

# COUNTY HALL KINGSTON

*A Living Legacy*

MARKET INSIGHT REPORT



LONDON  
SQUARE





County Hall Kingston is a landmark development that combines architectural heritage with contemporary luxury living. Its striking Grade II\* listed building sits almost opposite Kingston University and just one road from the River Thames, offering a rare opportunity to own a home in one of London's most historically significant residential conversions.

The development includes 264 private homes across two elements: the refurbishment of the former Surrey County Hall and three new premium apartment blocks. Set around the landscaped courtyard, the refurbished building includes original features, such as stained-glass windows.

The development offers a diverse range of studios, one, two and three-bedroom apartments, as well as three-bedroom duplexes, catering to a broad buyer base from students and young professionals to downsizers and local movers.

Offering a 24-hour concierge service, wellness facilities including yoga and reformer pilates studios, bookable entertaining spaces and a cinema room, the development sets a new benchmark for luxury living in Kingston with pricing that reflects both the prestige of the building and the rarity of such an offering in the local market.

# Introduction



# Key Findings

Kingston has emerged as one of the city's most desirable locations, offering a rare blend of history, riverside charm, leafy surroundings and connectivity.

## A leafy neighbourhood

Kingston offers access to historic parks and possesses a higher-than-average number of listed buildings for London, adding charm and character to the area.

## A vibrant retail scene

Kingston's retail offering ranks in the top five locations across the UK, which includes the likes of Beaconsfield, Henley, Marlborough and Wimbledon Village.

## Listed properties are a rare find

Across prime London in 2024, only 3.6% of prime sales transactions were Grade II listed properties, which demonstrates the exclusivity of this development. Analysis of 2024 data shows a price premium for Grade II properties of 18.8%.

## Riverfront access

A large part of Kingston's appeal is its easy access to the River Thames, offering scenic walks, riverside dining, and a vibrant waterside atmosphere.

## London term outperformance

Comparing performance across the Kingston borough with the London average, the data shows that Kingston has outperformed over 15 years. The outperformance is more significant when looking at the top 25% of the market (Kingston top 25% of sales prices increased +89% over 15 years, London +65%).

NB. Grade II\* listed buildings are recognised as particularly important due to their architectural design, historical importance or unique or outstanding features. They represent a higher level of significance than standard Grade II listings. Only around 5.8% of listed buildings are Grade II\*, around 2.5% are Grade I and the remaining 91.7% are Grade II.

Source: Historic England.



# Local Area

County Hall Kingston in Kingston upon Thames boasts access to an array of historic locations.

Kingston boasts 159 listed buildings — well above the London average — showcasing its rich architectural heritage. The River Thames enhances its appeal, offering scenic riverside walks and activities, while the borough's leafy character and lower population density set it apart from much of the capital.

