



INVESTMENT CASE FOR RESIDENTIAL REAL ESTATE IN WEMBLEY

APRIL 2025

REGAL

Fulton & Fifth,
Wembley





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ABOUT WEMBLEY

Wembley, located in the London Borough of Brent, has become one of the most attractive residential investment locations in the UK. With extensive regeneration, strong population growth, and a thriving rental market, Wembley presents a compelling case for real estate investors.

The area benefits from exceptional connectivity, a young professional demographic, and a pipeline of new developments that continue to enhance its residential and commercial appeal.

This report examines the key factors shaping Wembley's property market in 2025, including investment into regeneration, supply and demand dynamics, historical price growth, and rental trends. By analysing these elements, investors can gain insights into the long-term potential of Wembley as a residential real estate investment destination.





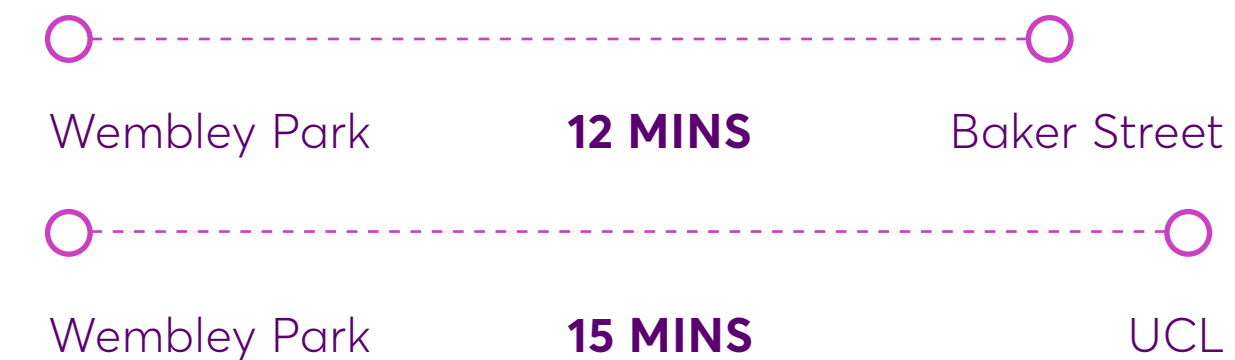
REGENERATION & FUTURE GROWTH



WEMBLEY: A LEADING REGENERATION HUB

With billions invested in large-scale developments and infrastructure, Wembley has rapidly evolved into a well-connected, high-growth area.

Wembley is one of London's foremost regeneration areas, transforming into a vibrant residential, commercial, and cultural destination with significant investment from public and private sectors in recent decades. Its excellent transport links – just 12 minutes from Baker Street and 15 minutes from major university hubs like UCL – have made it highly attractive to residents, international students, and businesses.





KEY REGENERATION PROJECTS

Brent Council confirms Wembley is on track to deliver 15,000+ new homes and 10,000 jobs, reinforcing its position as a major growth area in London. (Source: Brent Council)

15,000+

homes

10,000

jobs

Wembley's Evolving Landscape

Beyond housing, Wembley's regeneration includes significant investment in retail, leisure, and public infrastructure. The area now features a growing business ecosystem, enhanced transport links, and a broader range of amenities catering to residents and visitors alike. The regeneration programme continues to shape Wembley as a major destination for living, working, and entertainment, with multiple developers playing a role in its ongoing transformation.

Wembley Park

Quintain's £3 billion masterplan for Wembley Park spans 85 acres and will deliver over 8,500 new homes by 2027, with more than 15,000 planned in total. The 8.8 million ft² mixed-use development includes residential, retail, leisure, and office space. Once complete, it will feature 42 acres of public open space, including the new 7-acre Union Park. Source: Wembley Park.

15,000+

new homes

Wembley High Road Regeneration

Wembley town centre, centred on Wembley High Road and Wembley Central, is undergoing major regeneration driven by Brent Council and private developers, guided by the 2015 Wembley Area Action Plan. Around 6,500 new homes are planned across various sites, with over £2.5 billion in private investment contributing to new housing, public spaces, and upgraded infrastructure. The regeneration spans key areas along a roughly one-mile stretch of High Road, transforming underused land into a high-density urban neighbourhood with thousands of new residents, shops, and amenities.



Wembley Housing Zone

Designated in 2015, the Wembley Housing Zone is a Brent Council initiative to accelerate the delivery of over 5,000 homes, with £13.5 million in GLA funding secured to support development and affordable housing. Focused on redeveloping underused sites at the eastern end of Wembley High Road, the Zone aims to bridge the gap between the traditional town centre and Wembley Park. Its core projects — the former Copland School site (Cecil Avenue) and Ujima House — will deliver around 304 new homes by 2025. Source: Brent Council.





TIMELINES & SCALE OF DEVELOPMENT

2007

The redevelopment of Wembley Stadium (opened 2007) was a turning point, attracting major investment and infrastructure improvements.

2010-2020

The first wave of housing completions commenced. Wembley Park saw major changes with new homes, venues, and public spaces. Key residential completions included Emerald Gardens (2015–2016) and Alto Apartments (2016), built by Wates, along with Alameda (2018) and Landsby (2019), managed by Quintain Living. London Designer Outlet (2013) added shops and dining, while Boxpark Wembley (2018) introduced a street food and events hub. The SSE Arena was refurbished by AEG Europe in 2013, and upgrades to Olympic Way and Wembley Park Boulevard improved the public realm.

