

# EPPING G<sub>10</sub> GATE

LOUGHTON



## GATEWAY TO THE CAPITAL

9.2%

property price growth  
forecast 2023–2027, Outer  
Commuter Prime London.

Savills 2022

1.6M

jobs within a 45-minute  
commute from Debden  
train station.

BRES 2021

43%

of the local area is open  
green space.

Ordnance Survey

Analysis by

**dataloft**

A PriceHubble company

**Fairview**<sup>®</sup>  
NEW HOMES Ltd.

# EPPING GATE

Located within the desirable 'Golden Triangle' of Loughton, Buckhurst Hill and Chigwell. An area with a high quality of life, abundant green space and superb commuter links, Epping Gate has universal appeal. With property here offering value for money compared to surrounding areas and strong future forecasts for price growth, Epping Gate is in a sought-after location to live, work and invest.

## SET FOR GROWTH

The commuter zones of London are some of the most exciting regions for investors and prime property in these areas is predicted to outperform outer London. Sparked by the pandemic, a growing number of people are exiting the city in search of space, nature and more-for-your-money properties. However, easy access to the city remains important.

The local area around Epping Gate has experienced extremely strong growth in apartment prices over the last decade, with demand for one and two-bedroom apartments rising, particularly for those in close proximity to transport.

**9.2%**

forecast property price growth 2023-2027 in Outer Commuter Prime London<sup>1</sup>.

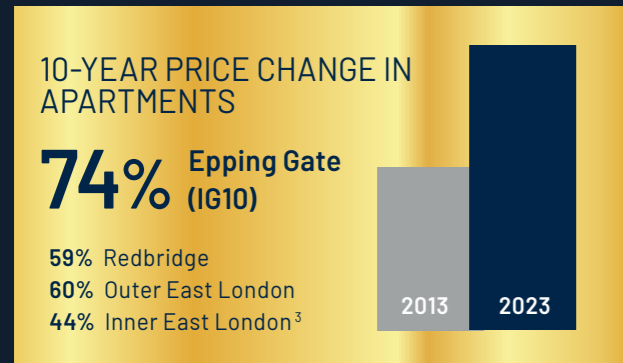
**6.1%** Outer Prime London



**49%**

of buyers in London are searching for 1 and 2-bed apartments.

Up from 42% a year ago<sup>2</sup>



<sup>1</sup>Savills 2022, within a 1 hour commute, <sup>2</sup>Zoopla 2023, <sup>3</sup>Dataloft, Land Registry

## MORE FOR YOUR MONEY

Epping Gate has excellent commuter links and property here offers a substantial £sqft discount on London and other TFL Zone 6 locations. With the opportunity to purchase a premium two-bedroom apartment in Epping Gate for less than the average one-bedroom new build in London, it's no surprise that three in five people who move to the area come from the capital.

**59%**

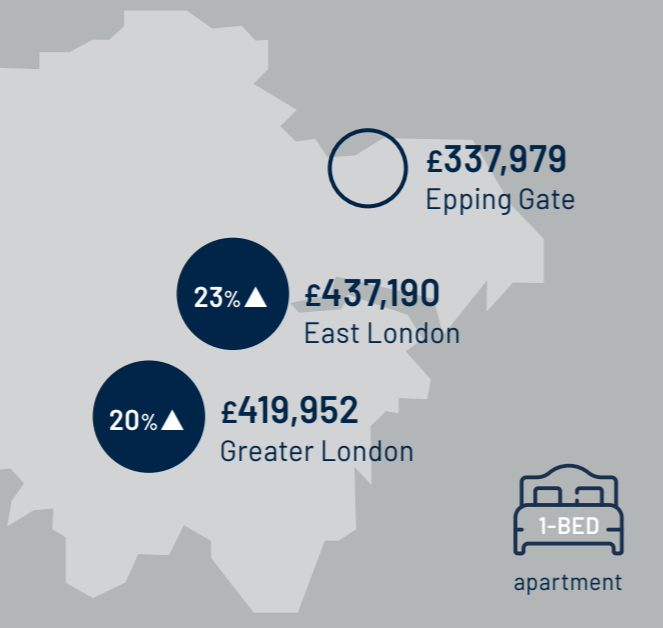
of residents move from London, of which **69%** are from East London.



Source Dataloft, ONS

### PRICE ADVANTAGE

Epping Gate attracts residents from the wider London area. Prices here are 20% lower than the Greater London average and 23% lower than East London.



Dataloft, Land Registry, Average sale price of new build apartments 2022

## QUALITY OF LIFE

The pandemic has changed the way people live, and with 44% of people continuing to work from home<sup>1</sup>, quality of life is increasingly being prioritised over commuting. Epping Gate offers significantly better well-being, air quality and open space than the capital, while having excellent access to a plethora of amenities. At over 6,000 acres, Epping Forest is the largest open space in London, and a haven for recreation and wildlife.

**43%**

of the local area is open green space<sup>2</sup>



**c.340**

shops and 36 restaurants are within two miles of Epping Gate<sup>3</sup>



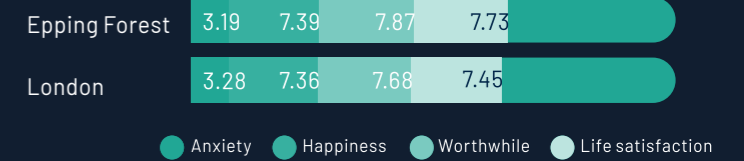
**94%**

of homes have access to ultra-fast broadband 68% regional average<sup>4</sup>



<sup>1</sup>ONS, <sup>2</sup>Ordnance Survey, local area refers to IG10 <sup>3</sup>Propensity to Cycle Tool, <sup>4</sup>IG10 Dataloft Inform

## THE LOCAL AREA RATES HIGHLY ON GOVERNMENT MEASURES OF WELL-BEING



ONS Measures of national well-being, rated out of ten (April 2021 to March 2022)

## NEW BUILD ADVANTAGE

Epping Gate offers quality apartments, designed to facilitate home working. The opportunity to buy a new build apartment in the area is rare, and with no need for renovation, less maintenance and significantly reduced running costs, new builds are in demand. Upcoming government regulations on EPC ratings mean that now is an excellent time to invest in new build properties.