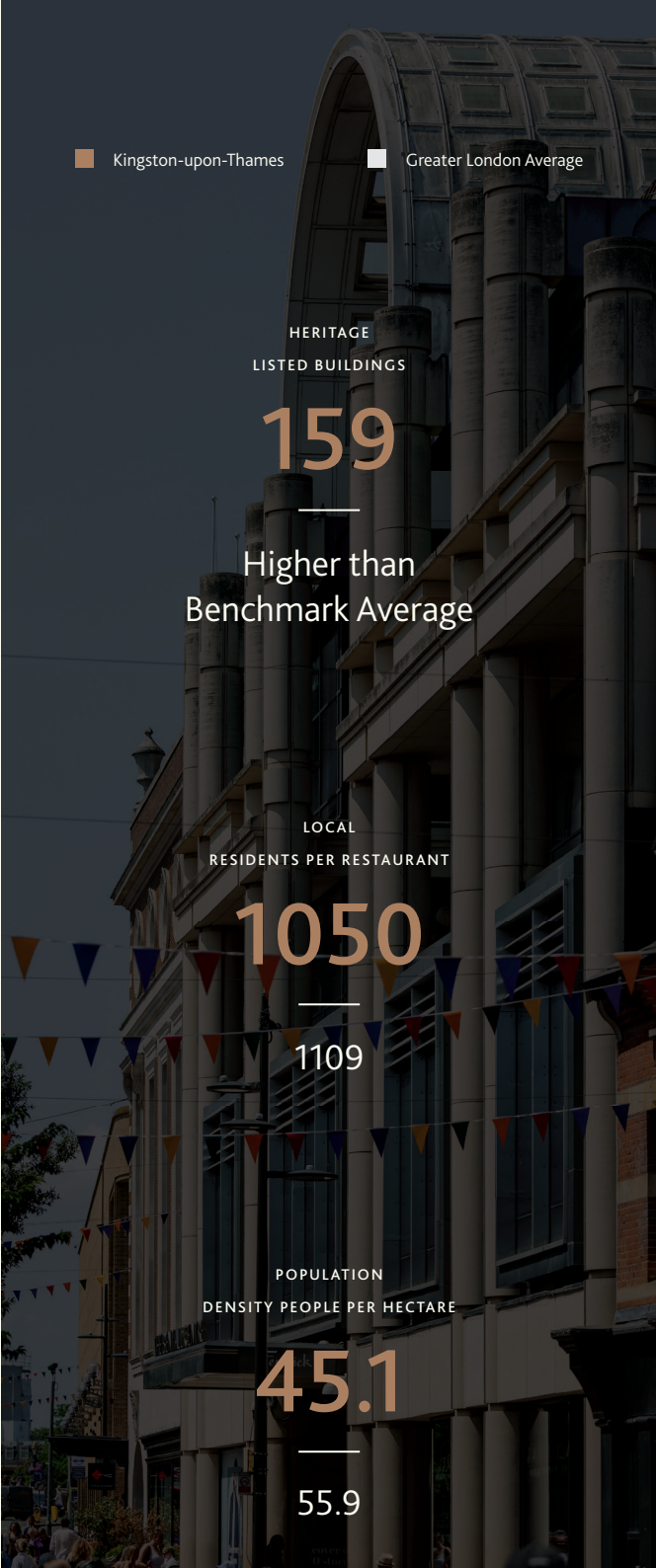
Historic parks and gardens provide tranquil green spaces with cultural significance, complemented by 13 Conservation Areas that safeguard Kingston's charm while blending history with modern living.

Its retail centre rivals destinations such as Beaconsfield, Wimbledon Village and Henley-on-Thames, combining high street brands with independent boutiques and designer stores, including Fenwick, Giulio Fashion, Oriental Pearl and Mr Mullan's General Store.

140 restaurants, cafés, pubs or bars within a 30-minute walk of County Hall Kingston.

Notable areas include Riverside Walk and Kingston Town Centre, located within 10-15 minutes' walk.

Source: Harper Dennis Hobbs 2022 Index



## UK High Street Vitality Rankings

1	Beaconsfield	South East
2	Marlborough	South West
3	Wimbledon Village	Greater London
4	Kingston upon Thames	Greater London
5	Henley-on-Thames	South East

Source: Harper Dennis Hobbs 2022 Index

Kingston ranked in top 5 across the UK for **Retail Vitality**

Source: Harper Dennis Hobbs 2022 Index

Assessing factors include

- Vacancy Rate
- Retail Google Mobility Data
- Size of Retail Offer
- Essential Retail
- Company Voluntary Arrangement (CVAs)
- Age Catchments
- Aspirational Retail



