

The background of the entire page is a vibrant, abstract illustration of tropical leaves. The leaves are rendered in various shades of teal, orange, yellow, and brown, with some featuring dark brown outlines and speckled textures. The composition is dense and layered, creating a sense of depth and movement.

COCOA RESIDENCES

ROYAL TUNBRIDGE WELLS NT1
INVESTMENT GUIDE

WELCOME TO TUNBRIDGE WELLS

Royal Tunbridge Wells is one of the most popular places to live in the South East of England because it offers the best of all worlds. It's close enough to London that people can commute and visit, but far enough away that residents can escape the hustle and bustle easily.

That mix of city access and countryside calm makes it an extremely desirable place to live. The town has plenty of its own charms, too. It's home to a vibrant community, a wealth of history, extensive green spaces, high end retail, greater cultural sites and much more.

All of that makes Tunbridge Wells a highly desirable place to live – and a great location to buy UK property.

TUNBRIDGE WELLS PULLOUT STATS

8.1%

Annual house price growth
(Land Registry Q1 2024)

8.6%

Annual rental growth
(ONS Q1 2025)

£15bn

Regional GDP
(Invest West Kent)

11 MILLION

Tourists in the region per year
(Invest West Kent)



HOUSING MARKET AND POPULATION

Royal Tunbridge Wells is home to just over 115,000 people according to the Office for National Statistics, and competition for the best homes is always fierce.

This is a place where the quality of a property is the priority. There is not an overall shortage of homes, but there is a lack of available high end accommodation. That makes luxury developments with good links to in demand parts of town a great investment for any buyer.

SITES OF INTEREST INCLUDE:

- The town centre
- The train station
- The best schools

Competition for quality homes in these areas is high and demand is always growing. This makes both rents and house prices go up in these areas, even though there is technically no overall shortage of housing.

HOUSE PRICE GROWTH IN TUNBRIDGE WELLS

Data from the Land Registry, reported by Kent Live in January 2025, shows the effects of that competition:

1.7%

UK annual house price growth

3.4%

Kent annual house price growth

8.1%

Tunbridge Wells annual house price growth



RENTAL GROWTH IN TUNBRIDGE WELLS

The story is similar with rental growth in Tunbridge Wells. Data from the Office for National Statistics in January 2025 shows that the average rent in the town has reached £1,397. That represents:

8.4%
Growth in the last year

8.6%
Growth for apartments

Breaking it down by property type, the ONS data shows:

9.1%
Rental growth for one-bed apartments

8.5%
Rental growth for two-bed apartments

8.4%
Rental growth for three-bed apartments

6.7%
Rental growth for four-or-more bed apartments

By analysing the ONS data over the last year, we can see this is a very good time to invest in apartments in Tunbridge Wells where rents are growing faster than the local, regional and national average.

Specifically, one-, two- and three-bedroom apartments are growing the fastest and represent a real opportunity for landlords.



ECONOMY AND JOBS IN TUNBRIDGE WELLS

Tunbridge Wells is at the heart of the West Kent economic area and is home to more than half the regional population. That makes it an important economic centre, as do the town's superb train links to London.

The regional economy performs well according to figures from Invest West Kent:

£15BN GDP

£64,333 GVA AVERAGE PER JOB

19,000 BUSINESSES

11 MILLION VISITORS PER YEAR

JUST 2.2% UNEMPLOYMENT

This is a wealthy area where the economy is strong. Jobs are of a high quality in the West Kent region, and unemployment is low. Tunbridge Wells is at the heart of it all and is the driver for the region.

Even better, the economy is still growing. The latest data from the Office for National Statistics shows that the employment rate in Tunbridge Wells is growing annually and is higher than the average for the whole South East of England.

Large businesses and more growth in the future
Big companies already located in the town include insurance giant AXA, Markerstudy, Logistics UK, Cripps Pemberton Greenish, Southpaw, Ginger May and many more.

As companies look for office space outside of London, Tunbridge Wells is perfectly located to offer an alternative location – something the town is actively pursuing to bring in more growing businesses.

Ross Feeney, CEO of Tunbridge Wells Together said:
“Tunbridge Wells has all the elements to support businesses growing in the town. We believe strongly that there is ample opportunity for investors to develop new grade A office space in the area, due to the growing demand for both small office operations and for larger corporates looking to escape London-priced floorplates.”



REGENERATION

Tunbridge Wells already has everything that people want and need. In many ways, it's an idyllic town. However, there is still more regeneration projects underway to make it an even more attractive place to live and work.

