

# 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.

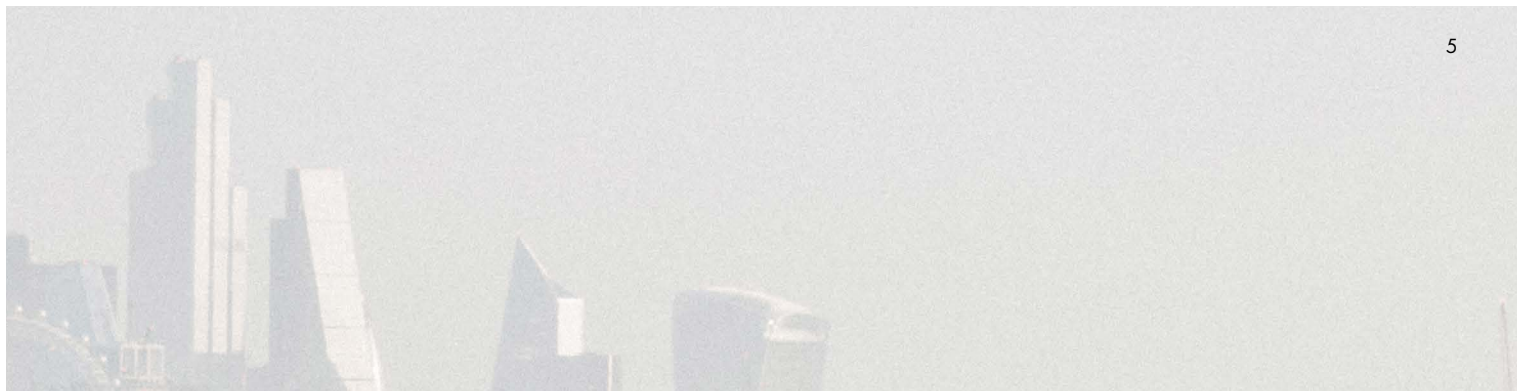


The closest universities are Kingston University and St Mary's are 22 mins and 26 mins away respectively. There are good schools in New Malden with many more in the borough and neighbouring areas. For tennis fans the world famous All England Club, home to the Wimbledon Championships, is close-by in SW19.

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
- 2
- 3
- 4
- 5

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.

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.

STRONG DEMOGRAPHIC TRENDS

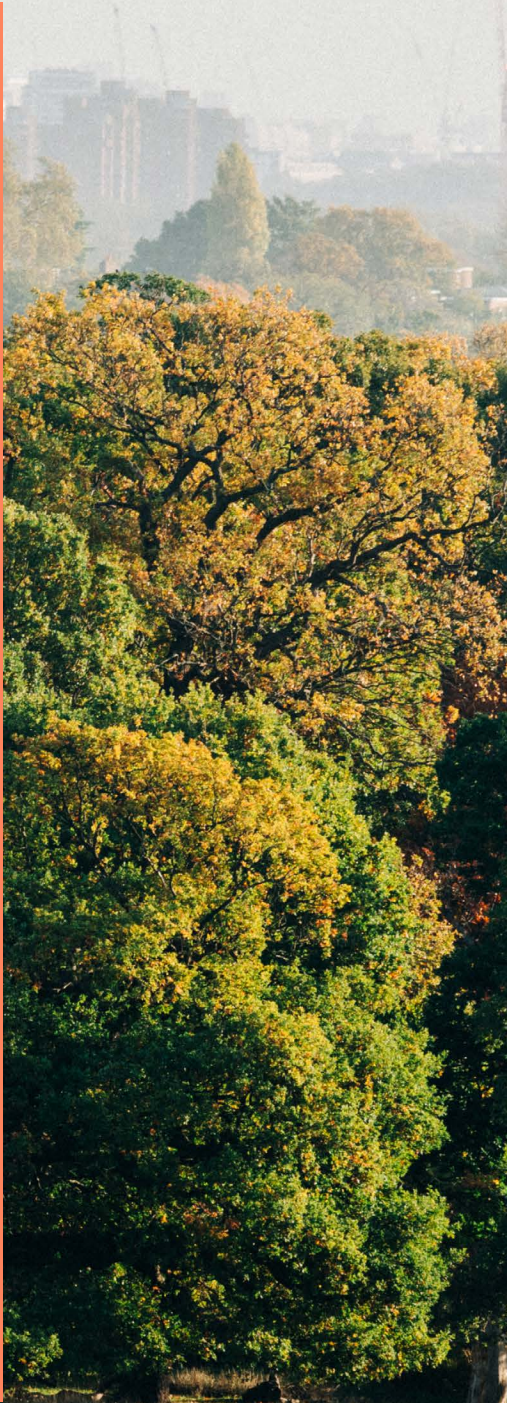
More than than 40% of the households in New Malden are classed as affluent achievers. New Malden remains in demand from new residents too, with the number of residents expected to rise by 2.4% between 2021 and 2026, higher than the 2.1% forecast across Greater London according to CACI.

