



HIGH GROVE

RESIDENCES

Prime consented freehold development site with planning for 96 apartments and ground floor commercial space.

927 High Road,
Chadwell Heath,
London RM6.

 **BROOKINGS**
SALES • LETTINGS • MANAGEMENT

The planning has been approved for a Build to Rent Scheme.

A high profile corner site with planning approval for a striking nine storey, mixed use scheme comprising 96 apartments (20% affordable) and 200 sqm of commercial space. Positioned within the Crossrail growth corridor, just moments from Chadwell Heath station, this consented project offers a strong build to rent opportunity in an established commuter location.

As a condition of the existing planning approval, the site needs to be let under single ownership for a minimum of 15 years.



Prime **2,678 square metres**, just over **0.66 of an acre site** a short walk from a variety of shops, supermarkets and restaurants.



Planning consent for **96 apartments**, ranging between 6 and 8 storeys (Planning Ref Redbridge 2417/24).



Amenity and play space offering for residents. Secured cycle spaces, as well as **roof top gardens**.



Minimum target of **EPC B** for all site.



10 minutes' walk to Goodmayes Railway Station, with direct and regular trains to UK wide destinations including London Liverpool Street, Elizabeth Line and Heathrow Airport.



10 minute walk to multiple educational and leisure opportunities.



Chadwell Heath is home to a **buoyant rental market** which provides proportionally higher rental yields than Greater London.



Average prices in Chadwell Heath rose **51.2%** over the last 10 years.



