

ARCH & BLOOM

GUILDFORD

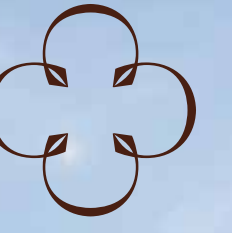
BE PART OF GUILDFORD'S
EXCITING NEXT CHAPTER

MARKET INSIGHT REPORT 2026

OVERVIEW

- New collection of studio, 1, 2 and 3 bedroom apartments in Guildford town centre
- Desirable market town location with rich heritage, shops and restaurants, and vibrant cultural and social scene
- Largest scheme currently being built in Guildford, with 485 homes
- Excellent road and rail connections
- Beautiful parks and easy access to the Surrey Hills
- Wide educational choice across state and independent sectors, plus University of Surrey
- Strong local economic growth and access to high quality jobs
- Rental demand from student population and professionals
- Higher rental growth and price growth than London over the last five years
- £900m of investment planned for Guildford





INTRODUCTION

Arch & Bloom is a new residential quarter for Guildford, offering a harmonious blend of character and contemporary living. Its central location, just minutes from the historic High Street, provides easy access to shops, restaurants, green spaces and cultural venues, as well as city connections and countryside escapes.

The development features studio, 1, 2 and 3 bedroom apartments across five collections of new buildings, appealing to a broad audience from young professionals and students to downsizers and local movers. Landscaped public realm creates a warm welcome and seamless integration with the surrounding streets.

Thoughtfully designed for wellbeing, connection and everyday ease, Arch & Bloom offers a level of lifestyle and convenience rarely seen outside London. Amenities include co-working space, a gym, 24-hour concierge, cinema lounge and wellness garden.

Arch & Bloom brings a new standard of refined living to Guildford, reflecting the increasing desire for lifestyle-led residences. Together, these elegant homes, inviting outdoor spaces and shared amenities create a place to live, gather and grow.



Computer generated images of Arch & Bloom are indicative only

Lifestyle image is indicative only



KEY FEATURES

GUILDFORD IS A HIGHLY DESIRABLE MARKET TOWN WITHIN SURREY, COMBINING ARCHITECTURAL CHARACTER, HISTORIC CHARM, CONNECTIVITY AND ACCESS TO AN ABUNDANCE OF GREEN SPACE.



Computer generated image of Arch & Bloom is indicative only



VIBRANT LOCAL LIFE

From shopping and eating out to theatre performances and live music, Guildford offers a wealth of things to see and do.



13% MARKET TOWN PRICE PREMIUM

This historic market town blends a rich heritage and attractive period streets with all the amenities for modern living.



STRONG ECONOMY

Guildford is a key hub in the South East's economy, resulting in higher than average salaries and a steady supply of professional tenants.



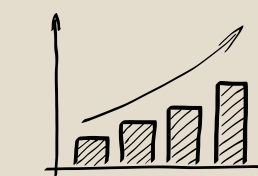
EXCELLENT EDUCATION

Arch & Bloom is ideally located for the area's leading range of schools, and the University of Surrey.



RENTAL AND PRICE GROWTH OUTPERFORMANCE

Having outperformed London and forecast to continue growing, Guildford is a smart investment choice.



UP TO 8.2% RENTAL YIELD*

Guildford town shows higher average gross rental yields than Greater London and Inner London (Zones 1-3), highlighting the area's ongoing investment appeal.



REGIONAL GATEWAY

Guildford is a strategic transport hub, not just a London-only commuter town, with connections to Clapham Junction, Reading, Heathrow Airport and Portsmouth.

