

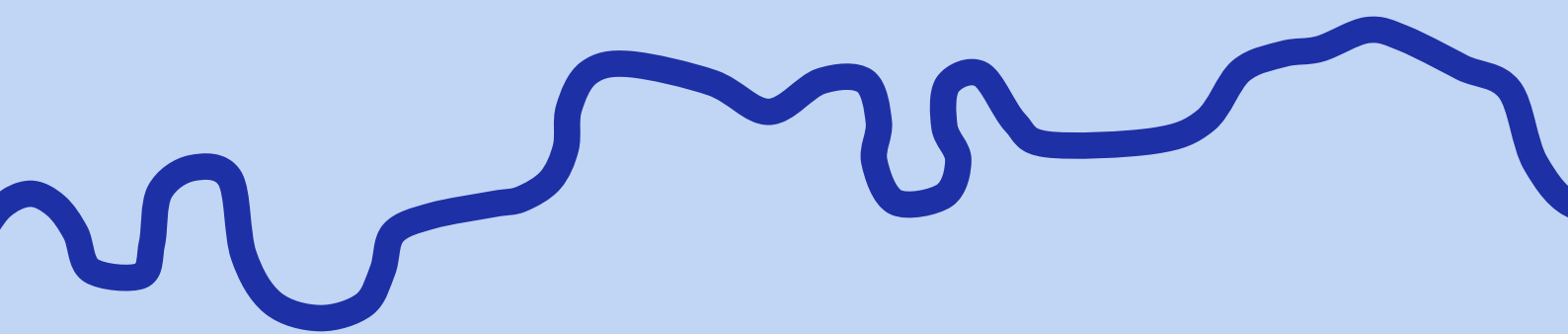
2023

BTR OPEN &

OPERATING

REPORT

LONDON



**Cortland Consult in collaboration with
the UKAA and HomeViews**



**CORTLAND
CONSULT**



NAA Global Alliance Partner
Shaping the Future of Build-to-Rent



“

“This report is the product of pragmatic collaboration. It draws together data from new and established sources which collectively provides valuable market information, customer insights and illustration of the range and quality of BTR assets nationwide. The UKAA welcomes this report as it demonstrates the benefits of data sharing and collaboration, how the industry is evolving and where new opportunities might lie- all of which are material to the long-term success of BTR.”

”

Brendan Geraghty
CEO, UKAA



2023 BTR OPEN & OPERATING REPORT LONDON

46% of all the UK's operational BTR is in London

12% of homes delivered in London over the last decade were funded by BTR investors

38,620

Number of open & operating BTR homes in London as of May 2023

34,128

Number of pipeline BTR homes proposed for London as of May 2023

Newham

The London borough with the most operational BTR homes (6,243).

Southwark

The London borough with the largest BTR pipeline (5,198 homes).

Greystar

London's largest BTR landlord, with 7,877 homes.

Followed by Get Living (3,008).

8,797,000

London's population, which has increased by 622,687 people (or 7.6%) in ten years.

Build to Rent can benefit London by helping the city tackle its housing crisis and rapidly increase the supply of new homes.

London is driving the UK's BTR sector



The objective of this report is to provide the UKAA and its members a granular overview of open and operational Build-to-Rent (BTR) assets across London. Build to Rent is defined as homes that are designed and built for renters, filling a gap in the UK market for high quality, well-managed rental housing.

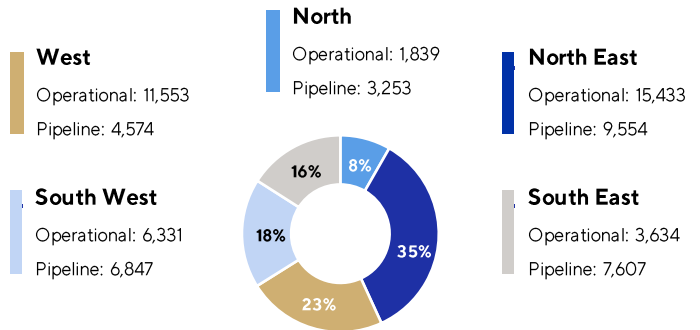
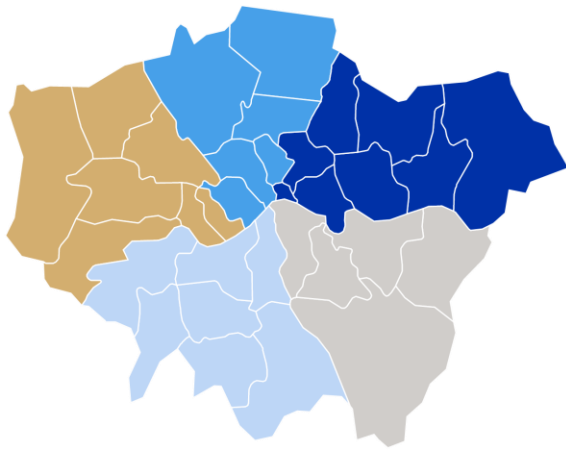
2023 – a record for the fourth consecutive year. Our report splits London into five subregions – West, North, North East, South West and South East, presenting key insights from each of these areas and information about the highest-rated BTR developments operational in each area, according to our partner, HomeViews.

–established Operators that are active in the BTR market to showcase their assets and celebrate their successes. We therefore include a supplementary analysis of the operational and pipeline stock of these key Operators. The rental data provided in this report is based on asking rents from Rightmove and other leading property portals and advertised rents from the operator.

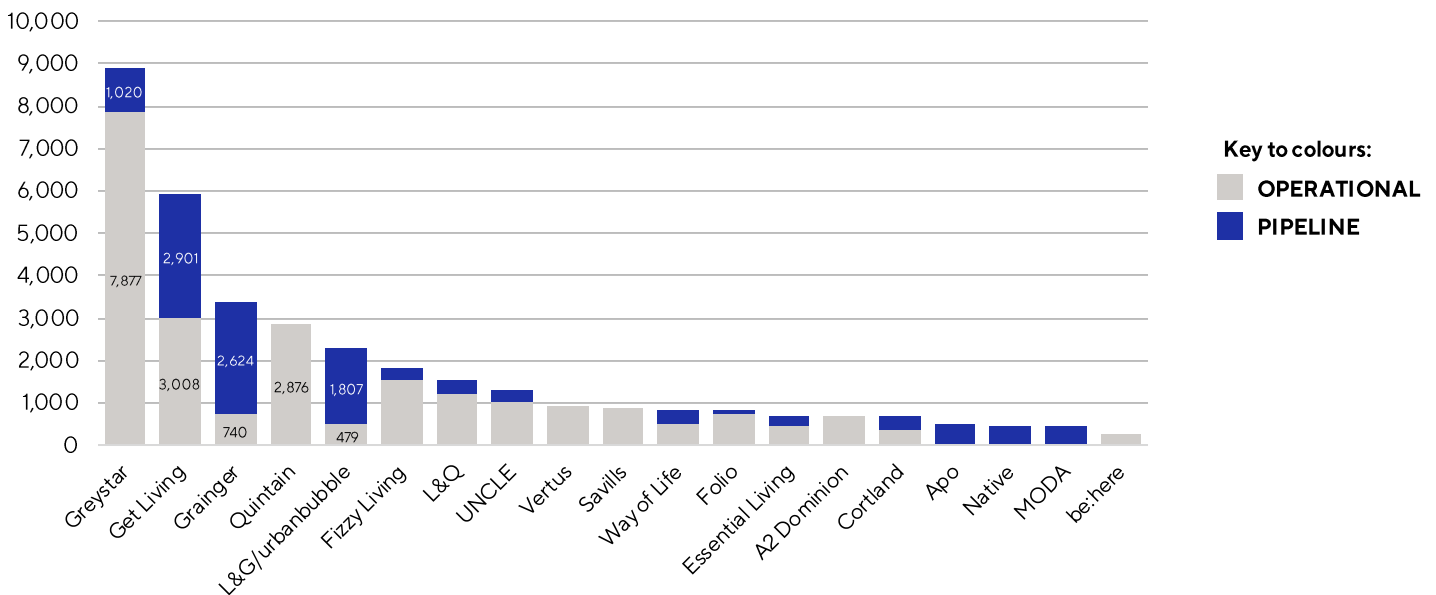
London accounts for 46% of all the UK's operational BTR, acting as a bellweather for the wider sector. According to BNP Paribas, investment into the UK's BTR sector exceeded £1.1bn in Q1

Whilst we touch on individual BTR schemes and their current rents, features, and market performance (where possible), we also look to provide an overview of well

35% of London BTR is in the North East subregion



One-fifth of all operational BTR homes in London are managed by Greystar or Get Living



BTR is involved in all major London development projects

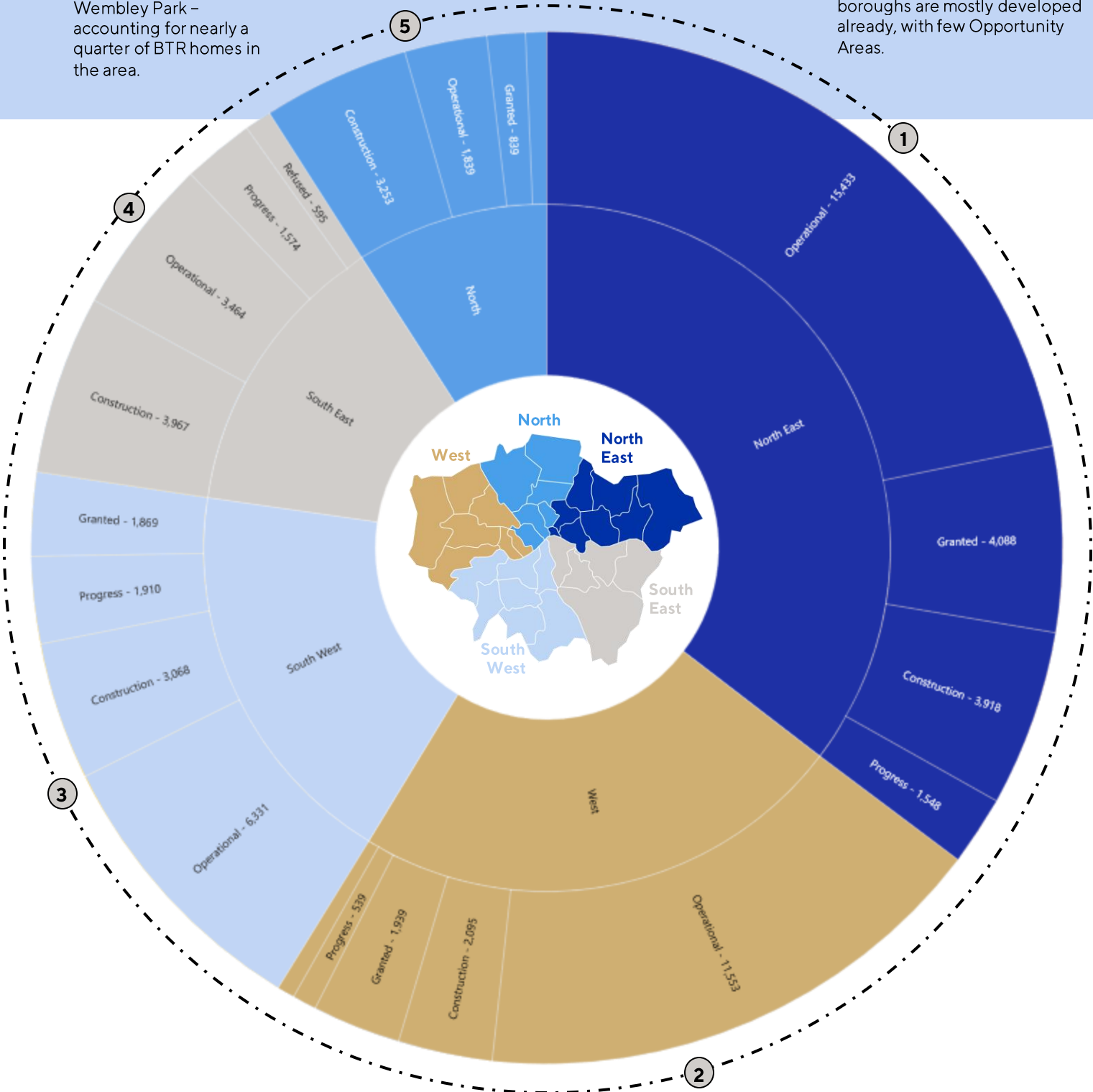
1 Newham and Tower Hamlets, both in North East London, have the highest number of BTR homes among all the boroughs (see next page).

