

Market Update



“Old Oak and Park Royal is one of the most important regeneration projects in London”

Reasons to invest in our new scheme: One West Point, Acton:

London’s newest neighbourhood, where 1,600 acres will be transformed, is a regeneration hotspot equalled only by the Royal Docks and Beckton Riverside in the east of the capital.

The regeneration of Old Oak Common and Park Royal to the north-west of the capital will be a major new place for Londoners to live and work, with 25,500 new homes and 65,000 new jobs over four decades.

Old Oak and Park Royal Development Corporation — the OPDC — the mayoral body in charge of the area, claims the level of development will contribute “£7.6 billion annually to the UK economy”. New chairman of the OPDC, Liz Peace, says: “Londoners should be thinking creatively about what Old Oak and Park Royal have to offer. The opportunities will be amazing when you think about the

advantages and connections the new transport infrastructure will bring to the area.”

Huge new rail hub

The core of Old Oak, the new HS2, Crossrail and Great Western Main Line interchange station is due to open in 2026, by which time it is expected some 12,500 homes will either have been built or will be under way. About 60,000 people will be living across the area by 2047. The current population is only 4,000.

Two new Overground stations are also proposed: Hythe Road will open in the early 2020s and Old Oak Lane will open in 2026.

Huge mixed-use development is expected around the new interchange. A new town centre, in effect, will be developed off the back of £2.5 billion of infrastructure, of which a proportion will be funded by taxes on development in the form of the Community Infrastructure Levy and Section 106 contributions paid by developers. ▲

HOT PROPERTIES



PADDINGTON £2,450,000



WEST END £700 PER WEEK



ONE WEST POINT FROM £499,000

Crossrail is giving Paddington a fresh lease of life and slashing journey times in half. P1 ▶

Despite slowing in property market, prices surge for prime London homes over £2M. P3 ▶



Crossrail is giving Paddington a fresh lease of life and slashing journey times in half

+3.28%

property price increase since the start of the year

Paddington was once home to a colossal waste treatment centre and, historically better known for prostitutes than prime residential, it was not long ago that this district's credentials as a homeowners' hotspot were high on non-existent.

Paddington now has a very attractive central position; being sandwiched in between Hyde Park to the South, Oxford Street to the East and Edgware Road and Westway to the North it has prime Zone 1 status, while being just 15 minutes from Heathrow airport.

Until recently the lack of regeneration meant that this beautiful area of London with a canal running through was left unnoticed and not regarded as a highly desired area to live. Now Paddington is set to be one of London's major transport hubs; the western gateway to Heathrow, the south-west of England, South Wales and the Thames Valley. With the arrival of Crossrail in 2018, Paddington station will see passenger numbers grow to over 60 million annually. Our proposals support this huge expansion in rail users with transformed public realm and gateway to the station.

The Bakerloo line station and

ticket halls in Paddington are having a dramatic upgrade and form part of the proposed £65 million investment in public realm and transport infrastructure. As part of the Paddington Quarter scheme submitted to Westminster Council, SPL is proposing two new station entrances and a ticket hall that would be four times the size of the current facility. In addition, the number of entrance/exit gates would be more than doubled to 12 and provide direct benefits to nearly half of Paddington Station users who use the Bakerloo line.

On top of the Bakerloo line station regeneration the Crossrail will soon be up and running, and will give Paddington supercharged access to the rest of the capital.

Journey times to Tottenham Court Road will be slashed from the current 20-minute journey to a mere 4 minutes and the current 34 minutes to Canary Wharf will drop to 17 minutes.

Our managing director, Robert Fraser has stated that one the Crossrail has opened, "Paddington will be one of the best-connected areas in the capital, which will naturally have a positive impact on both property value and demand".

