

# Concorde Village Price Structure

No. of Plots	Price	Savings	Value Today*	Return On Investment
1 Plot	£5,625	£0	£19,012	338%
5 Plots	£25,300	£2,825	£95,062	375%
10 Plots	£47,800	£8,450	£190,125	397%
25 Plots	£112,500	£28,125	£475,312	422%
50 Plots	£210,900	£70,350	£950,625	450%
100 Plots	£376,800	£185,700	£1,901,250	504%
Star Programme	£20,000	£2,500	£22,500	12.5%

\*Based on 50 acres of landscape led housing at Jan 2006 valuation (www.voa.gov.uk)

Features of Concorde Village, London	
<ul style="list-style-type: none"><li>• 2 miles south of Heathrow Airport</li><li>• Beside BP Sunbury complex which has 2000 staff in 12 buildings</li><li>• Hounslow provides 140,000 jobs</li><li>• High density residential area</li><li>• 120 acres, 50 acres for housing</li><li>• Former sand and gravel site</li><li>• Suitable for 1000 houses</li><li>• South East Plan shows shortfall</li></ul>	<ul style="list-style-type: none"><li>• Extremely sustainable location</li><li>• Housing, employment and local services all in immediate vicinity</li><li>• In line with Government advice regarding sustainable location</li><li>• Creates attractive publicly accessible area of open spaces</li><li>• Provision of nature reserve</li><li>• Retains strategic gap between Ashford and Feltham</li><li>• First stage for consultation March 2007</li></ul>



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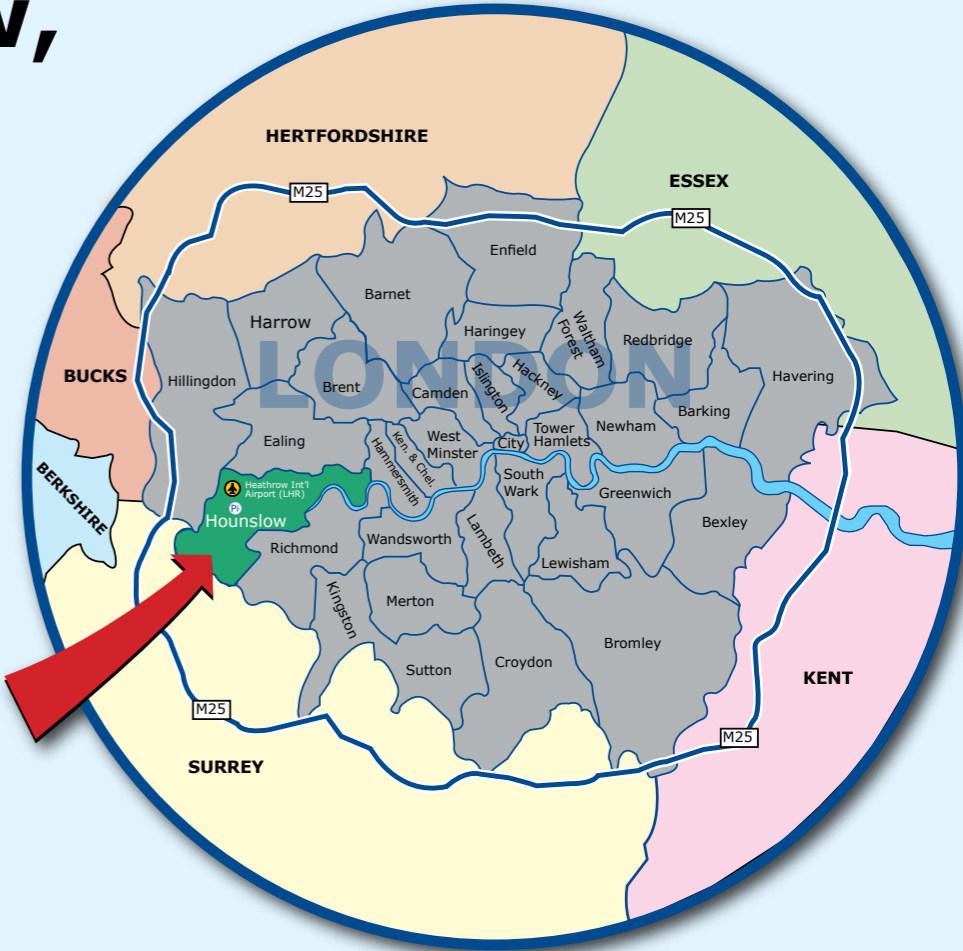
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## STRATEGIC LAND INVESTMENTS



