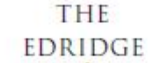
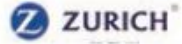


CROYDON'S  
MASTERPLAN



## CROYDON MIXES BUSINESS & PLEASURE

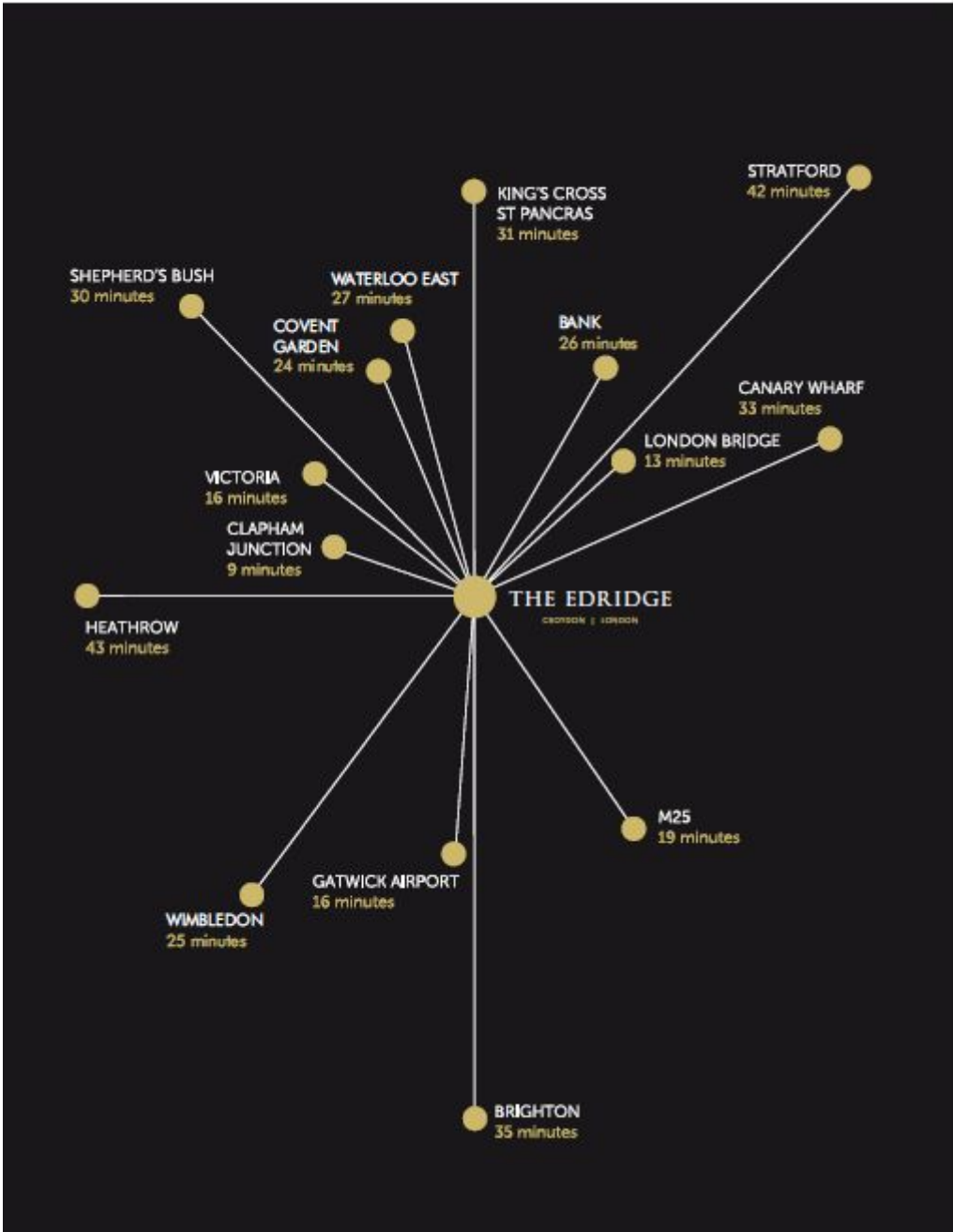
- |                                    |                     |                           |
|------------------------------------|---------------------|---------------------------|
| 1 Galaxy House                     | 12 Apollo House     | 24 69 Park Lane           |
| 2 Simpson House                    | 13 Sunley House     | 25 Taberner House         |
| 3 Knowlly House & Stephenson House | 14 Lunar House      | 26 Jeanette Wallace House |
| 4 Royal Mail                       | 15 5 Bedford Park   | 27 <b>The Edridge</b>     |
| 5 No. 1 Croydon                    | 16 Exchange Court   | 28 Leon House             |
| 6 A/G/Charis House                 | 17 Trafalgar House  | 29 Su'Malk House          |
| 7 Mondial (Allianz HQ) House       | 18 Delta Point      | 30 Town Hall              |
| 8 Chroma 100s George Street        | 19 Interchange      | 31 Davis House            |
| 9 Carolyn House & Philip House     | 20 96 George Street | 32 AMP House              |
| 10 Southern House                  | 21 Croydon College  | 33 Corinthian House       |
| 11 Juny's Inn                      | 22 Fairfield Halls  | 34 Emerald House          |

- CROYDON COUNCIL URBAN REGENERATION VEHICLE**
- A College Green
  - B Taberner House
  - C Fell Road
  - D Tamworth Annex

CONSENTED SCHEMES	DEVELOPER	USE	SIZE SQ FT
I Ruskin Square*	Siyanhope/Schröder	Mixed	956,000 & 625 units
II Chroma	Terrace Hill	Office	258,000
III Eco Addiscombe Grove	Berwick Hill	Office	40,000
IV Morella London	Ments	Office	71,000
V 1 Lansdowne Road	Guildhouse Riverside LLP	Mixed	23,000RFT & 397 units

UNDER CONSTRUCTION	DEVELOPER	USE	SIZE SQ FT
VI Saffron Square*	Berkley Homes	Residential	754 units
VII Bernard Weatherill House	John Laing	Office	240,000
VIII Renaissance	Abstrax Group	Office	99,083
IX Premier Inn	n/a	Hotel	168 rooms
X Interchange	Carmaor/Canval	Office	179,240

PLANNING PIPELINE	DEVELOPER	USE	SIZE SQ FT
Centrale shopping centre	Hammerstone	Retail development	n/a
Whitgift shopping centre		Retail development	n/a
St George's House	Legal & General	Residential	271 units



PERFECTLY CONNECTED.  
NATIONALLY & INTERNATIONALLY.