2020-2025

A new wave of premium developments (including Regal London's Fulton & Fifth) is now underway, elevating Wembley Park's status as a high-end residential destination. These schemes introduce state-of-the-art amenities for residents—including a golf simulator, pool, yoga studio, and enhanced public realm—all delivered with a strong focus on sustainability. Together, they help shape a vibrant lifestyle offering that buyers are truly investing in.

MAJOR DEVELOPMENTS

Union Park

A new seven-acre public park featuring a bandstand, children's play areas, sports zones, and an urban meadow, enhancing green space in the area (source: Brent Council).

Boxpark Wembley

Opened in December 2018, this large food and events venue offers a variety of street food vendors and hosts regular events, adding to the area's cultural and social scene (source: Brent Council).

Troubadour Wembley Park Theatre

Launched in 2019, this flexible 1,000–2,000 seat theatre hosts a variety of performances, contributing to the cultural landscape of Wembley park (source: Brent Council).

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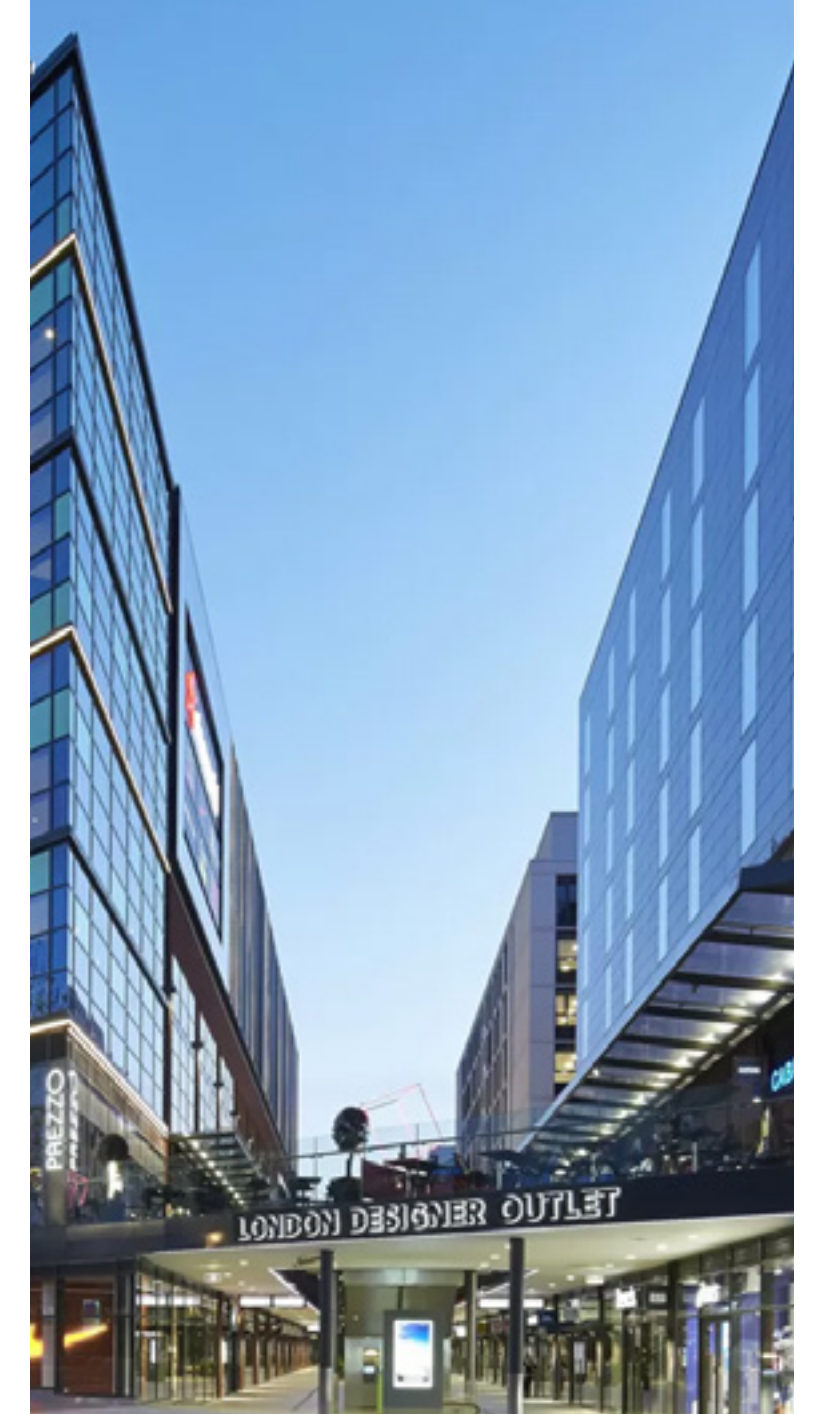
A mixed-use development delivering over 800 homes alongside premium amenities and public spaces, contributing to the area's residential and commercial expansion.

Canada Gardens (Eastern Lands)

A family-focused Build to Rent development featuring 743 homes, gardens, and family-friendly amenities.

Wembley Park Boulevard

A vibrant retail and leisure hub featuring a mix of shops, restaurants, and entertainment venues, contributing to the area's economic vitality.