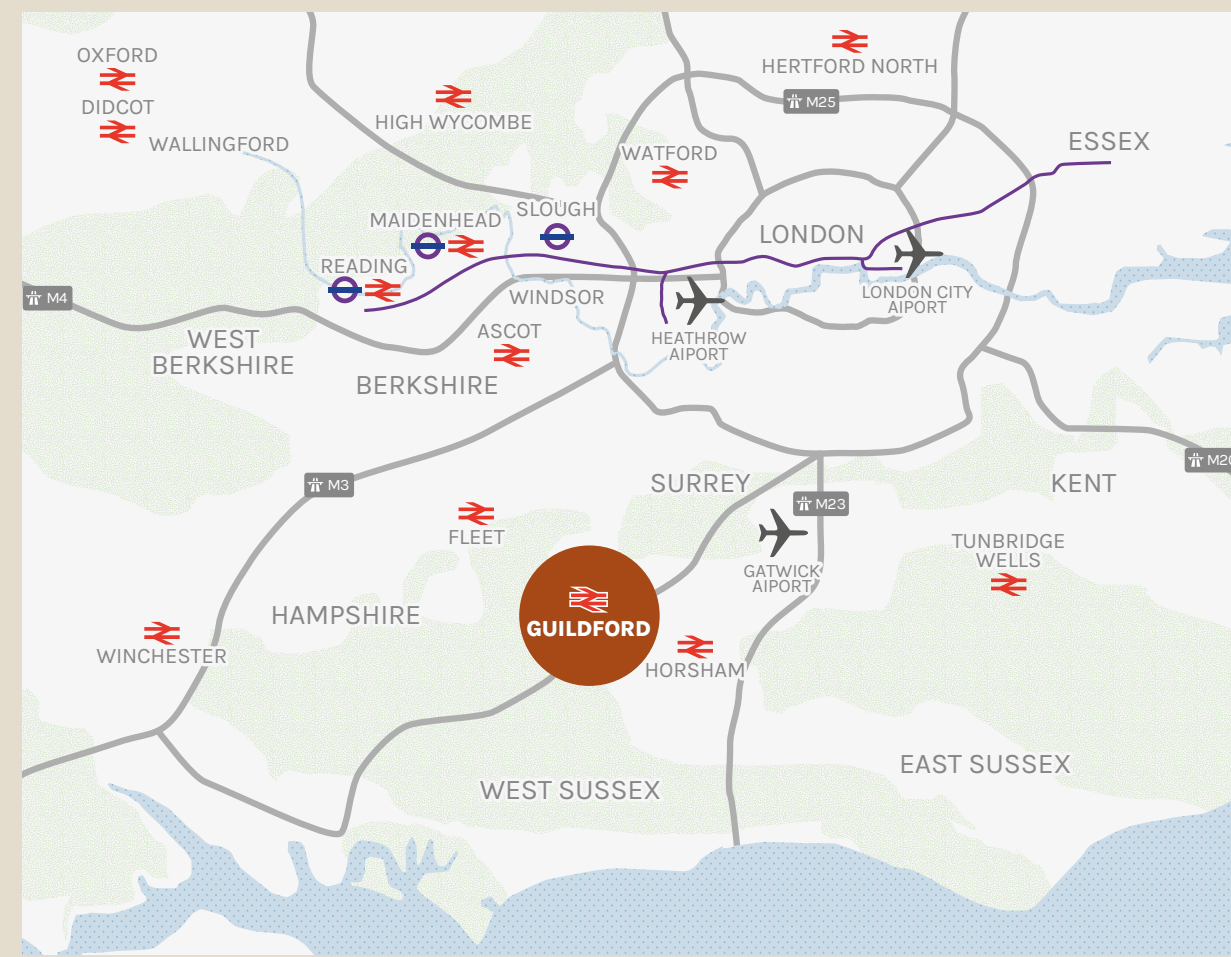
*Source: Pricehubble

CONNECTIVITY

Arch & Bloom is superbly connected, giving residents easy access to the capital's business and cultural hubs while enjoying the lifestyle of a historic market town.

As well as fast access to London, Guildford also offers good connections to the wider South East region and the South Coast. The mainline station is a short walk from Arch & Bloom, with direct services to London Waterloo, as well as other Surrey towns such as Farnham and Dorking, major hubs including Reading, and coastal cities such as Portsmouth. There are also fast links to both Heathrow and Gatwick airports.

Onsite underground parking and a new bus station under development will make local travel effortless.



KEY JOURNEY TIMES

33 MINUTES
by train to London Waterloo

40 MINUTES
by car to Heathrow Airport

41 MINUTES
by car to Gatwick Airport

Source: GoogleMaps, excluding walk times, train time from closest station, travel times are approximate only

UP TO 10 TRAINS
to London per hour at peak times

Guildford is a core commuter location with access to **HIGHER PAID LONDON JOBS**

Source: nationalrail.co.uk



Lifestyle image is indicative only



FROM GUILDFORD RAIL STATION
7 MINS ON FOOT

WOKING
9 MINS

FARNHAM
23 MINS

CLAPHAM JUNCTION
31 MINS

LONDON WATERLOO
33 MINS

READING
38 MINS

WIMBLDON
45 MINS

PORTSMOUTH & SOUTHSEA
1 HR 13 MINS

Source: nationalrail.co.uk, journey times approximate only



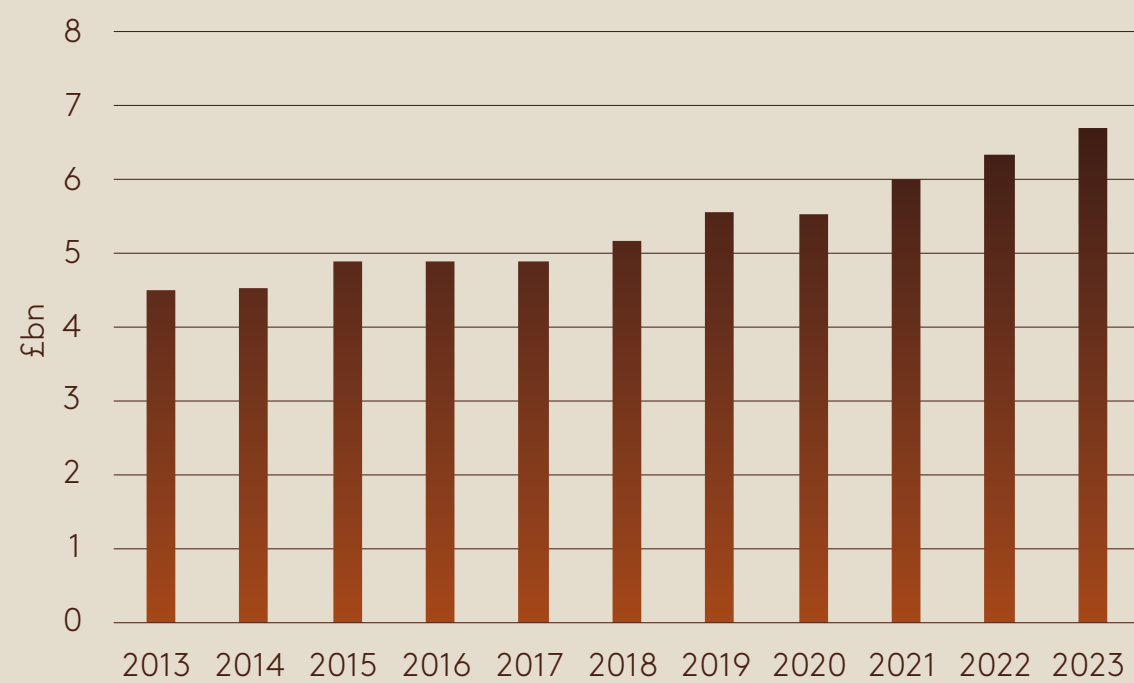
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EMPLOYMENT

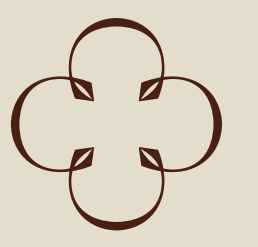
Guildford has experienced strong economic growth in recent years, growing by almost 50% between 2013 and 2023.