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.

GREEN SPACES

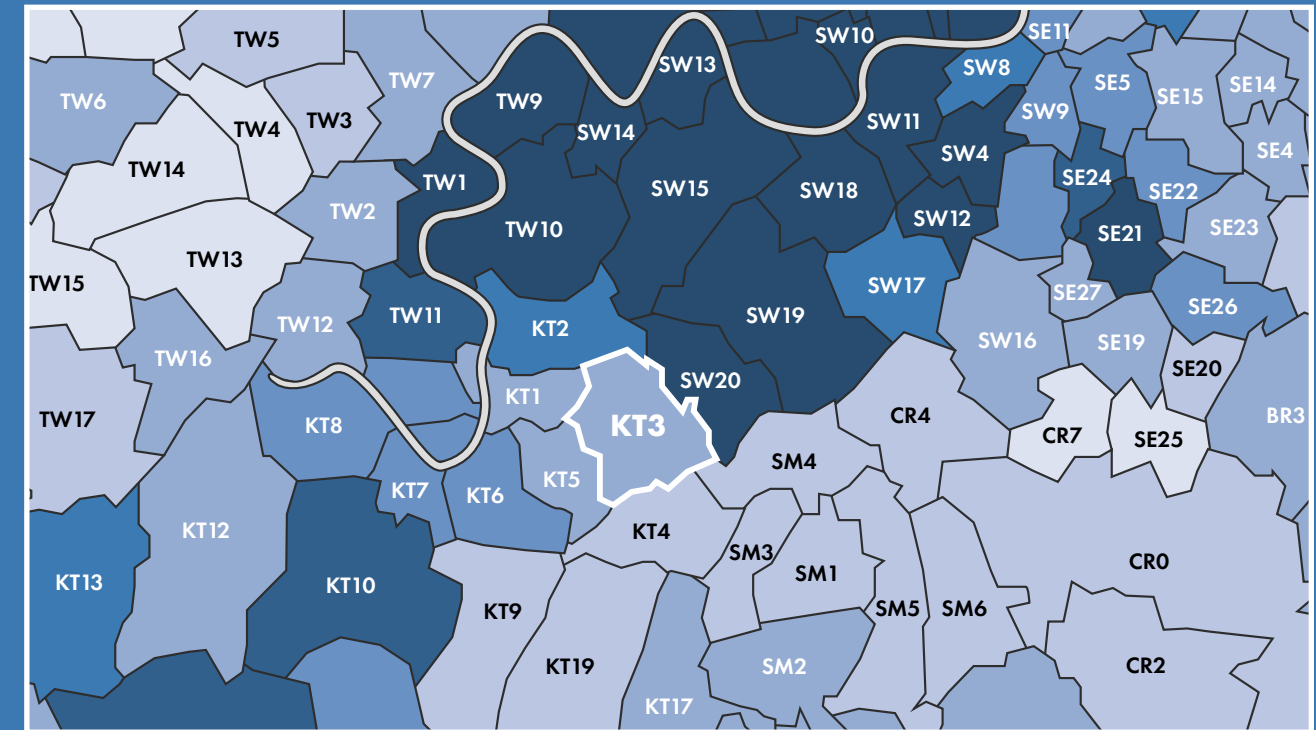
A sixth of the area of New Malden is public green space. Close by parks such as Beverley Park offers many sports and leisure facilities. Residents don’t need to travel far to reach two of the largest Royal Parks: Wimbledon Common and Richmond Park.