DEMAND

POPULATION GROWTH: A KEY DRIVER OF HOUSING DEMAND

One of the strongest indicators of property demand is sustained population growth, which directly fuels the need for housing. More residents mean greater housing demand, both from buyers and renters. Wembley, located in the rapidly growing borough of Brent, has been at the forefront of this expansion, experiencing remarkable population growth over the past two decades.

Brent is now the 5th most populated London borough, reinforcing its position as a key urban hub. Its population has expanded from 263,400 in 2001 to 311,200 in 2011, and further to 339,800 by 2021, reflecting a 29% increase in just two decades (source: ONS). Notably, Brent has been growing at a faster rate than London as a whole, with its 9.2% growth between 2011 and 2021 outpacing London's 7.7% (source: ONS). As of 2024, the borough's estimated population stands at 345,000 residents.



339,800

population in Brent in 2021

345,000

population in Brent in 2024

29%

population increase
in just two decades





POPULATION GROWTH: A KEY DRIVER OF HOUSING DEMAND



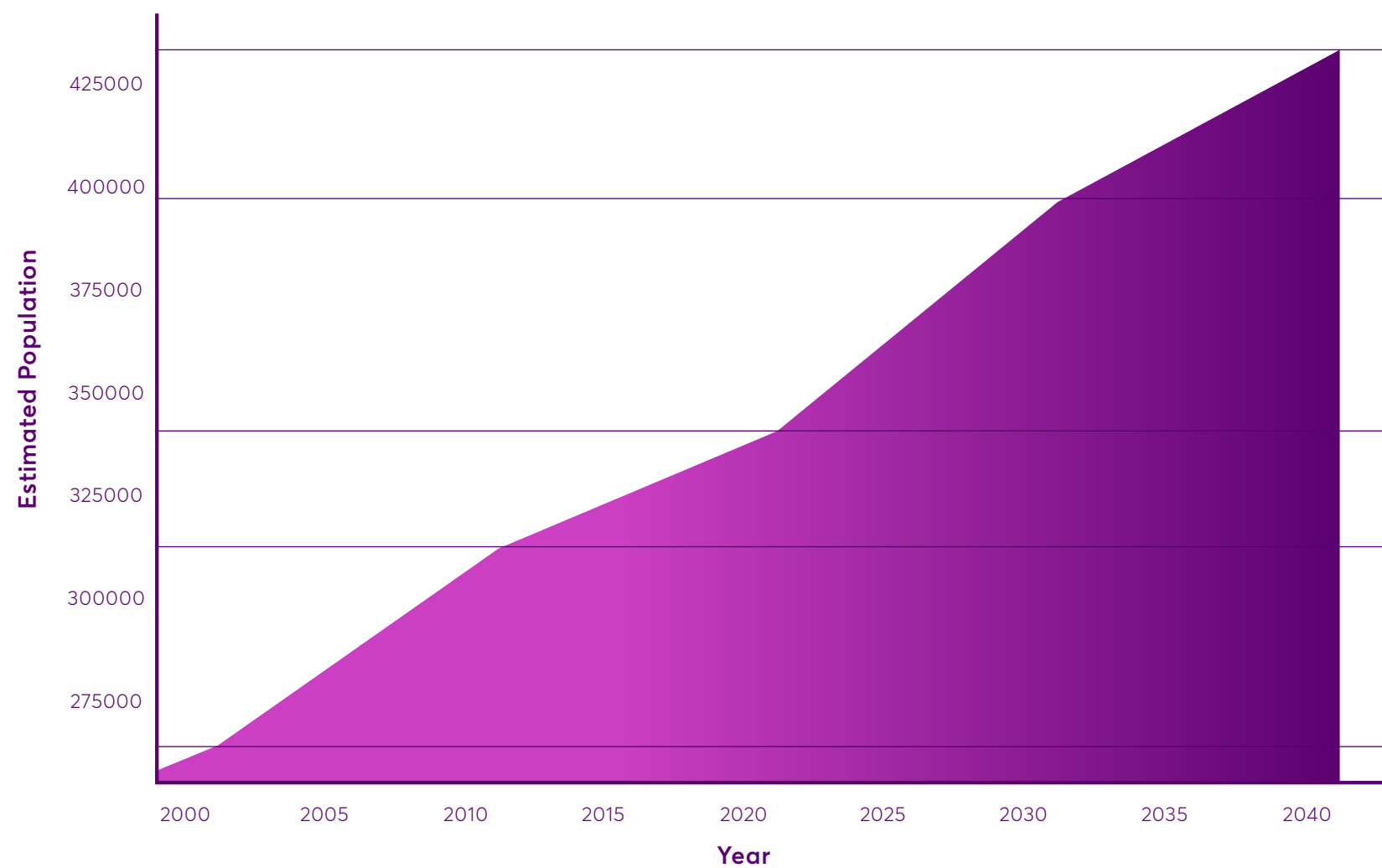
431,500

population forecast in
Brent by 2041

113%

population growth forecast in
Wembley Park by 2041

Brent Estimated Population
Growth (2001 - 2041)



Source: ONS

Looking ahead, Brent's population is expected to continue its strong upward trajectory, with projections indicating an increase of 17% to 27% from 2023 to 2041. This means the population could reach approximately 431,500 by 2041, adding around 4,600 new residents per year (source: Brent Council). Such strong growth reinforces the area's long-term need for housing, supporting both home values and rental demand.

