Developer Solutions

Investor Report
& Location Score

SW18 1PT

02 November 2016

Land Registry

Office for National Statistics

Ordnance Survey

Pounds per Square Foot

Average £/SqFt (all property)

☐	Below £100
☐	£100 to £150
☐	£150 to £200
☐	£200 to £250
☐	£250 to £300
☐	£300 to £350
☐	£350 to £450
☐	£450 to £600
☐	£600 to £800
☐	£800 to £1000
☐	£1000 to £1200
☐	£1200 to £1600
☐	£1600 to £2000
☐	Above £2000
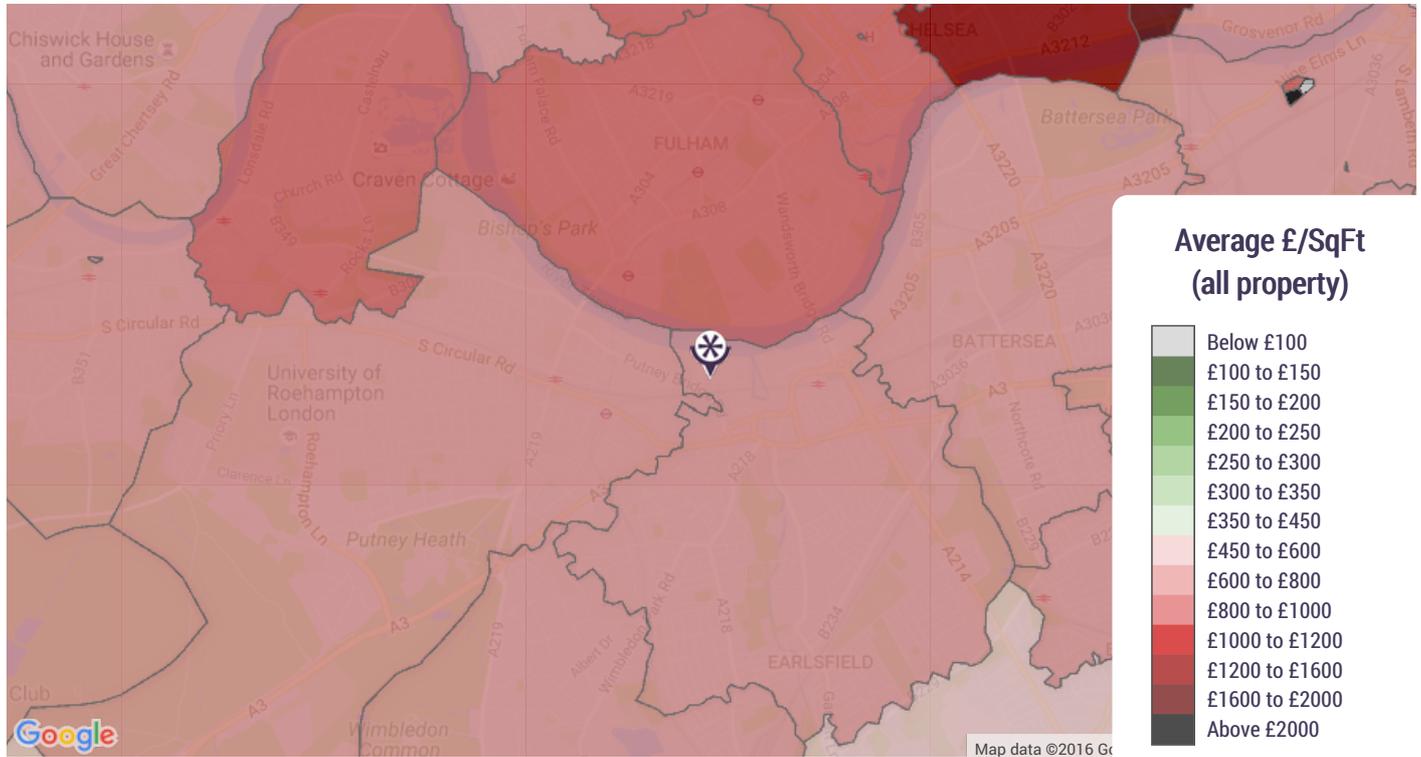
Local price per square foot
Source: HM Land Registry

