

Project Lute

FINEMAN
ROSS +
PARTNERS

Rare value-add residential
investment opportunity in
Central London

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7-8 Whitechurch Passage, E1 7QU

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INVESTMENT PROPOSITION

Investment Summary

2 self-contained, value-add residential blocks in London E1

- Portfolio of two, self-contained, value-add residential blocks in prime Central London locations.
- Freehold.
- Opportunity to conduct a rolling refurbishment of both assets on expiry of the existing ASTs and either re-let or break up the blocks.
- Providing a total of 23 beds over 12 generously sized apartments.
- Total current passing rent of £319,800 per annum.
- Available at a 67% discount to open market value.



Asset	7-11 French Place	7-8 Whitechurch Passage
Location	Shoreditch	Aldgate
Keys	8	4
Beds	16	7
Area	4,690 square feet	2,587 square feet

Subject to contract and VAT, we are instructed to invite unconditional proposals for our client's Freehold interest in the properties, either together or individually at offers in excess of the below:

Asset	Price	Capital Value	Price per Key
7-11 French Place	£3,500,000	£746 per square foot	£437,500 per key
7-8 Whitechurch Passage	£1,500,000	£580 per square foot	£375,000 per key
Total Package Lute	£5,000,000	£687 per square foot	£416,667 per key



Location / Connectivity


Shoreditch

1 7-11 French Place

7-11 French Place is situated in the heart of Shoreditch. The building is just a five minute walk from Shoreditch High Street and Old Street Stations, and a ten minute walk from Liverpool Street, giving unrivalled connectivity across London via Crossrail, the Underground, Overground and access to National Rail.

French Place is a tranquil residential street that is host to an eclectic blend of attractive converted warehouses and modern buildings, such as the subject property. Its situation in the middle of Shoreditch places the vast array of cultural amenities the area hosts on the doorstep.

Shoreditch is world renowned for its rich cultural offering, which is reflected in the breadth of amenity available. Within a five minute walk, a resident of French Place can visit Columbia Road Flower Market and the Autograph Art Studios; or can enjoy the leisure offerings of Shoreditch High Street and Old Street.

7-11 French Place	
Shoreditch High Street	5 mins
Old Street	10 mins
Liverpool Street	10 mins