CENTRAL LONDON — 13 MINUTES

Croydon's superb transport links to key destinations in London and the South East make it a thriving commercial and retail hub. Rail links between East Croydon and Central London are fast – only 16 minutes to London Victoria and around 13 minutes to London Bridge.

A UNIQUE TRANSPORT HUB

Uniquely, Croydon integrates all modes of public transport – rail, tube, bus and

tram. Tramlink is the UK's largest tram

network, while East Croydon is the UK's second-busiest rail interchange.

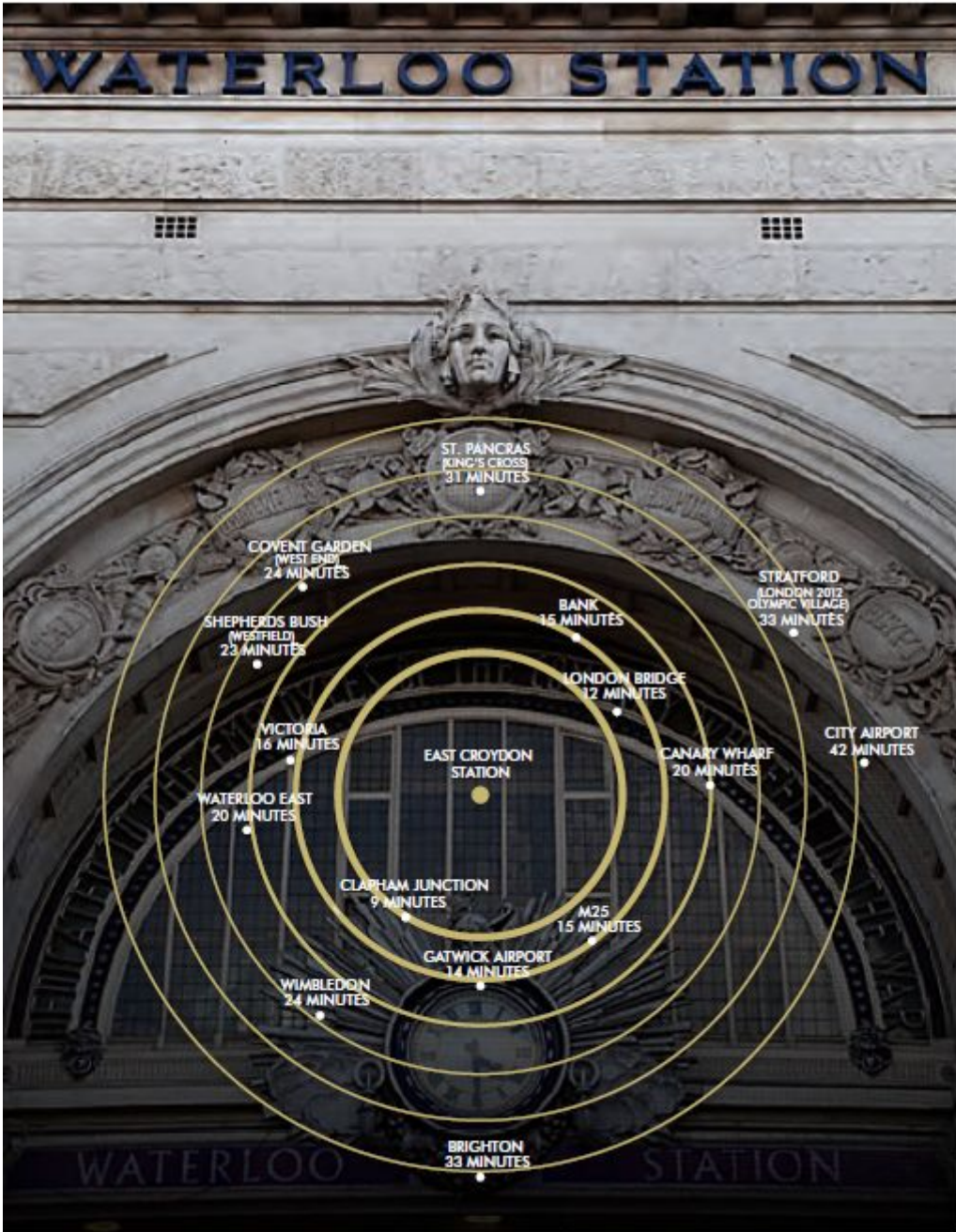
INTERNATIONAL LINKS — 16 MINUTES

Gatwick International Airport is a mere 16 minutes away, with London City and Heathrow only 42 minutes. Direct and frequent services to King's Cross & St Pancras are available. From London Victoria, London Underground services to London Heathrow will take just under an hour.

PROXIMITY OF AIRPORTS

- Gatwick 16 mins
- Heathrow/London City 42 mins
- Luton Airport 63 mins





## CROYDON — CONNECTING YOU TO THE FINEST OF THE SOUTH

### 1. WINDSOR CASTLE

One of the official residences of Her Majesty The Queen, the Castle's dramatic site encapsulates 900 years of British history.

### 2. CHARTWELL

Chartwell was the much-loved Churchill family home and the place from which Sir Winston drew inspiration from 1924 until the end of his life.

### 3. BRIGHTON BEACH

One of the world's top 10 city beach destinations and packed with many fabulous summer Festivals.



### 4. GOODWOOD

Home to a range of activity including the world famous Goodwood Festival of Speed, horse racing and motorsport.

### 5. EPSOM DOWNS RACECOURSE

Best known for the Epsom Derby, Britains premier thoroughbred flat race for three year old colts and fillies.

### 6. BOX HILL

Unspoilt North Downs countryside in the Surrey Hills, an area of Outstanding Natural Beauty and ideal for walkers and cyclists.



