West Kensington

A LEADING LONDON REGENERATION DESTINATION

AN INDEPENDENT RESEARCH REPORT BY PRICEHUBBLE,
COMMISSIONED BY SEVENCAPITAL

INTRODUCTION

This report explores the impact of one of London's largest regeneration programmes currently taking place on the western side of the Royal Borough of Kensington and Chelsea, driven by three major new developments, and the implications for the immediate local residential market.

The West Kensington Report sets out the key market, demographic and investment drivers supporting regeneration and development activity in the area, from the borough's structural undersupply and resilient rental demand to the transformative impact of Earls Court, 100 Kensington, Olympia, and wider infrastructure investment across West London.

With £11.8 billion (GDV) of new development being undertaken, West Kensington is the largest and most valuable regeneration investment hub in Inner London, ahead of Battersea Power Station (£9 billion GDV), Elephant & Castle (£4 billion), Mayfair (£4 billion), King's Cross (£3 billion) and Queensway (£3 billion).

METHODOLOGY

The report draws on a combination of desk-based market analysis, demographic profiling and evidence from comparable regeneration schemes across London. The analysis primarily uses data from PriceHubble, in addition to drawing on a range of publicly available data sources including ONS. Additional sources, where used, are credited in the report.

The research brings together rental trends, value benchmarking, mobility patterns and regeneration impact evidence to evaluate how large-scale investment is likely to shape demand, pricing and long-term residential performance in West Kensington.

EXECUTIVE SUMMARY

West Kensington stands on the threshold of a generational transformation; perfectly positioned to benefit from inner London's largest regeneration and investment hub with £11+ billion of top-tier regeneration taking place right on its doorstep

Current regeneration activity in West Kensington, the largest and most valuable regeneration investment hub in inner London, brings together three powerful investment fundamentals:

- **a prestigious Royal Borough location,**
- **a comparatively accessible market entry point,**
- **direct exposure to more than £11.8 billion of regeneration investment**

Kensington and Chelsea remains one of London's most supply-constrained and desirable residential markets, supported by high-income renters, strong local retention, world-class amenities, leading education, extensive cultural infrastructure and enduring international appeal. Against this backdrop, West Kensington offers a compelling value proposition, with pricing still sitting below the wider borough average, with clear scope for convergence, as surrounding investment takes effect.

At the forefront of this pivotal regeneration investment hub are the Earls Court and Olympia schemes, which will deliver new homes, workspace, cultural venues, hotels, public realm and tens of thousands of jobs, materially strengthening West Kensington's and the wider area's economic and lifestyle offer. Evidence from comparable smaller London regeneration schemes suggests the scale of West Kensington's transformation will drive sustained outperformance in nearby residential values.

New residential schemes, such as 100 Kensington, which is anchored either side by Earls Court and Olympia, should therefore offer a rare opportunity to capture medium- to long-term value growth in one of London's most established and globally recognised residential markets – the Royal Borough of Kensington and Chelsea.

£11.8 billion

The total to be invested in West Kensington, the largest and most valuable regeneration investment hub in inner London

7,500

New homes being developed

West London to benefit from the **HS2 led development at Old Oak Common**, and the proposed West London Orbital (WLO) rail

The **Scale of redevelopment** in West Kensington is equivalent to King's Cross and Battersea Power Station

£3.6 billion

Is the impact of the **West Kensington regeneration** to the ecomony

32,500

Jobs to be created

An opportunity to buy into a **premium address** without the premium price tag

West Kensington offers easy access to some of London's finest **museums** and **educational** establishments

2.2% – 4.5% is the range of additional annual house price uplift delivered through regeneration

20%

West Kensington house prices are **20%** lower than the borough average

Kensington and Chelsea is 'the' royal borough and one of London's most desirable addresses

Of the three principal **West Kensington** regeneration sites, **100 Kensington** is the most strategically located

KENSINGTON AND CHELSEA: LONDON'S MOST DESIRABLE ADDRESS

THE ROYAL BOROUGH ADVANTAGE

Kensington and Chelsea is not just another London borough; it is one of only four places in England to hold the coveted title of Royal Borough. Granted in 1901, it signals heritage, prestige and a unique connection to the Crown.