Aldgate


2 7-8 Whitechurch Passage

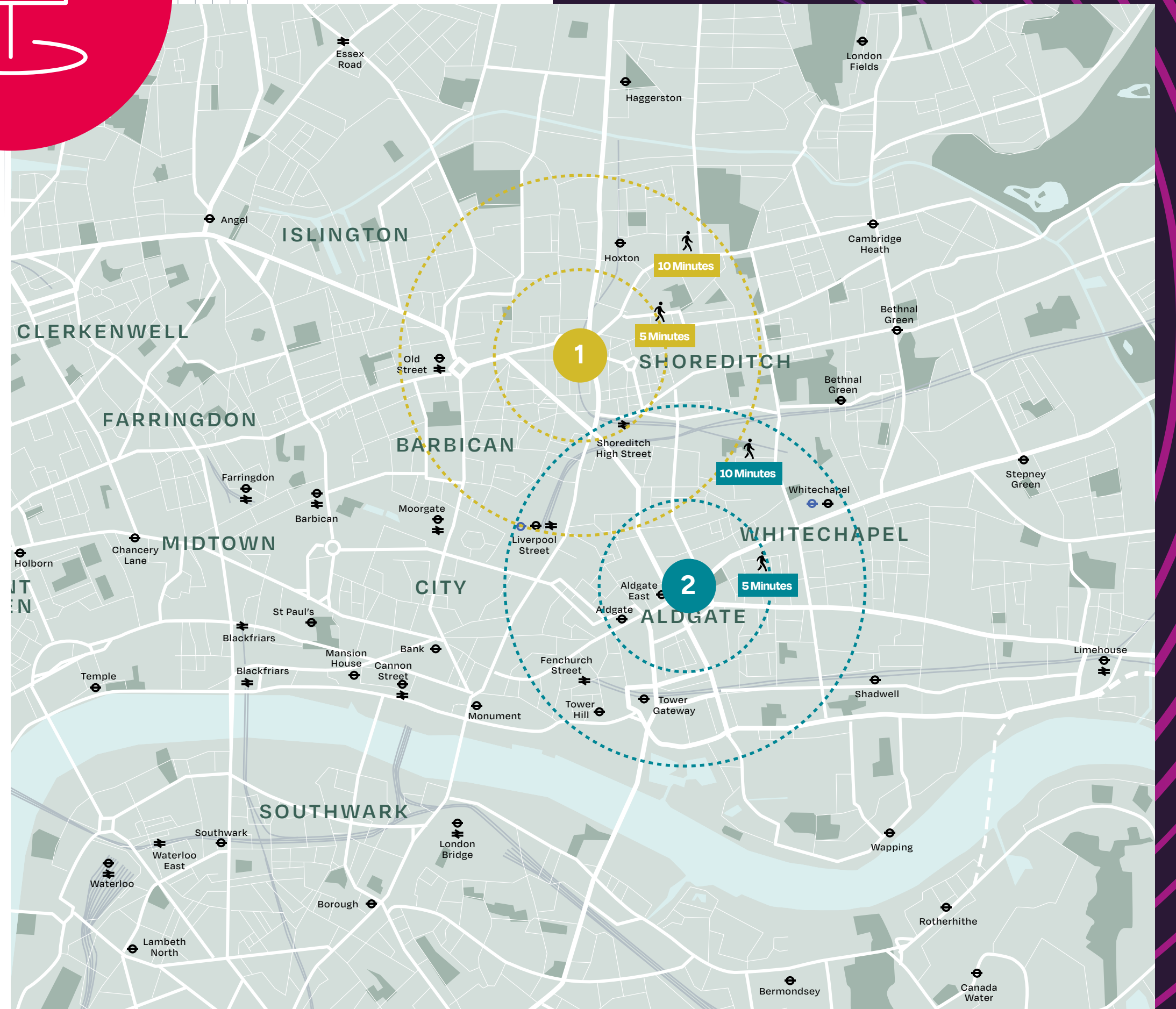
7-8 Whitechurch Passage enjoys a uniquely private position on one of London's smallest alleys. The Passage enjoys the prestige of being included in the Global Street Arts Walls Project with the permanent installation of *Tile Lady*, a tile relief installed in 2012 by international street artist, chinagirl tile.

The Passage opens onto Altab Ali Park – a beautifully curated green space that hosts the ruins of St Mary's, The White Chapel.

Aldgate East is a one minute walk from the building, giving access to the Hammersmith and City and District Lines, while Aldgate and Whitechapel Stations, and Crossrail, are both within a ten minute walk.

The building's central location in the City of London puts it within easy walking distance of the area's wide amenity offering of luxury bars, restaurants and experiential entertainment venues.

7-8 Whitechurch Passage	
Aldgate East	1 min
Aldgate	10 mins
Whitechapel	10 mins



Demographics

Both Shoreditch and Aldgate are home to affluent and highly educated populations.

Disposable income is c.50% higher than the national average in both locations, and the population are well above the national average in statistics such as education and employment grade. Both are also home to large university student populations.

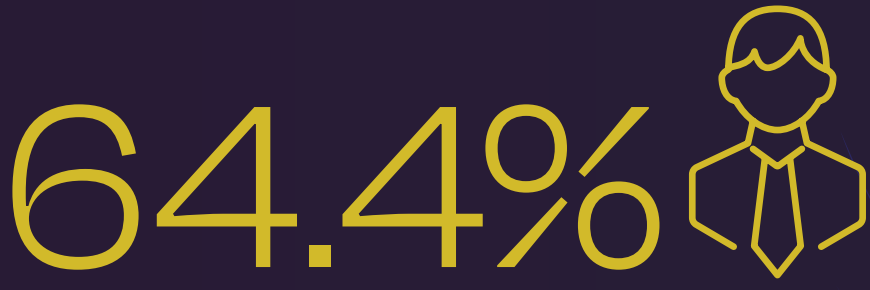


Shoreditch

Aldgate



OF HOUSEHOLDS IN SHOREDITCH ARE ONE OR TWO PERSONS, APPEALING TO THE UNIT COMPOSITION OF FRENCH PLACE.



