

LAKE SIDE



MODERN WATERFRONT APARTMENTS IN LONDON'S COMMUTER BELT

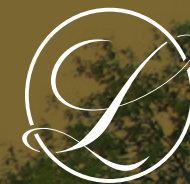
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INTRODUCTION



Situated in the commuter-belt town of Staines-upon-Thames, Lakeside is a new, off-plan residential project that will see the creation of 103 modern waterfront apartments.

The development sits on a 6.78-hectare site, just south of the River Thames and at the northern end of an attractive lake, from which the property derives its name. Upon completion, it will provide an array of stylish modern living spaces with impressive views over the water.

Its location should make it highly appealing to new residents. It is set just a short distance from the centre of town, which is part of an economically buoyant region and home to numerous large and well-known employers. Importantly, it also affords easy access to Heathrow Airport and central London. Staines railway station lies on the Waterloo mainline, less than 2.5km to the east, and nine services run into the capital every hour. The fastest of these take approximately 35 minutes.

INVESTMENT OVERVIEW



- Close to London and Heathrow Airport
- Waterfront Development
- 103 Units
 - 95 One-Bedroom Apartments
 - 8 Two-Bedroom Apartments
- 999-Year Leasehold
- Expert Developer with a Proven Track Record



HEATHROW AIRPORT

Accommodating 82 million passengers each year

For many residents, the proximity of Heathrow Airport will be another important attraction. By car, the 10km journey to the airport can be made in around 12 minutes, but Heathrow is also readily accessible by bus.

As a busy international airport, Heathrow offers connections to a host of major cities in Europe and worldwide. It boasts over 200 different non-stop destinations, including:

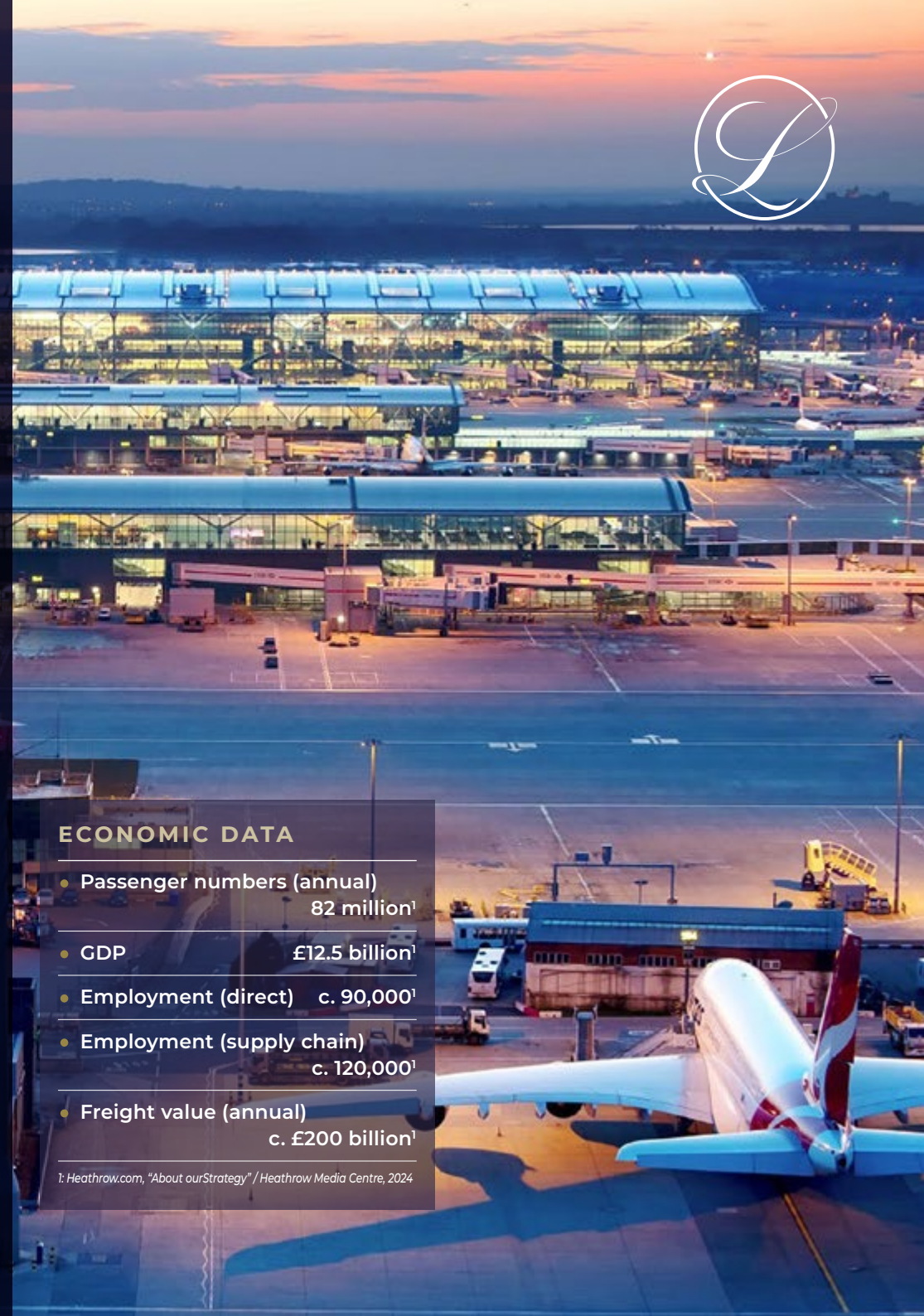
- Abu Dhabi
- Athens
- Barcelona
- Beijing
- Boston
- Cairo
- Cape Town
- Chicago
- Dubai
- Frankfurt
- Geneva
- Hong Kong
- Istanbul
- Lisbon
- Los Angeles
- Madrid
- Miami
- Milan
- Mumbai
- Munich
- New Delhi
- New York
- Paris
- Rome
- Singapore
- Tokyo
- Toronto
- Venice
- Washington
- Zurich