SIZE OF ECONOMY IN GUILDFORD LOCAL AUTHORITY (£BN)

Source: ONS, Gross Value Added at Local Authority level



Lifestyle images are indicative only



2.7 MILLION JOBS
within a 60 minute commute

39% OF THESE JOBS
are within the scientific, professional, financial and tech sectors

Source: BRES 2023, commute by public transport from Guildford station

£6.7BN
Guildford contribution to the UK economy in 2023

Source: ONS

RANKED IN TOP 25
of major cities and towns on number of IT and tech businesses

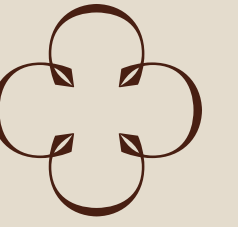
Source: NOMIS 2024

GUILDFORD CONTRIBUTES
12.3% Surrey's GVA
14% of Surrey's jobs

Source: Utility Bidder 2025

49% GROWTH IN GUILDFORD'S ECONOMY IN THE LAST 10 YEARS

Source: ONS, Gross Value Added at Local Authority level



A HUB FOR BUSINESSES

Arch & Bloom offers exceptional access to employment opportunities, particularly in the high-salary scientific, professional, financial and tech sectors.

KEY EMPLOYMENT INDUSTRIES	COUNT
Human health and social work activities	9,244 (13.2%)
Wholesale and retails trade; repair of motor vehicles and motorcycles	8,237 (11.8%)
Education	7,974 (11.4%)
Professional, scientific and technical	7,084 (10.2%)

Source: PriceHubble

70+ GAMING STUDIOS
in Guildford, around 10% of the UK gaming industry

Sources: Guildford Borough Council; Enterprise M3 Growth Hub. PriceHubble

140+ COMPANIES
at the Surrey Research Park ranging from pharma and biotech to AI, space, and digital health

Sources: University of Surrey; UKSPA, Business Survey Surrey



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HEALTHCARE IS A MAJOR PILLAR

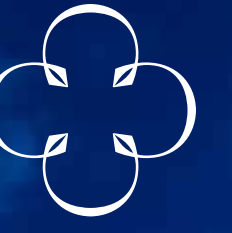
The Royal Surrey County Hospital is one of the region's largest employers and a leading centre for clinical research, working closely with the University of Surrey

Source: Royal Surrey NHS

TOP 8% MOST COMPETITIVE LOCAL AUTHORITY IN THE UK
(28th out of 362)

TOP 3% PREDICTED FASTEST GROWING
(GVA per capital) local authority over the long term (11th out of 362)

Source: UKCI 2023, Guildford. The competitiveness index is a measure of the long-run potential of 362 areas across the UK to generate economic growth and well-paid employment. Long-term is based on a 20 year scenario.



LOCAL AREA

Guildford is a quintessential English market town where heritage meets modern living. It is home to 224 listed buildings¹, including eight conservation areas and four ancient monuments.

The Norman castle, its vibrant gardens and the striking modern cathedral add character, while the cobbled High Street offers high-end retail, designer boutiques and premium dining, including two Ivy restaurants. Three theatres, music venues and a calendar of cultural events contribute to Guildford's strong local identity.

Market towns command a significant price premium of 13%² reflecting their heritage, character and quality of life. Guildford exemplifies these traits with its rich history, beautiful period architecture, and thriving centre – all of which drives strong buyer demand and underpins higher values.

¹Source: Historic England. ²Source: Halifax, 2021 (most recent research)



IN THE TOP 10

Best Places to Live in the South East 2023

The Sunday Times

2 OUT OF 3 RENTERS

consider being within a 15 minute walk of amenities important

Source: PriceHubble, Property Academy 2024, Important = % of respondents ranking 1-4 (on 8-point scale)