# 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%

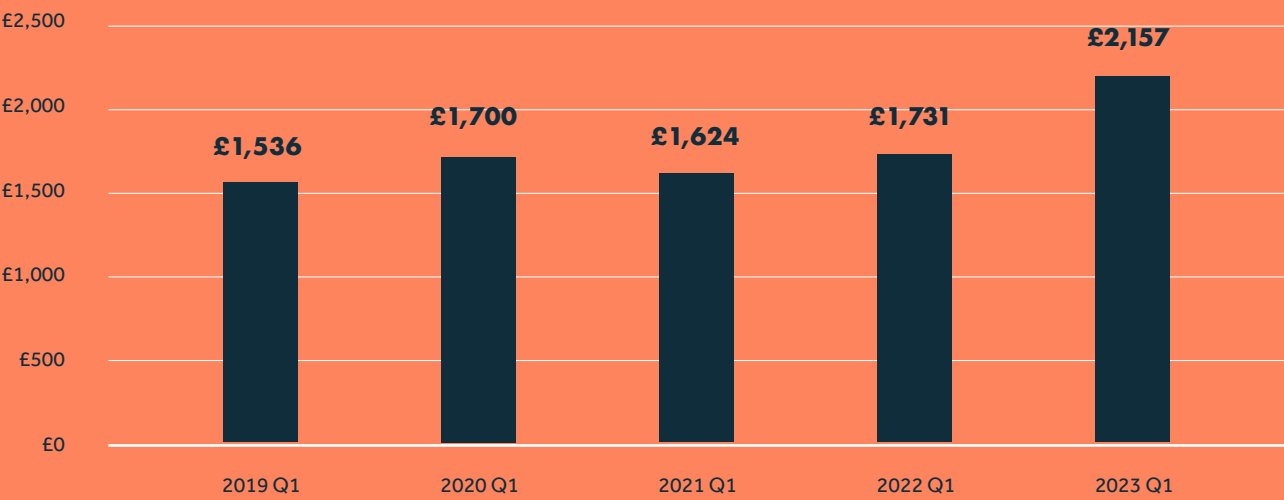
AVERAGE SALES PRICES IN NEW MALDEN OUTPERFORMED GREATER LONDON BY 3.6 PERCENTAGE POINTS AND NEIGHBOUR AREAS BY 2 PERCENTAGE POINTS.

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%

# NEW MALDEN RENTAL MARKET

NEW MALDEN AVERAGE MONTHLY RENT



Source: Rightmove

RENTAL INCREASE

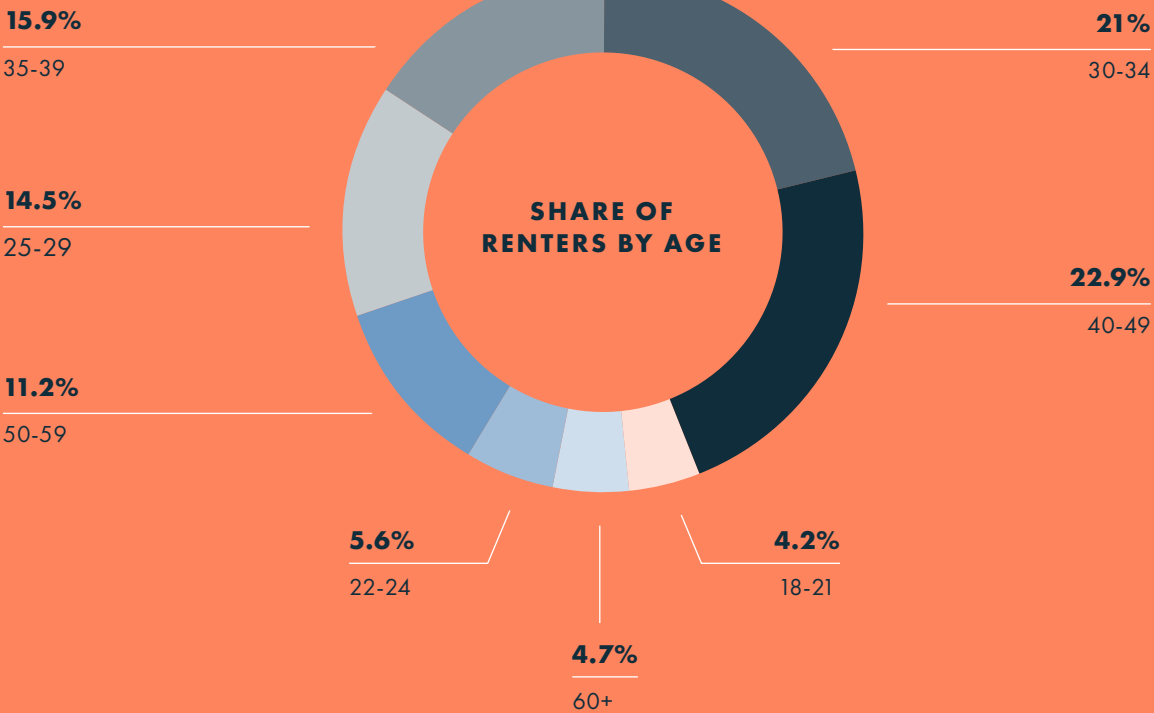
**24.6%**  
YEAR ON YEAR.