The position of Lakeside, so close to Heathrow, will make it a convenient base for those making frequent flights or working in travel-related roles. Importantly, it should also make it appealing to the short-stay visitor market, including both tourists and business delegates.

Heathrow and the Local Economy

The airport exerts an important influence on the local economy and the property market. Heathrow is a significant centre for employment: with more than 90,000 people working at the airport, and many more within the local supply chain, it is the UK's largest single-site employer. Estimates suggest that it supports around 120,000 jobs in all.

Moreover, many businesses are reliant upon having easy access to international travel and air freight and, consequently, have chosen to establish bases nearby. They too help to create new jobs and to attract new workers to the area, further enhancing demand for accommodation.



ECONOMIC DATA

- Passenger numbers (annual) 82 million¹
- GDP £12.5 billion¹
- Employment (direct) c. 90,000¹
- Employment (supply chain) c. 120,000¹
- Freight value (annual) c. £200 billion¹

¹: Heathrow.com, "About our Strategy" / Heathrow Media Centre, 2024

THE GREATER LONDON ECONOMY



While there is no doubting the strength and potential of the local economy, one cannot overlook the vital importance of Greater London, (only 35 minutes away by train). It contributes almost 25% of the UK's gross domestic product, and is the region's largest creator of new jobs. Forecasts suggest that growth will exceed the national average every year until at least 2027.

The city's easy accessibility by rail make Staines an excellent base for London commuters, boosting local demand for accommodation. Moreover, as average earnings tend to be substantially higher in the capital than elsewhere, this same proximity improves the disposable incomes of would-be buyers and tenants. Consequently, it helps to support ongoing growth in the capital and rental values achieved by local properties.