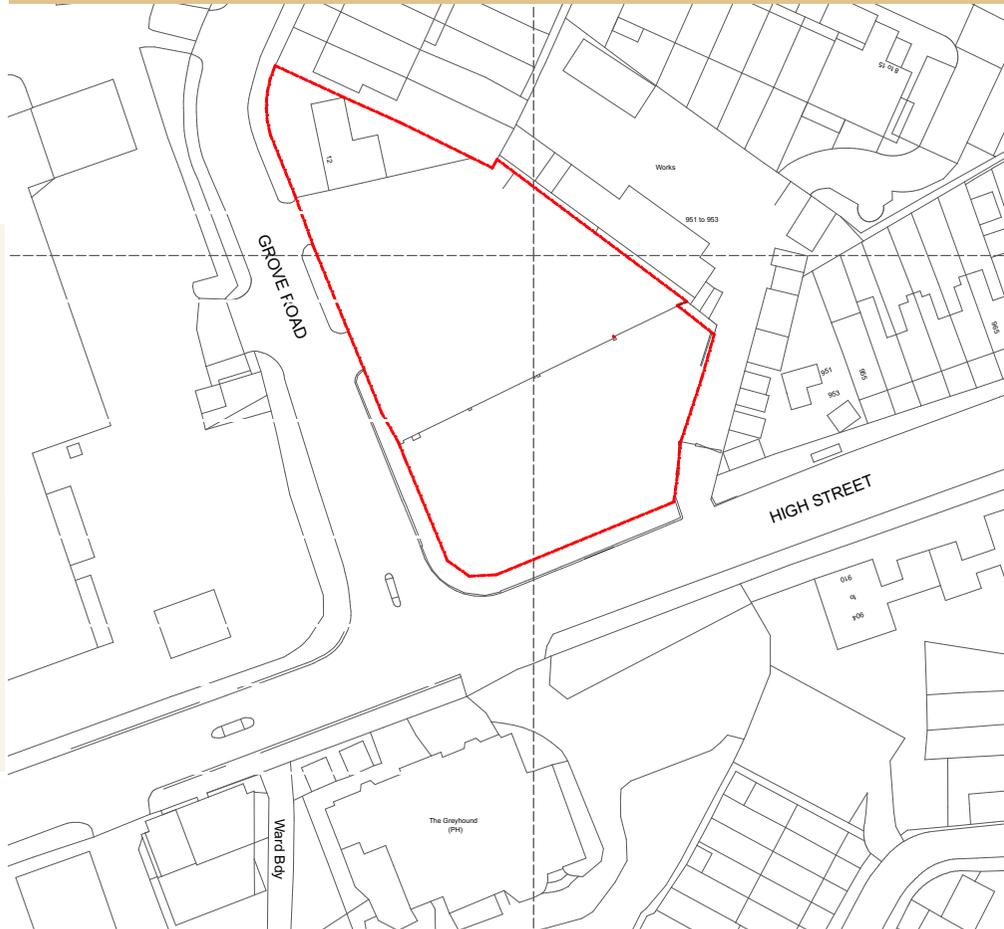
HIGH GROVE

RESIDENCES

Site plan

Key features

- Build to Rent Development Opportunity
- Land measuring 2,678sqm, just over 0.66 of an acre (Subject to Land Survey)
- Planning permission to construct 96 apartments, Commercial space 200sqm
- Mix of 1,2 & 3 Bedroom apartments
- 20% affordable rents
- Planning Ref: Redbridge 2417/24
- Walking distance to both Chadwell Heath and Goodmayes Railway stations



Chadwell Heath Build to Rent Market Overview

Chadwell Heath is an established outer London residential location benefiting from step change connectivity following the introduction of the Elizabeth line, providing direct access to Central London and key employment hubs.

Journey times to Stratford, Canary Wharf, Liverpool Street and the West End have materially improved, enhancing the area's commuter appeal and broadening the resident catchment beyond traditional outer London occupiers.

The Chadwell Heath ward has an estimated population of approximately 15,000 residents. The wider London Borough of Redbridge accommodates circa 321,000 residents, providing a deep and diversified rental demand base.

Demographic analysis indicates approximately 96,800 residents within Redbridge are aged between 20 and 39. This cohort represents the primary target market for purpose built rental apartments. Over 60% of Redbridge residents are of working age, with a balanced profile of young professionals, couples and families supporting stable and diversified rental demand across unit sizes.

The private rented sector is a key tenure locally, accounting for approximately 26% of households in Redbridge, materially above the national average and reflective of sustained rental reliance. By contrast, neighbouring Havering has historically exhibited a lower proportion of private rental accommodation, creating a structural imbalance that supports demand spillover into Chadwell Heath.

Rental supply across London has tightened as private landlords continue to exit the sector. Recent data suggests approximately one third of homes currently for sale in London were previously rental properties. This contraction in private rental supply has reinforced the importance of professionally managed, purpose built rental stock offering long term stability and consistent service standards.

Despite a moderation in rental growth during 2025, London remains the UK's highest value rental market, with average rents of approximately £2,260 per month.

Average monthly rents in Redbridge reached circa £1,708 in November 2025, reflecting strong demand relative to affordability and improved commuter connectivity.

Build to rent provision within the immediate locality remains limited. Redbridge and Barking and Dagenham account for the majority of delivery in this sub market.

Havering currently has virtually no operational build to rent stock, highlighting a clear gap in professionally managed rental provision within the wider catchment.

Ongoing regeneration across Barking and Dagenham, supported by public and private investment in transport infrastructure and town centres, is expected to underpin long term rental demand and placemaking.

"The sub market exhibits strong demographic alignment, constrained rental supply and limited build to rent competition, supporting long term income resilience and stabilisation prospects."

Demographics



Average Home Value
£335,478 average residential value for flats in Redbridge over the last 12 months.



Average Private Rent
£1,903 is the average top 10% of rents for flats in the area over the last 12 months



Long Term Rental Growth
Circa 50% increase in London private rents over the past decade, reflecting sustained structural undersupply.



Prime Renter Demographic
Approximately 96,800 residents aged 20-39 in Redbridge, representing around 30% of the borough population.



Working Age Population
Over 60% of residents aged 18-64, supporting employment participation and long term rental affordability.