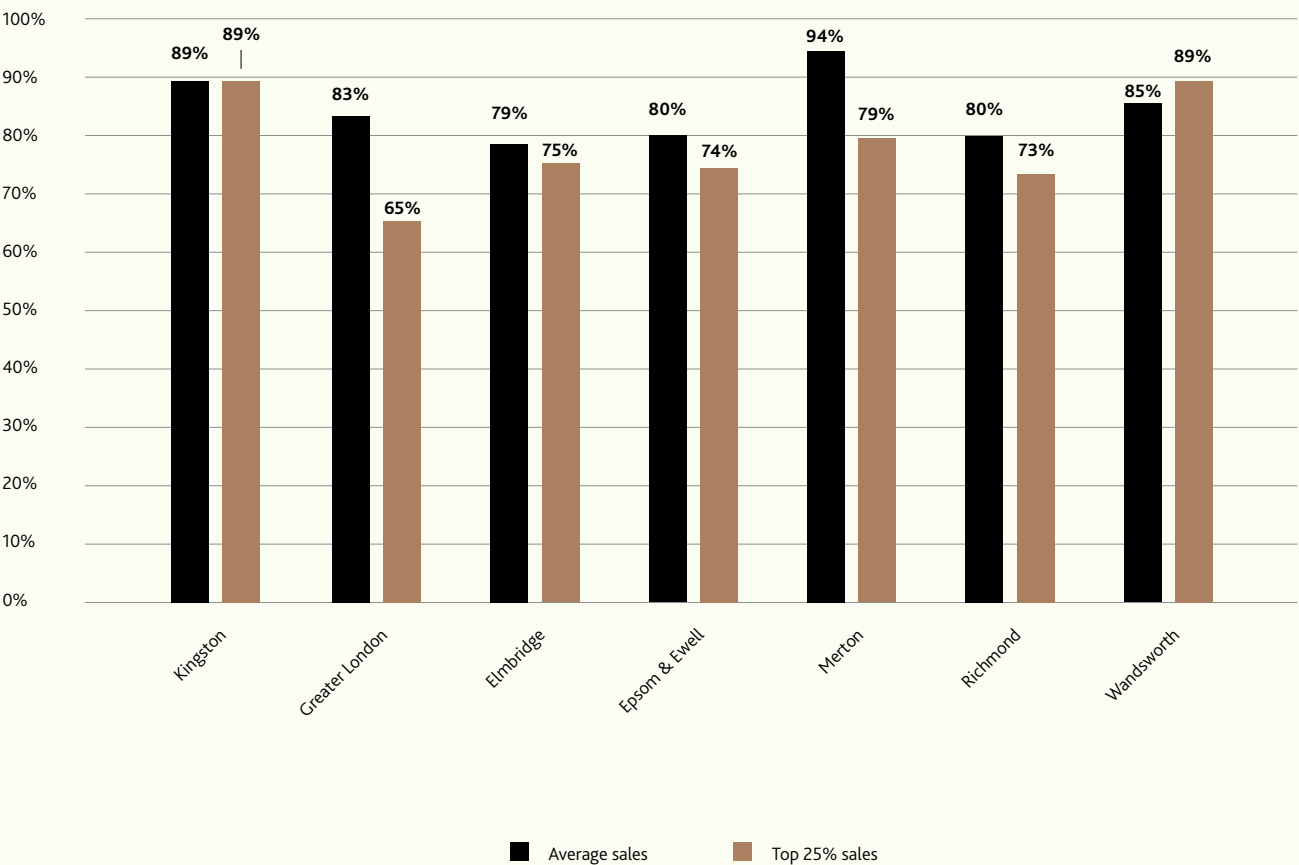
# Price Growth Outperformance

## Long-term outperformance

Comparing performance in the Kingston borough with neighbouring boroughs and the London average, the data shows that Kingston has **outperformed over 15 years** (with the exception of Richmond). When focusing on the top prime portion of the market (top 25% of sales), Kingston is the **top performer** alongside Wandsworth. This top slice of the market in Kingston significantly outperforms the London average.

Source: Dataloft (PriceHubble), Land Registry, based on prices per sqft. Data to March 2024

## Kingston: Long-term outperformance





Case Study

# Premium for Historical Conversaion

## Significant premiums achieved

High-quality refurbishments of historic buildings, such as County Hall Kingston, can create highly desirable homes, generating strong market interest and commanding substantial premiums.

A prime benchmark is London Square's award-winning restoration of **The Star and Garter in Richmond**, a Grade II listed landmark, where the combination of heritage, luxury specification, and exceptional setting led to significant price premiums. Properties here **sold for up to 96% more per square foot than other new build properties in the borough.**

## The Star & Garter premium over other new build homes in Richmond

YEAR	PREMIUM £PSF
2016	96.5%
2017	95.5%
2018	84.6%
2019	85.2%

Source: PriceHubble, Land Registry, comparing average sales and rental prices per square foot over the last 12 month for homes in close proximity to the River Thames compared to the whole of the Borough. See area definitions.