ECONOMIC DATA (GREATER LONDON)

• GDP	£560 billion ¹
• Economic growth forecast	+2.1% annually ²
• Employment growth forecast	+1.5% annually ²
• Population	9.3 million ³
• Population growth forecast	+550,000 residents by 2043 ³

Sources: 1: ONS, "GDP, All ITL Regions", April 2024

2: EY Regional Economic Forecast 2024 3: Statista, August 2024

London's economic growth is driven principally by the service sector, which plays an important role compared to other British cities. Finance, banking and insurance are some of the most notable high-value industries that support better average earnings, and they help to keep the average GDP per capita higher here than anywhere else in the UK. However, London is home to many other thriving sectors, examples of which are listed below.

- **Business services; accounting, consultancy, marketing etc.**
- **Creative industries**
- **Education**
- **Fintech**
- **Healthcare and life sciences**
- **Information technology**
- **Media and broadcasting**
- **Scientific research**
- **Sustainable technologies**
- **Tourism and hospitality**

As a result of the ongoing expansion of these and other knowledge-based sectors, the accountancy practice EY predict that London will see faster employment growth than the UK average in each of the next three years, together with stronger growth in GDP and per-capita GVA.



WHY STAINES?



Staines-upon-Thames makes a very attractive place to live. It boasts a rich history, excellent transport links, some very reputable schools, and great access to open green spaces. Accordingly, demand for the Lakeside properties should be both strong and reliable.

Staines is located within the borough of Spelthorne, which benefits from its proximity to central London and Heathrow Airport. The position of Lakeside, so close to Europe's largest airport, make it an appealing location for the short-stay visitor market, including both tourists and business professionals.

PROPERTY MARKET DATA

Located in the borough of Spelthorne but lying close to the border with neighbouring Runnymede, Staines has proven very effective in attracting inward investment. Both public and private sources are committing millions to the town and the wider area – moves that should inevitably generate new jobs and attract new workers. Spelthorne Borough Council's own investments are expected to boost the local economy by £2.5 billion over the next 50 years and that's to say nothing of the many new and existing employers making investments in Staines.

Unsurprisingly, demand for housing in Staines is robust. Between the Censuses of 2011 and 2021, the borough's population rose from 95,600 to 103,000 and, as local employers create more jobs, that number is likely to grow considerably.

However, as in many other parts of Britain, house-building rates have failed to keep pace. In its "Housing Trajectory" report of December 2024, Spelthorne Borough Council records that 2,036 units were completed in the seven years from 2017/18 to 2023/24. This equates to an annual rate of 291. However, to meet demand over the next 7 years, it notes that the town will require 5,278 new homes. This implies a much higher rate; an average of 754 completions each year. Whether that target will be met is debateable.

But in any event, it seems very likely that the town will continue to see a shortfall in housing supply and, thus, sustained upward pressure on asking prices.

The indications for rental incomes and yields are also looking good. As cost-of-living pressures have abated, so landlords have seen striking improvements in their total returns. These trends, too, look set to continue.

PROPERTY MARKET DATA

• Capital growth rate (Spelthorne)	+0.7% (ONS) ¹
• Capital growth rate (Runnymede)	+2.3% (ONS) ¹
• Local growth rate for apartments	+2.8% (ONS) ¹
• Regional capital growth rate	+1.7% (ONS) ¹
• Capital growth forecast (SE region)	+3.0% in 2025 / +17.6% by 2029 ²
• Rental growth rate (Spelthorne)	+11.7% ³
• Rental growth rate (Runnymede)	+13.8% ³
• Rental growth rate (SE region)	+8.2% ³
• Average yields (regional)	5.9% ⁴
• 10-year population growth (Spelthorne)	+7.7% ⁵

Sources 1: Office for National Statistics data for the 12 months to October 2024, published December 2024. 2: Savills 5-Year Mainstream Residential Forecast, November 2024. 3: Office for National Statistics data for the 12 months to November 2024, published December 2024. 4: Rightmove Rental Trends Tracker, Q3 2024. 5: ONS Census data, 2011 and 2021



THE LOCAL ECONOMY



Excellent connectivity has made Staines a natural base for a host of major employers, who continue to create new jobs in the area. Examples include BP, BUPA, Netflix, Shepperton Studios and, of course, Heathrow Airport itself. In its Economic Strategy for 2023-2028, Spelthorne Council notes that “88.5% (of its residents) are economically active, compared with an average of 81.9% in the southeast, and 78.9% in Great Britain.”