The architectural beauty of Kensington and Chelsea reflects the predominantly historic housing stock; over 60% of homes were built pre-1920, many in the Victorian and Edwardian period with large swathes of terraces, mansion blocks and villas constructed as London expanded westward in the 19th century, with pockets of earlier Georgian stock.

In the more recent era, building enough homes in London has been challenging and the situation in Kensington and Chelsea is particularly acute. This structural undersupply is a defining feature of the local market. Long-term house price growth has averaged approximately 5.2%* per annum, reflecting both scarcity and sustained demand.

A large renter base with high income levels and strong local attachment underpins demand.

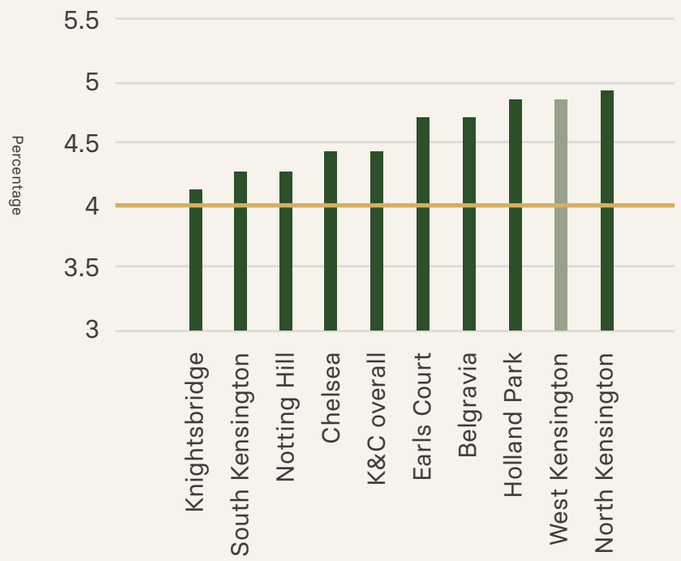
AVERAGE RENTER INCOMES ARE CLOSE TO £80,000, WITH UPPER QUARTILE EARNINGS EXCEEDING £228,000

The demographic profile skews young, with an average age of 29, and is heavily weighted towards professional, scientific, technology and financial services sectors, which account for 35% of employment. Notably, over 70% of renters work within five miles of their home, reinforcing the borough's role as a place of choice for both residence and employment.

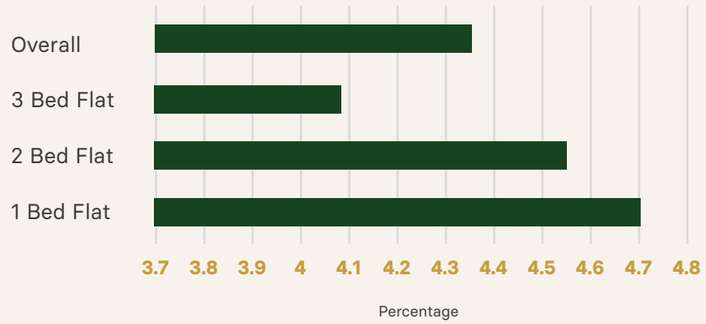
Consistently strong rental demand is reflected in rental growth, with average annual rental growth of around 4%, and yields of around 4.35%.

*Office for National Statistics {Housing prices in Kensington and Chelsea)

GROSS YIELD BY LOCAL DISTRICT



WEST KENSINGTON RENTAL YIELD



40%

OF HOMES ARE RENTED PRIVATELY IN THE BOROUGH

Mobility patterns indicate both stability and global appeal. Around 40% of renters relocate within two miles of their previous home, suggesting strong retention within the local area. At the same time, approximately a quarter of renters originate from overseas, reflecting Kensington and Chelsea's international draw and standing.