Within Brent, Wembley is the borough's fastest-growing hub, consistently attracting young professionals and families. Its designation as a London Plan Opportunity Area ensures continued high-density residential and commercial developments, further driving demand.

Among Brent's major growth areas, Wembley Park is projected to more than double in size by 2041, with a staggering 113% increase in population. Alongside Alperton and Roundwood, these three areas will accommodate 53% of Brent's total population growth, making them prime locations for residential property investment (source: Brent Council).



INCOME & DEMOGRAPHICS: A PRIME MARKET FOR PROPERTY INVESTORS

Beyond population growth, a high-earning workforce is another fundamental driver of real estate demand. Areas with strong income levels and professional employment bases tend to have more financially stable renters and higher property appreciation potential.

Brent is home to a highly skilled workforce, with 51.3% of its residents employed in managerial, professional, or associate professional roles (source: Brent's Emerging Employment Strategy 2025-2030). This proportion indicates a strong tenant pool with disposable income, making Brent particularly attractive for buy-to-let (BTL) investors and developers looking to cater to professionals who demand high-quality rental accommodation.

Another critical factor supporting property investment is age demographics. Younger populations drive demand for rental properties, particularly modern apartments in well-connected areas. Brent is not only growing but also relatively young, with a median age of 35.5 years, significantly lower than the national average of 40.4 years (source: ONS).

This aligns well with Wembley's rental market:

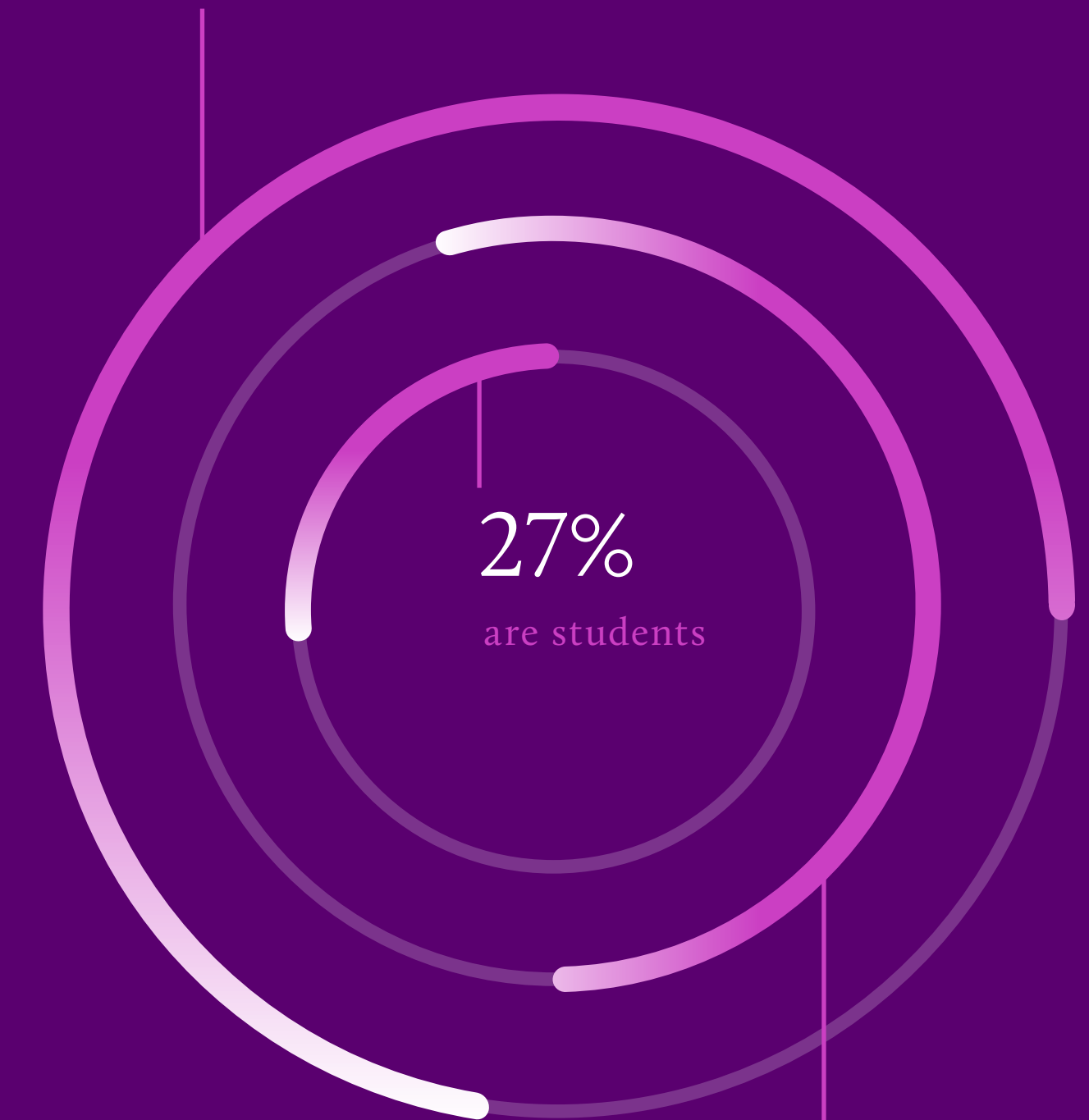
- 73% of Wembley's tenants are under 34 years old, reinforcing the area's status as a key location for rental demand (source: Dataloft).
- 55% of tenants are professionals, supporting demand for high-specification rental apartments with modern amenities (source: Foxtons).
- 27% are students, ensuring a constant supply of renters looking for well-located, affordable units close to universities and transport links (source: Foxtons).