2 West London BTR is being led by Quintain at Wembley Park – accounting for nearly a quarter of BTR homes in the area.

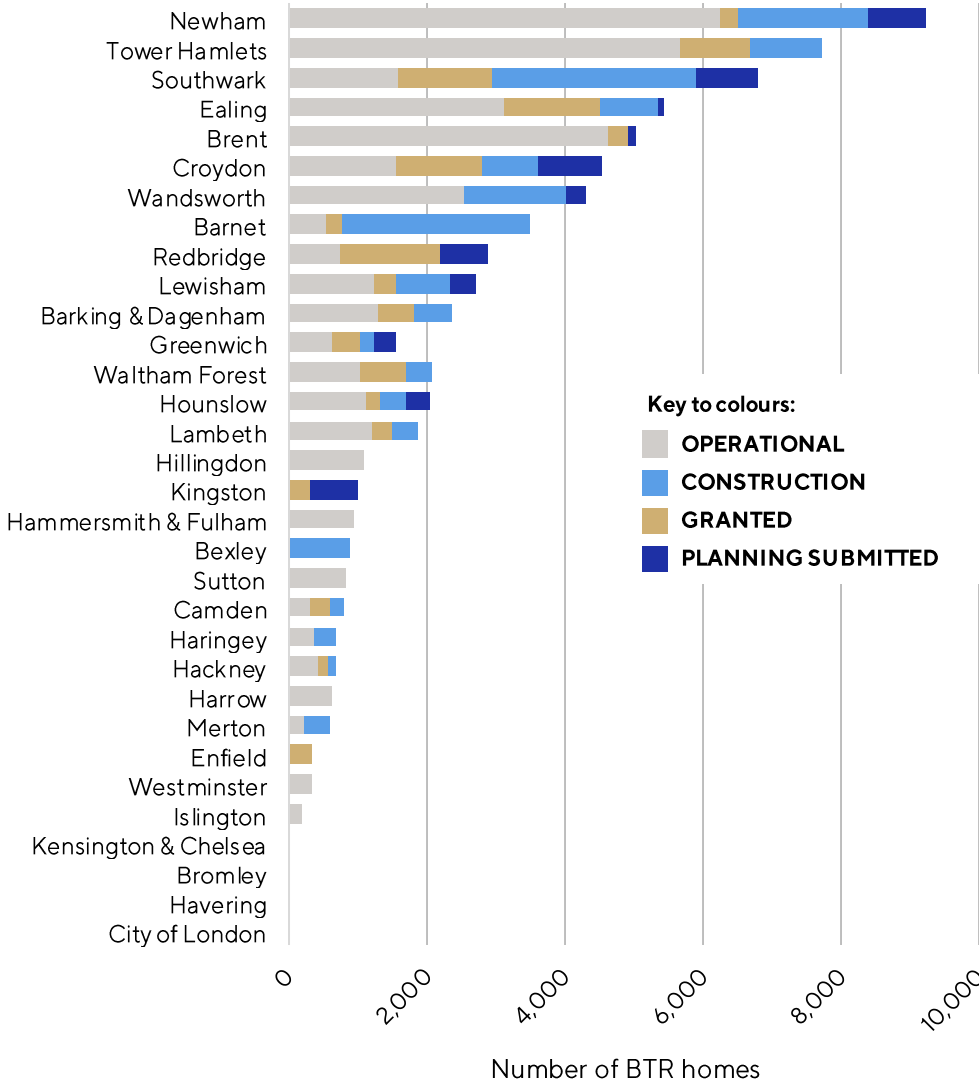
3 While the North East and West subregions have largely delivered their pipelines, South West is just getting started, with a pipeline of nearly 7,000 BTR homes. Croydon and Wandsworth are seeing the most activity, with 4,800 new BTR homes planned between them.

4 Construction in South East London is led by Elephant & Castle in Southwark, where LendLease are delivering nearly 1,300 new BTR homes.

5 North accounts for under 5% of London’s operational BTR and 14% of the total pipeline. Its boroughs are mostly developed already, with few Opportunity Areas.



BTR is playing a key role in delivering housing for Londoners



This chart shows the number of BTR homes at different stages of development across all 32 of London's boroughs. We have split the pipeline into development stages: under construction, planning granted, and planning application submitted.

The boroughs with the highest number of operational BTR homes are Newham (6,243), Tower Hamlets (5,666), and Brent (4,626). Meanwhile, Southwark has the largest total pipeline with 5,198 BTR homes proposed in total – mostly around Elephant & Castle, Bermondsey, and Old Kent Road.

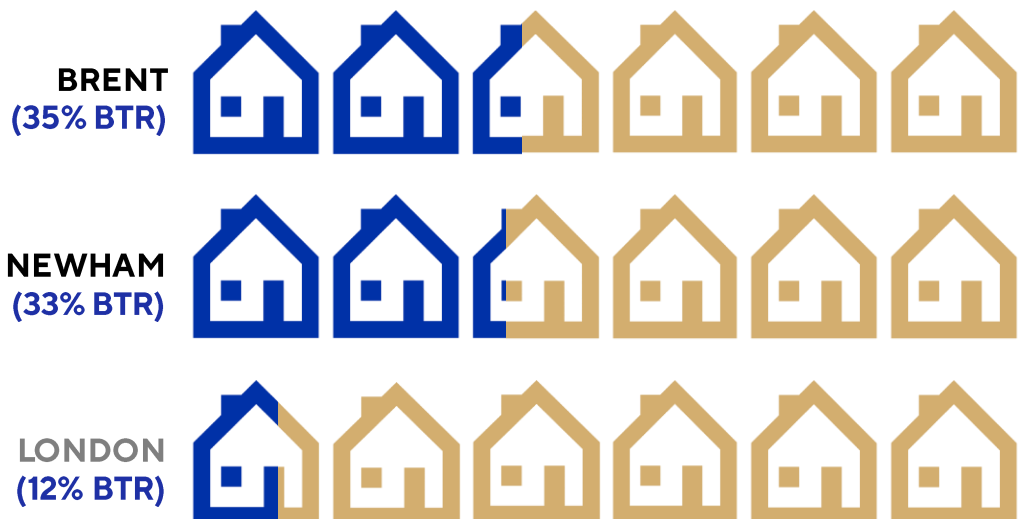
Barnet has the second-largest BTR pipeline of all 32 London boroughs

Perhaps surprisingly, Barnet has the second-largest BTR pipeline of all London boroughs, with 3,401 homes proposed in total – mostly focused around Brent Cross, where Related Argent are building 2,720 new BTR homes.

BTR accounted for 35% of all homes delivered in Brent between 2011 and 2021

It may come as little surprise that over a third of new homes delivered in Brent and Newham in the ten years to 2021 sit within the BTR sector. Entire Build to Rent districts have formed in these boroughs, in Wembley and Stratford respectively.

Across London, nearly 313,000 new homes were delivered, with BTR accounting for a 12.4% share. While this may not sound like much, the sector did not exist in London until 2014, and so the next decade will likely see BTR drive delivery of a significant number of new homes in the capital.





Case Studies

Key terms:

Operational BTR – Developments which have completed construction and are open to residents.

BTR – Under Construction – Schemes which are on-site.

BTR – Planning consent – Developments with planning consent, pre-construction.

BTR – Planning submitted – Planning has been submitted but not yet determined.

BTR – Planning withdrawn – Development has been put on hold or cancelled.

North London

- Barnet
- Camden
- Enfield
- Haringey
- Islington
- Westminster

North East London

- Barking & Dagenham
- City of London
- Hackney
- Havering
- Newham
- Redbridge
- Tower Hamlets
- Waltham Forest

South East London

- Bexley
- Bromley
- Greenwich
- Lewisham
- Southwark

South West London

- Croydon
- Kingston
- Lambeth
- Merton
- Sutton
- Wandsworth

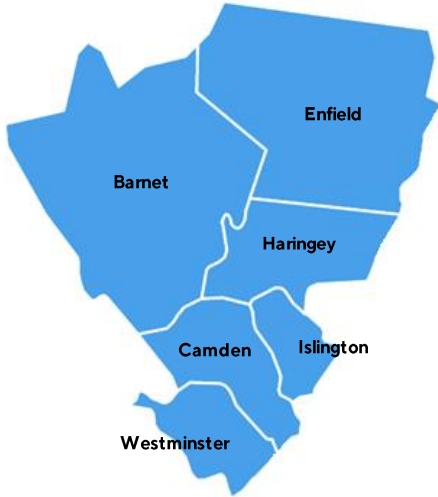
West London

- Brent
- Ealing
- Hammersmith & Fulham
- Harrow
- Hillingdon
- Kensington & Chelsea

North London

Boroughs included:

Barnet, Camden, Enfield, Haringey, Islington, Westminster



Open & Operating



Total pipeline



BTR under construction



Population growth

Our North London subregion encompasses a large area stretching from the vibrant West End, Camden, and Islington, into the leafy suburbs of Haringey, Barnet, and Enfield. It has a population of over 1.6 million people, which grew by 12% in the ten years to the 2021 Census.