Property prices here are reasonable by London standards, starting at around £345,000 and reaching £5.5 million at the top end of the market, with an average price of £1.2 million, according to our research. ▲



For Sale

A selection of our current properties available to buy

Baker Street



BELL STREET, NW1
£450,000

- 1 bedroom, 1 bathroom
- Private outdoor space
- 376 sqft of internal space



FITZROVIA APARTMENTS, W1W
£3,000,000

- 3 bedrooms, 3 bathrooms
- Private balcony
- 24 hour concierge



CHALFONT COURT, NW1
£1,395,000

- 4 bedrooms, 2 bathrooms
- Day porter, lifts & secure entry system
- Located on the edge of Regents Park



KINGS QUARTER, N1
£625,000

- 2 bedrooms, 1 bathroom
- Private balcony
- 620 sqft of internal space

City



ROMAN HOUSE, EC2Y
£1,995,000

- 3 bedrooms, 3 bathrooms
- 6th floor elevation
- 1,117 sqft of internal space



EAGLE POINT, EC1V
£945,000

- 2 bedroom, 2 bathroom
- 16th floor elevation
- Spectacular views across London



CASHMERE HOUSE, E1
£1,075,000

- 2 bedrooms, 2 bathrooms
- 2nd floor with private balcony
- 923 sqft of internal space



THE FUSION, E1
£595,000

- 1 bedroom, 1 bathroom
- Private communal rooftop garden
- 592 sqft of internal space

Kew Bridge & Brentford



2 KEW BRIDGE ROAD, TW8
£495,950

- 1 bedroom, 1 bathroom
- River views from apartment
- 609 sqft of internal space



COLLEGE HOUSE, SW15
£699,995

- 2 bedrooms, 1 bathroom
- Private balcony
- Residents fitness suite



HAMLET GARDENS, W6
£1,180,000

- 3 bedrooms, 4 bathrooms
- Duplex apartments
- 2 Juliette balconies



BELGRAVIA HOUSE, W5
£425,000

- 1 bedroom, 1 bathroom
- Health spa & swimming pool
- 24 hour concierge

Paddington



BALMORAL APARTMENTS, W2
£595,000

- 1 bedroom, 1 bathroom
- 441 sqft of internal space
- 24 hour concierge



4 MERCHANT SQUARE, W2
£920,000

- 2 bedrooms, 2 bathrooms
- 24 hour concierge
- 732 sqft of internal space



WESTCLIFFE APARTMENTS, W2
£795,000

- 2 bedrooms, 1 bathroom
- 24 hour portered block
- 657 sqft of internal space



PADDINGTON EXCHANGE, W2
£2,450,000

- 3 bedrooms, 3 bathrooms
- Two private balcony
- 1,352 sqft of internal space



Despite slowing in property market, prices are still increasing for prime London homes over £2m

+3.2%

increase from last year

Homes sold for £2m or more in prime areas of London over the last three months have seen prices rise 3.2 per cent from the same period a year ago, according to data from property group Lonres.

However, homes sold for under £2m saw prices fall by 5.8 per cent, compared to the first quarter of 2017.

This reflects a reversal in fortunes for these two segments of the market: two years ago homes sold at £2m or more recorded annual falls of 5.5 per cent, compared with growth of 4.4 per cent for those priced under £2m.

Marcus Dixon, head of research at Lonres said:

"Homes sold below £2m, recorded the most significant prices falls, as the wider London housing market slowed and fewer investors entered the market.

"This contrasts with the market

above £2m. Demand for these properties appears to be increasing, prices having fallen earlier and buyers, many of whom are owner-occupiers, have begun to see value, even with Brexit uncertainty still looming."

Still, overall prices across prime London fell by an average of three per cent compared to the same period last year, even though the number of transactions increased by three per cent, with the market for homes over £2m continuing to see the most activity.

According to Robert Fraser, the increase in prime real estate prices comes down to continuing high demand in London's luxury areas.

"Mayfair and Marylebone is where everyone wants to be, so prices are going to be stronger," This overall slump in the prime London market is due to a large extent, to the government's

stamp duty, which has dampened the market beyond even their own expectations.

"They've done what they wanted to do, they've taken the heat off," said Fraser. "The problem is they turned on the cold water tap too strong."

