

BOOKBINDER POINT



FRASER
& Co

INVESTMENT GUIDE

DEVELOPMENT WEST LONDON



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DEVELOPMENT OVERVIEW

RISING UP 16 FLOORS, BOOKBINDER POINT HAS BEEN DESIGNED TO CATER TO ALL THE DEMANDS OF MODERN LIFE – BOASTING THE BEST IN INTERIOR DESIGN, SPACIOUS LAYOUTS, A DAYTIME CONCIERGE AND AN ELEGANT ROOF GARDEN. IT'S ALSO PERFECTLY LOCATED TO TAKE ADVANTAGE OF ALL THIS LEAFY CORNER OF LONDON HAS TO OFFER, AS WELL AS ACTON'S SUPERB TRANSPORT LINKS, INCLUDING CROSSRAIL. Q1-Q2 2024 COMPLETION



SETTING THE BAR FOR CONTEMPORARY CITY LIVING

98

IMMACULATLY DESIGNED ONE AND TWO BEDROOM APARTMENTS.

18MINS

TO KNIGHTSBRIDGE

2STOPS

TO HAMMERSMITH

£800M

INVESTMENT IN ACTON REGENERATION PROGRAMMES

£7.2M

FURTHER ALLOCATED FOR BOROUGH TRANSPORTATION IMPROVEMENTS TO THE COUNCIL



+33%

AVERAGE SOLD PRICE FOR DETACHED PROPERTIES IN THE AREA

TRANSPORT



5 MINS
ACTON TOWN TUBE STATION

9 MINS
SOUTH ACTON STATION



7 MINS
HAMMERSMITH

12 MINS
EARLS COURT

15 MINS
PADDINGTON

AREA ECONOMY

AN ESCAPE FROM CENTRAL LONDON, THAT'S CONVENIENTLY JUST MOMENTS FROM IT, ACTON IS RAPIDLY ESTABLISHING ITSELF AS ONE OF LONDON'S PROPERTY HOTSPOTS – TAKING ITS PLACE ALONGSIDE ITS COVETED NEIGHBOURS, CHISWICK AND KEW. CHISWICK PARK, JUST TO THE SOUTH OF BOOKBINDER POINT, IS A LAKE-SIDE BUSINESS PARK THAT HOSTS 1.8 MILLION SQFT OF GLOBAL, EUROPEAN AND NATIONAL HEADQUARTERS – INCLUDING THE LIKES OF STARBUCKS, DANONE, ERICSSON AND PARAMOUNT. THERE ARE ALSO AN ARRAY OF INDUSTRY HUBS FOR IT, PHARMACEUTICALS,

“A commercial hub of its own tucked in the heart of West London.”

POPULATION

366,127
CURRENT
POPULATION

+88,711
PREDICTED
POPULATION
INCREASE BY 2026

The borough and the immediate neighbourhood continues to experience massive change and growth. The population stands at 366,127 in Ealing with a projection of 88,711 new residents moving into the borough by 2026. Residents also find themselves in better shape and more satisfied with their fitness levels with a borough health index of 107, wherein 100 represents the health of UK population in 2015. Ealing is up 4.2 points from the previous year

61M
INVESTED IN LOCAL
REGENERATION

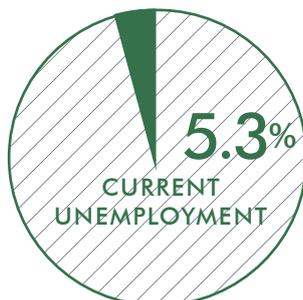
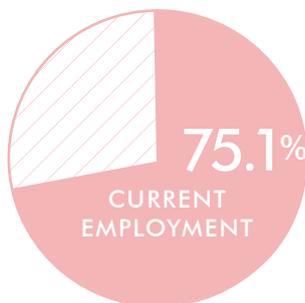
£34.3K
MEDIAN
SALARY IN
THE AREA

5
LONDON UNIVERSITY
CAMPUSES IN THE
VICINITY

Employment and Unemployment

According to the Office of national statistics' census report, employment in Ealing has increased compared with the previous year. 75.1% of people aged 16-64 years were employed. This almost a 2% increase in employment.

Only 9,800 people aged over 16 were unemployed, this is a rate of 5.3%



2,300 SQFT
COMMERCIAL
SPACE

ACTON AND EALING REGENERATION

BOASTING SOME OF THE CAPITAL'S FINEST PARKS, MANY OF WHICH ARE THE GROUNDS OF FORMER STATELY HOMES, THIS CORNER OF WEST LONDON IS GREENER THAN MOST. EALING IS ALSO VYING TO BECOME THE BOROUGH OF CULTURE FOR 2025 AND 2027. THIS IS SUPPORTED BY THE BOROUGH'S EFFORTS TO BE AN INCLUSIVE CULTURAL HOTSPOT AS OULINED IN THEIR CULTURAL MANIFESTO.

THE ACTON ARTS PROJECT HAS ACHIEVED SOME LANDMARK CHANGES FOR THE AREA INCLUDING BUT NOT LIMITED TO COLLABORATING WITH THE COMMUNITY ON PROJECTS SUCH AS THE BOLLO YOUTH CENTRE, PASSMORE EDWARDS BICENTARY, THE CHISWICK LITERARY FESTIVAL, INTO FILM THAT INTRODUCES CINEMA TO CHILDREN.

