



London Square Intelligence Presents

WATFORD

LONDON'S TOP COMMUTER TOWN

17%

PREDICTED PRICE
GROWTH 2021–2025.
EAST OF ENGLAND

12.6% across London

Savills, 2021

NO. 1

COMMUTER
LOCATION

to London

Zoopla, 2020

45%

OF PEOPLE MOVING
TO WATFORD MOVE
FROM LONDON

ONS, 2020

Analysis by

dataloftconsult

WATFORD

The best of both worlds

The happiest place to live in the East of England¹ and ranked the top commuter location², outside of London, Watford is a great choice for renters, investors and those seeking to purchase their first home. Offering excellent transport links, high quality digital connectivity, a buzzing retail and cafe vibe and competitive property prices, Watford is well placed to offer the best of both worlds as lifestyle and working cultures adapt in the wake of the COVID-19 pandemic.

¹ ONS (2019), top 3% of areas across England

² Zoopla (2020)

17.0%

Predicted price growth
2021–2025. East of England

12.6% across London

Savills, 2021

6.6%

Annual price growth achieved
March 2020 to March 2021

exceeds Outer London (6.1%)
and Hertfordshire (6.4%)

ONS/UKHPI, 2021

NO. 1

Happiest place to live
in the East of England
top 3% in the UK

ONS, 2019

A VALUE PROPOSITION

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

WATFORD

Watford price saving £

Over 30%

20–29%

10–19%

Less than 10%

Barnet,
Brent, Ealing
No boroughs
in this range
St Albans,
Hertsmere, Harrow
Hillingdon,
Three Rivers



Dataloft, UKHPI March 2021, current average property price of an apartment in Watford is £266,512

WATFORD RENTAL MARKET DYNAMICS

Watford is home to a young and dynamic rental market. Two-thirds of tenants are either single occupants or couples; the majority (79%) are aged 20–39.



Annual rental growth

2.3%



Rental yield¹

5.4%



79% tenants are aged

18–39 YEARS



Average rent 2 bed apartment

£1,157

SAVINGS FOR FIRST-TIME BUYERS

Nearly half of all those who move into Watford migrate from London. First-time buyers (FTB) can make considerable savings, compared to buying in the capital. Those purchasing new build property can also benefit from the Government's Help-to-Buy scheme, available to March 2023*.

*Price cap of £407,400 for East of England



Saving based on current average price FTB property Watford versus London

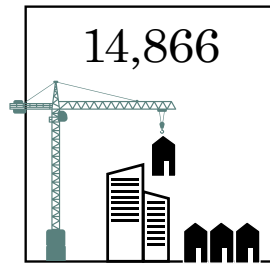
Dataloft, UKHPI

Dataloft Inform, DRMA/Land Registry

¹Gross yield based on average £psf of an apartment sold/rented in WD17 and WD24 over past year

BUSINESS AND INVESTMENT

Regeneration funding of £1.5 billion will see investment in jobs, businesses, and transport. Watford Junction is to be developed as a strategic transport hub. A £180 million expansion of its central shopping mall is set to elevate Watford into the top 20 of UK retail destinations. Close to 15,000 new homes are planned by 2036, with over 150,000 employment opportunities within a 30-minute commute; significantly more than surrounding locations.



New homes proposed across Watford 2020–2036

Dataloft, Watford Borough Council, 2021



150,410

Employment opportunities within a 30 minute commute

Dataloft, Maps4Planners, BRES, TfL

Business Headquarters in Watford

CAMELOT

Europcar

Hilton

KPMG

Majestic

RALPH LAUREN



wetherspoon

Wickes

QUALITY EDUCATION

Watford is well served for high quality education. 30% of schools are rated OFSTED Outstanding, compared to just 19% across England. Watford Grammar Schools for Boys and Girls are highly regarded, alongside a wide choice of independent schools. The Universities of Hertfordshire and Bedfordshire are both within a 30-minute drive and cater to over 38,000 students, while three of the UK's Top 5 universities¹ – Imperial, UCL and the London School of Economics are accessible via the fast train link to the capital.

¹Time Higher Education World University Rankings 2021, Imperial College London, University College London and the London School of Economics.



38%

Homes with OFSTED rated Outstanding primary school as their nearest



14

Independent schools within 4 miles

Dataloft, Department for Education, Ordnance Survey, Royal Mail, Independent Schools Council

89%

Homes are within a 200 metre walk of



BUS



TRAIN



TRAM

Journey times by train

4 MINS

Watford North to Watford Junction
22 trains per day

15 MINS

Watford Junction to London Euston
242 trains per day

COMMUTER

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 orbital less than 10 minutes. Heathrow and Luton airports are both just over 20 minutes' drive and offer non-stop services to 350 worldwide destinations.



Heathrow Airport

21 MINS

Luton Airport

22 MINS



M1 (North and South)

5 MINS

M25 Junction 19 (anticlockwise)

6 MINS

M25 Junction 21 (clockwise)

9 MINS

London West End via M1, A41

55 MINS

Dataloft Inform, thetrainline.com. Journey time in minutes.

GLORIOUSLY GREEN

Watford enjoys an abundance of green space. Over one fifth of the land area in the town is classified as 'public green space', with the majority of households just a short walk away. Twice the size of London's Hyde Park and voted one of the top 10 most loved parks in Britain, the 190-acre Cassiobury Park is the jewel in the crown, one of 12 award-winning outdoor locations across the borough¹. Nine 'green' corridors provide an abundance of cycling opportunities, over 7,000 km of cycle routes available.

¹Green Flag



51%

Households within 400m of a public park or garden

Maps4planners, Royal Mail, Ordnance Survey



7,000KM

Total length of cycle routes

Maps4planners, Propensity to Cycle Tool

PROPERTY

A safe haven asset in times of economic, political, or in the case of COVID-19 unprecedented volatility, interest in residential property has flourished since markets reopened. Yields remain attractive in the current low interest rate environment and property has outperformed other investments in the past decade. Price growth to 2025 is forecast to be more significant across the East of England (the geographical area which includes Watford) than the capital as whole.

PROPERTY PRICE GROWTH FORECAST 2021-2025



East of England

17.0%

London

12.6%

Dataloft, Savills

RESIDENTIAL PROPERTY VALUES OUTPERFORM OTHER ASSETS

Annual return



5.4%

Watford residential property¹



0.1%

Bank of England UK base rate



0.75%

US 5 year Government Bond

10-year performance

March 2011 to March 2021



75%

Watford residential property



19.2%

Gold



13%

FTSE 100

Dataloft, DRMA, Land Registry, Bank of England, Bloomberg, data correct as at 20.05.21

¹Apartment indicative gross yield

Dataloft, UKHPI, USA Gold.



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.



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LONDON SQUARE WATFORD

London Square Watford offers the best of well-connected living with an exceptional quality of life in the popular commuter town. The stylish collection of studios, one and two bedroom apartments are in a first-class location, two miles from the flourishing town centre, set in landscaped communal gardens with private parking. Striking, contemporary design, high specification and open-plan living areas provide flexibility for working from home or relaxing. Transport connections are excellent, with Watford North station a short walk away, and fast train links to London's King's Cross and Euston and good major road links nearby.

dataloft

Dataloft is an established property market intelligence company with a long track record of analysing and reporting on the housing market. We are committed to stripping away the mystique of complex data analysis and adding value for clients through interpretation, insight and creativity.

dataloft.co.uk

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