



MARYLEBONE, FITZROVIA AND BLOOMSBURY

SALES MARKET INSIGHT 2017

PCL Market update

There has been a steady recovery in transaction volumes in prime central London in 2017 as asking price reductions stimulate demand. The number of residential exchanges was 5% higher in the first seven months of 2017 compared to the same period in 2016. However, the

process has not taken place in a uniform way across all markets and buyer sensitivity to price remains high. Indeed, Marylebone has outperformed the wider PCL with strong activity levels. Sales volumes rose by a third in the first six months of the year and prices grew 2.2% in the year to July 2017.

Christian Lock-Necrews, Marylebone Office Head

“Marylebone remains in vogue as a place to live, primarily because of its two forward-thinking landowners, The Howard de Walden Estate and The Portman Estate. The area is increasingly a destination in the £10 million-plus price bracket and some record £ per square foot prices were achieved in 2017. The larger Georgian houses in particular are incredible value for money compared to lateral apartments.”

FIGURE 1

Property prices in Marylebone, Fitzrovia and Bloomsbury Achieved prices, 12 months to August 2017

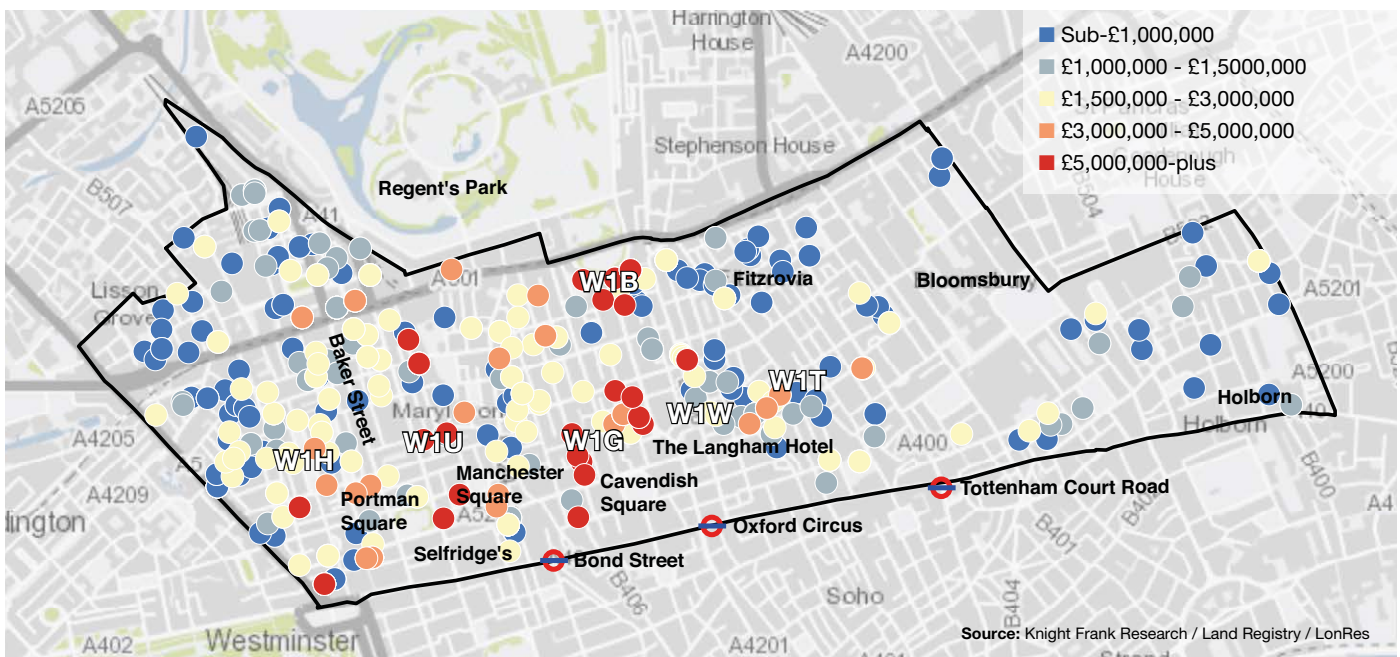


FIGURE 2

Marylebone Fact Sheet

- 33% change in the volume of transactions between H1 2016 and H1 2017
- 2.2% price change in the year to July 2017
- 23.6% price change in the five years to July 2017

