

Kendon House

12 BRYANT STREET, STRATFORD E15 4RU



FREEHOLD INCOME PRODUCING RESIDENTIAL INVESTMENT OPPORTUNITY

A NEWLY REDEVELOPED & FUTUREPROOFED BLOCK OF APARTMENTS
UNDERPINNED BY STRONG LOCAL RENTAL DEMAND

EXECUTIVE SUMMARY

- **Newly redeveloped and operational freehold block of 46 apartments in Stratford**, London Zone 2 (PTAL 6b), with significant local amenities. Situated just 0.4 miles from Stratford Station, served by HS1, the Elizabeth Line, Central, Jubilee, DLR, and Overground services.
- NIA of **22,353 sq ft** | GIA of **29,989 sq ft** | **0.45 acres** of land
- Unit mix: **5 x studios, 22 x 1-beds, 18 x 2-beds, 1 x 3-bed.**
- **Comprehensively refurbished** including solar panels, new boilers and pumps, new windows, landscaping, smoke ventilation and lift.
- **Fully let producing £1,226,450 p.a.**
- **C3 (residential) use class** with no affordable housing restrictions and a unit mix and sizes optimised for renting.
- **Strong rental growth prospects** driven by Stratford's population and wage growth, proximity to universities, commutability, local supply constraints, and regulator pressure; 20.9% YoY rent increase recorded locally.
- All flats benefit from an **EPC B rating**, with a refurbishment designed to maximise management efficiencies, lower operating expenses, and future-proof against regulation changes.
- **Further planning permission granted for 4 x 1 bedroom flats** in independent block. Potential for an additional floor on existing building subject to planning.

PROPOSAL

Offers in excess of £18,000,000 (Eighteen Million Pounds) subject to contract.

A **Data Room** has been assembled to assist potential purchasers in formulating their offers for the site. [Click here to access Data Room www.kendonhouse.co.uk](http://www.kendonhouse.co.uk)





SITUATION

Kendon House is located in an established residential neighbourhood in Stratford Town Centre, within the London Borough of Newham—one of London's fastest growing boroughs.

The property is in the heart of Stratford, 5 minutes walk from Stratford Station and within minutes of local amenities, shopping and green spaces.

Stratford is TFL Zone 2 (cheap for commuting) and served by Elizabeth, Central, Jubilee, Overground, DLR and National Rail Services. In 2024, Stratford Station was the fifth most used in the UK.



CONNECTIVITY



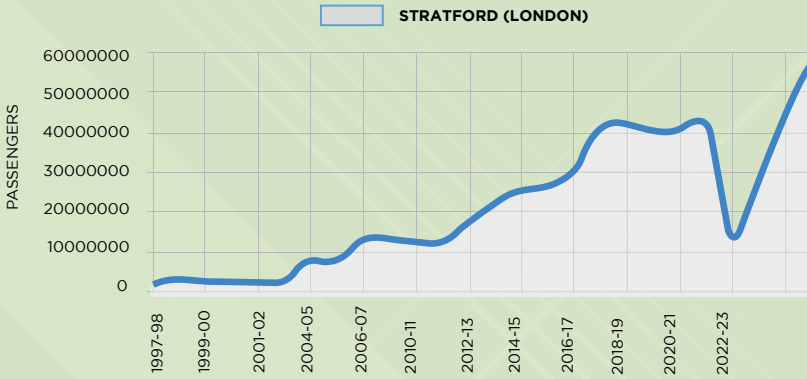
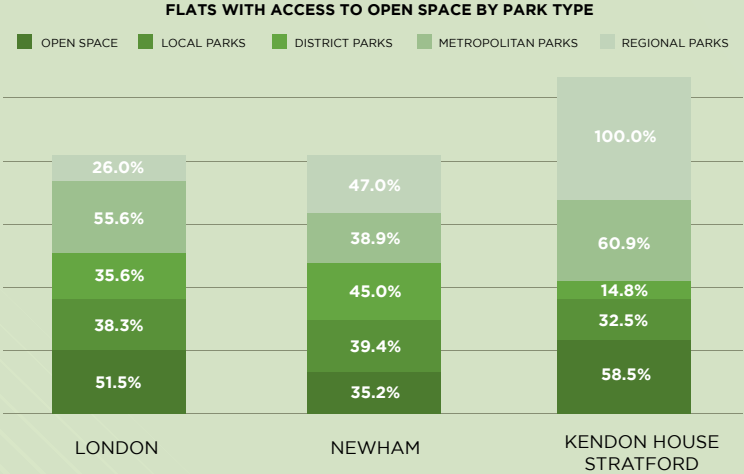
Kendon House boasts an excellent location, just an 5-minute (0.4-mile) walk from Stratford Station. It is surrounded by numerous key local attractions, all within easy walking distance.