This demographic profile corresponds directly to demand for apartments, particularly studio, one-bedroom, and two-bedroom units, which are more desirable than family homes for young professionals and students. Investors looking to capitalise on high-yield rental properties will find Wembley and Brent to be prime opportunities for long-term, sustainable returns.

WEMBLEY'S RENTAL MARKET

73%

of Wembley's tenants are under 34 years old



27%

are students

55%

of tenants are professionals



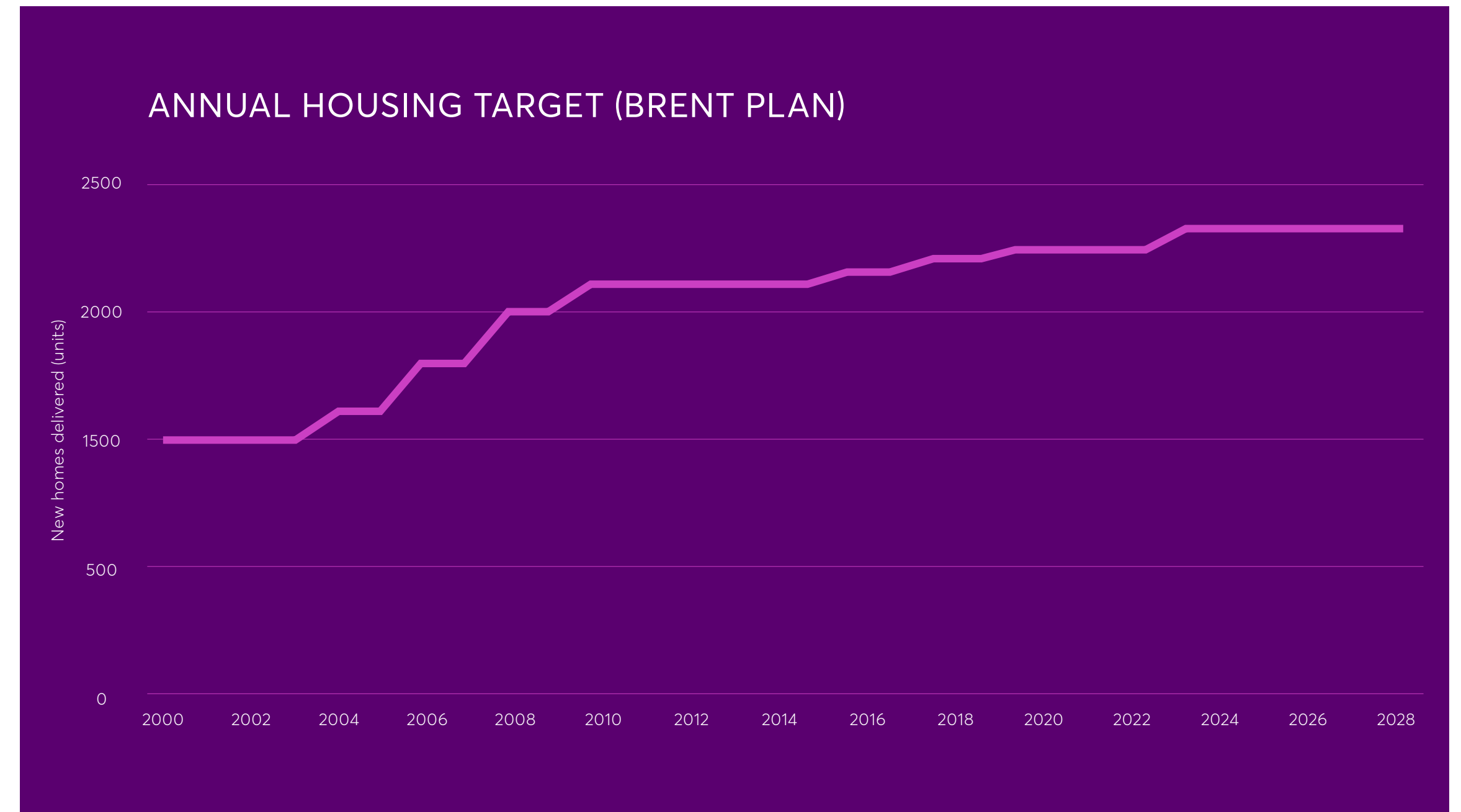
SUPPLY

A RELIABLE BOROUGH FOR HOUSING DELIVERY

Brent has built a strong track record for housing delivery, with Wembley at the forefront of this growth. Unlike many parts of London where planning delays slow development, Brent consistently delivers housing at scale, making it an attractive location for investors.



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5,000+

Over the past 20 years, thousands of new homes have been built, including 5,000+ units delivered through the Wembley Park regeneration alone (source: PERE News).

3YRS

Brent has remained one of London's most consistent boroughs for new housing delivery, meeting its targets between 2020 and 2023 (source: Brent Council).

3,266

In 2024, Brent approved 3,266 new homes, ensuring continued supply growth (source: Planning London Datahub (PLD)).