Meanwhile, according to the Halifax House Price Index released today, prices across the UK have fallen by 3.2 per cent in the first three months of the year. ▲

Source: <http://www.cityam.com>

To Let

A selection of our current properties available to let

Baker Street



TRITON BUILDING, NW1
£650 PW

- 1 bedroom, 1 bathroom
- 4th floor elevation
- Private balcony



BOLSOVER STREET, W1W
£900 PW

- 2 bedrooms, 2 bathrooms
- 850 sqft of internal space
- 24 hour concierge



RATHBONE SQUARE, W1T
£700 PW

- 1 bedroom, 1 bathroom
- Private balcony
- Concierge, gym & pool



PARK ROAD, NW1
£525 PW

- 2 bedrooms, 2 bathrooms
- Regent Park facing
- Rent inclusive of heating & hot water

City



WELL COURT, EC4M
£900 PW

- 2 bedrooms, 2 bathrooms
- Duplex penthouse
- Private roof terrace



LUDGATE BROADWAY, EC4V
£750 PW

- 2 bedrooms, 2 bathrooms
- 992 sqft of internal space
- Video entry system



ISLAND APARTMENTS, N1
£425 PW

- 1 bedroom, 1 bathroom
- Juliet balcony
- Communal terraced garden



WIVERTON TOWER, E1
£500 PW

- 1 bedroom, 1 bathroom
- 621 sqft of internal space
- Private winter garden

Kew Bridge & Brentford



GOOCH HOUSE
£375 PW

- 1 bedroom, 1 bathroom
- Large wrap around balcony
- 519 sqft of internal space



QUEENS WHARF, W6
£500 PW

- 1 bedroom, 1 bathroom
- 24 hour concierge
- Private balcony



AVERSHAW HOUSE, SW15
£425 PW

- 2 bedrooms, 2 bathrooms
- Juliet balcony
- Underground parking available



CHISWICK HIGH ROAD, W4
£508 PW

- 2 bedrooms, 2 bathrooms
- 2 private balconies
- 842 sqft of internal space

Paddington



BALMORAL APARTMENTS, W2
£650 PW

- 2 bedrooms, 2 bathrooms
- 3 private balconies
- 763 sqft of internal space



3 MERCHANT SQUARE, W2
£580 PW

- 1 bedroom, 1 bathroom
- 12th floor with private balcony
- 501 sqft of internal space



REGENTS PLAZA APARTMENTS, NW6
£675 PW

- 3 bedrooms, 3 bathrooms
- Private patio & 1,125 sqft of internal



WESTMINSTER PALACE GARDENS, SW1P
£695 PW

- 2 bedrooms, 2 bathrooms
- 1,130 sqft of internal space



Top 5 reasons to buy new build homes

Brand new, beautiful and with many benefits - new build homes are at their best in London. As well as being built in some of the very best locations, new homes offer many perks for both buyers and investors. We continue to sell hundreds of new houses and apartments in the capital every year, and we'd be delighted to introduce you to the world of new. As well as our many property exhibitions, you can browse our new homes for sale online for inspiration - and to get you started, here's the top 5 reasons to buy brand new:-

1. The blank canvas you've always dreamed of

Why waste time stripping wood chip wallpaper, filling in cracks or replacing mouldy grouting when you can take ownership

of pristine carpets, freshly painted walls and smooth ceilings? When you buy a brand new home in London, you can move in and start personalising your home straight away.

2. Structural peace of mind

There are two tiers of build quality when you buy a new home. Firstly, new homes for sale in London are built using the most modern methods of construction and the latest materials, making them more sturdy (and sustainable) than ever before. Secondly, almost all of new homes in London are sold with a 10 year warranty, which covers buyers against structural problems and builder defects. In addition, the house builder will normally supply its own 2-year guarantee.

3. Low maintenance lifestyle

New housing developments in London all have one brilliant thing in common - they offer buyers a very low maintenance lifestyle. Sold in pristine condition and with new kitchens, bathrooms, floor coverings, windows, roofs, appliances and boilers, there's only your own wear and tear to consider for many years. The low-maintenance benefit appeals to owner-occupiers and property investors alike - book a viewing to discover for yourself.