STRATFORD SHOPPING CENTRE	0.3 MILES	4 MINS
STRATFORD STATION	0.4 MILES	5 MINS
QUEEN ELIZABETH OLYMPIC PARK	0.7 MILES	10 MINS
STRATFORD INTERNATIONAL STATION	0.8 MILES	15 MINS
STRATFORD WESTFIELD	0.5 MILES	5 MINS
STRATFORD PARK	0.1 MILES	2 MINS



The area benefits from excellent rail and underground connections with Stratford Station situated 0.4 miles to the North, which provides Central Line, Jubilee Line, Elizabeth Line, DLR, Mildmay, C2C & Greater Anglia services.

STRATFORD INTERNATIONAL	DLR	5 MINS
LIVERPOOL STREET	ELIZABETH LINE	7 MINS
CANARY WHARF	JUBILEE LINE	11 MINS
BANK	CENTRAL LINE	12 MINS
LONDON CITY AIRPORT	DLR	17 MINS
OXFORD CIRCUS	CENTRAL LINE	19 MINS
LONDON WATERLOO	JUBILEE LINE	23 MINS



Change between 1977 & 2024:
+54,158,877 (+2,245.40%)

WHY STRATFORD?

Since the 2012 Olympic Games in Stratford, it has become a destination in its own right - a hub of renters, jobs, retail and leisure.

It is underpinned by major institutional commercial occupiers such as TFL, the FCA and University of East London.

In recent years, UCL, BBC, London College of Fashion and Sadlers Well moved to the area.

Its amenities are amongst the best in the Capital, including the Olympic Park and Westfield Stratford City.

INSTITUTION	OPENING	KEY DETAILS
TFL	2017	2400 staff in 270,000 sqft
FCA	2018	3000 staff in 515,000 sq ft
UNICEF	2018	300 staff
Cancer Research UK	2019	1200 staff
British Council	2020	1200 staff
Westfield	2011	10,000 staff and 51 million annual visitors
University of East London	1900 onwards	40,000 students
BBC Music Studios	2025	c.1000 staff
V&A East	Storehouse: May 2025, Mueum: 2026	c.100 staff & 1 million annual visitors
UCL East	2023	11,169 students, 2337 staff
London College of Fashion	2023	6,500 students & staff
Sadlers Well East	2025	433 staff & 250,000 annual visitors



ACCOMMODATION

The property was purpose-built for rental accommodation and is held freehold. It comprises 46 x apartments, which is arranged as 5 x studios, 23 x 1 bed apartments, 17 x 2 bed apartments & 1 x 3 bed apartments with a total NIA of 22,353 sq ft.

It sits within 0.45 acres of land, and is well hedged against the supply constraints and demand drivers in London.

11%



5 STUDIOS

SIZE RANGE: 235-301 SQ FT

50%



22 x ONE BEDS

SIZE RANGE: 383-700 SQ FT

37%



18 x TWO BEDS

SIZE RANGE: 489-653 SQ FT

2%



1 x THREE BEDS

SIZE RANGE: 643 SQ FT



HD CCTV, VIDEO INTERCOM
& DOUBLE SECURITY



COMMUNAL AND PRIVATE
LANDSCAPED GARDENS



SMART PARCEL ROOM
WITH TEXT ALERTS



£110/YEAR PARKING PERMITS



EPC B (83-89) INCLUDING
SOLAR ENERGY



PET FRIENDLY



UTOPI SMART METERS



FIBRE OPTIC BROADBAND

DESCRIPTION

Kendon House provides 46 flats of unrestricted C3 (dwelling houses) accommodation. There is no section 106 agreement limiting how they can be used.

The units have undergone a significant refurbishment, and all have EPC of B or above.

The building is also efficient, with more 7 more flats than a new build block would achieve with the same mix in the same GIA. This significantly increases the achievable rent per sqft.