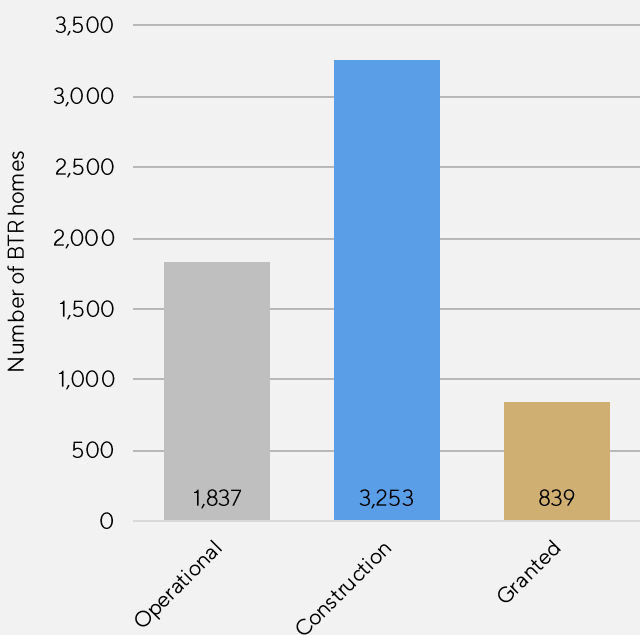
North London has the least-active BTR sector of any London sub-region, accounting for less than 5% of London's total operational BTR, and just 13% of London's total pipeline. This is likely due to the area already being largely developed, with few

◆◆
BTR in North London is relatively subdued, but is being led by Brent Cross, where 2,720 BTR homes are now under construction
◆◆

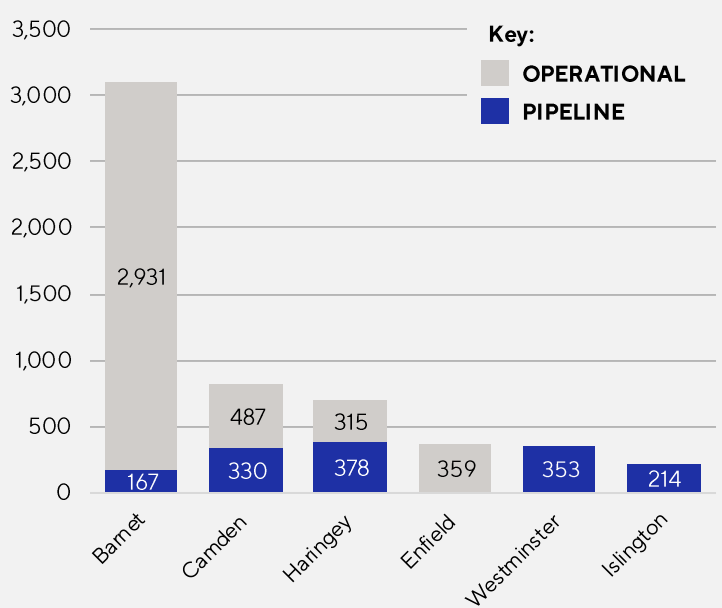
'opportunity areas' unlike parts of North East and West London. There are just 1,839 BTR homes operational, with over 4,000 more proposed.

As the chart below right shows, the borough of Barnet is currently driving BTR growth in North London, accounting for 72% of North London's total pipeline – despite just 167 homes being operational currently. Much of this forms part of the Brent Cross development – see our Case Study section for more information.

▼ **North London BTR by Development Status**



▼ **Borough breakdown**



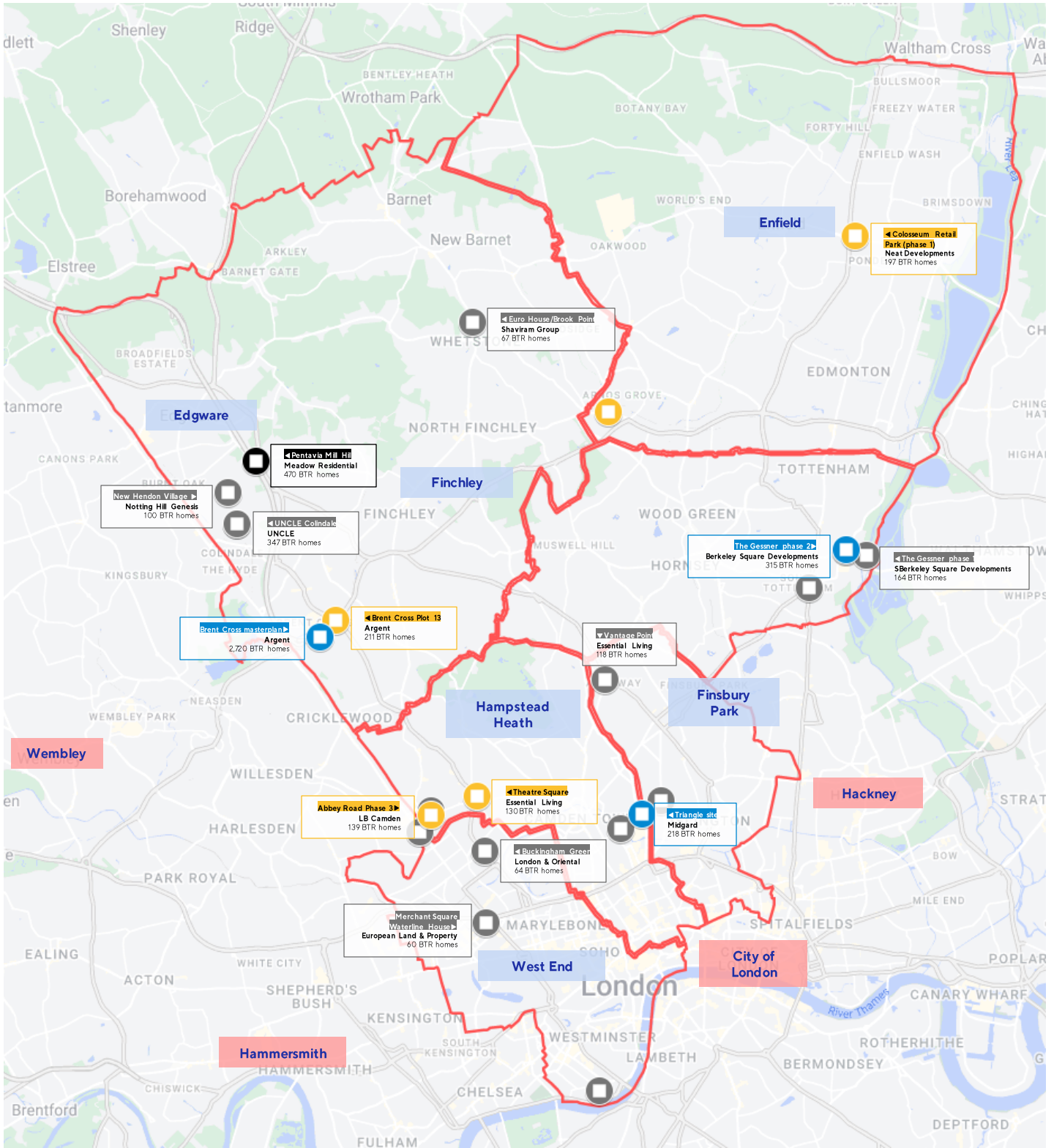
North London

Map

Key to development symbols

- Edgware**
Locality in North London
- Wembley**
Locality outside North London

- Operational BTR
- BTR – planning consent
- BTR – under construction
- BTR – planning withdrawn



North London

Case Studies – Operational

The Gessner Tottenham Hale N17

[Click to open HomeViews](#)

Development Facts

- **Current status:** Completed
- **Completion date:** 2021
- **Developer:** Berkeley Square Developments
- **Operator:** Way Of Life
- **Number of BTR homes:** 164

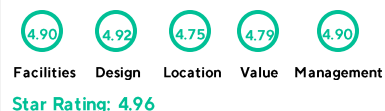
Rents

Studios	1 beds	2 beds	3 beds
£1,938 PCM	£2,356 PCM	£2,756 PCM	£3,379 PCM

Amenities



HomeViews rating



Development photo



Vantage Point Archway N19

[Click to open HomeViews](#)

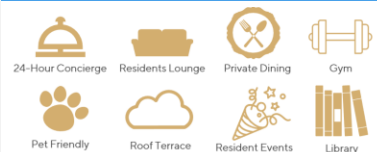
Development Facts

- **Current status:** Completed
- **Completion date:** 2016
- **Developer:** Essential Living
- **Operator:** Essential Living
- **Number of BTR homes:** 118

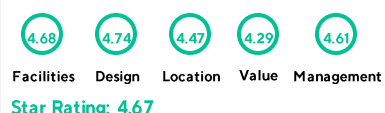
Rents

Studios	1 beds	2 beds	3 beds
£2,208 PCM	£2,525 PCM	£3,125 PCM	NA

Amenities



HomeViews rating



Development photo



Windlass Apartments Tottenham Hale N17

[Click to open HomeViews](#)

Development Facts

- **Current status:** Completed
- **Completion date:** 2022
- **Developer:** Muse Developments
- **Operator:** Grainger
- **Number of BTR homes:** 108

Rents

Studios	1 beds	2 beds	3 beds
NA	£1,730 PCM	£2,125 PCM	NA

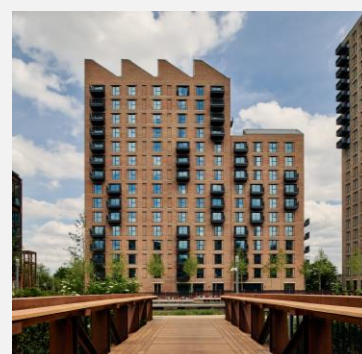
Amenities



HomeViews rating



Development photo



North London

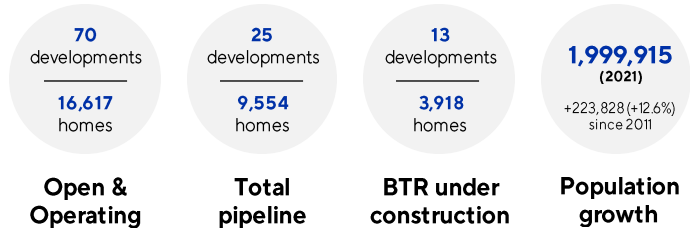
Pipeline

Development Name	Developer	Funder	Operator	Local Authority	Postcode	Status	Number of BTR homes
Brent Cross Masterplan	Argent Related	Argent Related	Unknown yet	Barnet	NW2 1AF	Under Construction	2,720
Pentavia Mill Hill	Meadow Residential	Meadow Residential	Unknown yet	Barnet	NW7 2ET	Withdrawn	470
The Gessner - Phase Two	Berkeley Square	Long Harbour	Way of Life	Haringey	N17 9LJ	Under Construction	315
The Triangle Site	Midgard	Argent Related	Unknown yet	Camden	N1C 0AZ	Under Construction	218
Brent Cross South 1C Plot 13	Argent Related	Argent Related	Unknown yet	Barnet	NW2 1AJ	Granted	211
Colosseum Retail Park (Phase 1)	Neat Developments	Blackrock Real Assets	Unknown yet	Enfield	EN1 3RR	Granted	197
Arnos Grove	Grainger and Transport for London	Grainger and Transport for London	Grainger	Enfield	N11 1AN	Granted	162
Abbey Road Phase 3	London Borough of Camden	Unknown	Unknown yet	Camden	NW6 4DX	Granted	139
Theatre Square	Essential Living	Essential Living	Essential Living	Camden	NW3 3HF	Granted	130

North East London

Boroughs included:

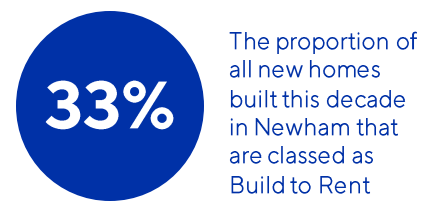
Barking & Dagenham, City of London, Hackney, Havering, Newham, Redbridge, Tower Hamlets, Waltham Forest



No other part of London has grown faster than North East over the last decade, and therefore this area boasts more operational BTR communities than anywhere else in the UK, with over 16,600 homes across 70 operational developments, and a solid pipeline of nearly 10,000 homes. 12% of all homes delivered in this area within the last 10 years are purpose-built for the rental market, with this figure rising to 33% in Newham.

