



LONDON  
SQUARE

**WATFORD**

WD24

LONDON SQUARE INTELLIGENCE PRESENTS

**WATFORD**

THE BEST OF BOTH WORLDS

**3<sup>RD</sup>**

**BEST PLACE TO  
LIVE AND WORK**

in the UK's 100 largest  
towns and cities outside  
of London

UK VITALITY INDEX 2023

**16.7%**

**PREDICTED PRICE  
GROWTH IN THE  
EAST OF ENGLAND  
(2024-2028)**

and 13.9% across London

SAVILLS 2023

**45%**

**OF THE PEOPLE  
MOVING TO  
WATFORD MOVE  
FROM LONDON**

An ideal commuter town,  
benefitting from convenient,  
rapid access to the capital





The third best place to live and work in the UK, outside of London, Watford appeals to renters, investors, and homebuyers alike.

With superb transport options, top-notch digital connectivity, a vibrant retail and café scene, and competitive property prices, Watford offers the best of both worlds.

It's no surprise that almost half of the people moving to Watford do so from London.

Property price growth in the East of England is forecasted to outperform London, and annual price growth in Watford over the last two years has outperformed London and the wider county.

# LONDON SQUARE WATFORD

## THE BEST OF BOTH WORLDS

The development is a gated community of new apartments located on St Albans Road, Watford.

Just two miles from the lively town centre, the development benefits from excellent road connections.

Watford offers strong yields and capital growth opportunities, along with a price advantage over London, making it an attractive option for renters, investors, and first-time homebuyers.


Located outside Central London, Watford is quickly emerging as an investment hotspot, with a buzzing rental market.

An ideal commuter town, Watford benefits from convenient and rapid access to the capital, as well as having its own rich heritage and ample green space.

The development is situated near a bustling high street and within walking distance of the train station, providing effortless travel to the capital.

  
**4.9%**  
ANNUAL PRICE  
GROWTH ACHIEVED  
FROM NOVEMBER 2021 -  
NOVEMBER 2023

  
**No. 1**  
COMMUTER  
LOCATION TO  
LONDON

  
**2**  
MILES  
FROM THE  
TOWN CENTRE

SOURCES: UK VITALITY INDEX 2023, ZOOPLA 2020, ONS 2021, SAVILLS 2023, ONS, UK HPI 2023





# A VALUE PROPOSITION

PRICE SAVINGS (£)	
OVER 30%	BARNET, BRENT
20-30%	EALING
10-19%	ST ALBANS, HERTSMERE, HARROW
LESS THAN 10%	HILLINGDON, THREE RIVERS

SOURCES: DATALOFT, UK HPI NOVEMBER 2023

Apartments in Watford offer price savings compared to more expensive surrounding boroughs.

First-time buyers (FTB) can make considerable savings, an average of £94,506, compared to buying in the capital.

# NEW BUILD SAVINGS



£94,506

SAVINGS FOR FTB, BASED ON CURRENT AVERAGE PROPERTY PRICE, WATFORD VERSUS LONDON

### KEY STATISTICS

- Up to 34% savings when purchasing an average apartment in Watford compared to surrounding boroughs
- Up to 33% savings on a London Square Watford 1 bed apartment versus a London 1 bed new build apartment
- Up to 42% savings on a London Square Watford 2 bed apartment versus a London 2 bed new build apartment

\*HENDON-SPECIFIC PRICING DATA CAN ONLY BE OBTAINED THROUGH LAND REGISTRY, HENCE THE USAGE OF PRICES FOR BOTH WATFORD AND HENDON IN THIS CALCULATION. SOURCES: DATALOFT, LONDON SQUARE, LAND REGISTRY 2023, LAND REGISTRY NEW BUILD APARTMENT PRICES IN LONDON 2023, UK HPI 2023, UK HPI NOVEMBER 2023

# A DYNAMIC RENTAL MARKET

Watford is home to a young and dynamic rental market. 71% of renters are either single occupants or couples; three quarters (75%) are aged 20-39.