64.4% OF THE POPULATION ARE SKILLED PROFESSIONALS VS THE NATIONAL AVERAGE OF 46.5%



HIGH STUDENT POPULATION – 10.0% OF TOTAL POPULATION VS NATIONAL AVERAGE OF 7.7%



HIGHLY QUALIFIED POPULATION – 53.5% HAVE LEVEL 4 OR HIGHER QUALIFICATIONS VS NATIONAL AVERAGE OF 33.9%



64.1% OF THE POPULATION ARE SKILLED PROFESSIONALS VS THE NATIONAL AVERAGE OF 46.5%



HIGHLY QUALIFIED POPULATION – 51.7% HAVE LEVEL 4 OR HIGHER QUALIFICATIONS VS NATIONAL AVERAGE OF 33.9%



EXTREMELY HIGH STUDENT POPULATION: 19.9% VS NATIONAL AVERAGE OF 7.7%

Project Lute

Description

7-11 French Place

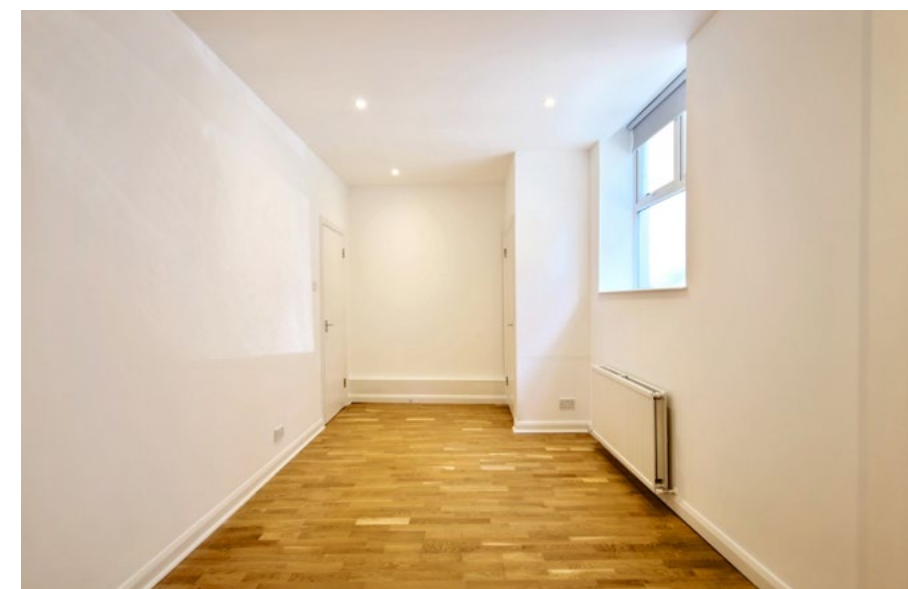
7-11 French Place is a modern and attractive fronted residential building of brick construction, built in the late 2000s.

The building is arranged over ground and three upper floors, with three aspects providing excellent natural light, and comprises eight apartments with a C3 use class.