London Square achieved a **premium** of up to **96%** for new homes at Star and Garter in Richmond compared to other new builds in the borough



# Rental Growth

## Rental outperformance indicates strong demand

The strong level of demand for rental properties in the local area is highlighted by the level of rental growth seen in recent years. Rents for apartments in the local area have risen by **34% in 5 years**, outperforming the wider borough, many other nearby London Boroughs and the regional average.

## Outperformance in rental growth over the last year and five years

Source: Dataloft Rental Market Analytics

	1 YEAR RENTAL GROWTH - APARTMENTS	5 YEAR RENTAL GROWTH - APARTMENTS
Kingston Local Area	5.6%	34%
Royal Borough of Kingston upon Thames	-4.3%	25%
London Borough of Richmond upon Thames	2.5%	29%
London Borough of Merton	2.3%	25%
London Borough of Wandsworth	-3.4%	23%
Local Authority of Elmbridge	3.0%	34%
Local Authority of Epsom and Ewell	-4.3%	25%
Greater London	1.6%	29%

Source: Dataloft Rental Market Analytics, average growth in £ per square foot for flats in the 12 months compared to the previous 12 and last 12 months compared to same period 5 years ago.



# Rental Potential

## Large rental market, high student representative

County Hall Kingston presents an opportunity to purchase an investment property within a large and established rental market. Demand is high from both students and also high-earners commuting into Central London.

- 1,700 privately renting households in the local immediate area of Kingston.
- Over **two fifths** (43%) of homes are in the private rented sector (PRS) (30% London)

Source: Census 2021

## Local areas residents

	1 BED APARTMENT	2 BED APARTMENT	3+ BED APARTMENT
Top 25% of lets	£2,109	£2,393	£3,246
Top 10% of lets	£2,288	£2,735	£3,546

Source: Dataloft Rental Market Analytics (PriceHubble), average rents over the last 12 months of top 25% and 10% of lets in KT1 1 and KT1 2

## Who rents in the local area?

- ◇ **56% couples/sharers**, 29% singles, 15% families
- ◇ Average age: 28 (46% renters aged under 25)
- ◇ **£79,396** upper quartile gross individual income
- ◇ **£127,433** upper quartile gross household income
- ◇ **18%** of renters are in information and communication sectors, 14% in education and 13% in retail.
- ◇ **51%** of renters moved within 5 miles (7% from overseas)
- ◇ **35%** private renters are students

Source: Dataloft Rental Market Analytics (PriceHubble), local area defined as KT1 1 and KT1 2, income analysis excludes renters earning less than £10k per annum

## 34% growth in the average rent of apartments in Kingston in the last 5 years

Source: PriceHubble

## 16.5% forecast rental growth in London 2025-2029

Pricing offers a stronger value proposition to surrounding local boroughs

Source: JLL, Savills, November





# New Home Completions

Low levels of new supply in the immediate area but higher levels across the borough.

