

NEW MALDEN

INVESTOR GUIDE





ABOUT NEW MALDEN

New Malden in South West London, is located less than ten miles away from Central London. It is a well-connected neighbourhood, with residents able to reach Central London stations in 20 mins. Europe's busiest airport, Heathrow is accessible by car in 35 mins. New Malden is home to a diverse selection of restaurants including many Korean eateries due to a strong Korean community in the area dating from the 1970s when the original South Korea Embassy was based there.

New Malden is a leafy area home to many green spaces and parks. Kings College London and LSE have their playing fields in the area. Both Fulham and AFC Wimbledon's training grounds are also based in the area.

New Malden is popular with families, attracted by the affordable prices, good schools and access to greenspace. For students, New Malden offers easy access to most of the major London universities.



The closest universities are Kingston University and St Mary's are 22 mins and 26 mins away respectively. There are good schools in New Malden with many more in the borough and neighbouring areas. For tennis fans the world famous All England Club, home to the Wimbledon Championships, is close-by in SW19.

New Malden is home to close to 41,000 residents, with growth in the next ten years forecast to outpace the London average. It is the ideal proposition for

those who want to live in a leafy South West London community with the option of a short commute into the centre of London. The area is set to improve even further with potential transport improvements like Crossrail 2 and the Cocks Crescent regeneration. Kingston Council has plans to transform the town centre adding a new leisure centre, community hub, a public square and homes.



TOP 5 REASONS TO BUY IN NEW MALDEN

1

TRANSPORT LINKS

New Malden is well connected, with easy access to Central London (Waterloo station) in 20 mins by train. Heathrow, London's biggest airport is accessible by car in 35 mins.

2

GREAT SCHOOLS AND UNIVERSITIES

South West London is home to some of the best schools in London. New Malden is less than half an hour from Kingston University and St Mary's. UCL consistently ranked top 10 universities in the World by QS World University Rankings is accessible by public transport in 36 mins. Furthermore, the playing fields of both King's College London and LSE are located in New Malden.

3

STRONG DEMOGRAPHIC TRENDS

More than than 40% of the households in New Malden are classed as affluent achievers. New Malden remains in demand from new residents too, with the number of residents expected to rise by 2.4% between 2021 and 2026, higher than the 2.1% forecast across Greater London according to CACI.

4

GOOD VALUE

New Malden share many of the attributes of its neighbours Wimbledon and Richmond but is more affordable. Wimbledon is 12% more expensive than New Malden and Richmond is 46% more expensive.