Importantly, the town also borders the Runnymede local authority area, whose economy has outperformed the regional average on a variety of



important metrics. Recent figures estimate year-on-year employment growth at over +12% as a result of continued economic expansion.

That growth has been led by higher-value knowledge-based industries – most notably, professional, scientific and technical activities – which tend to support higher average earnings. This is important because higher disposable incomes typically translate into more capacity for increases in capital and rental values.



ECONOMIC DATA (SURREY)

● GDP	£51.3 billion ¹
● Economic growth forecast	+2.0% annually ²
● Employment growth forecast	+1.3% by 2027 ²
● Population	1.2 million ³
● Population growth forecast	+32,000 by 2040 (+2.7%) ⁴

Sources: 1: Surrey County Council, "Economic Performance Annex 4". 2: EY Regional Economic Forecast, 2024. 3: Surrey Future, "Surrey's 2050 Place Ambition". 4: ONS, "Subnational principal population projections for local authorities"



THE EDUCATION SECTOR



The local area has numerous well-regarded educational facilities, making it a good choice for residents with children.



Springtime Nursery	930m
Busy Bees Nursey	1.4km
Hythe Community Primary School	1.1km
Egham Park Primary School	1.8km
Manor Croft Primary School	2.1km
The Magna Carta Secondary School	1.1km
The Matthew Arnold School (Secondary)	2.8km
Sunbury Manor School (Secondary)	8.0km
Thomas Knyvett College	4.1km

UNIVERSITIES

There are several important university campuses close to Staines. These are responsible for attracting large numbers of students to the area and, consequently, they make an important contribution to local rental demand. Examples include:

Royal Holloway University of London	2.6km
13,000 students / 1,800 staff	
Windsor College	7.8km
1,350 students / 240 staff	
Eton College	8.7km
1,300 students / 750 staff	
Imperial College London (Biology)	9.0km
1,500 students / 90 staff	
Oxford Business College	9.2km
10,000+ students / 350 staff	
Brunel University of London	12km
16,000 students / 2,500 staff	
Buckinghamshire New University, Uxbridge	15km
21,000 students / c.1,500 staff	

In addition, by making substantial investments in terms of projects, property, infrastructure and business support, many of these institutions have a significant economic impact. For example, Royal Holloway reports that in a single year, it made “an economic contribution of over £190 million (GVA)

and 2,760 jobs in Runnymede; £221 million and 3,030 jobs in Surrey; and more than £657 million and 7,150 jobs across the UK.”

Similarly, Brunel University of London reported that it “put £510 million into the city and contributed £788 million nationally. And every pound the university made had an economic impact of £6.30 on the UK economy.”

Such impacts are important because they help to sustain employment and local economic growth and, thus, they help to raise average incomes across the area. That, in turn, gives more people the financial means to seek better, newer homes and, consequently, it tends to support ongoing growth in capital and rental values.



GROWTH SECTORS



Staines and the wider area is home to numerous thriving businesses, many of them operating in higher-value, future-focused sectors. Examples include:

- Artificial Intelligence
- Automotive
- Business and professional services
- Construction and real estate
- Creative industries
- Cyber security
- Digital and gaming technologies
- Education
- Engineering and advanced manufacturing
- Healthcare and life sciences
- Sports
- Sustainable technologies
- Travel and leisure



FUNDING, INVESTMENTS AND REGENERATION



The signs of economic growth are visible within Staines and across the borough and across the wider county. This is partly due to natural geographic factors, such as the proximity of London and Heathrow Airport, and the ease with which businesses can access local motorways and major ports on the South Coast.