HOUSING NEED & MARKET STABILITY

Brent's Core Strategy aimed for 22,000 new homes between 2007 and 2026, averaging approximately 1,157 homes per year. By mid 2010's, Brent's strong housing delivery, demand continues to outstrip supply, keeping pressure on property values and rental growth.

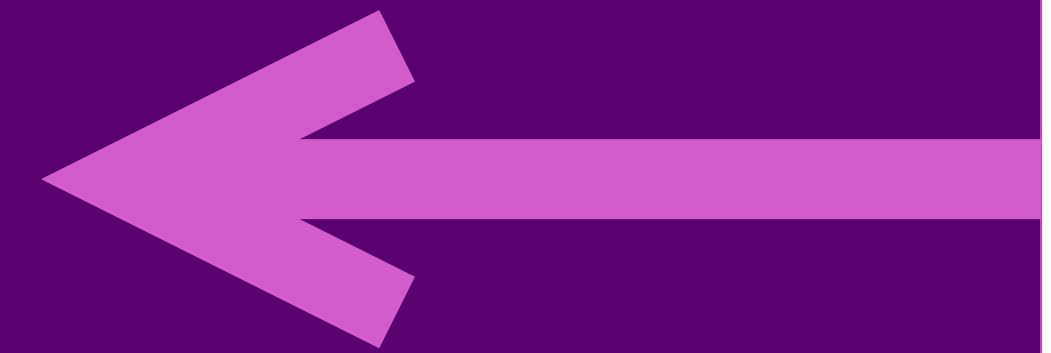
- Brent had a housing backlog of 2,454 households (source: West London Strategic Housing Market Assessment, Brent Council).
- To address this, Brent's annual housing target increased to 2,325 homes per year (2019-2029) under the New London Plan (source: 2021 New London Plan).
- This supply-demand imbalance ensures that rents and property values remain strong, supporting stable investment returns.



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Wembley

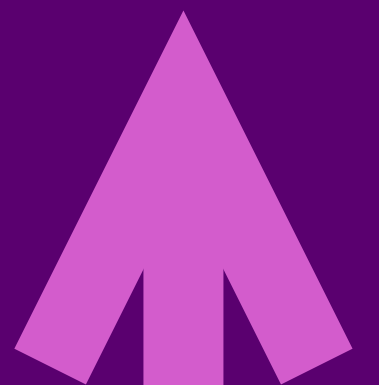
2,454

Brent had a housing backlog of 2,454 households in the 2010s.



2,325

Brent's annual housing target increased to 2,325 homes per year (2019-2029).





HOUSING MARKET

163%

Wembley's property values have risen approximately 163% since 2003.

57%

Between 2013 and 2023, prices rose 57% in Wembley.

33%

Wembley's average house prices remain about 33% lower than the London-wide average.

HISTORICAL PRICE GROWTH

Wembley's property values have seen substantial long-term appreciation, rising approximately 163% since 2003 (source: Dataloft, Land Registry).

In the last decade (2013–2023), prices climbed 57%, outperforming many London markets. This growth reflects Wembley's transition into a vibrant residential and commercial hub.

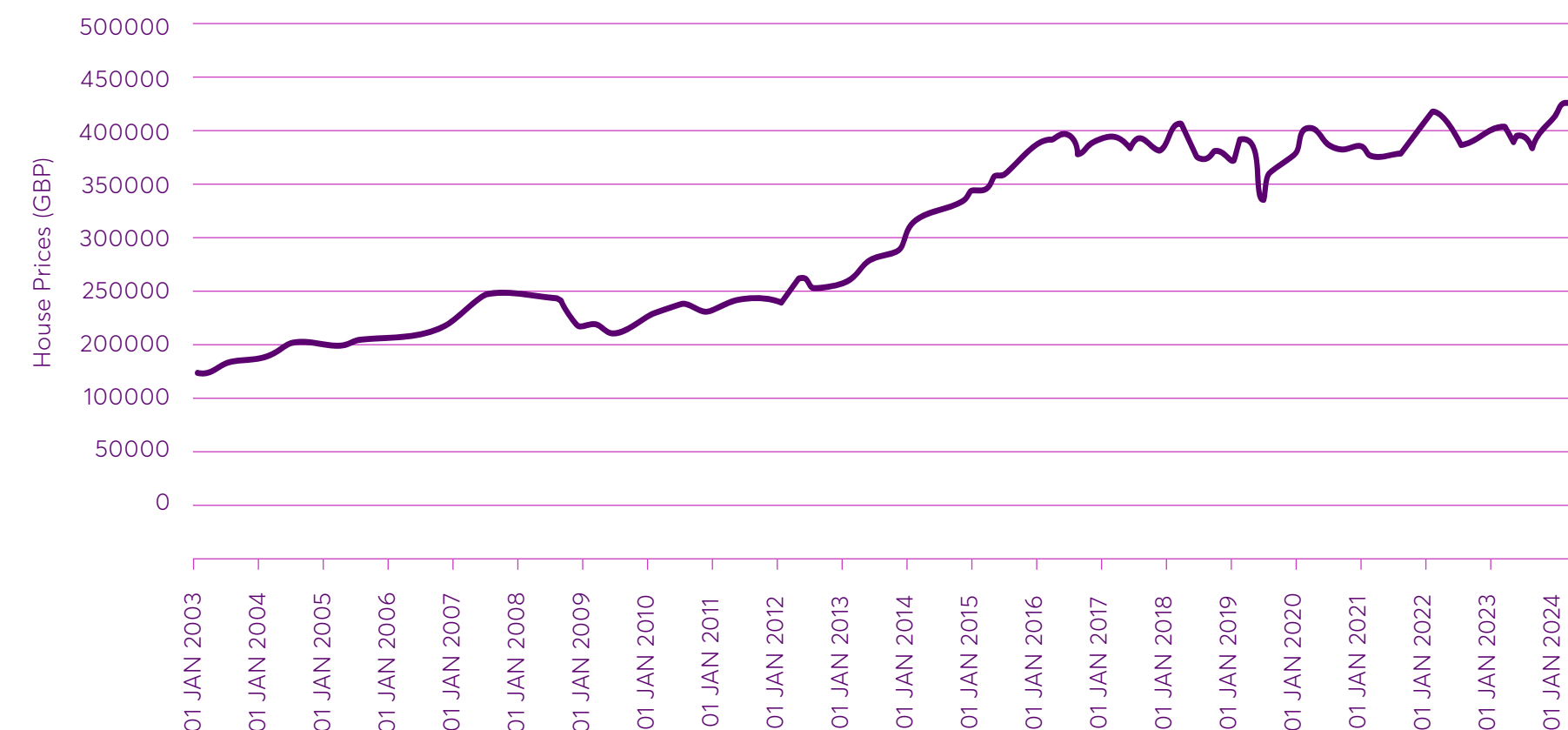
In recent years, prices have remained relatively stable due to the combined impact of Brexit, the COVID-19 pandemic, and rising interest rates. However, with rates now beginning to fall—and further cuts forecast by market experts—Wembley properties are expected to resume their long-term upward trajectory.