Beyond employment drivers, lifestyle factors play a very significant role in demand for both rental and market sale homes. The borough offers a dense concentration of cultural, retail and leisure amenities. It contains a number of key retail destinations, including Notting Hill and Portobello Road, Brompton Cross, King's Road, Kensington High Street and Knightsbridge. In addition to this are 13 major museums and a further 18 galleries and cultural centres, including the Victoria and Albert Museum (V&A), famed for world leading exhibitions such as Chanel, Cartier and Schiaparelli, contributing to measurable pricing effects.

PROXIMITY TO SHOPPING

Retail provision is unquestionably influential, with key locations noted above forming one of London's most active retail corridors, anchored by global luxury brands and independent operators.

- 13% more spent on Kensington High Street than Kings Road*
- 81% of visitors are repeat visitors*
- 475,000 visitors per month to High Street Kensington*

GREEN SPACE

Green space and education further enhance the borough's appeal. Over 8% of the borough is designated as green space, with access to major parks within walking distance contributing to wellbeing and tenant/owner retention.

- **Holland Park**
  (54.5 acres / 0.6 miles)
- **Kensington Gardens**
  (265 acres / 12 miles)
- **Ravenscourt Park**
  (33 acres / 1.4 miles)
- **Bishops Park**
  (22 acres 1.7 miles)

64%
of renters say access to OUTSIDE SPACE would make them rent LONGER

Source: Dataloft (PriceHubble), Property Academy 2024

Over
8.6%
of Kensington
IS GREEN SPACE

Source: RBKC.gov.uk
(Biodiversity Action Plan 2022-2027)

EDUCATION

Education is also a structural driver of demand, with access to leading universities and a high-performing school network supporting both domestic and international households.

- London is the number one city in Europe for students and education a structural driver of demand for homes. Kensington and Chelsea is the perfect borough from which to access one of its 40 universities**
- UCL, King's College London and the London School of Economics are all within 30 minutes travel of West Kensington**
- Imperial College London – Europe's number one university – is 10 minutes (3 underground stops) away from West Kensington**

* Opportunity Kensington (Average transaction value, year to date June 2026) ** QS Best Student Cities Ranking

THE WORLD AT YOUR DOOR

Perfectly positioned for effortless travel and access to London's most celebrated destinations, Kensington places convenient connections and iconic points of interest right on your doorstep.

CONNECTIONS

TRANSPORT

- EARL'S COURT UNDERGROUND
- WEST KENSINGTON UNDERGROUND
- HIGH STREET KENSINGTON UNDERGROUND
- KENSINGTON OLYMPIA UNDERGROUND
- MULTIPLE BUS ROUTES
- HEATHROW AIRPORT (35 MINS BY CAR OR 15 MINS FROM PADDINGTON)

PLACES OF INTEREST

- HOLLAND PARK
- DESIGN MUSEUM
- VICTORIA & ALBERT MUSEUM
- SCIENCE MUSEUM
- NATURAL HISTORY MUSEUM
- KENSINGTON PALACE GARDENS
- SAATCHI GALLERY
- ROYAL ALBERT HALL
- HYDE PARK

EDUCATION

- KENSINGTON PRIMARY ACADEMY
- HOLLAND PARK SCHOOL
- IMPERIAL COLLEGE LONDON
- ROYAL COLLEGE OF ART
- ROYAL COLLEGE OF MUSIC

SHOPPING

- KENSINGTON HIGH STREET
- SOUTH KENSINGTON
- BROMPTON CROSS
- HARRODS
- SLOANE STREET
- KING'S ROAD

DYNAMIC REGENERATION PROVIDES ONCE IN A LIFETIME OPPORTUNITY

West Kensington stands on the threshold of a generational transformation; the area is perfectly positioned to benefit from over £11 billion of top-tier regeneration taking place right on its doorstep

Anchoring this transformation are two of the most significant urban regeneration projects in London's modern history.

- The former Earls Court exhibition grounds are being reborn as a £10 billion new district, delivering around 4,000 new homes, 2.5 million sq ft of workspace and three new cultural venues, wrapped in c.20 acres of parks, squares and public realm. Once complete, Earls Court will support around 23,500 jobs and add around £3 billion annually to the UK economy. The scale of this redevelopment is unprecedented in this area and can be thought of as West London's Battersea Power Station or King's Cross.