However, ongoing growth and job-creation are also occurring thanks to large-scale investments by businesses and local authorities. Some examples of notable investments and regeneration projects are shown below.



• University of Surrey local economic impact (annual)	£1.3 billion
• Heathrow Airport (investments in 2024)	£1.1 billion
• London Square development (complete)	£120 million
• Runnymede Council - Pine Trees complex, Staines	£81 million
• Spelthorne Council net funding (annual average)	£10 million
• Arts Council funding for Staines (Aug. 2024)	c. £400,000



STAINES AND THE WIDER REGION



Situated on the banks of the River Thames, Staines offers plenty of choice for those who love countryside and scenic walks. There are numerous parks and areas of open space in the vicinity, and good roads afford easy access to a host of recreational opportunities. The town is rich in heritage and has a well-developed retail and leisure sector. Local amenities include – amongst others – sports clubs, theatres, a museum and library, a cinema and two popular shopping centres. Further afield, the region boasts many well-known tourism and leisure attractions. Examples include:

ATTRactions/OPEN SPACES

Staines Moor Country Park	2.0km
Runnymede Park & Garden	2.2km
Magna Carta Monument	3.1km
Thorpe Park Resort	4.0km
Liquid Leisure Wake Park	4.9km
Windsor Great Park	5.0km
Bedfont Lakes Country Park	5.2km
The Valley Gardens, Windsor	5.7km
Cranbourne Park	7.6km
Windsor Castle	7.8km
Kempton Park Race Course	8.5km
LEGOLand Windsor Resort	9.1km
Hatherop Nature Reserve	9.3km
Twickenham Rugby Club	9.7km

LAKE SIDE

THE LOCATION

Occupying a former business park, the Lakeside development is bounded by the A308 ("The Causeway") to its north, and an attractive artificial lake to its south.

Its location is enviable. Set less than 1km from the heart of Staines, it affords easy access to important urban amenities and yet it allows residents to escape the crowds and congestion so often associated with busy town centres. It also lies close to the leafy banks of the Thames, making it an excellent base for those who enjoy scenic local walks.