### 7. WENTWORTH GOLF CLUB

Three premier 18-hole golf courses and the headquarters of the PGA European Tour.

### 8. LEGOLAND

Unique family theme park of interactive rides, live shows, building workshops, driving schools and attractions, based on the world-famous LEGO brick.



THE EDRIDGE

CROYDON | LONDON

sloane

INTERNATIONAL DEVELOPMENTS

[sloane-edridge.com](http://sloane-edridge.com)



AN EDUCATED  
DECISION



## CLOSER TO EXCEPTIONAL SCHOOLS — PRIMARY & SECONDARY EDUCATION

Schools in Croydon boast an excellent education experience with grades often exceeding the national average. The proximity of Croydon to London means families relocating from abroad will be spoilt for choice when finding primary and secondary schools for their educational needs.

### OUTSTANDING PERFORMANCE

Despite the ever more challenging frameworks for inspection introduced by the Office for Standards in Education, Children's Services and Skills, the percentage of schools judged good or better in their most recent inspection has risen year on year. Croydon boasts many local secondary schools with a rating of 'good' to 'outstanding' by (OFSTED), achieving tremendous examination results well above the national average.

Croydon also has many top independent schools, including Whitgift, Trinity and Old Palace of John Whitgift.

Croydon's schools have demonstrated excellent results in terms of their capacity to meet the educational needs of young people. The most recent analysis of the annual figures shows that from reception classes to post 16 A-Levels, Croydon's pupils overall often do better than those of similar ages elsewhere in the UK.

GCSE results have improved for nine successive years putting Croydon well above both the national average and the average for similar areas.

A-Level average point scores per exam entry are higher in Croydon than both national and statistical neighbour averages.

The London Borough of Croydon has reaffirmed its role in ensuring all schools make progress towards excellence. The Council has recently secured £63 million, the largest of any kind to a local authority in the country, for its schools regeneration programme.



### CROYDON'S EDUCATION COMMITMENT

- £100m schools capital programme between 2013-2015.
- GCSE passes at grades A-C improved by 14% since 2008.
- 42,000 resident students – university campus potential.



### A CONCENTRATION OF EDUCATION INSTITUTIONS SECOND TO NONE

University Centre Croydon continues to go from strength-to-strength, providing a wide range of industry relevant degree courses, the majority of which are validated by the University of Sussex, one of the top ten universities in the UK. The excellent resources, small tutor groups and low tuition fees at University Centre Croydon enables students to gain a top-quality qualification in an increasing range of courses, at an affordable price.

London boasts of the largest concentrations of universities and higher education institutions in the world with three of them rated in the top 50 universities in the world league table. Croydon's excellent transport links make it an ideal location for these world renowned institutions all of which are only a direct train ride from Croydon.





## INFLUX OF INTERNATIONAL STUDENTS

Croydon is experiencing an influx of working foreign students. Croydon is an area with the potential for rapid growth (over £6billion) being invested, coupled with Europe's largest shopping centre (Westfield) located just 3 minutes walk away.

Due to the influx it is expected a large number of working students will seek employment in the area. Croydon has excellent travel links to Central London's most renowned universities such as the University of Westminster and Kings College.

### INTERNATIONAL RECOGNITION — LONDON UNIVERSITIES

London boasts 27 leading universities all of which are within easy reach of from Croydon. The nearest station (East Croydon) has links to all London universities with an average travel time of just 20 minutes.

With the large number of overseas students The Edridge provides relaxed

seclusion for tenants to escape the city and concentrate on study.

UCAS (University College Admission Service) has released figures indicating the increase of foreign students from India and China collectively are 29.2% which is over a quarter of students in the UK, resulting in a demand for accommodation and increased rental and property prices in London.

### KEY DISTANCES

Kings College London:	13 mins
London South Bank University:	17 mins
London School of Economics & Political Science:	21 mins
University of Westminster:	21 mins
City University London:	21 mins
Imperial College London:	22 mins
Queen Mary University of London:	30 mins
London Metropolitan:	37 mins



THE EDRIDGE

CROYDON | LONDON

sloane

INTERNATIONAL DEVELOPMENTS

[sloane-edridge.com](http://sloane-edridge.com)

INVESTMENT  
RETURNS





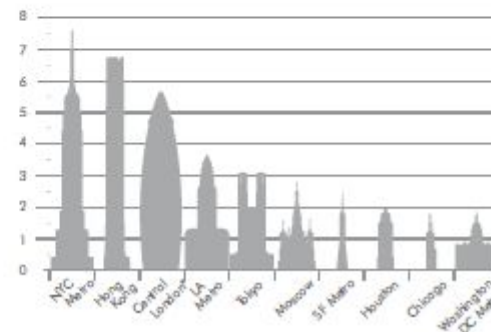
**£792M**

Biggest private commercial investment in London

**TOP 10 PRIVATE INVESTOR PURCHASES IN LONDON 2012**

Building	Buyer	Price (US\$m)
Plantation Place, Fenchurch Street	Moise Y Safra	792
Peterborough Court, & Daniel House, 135-140 Fleet Street	Qinvest	449
Quasembury House, 3-9 Old Burlington Street	Sargenta Group	267.2
5 Stratton Street	Stross Liberry	265.6
333 Oxford Street	PenzeGades Inmobiliaria	248
60 Sloane Avenue	CapInvest	206.4
Aviation House, 125 Kingway	Private Chilean Investor	174.4
85 Fleet Street	Private Russian	112
Seven Dials Warehouse, Covent Garden	Allgip	99.2
7 Howick Place	Private Russian	86.4

**TOP 10 CITIES BY PRIVATE INVESTOR**



**LONDON - AN INVESTOR SAFE HAVEN**

Some cities retain the ability to lure investors from around the globe, these safe havens often benefit when there is economic and political turmoil in other parts of the world. Throughout the euro crisis, international investors continued to buy into London, which in 2012 defied the downturn and recorded a year-on-year rise in investment activity, only New York and Hong Kong attracted more private investment into commercial property. London owes its resilience to foreign investors, who accounted for 70% of office purchases by value.