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





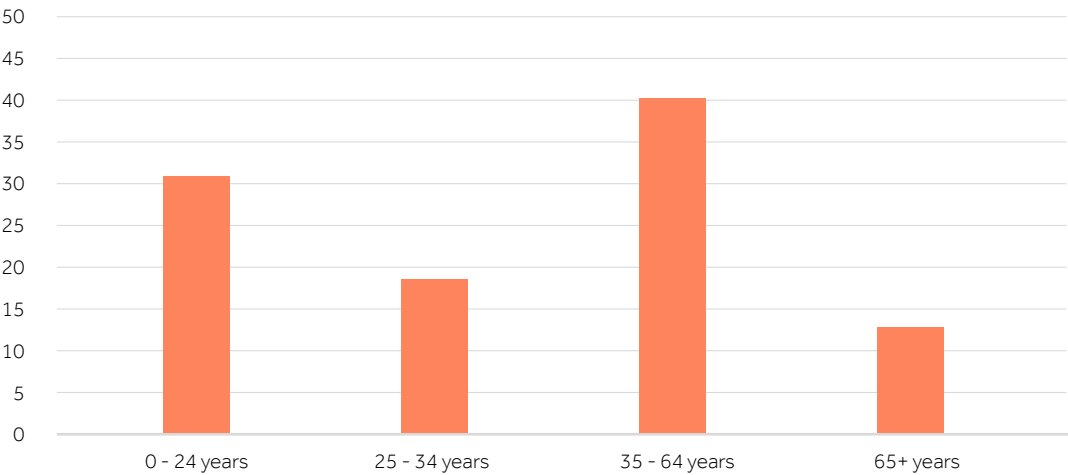
# DEMOGRAPHICS | POPULATION

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)

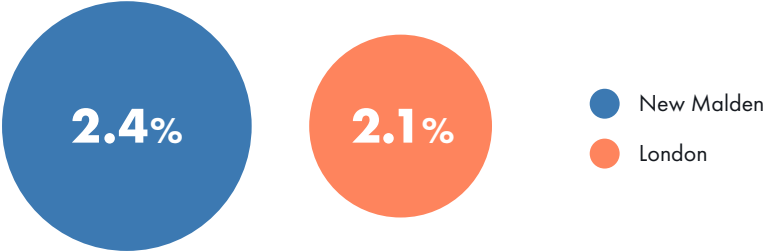


## PROJECTED GROWTH

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.



