



# Cool for SCHOOL

*Buying close to a school can have a positive impact on future real estate capital growth, says investment expert, Jane Burrows*

London continues to flex its muscles as the global centre of wealth. This is due to the city providing a safe investment, a multitude of education opportunities and an incomparable lifestyle, proving that our capital is still a very reliable place to do business. There's a reason why 500 of Europe's largest companies have their headquarters in London and why a significant concentration of ultra-high-net-worth individuals call it home. Meanwhile, in terms of lifestyle, there is really nothing quite like London with top museums, five-star hotels, Michelin-starred restaurants, trendy bars, and exclusive shopping; London has something for everyone. However, education is the increasingly significant driver for purchases of first and second homes in the capital.

Many of the world's most prestigious schools and universities can be found in London, where the connection between house prices and schools is long-standing. The city is home to world-class universities such as London School of Economics, Imperial College London, and University College London, which frequently count in the top ten in the country, but also globally renowned public schools such as Eton, Harrow, Westminster School, and St Paul's School.

The latest report from the Department for Education

shows that the top 10% of primary schools in London increase house prices by £38,800, meaning that buyers need to spend 8% more to buy a house near the best primary schools, and 7% more to score a home near a top secondary school. With intense competition for places at the top schools, the demand for nearby properties or those in relevant catchment areas is equally high.

Even for buyers near the top end of the property market, who invest in private education for their children and are less price sensitive and not concerned about property prices or catchment areas, the diverse primary, secondary, and higher education options remain a significantly influential factor in choosing London as their home.

Northacre, the ultra-prime property developer boasts over 30 years of creating exceptional living experiences. One of its key developments, The Broadway, situated on the former New Scotland Yard site in Westminster, will add a substantial number of residential, office-space and retail square feet to support the evolution of the area in becoming a new thriving business and leisure district for the capital. Northacre and appointed architects Squire and Partners studied the beautifully configured architecture of 1920s jewellery, and its contemporary interpretations, as a creative direction for the development.

The site of The Broadway once served as home to the verdant orchards of Westminster Abbey, but soon it will host two beautifully landscaped fourth-floor gardens, which will link the six residential buildings and provide an elevated oasis above the bustle below for all residents to enjoy.

For families with children at school, the development is located within walking distance of several schools including Westminster School (7min) and Westminster Cathedral Choir School (10min), and Harris Westminster Sixth Form is also just a short walk away. A little further afield but still within a 30min walking distance are top independent prep schools Eaton Square School (16min) and Garden House School (27min), which were both included in Tatler's 2019 School Guide.

Nearby secondary schools include the likes of Francis Holland, a top-performing independent girl's school where an impressive 62% of GCSE students achieved A\* in eight to nine of their subjects in 2018.

The Broadway is set to complete in 2021 and lying at the heart of one of London's most iconic districts, it will offer a rare opportunity to live in a place steeped in centuries of history and heritage. Some of the finest British institutions, palaces and parks are also close by, including The Houses of Parliament, the changing of the guard at Buckingham Palace, Hyde Park, Green Park and St James's Park.

Northacre's acquisition approach is to locate landmark sites that have a unique angle and where exceptional homes can be crafted. The developer creates stylish apartments with the highest specifications and views with a unique lifestyle within each building. The revered developer distinguishes itself through an intrinsic understanding of its buyers' needs and aspirations, where passionate attention to detail is combined with craftsmanship, heritage and innovation. Each residence is built as a legacy project, a creation of a beautiful home for generations to come.

**Northacre:** [www.northacre.com](http://www.northacre.com)

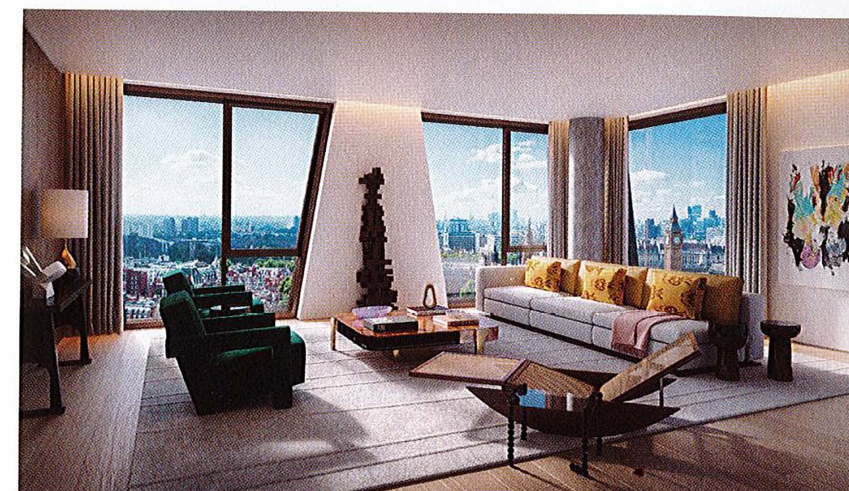
**The Broadway:** [www.thebroadwaylondon.com](http://www.thebroadwaylondon.com)

**Northacre's other current key development, No. 1 Palace Street:** [www.numberonepalacestreet.com](http://www.numberonepalacestreet.com)

## THE BROADWAY PROPERTY OVERVIEW

With already 20% reserved, The Broadway will offer 268 apartments at the leading edge of creative thinking and with amazing views over Westminster. Bought to life through world class facilities and services, these stunning apartments will open their doors to the very best the capital has to offer and afford residents the chance to relax and recharge in an exceptional setting. Child friendly amenities are also being curated for families with a spacious, state-of-the-art games room and a cosy screening room that can be booked by residents as additional entertainment space.

Apartments at The Broadway range in price from £1.6m to POA.



## PRIME LOCATION

Situated on the former New Scotland Yard site, adjacent to St James Park underground station, The Broadway will become a new lifestyle quarter, with offices and carefully curated retail, and a dynamic public square with cafés, art, music and markets. The shapes and structures found in the world's most precious stones form the concept for The Broadway's interiors, and the buildings have been named after three of the world's most revered diamonds; The Sancy, The Paragon and The Cullinan. With six striking residential towers at its heart, and across a 1.72-acre site, The Broadway is set to redefine the historic and iconic borough of Westminster.



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