

AREA FOCUS

East is the new West



Stretching from Canary Wharf's stylishly sculpted economic hub, past the beautifully regenerated Docklands and up into the vibrant echelons of Plaistow, Forest Gate and East Ham, London's trendy Eastern flank is the very definition of up-and-coming. Billions of pounds has been invested in the area beside the Thames, with beautiful apartment buildings springing up all along the river's edge and more set to follow, boasting views across the city and transport links to suit even the fussiest young professionals. Residents are spoiled for choice in the culinary department, with every possible cuisine to be found amongst the elegant eateries of Canary Wharf and authentic delis dotted along Brick Lane, not to mention the fabulous shopping potential of the area's markets and luxury retail facilities. With huge capacity for investment and high specification residential developments, this increasingly fashionable area won't be holding on to its fantastic affordability for long. ■

Development Spotlight: ABODE3

The 14 one and two-bedroom apartments at ABODE3 offer high quality interiors with sleek, fully fitted kitchens and bathrooms enabling residents to move straight in. Residents have access to a private terrace, balcony or winter garden as well as a communal landscaped courtyard with secured bicycle stores. Built with the environment in mind, the development incorporates various eco-friendly features such as photovoltaic panels.

Apartments at a higher level benefit from views towards Canary Wharf and excellent underground and DLR links offer access to the district within seven minutes, as well as The City in 14 minutes and West End in 19 minutes.

The local area has an array of vibrant amenities including the fashionable restaurants and bars of Shoreditch and shops and sporting facilities of Stratford. The regeneration of the area has made it a hotspot for young professionals seeking good investment potential. ■

DEVONS ROAD, E3
FROM £285,000 LEASEHOLD

www.telfordhomes.plc.uk
020 3538 9633



Agent in the Area:



ALAN SELBY

Senior Partner
Alan Selby & Partners

www.alanselby.co.uk
Alan Selby & Partners
020 7519 5900

When I founded the company in 1974 in the East End, we identified a huge demand from first-time buyers for low cost homes. At this time, most residential properties in this part of London were let at controlled rents and the area suffered substantial blight due to its dereliction from the Second World War. We were the first 'local' estate agency to open for many years and by realising the potential of this low-cost housing, we built up a substantial client base upon which the business could flourish into the next decade.

I was on the roof of Cascades in 1986, the first residential tower on the Isle of Dogs, looking over a very different East London! Today, from our office a few doors down, we have gained a wealth of experience from involvement in almost every large-scale residential development in the area.

We have seen enormous price growth in the East End catalysed by the success of the City and Canary Wharf as major global financial centres. The area is now largely served by exceptional transport infrastructure which will be significantly enhanced by the delivery of Crossrail. In the past, it was always an issue to live in the East End; it was somewhere everyone wanted to get out of. Today, values on the Isle of Dogs are back to their peak in 2007 and we are seeing record prices being achieved in the City and fringe areas.

The future is bright for residential accommodation in this part of London and there is no doubt in my mind that London is moving east! ■

Alan Selby & Partners 020 7519 5900



Making the Move Easier:



JAE GADAR

Managing Director
Ashworth Group

Ashworth Group provides
Residential Inventory, Cleaning
and EPC services

Can you explain how the inventory service works?

Professional Inventory services, such as Ashworth Group, provide a type of protection for landlords. A check-in inventory report is compiled and prepared at the beginning of a tenancy agreement, which provides a complete description of a property and is agreed by tenants and landlords as a contract. At the end of the letting agreement, we then provide a check out inventory report. This report allows the landlord to check the current condition with report, providing the landlord with a strong legal protection if anything is damaged. Everything is included, from the type and condition of interior decoration to the number and condition of furnishings. Inventories are equally important for unfurnished properties; if the main front door is scratched in top left hand corner, this is recorded. At Ashworth Group we also provide photographs; this helps us to provide a more accurate depiction of the condition of the property. You can think of an inventory as a type of guarantee for the condition of the property where if anything is damaged, missing or broken then the tenants will be obliged to cover the expenses.

What's the main benefit of enlisting an inventory service?

In a fast-paced city like London, the duties of a landlord and tenant have become more difficult. Having an inventory provides peace of mind not just for landlords but also for tenants too. This is why at Ashworth Group we pay extremely high attention to detail to ensure a smooth transition. Tenants are also protected as the entire property's condition is recorded beforehand so they cannot be accused of any damages they haven't caused.

Who are the main clients for an inventory service?

Generally our client base ranges from corporate estate agents and other SME's to private landlords.

Why are Inventory services becoming more popular?

Since the introduction of the Tenancy Deposit Scheme (TDS) independent third party inventories have never been more important. Every day people are faced with difficult situations with their landlords and tenants. As the public is becoming more aware that inventory services are the solution to disputes, the services have become almost a necessity when letting out properties.

When is a property Inventory report most effective?

Property Inventory Reports are most effective when both the tenant and landlord have full confidence in them. In our experience, that only happens when an independent professional, such as Ashworth Group, completes the Inventory reports. Our research shows that it's not just the big things that upset agents and landlords; the small defects can also cause issues. We take the hassle out of the renting and letting process. ■

Ashworth Group 0845 539 0101, info@ashworth-group.co.uk
www.ashworth-group.co.uk