A PRIME LOCATION TO LIVE
• Less than 30 minutes from Central London
• Recently voted as one of London’s top five places to live

AN ORIGINATOR OF OVER GBP 1.25 BILLION OF ADDITIONAL ECONOMIC VALUE
• The proposed Tramlink extension (GBP500m of additional economic value)
• The Life Sciences Cluster (GBP890m of additional economic value)

A THRIVING COMMERCIAL AND RETAIL CENTRE
• A record 137.3% increase in new businesses in the borough in 2013
• Over 820,000 square feet of retail space across Sutton, with 3 new units opening each month

A LEADING BOROUGH FOR EDUCATION
• 81% of the borough’s A Level students gain grades A*-B and 76% of its GCSE students gain grades A*-C
• Close to top higher education institutions such as University College London or the London School of Economics and Business Studies
As property prices in Central London continue to grow, homebuyers are increasingly looking to the Outer London boroughs for better value. This change in demand has resulted in higher than average property price growth in these neighbourhoods and is known as the London ripple effect.

The areas recording an increase in demand as a result of London’s ripple effect frequently retain a combination of the following factors:

**THE LONDON RIPPLE EFFECT**

**A SIMPLE CENTRAL LONDON COMMUTE**

With centrally-located boroughs becoming less affordable, homebuyers and renters alike are seeking alternatives that still offer a feasible commute, with properties located within a 30-minute journey of Central London most popular.

**QUALITY EDUCATION OPTIONS**

Good schooling and further education institutions remain an important consideration for both homebuyers and renters alike, with a large proportion of those looking to Outer London being young families or those planning to start families in the near future.

**COMPETITIVE PRICE PER SQUARE FOOT**

With the UK house price-to-earnings ratio standing at 5.02, the most unaffordable level seen since the GFC, homebuyers are attracted to areas with lower entry prices that offer better value for money.

**VARIED LIFESTYLE AND AMENITIES**

People moving outwards from central areas are typically reluctant to give up the conveniences and amenities of modern living. As such, the areas with high levels of regeneration investment are particularly popular.

With Sutton offering a combination of all of these factors, it’s not surprising that it’s set to be one of the primary Outer London towns to benefit from the London ripple effect.
Sutton outperforms the price-points of other locations with a similar Central London commute, due to its thriving high street and status as one of London’s top ranking boroughs for education and quality of life.

Residents can enjoy a simple and efficient commute, with direct connections to the key employment and transport hubs of London Bridge and London Victoria. Sutton represents outstanding value, particularly when set against other commuter locations around London, as the adjacent map highlights.

SUTTON VALUE

Journey times are taken from the TFL website between 8am and 9am on all weekday working days, starting 4th January 2015. Only the quickest routes to Victoria or London Bridge, whichever is closest by time, are displayed.

Prices per square foot are taken from Zoopla and are based on comparable high-spec or modern apartment supply.
Sutton is served by up to 14 trains an hour that connect the town with a number of key London transport and employment hubs, while London’s two busiest airports are also easily accessible. This level of connectivity is likely to attract many of the 55,286 Sutton residents who commute to areas outside of the borough for work.

In addition, Sutton has cross-party and local business support for an extension of the Tramlink network. If plans are approved, the extension would cut journey times both within the borough and into Central London, increasing the pool of buyers and tenants, as well as delivering significant local economic benefits.
SUTTON ECONOMY
Sutton is fast becoming one of London’s economic hotspots. Overall economic activity in the borough is high and unemployment low compared to figures for London and the UK as a whole, with 85.2% of the borough’s working age population economically active.

As such, Sutton benefits from an influx of 29,863 workers who commute into the town for work at one of the 6,600 businesses to which the borough is home.

THE TRAMLINK EXTENSION
Connecting Sutton to the Tramlink network is due to generate GBP500m worth of additional economic value by unlocking development opportunities, creating up to 12,000 jobs and increasing mobility.

The extension already has cross-party and local support. When approved it will connect Sutton town centre with nearby retail outlets (Phase 1) and the Sutton Life Sciences Cluster (Phase 2).