5

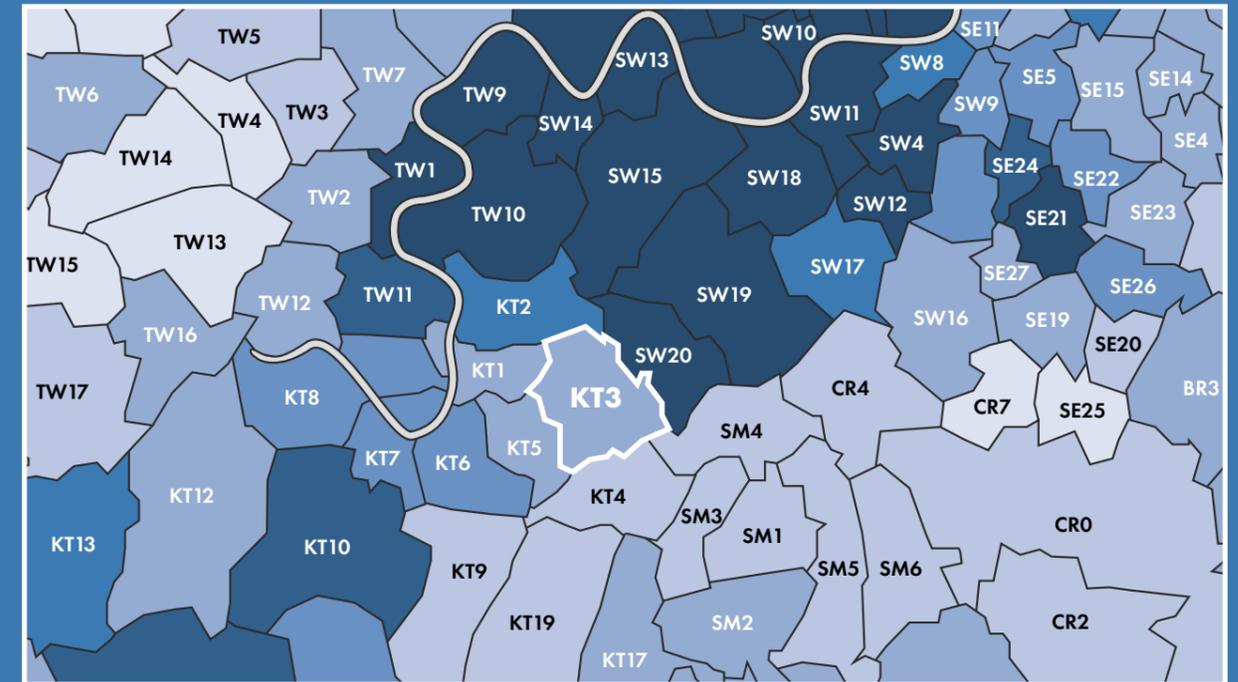
GREEN SPACES

A sixth of the area of New Malden is public green space. Close by parks such as Beverley Park offers many sports and leisure facilities. Residents don't need to travel far to reach two of the largest Royal Parks: Wimbledon Common and Richmond Park.



NEW MALDEN RESIDENTIAL SALES MARKET

New Malden (KT3) offers similar benefits but is more affordable than its neighbours Wimbledon and Richmond. Going forward this leaves a lot of room for house price growth as the area catches up to its neighbours.



PRICES RISE

8.3%

AVERAGE SALES PRICES IN NEW MALDEN OUTPERFORMED GREATER LONDON BY 3.6 PERCENTAGE POINTS AND NEIGHBOUR AREAS BY 2 PERCENTAGE POINTS.

NEW MALDEN HAS ALSO OUTPERFORMED LONDON AND NEIGHBOUR AREAS IN THE LAST 5, 10 AND 20 YEARS.

Period	New Malden	New Malden neighbour areas	Greater London
1 year	8.3% ↑	6.3%	4.7%
5 years	17.1% ↑	13.3%	9.1%
10 years	75.2% ↑	65.9%	58.5%
20 years	177.3% ↑	158.5%	158.5%

Source: Dataloft, Land Registry, DLUHC

NEW MALDEN RENTAL MARKET

NEW MALDEN AVERAGE MONTHLY RENT



Source: Rightmove

RENTAL INCREASE

24.6%

YEAR ON YEAR.