	Resale House	New Build House	Resale Flat	New Build Flat
Median	719	0	574	711
Lower Quartile	601	0	467	574
Minimum	73	0	67	32
Maximum	3593	0	2983	3155
Upper Quartile	876	0	699	883
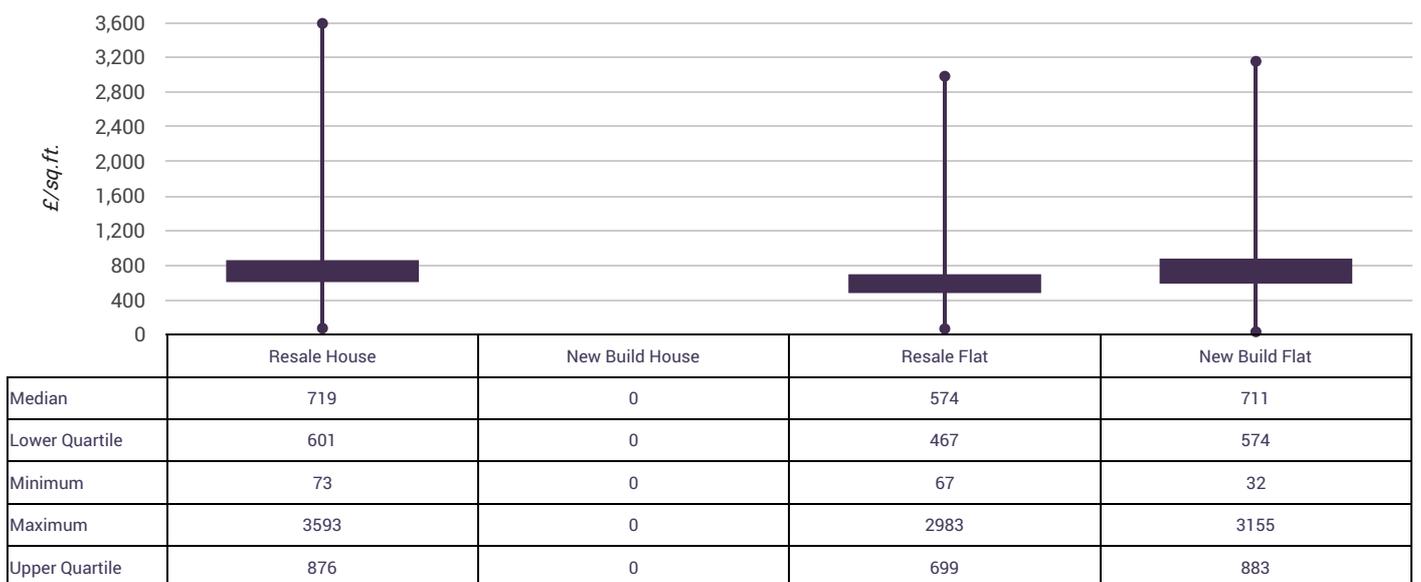
Demographics