SOURCES: DATALOFT RENTAL MARKET ANALYTICS, LAND REGISTRY, BASED ON PROPERTIES IN THE LAST YEAR IN SURROUNDING POSTCODES WD17 AND WD24 (Q4 2023 VS Q4 2022, RENTED/SOLD)



# OUTSTANDING CONNECTIVITY

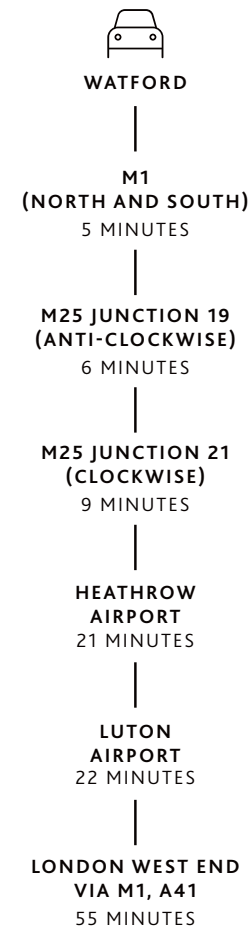
Excellent transport connections offer direct services to Central London, Gatwick, Birmingham, and Milton Keynes.

The M1 is just a 5-minute drive away, the M25 less than 10 minutes. Heathrow and Luton airports are both just over a 20-minute drive and offer non-stop services to 340 worldwide destinations.

87%  
OF HOMES ARE WITHIN A  
200M WALK OF THE PUBLIC  
TRANSPORT NETWORK

6  
INTERNATIONAL  
AIRPORTS ACCESSIBLE  
WITHIN 60 MINUTES

## JOURNEY TIMES BY CAR



## JOURNEY TIMES BY TRAIN



SOURCES: GOOGLE, DATALOFT INFORM SURROUNDING POSTCODES WD17 AND WD24

# QUALITY EDUCATION

36%  
OF HOMES IN WATFORD  
HAVE AN OFSTED-RATED  
OUTSTANDING PRIMARY  
SCHOOL AS THEIR  
NEAREST

Watford is well served for high quality education. 36% of schools are rated Ofsted Outstanding, compared to just 14% across England and Wales. There are 4 primary schools within half a mile of London Square Watford and all are rated either Good or Outstanding by Ofsted.

London Square Watford is also in the catchment of the highly regarded Watford Grammar School for Boys and Watford Grammar School for Girls. There are 20 local independent schools within four miles of London Square Watford including the famous Purcell School which excels in music tuition, as well as Haberdashers' Girls' School and Merchant Taylors' School. Both are in the top 40 independent schools in the UK for exam results.

The Universities of Hertfordshire and Bedfordshire are both within a 30-minute drive and cater to over 48,000 students, while three of the UK's Top 10 universities – Imperial, UCL and the London School of Economics – are accessible via the fast train link to the capital.



SOURCE: THE COMPLETE UNIVERSITY GUIDE 2024, HESA, OFSTED

## STATE SCHOOLS WITHIN WD17 AND WD24

NAME	STAGE	OFSTED GRADE
Knutsford Primary Academy	Primary	Good
Cherry Tree Primary School	Primary	Good
Beechfield School	Primary	Good
Lanchester Primary School	Primary	Good
Watford St John's Church of England Primary School	Primary	Good
Parkgate Junior School	Primary	Outstanding
Parkgate Infants' and Nursery School	Primary	Good
Nascot Wood Infant and Nursery School	Primary	Good
Holy Rood Catholic Primary School	Primary	Outstanding
The Orchard Primary School	Primary	Good
Cassiobury Infant and Nursery School	Primary	Good
Nascot Wood Junior School	Primary	Outstanding
Cassiobury Junior School	Primary	Outstanding
The Watford UTC	Secondary	Good

## INDEPENDENT SCHOOLS WITHIN 4 MILES

NAME	AGE RANGE	SEX
Aldenham School	3 to 18	Co-ed
Edge Grove School	3 to 13	Co-ed
Gurukula – The Hare Krishna Primary School	4 to 11	Co-ed
Haberdashers' Boys' School	11 to 18	Boys
Haberdashers' Boys' School (Prep)	6 to 11	Boys
High Elms Manor School	2 to 11	Mixed
Immanuel College	4 to 19	Co-ed
Longwood School	Up to 11	Co-ed
Merchant Taylors' Prep School	3 to 13	Boys
Merchant Taylors' Prep School	11 to 18	Boys
Purcell School	8 to 18	Co-ed
Radlett Preparatory School	4 to 11	Co-ed
Royal Masonic School for Girls	2 to 18	Girls
St Hilda's School	2 to 11	Girls
St Margaret's School	2 to 19	Co-ed
Stanborough Primary School	3 to 11	Co-ed
Stanborough Secondary School	11 to 16	Co-ed
York House School	3 to 13	Co-ed



# BUSINESS & INVESTMENT

£180M  
INVESTMENT IN THE  
TOWN CENTRE

## MAJOR EMPLOYERS IN WATFORD



## NEW HOMES TARGET

Watford Borough Council's spatial strategy seeks to deliver at least 13,328 net additional homes between 2021 and 2038 (around 784 new homes per year).