Despite this surge, Wembley's average house prices remain about 33% lower than the London-wide average, highlighting potential for further growth.



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AVERAGE PRICE OF FLATS AND MAISONNETTES (BRENT)





CURRENT MARKET & VALUES (2024)

£571K

As of late 2024, the average house price in Brent is £571,000, with 4.2% annual growth—outpacing near-zero growth across London (source:ONS)

First-time buyers remain active, with entry-level properties averaging £502,000 in Brent, supported by a steady supply of new-build flats (source: ONS) Wembley's housing mix attracts both investors and owner-occupiers and is typically comprised of:

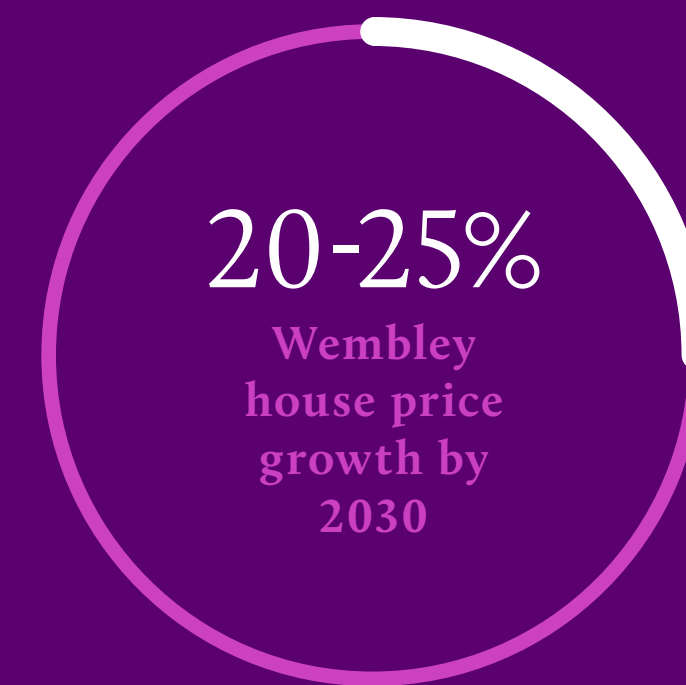
£400K-£600K

New-build apartments

£600K+

Older semi-detached houses starting from £600,000+

FORECASTS TO 2030



Market outlooks from Knight Frank, JLL, and Savills suggest London house prices will rise 15%+ by 2028, with Wembley expected to gain 20–25% by 2030, assuming stable conditions. Key drivers include:

- Relative affordability (prices remain one-third lower than Central London)
- Regeneration projects and new amenities, increasing demand



RENTAL MARKET

Over the past five years, Wembley's rental market has experienced significant growth, with average rents increasing by approximately 40% between January 2020 and January 2025, surpassing the London-wide growth rate of 25.8% over the same period (source: ONS).

The rental surge is attributed to rising tenant demand from young professionals, students, and families drawn to Wembley's new developments, transport links, and relative affordability, amidst a limited rental housing supply. Before the COVID-19 pandemic, Wembley's rental prices saw steady growth, but the post-pandemic rebound has been particularly sharp.

As of January 2025, private rents in Brent increased by 24% year-on-year, compared to 11% growth across London, making Brent one of the fastest-growing rental markets in the capital. This reflects Wembley's high demand and strong occupancy rates.