4. Super security

If you're looking for a safe and secure place to live in London, you can't go wrong with a brand new apartment. Today's apartment developments usually include a secure

lobby, video entry and possibly a porter or concierge. Also look for secure underground parking and monitored CCTV for extra peace-of-mind.

5. Off plan perks

Why not buy before it's built? Purchasing a new home before a brick has been laid is a great way to benefit from maximum choice. Choose the best plot and house type from the site plan, specify a number of fixtures and fittings to suit your tastes and potentially watch the value of your property grow as it's constructed. ▲

New Homes

A selection of our brand new properties available to buy



LAUNCHING
SOON

ASPIRE
HERSCHEL STREET, SLOUGH, SL1
PRICES FROM £199,000

Aspire, a new development in Slough will offer a perfectly balanced home environment of vibrancy, rural beauty and tranquility. Aspire is situated within catchment of a great choice of schools for families. Slough is already one of the UK's fastest growing regeneration hotspots and has been ranked as the youngest town in the UK by the 'Centre of Cities', and has also been labelled as the top place to work in the UK.



LAUNCHING
SOON

NEW WILLOW HOUSE
PLAISTOW ROAD, LONDON, W3
PRICES FROM £350,000

New Willow House is an exciting development of 33 private completed luxury apartments located directly opposite Plaistow Underground Station. Each apartment benefits from a Relaxing Garden Room with many offering breathtaking views across the City and beyond. Located opposite Plaistow Station New Willow House is perfectly placed for connections across the capital and beyond.



LAUNCHING
SOON

THE BROADWAY
CRICKLEWOOD LANE, CRICKLEWOOD, LONDON NW2
PRICES FROM £432,000

The Broadway is a stunning development of 1, 2 & 3 bedroom apartments on Cricklewood lane, London, NW2. Just like all the best parts of London, Cricklewood has its own character and identity that have made it an increasingly desirable choice for singles, couples and growing families alike. It is a well connected location, full of bustling shops and restaurants, and just minutes away is Brent Cross Shopping Centre, Cricklewood railway station and the vibrant Hampstead High Street.



LAUNCHING
SOON

STADIA THREE
PLOUGH LANE, WIMBLEDON, SW17
PRICES FROM £425,000

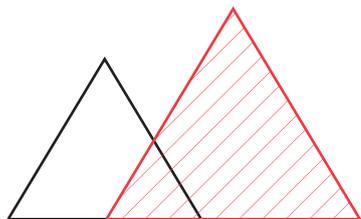
Stadia Three will comprise of 114 luxury apartments arranged over 7 storeys. Apartment types will be 1, 2 & 3 bedroom, virtually all with private external space in the form of a balcony or roof terrace. The development will be a landmark residential building, set to be a dynamic mixed use showcase for South West London. When complete, the site will include new community space, retail facilities, a squash and fitness club, landscaped roof garden areas at first floor level and communal cycle storage.



Introducing: One West Point

Portal Way, Acton, London, W3 6RU

+29.19%



**AVERAGE SALES PRICE
INCREASE IN THE LAST YEAR**

£397PW

**AVERAGE
RENTAL
PRICE**

36.2%

**BELOW LONDON
AVERAGE**

One West Point is a landmark development that is aiming to transform the landscape of the surrounding area, together with the regeneration of Park Royal and the redevelopment of Carphone Warehouse. The government has awarded this area £26 Billion pounds towards the regeneration. This will bring about over 25,500 new homes in the area, along with creating over 65,000 new jobs.

The development will have 378 units across 4 buildings, comprising of 1, 2 and 3 bedroom apartments. Block A will be a 42-storey tower, with the remaining units spread across the other three buildings that will make up Portal West. One West Point will be the tallest tower in West London, offering unparalleled views right across the city and will provide the ultimate in luxury living surrounded by the 1,600 acre dynamic transformation of Park Royal and Old Oak regeneration zones.