Age structure
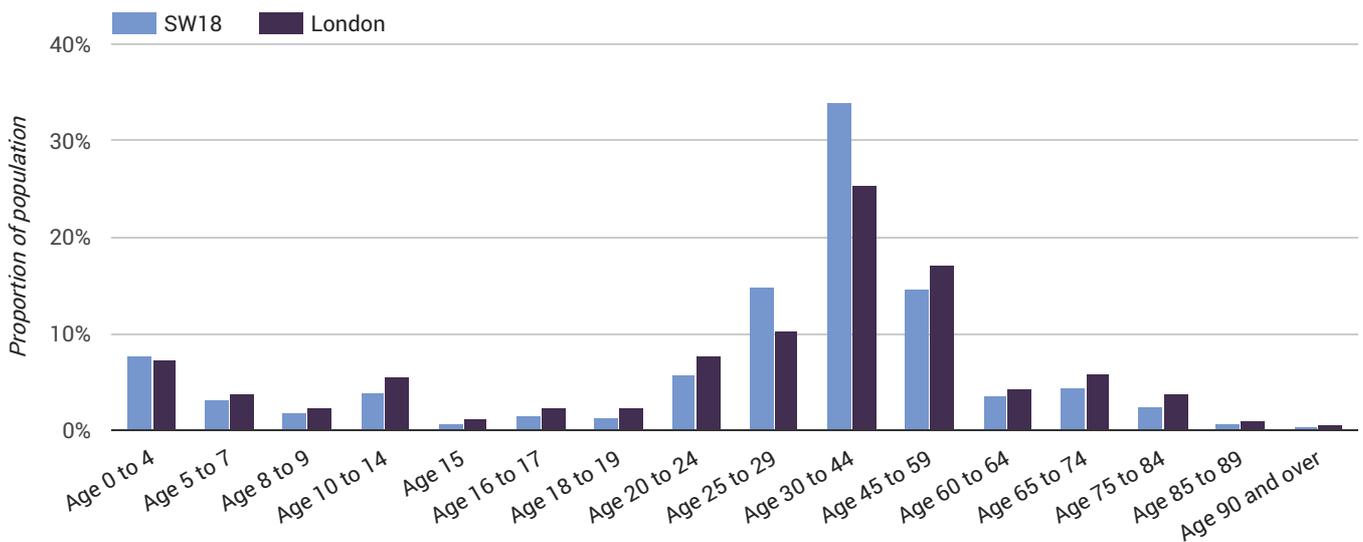
Earnings
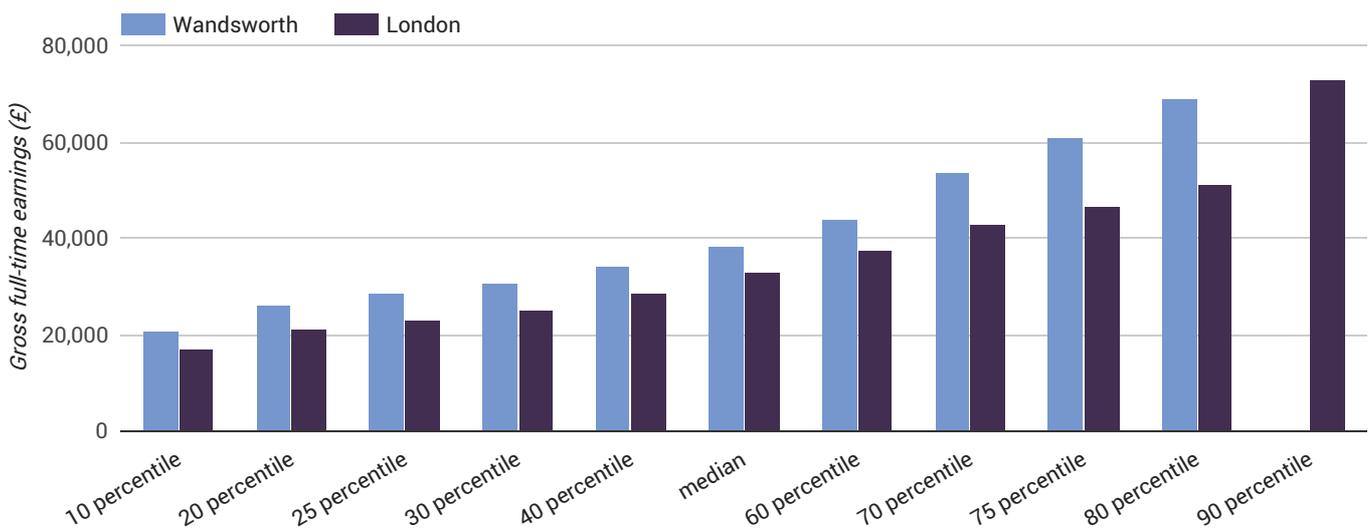
Socio-economic classification