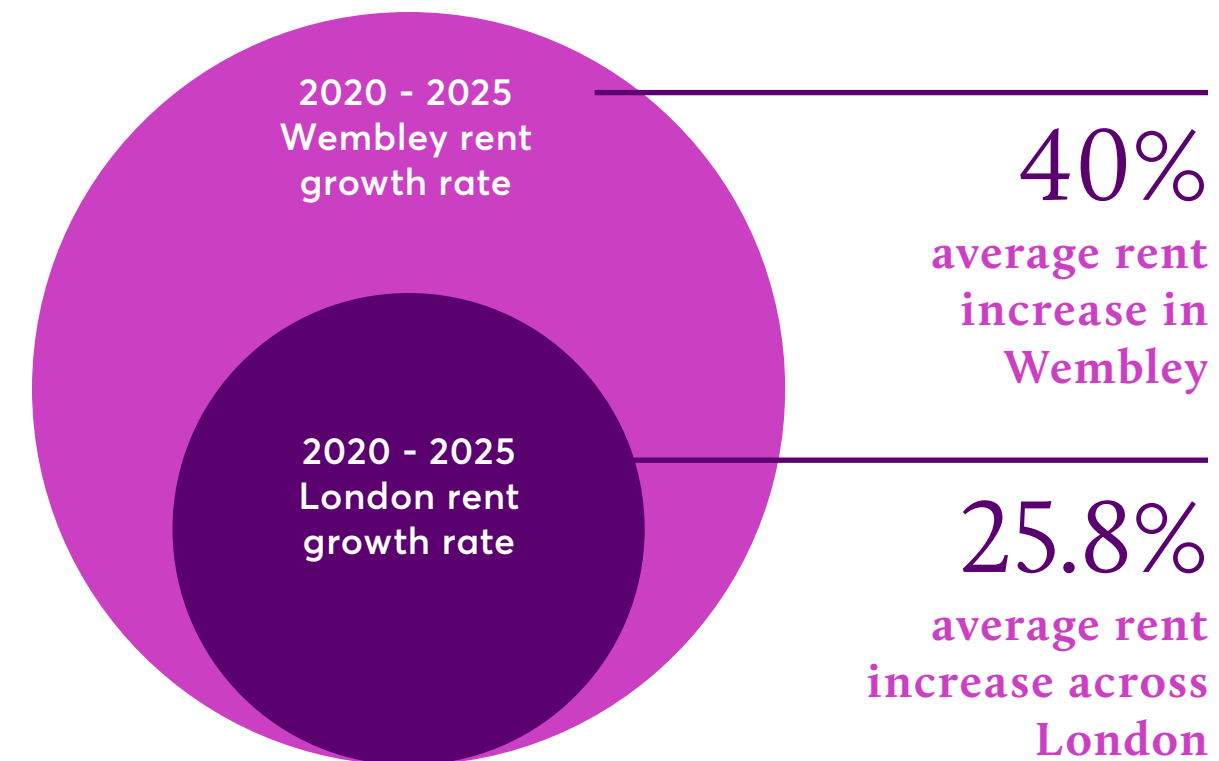


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Annual change in rents in Brent, London, England & Great Britain (2020-2025)

Area Name	Jan 21	Jan 22	Jan 23	Jan 24	Jan 25	Total rental growth (%)
Brent	1.2	-0.9	3.2	12.5	24	40%
London	-0.3	-0.5	5.9	9.7	11	25.8%
England	1	2.6	5.7	8.3	8.8	26.4%
Great Britain	1.1	2.6	5.8	8.5	8.7	26.7%

Source: Price Index of Private Rents from the Office for National Statistics





CURRENT RENTAL MARKET (2025)



As of early 2025, the average monthly rent in Brent is approximately £2,110 (source: ONS). Wembley's new-build apartments, particularly in Wembley Park, command strong rental values.

Wembley offers attractive rental yields:

- Gross rental yields: 5%+ on new apartments, higher than the typical 3–4% yield in Zones 1–2, making Wembley appealing for buy-to-let investors.
- Rental demand: Supported by Wembley's large student population (for example being only 15 minutes by tube from UCL) and young professionals not yet ready to buy.

Source: Zoopla, Quintain



FORECAST RENTAL GROWTH

Looking ahead, analysts project continued rental growth across the UK, albeit at a more sustainable pace compared to recent years.

18.1%

Savills: Forecasts UK rents to rise by 18.1% from 2024 to 2028.

21.1%

JLL: Projects a 21.1% rental growth in Greater London over the next five years.

Wembley could outperform these averages due to ongoing regeneration and rising tenant demand.

A key factor shaping Wembley's rental future is the Build-to-Rent (BTR) sector, which is expanding significantly in the area. New developments are helping meet demand but also setting higher rent benchmarks with added amenities, reinforcing Wembley's appeal as a premium rental destination.

20-30%

By 2030, if current trends continue, many industry experts predict that rents in Wembley could rise by 20-30% compared to today.





CONCLUSION

Wembley's transformation into a prime residential and commercial hub offers investors significant opportunities for capital appreciation and rental income. The combination of large-scale regeneration, strong population growth, a high-income tenant base, and continued infrastructure improvements positions Wembley as a strategic investment location within London.

With property prices still more affordable than central London and rental yields exceeding those in Zones 1 and 2, Wembley presents a balanced mix of short-term rental profitability and long-term capital growth. The ongoing expansion of the Build-to-Rent (BTR) sector and rising demand from young professionals and students further strengthen its investment case.

For investors seeking a stable, high-growth market with sustained rental demand, Wembley remains one of the most promising areas in London's evolving property landscape.

*Disclaimer: Figures correct at time of publication.
All CGIs are indicative only.*



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