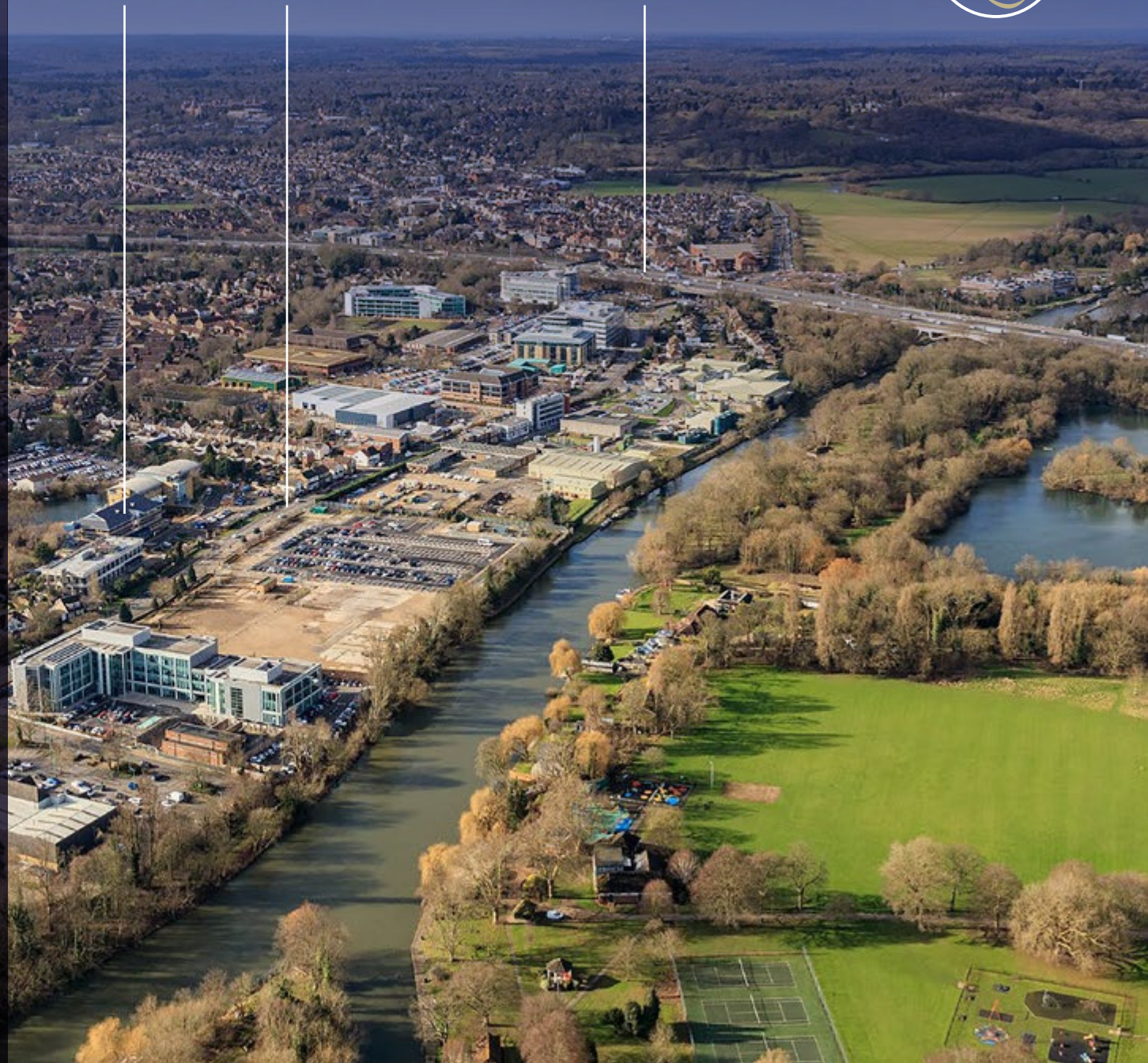
For workers and commuters, its position is similarly convenient. The nearest junction of the M25 lies just over 2km to the northwest, and motorists can access the M3 just 5km to the south. Nearer still is the town's railway station, just 2km to the east.



Lakeside

A308

M25



DISTANCES TO KEY AMENITIES



Staines is a town of moderate size, so it contains a broad array of shops, restaurants, bars and banks, all of which are within easy reach. So too are numerous supermarkets, cafes, healthcare facilities and other essentials.

SHOPPING & AMENITIES

Petrol station	375m
Aldi (supermarket)	450m
Sainsbury's (supermarket)	475m
Two Rivers Shopping Centre	1.0km
Elmsleigh Shopping Centre	1.2km

TRANSPORT HUBS

Staines Bus Station	1.7km
Staines Railway Station	2.0km
Heathrow Airport	7.7km

SPORT, LEISURE & RECREATION

Thames Path	340m
Hythe Park	550m
Spelthorne Museum	1.4km
Lammas Recreation Ground	1.6km
Staines Skate Park	1.6km
Silver Wing Sailing Club	2.8km
Ashford Manor Golf Club	4.1km
Wentworth Golf Club	6.4km

CENTRES OF EMPLOYMENT

Lotus Business Park	400m
Waterman's Business Park	500m
BUPA offices	740m
Staines Town Hall	970m
Samsung R&D Institute	1.5km
Ashford Hospital	4.0km



LOCAL TRANSPORT



With easy access to the town centre, residents at Lakeside will often have little need of transport; a short walk down the scenic Thames Path will bring them to Staines Bridge and thence to the heart of the retail district. However, for those who wish to travel, local facilities are excellent.

MOTORISTS

The Causeway (A308) runs parallel to the River Thames, westward to the M25, Egham and Windsor, and eastward to a roundabout junction with the A320 and local B roads.