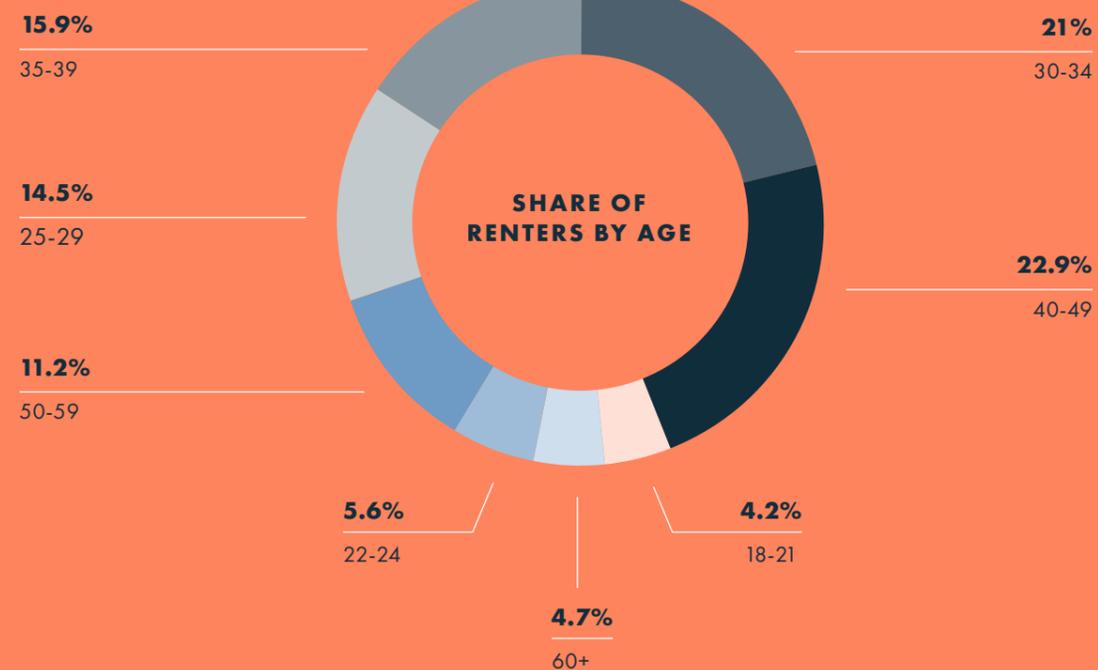
LOW SUPPLY LEVELS

44%

FEWER PROPERTIES ON THE MARKET TO LET NOW COMPARED WITH THE SAME POINT A YEAR AGO.

SHARE OF HOMES LET BY BEDROOM AND TYPE

Property type	Greater London, last 12 months	New Malden, last 12 months
Studio flat	6.1%	2.3%
1 bed flat	32.6%	21.5%
2 bed flat	31.7%	14.6%
3+ bed flat	13.9%	6.9%
2 bed house	3.0%	7.7%
3 bed house	5.9%	21.5%
4+ bed house	6.9%	25.4%



Source: CACI

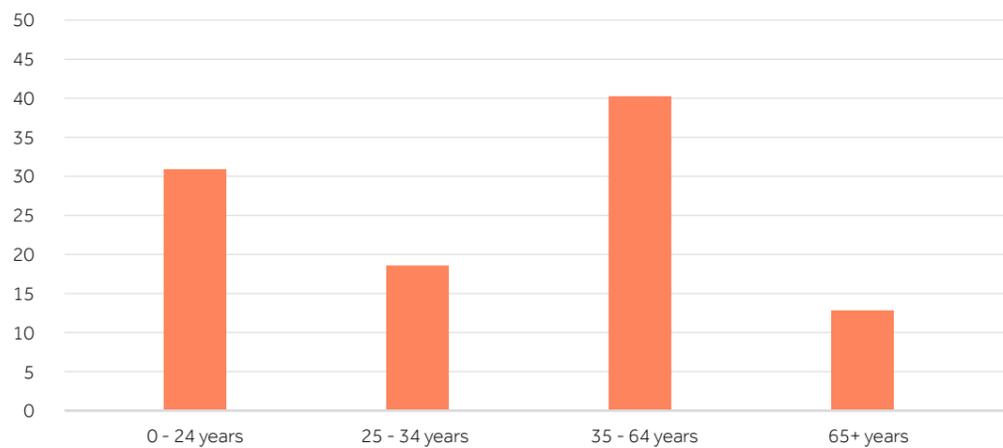


DEMOGRAPHICS | POPULATION

- New Malden
- London

New Malden is home to a more mature population than Greater London with a higher proportion of 35 – 64 years old and 65+ years old in New Malden than in Greater London.

AGE DISTRIBUTION (% OF POPULATION)



PROJECTED GROWTH

2021

New Malden had a population of 40,674 and had 14,737 total households.

2026



New Malden's total population is expected to grow by 2.4% between 2021 and 2026 outpacing a projected growth of 2.1% for London.