- The iconic Olympia estate, which is undergoing a £1.3 billion reinvention into a major cultural and business destination, with the recently launched British Airways ARC – a 3,800 capacity music venue, a 1,575 seat theatre, two international hotels, including a Hyatt Regency, a dazzling rooftop with international dining venues and 550,000 sf ft of offices – including the upcoming new home of Premier League Studios.

West London is simultaneously benefiting from a broader infrastructure wave designed to unlock housing and improve connectivity including Old Oak Common just to the north of the borough. This HS2 led transport "super-hub" of 14 platforms connecting HS2, the Elizabeth line, and National Rail is expected to complete between 2029 and 2033.

Moreover, the proposed West London Orbital (WLO) is an 18.5km rail service linking Hendon to Hounslow via Old Oak Common and Acton. Supported by £6.65m in development funding, this would unlock 25,000+ new homes, and support 11,500 jobs by the early 2030s.

As well as the homes being developed at Earls Court, there are a further 3,865 homes in the planning pipeline across Kensington and Chelsea. Included in this figure is 100 Kensington, a £500m residential scheme due to complete in 2027. The west London landmark, with 29 storey tower, will deliver 462 new homes, gardens, gym and a small number of commercial units. Ideally located at the axis of the transformation, the scheme is set to benefit from the principal regeneration schemes, improved connectivity and the resurgence of High Street Kensington.

The longer-term economic implications from this regeneration are massive, and the overall scale will provide a huge fillip to an already prestigious area. These projects will add around £3.6bn to the economy. The cultural intensification, amenity offer and public realm transformation will stimulate visitor footfall and enhance the area's already strong reputation.

The new workspace and innovation led investment will draw thousands of higher income professionals into the area, many of whom will choose to live locally. In Kensington and Chelsea, over 70% of renters already work within five miles of home, and this pool of high earning renters, whose average upper quartile salaries exceed £228,000, will deepen and impact demand for homes to buy. This will place upward pressure on housing demand, positioning nearby residential areas for a meaningful regeneration driven uplift in values.

£11.8bn

Combined INVESTMENT of Earls Court (£10bn), 100 Kensington (£500m) and Olympia (£1.3bn).

Source: Earls Court Development Company / Olympia London / SevenCapital.

32,500

JOBS CREATED by the redevelopment of EARLS COURT and OLYMPIA

£3.6bn

Injected annually into the LOCAL ECONOMY when completed

7,865

Total NEW HOMES either under construction or with planning permission in KENSINGTON and CHELSEA.

Source: PriceHubble

WEST KENSINGTON A DISTINCTIVE MARKETPLACE

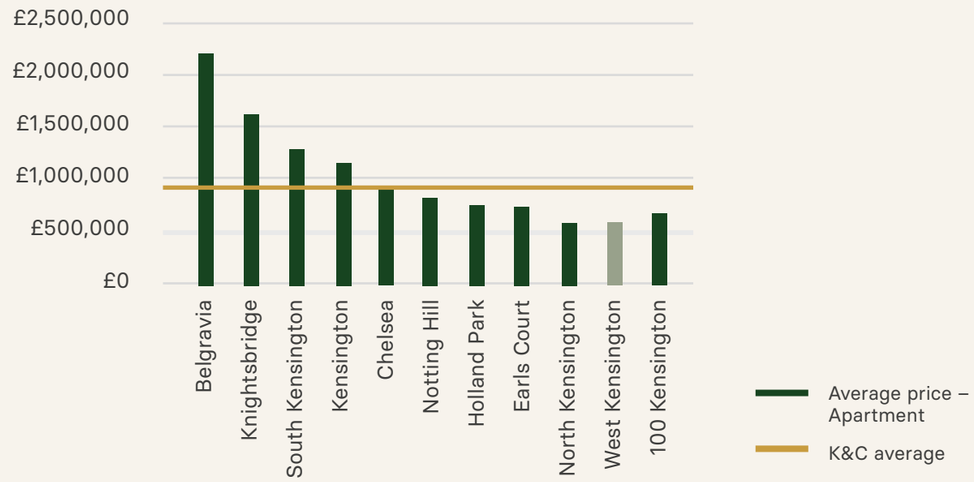
It is well documented that regeneration can boost property prices in the surrounding areas. In London, the additional annual uplift to prices or the regeneration premium is typically between 2.2% and 2.9%. That is a yearly boost to prices over and above wider growth. And it is often higher: over the decade of regeneration, property prices in Battersea and Nine Elms regeneration zone increased by an additional 4.5% per annum compared with the borough average. Similarly, properties around King's Cross reported a 2.1% annual regeneration premium.