## PROPOSED DEVELOPMENTS

### 1. BERNARD WETHERALL HOUSE

A joint venture between John Laing plc and the London Borough of Croydon, in creating a modern, new public service delivery hub as it seeks to regenerate significant sites across the central mid-Croydon area.

#### Development

The public service delivery hub is a key component of the £450m CCURV (Croydon Council Urban Regeneration Vehicle) joint venture. It will provide a brand new 240,000 sq ft facility, housing the council offices and the borough's other public agencies. Construction work is already underway and the development is scheduled for completion by Spring 2013.

#### Enabling

The planning application was submitted by CCURV following early engagement with the Planning Committee and politicians at the pre-planning stage. With detailed discussions taking place from the outset, the application was turned around in just 12 weeks.

### 2. RENAISSANCE

A five storey Grade A office development under construction on a speculative basis, the first major office scheme to be delivered as such in Croydon for over two decades. The development will offer exceptional quality at an affordable price within a one minute walk of East Croydon station.

#### Development

Providing flexible unbroken floor plates of circa 20,000 sq ft all of which are capable of easy sub division. The building is being built to a BREEAM 'Excellent' (2011) environmental standard and will have an Energy Performance Rating of B. This is the first wholly speculative office building of such standard currently under construction in the UK.

#### Enabling

The detailed planning consent including the agreed Section 106 certificate was achieved within 5 weeks and 3 days. Construction commenced on 11th June 2012 and is scheduled for completion in August 2013.

### 3. EAST CROYDON BRIDGE

A new footbridge to East Croydon Station will turn a terminus style station into a true transport interchange.

#### Development

Providing new access and egress points to the north of the existing concourse, improved platform exchange with lift access and create a new public east-west route linking Cherry Orchard Road, through to Lansdowne Road via the developments on either side.

#### Enabling

Croydon Council have worked collaboratively with Network Rail to co-fund and deliver the new £20m East Croydon Footbridge due to open by spring 2015. Identifying the need for a new footbridge to increase the capacity of the station, improve access and unlock development sites to either side galvanised stakeholders to secure £14m of Network Rail funding, to which the council added a further £6m.



## PROPOSED DEVELOPMENTS

### 1. MORELLO LONDON

Morello London is an iconic 54-storey residential tower and centrepiece of the prestigious Cherry Orchard Road mixed-use development located on the new entrance to East Croydon Station. The development, which has a full planning consent and anchors the 2,500,000 sq ft East Croydon masterplan, will deliver approximately 500 apartments, a boutique hotel, 67,000 sq ft of start-up office space and extensive leisure and recreational facilities all set within high quality public realm.

### 2. ECO

Eco will be a stunning new 40,000 sq ft headquarters office building less than 2 minutes walk from East Croydon station. The six storey building with typical floor plates of 6,318 sq ft (587 sq m), will offer striking architecture as well as a positive sustainability statement through its energy efficient design, column-free floors, offering occupiers class leading space and light. An 'Excellent' BREEAM rating is targeted, which will significantly reduce potential running costs.

### 3. CHROMA

Directly opposite East Croydon station, the Sheppard Robson designed Chroma building will provide 258,000 sq ft of high-quality Grade A office accommodation, set over 17 column-free floors, offering occupiers class leading space and light. An 'Excellent' BREEAM rating is targeted, which will significantly reduce potential running costs.



## PROPOSED DEVELOPMENTS

### 1. CHERRY ORCHARD ROAD

54 storey residential development designed by Make Architects. It will deliver over 250,000 sq m of residential, retail, office and community space including a new hotel and public plaza.

Will also integrate with East Croydon station to create new entrance and infrastructure and represents over £250 million investment in the borough.

### 2. WHITGIFT REDEVELOPMENT

Proposed 60 storey tower to regenerate Whitgift Centre.

Designed by Geddes Architects as part of a wider regeneration of the whole area. Mixed use development containing retail, office and residential space. Revitalising the northern end of the Whitgift Centre and replacing existing aging office towers.

### 3. RUSKIN SQUARE

Plans for this site are substantial. A major mixed-use scheme comprising five commercial buildings providing in excess of 100,000 sq m workspace for 8,000-10,000 people and up to 625 new homes.

### 4. LANSDOWN ROAD

A £350m mixed-use development featuring a 55 storey tower containing 25,000 sq m of grade A office space and 400 apartments with access to balconies or winter gardens as well as communal amenities including: gym, swimming pool, underground parking. Cantilevered ten storeys above Wellesley Road it will contain restaurants public spaces and sit above a 200 bedroom 4\* Hotel.



**ZURICH**

*"Croydon has provided us with the advantage of being within a vibrant insurance market. Croydon has excellent transport links to London and the whole of the South, in particular the City which will allow us to gain more access to our key broker partners, further cementing existing relationships and forging new ones."*

James Roberts, Head Broker,  
Market South Zurich Insurance Plc

**CROYDON**  
www.croydon.gov.uk

**MORE THAN 9,000 BUSINESSES  
CHOOSE CROYDON AS THEIR HOME**

**SHAPING BUSINESS**

With big commercial offices come big employers and Croydon is no exception, being home to 24 blue chip and government organisations. In particular, Croydon has a large number of leading multi-national companies in the finance, insurance and engineering sectors.

Major companies and organisations in Croydon include Mott MacDonald, Sir Robert McAlpine, Carillion, Network Rail, Barclays Financial and Insurance Services, and the UK Border Agency.

**REGENERATION PARTNERSHIP**

The Croydon Council Urban Regeneration Vehicle (CCURV) is an innovative public-private joint venture investment

vehicle formed by Croydon Council and John Laing.

- Delivering £450m of regeneration on four key sites in Croydon's town centre
- An efficient vehicle to advance existing and emerging development opportunities, with a strategic influence to maximise regeneration benefits

**BACKING CROYDON**

At the heart of regenerating Croydon lies a unique, private sector-led initiative formed by a partnership of businesses, partners, agencies and individuals who wish to contribute to the regeneration and economic renewal of the borough of Croydon.