**ONLY 12%**

of apartments sold in the past 10 years in the Epping Forest District have been new build<sup>1</sup>



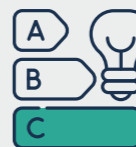
**46%**

savings per year on average running costs of EPC B new build vs EPC C resale property<sup>2</sup>



**94%**

of resale apartments in Epping Forest District in 2022 were EPC grade C or below<sup>3</sup> Epping Gate apartments are rated B



**78%**

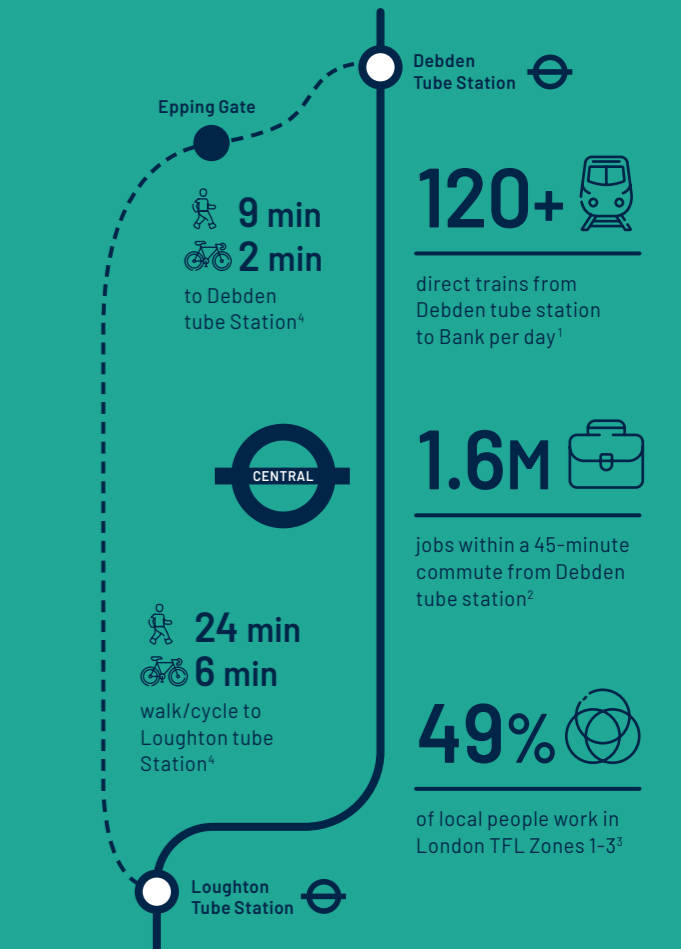
of renters considered the EPC important when searching for a property<sup>4</sup>



<sup>1</sup>Dataloft, Land Registry, 2011-2021, <sup>2</sup>Average running costs (heating, lighting, water) England and Wales, Dataloft, 2022, based on average sqft of Epping Gate apartments, <sup>3</sup>Dataloft, Land Registry, <sup>4</sup>Dataloft, Property Academy Renter Survey, 2022

## CITY CONNECTIONS

With around half of renters in the local area working in the capital, connectivity is key. Debden and Loughton underground stations, both on the Central line, are just a 9 and 24-minute walk from Epping Gate respectively.



<sup>1</sup>TFL, <sup>2</sup>BRES 2021, <sup>3</sup>IG10 Dataloft Rental Market Analytics, <sup>4</sup>Google

# STRONG RENTAL DEMAND

The private rental sector in Epping is growing, attracting young professionals from the capital looking for more affordable rents and an improved quality of life.

**£60K** 


median gross income<sup>1</sup>

**23%** 

moved from over 10 miles away<sup>1</sup>

**43%** 

travel 10-25 miles to work<sup>1</sup>

**54%** 

of renters are in Managerial, Professional or Associate Professional and Technical occupations. IG10<sup>2</sup>

## WHAT IS IMPORTANT TO RENTERS?<sup>3</sup>

**98%** Rental costs

**96%** Affordability

**87%** Pleasant neighbours

**83%** Broadband speed

**82%** Parking space

**72%** Gardens

**70%** Close to amenities e.g. restaurants and shops

<sup>1</sup>Dataloft Rental Market Analytics IG10, <sup>2</sup>Census, <sup>3</sup>Dataloft, Property Academy Renter Survey, 2022

## ATTRACTIVE YIELDS

Yields for Epping Gate are strong, outperforming surrounding areas and London. The prime rental market in the area is booming, with solid rental growth.

INDICATIVE GROSS YIELDS £<sup>SOFT</sup>



Epping Gate

5.8%

5.5%

IG10 (surrounding area)

5.0%

4.7%

Greater London

5.2%

5.2%

East London

5.4%

5.3%

Fairview, Foxtons, Dataloft, Land Registry, Dataloft Rental Market Analytics 2022

# EPPING<sub>Gr10</sub> GATE

LOUGHTON

EPPING GATE, BORDERS LANE, LOUGHTON, ESSEX IG10 3SA

EMAIL: EPPING.SALES@FAIRVIEW.CO.UK • 01992 879 769 • FAIRVIEW.CO.UK/EPPINGGATE

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