The evidence from previous regeneration schemes demonstrates that West Kensington is well positioned to benefit from a similar level of regeneration uplift. Moreover, West Kensington sits in a pocket of comparatively low value with property prices around 20% below the borough average. This suggests the area can absorb higher prices and is well placed to benefit from a regeneration boost.

The pronounced value gap across the West Kensington locality signals clear headroom for growth, with scope for prices to move closer to those in neighbouring enclaves. This will be facilitated by the momentum from the regeneration: as new investment, enhanced public realm and upgraded amenities take hold, the area will attract higher value demand. This will feed through to sustained price growth as the area gradually converges with its more established, higher priced neighbours. There is a clear opportunity to capture superior regeneration driven uplift.

The 100 Kensington scheme sits at a demonstrable value discount to its immediate neighbours in one of London's most prestigious boroughs. It is adjacent to two regeneration schemes of a scale not seen in this part of London in living memory. The combination of a prestigious yet undervalued location, a cultural and economic transformation of adjacent enclaves, and an unusually favourable market entry point, rarely arrive together. But together they support sustained price appreciation over the medium to long term.

AVERAGE APARTMENT PRICES ACROSS KENSINGTON AND CHELSEA



SUPER GROWTH

2.2% - 2.9%

Is the range of ADDITIONAL ANNUAL UPLIFT of sale price in a regeneration area compared to the borough average

Source: CBRE

4.5%

THE ANNUAL SALES UPLIFT FOR BATTERSEA 9 ELMS

Source: PriceHubble

SERVICE CHARGES

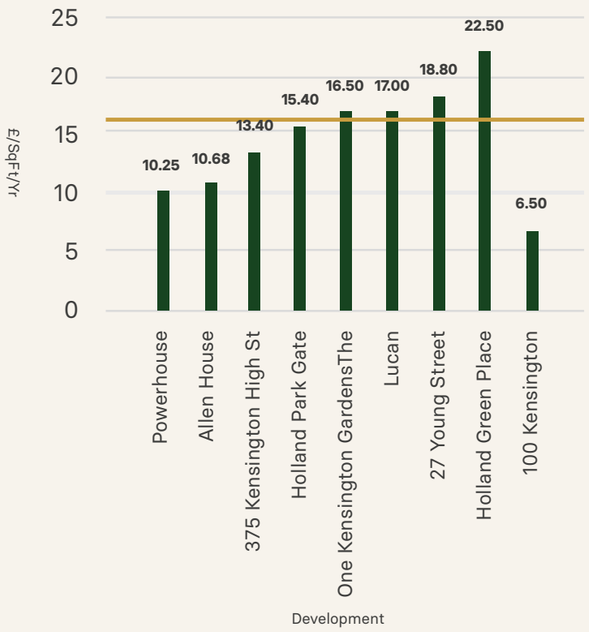
A lower Service Charge without the lifestyle compromise

Buying a new build apartment in London almost always comes with a service charge. The fees cover the day to day running costs of the building, the maintenance of shared areas, and the management of any on site facilities. Across London, service charges vary widely, typically ranging from £4.50 to £23 per sq. ft. As would be expected, the more extensive and luxurious the amenities, the higher the cost.

Recent listings show that new build schemes currently for sale in Kensington and Chelsea average around £15.60 per sq. ft. reflecting a range of factors but include the scale and type of amenities. Charges tend to rise in taller buildings with lifts, landscaped podiums, gyms or complex heating networks.

