



# WEST IS BEST

LONDON'S WESTERN REACHES OFFER GOOD EATERIES, SCHOOLS AND SHOPS – AS WELL AS SENSIBLY PRICED PROPERTY, DISCOVERS **CHERYL MARKOSKY**

Chiswick – or the new Notting Hill, as it's now dubbed – is a stellar example of the rise and rise of the western fringes of the capital.

With artisanal bakeries, Michelin-starred Hedone and a new Picturehouse cinema on the High Street, you'd be hard pushed to recognise you're in the W4 postcode rather than supposedly posher W11.

Charlotte Writer-Maguire of Chestertons notes a steady migration of buyers from Notting Hill and Kensington. "They move out of their one- to two-bedroom apartments when they have families."

Attracted by Ofsted 'outstanding' primary schools, including Belmont, Grove Park and Strand on the Green, buyers also appreciate close proximity to Heathrow and access to the A3, M3 and M4, she adds.

Another bonus is the retention of independent businesses lending "a local feel" to the area. One of Charlotte's favourites is Vinoteca on Turnham Green Terrace, offering fine wines, freshly baked bread and charcuterie.

Fast transport links – trains to Waterloo take just 27 minutes – and Chiswick Riverside Club and Roko are perfect for commuters and families, observes Mani Shelbani at Featherstone Leigh.

"Now's the time to move here," he argues, "with property representing better value for money than in neighbouring zones". A three-bed family house costs about £1 million, while the Notting Hill equivalent is £3 million.

Savills' Christopher Bramwell believes this slice of west London is more robust than many other locales. "Because of the schools, families stay put for longer, and good locations – such as on the Thames – hold their value."

As Chiswick continues to evolve – new murals adorn Turnham Green Tube,

a supercycle highway's being discussed, and the Piccadilly line's coming in 2022 – the area is a safe bet, agrees Horton and Garton's Paul Cooney.

In addition, there's an appetite for quality new homes, according to Knight Frank's James Cohen, who's selling Georgian-style apartments and townhouses on a new garden square at Berkeley Homes's Chiswick Gate.

"Upsizing families are attracted to the three- to five-bedroom houses, and downsizers are falling for lateral one- and two-bedroom flats with views onto the garden," he explains.

Two other spots threatening to knock Notting Hill off its perch are Askew Road and Wendell Road on the fringes of Shepherd's Bush.

Formerly gritty Askew Road has clicked its heels and turned into a yellow brick road of wonders: upper-scale Ginger Pig butcher, October 26 Bakery for sourdough bread and pastries, and Detour Café's hand-roasted coffee.

Neale Jones of Marsh & Parsons says: "This is the place where people want to be." Off the back of the street's Wizard of Oz-like transformation, he's selling homes near good schools to incoming families.

Purchasers are also keen on nearby Wendell Road, overlooking Wendell Park, where you can pick up a one-bedroom flat for under £500,000 and a five-bed terrace for £1.75 million.

One to watch is Ealing, says Nicholas Finn of Garrington Home Finders. Formerly Chiswick's "poorer neighbour", it has gained ground with its potential for new build and expansion.

He cites boutiques and top brands helping the district "up its game" alongside improving schools. Prices are climbing, but are still reasonable at £800,000-£1 million for a family

## WHITE CITY LIVING, SHEPHERD'S BUSH W12

FROM £620,000

A brand-new community of 1,477 new homes is taking shape in eight acres of open space, including a five-acre public park.

[www.whitecityliving.co.uk](http://www.whitecityliving.co.uk)



## LONG ISLAND HOUSE, CHISWICK W3

£1,750,000

Duplex loft penthouse blessed with four bedrooms – three with en suites – two terraces and floating staircase in a converted Art Deco factory.

[www.savills.com](http://www.savills.com)



### CHISWICK GREEN STUDIOS, CHISWICK W4

£1,325,000  
Period split-level, ground-floor, loft-style apartment that comes with a porter, gym and secure parking.  
[www.chestertons.com](http://www.chestertons.com)



### BROMYARD AVENUE, ACTON W3

£1,099,950  
Sporty types will love this four-bed townhouse next to Virgin Active and the golf course, along with the 15-minute walk to Acton Central station.  
[finlaybrewer.co.uk](http://finlaybrewer.co.uk)



### QUEEN ANNES GROVE, BEDFORD PARK W4

£3,995,000  
Grade II-listed, five-bed house that still has original fireplaces, leaded windows and original panelling, on one of Chiswick's finest roads.  
[www.savills.com](http://www.savills.com)



