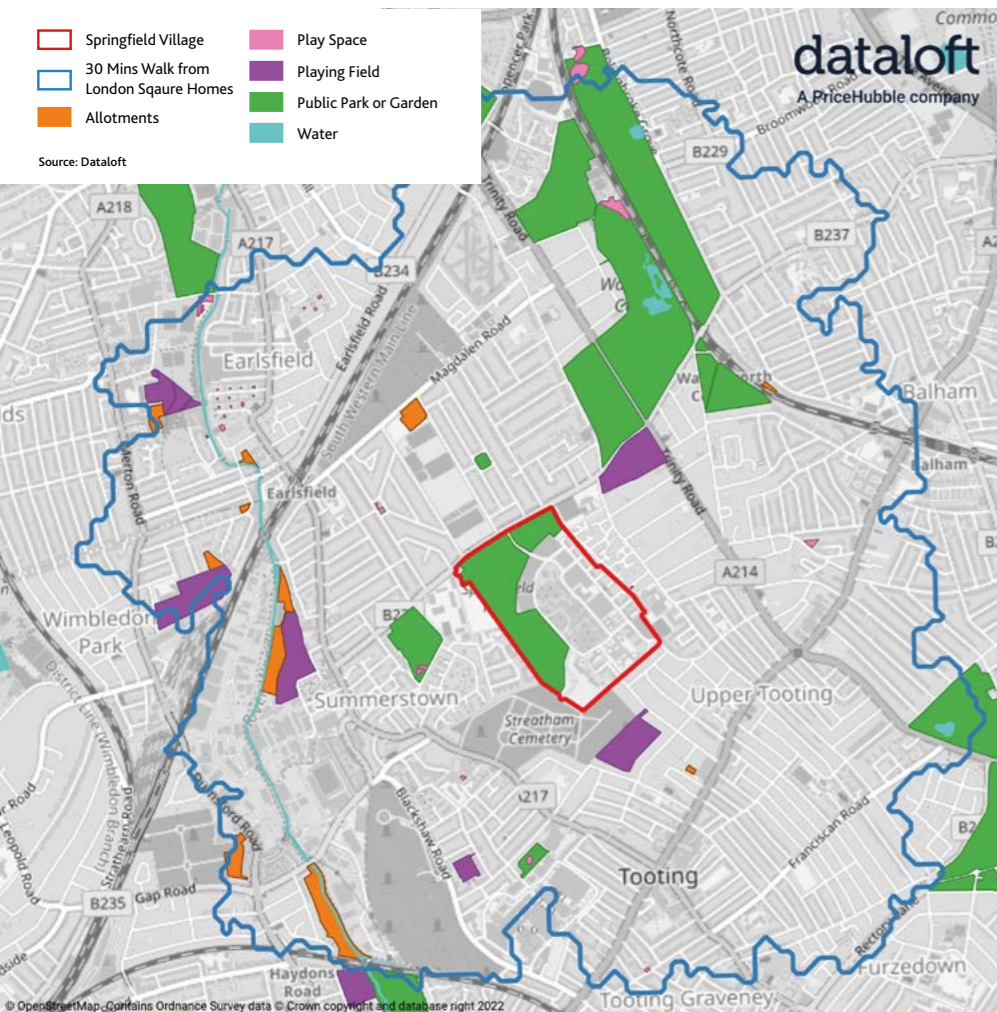
SAVINGS

Prices for high-quality housing around Waterloo are up to £238,700 more expensive than London Square Earlsfield but only 18 minutes closer to Bank Station* – a saving of £13,261 per minute of additional commute time.

Prices for high-quality housing around Clapham South are up to £62,510 more expensive than London Square Earlsfield but are only 5 minutes closer to Bank station* – a saving of £12,502 per minute of additional commute time.

MAJOR PARKS/GARDENS IN THE LOCAL AREA INCLUDE:

- **WANDSWORTH COMMON**
156 acres, 0.3 miles
- **TOOTING BEC COMMON**
141 acres, 1.2 miles
- **CLAPHAM COMMON**
187 acres, 1.5 miles
- **PUTNEY HEATH**
325 acres, 2 miles
- **WIMBLEDON COMMON**
718 acres, 2.1 miles
- **MITCHAM COMMON**
462 acres, 2.4 miles
- **BATTERSEA PARK**
198 acres, 2.5 miles
- **BROCKWELL PARK**
129 acres, 2.8 miles
- **RICHMOND PARK**
2,352 acres, 3 miles