Driving Distances

Staines Bridge	650m
Town centre	950m
M25, Junction 13	2.0km
M3, Junction 2	5.0km

Neighbouring Towns & Cities

Windsor	8km
Slough	10km
Maidenhead	17km
Guildford	26km
London (central)	30km

RAIL SERVICES

Staines Railway Station is located roughly 2km to the northeast of the property and is readily accessible by bus. Services by South Western Railway provide a journey time of just 35 minutes to London's Waterloo station. Other destinations include Reading, Windsor & Eton Riverside, and Weybridge.



BUS SERVICES

Several bus routes pass along the A308, immediately outside Lakeside, and the nearest stops require a walk of just 100m (westbound) and 190m (eastbound). Services run to local destinations including the town centre and railway station, Virginia Water, Frimley, and Egham Strodes College. The town's bus station lies 1.4km distant and operates a range of services to most local and subregional destinations. Notable examples include Heathrow Airport, Windsor, Twickenham and Kingston.

INTERNATIONAL TRAVEL

Heathrow Airport is easily accessible from Lakeside and, as a major international transport hub, it offers connections to over 230 destinations worldwide.

LAKE SIDE

THE DEVELOPMENT



The Lakeside site is bounded by The Causeway to the north, existing residential properties to the east and west, and a railway line to the south. Its most notable feature is a large artificial lake, which has become a haven for wildlife.

The development features 3 properties (formerly office buildings) that are being transformed into high-quality modern apartments. They stand at the northern end of the lake and afford impressive views over the water and surrounding area.

The three buildings – Lakeside House, Lakeside East and Lakeside West – will comprise just over 100 new apartments when complete. They will be accompanied by on-site parking with approximately 150 spaces.

- Attractive Waterfront Project
- Lake Views
- Selection of 1- and 2-Bedroom Apartments
- 103 Units
- Residents' Parking Spaces
- New Landscaping/Site Improvements
- Close to Heathrow Airport
- 35 Minutes by Rail from London Waterloo



LAKESIDE

THE APARTMENTS

The Lakeside units are ideal for both owner-occupiers and investors. Buyers can choose either one- or two-bedroom apartments, all attractively designed and fitted out to a standard that will appeal to discerning modern residents.

The units are being built to a design that prioritises energy efficiency and low running costs. They will

feature energy-efficient lighting and appliances, and will be insulated in accordance with the latest standards and recommendations. These features, together with high quality double glazing, should help to keep energy bills to a minimum.

For ease and security, the apartments also feature an intercom system that is linked to the main entrance.



LAKESIDE THE APARTMENTS

UNIT BREAKDOWN

Lakeside House: 36 apartments across 3 floors

Lakeside East: 28 apartments across 2 floors

Lakeside West: 39 apartments across 3 floors

FEATURES AT A GLANCE

Low energy costs

Energy-efficient LED lighting

Energy-efficient integrated appliances

Electric heating (water & living space)

Intercom system for each apartment

Bright, open designs

Decorated in light, neutral tones



INTERNAL SPECIFICATIONS

The apartments vary in size and design, but the overall specifications remain very similar throughout. Typically, investors can expect their units to feature the following:

DECORATION

Light, neutral colours throughout

MDF skirting and architraves throughout

All doors are half-hour fire doors (white)

LED downlighting

Electric panel heating

KITCHENS

All appliances integrated

Washing machine

Fridge freezer

Single fan oven, ceramic hob and extractor hood

Single bowl sink

Grohe Ambi chrome-effect monobloc tap

FLOORING

LVT flooring (dining / living / kitchen / hallway / bedrooms)

Tiles to bathroom floors (matt grey)

BATHROOMS

Bespoke bathroom designs

Heated towel rail

Fitted showers

Some units with shower trays and custom cubicles

Some with over-bath showers

White sanitaryware

Hand basin with monobloc mixer tap

Floor-standing WC, cistern and soft-close seat

Extractor fan

DIGITAL

30% of plug sockets fitted with USB chargers

SAFETY/ SECURITY

Intercom system

Peephole viewer in front

Fire alarm

Smoke detector / alarm



THE DEVELOPER



The redevelopment project at Lakeside is being led by Stonegate Homes, a diverse and dynamic property company that specialises in unlocking development potential throughout South East England.