## EMPLOYMENT

152,710 employment opportunities within a 30-minute commute. Watford is also home to 28 of the top 200 Hertfordshire registered businesses and has the highest GVA in Hertfordshire.

## WATFORD GENERAL HOSPITAL

By 2030, the Government is set to build 40 new hospitals, intending to rebuild Watford General Hospital, whilst refurbishing others as part of its national programme.

## EMERGING INVESTMENT HOTSPOT

Over the next 15-20 years, over £1.5b is being invested into Watford as part of an ongoing ambitious redevelopment programme. These projects will not only create thousands of new homes and jobs but also bring about substantial improvements in services, transportation infrastructure, and leisure facilities. Watford is quickly emerging as an investment hotspot, with regeneration often resulting in increased property values, giving investors the opportunity to capitalise on future growth.

## LEISURE AND RETAIL

Watford is now ranked in the top 20 of CACI's national retail rankings after a £180 million investment in the town centre.

## SUNSET STUDIOS

The verdant Hertfordshire countryside escape welcomes the glamorous Hollywood buzz. Sunset Studios moves to Hertfordshire as its new base outside of the US.

## WARNER BROS. STUDIOS

Expanding their industry, Warner Bros. Studios will add 400,000 sq ft to the Leavesden development, with expectation for completion in 2027 and creating 4,000 UK jobs.

# GREEN SPACES

Watford enjoys an abundance of green space. 20% of the land area in the town is classified as 'accessible green space', with the majority of households just a short walk away.

Voted one of the top 10 parks in Britain at the Green Flag People's Choice Awards, the 190-acre Cassiobury Park is the jewel in the crown, one of 17 award-winning outdoor locations across the borough. Nine 'green' corridors provide an abundance of cycling opportunities, with over 7,000km of cycle routes available.



20%  
OF THE LAND AREA IN  
THE TOWN IS CLASSIFIED AS  
'ACCESSIBLE GREEN SPACE'





# HERITAGE

Watford dates back to medieval times where a settlement emerged around a river crossing and has a rich history around the current town centre. There are 68 listed buildings (those of special architectural or historic interest, considered to be of national importance and therefore worth protecting) including two spectacular Grade I churches.

The town centre is divided into six conservation areas that aim to preserve the heritage of Watford, including Victorian residential areas, original street layouts, and important buildings.

Cassiobury Park, once twice the size of Hyde Park, has been a major leisure space for Watford residents for generations. The well-kept and award-winning eastern end of the original park is still well used.

The rest of the original park has been converted to West Herts Golf Course and the outdoor-activity-rich 165-acre ancient woodland area known as Whippendell Woods.

68

LISTED BUILDINGS OF ARCHITECTURAL AND HISTORIC INTEREST

6

CONSERVATION AREAS AIMING TO PRESERVE THE HERITAGE OF WATFORD



# STRONG GROWTH

67%

10-YEAR GROWTH IN WATFORD RESIDENTIAL PROPERTY



Property is a safe haven asset in times of economic and political volatility. Yields remain attractive and Watford residential property has outperformed many other investments and UK property in the past decade.

Price growth to 2028 is forecasted to be more significant across the East of England (the geographical area which includes Watford) than the capital as a whole.

## RESIDENTIAL PROPERTIES OUTPERFORM OTHER ASSETS

- 6.3% Watford residential property (apartments, indicative gross yield)
- 5.25% Bank of England UK base rate
- 4.11% US 5-year government bond

## 10-YEAR PERFORMANCE (FEB 2014 TO FEB 2024)

- 67% Watford residential property
- 46% UK residential property
- 11.5% FTSE 100

16.7%

EAST OF ENGLAND PROPERTY PRICE GROWTH FORECAST 2024-2028, COMPARED TO 13.9% FOR LONDON

SOURCES: DATALOFT, DRMA, LAND REGISTRY, BANK OF ENGLAND, BLOOMBERG, UK HPI, NATIONWIDE, SAVILLS 2023. DATA CORRECT AS OF 8 FEBRUARY 2024





# 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 WATFORD

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quality of life in this commuter town.

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are relaxing or working from home.

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## dataloftconsult

Dataloft is an established property market intelligence company with a  
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