**COMPETITIVE**

& low operating costs

**14 MINS**

to Gatwick  
International airport

**12 MINS**

to Central London  
every 5 mins

**DIVERSE**

retail & restaurant offering

**TALENTED**

& skilled workforce with attain-  
ment above the national average

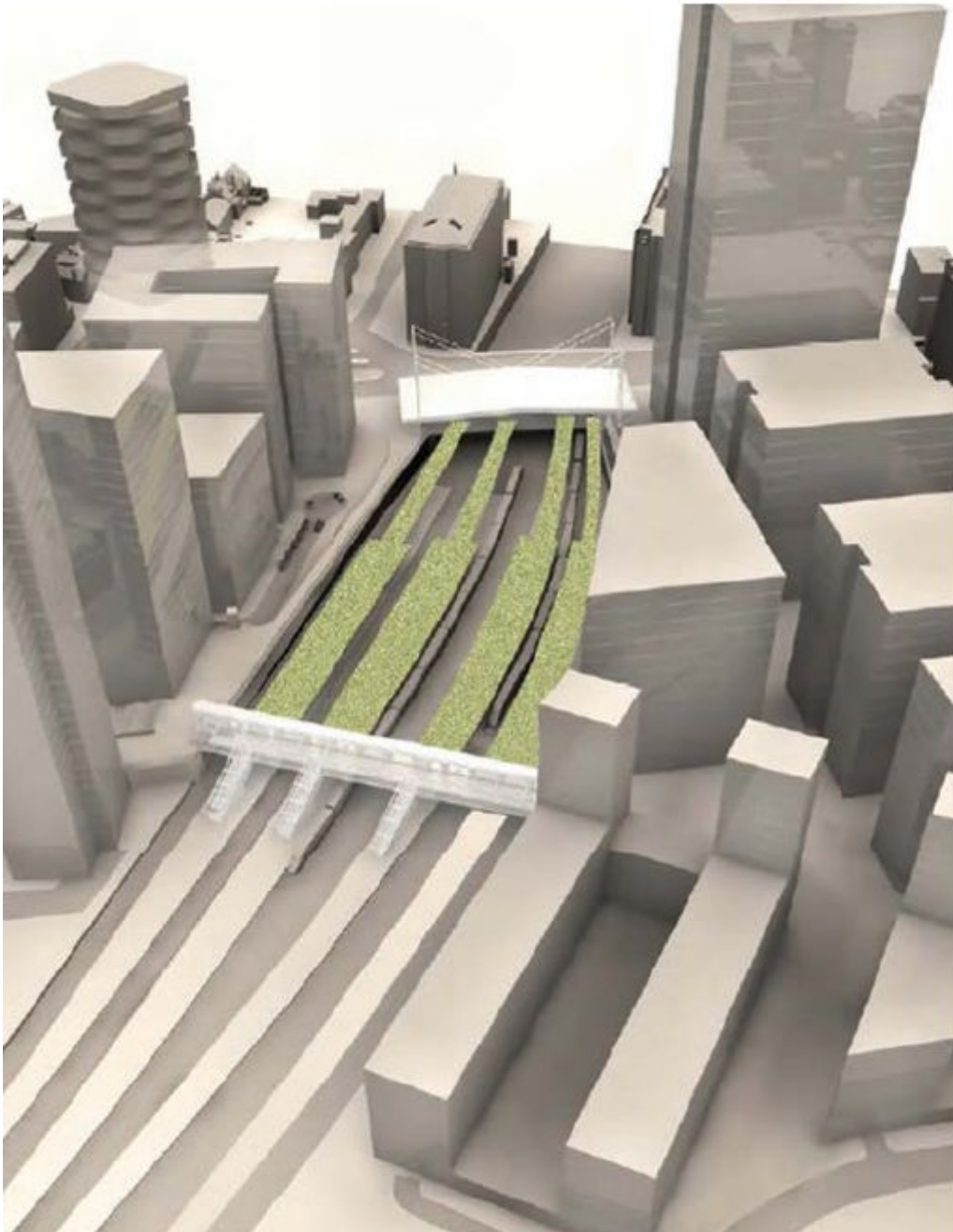
**£214M+**

public & private sector  
spending already invested

**CROYDON**  
www.croydon.gov.uk

**SO MANY COMPELLING REASONS  
TO INVEST IN CROYDON**

- With 341,800 residents, Croydon is south London's biggest borough by population
- If it were a city, it would be the UK's 10th largest by population (excluding Greater London)
- Just 10 miles from central London the borough is connected by rail, tube, tram and bus
- Three million people live within 10 miles of the town centre
- Croydon is the biggest commercial hub for the south London and south coast region, which stretches from Hampshire to Kent. The next largest commercial centres are Medway and Southampton
- As one of London's most important office hubs, Croydon has over 7 million sq ft of office space and is home to 24 blue chip organisations including: Chartris, Matt Macdonald, Sir Robert McAlpine, Carillion, Network Rail, Barclays Financial and Insurance Services and the UK Border Agency
- Banking, finance and insurance, distribution, hotels and restaurants account for 50.9% of employment
- Between January 2009 and January 2010, 199 companies relocated to Croydon from other parts of the UK
- Twenty-eight of the UK's top 30 retailers are in Croydon, with major outlets of John Lewis at Home, Debenhams, House of Fraser, Marks and Spencer, IKEA and Miss Selfridge as well as a host of fashion shops from River Island and Republic to UK Bennett and La Senza
- More than 9,075 businesses are VAT registered in the borough, with 555 new registrations in 2008, which exceeds the national average



## A NEW TRANSPORT HUB FOR CROYDON

### THE VISION FOR CROYDON

Located within a 10 minute walk of The Edridge, East Croydon station is Croydon's front door. It is also the busiest station in Britain out side of Central London, with direct links to Gatwick airport, London Victoria and London Bridge within 15 minutes.

### MASTERPLAN

The East Croydon Masterplan brings together a number of large scale developments to create a new urban quarter with an improved transport interchange and railway station.

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*"Improved transport links have helped Croydon become an extremely commutable part of London, making it popular with professionals working in Central London and the City."*

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**CROYDON**  
www.croydon.gov.uk

## THE BEST SHOPPING EXPERIENCE OUTSIDE OF THE WEST END

You won't find one major shopping centre in Croydon – you'll find two. Croydon's prime retail pitch is The Whitgift Centre and the largest managed shopping centre, Centrale. Hammerson has already invested over £100m in purchasing Centrale, and has a further £60m of investment planned for an eleven screen cinema and restaurants. Both Hammerson and Westfield are preparing plans for major redevelopment of the Whitgift Centre.