Lifecycle
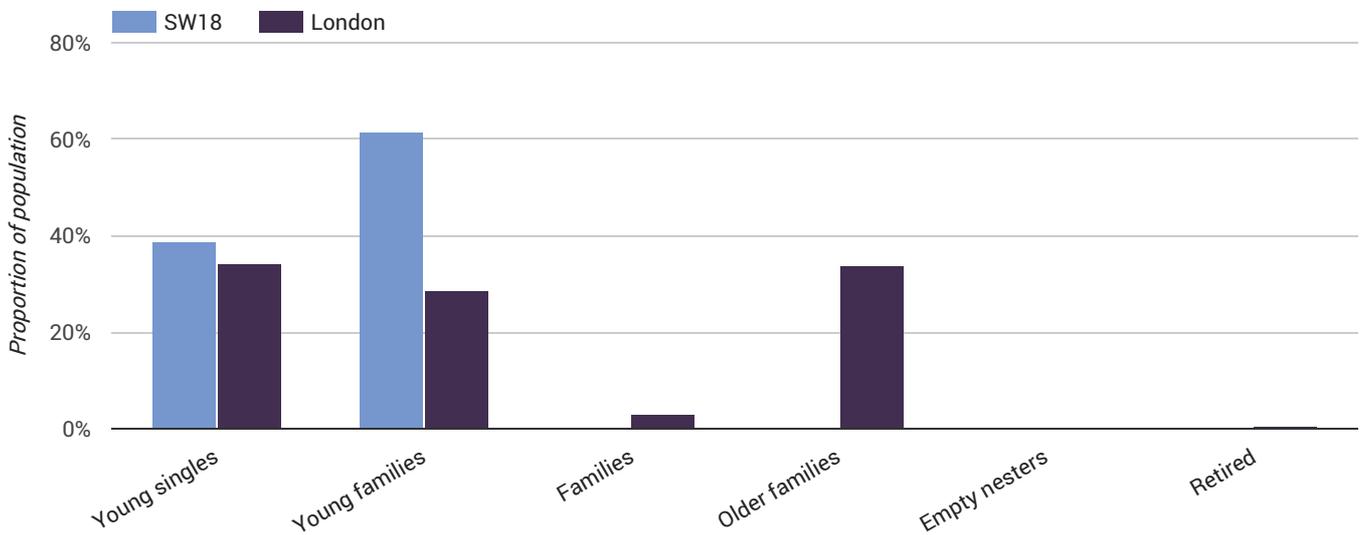
Affluence
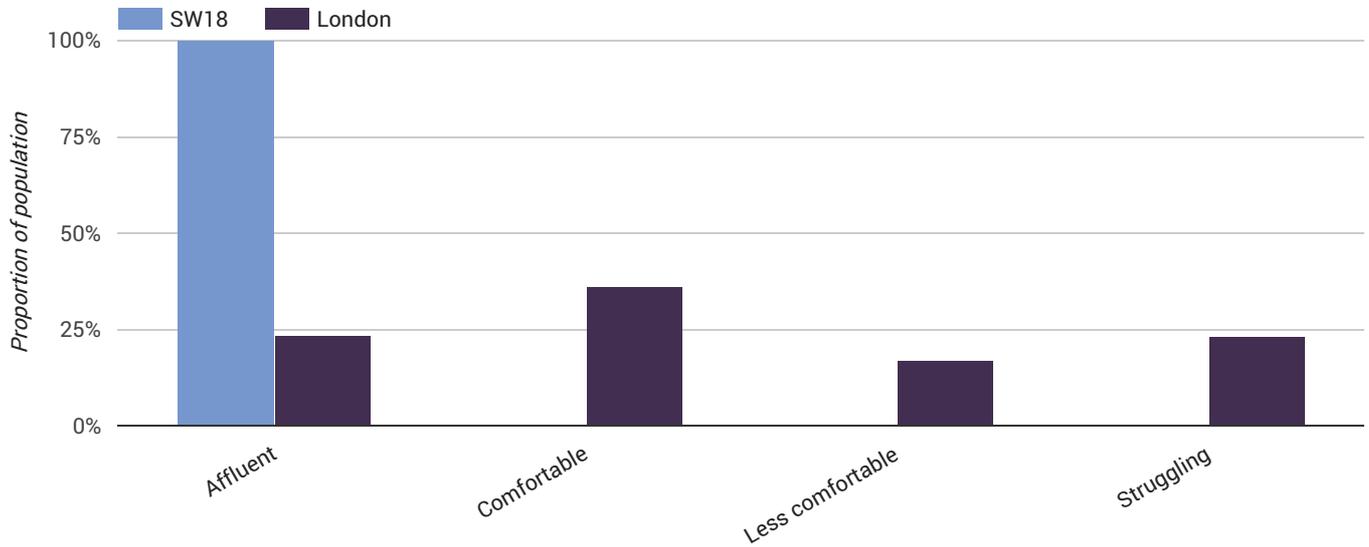
