

Check out the wish list for the super rich

Fro' helipads to in-house hairdressers, Zoe Dare Hall finds out which boxes need to be ticked to satisfy the average oligarch or oil heir in their quest for status-sy' bol ho' es

Whatever you call them – oligarchs, the super-rich or the cumbersome “ultra-high-net-worth individuals” – the wish-list for a home among the world’s wealthiest buyers in Britain has little in common with that of mere mortals. They want their homes to look and function like a world-class hotel, with services, facilities and brand names to match.

But as cutting-edge as their homes may look, the fundamentals for the “very rich” have changed little over the past 40 years, when newly oil-rich Middle Eastern buyers began to invest in London, says Aylesford International’s chairman Andrew Langton. “They want security and large, free-standing houses both in London and in the country. And large penthouses in brand-new and branded developments with state-of-the-art portage and services,” says Langton, who, incidentally, never calls them “oligarchs”. “That’s a word of yesterday – and anyway, they are on the wane.”

As Gary Hershman, managing director of Beauchamp Estates, says: “Super-wealthy buyers are in a position to turn their dreams into reality and when considering new homes, there is almost no limit to the

level of specification and personal luxury required.”

Here’s what that wish-list might look like.

The right address

There’s no point having the helipad or Bond-like security if your house is in the wrong place.

“Get the right address – Charles Street or Grosvenor Square in Mayfair, Eaton Square or Belgrave Square in Belgravia [below] – and everything else can be added later,” says property consultant

Simon Barnes. Boasting such an address is a five-bedroom, four-storey house on Eaton Square with a pool and garden. Knight Frank is marketing it for £28.75million (020 7881 7722; knightfrank.com).

The super-rich also like to take their postcode snobbery one step further and demand properties with two addresses. “It could be a large corner plot with two separate doors,” says Jazmin Atkins of buying agency Prime Purchase. Or, like the Blairs in Connaught

Square, “they may buy a mews house at the rear with a separate address. It enables the buyer to entertain business and personal

guests separately,” says Atkins.

Acres of space

Luxury is combining the dimensions of an airport lounge with the opulence of a six-star hotel. See the 3,000 sq ft Italian marble foyer – six times bigger than the average London home – at Ebury Square in Belgravia, where one-bedroom apartments cost from £1.95million (020 7118 9111; eburysq.com), as a prime example. The super-rich like their ceilings four metres high, ideally, says Trevor Kearney from Savills Country Department – perfect for displaying the art collection which, along with the security guard, may be the house’s sole inhabitants. Grandiose

proportions give a “first-class sense of arrival”, says James Wyatt from Barton Wyatt in Virginia Water, who sells many of the Wentworth Estate’s temples to new money in Surrey.

Helipad

It’s a boy’s toy that central London’s super-rich must forgo, but where airspace – and garden space – allows, a place to park the helicopter is still a favoured way to flaunt your wealth. “I can be in central London within 12 minutes when I fly by helicopter,” states the owner of Thakeham Manor, a modern six-bedroom country house in Pulborough, West



Sussex, on sale for £5.995million (fineandcountry.com).

Five-star party places

When you are spending millions on a property, why waste your time going out for entertainment when you can micromanage every element in your own home? Today's penthouses and poshest newbuilds all include a party space, either up high with a Miami-style roof terrace, to benefit from panoramic views from the hot tub (see the six duplex penthouses at 3 Merchant Square, Paddington Basin, which start at £3.4million, merchantsquare.co.uk; 020 7993 7393), or down low in chic subterranean lairs where swimming pools turn into dance floors at the click of a switch.

Bespoke lighting 'architecture'

"We're not talking downlighters or chandeliers here but a full sensory experience and impact on a big scale," says Sandy Mitchell, founder of RedBook property consultancy, on the trend for recruiting lighting architects to give a development extra pizzazz.

The Candy brothers were the trailblazers at One Hyde Park, calling in artist James Turrell to come up with "a unified light concept that would interact with the architecture". If you have £19.95million (020 7235 9959; struttandparker.com), you can soak up the atmosphere from a resale three-bedroom apartment, with its own pool and gym. At Cheyne Terrace (020 7758 3188; cheyneterrace.com), apartments cost from £4.3million and have "mood lighting" operated by a digital control system. At Hays Mews in Mayfair, on sale for £8.45million (020 7262 2030; kayandco.com), the entire facade lights up to point party guests in the right direction.

Future-proofed entertainment

Home cinemas are two-a-penny in family homes in posh London

suburbs, so oligarchs need to set themselves apart with their in-house entertainment. "The super-

rich want a virtual simulator, multi-sensory, four-dimensional cinema rooms with sounds and smells," says Tim Garbett, Knight

Frank's head of North Surrey Sales. Curved-screen 4K TVs are the place to start, according to home technology expert Viki Lander (ensoul.co.uk). James Wyatt from Barton Wyatt also has a keen eye for the hi-tech whizzery in the billionaires' mansions he sells. "You need very fast fibre broadband at the minimum, although the very rich – including a client of ours – want their own dedicated fibre line, for which they'll pay £500 a month," says Wyatt. For a private screening room and bar to rival any Soho members' club, there's The Red Brick House in Little Venice (right) – priced at £17.95million (020 7724 4724; astonchase.com).