The modern town centre is vibrant and bustling and it is complemented by Purley Way, London's eighth-largest single retail park on the edge of town, featuring many superstores and a wide range of entertainment and lifestyle activities. Home to the leading brands Nine out of 10 of the UK's top retail brands are represented in Croydon, including major retail outlets of John Lewis at Home, Debenhams, House of Fraser, Marks &

Spencer and IKEA as well as a host of fashion shops. For the local workforce, it means one of London's largest shopping experiences outside the West End is right on their doorstep.

Croydon boasts London's largest concentration of hotel rooms outside Heathrow Airport and the West End, including 13 leading hotels within easy reach of the town centre.

A surprisingly diverse restaurant offer. A staggering 800 restaurants, cafes and bars are found in Croydon, which has a growing culinary reputation for quality as well as quantity. Michelin-listed restaurants such as Albert's Table sit at the pinnacle, most of the nation's favourite chains and brands are here too, while a cursory look on Trip Advisor will reveal many quirky, unique and enticing local restaurants that you won't find anywhere else.





**CROYDON**  
www.croydon.gov.uk

## REGENERATING CROYDON'S LANDSCAPE FURTHER — THE WESTFIELD SHOPPING CENTRE

Over £3 billion is spent in Croydon every year and it is one of the biggest retail centres in the UK boasting over 230,000 sq. m of retail space.

### WESTFIELD CROYDON

Westfield and Hammerson, the UK's two biggest retail developers, agreed a unique joint venture at the beginning of 2013 to form The Croydon Partnership. This has enabled the two retail giants to pool their resources and abilities to regenerate Croydon's retail core. Croydon's whole community, from school children to pensioners are expected to benefit from the £1.6 billion project. On

completion, the redeveloped retail core will total 2 million sq ft of retail, leisure and residential with the potential for hotels and offices. It is estimated that over 5,000 new jobs will be created. The development is expected to complete between 2017 and 2018.

### THE WESTFIELD GROUP

Westfield Group has one of the world's largest shopping centre portfolios with 100 centres in Australia, New Zealand, United States and the United Kingdom. Westfield has already delivered Europe's two largest shopping centres in London which together in 2012 gener-

ated close to £2bn in sales and attracted over 70 million shoppers.

Over the next few years, the Westfield Group will transform Croydon's main shopping centre the Whitgift into a retail and leisure destination capable of repositioning Croydon as the best place to shop, work and live in South London.

Located within a 5 minute walk of the Edridge, the proposed redevelopment will generate over 5,000 permanent jobs for the surrounding area and also act as a catalyst to the wider regeneration of Croydon.

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*"...the proposed redevelopment will generate over 5,000 permanent jobs for the surrounding area and also act as a catalyst to the wider regeneration of Croydon."*

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MAYOR OF LONDON

DESIGNATED AN OPPORTUNITY AREA BY THE MAYOR OF LONDON, CROYDON IS PRIMED TO DELIVER



The mayor of London has confirmed a £23 million regeneration fund aimed at returning Croydon to its 'former glory', transforming the public realm and helping local businesses. Measures include:

- Improved signposting & better welcome entering Croydon
- Improving shop fronts & bringing in new retailers
- 'Connecting Croydon' allowing easier travel between destinations
- A £1.1m business rates relief programme to support and attract businesses and stimulate local economy

DEVELOPMENT & REGENERATION

Not since the 1960's will Croydon have witnessed the level of commercial development and regeneration which is expected over the next five years.

The £1 billion redevelopment of the Whitgift Centre and the regeneration of the surrounding area will create a new retail, leisure, business and housing offer befitting one of the three major centres of London in the 21st Century. The Westfield/Hammerson proposals are already proving a catalyst for other funders, investors and developers to rethink our town centre. Beyond the centre, committed investment in public realm, infrastructure and in regenerating the district centres is starting to build confidence among local businesses and residents and will deliver improved connectivity.

The Croydon Local Plan and the central area plan (OAPF) have now been endorsed. These 'active' plans provide statutory guidance for developers, residents and investors. At the detailed

level, five master plans guide the development of 'character' areas of the town centre. Our public realm improvements through Connected Croydon are starting to create high quality settings for new commercial development. Our new Economic Development Plan sets out how we will implement our Local Plan and deliver the master plans, with a strong focus on attracting inward investment, developing new business space and securing more jobs for local people.

We are also developing a more joined up approach to marketing Croydon, working with Develop Croydon, Croydon Town Centre BID, and major occupiers. Like the best regeneration cities, Croydon has one investment identity and message.

Croydon is ready to seize the opportunity we now have to revitalise Croydon's economy. With our close partnership with the GLA, TfL, Develop Croydon and other public and private sector partners we will turn vision into reality.



## LONDON'S SOLID UPWARD GROWTH TREND, COMPARED TO OTHER CITIES

### DATA ANALYSIS

Knight Frank's international network of research teams collects an unrivalled range of data analysing the world's most important prime residential and commercial property markets. The graphs on the opposite page illustrate the five-year change in capital values of luxury homes in selected locations and the change in rental values of office space in the world's most important financial centres.

### CREATING WEALTH

Creating wealth, it seems, is hardwired into us as a species. The total number of HNWI's around the world is increasing once more, despite the global economy still suffering from the aftershocks of the credit crunch and the ensuing financial crisis. Much of this wealth creation is taking place in the world's new economic powerhouses, but London and New York are still considered the most important cities for the super-rich.