TOWN CENTRE PLAN

The biggest change to Tunbridge Wells in a generation is underway as the Town Centre Plan 2040 takes shape. In the next 15 years, the Plan seeks to transform the historic spa town with:

NEW SPACES FOR MARKETS AND CULTURAL EVENTS

MULTI-FUNCTIONAL SPACES FOR THE DAY AN

NIGHT TIME ECONOMY

MORE TREE PLANTING TO ENHANCE BIODIVERSITY

ART, WALKING AND AUDIO TRAILS

NEW PLAY SPACES FOR FAMILIES

REDEVELOPMENT OF UNDERUSED COMMERCIAL BUILDINGS

IMPROVED PUBLIC WALKING AND CYCLING PATHS

ELECTRIC VEHICLE CHARGING POINTS

CYCLE STORAGE FACILITIES

...and much more that will go to towards making the town an even more desirable place to live, a more efficient home for businesses, and a more attractive tourist destination.

Royal Victoria Place

The Royal Victoria Place Shopping Centre in the heart of Tunbridge Wells was recently bought by the Borough Council for more than £8m. They have moved quickly to put a regeneration plan in place that will upgrade the centre, and the town along with it.

THE KEY OBJECTIVES ARE:

TO FILL EMPTY SHOPPING UNITS

RE-ESTABLISH A FOOD COURT AREA

IMPROVE LEISURE FACILITIES.

The council said in May: "The expert view is there is potential to fill vacant units and drive-up occupancy and footfall, and the tenant mix could be rebalanced away from retail towards a greater leisure offer."



CONNECTIVITY

One of the main reasons people love to live in Tunbridge Wells is the outstanding connectivity. Most importantly, residents and businesses have direct access to London by train:

CHARING CROSS

49 MINS
(APPROX)

LONDON BRIDGE

46 MINS
(APPROX)

Residents can also reach the popular seaside destination of Hastings via direct train, opening up the South Coast and cities including Brighton.

When it comes to international travel, Tunbridge Wells also offers great links for residents and businesses:

PARIS, VIA ASHFORD

30 MINUTE DRIVE
(APPROX)

LONDON GATWICK

46 MINUTE DRIVE
(APPROX)

Within the town, a 10-year transport infrastructure investment plan is coming to a close in 2026 and has been responsible improving existing transport links as well as creating new ones. It has made Tunbridge Wells a more sustainable, greener and more convenient place to live for residents.



LIFE IN ROYAL TUNBRIDGE WELLS

Royal Tunbridge Wells is one of the most historic places in the UK. Beginning life as a Roman Spa Town, it remains popular to this day and offers residents the best of all worlds – making it an extremely desirable place to live. It has great transport links to London which is less than an hour away by train. The town is also close to Ashford which gives access to the Eurostar, and London Gatwick which opens up the rest of the world.

However, the town itself is charming and relaxing, making it the perfect place to live and escape the hustle and bustle of 21st century life. You can commute to London, or you can stay in Tunbridge Wells and make the most of the quality jobs on offer nearby.

The town centre is in the middle of being upgraded, and there are plenty of cultural sites, shops, bars and restaurants for residents to enjoy. This is a premium location that offers a luxury modern lifestyle.



WHY BUY WITH ALLIANCE INVESTMENTS

Alliance Investments is a subsidiary of leading UK property developer, Property Alliance Group—acting as the master sales agent for all Property Alliance Group residential developments in the UK.

With a proven track record of marketing, selling and exchanging properties within several of the group's landmark buildings, Alliance Investments has also become the master sales agent for other high-end luxury developments from trusted partners across the UK's leading property markets.

Headquartered in Manchester, we have been behind the development and sale of some of the city's most iconic landmark buildings. Being a key contributor to the growth of what has become one of the UK's top investment locations has given us the credibility to move into other key cities, all the while maintaining the same high levels of quality that have become our trademark. This expansion into other areas of the UK has in turn allowed our investors and homebuyers to find their perfect property.

With local experts on hand across the globe our experienced sales and after-sales teams are dedicated to offering a clear and transparent service at every stage of the process. Our in-house team can handle all elements of the sale, including exchange, mortgages, completion and property management, Alliance Investments guides you every step of the way, ensuring seamless support from start to finish.



ALLIANCE

I N V E S T M E N T S

Head Office

Alliance Investements Ltd
Alliance House, WestPoint Enterprise Park Clarence Avenue,
Trafford Park Manchester, M17 1QS, United Kingdom

With offices in: London - Manchester - Dubai

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