Private Rented Sector Reliance
Approximately 26% of households in Redbridge rent privately, materially above the national average.



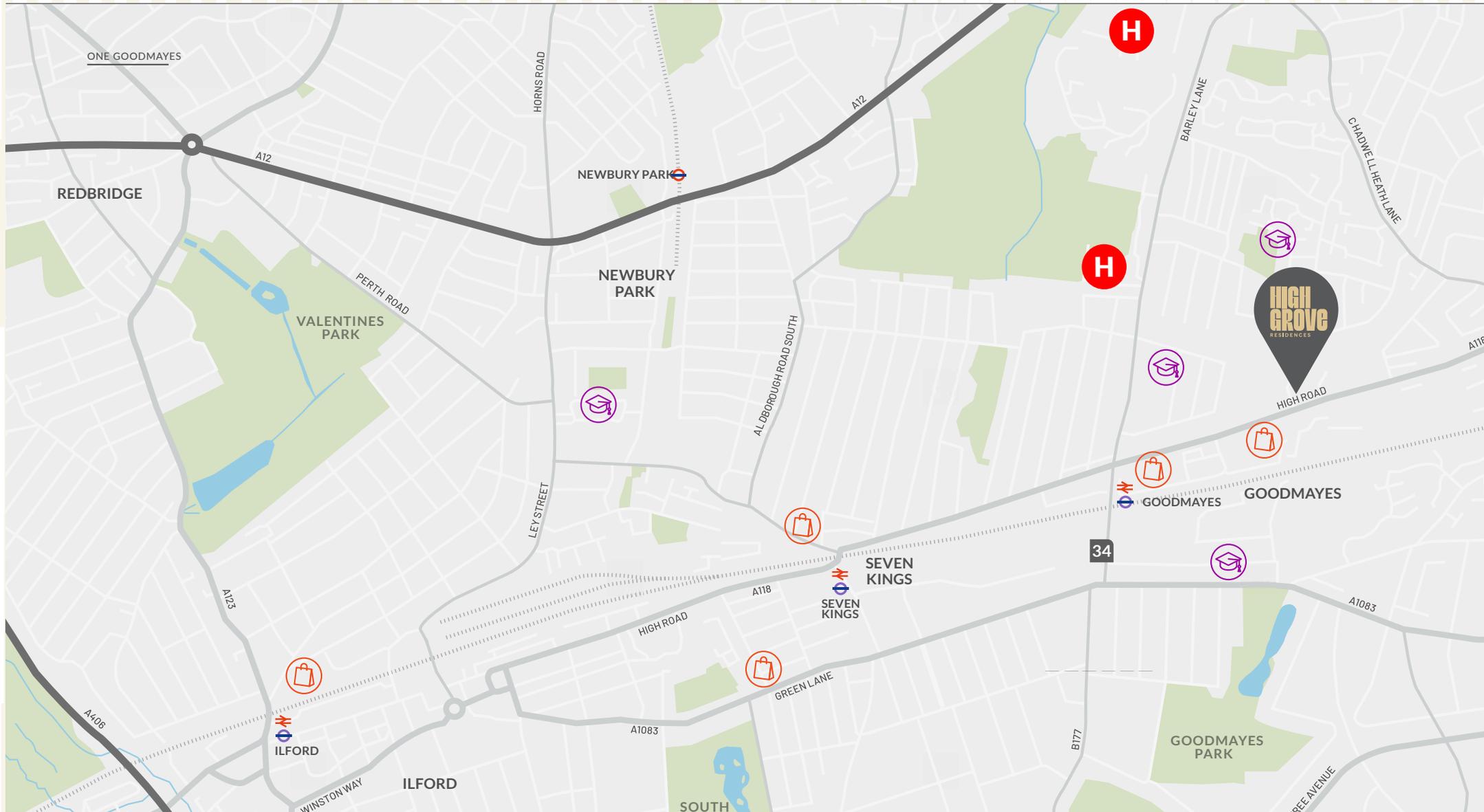
Rental Supply Contraction
Around one third of homes currently for sale in London were previously rental properties, reducing available stock.