SONAR
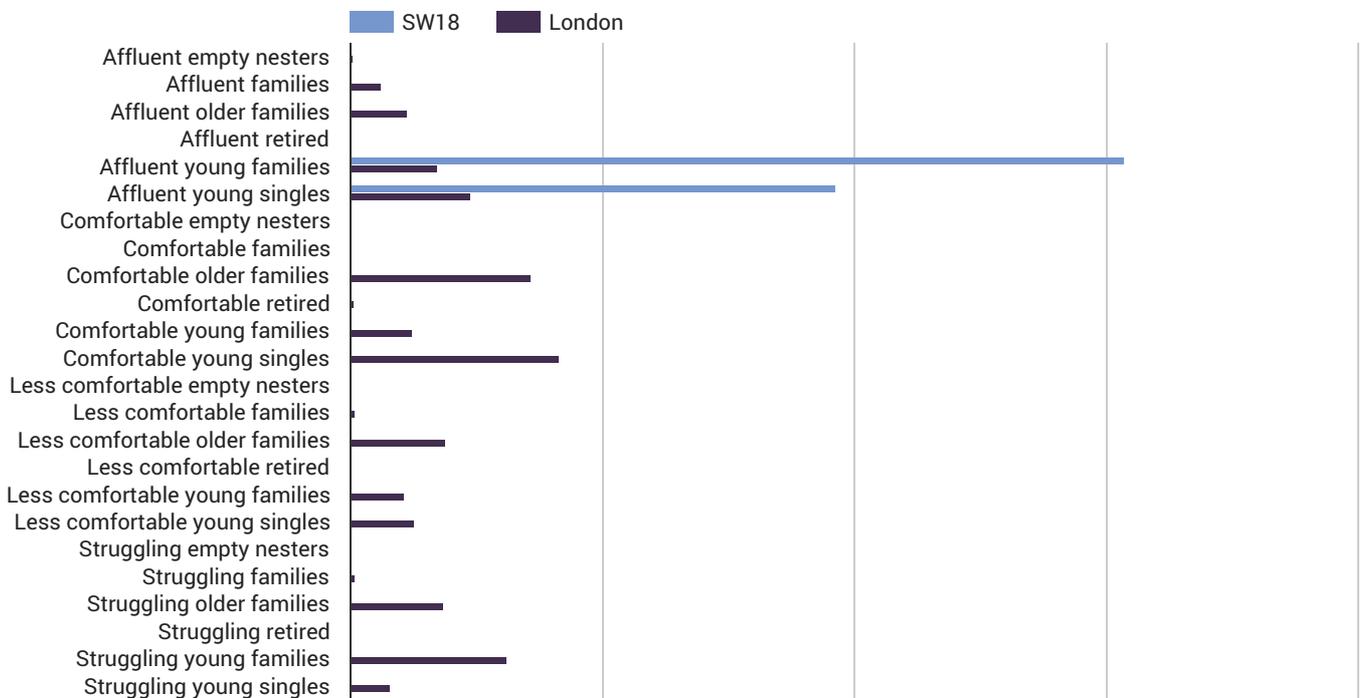
Location Score