The service charge at 100 Kensington is low when compared with schemes offering similar amenity levels, at £6.50 per sq.ft. This will in apart be due to a model that offers membership to the development's leisure facilities to local residents, as well as those living in the development. This enables residents to enjoy premium lifestyle amenities while benefiting from a lower service charge of £6.50 per sq.ft.

SERVICE CHARGE LEVELS



Source: According to current sales listings / brochures on 5/3/26. Research by Jennet Siebrits

(as at June 2026)

ACCORDING TO DOMUS, A LEADING PROPERTY DATA RESOURCE, PRIME AND LUXURY SCHEMES IN LOCATIONS SUCH AS MAYFAIR, KNIGHTSBRIDGE, CANARY WHARF AND NINE ELMS COMMONLY RANGE FROM **£7-£15+ PER SQ. FT.** PER YEAR, WITH ULTRA-PRIME BUILDINGS THAT INCLUDE POOLS, SPAS AND FULL CONCIERGE SERVICES SOMETIMES EXCEEDING **£18-£22 PER SQ. FT.** PER YEAR.

AVERAGE EXCLUDING 100 KENSINGTON = £15.6
INCLUDING 100 KENSINGTON = £14.5

CONCLUSION

The scale of regeneration taking place in West Kensington has the potential to materially reshape the area's economic, cultural and lifestyle offer, bring new homes, jobs, amenities and public realm improvements.

As inner London's largest regeneration and investment hub progresses, West Kensington is exceptionally well placed to benefit from regeneration-led uplift and gradual price convergence with more established parts of the borough (Kensington and Chelsea). The West Kensington Report provides market context for new developments in the area, such as 100 Kensington.

Located at a mid-point between the Earls Court and Olympia schemes, 100 Kensington represents a compelling opportunity in a market where genuine scarcity, strong occupier demand and long-term capital growth fundamentals are already firmly established. Its position within The Royal Borough of Kensington and Chelsea provides an enduring foundation of prestige, heritage and resilience, while its West Kensington location offers a rare value advantage relative to neighbouring prime enclaves.

100 Kensington represents a rare opportunity to secure a foothold in one of London's most prestigious boroughs at a pivotal moment in its evolution. The scheme benefits from the enduring appeal of the Royal Borough of Kensington and Chelsea, while also sitting at the heart of the most significant and largest regeneration investment taking place in inner London.

Combined with strong rental demand, high-income local demographics, excellent amenity provision and a comparatively low service charge, 100 Kensington offers a distinctive balance of lifestyle quality and investment potential. For buyers seeking exposure to one of London's most prestigious and supply-constrained markets, it presents a rare opportunity to enter ahead of a significant period of local change.

SevenCapital

SevenCapital is a leading UK property investment, development and management group founded in 2009 by Chairman Bal Sohal and Group Managing Director Damien Siviter and has a £2.1 billion portfolio of completed and pipeline projects. The group's initial projects were mainly in Birmingham including the flagship St George's Urban Village and adjacent Kettleworks in the Jewellery Quarter, providing apartments and townhouses. Combined, The Kettleworks and St George's Urban Village formed the largest residential regeneration in the city. Other Birmingham schemes include St Martin's Place – the city's first residential development to offer hotel services to residents, Fabrick Square and The Lansdowne. SevenCapital is expanding into London and the South-East with 100 Kensington being the group's inaugural residential development in the capital. The South-East projects have focused on the London commuter belt region including The Grand Exchange and No.1 Thames Valley Bracknell and New Eton House and The Metalworks in Slough. For further information please visit: **www.sevencapital.com**

PriceHubble

PriceHubble is a European B2B company that builds innovative digital solutions for the financial and real estate industries based on property valuations and market insights. Leveraging big data, cutting-edge analytics and great visualisation, their product suite brings a new level of transparency in the market, enabling their customers to make real estate and investment decisions based on the most accurate data-driven insights.

PriceHubble is active in 10 countries (Switzerland, France, Germany, Austria, the United Kingdom, Japan, Belgium, Czech Republic, Slovakia and the United States). For further information please visit: **www.pricehubble.com/uk/about**

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