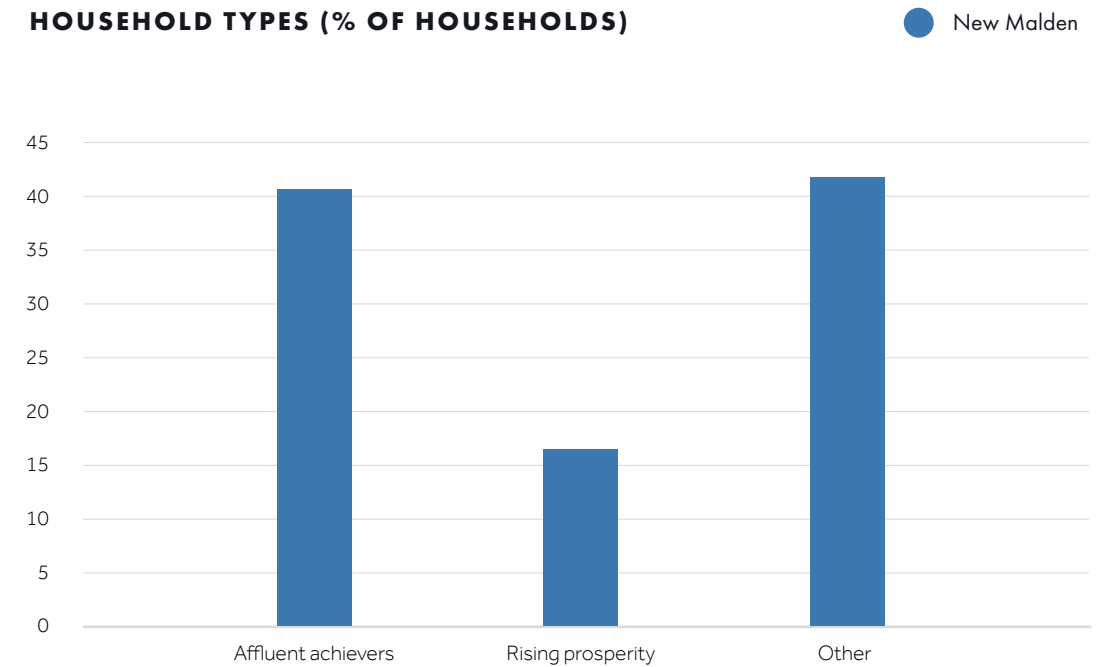
## DEMOGRAPHICS | RESIDENTS

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.

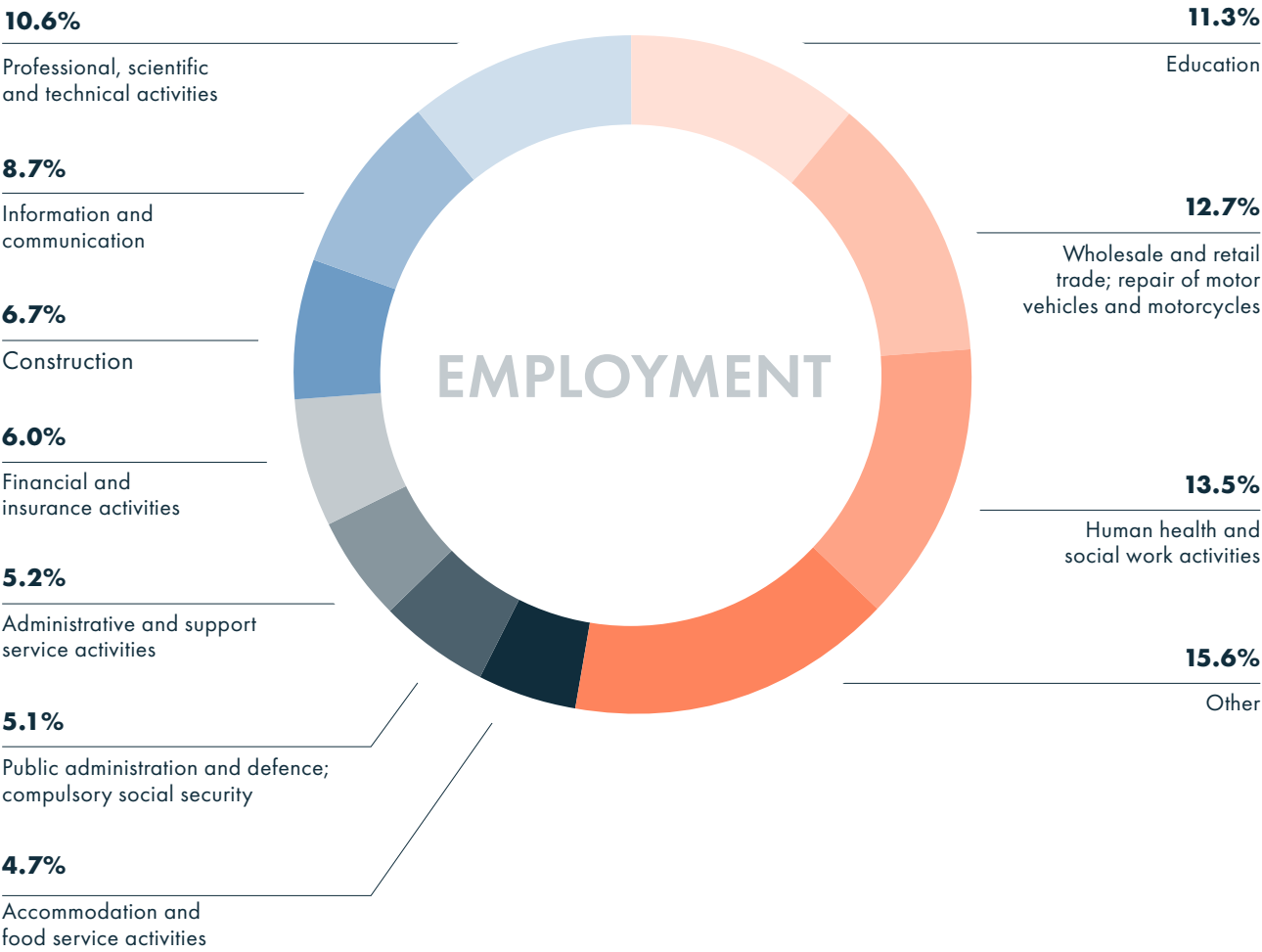
HOUSEHOLD TYPES (% OF HOUSEHOLDS)