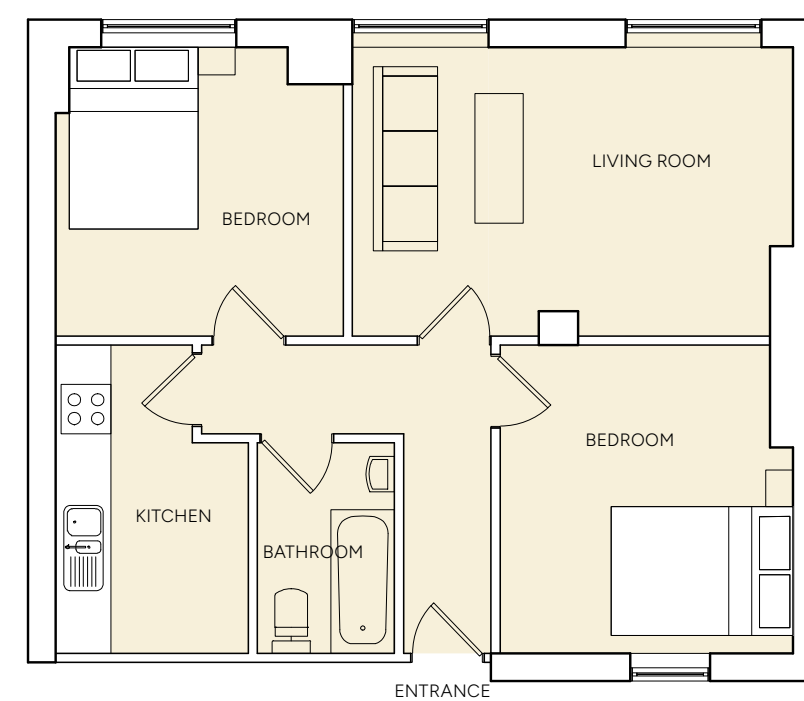
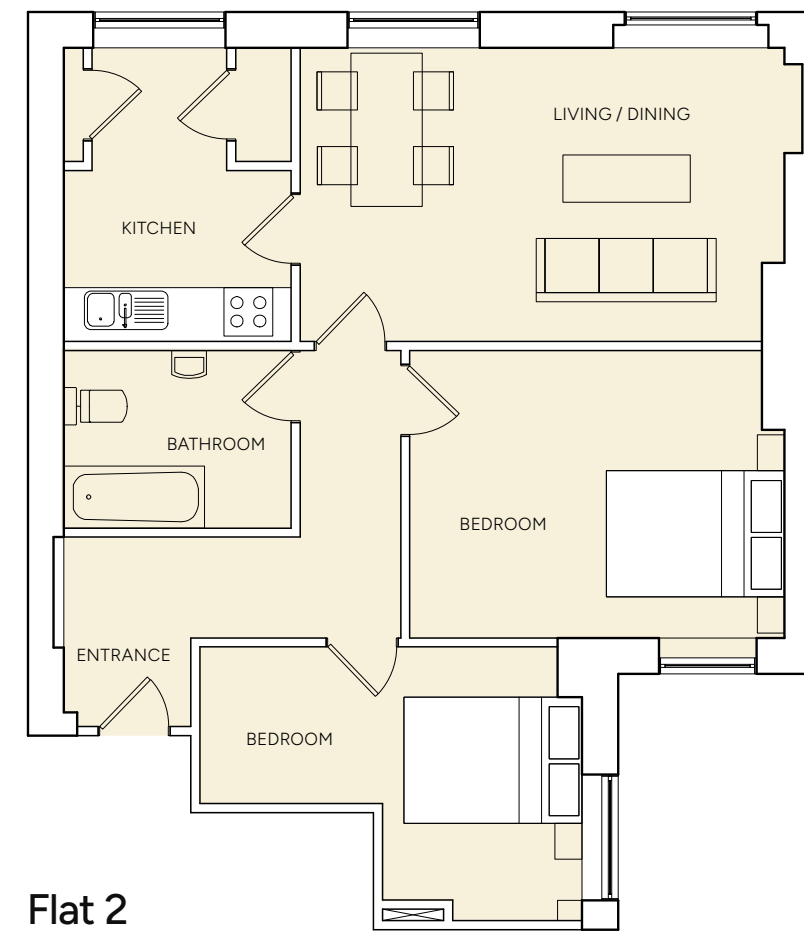
7-11 French Place is held Freehold under title number EGL534453.

Accommodation Schedule

Unit	Floor	Area (sq ft)	Beds	Baths
1	Townhouse	715	3	2
2	G	587	2	1
3	G	544	1	1
4	1	604	2	1
5	1	550	2	1
6	2	564	2	1
7	2	614	2	1
8	2	502	2	1
Total		4,690	16	9



Sample Floor plans



7-8 Whitechurch Passage

7-8 Whitechurch Passage is a well appointed property of brick construction arranged over ground and three upper floors.