OPPORTUNITY SUTTON
An ongoing programme to drive business investment in the area, Opportunity Sutton works to attract new businesses to the town and increase local business awareness and capabilities. The programme has succeeded in attracting 25% more new businesses to Sutton in 2014.

THE LIFE SCIENCES CLUSTER
Sutton boasts a world-class life sciences hub comprised of the Royal Marsden NHS Foundation Trust, the Institute of Cancer Research and the Epsom and St Helier University Hospitals NHS Trust.

These organisations are responsible for generating more invention income per capita than Cambridge University, Oxford University and Imperial College London combined.

To capitalise on this globally growing sector, Opportunity Sutton has embarked on a project to develop links between them in a bid to generate GBP890m of additional economic value and create up to 5,000 new jobs.
A Core Planning Strategy drawn up under the auspices of the London Plan in 2009 has set out tailored policy proposals that focus on establishing Sutton as one of London’s most sustainable suburbs, with a vibrant town centre and safe, clean and green neighbourhoods.

Core elements of the regeneration plans for Sutton town centre include:

**STATION IMPROVEMENTS**
- An upgrade of the public transport interchange and the public areas around Sutton station

**TOWN CENTRE RENEWAL**
- Focused predominantly on creating high-quality office and commercial space for businesses
- Includes an expansion of the Primary Shopping Area to accommodate an additional 215,000-270,000 square feet of retail floor space by 2017/18
- Provision for additional cultural and residential facilities

**PUBLIC TRANSPORT IMPROVEMENTS**
- Enhanced Thameslink rail connectivity
- New pedestrian and cycle links, creating a central “low-carbon zone”
- Extension of the Tramlink network into Sutton

**CULTURAL FACILITIES**
- Development of community spaces such as additional public squares and a new theatre/arts complex

**THE OLD GAS WORKS SCHEME**
- Described as the “northern gateway” into Central Sutton
- Provision for a total of 186 residential units
- Plans approved for a large Sainsbury’s supermarket and 26,000 square feet of additional retail space, creating around 500 new jobs
- A new public square and development of green spaces creating a pedestrianised environment
- Improvements to the surrounding road network
Renowned for its high-achieving schools, the London Borough of Sutton is one of the top performing education authorities in England, with 76% of GCSE-level students awarded grades A*-C and 81% of A-level students gaining grades A*-B.

In addition, the best of London’s higher education institutions, such as University College London and the London School of Economics and Business Studies, are located just a short journey from London Victoria, placing them within an easy commuting distance of Sutton.

The borough boasts its own premier adult education faculty, the Sutton College of Adult Learning (SCOLA). Students at SCOLA have access to over 1,000 part-time day and evening courses, in which some 10,000 are registered.
The strong case for property investment in Sutton is evidenced by favourable data that shows the market is primed for continued growth and investment returns over the medium term.
A target of 3,450 net residential completions by 2017 was established, 40% of which should fall within the Central Sutton area. However, a lack of approved plans for new homes mean this target will not be met, meaning Sutton’s structural under supply of residential stock will remain a problem over the next decade.

What’s set to exacerbate the supply/demand imbalance is Sutton’s rising population. Estimates vary, but figures from the Office for National Statistics put Sutton population growth at close to 25% by 2030, an increase of almost 50,000 residents on the town’s current population of 196,400. The much lower Greater London Authority (GLA) forecast for Sutton population growth through 2030 is down to the GLA’s anticipation that Sutton’s housing supply shortfall will limit migration to the town over this period.
Outside of the expected dip during the recession in 2008, house prices across the borough of Sutton have shown consistent growth since 1995.

Investors can expect this growth to continue in the years ahead as Sutton further establishes itself through regeneration and improved transport links as a firm choice for commuters and young families to whom the area’s combination of convenience and liveability appeals greatly.
RENTAL MARKET

Our preferred property rental partner complete Lettings and Management report that the Sutton rental market is in excellent shape and ready to support successful investment returns.