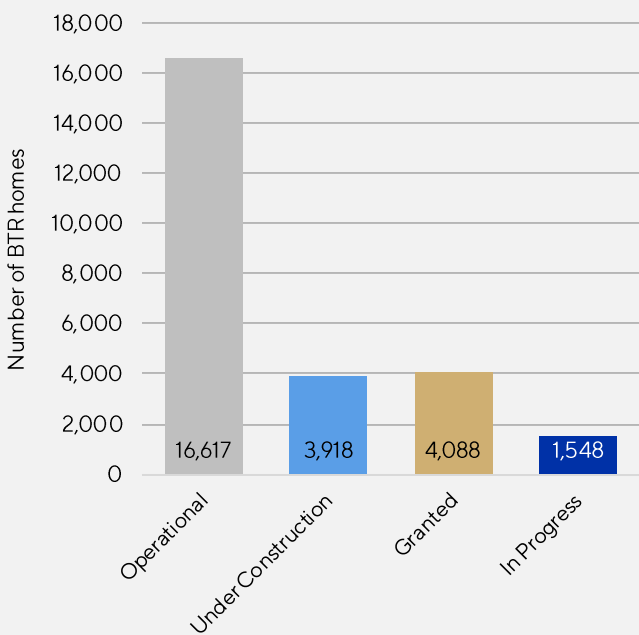
The BTR sector has been instrumental in realising Stratford's post-Olympic legacy, with over 2,600 homes delivered as part of Get Living's East

Village development—with more in the pipeline. This part of London encompasses two of the world's largest financial districts – The City and Canary Wharf, as well as vibrant and desirable neighbourhoods such as Shoreditch, Dalston, Hackney, Clapton, and Walthamstow, among others. The area also boasts the largest concentration of Opportunity Areas (large areas designated by the Mayor as places where large scale development can provide space for high numbers of jobs and homes), covering vast swathes of Newham, Waltham Forest, and Tower Hamlets. Furthermore, the highly-anticipated arrival of Elizabeth Line

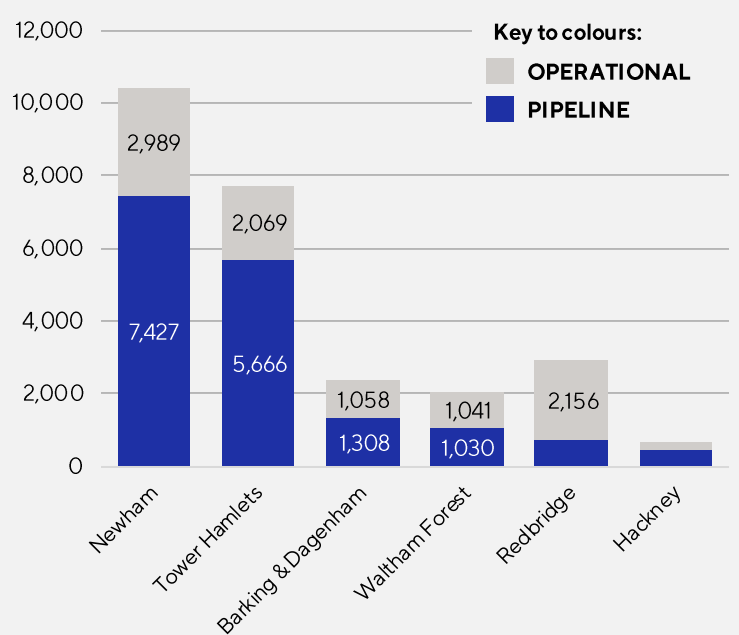


(Crossrail) services to Whitechapel, Stratford, Canary Wharf, Woolwich and stations towards Shenfield have opened further new growth areas for London, fueling the supply of homes (BTR and otherwise) for this rapidly-growing part of the capital.

North East London BTR by Development Status



Borough breakdown



North East London

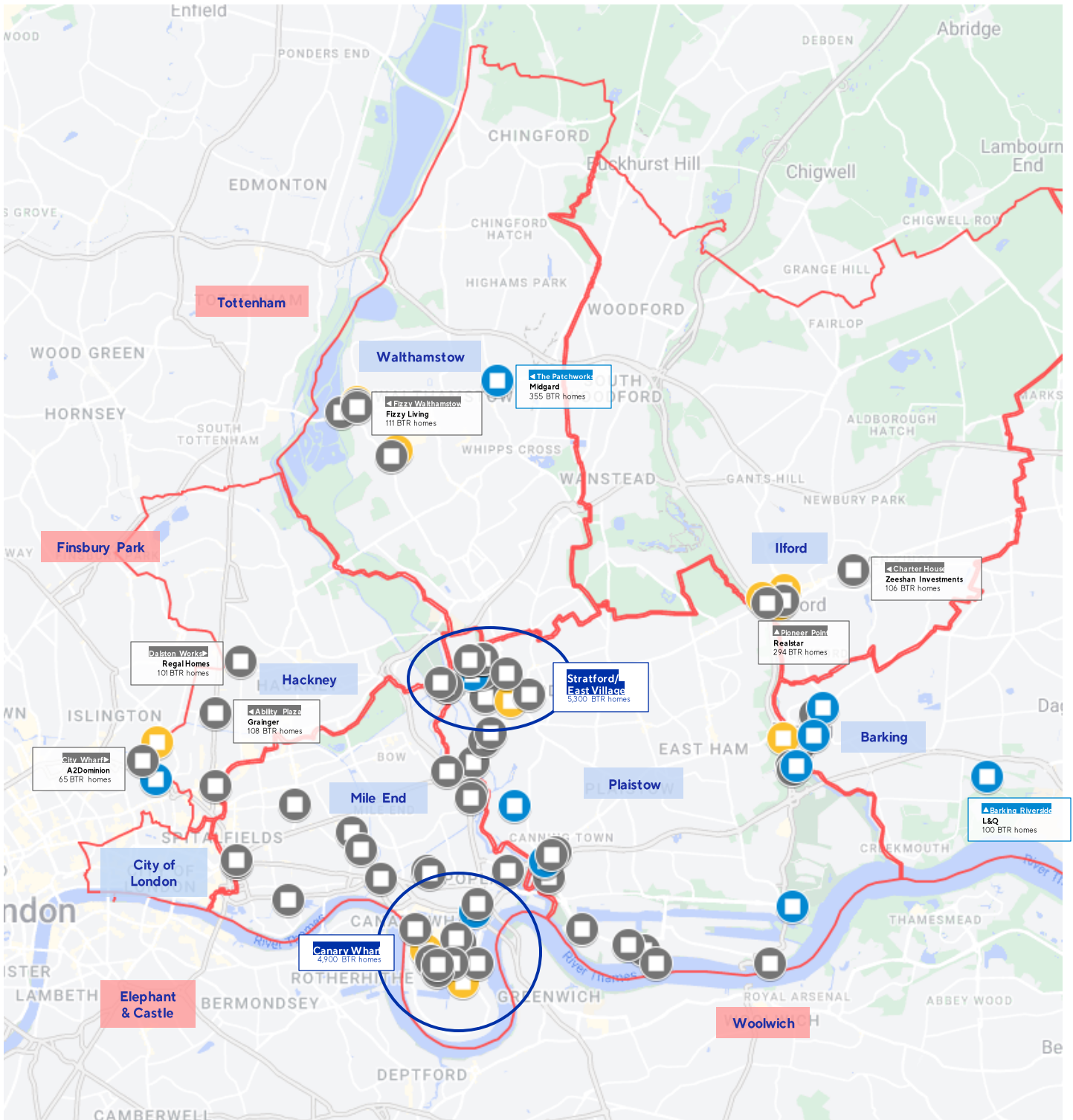
Map

Key to development symbols

Iford
Locality in North East London

Woolwich
Locality outside North East London

- Operational BTR
- BTR - under construction
- BTR - planning consent
- BTR - planning submitted



North East London

Case Studies – Operational

Newfoundland Stratford E20

[Click to open HomeViews](#)

Development Facts

- **Current status:** Completed
- **Completion date:** 2014
- **Developer:** Canary Wharf Group
- **Operator:** Vertus
- **Number of BTR homes:** 611

Rents

Studios	1 beds	2 beds	3 beds
£2,735 PCM	£3,066 PCM	£4,298 PCM	£7,872 PCM

Amenities



HomeViews rating



Development photo



Pioneer Point Ilford IG1

[Click to open HomeViews](#)

Development Facts

- **Current status:** Completed
- **Completion date:** 2016
- **Developer:** Realstar
- **Operator:** Uncle, Realstar Living
- **Number of BTR homes:** 267

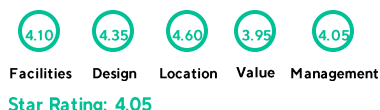
Rents

Studios	1 beds	2 beds	3 beds
NA	£1,595 PCM	£2,028 PCM	NA

Amenities



HomeViews rating



Development photo



Fizzy Walthamstow Walthamstow E17

[Click to open HomeViews](#)

Development Facts

- **Current status:** Completed
- **Completion date:** 2020
- **Developer:** Fizzy Living
- **Operator:** Fizzy Living
- **Number of BTR homes:** 111

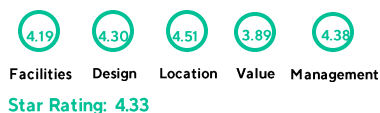
Rents

Studios	Studios	Studios	Studios
NA	£1,942 PCM	£2,157 PCM	NA

Amenities



HomeViews rating



Development photo



North East London

East Village

East Village Stratford E20

[Click to open HomeViews](#)

East Village is part of the Stratford City Regeneration Project which was initiated by the 2012 Olympic Games. The initial purpose of the site was to house athletes during the games, but its use changed to house the wider public once the games had finished.