The property contains four residential apartments of C3 use. The building is well constructed with skylights and front and rear aspects providing ample natural light. The apartment at the third floor benefits from a generous terrace.

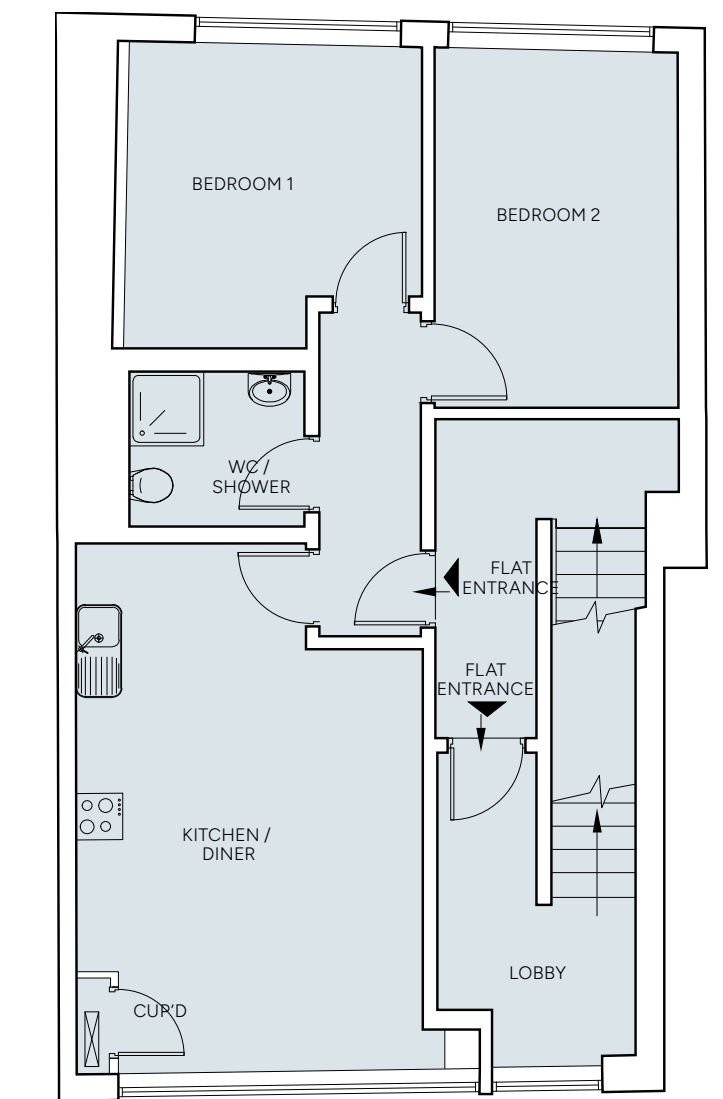
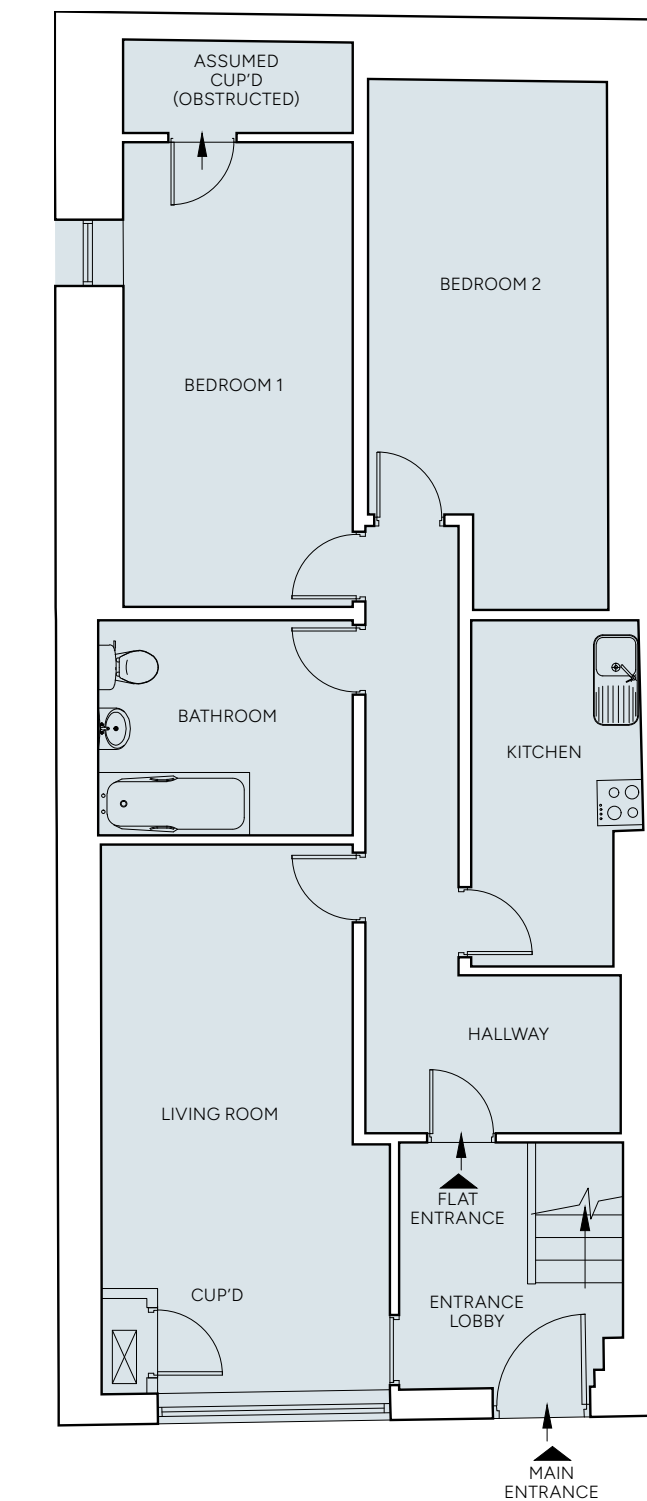
7-8 Whitechurch Passage is held Freehold and will be a newly created title.