- All with balcony or terrace
- Majority with panoramic skyline views
- Exceptional lifestyle facilities including: 24-hour concierge, private dining suite, bar & lounge, gym and screening room
- Hot desk 'WeWork' style space with state of the art communications
- Private 42 level sky terrace & bar
- 2 minutes' walk from Central Line
- 6 minutes' walk from the Crossrail
- Est Completion Date: Q4 2021

Exhibition details:

Date: 15th – 17th June 2018

Location: The Landmark Mandarin Oriental, Tian & Di Room, 15 Queens Road Central, Central, Hong Kong

Time: Friday - Sunday: 11am – 7pm



Duke and Duchess of Cambridge visited Paddington

23rd April - The new Prince was born in Paddington

On St George's Day (23rd April) at 11.01 am The Duke and Duchess of Cambridge welcomed their third child in Paddington. Four days later it was announced that he would be known as Prince Louis Arthur Charles of Cambridge, fifth in line to the throne.

The new baby Prince of Cambridge weighed 8lb 7oz – heavier than both Prince George and Princess Charlotte.

Louis' name could very well be inspired by Louis Mountbatten, who was born Prince Louis of Battenburg in Windsor in 1900. He was Prince Charles' great-uncle and was described by him as the "grandfather I never had".

An Arthur was last Prince of Wales during the Tudor period, more interestingly, of course, is that the legendary King Arthur could have been an influence on their name choice.

Shortly after Prince William and Kate's third child Prince Louis was born, his first official portraits were released to the public. The gorgeous set of photos were taken by the Duchess of Cambridge; one showed Louis with his eyes wide open at just

three days old, while the second featured Louis and his big sister Princess Charlotte on Charlotte's third birthday. ▲

Prince Harry and Meghan Markle marry at Windsor Castle

On May 19, Prince Harry and Meghan Markle married at St George's Chapel at Windsor Castle in front of 600 guests including members of the royal family, friends and family.

A further 1,200 people invited by the royal couple gathered inside the grounds of the castle to see the bride and groom on their wedding day.

Kensington Palace announced: "The Queen has today been pleased to confer a Dukedom on Prince Henry of Wales. His titles will be Duke of Sussex, Earl of Dumbarton and Baron Kilkeel. "Prince Harry thus becomes His Royal Highness The Duke of Sussex, and Ms. Meghan Markle on marriage will become Her Royal Highness The Duchess of Sussex."

Why invest in areas round Windsor?

Windsor is one of the country's best-preserved towns, with many streets designated as

conservation areas. The centre has high-end arcades and stores plus a flourishing bar and restaurant scene. Windsor is also well-located for commuters, and good for buy-to-let investors.

Windsor being located just 30 minutes from London Paddington station by train, and on the doorstep of the M3 and M4, 15 minutes from Heathrow and 6 miles from the M25. It is therefore no surprise that property in the Windsor area has been in demand for some time offering easy access to London without London property prices.

Internal research by Fraser & Co has found that, house prices in Windsor have risen 53 per cent over the past ten years — more

than the rest of the South-East, which has seen increases of 37 per cent. This year alone we have seen a 21.60% increase in the average sold price in Windsor being only 4.7% below the London average.

Fraser & Co have several developments for sale around the area with spectacular views across Windsor and into London. We have launched the second phase of **Union Park** which is starting from, **£225,000**. We are also launching at the end of June **Aspire** which boasts views across Windsor and is starting from only **£199,000**. Please contact our **New Homes Team on 020 7723 1284** for more information. ▲



THE LOFTS

AT ORDNANCE E1

Rising elegantly into The City's skyline, The Ordnance Building's striking design sets the tone for the luxury that awaits within

LOFTSATORDNANCE.CO.UK



THE VIEW FROM THE LOFTS



EXTERNAL CGI



INTERNAL CGI



INTERNAL CGI

Lovingly curated loft-style apartments in a prime E1 location, exceptionally close to Tower Hill

Amazing amenities including a 12 hour concierge and gym

3 London underground stations, DLR and rail station all within an easy 9 minute walk[†]

High specification design and stunning architecturally designed loft interiors

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Details correct at time of going to print. [†]Walking times sourced by walkit.com. Computer generated images are indicative only.
Planning Number: PA/05/01127/R



Best Rooftop bars in London with a view

The Golden Bee

Golden Bee is a new city lounge & cocktail bar located on Old Street of Shoreditch, London with a newly refurbished upstairs bar, terrace & spacious rooftop bar. This stunning rooftop terrace and lounge bar in London is ideally situated a few minutes' walk away from Old Street tube station and also within walking distance from Moorgate and Liverpool Street tube station. Golden Bee boasts beautiful views over the surrounding Shoreditch area.