Average £PSF (W1U, W1H, W1G)

Year to August 2017	£1,720
Year to August 2015	£1,580
Year to August 2013	£1,270

Maximum £PSF (W1U, W1H, W1G)

Year to August 2017	£5,530
Year to August 2015	£5,620
Year to August 2013	£2,602

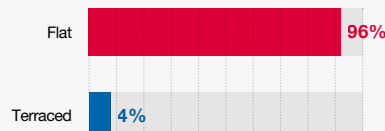
Source: Knight Frank Research / LonRes.

BLUE PLAQUES

- John Lennon Musician
- Virginia Woolf Novelist
- John Maynard Keynes Economist

PROPERTY TYPE

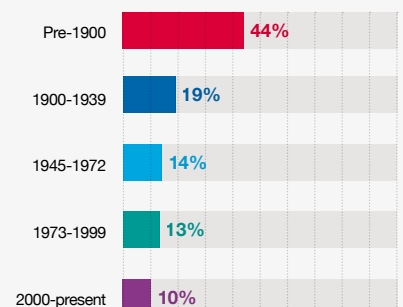
£500,000-plus sales, two years to April 2017



Source: Land Registry

Population: 47,006

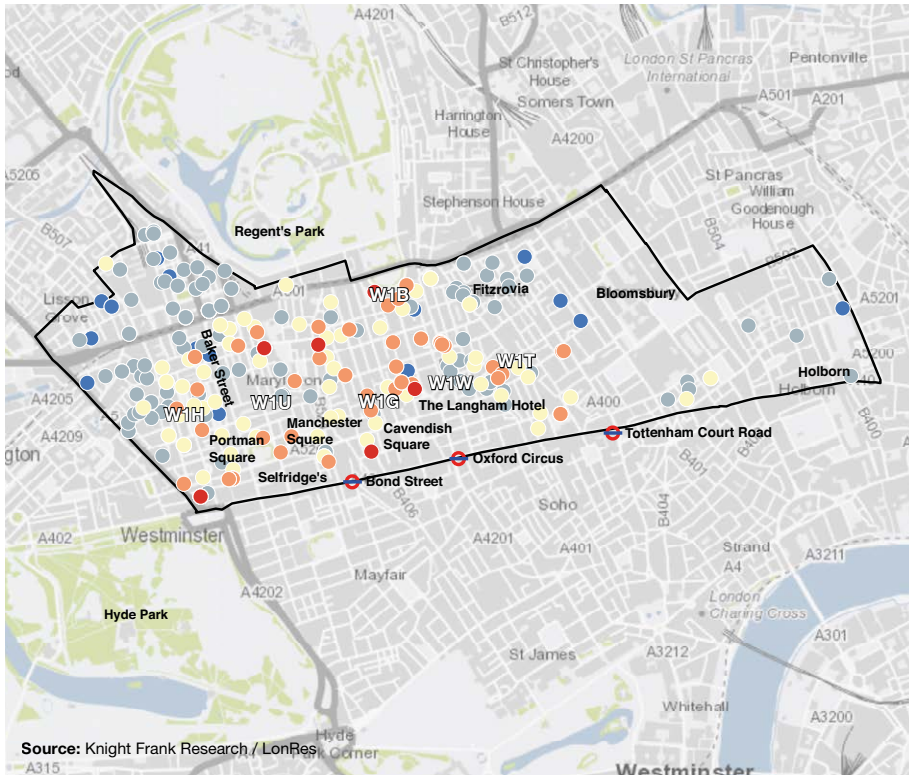
AGE OF HOUSING STOCK



MARYLEBONE, FITZROVIA AND BLOOMSBURY SALES MARKET INSIGHT 2017

FIGURE 3 £/psf data in Marylebone, Fitzrovia and Bloomsbury

Year to August 2017

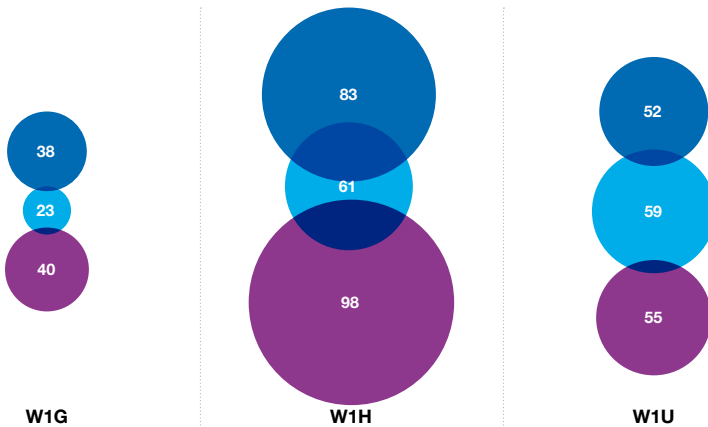


Source: Knight Frank Research / LonRes

● Sub-£1,000 ● £1,000 to £1,500 ● £1,500 to £2,000 ● £2,000 to £3,000 ● £3,000-plus

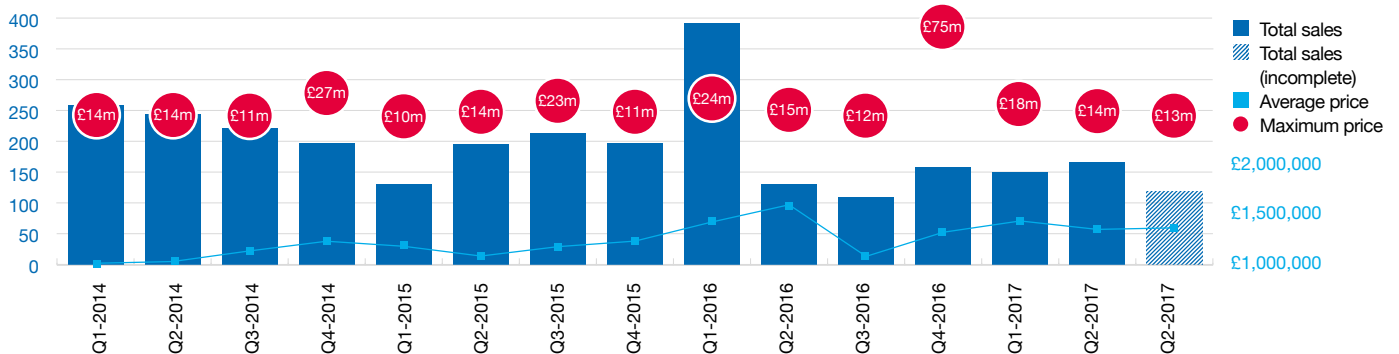
FIGURE 4 Sales volumes by neighbourhood

● Year to August 2015 ● Year to August 2016 ● Year to August 2017



Source: Knight Frank Research / Land Registry / LonRes

FIGURE 6 Transaction volumes and pricing data



Source: Knight Frank Research / LonRes

LONDON RESIDENTIAL



Christian Lock-Necrews
Marylebone Office Head
+44 203 435 6441

christian.lock-necrews@knightfrank.com



Nick Shaw
Marylebone Sales
+44 20 3435 6457

nicholas.shaw@knightfrank.com

RESIDENTIAL RESEARCH



Tom Bill
Head of London Residential Research
+44 20 7861 1492
tom.bill@knightfrank.com

PRESS OFFICE



Harry Turner
+44 20 3861 6974
harry.turner@knightfrank.com



Important Notice

© Knight Frank LLP 2017 - This report is published for general information only and not to be relied upon in any way. Although high standards have been used in the preparation of the information, analysis, views and projections presented in this report, no responsibility or liability whatsoever can be accepted by Knight Frank LLP for any loss or damage resultant from any use of, reliance on or reference to the contents of this document. As a general report, this material does not necessarily represent the view of Knight Frank LLP in relation to particular properties or projects. Reproduction of this report in whole or in part is not allowed without prior written approval of Knight Frank LLP to the form and content within which it appears. Knight Frank LLP is a limited liability partnership registered in England with registered number OC305934. Our registered office is 55 Baker Street, London, W1U 8AN, where you may look at a list of members' names.