DEMOGRAPHICS | RESIDENTS

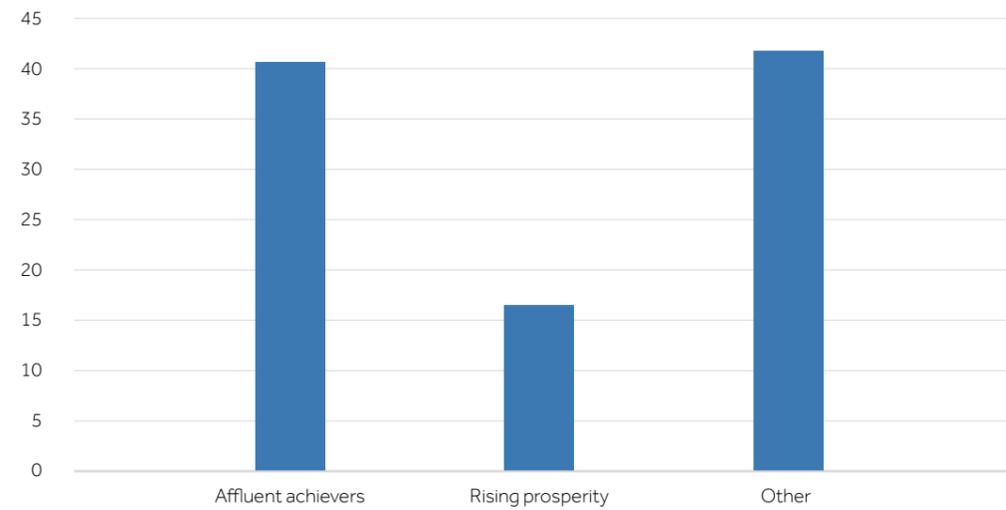
New Malden area attracts residents who want a more relaxed lifestyle but don't want to give up the convenience of a quick commute into central London.

42%
OF RESIDENTS ARE IN
MANAGERIAL PROFESSIONAL
OCCUPATIONS IN NEW MALDEN,
HIGHER THAN THE LONDON
AVERAGE OF 38%.

THE AVERAGE INCOME
IN NEW MALDEN PUTS
RESIDENTS IN THE
TOP THIRD
OF INCOMES IN LONDON.

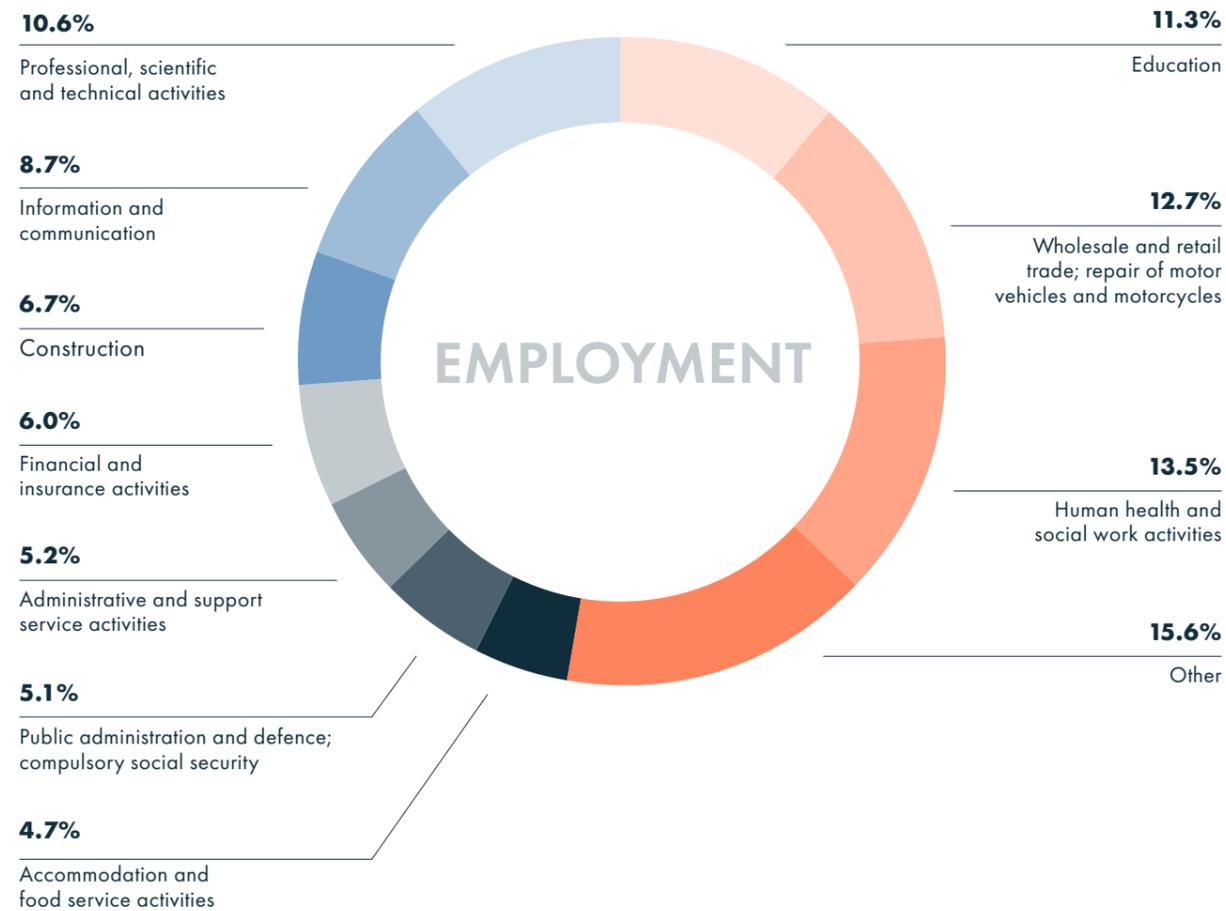
HOUSEHOLD TYPES (% OF HOUSEHOLDS)