The property is fully let at £1.226m PA, generating a net income of £1.03m.

The tenant mix is diverse, representing the deep demand pool; that Stratford offers and the strength of the product.

There is a diverse mix of tenants in the building, all of whom are on fixed-term AST's.

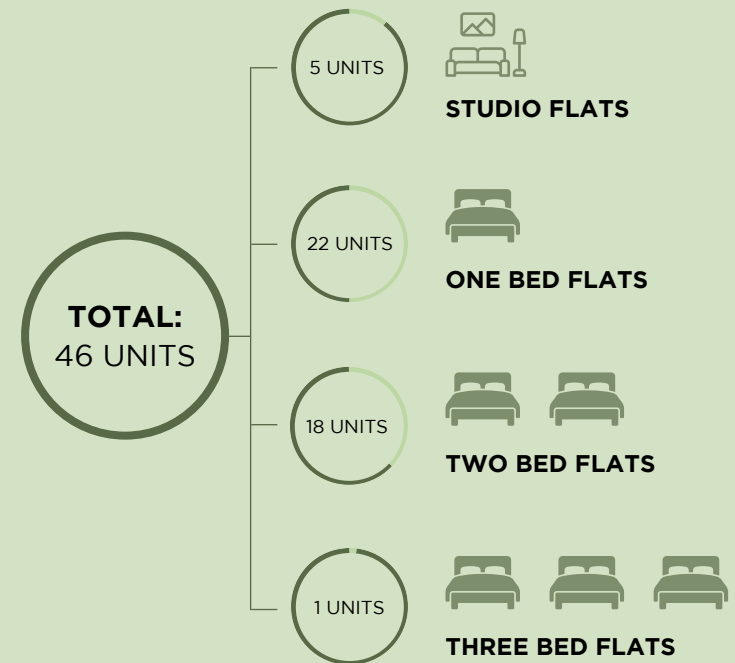
The flats have been finished to a high modern standard, with new kitchens, bathrooms, and high-quality finishes throughout. The building has also received a new fire strategy, including automatic smoke ventilation, new double-glazed windows, new lifts, and more. Utopi smart meters, HD CCTV, video intercom systems, and double security for independent management have also been installed to enhance monitoring and safety for residents. Warranties are available for all new fittings, and a one-year defect liability period is in place with the contractor.