Established in 2010, Stonegate Homes has an enviable reputation for turning commercial land and properties into high-quality residential and mixed-use schemes. Focusing on brownfield sites, it adds value through its extensive knowledge of the UK planning system and its careful management of modern conversion projects.

The company manages programmes of all sizes, ranging from small residential schemes to significant urban regeneration programmes. However, regardless of their scale, they all share certain common features:

Projects that are well matched to local demand

Designs that are sympathetic to the local area and architecture

The highest standards of quality and safety

Energy efficient designs and materials

Attention to detail

TRACK RECORD



VALE ACTON

This property is located at The Vale in Ealing, London, at the intersection of The Vale and Eastman Road. Positioned on the northwestern edge of The Vale Locally Significant Industrial Site (LSIS), the site is part of a designated development area. A planning proposal has been submitted for the construction of 64 residential units.



QEF, BANSTEAD

Planning and listed building consent have been granted for the Banstead Place redevelopment project, transforming the site of the QEF Neuro Rehabilitation Hospital into 31 residential units.



CHERTSEY ROAD, WOKING

Acquired unconditionally in May 2017, this site comprises office spaces situated above a restaurant. Planning permission has been granted for the conversion of the offices into 19 one-bedroom residential units, offering an excellent opportunity for high-yield residential investment in a prime location.



SOUTHALL COLLEGE

The Southall site has received unanimous planning approval, adding another successful development to the portfolio. The proposed scheme includes 118 apartments, featuring shared amenity spaces and 35% affordable housing, showcasing a strong commitment to delivering high-quality residential projects.



GLOBAL HOUSE, BASINGSTOKE

Originally an office building in Basingstoke Town Centre, planning permission has been granted for the conversion into 37 one-bedroom private residential units. This development presents a prime opportunity for high-demand, city-centre living.



BRACKNELL BUS DEPOT

The Bracknell Bus Depot is set for redevelopment into 246 one- and two-bedroom apartments. The project features a highly sustainable design and includes a fully compliant provision for affordable housing.



BARTLEY HOUSE, HOOK

The existing office building will be demolished to facilitate the construction of four-storey blocks. The new development will comprise 102 private apartments, including 46 one-bedroom and 56 two-bedroom units. This redevelopment offers a fantastic opportunity for modern urban living in a desirable location.



CLEEVE COURT, LEATHERHEAD

The site, spanning 0.34 hectares, currently hosts a large office block. Planning approval was granted in July 2017 for the conversion of the existing three-storey building into 45 one-bedroom flats. This project presents a great opportunity to transform an underutilized space into high-quality residential accommodation.

SUMMARY

Upon its completion, Lakeside will create some of the most attractive and conveniently situated residential property in Staines – a town that is economically buoyant and set to enjoy further growth as a result of substantial inward investment.

For residents, key attractions will include its excellent build quality and its quiet lakeside location, which is set well back from the main road but still affords easy access to public transport and the highway network.

For investors, the development is similarly appealing. It is part of a town and a wider county where employment and average earnings are rising steadily. The local economy is strong and the population continues to swell – all clear signs that demand for residential property will increase in the years ahead. Lakeside is ideally positioned to meet this demand and to produce strong and reliable returns.

INVESTMENT DETAILS

- Quiet but Convenient Commuter-Belt Location
- Close to London and Heathrow Airport
- Waterfront Development with Impressive Views
- 1 and 2-Bedroom Apartments
- A Good, Modern Specification
- Potential for Steady Capital Appreciation
- Rental Growth Rates Well Above the UK and Regional Averages



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