13% PREMIUM¹

for market towns average house price versus their county average



The Ivy Asia, Guildford



Guildford Castle



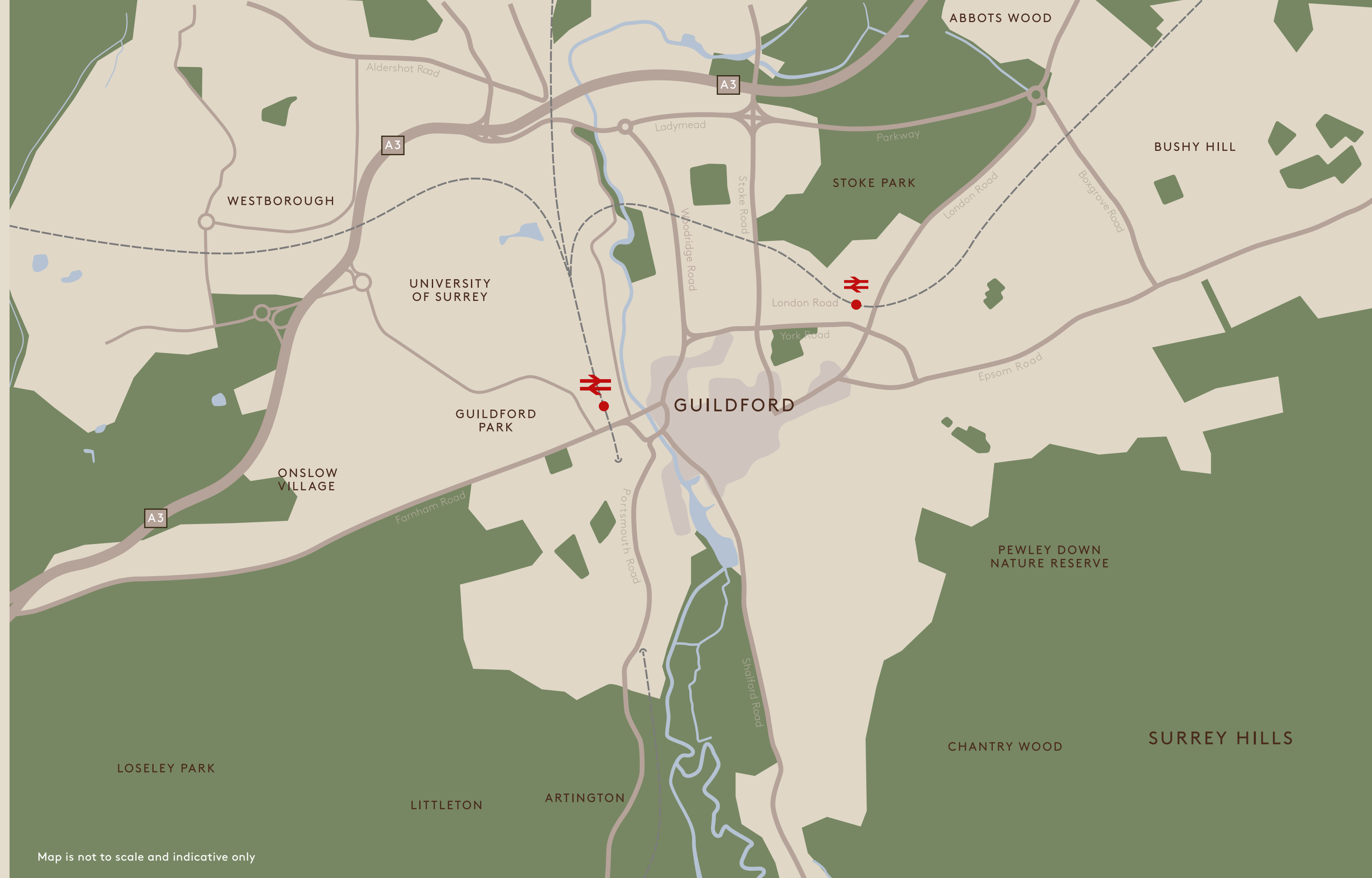
High Street, Guildford

GREEN SPACE

Arch & Bloom is a green oasis, with a landscaped wellness garden and public squares onsite that provide places to relax and connect. Some homes will also enjoy far-reaching views across the Surrey Hills Area of Outstanding Natural Beauty, where rolling countryside creates a rare backdrop so close to the heart of town.



The Surrey Hills



17 PUBLIC PARKS OR GARDENS
within a 30 minute walk
of Arch & Bloom
Total size **468 ACRES**

Source: Ordnance Survey 2024

2 GREEN FLAG AWARDS
Stoke Park and Castle Grounds

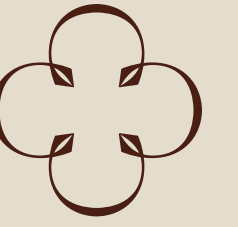
Source: Guildford Borough Council

13% OF LAND
within a 30 minute walk is open
access green space, well above
the 5% local authority average

Source: Ordnance Survey 2024

GATEWAY TO THE SURREY HILLS
for beautiful countryside
walks and views





EDUCATION: SCHOOLS

There is a wide range of primary, secondary and independent schools within walking distance of Arch & Bloom. These include Pewley Down Infant School (rated 'Outstanding' in all categories by Ofsted in 2024), and leading independent schools such as Guildford High School for Girls (named Independent School of the Year 2024 by The Sunday Times).

7 'GOOD' OR 'OUTSTANDING'
rated primary schools within a 26 minute walk of Arch & Bloom

Source: Ofsted 2022/3, journey times approximate

5 'GOOD' OR 'OUTSTANDING'
rated secondary schools within a 35 minute walk of Arch & Bloom

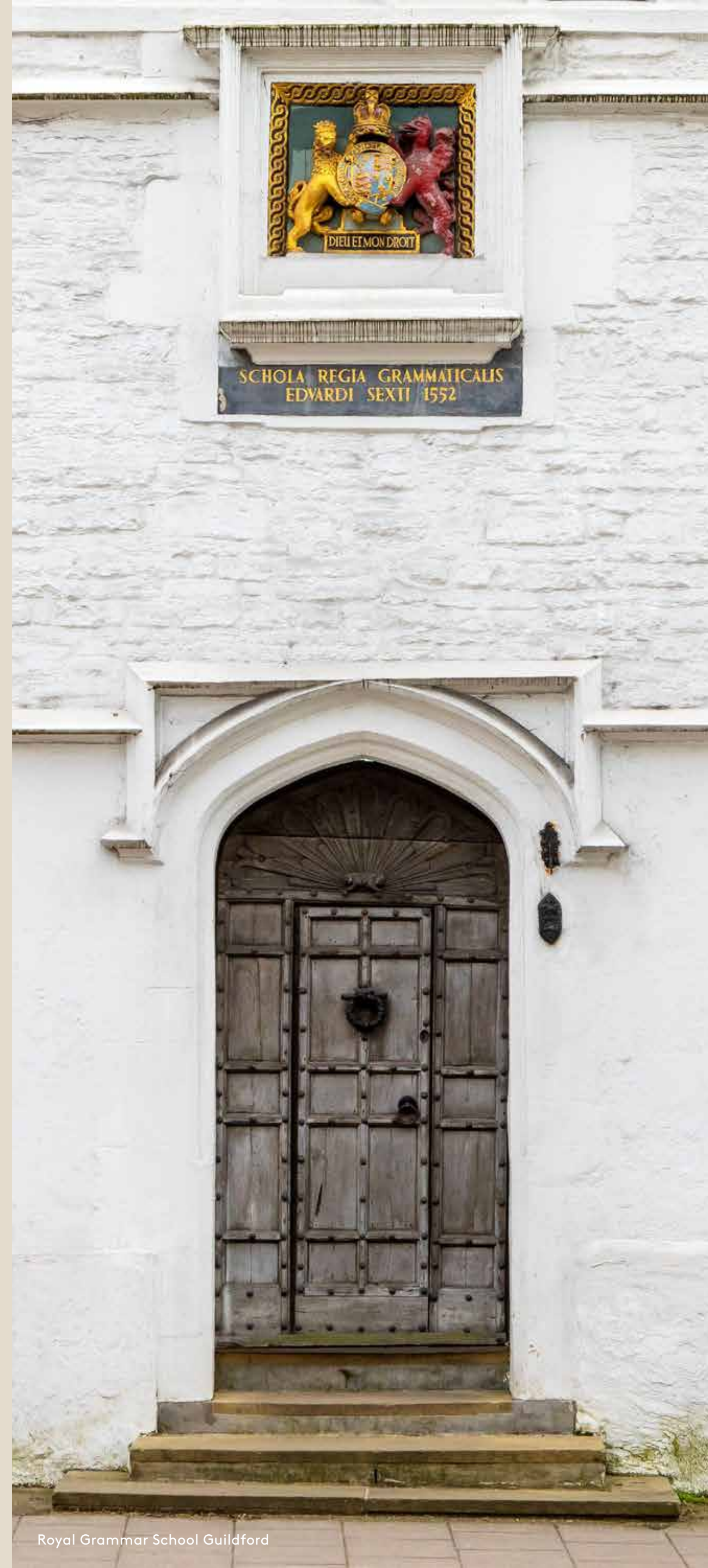
Source: Ofsted 2022/3, journey times approximate