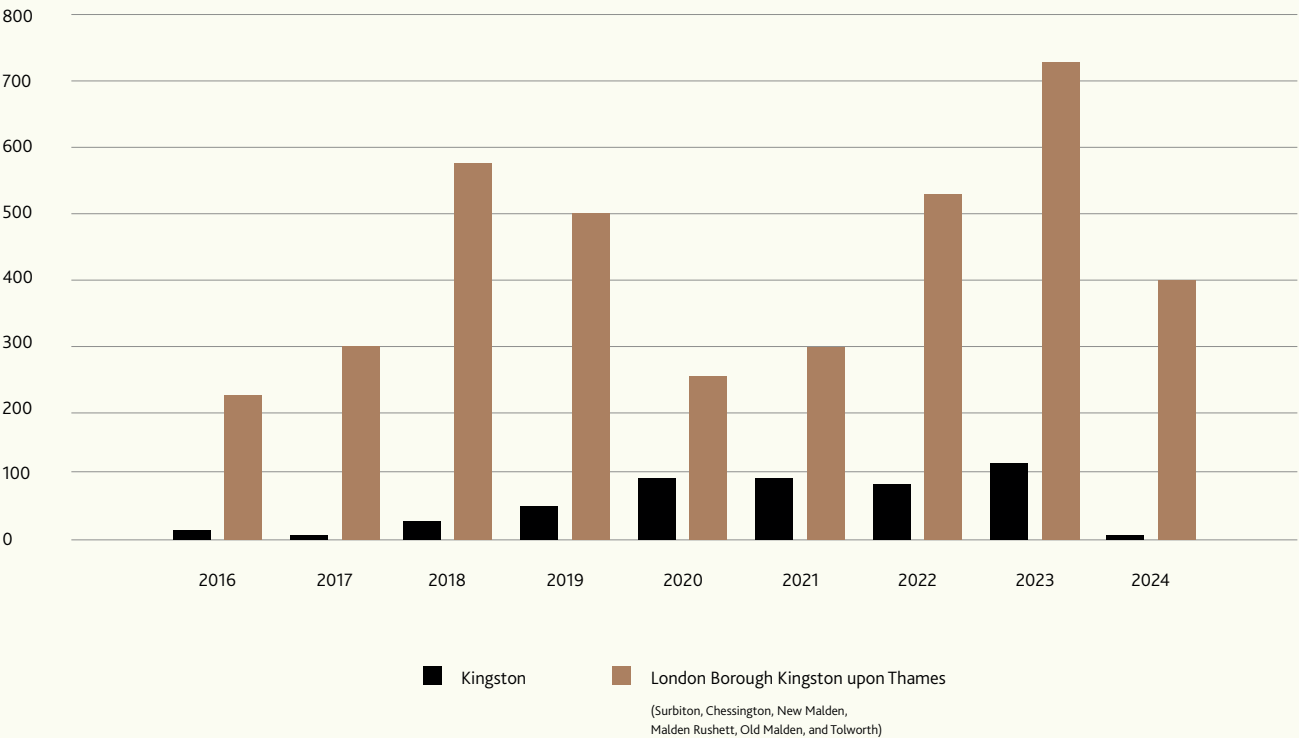
Across the borough as a whole between 2020 and 2024, there were 2,103 new residential dwellings built across the Borough of Kingston-upon-Thames, an average of 421 per year. This level of development increases the number of homes in the local area by around 0.6% per annum.

458

New home completions in the Kingston local area in the **last five years** (average of 92 per year)

Source: PriceHubble, MHCLG, based on Energy Performance Certificates (EPC) for new dwellings lodged on the Register

New home completions in the Kingston area vs the Borough of Kingston upon Thames



Source: PriceHubble, MHCLG, based on Energy Performance Certificates (EPC) for new dwellings lodged on the Register

# Employment

Over 400,000

Professional, IT, scientific or financial jobs are accessible with a 45-minute commute of County Hall Kingston.

These typically higher paid employment sectors represent 34.4% of all jobs within a 45-minute commute.