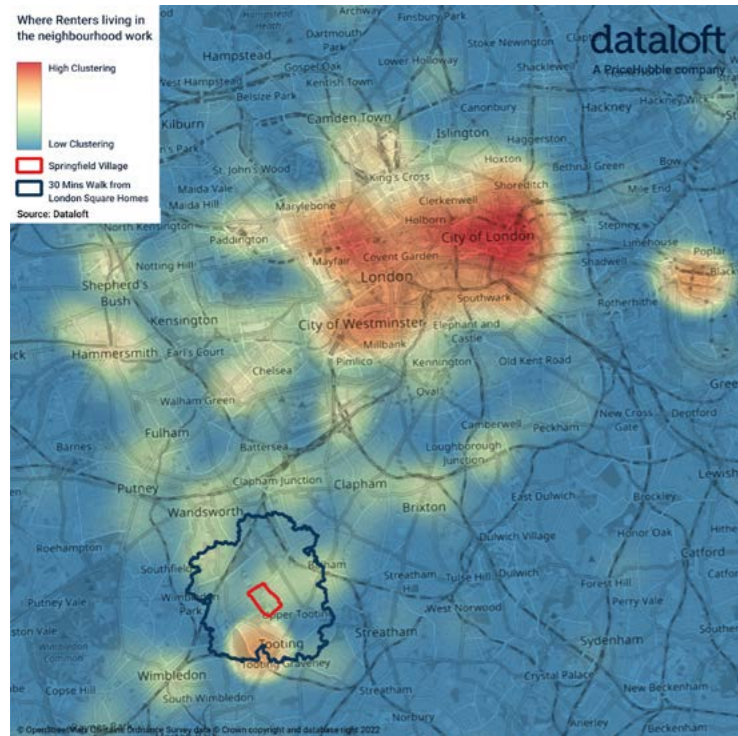


SOURCE: ORDNANCE SURVEY

NAME	AVERAGE £PSF SALE PRICES 2023 (UPPER QUARTILE)	HOUSE PRICE BASED ON 2,000 SQFT SIZE	SAVING WHEN BUYING AT LS EARLSFIELD	JOURNEY TIME TO BANK STATION
LONDON SQUARE EARLSFIELD	£940	£1,880,000		22 mins
CLAPHAM SOUTH (1KM RADIUS)	£971	£1,942,510	£62,510	17 mins
WATERLOO (1KM RADIUS)	£1,059	£2,118,700	£238,700	4 mins

*BANK STATION CHOSEN AS EXAMPLE OF A CENTRAL LONDON STATION. SOURCE: DATALOFT, LAND REGISTRY, LONDON SQUARE

COMMUTER Destinations



London Square Earlsfield is only a short commute from well-paid Central London employers.

32% of all London jobs (1.8 million) are within a 30-minute commute, including 60% of all London financial and insurance jobs due to such an ease of access to the city.

Analysis of the workplaces of renters living in the neighbourhood reveals that 20% of renters work in the City and 67% work in either the city, the city fringe or Westminster.

PERCENTAGE OF ALL LONDON JOBS

	15 MINS	30 MINS	45 MINS
AGRICULTURE, FORESTRY & FISHING	1%	25%	42%
MINING, QUARRYING & UTILITIES	0%	25%	47%
MANUFACTURING	1%	17%	33%
CONSTRUCTION	2%	19%	38%
MOTOR TRADES	2%	7%	20%
WHOLESALE	1%	22%	44%
RETAIL	2%	20%	48%
TRANSPORT & STORAGE (INCL. POSTAL)	1%	17%	33%
ACCOMMODATION & FOOD SERVICES	2%	32%	61%
INFORMATION & COMMUNICATION	1%	41%	77%
FINANCIAL & INSURANCE	0%	60%	93%
PROPERTY	1%	33%	65%
PROFESSIONAL, SCIENTIFIC & TECHNICAL	1%	44%	79%
BUSINESS ADMINISTRATION & SUPPORT SERVICES	1%	34%	62%
PUBLIC ADMINISTRATION & DEFENCE	1%	45%	67%
EDUCATION	2%	20%	44%
HEALTH	4%	19%	50%
ARTS, ENTERTAINMENT, RECREATION & OTHER SERVICES	2%	31%	60%

SOURCE: BRES 2022, DATALOFT RENTAL MARKET ANALYTICS

WHO LIVES IN THE Neighbourhood?