4 INDEPENDENT SCHOOLS
within a 32 minute walk of Arch & Bloom

Source: ISI, journey times approximate



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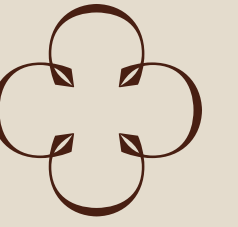


Royal Grammar School Guildford

ACCESS TO HIGHLY REGARDED SCHOOLS AT EVERY STAGE

SCHOOL	DISTANCE	OFSTED RATING
PRIMARY		
Sandfield Primary School	0.2 miles	GOOD
St Nicolas CofE Aided Infant School	0.4 miles	GOOD
Pewley Down Infant School	0.5 miles	OUTSTANDING
Holy Trinity, CofE Aided Junior School	0.9 miles	GOOD
Weyfield Primary Academy	1.2 miles	GOOD
Onslow Infant School	1.3 miles	GOOD
Queen Eleanor's CofE School	1.5 miles	GOOD
SECONDARY		
Guildford County School	0.6 miles	OUTSTANDING
Kings College Guildford	1.6 miles	GOOD
St Peter's Catholic School	1.7 miles	GOOD
Christ's College, Guildford	2.2 miles	GOOD
George Abbot School	2.6 miles	GOOD
INDEPENDENT		INDEPENDENT RATING
Royal Grammar School Guildford	0.2 miles	ALL STANDARDS MET (2025) Two areas of Significant Strength
Guildford High School	0.5 miles	ALL STANDARDS MET (2024) One area of Significant Strength
Tormead School	0.9 miles	ALL STANDARDS MET (2024)
Rydes Hill Preparatory School	1.6 miles	ALL STANDARDS MET (2024)
St Catherine's School	3.7 miles	ALL STANDARDS MET (2023) Two areas of Significant Strength

Source: PriceHubble, Ofsted 2022/23, ISI Inspection Report, distance as the crow flies from Arch & Bloom



EDUCATION: UNIVERSITY

Located within a leafy campus setting, the University of Surrey is just 8 minutes by bicycle and 19 minutes on foot from Arch & Bloom.

Known for excellence in aerospace, telecommunications, engineering and hospitality, and supported by the Surrey Research Park with 140+ innovative companies, the university is ranked third in the South East and 31st nationally. Its presence in Guildford drives consistent demand for high-quality student accommodation.

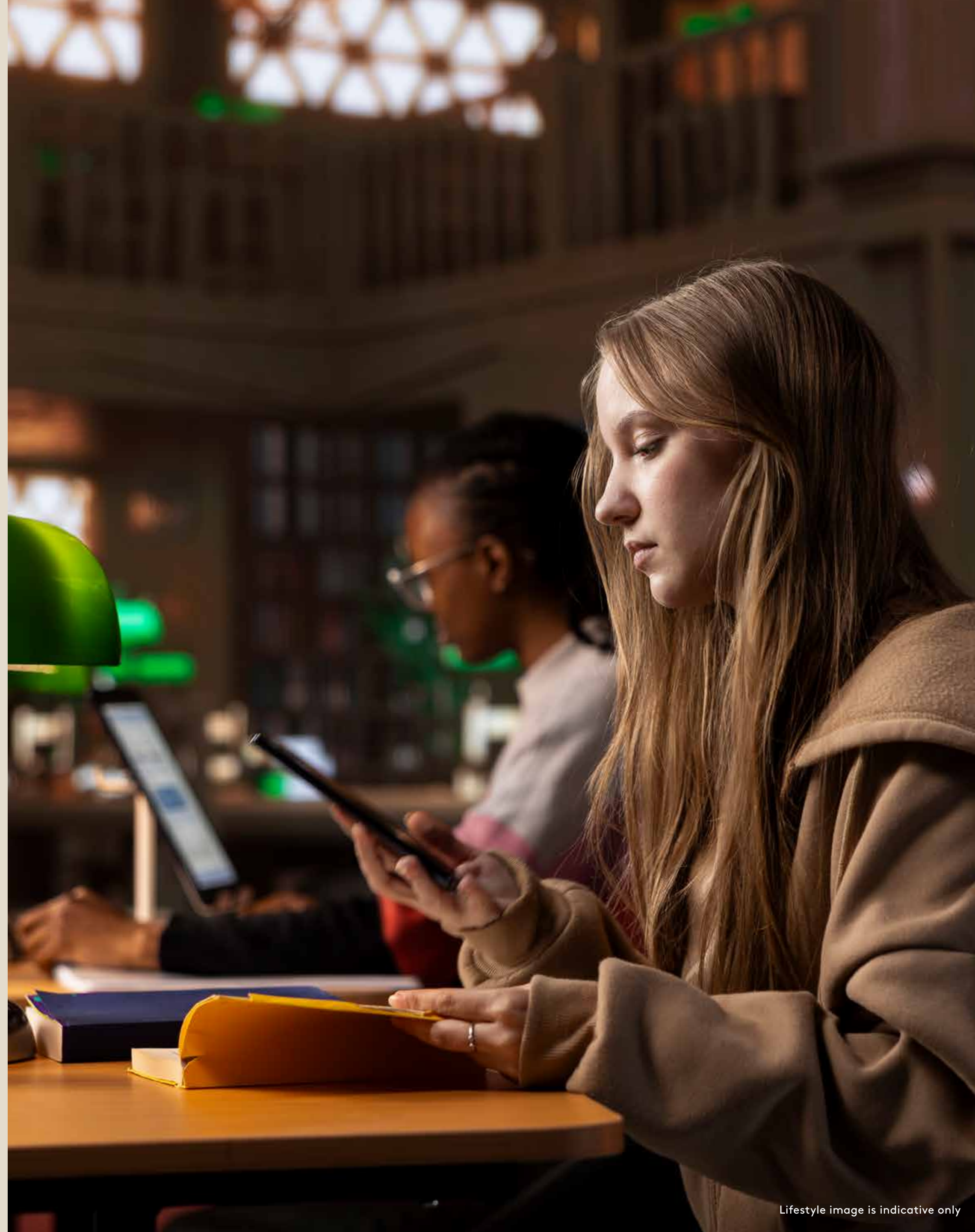
Sources: The Times & Sunday Times Good University Guide 2026; University of Surrey – Research Excellence; Google Maps, journey times are approximate only