The East Village is not only a residential area but also offers a wide range of amenities and facilities,

including shops, cafes, restaurants and entertainment venues. The neighbourhood is self-sufficient, with healthcare centres, schools and community centres available.

The area is well-served by public transport, providing easy connections into central London and beyond.

getliving



4.43

East Village HomeViews – 530 reviews

Rents (whole development)

Studios	1 beds	2 beds	3 beds
£2,075 PCM	£2,573 PCM	£2,906 PCM	£3,303 PCM

Victory Plaza

Stratford E20

Development Facts

- **Current status:** Completed
- **Completion date:** 2019
- **Developer:** Get Living
- **Operator:** Get Living
- **Number of BTR homes:** 482

Amenities



HomeViews rating

4.31	4.53	4.61	3.89	4.24
Facilities	Design	Location	Value	Management

Star Rating: 4.40

Development photo



North East London

Pipeline

Development Name	Developer	Funder	Operator	Local Authority	Postcode	Status	Number of BTR homes
TwelveTrees Park	Berkeley Homes Capital	Berkeley Group	Peabody	Newham	E16 4SA	Under Construction	1,220
Stratford City Z4/5 Athletes' / East Village N18/N19	Get Living	Get Living London	Get Living	Newham	E20 1ST	Planning submitted	848
Chapel Place	Telford Homes	Unknown	Unknown yet	Redbridge	IG12AA	Granted	837
Marsh Wall	Olympian Homes	Unknown	Unknown yet	Tower Hamlets	E14 9TP	Granted	795
Brownfield site near Ilford Station	Amro Real Estate Partners	Unknown	Unknown yet	Redbridge	IG12AT	Planning submitted	700
Barking Wharf Phase 2	Eco World London	Eco World London	Apo	Barking and Dagenham	IG11 7BS	Granted	514
Aldgate Place	British Land	Unknown	Native Residential	Tower Hamlets	E17PH	Under Construction	463
The Mall	Capital & Regional	Long Harbour	Unknown yet	Waltham Forest	E17 7FR	Granted	413
2 Trafalgar Way	Essential Living	Urbanest and UCL	Urbanest	Tower Hamlets	E14 5SP	Under Construction	393
One Station Road	Precis Management Services and Access Self Storage	Precis Management Services and Access Self Storage	Unknown yet	Redbridge	IG14DP	Granted	380
The Patchworks	Inland Homes	Unknown	Unknown yet	Waltham Forest	E17 4GB	Under Construction	355
The Yards	Frogmore	Qatari Diar Delancey	Unknown yet	Newham	E15 1XL	Granted	275
Blackhorse Lane	Scape Living and APG	Puma Property Finance	Unknown yet	Waltham Forest	E17 6DS	Granted	273
Gallions Quarter (Phase 2b)	EQT Exeter and Sigma Capital	Unknown	Simple Life	Newham	E16 2BH	Under Construction	267
International Way	Telford Homes	L&G	L&G	Newham	E15 2ER	Under Construction	247

North East London

Pipeline (continued)

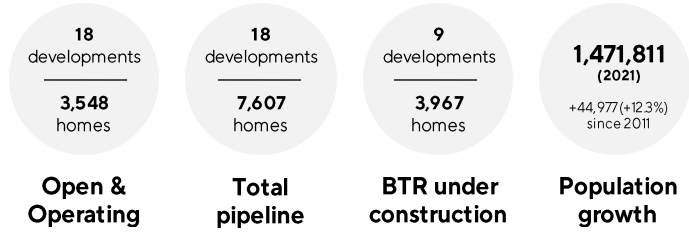
Development Name	Developer	Funder	Operator	Local Authority	Postcode	Status	Number of BTR homes
Mill Road	Telford Homes	Ridgeback Group and Angelo Gordon	Unknown yet	Redbridge	IG12DH	Granted	239
Glengall Quay South	Meadow Residential	Millharbour Developments Ltd.	Unknown yet	Tower Hamlets	E14 9TR	Granted	221
Trocoll House + Car Park	Patrizia UK	Patrizia UK	Unknown yet	Barking and Dagenham	IG11 8PD	Under Construction	198
Queen Elizabeth Olympic Park (Sweetwater)	London Legacy DC	Places for People	Unknown yet	Tower Hamlets	E20 1ST	Under Construction	197
Former Abbey Sports Centre	Lindhill	abr dn	Unknown yet	Barking and Dagenham	IG11 7LX	Under Construction	170
48 Eagle Wharf Road	Precis Management Services and Access Self Storage	Precis Management Services and Access Self Storage	Unknown yet	Hackney	N17ED	Granted	141
Canning Town 3 (Hallsville Quarter)	Linkcity	Grainger	Grainger	Newham	E16 1YH	Under Construction	132
Barking Riverside Phase 1&2	L&Q PRS	L&Q PRS	L&Q PRS	Barking and Dagenham	IG11 0JP	Under Construction	100
225 City Road	Spiritbond Group	Spiritbond Group	Unknown yet	Hackney	EC1V 1JT	Under Construction	100
Fresh Wharf Phase 2	Countryside	Notting Hill Genesis	Folio	Barking and Dagenham	IG11 7BG	Under Construction	76



South East London

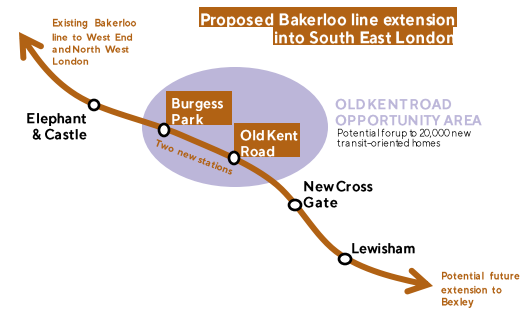
Boroughs included:

Bexley, Bromley, Greenwich, Lewisham, Southwark



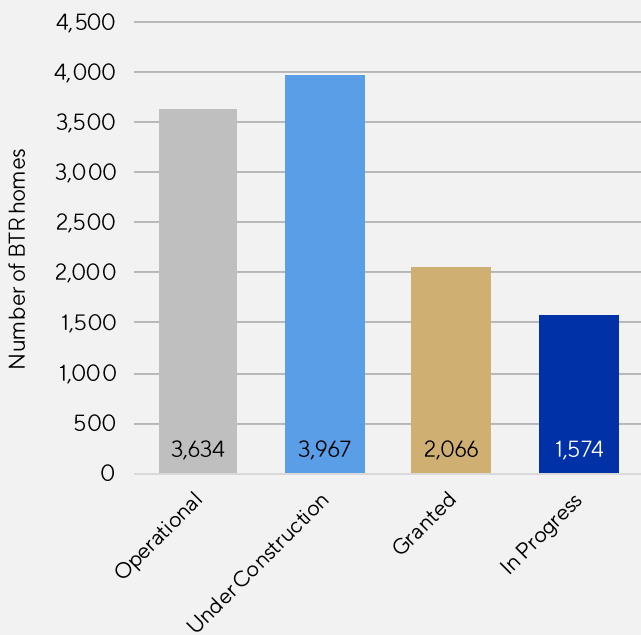
South East London stretches from bustling London Bridge, South Bank, and Borough Market in the north – boasting landmarks such as the Shard and Tower Bridge – to leafy Bromley, Greenwich and Bexley. Its population growth exceeded all subregions but one in the ten years to 2021, expanding 12.3% to nearly 1.5 million. It lags behind other areas on operational BTR, with just 18 developments and 3,500 homes, but is rapidly catching up. The BTR pipeline for SE is behind only NE, with 8,200 new homes proposed across 19 communities. This area has traditionally suffered from a lack of tube connections compared to

other parts of the capital, but this changed in 2022 with the commencement of Elizabeth Line (Crossrail) services to Woolwich & Abbey Wood – which have seen a wave of BTR investment as a result. Additionally, TfL’s proposed Bakerloo line extension is set to further improve transport connections in this area. From its current terminus in Elephant & Castle, the Bakerloo line will continue to Lewisham with new stations on the Old Kent Road and in New Cross. As such, the as-yet undeveloped Old Kent Road corridor is set to become London’s next major development district, with 20,000 new homes

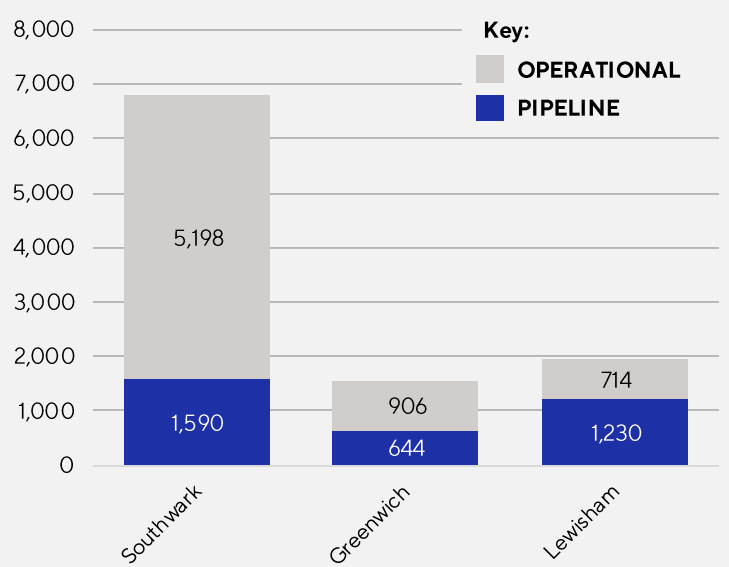


proposed in total. The map on the following page demonstrates how most of SE London’s BTR developments are concentrated in Southwark, Lewisham, and Woolwich – leaving boroughs such as Bromley and Bexley with no BTR currently.