Location:

Singer St, London EC1V 9DD

Rumpus Room

Rumpus Room is a bright and verdant riverside rooftop bar. Expect lush greenery, plush sofas and comfortable lounge spaces, perfect for enjoying the iconic view. They have a selection of British-American inspired cocktails and food and enjoy live music on Wednesdays featuring some of London's hottest bands, as well as DJ's Thursday – Saturday.

Location:

20 Upper Ground, London, SE1 9PD

Frank's Café

Frank's Café re-opens on Friday May 18, 2018, with a brand-new look for the summer. Londoners continue to make the annual pilgrimage to this

Peckham multi-storey car park for a Campari at Frank's. Open until late September, the summer pop-up plays host to hundreds of people. Part of the Bold Tendencies Sculpture project, the bar was designed by Paloma Gormley and offers views out to St Paul's, in addition to a safe vantage point from which to gawk at the Peckham streets below. The drinks menu includes a choice of nine different cocktails, beers and wine; while the food options – which this year are being rustled up by local Head chef Amir Pem – include BBQ'd bulgogi pork belly with kimchee; buffalo hot wings with blue cheese crème fraiche; smoked paprika and parmesan-roasted corn on the cob; and Peckham pastrami with grilled rye bread & house slaw.

Location:

10th Floor, Multi Storey Car Park, 95A Rye Lane, Peckham, SE15 4ST

Bar Elba

The 350 capacity rooftop has views over London and follows a tropical theme with sunny colours and block lettering details. There is a summer cocktail menu of 20 cocktails including favourites such as the Aperol Spritz, Violet Femme and Love Potion No.10, as well as this year's newest trend Rosé (frozen Rosé). Bar Elba has also teamed up with burger legends Dip & Flip to bring you

the most amazing, food-coma inducing burger you ever did eat.

Location:

Mercury House, 109-117 Waterloo Road, London, SE1 8UL

Culpeper Roof Garden

Culpeper rooftop bar was named after local 17th-Century herbalist Nicholas Culpeper and is also a herb and vegetable garden complete with mint patches, tomato vines and cucumbers featuring a "resident Gherkin" to celebrate "the power of the pickle" and all things cucumber. On hot days, expect a cracking barbecue. This hot spot also boasts spectacular views of The City.

Location:

40 Commercial St, London E1 6LP

Radio Rooftop Bar

The Radio Rooftop Bar is found on the 10th floor of the ME London Hotel on The Strand. It features some of the best panoramic views of the city, with Tower Bridge, the Shard, Somerset House and the Houses of Parliament all visible. Tapas and cocktails are served, and there are occasional DJ sets.

Aviary

Perched on the 10th floor of the new Montcalm Royal London

House Hotel in Finsbury Square with enviable views out over the City, leading restaurant and bar operator ETM Group has taken dining to a whole new level with its first sky-high restaurant and terrace bar.

Nestled between the City and Shoreditch, the 6,000 sq ft rooftop dining destination designed by Russell Sage Studio features an impressive central bar which elegantly divides the stylish restaurant area from the opulent bar lounge. The eclectic interiors bring the outdoors in with hanging planters alongside gold drinks cases, plush single seating and relaxed banquettes creating a bright, vibrant vibe. Meanwhile, comfortable lounge seating out on the heated terrace provides spectacular views of some of London's most iconic buildings.

An array of beautifully crafted cocktails will embrace a botanic theme using natural ingredients such as Manuka honey in a fresh and innovative way. Presented in stylish copper tankards and extra special copper pineapple sharing serves, the unique creations will feature alongside a comprehensive wine and beer list.

Location:

22-25 Finsbury Square, London EC2A 1DX ▲

Contact

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LOCAL PRESENCE, GLOBAL REPUTATION

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