STUDENT SPEND ON RENT 2025

GUILDFORD: EACH RENTERS' SHARE OF RENT PAID	ALL STUDENTS	OVERSEAS STUDENTS
Top quartile share	£733pcm	£1,101 pcm

Sources: PriceHubble, based on students in the private rental sector



22% OF RENTERS
in the local area are students
vs 10% in Greater London

Source: PriceHubble, local area
is GU1 4, GU1 3, GU2 4

15,575 STUDENTS
at the University of Surrey
1 in 4 is international

Source: PriceHubble, HESA 2023/24

The University of Surrey
RANKED 31ST
NATIONALLY
3rd in the South East

Source: The Times & Sunday Times
Good University Guide 2026

SURREY
INTERNATIONAL
INSTITUTE at Dongbei
University of Finance and
Economics is the University of
Surrey's international campus
in the city of Dalian, China

Source: surrey.ac.uk

RENTAL MARKET PROFILE

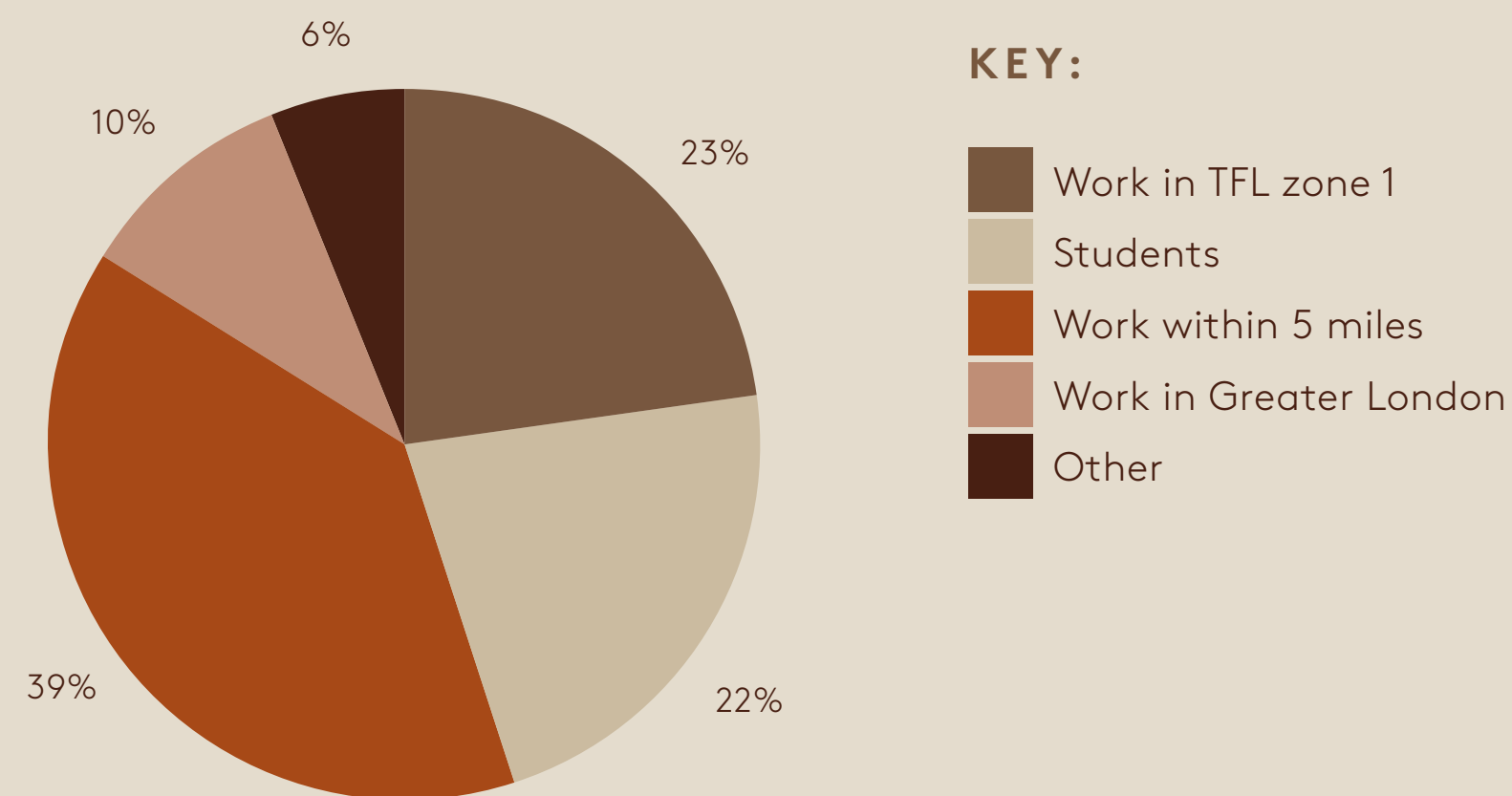
STRONG RENTAL MARKET, BENEFITTING FROM HIGHER EARNING LONDON COMMUTERS

Arch & Bloom is positioned at the centre of a strong and dynamic rental market, underpinned by excellent transport connections and a concentration of high-earning professionals. Many residents work in leading local industries or commute into London¹, supporting sustained rental demand. The market is further driven by students and families.