Build to Rent Competition
Minimal operational build to rent stock within Havering and limited competing schemes in the immediate Chadwell Heath locality.

Location

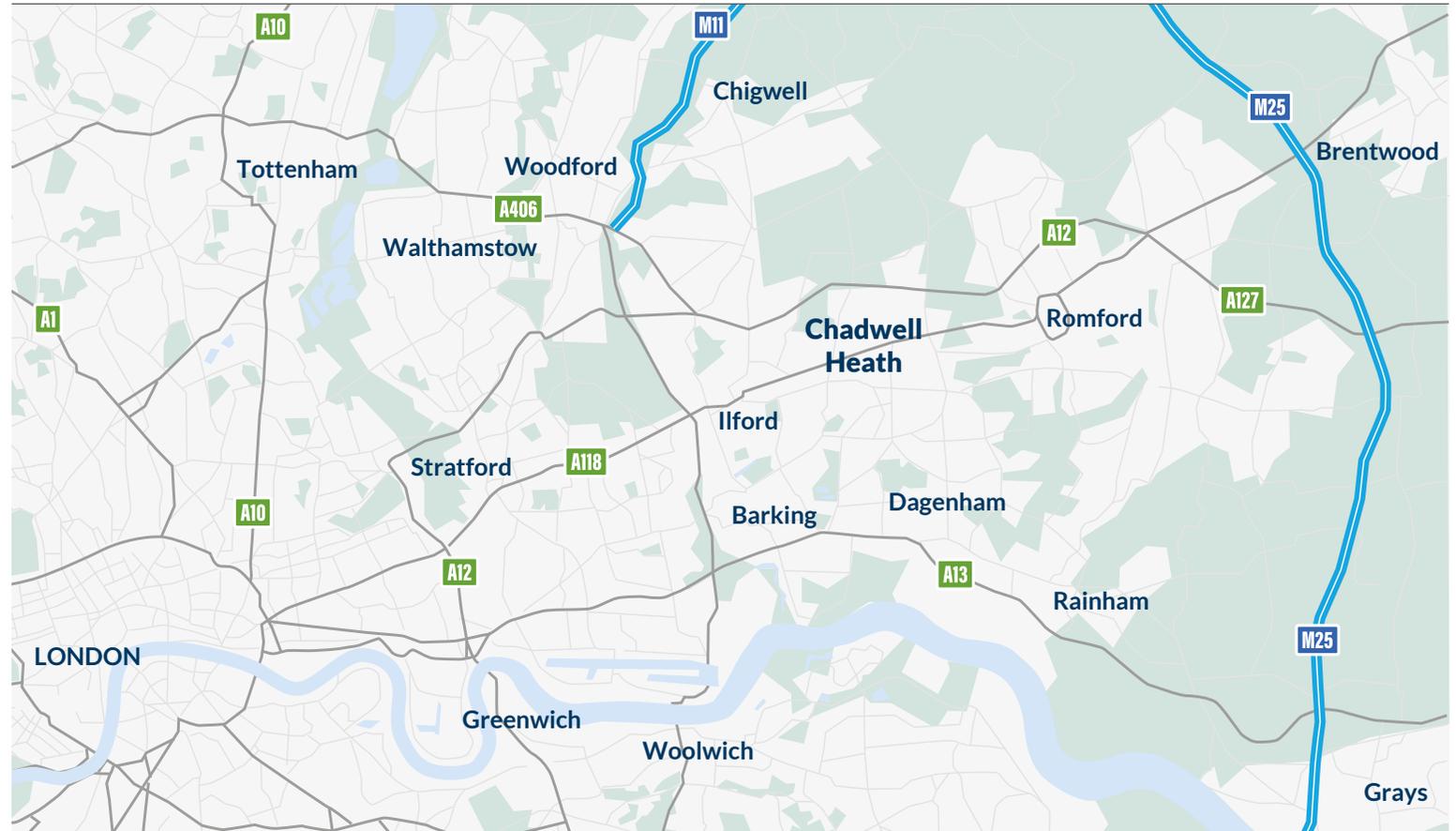
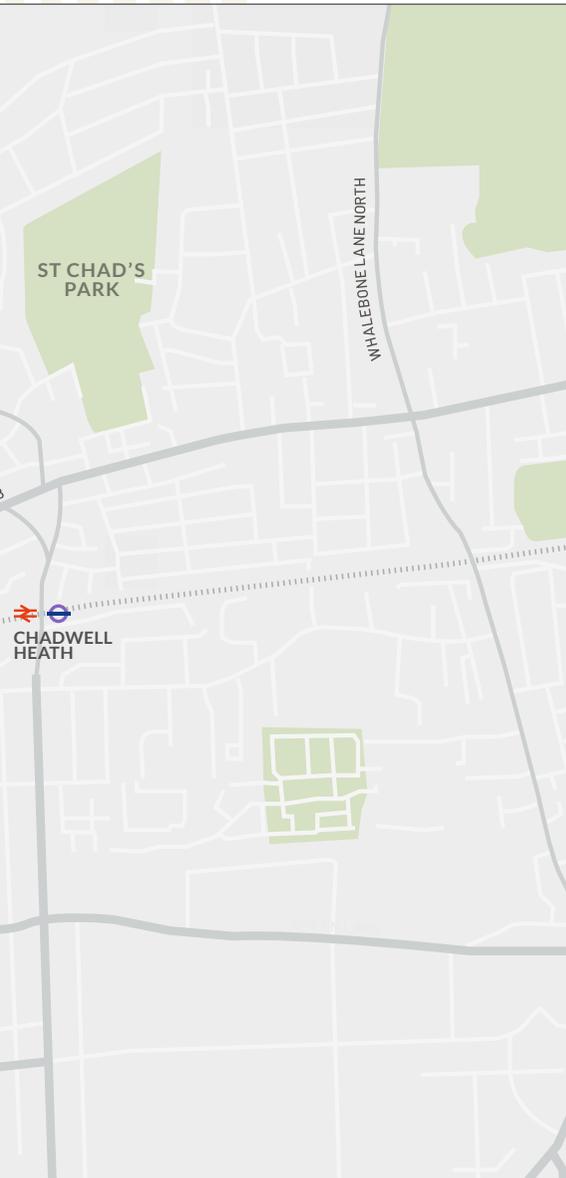
Chadwell Heath is ideally located approximately 12 miles (19 km) north east of Central London in the London Borough of Redbridge.