Accommodation Schedule

Unit	Floor	Area (sq ft)	Beds	Baths
A	G	817	2	1
B	1	592	1	1
C	2	597	2	1
D	2(P) & 3	581	2	1
Total		2,587	7	4



Sample Floor plans



Tenancy

7-11 French Place

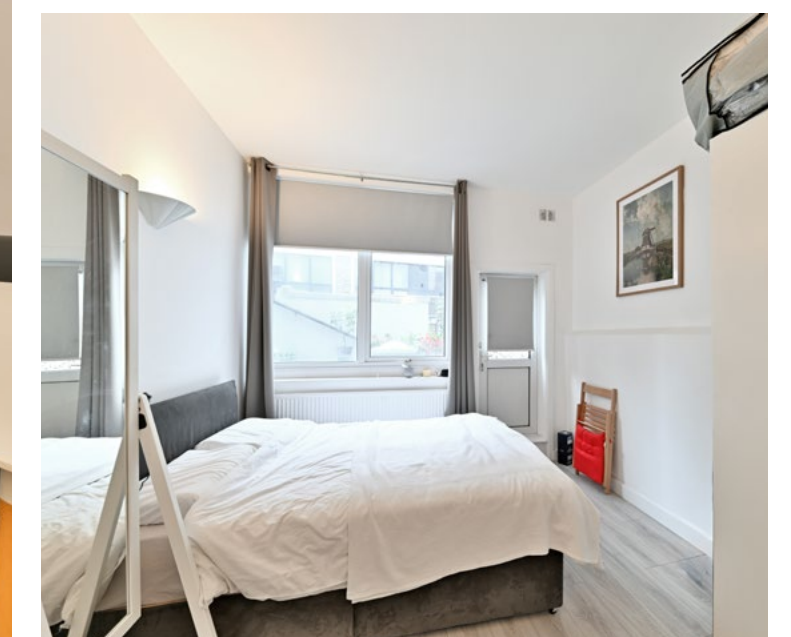
Unit	Floor	Area (sq ft)	Beds	Baths	Rent (£ p.a.)	Rent (£ pcm)	Start Date	Expiry Date	Deposit (£)
1	Townhouse	715	3	2	36,000	3,000	Sep-25	Sep-26	3,462
2	G	587	2	1	23,400	1,950	Apr-24	Mar-25	2,014
3	G	544	1	1	22,200	1,850	Aug-25	Jul-26	2,135
4	1	604	2	1	23,400	1,950	Apr-25	Mar-26	1,620
5	1	550	2	1	25,800	2,150	Feb-25	Jan-26	2,365
6	2	564	2	1	30,000	2,500	Dec-25	Dec-26	2,885
7	2	614	2	1	27,600	2,300	Aug-25	Aug-26	2,654
8	2	502	2	1	25,800	2,150	Dec-25	Dec-26	1,650
Total		4,690	16	9	212,400				