Properties in the area let quickly, with homes spending an average of just 14 days on the market, based on data to October 2025.

¹Workplace analysis based on Transport for London Zone 1

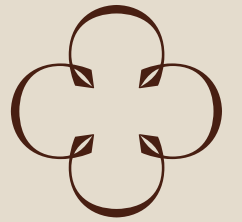
RENTER PROFILE



Source: DataLoft by PriceHubble using Information Works



Lifestyle image is indicative only



WHO RENTS IN THE LOCAL AREA?

31% SINGLES
60% COUPLES/ SHARERS
9% FAMILIES

AVERAGE AGE: 29

£38,171
 average gross individual income

£93,966
 upper quartile gross individual income

33% OF RENTERS
 are in professional, scientific and technical employment sectors

39% OF RENTERS
 work within 5 miles

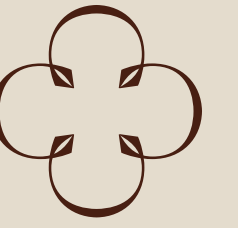
54% OF RENTERS
 moved from less than 5 miles

Source: PriceHubble



23% OF LOCAL RENTERS WORK IN TFL ZONE 1, EARNING ABOVE AVERAGE SALARIES OF £64,073 significantly higher than the average across all renters of £38,171

Source: PriceHubble, last 12 months, salaries £10k-£500k



RENTAL GROWTH

HIGHER GROWTH THAN LONDON

Guildford is a rental hotspot, with growth outperforming London in the last five years. With 17.8% rental growth forecast to 2029 for the UK as a whole, returns at Arch & Bloom are expected to continue to grow, thanks to its location in this strong rental market.

TOP 25% AND 10% OF AVERAGE RENTS IN GUIDLFORD OVER THE LAST 12 MONTHS

LOCAL AREA RENTS	STUDIO APARTMENT	1 BEDROOM APARTMENT	2 BEDROOM APARTMENT	3+ BEDROOM APARTMENT
Top 25% of lets by value	£1,496	£1,807	£2,390	£3,016
Top 10% of lets by value	£1,808	£1,935	£2,506	£3,273

Source: PriceHubble



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39% RENTAL GROWTH IN GUILDFORD IN THE LAST 5 YEARS

33% in Greater London
31% in London
Guildford rental growth outperformed London

Source: PriceHubble

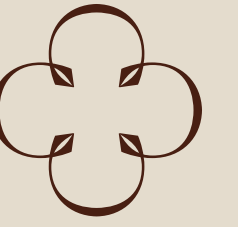
17.8% FORECAST RENTAL GROWTH IN THE UK 2025-2029

Source: Consensus across agents like Knight Frank and JLL, forecasts were latest published at time of report