*"...London and New York are still considered the most important cities for the super-rich."*



## LONDON PROPERTY IS BACK

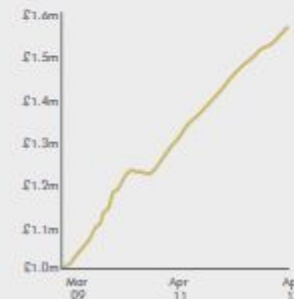
LIAM BAILEY, GLOBAL HEAD, RESIDENTIAL RESEARCH

Issues propelling London prices over recent years has been an appetite from global purchasers for tangible investments. Add in ultra-low interest rates, together with the fact that not only is London outside the Eurozone but that the pound is weak and you have the perfect ingredients for that heady cocktail – “the safe haven investment.” Having the worlds best schools, a

unique cluster of leading universities, a trusted legal system, the English language, clear property title and enjoying the status of being the worlds most important city to global HWNIs all help. But currency performance, the cost of money and the fear of financial investments have been instrumental in pushing prices higher.



*“London’s 57% price growth over the past four years, compares favourably with price performance in other leading global cities, such as New York & Singapore.”*



Price performance Prime central London price growth, based on £1m invested in March 2009

Source: Knight Frank Residential Research



## SLOANE

International Developments

### PROPERTY INVESTMENT. BUYING AT THE RIGHT POINT

#### TIMING YOUR INVESTMENT

Croydon is one of the cheapest boroughs in London to purchase right now. The price of a typical one bedroom flat is over five times more expensive in Knightsbridge.

RICS (Royal Institute of Chartered Surveyors) have forecasted a 9% capital growth for UK property in 2013 & 2014.

The graph (below) shows a typical sigmoid growth curve illustrating price movement towards market maturity. London property is, in our opinion – at the steepest point of potential price increase with plenty of room to grow.

Starting from a low base, such price growth would generate a large percentage return on investment.

*“London property is, in our opinion – at the steepest point of potential price increase with plenty of room to grow.”*





### 2013 LONDON CITY RESIDENTIAL REVIEW

2013 delivered modest rental growth. 2014 will see stronger, sustained, growth in rents. After 2014 our long term forecast is for rents to rise about 4% per annum, which is equivalent to long term income growth.

While there are undoubtedly short term risks, the long term picture for investors in London is positive. The Office for National Statistics has revised upwards its forecast for household numbers in

London for 2021 by 4.7% percentage points and the impact of infrastructure projects, exemplified by Crossrail, will improve the capacity of London's economy factors contributing to higher accommodation demand.

Investors might be disgruntled by a fall in rental income currently, the surge in capital values has ensured that total returns have remained at double digit levels for each of the past 3 years.

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*"...the long term picture for investors in London is positive. The Office for National Statistics has revised upwards its forecast for household numbers in London for 2021 by 4.7%..."*

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THE FLIP MODEL: RETURNS ON EQUITY FOR A 10% UPLIFT UPON RESALE

	Time 0 01/10/2008	Q1 01/10/2008	Q2 01/10/2008	Q3 01/10/2008	Q4 01/10/2008	Q5 01/10/2008	CASH RETURN	IRR
Equity invested:	-10							
Resale proceeds:		20						
Net cashflow:	-10	20	0	0	0	0	100%	1512%
Equity invested:	-10	-10						
Resale proceeds:			30					
Net cashflow:	-10	-10	30	0	0	0	50%	191%
Equity invested:	-10	-10	-10					
Resale proceeds:				40				
Net cashflow:	-10	-10	-10	40	0	0	33%	76%
Equity invested:	-10	-10	-10	-10				
Resale proceeds:					50			
Net cashflow:	-10	-10	-10	-10	50	0	25%	42%
Equity invested:	-10	-10	-10	-10	-10			
Resale proceeds:						60		
Net cashflow:	-10	-10	-10	-10	-10	60	20%	27%

## SLOANE

International Developments

### THE EDRIDGE INVESTMENT OPTION — FLIP MODEL

Investors deciding to purchase apartments from Sloane can decide to hold them until handover for subsequent rental, or resell the apartments to another investor at a mark-up.

Given that only 10% down payment is required at purchase, an investor can make a substantial return on equity if the unit is resold prior to the next instalment falling due. In other words, returns are leveraged in much the same way as the use of debt financing.

The two examples (right) show a typical property moving from £500 to £525 over the space of 3 months – a 5% increase in value.

If the full purchase price is paid up (as in Example (a)) then a 5% cash return is made by the investor. In Example (b) however, the investor has only paid 10% upfront on a payment plan.

If the unit is resold prior to the next instalment falling due then a cash return of 50% is achieved, with the remainder of the payment plan passed to the new

owner. A 50% cash return in 3 months is equivalent to an annual return of over 400%! That's a bonus to anybody's personal wealth, resulting in a boost of around 17% in the next year, in total a return of 44% over the period of 3 years.

The table (left) shows the relative cash for a 10% uplift in property value in each case at the time of resale. Note that an additional 10% equity instalment (per the purchase payment plan) must be paid over every 3 months, hence the return on equity will drop as time progresses.

Although this table shows the benefits of a rapid resale for achieving high annualised percentage returns on equity, many investors may prefer to hold on to their investment for a longer term for the following reasons:

- To benefit from the strong rental returns the property offers; and
- To gain a larger cash return even if the annual equivalent return is lower, as in reality, capital growth would also be time dependent.

#### FLIP MODEL







SLOANE  
International Developments

THE EDRIDGE INVESTMENT  
OPTION — BUY & HOLD

RENTAL RETURN

We forecast that the Edridge will achieve rental returns of 7% to 9%. Yield annual rent divided by purchase price is a key measure when investing in property. A house costing £100,000 that rents for £7,000 per annum would have a 7% yield.

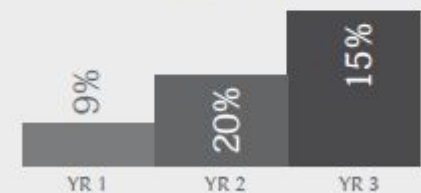
CAPITAL GROWTH

Capital Growth rates in Croydon are currently between 9% and 12% per

annum. We believe that investing in Croydon will increase dramatically once sizeable infrastructure investments by Westfield are completed. This boost to local economy, transport links integrating Croydon more efficiently with central London will result in a boost of around 17% next year, in total a return of 44% over the period of 3 years.