Chadwell Heath benefits from excellent road communications, with the A118 (High Road) connecting to Central London and the North Circular (A406) via Ilford and Stratford to the south west, and Junction 28 of the M25, via Romford, to the east.

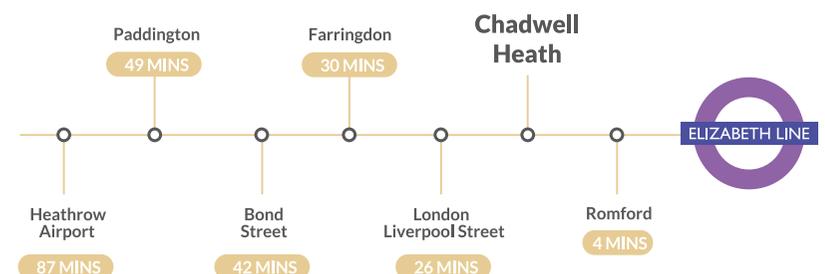
The A12 is also positioned just one mile north of Chadwell Heath, another core arterial route in/out of London. Chadwell Heath Rail / Elizabeth Line Station provides a direct service to Liverpool Street Station in 23 minutes, with other Central London

destinations directly accessible via the Elizabeth Line. Trains currently run every 8 minutes. London City Airport is positioned 7 miles to the south west of Chadwell Heath, whilst Heathrow Airport is also directly accessible via the Elizabeth Line.