▼ **South East London BTR by Development Status**



▼ **Borough breakdown**



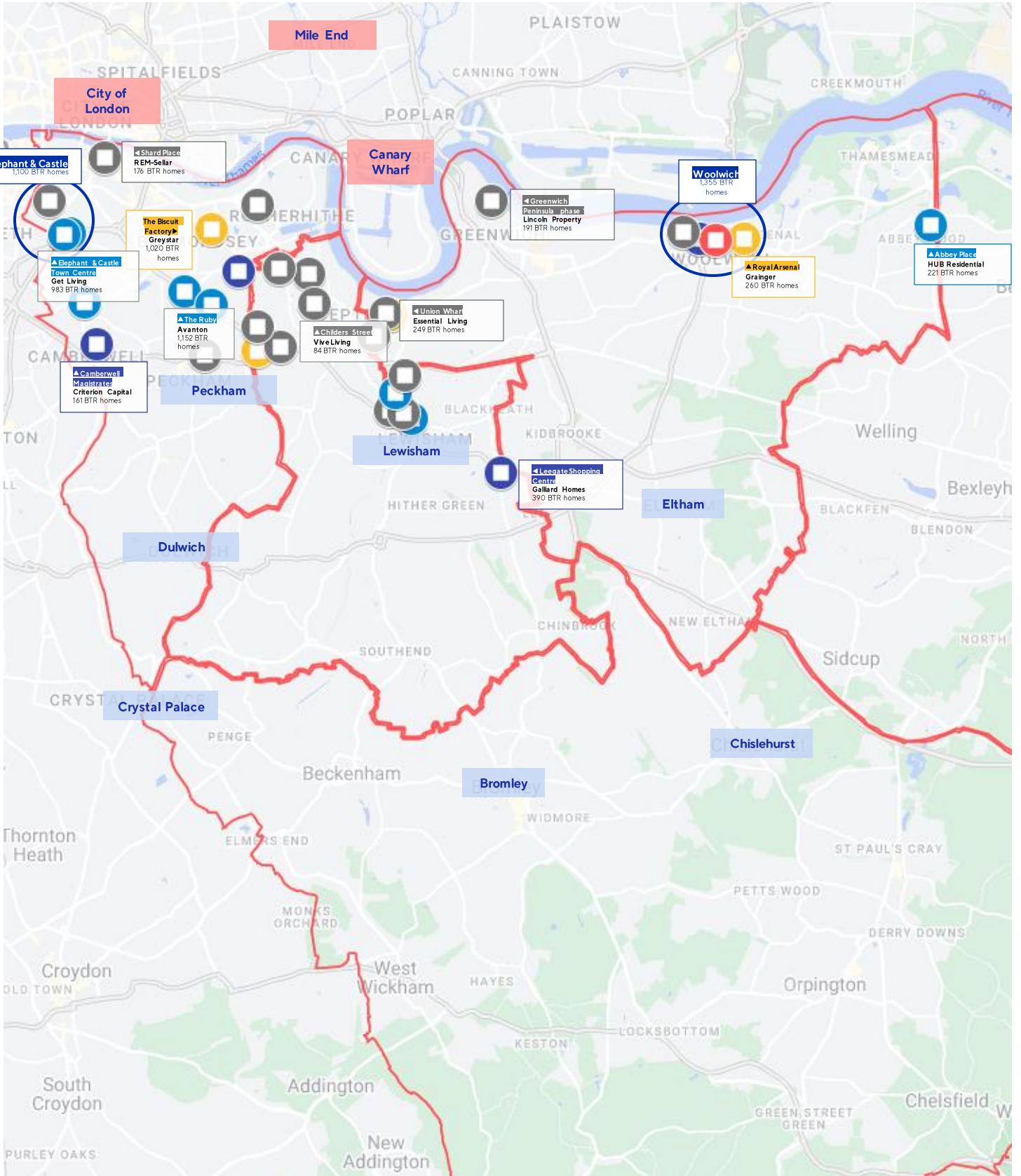
South East London

Map

Key to development symbols

- Lewisham
Locality in South East London
- Canary Wharf
Locality outside South East London

- Operational BTR
- BTR - under construction
- BTR - planning consent
- BTR - planning submitted



South East London

Case Studies – Operational

Elephant Central Elephant & Castle SE17

[Click to open HomeViews](#)

Development Facts

- **Current status:** Completed
- **Completion date:** 2022
- **Developer:** Oakmayne
- **Operator:** Get Living
- **Number of BTR homes:** 374

Amenities



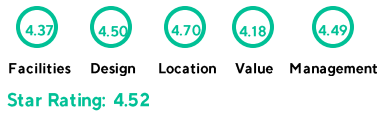
Development photo



Rents

Studios NA	1 beds £2,433 PCM	2 beds £2,981 PCM	3 beds £4,117 PCM
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HomeViews rating



Union Wharf Deptford Creek SE8

[Click to open HomeViews](#)

Development Facts

- **Current status:** Completed
- **Completion date:** 2019
- **Developer:** Essential Living
- **Operator:** Essential Living
- **Number of BTR homes:** 249

Amenities



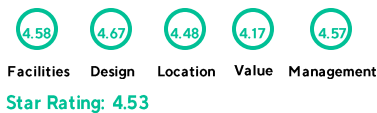
Development photo



Rents

Studios NA	1 beds £2,405 PCM	2 beds £2,879 PCM	3 beds £3,550 PCM
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HomeViews rating



Childers Street Deptford SE8

[Click to open HomeViews](#)

Development Facts

- **Current status:** Completed
- **Completion date:** 2017
- **Developer:** Vive Living
- **Operator:** Vive Living
- **Number of BTR homes:** 84

Amenities



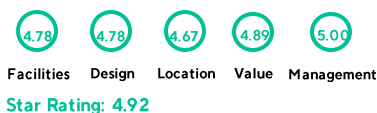
Development photo



Rents

Studios NA	1 beds £1,550 PCM	2 beds £2,200 PCM	3 beds NA
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HomeViews rating



South East London

Pipeline

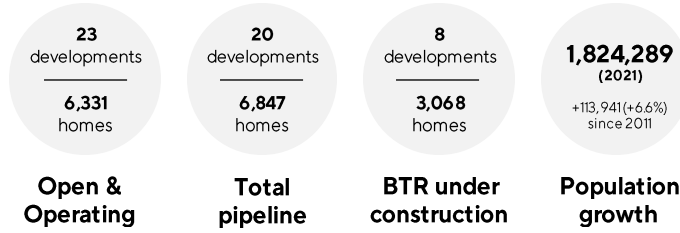
Development Name	Developer	Funder	Operator	Local Authority	Postcode	Status	Number of BTR homes
The Ruby, Old Kent Road	Avanton	Unknown	Unknown yet	Southwark	SE1 5BA	Under Construction	1,152
The Biscuit Factory	Greystar Europe Holdings	Unknown	Greystar	Southwark	SE16 4DG	Granted	1,020
Elephant & Castle Town Centre	Delancey Real Estate AM	Get Living London	Get Living	Southwark	SE1 6TB	Under Construction	983
79 - 161 Ilderton Road	Wittington Investments	Unknown	Unknown yet	Southwark	SE16 3JZ	Planning submitted	727
Lewisham Gateway Phase 2	Muse Developments	Get Living London	Get Living	Lewisham	SE13 5AF	Under Construction	424
Leegate Shopping Centre	Galliard Homes	St Modwen Properties	Unknown yet	Lewisham	SE12 8SS	Planning submitted	390
Ravensbourne Place	Watkin Jones	Legal & General	L&G	Lewisham	SE13 7LH	Under Construction	365
Elephant Park MP3 H4	LendLease	LendLease	Unknown yet	Southwark	SE1 6TU	Under Construction	354
Elephant Central Phase 3	LendLease	Get Living	Get Living	Southwark	SE17 1LA	Granted	333
Kender Triangle - Phase 3	Grainger	Grainger	Grainger	Lewisham	SE14 5HX	Granted	324
Elephant Central Phase 2	LendLease	Get Living	Get Living	Southwark	SE17 1LA	Under Construction	313
Woolwich Keep	Artisan REI	Artisan REI	Unknown yet	Greenwich	SE18 6NL	Planning submitted	296
Royal Arsenal OSD East Armourer's Court	Grainger	Grainger / Transport for London	Grainger	Greenwich	SE18 6GH	Granted	260
Abbey Place	HUB Residential	HUB Residential	Unknown yet	Greenwich	E2 9XH	Under Construction	221
Camberwell Green Magistrates Court	Criterion Capital	Criterion Capital	Unknown yet	Southwark	SE5 7UP	Planning submitted	161
Ravensbourne Wharf	John Smart Architects and Urban Eye	The Edition Group	Unknown yet	Greenwich	SE10 9QF	Granted	129
685-695 Old Kent Road	Acorn Planning Management	Acorn Planning Management	Unknown yet	Southwark	SE15 1JS	Under Construction	107
Aylesbury Estate (Phase 1)	Notting Hill Genesis and Southwark Council	Notting Hill Genesis	Unknown yet	Southwark	SE17 2DB	Under Construction	48



South West London

Boroughs included:

Croydon, Kingston, Lambeth, Merton, Sutton, Wandsworth



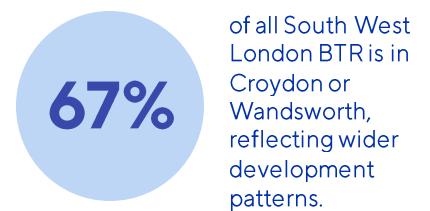
Our South West London subregion encompasses Battersea and Brixton to Richmond Park and Wimbledon. There are three key BTR clusters which reflect wider development patterns.

The boroughs of Croydon and Wandsworth account for over 67% of the 13,178 operational or pipeline BTR homes in South West London, with 3,500 being delivered in Nine Elms, alongside the new US Embassy, New Covent Garden Market redevelopment, two new Northern line stations, and the redevelopment of

Battersea Power Station.

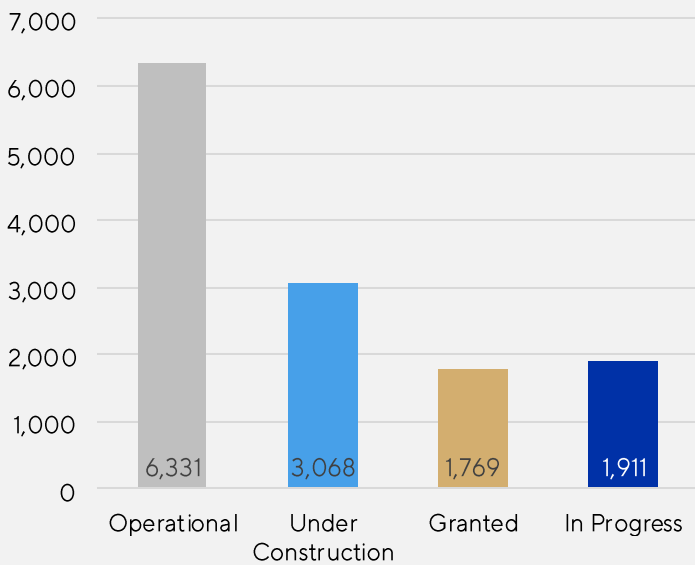
Nearby, Wandsworth Town has enjoyed investment from L&G and A2 Dominion, among others, and Croydon is emerging as an additional major hub for London benefitting from its rapid access to both Waterloo and Victoria stations in London, as well as Brighton and Gatwick Airport to the south.