● New Malden



KINGSTON PROFILE OF EMPLOYMENT

The top five predominant industries of employment are human health and social work activities, wholesale and retail trade, education, professional, scientific and technical activities and Information and communication. All five industries represent a larger proportion of the employment market in Kingston Upon Thames than they represent in Greater London.



Source: JLL, CACI, Census 2021ft





PIPELINE

In the pipeline there are currently:

124

UNITS UNDER CONSTRUCTION
AND UNSOLD.

331

UNITS WITH PLANNING
PERMISSION.

22

UNITS AT
APPLICATION STAGE.

419

NEW HOMES WERE
BUILT IN THE LAST 5
YEARS, AN AVERAGE OF

83.8

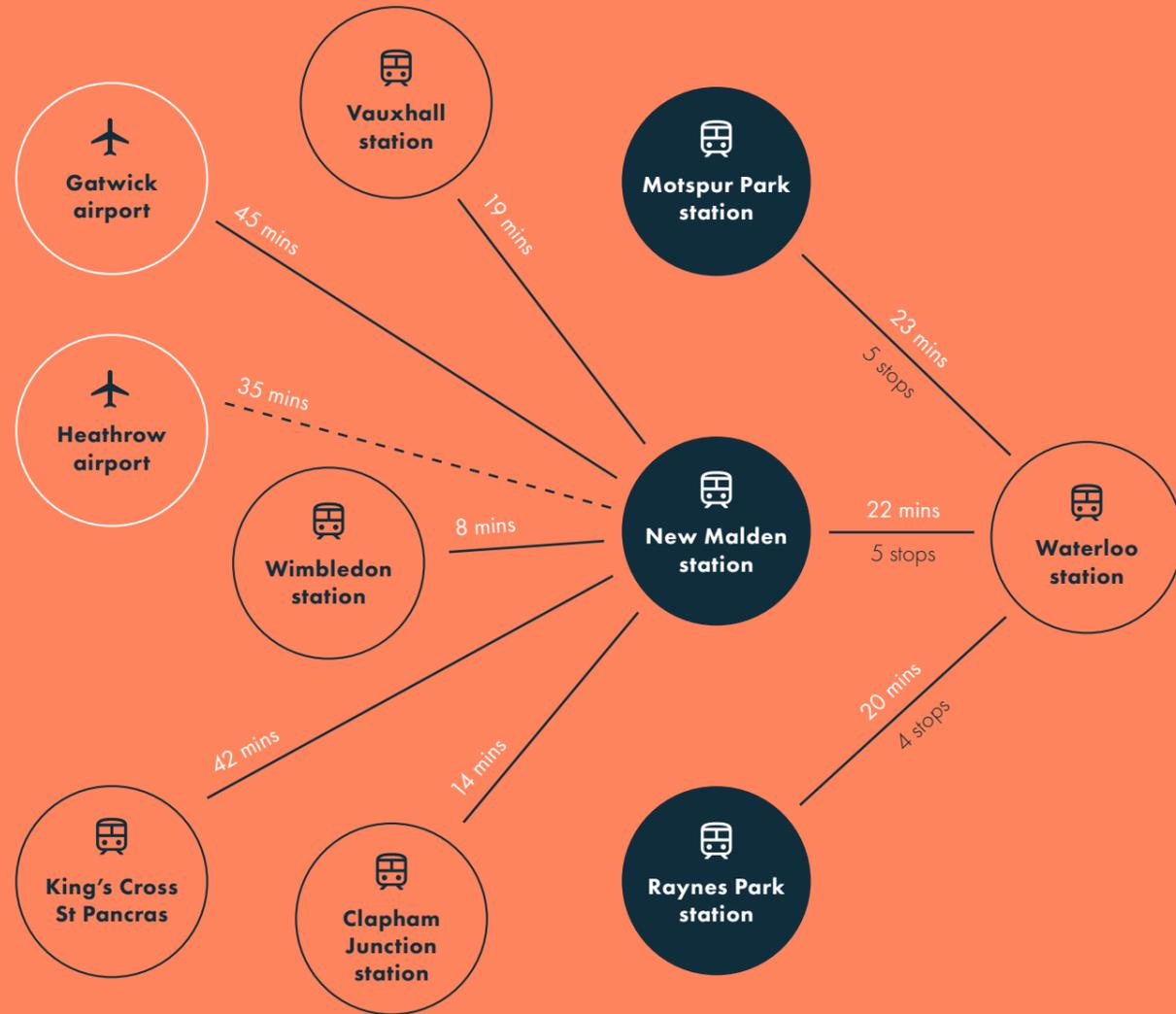
PER YEAR.

Source: Molior, DHLUC

Details	Developer	Private	Unsold	Status
Park House KT3	Beechwood Residential / Steven Perez	28	8	Under construction
Kingston East (Homebase KT3)	Fairview New Homes	228	0	Under construction
Castanea Court	SRG New Malden	77	73	Under construction
The Fountain	Devine Homes	30	6	Under construction
Former Roselands Clinic	Richmond Housing Partnership	0	37	Under construction
Sterling Place	Barratt London	313	313	Permission
Tudor Williams	Rocco Homes / Urbanicity	18		Permission
Adams House	BMK Construction	22		Application

Source: Molior

TRANSPORT



KEY ● Closest stations ○ Other stations ○ Airport — Journey using South Western Railway - - Journey by car



CROSSRAIL 2 POTENTIAL

New Malden already has great rail connections. But this could improve further if the next phase of the Crossrail project, Crossrail 2 progresses. Crossrail 2 is a proposed railway linking the national rail networks in Surrey and Hertfordshire through London. Plans for the new rail link were mothballed in 2020 but both TFL and the London Mayor are supporting plans to source new funding for the project.

Current plans are for New Malden, Motspur Park and Raynes Park to be on the Crossrail 2 route. This would further increase the frequency of trains to central London.

Motspur Park would benefit from at least 8 trains per hour, and New Malden up to 12 trains per hour in each direction.

Crossrail 2 would also create local jobs during construction. If the scheme is reinstated areas surrounding Crossrail 2 could outperform. The decade preceding the opening of Crossrail 1 (Elizabeth Line) saw price growth in 76% of the areas surrounding planned Crossrail stations outperform the regional average.