# 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:



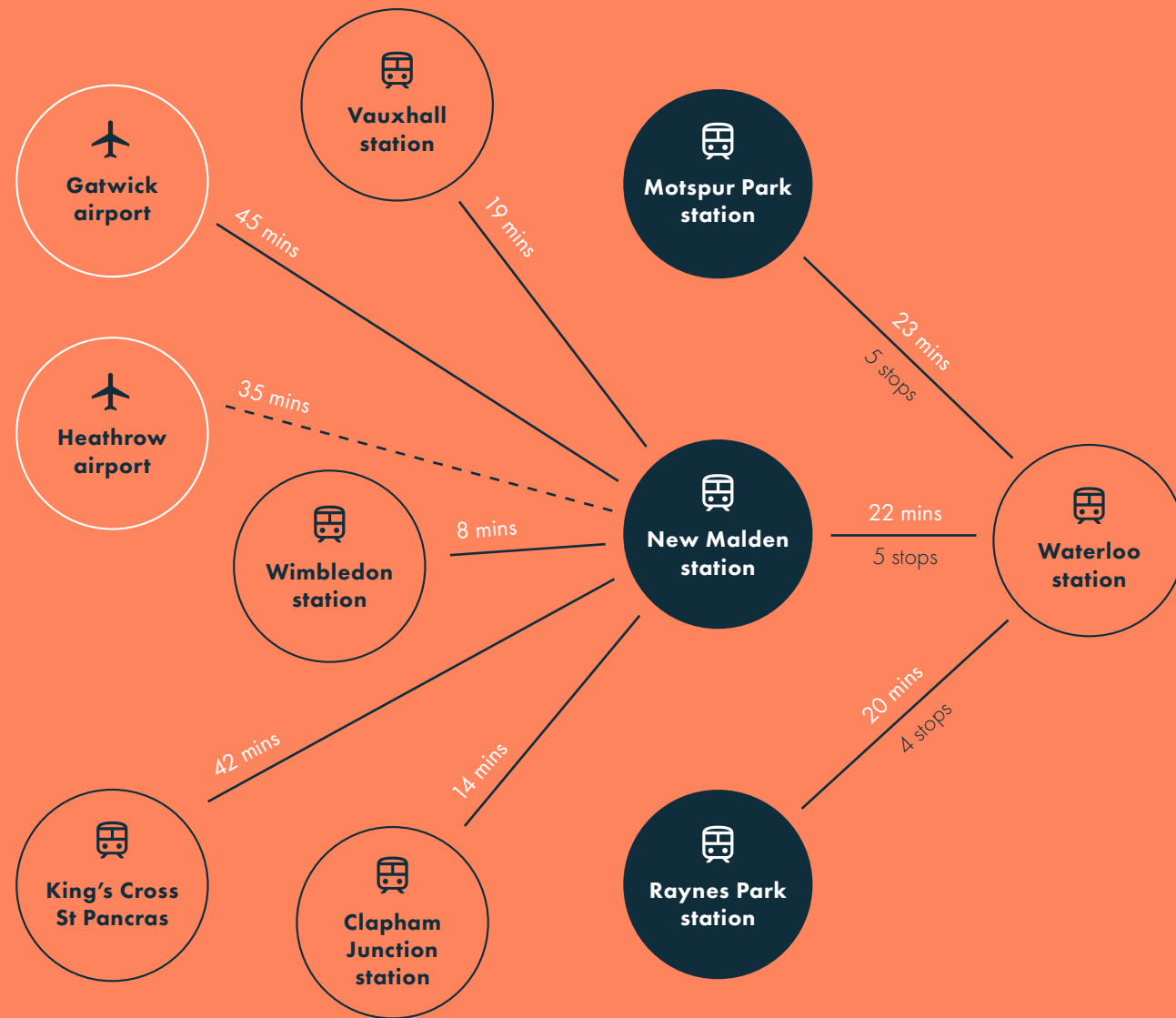
Source: Molior, DHLUC

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.

Source: JLL Research

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.





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	Kingston University London	19,920
26 mins	St Mary's University Twickenham	5,895
36 mins	University College London	45,715
37 mins	The University of Westminster	19,680
38 mins	London South Bank University	18,545
39 mins	King's College London	38,445
42 mins	Soas University of London	5,865
43 mins	Imperial Colledge of Science, Technology and Medicine	21,370
43 mins	Birkbeck College	12,070