Parking

Not for the helicopter this time, but for the car collection. Individual spaces in central

London sell for six-figure sums and wealthy buyers certainly don't want to park on the street. "They are very security conscious and feel vulnerable unloading the kids and shopping in full view of others," says buying agent Robert Bailey. "Parking should ideally be in an integral garage where the owner can drive in, close the door automatically and walk directly into the house. The garage itself can be blinged up too. Wide and long enough for a Bentley, with a suction channel under the cars so the chauffeur doesn't get the garage floor too wet when he's washing them."

Knight Frank's Tim Garbett says that, ideally, a home will have space for up to 10 cars – and

mirrors to admire them from all angles. There's just the ticket at Crossacres, a seven-bedroom mansion on Surrey's Wentworth

estate. On sale for £17.5million, it has ample underground parking for the Ferrari collection (01344 840020; knightfrank.com).

High-end branding

When it comes to branded developments, there are three main names the super-rich will consider: Candy & Candy, Mike Spink and Finchatton. In Surrey, adds Paul Finnegan from Savills' Country Department, the brands with pulling power are Royalton, Heritage, Octagon, Consero or Aspire. Then you want the global, luxury hotel brand to provide the

services – Mandarin Oriental at One Hyde Park, for example, a name for which the Candys are rumoured to have paid £10million to use. A big name will ideally be involved in the interior design and furnishing. The current darling for those looking for something a little quirky is Rosa Uniacke, fresh from overhauling the Beckhams' Holland Park mansion. Or if "pure bling" is your style, James Wyatt from Barton Wyatt recommends Park Place in Windlesham, Surrey, a 1995-built Georgian-style country house on sale for £6.25million (01344 843000; bartonwyatt.co.uk) and decorated top-to-toe in Versace – including the staff quarters.

Wine cellar and tasting room

Even an oligarch's spit is now greeted by the most gilded of receptacles, such are the lengths that developers are going to with wine rooms. Having somewhere to store your wine collection is no longer enough; now you need a veritable vinoteque, with fingerprint-recognition entry, wireless inventory systems and a showpiece tasting room – with spitting bowl – for parties.

"Some have a sommelier and a walk-in humidifier. A wine cellar is pretty much a prerequisite. It takes up less space than a spa or cinema room but can still look extremely impressive," says

INTERHOUSE CREATIVE

Rachel Thompson from **The Buying Solution**.

The penthouse at The Chilterns in Marylebone has a £100,000 wine cellar stocked with a further £100,000 worth of wine for whoever can pay the property's £25 million price tag (020 8418 1070; thechilternsw1.com).

Private gym and spa

No oligarch wants to be caught in public in their fluffy slippers or red-faced from the cross-trainer, so home gyms and spas need to equal anything in the world's best hotels. That includes a pampering room and hairdressing salon with staff, says James Wyatt. The oligarch's gym must be a large, purpose-built space with mirrors galore, great views, ideally, and a

lap pool. "It also needs the latest gym equipment with Wi-Fi, so you can tweet or email while flogging your guts out," says Wyatt.

The leisure suite at 100 Hamilton Terrace in St John's Wood, on sale for £32 million (020 7724 4724; astonchase.com), includes a gym, steam room, treatment room and, of course, pool. Or bringing a touch of the Caribbean to the West Country, the stately 400-year-old Avon House near Bath – priced £3.2 million (01225 320032; fineandcountry.co.uk) includes a gym with walls that open up fully to the outdoor bar and pool.

Professional kitchen

That's "professional" not just because it will house appliances worthy of a Michelin-starred restaurant, but because it almost certainly won't be the homeowner who knocks up dinner there. It will be the private chef who is either permanent or on-call to entertain guests. The real business of cooking the kids' dinners is done in the preparation

kitchen, which you'll find in Neo Bankside's penthouses (020 7998 1888; neobankside.com), starting at £6.75 million. Kitchens are getting clever, too, with iPad-controlled gadgets able to keep tabs on when the soufflé is baked

or when you're running low on Bollinger. A must-have, says tech expert Viki Lander, is a zoneless induction hob, which provides instant, controllable heat wherever you place your pan. Also new is the sparkling-water tap from Grohe, for around £1,500. "What next – on-tap Moët?" dreams Barton Wyatt's James Wyatt.

Top security

A doorman or concierge is not enough for the mega-rich; security means gates with number-plate recognition, front doors accessed by fingerprint or iris technology, bulletproof windows and a plain-clothes guard. Add to that "state-of-the-art 24-hour concealed security surveillance to every inch of the property and grounds with periodic drone flights," says Knight Frank's Tim Garbett.



Light show: Hays Mews, Mayfair



Perfect fit: the gym at Avon House



Up to speed: a mirrored garage is a must for the Ferrari collection





Air lift: parking space is in demand - not just for cars but for helicopters