### Product Specification

## Concorde Village, Hounslow, London



Profitable Plots  
Strategic Land Investments

LONDON BOROUGH OF HOUNSLOW

- Hounslow is an area rich in diversity - a diversity of people, geography and business - that makes it one of the most exciting and thriving communities in London.
- Nearly a quarter of a million people live in the Borough and their varying backgrounds and culture give the area a bustling, cosmopolitan feel.
- Hounslow is one of the great gateways to the capital. It borders Heathrow Airport, the world's busiest international airport, to the west, while its eastern boundary is just a few miles from the very centre of one of the world's greatest cities.



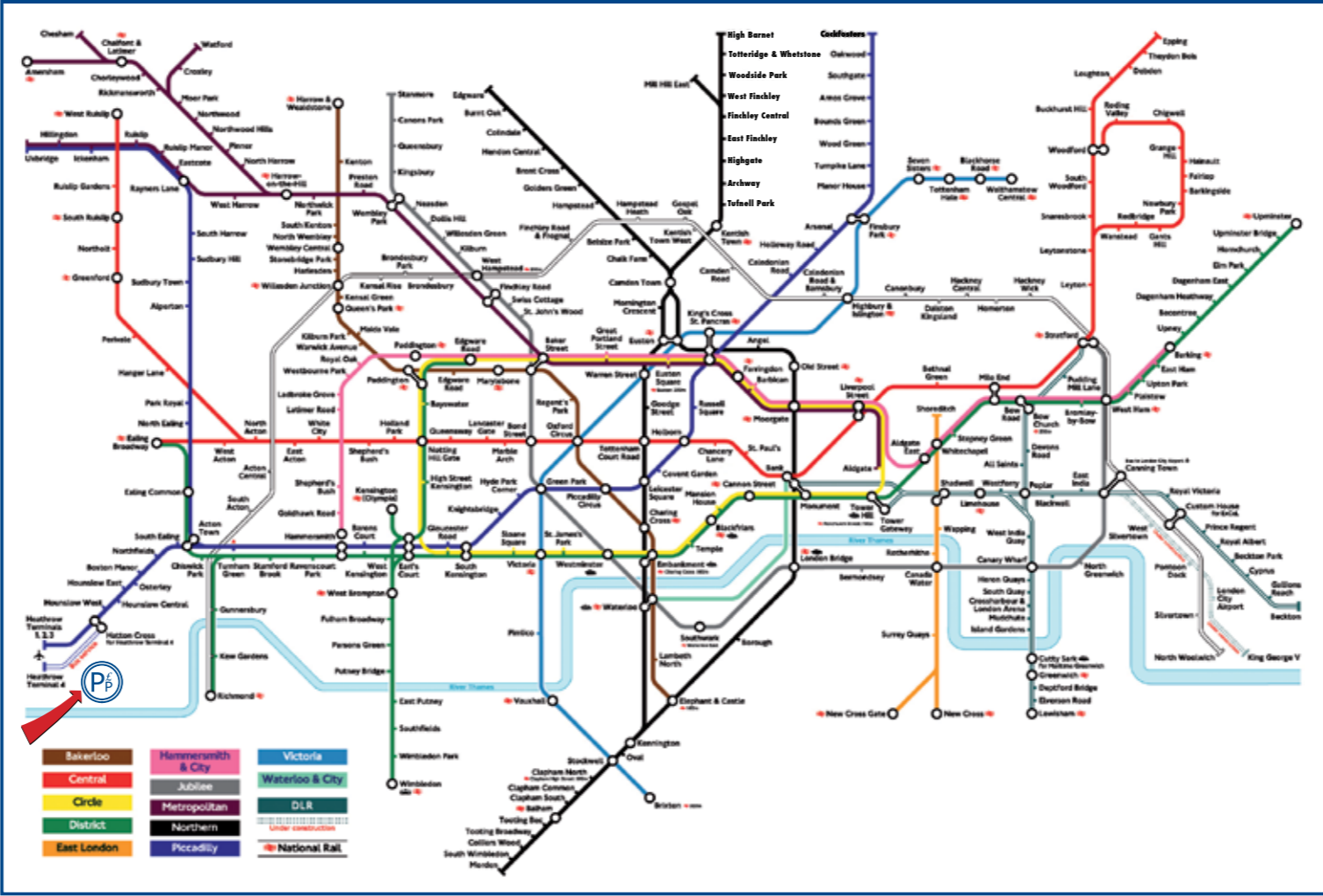
Economic Development

- Hounslow is in the heart of one of the most dynamic and sought after locations for business in the world.
- Strategically situated between Heathrow airport and Central London, with excellent east-west road and public transport links, it has attracted major blue-chip companies such as Glaxo Smith Kline, Agfa, IBM and Cisco Systems. Companies such as BSky B and Discovery Channel represent a strong TV and media interest.
- Prestigious business parks at either end of the borough – Bedford Lakes and Chiswick Park – provide modern office facilities in campus style locations, while logistics and airport catering are part of a thriving airport support sector based in more traditional industrial surroundings.
- It is a centre for international headquarters, for manufacturing, high tech industries and tradable services and it is a world gateway, being home of the busiest international airport in the world, Heathrow.
- London has.....
  - A £19 billion economy.
  - £40 million of goods and services used each day.
  - Almost 30% of all the media jobs in the UK.
  - The largest and most broadly-based concentration of manufacturing firms in London - with 87,000 employees (9% of West London employment).
  - The UK's largest concentration of IT activity with the industry's top 10 global players having a presence in West London.
  - Producer and consumer services that account for 41% of West London employment, and international visitor attractions like Wembley and Earl's Court / Olympia collectively attract over 10 million visitors a year. (SOURCE: www.london-first.co.uk)

# Profitable Plots

Strategic Land Investments

The London Underground



GOVERNMENT INVESTMENT IN TRANSPORT LINKS

- The area is served by both the London Underground and South West Trains, providing quick and efficient links into Central London and the rest of the country.
- The Mayor of London, Ken Livingstone recently announced that Hounslow is to benefit from a £10 billion investment programme to transform London's transport network. Speaking from City Hall, the Mayor said: "This is a once in a lifetime opportunity to reverse decades of under-investment in Hounslow and right across London."