43 mins	London School of Economics and Political Science	13,455
44 mins	University of the Arts, London	21,105
46 mins	London Business School	2,460
48 mins	London Metropolitan University	12,525
51 mins	Guildhall School of Music and Drama	1,065
55 mins	City, University of London (including Bayes)	21,325
57 mins	Goldsmiths College	9,830
59 mins	Queen Mary University of London	23,870
61 mins	The University of Greenwich	22,760
66 mins	Middlesex University	20,155
70 mins	The University of East London	17,395

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





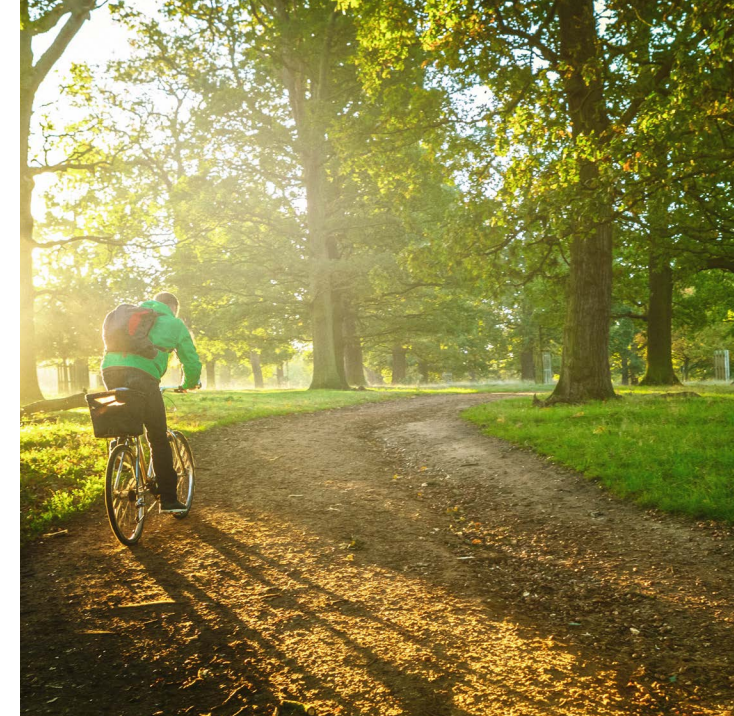
## LEISURE

### 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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