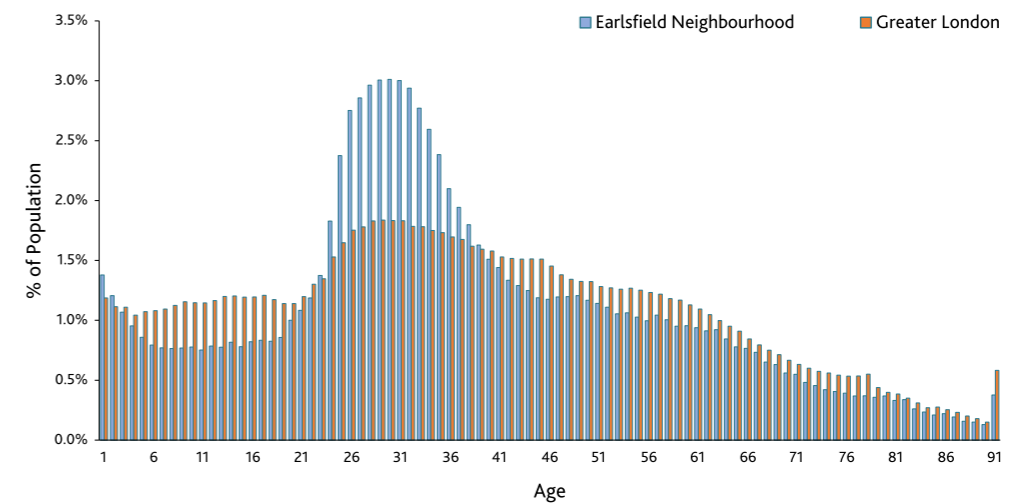
A family-oriented area, 55% of households in the neighbourhood around London Square Earlsfield are single family households, of which 57% have children.

Recent population forecasts tell us that the neighbourhood around London Square Earlsfield is predominantly composed of people under 40, with the largest cohort aged between 24 and 37 – much higher than the Greater London average.

65%
OF PEOPLE IN THE LOCAL AREA ARE UNDER 40

55%
ARE SINGLE FAMILY HOUSEHOLDS

Age Profile 2024



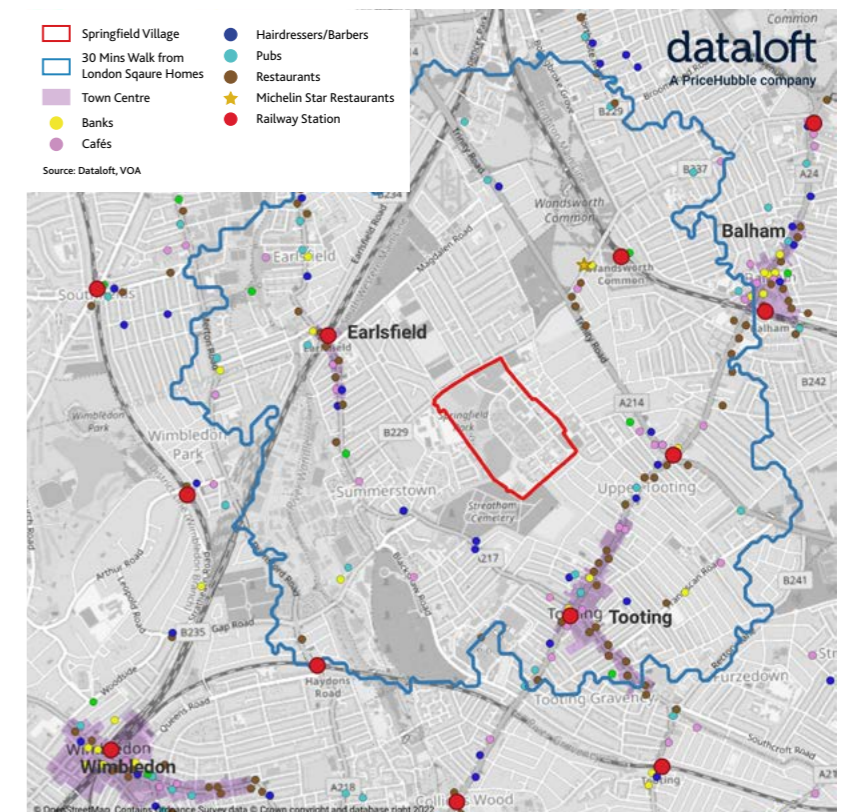
SOURCE: DATALOFT, GLA
SOURCE: CENSUS 2021, GLA 2023

LOCAL Amenities

London Square Earlsfield is located within walking distance of the amenities in Earlsfield, Tooting and Balham, with each offering:

- Independent cafés
- Restaurants
- Grocers
- Supermarkets
- Pubs
- Hairdressers and barbers
- Gyms
- Clothes shops
- Markets
- Banks

SOURCE: VOA 2023





CGI IS INDICATIVE ONLY.

WE ARE London Square

Founded in 2010, the company has already created a development pipeline worth over £2 billion.

By focusing solely on the capital and its surrounding areas, we are specialists in developing homes that are worthy of this magnificent city and the demands of its residents.

We take our name from the ethos of London's famous squares and the sense of community and enduring legacy they have provided over the centuries. Respectful of the past and inspired by the future, we are committed to creating exceptional properties which reflect the aspirations of our residents, stimulate thriving communities and set a new benchmark for modern living in the capital.

LONDON SQUARE Earlsfield

Discover an inclusive, immersive, thriving community at London Square Earlsfield.

This unique development's serene escape is seamlessly linked to the connected capital.

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