HIGH GROVE

RESIDENCES





Description

A site of circa 0.66 acres with consented planning permission to build 96 apartments of 1,2 & 3 bedroom with 10 x accessible units designated to let.

Planning

Planning has been approved for a Build to Rent Scheme with a mixture of 1,2 & 3 bedroom apartments.



	1b1p Studio	1b2p	2b3p	2b3p (M4(3))	2b4p	3b4p	3b5p	3b5p Duplex	3b6p Duplex
Ground								2	1
1st	2	4	3	1		3			
2nd		5	5	1	1	4			
3rd		5	5	1	1	4			
4th		4	5	2		3			
5th		4	5	2		3			
6th		4	5	2		3			
7th		2					1		
8th		2					1		
Total	2	30	28	9	2	20	2	2	1

Offers invited

The land with approved planning is being sold on an unconditional basis POA.

Brookings would seek to be instructed as agent to let the site once built (if being let privately).

The site is currently subject to three leases.

1 x AST and 2 x Commercial leases generating an income of £119,700 pa

Contact team for further information

**HIGH
GROVE**
RESIDENCES



Floor plans

Ground Floor



First Floor



Second - Fourth Floor



Seventh - Eighth Floor



Title & Tenure

The freehold is split over two titles. We are also aware the SPV is available to acquire.

Viewings

Please contact Brookings if you wish to gain access to the site. The site can be viewed externally from High Street, Grove Road.

For further information please contact:

Richard Zeff
Sales Director
T: +44 (0) 208 5919088
E: richard@brookings.co.uk

Michael O'Brien
Managing Director
M: +44 (0) 7958 912508
E: michael@brookings.co.uk

DISCLAIMER

LBR Holdings Ltd t/a Brookings, is a limited company registered in England and Wales (registered number 06558398 and registered office 12 Brooke Estate, Lyon Road, Romford, England, RM1 2AT)
The particulars are issued pursuant to the following conditions:

1. No Offer: These particulars do not, and shall not constitute, in whole or in part, an offer or a contract or part thereof. Brookings, nor any employee or consultant thereof has authority to make or enter into any such offer or contract;
2. No Reliance: All statements contained in these particulars are made without acceptance any liability in negligence or otherwise by Brookings and/or any Brooking Person, for themselves or for the Vendors/Lessors. None of the statements contained in these particulars is to be relied on as a statement or representation of fact or warranty on any matter whatsoever, and intending purchasers must satisfy themselves by whatever means as to the correctness of any statements made within these particulars and/or the fitness of the property for any purpose whatsoever. In particular, and without prejudice to the foregoing: (a) all images, photographs, videos etc. may show only certain parts of the property and only at it appeared at the time they were created; (b) any statement concerning price or value is provided purely as guidance, it does not constitute a formal valuation and should not be relied upon; and (c) any reference to alterations to, or use of, any part of the property does not mean that any necessary planning, building regulations or other consent has been obtained.
3. Crime Prevention: In accordance with our legal obligations pursuant to the Money Laundering, Terrorist Financing and Transfer of Funds (Information on the Payer) Regulations 2017, the Proceeds of Crime Act 2002 and other regulations, Brookings may be required to establish the identity and source of funds of all parties to property transactions (including both Vendors / Lessors and Purchasers/Lessees). Failure to procure this information where needed may delay or cancel any potential transaction or prevent Brookings from acting altogether.
4. Privacy: For further information concerning how we use personal data please see our privacy statement: <https://www.brookings.co.uk/privacy-policy/>

Particulars issued January 2026.