ACTON GARDENS



- 1731 new homes
- Modern Specs
- £800 Million Investment
- Eco-friendly High specification
- Close to Acton Town. Central Plaza, Youth Centre and other community facilities.

PARK NORTH



- 807 new homes
- 1 & Bedroom Apartments
- Shared ownership
- Private outdoor spaces
- On-site nursery and supermarket
- Near Park Royal

ONE WEST POINT



- £26 Billion Masterplan
- Luxury Apartments
- Modern Specs
- Ergonomic Design
- 701 apartments
- Landscaped Garden Areas

IN THE BOROUGH

NET ZERO

CARBON EMISSIONS BY 2030 IN THE BOROUGH

£7.2 M

GRANTED TO THE EALING COUNCIL AND TFL. THIS FUNDING WILL BENEFIT ALL ROAD USERS INCLUDING CYCLISTS AND PEDESTRIANS.

PITZHANGER

MANOR & GALLERY

AN ENGLISH COUNTRY HOUSE FAMOUS AS THE HOME OF NEOCLASSICAL ARCHITECT, SIR JOHN SOANE. IT IS NOW A CONTEMPORARY ART GALLERY, NEWLY CONSERVED AND OPEN TO THE PUBLIC.

£800 M

INVESTMENT IN THE AREA

The borough is witnessing huge changes. The £800 Million invested will deliver 3,463 new homes. A great portion of this has been invested in the Park Roysl Regeneration. This will transform the face of Acton by 2038.

ROYAL BOTANIC GARDENS - KEW

The histoic Kew gardeness offer an abode to the msot beautiful flora. Perfumed bouquets of delicious new blooms are always around for when you are around for a lesiure walk. The Temperate House is the world's largest Victorian glasshouse with the rarest and threatened plants. It is a sight to behold with its magnificent high glass ceilings and rainbows of floral arrangements.

13 MINS

TO KEW GARDENS

JUST 6

STOPS VIA PICADILLY LINE TO HEATHROW

5 MIN

WALK TO ACTON TOWN TUBE STATION

HOUSE PRICES IN W3

THE AVERAGE SOLD PRICE FOR A PROPERTY IN ACTON IS £772,954. OVERALL, SOLD PRICES IN ACTON OVER THE LAST YEAR WERE SIMILAR TO THE PREVIOUS YEAR AND 7% UP ON THE 2014 PEAK OF £724,279.

IN A NEW REPORT FROM THE COUNCIL, AVERAGE PROPERTY PRICES IN ACTON ARE PREDICTED TO:

7%



RISE FROM 2014'S PEAK

PROPERTY TYPES
LOCALLY SOLD FOR AN AVERAGE:



LOCAL RENTAL MARKET IN ACTON*

THE MEAN RENT
PRICE FOR FLATS

£2,721 PCM

THE MEAN RENT
PRICE FOR HOUSES

£4,496 PCM

THE AVERAGE RENT
PRICE FOR 1 BED PROPERTIES

£2,058 PCM

THE AVERAGE RENT
PRICE FOR 2 BED PROPERTIES

£2,639 PCM

THE AVERAGE RENT
PRICE FOR 3 BED PROPERTIES

£3,628 PCM

"ACTON AND LOCAL AREAS HAVE EXCEEDED GROWTH PROJECTIONS FOR LONDON"

5.6%

PROJECTED RENTAL YIELD
AT BOOKBINDER POINT

YIELDS IN THE AREA FOR A LONG LET ARE 5.06% ON AVERAGE.

EDUCATION

THE AREA HAS LINKS AND CONNECTIONS TO THE TOP UNIVERSITIES IN LONDON INCLUDING UAL, UCL, LSE, KING'S COLLEGE, IMPERIAL AND QUEEN MARY UNIVERSITY VIA THE TUBE AND ACTON MAIN LINE



PRIMARY EDUCATION

THE MAJORITY OF EALING'S STATE PRIMARY SCHOOLS ARE RATED "OUTSTANDING" BY THE OFSTED GOVERNMENT EDUCATION WATCHDOG.

SOME SCHOOLS RATED "OUTSTANDING"

Vicar's Green Primary School
HA0 1DP

Three Bridges Primary School
UB2 4HT

Gifford Primary School
UB5 6BU

Perivale Primary School
UB6 7AP



THE BOROUGH HAS 94 STATE RUN SCHOOLS. 12 PRIMARY AND 9 SECONDARY SCHOOLS HAVE OUTSTANDING OFSTED RATING. 3 UNIVERSITY CAMPUSES.

SECONDARY EDUCATION

SOME OF EALINGS STATE SECONDARY SCHOOLS THAT ARE RATED "OUTSTANDING" OR GOOD BY THE OFSTED GOVERNMENT EDUCATION WATCHDOG.

SOME SCHOOLS RATED "OUTSTANDING"

The Ellen Wilkinson School for Girls
W3 0HW

Villiers High School
UB1 3BT

Featherstone High School
UB2 5HF

Elthorne Prk High School
W7 2AH

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