L&G, Grainger, Westfield and others are all piling billions of pounds into Croydon, while over 2,700 new BTR homes are proposed here, alongside

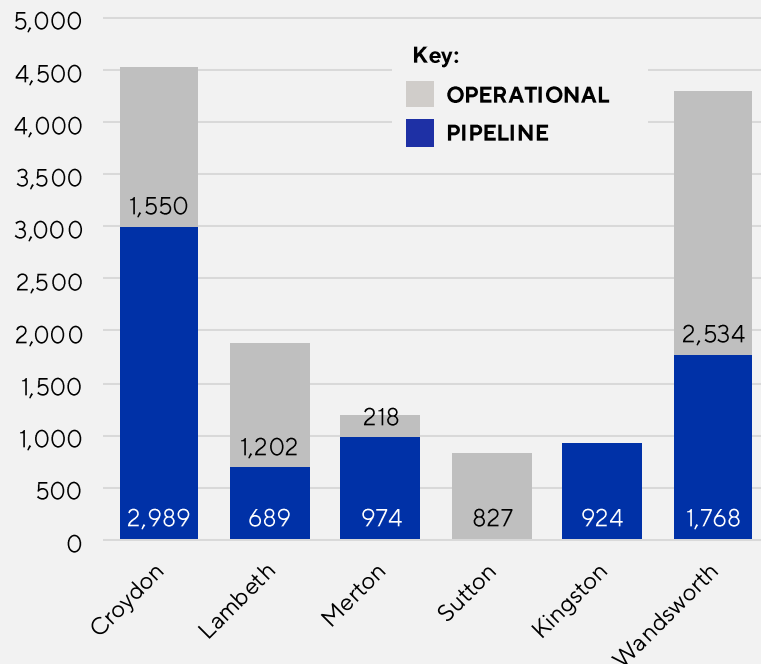


major investment in the town centre spurred on by the arrival of London Overground services in 2010.

South West London BTR by Development Status



Borough breakdown



South West London

Case Studies – Operational

Ten Degrees Croydon CR0

[Click to open HomeViews](#)

Development Facts

- **Current status:** Completed
- **Completion date:** 2020
- **Developer:** Tide Construction
- **Operator:** Greystar
- **Number of BTR homes:** 437

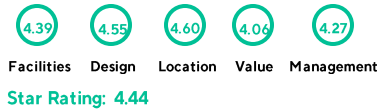
Rents

Studios NA	1 beds £1,642 PCM	2 beds £2,200 PCM	3 beds £2,802 PCM
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Amenities



HomeViews rating



Development photo



York Place Wandsworth SW11

[Click to open HomeViews](#)

Development Facts

- **Current status:** Completed
- **Completion date:** 2021
- **Developer:** Avanton
- **Operator:** A2 Dominion
- **Number of BTR homes:** 299

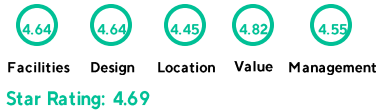
Rents

Studios NA	1 beds £2,200 PCM	2 beds £3,434 PCM	3 beds £5,367 PCM
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Amenities



HomeViews rating



Development photo



UNCLE Stockwell Stockwell SW8

[Click to open HomeViews](#)

Development Facts

- **Current status:** Completed
- **Completion date:** 2018
- **Developer:** Realstar
- **Operator:** UNCLE
- **Number of BTR homes:** 226

Rents

Studios £1,437	1 beds £1,850 PCM	2 beds £2,200 PCM	3 beds NA
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Amenities



HomeViews rating



Development photo



South West London

Pipeline

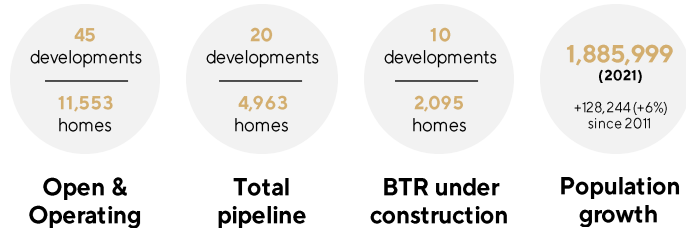
Development Name	Developer	Funder	Operator	Local Authority	Postcode	Status	Number of BTR homes
Enclave: Croydon	Outpost Management	Unknown	Unknown yet	Croydon	CR01PF	Under Construction	817
Westfield Whitgift Centre	Westfield Europe	Westfield Europe	Unknown yet	Croydon	CR01LP	Granted	774
Botanical House	Amro Real Estate Partners and Flemyn	Unknown	Unknown yet	Croydon	CR9 5AA	Planning submitted	455
Croydon Park Hotel	Amro Real Estate Partners	Amro Partners and Flemyn LPP	Unknown yet	Croydon	CR9 5AA	Planning submitted	455
Kingston Gate	Moda Living	Apache Capital	Unknown yet	Kingston Upon Thames	KT2 5AA	Planning submitted	445
Nine Elms final 3 phases	London Square	Unknown	Moda Living	Wandsworth	SW8 5BB	Under Construction	437
Moda Nine Elms	Moda Living	London Square	Moda Living	Wandsworth	SW8 5BB	Under Construction	437
High Path Estate	Clarion Housing Group	Clarion Housing Group	Unknown yet	Merton	SW19 2TG	Under Construction	378
Leon House Quarter - Phase 2	FI Real Estate	Unknown	Unknown yet	Croydon	CR0 1FW	Granted	357
B&Q Site (Smugglers Way)	LGIM	L&G	L&G and urbanbubble	Wandsworth	SW8 1EG	Under Construction	336
57-59 Lombard Road	Big Yellow Self Storage and Greystar	Greystar Europe Holdings	Fizzy Living	Wandsworth	SW11 3RX	Planning submitted	294
Homebase Swandon Way	LGIM	L&G	L&G and urbanbubble	Wandsworth	SW18 1EW	Under Construction	264
Tolworth Tower	Meadow Residential	Meadow Residential	Unknown yet	Kingston Upon Thames	KT6 7EL	Planning submitted	261
Nine Elms OSD	Grainger and Transport for London	Grainger and Transport for London	Grainger	Lambeth	SW8 4SH	Under Construction	260
The Rex	Amro Real Estate Partners	Unknown	Unknown yet	Kingston Upon Thames	KT1 1QT	Granted	202
Somerleyton Road	Igloo Regeneration Partnership	Igloo Regeneration Partnership	Unknown yet	Lambeth	SW9 8ND	Granted	152
Montford Place	Grainger and Transport for London	Grainger and Transport for London	Grainger	Lambeth	SE11 5DE	Under Construction	139
OCCC Estate Renewal (Waterloo)	Grainger	Grainger	Grainger	Lambeth	SE1 8TG	Granted	138
Whirlpool House/Shackleton Gate	Proximity Homes	Kestates	Unknown yet	Croydon	CR0 4XE	Granted	131
Surrey House	Salmon Harvester Properties	Salmon Harvester Properties	Unknown yet	Kingston Upon Thames	KT1 1ER	Granted	115



West London

Boroughs included:

Brent, Ealing, Hammersmith & Fulham, Harrow, Hillingdon, Hounslow, Kensington & Chelsea



West London stands as a diverse area that offers a range of experiences, from museums rich in history and art in Kensington and Chelsea, to global football and events at Wembley Park. The area is well-known for its established neighbourhoods of Georgian and Victorian townhouses, and prestigious schools in Harrow.



▲ Monumental
Quintain's redevelopment of Wembley Park has created 4,300 new BTR homes

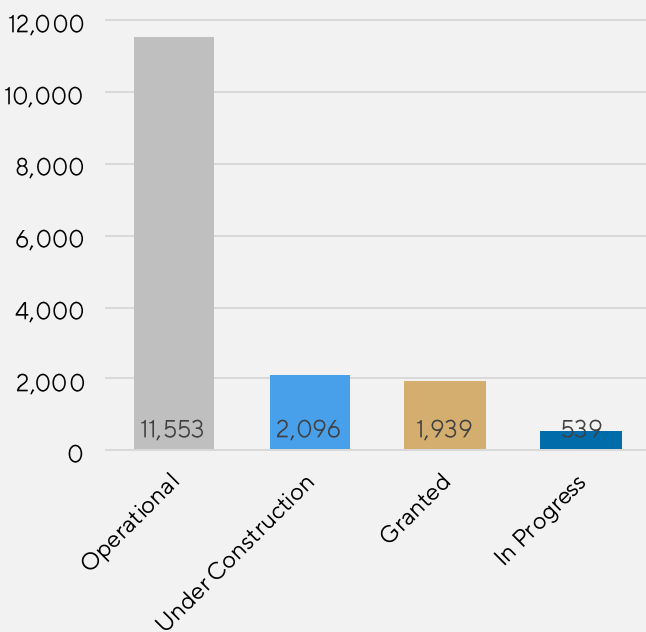
the London Borough of Brent, where Quintain's monumental regeneration of Wembley Park has created a vibrant new retail, leisure and residential destination with nearly 4,300 homes. More information on Quintain's Wembley Park development can be found in our case studies section.

The arrival of Elizabeth Line (Crossrail) in 2022 supercharged West London, providing a direct service from Heathrow and Reading through west and central London to Stratford and Canary Wharf. Of all the operational

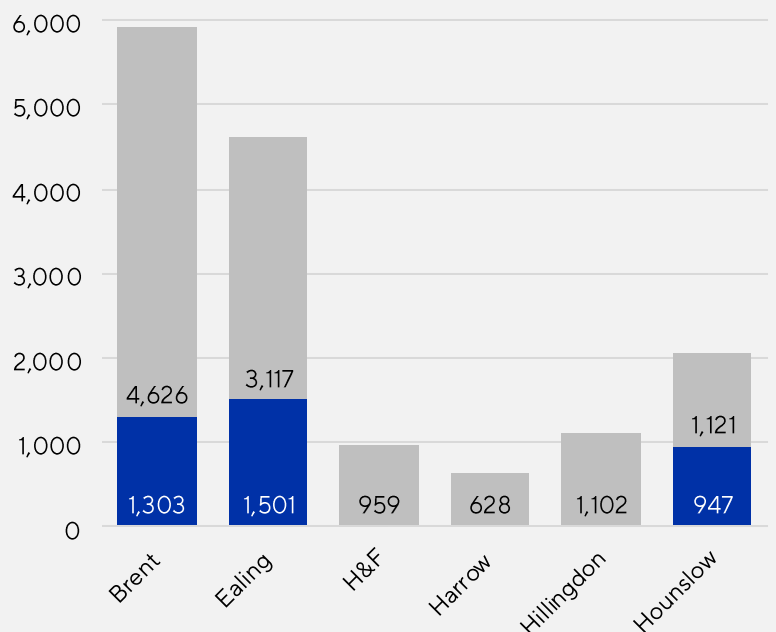
BTR developments within our classification of West London, a large proportion (40%) can be found within

Elsewhere in the borough, the opening of the Elizabeth Line in 2022 brought Acton, Ealing, Hayes, and Southall within minutes of both central London and Heathrow Airport, creating a wave of investment clustering in areas around key stations which has been headed by Build to Rent investors.

