

CHISWICK GREEN



Market update - why Chiswick?

Chiswick might be known as one of London's leafiest villages, but there's far more than meets the eye in the west London neighbourhood.

It's well established as a family-friendly destination, with great schools, proximity to the River Thames and an abundance of green space. But with shifting priorities post-pandemic, buyers from all over the world are now uncovering the opportunity Chiswick presents and as such the area is seeing a notable uptick in demand. Here, we take a closer look at why Chiswick is worth a closer look for buyers...

1. A strong local market

Prime outer London areas like Chiswick - with its access to outdoor space and good local amenities - have taken centre stage post-pandemic as buyers look for well-connected neighbourhoods offering more space, inside and out.

This can be seen in the rising demand for homes in the area, which in 2021, resulted in 64% more new applicants registering to buy in Chiswick with Knight Frank, compared to the five-year average.

Plus, average house price growth in Chiswick has outperformed that of wider prime outer London - 4.3% over the past year compared to 3.5%, with this strong performance expected to continue.

2. An abundance of local employment options

Another driver for local demand is people's desire to live closer to their places of work, and surrounded by several major employment and business hubs, Chiswick is well placed to deliver.

According to recent research from Knight Frank, the district tops like list as having the most connected office market across the south east, both digitally and physically. Chiswick Business Park is home to a number of major global brands including CBS, IMG and Paramount Pictures, with the likes of GSK located along the nearby Great West Road.

3. The exciting transformation of Chiswick High Road

With buyer demand on the rise, new development is coming to the fore to meet it, and Chiswick High Road sits at the heart of the action.

As the main artery running through the town, it's where much of the local amenity offering is located and where new residential opportunities are also coming forward, including our latest scheme, Chiswick Green, which overlooks Turnham Green.

However, the limited supply of residential new build stock in the area means demand is expected to continue to outstrip supply, according to Knight Frank.