- The main benefit for Hounslow includes the modernisation of the Hounslow bus station along with improvements to District and Piccadilly Lines.
- The Mayor added: "The last five years have seen huge improvements in Hounslow's bus services. This investment programme will build on this..." (SOURCE: www.tfl.gov.uk)

LAND & PROPERTY PRICES

- The average price per hectare for land in this area was £759,000 in 1983. In 2006, the average price per hectare for residential development has risen to £8,450,000. (Source: VOA Residential Building Land Index January 2006).
- The average price of a house in Greater London is currently £257,120, compared to the UK average of £169,901.
- In total, in the past ten years house prices in Greater London have risen by 233%. (SOURCE: Halifax House Price Index, Fourth Quarter 2005)
- It is believed that the 2012 London Olympics will provide a further boost to land and property prices in the London area.



THE LONDON PLAN

- The London Plan sets out strategic policies for development in the London Boroughs. As a Spatial Development Strategy its objectives are to create an integrated social, economic and environmental framework for the future of London.
- The vision of the London Plan is to develop London as an exemplary, sustainable World City, based on three interwoven themes:
  - Strong diverse long term economic growth
  - Social inclusivity to give all Londoners the opportunity to share in London's future success
  - Fundamental improvements in London's environment and use of resources
- The Borough of Hounslow plays a key role in the West London Sub Region and the area between Heathrow, Bedford Lakes and Feltham in which the site is located has been identified as an Opportunity Area. This is expected to provide 91 hectares of development to create 5,500 new jobs and almost 1000 houses before 2016.

SITE OVERVIEW

Concorde Village consists of a 120 acre former quarry with extensive frontage to Chertsey Road and Ashford Road. The site was formerly a sand and gravel supplier. The site is currently unused apart from fishing lakes and open grazing. The boundary of the site is well defined along the Chertsey Road and secured by chain link fences.

Directly to the south and west of Concorde Village are the rear gardens of residential properties. Residential development in this vicinity is relatively high density. Bedford Lakes Country Park lies a short distance to the north west and there are areas of established local employment and community facilities nearby.

LOCAL POLICY

Hounslow Council will shortly begin a review of the Unitary Development Plan. Preliminary stakeholder consultations commenced in April 2006. The Council expect to publish preferred options for their future strategy and for development proposals in September 2007 with an estimated adoption of the new plans in May 2009.