This report uses unique data sets to assess a score for a specific location

0-25% (reflects a poor location - advising caution) 25-50% (poor to average - regeneration required)

50-75% (average to good - likely to provide good yields) >75% (excellent location - likely to provide above average yields)

86

TOTAL SITUSCORE

Price Growth Potential

	SituScore	
Average annual price growth:		100
Price change during 2008 market turmoil:		16
Price change 2008-2010 low vs current:		76

82 OVERALL

Price Growth Potential - The historical performance of the housing market around a location is an indicator (and only an indicator) of how well it might perform in the future. This part of the report considers three things; the average change in prices each year over the previous decade, how the market responded to the market turmoil of 2008 and how it has performed since. It is important to remember that past performance doesn't necessarily determine future performance, but is a valid indicative measure of what could happen to local prices.

Demand Profile

	SituScore	
Employment rate:		93
Stock vs population increase last 10 years:		86
Market Liquidity:		98

94 OVERALL

Demand Profile - Local demand is a key component of changes in property prices in a local area. In this section of the report we look at employment levels which are an indicator of health in the local economy. We also look to see if house building is matching population growth. If it is not, prices may increase as demand outstrips supply. We then look at market liquidity, which shows how often houses are bought and sold around your location.

Socio-demographic make-up

Average local earnings:		92
Proportions of young professionals:		100
Average age:		100

SituScore

97 OVERALL

Socio-demographic make-up - The make-up of the local population affects the quality of the location. Here the report quantifies local earnings, employment types and age as another measure of potential local demand is. This looks at the proportion of younger, wealthier families who are a key component of demand in England and Wales. If the location relates to a property that is seeking to attract a specialist section of the market, this measure may not be suitable.

Schools

Primary Schools:		66
Secondary Schools:		78
Sixth Form Colleges:		61

SituScore

69 OVERALL

Schools - This measure considers the quality of the location based on how good the nearby schools are. It uses an average acheivement score for the three nearest Primary, Secondary and 6th Form schools and creates a weighted overall figure based on their proximity to the site. N.B. In Wales only Secondary School data is available and the measure is different to England.

Local Amenities

Supermarkets within 1km:		95
Coffee shops within 1km:		95
Retail shops within 1km:		92

SituScore

94 OVERALL

Transport Accessibility

Nearest station:	🚆 Wandsworth Town Station		
Distance to nearest station (metres):	820		77
Bus stops within 1km:	80		84
Distance to nearest Motorway junction (kms):	7.5		54

SituScore

75 OVERALL
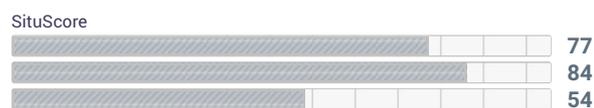
Local Amenities & Transport Accessibility - The last two sections of the report look at how well the local area is served by shops and transport infrastructure. This report assumes the typical buyer will value being in close proximity to as many of these features as possible.

How the scores are calculated

The location score is created using 18 specially chosen metrics. The raw metric is shown on the left-hand side of the report, just to the left of the horizontal bars. These metrics are converted to a score out of 100, which is shown on the right-hand side of the horizontal bars. We do this so you can easily see how well the location scores under that measure without having to be a market expert. Each of these scores is weighted and combined to create six category scores (described on the left side of this page). Finally each of these category scores is weighted and combined to create an overall SituScore™. We weight the scores because not all metrics have an equal impact on the quality of the location.

The data comes from DSL, HM Land Registry, Department for Education and The Office for National Statistics. Map data 2016 Google.

Notes

The purpose of this report is to apply science to the maxim "location, location, location" using unbiased and standardised measures - Price Growth Potential, Demand, Socio-demographic make-up, Schools, Local amenities & Transport.

Score for the location is 86 (very high) and is driven by the following matrix:

Price Growth Potential - score 82 (very high) Matrix used to create score out of 100 consists of:

1. Average price growth in over last 10 years is 292.6% score 100
2. Price change during 2008 turmoil in high to low is -10.1% score 16
3. Price change from lowest point during 2008-2010 to current in is 43.2% score 76

Demand Profile - score 94 (very high) Matrix used to create score out of 100 consists of:

1. Employment rate in is 98% score is very high at 93 (2% of the population is retired) score of 100 would require 100% employment at 10-12 point drop for each 1% fall in employment
2. Stock v population increase last 10 years - population rise in has outstripped housing supply - score is very high 86
3. Market liquidity - in frequency of sale demonstrates that 8% more houses are purchased than are placed on market very high of 98

Socio-Demographic make-up - score 97 (very high) Matrix used to create score out of 100 consists of:

1. Average local earnings in is 46 and is above the national average scoring at 92
2. Proportion of young professionals in is 100% of the working population scores at 100
3. Average age of population in is 35 which is the optimum age for house purchase and scores very high at 100

Schools - score 69 (high)
The score for each school type (Primary 66, Secondary 78 and 6th form colleges 61) is driven by a combination of schools performance taken from DoE Ofsted ratings and weighted in favour of proximity to the site.

Local amenities - score 94 (very high)
Within 1km there are 9 supermarkets score 95, 15 coffee shops score 95 and 185 retail shops score 92.

Transport Accessibility - score 75 (high)
Distance to nearest station - site is located near the Wandsworth Town Station train station score is 77.
There are 80 bus stops within 1km of the site and scores very high at 84.
Motorway links 7.5kms from site high score 54.