West London BTR by Development Status



Borough breakdown



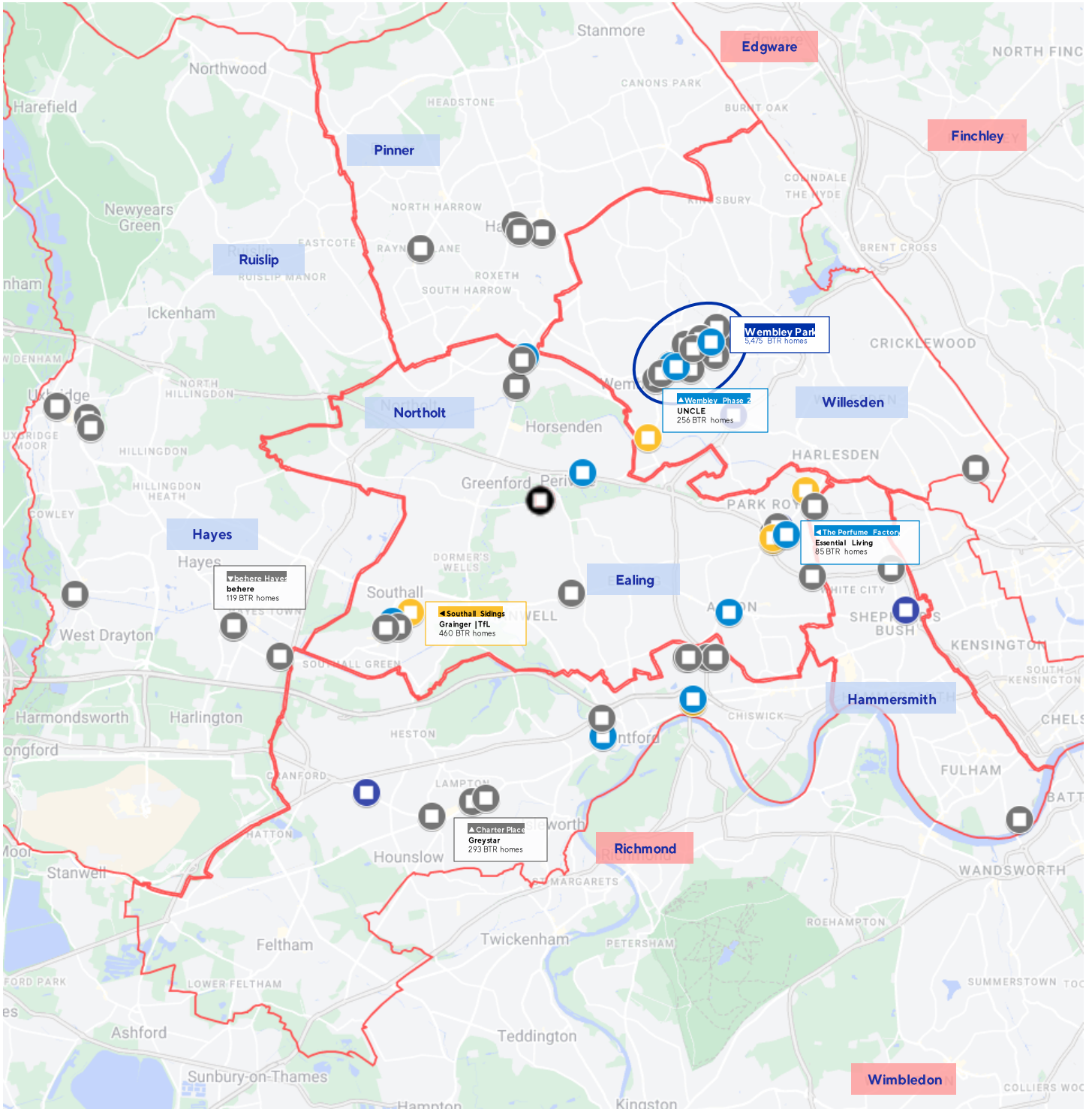
West London

Map

Key to development symbols

- Willesden
Locality in West London
- Finchley
Locality outside West London

- Operational BTR
- BTR - under construction
- BTR - planning consent
- BTR - planning submitted
- BTR - planning withdrawn



Wembley Park Wembley HA9

[Click to open HomeViews](#)

Quintain Living has played a key role in the development of the Wembley Park masterplan, transforming it into a lively and desirable residential area of London. The region had relied heavily upon the use of Wembley Stadium to attract visitors, however this covered a mere 37 days of the year. Through acquisition of the 85-acre site, it has transformed into a diverse area of residential, retail and leisure attractions

with a vibrant public realm, making its mark as an attractive West London destination.

There are currently 10 BTR buildings operated by Quintain at Wembley Park, ranging from loft-style apartments to Scandi-inspired designs. The buildings contained within this can be seen below:



Rents (whole development)			
Studios PCM	1 beds PCM	2 beds PCM	3 beds PCM
£1,732	£2,050	£2,639	£3,683



- 3.94 *Ferrum*
- 4.15 *Montana & Dakota*
- 4.15 *The Robinson*
- 3.60 *Beton*
- 4.27 *Alameda*

- 4.26 *Landsby*
- 4.08 *Canada gardens*
- n/a *Repton gardens*
- 4.47 *Madison*
- 4.02 *Alto*

The Madison Building is currently rated the highest on HomeViews, out of all 10 Quintain developments at Wembley Park. We have provided a summary of this development below:

Madison

Wembley HA9

Development Facts

- Current status:** Completed
- Completion date:** 2022
- Developer:** Quintain
- Operator:** Quintain
- Number of BTR homes:** 381

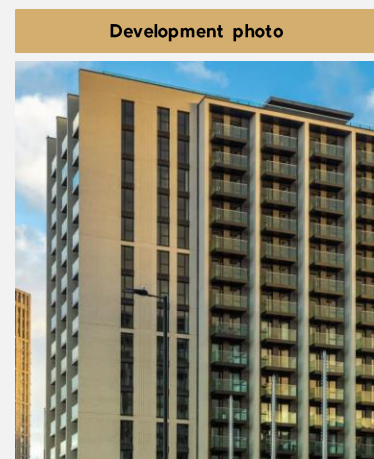
Amenities

- Concierge
- Residents Lounge
- Gym
- Social Spaces
- Garden
- Playground

HomeViews rating

- Facilities: 4.09
- Design: 4.55
- Location: 4.58
- Value: 4.25
- Management: 4.12

Star Rating: 4.54



West London

Case Studies – Operational

Be:here Hayes Hayes UB3

[Click to open HomeViews](#)

Development Facts

- **Current status:** Completed
- **Completion date:** 2017
- **Developer:** Ecoworld London
- **Operator:** Be:Here
- **Number of BTR homes:** 119

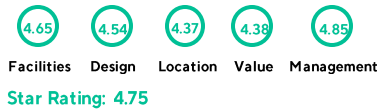
Rents

Studios	1 beds	2 beds	3 beds
NA	£1,406	£1,684	£1,845
	PCM	PCM	PCM

Proposed Amenities



HomeViews rating



Development photo



Charter Place Hounslow TW3

[Click to open HomeViews](#)

Development Facts

- **Current status:** Completed
- **Completion date:** 2019
- **Developer:** Greystar
- **Operator:** Greystar
- **Number of BTR homes:** 293

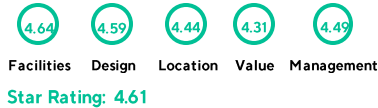
Rents

Studios	1 beds	2 beds	3 beds
£1,517	£1,753	£2,074	£2,387
PCM	PCM	PCM	PCM

Proposed Amenities



HomeViews rating



Development photo



West London

Pipeline

Development Name	Developer	Funder	Operator	Local Authority	Postcode	Status	Number of BTR homes
Wembley Park - North East Lands	Quintain	JP Morgan	Unknown yet	Brent	HA9 0FU	Under Construction	569
Southall Sidings	Grainger and Transport for London	Grainger and Transport for London	Grainger	Ealing	UB2	Granted	460
Atlas Wharf, Old Oak	Pocket Living	Unknown	Unknown yet	Ealing	NW10	Granted	457
Merrick Place	Grainger	Unknown	Grainger	Ealing	UB2 4AU	Under Construction	401
Gurnell Leisure Centre	Eco World	Eco World	Unknown yet	Ealing	W13 0AL	Refused	390
Land at Hounslow West Station	Grainger	Grainger	Grainger	Hounslow	TW3 3DH	Planning submitted	348
Alperton Bus Depot	Telford Homes	Ridgeback Group and Angelo Gordon	Unknown yet	Brent	HA0 4PW	Granted	306
The Culinary Quarter	Dephna Group	Imperial College	Unknown yet	Ealing	W3 6RT	Granted	262
UNCLE Wembley Phase Two	HUB Residential	Unknown	UNCLE	Brent	HA9 7RH	Under Construction	256
The Portal	The Citrus Group	The Citrus Group	Unknown yet	Ealing	W3 6EJ	Granted	231
Capital Interchange Way	Telford Homes	Ridgeback Group and Angelo Gordon	Unknown yet	Hounslow	TW8 0EX	Granted	223
Citroen Brentford	L&Q PRS	L&Q PRS	L&Q PRS	Hounslow	TW8 0EX	Under Construction	223
The Wiltern (Hoover Building)	Amro Real Estate Partners	Pension Insurance Corporation	Unknown yet	Ealing	UB6 8DW	Under Construction	197
Brentford Lock West - Phase 3	Waterside Places	Isis Waterside Regeneration	Unknown yet	Hounslow	TW8 8LR	Under Construction	153
Stonebridge Place, Wembley Point	Avanton	Unknown	Unknown yet	Brent	HA9 6FF	Planning submitted	100
Ark Soane	Countryside	Sigma Capital	Simple Life	Ealing	W3 8EA	Under Construction	92
North Acton	Downing Living	Unknown	Unknown yet	Ealing	W3 6UP	Planning submitted	91
The Perfume Factory	Essential Living	Essential Living	Essential Living	Ealing	W3 6UG	Under Construction	85
Wembley Link Phase 2	HUB Residential	HUB Residential	Unknown yet	Brent	HA9 6AH	Under Construction	72
Park View Place	Interland Group	Interland Group	Unknown yet	Ealing	UB6 0JA	Under Construction	47

2023**BTR OPEN &****OPERATING****REPORT****LONDON**

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Disclaimer

This report has been prepared as an informative BTR market snapshot for UKAA members to present information on operational BTR assets in London. The information presented in this report is based on data from Rightmove Plus, the Office for National Statistics, and Cortland Consult's own data sources over the past six months and is up to date as of 3rd May 2023. Where rental data has been absent from leading property portals, this data has been sourced from the operator's websites. HomeViews rankings are subject to change at any point during the production of this report.