Source: BRES 2023, commute by public transport

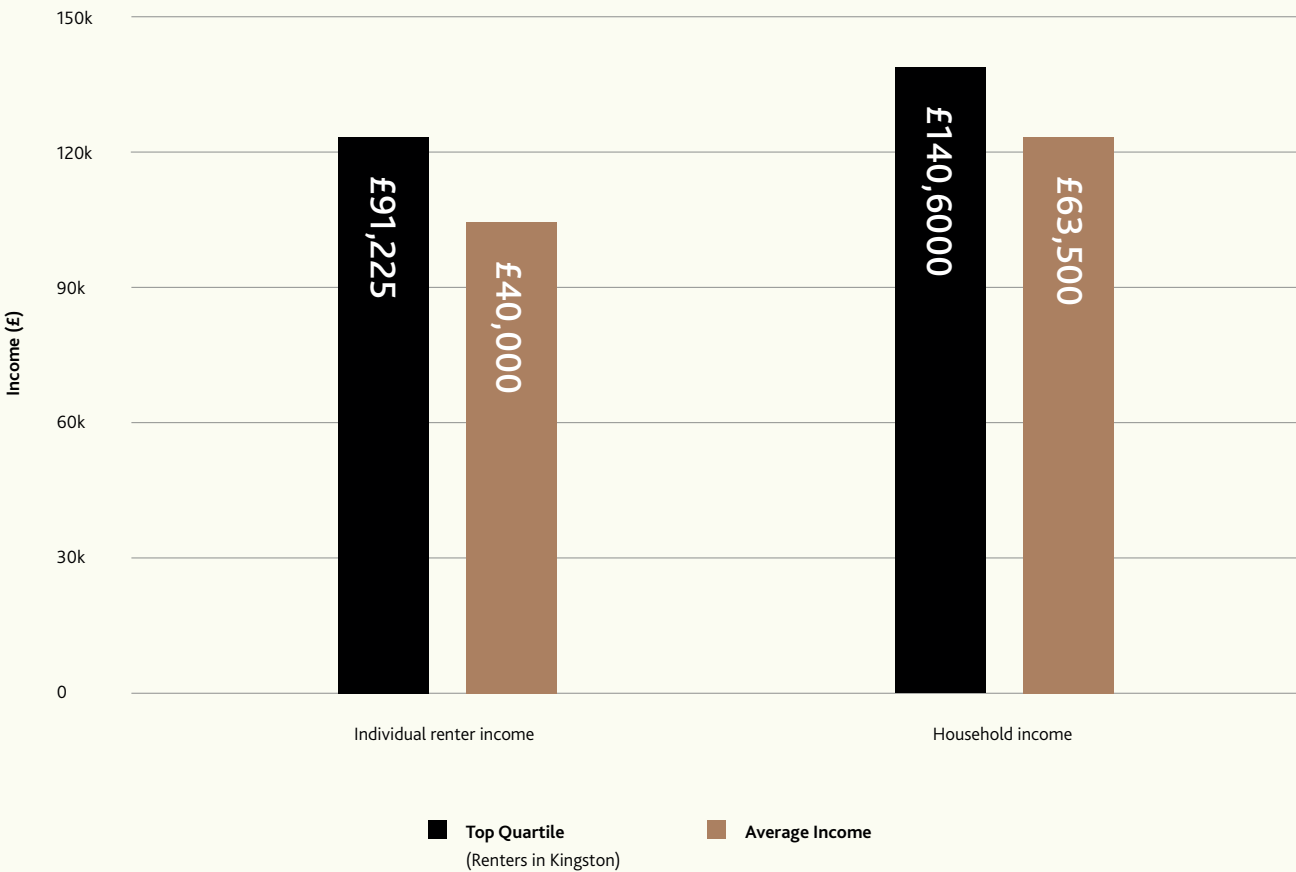
Of those renting in Kingston, 22% live and work in the borough while 29% work in Central London.

## Prominent local employers include

- Lidl's UK head office
- Unilever
- Sega Amusements
- Kingston Hospital
- Merlin Entertainments
- BAE Systems
- Kingston University
- Bausch & Lomb
- Epsilon
- Haymarket

Kingston residents

## Higher resident renter earnings support a buoyant local rental market



Source: Dataloft by PriceHubble



# Connectivity

## Accessible and well-connected

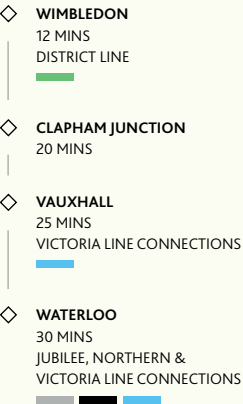
County Hall Kingston benefits from excellent transport connections. There is a bus stop moments from the development offering immediate access to local amenities.

Kingston train station, just 0.6 miles away, and Surbiton rail station, less than a mile away, provide regular connections to central London and the surrounding area.

With a Public Transport Accessibility Level (PTAL) of 4 in London, residents enjoys good access to public transport, ensuring optimal connectivity.

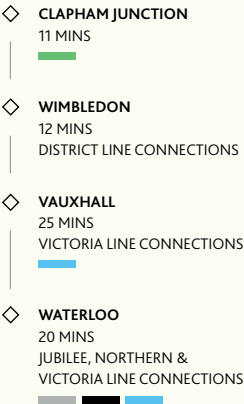
### Kingston Rail Station

16 MINS WALK



### Surbiton Rail Station

23 MINS WALK



## Journey times to key locations

- ◇ **20 mins** to **London Waterloo** with connections to:
  - Canary Wharf (9 minutes)
  - Bond Street (6 minutes)
  - Bank (4 minutes)
  - London Bridge (2 minutes)

- ◇ **37 mins** train to **London Gatwick Airport**

- ◇ **30 mins** drive to **London Heathrow Airport**

Source: South Western Railway, TFL, excluding walking connection times

## PTAL rating

# Level 4

PTAL is a rating system based on access to the London transport network and frequency of services. It ranges from 1a (the lowest) to 6b (the highest)

Source: Transport for London, PriceHubble

# 72%

of renters ranked commuting time to work in the top 4 most important things when choosing a neighbourhood to live in

Source: BRES 2023, commute by public transport



# Education Schools

There is an abundance of quality schools in the area immediately surrounding County Hall Kingston. With outstanding choices across all age groups, the development ensures excellent educational opportunities nearby.