Sutton has shown a consistent rate of rental growth in recent years, with average rent on one/two/three-bedroom properties up 16.7% since 2011.

SUTTON RENTAL RATE FORECASTS

ONE-BEDROOM APARTMENT
GBP840 - 890 per calendar month

TWO-BEDROOM APARTMENT
GBP950 - 1375 per calendar month

FINANCING AND YIELDS

Our preferred mortgage finance partner, complete Finance, is able to secure international investors with financing for apartments at the Old Gas Works in line with the following terms.

- LTV: 60 - 70%
- Interest rate: 3.65% - 4.25%
- Loan term: 25-year maximum (up to retirement age 65)

PROJECTED ANNUAL GROSS YIELDS

Given the premium quality of the development and the favourable local property market, investors in the Old Gas Works can expect to generate strong annual yields.

One-bedroom apartment  4.2 - 4.7%
Two-bedroom apartment  3.7 - 4.6%

Above projections are based on the case of an investor leveraging their investment capital through a 70% LTV mortgage at a fixed interest rate of 4% taken over a 25-year term.

HOME-TO-STATION DISTANCES

This development is expected to appeal to a broad range of tenants, given the excellent facilities on the development’s doorstep, the scenic local environment and the comfortable distance from local rail stations.

The recent Knight Frank Tenant Report found that living within a kilometre of a rail station was a priority for 27.1% of Londoners when selecting a rental property. This was the highest percentage among all home-to-station distances in the categories included in the survey.

INVESTMENT CASE

This is a generic image for indicative purposes only
The Old Gas Works is a landmark project in the “Village Quarter” of Sutton town centre. This GBP50 million development is set to breathe new life into a part of Outer London that is only 29 minutes from London Victoria station.

PROPERTY

The Old Gas Works is a landmark project in the “Village Quarter” of Sutton town centre. This GBP50 million development is set to breathe new life into a part of Outer London that is only 29 minutes from London Victoria station.

COMPLETION: Q3 2017

BLOCK B: 93 PRIVATE UNITS
20 one-bed apartments
73 two-bed apartments

STRIKING DESIGN
Incorporates design features of the site’s old gas cylinder frames

OUTDOOR SPACE
All apartments have balconies and have access to two communal roof gardens.

ENERGY EFFICIENT
State of the art heating systems designed to lower heating bills are fitted in each apartment.
The revitalisation of the Old Gas Works will introduce much-needed modern apartment accommodation to Central Sutton while also delivering public space regeneration that plays a key role in local government plans for the town.

Designed with the provision of a clearer pedestrian link between Sutton Green and the High Street in mind, the Old Gas Works redevelopment will form a new northern gateway to Central Sutton, complementing the Sutton Station improvement work to the south.

Particularly prominent within the Old Gas Works site will be a new Sainsbury’s supermarket. Its two-storey glass atrium main entrance will become a key focus of the public square.

A further 26,000 square feet of new retail space on-site will create 500 new local jobs. This is over and above the 270,000 square feet of retail space being developed in Central Sutton by 2018.

Further regeneration investment in Sutton has seen the Mayor’s Outer London fund commit GBP1.2 million in funding to the East Sutton area, while West Sutton will match this investment with contributions from both the fund and local investors.

The entire scheme will benefit from the development of green spaces that will create a safe and welcoming pedestrianised environment for Central Sutton.

Steve O’Connell, GLA Member for Sutton
THE HIGH STREET
OUTDOOR SPACES

The residential aspects of the Old Gas Works will feature shared garden and roof terrace areas for residents. The apartments themselves will feature recessed private balcony spaces looking out across the canopy of trees that will form part of the green corridor link across the High Street.