Source: JLL Research

EDUCATION

SCHOOLS

New Malden is home to excellent schools with 2 Ofsted Outstanding schools and 7 Ofsted good schools and many more in the wider borough of Kingston Upon Thames. New Malden is also in close proximity to many first-rate independent schools.

Ofsted Outstanding

Burlington Infant and Nursery School	Nursery
Coombe Girls' School	Secondary; mixed-gender sixth form

Ofsted Good

Burlington Junior School	Primary
Christ Church New Malden ofE Primary School	Primary
Coombe Boys' School	Secondary
Corpus Christi Catholic Primary School	Primary and nursery
King's Oak Primary School	Primary and nursery
Malden Manor Primary and Nursery School	Primary and nursery
The Holy Cross School	Secondary

Independent schools Ofsted rating

Blossom House School	Outstanding
Chelsea Hall School	Outstanding
Radnor House	Outstanding
Hall School Wimbledon	Good
Educare Small School	Good
Norwegian School in London	Good
Park Hill School	Good
The Norwegian Kindergarten in London	Good
Willington School	Good

UNIVERSITIES

London is an academic hub with many top class universities hosting more than 350,000 students.

	Universities	No. students
 22 mins	 2.5 miles	Kingston University London 19,920
 26 mins	 5 miles	St Mary's University Twickenham 5,895
 36 mins	 11.9 miles	University College London 45,715
 37 mins	 11 miles	The University of Westminster 19,680
 38 mins	 10.6 miles	London South Bank University 18,545
 39 mins	 11.3 miles	King's College London 38,445
 42 mins	 11.8 miles	Soas University of London 5,865
 43 mins	 8.9 miles	Imperial Colledge of Science, Technology and Medicine 21,370
 43 mins	 11.7 miles	Birkbeck College 12,070
 43 mins	 11.5 miles	London School of Economics and Political Science 13,455
 44 mins	 11.7 miles	University of the Arts, London 21,105
 46 mins	 11.4 miles	London Business School 2,460
 48 mins	 14.4 miles	London Metropolitan University 12,525
 51 mins	 12.6 miles	Guildhall School of Music and Drama 1,065
 55 mins	 12.8 miles	City, University of London (including Bayes) 21,325
 57 mins	 12.5 miles	Goldsmiths College 9,830
 59 mins	 13.9 miles	Queen Mary University of London 23,870
 61 mins	 13.8 miles	The University of Greenwich 22,760
 66 mins	 15.4 miles	Middlesex University 20,155
 70 mins	 18.6 miles	The University of East London 17,395

Key  Mins by public transport  Distance (miles)  No. students



LEISURE

FOOD

New Malden is home to a wide range of restaurants including a large selection of Korean restaurants, as the area is home to one of the largest Korean populations in Europe.

GREEN SPACES

New Malden is a leafy area, with Beverly Park offering playgrounds, tennis courts, football and cricket facilities close by. It is also located a short distance from two of the largest Royal Parks: Wimbledon Common and Richmond Park.



LEISURE AND SPORTS

For leisure and sports residents can visit the Malden Centre, World of Golf and Jurassic Golf.

New Malden is a train stop away from Wimbledon which hosts the Wimbledon Championships every summer, the oldest and most prestigious tennis tournament in the World.

RETAIL

A mixture of high street and independent brands are available in New Malden. Close by, Centre Court in Wimbledon and Bentall Centre in Kingston offer even more options for shoppers.



FORECAST

Looking ahead, demand for homes in London, both from purchasers and tenants looks set to remain high. With an imbalance between supply and demand underpinning growth in prices and rents.

JLL forecasts London house prices will rise by 13.9% in London in the five years between 2023 and 2027, outperforming the UK forecast of 8.9% over the same period.

In the short-term higher interest rates and increases in the cost of living will put pressure on prices but are expected to support strong demand for rental homes. JLL forecasts London rents will rise 17.6% between 2023 and 2027, again higher than the UK wide forecast of 15.9%.

JLL FIVE-YEAR FORECASTS

+13.9%

London house price forecast
2023-2027

+17.6%

London rental growth forecast
2023-2027





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