7-8 Whitechurch Passage

Unit	Floor	Area (sq ft)	Beds	Baths	Rent (£ p.a.)	Rent (£ pcm)	Start Date	Expiry Date	Deposit (£)
A	G	817	2	1	24,600	2,050	Feb-25	Feb-26	2,365
B	1	592	1	1	23,400	1,950	Jun-25	Jun-26	2,250
C	2	597	2	1	28,800*	2,400	Vacant		
D	2(P) & 3	581	2	1	28,800	2,400	Aug-25	Aug-26	2,769
Total		2,587	7	4	105,600				

*Topped up



Residential Market

Policy changes and planning challenges have significantly hampered the development pipeline, creating a dearth of new homes being constructed and revitalising the second hand market as demand remains strong in the face of highly constricted supply.

8% 

AVERAGE CAPITAL VALUE PER SQUARE FOOT UP 8% IN CENTRAL LONDON IN 2025

6% 

RENTS ACROSS UP BY 6% IN 2025

The Central London residential market has historically been a highly defensive asset class: benefitting from both significant and long term capital value growth and aggressive year on year rental growth.

7-11 French Place

82.8%  6.6% 

APARTMENTS ARE 82.8% OF TOTAL EXISTING STOCK

RENTS UP 6.6% IN 2024

91.6%  >£1,000 psf

APARTMENTS WERE 91.6% OF SALES IN THE LAST YEAR

APARTMENTS ON FRENCH PLACE HAVE NEVER TRANSACTED FOR LESS THAN £1,000 PER SQUARE FOOT IN THE LAST FIVE YEARS

15.3%

NEW STOCK DEVELOPMENT AT 15.3% OF 2019 PEAK

7-8 Whitechurch Passage

93.1%  >£990 psf 

APARTMENTS ARE 93.1% OF TOTAL EXISTING STOCK

TYPICAL ALDGATE CAPITAL VALUES AT >£990 PER SQUARE FOOT IN 2025

95.1% 

APARTMENTS WERE 95.1% OF SALES IN THE LAST YEAR

COMPARABLE APARTMENTS HAVE TRANSACTED AT C.£850 PER SQUARE FOOT IN THE LAST YEAR

Investment Proposition

Proposal

Subject to contract and VAT, we are instructed to invite unconditional proposals for our client's Freehold interest in the properties, either together or individually at offers in excess of the below:

Project Lute is being marketed in conjunction with Project Harp, a unique portfolio of Central London mixed-use, BTR led assets with significant inherent reversion. Offers are invited for both portfolios individually as well as collectively.

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VAT

The properties have been elected for VAT.

KYC / AML

The purchaser will be required to provide full KYC information to satisfy the vendor's and Fineman Ross + Partners' AML requirements.

Inspections

Inspections can be arranged by contacting the vendor's agents.

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Disclaimer

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Designed by Zest Design & Marketing (020 7079 3090). March 2026 (02587).