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PRICE GROWTH

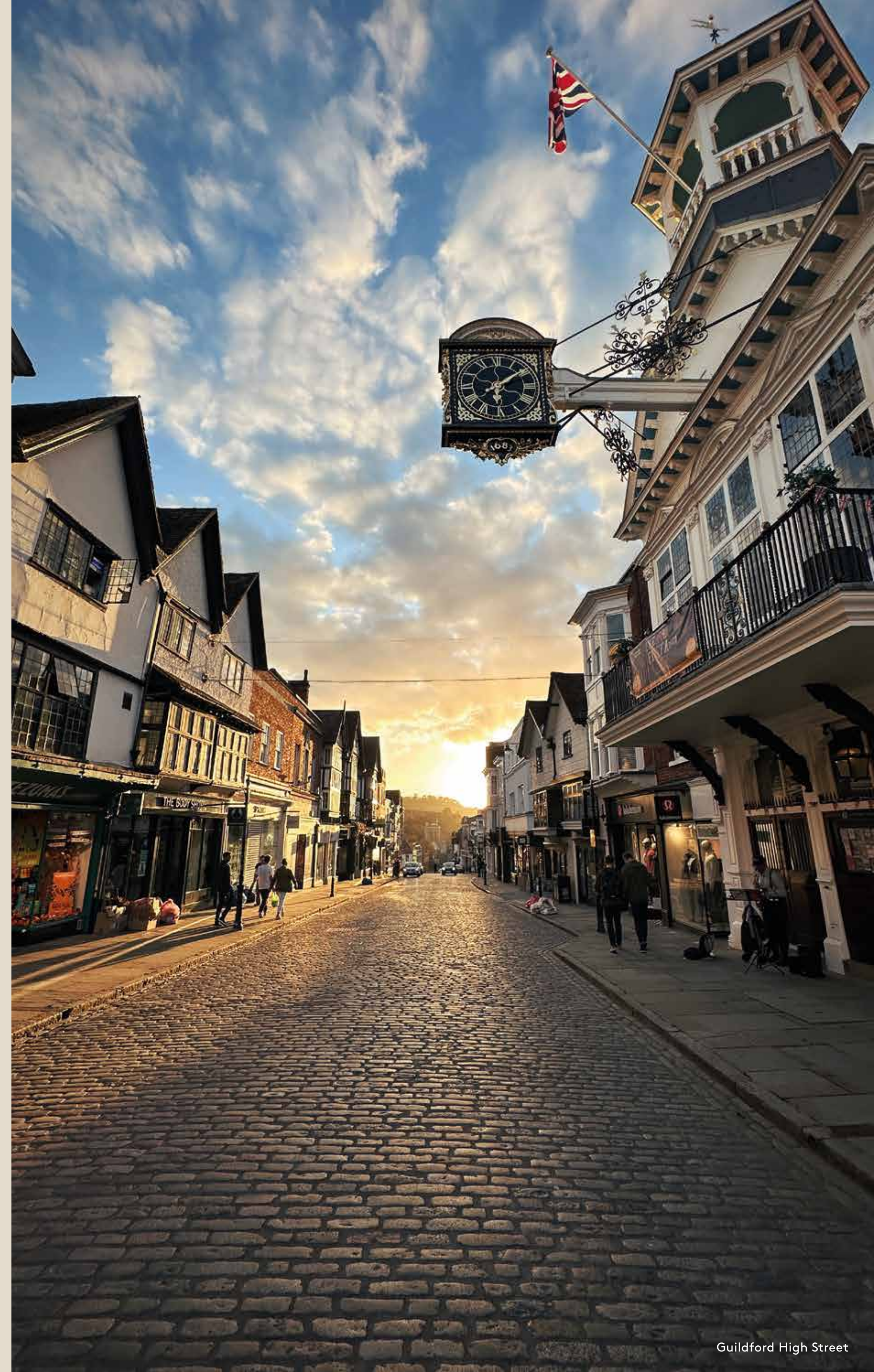
GUILDFORD HAS OUTPERFORMED LONDON IN PRICE GROWTH OVER FIVE AND 10 YEARS

Property prices across Guildford have risen 11.9% in five years, outperforming London. Guildford has also just outperformed the capital over 10 years too.

GROWTH IN PRICE PER SQ FT OVER LAST FIVE YEARS

Guildford	11.9%
Greater London	7.7%
TFL Zones 1-4	5.2%
Prime Central London	3.6%

Source: PriceHubble, Land Registry, all property types, data is to August 2025



Guildford High Street

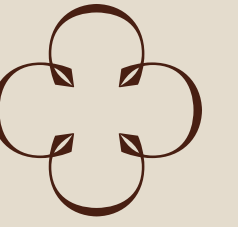
PROPERTIES IN GUILDFORD GO FROM LISTED TO SOLD (STC) IN UNDER 50 DAYS

Latest data shows properties taking 48 days to sell (December 2025), following a typical pattern of a faster sales market in the summer months

Source: Dataloft by PriceHubble, using Information Works

21.3% FORECAST GROWTH in sales prices in the South East 2025-2029

Source: Consensus across large property agents like Savills and JLL, forecasts were latest published at time of report



NEW HOMES SUPPLY

ARCH & BLOOM IS THE LARGEST SCHEME CURRENTLY BEING BUILT IN GUILDFORD

The supply of new homes in Guildford is limited in the short-term, but stronger over the long-term. Of the 508 homes under construction across the town, Arch & Bloom comprises 485, and the other development just 23.

LONG-TERM SCHEMES ADDING NEW VITALITY

Whilst Guildford is already a desirable location, a new wave of regeneration is helping to enhance the town centre even further.

The £125 million St Mary's Wharf project on a former retail site will create riverside homes, cafés and shops, and a public walkway along the River Wey. Alongside this, Solum's £150 million Guildford Station Quarter development will improve the station entrance and create a new public plaza and office space.



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ARCH & BLOOM IS DELIVERING 95% OF THE NEW HOMES

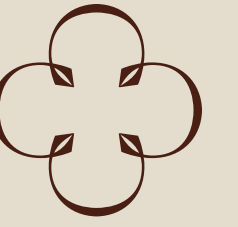
currently being built in Guildford
town centre

Source: Barbour ABI, town of Guildford

HISTORIC UNDERSUPPLY OF NEW-BUILD in Guildford.

On average just 134 homes a year
over the past five years

Source: PriceHubble



SIGNIFICANT INVESTMENT TO SHAPE GUILDFORD'S FUTURE

Guildford Borough Council launched the Guildford Economic Regeneration Programme (GERP) in 2020, with a core focus on creating a new Town Centre Masterplan. In September 2022, the council approved the next stage 'Shaping Guildford's Future' to take the full masterplan forward.

The programme aims to revitalise the town centre by opening up the riverside, easing congestion, improving sustainable transport and creating a more attractive place to live, work and invest.

KEY AIMS



Reinvent the Town Centre Core, strengthening Guildford's role as a regional economic hub.



Open up the River Wey with new public spaces, walking routes and active frontages.



Improve walking and cycling links, safety, accessibility and integration between rail, bus and active travel.



New squares, green spaces and safer, more attractive streets to support retail, hospitality and cultural activity.



Unlock the four key development zones along the River Wey.



Deliver a more compact, walkable, low-carbon town centre for sustainable long-term growth.

Source: Guildford Borough Council



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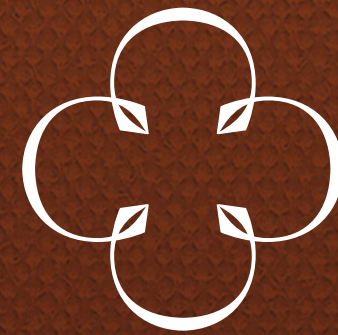
£900 MILLION WORTH OF INVESTMENT being planned to uplift Guildford's future

Source: democracy.guildford.gov.uk, guildford.gov.uk, solum.co.uk, and national press

5 KEY THEMES OF GUILDFORD'S REGENERATION:

1. Uplifted transport interchanges
2. Revitalised waterside living
3. Enhanced pedestrian networks
4. New medical centre
5. New homes for modern living

Source: Guildford Borough Council



ARCH & BLOOM

GUILDFORD

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 PriceHubble | dataloft

Berkeley
Designed for life