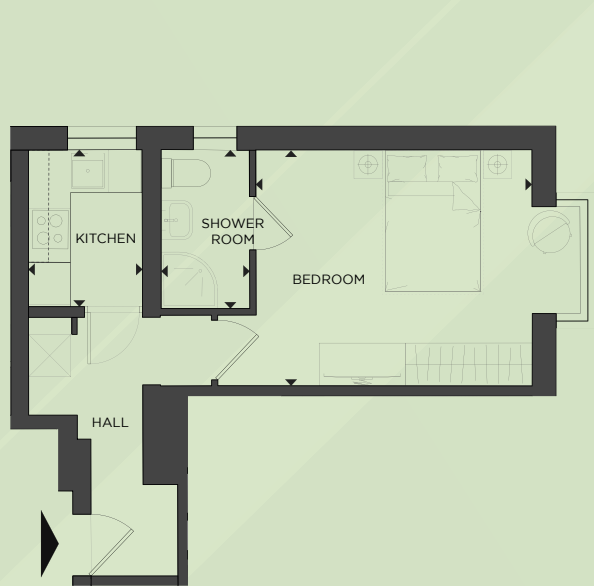
SCHEDULE OF ACCOMMODATION

Unit Number	Floor Level	Studio Flat	1 Bed	2 Bed	3 Bed	GIA Sq Ft	GIA Sq M
1	Ground		1			420.9	39.1
2	Ground			1		489.8	45.5
3	Ground			1		488.7	45.4
4	Ground			1		632.9	58.8
5	Ground		1			434.9	40.4
6	Ground			1		639.4	59.4
7	Ground		1			437.0	40.6
8	Ground		1			434.9	40.4
9	Ground			1		535.0	49.7
10	Ground			1		532.8	49.5
1A	Ground		1			549.0	51.0
1B	Ground		1			699.7	65.0
1C	Ground		1			581.3	54.0
11	First			1		549.0	51.0
12	First			1		572.6	53.2
13	First		1			429.5	39.9
14	First		1			430.6	40.0
15	First		1			416.6	38.7
16	First		1			430.6	40.0
17	First	1				257.3	23.9
17A	First	1				301.4	28.0
18	First	1				234.7	21.8
18A	First	1				310.0	28.8
19	First			1		678.1	63.0
20	First		1			447.8	41.6
21	First			1		653.4	60.7
22	First		1			448.9	41.7
23	First		1			446.7	41.5
24	First			1		578.0	53.7
25	First			1		567.3	52.7
26	Second			1		553.3	51.4
27	Second			1		569.4	52.9
28	Second		1			427.3	39.7
29	Second		1			428.4	39.8
30	Second		1			415.5	38.6
31	Second		1			429.5	39.9
32	Second				1	635.1	59.0

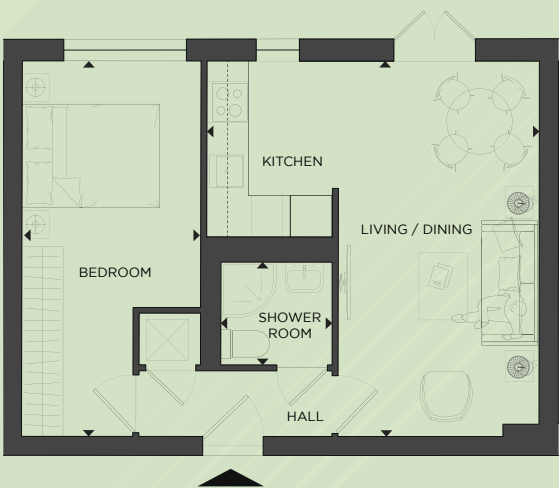
Unit Number	Floor Level	Studio Flat	1 Bed	2 Bed	3 Bed	GIA Sq Ft	GIA Sq M
33	Second			1		498.4	46.3
34	Second		1			383.2	35.6
34A	Second	1				274.5	25.5
35	Second		1			447.8	41.6
36	Second			1		652.3	60.6
37	Second		1			447.8	41.6
38	Second		1			446.7	41.5
39	Second			1		578.0	53.7
40	Second			1		576.9	53.6
Total							22392.2
							2080.3



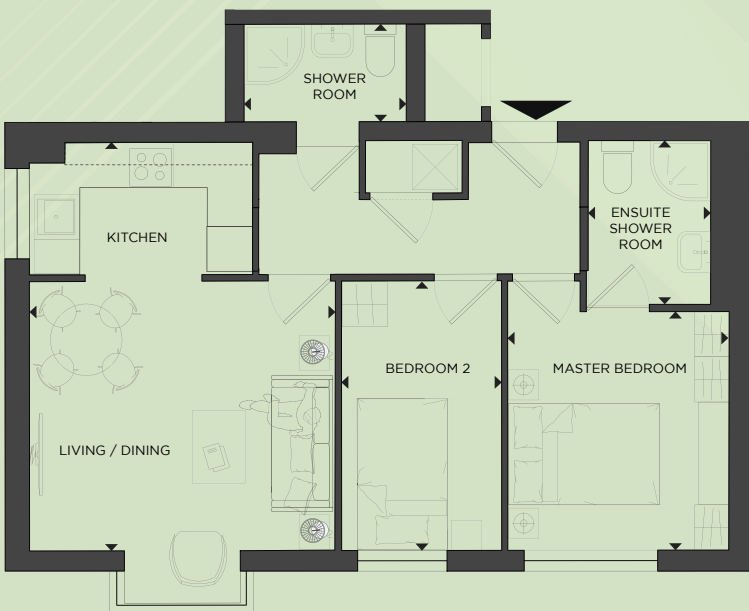
TYPICAL FLOOR PLANS



STUDIO APARTMENT



ONE BEDROOM APARTMENT



TWO BEDROOM APARTMENT

INVESTMENT

The supply and demand dynamics in London strongly favour acquiring existing blocks. Kendon House in particular is well suited to take advantage of rental pressure because of the unique mix of:

- (1) its lack of planning restrictions,
- (2) its optimised unit sizes and mix,
- (3) its lean operational costs due to its purpose built design and
- (4) its ability to attract a diverse range of tenants, including students and young professionals.