UNIT 7
LEVEL ONE

Bedroom 1
Bedroom 2
Living/Kitchen
Balcony
Bath
Ensuite
Storage
Storage

Images shown are indicative artist’s impressions and for representation purposes only.
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ALL IN THE DETAILS

- Two storey projecting ribbon banding detail (250mm projection from main brickwork facade)
- 150mm recessed brickwork reveal to window detail
- Reccessed balcony terrace detail with full height glazing to living or bedroom areas. Balcony areas to be covered and provide a minimum of 5.0sqm NIA in line with the Mayor’s design guidance
- Grey fascia to the end of the recessed balcony detail. Balcony set back -150mm from main brickwork two storey panelling
- Full height glazing panel to living areas
- Two storey projecting ribbon banding detail (250mm projection from main brickwork facade)
- 150mm recessed brickwork reveal to window detail
- Flush ‘grounded’ panel running the full height of the building in the same plain. This contains the main structure of the building fabric behind the facade
- Flush soffit
- Communal level 6 roof garden
- Main structural fabric
KITCHEN
Symphony Boston White
Symphony square chrome bar handle
Symphony 40mm laminate covered worktop in slate grey with matching 95mm up-stands
Blanco Classic 45 stainless steel single bowl sink with drainer (ONE BED UNITS)
Blanco Bonus 65 stainless steel one and a half bowl sink with drainer (TWO BED UNITS)
Hansgrohe Talis S chrome single lever mixer tap
Electrolux stainless steel 60cm 4-ring electric hob
Electrolux stainless steel 60cm chimney hood
Electrolux integrated under-counter fridge with ice box
Electrolux 60cm slim-line integrated dishwasher
Electrolux 60cm washer/dryer
60 x 75cm stainless steel splashback behind hob
Symphony under-unit lighting

WET ROOMS
Roca 170 x 75cm steel bath with no tap holes
Roca washbasin with semi pedestal
Roca back to wall pan with seat and cover
Roca dual flush plate in polished chrome
Roca basin mixer with pop-up waste
Roca thermostatic bath/shower mixer with kit
TWO BED UNITS
Roca thermostatic shower mixer with kit
Romans Collage extended folding bath screen
Saloni Diplomatic 25 x 40cm Blanco ceramic tiles – full height around bath, half height behind sanitaryware

JOINERY
ENTRANCE DOOR
Vicaima Flush Oak veneer
3 point locking system
Door viewer
INTERNAL DOOR
Vicaima Flush Oak veneer
MDF Skirting Boards
MDF Architraves
32mm MDF Door Linings

FINISHES
WALLS
Matt white emulsion
FLOORS
Karndean Knight Tile (Kitchens, Wet Rooms, Living Rooms, Hall)
Carpet (Bedrooms)
CEILINGS
White emulsion

JOINERY
Gloss white
(Skirting Boards, Architraves, Door Linings, Doors)

ELECTRICS
Volex - white sockets
Volex – white switches
Volex low energy pendant - white
LED downlight – white
Wall Lights (bathroom over basin)

COMMUNICATIONS (BT)
Volex 1 gang telephone socket – white (living & bedrooms with master BT in cupboard)

COMMUNICATIONS (TV)
Volex Triple outlet (TV/SAT/FM-DAB) - white (living and bedrooms)
NACD door entry system
Aico 160 RC mains operated with rechargeable lithium cell Smoke Detection
BLOCK B | GROUND FLOOR
RESIDENTIAL ENTRANCE LOBBY AND RETAIL
Renowned for their award-winning homes and reputation for quality, Linden are industry experts in delivering distinctive and diverse new homes in prime locations throughout the UK. They strive to create sustainable new developments that inspire modern living and set new benchmarks in design.

AWARD-WINNING DEVELOPER

2014
- What House Awards
- South West LABC Building Excellence Awards
- New Energy & Cleantech Awards
- The Ideal Home Show Blue Ribbon Awards
- NHBC Pride in the Job Quality Awards

2013
- Housebuilder Awards
- What House Awards
- NHBC Pride in the Job Quality Awards
- Housing Design Awards
- The Ideal Home Show Blue Ribbon Awards

PAST PROJECTS

ST. CLEMENTS HOSPITAL
LONDON

THE SILVERTOWN
LONDON

EVOLVE
PLUMMOUTH

NATIONAL STRENGTH, LOCALLY DELIVERED