## Top-rated schools and independent schools

SCHOOL	DISTANCE	OFSTED RATING
St Andrew's and St Mark's CoFE Junior	0.7 miles	Outstanding (2022)
St John's CoFE Primary	0.2 miles	Good (2023)
King Athelstan Primary	0.4 miles	Good (2022)
St Joseph's Catholic Primary	0.5 miles	Good (2025)
Maple Infants	0.7 miles	Good (2023)
Educare Small School	0.72 miles	Good (2024)
Hampton Court House	1.6 miles	Good (2018)
SCHOOL	DISTANCE	INDEPENDENT RATING
Surbiton High School	0.34 miles	All standards met (2023)*
Kingston Grammar School	0.52 miles	All standards met (2024)**
Park Hill School	1.24 miles	All standards met (2024)**

Source: Dataloft (PriceHubble), Ofsted 2022/23, TFL, distance as the crow flies from County Hall Kingston.  
\*Independent School Inspectorate (ISI) Focused Compliance and Educational Quality Inspection Report  
\*\* Independent School Inspectorate (ISI) School Inspection report

5  
Outstanding or Good  
rated primary schools  
within a 15-minute walk  
of County Hall Kingston

Source: Ofsted 2022/3

4  
Outstanding or Good  
rated primary schools  
within a 30-minute walk  
of County Hall Kingston

Source: Ofsted 2022/3

11  
Independent Schools  
within a 45-minute walk  
of County Hall Kingston

Source: Ofsted 2022/3



# Education Universities

County Hall Kingston has excellent access to nearby universities.

Almost opposite the residence is Kingston University, ranked among the top 50 UK universities (Guardian University Guide 2023) and celebrated for its strong business, design, and engineering courses.

Additionally, St Mary's University in Twickenham — renowned for its education and sports-related courses — sits within 2.6 miles of County Hall Kingston. Consistently praised for its student satisfaction, St Mary's was rated among the top ten universities in the UK for Student Satisfaction by Times Higher Education in 2024.



## 5 closest universities

UNIVERSITY	NO. OF STUDENTS	INTERNATIONAL STUDENTS	DISTANCE (MILES)
Kingston University	18,825	4,410	0.2
St Mary's University, Twickenham	7,190	1,230	2.6
Roehampton University	12,050	5,360	4.3
St George's, University of London	3,855	255	5.8
The University of West London	18,410	4,525	7.1

Source: Dataloft (PriceHubble), HESA 2022/23, TfL, distance as the crow flies from County Hall Kingston

11 London universities are within a 45-minute commute of County Hall Kingston

179,290 total students (63,120/35% international)

Source: Dataloft (PriceHubble), HESA 2022/23, TfL

34% rental premium paid by overseas students for prime properties

In the last year, the top quartile of rent paid by overseas students was 34% higher than the comparable rent paid by domestic students in London.

Source: PriceHubble, comparing the 75th percentile rent paid of overseas students in London to the 75th percentile rent of domestic students in London in the year to March 2025.

# Green Space

## A fifth of the local area is open access green space

County Hall Kingston boasts exceptional access to green spaces, offering a haven for professionals and families seeking an escape from city life. This abundance of lush parks and open areas ensure a tranquil lifestyle amid the beauty of Kingston-upon-Thames.