SUPPLY CONSTRAINT/DEMAND DRIVER

KENDON HOUSE RESPONSE

Flat size and mix

First built in 1988 as a purpose built block for renting, the flat sizes, mix and layouts have been optimised for renting. This includes a high percentage of studios and 1 beds around a centralised communal corridor, removing unnecessary circulation space. This unit mix would not be granted planning permission today because of policy requirements to provide family homes. The size, mix and layout of the accommodation is therefore capable of commanding **a high rent per sqft**, which is far more optimal than new build blocks.

Planning Obligations (Affordable Housing, Viability Reviews, Restrictions)

Unlike new build developments and future pipeline, there are no restrictions on how Kendon House can be operated. There is no Section 106 or planning conditions that limit things like (1) rents chargeable on a % of flats (i.e. affordable housing), (2) ability to break up the building (which all new BTR has for 15 years), (3) who the space can be rented to (i.e. no definitions of student or young professional as with PBSA or Co-living) and (4) no restrictions on the ability for tenants to have parking permits.

This opportunity is rare and unique and has more flexibility than the standard block in the market.

Building Safety Act & Viability

The introduction of the Building Safety Act 2022 has slowed the delivery of new housing, as all sites over 18m or 6 storeys need to pass through Gateway 2. This has compounded the delivery of new builds due to viability challenges in London. In H1 2025, only 2158 homes had been built, representing 4.9% of the target. Even once built, tall buildings must pass through Gateway 3 before being used. Insurance costs have also risen significantly. None of this impacts Kendon House, as it is only three storeys and already constructed.

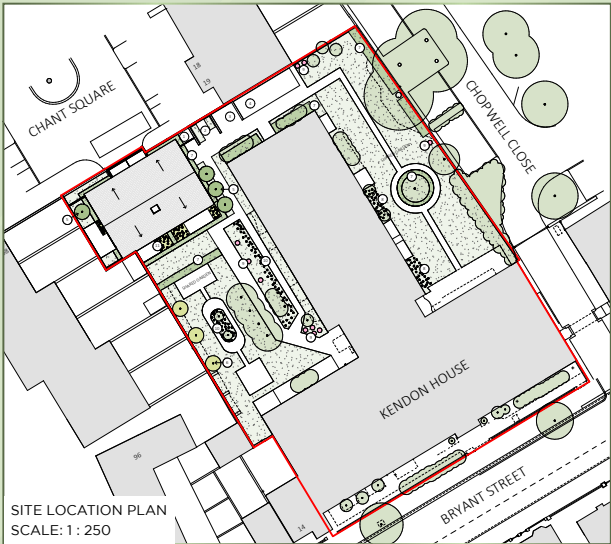
It will therefore benefit from rental growth due to these supply pressures.

VALUE ADD

The site benefits from full planning permission to build 4x 1bedroom flats (Use Class C3) in a new block on the rear car park. There is a total of 2260sqft NIA, and no affordable housing.

There is also the opportunity to explore a more short let model for some of the flats within the building (e.g. stays under 1 week for a maximum of 90 days a year or shorter stays of 3 months, 6 months etc. to benefit from the areas diverse rental demand).

Finally, there is also the potential to add an extra floor to the building in the future, subject to planning permission and other relevant consents.



In the future, there is also the opportunity to extend the building upwards to create additional flats, subject to the necessary consents.



UNIT	GIA (SQ M)	STORAGE (SQ M)	AMENITY (SQ M)
1	51.7	1.5	31.2
2	51.7	1.5	13.7
3	50	1.5	3.7
4	50	1.5	3.7

FURTHER INFORMATION

TENURE

Freehold.

EPC

Copies of the EPCs are provided in the data room.

VAT

The property has not been elected for VAT.

FURTHER INFORMATION

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VIDEO WALKTHROUGH

[Click here to watch VIDEO.](#)

OFFERS

Offers are invited on an unconditional basis.

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POPULATION GROWTH
OVER THE PAST 10 YEARS

+14%

(IN NEWHAM (7.7% LONDON))



RENTAL GROWTH

+39%

(32% LONDON)



RENTAL HUBS

+46%

(13.4% LONDON)



MONTHLY RENTS

£2,041

(£2,235 LONDON)



AFFORDABILITY

80.1%

(INCREASE IN LOCAL SALARIES IN THE LAST TEN YEARS)