### PARK ROAD, CHISWICK W4

£740,000  
Two-bed apartment in the popular V development, with eco kitchen worktops made from recycled bottles, balcony and close proximity to the station.  
[www.featherstoneleigh.co.uk](http://www.featherstoneleigh.co.uk)



### LINKFIELD ROAD, ISLEWORTH TW7

£469,950  
Two-bed period cottage in the Village with a large garden – ideal for commuters, as it's right next to the station.  
[www.dexters.co.uk](http://www.dexters.co.uk)



### HYPERION TOWER, BRENTFORD TW8

£899,999  
Contemporary three-bedroom, two-bathroom apartment in a west London district that's benefitting from the arrival of new developments, a new football stadium and a cleaned-up High Street.  
[www.hortonandgarton.co.uk](http://www.hortonandgarton.co.uk)



### SOMERSET ROAD, CHISWICK W4

£985,000  
Terrace on the Bedford Park borders with three double bedrooms, fully extended kitchen and south-facing garden.  
[www.hortonandgarton.co.uk](http://www.hortonandgarton.co.uk)



### 500 CHISWICK HIGH ROAD, CHISWICK W4

FROM £575,000  
An assortment of homes to suit everyone with oak flooring, concierge, underground parking and good access to boutique retailers, fine eateries and the river.  
[www.savills.co.uk](http://www.savills.co.uk)

home in the south, and £1 million-plus in central Ealing.

"Some stonking houses north of the Broadway are valued from £3-£5 million," Nicholas declares, probably partly underpinned by Crossrail kicking off in Ealing this year.

A number of families from south-west London are crossing the river to Ealing and Northfields, "where it's 10% cheaper and you can capture that essential village-y feel".

Redevelopment of the South Acton Estate is also worth noting, Nicholas reports. "I don't fear for my life or my bike anymore when I cycle through it."

North of Acton Park, which includes Shakespeare Corner, is very popular, Christopher points out. "For £1.5 million you'll find a nice, five-bedroom house."

He adds that prices have been able to hold out here, due to the trumpeted arrival of Crossrail from 2019 at a spruced-up mainline station.

"Acton High Street still needs to be refreshed, but Old Oak Shopping Centre will be redeveloped with new flats behind it from next year."

Vesper Homes's James Cameron tips the communities of Brentford and Isleworth, where he's seen increased interest from investors and first-time buyers.

"There's been a large number of new apartments built in both areas, attracting buy-to-let investors from the UK and overseas. Prices are still substantially lower than Chiswick, and there are good Overground rail links into London."

John Robinson, Brentford Lock West's development director, concurs that Brentford's a bit of a hidden gem with its setting on the Grand Union Canal and access to green spaces.

"The Royal Botanic Gardens at Kew and Syon Park are within walking distance of our development. Many residents take the opportunity to run, or just stroll, along the canal."

Brentford's on the radar for a lot of people, thinks Riverhomes' Phillip Cannon, because of redevelopment plans for a new football stadium for Brentford Football Club and a revitalised High Street.

"Larger developers coming to build new schemes, such as Ballymore's mixed-use Brentford Waterside, will bring money to the area," he says.

Homes on the river looking over to Kew Gardens and Kew Bridge are particularly desirable. It's hard to put a value on them, as each view can vary, Phillip adds.

Last, but certainly not least, is Isleworth, with new developments from the likes of London Square, A2 Dominion and Fabrica springing up and bringing families to the district.

Emily Orchard of Dexters says: "Isleworth Village, with lovely coffee shops, restaurants and tree-lined roads, is really taking off. Transport is good, with Osterley Tube, the Overground and regular buses into the City."

She's selling a two-bed flat in a gated scheme for £375,000 that would fetch £450,000 in nearby Twickenham, and a refurbished four-bedroom house at £715,000 that would cost £850,000.

"Young couples climbing onto the property ladder and families in search of more space for their money like the feel of Isleworth. It's friendly, green and affordable," Emily sums up.

It's win-win all round in west London with its strong sense of community. As the title song in TV series *Cheers* goes: "Sometimes you want to go where everybody knows your name – and they're always glad you came." 🏠



### BEDFORD GARDENS, SOUTH KENSINGTON W8

£4,950,000  
Pirotte round Madame Rambert's former ballet studio, now a three-bed maisonette with double-height ceilings and library mezzanine.  
[www.marshandparsons.co.uk](http://www.marshandparsons.co.uk)