*“...Transport links integrating Croydon more efficiently with central London will result in a boost of around 17% next year, in total a return of 44% over the period of 3 years.”*

BUY & HOLD



THE EDRIDGE

CROYDON | LONDON

sloane

INTERNATIONAL DEVELOPMENTS

[sloane-edridge.com](http://sloane-edridge.com)

TIME TO RELAX

A photograph of a family of four walking away from the camera on a paved path lined with tall, leafy trees. The father is on the left in a red shirt and light shorts, with his hand on the boy's shoulder. The boy is in the center in a white shirt and dark shorts. The mother is on the right in a white shirt and dark pants, carrying a large woven basket. The scene is bathed in warm, golden light, suggesting late afternoon or early morning. The text 'TIME TO RELAX' is overlaid in the upper right corner of the image.



## DELIVERING FOR THE TOWN CENTRE

### CROYDON BID

Croydon BID is one of the key players working to ensure the town centre maximises its potential and has invested more than £7.5 million in improvements over the last five years.

The Business Improvement District, one of the largest Business Improvement Districts in the country, is the voice of nearly 600 major town centre companies, including many well-known brands and organisations in the retail, office, leisure, hospitality and public sectors.

A key element of Croydon BID's work is ensuring Croydon – which has the second largest town centre in the capital – is increasingly regarded as one of the best places in the south-east in which to work, live, visit and do business.

### ACHIEVING SUCCESS

It aims to achieve this through partnership working, making the town centre safer, cleaner, more attractive and accessible, improving its image and representing businesses' interests on town centre issues.

### THE RESULTS

As a result of Croydon BID's work, since its inception in 2007, significant investment across a range of initiatives has created a safer, cleaner, brighter and more welcoming town centre.

Croydon BID also created the award-winning Croydon Visitor Centre, takes responsibility for several special events throughout the year including the Christmas lights switch-on, invests in additional street cleaning and takes

responsibility for providing year-round floral displays.

Last year, the BID received a powerful endorsement from levy payers who voted for it to continue for a further five years by a much-increased majority.

### THE RESULTS

- Achieving the CBCP's safer shopping award
- Events & festivals attract up to 100,000 extra visitors to the town centre
- More than 16,000 hours of additional street cleaning
- Over £761,000 invested over 5 years in cleaning and greening



## A RICH HERITAGE STRETCHING BACK MORE THAN 1,000 YEARS

The area covered by the present London Borough of Croydon is made up of four ancient parishes: Croydon, Addington, Coulsdon and Sanderstead.

A market has been held in the Surrey Street area since 1276. Many Archbishops of Canterbury used the estate at Croydon (Old) Palace as a summer residence and manorial court.

They played hosts to many kings and queens of England including Henry VIII, Queen Mary and Elizabeth I. Once the old palace was vacated in 1707, they later acquired Addington Palace.

11 Archbishops of Canterbury are buried in the borough, five in the 1,000 year old St Mary's Church in Addington and six in Croydon Minster.

Dating back from to 960, the Parish Church of Croydon was substantially rebuilt following a fire in 1867 and became London's only Minster in 2011.

In 1809, the Croydon Canal opened, linking the town with London, making Croydon the first town in the country

with both a railway and a canal. The course of the canal was later included in the new railways.

During the Middle Ages, Croydon expanded as a market town, becoming a centre for charcoal production, leather tanning and brewing.

The Whitgift almshouses in North End were founded by Archbishop John Whitgift in 1596 and still fulfil their original function today.

Croydon was recorded in the Domesday Book as being the manor of Archbishop Lafrance, a hamlet of 365 people with a church and a mill.

Amy Johnson flew from Croydon to Australia in 1930, the first woman to do so.





## PARKS & LEISURE ON YOUR DOORSTEP

A mixture of vibrant nightlife and open spaces makes Croydon perfect for families. Exceptional hotels, Michelin-rated restaurants, south London's biggest entertainment venue, a thriving music scene and the world famous Brit School sit alongside some of the most beautiful open spaces London has to offer.

### HOTELS

Croydon boasts London's highest concentration of hotel rooms outside the West End. Hotels include the Hallmark

Aerodrome Hotel, Croydon Park Hotel, Hilton Croydon, Selsdon Park Hotel and Golf Club, Addington Palace Hotel, Swallow Coulsdon and Manor Hotel among other with a 120-room Hampton by Hilton under development.

### SPORT

There are numerous facilities for those wishing to participate in sport and for those wishing to play golf, there are seven quality courses around Croydon.





## ARTS & CULTURE

Croydon's diverse arts and cultural activities are housed in a range of historic buildings, attractive open spaces, and bespoke venues, two (Fairfield Halls and the Warehouse Theatre) will play a major role in the town's regeneration.

### A PLACE TO EXPERIENCE IT ALL

Croydon is home to Crystal Palace Football Club, Croydon Sports Arena, as well as having Crystal Palace National Sports Centre on its doorstep. Whitgift School hosts A-list cricket matches between Surrey and other counties, entertaining large crowds.

Croydon Airport Visitor Centre pays tribute to the pioneering days of air travel and was the world's first international airport.

### CONCERT HALL & THEATRE

Fairfield Halls is south London's largest entertainment venue with a 1,794-capacity concert hall, a 750-seater theatre and an area for gigs with standing space for 400. It is set to undergo a £20 million refurbishment.

Modelled on the Royal Festival Hall and opened by the Queen Mother in 1962, Fairfield Halls has some of the best concert acoustics in the UK and is home to the London Mozart Players. Croydon also hosts jazz, food, fashion and Christmas festivals every year, attracting tens of thousands of visitors.

The critically-acclaimed Warehouse Theatre produces many shows and hosts an annual international playwright festival and is due to be replaced by a brand new facility.

### UNIQUE & WORLD FAMOUS

The world famous BRIT School is Britain's only free performing arts and technology school, with many of its students going on to take jobs in the entertainment industry.

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OFFICES

UNITED KINGDOM  
& EUROPE

MIDDLE-EAST NORTH  
AFRICA (MENA)

FAR-EAST &  
ASIA PACIFIC



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Email: [sales@sloane-edridge.com](mailto:sales@sloane-edridge.com)

[www.sloane-edridge.com](http://www.sloane-edridge.com)