## 4 largest parks within a 30-minute walk

PARK NAME	AREA (ACRES)	WALK TIME	DRIVE TIME	CYCLE TIME
Richmond Park	2,351	30 mins	9 mins	11 mins
Bushy Park	855	24 mins	9 mins	8 mins
Hampton Court Park	640	16 mins	6 mins	14 mins
Canbury Gardens	15	18 mins	6 mins	5 mins

Source: Ordnance Survey 2024, Googlemaps

64%

of renters say access to outside space would make them rent longer with **23%** prepared to pay **higher rents**

Source: Dataloft (PriceHubble), Property Academy 2024

9

**public parks** or gardens within a 30-minute walk of County Hall Kingston  
Total size **4,000 acres**

Source: Ordnance Survey 2024

2.74 acres

People living within 300 metres of a 1ha (2.47 acres) green space have a statistically **significant wellbeing boost**

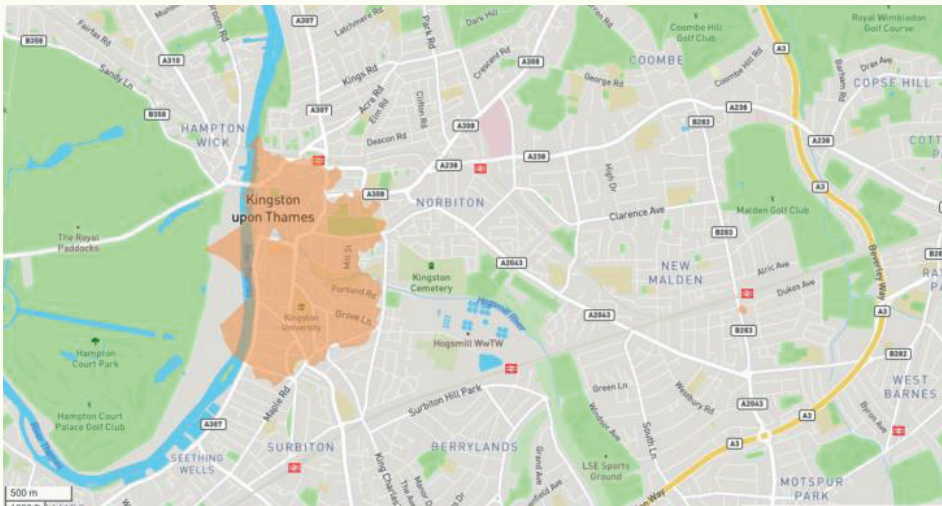
Source: Houlden, 2019 , University of Warwick



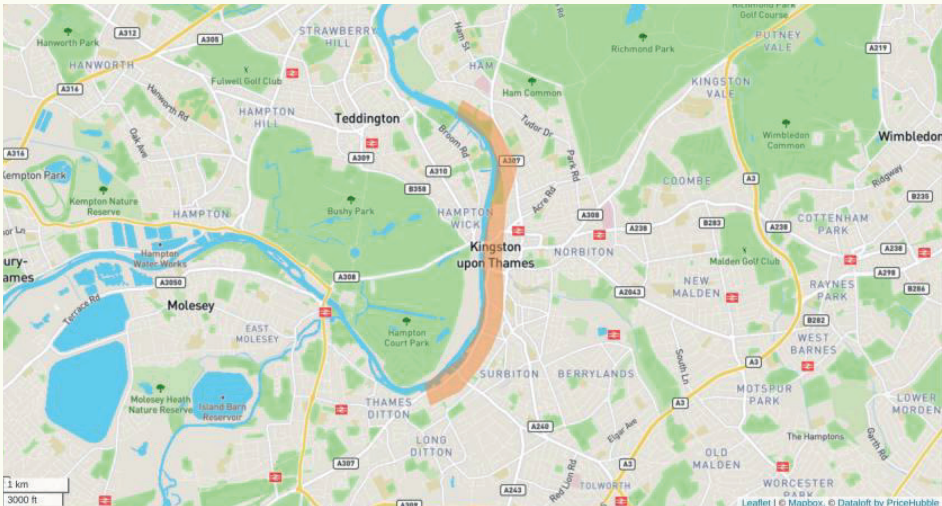
# Catchment Area Maps

Areas mentioned throughout  
the report have been defined  
on the following basis

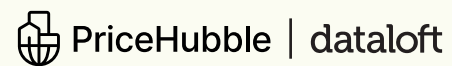
KINGSTON  
AREA MAP



KINGSTON RIVERSIDE  
AREA MAP



# CHK



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